

# LA PALMA: Profile of tourist visiting more than one island during the trip (2017)

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



	More than one island	La Palma
Tourist arrivals (> 16 years old)	33,855	277,952
Average daily expenditure (€)	153.83	128.94
. in their place of residence	78.94	90.56
. in the Canary Islands	74.89	38.39
Average length of stay	11.89	10.51
Turnover per tourist (€)	1,655	1,197
Total turnover (> 16 years old) (€m)	56.0	333
Share of total tourist	12.2%	100%
Share of total turnover	16.8%	100%

### % tourists who pay in the Canary Islands:

#### Accommodation:

- Accommodation	29.0%	13.4%
- Additional accommodation expenses	5.2%	10.7%

#### Transport:

- Public transport	13.0%	15.9%
- Taxi	9.3%	12.2%
- Car rental	61.3%	43.3%

#### Food and drink:

- Food purchases at supermarkets	50.1%	67.2%
- Restaurants	86.2%	74.1%

#### Souvenirs:

	68.7%	57.4%
--	-------	-------

#### Leisure:

- Organized excursions	10.4%	23.2%
- Leisure, amusement	3.4%	2.8%
- Trip to other islands	12.4%	1.5%
- Sporting activities	3.8%	4.0%
- Cultural activities	18.7%	8.5%
- Discos and disco-pubs	19.3%	4.1%

#### Others:

- Wellness	2.8%	3.5%
- Medical expenses	17.8%	7.5%
- Other expenses	24.6%	21.0%



+25%  
TOURISTS\*  
33,855



+42%  
TRAVEL EXPENSES  
€1,655



+78%  
TURNOVER  
€56 MILL

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



	More than one island	La Palma
Flight only	31.7%	14.1%
Flight and accommodation (room only)	44.2%	33.2%
Flight and accommodation (B&B)	7.8%	11.4%
Flight and accommodation (half board)	10.3%	19.5%
Flight and accommodation (full board)	1.6%	3.3%
Flight and accommodation (all inclusive)	4.5%	18.5%
% Tourists using low-cost airlines	43.7%	42.2%

### Other expenses in their place of residence:

- Car rental	37.3%	35.1%
- Sporting activities	9.1%	5.0%
- Excursions	18.6%	10.7%
- Trip to other islands	12.0%	1.2%

\* Tourists over 16 years old.

## How do they book?



	More than one island	La Palma
Accommodation booking		
<b>Tour Operator</b>	11.7%	33.8%
- Tour Operator's website	78.5%	77.8%
<b>Accommodation</b>	25.8%	14.6%
- Accommodation's website	92.2%	82.6%
<b>Travel agency (High street)</b>	6.2%	17.7%
<b>Online Travel Agency (OTA)</b>	44.9%	26.5%
<b>No need to book accommodation</b>	11.5%	7.5%

	More than one island	La Palma
Flight booking		
<b>Tour Operator</b>	17.6%	36.9%
- Tour Operator's website	76.0%	71.6%
<b>Airline</b>	65.1%	33.7%
- Airline's website	99.8%	99.5%
<b>Travel agency (High street)</b>	5.0%	15.5%
<b>Online Travel Agency (OTA)</b>	12.3%	14.0%

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



	More than one island	La Palma
The same day they leave	0.3%	0.3%
Between 2 and 7 days	3.8%	4.1%
Between 8 and 15 days	2.7%	6.3%
Between 16 and 30 days	11.9%	12.8%
Between 31 and 90 days	28.5%	36.3%
More than 90 days	52.8%	40.1%

## Who are they?



	More than one island	La Palma
Gender		
Men	70.7%	53.7%
Women	29.3%	46.3%

### Age

Average age (tourists > 16 years old)	46.1	49.9
Standard deviation	12.4	13.8

### Age range (> 16 years old)

16-24 years old	5.6%	4.8%
25-30 years old	10.1%	6.1%
31-45 years old	19.3%	23.1%
46-60 years old	50.0%	42.4%
Over 60 years old	14.9%	23.6%

### Occupation

Business owner or self-employed	47.2%	22.8%
Upper/Middle management employee	29.9%	43.3%
Auxiliary level employee	10.0%	10.3%
Students	4.7%	3.8%
Retired	7.3%	18.5%
Unemployed / unpaid dom. work	0.8%	1.3%

