

PROFILE OF TOURIST VISITING LA GOMERA
2020



How many are they and how much do they spend?



	La Gomera	Canary Islands
TOURISTS		
Tourist arrivals (FRONTUR)	45,513	4,631,803
Tourist arrivals > 15 years old (EGT)	13,631	4,110,955
- book holiday package	3,114	1,970,658
- do not book holiday package	10,517	2,140,297
- % tourists who book holiday package	22.8%	47.9%
Share of total tourist	1.0%	100%
OTHER INDICATORS		
Guests in accommodation	77,210	4,418,724
- International and Spanish Mainland	39,589	3,660,995
- Canary Islands residents	37,621	757,729
Bednights	406,419	31,159,842
- International and Spanish Mainland	287,272	28,550,015
- Canary Islands residents	119,147	2,609,827
Excursionists	92,676	--
Expenditure per tourist (€)		
- book holiday package	1,198	1,170
- holiday package	1,952	1,334
- others	1,492	1,093
- do not book holiday package	461	241
- flight	975	1,019
- accommodation	258	260
- others	241	363
Average lenght of stay	476	396
- book holiday package	13.55	10.14
- do not book holiday package	12.76	8.86
Average daily expenditure (€)	13.79	11.32
- book holiday package	102.3	135.3
- do not book holiday package	159.4	160.6
Total turnover (> 15 years old) (€m)	85.4	112.0
- book holiday package	16	4,809
- do not book holiday package	6	2,629
	10	2,180

Where did they spend their main holiday last year?*

	La Gomera	Canary Islands
Don't have holiday	17.4%	8.8%
Canary Islands	19.5%	29.0%
Other destination	63.1%	62.2%

What other destinations do they consider for this trip?*

	La Gomera	Canary Islands
None	46.3%	39.2%
Canary Islands	20.1%	31.1%
Other destination	33.5%	29.7%

*available data for the second half of 2020. Percentage of valid answers

Importance of each factor in the destination choice



	La Gomera	Canary Islands
Climate	68.3%	78.0%
Landscapes	62.1%	35.5%
Tranquility	59.1%	48.4%
Environment	51.8%	33.2%
Hiking trail network	48.5%	12.9%
Sea	44.3%	46.1%
Safety	38.7%	51.7%
Authenticity	32.5%	21.6%
European belonging	27.5%	37.6%
Accommodation supply	26.2%	39.4%
Effortless trip	25.2%	34.0%
Beaches	25.2%	38.0%
Gastronomy	21.4%	25.5%
Price	13.6%	32.9%
Historical heritage	13.3%	9.3%
Culture	11.4%	8.7%
Fun possibilities	9.7%	18.4%
Exoticism	9.5%	11.1%
Shopping	3.3%	9.1%
Nightlife	1.0%	7.6%

Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")

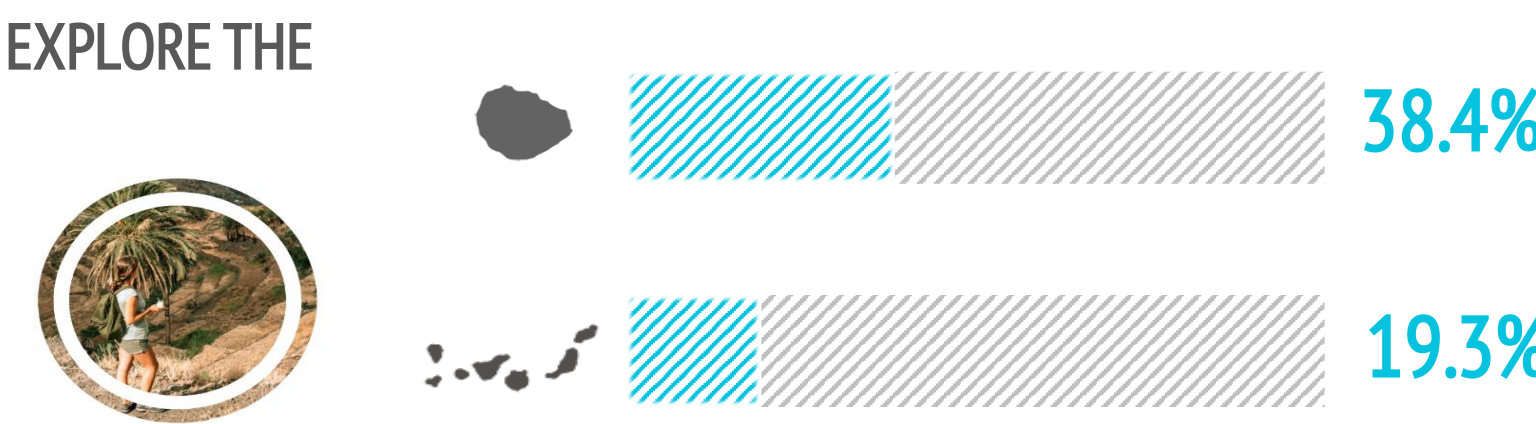
% of tourists who indicate that the factor is "very important" in their choice.



