

PROFILE OF TOURIST VISITING LA PALMA 2020



How many are they and how much do they spend?



	La Palma	Canary Islands
TOURISTS		
Tourist arrivals (FRONTUR)	81,836	4,631,803
Tourist arrivals > 15 years old (EGT)	75,941	4,110,955
- book holiday package	35,424	1,970,658
- do not book holiday package	40,516	2,140,297
- % tourists who book holiday package	46.6%	47.9%
Share of total tourist	1.8%	100%
Expenditure per tourist (€)		
- book holiday package	1,081	1,170
- holiday package	954	1,093
- others	212	241
- do not book holiday package	1,007	1,019
- flight	286	260
- accommodation	325	363
- others	397	396
Average length of stay		
- book holiday package	10.77	10.14
- do not book holiday package	12.26	11.32
Average daily expenditure (€)		
- book holiday package	116.4	135.3
- do not book holiday package	100.5	112.0
Total turnover (> 15 years old) (€m)		
- book holiday package	82	4,809
- do not book holiday package	41	2,629
- do not book holiday package	41	2,180

Importance of each factor in the destination choice



	La Palma	Canary Islands
Climate	72.9%	78.0%
Landscapes	62.6%	35.5%
Tranquility	51.5%	48.4%
Environment	44.9%	33.2%
Hiking trail network	42.9%	12.9%
Safety	40.4%	51.7%
Sea	37.6%	46.1%
European belonging	35.9%	37.6%
Authenticity	30.5%	21.6%
Effortless trip	24.0%	34.0%
Accommodation supply	24.0%	39.4%
Price	23.0%	32.9%
Gastronomy	20.9%	25.5%
Beaches	16.6%	38.0%
Fun possibilities	11.5%	18.4%
Exoticism	10.5%	11.1%
Historical heritage	10.4%	9.3%
Culture	6.7%	8.7%
Shopping	3.2%	9.1%
Nightlife	1.1%	7.6%

Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")
% of tourists who indicate that the factor is "very important" in their choice.

% TOURISTS WHO CHOOSE HIKING TRAIL NETWORK



What is the main motivation for their holidays?



	La Palma	Canary Islands
Rest	29.0%	54.9%
Enjoy family time	9.2%	13.6%
Have fun	2.9%	6.9%
Explore the destination	50.5%	19.3%
Practice their hobbies	4.5%	2.4%
Other reasons	3.9%	2.8%

EXPLORE THE DESTINATION



How far in advance do they book their trip?

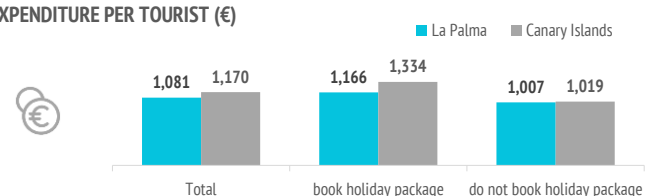


	La Palma	Canary Islands
The same day	0.4%	1.0%
Between 1 and 30 days	32.8%	32.6%
Between 1 and 2 months	23.2%	24.2%
Between 3 and 6 months	25.9%	25.3%
More than 6 months	17.7%	16.9%

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Where did they spend their main holiday last year?*

	La Palma	Canary Islands
Don't have holiday	5.0%	8.8%
Canary Islands	23.9%	29.0%
Other destination	71.1%	62.2%

What other destinations do they consider for this trip?*

	La Palma	Canary Islands
None	43.1%	39.2%
Canary Islands	23.3%	31.1%
Other destination	33.6%	29.7%

*available data for the second half of 2020. Percentage of valid answers

Source: Encuesta sobre el Gasto Turístico (ISTAC). Due to the pandemic situation, no data was collected in the second quarter of 2020.

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.

What channels did they use to get information about the trip?

	La Palma	Canary Islands
Previous visits to the Canary Islands	48.6%	52.2%
Friends or relatives	28.7%	26.3%
Internet or social media	59.1%	50.7%
Mass Media	4.1%	2.3%
Travel guides and magazines	18.0%	7.4%
Travel Blogs or Forums	8.6%	5.7%
Travel TV Channels	1.2%	0.5%
Tour Operator or Travel Agency	21.3%	19.8%
Public administrations or similar	0.3%	0.9%
Others	2.0%	2.6%

* Multi-choise question

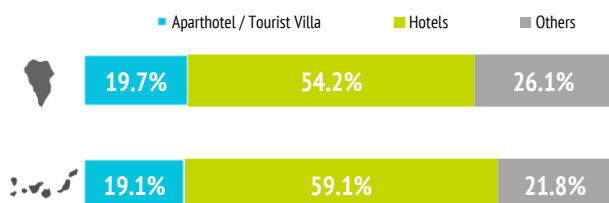
With whom did they book their flight and accommodation?

