

Profile of tourist visiting El Hierro

2017



How many are they and how much do they spend?



	El Hierro	Canary Islands
Tourist arrivals (FRONTUR)	n.d.	15,975,507
Tourist arrivals (<u>> 16 years old</u>)	13,712	13,852,616
Average daily expenditure (€)	122.12	140.18
. in their place of residence	78.25	101.15
. in the Canary Islands	43.88	39.03
Average length of stay	11.73	9.17
Turnover per tourist (€)	1,045	1,155
Total turnover (<u>> 16 years old</u>) (€m)	14.3	15,999
Share of total tourist	0.1%	100%
Share of total turnover	0.1%	100%
<u>% tourists who pay in the Canary Islands:</u>		
Accommodation:		
- Accommodation	21.7%	13.5%
- Additional accommodation expenses	3.4%	6.3%
Transport:		
- Public transport	13.1%	14.5%
- Taxi	11.9%	21.2%
- Car rental	46.5%	19.4%
Food and drink:		
- Food purchases at supermarkets	72.7%	55.0%
- Restaurants	75.7%	57.3%
Souvenirs:	39.7%	53.3%
Leisure:		
- Organized excursions	7.2%	17.7%
- Leisure, amusement	2.5%	8.4%
- Trip to other islands	1.4%	2.3%
- Sporting activities	29.2%	6.1%
- Cultural activities	8.1%	4.4%
- Discos and disco-pubs	3.7%	6.1%
Others:		
- Wellness	0.0%	4.9%
- Medical expenses	0.0%	4.0%
- Other expenses	16.8%	9.6%



+52%
TOURISTS*
13,712



-15%
TRAVEL EXPENSES
€1,045



+28%
TURNOVER
€14 MILL

What do they book at their place of residence?



	El Hierro	Canary Islands
Flight only	34.9%	9.3%
Flight and accommodation (room only)	47.2%	26.9%
Flight and accommodation (B&B)	6.3%	8.3%
Flight and accommodation (half board)	8.3%	19.3%
Flight and accommodation (full board)	1.7%	4.4%
Flight and accommodation (all inclusive)	1.6%	31.9%
<u>% Tourists using low-cost airlines</u>	36.2%	50.8%
<u>Other expenses in their place of residence:</u>		
- Car rental	26.4%	12.6%
- Sporting activities	11.8%	5.1%
- Excursions	13.4%	6.2%
- Trip to other islands	10.5%	1.5%

* Tourists over 16 years old.

How do they book?



	El Hierro	Canary Islands
Tour Operator	14.1%	42.4%
- Tour Operator's website	66.2%	80.6%
Accommodation	29.8%	14.6%
- Accommodation's website	74.5%	84.0%
Travel agency (High street)	7.3%	19.3%
Online Travel Agency (OTA)	21.0%	17.3%
No need to book accommodation	27.9%	6.4%

Flight booking

	El Hierro	Canary Islands
Tour Operator	20.2%	44.8%
- Tour Operator's website	100.0%	78.6%
Airline	49.1%	25.8%
- Airline's website	94.6%	97.3%
Travel agency (High street)	12.1%	18.0%
Online Travel Agency (OTA)	18.6%	11.4%

How far in advance do they book their trip?



	El Hierro	Canary Islands
The same day they leave	0.0%	0.5%
Between 2 and 7 days	6.2%	5.9%
Between 8 and 15 days	11.3%	7.4%
Between 16 and 30 days	13.4%	13.4%
Between 31 and 90 days	37.8%	34.6%
More than 90 days	31.3%	38.3%

Who are they?



	El Hierro	Canary Islands
Gender		
Men	49.5%	48.1%
Women	50.5%	51.9%
Age		
Average age (tourists > 16 years old)	45.1	46.9
Standard deviation	14.3	15.5
<u>Age range (> 16 years old)</u>		
16-24 years old	2.8%	8.4%
25-30 years old	12.9%	10.2%
31-45 years old	33.1%	27.9%
46-60 years old	38.9%	31.7%
Over 60 years old	12.4%	21.8%
Occupation		
Business owner or self-employed	13.1%	23.8%
Upper/Middle management employee	54.0%	35.2%
Auxiliary level employee	17.2%	15.3%
Students	2.1%	5.0%
Retired	8.0%	18.6%
Unemployed / unpaid dom. work	5.7%	2.1%
Annual household income level		
€12,000 - €24,000	21.9%	17.9%
€24,001 - €36,000	19.8%	19.3%
€36,001 - €48,000	19.5%	16.1%
€48,001 - €60,000	21.0%	15.1%
€60,001 - €72,000	1.9%	9.3%
€72,001 - €84,000	0.8%	6.3%
More than €84,000	15.2%	16.0%

