

PROFILE OF TOURIST VISITING LA GOMERA

2022

How many are they and how much do they spend?



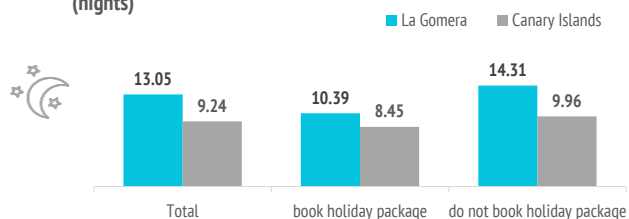
	La Gomera	Canary Islands
TOURISTS		
Tourist arrivals (FRONTUR)	79,351	14,617,383
Tourist arrivals > 15 years old (EGT)	30,307	12,832,078
- book holiday package	9,737	6,128,916
- do not book holiday package	20,570	6,703,162
- % tourists who book holiday package	32.1%	47.8%
Share of total tourist	0.5%	100%

OTHER INDICATORS

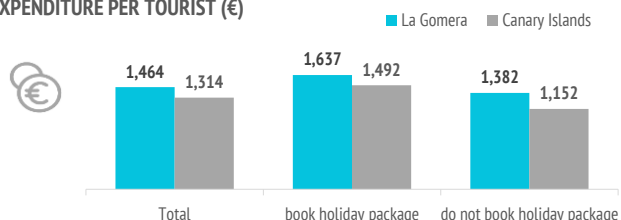
Guests in accommodation	120,139	12,449,338
- International and Spanish Mainland	71,220	11,169,207
- Canary Islands residents	48,919	1,280,131
Bednights	682,637	86,708,053
- International and Spanish Mainland	541,122	82,306,151
- Canary Islands residents	141,515	4,401,902
Excursionists	208,251	--

Expenditure per tourist (€)	1,464	1,314
- book holiday package	1,637	1,492
- holiday package	1,251	1,236
- others	387	256
- do not book holiday package	1,382	1,152
- flight	334	311
- accommodation	461	405
- others	587	436
Average length of stay	13.05	9.24
- book holiday package	10.39	8.45
- do not book holiday package	14.31	9.96
Average daily expenditure (€)	133.4	160.5
- book holiday package	170.6	186.1
- do not book holiday package	115.8	137.1
Total turnover (> 15 years old) (€m)	44	16,863
- book holiday package	16	9,143
- do not book holiday package	28	7,720

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice



	La Gomera	Canary Islands
Climate	66.2%	75.0%
Landscapes	66.2%	34.1%
Tranquility	51.8%	46.5%
Environment	44.7%	33.3%
Sea	44.3%	46.0%
Hiking trail network	42.5%	10.1%
Safety	35.3%	51.3%
European belonging	33.4%	36.5%
Authenticity	24.8%	22.3%
Accommodation supply	24.3%	41.8%
Beaches	22.1%	39.3%
Effortless trip	20.8%	37.5%
Gastronomy	18.5%	26.6%
Price	13.3%	35.8%
Historical heritage	6.4%	8.4%
Exoticism	6.3%	11.8%
Fun possibilities	6.2%	23.3%
Culture	5.3%	9.0%
Shopping	1.9%	9.1%
Nightlife	1.3%	7.9%

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



What is the main motivation for their holidays?



	La Gomera	Canary Islands
Rest	28.4%	51.1%
Enjoy family time	10.5%	16.1%
Have fun	2.9%	8.5%
Explore the destination	48.4%	20.3%
Practice their hobbies	5.2%	1.9%
Other reasons	4.7%	2.1%

EXPLORE THE DESTINATION



How far in advance do they book their trip?



	La Gomera	Canary Islands
The same day	0.1%	0.7%
Between 1 and 30 days	19.0%	27.8%
Between 1 and 2 months	27.3%	25.3%
Between 3 and 6 months	28.5%	28.8%
More than 6 months	25.0%	17.4%

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

	La Gomera	Canary Islands
Previous visits to the Canary Islands	55.1%	49.8%
Friends or relatives	38.3%	30.4%
Internet or social media	50.4%	54.2%
Mass Media	2.7%	2.0%
Travel guides and magazines	21.2%	7.0%
Travel Blogs or Forums	8.1%	6.9%
Travel TV Channels	0.5%	0.8%
Tour Operator or Travel Agency	21.4%	20.7%
Public administrations or similar	0.0%	1.3%
Others	3.1%	3.2%

* Multi-choise question

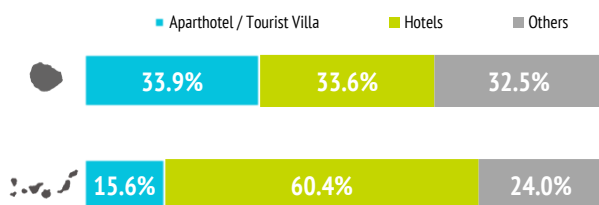
With whom did they book their flight and accommodation?

