

How many are they and how much do they spend?



	El Hierro	Canary Islands
TOURISTS		
Tourist arrivals (FRONTUR)	--	15,110,866
Tourist arrivals > 15 years old (EGT)	9,028	13,271,035
- book holiday package	1,230	7,426,022
- do not book holiday package	7,798	5,845,014
- % tourists who book holiday package	13.6%	56.0%
Share of total tourist	0.1%	100%
OTHER INDICATORS		
Guests in accommodation	23,552	13,981,985
- International and Spanish Mainland	7,158	12,266,874
- Canary Islands residents	16,394	1,715,111
Bednights	93,239	102,759,710
- International and Spanish Mainland	32,240	96,779,152
- Canary Islands residents	60,999	5,980,558
Expenditure per tourist (€)	1,249	1,136
- book holiday package	1,247	1,268
- holiday package	978	1,031
- others	269	237
- do not book holiday package	1,249	967
- flight	460	263
- accommodation	221	321
- others	569	383
Average lenght of stay	13.84	9.09
- book holiday package	7.67	8.64
- do not book holiday package	14.82	9.68
Average daily expenditure (€)	118.6	138.9
- book holiday package	172.7	155.4
- do not book holiday package	110.0	117.9
Total turnover (> 15 years old) (€m)	11.3	15,070
- book holiday package	1.5	9,416
- do not book holiday package	9.7	5,655

AVERAGE LENGTH OF STAY (nights)

■ El Hierro ■ Canary Islands



EXPENDITURE PER TOURIST (€)

■ El Hierro ■ Canary Islands



Importance of each factor in the destination choice



	El Hierro	Canary Islands
Landscapes	82.6%	33.1%
Tranquility	77.1%	47.6%
Environment	65.4%	33.2%
Sea	58.9%	44.4%
Climate	53.5%	78.4%
Authenticity	50.7%	20.3%
Hiking trail network	44.2%	9.6%
Safety	41.2%	51.9%
Effortless trip	29.3%	35.2%
European belonging	26.3%	36.1%
Gastronomy	21.3%	23.2%
Price	16.4%	37.4%
Historical heritage	13.2%	8.2%
Accommodation supply	13.0%	42.9%
Exoticism	12.1%	11.4%
Beaches	11.8%	37.7%
Fun possibilities	8.1%	21.1%
Culture	4.2%	8.0%
Nightlife	0.7%	8.0%
Shopping	0.0%	9.4%

*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



82.6%



33.1%

What is the main motivation for their holidays?



	El Hierro	Canary Islands
Rest	20.3%	55.5%
Enjoy family time	3.2%	14.4%
Have fun	0.7%	8.6%
Explore the destination	49.1%	17.8%
Practice their hobbies	21.1%	1.9%
Other reasons	5.6%	1.8%

EXPLORE THE DESTINATION



49%



18%

How far in advance do they book their trip?



	El Hierro	Canary Islands
The same day	3.3%	0.7%
Between 1 and 30 days	11.2%	23.8%
Between 1 and 2 months	24.3%	22.8%
Between 3 and 6 months	52.3%	32.7%
More than 6 months	9.0%	20.0%

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

	El Hierro	Canary Islands
Previous visits to the Canary Islands	61.0%	51.9%
Friends or relatives	41.4%	27.1%
Internet or social media	57.7%	54.7%
Mass Media	5.2%	1.6%
Travel guides and magazines	27.9%	8.4%
Travel Blogs or Forums	13.0%	5.7%
Travel TV Channels	0.0%	0.8%
Tour Operator or Travel Agency	2.4%	22.6%
Public administrations or similar	0.0%	0.4%
Others	2.2%	2.4%

* Multi-choice question

Other expenses

	El Hierro	Canary Islands
Restaurants or cafes	91.3%	59.1%
Supermarkets	79.4%	52.1%
Car rental	59.9%	26.3%
Organized excursions	7.5%	20.6%
Taxi, transfer, chauffeur service	12.5%	50.0%
Theme Parks	1.4%	7.5%
Sport activities	26.0%	5.7%
Museums	6.0%	4.6%
Flights between islands	36.6%	4.4%

With whom did they book their flight and accommodation? 

	El Hierro	Canary Islands
Flight		
- Directly with the airline	66.7%	42.9%
- Tour Operator or Travel Agency	33.3%	57.1%
Accommodation		
- Directly with the accommodation	65.2%	31.5%
- Tour Operator or Travel Agency	34.8%	68.5%

Where do they stay? 

