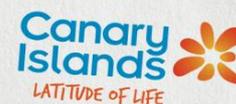


Tourist profile by municipality

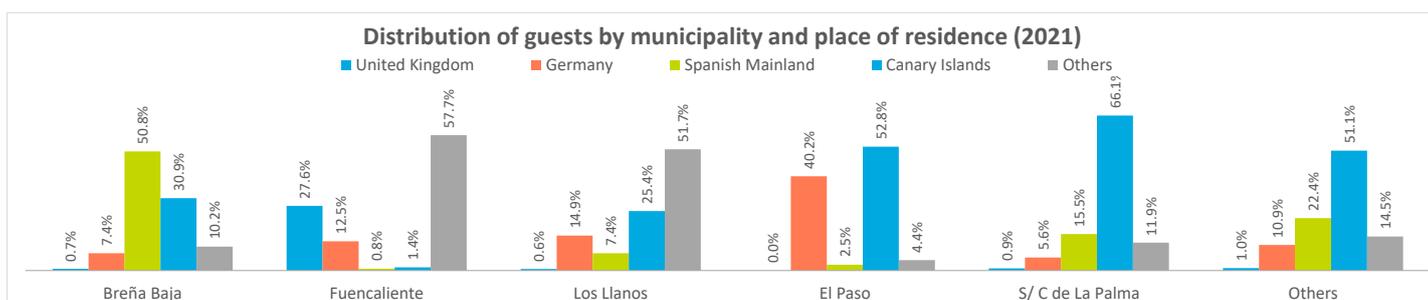
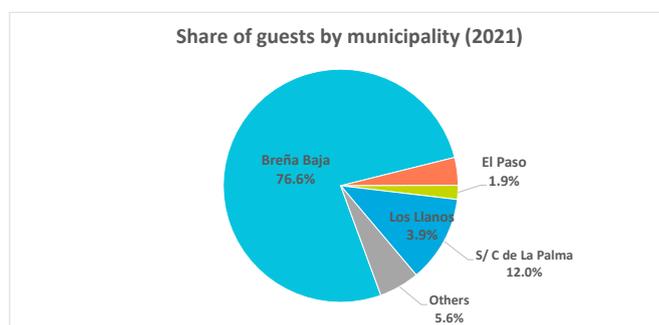
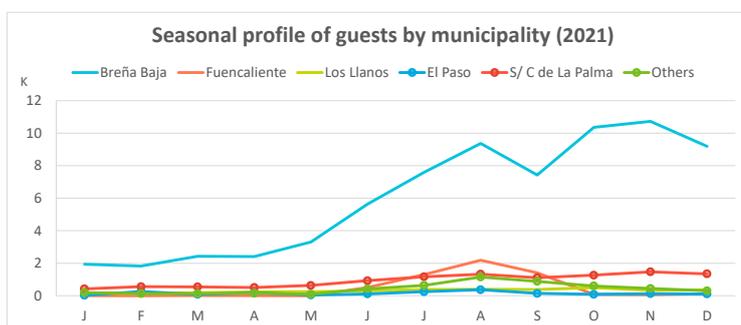
La Palma (2021)



GUESTS IN ACCOMMODATION

Place of residence:	Municipality of stay						La Palma	Accommodation type	
	Breña Baja	Fuencaliente	Los Llanos	El Paso	S/ C de La Palma	Others		Hotel	Apartment
International	13,243	5,606	2,441	816	2,079	1,390	25,575	16,494	9,081
- United Kingdom	529	1,581	23	0	107	54	2,294	2,013	281
- Germany	5,333	716	542	735	630	574	8,530	3,538	4,992
Spanish Mainland	36,690	47	267	46	1,755	1,174	39,979	31,058	8,921
Canary Islands	22,284	80	921	966	7,468	2,682	34,401	16,783	17,618
Total	72,217	5,733	3,629	1,828	11,302	5,246	99,955	64,335	35,620