	La Gomera	Canary Islands
Flight		
- Directly with the airline	58.9%	50.0%
- Tour Operator or Travel Agency	41.1%	50.0%
Accommodation		
- Directly with the accommodation	41.5%	36.6%
- Tour Operator or Travel Agency	58.5%	63.4%

Where do they stay?

	La Gomera	Canary Islands
1-2-3* Hotel	9.5%	10.9%
4* Hotel	24.1%	39.0%
5* Hotel / 5* Luxury Hotel	0.0%	10.5%
Aparthotel / Tourist Villa	33.9%	15.6%
House/room rented in a private dwell	15.7%	7.2%
Private accommodation (1)	7.3%	8.7%
Others (Cottage, cruise, camping,...)	9.4%	8.1%

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



What do they book?

	La Gomera	Canary Islands
Room only	59.5%	28.5%
Bed and Breakfast	14.2%	13.9%
Half board	22.2%	19.1%
Full board	3.0%	3.5%
All inclusive	1.1%	34.9%

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59.5% of tourists book room only.
(Canary Islands: 28.5%)

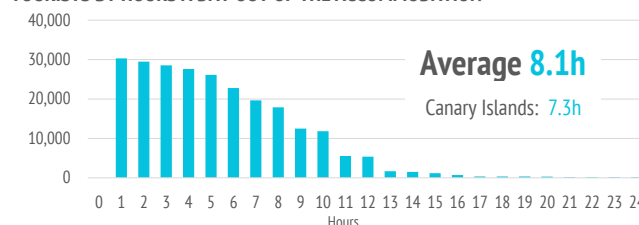
Other expenses

	La Gomera	Canary Islands
Restaurants or cafes	84.3%	66.4%
Supermarkets	79.7%	55.9%
Car rental	63.7%	32.0%
Organized excursions	24.6%	23.6%
Taxi, transfer, chauffeur service	41.9%	51.8%
Theme Parks	0.5%	10.9%
Sport activities	5.8%	7.9%
Museums	1.9%	5.2%
Flights between islands	55.1%	5.0%

Activities in the Canary Islands

Outdoor time per day	La Gomera	Canary Islands
0 hours	5.9%	2.5%
1 - 2 hours	29.3%	10.7%
3 - 6 hours	59.3%	32.7%
7 - 12 hours	5.4%	45.1%
More than 12 hours	0.0%	9.0%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	La Gomera	Canary Islands
Walk, wander	77.3%	73.8%
Explore the island on their own	67.7%	48.7%
Beach	65.6%	71.3%
Hiking	53.8%	18.5%
Swimming pool, hotel facilities	36.7%	61.1%
Taste Canarian gastronomy	36.5%	27.0%
Sea excursions / whale watching	21.4%	12.7%
Other Nature Activities	14.3%	8.1%
Organized excursions	13.3%	17.4%
Swim	9.0%	10.1%
Astronomical observation	7.2%	3.7%
Wineries / markets / popular festivals	7.2%	10.6%
Running	5.8%	5.9%
Nightlife / concerts / shows	5.8%	15.3%
Golf	4.1%	2.1%
Practice other sports	3.6%	4.7%
Museums / exhibitions	3.6%	10.0%
Theme parks	3.6%	14.4%
Scuba Diving	3.1%	3.0%
Cycling / Mountain bike	2.6%	3.3%
Beauty and health treatments	1.8%	5.9%
Surf	0.5%	3.1%
Windsurf / Kitesurf	0.0%	1.2%