What is the main motivation for their holidays?



	La Gomera	Canary Islands
Rest	33.7%	54.9%
Enjoy family time	7.9%	13.6%
Have fun	3.9%	6.9%
Explore the destination	38.4%	19.3%
Practice their hobbies	5.8%	2.4%
Other reasons	10.2%	2.8%



How far in advance do they book their trip?



	La Gomera	Canary Islands
The same day	0.8%	1.0%
Between 1 and 30 days	27.9%	32.6%
Between 1 and 2 months	29.6%	24.2%
Between 3 and 6 months	24.4%	25.3%
More than 6 months	17.2%	16.9%

Source: Encuesta sobre el Gasto Turístico (ISTAC). Due to the pandemic situation, no data was collected in the second quarter of 2020.

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

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

	La Gomera	Canary Islands
Previous visits to the Canary Islands	58.9%	52.2%
Friends or relatives	35.4%	26.3%
Internet or social media	46.1%	50.7%
Mass Media	0.3%	2.3%
Travel guides and magazines	18.4%	7.4%
Travel Blogs or Forums	7.2%	5.7%
Travel TV Channels	0.5%	0.5%
Tour Operator or Travel Agency	9.8%	19.8%
Public administrations or similar	0.8%	0.9%
Others	3.4%	2.6%

* Multi-choise question

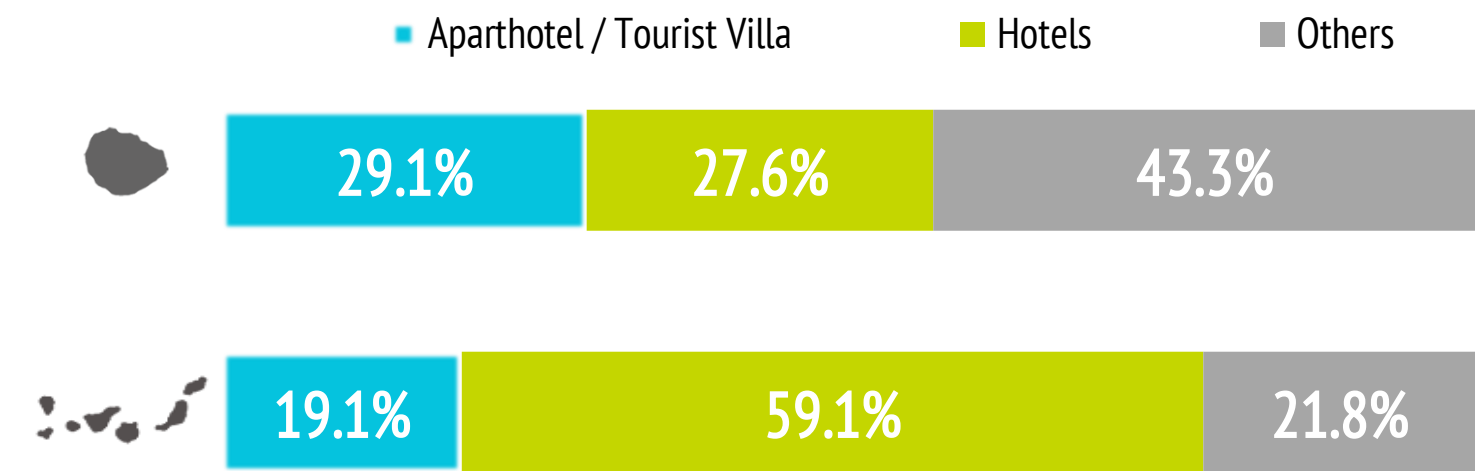
With whom did they book their flight and accommodation?

