

# Tourist profile trend (2017)

## La Palma: Third Quarter

### How many are they and how much do they spend?



	2013Q3	2014Q3	2015Q3	2016Q3	2017Q3
Tourist arrivals (> 16 years old)	33,517	35,685	38,837	46,789	57,969
Average daily expenditure (€)	110.62	116.23	108.40	115.85	115.52
. in their place of residence	75.25	83.31	75.72	86.86	86.26
. in the Canary Islands	35.37	32.92	32.68	28.99	29.26
Average length of stay	11.23	10.21	11.62	11.48	10.98
Turnover per tourist (€)	1,126	1,066	1,087	1,172	1,098
Total turnover (> 16 years old) (€m)	37.7	38.0	42.2	54.8	63.7
Share of total turnover	22.5%	24.5%	23.2%	22.1%	--
Share of total tourist	23.4%	25.7%	23.8%	21.1%	--

Expenditure in the Canary Islands per tourist and trip (€) (**)					
<b>Accommodation (**):</b>	67.26	42.65	40.45	27.73	28.58
- Accommodation	57.99	37.56	35.56	22.79	18.43
- Additional accommodation expenses	9.27	5.10	4.90	4.94	10.14
<b>Transport:</b>	50.17	49.45	55.41	52.60	49.22
- Public transport	6.47	7.86	3.62	5.11	3.75
- Taxi	4.45	3.47	4.03	4.93	2.40
- Car rental	39.25	38.12	47.76	42.56	43.07
<b>Food and drink:</b>	185.40	154.63	173.29	153.60	142.58
- Food purchases at supermarkets	74.06	63.58	65.08	73.34	56.40
- Restaurants	111.34	91.05	108.21	80.26	86.18
<b>Souvenirs:</b>	47.37	34.51	32.81	37.54	29.00
<b>Leisure:</b>	27.17	27.90	30.52	33.48	31.71
- Organized excursions	15.16	15.54	20.06	22.57	18.37
- Leisure, amusement	2.16	1.68	1.90	2.60	1.64
- Trip to other islands	3.50	4.25	1.89	3.42	4.40
- Sporting activities	4.39	3.15	2.89	2.26	4.64
- Cultural activities	0.82	1.45	2.01	2.07	1.36
- Discos and disco-pubs	1.15	1.82	1.76	0.57	1.31
<b>Others:</b>	9.32	22.23	12.65	18.45	17.38
- Wellness	2.13	2.19	3.25	1.31	2.56
- Medical expenses	0.89	0.91	1.14	1.01	1.72
- Other expenses	6.30	19.13	8.26	16.13	13.09

### How far in advance do they book their trip?



	2013Q3	2014Q3	2015Q3	2016Q3	2017Q3
The same day they leave	0.4%	0.1%	0.0%	0.2%	0.0%
Between 2 and 7 days	7.1%	7.9%	6.5%	2.9%	7.0%
Between 8 and 15 days	14.0%	17.0%	9.3%	8.4%	9.0%
Between 16 and 30 days	16.4%	16.0%	15.4%	12.4%	16.0%
Between 31 and 90 days	29.5%	30.5%	32.4%	36.5%	28.3%
More than 90 days	32.7%	28.6%	36.4%	39.6%	39.7%

### What do they book at their place of residence?



	2013Q3	2014Q3	2015Q3	2016Q3	2017Q3
Flight only	12.2%	11.3%	17.5%	14.6%	14.1%
Flight and accommodation (room only)	37.4%	34.0%	35.4%	24.6%	26.5%
Flight and accommodation (B&B)	9.2%	7.0%	5.1%	6.2%	7.7%
Flight and accommodation (half board)	28.4%	23.9%	19.7%	29.4%	20.0%
Flight and accommodation (full board)	3.0%	3.8%	1.4%	0.8%	2.4%
Flight and accommodation (all inclusive)	9.7%	20.1%	20.9%	24.5%	29.4%
<b>% Tourists using low-cost airlines</b>	26.1%	37.0%	36.3%	32.8%	37.5%
<b>Other expenses in their place of residence:</b>					
- Car rental	33.3%	45.0%	35.3%	31.8%	34.7%
- Sporting activities	3.0%	5.4%	3.4%	3.1%	4.2%
- Excursions	8.0%	13.2%	7.8%	8.3%	9.8%
- Trip to other islands	2.7%	3.2%	1.6%	1.1%	1.4%

### How do they book?



	2013Q3	2014Q3	2015Q3	2016Q3	2017Q3
<b>Accommodation booking</b>					
<b>Tour Operator</b>	22.3%	31.0%	30.8%	25.6%	35.9%
- Tour Operator's website	74.9%	84.5%	83.5%	85.2%	83.9%
<b>Accommodation</b>	23.5%	15.6%	14.8%	16.7%	12.9%
- Accommodation's website	89.6%	83.2%	79.1%	90.0%	74.3%
<b>Travel agency (High street)</b>	31.1%	21.9%	23.8%	31.1%	18.4%
<b>Online Travel Agency (OTA)</b>	17.2%	25.6%	19.1%	18.9%	21.9%
<b>No need to book accommodation</b>	5.8%	5.9%	11.5%	7.7%	10.9%

