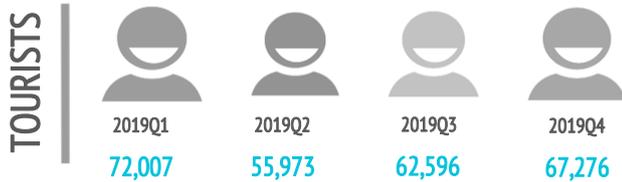


TOURIST PROFILE BY QUARTER OF TRIP (2019)

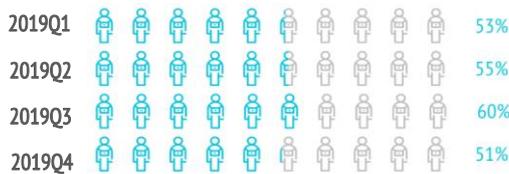
LA PALMA

How many are they and how much do they spend?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
TOURISTS					
Tourist arrivals (FRONTUR)	72,007	55,973	62,596	67,276	257,852
Tourist arrivals > 15 years old (EGT)	66,451	51,184	54,161	63,613	235,409
- book holiday package	34,949	27,944	32,266	32,299	127,457
- do not book holiday package	31,502	23,241	21,895	31,314	107,952
- % tourists who book holiday package	52.6%	54.6%	59.6%	50.8%	54.1%



% TOURISTS WHO BOOK HOLIDAY PACKAGE

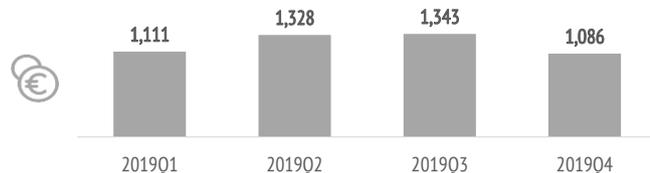


	2019Q1	2019Q2	2019Q3	2019Q4	2019
Expenditure per tourist (€)	1,111	1,328	1,343	1,086	1,205
- book holiday package	1,026	1,135	1,445	1,189	1,197
- holiday package	787	873	1,169	969	949
- others	238	262	277	220	249
- do not book holiday package	1,205	1,560	1,191	980	1,213
- flight	303	285	424	321	329
- accommodation	469	330	353	317	372
- others	434	945	414	341	513
Average length of stay	11.63	10.75	9.70	9.51	10.42
- book holiday package	9.43	9.73	9.36	9.44	9.48
- do not book holiday package	14.06	11.97	10.20	9.58	11.53
Average daily expenditure (€)	108.2	150.9	150.9	123.4	131.4
- book holiday package	115.4	124.0	162.5	132.4	133.5
- do not book holiday package	100.1	183.3	133.8	114.2	128.9
Total turnover (> 15 years old) (€m)	74	68	73	69	284
- book holiday package	36	32	47	38	153
- do not book holiday package	38	36	26	31	131

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Climate	77.5%	66.2%	61.1%	72.1%	69.8%
Landscapes	70.2%	71.2%	65.4%	63.2%	67.4%
Tranquility	52.8%	55.4%	61.5%	50.7%	54.8%
Environment	51.7%	53.0%	54.8%	42.3%	50.2%
Safety	41.7%	45.2%	45.7%	38.8%	42.6%
Hiking trail network	42.7%	40.5%	38.6%	34.1%	38.9%
Sea	38.0%	43.6%	37.9%	36.6%	38.8%
European belonging	32.7%	32.3%	30.0%	27.2%	30.5%
Authenticity	29.9%	31.5%	34.4%	24.8%	29.9%
Accommodation supply	27.8%	23.3%	31.0%	30.8%	28.4%
Effortless trip	27.9%	24.7%	27.3%	24.8%	26.2%
Price	25.1%	21.7%	25.8%	20.5%	23.3%
Gastronomy	18.8%	17.5%	24.7%	15.2%	18.9%
Beaches	11.9%	14.7%	20.8%	12.1%	14.6%
Fun possibilities	8.8%	12.5%	15.7%	8.5%	11.1%
Exoticism	8.3%	10.9%	17.1%	7.6%	10.7%
Historical heritage	8.6%	7.3%	9.6%	6.1%	7.9%
Culture	5.9%	6.1%	5.8%	4.2%	5.5%
Shopping	1.9%	3.7%	5.0%	2.9%	3.3%
Nightlife	1.4%	1.9%	1.6%	0.0%	1.2%

