

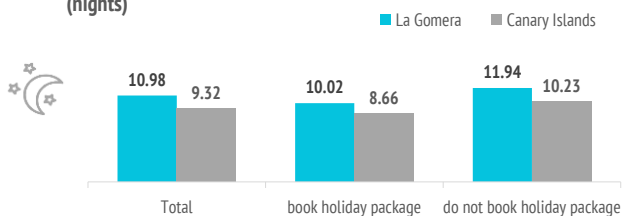
PROFILE OF TOURIST VISITING LA GOMERA 2018

How many are they and how much do they spend?

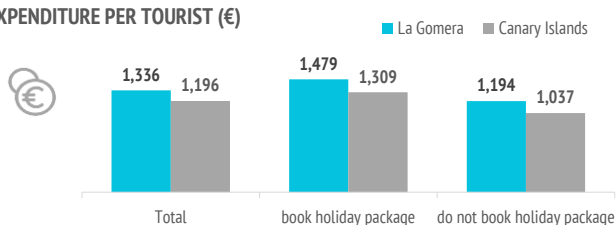


	La Gomera	Canary Islands
TOURISTS		
Tourist arrivals (FRONTUR)	120,600	15,559,787
Tourist arrivals > 15 years old (EGT)	44,076	13,485,651
- book holiday package	21,943	7,848,516
- do not book holiday package	22,133	5,637,135
- % tourists who book holiday package	49.8%	58.2%
Share of total tourist	0.8%	100%
OTHER INDICATORS		
Guests in accommodation	195,571	14,179,044
- International and Spanish Mainland	114,379	12,692,986
- Canary Islands residents	81,192	1,486,058
Bednights	1,079,599	106,913,884
- International and Spanish Mainland	838,301	101,378,274
- Canary Islands residents	241,298	5,535,610
Excursionists	318,056	--
Expenditure per tourist (€)		
- book holiday package	1,336	1,196
- holiday package	1,479	1,309
- others	321	246
- do not book holiday package	1,194	1,037
- flight	387	288
- accommodation	363	350
- others	444	399
Average length of stay	10.98	9.32
- book holiday package	10.02	8.66
- do not book holiday package	11.94	10.23
Average daily expenditure (€)	131.7	143.6
- book holiday package	159.7	159.8
- do not book holiday package	104.0	121.0
Total turnover (> 15 years old) (€m)	59	16,124
- book holiday package	32	10,277
- do not book holiday package	26	5,848

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice



	La Gomera	Canary Islands
Climate	70.3%	78.1%
Landscapes	68.8%	31.6%
Tranquility	54.5%	46.2%
Environment	49.1%	30.6%
Hiking trail network	42.0%	9.0%
Sea	41.4%	43.3%
Safety	33.8%	51.4%
Authenticity	31.4%	19.1%
Accommodation supply	29.7%	41.7%
European belonging	25.6%	35.8%
Effortless trip	19.6%	34.8%
Gastronomy	18.8%	22.6%
Price	16.8%	36.5%
Beaches	16.5%	37.1%
Historical heritage	7.1%	7.1%
Fun possibilities	7.0%	20.7%
Exoticism	6.7%	10.5%
Culture	3.6%	7.3%
Shopping	1.9%	9.6%
Nightlife	0.5%	7.5%

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 ENVIRONMENT



What is the main motivation for their holidays?



	La Gomera	Canary Islands
Rest	35.5%	55.1%
Enjoy family time	11.0%	14.7%
Have fun	2.3%	7.8%
Explore the destination	41.7%	18.5%
Practice their hobbies	5.2%	1.8%
Other reasons	4.2%	2.1%

EXPLORE THE DESTINATION



How far in advance do they book their trip?



	La Gomera	Canary Islands
The same day	0.2%	0.7%
Between 1 and 30 days	20.6%	23.2%
Between 1 and 2 months	16.8%	23.0%
Between 3 and 6 months	40.6%	32.4%
More than 6 months	21.8%	20.7%

Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports.

