

# PROFILE OF TOURIST VISITING EL HIERRO

2018

Canary Islands  
LATITUDE OF LIFE

## How many are they and how much do they spend?

	El Hierro	Canary Islands
<b>TOURISTS</b>		
<b>Tourist arrivals (FRONTUR)</b>	--	<b>15,559,787</b>
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	<b>5,517</b>	<b>13,485,651</b>
- book holiday package	812	7,848,516
- do not book holiday package	4,705	5,637,135
- % tourists who book holiday package	14.7%	58.2%
Share of total tourist	0.0%	100%
<b>OTHER INDICATORS</b>		
<b>Guests in accommodation</b>	<b>20,342</b>	<b>14,179,044</b>
- International and Spanish Mainland	7,650	12,692,986
- Canary Islands residents	12,692	1,486,058
<b>Bednights</b>	<b>83,793</b>	<b>106,913,884</b>
- International and Spanish Mainland	36,281	101,378,274
- Canary Islands residents	47,512	5,535,610
<b>Expenditure per tourist (€)</b>		
	<b>1,081</b>	<b>1,196</b>
- book holiday package	1,148	1,309
- holiday package	904	1,064
- others	244	246
- do not book holiday package	1,070	1,037
- flight	348	288
- accommodation	266	350
- others	456	399
<b>Average lenght of stay</b>	<b>13.30</b>	<b>9.32</b>
- book holiday package	7.31	8.66
- do not book holiday package	14.33	10.23
<b>Average daily expenditure (€)</b>	<b>111.4</b>	<b>143.6</b>
- book holiday package	192.3	159.8
- do not book holiday package	97.5	121.0
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>6.0</b>	<b>16,124</b>
- book holiday package	0.9	10,277
- do not book holiday package	5.0	5,848

## AVERAGE LENGTH OF STAY (nights)



## EXPENDITURE PER TOURIST (€)



## Importance of each factor in the destination choice

	El Hierro	Canary Islands
Landscapes	78.0%	31.6%
Tranquility	70.2%	46.2%
Environment	64.8%	30.6%
Sea	64.0%	43.3%
Climate	58.2%	78.1%
Authenticity	43.7%	19.1%
Hiking trail network	28.9%	9.0%
Effortless trip	28.6%	34.8%
Safety	27.9%	51.4%
European belonging	27.3%	35.8%
Exoticism	18.6%	10.5%
Gastronomy	14.6%	22.6%
Beaches	11.7%	37.1%
Historical heritage	9.9%	7.1%
Price	9.4%	36.5%
Culture	6.1%	7.3%
Fun possibilities	2.8%	20.7%
Accommodation supply	1.5%	41.7%
Shopping	0.8%	9.6%
Nightlife	0.0%	7.5%

*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 LANDSCAPES



## What is the main motivation for their holidays?

	El Hierro	Canary Islands
Rest	22.0%	55.1%
Enjoy family time	10.9%	14.7%
Have fun	5.1%	7.8%
Explore the destination	39.0%	18.5%
Practice their hobbies	18.6%	1.8%
Other reasons	4.4%	2.1%

## EXPLORE THE DESTINATION



## How far in advance do they book their trip?

	El Hierro	Canary Islands
The same day	0.0%	0.7%
Between 1 and 30 days	13.7%	23.2%
Between 1 and 2 months	36.2%	23.0%
Between 3 and 6 months	39.3%	32.4%
More than 6 months	10.7%	20.7%

Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports.

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

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

	El Hierro	Canary Islands
Previous visits to the Canary Islands	49.5%	50.9%
Friends or relatives	40.3%	27.8%
Internet or social media	70.7%	56.1%
Mass Media	0.0%	1.7%
Travel guides and magazines	25.1%	9.5%
Travel Blogs or Forums	8.2%	5.4%
Travel TV Channels	0.0%	0.7%
Tour Operator or Travel Agency	7.3%	24.7%
Public administrations or similar	0.0%	0.4%
Others	12.7%	2.3%

\* Multi-choice question

With whom did they book their flight and accommodation? 

	El Hierro	Canary Islands
<b>Flight</b>		
- Directly with the airline	73.7%	39.5%
- Tour Operator or Travel Agency	26.3%	60.5%
<b>Accommodation</b>		
- Directly with the accommodation	74.1%	28.8%
- Tour Operator or Travel Agency	25.9%	71.2%

Where do they stay? 

	El Hierro	Canary Islands
1-2-3* Hotel	0.0%	12.8%
4* Hotel	10.8%	37.7%
5* Hotel / 5* Luxury Hotel	0.0%	6.8%
Aparthotel / Tourist Villa	30.7%	23.6%
House/room rented in a private dwelling	27.0%	5.3%
Private accommodation (1)	13.6%	7.0%
Others (Cottage, cruise, camping,..)	17.8%	6.8%

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

 Aparthotel / Tourist Villa    Hotels    Others

 30.7%    10.8%    58.5%

 23.6%    57.3%    19.1%
What do they book? 