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 LANDSCAPES



What is the main motivation for their holidays?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Rest	32.9%	25.5%	35.5%	32.6%	31.8%
Enjoy family time	4.0%	9.1%	9.9%	8.3%	7.6%
Have fun	4.2%	3.5%	5.1%	0.5%	3.2%
Explore the destination	51.6%	52.3%	44.3%	50.3%	49.7%
Practice their hobbies	2.9%	4.2%	1.2%	5.2%	3.4%
Other reasons	4.4%	5.5%	4.0%	3.1%	4.2%

How far in advance do they book their trip?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
The same day	0.7%	0.4%	0.2%	0.9%	0.6%
Between 1 and 30 days	28.4%	16.4%	25.8%	25.0%	24.3%
Between 1 and 2 months	18.3%	22.4%	20.7%	24.5%	21.4%
Between 3 and 6 months	36.2%	42.5%	31.8%	33.7%	35.9%
More than 6 months	16.4%	18.3%	21.5%	15.9%	17.8%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE



Picture: Freepik.com

TOURIST PROFILE BY QUARTER OF TRIP (2019)

LA PALMA



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

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Previous visits to the Canary Islands	59.6%	52.9%	45.9%	53.9%	53.4%
Friends or relatives	25.4%	19.8%	28.6%	24.7%	24.7%
Internet or social media	58.8%	61.3%	67.4%	70.4%	64.5%
Mass Media	4.9%	2.3%	3.5%	5.5%	4.2%
Travel guides and magazines	25.4%	26.2%	23.5%	25.2%	25.1%
Travel Blogs or Forums	7.8%	9.4%	11.0%	10.4%	9.6%
Travel TV Channels	2.2%	2.0%	1.6%	2.4%	2.1%
Tour Operator or Travel Agency	25.4%	24.3%	26.6%	24.0%	25.0%
Public administrations or similar	1.1%	1.4%	0.2%	0.2%	0.7%
Others	0.8%	3.0%	1.1%	0.7%	1.3%

* Multi-choice question

With whom did they book their flight and accommodation? 👁

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Flight					
- Directly with the airline	43.3%	40.4%	33.3%	43.9%	40.5%
- Tour Operator or Travel Agency	56.7%	59.6%	66.7%	56.1%	59.5%
Accommodation					
- Directly with the accommodation	34.0%	29.8%	25.3%	36.1%	31.7%
- Tour Operator or Travel Agency	66.0%	70.2%	74.7%	63.9%	68.3%

Where do they stay? 🏠

	2019Q1	2019Q2	2019Q3	2019Q4	2019
1-2-3* Hotel	11.3%	8.4%	9.5%	7.1%	9.1%
4* Hotel	40.6%	50.6%	52.6%	47.3%	47.3%
5* Hotel / 5* Luxury Hotel	0.0%	0.0%	0.0%	0.0%	0.0%
Aparthotel / Tourist Villa	19.1%	21.0%	17.6%	19.8%	19.3%
House/room rented in a private dwelling	11.4%	6.7%	6.0%	9.6%	8.6%
Private accommodation ⁽¹⁾	5.3%	7.0%	7.8%	6.3%	6.5%
Others (Cottage, cruise, camping,...)	12.4%	6.4%	6.6%	10.0%	9.1%

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

What do they book? 🍽

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Room only	42.5%	33.5%	30.9%	36.4%	36.2%
Bed and Breakfast	12.3%	10.5%	9.1%	14.4%	11.7%
Half board	25.8%	31.0%	28.0%	25.0%	27.2%
Full board	1.0%	1.7%	0.1%	0.0%	0.7%
All inclusive	18.5%	23.2%	31.9%	24.2%	24.1%



36.2% of tourists book all inclusive.



