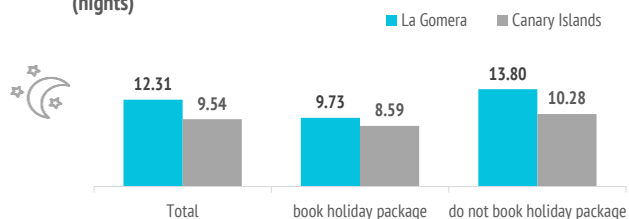


How many are they and how much do they spend?

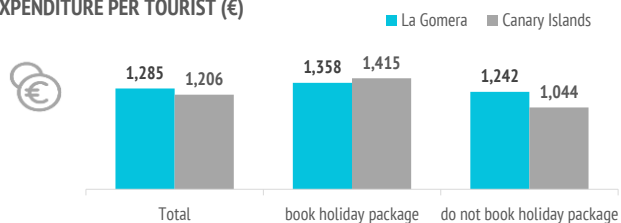


| | La Gomera | Canary Islands |
|---|----------------|-------------------|
| TOURISTS | | |
| Tourist arrivals (FRONTUR) | 49,039 | 6,697,165 |
| Tourist arrivals > 15 years old (EGT) | 24,652 | 5,827,892 |
| - book holiday package | 9,027 | 2,549,012 |
| - do not book holiday package | 15,625 | 3,278,880 |
| - % tourists who book holiday packag | 36.6% | 43.7% |
| Share of total tourist | 0.7% | 100% |
| OTHER INDICATORS | | |
| Guests in accommodation | 94,852 | 6,295,130 |
| - International and Spanish Mainland | 42,667 | 5,081,209 |
| - Canary Islands residents | 52,185 | 1,213,921 |
| Bednights | 460,542 | 40,204,828 |
| - International and Spanish Mainland | 291,993 | 36,146,383 |
| - Canary Islands residents | 168,549 | 4,058,445 |
| Excursionists | 133,915 | -- |
| Expenditure per tourist (€) | | |
| Expenditure per tourist (€) | 1,285 | 1,206 |
| - book holiday package | 1,358 | 1,415 |
| - holiday package | 1,083 | 1,135 |
| - others | 275 | 280 |
| - do not book holiday package | 1,242 | 1,044 |
| - flight | 306 | 248 |
| - accommodation | 360 | 369 |
| - others | 577 | 427 |
| Average length of stay | 12.31 | 9.54 |
| - book holiday package | 9.73 | 8.59 |
| - do not book holiday package | 13.80 | 10.28 |
| Average daily expenditure (€) | 125.4 | 144.0 |
| - book holiday package | 154.9 | 172.8 |
| - do not book holiday package | 108.4 | 121.6 |
| Total turnover (> 15 years old) (€m) | 32 | 7,028 |
| - book holiday package | 12 | 3,606 |
| - do not book holiday package | 19 | 3,422 |

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice



| | La Gomera | Canary Islands |
|----------------------|-----------|----------------|
| Climate | 75.8% | 76.0% |
| Landscapes | 68.9% | 39.1% |
| Tranquility | 58.3% | 48.5% |
| Hiking trail network | 52.4% | 12.1% |
| Sea | 51.9% | 52.0% |
| Environment | 51.3% | 34.7% |
| Safety | 37.5% | 49.0% |
| European belonging | 34.5% | 40.2% |
| Authenticity | 33.0% | 24.4% |
| Accommodation supply | 30.8% | 37.8% |
| Beaches | 29.4% | 44.6% |
| Effortless trip | 28.7% | 34.9% |
| Gastronomy | 26.8% | 27.9% |
| Price | 19.5% | 32.4% |
| Exoticism | 14.1% | 14.5% |
| Fun possibilities | 9.1% | 22.4% |
| Historical heritage | 8.6% | 9.1% |
| Culture | 5.9% | 8.7% |
| Nightlife | 2.6% | 8.4% |
| Shopping | 2.3% | 8.8% |

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 | 32.6% | 50.7% |
| Enjoy family time | 13.8% | 14.0% |
| Have fun | 1.6% | 7.3% |
| Explore the destination | 44.2% | 23.3% |
| Practice their hobbies | 5.3% | 2.6% |
| Other reasons | 2.5% | 2.1% |