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

PROFILE OF TOURIST VISITING LA GOMERA 2018

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

	La Gomera	Canary Islands
Previous visits to the Canary Islands	50.1%	50.9%
Friends or relatives	37.1%	27.8%
Internet or social media	62.2%	56.1%
Mass Media	2.5%	1.7%
Travel guides and magazines	25.4%	9.5%
Travel Blogs or Forums	8.3%	5.4%
Travel TV Channels	0.5%	0.7%
Tour Operator or Travel Agency	25.1%	24.7%
Public administrations or similar	0.2%	0.4%
Others	4.3%	2.3%

* Multi-choice question

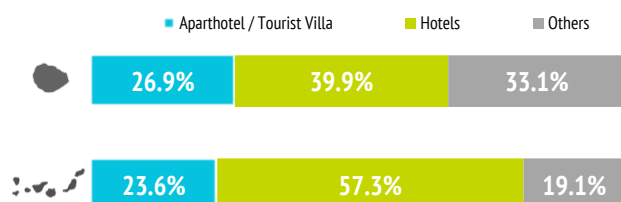
With whom did they book their flight and accommodation?

	La Gomera	Canary Islands
Flight		
- Directly with the airline	40.7%	39.5%
- Tour Operator or Travel Agency	59.3%	60.5%
Accommodation		
- Directly with the accommodation	29.5%	28.8%
- Tour Operator or Travel Agency	70.5%	71.2%

Where do they stay?

	La Gomera	Canary Islands
1-2-3* Hotel	12.0%	12.8%
4* Hotel	27.9%	37.7%
5* Hotel / 5* Luxury Hotel	0.0%	6.8%
Aparthotel / Tourist Villa	26.9%	23.6%
House/room rented in a private dwelling	12.8%	5.3%
Private accommodation (1)	8.5%	7.0%
Others (Cottage, cruise, camping,...)	11.8%	6.8%

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



What do they book?

	La Gomera	Canary Islands
Room only	48.7%	28.8%
Bed and Breakfast	19.2%	11.7%
Half board	27.7%	22.4%
Full board	2.9%	3.0%
All inclusive	1.6%	34.1%

”
48.7% of tourists book room only.
(Canary Islands: 28.8%)

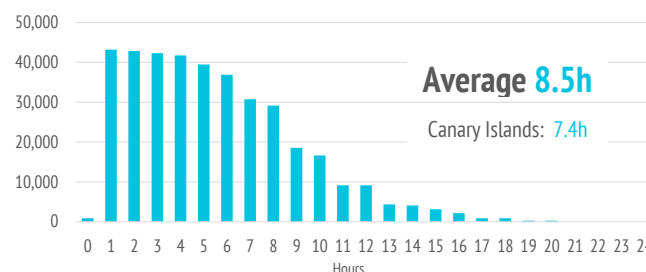
Other expenses

	La Gomera	Canary Islands
Restaurants or cafes	75.9%	63.2%
Supermarkets	63.1%	55.9%
Car rental	42.6%	26.6%
Organized excursions	22.8%	21.8%
Taxi, transfer, chauffeur service	52.2%	51.7%
Theme Parks	2.7%	8.8%
Sport activities	5.1%	6.4%
Museums	1.9%	5.0%
Flights between islands	25.8%	4.8%

Activities in the Canary Islands

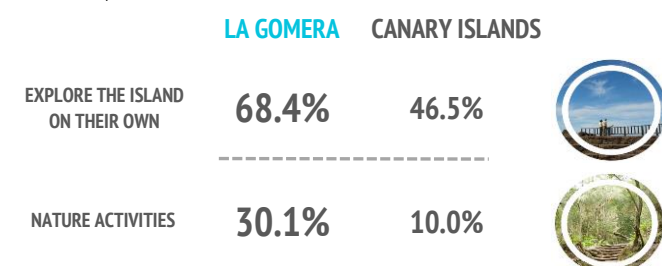
	La Gomera	Canary Islands
Outdoor time per day		
0 hours	2.0%	2.2%
1 - 2 hours	2.0%	10.0%
3 - 6 hours	26.2%	32.6%
7 - 12 hours	59.9%	46.5%
More than 12 hours	9.9%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