	La Gomera	Canary Islands
Flight		
- Directly with the airline	71.6%	50.4%
- Tour Operator or Travel Agency	28.4%	49.6%
Accommodation		
- Directly with the accommodation	60.1%	37.4%
- Tour Operator or Travel Agency	39.9%	62.6%

Where do they stay?

	La Gomera	Canary Islands
1-2-3* Hotel	5.3%	11.7%
4* Hotel	22.3%	37.7%
5* Hotel / 5* Luxury Hotel	0.0%	9.7%
Aparthotel / Tourist Villa	29.1%	19.1%
House/room rented in a private dwell	12.0%	6.5%
Private accommodation (1)	18.3%	9.5%
Others (Cottage, cruise, camping,...)	13.0%	5.8%

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



What do they book?

	La Gomera	Canary Islands
Room only	57.0%	29.0%
Bed and Breakfast	14.9%	14.5%
Half board	25.6%	20.3%
Full board	1.4%	3.3%
All inclusive	1.1%	32.8%

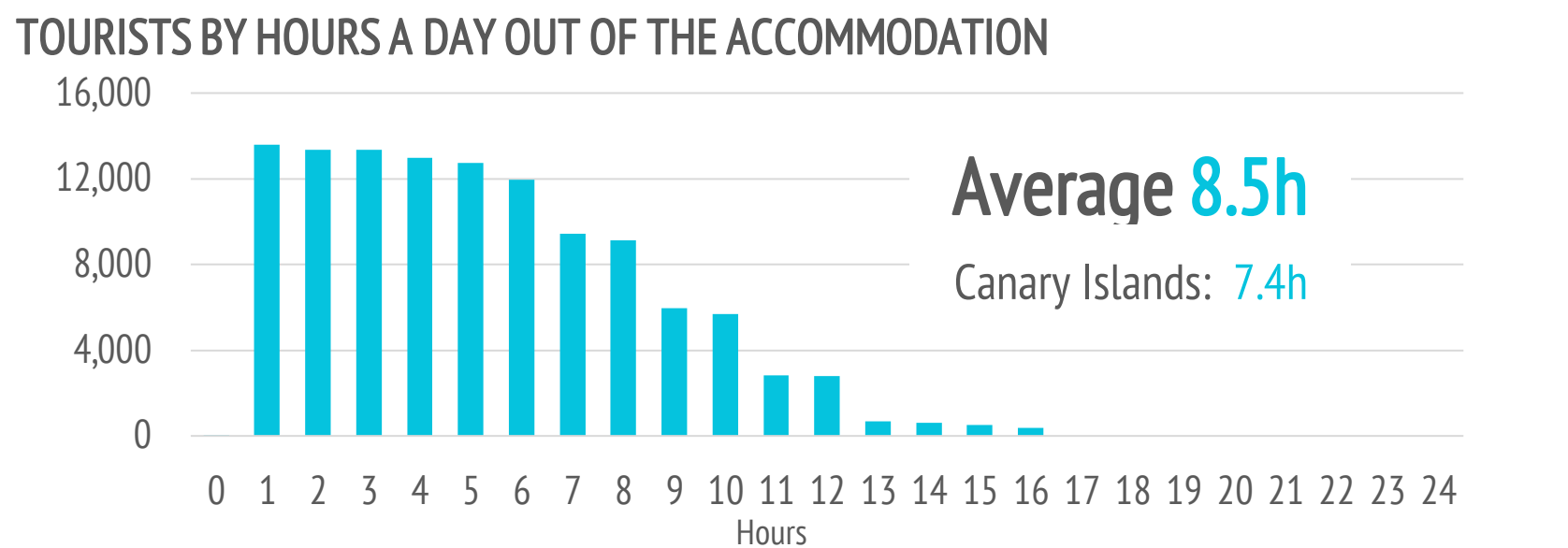
57% of tourists book room only.
(Canary Islands: 29%)