	El Hierro	Canary Islands
1-2-3* Hotel	9.8%	11.5%
4* Hotel	8.0%	37.6%
5* Hotel / 5* Luxury Hotel	0.0%	9.0%
Aparthotel / Tourist Villa	28.2%	22.5%
House/room rented in a private dwelling	24.5%	5.9%
Private accommodation (1)	25.6%	7.2%
Others (Cottage, cruise, camping,..)	3.9%	6.3%

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

■ Aparthotel / Tourist Villa ■ Hotels ■ Others



What do they book? 

	El Hierro	Canary Islands
Room only	84.8%	27.9%
Bed and Breakfast	7.9%	12.4%
Half board	5.2%	21.2%
Full board	2.2%	3.6%
All inclusive	0.0%	34.9%



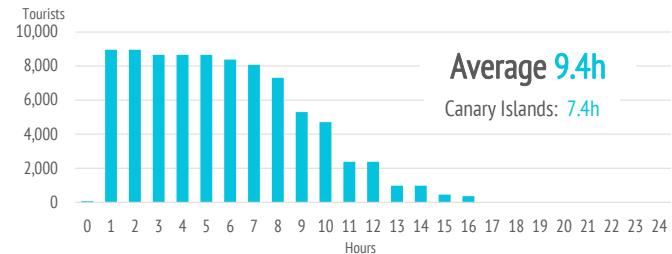
85% of tourists book room only.

(Canary Islands: 27.9%)

Activities in the Canary Islands

	El Hierro	Canary Islands
Outdoor time per day		
0 hours	0.7%	2.1%
1 - 2 hours	3.3%	9.8%
3 - 6 hours	6.6%	32.6%
7 - 12 hours	78.7%	47.1%
More than 12 hours	10.7%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands

	El Hierro	Canary Islands
Explore the island on their own	79.1%	45.2%
Walk, wander	71.6%	69.8%
Beach	54.2%	66.3%
Taste Canarian gastronomy	41.5%	24.2%
Activities at sea	39.0%	10.0%
Nature activities	38.6%	10.4%
Sport activities	31.5%	13.4%
Museums / exhibitions	21.6%	10.1%
Wineries / markets / popular festivals	20.6%	11.6%
Astronomical observation	12.1%	3.5%
Organized excursions	10.4%	16.9%
Swimming pool, hotel facilities	10.3%	58.2%
Sea excursions / whale watching	6.2%	11.1%
Nightlife / concerts / shows	2.4%	15.5%
Theme parks	0.0%	14.1%
Beauty and health treatments	0.0%	5.4%

* Multi-choice question

EL HIERRO CANARY ISLANDS

EXPLORE THE ISLAND ON THEIR OWN 79.1% 45.2%



ACTIVITIES AT SEA 39.0% 10.0%



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

Overnight staying	%	Absolute
Tenerife	19.4%	1,754
Gran Canaria	14.3%	1,292
La Palma	2.6%	231

Day trips (without overnight)	%	Absolute
Tenerife	32.7%	2,950

Internet usage during their trip

	El Hierro	Canary Islands
Research		
- Tourist package	14.7%	14.8%
- Flights	6.0%	13.0%
- Accommodation	3.1%	16.9%
- Transport	2.9%	15.7%
- Restaurants	35.1%	28.4%
- Excursions	36.1%	26.2%
- Activities	45.3%	30.1%
Book or purchase		
- Tourist package	13.5%	39.4%
- Flights	90.4%	66.7%
- Accommodation	82.2%	57.3%
- Transport	89.1%	47.6%
- Restaurants	8.3%	12.1%
- Excursions	2.7%	13.0%
- Activities	12.3%	14.7%

* Multi-choice question

Internet usage in the Canary Island	El Hierro	Canary Islands
Did not use the Internet		
	2.0%	8.3%
Used the Internet		
	98.0%	91.7%
- Own Internet connection	45.2%	37.4%
- Free Wifi connection	38.7%	39.5%
Applications*		
- Search for locations or maps	70.6%	61.7%
- Search for destination info	53.3%	44.8%
- Share pictures or trip videos	58.6%	56.0%
- Download tourist apps	10.6%	7.0%
- Others	18.7%	22.6%

* Multi-choice question

“

El 70.6% search for locations or map during their stay in El Hierro

(Canary Islands: 61.7%)



Imagen: Freepik.com

How many islands do they visit during their trip?