Lugar de residencia:	Municipality of stay (%)						La Palma	Accommodation type (%)	
	Breña Baja	Fuencaliente	Los Llanos	El Paso	S/ C de La Palma	Others		Hotel	Apartment
Extranjero	18.3%	97.8%	67.3%	44.6%	18.4%	26.5%	25.6%	25.6%	25.5%
- Reino Unido	0.7%	27.6%	0.6%	0.0%	0.9%	1.0%	2.3%	3.1%	0.8%
- Alemania	7.4%	12.5%	14.9%	40.2%	5.6%	10.9%	8.5%	5.5%	14.0%
Península	50.8%	0.8%	7.4%	2.5%	15.5%	22.4%	40.0%	48.3%	25.0%
Canarias	30.9%	1.4%	25.4%	52.8%	66.1%	51.1%	34.4%	26.1%	49.5%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%



Other indicators

	Municipality of stay (%)						La Palma	Accommodation type (%)	
	Breña Baja	Fuencaliente	Los Llanos	El Paso	S/ C de La Palma	Others		Hotelero	Extrahotelero
Bednights									
International	79,090	47,836	20,452	13,968	6,159	8,679	176,184	93,657	82,527
- United Kingdom	1,905	13,828	142	0	233	173	16,281	15,308	973
- Germany	42,020	7,164	14,662	12,898	2,109	4,890	83,743	22,413	61,330
Spanish Mainland	143,141	62	2,382	96	4,963	6,602	157,246	114,150	43,096
Canary Islands	73,481	141	11,151	5,322	18,343	12,301	120,739	59,324	61,415
Total	295,712	48,039	33,985	19,386	29,465	27,582	454,169	267,131	187,038
Length of stay									
International	6.0	8.5	8.4	17.1	3.0	--	6.9	5.7	9.1
- United Kingdom	3.6	8.7	6.2	0.0	2.2	--	7.1	7.6	3.5
- Germany	7.9	10.0	27.1	17.5	3.3	--	9.8	6.3	12.3
Spanish Mainland	3.9	1.3	8.9	2.1	2.8	--	3.9	3.7	4.8
Canary Islands	3.3	1.8	12.1	5.5	2.5	--	3.5	3.5	3.5
Total	4.1	8.4	9.4	10.6	2.6	--	4.5	--	--
ADR (€)	69.6	98.4	48.6	47.8	43.3	--	67.1	76.4	52.0
RevPar (€)	34.1	19.4	22.3	19.2	26.0	--	27.7	28.9	25.2
Total revenue (€ million)	11.8	2.6	0.8	0.4	0.9	--	17.1	12.0	5.0
Bed-space occupancy rate (%)	37.4	17.6	33.1	28.5	25.5	--	31.2	30.0	33.1
Occupancy rate per room/apa	49.0	19.7	45.8	40.2	60.0	--	41.3	37.8	48.5

Sources: Encuestas de alojamiento turístico hotelero y extrahotelero (ISTAC). Note 1: guests checking in as new arrivals. Note 2: Occupancy rate could be above 100% because of extra beds.

Tourist profile by municipality

La Palma (2021)

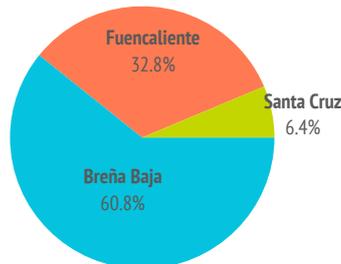


How many are they and how much do they spend?



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Tourist arrivals (> 15 years old)	45,796	24,740	4,787	102,576
Average daily expenditure (€)	--	--	--	141.06
Average length of stay	7.82	5.90	7.80	8.62
Turnover per tourist (€)	--	--	--	1,007
Total turnover (> 15 years old) (€m)	--	--	--	103
Share of total turnover	--	--	--	100%
Share of total tourists	44.6%	24.1%	4.7%	100%

Share of tourists by municipality (2021)



What is the main motivation for their holidays?