Other expenses

	La Gomera	Canary Islands
Restaurants or cafes	73.9%	63.7%
Supermarkets	70.9%	54.6%
Car rental	40.8%	31.7%
Organized excursions	11.0%	18.4%
Taxi, transfer, chauffeur service	35.1%	43.6%
Theme Parks	0.1%	4.5%
Sport activities	10.5%	6.1%
Museums	5.4%	4.4%
Flights between islands	37.2%	5.2%

Activities in the Canary Islands

	La Gomera	Canary Islands
Outdoor time per day		
0 hours	0.4%	2.0%
1 - 2 hours	1.7%	8.9%
3 - 6 hours	28.6%	33.2%
7 - 12 hours	64.3%	47.3%
More than 12 hours	5.0%	8.6%



	La Gomera	Canary Islands
Activities in the Canary Islands		
Walk, wander	80.1%	72.6%
Beach	64.6%	66.5%
Explore the island on their own	63.1%	49.7%
Hiking	60.3%	19.8%
Swim	40.2%	30.4%
Taste Canarian gastronomy	35.1%	27.0%
Swimming pool, hotel facilities	25.0%	53.3%
Sea excursions / whale watching	15.4%	9.3%
Other Nature Activities	13.7%	7.9%
Museums / exhibitions	8.4%	10.2%
Golf	8.1%	2.2%
Nightlife / concerts / shows	7.0%	11.8%
Astronomical observation	6.5%	4.1%
Scuba Diving	5.6%	2.8%
Organized excursions	5.6%	12.5%
Wineries / markets / popular festivals	5.5%	11.1%
Running	4.1%	7.2%
Practice other sports	3.6%	4.7%
Beauty and health treatments	3.3%	5.2%
Cycling / Mountain bike	1.9%	3.9%
Surg	1.8%	2.8%
Theme parks	0.7%	8.1%
Windsurf / Kitesurf	0.0%	1.3%

* Multi-choise question

LA GOMERA 60.3%
CANARY ISLANDS 19.8%



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

Overnight staying	%	Absolute
Tenerife	21%	2,916
Gran Canaria	4.8%	660
La Palma	3.0%	412
Fuerteventura	0.2%	27

