

PROFILE OF TOURIST VISITING LA GOMERA

2024

How many are they and how much do they spend?



	La Gomera	Canary Islands
TOURISTS		
Tourist arrivals (FRONTUR)	--	17,767,833
Tourist arrivals (≥ 16 years old) (EGT)	10,823	15,484,736
- book holiday package	5,037	7,757,614
- do not book holiday package	5,785	7,727,121
- % tourists who book holiday package	46.5%	50.1%
Share of total tourist	0.1%	100%

OTHER INDICATORS

Guests in accommodation	106,901	14,128,033
- International and Spanish Mainland	66,531	12,913,665
- Canary Islands residents	40,370	1,214,368
Bednights	662,359	100,227,490
- International and Spanish Mainland	524,933	95,742,913
- Canary Islands residents	137,426	4,484,577
Excursionists (FRONTUR)	--	--

Expenditure per tourist (€)	1,542	1,443
- book holiday package	1,783	1,656
- holiday package	1,400	1,378
- others	383	278
- do not book holiday package	1,331	1,230
- flight	380	328
- accommodation	398	409
- others	553	493
Average lenght of stay	11.48	9.37
Average daily expenditure (€)	151.0	176.9
Average daily expenditure without flight (€)	104.0	125.7
Average cost of the flight (€)	461.3	410.7
Total turnover (≥ 16 years old) (€m)	17	22,351
% Turnover (≥ 16 years old)	0.1%	100%
Turnover without flight (≥ 16 years old)	12	15,991

EXPENDITURE PER TOURIST (€)



AVERAGE DAILY EXPENDITURE WITHOUT FLIGHT (€)



AVERAGE LENGHT OF STAY



Importance of each factor in the destination choice



	La Gomera	Canary Islands
Landscapes	67.2%	35.3%
Climate	66.4%	75.6%
Tranquility	56.0%	49.3%
Sea	51.2%	45.1%
Environment	46.6%	34.5%
Safety	43.1%	55.7%
Hiking trail network	42.9%	10.8%
Authenticity	41.0%	23.3%
European belonging	29.9%	37.2%
Effortless trip	29.4%	39.2%
Gastronomy	26.8%	27.0%
Price	26.8%	37.9%
Beaches	25.0%	38.8%
Accommodation supply	22.6%	43.5%
Fun possibilities	15.4%	23.6%
Historical heritage	12.6%	9.5%
Culture	9.7%	10.1%
Nightlife	6.3%	8.3%
Exoticism	6.0%	11.8%
Shopping	1.3%	10.1%

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	23.3%	50.6%
Enjoy family time	8.9%	15.9%
Have fun	0.7%	9.0%
Explore the destination	57.0%	21.2%
Practice their hobbies	4.4%	1.9%
Other reasons	5.6%	1.4%

EXPLORE THE DESTINATION



How far in advance do they book their trip?



	La Gomera	Canary Islands
The same day	0.1%	0.9%
Between 1 and 30 days	15.8%	22.3%
Between 1 and 2 months	16.0%	23.0%
Between 3 and 6 months	39.7%	33.0%
More than 6 months	28.4%	20.8%

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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	55.2%	48.4%
Friends or relatives	27.4%	29.7%
Internet or social media	57.4%	51.4%
Mass Media	5.2%	1.9%
Travel guides and magazines	16.8%	6.5%
Travel Blogs or Forums	13.2%	6.3%
Travel TV Channels	5.4%	0.8%
Tour Operator or Travel Agency	27.9%	20.2%
Public administrations or similar	2.1%	0.5%
Others	2.8%	3.3%

* Multi-choise question

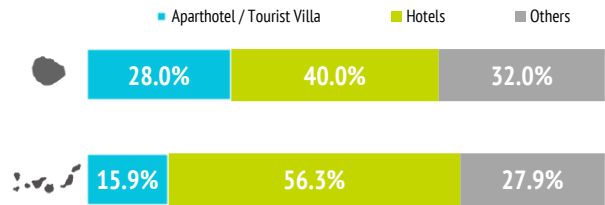
With whom did they book their flight and accommodation?