42.5%
2019Q1



30.9%
2019Q3



33.5%
2019Q2



36.4%
2019Q4

Other expenses 📍

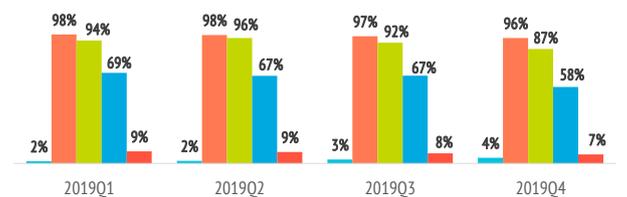
	2019Q1	2019Q2	2019Q3	2019Q4	2019
Restaurants or cafes	79.8%	76.4%	74.8%	72.9%	76.0%
Supermarkets	73.4%	72.4%	69.0%	70.5%	71.4%
Car rental	62.3%	63.5%	70.3%	63.1%	64.6%
Organized excursions	22.5%	36.1%	37.7%	26.3%	30.0%
Taxi, transfer, chauffeur service	36.2%	39.9%	21.4%	39.7%	34.6%
Theme Parks	1.2%	4.1%	3.3%	0.9%	2.2%
Sport activities	5.7%	4.3%	7.0%	5.3%	5.6%
Museums	14.7%	15.4%	12.0%	16.2%	14.6%
Flights between islands	5.0%	4.6%	3.5%	6.6%	5.0%

Activities in the Canary Islands 🏖

Outdoor time per day	2019Q1	2019Q2	2019Q3	2019Q4	2019
0 hours	1.6%	2.0%	3.0%	4.3%	2.7%
1 - 2 hours	4.6%	2.3%	4.9%	8.4%	5.2%
3 - 6 hours	24.7%	28.9%	25.1%	29.0%	26.9%
7 - 12 hours	59.9%	58.1%	59.3%	51.4%	57.1%
More than 12 hours	9.2%	8.8%	7.7%	6.9%	8.1%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

■ 0 hours ■ More than 1 hour ■ More than 3 hours ■ More than 7 hours ■ More than 12 hours



Activities in the Canary Islands	2019Q1	2019Q2	2019Q3	2019Q4	2019
Walk, wander	78.5%	80.4%	78.1%	80.1%	79.3%
Explore the island on their own	72.9%	73.6%	80.1%	75.4%	75.4%
Beach	48.4%	51.9%	78.4%	56.6%	58.3%
Swimming pool, hotel facilities	32.4%	41.8%	62.1%	39.9%	43.3%
Taste Canarian gastronomy	32.5%	41.2%	46.5%	38.6%	39.3%
Nature activities	33.7%	36.2%	36.1%	35.0%	35.1%
Museums / exhibitions	20.6%	21.8%	23.8%	22.6%	22.1%
Wineries/markets/popular festival:	15.9%	17.5%	19.7%	20.7%	18.4%
Organized excursions	15.3%	22.0%	20.7%	13.5%	17.5%
Astronomical observation	11.5%	14.0%	22.2%	14.7%	15.4%
Activities at sea	11.5%	15.1%	19.6%	14.6%	15.0%
Sea excursions / whale watching	7.2%	15.6%	28.9%	10.3%	14.9%
Sport activities	12.7%	15.0%	12.6%	18.0%	14.6%
Nightlife / concerts / shows	3.6%	3.1%	8.1%	3.9%	4.6%
Beauty and health treatments	3.0%	2.9%	2.6%	5.5%	3.6%
Theme parks	1.6%	1.3%	3.0%	1.6%	1.8%

* Multi-choice question



TOURIST PROFILE BY QUARTER OF TRIP (2019)