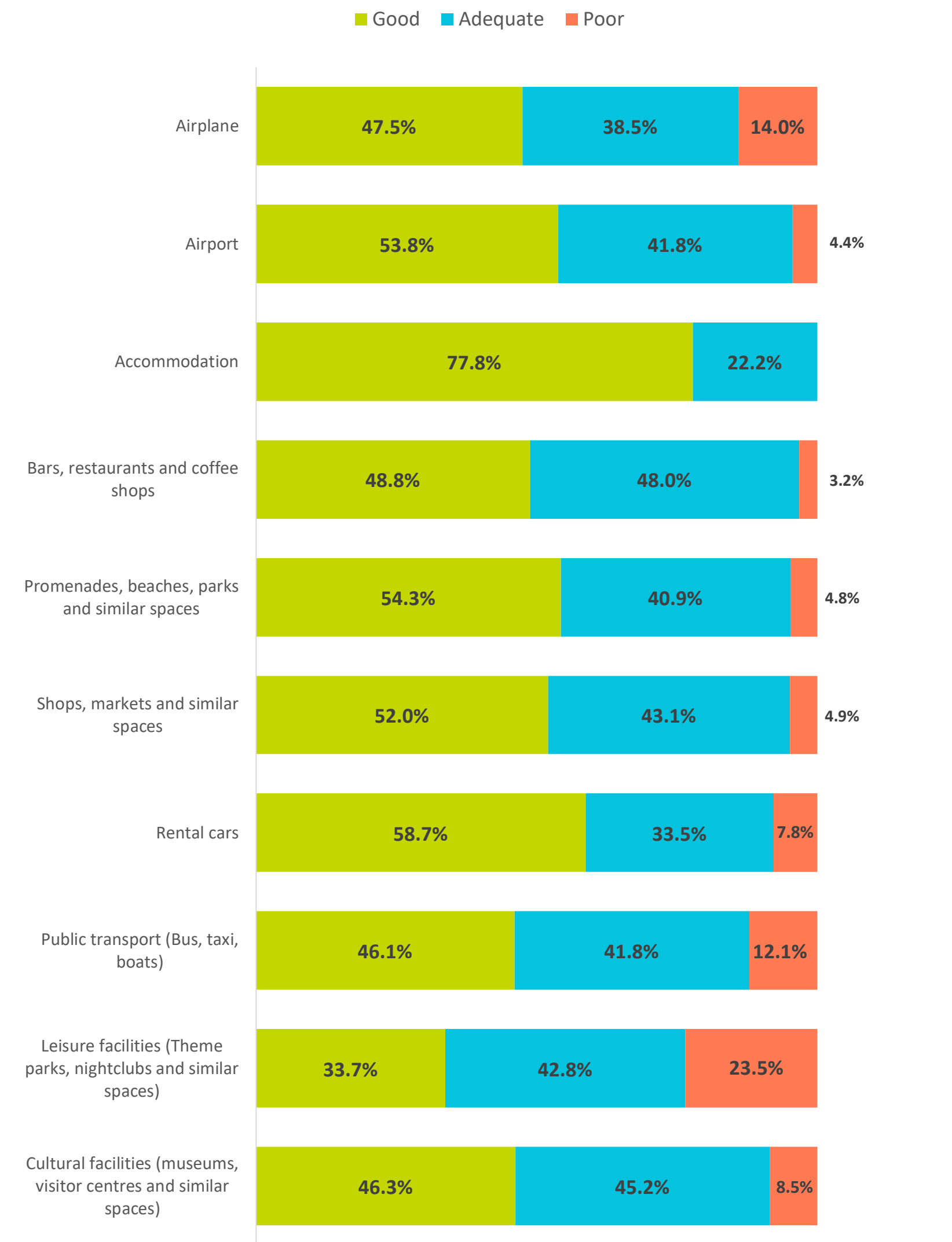
Day trips (without overnight)	%	Absolute
Tenerife	36.0%	4,909
La Palma	0.2%	27

Health safety*

Planning the trip: Importance	La Gomera	Canary Islands
Average rating (scale 0-10)	6.96	8.19

During the stay: Rate	La Gomera	Canary Islands
Average rating (scale 0-10)	8.25	8.53

HEALTH SAFETY MEASURES (RATE)



*available data for the second half of 2020

How many islands do they visit during their trip?



	La Gomera	Canary Islands
One island	39.0%	90.8%
Two islands	56.3%	7.2%
Three or more islands	4.7%	2.0%

How do they rate the Canary Islands?



Satisfaction (scale 0-10)	La Gomera	Canary Islands
Average rating	8.74	8.70

Experience in the Canary Islands	La Gomera	Canary Islands
Worse or much worse than expected	1.7%	2.9%
Lived up to expectations	57.8%	56.1%
Better or much better than expected	40.5%	41.0%