	La Gomera	Canary Islands
Activities in the Canary Islands		
Walk, wander	86.8%	71.0%
Explore the island on their own	68.4%	46.5%
Beach	59.7%	68.0%
Taste Canarian gastronomy	43.4%	25.4%
Swimming pool, hotel facilities	41.2%	58.9%
Nature activities	30.1%	10.0%
Sea excursions / whale watching	23.2%	11.3%
Activities at sea	18.1%	9.8%
Sport activities	17.9%	14.3%
Wineries / markets / popular festivals	12.0%	12.0%
Organized excursions	10.9%	17.9%
Nightlife / concerts / shows	8.4%	15.5%
Astronomical observation	6.4%	3.4%
Museums / exhibitions	6.3%	9.8%
Beauty and health treatments	4.6%	5.7%
Theme parks	3.0%	15.5%

* Multi-choice question



PROFILE OF TOURIST VISITING LA GOMERA 2018

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

Overnight staying	%	Absolute
La Gomera	100%	44,076
Tenerife	23.4%	10,307
La Palma	1.0%	448
Gran Canaria	0.8%	359
Fuerteventura	0.4%	167

Day trips (without overnight)	%	Absolute
Tenerife	24.6%	10,831
Fuerteventura	0.9%	380
Gran Canaria	0.3%	133

Internet usage during their trip

	La Gomera	Canary Islands
Research		
- Tourist package	13.7%	15.4%
- Flights	13.5%	13.0%
- Accommodation	22.0%	17.7%
- Transport	20.0%	15.6%
- Restaurants	32.7%	27.0%
- Excursions	33.5%	26.3%
- Activities	38.2%	31.0%
Book or purchase		
- Tourist package	33.7%	38.1%
- Flights	63.8%	64.4%
- Accommodation	52.2%	54.5%
- Transport	43.1%	44.7%
- Restaurants	3.5%	10.5%
- Excursions	6.3%	11.4%
- Activities	3.6%	12.5%

* Multi-choice question

Internet usage in the Canary Island	La Gomera	Canary Islands
Did not use the Internet	8.3%	9.8%
Used the Internet	91.7%	90.2%
- Own Internet connection	28.1%	36.5%
- Free Wifi connection	51.1%	41.1%
Applications*		
- Search for locations or maps	66.6%	60.7%
- Search for destination info	58.2%	44.7%
- Share pictures or trip videos	45.7%	55.6%
- Download tourist apps	7.1%	6.5%
- Others	29.9%	23.9%

* Multi-choice question

“
66.6% search for plans or maps during their stay in La Gomera

(Canary Islands: 60.7%)



Imagen: Freepik.com

How many islands do they visit during their trip?

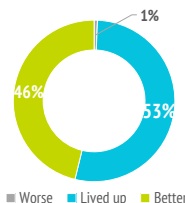
	La Gomera	Canary Islands
One island	51.2%	90.9%
Two islands	46.5%	7.7%
Three or more islands	2.3%	1.4%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	La Gomera	Canary Islands
Average rating	8.81	8.58

Experience in the Canary Islands	La Gomera	Canary Islands
Worse or much worse than expected	0.7%	2.9%
Lived up to expectations	53.1%	57.4%
Better or much better than expected	46.2%	39.7%

Future intentions (scale 1-10)	La Gomera	Canary Islands
Return to the Canary Islands	8.82	8.60
Recommend visiting the Canary Islands	9.10	8.86



■ Worse ■ Lived up ■ Better

Experience in the
Canary Islands



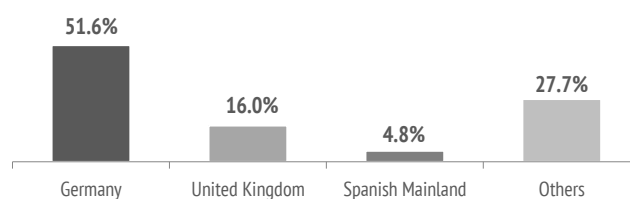
Return to the Canary
Islands



Recommend visiting
the Canary Islands

Where are they from?

