

Profile of tourist visiting La Gomera 2017

How many are they and how much do they spend?



	La Gomera	Canary Islands
Tourist arrivals (FRONTUR)	n.d.	15,975,507
Tourist arrivals (> 16 years old)	86,375	13,852,616
Average daily expenditure (€)	134.63	140.18
. in their place of residence	96.46	101.15
. in the Canary Islands	38.17	39.03
Average length of stay	10.75	9.17
Turnover per tourist (€)	1,302	1,155
Total turnover (> 16 years old) (€m)	112	15,999
Share of total tourist	0.6%	100%
Share of total turnover	0.7%	100%
<u>% tourists who pay in the Canary Islands:</u>		
Accommodation:		
- Accommodation	26.0%	13.5%
- Additional accommodation expenses	8.7%	6.3%
Transport:		
- Public transport	17.1%	14.5%
- Taxi	15.7%	21.2%
- Car rental	37.5%	19.4%
Food and drink:		
- Food purchases at supermarkets	67.5%	55.0%
- Restaurants	68.7%	57.3%
Souvenirs:		
	38.0%	53.3%
Leisure:		
- Organized excursions	16.3%	17.7%
- Leisure, amusement	2.0%	8.4%
- Trip to other islands	5.9%	2.3%
- Sporting activities	6.5%	6.1%
- Cultural activities	3.2%	4.4%
- Discos and disco-pubs	1.7%	6.1%
Others:		
- Wellness	4.2%	4.9%
- Medical expenses	4.0%	4.0%
- Other expenses	7.2%	9.6%



-13%
TOURISTS*
86,375



-1%
TRAVEL EXPENSES
€1,302



-14%
TURNOVER
€112 MILL

What do they book at their place of residence?



	La Gomera	Canary Islands
Flight only	13.9%	9.3%
Flight and accommodation (room only)	42.7%	26.9%
Flight and accommodation (B&B)	11.2%	8.3%
Flight and accommodation (half board)	22.7%	19.3%
Flight and accommodation (full board)	6.3%	4.4%
Flight and accommodation (all inclusive)	3.1%	31.9%
<u>% Tourists using low-cost airlines</u>	52.0%	50.8%
<u>Other expenses in their place of residence:</u>		
- Car rental	23.1%	12.6%
- Sporting activities	7.3%	5.1%
- Excursions	10.6%	6.2%
- Trip to other islands	9.6%	1.5%

* Tourists over 16 years old.

How do they book?



	La Gomera	Canary Islands
<u>Accommodation booking</u>		
Tour Operator	35.4%	42.4%
- Tour Operator's website	73.2%	80.6%
Accommodation	19.5%	14.6%
- Accommodation's website	78.7%	84.0%
Travel agency (High street)	18.0%	19.3%
Online Travel Agency (OTA)	20.2%	17.3%
No need to book accommodation	6.8%	6.4%

	La Gomera	Canary Islands
<u>Flight booking</u>		
Tour Operator	33.2%	44.8%
- Tour Operator's website	76.5%	78.6%
Airline	35.2%	25.8%
- Airline's website	97.3%	97.3%
Travel agency (High street)	18.6%	18.0%
Online Travel Agency (OTA)	13.1%	11.4%

How far in advance do they book their trip?



	La Gomera	Canary Islands
The same day they leave	0.0%	0.5%
Between 2 and 7 days	2.7%	5.9%
Between 8 and 15 days	6.5%	7.4%
Between 16 and 30 days	10.8%	13.4%
Between 31 and 90 days	36.2%	34.6%
More than 90 days	43.8%	38.3%

Who are they?



	La Gomera	Canary Islands
<u>Gender</u>		
Men	47.5%	48.1%
Women	52.5%	51.9%

	La Gomera	Canary Islands
<u>Age</u>		
Average age (tourists > 16 years old)	50.7	46.9
Standard deviation	13.4	15.5

	La Gomera	Canary Islands
<u>Age range (> 16 years old)</u>		
16-24 years old	3.1%	8.4%
25-30 years old	6.6%	10.2%
31-45 years old	23.1%	27.9%
46-60 years old	40.2%	31.7%
Over 60 years old	27.0%	21.8%

	La Gomera	Canary Islands
<u>Occupation</u>		
Business owner or self-employed	18.9%	23.8%
Upper/Middle management employee	44.1%	35.2%
Auxiliary level employee	11.0%	15.3%
Students	3.2%	5.0%
Retired	22.2%	18.6%
Unemployed / unpaid dom. work	0.6%	2.1%