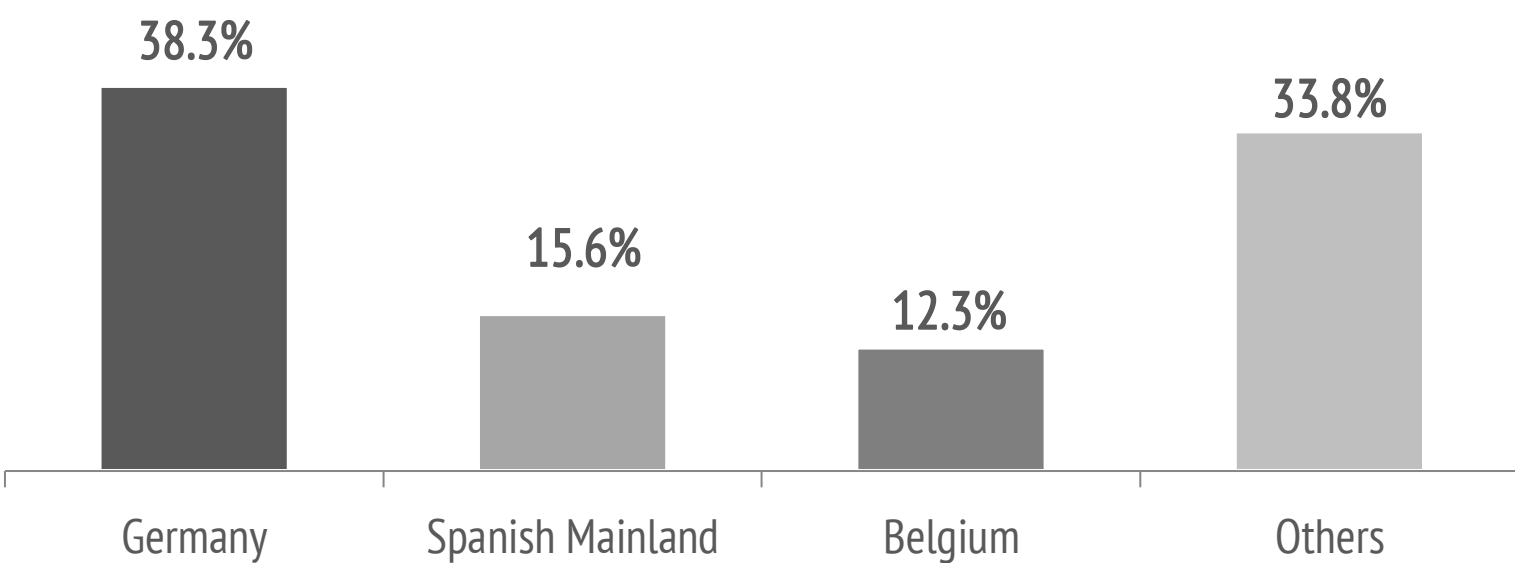
Future intentions (scale 1-10)	La Gomera	Canary Islands
Return to the Canary Islands	8.96	8.82
Recommend visiting the Canary Island:	8.98	8.99



Where are they from?



	%	Absolute
Germany	38.3%	5,223
Spanish Mainland	15.6%	2,128
Belgium	12.3%	1,674
United Kingdom	8.7%	1,183
France	5.9%	808
Austria	3.8%	517
Netherlands	3.4%	465
Poland	3.2%	430
Sweden	2.9%	402
Norway	2.3%	307
Denmark	1.4%	190
Finland	1.1%	152
Others	1.1%	152



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How many are loyal to the Canary Islands?



	in La Gomera	in the Canary Islands
La Gomera: Repeat tourists	66.7%	9.2%
La Gomera: At least 10 previous visits	0.0%	0.3%
Canary Islands: Repeat tourists	81.4%	75.2%
Canary Islands: At least 10 previous visits	22.4%	22.2%

Who do they come with?



