

Profile of tourist visiting La Gomera 2015



How many they are and how much do they spend?



	La Gomera	Canary Islands
Tourist arrivals (> 16 years old)	119,013	12,310,044
Average daily expenditure (€)	128.47	133.60
. in their place of residence	91.65	95.33
. in the Canary Islands	36.82	38.27
Average length of stay	10.83	9.46
Turnover per tourist (€)	1,255	1,125
Total turnover (>16 years old) (€m)	149.4	13,854
Share of total turnover	1.1%	100%
Share of total tourist	1.0%	100%

Expenditure in the Canary Islands per tourist and trip (€)

	La Gomera	Canary Islands
Accommodation (*):	65.31	44.10
- Accommodation	63.04	37.76
- Additional accommodation expenses	2.27	6.33
Transport:	44.14	27.41
- Public transport	8.60	4.99
- Taxi	5.03	7.42
- Car rental	30.50	14.99
Food and drink:	205.59	153.13
- Food purchases at supermarkets	92.48	68.64
- Restaurants	113.11	84.49
Souvenirs:	32.11	55.15
Leisure:	23.44	36.28
- Organized excursions	11.76	14.63
- Leisure, amusement	0.66	5.23
- Trip to other islands	3.29	1.51
- Sporting activities	3.72	5.38
- Cultural activities	1.33	2.18
- Discos and disco-pubs	2.68	7.34
Others:	7.60	15.71
- Wellness	0.85	2.97
- Medical expenses	1.44	1.46
- Other expenses	5.31	11.28

How far in advance do they book their trip?



	La Gomera	Canary Islands
The same day they leave	0.0%	0.6%
Between 2 and 7 days	5.1%	7.3%
Between 8 and 15 days	7.4%	8.9%
Between 16 and 30 days	16.9%	15.4%
Between 31 and 90 days	36.0%	33.9%
More than 90 days	34.7%	33.8%

What do they book at their place of residence?



	La Gomera	Canary Islands
Flight only	16.9%	11.1%
Flight and accommodation (room only)	35.8%	25.5%
Flight and accommodation (B&B)	12.3%	7.6%
Flight and accommodation (half board)	27.1%	18.3%
Flight and accommodation (full board)	4.5%	4.4%
Flight and accommodation (all inclusive)	3.5%	33.2%
% Tourists using low-cost airlines	44.1%	47.1%
Other expenses in their place of residence:		
- Car rental	18.6%	11.5%
- Sporting activities	7.4%	5.4%
- Excursions	9.0%	5.7%
- Combined trip to other islands	5.4%	2.0%

How do they book?



	La Gomera	Canary Islands
Accommodation booking		
Tour Operator	29.5%	42.8%
- Tour Operator's website	73.0%	78.8%
Accommodation	15.6%	14.0%
- Accommodation's website	73.8%	81.9%
Travel agency (High street)	21.1%	19.8%
Online Travel Agency (OTA)	23.7%	15.4%
No need to book accommodation	10.0%	8.0%

	La Gomera	Canary Islands
Flight booking		
Tour Operator	31.3%	45.5%
- Tour Operator's website	76.0%	77.7%
Airline	32.8%	24.9%
- Airline's website	98.0%	96.2%
Travel agency (High street)	20.1%	18.6%
Online Travel Agency (OTA)	15.9%	11.0%

Where do they stay?



	La Gomera	Canary Islands
5* Hotel	0.0%	6.8%
4* Hotel	29.4%	37.7%
1-2-3* Hotel	14.5%	15.0%
Apartment	44.0%	30.3%
Property (privately-owned, friends, family)	8.5%	7.0%
Others	3.5%	3.2%

How are they?



	La Gomera	Canary Islands
Gender		
Percentage of men	52.9%	49.8%
Percentage of women	47.1%	50.2%

	La Gomera	Canary Islands
Age		
Average age (tourists > 16 years old)	46.9	44.5
Standard deviation	12.6	14.9

	La Gomera	Canary Islands
Age range	0.0	0.0
16-24 years old	4.1%	8.8%
25-30 years old	8.6%	13.1%
31-45 years old	32.4%	32.8%
46-60 years old	39.5%	28.4%
Over 60 years old	15.5%	17.0%

	La Gomera	Canary Islands
Occupation		
Business owner or self-employed	24.0%	23.7%
Upper/Middle management employee	48.8%	37.1%
Auxiliary level employee	10.1%	16.6%
Students	4.5%	5.6%
Retired	11.3%	14.5%
Unemployed / unpaid dom. work	1.3%	2.5%

	La Gomera	Canary Islands
Annual household income level		
€12,000 - €24,000	12.7%	18.3%
€24,001 - €36,000	13.8%	18.9%
€36,001 - €48,000	15.1%	16.9%
€48,001 - €60,000	11.4%	14.6%
€60,001 - €72,000	13.3%	9.2%
€72,001 - €84,000	8.8%	6.1%
More than €84,000	25.0%	16.0%

(*) Bear in mind that 83% of the tourists visiting La Gomera pay the accommodation before travelling.

