

PROFILE OF TOURIST VISITING LA GOMERA 2025

How many are they and how much do they spend?



	La Gomera	Canary Islands
TOURISTS		
Tourist arrivals (FRONTUR)	--	18,386,274
Tourist arrivals (≥ 16 years old) (EGT)	13,166	16,125,238
- book holiday package	3,845	7,894,702
- do not book holiday package	9,321	8,230,536
- % tourists who book holiday package	29.2%	49.0%
Share of total tourist	0.1%	100%
OTHER INDICATORS		
Guests in accommodation	128,909	14,273,203
- International and Spanish Mainland	78,336	13,026,414
- Canary Islands residents	50,573	1,246,789
Bednights	759,968	99,026,629
- International and Spanish Mainland	600,500	94,868,166
- Canary Islands residents	159,468	4,158,463
Excursionists (FRONTUR)	--	--
EXPENDITURE PER TOURIST (€)		
Expenditure per tourist (€)	1,376	1,438
- book holiday package	1,733	1,660
- holiday package	1,414	1,375
- others	318	285
- do not book holiday package	1,229	1,224
- flight	327	323
- accommodation	364	425
- others	538	477
Average length of stay	12.64	9.22
- Median	8.75	7.00
Average daily expenditure (€)	150.0	178.2
- Median	143.5	163.5
Average daily expenditure without flight (€)	109.1	129.3
- Median	111.3	120.0
Average cost of the flight (€)	392.2	393.7
Total turnover (≥ 16 years old) (€m)	18.1	23,186
% Turnover (≥ 16 years old)	0.08%	100%
Turnover without flight (≥ 16 years old)	12.9	16,838

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	67.9%	36.5%
Tranquility	67.4%	49.3%
Climate	60.8%	74.6%
Environment	48.5%	35.4%
Safety	45.6%	56.0%
Sea	43.2%	44.5%
Hiking trail network	42.4%	11.1%
Authenticity	41.4%	24.3%
European belonging	33.7%	37.7%
Effortless trip	30.1%	38.0%
Accommodation supply	28.5%	42.5%
Price	27.2%	38.6%
Gastronomy	26.1%	26.5%
Beaches	24.5%	38.4%
Exoticism	14.0%	12.4%
Culture	10.9%	10.2%
Historical heritage	8.3%	9.9%
Fun possibilities	7.0%	22.9%
Shopping	4.3%	9.9%
Nightlife	2.1%	8.0%

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

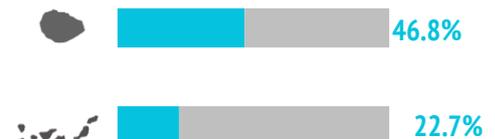


What is the main motivation for their holidays?



	La Gomera	Canary Islands
Rest	28.1%	50.2%
Enjoy family time	16.4%	15.0%
Have fun	3.2%	8.5%
Explore the destination	46.8%	22.7%
Practice their hobbies	3.2%	2.0%
Other reasons	2.4%	1.7%

EXPLORE THE DESTINATION



How far in advance do they book their trip?



	La Gomera	Canary Islands
The same day	0.7%	0.9%
Between 1 and 30 days	22.9%	22.7%
Between 1 and 2 months	24.9%	22.4%
Between 3 and 6 months	27.6%	32.3%
More than 6 months	23.9%	21.7%

PROFILE OF TOURIST VISITING LA GOMERA 2025

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

	La Gomera	Canary Islands
Previous visits to the Canary Islands	53.8%	49.1%
Friends or relatives	25.2%	28.6%
Internet or social media	37.5%	51.4%
Mass Media	3.1%	1.9%
Travel guides and magazines	13.5%	6.1%
Travel Blogs or Forums	4.7%	6.2%
Travel TV Channels	5.0%	0.9%
Tour Operator or Travel Agency	17.7%	18.8%
Public administrations or similar	0.0%	0.6%
Others	4.6%	3.3%

* Multi-choise question

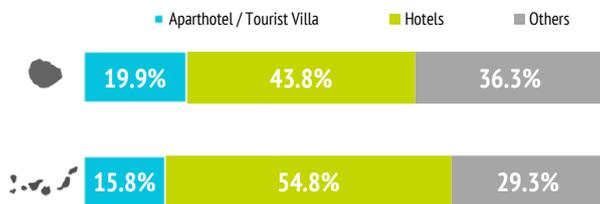
With whom did they book their flight and accommodation? 👁

