

# Profile of tourist visiting La Gomera 2016



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

	La Gomera	Canary Islands
Tourist arrivals (> 16 years old)	99,103	13,114,359
Average daily expenditure (€)	125.86	135.94
. in their place of residence	88.69	98.03
. in the Canary Islands	37.17	37.90
Average length of stay	12.21	9.36
Turnover per tourist (€)	1,317	1,141
Total turnover (> 16 years old) (€m)	130	14,957
Share of total turnover	0.9%	100%
Share of total tourist	0.8%	100%
<b>Expenditure in the Canary Islands per tourist and trip (€) <sup>(*)</sup></b>		
<b>Accommodation <sup>(**)</sup>:</b>	106.48	47.11
- Accommodation	95.00	40.52
- Additional accommodation expenses	11.48	6.60
<b>Transport:</b>	44.27	26.01
- Public transport	9.93	5.14
- Taxi	4.66	6.94
- Car rental	29.68	13.93
<b>Food and drink:</b>	221.75	148.33
- Food purchases at supermarkets	101.03	63.46
- Restaurants	120.73	84.87
<b>Souvenirs:</b>	26.47	53.88
<b>Leisure:</b>	20.86	34.52
- Organized excursions	12.92	14.95
- Leisure, amusement	0.55	4.55
- Trip to other islands	2.71	1.85
- Sporting activities	3.54	5.11
- Cultural activities	0.76	2.04
- Discos and disco-pubs	0.37	6.01
<b>Others:</b>	10.67	13.91
- Wellness	2.63	3.23
- Medical expenses	0.78	1.69
- Other expenses	7.26	8.99

## How far in advance do they book their trip?

	La Gomera	Canary Islands
The same day they leave	0.5%	0.6%
Between 2 and 7 days	3.4%	6.3%
Between 8 and 15 days	6.1%	7.9%
Between 16 and 30 days	12.5%	14.7%
Between 31 and 90 days	34.9%	34.3%
More than 90 days	42.5%	36.2%

## What do they book at their place of residence?

	La Gomera	Canary Islands
Flight only	17.3%	8.8%
Flight and accommodation (room only)	41.5%	25.7%
Flight and accommodation (B&B)	12.7%	8.0%
Flight and accommodation (half board)	23.0%	20.4%
Flight and accommodation (full board)	2.8%	4.3%
Flight and accommodation (all inclusive)	2.6%	32.8%
<b>% Tourists using low-cost airlines</b>	47.3%	48.7%
<b>Other expenses in their place of residence:</b>		
- Car rental	22.5%	11.8%
- Sporting activities	10.4%	5.3%
- Excursions	10.0%	5.7%
- Trip to other islands	10.0%	1.6%

## How do they book?

	La Gomera	Canary Islands
<b>Accommodation booking</b>		
<b>Tour Operator</b>	32.3%	42.3%
- Tour Operator's website	72.3%	78.8%
<b>Accommodation</b>	21.4%	14.7%
- Accommodation's website	81.3%	83.5%
<b>Travel agency (High street)</b>	17.1%	20.5%
<b>Online Travel Agency (OTA)</b>	21.3%	16.5%
<b>No need to book accommodation</b>	7.8%	6.0%

	La Gomera	Canary Islands
<b>Flight booking</b>		
<b>Tour Operator</b>	32.5%	44.6%
- Tour Operator's website	68.9%	76.3%
<b>Airline</b>	32.3%	24.8%
- Airline's website	97.9%	96.2%
<b>Travel agency (High street)</b>	16.4%	19.1%
<b>Online Travel Agency (OTA)</b>	18.9%	11.5%

## Where do they stay?

	La Gomera	Canary Islands
5* Hotel	0.0%	7.1%
4* Hotel	29.5%	39.6%
1-2-3* Hotel	9.6%	14.6%
Apartment	49.2%	31.5%
Property (privately-owned, friends, family)	5.7%	4.6%
Others	6.0%	2.6%

## Who are they?

	La Gomera	Canary Islands
<b>Gender</b>		
Percentage of men	45.5%	48.5%
Percentage of women	54.5%	51.5%
<b>Age</b>		
Average age (tourists > 16 years old)	49.6	46.3
Standard deviation	14.0	15.3
<b>Age range (&gt; 16 years old)</b>		
16-24 years old	4.1%	8.2%
25-30 years old	7.6%	11.1%
31-45 years old	23.8%	29.1%
46-60 years old	42.8%	30.9%
Over 60 years old	21.7%	20.7%
<b>Occupation</b>		
Business owner or self-employed	25.0%	23.1%
Upper/Middle management employee	45.2%	36.1%
Auxiliary level employee	6.4%	15.5%
Students	3.8%	5.1%
Retired	18.4%	18.0%
Unemployed / unpaid dom. work	1.2%	2.2%
<b>Annual household income level</b>		
€12,000 - €24,000	15.2%	17.8%
€24,001 - €36,000	12.2%	19.4%
€36,001 - €48,000	20.7%	16.9%
€48,001 - €60,000	10.8%	14.6%
€60,001 - €72,000	10.7%	9.5%
€72,001 - €84,000	6.2%	6.0%
More than €84,000	24.2%	15.8%

(\*) Expense is prorated among all the tourists (even those who have not spent in destination).

(\*\*) Accommodation expenses may seem low because most tourists pay the accommodation before traveling.