EXPLORE THE DESTINATION



How far in advance do they book their trip?



| | La Gomera | Canary Islands |
|------------------------|-----------|----------------|
| The same day | 0.2% | 1.0% |
| Between 1 and 30 days | 34.5% | 42.5% |
| Between 1 and 2 months | 29.0% | 26.7% |
| Between 3 and 6 months | 22.3% | 18.7% |
| More than 6 months | 14.0% | 11.1% |

PROFILE OF TOURIST VISITING LA GOMERA 2021

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

| | La Gomera | Canary Islands |
|---------------------------------------|-----------|----------------|
| Previous visits to the Canary Islands | 45.5% | 45.7% |
| Friends or relatives | 32.6% | 30.9% |
| Internet or social media | 59.9% | 53.5% |
| Mass Media | 5.8% | 2.3% |
| Travel guides and magazines | 20.3% | 7.0% |
| Travel Blogs or Forums | 10.2% | 8.4% |
| Travel TV Channels | 0.8% | 0.5% |
| Tour Operator or Travel Agency | 19.1% | 19.4% |
| Public administrations or similar | 0.8% | 1.9% |
| Others | 3.1% | 2.9% |

* Multi-choise question

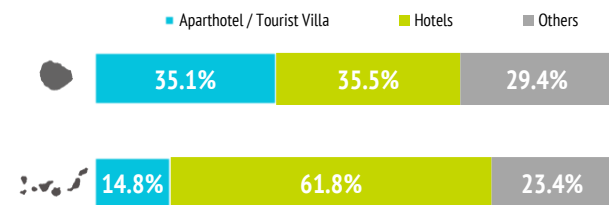
With whom did they book their flight and accommodation?

| | La Gomera | Canary Islands |
|-----------------------------------|-----------|----------------|
| Flight | | |
| - Directly with the airline | 53.9% | 52.8% |
| - Tour Operator or Travel Agency | 46.1% | 47.2% |
| Accommodation | | |
| - Directly with the accommodation | 44.7% | 39.9% |
| - Tour Operator or Travel Agency | 55.3% | 60.1% |

Where do they stay?

| | La Gomera | Canary Islands |
|--------------------------------------|-----------|----------------|
| 1-2-3* Hotel | 10.0% | 11.5% |
| 4* Hotel | 25.4% | 39.4% |
| 5* Hotel / 5* Luxury Hotel | 0.0% | 10.9% |
| Aparthotel / Tourist Villa | 35.1% | 14.8% |
| House/room rented in a private dwell | 12.0% | 6.9% |
| Private accommodation (1) | 9.0% | 9.9% |
| Others (Cottage, cruise, camping,..) | 8.5% | 6.6% |

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



What do they book?

| | La Gomera | Canary Islands |
|-------------------|-----------|----------------|
| Room only | 49.4% | 28.1% |
| Bed and Breakfast | 23.4% | 15.3% |
| Half board | 18.7% | 19.5% |
| Full board | 3.3% | 3.2% |
| All inclusive | 5.2% | 33.8% |

49.4% of tourists book room only.
(Canary Islands: 28.1%)

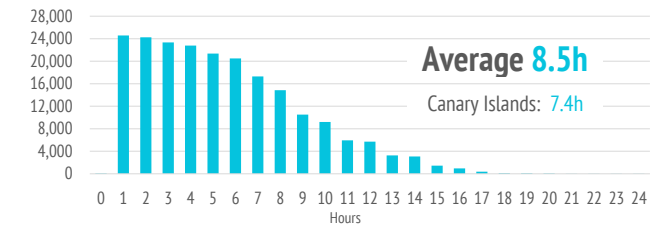
Other expenses

| | La Gomera | Canary Islands |
|-----------------------------------|-----------|----------------|
| Restaurants or cafes | 79.1% | 66.9% |
| Supermarkets | 74.3% | 55.6% |
| Car rental | 56.9% | 37.3% |
| Organized excursions | 26.4% | 23.7% |
| Taxi, transfer, chauffeur service | 52.1% | 46.0% |
| Theme Parks | 3.6% | 8.6% |
| Sport activities | 6.6% | 9.3% |
| Museums | 5.0% | 4.7% |
| Flights between islands | 49.2% | 6.3% |