	La Gomera	Canary Islands
Flight		
- Directly with the airline	64.3%	51.7%
- Tour Operator or Travel Agency	35.7%	48.3%
Accommodation		
- Directly with the accommodation	45.7%	38.6%
- Tour Operator or Travel Agency	54.3%	61.4%

Where do they stay? 🏠

	La Gomera	Canary Islands
1-2-3* Hotel	9.1%	10.9%
4* Hotel	34.6%	35.5%
5* Hotel / 5* Luxury Hotel	0.0%	8.4%
Aparthotel / Tourist Villa	19.9%	15.8%
House/room rented in a private dwell	17.0%	18.0%
Private accommodation (1)	13.6%	8.4%
Others (Cottage, cruise, camping,...)	5.7%	2.9%

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



What do they book? 🍽

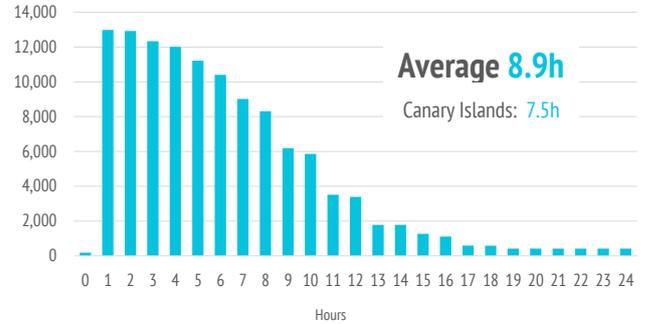
	La Gomera	Canary Islands
Room only	44.5%	36.3%
Bed and Breakfast	21.6%	14.2%
Half board	26.3%	17.3%
Full board	2.0%	2.8%
All inclusive	5.6%	29.4%

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44.5% of tourists book room only.
 (Canary Islands: 36.3%)

Activities in the Canary Islands 🚶

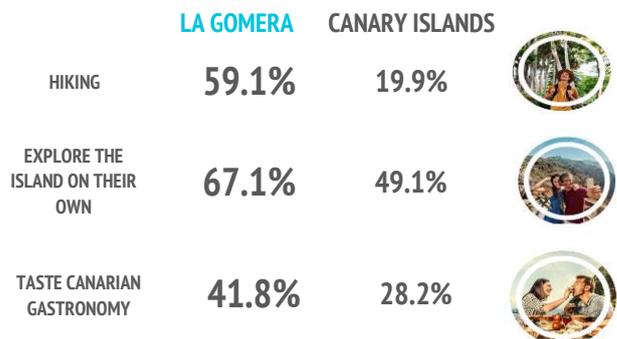
Outdoor time per day	La Gomera	Canary Islands
0 hours	1.4%	2.3%
1 - 2 hours	4.9%	9.2%
3 - 6 hours	25.2%	32.6%
7 - 12 hours	55.0%	47.6%
More than 12 hours	13.5%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	La Gomera	Canary Islands
Walk, wander	79.6%	74.5%
Beach	68.1%	68.1%
Explore the island on their own	67.1%	49.1%
Hiking	59.1%	19.9%
Swimming pool, hotel facilities	45.1%	56.2%
Taste Canarian gastronomy	41.8%	28.2%
Wineries / markets / popular festivals	17.1%	11.9%
Museums / exhibitions	15.3%	10.9%
Other Nature Activities	14.2%	9.0%
Organized excursions	13.8%	15.8%
Sea excursions / whale watching	12.0%	11.9%
Practice other sports	9.1%	3.9%
Swim	8.6%	7.6%
Running	8.1%	6.2%
Nightlife / concerts / shows	6.2%	15.2%
Beauty and health treatments	5.8%	5.4%
Cycling / Mountain bike	4.8%	2.7%
Golf	3.8%	2.3%
Astronomical observation	3.7%	4.2%
Theme parks	0.9%	13.8%
Scuba Diving	0.8%	2.5%
Surf	0.0%	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	25%	3,394
El Hierro	4.8%	665
Fuerteventura	1.9%	264
La Palma	0.7%	102
Gran Canaria	0.5%	74