	%	Absolute
Germany	51.6%	22,722
United Kingdom	16.0%	7,034
Spanish Mainland	4.8%	2,110
Switzerland	4.1%	1,816
Sweden	3.7%	1,619
Austria	3.3%	1,469
Belgium	3.2%	1,421
Denmark	2.6%	1,148
France	2.2%	988
Finland	2.1%	940
Netherlands	1.3%	592
Italy	1.0%	425
Norway	0.9%	398
Czech Republic	0.3%	136
Poland	0.3%	132
Ireland	0.2%	104
Others	2.3%	1,023



How many are loyal to the Canary Islands?



	in La Gomera	in the Canary Islands
La Gomera: Repeat tourists	61.8%	6.9%
La Gomera: At least 10 previous vi:	0.9%	0.1%
Canary Islands: Repeat tourists	69.3%	71.0%
Canary Islands: At least 10 previous	16.9%	17.8%

Who do they come with?



	La Gomera	Canary Islands
Unaccompanied	12.7%	8.9%
Only with partner	54.0%	47.4%
Only with children (< 13 years old)	3.7%	5.9%
Partner + children (< 13 years old)	5.7%	7.2%
Other relatives	8.0%	9.0%
Friends	3.9%	6.3%
Work colleagues	0.2%	0.5%
Organized trip	0.8%	0.2%
Other combinations (1)	10.9%	14.6%

(1) Different situations have been isolated

Tourists with children	13.5%	19.3%
- Between 0 and 2 years old	0.9%	1.8%
- Between 3 and 12 years old	11.7%	15.8%
- Between 0 -2 and 3-12 years	0.9%	1.6%

Tourists without children	86.5%	80.7%
---------------------------	-------	-------

Group composition:

- 1 person	17.1%	12.4%
- 2 people	57.2%	54.1%
- 3 people	12.2%	12.6%
- 4 or 5 people	10.7%	17.1%
- 6 or more people	2.9%	3.8%

Average group size:	2.37	2.58
---------------------	------	------

Who are they?



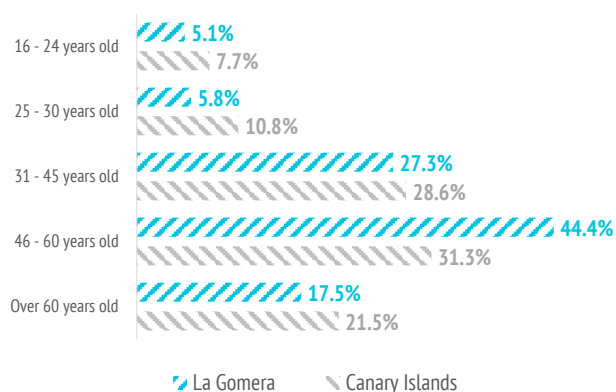
	La Gomera	Canary Islands
Gender		
Men	49.3%	48.2%
Women	50.7%	51.8%
Age		
Average age (tourist > 15 years old)	49.0	46.7
Standard deviation	13.3	15.3
Age range (> 15 years old)		
16 - 24 years old	5.1%	7.7%
25 - 30 years old	5.8%	10.8%
31 - 45 years old	27.3%	28.6%
46 - 60 years old	44.4%	31.3%
Over 60 years old	17.5%	21.5%
Occupation		
Salaried worker	59.5%	55.5%
Self-employed	13.5%	11.0%
Unemployed	0.3%	1.1%
Business owner	6.2%	9.2%
Student	5.8%	4.2%
Retired	14.3%	17.3%
Unpaid domestic work	0.2%	0.9%
Others	0.2%	0.8%
Annual household income level		
Less than €25,000	11.6%	17.0%
€25,000 - €49,999	42.4%	36.5%
€50,000 - €74,999	24.5%	25.0%
More than €74,999	21.5%	21.5%
Education level		
No studies	1.9%	4.8%
Primary education	1.2%	2.8%
Secondary education	13.7%	23.1%
Higher education	83.3%	69.3%



13.5% tourists travel with children.

(Canary Islands: 19.3%)

% TOURISTS BY AGE RANGE



1 IN 2 TOURISTS ARE

GERMAN

49 YEARS OLD

AVERAGE AGE

54% ONLY WITH PARTNER



Pictures: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports.

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