	La Gomera	Canary Islands
Unaccompanied	28.5%	12.0%
Only with partner	42.1%	50.3%
Only with children (< 13 years old)	0.9%	4.8%
Partner + children (< 13 years old)	2.1%	5.1%
Other relatives	4.8%	7.6%
Friends	9.0%	6.7%
Work colleagues	0.4%	0.7%
Organized trip	1.2%	0.4%
Other combinations (1)	10.9%	12.4%

(1) Different situations have been isolated

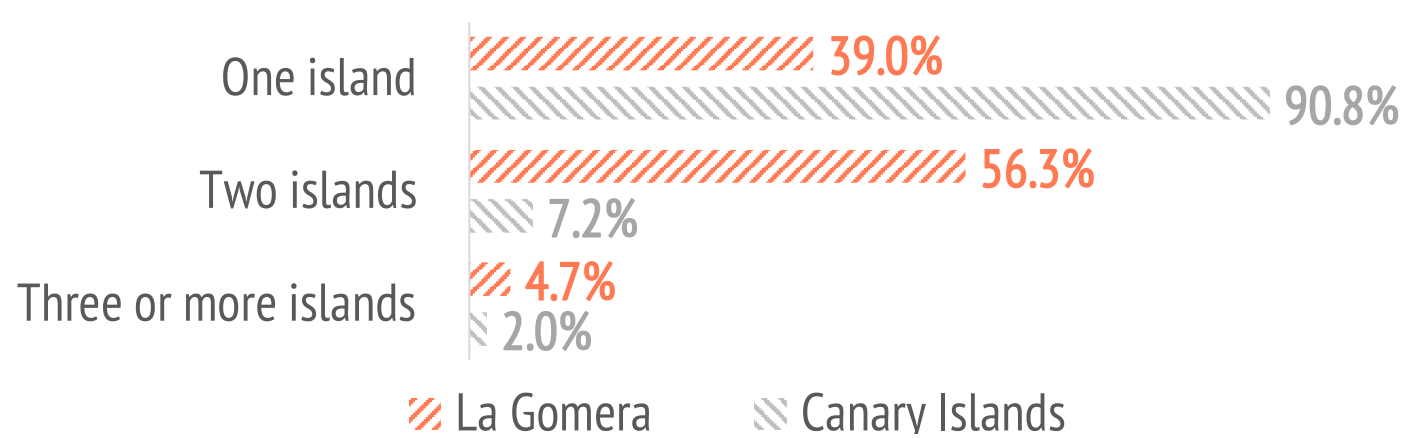
Tourists with children	3.0%	13.9%
- Between 0 and 2 years old	0.6%	1.4%
- Between 3 and 12 years old	2.4%	11.5%
- Between 0-2 and 3-12 years	0.0%	1.1%
Tourists without children	97.0%	86.1%
Group composition:		
- 1 person	30.7%	15.4%
- 2 people	52.7%	57.7%
- 3 people	7.3%	10.2%
- 4 or 5 people	8.7%	13.8%
- 6 or more people	0.6%	2.9%
Average group size:	1.97	2.40

Who are they?