* Multi-choise question

LA GOMERA **CANARY ISLANDS**
HIKING **53.8%** **18.5%**



PROFILE OF TOURIST VISITING LA GOMERA 2022

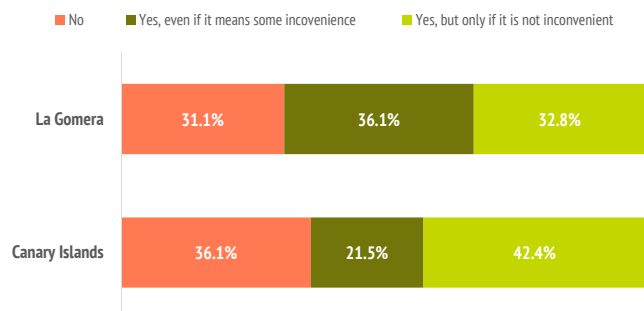


Which islands do they visit during their trip to La Gomera?

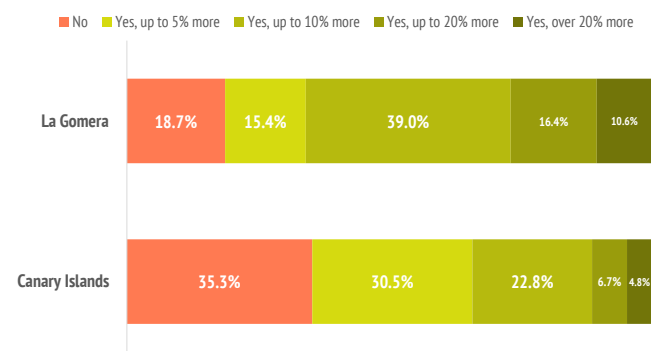
Overnight staying	%	Absolute
Tenerife	30%	9,439
El Hierro	3.1%	962
La Palma	1.1%	347
Gran Canaria	0.8%	236
Day trips (without overnight)	%	Absolute
Tenerife	47.5%	14,866
Gran Canaria	1.3%	415
La Palma	0.2%	50

Sustainable destination

When booking a trip, do they tend to choose the most sustainable options?



¿Estaría dispuesto a gastar más en el viaje para reducir su huella de carbono?



Perception during their stay*	La Gomera	Canary Islands
Quality of life on the island	8.22	8.08
Tolerance towards tourism	8.46	8.58
Cleanliness of the island	8.19	8.30
Air quality	8.72	8.49
Rational water consumption	7.18	7.46
Energy saving	6.52	6.93
Use of renewable energy	6.44	7.03
Recycling	6.65	7.14
Easy to get around by public transport	6.44	7.36
Overcrowding in tourist areas	5.58	6.65
Supply of local products	7.01	7.14

* Scale 0 - 10 (0 = Not important and 10 = Very important)

How many islands do they visit during their trip?

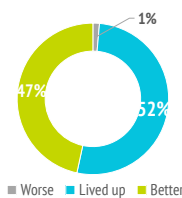
	La Gomera	Canary Islands
One island	20.1%	92.6%
Two islands	78.2%	6.3%
Three or more islands	1.7%	1.1%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	La Gomera	Canary Islands
Average rating	8.72	8.85

Experience in the Canary Islands	La Gomera	Canary Islands
Worse or much worse than expected	1.4%	2.8%
Lived up to expectations	52.0%	53.5%
Better or much better than expected	46.6%	43.7%

Future intentions (scale 1-10)	La Gomera	Canary Islands
Return to the Canary Islands	8.81	8.82
Recommend visiting the Canary Islands	9.07	9.06



Experience in the
Canary Islands



8.81/10

Return to the Canary
Islands

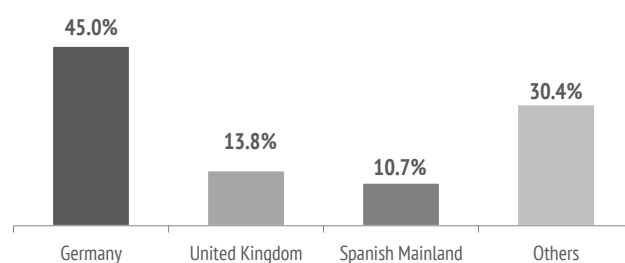


9.07/10

Recommend visiting
the Canary Islands

Where are they from?