### Annual household income level

€12,000 - €24,000	13.4%	12.3%
€24,001 - €36,000	24.7%	18.7%
€36,001 - €48,000	12.4%	16.3%
€48,001 - €60,000	11.4%	19.3%
€60,001 - €72,000	3.8%	8.1%
€72,001 - €84,000	2.6%	7.3%
More than €84,000	31.8%	18.0%

# LA PALMA: Profile of tourist visiting more than one island during the trip (2017)

## Tourists by number of islands visited during the trip

	2 or more	3 or more	4 or more	5 or more	6 or more	7 islands
Tourists (> 16 years old)	33,855	5,725	2,372	1,136	334	78

## Islands visited during the trip to La Palma

	More than one island	Tenerife	La Gomera	Gran Canaria	Fuerteventura	Lanzarote	El Hierro
Tourists (> 16 years old)	<b>33,855</b>	21,177	8,475	7,015	3,013	2,927	893
Share of tourist	<b>100%</b>	62.6%	25.0%	20.7%	8.9%	8.6%	2.6%

\* Multi-choice question

## Where do they stay?

	More than one island	La Palma
5* Hotel	0.0%	0.0%
4* Hotel	27.9%	36.8%
1-2-3* Hotel	6.3%	9.4%
Apartment	50.7%	43.9%
Property (privately-owned, friends, family)	9.5%	6.3%
Others	5.5%	3.5%

## Who do they come with?

	More than one island	La Palma
Unaccompanied	11.8%	9.8%
Only with partner	70.4%	60.5%
Only with children (under the age of 13)	0.6%	0.6%
Partner + children (under the age of 13)	3.7%	7.2%
Other relatives	3.2%	4.9%
Friends	2.0%	3.9%
Work colleagues	0.1%	0.2%
Other combinations <sup>(1)</sup>	8.3%	12.8%

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

## How do they rate the Canary Islands?

	More than one island	La Palma
Opinion on their stay		
Good or very good (% tourists)	99.7%	96.0%
Average rating (scale 1-10)	9.21	9.09

## How many are loyal to the Canary Islands?

	More than one island	La Palma
Repeat tourists of the island		
At least 1 previous visit	45.0%	37.9%
At least 10 previous visits	4.3%	4.2%

## Where are they from?

Tourists (> 16 years old)	%	Abolsute
Spanish Mainland	19.2%	6,489
Russia	17.4%	5,875
Germany	16.8%	5,699
Poland	5.8%	1,948
United Kingdom	5.6%	1,886
France	4.4%	1,490
Netherlands	3.7%	1,237
Switzerland	2.6%	877
Norway	1.8%	618
Others	22.8%	7,734

## Why do they choose the Canary Islands?

Aspects influencing the choice	More than one island	La Palma
Scenery	68.6%	57.6%
Climate/sun	65.8%	81.7%
Active tourism	39.8%	29.1%
Quality of the environment	28.0%	16.1%
Tranquility/rest/relaxation	27.8%	41.7%
Visiting new places	23.0%	17.7%
Beaches	10.6%	8.7%
Price	5.4%	7.0%
Security	2.8%	6.5%
Culture	2.8%	1.8%
Rural tourism	2.2%	2.1%
Suitable destination for children	0.4%	2.2%
Nautical activities	0.4%	1.0%
Ease of travel	0.3%	3.3%
Nightlife/fun	0.3%	0.3%
Shopping	0.0%	0.3%

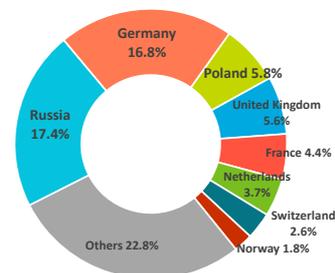
\* Multi-choice question

## What did motivate them to come?

Prescription sources	More than one island	La Palma
Previous visits to the Canary Islands	80.7%	67.9%
Recommendation by friends/relatives	20.8%	28.0%
The Canary Islands television channel	0.0%	0.2%
Other television or radio channels	0.7%	2.8%
Information in press/magazines/books	20.3%	9.0%
Attendance at a tourism fair	1.1%	0.5%
Tour Operator's brochure or catalogue	1.4%	7.8%
Recommendation by Travel Agency	2.9%	6.1%
Information obtained via the Internet	22.0%	30.0%
Senior Tourism programme	0.8%	0.3%
Others	3.8%	5.3%

\* Multi-choice question

## Share of tourists > 16 years old by source markets



Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who spent the majority of nights in La Palma and visited at least one more island. (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.