Activities in the Canary Islands

| Outdoor time per day | La Gomera | Canary Islands |
|----------------------|-----------|----------------|
| 0 hours | 0.3% | 2.4% |
| 1 - 2 hours | 5.0% | 10.0% |
| 3 - 6 hours | 24.5% | 30.1% |
| 7 - 12 hours | 56.9% | 47.1% |
| More than 12 hours | 13.2% | 10.5% |

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



| Activities in the Canary Islands | La Gomera | Canary Islands |
|--|-----------|----------------|
| Walk, wander | 83.2% | 72.2% |
| Explore the island on their own | 75.4% | 52.5% |
| Beach | 70.0% | 75.1% |
| Hiking | 65.6% | 22.5% |
| Swim | 45.6% | 38.8% |
| Taste Canarian gastronomy | 39.7% | 30.2% |
| Swimming pool, hotel facilities | 33.1% | 57.5% |
| Sea excursions / whale watching | 25.6% | 13.5% |
| Other Nature Activities | 20.6% | 9.5% |
| Astronomical observation | 15.8% | 4.2% |
| Museums / exhibitions | 13.9% | 10.7% |
| Organized excursions | 10.1% | 16.0% |
| Practice other sports | 8.9% | 5.9% |
| Wineries / markets / popular festivals | 6.8% | 10.0% |
| Running | 6.3% | 7.6% |
| Nightlife / concerts / shows | 5.8% | 12.3% |
| Beauty and health treatments | 4.2% | 5.6% |
| Scuba Diving | 3.5% | 4.2% |
| Golf | 2.9% | 2.3% |
| Cycling / Mountain bike | 2.8% | 4.2% |
| Theme parks | 2.8% | 12.2% |
| Surf | 1.3% | 4.8% |
| Windsurf / Kitesurf | 0.5% | 1.5% |

* Multi-choise question

LA GOMERA **CANARY ISLANDS**
HIKING **65.6%** **22.5%**



PROFILE OF TOURIST VISITING LA GOMERA 2021

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

| Overnight staying | % | Absolute |
|-------------------|------|----------|
| Tenerife | 19% | 4,968 |
| El Hierro | 3.7% | 950 |
| La Palma | 2.5% | 641 |
| Gran Canaria | 1.7% | 435 |
| Lanzarote | 1.3% | 332 |
| Fuerteventura | 1.1% | 287 |

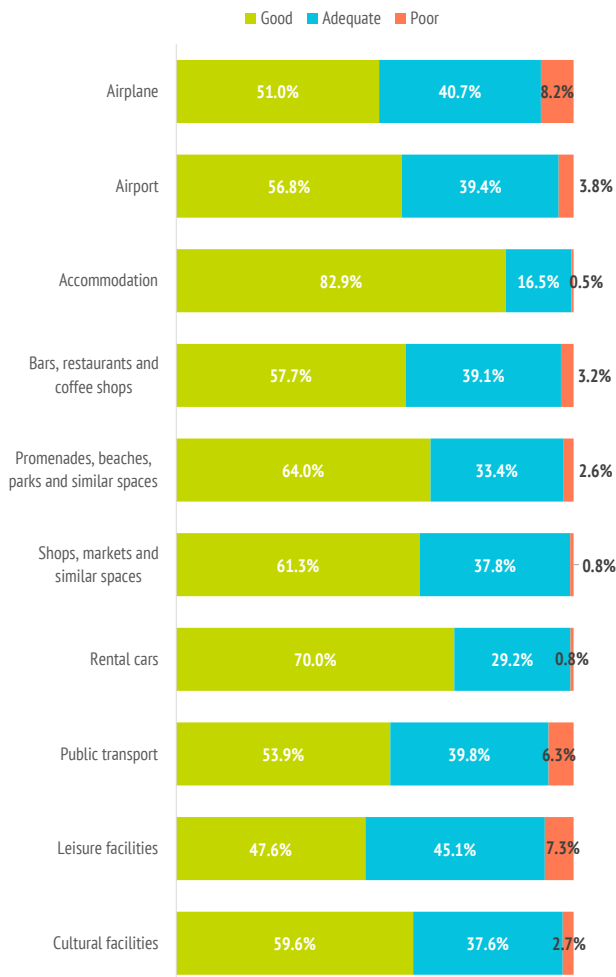
| Day trips (without overnight) | % | Absolute |
|-------------------------------|-------|----------|
| Tenerife | 43.5% | 11,144 |
| La Palma | 0.4% | 110 |
| Fuerteventura | 0.1% | 36 |
| La Gomera | 0.1% | 27 |
| Lanzarote | 0.1% | 15 |