LA PALMA



Which places do they visit in Lanzarote?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Santa Cruz de La Palma (capital)	67.6%	78.4%	78.7%	68.0%	72.6%
Puerto de Tazacorte	62.6%	64.5%	69.1%	57.6%	63.1%
Los Llanos de Aridane	68.4%	65.3%	60.8%	56.2%	62.6%
Parque Nacional de la Caldera de T.	59.6%	66.1%	66.8%	57.5%	62.1%
Ruta de los Volcanes (Fuencaliente)	52.9%	60.6%	56.6%	56.1%	56.3%
Observatorio astronómico del Roqi	40.3%	51.3%	54.8%	45.7%	47.5%
Bosque de Los Tilos	35.5%	42.8%	55.1%	34.0%	41.2%

”

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



Internet usage during their trip



	2019Q1	2019Q2	2019Q3	2019Q4	2019
Research					
- Tourist package	10.4%	12.4%	10.9%	12.1%	11.4%
- Flights	7.9%	12.8%	12.3%	10.9%	10.8%
- Accommodation	15.0%	14.8%	17.2%	13.0%	14.9%
- Transport	18.6%	15.4%	11.8%	15.3%	15.4%
- Restaurants	29.4%	29.9%	33.3%	36.0%	32.1%
- Excursions	33.7%	34.1%	38.9%	37.5%	36.0%
- Activities	35.9%	39.2%	42.4%	40.6%	39.4%
Book or purchase					
- Tourist package	34.1%	39.5%	40.9%	37.8%	37.9%
- Flights	68.4%	65.0%	64.0%	74.2%	68.3%
- Accommodation	62.2%	59.7%	55.1%	68.9%	61.9%
- Transport	53.4%	51.5%	55.1%	57.0%	54.3%
- Restaurants	12.9%	8.1%	11.9%	11.4%	11.2%
- Excursions	13.8%	15.2%	19.8%	15.0%	15.9%
- Activities	12.3%	11.1%	15.3%	14.6%	13.4%

* Multi-choice question

Internet usage in the Canary Islands	2019Q1	2019Q2	2019Q3	2019Q4	2019
Did not use the Internet	9.0%	9.0%	3.1%	5.5%	6.7%
Used the Internet	91.0%	91.0%	96.9%	94.5%	93.3%
- Own Internet connection	39.9%	40.5%	49.1%	38.4%	41.7%
- Free Wifi connection	38.3%	41.4%	36.7%	43.1%	39.9%
Applications*					
- Search for locations or maps	72.5%	75.1%	77.4%	76.1%	75.2%
- Search for destination info	51.9%	57.2%	59.8%	56.3%	56.1%
- Share pictures or trip videos	51.3%	49.5%	60.2%	56.8%	54.5%
- Download tourist apps	6.1%	5.8%	7.8%	6.0%	6.4%
- Others	23.0%	19.8%	15.5%	18.0%	19.2%

* Multi-choice question

How many islands do they visit during their trip?



	2019Q1	2019Q2	2019Q3	2019Q4	2019
One island	88.8%	91.8%	92.9%	88.3%	90.3%
Two islands	7.3%	5.7%	5.8%	8.4%	6.9%
Three or more islands	3.8%	2.4%	1.3%	3.3%	2.8%

% TOURISTS VISITING MORE THAN ONE ISLAND



How do they rate the Canary Islands?



Satisfaction (scale 0-10)	2019Q1	2019Q1	2019Q1	2019Q1	2019Q1
Average rating	8.88	8.81	8.86	8.82	8.84

Experience in the Canary Islands	2019Q1	2019Q1	2019Q1	2019Q1	2019Q1
Worse or much worse than expected	1.3%	3.6%	1.8%	1.1%	1.9%
Lived up to expectations	54.3%	50.2%	50.4%	50.6%	51.5%
Better or much better than expected	44.5%	46.2%	47.8%	48.3%	46.6%