	La Palma	Canary Islands
Flight		
- Directly with the airline	51.1%	50.4%
- Tour Operator or Travel Agency	48.9%	49.6%
Accommodation		
- Directly with the accommodation	39.2%	37.4%
- Tour Operator or Travel Agency	60.8%	62.6%

Where do they stay?

	La Palma	Canary Islands
1-2-3* Hotel	8.0%	11.7%
4* Hotel	46.2%	37.7%
5* Hotel / 5* Luxury Hotel	0.0%	9.7%
Aparthotel / Tourist Villa	19.7%	19.1%
House/room rented in a private dwelling	8.6%	6.5%
Private accommodation (1)	11.0%	9.5%
Others (Cottage, cruise, camping,...)	6.5%	5.8%

(1) Own property / House of friends or relatives / Free housing exchange / Other private accommodation.



What do they book?

	La Palma	Canary Islands
Room only	32.3%	29.0%
Bed and Breakfast	16.2%	14.5%
Half board	34.3%	20.3%
Full board	0.6%	3.3%
All inclusive	16.6%	32.8%

32.3% of tourists book room only.

(Canary Islands: 29%)

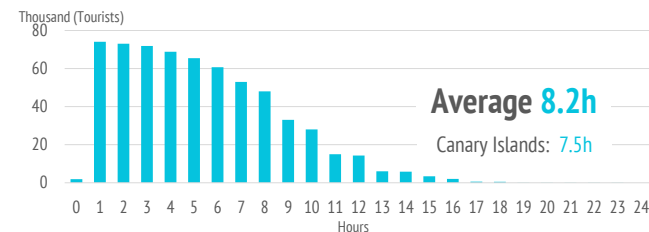
Other expenses

	La Palma	Canary Islands
Restaurants or cafes	81.2%	63.7%
Supermarkets	72.9%	54.6%
Car rental	62.6%	31.7%
Organized excursions	26.8%	18.4%
Taxi, transfer, chauffeur service	32.5%	43.6%
Theme Parks	1.2%	4.5%
Sport activities	4.7%	6.1%
Museums	12.6%	4.4%
Flights between islands	9.5%	5.2%

Activities in the Canary Islands

Outdoor time per day	La Palma	Canary Islands
0 hours	2.5%	2.0%
1 - 2 hours	2.9%	8.9%
3 - 6 hours	24.8%	33.2%
7 - 12 hours	61.8%	47.3%
More than 12 hours	8.0%	8.6%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	La Palma	Canary Islands
Walk, wander	83.5%	72.6%
Explore the island on their own	74.4%	49.7%
Hiking	61.3%	19.8%
Beach	57.8%	66.5%
Taste Canarian gastronomy	45.1%	27.0%
Swimming pool, hotel facilities	35.5%	53.3%
Swim	30.1%	30.4%
Wineries / markets / popular festivals	23.5%	11.1%
Organized excursions	20.5%	12.5%
Museums / exhibitions	20.5%	10.2%
Other Nature Activities	17.9%	7.9%
Astronomical observation	15.4%	4.1%
Sea excursions / whale watching	10.2%	9.3%
Running	6.8%	7.2%
Nightlife / concerts / shows	5.1%	11.8%
Practice other sports	4.1%	4.7%
Scuba Diving	3.7%	2.8%
Beauty and health treatments	3.3%	5.2%
Cycling / Mountain bike	3.1%	3.9%
Theme parks	1.1%	8.1%
Surf	1.0%	2.8%
Windsurf / Kitesurf	0.1%	1.3%
Golf	0.0%	2.2%

* Multi-choise question

HIKING

LA PALMA

61.3%

CANARY ISLANDS

19.8%



PROFILE OF TOURIST VISITING LA PALMA 2020



Which places do they visit in La Palma?

