

# Tourist profile by municipality

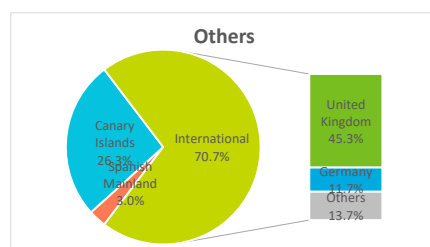
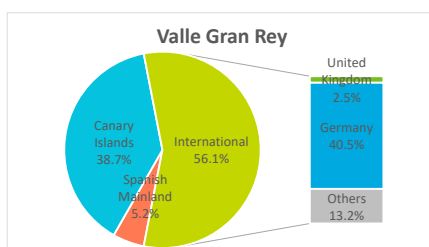
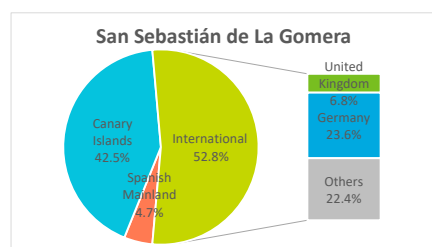
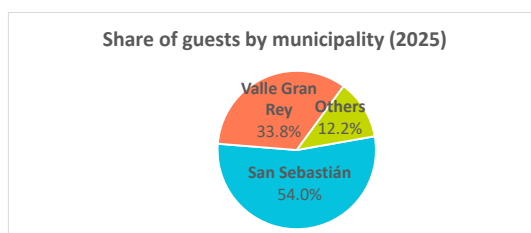
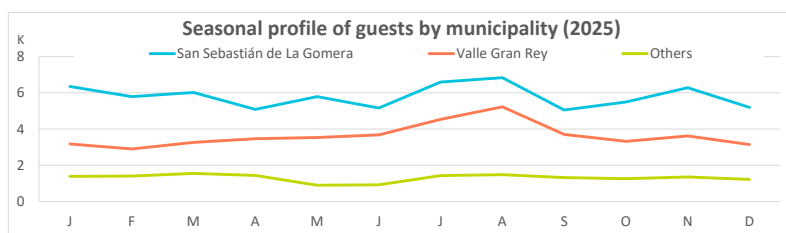
## La Gomera (2025)



### GUESTS IN ACCOMMODATION

Place of residence:	Municipality of stay				Accommodation type	
	San Sebastián de La Gomera	Valle Gran Rey	Others	La Gomera	Hotel	Apartment
<b>International</b>	<b>36,793</b>	<b>24,457</b>	<b>11,074</b>	<b>72,324</b>	<b>46,157</b>	<b>26,167</b>
- United Kingdom	4,729	1,085	7,094	12,908	5,280	7,628
- Germany	16,475	17,627	1,832	35,934	23,239	12,695
<b>Spanish Mainland</b>	<b>3,280</b>	<b>2,268</b>	<b>464</b>	<b>6,012</b>	<b>3,923</b>	<b>2,089</b>
<b>Canary Islands</b>	<b>29,596</b>	<b>16,852</b>	<b>4,125</b>	<b>50,573</b>	<b>31,336</b>	<b>19,237</b>
<b>Total</b>	<b>69,669</b>	<b>43,577</b>	<b>15,663</b>	<b>128,909</b>	<b>81,416</b>	<b>47,493</b>

Place of residence:	Municipality of stay				Accommodation type	
	San Sebastián de La Gomera	Valle Gran Rey	Others	La Gomera	Hotel	Apartment
<b>International</b>	<b>52.8%</b>	<b>56.1%</b>	<b>70.7%</b>	<b>56.1%</b>	<b>56.7%</b>	<b>55.1%</b>
- United Kingdom	6.8%	2.5%	45.3%	10.0%	6.5%	16.1%
- Germany	23.6%	40.5%	11.7%	27.9%	28.5%	26.7%
<b>Spanish Mainland</b>	<b>4.7%</b>	<b>5.2%</b>	<b>3.0%</b>	<b>4.7%</b>	<b>4.8%</b>	<b>4.4%</b>
<b>Canary Islands</b>	<b>42.5%</b>	<b>38.7%</b>	<b>26.3%</b>	<b>39.2%</b>	<b>38.5%</b>	<b>40.5%</b>
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>



