

How many are they and how much do they spend?



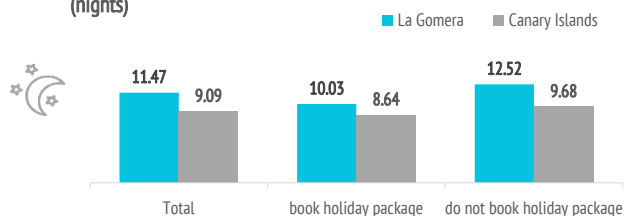
	La Gomera	Canary Islands
TOURISTS		
Tourist arrivals (FRONTUR)	114,150	15,110,866
Tourist arrivals > 15 years old (EGT)	52,925	13,271,035
- book holiday package	22,309	7,426,022
- do not book holiday package	30,617	5,845,014
- % tourists who book holiday package	42.2%	56.0%
Share of total tourist	0.8%	100%

OTHER INDICATORS

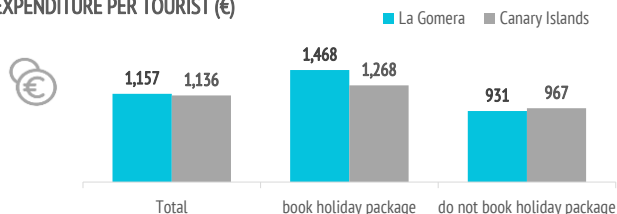
Guests in accommodation	188,984	13,981,985
- International and Spanish Mainland	104,417	12,266,874
- Canary Islands residents	84,567	1,715,111
Bednights	1,013,935	102,759,710
- International and Spanish Mainland	778,842	96,779,152
- Canary Islands residents	235,093	5,980,558
Excursionists	337,896	--

Expenditure per tourist (€)	1,157	1,136
- book holiday package	1,468	1,268
- holiday package	1,177	1,031
- others	291	237
- do not book holiday package	931	967
- flight	299	263
- accommodation	277	321
- others	355	383
Average lenght of stay	11.47	9.09
- book holiday package	10.03	8.64
- do not book holiday package	12.52	9.68
Average daily expenditure (€)	114.3	138.9
- book holiday package	152.8	155.4
- do not book holiday package	86.3	117.9
Total turnover (> 15 years old) (€m)	61	15,070
- book holiday package	33	9,416
- do not book holiday package	29	5,655

AVERAGE LENGHT OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice



	La Gomera	Canary Islands
Climate	71.2%	78.4%
Landscapes	61.7%	33.1%
Tranquility	55.8%	47.6%
Environment	48.5%	33.2%
Hiking trail network	45.3%	9.6%
Sea	35.8%	44.4%
Safety	32.9%	51.9%
Authenticity	31.8%	20.3%
European belonging	31.7%	36.1%
Accommodation supply	31.1%	42.9%
Gastronomy	21.4%	23.2%
Effortless trip	18.8%	35.2%
Price	17.7%	37.4%
Beaches	12.6%	37.7%
Historical heritage	9.2%	8.2%
Culture	8.6%	8.0%
Exoticism	6.3%	11.4%
Fun possibilities	5.7%	21.1%
Nightlife	4.0%	8.0%
Shopping	1.5%	9.4%

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	37.3%	55.5%
Enjoy family time	7.9%	14.4%
Have fun	3.3%	8.6%
Explore the destination	41.3%	17.8%
Practice their hobbies	4.6%	1.9%
Other reasons	5.6%	1.8%

EXPLORE THE DESTINATION



How far in advance do they book their trip?



	La Gomera	Canary Islands
The same day	0.4%	0.7%
Between 1 and 30 days	20.4%	23.8%
Between 1 and 2 months	24.5%	22.8%
Between 3 and 6 months	32.5%	32.7%
More than 6 months	22.2%	20.0%

Source: Encuesta sobre el Gasto Turístico (ISTAC).

