

Profile of tourist visiting El Hierro

2015



How many they are and how much do they spend?



	El Hierro	Canary Islands
Tourist arrivals (> 16 years old)	11,553	12,310,044
Average daily expenditure (€)	116.87	133.60
. in their place of residence	73.62	95.33
. in the Canary Islands	43.25	38.27
Average lenght of stay	10.36	9.46
Turnover per tourist (€)	1,125	1,125
Total turnover (> 16 years old) (€m)	13.7	13,854
Share of total turnover	0.1%	100%
Share of total tourist	0.1%	100%
Expenditure in the Canary Islands per tourist and trip (€)		
Accommodation ^(*) :	73.26	44.10
- Accommodation	66.54	37.76
- Additional accommodation expenses	6.72	6.33
Transport:	68.62	27.41
- Public transport	11.71	4.99
- Taxi	5.56	7.42
- Car rental	51.35	14.99
Food and drink:	162.69	153.13
- Food purchases at supermarkets	91.67	68.64
- Restaurants	71.02	84.49
Souvenirs:	30.69	55.15
Leisure:	56.33	36.28
- Organized excursions	11.18	14.63
- Leisure, amusement	4.60	5.23
- Trip to other islands	2.62	1.51
- Sporting activities	32.25	5.38
- Cultural activities	5.46	2.18
- Discos and disco-pubs	0.23	7.34
Others:	25.62	15.71
- Wellness	0.00	2.97
- Medical expenses	0.00	1.46
- Other expenses	25.62	11.28

How far in advance do they book their trip?



	El Hierro	Canary Islands
The same day they leave	0.0%	0.6%
Between 2 and 7 days	4.3%	7.3%
Between 8 and 15 days	6.8%	8.9%
Between 16 and 30 days	15.9%	15.4%
Between 31 and 90 days	41.8%	33.9%
More than 90 days	31.2%	33.8%

What do they book at their place of residence?



	El Hierro	Canary Islands
Flight only	32.8%	11.1%
Flight and accommodation (room only)	50.8%	25.5%
Flight and accommodation (B&B)	4.5%	7.6%
Flight and accommodation (half board)	0.0%	18.3%
Flight and accommodation (full board)	1.2%	4.4%
Flight and accommodation (all inclusive)	10.6%	33.2%
% Tourists using low-cost airlines	55.6%	47.1%
Other expenses in their place of residence:		
- Car rental	32.4%	11.5%
- Sporting activities	12.9%	5.4%
- Excursions	10.8%	5.7%
- Combined trip to other islands	16.1%	2.0%

(*) Bear in mind that 67% of the tourists visiting El Hierro pay the accommodation before travelling.

How do they book?

Accommodation booking	El Hierro	Canary Islands
Tour Operator	5.6%	42.8%
- Tour Operator's website	100.0%	78.8%
Accommodation	48.9%	14.0%
- Accommodation's website	75.5%	81.9%
Travel agency (High street)	10.8%	19.8%
Online Travel Agency (OTA)	13.5%	15.4%
No need to book accommodation	21.2%	8.0%

Flight booking	El Hierro	Canary Islands
Tour Operator	9.1%	45.5%
- Tour Operator's website	42.6%	77.7%
Airline	64.0%	24.9%
- Airline's website	100.0%	96.2%
Travel agency (High street)	10.0%	18.6%
Online Travel Agency (OTA)	16.9%	11.0%

Where do they stay?



	El Hierro	Canary Islands
5* Hotel	0.0%	6.8%
4* Hotel	9.9%	37.7%
1-2-3* Hotel	2.3%	15.0%
Apartment	65.1%	30.3%
Property (privately-owned, friends, family)	17.8%	7.0%
Others	5.0%	3.2%

How are they?



Gender	El Hierro	Canary Islands
Percentage of men	53.4%	49.8%
Percentage of women	46.6%	50.2%
Age		
Average age (tourists > 16 years old)	41.1	44.5
Standard deviation	10.3	14.9
Age range	0.0	0.0
16-24 years old	0.0%	8.8%
25-30 years old	17.3%	13.1%
31-45 years old	46.5%	32.8%
46-60 years old	28.7%	28.4%
Over 60 years old	7.4%	17.0%
Occupation		
Business owner or self-employed	14.9%	23.7%
Upper/Middle management employee	61.7%	37.1%
Auxiliary level employee	10.0%	16.6%
Students	3.1%	5.6%
Retired	6.8%	14.5%
Unemployed / unpaid dom. work	3.6%	2.5%
Annual household income level		
€12,000 - €24,000	27.3%	18.3%
€24,001 - €36,000	9.2%	18.9%
€36,001 - €48,000	18.7%	16.9%
€48,001 - €60,000	4.0%	14.6%
€60,001 - €72,000	5.1%	9.2%
€72,001 - €84,000	9.2%	6.1%
More than €84,000	26.4%	16.0%

