

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

	La Gomera	Canary Islands
TOURISTS		
Tourist arrivals (FRONTUR)	85,569	16,210,910
Tourist arrivals (≥ 16 years old) (EGT)	16,153	14,108,401
- book holiday package	4,960	6,731,597
- do not book holiday package	11,193	7,376,803
- % tourists who book holiday package	30.7%	47.7%
Share of total tourist	0.5%	100%
OTHER INDICATORS		
Guests in accommodation	126,408	13,564,375
- International and Spanish Mainland	74,753	12,253,704
- Canary Islands residents	51,655	1,310,671
Bednights	741,829	95,711,755
- International and Spanish Mainland	569,742	91,045,934
- Canary Islands residents	172,087	4,665,821
Excursionists (FRONTUR)	244,657	--
Expenditure per tourist (€)		
Expenditure per tourist (€)	1,478	1,387
- book holiday package	1,762	1,596
- holiday package	1,386	1,319
- others	376	277
- do not book holiday package	1,351	1,196
- flight	354	328
- accommodation	477	420
- others	521	448
Average length of stay	12.19	9.47
Average daily expenditure (€)	137.6	167.8
Average daily expenditure without flight (€)	98.7	120.2
Average cost of the flight (€)	427.5	387.4
Total turnover (≥ 16 years old) (€m)	24	19,565
% Turnover (≥ 16 years old)	0.1%	100%

EXPENDITURE PER TOURIST (€)



AVERAGE DAILY EXPENDITURE WITHOUT FLIGHT (€)



AVERAGE LENGTH OF STAY



Importance of each factor in the destination choice 

	La Gomera	Canary Islands
Landscapes	67.8%	35.0%
Climate	58.8%	75.1%
Environment	54.8%	34.6%
Tranquility	52.2%	47.9%
Hiking trail network	51.0%	10.4%
Sea	46.9%	45.4%
Safety	40.8%	54.6%
Authenticity	36.6%	22.6%
European belonging	29.3%	35.3%
Accommodation supply	26.9%	42.9%
Beaches	26.7%	38.8%
Effortless trip	26.6%	38.3%
Gastronomy	25.7%	26.9%
Price	18.1%	37.3%
Exoticism	12.1%	12.0%
Fun possibilities	11.5%	24.0%
Historical heritage	7.4%	9.1%
Culture	6.4%	9.5%
Nightlife	3.6%	8.4%
Shopping	3.0%	9.6%

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	29.3%	50.9%
Enjoy family time	10.9%	15.6%
Have fun	4.2%	9.2%
Explore the destination	51.4%	20.7%
Practice their hobbies	2.6%	2.0%
Other reasons	1.6%	1.7%

EXPLORE THE DESTINATION



How far in advance do they book their trip? 

	La Gomera	Canary Islands
The same day	0.0%	0.7%
Between 1 and 30 days	24.5%	23.5%
Between 1 and 2 months	28.2%	24.6%
Between 3 and 6 months	33.4%	32.4%
More than 6 months	13.8%	18.8%

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

	La Gomera	Canary Islands
Previous visits to the Canary Islands	45.0%	49.0%
Friends or relatives	37.2%	29.6%
Internet or social media	57.4%	53.0%
Mass Media	4.2%	2.1%
Travel guides and magazines	19.1%	7.0%
Travel Blogs or Forums	6.7%	6.7%
Travel TV Channels	3.0%	0.8%
Tour Operator or Travel Agency	20.5%	20.4%
Public administrations or similar	1.4%	0.7%
Others	0.9%	3.2%

* Multi-choise question

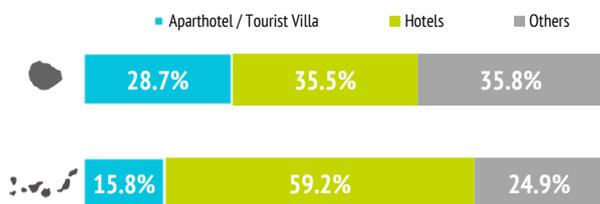
With whom did they book their flight and accommodation? 👁

	La Gomera	Canary Islands
Flight		
- Directly with the airline	58.4%	49.6%
- Tour Operator or Travel Agency	41.6%	50.4%
Accommodation		
- Directly with the accommodation	37.4%	36.7%
- Tour Operator or Travel Agency	62.6%	63.3%

Where do they stay? 🏠

	La Gomera	Canary Islands
1-2-3* Hotel	12.6%	10.7%
4* Hotel	22.9%	38.6%
5* Hotel / 5* Luxury Hotel	0.0%	9.9%
Aparthotel / Tourist Villa	28.7%	15.8%
House/room rented in a private dwell	10.4%	7.8%
Private accommodation (1)	10.7%	9.0%
Others (Cottage, cruise, camping,...)	14.8%	8.2%