	La Gomera	Canary Islands
Flight		
- Directly with the airline	46.1%	50.0%
- Tour Operator or Travel Agency	53.9%	50.0%
Accommodation		
- Directly with the accommodation	36.2%	37.0%
- Tour Operator or Travel Agency	63.8%	63.0%

Where do they stay?

	La Gomera	Canary Islands
1-2-3* Hotel	16.2%	10.3%
4* Hotel	23.8%	37.0%
5* Hotel / 5* Luxury Hotel	0.0%	9.0%
Aparthotel / Tourist Villa	28.0%	15.9%
House/room rented in a private dwell	16.9%	15.5%
Private accommodation (1)	4.6%	9.3%
Others (Cottage, cruise, camping,...)	10.5%	3.0%

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



What do they book?

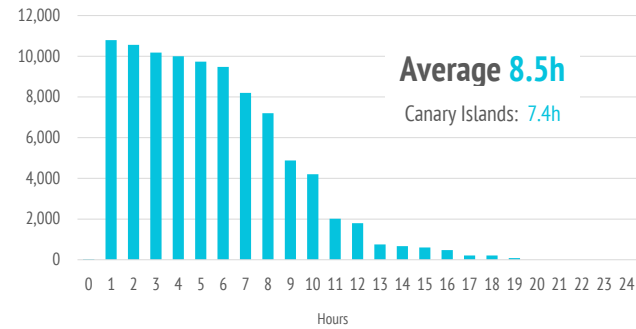
	La Gomera	Canary Islands
Room only	49.0%	33.3%
Bed and Breakfast	15.7%	14.1%
Half board	28.2%	17.4%
Full board	5.0%	3.1%
All inclusive	2.1%	32.1%

49% of tourists book room only.
(Canary Islands: 33.3%)

Activities in the Canary Islands

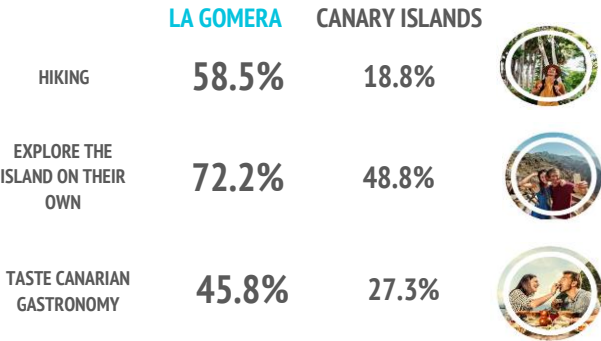
	La Gomera	Canary Islands
Outdoor time per day		
0 hours	0.3%	2.6%
1 - 2 hours	5.7%	9.6%
3 - 6 hours	18.3%	32.6%
7 - 12 hours	68.8%	46.6%
More than 12 hours	6.9%	8.6%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	La Gomera	Canary Islands
Walk, wander	81.2%	73.6%
Explore the island on their own	72.2%	48.8%
Beach	68.0%	68.9%
Hiking	58.5%	18.8%
Taste Canarian gastronomy	45.8%	27.3%
Swimming pool, hotel facilities	37.1%	57.7%
Sea excursions / whale watching	27.8%	12.0%
Museums / exhibitions	15.5%	10.8%
Other Nature Activities	15.1%	8.4%
Astronomical observation	14.4%	3.9%
Wineries / markets / popular festivals	10.3%	11.2%
Organized excursions	9.9%	16.2%
Nightlife / concerts / shows	9.1%	15.4%
Practice other sports	5.3%	4.3%
Running	4.9%	6.0%
Theme parks	4.9%	14.7%
Swim	4.0%	7.4%
Scuba Diving	3.9%	2.4%
Golf	2.0%	2.5%
Beauty and health treatments	1.6%	5.2%
Cycling / Mountain bike	1.2%	2.7%
Surf	0.9%	2.8%
Windsurf / Kitesurf	0.0%	0.8%

* Multi-choise question



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

Overnight staying	%	Absolute
Tenerife	25%	2,828
El Hierro	1.9%	213
La Palma	0.6%	68
Gran Canaria	0.6%	68
Lanzarote	0.2%	20

Day trips (without overnight)	%	Absolute
Tenerife	41.0%	4,567
El Hierro	1.0%	115
Gran Canaria	0.6%	64
La Palma	0.52%	58

Tourist tax (Data available from Q2 2024)

Have they visited any holiday destination in the last five years where they were charged a tourist tax?

