

# Tourist profile by municipality

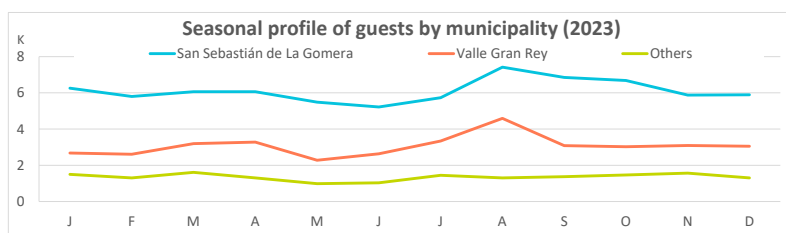
## La Gomera (2023)



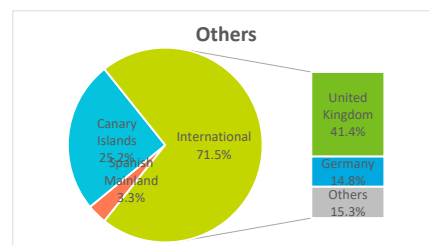
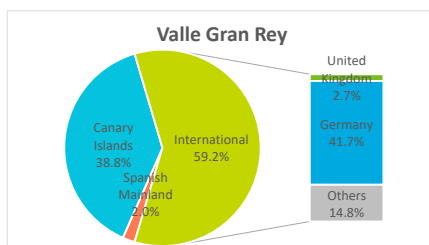
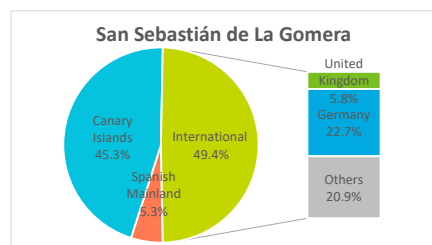
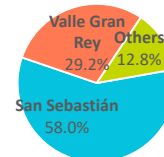
### GUESTS IN ACCOMMODATION

| Place of residence: | Municipality of stay       |                |               |                | Accommodation type |               |
|---------------------|----------------------------|----------------|---------------|----------------|--------------------|---------------|
|                     | San Sebastián de La Gomera | Valle Gran Rey | Others        | La Gomera      | Hotel              | Apartment     |
| International       | 36,222                     | 21,810         | 11,569        | <b>69,601</b>  | 45,748             | 23,853        |
| - United Kingdom    | 4,251                      | 998            | 6,701         | 11,950         | 4,828              | 7,122         |
| - Germany           | 16,638                     | 15,369         | 2,389         | 34,396         | 23,408             | 10,988        |
| Spanish Mainland    | 3,866                      | 750            | 536           | <b>5,152</b>   | 3,895              | 1,257         |
| Canary Islands      | 33,266                     | 14,309         | 4,080         | <b>51,655</b>  | 35,936             | 15,719        |
| <b>Total</b>        | <b>73,354</b>              | <b>36,869</b>  | <b>16,185</b> | <b>126,408</b> | <b>85,579</b>      | <b>40,829</b> |

| Place of residence: | Municipality of stay       |                |             |              | Accommodation type |             |
|---------------------|----------------------------|----------------|-------------|--------------|--------------------|-------------|
|                     | San Sebastián de La Gomera | Valle Gran Rey | Others      | La Gomera    | Hotel              | Apartment   |
| International       | 49.4%                      | 59.2%          | 71.5%       | <b>55.1%</b> | 53.5%              | 58.4%       |
| - United Kingdom    | 5.8%                       | 2.7%           | 41.4%       | 9.5%         | 5.6%               | 17.4%       |
| - Germany           | 22.7%                      | 41.7%          | 14.8%       | 27.2%        | 27.4%              | 26.9%       |
| Spanish Mainland    | 5.3%                       | 2.0%           | 3.3%        | <b>4.1%</b>  | 4.6%               | 3.1%        |
| Canary Islands      | 45.3%                      | 38.8%          | 25.2%       | <b>40.9%</b> | 42.0%              | 38.5%       |
| <b>Total</b>        | <b>100%</b>                | <b>100%</b>    | <b>100%</b> | <b>100%</b>  | <b>100%</b>        | <b>100%</b> |



Share of guests by municipality (2023)



### Other indicators

|                                           | Municipality of stay       |                |                |                | Accommodation type |                |
|-------------------------------------------|----------------------------|----------------|----------------|----------------|--------------------|----------------|
|                                           | San Sebastián de La Gomera | Valle Gran Rey | Others         | La Gomera      | Hotel              | Apartment      |
| <b>Bednights</b>                          |                            |                |                |                |                    |                |
| International                             | 216,489                    | 225,960        | 109,369        | <b>551,818</b> | 299,754            | 252,064        |
| - United Kingdom                          | 27,043                     | 6,628          | 78,310         | <b>111,981</b> | 31,010             | 80,971         |
| - Germany                                 | 107,704                    | 182,454        | 18,041         | <b>308,199</b> | 173,315            | 134,884        |
| Spanish Mainland                          | 13,514                     | 2,509          | 1,901          | <b>17,924</b>  | 13,604             | 4,320          |
| Canary Islands                            | 95,762                     | 61,516         | 14,809         | <b>172,087</b> | 94,832             | 77,255         |
| <b>Total</b>                              | <b>325,765</b>             | <b>289,985</b> | <b>126,079</b> | <b>741,829</b> | <b>408,190</b>     | <b>333,639</b> |
| <b>Length of stay</b>                     |                            |                |                |                |                    |                |
| International                             | 6.0                        | 10.4           | --             | <b>7.9</b>     | 6.6                | 10.6           |
| - United Kingdom                          | 6.4                        | 6.6            | --             | <b>9.4</b>     | 6.4                | 11.4           |
| - Germany                                 | 6.5                        | 11.9           | --             | <b>9.0</b>     | 7.4                | 12.3           |
| Spanish Mainland                          | 3.5                        | 3.3            | --             | <b>3.5</b>     | 3.5                | 3.4            |
| Canary Islands                            | 2.9                        | 4.3            | --             | <b>3.3</b>     | 2.6                | 4.9            |
| <b>Total</b>                              | <b>4.4</b>                 | <b>7.9</b>     | --             | <b>5.9</b>     | --                 | --             |
| <b>ADR (€)</b>                            | 108.1                      | 71.6           | --             | <b>87.2</b>    | 106.2              | 62.2           |
| <b>RevPar (€)</b>                         | 73.7                       | 46.1           | --             | <b>58.0</b>    | 78.5               | 36.5           |
| <b>Total revenue (€ million)</b>          | 19.4                       | 11.3           | --             | <b>34.2</b>    | 23.6               | 10.5           |
| <b>Bed-space occupancy rate (%)</b>       | 61.6                       | 52.0           | --             | <b>57.0</b>    | 67.7               | 47.7           |
| <b>Occupancy rate per room/apart. (%)</b> | 68.2                       | 64.4           | --             | <b>66.5</b>    | 74.0               | 58.8           |
| <b>Tourist population <sup>(1)</sup></b>  | 893                        | 794            | 345            | <b>2,032</b>   | --                 | --             |
| <b>Employment</b>                         | 346                        | 189            | 129            | <b>664</b>     | 417                | 247            |

<sup>(1)</sup> Equivalent tourist population is obtained by dividing the total number of bednights during the reference period by 365 days (366 in case of leap year).

Note 1: guests checking in as new arrivals. Note 2: Occupancy rate could be above 100% because of extra beds.

Sources: Encuestas de alojamiento turístico hotelero y extrahotelero (ISTAC).