# Profile of tourist visiting La Gomera

## 2016

### Tourist per year

Tourist (> 16 years old):	La Gomera	Canary Islands
2012	72,866	10,051,044
2013	66,942	10,425,147
2014	83,482	10,932,170
2015	84,017	11,314,639
2016	99,103	13,114,359

Year on year growth (%)	La Gomera	Canary Islands
2012	--	--
2013	-8.1%	3.7%
2014	24.7%	4.9%
2015	0.6%	3.5%
2016	18.0%	15.9%

### Who do they come with?



	La Gomera	Canary Islands
Unaccompanied	14.8%	9.1%
Only with partner	53.6%	47.6%
Only with children (under the age of 13)	0.2%	1.5%
Partner + children (under the age of 13)	5.8%	11.8%
Other relatives	6.9%	6.0%
Friends	4.4%	6.1%
Work colleagues	0.0%	0.3%
Other combinations <sup>(1)</sup>	14.3%	17.5%

\* Multi-choice question (different situations have been isolated)

### How do they rate the destination?



Impression of their stay	La Gomera	Canary Islands
Good or very good (% tourists)	98.3%	94.1%
Average rating (scale 1-10)	9.17	8.90

### How many are loyal to the destination?

Repeat tourists of the island	La Gomera	Canary Islands
Repeat tourists	45.2%	77.3%
In love (at least 10 previous visits)	9.2%	16.1%

### Where are they from?



Ten main source markets	Share	Absolute
Germany	44.0%	43,614
United Kingdom	26.7%	26,500
Spanish Mainland	6.3%	6,275
Switzerland	3.9%	3,860
Austria	3.3%	3,302
Belgium	3.2%	3,175
France	2.4%	2,332
Denmark	1.9%	1,885
Netherlands	1.8%	1,814
Ireland	1.7%	1,642

### Why do they choose the Canary Islands?



Aspects influencing the choice	La Gomera	Canary Islands
Climate/sun	79.7%	85.5%
Scenery	52.7%	42.5%
Tranquillity/rest/relaxation	45.1%	32.4%
Active tourism	28.2%	14.0%
Quality of the environment	15.7%	8.8%
Visiting new places	12.7%	17.3%
Beaches	10.0%	24.0%
Security	4.9%	9.2%
Rural tourism	4.4%	3.1%
Culture	3.9%	3.5%
Ease of travel	3.0%	4.9%
Price	2.6%	7.0%
Golf	1.9%	1.0%
Suitable destination for children	1.0%	2.9%
Suitable destination for children	1.0%	1.9%
Health-related tourism	0.6%	0.4%

\* Multi-choice question

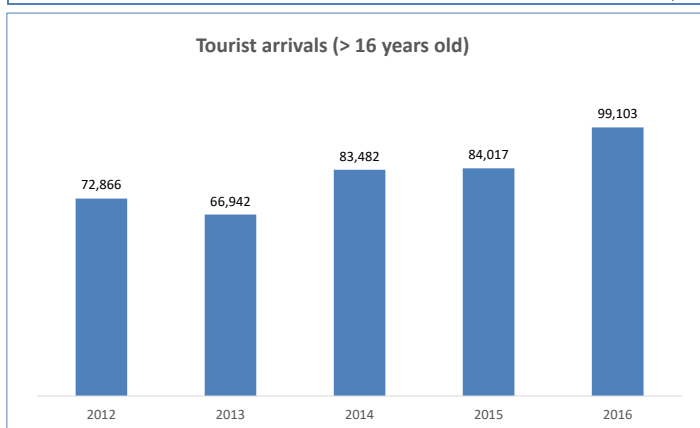
### What did motivate them to come?



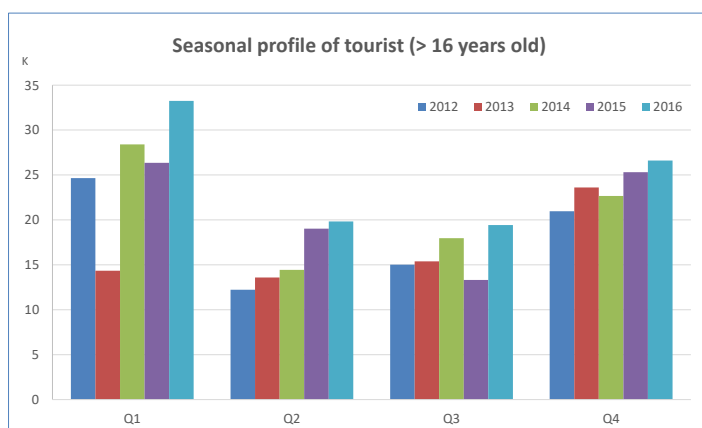
Aspects motivating the choice	La Gomera	Canary Islands
Previous visits to the Canary Islands	60.7%	64.1%
Recommendation by friends or relatives	35.9%	34.5%
The Canary Islands television channel	0.4%	0.3%
Other television or radio channels	0.8%	0.8%
Information in the press/magazines/books	10.2%	3.8%
Attendance at a tourism fair	0.6%	0.5%
Tour Operator's brochure or catalogue	8.1%	8.0%
Recommendation by Travel Agency	6.1%	9.7%
Information obtained via the Internet	22.1%	25.8%
Senior Tourism programme	0.4%	0.2%
Others	5.1%	6.1%

\* Multi-choice question

Tourist arrivals (> 16 years old)



Seasonal profile of tourist (> 16 years old)



Source: Encuesta sobre el Gasto Turístico (ISTAC). (1) Combination of some groups previously analyzed.

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.