Health safety

| Planning the trip: Importance | La Gomera | Canary Islands |
|-------------------------------|-----------|----------------|
| Average rating (scale 0-10) | 7.38 | 7.99 |

| During the stay: Rate | La Gomera | Canary Islands |
|-----------------------------|-----------|----------------|
| Average rating (scale 0-10) | 8.39 | 8.42 |

HEALTH SAFETY MEASURES (RATE)



How many islands do they visit during their trip?

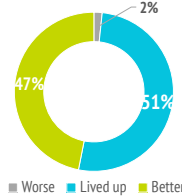
| | La Gomera | Canary Islands |
|-----------------------|-----------|----------------|
| One island | 34.5% | 90.9% |
| Two islands | 63.1% | 7.8% |
| Three or more islands | 2.4% | 1.3% |

How do they rate the Canary Islands?

| Satisfaction (scale 0-10) | La Gomera | Canary Islands |
|---------------------------|-----------|----------------|
| Average rating | 9.01 | 8.86 |

| Experience in the Canary Islands | La Gomera | Canary Islands |
|-------------------------------------|-----------|----------------|
| Worse or much worse than expected | 1.7% | 2.7% |
| Lived up to expectations | 51.4% | 51.4% |
| Better or much better than expected | 46.9% | 45.9% |

| Future intentions (scale 1-10) | La Gomera | Canary Islands |
|---------------------------------------|-----------|----------------|
| Return to the Canary Islands | 8.86 | 8.86 |
| Recommend visiting the Canary Islands | 9.14 | 9.10 |



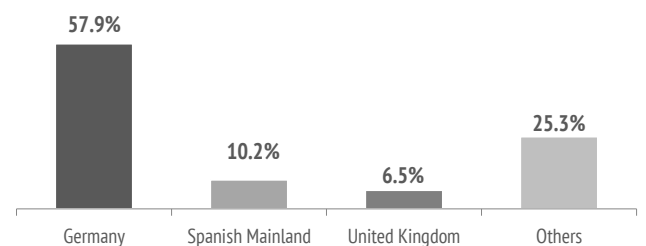
Experience in the Canary Islands

Return to the Canary Islands

Recommend visiting the Canary Islands

Where are they from?

| | % | Absolute |
|------------------|-------|----------|
| Germany | 57.9% | 14,283 |
| Spanish Mainland | 10.2% | 2,512 |
| United Kingdom | 6.5% | 1,613 |
| France | 6.4% | 1,590 |
| Denmark | 4.1% | 1,012 |
| Belgium | 3.7% | 911 |
| Netherlands | 3.2% | 790 |
| Switzerland | 2.9% | 720 |
| Poland | 1.1% | 261 |
| Austria | 0.9% | 232 |
| Finland | 0.8% | 198 |
| Italy | 0.7% | 177 |
| Others | 1.4% | 354 |



How many are loyal to the Canary Islands?



| | in La Gomera | in the Canary Islands |
|--------------------------------------|--------------|-----------------------|
| Canary Islands: Repeat tourists | 73.3% | 68.0% |
| Canary Islands: At least 10 previous | 23.0% | 18.3% |

Who do they come with?



| | La Gomera | Canary Islands |
|-------------------------------------|-----------|----------------|
| Unaccompanied | 16.4% | 13.5% |
| Only with partner | 52.3% | 48.2% |
| Only with children (< 13 years old) | 1.9% | 3.9% |
| Partner + children (< 13 years old) | 4.1% | 4.9% |
| Other relatives | 7.5% | 8.4% |
| Friends | 7.0% | 8.5% |
| Work colleagues | 0.3% | 0.8% |
| Organized trip | 1.0% | 0.2% |
| Other combinations (1) | 9.7% | 11.5% |