	El Hierro	Canary Islands
Room only	64.0%	28.8%
Bed and Breakfast	23.7%	11.7%
Half board	2.5%	22.4%
Full board	0.0%	3.0%
All inclusive	9.9%	34.1%

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64% of tourists book room only.

(Canary Islands: 28.8%)

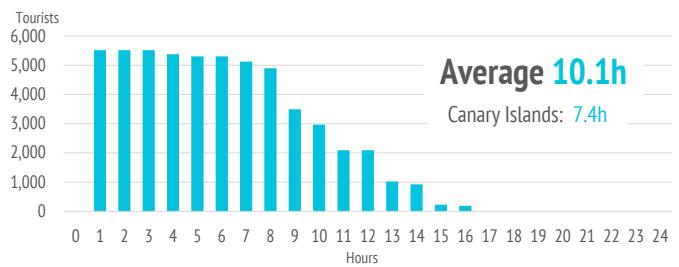
Other expenses 

	El Hierro	Canary Islands
Restaurants or cafes	81.1%	63.2%
Supermarkets	71.9%	55.9%
Car rental	55.2%	26.6%
Organized excursions	10.9%	21.8%
Taxi, transfer, chauffeur service	24.7%	51.7%
Theme Parks	0.7%	8.8%
Sport activities	10.0%	6.4%
Museums	13.0%	5.0%
Flights between islands	27.6%	4.8%

Activities in the Canary Islands 

	El Hierro	Canary Islands
Outdoor time per day		
0 hours	0.0%	2.2%
1 - 2 hours	0.0%	10.0%
3 - 6 hours	7.1%	32.6%
7 - 12 hours	74.4%	46.5%
More than 12 hours	18.5%	8.7%

## TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



	El Hierro	Canary Islands
Activities in the Canary Islands		
Walk, wander	70.2%	71.0%
Explore the island on their own	64.7%	46.5%
Nature activities	46.7%	10.0%
Beach	45.8%	68.0%
Sport activities	31.9%	14.3%
Taste Canarian gastronomy	31.3%	25.4%
Activities at sea	30.9%	9.8%
Wineries / markets / popular festivals	19.5%	12.0%
Museums / exhibitions	19.3%	9.8%
Swimming pool, hotel facilities	18.6%	58.9%
Beauty and health treatments	3.9%	5.7%
Astronomical observation	3.8%	3.4%
Theme parks	1.9%	15.5%
Organized excursions	1.5%	17.9%
Sea excursions / whale watching	1.1%	11.3%
Nightlife / concerts / shows	0.0%	15.5%

\* Multi-choice question

EL HIERRO CANARY ISLANDS

EXPLORE THE ISLAND ON THEIR OWN

64.7%

46.5%



NATURE ACTIVITIES

46.7%

10.0%



# PROFILE OF TOURIST VISITING EL HIERRO

2018



## Which islands do they visit during their trip to El Hierro?

Overnight staying	%	Absolute
El Hierro	100%	5,517
Tenerife	46.6%	2,572
Gran Canaria	13.4%	737
La Palma	5.9%	323
Lanzarote	5.1%	282
Fuerteventura	1.0%	56
Day trips (without overnight)	%	Absolute
Tenerife	16.2%	892

## Internet usage during their trip

	El Hierro	Canary Islands
<b>Research</b>		
- Tourist package	1.4%	15.4%
- Flights	10.7%	13.0%
- Accommodation	16.2%	17.7%
- Transport	4.5%	15.6%
- Restaurants	43.9%	27.0%
- Excursions	23.1%	26.3%
- Activities	51.2%	31.0%
<b>Book or purchase</b>		
- Tourist package	16.4%	38.1%
- Flights	80.5%	64.4%
- Accommodation	74.0%	54.5%
- Transport	72.5%	44.7%
- Restaurants	14.8%	10.5%
- Excursions	7.5%	11.4%
- Activities	17.8%	12.5%

\* Multi-choice question

Internet usage in the Canary Island	El Hierro	Canary Islands
<b>Did not use the Internet</b>		
	<b>6.8%</b>	<b>9.8%</b>
<b>Used the Internet</b>		
	<b>93.2%</b>	<b>90.2%</b>
- Own Internet connection	46.2%	36.5%
- Free Wifi connection	36.6%	41.1%
<b>Applications*</b>		
- Search for locations or maps	82.1%	60.7%
- Search for destination info	42.4%	44.7%
- Share pictures or trip videos	61.5%	55.6%
- Download tourist apps	11.3%	6.5%
- Others	16.2%	23.9%