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 2019

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

	La Gomera	Canary Islands
Previous visits to the Canary Islands	49.3%	51.9%
Friends or relatives	24.6%	27.1%
Internet or social media	55.0%	54.7%
Mass Media	1.9%	1.6%
Travel guides and magazines	22.0%	8.4%
Travel Blogs or Forums	6.9%	5.7%
Travel TV Channels	0.0%	0.8%
Tour Operator or Travel Agency	22.6%	22.6%
Public administrations or similar	1.1%	0.4%
Others	4.4%	2.4%

* Multi-choise question

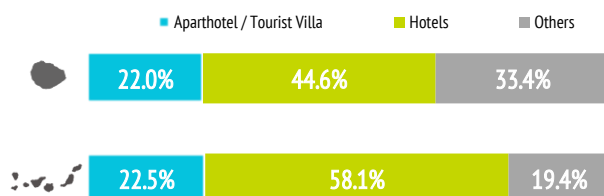
With whom did they book their flight and accommodation?

	La Gomera	Canary Islands
Flight		
- Directly with the airline	51.8%	42.9%
- Tour Operator or Travel Agency	48.2%	57.1%
Accommodation		
- Directly with the accommodation	37.8%	31.5%
- Tour Operator or Travel Agency	62.2%	68.5%

Where do they stay?

	La Gomera	Canary Islands
1-2-3* Hotel	9.8%	11.5%
4* Hotel	34.8%	37.6%
5* Hotel / 5* Luxury Hotel	0.0%	9.0%
Aparthotel / Tourist Villa	22.0%	22.5%
House/room rented in a private dwell	12.2%	5.9%
Private accommodation (1)	7.8%	7.2%
Others (Cottage, cruise, camping...)	13.4%	6.3%

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



What do they book?

	La Gomera	Canary Islands
Room only	43.7%	27.9%
Bed and Breakfast	16.1%	12.4%
Half board	30.9%	21.2%
Full board	5.2%	3.6%
All inclusive	4.1%	34.9%

43.7% of tourists book room only.
(Canary Islands: 27.9%)

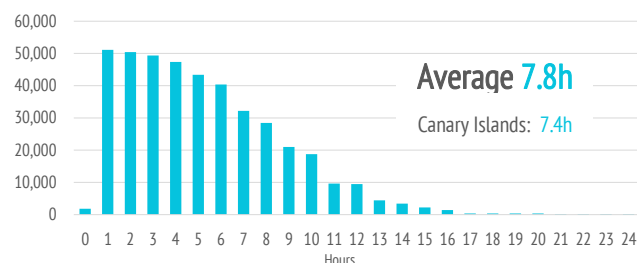
Other expenses

	La Gomera	Canary Islands
Restaurants or cafes	72.6%	59.1%
Supermarkets	55.8%	52.1%
Car rental	32.5%	26.3%
Organized excursions	21.3%	20.6%
Taxi, transfer, chauffeur service	41.2%	50.0%
Theme Parks	0.3%	7.5%
Sport activities	4.3%	5.7%
Museums	0.8%	4.6%
Flights between islands	29.6%	4.4%

Activities in the Canary Islands

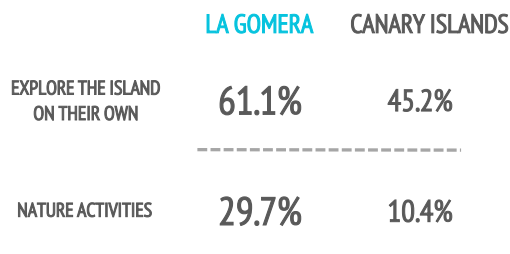
	La Gomera	Canary Islands
Outdoor time per day		
0 hours	3.4%	2.1%
1 - 2 hours	3.3%	9.8%
3 - 6 hours	32.5%	32.6%
7 - 12 hours	52.4%	47.1%
More than 12 hours	8.4%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