	2013Q3	2014Q3	2015Q3	2016Q3	2017Q3
<b>Flight booking</b>					
<b>Tour Operator</b>	30.2%	29.8%	34.4%	31.7%	37.0%
- Tour Operator's website	76.0%	79.6%	78.7%	86.1%	78.9%
<b>Airline</b>	29.7%	26.1%	23.0%	25.9%	29.6%
- Airline's website	93.6%	99.6%	96.8%	99.3%	99.5%
<b>Travel agency (High street)</b>	26.7%	21.4%	23.7%	27.6%	16.4%
<b>Online Travel Agency (OTA)</b>	13.4%	22.7%	18.9%	14.8%	17.1%

### Where do they stay?



	2013Q3	2014Q3	2015Q3	2016Q3	2017Q3
5* Hotel	0.0%	0.0%	0.0%	0.0%	0.0%
4* Hotel	30.9%	31.7%	34.2%	44.9%	41.1%
1-2-3* Hotel	12.9%	8.7%	5.7%	10.3%	8.1%
Apartment	48.3%	53.0%	48.3%	34.7%	39.4%
Property (privately-owned, friends, family)	5.5%	5.2%	10.6%	7.7%	7.8%
Others	2.4%	1.4%	1.2%	2.4%	3.7%

### Who are they?



	2013Q3	2014Q3	2015Q3	2016Q3	2017Q3
<b>Gender</b>					
Percentage of men	41.3%	51.8%	51.5%	53.5%	46.5%
Percentage of women	58.7%	48.2%	48.5%	46.5%	53.5%

Age					
Average age (tourists > 16 years old)	45.3	43.0	44.5	45.3	45.0
Standard deviation	12.1	11.4	12.8	12.8	12.5

Age range (> 16 years old)					
16-24 years old	5.7%	4.5%	6.5%	6.4%	7.7%
25-30 years old	9.3%	11.5%	10.9%	9.9%	8.8%
31-45 years old	32.0%	42.3%	34.4%	34.3%	31.1%
46-60 years old	44.9%	36.4%	38.3%	36.8%	42.1%
Over 60 years old	8.1%	5.3%	9.8%	12.6%	10.3%

Occupation					
Business owner or self-employed	17.6%	17.9%	15.6%	21.3%	22.4%
Upper/Middle management employee	52.6%	54.1%	51.2%	52.2%	53.4%
Auxiliary level employee	15.2%	16.2%	15.6%	12.3%	15.0%
Students	4.7%	3.7%	7.6%	3.4%	3.8%
Retired	6.8%	4.9%	8.5%	8.3%	3.6%
Unemployed / unpaid dom. work	3.1%	3.2%	1.4%	2.5%	1.7%

Annual household income level					
€12,000 - €24,000	16.7%	19.2%	17.8%	15.0%	15.3%
€24,001 - €36,000	19.1%	17.1%	21.3%	15.3%	20.3%
€36,001 - €48,000	17.2%	17.3%	17.3%	21.0%	16.9%
€48,001 - €60,000	12.5%	21.4%	10.8%	23.2%	20.4%
€60,001 - €72,000	8.8%	7.5%	10.2%	8.2%	7.8%
€72,001 - €84,000	14.2%	4.7%	7.0%	5.2%	5.9%
More than €84,000	11.6%	12.8%	15.5%	12.2%	13.4%

(\*) Expense is prorated among all the tourists (even those who have not spent in destination).

(\*\*) Accommodation expenses may seem low because most tourists pay the accommodation before traveling.

## Tourist profile trend (2017)

### La Palma: Third Quarter

#### Which island do they choose?



Tourists (> 16 years old)	2013Q3	2014Q3	2015Q3	2016Q3	2017Q3
- Lanzarote	491,243	508,699	544,296	604,857	645,448
- Fuerteventura	411,931	440,855	447,593	484,107	493,948
- Gran Canaria	625,351	656,504	675,982	847,744	910,485
- Tenerife	933,438	997,622	987,323	1,184,832	1,237,883
- La Palma	33,517	35,685	38,837	46,789	57,969

Share (%)	2013Q3	2014Q3	2015Q3	2016Q3	2017Q3
- Lanzarote	19.7%	19.3%	20.2%	19.1%	19.3%
- Fuerteventura	16.5%	16.7%	16.6%	15.3%	14.8%
- Gran Canaria	25.1%	24.9%	25.1%	26.8%	27.2%
- Tenerife	37.4%	37.8%	36.6%	37.4%	37.0%
- La Palma	1.3%	1.4%	1.4%	1.5%	1.7%