### Other indicators

	Municipality of stay				Accommodation type	
	San Sebastián de La Gomera	Valle Gran Rey	Others	La Gomera	Hotel	Apartment
<b>Bednights</b>						
<b>International</b>	<b>219,483</b>	<b>246,739</b>	<b>108,501</b>	<b>574,723</b>	<b>302,411</b>	<b>272,312</b>
- United Kingdom	29,826	8,348	85,232	123,406	33,810	89,596
- Germany	109,600	198,743	13,163	321,506	176,859	144,647
<b>Spanish Mainland</b>	<b>11,505</b>	<b>12,388</b>	<b>1,884</b>	<b>25,777</b>	<b>13,776</b>	<b>12,001</b>
<b>Canary Islands</b>	<b>85,029</b>	<b>61,441</b>	<b>12,998</b>	<b>159,468</b>	<b>74,619</b>	<b>84,849</b>
<b>Total</b>	<b>316,017</b>	<b>320,568</b>	<b>123,383</b>	<b>759,968</b>	<b>390,806</b>	<b>369,162</b>
<b>Length of stay</b>						
<b>International</b>	<b>6.0</b>	<b>10.1</b>	<b>--</b>	<b>7.9</b>	<b>6.6</b>	<b>10.4</b>
- United Kingdom	6.3	7.7	--	9.6	6.4	11.7
- Germany	6.7	11.3	--	8.9	7.6	11.4
<b>Spanish Mainland</b>	<b>3.5</b>	<b>5.5</b>	<b>--</b>	<b>4.3</b>	<b>3.5</b>	<b>5.7</b>
<b>Canary Islands</b>	<b>2.9</b>	<b>3.6</b>	<b>--</b>	<b>3.2</b>	<b>2.4</b>	<b>4.4</b>
<b>Total</b>	<b>4.5</b>	<b>7.4</b>	<b>--</b>	<b>5.9</b>	<b>--</b>	<b>--</b>
<b>ADR (€)</b>	<b>123.3</b>	<b>78.0</b>	<b>--</b>	<b>95.8</b>	<b>122.7</b>	<b>65.8</b>
<b>RevPar (€)</b>	<b>81.7</b>	<b>47.5</b>	<b>--</b>	<b>61.2</b>	<b>88.0</b>	<b>37.5</b>
<b>Total revenue (€ million)</b>	<b>21.4</b>	<b>14.3</b>	<b>--</b>	<b>39.4</b>	<b>26.6</b>	<b>12.8</b>
<b>Bed-space occupancy rate (%)</b>	<b>59.5</b>	<b>47.4</b>	<b>--</b>	<b>53.5</b>	<b>64.7</b>	<b>45.2</b>
<b>Occupancy rate per room/apart.(%)</b>	<b>66.3</b>	<b>61.0</b>	<b>--</b>	<b>63.9</b>	<b>71.7</b>	<b>57.0</b>
<b>Tourist population <sup>(1)</sup></b>	<b>866</b>	<b>878</b>	<b>338</b>	<b>2,082</b>	<b>--</b>	<b>--</b>
<b>Employment</b>	<b>355</b>	<b>229</b>	<b>104</b>	<b>688</b>	<b>436</b>	<b>253</b>

<sup>(1)</sup> Equivalent tourist population is obtained by dividing the total number of bednights during the reference period by 365 days (366 in case of leap year).

Note 1: guests checking in as new arrivals. Note 2: Occupancy rate could be above 100% because of extra beds.

Sources: Encuestas de alojamiento turístico hotelero y extrahotelero (ISTAC).