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Rest	15.0%	23.3%	7.9%	18.0%
Explore the destination	68.4%	62.7%	56.9%	61.9%
Other reasons	16.6%	14.0%	35.2%	20.1%

How far in advance do they book their trip?



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Between 0 and 30 days	58.9%	39.3%	54.9%	49.1%
Between 1 and 2 months	26.6%	42.8%	23.0%	30.9%
More than 3 months	14.5%	17.9%	22.1%	20.0%

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

	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Previous visits to the Canary Islands	30.2%	16.8%	37.9%	29.5%
Friends or relatives	26.3%	12.8%	47.1%	27.7%
Internet or social media	59.6%	50.4%	66.1%	58.8%
Tour Operator or Travel Agency	16.4%	11.8%	9.5%	13.0%
Others	45.5%	38.4%	41.8%	45.1%

(*) Multi-choice question

What do they book?



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Room only/ Bed & Breakfast	49.1%	27.4%	88.2%	51.0%
Half board / Full board	41.4%	18.6%	0.0%	29.3%
All inclusive	9.5%	54.0%	11.9%	19.6%

ROOM ONLY / BED & BREAKFAST



(Canary Islands: 33.8%)

Importance of each factor in the destination choice



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Landscapes	76.0%	67.4%	58.7%	71.8%
Climate	55.8%	62.6%	37.8%	56.1%
Environment	55.9%	58.2%	38.1%	56.1%
Tranquility	54.1%	55.4%	38.6%	54.5%
Hiking trail network	50.5%	40.9%	32.8%	45.6%
Safety	38.4%	58.3%	24.0%	44.2%
Authenticity	38.0%	51.4%	19.2%	39.9%
Sea	37.2%	40.1%	25.0%	38.1%
European belonging	39.0%	36.3%	25.8%	36.6%
Gastronomy	28.6%	39.1%	15.6%	30.1%
Effortless trip	23.2%	23.4%	24.5%	24.7%
Beaches	22.6%	19.9%	27.9%	21.7%
Accommodation supply	21.6%	26.6%	4.6%	20.9%
Price	21.9%	12.7%	12.2%	18.4%
Exoticism	17.0%	19.5%	11.4%	16.2%
Fun possibilities	8.6%	23.8%	8.8%	12.4%
Historical heritage	11.1%	9.5%	5.8%	10.0%
Nightlife	3.6%	13.9%	0.0%	5.6%
Culture	9.0%	2.5%	4.1%	5.5%
Shopping	4.8%	7.9%	0.4%	4.9%

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



Where do they stay?



Type of accommodation	Breña Baja	Fuencaliente	Santa Cruz	La Palma
All markets	100%	100%	100%	100%
- Hotel	84.3%	91.8%	51.7%	69.2%
- Apartment	13.8%	6.0%	7.8%	15.8%
- Other type of accommodation	1.9%	2.2%	40.5%	15.0%
German market	100%	100%	100%	100%
- Hotel	71.3%	81.1%	51.8%	41.5%
- Apartment	28.4%	3.3%	16.4%	28.6%
- Other type of accommodation	0.4%	15.6%	31.6%	29.9%
Spanish Mainland market	100%	100%	100%	100%
- Hotel	89.0%	92.0%	33.8%	77.9%
- Apartment	8.9%	6.8%	7.8%	10.6%
- Other type of accommodation	2.1%	1.3%	58.4%	11.4%
British market	100%	100%	100%	100%
- Hotel	93.9%	100.0%	0.0%	91.2%
- Apartment	6.1%	0.0%	0.0%	4.8%
- Other type of accommodation	0.0%	0.0%	100.0%	4.0%
Other markets	100%	100%	100%	100%
- Hotel	69.3%	93.0%	75.9%	59.3%
- Apartment	28.6%	5.8%	4.5%	25.4%
- Other type of accommodation	2.1%	1.2%	19.6%	15.2%