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



What do they book? 🍽

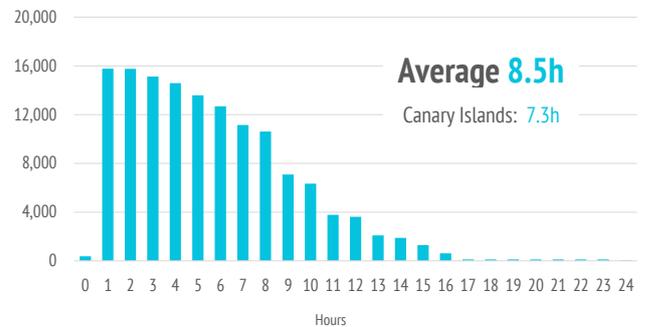
	La Gomera	Canary Islands
Room only	56.1%	29.1%
Bed and Breakfast	18.4%	14.3%
Half board	22.8%	20.1%
Full board	2.0%	3.3%
All inclusive	0.8%	33.2%

”
56.1% of tourists book room only.
(Canary Islands: 29.1%)

Activities in the Canary Islands 🚶

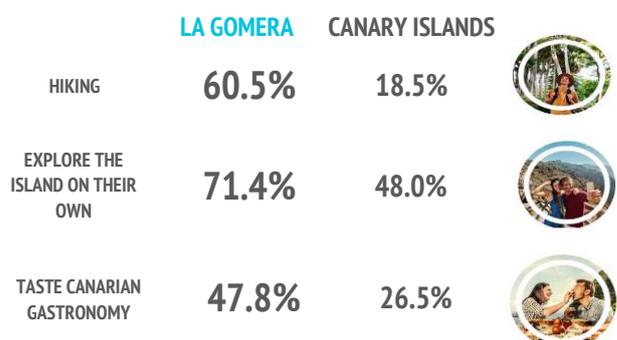
Outdoor time per day	La Gomera	Canary Islands
0 hours	2.3%	2.3%
1 - 2 hours	4.0%	10.6%
3 - 6 hours	24.6%	33.3%
7 - 12 hours	56.1%	45.2%
More than 12 hours	12.9%	8.6%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	La Gomera	Canary Islands
Walk, wander	82.8%	73.1%
Explore the island on their own	71.4%	48.0%
Beach	68.6%	69.4%
Hiking	60.5%	18.5%
Taste Canarian gastronomy	47.8%	26.5%
Swimming pool, hotel facilities	32.9%	59.3%
Sea excursions / whale watching	24.1%	12.4%
Other Nature Activities	13.6%	8.1%
Organized excursions	12.1%	16.8%
Museums / exhibitions	10.7%	10.5%
Nightlife / concerts / shows	8.6%	15.9%
Practice other sports	6.4%	4.5%
Wineries / markets / popular festivals	6.2%	11.4%
Astronomical observation	5.7%	4.0%
Running	5.5%	5.7%
Beauty and health treatments	4.9%	6.1%
Swim	4.4%	7.8%
Scuba Diving	3.5%	2.9%
Golf	2.9%	2.5%
Cycling / Mountain bike	2.5%	3.0%
Theme parks	2.1%	14.1%
Surf	0.6%	2.9%
Windsurf / Kitesurf	0.0%	0.9%

* Multi-choise question



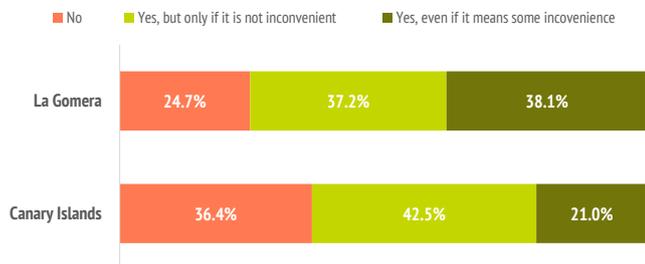
Which islands do they visit during their trip to La Gomera?

Overnight staying	%	Absolute
Tenerife	27%	4,544
El Hierro	2.6%	438
La Palma	2.2%	368
Gran Canaria	1.4%	234
Fuerteventura	0.9%	144

Day trips (without overnight)	%	Absolute
Tenerife	44.1%	7,321
Gran Canaria	2.8%	461
La Palma	1.0%	160
Lanzarote	0.04%	7
Fuerteventura	0.04%	7
El Hierro	0.04%	7

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	8.17	8.03
Tolerance towards tourism	8.51	8.55
Cleanliness of the island	8.52	8.25
Air quality	8.74	8.46
Rational water consumption	7.58	7.58
Energy saving	6.96	7.06
Use of renewable energy	6.91	7.03
Recycling	6.76	7.07
Easy to get around by public transport	6.35	7.49
Overcrowding in tourist areas	5.62	6.58
Supply of local products	7.39	7.20

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

How many islands do they visit during their trip?