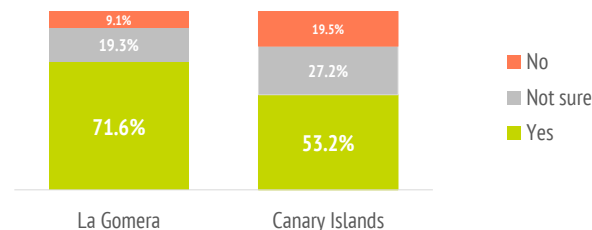
	La Gomera	Canary Islands
Yes	51.1%	45.3%
No	28.0%	34.4%
Not remember	20.8%	20.4%

When choosing a travel destination, do they usually exclude those that charge a tourist tax?

	La Gomera	Canary Islands
Yes	16.2%	22.1%
No	83.8%	77.9%

Would they be willing to pay a tourist tax for each day of accommodation in the Canary Islands?

	La Gomera	Canary Islands
Yes	71.6%	53.2%
- For any purpose	17.7%	11.3%
- Improve living conditions	8.8%	9.2%
- Improve economic development	3.7%	4.6%
- Improve the environment	36.8%	17.5%
- Improve the tourist environment	1.6%	4.4%
- Other purposes	3.0%	6.2%
Not sure	19.3%	27.2%
No	9.1%	19.5%



How much would they be willing to pay?

	La Gomera	Canary Islands
Up to 1 euro	34.2%	37.6%
Up to 2 euros	33.6%	32.4%
Up to 3 euros	15.9%	19.5%
More than 3 euros	16.4%	10.4%

How many islands do they visit during their trip?



	La Gomera	Canary Islands
One island	32.7%	92.9%
Two islands	66.6%	6.1%
Three or more islands	0.7%	1.0%

How do they rate the Canary Islands?



Satisfaction (scale 0-10)	La Gomera	Canary Islands
Average rating	8.74	8.74

Experience in the Canary Islands	La Gomera	Canary Islands
Worse or much worse than expected	2.8%	2.9%
Lived up to expectations	48.5%	54.8%
Better or much better than expected	48.7%	42.3%

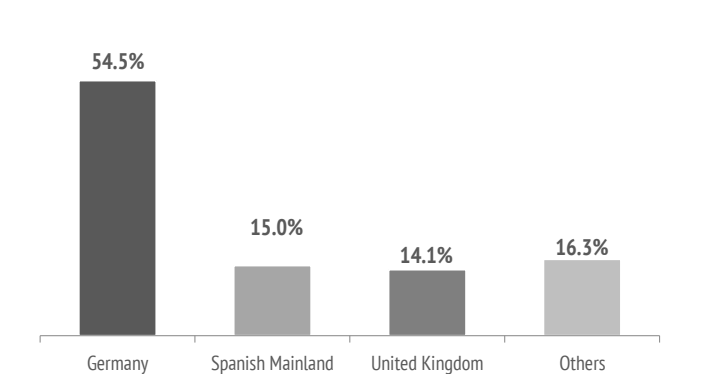
Future intentions (scale 1-10)	La Gomera	Canary Islands
Return to the Canary Islands	8.60	8.77
Recommend visiting the Canary Islanc	8.87	8.96



Where are they from?