	La Gomera	Canary Islands
<u>Annual household income level</u>		
€12,000 - €24,000	14.7%	17.9%
€24,001 - €36,000	20.8%	19.3%
€36,001 - €48,000	15.5%	16.1%
€48,001 - €60,000	15.2%	15.1%
€60,001 - €72,000	9.1%	9.3%
€72,001 - €84,000	7.1%	6.3%
More than €84,000	17.6%	16.0%

Profile of tourist visiting La Gomera 2017

Tourist per year

Tourists (> 16 years old)	La Gomera	Canary Islands
2013	66,942	10,425,147
2014	83,482	10,932,170
2015	84,017	11,314,639
2016	99,103	13,114,359
2017	86,375	13,852,616

Where do they stay?

	La Gomera	Canary Islands
5* Hotel	0.0%	6.8%
4* Hotel	29.0%	38.4%
1-2-3* Hotel	10.4%	14.4%
Apartment	47.5%	32.4%
Property (privately-owned, friends, family)	6.7%	4.8%
Others	6.4%	3.2%

Who do they come with?

	La Gomera	Canary Islands
Unaccompanied	12.3%	8.7%
Only with partner	61.7%	46.8%
Only with children (under the age of 13)	1.0%	1.7%
Partner + children (under the age of 13)	3.7%	11.9%
Other relatives	4.9%	6.0%
Friends	4.7%	6.1%
Work colleagues	0.1%	0.3%
Other combinations ⁽¹⁾	11.5%	18.5%

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

How do they rate the Canary Islands?

Opinion on their stay	La Gomera	Canary Islands
Good or very good (% tourists)	97.6%	94.0%
Average rating (scale 1-10)	9.23	8.92

How many are loyal to the Canary Islands?

Repeat tourists (previous visits)	La Gomera	Canary Islands
At least 1 visit to the island	43.9%	77.3%
At least 10 visits to the island	6.4%	16.9%
At least 1 visit to the Canary Islands	76.7%	77.3%
At least 10 visits to the Canary Islands	14.1%	16.9%

Where are they from?

Tourists (> 16 years old)	%	Abolsute
Germany	48.4%	41,771
United Kingdom	26.0%	22,494
Spanish Mainland	5.5%	4,709
Belgium	3.6%	3,081
Netherlands	2.7%	2,300
Sweden	2.5%	2,131
France	2.1%	1,784
Switzerland	2.0%	1,711
Norway	1.7%	1,462
Others	5.7%	4,932

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.

Year on year growth (%)	La Gomera	Canary Islands
2013	--	--
2014	24.7%	4.9%
2015	0.6%	3.5%
2016	18.0%	15.9%
2017	-12.8%	5.6%

Why do they choose the Canary Islands?

Aspects influencing the choice	La Gomera	Canary Islands
Climate/sun	84.2%	89.8%
Scenery	55.8%	22.9%
Tranquillity/rest/relaxation	43.9%	37.2%
Active tourism	30.7%	5.4%
Visiting new places	14.9%	14.7%
Quality of the environment	12.9%	6.5%
Beaches	10.4%	35.1%
Security	5.6%	9.7%
Rural tourism	4.1%	1.1%
Price	3.1%	12.2%
Culture	2.9%	2.7%
Suitable destination for children	2.5%	7.6%
Ease of travel	2.2%	8.9%
Nautical activities	1.7%	2.0%
Golf	1.2%	1.0%
Theme parks	0.8%	3.1%

* Multi-choice question

What did motivate them to come?

Prescription sources	La Gomera	Canary Islands
Previous visits to the Canary Islands	61.2%	64.9%
Recommendation by friends/relatives	36.6%	35.0%
The Canary Islands television channel	0.0%	0.4%
Other television or radio channels	0.3%	1.0%
Information in press/magazines/books	5.9%	3.8%
Attendance at a tourism fair	0.0%	0.5%
Tour Operator's brochure or catalogue	5.7%	7.2%
Recommendation by Travel Agency	8.0%	9.3%
Information obtained via the Internet	20.8%	25.5%
Senior Tourism programme	0.0%	0.2%
Others	3.6%	5.9%

* Multi-choice question

Share of tourists > 16 years old by source markets