	%	Absolute
Germany	45.0%	13,645
United Kingdom	13.8%	4,193
Spanish Mainland	10.7%	3,256
France	7.0%	2,133
Netherlands	5.3%	1,596
Denmark	4.4%	1,332
Austria	3.1%	937
Sweden	2.6%	790
Finland	2.1%	650
Belgium	1.7%	517
Poland	1.1%	327
Czech Republic	0.5%	155
Others	2.6%	774



PROFILE OF TOURIST VISITING LA GOMERA 2022

How many are loyal to the Canary Islands?



	in La Gomera	in the Canary Islands
Canary Islands: Repeat tourists	81.4%	70.1%
Canary Islands: At least 10 previous	21.3%	19.1%

Who do they come with?



	La Gomera	Canary Islands
Unaccompanied	10.6%	10.0%
Only with partner	52.8%	46.1%
Only with children (< 13 years old)	2.9%	4.9%
Partner + children (< 13 years old)	5.3%	7.3%
Other relatives	5.9%	9.9%
Friends	6.5%	7.3%
Work colleagues	1.0%	0.6%
Organized trip	0.4%	0.3%
Other combinations (1)	14.5%	13.7%

(1) Different situations have been isolated

Tourists with children	10.9%	18.0%
- Between 0 and 2 years old	0.0%	1.3%
- Between 3 and 12 years old	10.9%	15.5%
- Between 0 -2 and 3-12 years	0.0%	1.2%

Tourists without children	89.1%	82.0%
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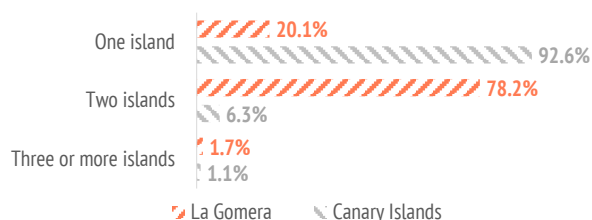
Group composition:

- 1 person	14.5%	12.6%
- 2 people	60.1%	53.9%
- 3 people	11.7%	12.1%
- 4 or 5 people	12.6%	17.3%
- 6 or more people	1.0%	4.1%

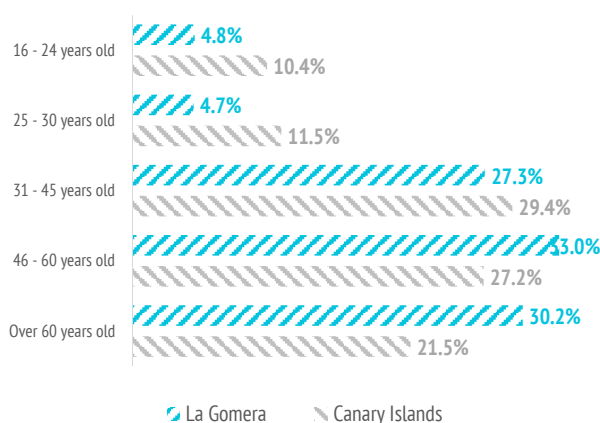
Average group size:	2.32	2.60
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*People who share the main expenses of the trip

% TOURISTS BY ISLANDS VISITING DURING THEIR TRIP



% TOURISTS BY AGE RANGE



Who are they?



	La Gomera	Canary Islands
Gender		
Men	47.5%	48.4%
Women	52.5%	51.6%

Age

Average age (tourist > 15 years old)	51.4	45.7
Standard deviation	14.6	16.0

Age range (> 15 years old)

16 - 24 years old	4.8%	10.4%
25 - 30 years old	4.7%	11.5%
31 - 45 years old	27.3%	29.4%
46 - 60 years old	33.0%	27.2%
Over 60 years old	30.2%	21.5%

Occupation

Salaried worker	50.2%	57.4%
Self-employed	19.0%	10.8%
Unemployed	7.6%	1.0%
Business owner	3.6%	8.3%
Student	19.2%	4.6%
Retired	0.4%	16.5%
Unpaid domestic work	0.1%	0.6%
Others	0.0%	0.8%

Annual household income level

Less than €25,000	10.4%	14.3%
€25,000 - €49,999	29.4%	34.3%
€50,000 - €74,999	27.8%	25.4%
More than €74,999	32.5%	26.0%

Education level

No studies	0.3%	3.6%
Primary education	1.3%	1.7%
Secondary education	12.0%	20.2%
Higher education	86.4%	74.5%



Pictures: Freepik.com