	%	Absolute
Germany	54.5%	5,903
Spanish Mainland	15.0%	1,623
United Kingdom	14.1%	1,528
Belgium	3.5%	382
Switzerland	2.6%	286
France	2.5%	275
Denmark	2.1%	228
Ireland	1.5%	162
Austria	1.2%	125
lthers	2.9%	311



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How many are loyal to the Canary Islands?



	in La Gomera	in the Canary Islands
Canary Islands: Repeat tourists	80.3%	70.9%
Canary Islands: At least 10 previous	23.7%	19.9%

Who do they come with?



	La Gomera	Canary Islands
Unaccompanied	9.4%	10.3%
Only with partner	53.6%	46.8%
Only with children (< 13 years old)	2.6%	4.3%
Partner + children (< 13 years old)	7.3%	6.8%
Other relatives	6.9%	10.4%
Friends	5.6%	7.2%
Work colleagues	0.0%	0.5%
Organized trip	0.5%	0.2%
Other combinations (1)	14.0%	13.5%

(1) Different situations have been isolated

Tourists with children	11.3%	17.0%
- Between 0 and 2 years old	0.5%	1.3%
- Between 3 and 12 years old	10.8%	14.5%
- Between 0 -2 and 3-12 years	0.0%	1.2%

Tourists without children	88.7%	83.0%
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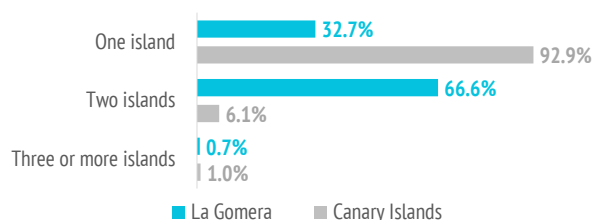
Group composition:

- 1 person	10.2%	12.5%
- 2 people	61.5%	54.9%
- 3 people	9.9%	11.9%
- 4 or 5 people	14.0%	16.2%
- 6 or more people	4.5%	4.5%

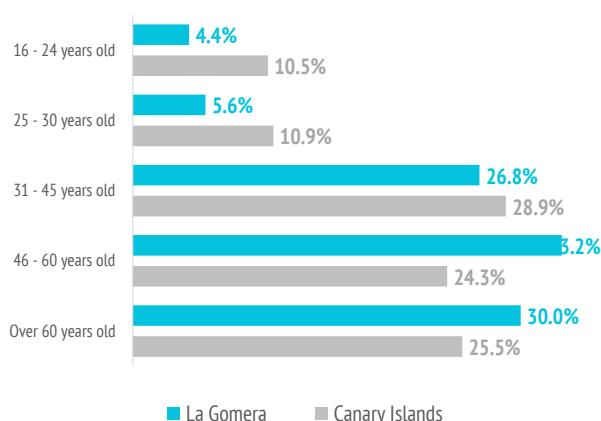
Average group size:	2.62	2.61
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*People who share the main expenses of the trip

% TOURISTS BY ISLANDS VISITING DURING THEIR TRIP



% TOURISTS BY AGE RANGE



Who are they?



	La Gomera	Canary Islands
Gender		
Men	58.1%	48.4%
Women	41.9%	51.6%

Age

Average age	50.8	46.8
Standard deviation	14.8	16.8

Age range (> 15 years old)

16 - 24 years old	4.4%	10.5%
25 - 30 years old	5.6%	10.9%
31 - 45 years old	26.8%	28.9%
46 - 60 years old	33.2%	24.3%
Over 60 years old	30.0%	25.5%

Occupation

Salaried worker	51.7%	55.9%
Self-employed	10.0%	10.8%
Unemployed	0.7%	0.9%
Business owner	9.9%	7.7%
Student	3.9%	4.2%
Retired	22.3%	19.2%
Unpaid domestic work	0.4%	0.5%
Others	1.2%	0.8%

Annual household income level

Less than €25,000	12.8%	12.6%
€25,000 - €49,999	24.6%	33.9%
€50,000 - €74,999	35.6%	25.5%
More than €74,999	27.0%	27.9%

Education level

No studies	0.0%	4.0%
Primary education	1.0%	1.9%
Secondary education	24.3%	21.0%
Higher education	74.7%	73.1%



Pictures: Freepik.com

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.