Profile of tourist visiting La Gomera 2015

Tourist per year

Tourists (> 16 years old)	La Gomera	Canary Islands
2011	123,275	10,960,604
2012	105,227	10,701,588
2013	105,375	11,150,021
2014	112,245	11,951,495
2015	119,013	12,310,044

Year on year growth (%)	La Gomera	Canary Islands
2011	--	--
2012	-14.6%	-2.4%
2013	0.1%	4.2%
2014	6.5%	7.2%
2015	6.0%	3.0%

Who do they come with?



	La Gomera	Canary Islands
Unaccompanied	14.3%	9.8%
Only with partner	50.3%	48.0%
Only with children (under the age of 13)	1.3%	1.4%
Partner + children (under the age of 13)	8.9%	11.8%
Other relatives	4.0%	6.4%
Friends	9.1%	6.1%
Work colleagues	1.0%	0.4%

Why do they choose the Canary Islands?



Aspects influencing the choice	La Gomera	Canary Islands
Climate/sun	82.4%	89.3%
Scenery	57.4%	22.6%
Tranquillity/rest/relaxation	44.2%	37.9%
Active tourism	35.3%	5.2%
Visiting new places	14.0%	14.1%
Beaches	12.7%	33.6%
Quality of the environment	9.2%	6.4%
Ease of travel	3.1%	8.3%
Security	3.0%	7.5%
Rural tourism	3.0%	1.0%
Price	2.7%	14.1%
Golf	2.5%	1.1%
Culture	2.0%	2.7%
Suitable destination for children	1.3%	7.7%
Health-related tourism	1.2%	0.6%
Nautical activities	0.8%	2.1%

How do they value the destination?



Impression of their stay	La Gomera	Canary Islands
Good or very good (% tourists)	95.0%	93.3%
Average rating (scale 1-10)	8.99	8.84

How many are loyal to the destination?

Percentage of repeat tourists	La Gomera	Canary Islands
Repeat tourists of the island	39.3%	76.4%
-more than 10 visits to the island	6.1%	16.7%

What did motivate them to come?

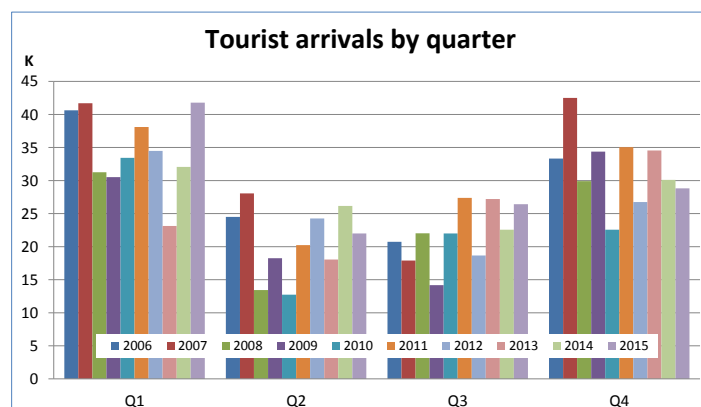
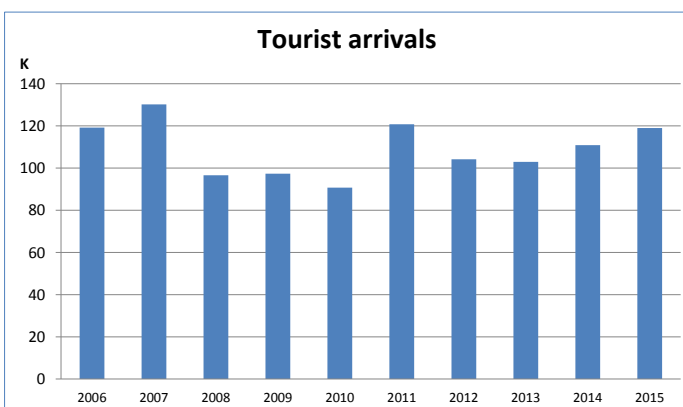


Aspects motivating the choice	La Gomera	Canary Islands
Previous visits to the Canary Islands	60.3%	64.1%
Recommendation by friends or relatives	38.8%	34.7%
The Canary Islands television channel	0.4%	0.4%
Other television or radio channels	1.0%	0.7%
Information in the press/magazines/books	4.3%	3.7%
Attendance at a tourism fair	0.3%	0.5%
Tour Operator's brochure or catalogue	3.4%	8.2%
Recommendation by Travel Agency	3.3%	9.5%
Information obtained via the Internet	20.0%	25.6%
Senior Tourism programme	0.0%	0.3%
Others	6.2%	6.7%

Where are they from?



Ten main source markets	Share	Absolute
Germany	51.1%	60,769
United Kingdom	18.3%	21,743
Spain	8.5%	10,067
Switzerland	5.2%	6,210
Netherlands	3.4%	3,997
Belgium	2.8%	3,286
Finland	1.9%	2,304
France	1.8%	2,105
Norway	1.6%	1,950
Sweden	1.4%	1,723



Source: ISTAC (Encuesta sobre el Gasto Turístico).

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