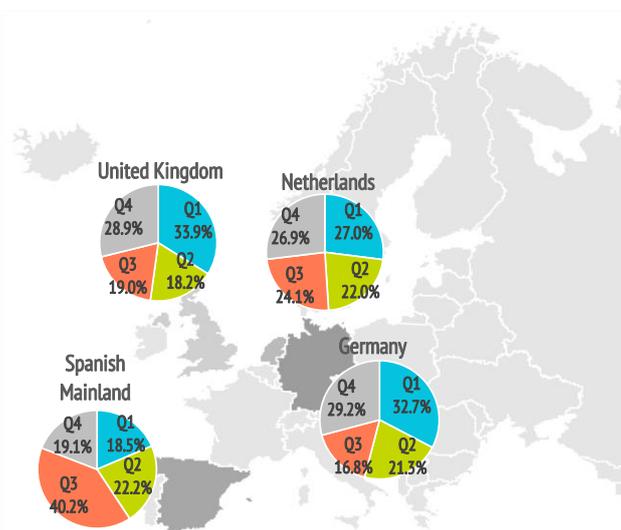
Future intentions (scale 1-10)	2019Q1	2019Q1	2019Q1	2019Q1	2019Q1
Return to the Canary Islands	8.99	8.75	8.75	8.90	8.86
Recommend visiting the Canary Islands	9.22	9.18	9.21	9.19	9.20

How many are loyal to the Canary Islands?



	2019Q1	2019Q1	2019Q1	2019Q1	2019Q1
Repeat tourists	73.1%	66.9%	64.7%	72.8%	69.7%
Repeat tourists (last 5 years)	5.4%	5.1%	3.4%	6.3%	5.1%
Repeat tourists (last 5 years)(5 or more visits)	83.6%	80.7%	71.9%	83.7%	80.3%
At least 10 previous visits	18.7%	21.5%	12.4%	23.9%	19.3%

LA PALMA: MAIN MARKETS % TOURISTS BY QUARTER OF TRIP



TOURIST PROFILE BY QUARTER OF TRIP (2019)

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Where are they from?



	2019Q1	2019Q2	2019Q3	2019Q4	2019
Germany	45.8%	38.7%	28.8%	42.6%	39.5%
Spanish Mainland	13.2%	20.6%	35.1%	14.2%	20.1%
United Kingdom	12.2%	8.5%	8.4%	10.8%	10.1%
Netherlands	8.2%	8.7%	9.0%	8.6%	8.6%
Switzerland	5.5%	2.6%	0.3%	4.9%	3.5%
France	2.4%	7.1%	3.2%	1.2%	3.3%
Belgium	2.2%	4.8%	4.2%	2.1%	3.2%
Sweden	3.8%	1.3%	0.3%	6.4%	3.2%
Denmark	3.8%	0.7%	0.1%	6.3%	2.9%
Poland	0.0%	1.5%	7.9%	0.3%	2.2%
Austria	0.8%	2.3%	0.6%	1.1%	1.2%
Italy	0.5%	0.8%	1.5%	0.5%	0.8%
Russia	0.4%	0.0%	0.0%	0.0%	0.1%
Luxembourg	0.0%	0.4%	0.0%	0.0%	0.1%
Czech Republic	0.0%	0.3%	0.0%	0.0%	0.1%
Portugal	0.0%	0.0%	0.0%	0.2%	0.1%
Finland	0.1%	0.0%	0.1%	0.0%	0.1%
Others	1.1%	1.8%	0.6%	0.8%	1.0%

Who do they come with?