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Tourist per year

Tourists (> 16 years old)	El Hierro	Canary Islands
2011	9,545	10,960,604
2012	5,454	10,701,588
2013	8,993	11,150,021
2014	9,417	11,951,495
2015	11,553	12,310,044

Year on year growth (%)	El Hierro	Canary Islands
2011	--	--
2012	-42.9%	-2.4%
2013	64.9%	4.2%
2014	4.7%	7.2%
2015	22.7%	3.0%

Who do they come with?



	El Hierro	Canary Islands
Unaccompanied	28.9%	9.8%
Only with partner	56.1%	48.0%
Only with children (under the age of 13)	4.6%	1.4%
Partner + children (under the age of 13)	0.0%	11.8%
Other relatives	6.3%	6.4%
Friends	1.2%	6.1%
Work colleagues	0.0%	0.4%

How do they value the destination?



Impression of their stay	El Hierro	Canary Islands
Good or very good (% tourists)	96.2%	93.3%
Average rating (scale 1-10)	8.89	8.84

How many are loyal to the destination?

Percentage of repeat tourists	El Hierro	Canary Islands
Repeat tourists of the island	33.1%	76.4%
-more than 10 visits to the island	2.6%	16.7%

Where are they from?



Ten main source markets	Share	Absolute
Spain	45.3%	5,230
Germany	32.3%	3,726
France	7.9%	917
Ireland	4.6%	527
Belgium	4.4%	507
Netherlands	4.2%	480
Austria	0.9%	101
Italy	0.6%	64
Denmark	0.0%	0
Finland	0.0%	0

* Multi-choice question

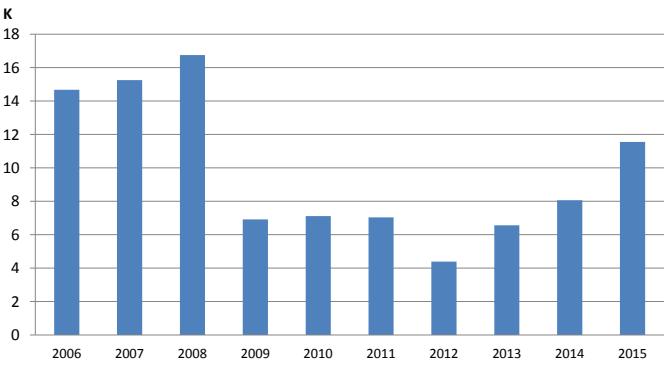
What did motivate them to come?



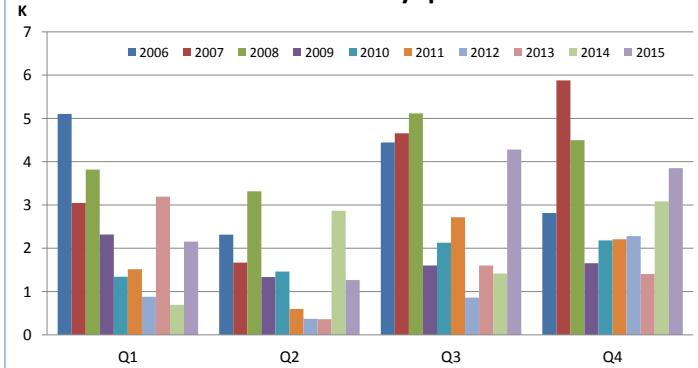
Aspects motivating the choice	El Hierro	Canary Islands
Previous visits to the Canary Islands	53.8%	64.1%
Recommendation by friends or relatives	40.8%	34.7%
The Canary Islands television channel	0.0%	0.4%
Other television or radio channels	3.1%	0.7%
Information in the press/magazines/books	6.9%	3.7%
Attendance at a tourism fair	1.2%	0.5%
Tour Operator's brochure or catalogue	2.3%	8.2%
Recommendation by Travel Agency	0.0%	9.5%
Information obtained via the Internet	29.6%	25.6%
Senior Tourism programme	0.0%	0.3%
Others	14.4%	6.7%

* Multi-choice question

Tourist arrivals



Tourist arrivals by quarter



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.