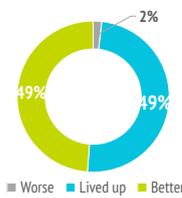
	La Gomera	Canary Islands
One island	24.3%	92.1%
Two islands	72.8%	6.7%
Three or more islands	2.9%	1.2%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	La Gomera	Canary Islands
Average rating	8.95	8.82

Experience in the Canary Islands	La Gomera	Canary Islands
Worse or much worse than expected	1.8%	2.5%
Lived up to expectations	49.4%	54.0%
Better or much better than expected	48.8%	43.5%

Future intentions (scale 1-10)	La Gomera	Canary Islands
Return to the Canary Islands	8.86	8.83
Recommend visiting the Canary Islands	9.21	9.04



Experience in the Canary Islands



8.86/10

Return to the Canary Islands

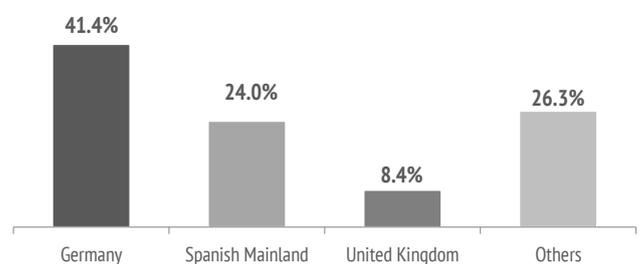


9.21/10

Recommend visiting the Canary Islands

Where are they from?

	%	Absolute
Germany	41.4%	6,682
Spanish Mainland	24.0%	3,875
United Kingdom	8.4%	1,354
France	5.3%	851
Austria	5.0%	802
Denmark	3.6%	575
Switzerland	2.3%	374
Ireland	1.7%	280
Netherlands	1.6%	263
Sweden	1.2%	191
Belgium	0.9%	147
Czech Republic	0.7%	108
Others	4.0%	650



How many are loyal to the Canary Islands?



	in La Gomera	in the Canary Islands
Canary Islands: Repeat tourists	79.0%	72.5%
Canary Islands: At least 10 previous	24.1%	19.6%

Who do they come with?



	La Gomera	Canary Islands
Unaccompanied	14.8%	10.1%
Only with partner	52.2%	47.5%
Only with children (< 13 years old)	2.6%	4.4%
Partner + children (< 13 years old)	3.0%	6.8%
Other relatives	7.3%	10.0%
Friends	9.7%	7.1%
Work colleagues	0.0%	0.6%
Organized trip	1.9%	0.2%
Other combinations (1)	8.4%	13.3%

(1) Different situations have been isolated

Tourists with children	7.4%	16.9%
- Between 0 and 2 years old	1.3%	1.5%
- Between 3 and 12 years old	4.7%	14.1%
- Between 0 -2 and 3-12 years	1.3%	1.3%

Tourists without children	92.6%	83.1%
----------------------------------	--------------	--------------

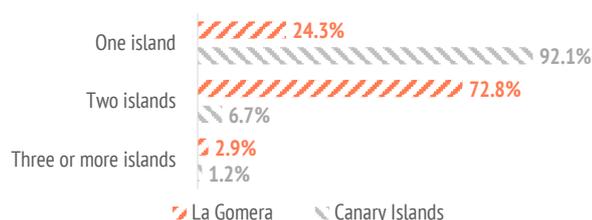
Group composition:

- 1 person	18.2%	12.6%
- 2 people	64.6%	55.3%
- 3 people	7.0%	12.1%
- 4 or 5 people	9.0%	16.0%
- 6 or more people	1.2%	4.0%

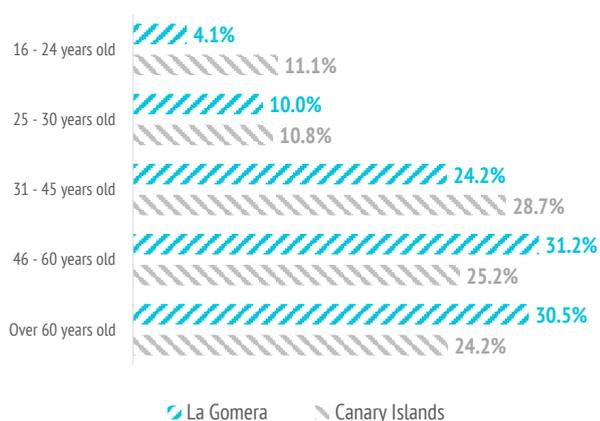
Average group size:	2.19	2.57
----------------------------	-------------	-------------

*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	40.6%	48.2%
Women	59.4%	51.8%
Age		
Average age	50.0	46.4
Standard deviation	15.1	16.8
Age range (> 15 years old)		
16 - 24 years old	4.1%	11.1%
25 - 30 years old	10.0%	10.8%
31 - 45 years old	24.2%	28.7%
46 - 60 years old	31.2%	25.2%
Over 60 years old	30.5%	24.2%
Occupation		
Salaried worker	48.1%	55.7%
Self-employed	18.1%	10.8%
Unemployed	0.7%	0.9%
Business owner	6.5%	8.1%
Student	4.2%	4.2%
Retired	21.4%	18.9%
Unpaid domestic work	0.0%	0.6%
Others	1.1%	0.9%
Annual household income level		
Less than €25,000	12.0%	13.1%
€25,000 - €49,999	31.7%	34.9%
€50,000 - €74,999	25.1%	24.4%
More than €74,999	31.2%	27.7%
Education level		
No studies	0.4%	4.0%
Primary education	2.2%	1.9%
Secondary education	10.3%	20.1%
Higher education	87.0%	73.9%



Pictures: Freepik.com