	2019Q1	2019Q2	2019Q3	2019Q4	2019
Unaccompanied	9.1%	10.2%	6.0%	12.1%	9.4%
Only with partner	63.7%	61.7%	39.6%	65.5%	58.2%
Only with children (< 13 years old)	2.1%	4.3%	7.2%	0.8%	3.4%
Partner + children (< 13 years old)	1.7%	4.3%	15.6%	2.6%	5.7%
Other relatives	4.0%	4.7%	6.8%	4.8%	5.0%
Friends	8.3%	3.3%	3.7%	4.1%	5.0%
Work colleagues	0.3%	0.6%	0.2%	0.3%	0.4%
Organized trip	1.4%	0.1%	0.0%	0.0%	0.4%
Other combinations ⁽¹⁾	9.4%	10.7%	20.9%	9.8%	12.5%

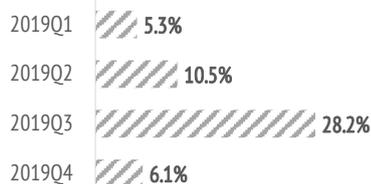
(1) Different situations have been isolated

Tourists with children	2019Q1	2019Q2	2019Q3	2019Q4	2019
- Between 0 and 2 years old	0.6%	0.8%	0.7%	0.6%	0.7%
- Between 3 and 12 years old	3.9%	9.6%	27.0%	5.3%	10.8%
- Between 0 -2 and 3-12 years	0.8%	0.1%	0.6%	0.1%	0.4%

Tourists without children	2019Q1	2019Q2	2019Q3	2019Q4	2019
Tourists without children	94.7%	89.5%	71.8%	93.9%	88.1%
Group composition:					
- 1 person	13.3%	13.0%	7.9%	15.1%	12.5%
- 2 people	74.7%	65.5%	43.5%	68.1%	63.8%
- 3 people	6.3%	12.2%	22.9%	6.3%	11.4%
- 4 or 5 people	5.2%	7.9%	23.2%	9.2%	11.0%
- 6 or more people	0.5%	1.3%	2.6%	1.2%	1.4%
Average group size:	2.08	2.23	2.78	2.20	2.30



11.9% of tourists travel with children.



Who are they?



	2019Q1	2019Q2	2019Q3	2019Q4	2019
Gender					
Men	54.0%	53.5%	46.6%	55.0%	52.5%
Women	46.0%	46.5%	53.4%	45.0%	47.5%
Age					
Average age (tourist > 15 years old)	54.8	51.7	44.6	53.7	51.5
Standard deviation	13.4	14.3	12.1	13.6	13.9
Age range (> 15 years old)					
16 - 24 years old	1.6%	4.0%	6.4%	1.5%	3.2%
25 - 30 years old	4.6%	6.7%	7.6%	5.5%	6.0%
31 - 45 years old	16.3%	19.5%	36.0%	18.6%	22.1%
46 - 60 years old	41.0%	39.7%	40.6%	42.1%	40.9%
Over 60 years old	36.5%	30.1%	9.5%	32.3%	27.7%
Occupation					
Salaried worker	41.8%	52.9%	64.6%	60.8%	54.6%
Self-employed	10.8%	10.7%	11.7%	9.2%	10.6%
Unemployed	0.8%	1.0%	2.1%	0.8%	1.1%
Business owner	11.8%	9.3%	9.5%	8.1%	9.7%
Student	1.7%	2.2%	6.2%	1.3%	2.7%
Retired	32.1%	23.1%	4.9%	19.2%	20.4%
Unpaid domestic work	0.6%	0.1%	0.8%	0.2%	0.4%
Others	0.4%	0.7%	0.1%	0.4%	0.4%
Annual household income level					
Less than €25,000	12.8%	12.7%	12.3%	8.0%	11.4%
€25,000 - €49,999	41.7%	37.3%	36.7%	30.4%	36.5%
€50,000 - €74,999	22.9%	24.9%	32.9%	27.0%	26.7%
More than €74,999	22.6%	25.2%	18.1%	34.6%	25.4%
Education level					
No studies	1.0%	0.9%	1.4%	0.9%	1.0%
Primary education	3.6%	4.2%	1.7%	2.9%	3.1%
Secondary education	24.5%	22.5%	17.7%	17.7%	20.7%
Higher education	71.0%	72.4%	79.2%	78.4%	75.2%



AVERAGE AGE (> 15 years old)



% OF TOURISTS WITH INCOMES OVER €74,999



% SALARIED WORKED TOURISTS