	La Gomera	Canary Islands
Activities in the Canary Islands		
Walk, wander	81.5%	69.8%
Explore the island on their own	61.1%	45.2%
Beach	54.6%	66.3%
Taste Canarian gastronomy	34.0%	24.2%
Swimming pool, hotel facilities	33.7%	58.2%
Nature activities	29.7%	10.4%
Sea excursions / whale watching	22.0%	11.1%
Activities at sea	14.0%	10.0%
Sport activities	13.9%	13.4%
Organized excursions	13.8%	16.9%
Museums / exhibitions	9.8%	10.1%
Nightlife / concerts / shows	8.6%	15.5%
Wineries / markets / popular festivals	8.1%	11.6%
Astronomical observation	6.9%	3.5%
Beauty and health treatments	3.1%	5.4%
Theme parks	3.0%	14.1%

* Multi-choise question



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

Overnight staying	%	Absolute
Tenerife	30%	16,030
La Palma	2.8%	1,462
Gran Canaria	1.2%	619
Fuerteventura	0.4%	216
Lanzarote	0.3%	181

Day trips (without overnight)	%	Absolute
Tenerife	26.8%	14,188
Gran Canaria	0.5%	260
Lanzarote	0.1%	59

Internet usage during their trip

	La Gomera	Canary Islands
Research		
- Tourist package	14.0%	14.8%
- Flights	10.1%	13.0%
- Accommodation	20.1%	16.9%
- Transport	16.9%	15.7%
- Restaurants	27.7%	28.4%
- Excursions	21.3%	26.2%
- Activities	24.2%	30.1%
Book or purchase		
- Tourist package	30.3%	39.4%
- Flights	66.3%	66.7%
- Accommodation	48.6%	57.3%
- Transport	47.6%	47.6%
- Restaurants	8.7%	12.1%
- Excursions	8.6%	13.0%
- Activities	13.1%	14.7%

* Multi-choise question

Internet usage in the Canary Island	La Gomera	Canary Islands
Did not use the Internet	8.1%	8.3%
Used the Internet	91.9%	91.7%
- Own Internet connection	29.4%	37.4%
- Free Wifi connection	47.4%	39.5%
Applications*		
- Search for locations or maps	65.1%	61.7%
- Search for destination info	37.8%	44.8%
- Share pictures or trip videos	54.1%	56.0%
- Download tourist apps	9.3%	7.0%
- Others	25.9%	22.6%

* Multi-choise question

65.1% search for plans or maps during their stay in La Gomera

(Canary Islands: 61.7%)



Imagen: Freepik.com

How many islands do they visit during their trip?

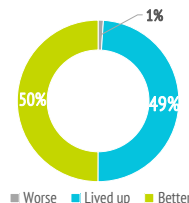
	La Gomera	Canary Islands
One island	41.5%	91.4%
Two islands	55.0%	7.2%
Three or more islands	3.5%	1.4%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	La Gomera	Canary Islands
Average rating	8.73	8.70

Experience in the Canary Islands	La Gomera	Canary Islands
Worse or much worse than expected	1.1%	2.3%
Lived up to expectations	49.0%	55.6%
Better or much better than expected	50.0%	42.1%

Future intentions (scale 1-10)	La Gomera	Canary Islands
Return to the Canary Islands	8.53	8.73
Recommend visiting the Canary Islanc	8.91	8.95



Experience in the
Canary Islands



Return to the Canary
Islands

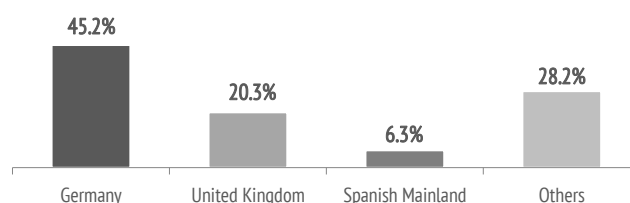


8.91/10

Recommend visiting
the Canary Islands

Where are they from?