	%	Absolute
Santa Cruz de La Palma (capital)	73.1%	47,638
La Caldera de Taburiente National P	65.9%	42,907
Los Llanos de Aridane	65.2%	42,493
Tazacorte Harbour	59.8%	38,924
Ruta de los Volcanes (Fuenaliente)	57.4%	37,394
Roque de los Muchachos Observatc	45.9%	29,884
Los Tilos Forest	42.8%	27,877

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7 in 10 tourists in La Palma visit
Santa Cruz de La Palma

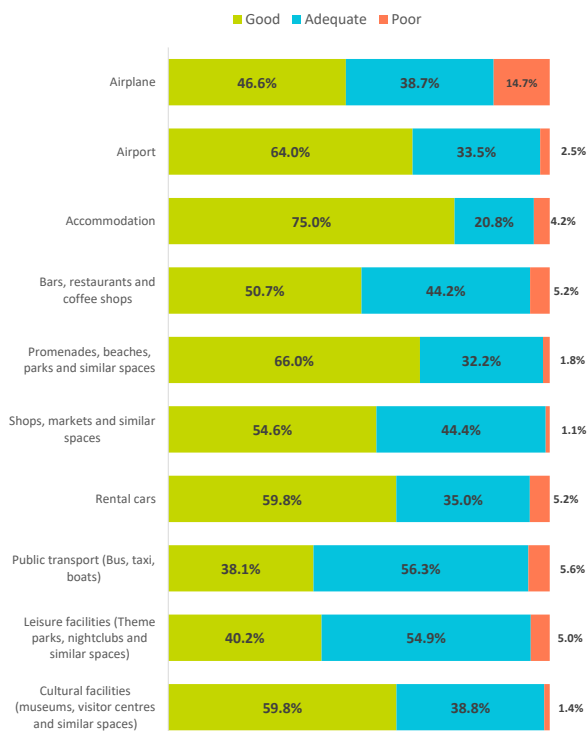


Health safety*

Planning the trip: Importance	La Palma	Canary Islands
Average rating (scale 0-10)	7.88	8.19

During the stay: Rate	La Palma	Canary Islands
Average rating (scale 0-10)	8.51	8.53

HEALTH SAFETY MEASURES (RATE)



*available data for the second half of 2020

How many islands do they visit during their trip?



	La Palma	Canary Islands
One island	82.1%	90.8%
Two islands	14.2%	7.2%
Three or more islands	3.7%	2.0%

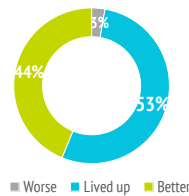
How do they rate the Canary Islands?



Satisfaction (scale 0-10)	La Palma	Canary Islands
Average rating	8.84	8.70

Experience in the Canary Islands	La Palma	Canary Islands
Worse or much worse than expected	2.8%	2.9%
Lived up to expectations	53.4%	56.1%
Better or much better than expected	43.8%	41.0%

Future intentions (scale 1-10)	La Palma	Canary Islands
Return to the Canary Islands	8.94	8.82
Recommend visiting the Canary Island	9.14	8.99



Experience in the
Canary Islands

Return to the Canary
Islands

Recommend visiting
the Canary Islands

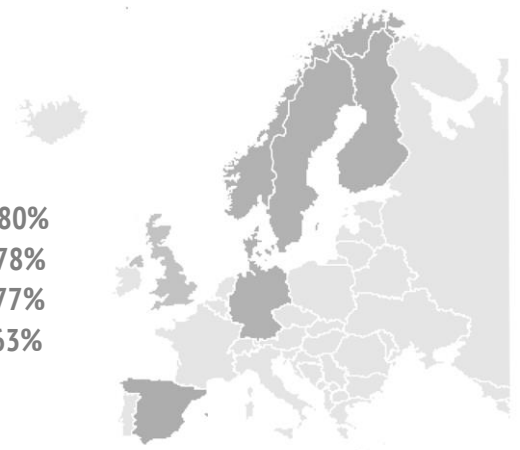
How many are loyal to the Canary Islands?



	on La Palma	in the Canary Islands
La Palma: Repeat tourists	74.5%	10.6%
La Palma: At least 10 previous visits	7.4%	0.4%
Canary Islands: Repeat tourists	84.4%	75.2%
Canary Islands: At least 10 previous visits	23.0%	22.2%

TOP 5: % REPEAT TOURISTS BY MARKETS

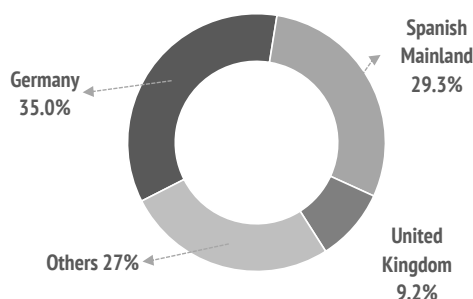
S. Mainland **80%**
Germany **78%**
Nordics **77%**
UK **63%**



Where are they from?