Length of stay by type of accommodation

All markets	Breña Baja	Fuencaliente	Santa Cruz	La Palma
- Hotel	7.5	5.8	6.5	7.0
- Apartment	9.1	5.5	6.7	9.9
- Private accommodation	15.5	17.9	9.4	15.5
- Other type of accommodation	8.1	13.7	9.3	13.8

Tourist profile by municipality

La Palma (2021)



Activities in the Canary Islands



Outdoor time per day	Breña Baja	Fuencaliente	Santa Cruz	La Palma
0 - 8 hours	37.5%	38.7%	23.5%	39.9%
More than 8 hours	62.5%	61.3%	76.5%	60.1%

Activities in the Canary Islands	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Explore the island on their own	75.5%	66.8%	88.8%	75.4%
Walk, wander	77.3%	38.2%	89.9%	68.2%
Nature activities	67.5%	43.5%	80.5%	62.7%
Beach	59.0%	45.8%	69.7%	60.7%
Taste Canarian gastronomy	50.9%	39.4%	43.9%	48.9%
Swimming pool, hotel facilities	41.7%	48.6%	15.5%	39.0%
Activities at sea	23.1%	18.8%	23.9%	26.2%
Museums / exhibitions	16.0%	10.2%	26.1%	18.0%
Astronomical observation	20.1%	3.2%	18.6%	17.7%
Organized excursions	20.6%	17.1%	14.4%	17.2%
Sea excursions / whale watching	18.3%	11.7%	14.4%	15.6%
Wineries/markets/popular festivals	14.9%	7.0%	10.8%	14.8%
Sport activities	9.4%	7.5%	4.6%	9.5%
Theme parks	1.9%	3.4%	8.1%	2.6%
Nightlife / concerts / shows	2.6%	1.0%	1.1%	2.0%
Beauty and health treatments	0.4%	4.7%	0.7%	1.7%

(*) Pregunta multirrespuesta

¿Con quién vienen?



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Unaccompanied	11.1%	15.3%	37.7%	14.2%
Only with partner	48.2%	52.2%	39.0%	49.7%
With children	10.8%	18.2%	4.7%	13.0%
Other relatives	6.8%	8.6%	4.2%	7.8%
Other combination	22.9%	5.7%	14.4%	15.3%
With children (under the age of 13)	6.5%	4.1%	2.4%	6.3%

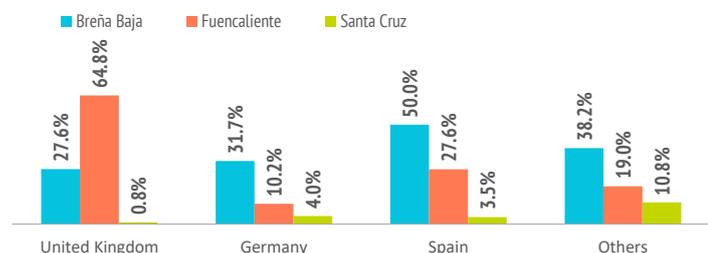
* Share over total answers

Where are they from?



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Tourists (> 15 years old)				
United Kingdom	607	1,424	18	2,198
Germany	5,396	1,733	689	17,024
Spain	33,605	18,504	2,324	67,151
Others	6,188	3,080	1,757	16,203
& Tourists				
United Kingdom	27.6%	64.8%	0.8%	100%
Germany	31.7%	10.2%	4.0%	100%
Spain	50.0%	27.6%	3.5%	100%
Others	38.2%	19.0%	10.8%	100%

Tourist arrivals by municipality (2021)



Source: Encuesta sobre el Gasto Turístico (ISTAC).

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

Who are they?