(1) Different situations have been isolated

| | | |
|-------------------------------|-------------|--------------|
| Tourists with children | 7.6% | 12.5% |
| - Between 0 and 2 years old | 0.3% | 1.2% |
| - Between 3 and 12 years old | 7.2% | 10.2% |
| - Between 0-2 and 3-12 years | 0.1% | 1.0% |

| | | |
|----------------------------------|--------------|--------------|
| Tourists without children | 92.4% | 87.5% |
|----------------------------------|--------------|--------------|

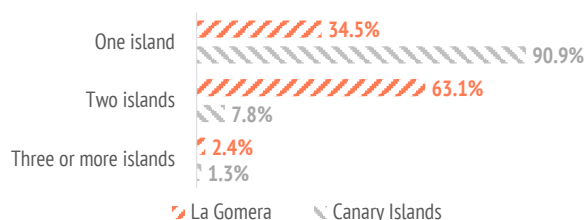
Group composition:

| | | |
|--------------------|-------|-------|
| - 1 person | 19.3% | 16.5% |
| - 2 people | 60.1% | 56.7% |
| - 3 people | 6.4% | 10.7% |
| - 4 or 5 people | 13.5% | 13.6% |
| - 6 or more people | 0.7% | 2.5% |

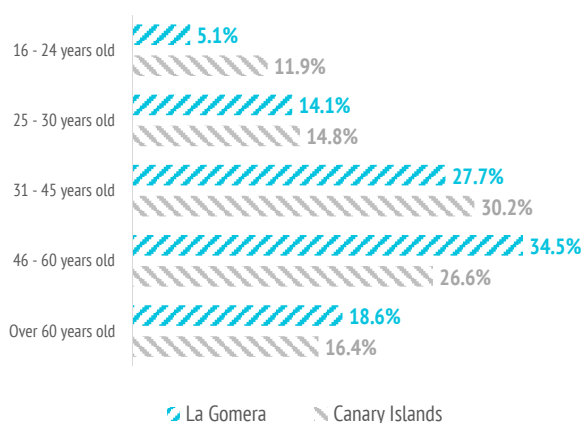
| | | |
|----------------------------|-------------|-------------|
| Average group size: | 2.22 | 2.37 |
|----------------------------|-------------|-------------|

*People who share the main expenses of the trip

% TOURISTS BY ISLANDS VISITING DURING THEIR TRIP



% TOURISTS BY AGE RANGE



Who are they?



| | La Gomera | Canary Islands |
|--------------------------------------|-----------|----------------|
| Gender | | |
| Men | 42.6% | 49.6% |
| Women | 57.4% | 50.4% |
| Age | | |
| Average age (tourist > 15 years old) | 46.5 | 43.3 |
| Standard deviation | 14.3 | 15.6 |
| Age range (> 15 years old) | | |
| 16 - 24 years old | 5.1% | 11.9% |
| 25 - 30 years old | 14.1% | 14.8% |
| 31 - 45 years old | 27.7% | 30.2% |
| 46 - 60 years old | 34.5% | 26.6% |
| Over 60 years old | 18.6% | 16.4% |
| Occupation | | |
| Salaried worker | 64.6% | 57.8% |
| Self-employed | 8.6% | 11.1% |
| Unemployed | 1.7% | 1.7% |
| Business owner | 5.7% | 10.0% |
| Student | 4.3% | 5.9% |
| Retired | 13.0% | 12.2% |
| Unpaid domestic work | 0.7% | 0.5% |
| Others | 1.3% | 0.9% |
| Annual household income level | | |
| Less than €25,000 | 11.9% | 16.1% |
| €25,000 - €49,999 | 34.2% | 37.0% |
| €50,000 - €74,999 | 27.5% | 23.4% |
| More than €74,999 | 26.4% | 23.5% |
| Education level | | |
| No studies | 0.1% | 2.2% |
| Primary education | 1.2% | 2.2% |
| Secondary education | 13.6% | 18.8% |
| Higher education | 85.1% | 76.9% |



Pictures: Freepik.com