	%	Absolute
Germany	35.0%	26,617
Spanish Mainland	29.3%	22,215
United Kingdom	9.2%	6,972
Netherlands	7.2%	5,490
Sweden	3.7%	2,795
Denmark	3.5%	2,655
Switzerland	3.1%	2,329
Belgium	2.6%	2,005
France	2.6%	1,974
Italy	0.9%	663
Austria	0.7%	548
Finland	0.7%	509
Poland	0.5%	384
Czech Republic	0.2%	181
Others	0.8%	603



Who do they come with?

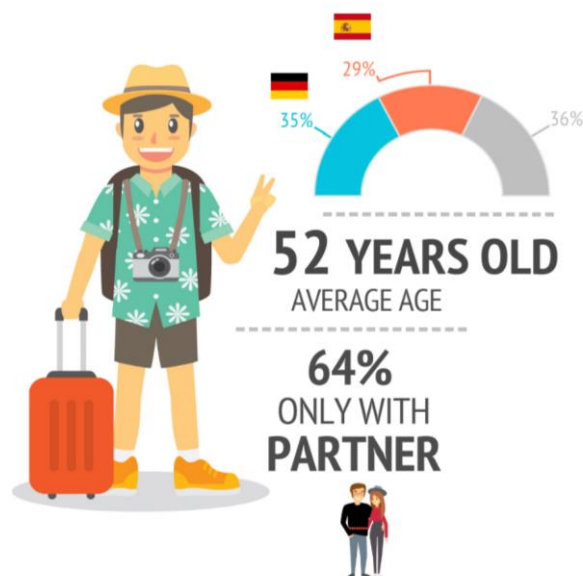


	La Palma	Canary Islands
Unaccompanied	10.6%	12.0%
Only with partner	63.9%	50.3%
Only with children (< 13 years old)	1.8%	4.8%
Partner + children (< 13 years old)	2.3%	5.1%
Other relatives	4.3%	7.6%
Friends	6.0%	6.7%
Work colleagues	0.3%	0.7%
Organized trip	1.3%	0.4%
Other combinations (1)	9.4%	12.4%
<i>(1) Different situations have been isolated</i>		
Tourists with children	5.5%	13.9%
- Between 0 and 2 years old	0.8%	1.4%
- Between 3 and 12 years old	4.6%	11.5%
- Between 0-2 and 3-12 years	0.0%	1.1%
Tourists without children	94.5%	86.1%
Group composition:		
- 1 person	13.4%	15.4%
- 2 people	70.7%	57.7%
- 3 people	6.4%	10.2%
- 4 or 5 people	7.3%	13.8%
- 6 or more people	2.3%	2.9%
Average group size:	2.19	2.40

Who are they?



	La Palma	Canary Islands
Gender		
Men	50.4%	49.8%
Women	49.6%	50.2%
Age		
Average age (tourist > 15 years old)	52.0	47.8
Standard deviation	15.0	15.8
Age range (> 15 years old)		
16 - 24 years old	4.4%	7.6%
25 - 30 years old	6.7%	10.3%
31 - 45 years old	21.2%	26.6%
46 - 60 years old	35.5%	31.4%
Over 60 years old	32.3%	24.1%
Occupation		
Salaried worker	47.7%	50.9%
Self-employed	11.0%	12.0%
Unemployed	1.0%	1.4%
Business owner	8.7%	10.4%
Student	2.8%	3.8%
Retired	25.8%	19.8%
Unpaid domestic work	0.4%	0.5%
Others	2.6%	1.2%
Annual household income level		
Less than €25,000	10.4%	15.3%
€25,000 - €49,999	39.0%	37.6%
€50,000 - €74,999	29.6%	23.7%
More than €74,999	21.0%	23.4%
Education level		
No studies	0.9%	3.7%
Primary education	1.7%	2.4%
Secondary education	18.2%	21.8%
Higher education	79.2%	72.1%



Pictures: Freepik.com