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Gender				
Menos de 50.000€	54.8%	28.8%	39.3%	46.0%
Women	45.2%	71.2%	60.7%	54.0%
Age range (> 15 years old)				
16 - 44 years old	48.1%	41.8%	58.3%	47.5%
Over 44 years old	51.9%	58.2%	41.7%	52.5%
Occupation				
Active	88.0%	93.4%	68.9%	87.0%
Inactive	12.0%	6.6%	31.1%	13.0%
Annual household income level				
Less than €50,000	55.3%	68.1%	48.3%	56.1%
More than €50,000	44.7%	31.9%	51.7%	43.9%
Education level				
No studies/Primary education	2.9%	1.7%	1.8%	2.4%
Secondary education	13.9%	20.4%	7.1%	14.3%
Higher education	83.2%	77.9%	91.1%	83.3%

How do they rate the Canary Islands?



Satisfaction (scale 0-10)	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Average rating	8.92	8.50	8.97	8.85

Experience in the Canary Islands	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Worse or much worse than expected	2.6%	1.5%	2.7%	2.0%
Lived up to expectations	45.6%	50.7%	35.5%	47.7%
Better or much better than expected	51.8%	47.8%	61.8%	50.3%

Future intentions (scale 1-10)	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Return to the Canary Islands	9.07	8.62	9.15	9.03
Recommend visiting the Canary Islands	9.27	8.94	9.23	9.25



9.03/10

Return to the Canary Islands



9.25/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?



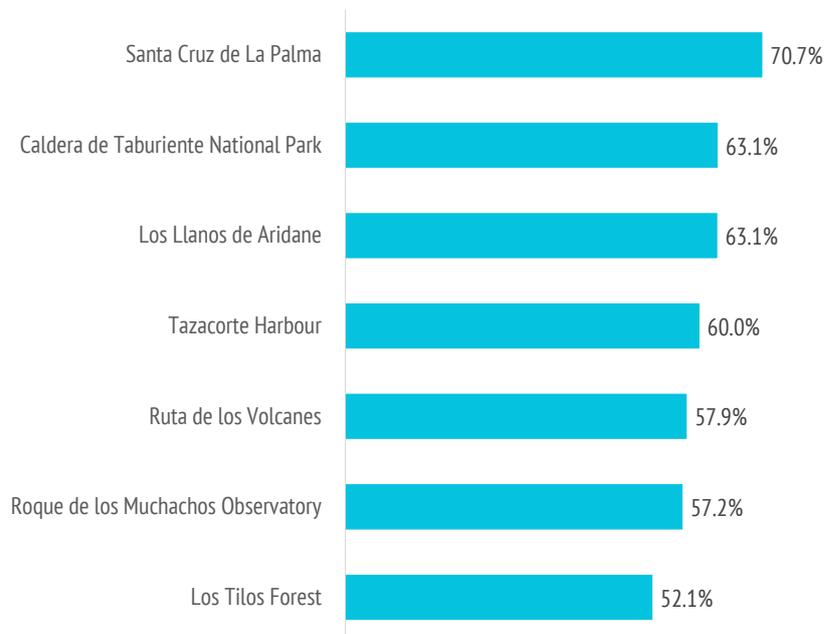
	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Repeat tourists				
- Germany	73.1%	43.7%	67.0%	66.0%
- Spain	63.6%	61.1%	90.1%	76.5%
- United Kingdom	77.6%	36.8%	78.3%	65.3%
- Others	20.8%	80.7%	100.0%	65.2%
- Others	61.9%	58.2%	42.5%	58.1%
Repeat tourists (3 or more visits)				
- Germany	57.0%	26.8%	39.4%	48.4%
- Spain	41.1%	34.6%	76.2%	56.0%
- United Kingdom	61.9%	21.9%	51.5%	48.1%
- Others	20.8%	50.1%	100.0%	45.3%
- Others	47.7%	40.9%	8.4%	41.9%

How many islands do they visit during their trip?



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
One island	68.8%	93.3%	47.2%	75.4%
Two or more islands	31.2%	6.7%	52.8%	24.6%

WHICH PLACES DO THE VISIT IN LA PALMA?*



***Multi-choice question*



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