#### Who do they come with?



	2013Q3	2014Q3	2015Q3	2016Q3	2017Q3
Unaccompanied	7.6%	7.9%	8.0%	7.2%	8.7%
Only with partner	44.6%	49.0%	52.2%	49.1%	44.1%
Only with children (under the age of 13)	2.0%	1.5%	2.4%	2.5%	1.2%
Partner + children (under the age of 13)	12.5%	14.1%	11.9%	17.3%	15.8%
Other relatives	3.2%	4.1%	4.9%	5.1%	3.2%
Friends	9.6%	5.0%	3.9%	1.4%	3.4%
Work colleagues	0.0%	1.9%	0.0%	0.0%	1.1%
Other combinations <sup>(1)</sup>	20.4%	16.6%	16.6%	17.3%	22.7%

\* Multi-choice question (different situations have been isolated)

#### How do they rate the destination?



Impression of their stay	2013Q3	2014Q3	2015Q3	2016Q3	2017Q3
Good or very good (% tourists)	97.0%	96.6%	98.4%	98.6%	96.4%
Average rating (scale 1-10)	9.07	9.08	9.28	9.26	9.13

#### How many are loyal to the destination?

Repeat tourists of the island	2013Q3	2014Q3	2015Q3	2016Q3	2017Q3
Repeat tourists	39.3%	32.3%	37.5%	29.8%	32.7%
In love (at least 10 previous visits)	9.4%	5.4%	6.3%	6.5%	4.5%

#### Where are they from?



Ten main source markets	2013Q3	2014Q3	2015Q3	2016Q3	2017Q3
Germany	8,001	7,828	10,547	14,495	16,106
Spanish Mainland	14,110	16,400	13,522	13,279	15,016
Netherlands	4,040	3,317	3,300	5,208	6,314
United Kingdom	2,169	2,323	4,946	3,450	6,196
France	1,620	1,870	1,367	2,751	4,713
Poland	0	0	0	800	2,889
Belgium	1,323	984	1,625	1,973	2,110
Switzerland	458	622	688	128	1,998
Austria	692	1,751	1,764	2,139	1,418
Russia	89	32	0	0	531

#### Why do they choose the Canary Islands?



Aspects influencing the choice	2013Q3	2014Q3	2015Q3	2016Q3	2017Q3
Climate/sun	65.9%	69.2%	75.4%	75.6%	73.7%
Scenery	60.7%	60.0%	66.4%	55.5%	54.9%
Tranquillity/rest/relaxation	41.8%	46.8%	45.8%	43.8%	48.6%
Active tourism	26.7%	23.8%	26.3%	25.3%	24.5%
Visiting new places	19.9%	18.6%	18.0%	20.0%	19.4%
Quality of the environment	12.8%	15.0%	16.9%	17.4%	13.8%
Beaches	15.7%	17.8%	12.1%	15.9%	12.3%
Security	2.1%	2.0%	2.7%	8.4%	6.7%
Price	5.4%	5.9%	8.7%	4.9%	6.5%
Suitable destination for children	1.8%	2.1%	4.4%	2.9%	5.1%
Culture	1.1%	3.2%	0.6%	2.6%	1.9%
Ease of travel	1.5%	2.4%	2.0%	1.6%	1.5%
Nautical activities	0.4%	1.0%	0.9%	1.0%	1.2%
Rural tourism	1.4%	2.1%	1.6%	2.2%	1.0%
Shopping	0.5%	1.5%	0.2%	0.3%	0.5%
Security against natural catastrophes	0.0%	0.0%	0.0%	0.5%	0.3%

\* Multi-choice question

#### What did motivate them to come?



Aspects motivating the choice	2013Q3	2014Q3	2015Q3	2016Q3	2017Q3
Previous visits to the Canary Islands	55.4%	63.0%	61.9%	59.4%	61.2%
Recommendation by friends or relatives	34.5%	33.8%	37.6%	34.0%	28.7%
The Canary Islands television channel	0.2%	0.3%	0.4%	0.0%	0.2%
Other television or radio channels	0.6%	2.5%	4.9%	4.6%	2.2%
Information in the press/magazines/books	6.8%	8.3%	6.3%	8.9%	6.2%
Attendance at a tourism fair	0.5%	0.8%	0.4%	2.5%	0.8%
Tour Operator's brochure or catalogue	6.1%	6.6%	7.5%	6.2%	6.5%
Recommendation by Travel Agency	7.7%	4.4%	5.5%	8.6%	9.1%
Information obtained via the Internet	27.6%	28.5%	32.3%	29.4%	36.1%
Senior Tourism programme	0.5%	0.0%	0.0%	0.0%	0.0%
Others	11.4%	11.3%	6.3%	3.6%	5.1%

\* Multi-choice question

#### Share of tourists (> 16 years old) by quarter of trip



Source: Encuesta sobre el Gasto Turístico (ISTAC). (1) Combination of some groups previously analyzed.

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