\* Multi-choice question

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El 61.5% share pictures or trip videos during their stay in El Hierro

(Canary Islands: 55.6%)



## How many islands do they visit during their trip?

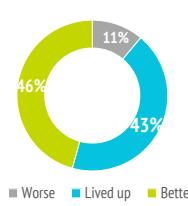
	El Hierro	Canary Islands
One island	24.1%	90.9%
Two islands	63.7%	7.7%
Three or more islands	12.2%	1.4%

## How do they rate the Canary Islands?

Satisfaction (scale 0-10)	El Hierro	Canary Islands
Average rating	8.70	8.58
<b>Experience in the Canary Islands</b>		
Worse or much worse than expected	11.1%	2.9%
Lived up to expectations	43.2%	57.4%
Better or much better than expected	45.7%	39.7%

## Future intentions (scale 1-10)

	El Hierro	Canary Islands
Return to the Canary Islands	8.94	8.60
Recommend visiting the Canary Island	9.07	8.86



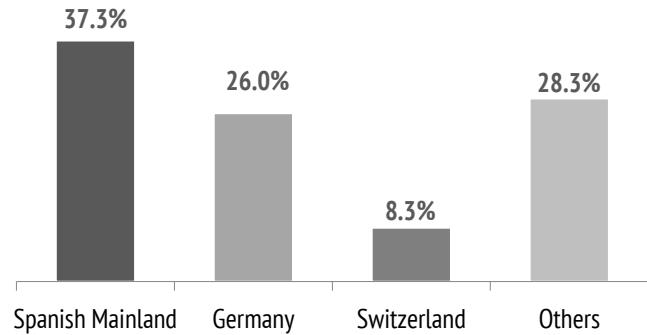
**8.94/10**



**9.07/10**

## Where are they from?

	%	Absolute
Spanish Mainland	37.3%	2,058
Germany	26.0%	1,437
Switzerland	8.3%	459
United Kingdom	7.6%	418
Italy	5.1%	282
France	4.8%	262
Sweden	3.6%	199
Austria	3.1%	172
Belgium	2.5%	139
Netherlands	1.6%	90



### How many are loyal to the Canary Islands?



### Who are they?



	in El Hierro	in the Canary Islands
El Hierro: Repeat tourists	81.5%	1.4%
El Hierro: At least 10 previous visits	8.9%	0.0%
Canary Islands: Repeat tourists	94.2%	71.0%
Canary Islands: At least 10 previous	31.3%	17.8%

### Who do they come with?



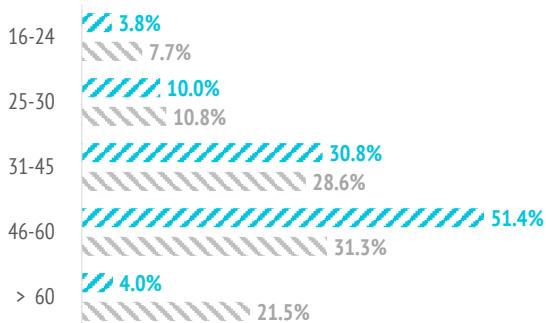
	El Hierro	Canary Islands
Unaccompanied	29.3%	8.9%
Only with partner	42.4%	47.4%
Only with children (< 13 years old)	0.0%	5.9%
Partner + children (< 13 years old)	2.5%	7.2%
Other relatives	3.4%	9.0%
Friends	9.7%	6.3%
Work colleagues	0.0%	0.5%
Organized trip	0.0%	0.2%
Other combinations (1)	12.6%	14.6%
(1) Different situations have been isolated		
<b>Tourists with children</b>	<b>3.1%</b>	<b>19.3%</b>
- Between 0 and 2 years old	0.0%	1.8%
- Between 3 and 12 years old	3.1%	15.8%
- Between 0-2 and 3-12 years	0.0%	1.6%
<b>Tourists without children</b>	<b>96.9%</b>	<b>80.7%</b>
<b>Group composition:</b>		
- 1 person	30.9%	12.4%
- 2 people	52.6%	54.1%
- 3 people	8.8%	12.6%
- 4 or 5 people	7.7%	17.1%
- 6 or more people	0.0%	3.8%
<b>Average group size:</b>	<b>1.93</b>	<b>2.58</b>



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3.1% tourists travel with children.

(Canary Islands: 19.3%)

### % TOURISTS BY AGE RANGE



El Hierro

Canary Islands

Pictures: Freepik.com



4 IN 10 TOURISTS ARE SPANISH

46 YEARS OLD AVERAGE AGE

42% ONLY WITH PARTNER