Day trips (without overnight)	%	Absolute
Tenerife	32.4%	4,488
Gran Canaria	7.9%	1,097
La Palma	0.5%	71
0	0.00%	0

Tourist tax (Data Q4 2024 - Q3 2025)

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

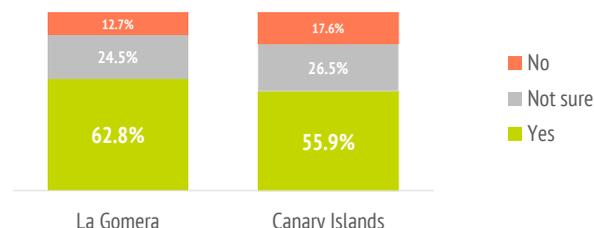
	La Gomera	Canary Islands
Yes	46.8%	48.2%
No	27.8%	31.8%
Not remember	25.4%	20.0%

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

	La Gomera	Canary Islands
Yes	10.1%	20.9%
No	89.9%	79.1%

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

	La Gomera	Canary Islands
Yes	62.8%	55.9%
- For any purpose	20.0%	13.0%
- Improve living conditions	7.1%	9.4%
- Improve economic development	3.4%	4.5%
- Improve the environment	23.6%	17.6%
- Improve the tourist environment	4.3%	5.1%
- Other purposes	4.5%	6.3%
Not sure	24.5%	26.5%
No	12.7%	17.6%



How much would they be willing to pay?

	La Gomera	Canary Islands
Up to 1 euro	28.2%	38.1%
Up to 2 euros	39.7%	32.1%
Up to 3 euros	19.6%	19.2%
More than 3 euros	12.5%	10.6%

How many islands do they visit during their trip?

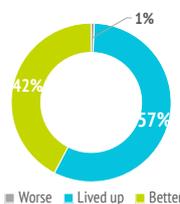
	La Gomera	Canary Islands
One island	31.5%	93.3%
Two islands	67.1%	5.7%
Three or more islands	1.4%	1.0%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	La Gomera	Canary Islands
Average rating	8.96	8.77

Experience in the Canary Islands	La Gomera	Canary Islands
Worse or much worse than expected	0.6%	2.7%
Lived up to expectations	57.0%	55.3%
Better or much better than expected	42.4%	42.0%

Future intentions (scale 1-10)	La Gomera	Canary Islands
Return to the Canary Islands	9.01	8.81
Recommend visiting the Canary Islands	9.21	9.01



9.01/10

Experience in the
Canary Islands

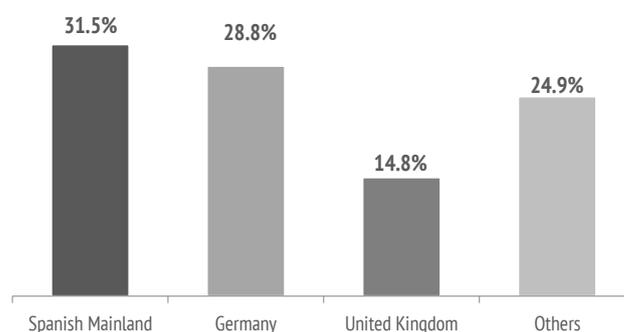


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Recommend visiting
the Canary Islands

Where are they from?

	%	Absolute
Spanish Mainland	31.5%	4,142
Germany	28.8%	3,787
United Kingdom	14.8%	1,953
Belgium	6.3%	832
Norway	3.9%	509
Ireland	3.2%	421
France	3.2%	419
Netherlands	2.1%	278
Poland	1.4%	188
Others	4.8%	637



How many are loyal to the Canary Islands?



	in La Gomera	in the Canary Islands
Canary Islands: Repeat tourists	76.2%	72.0%
Canary Islands: At least 10 previous	22.2%	20.4%

Who do they come with?