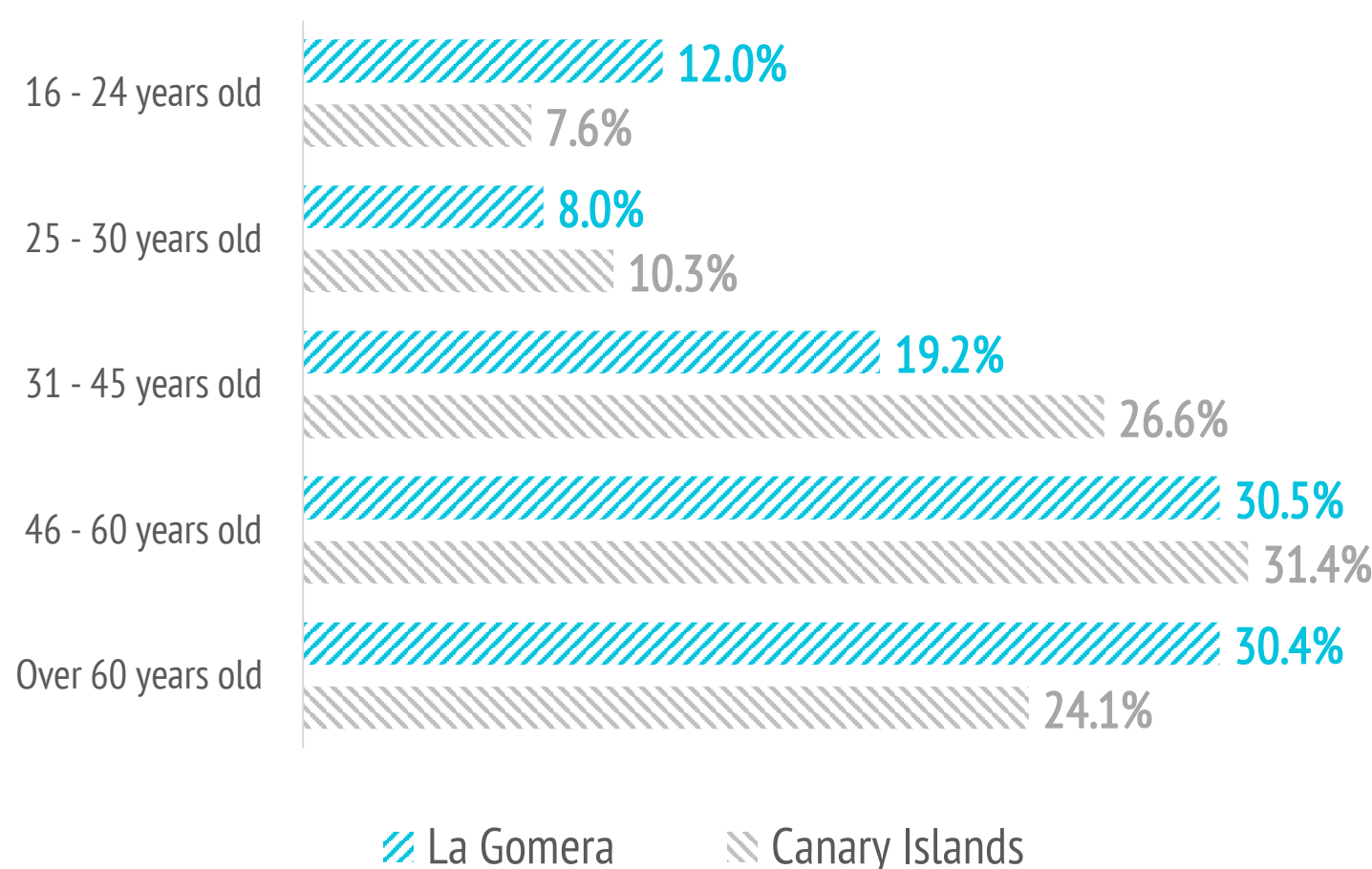


	La Gomera	Canary Islands
Gender		
Men	51.8%	49.8%
Women	48.2%	50.2%
Age		
Average age (tourist > 15 years old)	48.8	47.8
Standard deviation	16.8	15.8
Age range (> 15 years old)		
16 - 24 years old	12.0%	7.6%
25 - 30 years old	8.0%	10.3%
31 - 45 years old	19.2%	26.6%
46 - 60 years old	30.5%	31.4%
Over 60 years old	30.4%	24.1%
Occupation		
Salaried worker	42.1%	50.9%
Self-employed	21.8%	12.0%
Unemployed	2.6%	1.4%
Business owner	15.0%	10.4%
Student	7.2%	3.8%
Retired	11.4%	19.8%
Unpaid domestic work	0.0%	0.5%
Others	0.0%	1.2%
Annual household income level		
Less than €25,000	17.0%	15.3%
€25,000 - €49,999	36.5%	37.6%
€50,000 - €74,999	20.5%	23.7%
More than €74,999	26.0%	23.4%
Education level		
No studies	0.8%	3.7%
Primary education	1.0%	2.4%
Secondary education	9.8%	21.8%
Higher education	88.5%	72.1%

% TOURISTS BY ISLANDS VISITING DURING THEIR TRIP



% TOURISTS BY AGE RANGE



4 IN 10 TOURISTS ARE
GERMAN
49 YEARS OLD
AVERAGE AGE

42%
ONLY WITH
PARTNER



Pictures: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). Due to the pandemic situation, no data was collected in the second quarter of 2020.

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