	%	Absolute
Germany	45.2%	23,910
United Kingdom	20.3%	10,767
Spanish Mainland	6.3%	3,348
Switzerland	5.6%	2,981
France	4.0%	2,115
Sweden	3.4%	1,786
Netherlands	3.2%	1,681
Finland	2.1%	1,122
Austria	1.9%	1,000
Luxembourg	1.6%	845
Belgium	1.0%	545
Poland	1.0%	528
Denmark	0.9%	478
Ireland	0.5%	273
Czech Republic	0.5%	263
Portugal	0.5%	260
Others	1.9%	1,023



PROFILE OF TOURIST VISITING LA GOMERA 2019

How many are loyal to the Canary Islands?



	in La Gomera	in the Canary Islands
La Gomera: Repeat tourists	61.9%	7.0%
La Gomera: At least 10 previous visits	0.3%	0.1%
Canary Islands: Repeat tourists	71.8%	72.2%
Canary Islands: At least 10 previous visits	19.9%	18.6%

Who do they come with?



	La Gomera	Canary Islands
Unaccompanied	15.5%	9.6%
Only with partner	49.9%	48.1%
Only with children (< 13 years old)	3.8%	5.6%
Partner + children (< 13 years old)	4.6%	6.5%
Other relatives	5.4%	9.3%
Friends	7.6%	6.4%
Work colleagues	0.0%	0.5%
Organized trip	1.7%	0.3%
Other combinations (1)	11.4%	13.7%

(1) Different situations have been isolated

Tourists with children	12.0%	17.7%
- Between 0 and 2 years old	0.2%	1.6%
- Between 3 and 12 years old	11.1%	14.8%
- Between 0 -2 and 3-12 years	0.8%	1.4%

Tourists without children	88.0%	82.3%
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Group composition:

- 1 person	22.4%	13.2%
- 2 people	55.8%	55.1%
- 3 people	11.0%	12.0%
- 4 or 5 people	9.7%	16.3%
- 6 or more people	1.2%	3.5%

Average group size:	2.15	2.54
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Who are they?



	La Gomera	Canary Islands
Gender		
Men	46.1%	48.6%
Women	53.9%	51.4%

Age

Average age (tourist > 15 years old)	49.6	47.1
Standard deviation	15.1	15.4

Age range (> 15 years old)

16 - 24 years old	5.6%	7.3%
25 - 30 years old	8.0%	10.9%
31 - 45 years old	22.8%	28.0%
46 - 60 years old	37.0%	31.8%
Over 60 years old	26.6%	22.1%

Occupation

Salaried worker	54.9%	55.0%
Self-employed	9.1%	11.5%
Unemployed	1.0%	1.1%
Business owner	10.0%	9.4%
Student	4.2%	3.5%
Retired	20.1%	17.9%
Unpaid domestic work	0.6%	0.8%
Others	0.0%	0.8%

Annual household income level

Less than €25,000	16.0%	17.5%
€25,000 - €49,999	37.5%	37.5%
€50,000 - €74,999	22.1%	22.8%
More than €74,999	24.4%	22.2%

Education level

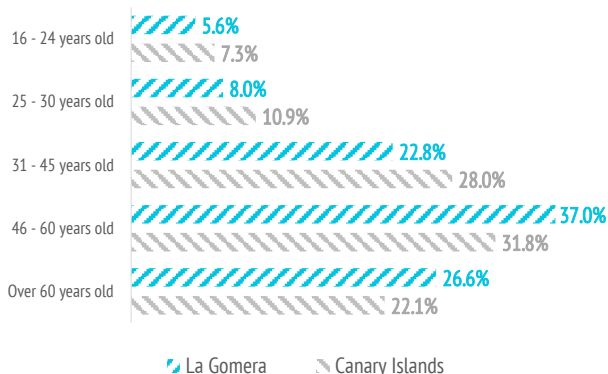
No studies	1.2%	5.0%
Primary education	3.1%	2.6%
Secondary education	13.9%	23.6%
Higher education	81.8%	68.9%



(<13 years old)

12% tourists travel with children.
(Canary Islands: 17.7%)

% TOURISTS BY AGE RANGE



1 IN 2 TOURISTS ARE
GERMAN
50 YEARS OLD
AVERAGE AGE

50%
ONLY WITH
PARTNER



Pictures: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC).

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