	La Gomera	Canary Islands
Unaccompanied	14.2%	10.2%
Only with partner	51.7%	47.1%
Only with children (< 13 years old)	1.5%	4.1%
Partner + children (< 13 years old)	1.7%	6.7%
Other relatives	2.9%	10.1%
Friends	8.8%	7.3%
Work colleagues	0.0%	0.6%
Organized trip	0.9%	0.3%
Other combinations (1)	18.4%	13.6%

(1) Different situations have been isolated

Tourists with children	La Gomera	Canary Islands
- Between 0 and 2 years old	0.0%	1.3%
- Between 3 and 12 years old	4.0%	14.1%
- Between 0 -2 and 3-12 years	0.0%	1.1%

Tourists without children	La Gomera	Canary Islands
	96.0%	83.4%

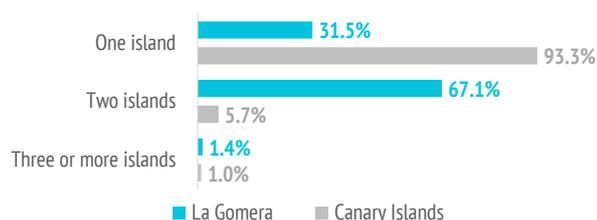
Group composition:

	La Gomera	Canary Islands
- 1 person	15.2%	12.2%
- 2 people	60.3%	55.5%
- 3 people	9.4%	11.9%
- 4 or 5 people	10.6%	16.0%
- 6 or more people	4.6%	4.4%

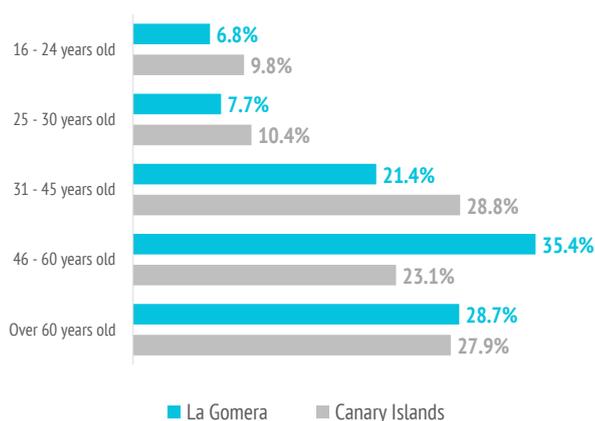
Average group size:	La Gomera	Canary Islands
	2.58	2.60

*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
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Gender	La Gomera	Canary Islands
Men	47.9%	48.2%
Women	52.1%	51.8%

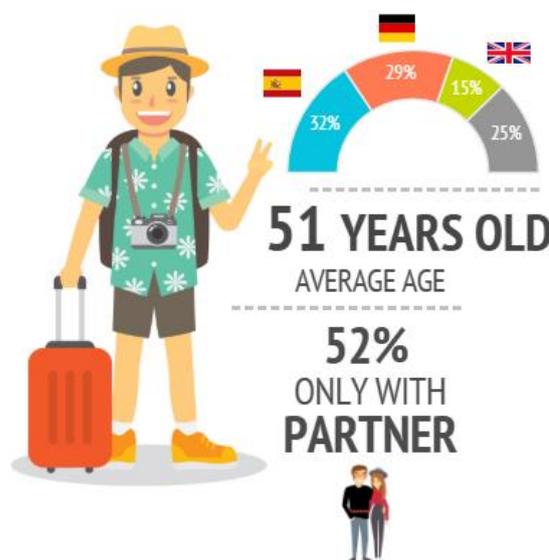
Age	La Gomera	Canary Islands
Average age	50.9	47.6
Standard deviation	15.6	17.0

Age range (> 15 years old)	La Gomera	Canary Islands
16 - 24 years old	6.8%	9.8%
25 - 30 years old	7.7%	10.4%
31 - 45 years old	21.4%	28.8%
46 - 60 years old	35.4%	23.1%
Over 60 years old	28.7%	27.9%

Occupation	La Gomera	Canary Islands
Salaried worker	49.1%	54.5%
Self-employed	14.0%	10.5%
Unemployed	0.4%	1.2%
Business owner	10.3%	7.1%
Student	5.3%	3.9%
Retired	20.8%	21.5%
Unpaid domestic work	0.0%	0.5%
Others	0.1%	0.8%

Annual household income level	La Gomera	Canary Islands
Less than €25,000	10.3%	12.3%
€25,000 - €49,999	32.9%	33.6%
€50,000 - €74,999	28.4%	25.1%
More than €74,999	28.4%	29.0%

Education level	La Gomera	Canary Islands
No studies	1.3%	4.2%
Primary education	1.3%	2.1%
Secondary education	10.7%	21.4%
Higher education	86.8%	72.4%



Pictures: Freepik.com