Profile of tourist visiting El Hierro

2017



Tourist per year

Tourists (> 16 years old)	El Hierro	Canary Islands
2013	5,773	10,425,147
2014	6,723	10,932,170
2015	8,781	11,314,639
2016	9,031	13,114,359
2017	13,712	13,852,616

Year on year growth (%)	El Hierro	Canary Islands
2013	--	--
2014	16.5%	4.9%
2015	30.6%	3.5%
2016	2.9%	15.9%
2017	51.8%	5.6%

Where do they stay?

	El Hierro	Canary Islands
5* Hotel	0.0%	6.8%
4* Hotel	7.6%	38.4%
1-2-3* Hotel	7.9%	14.4%
Apartment	56.2%	32.4%
Property (privately-owned, friends, family)	25.9%	4.8%
Others	2.5%	3.2%

Why do they choose the Canary Islands?

Aspects influencing the choice	El Hierro	Canary Islands
Climate/sun	55.5%	89.8%
Scenery	44.0%	22.9%
Tranquillity/rest/relaxation	42.6%	37.2%
Active tourism	28.7%	5.4%
Nautical activities	17.9%	2.0%
Quality of the environment	16.1%	6.5%
Visiting new places	9.3%	14.7%
Security	7.3%	9.7%
Beaches	5.6%	35.1%
Rural tourism	3.9%	1.1%
Price	3.6%	12.2%
Security against natural catastrophes	1.5%	0.7%
Culture	1.3%	2.7%
Ease of travel	0.0%	8.9%
Golf	0.0%	1.0%
Nightlife/fun	0.0%	3.8%

* Multi-choice question

Who do they come with?

	El Hierro	Canary Islands
Unaccompanied	36.0%	8.7%
Only with partner	44.1%	46.8%
Only with children (under the age of 13)	1.2%	1.7%
Partner + children (under the age of 13)	2.1%	11.9%
Other relatives	0.8%	6.0%
Friends	2.8%	6.1%
Work colleagues	2.8%	0.3%
Other combinations ⁽¹⁾	10.2%	18.5%

* Multi-choice question (different situations have been isolated)

How do they rate the Canary Islands?

Opinion on their stay	El Hierro	Canary Islands
Good or very good (% tourists)	100.0%	94.0%
Average rating (scale 1-10)	9.33	8.92

How many are loyal to the Canary Islands?

Repeat tourists (previous visits)	El Hierro	Canary Islands
At least 1 visit to the island	43.8%	77.3%
At least 10 visits to the island	4.3%	16.9%
At least 1 visit to the Canary Islands	78.2%	77.3%
At least 10 visits to the Canary Islands	17.8%	16.9%

Where are they from?

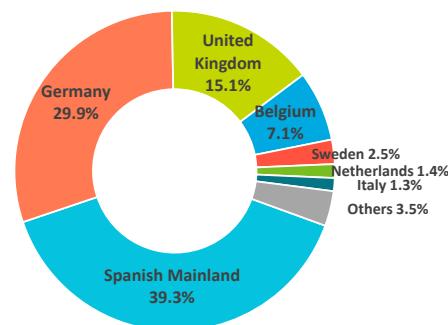
Tourists (> 16 years old)	%	Absolute
Spanish Mainland	39.3%	5,385
Germany	29.9%	4,099
United Kingdom	15.1%	2,064
Belgium	7.1%	972
Sweden	2.5%	338
Netherlands	1.4%	191
Italy	1.3%	180
Others	3.5%	484

What did motivate them to come?

Prescription sources	El Hierro	Canary Islands
Previous visits to the Canary Islands	57.8%	64.9%
Recommendation by friends/relatives	30.3%	35.0%
The Canary Islands television channel	0.0%	0.4%
Other television or radio channels	0.0%	1.0%
Information in press/magazines/books	7.2%	3.8%
Attendance at a tourism fair	2.8%	0.5%
Tour Operator's brochure or catalogue	1.7%	7.2%
Recommendation by Travel Agency	0.0%	9.3%
Information obtained via the Internet	19.2%	25.5%
Senior Tourism programme	0.0%	0.2%
Others	18.6%	5.9%

* Multi-choice question

Share of tourists > 16 years old by source markets



Source: Encuesta sobre el Gasto Turístico (ISTAC). (1) Combination of some groups previously analyzed.

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