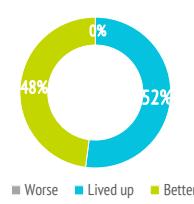
	El Hierro	Canary Islands
One island	39.7%	91.4%
Two islands	51.6%	7.2%
Three or more islands	8.7%	1.4%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	El Hierro	Canary Islands
Average rating	9.20	8.70

Experience in the Canary Islands	El Hierro	Canary Islands
Worse or much worse than expected	0.0%	2.3%
Lived up to expectations	52.1%	55.6%
Better or much better than expected	47.9%	42.1%

Future intentions (scale 1-10)	El Hierro	Canary Islands
Return to the Canary Islands	9.61	8.73
Recommend visiting the Canary Island	9.61	8.95



9.61/10

9.61/10

Experience in the Canary Islands

Return to the Canary Islands

Recommend visiting the Canary Islands

Where are they from?

	%	Absolute
Spanish Mainland	40.2%	3,626
Germany	27.5%	2,485
Netherlands	7.3%	661
Switzerland	6.7%	609
Sweden	3.4%	309
Finland	3.3%	301
Norway	2.8%	254
United Kingdom	2.4%	214
Russia	2.3%	209
Belgium	2.1%	191
France	1.9%	171

40.2%



27.5%

7.3%

25.0%

How many are loyal to the Canary Islands?

	in El Hierro	in the Canary Islands
El Hierro: Repeat tourists	64.1%	1.4%
El Hierro: At least 10 previous visits	0.0%	0.0%
Canary Islands: Repeat tourists	73.0%	72.2%
Canary Islands: At least 10 previous	28.4%	18.6%

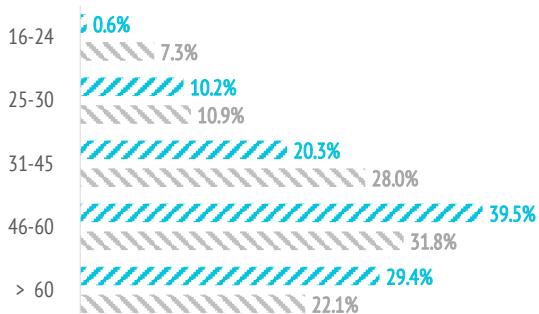
Who do they come with?

	El Hierro	Canary Islands
Unaccompanied	13.9%	9.6%
Only with partner	63.5%	48.1%
Only with children (< 13 years old)	4.2%	5.6%
Partner + children (< 13 years old)	0.0%	6.5%
Other relatives	7.2%	9.3%
Friends	5.4%	6.4%
Work colleagues	0.5%	0.5%
Organized trip	0.0%	0.3%
Other combinations (1)	5.2%	13.7%
(1) Different situations have been isolated		
Tourists with children	10.6%	17.7%
- Between 0 and 2 years old	0.0%	1.6%
- Between 3 and 12 years old	10.6%	14.8%
- Between 0-2 and 3-12 years	0.0%	1.4%
Tourists without children	89.4%	82.3%
Group composition:		
- 1 person	18.5%	13.2%
- 2 people	69.6%	55.1%
- 3 people	2.5%	12.0%
- 4 or 5 people	9.4%	16.3%
- 6 or more people	0.0%	3.5%
Average group size:	2.03	2.54



10.6% tourists travel with children.
(Canary Islands: 17.7%)

% TOURISTS BY AGE RANGE



El Hierro

Canary Islands

Who are they?

	El Hierro	Canary Islands
Gender		
Men	41.2%	48.6%
Women	58.8%	51.4%
Age		
Average age (tourist > 15 years old)	51.2	47.1
Standard deviation	12.7	15.4
Age range (> 15 years old)		
16 - 24 years old	0.6%	7.3%
25 - 30 years old	10.2%	10.9%
31 - 45 years old	20.3%	28.0%
46 - 60 years old	39.5%	31.8%
Over 60 years old	29.4%	22.1%
Occupation		
Salaried worker	40.4%	55.0%
Self-employed	18.2%	11.5%
Unemployed	4.7%	1.1%
Business owner	15.8%	9.4%
Student	1.5%	3.5%
Retired	14.4%	17.9%
Unpaid domestic work	1.8%	0.8%
Others	3.2%	0.8%
Annual household income level		
Less than €25,000	12.3%	17.5%
€25,000 - €49,999	43.3%	37.5%
€50,000 - €74,999	22.8%	22.8%
More than €74,999	21.6%	22.2%
Education level		
No studies	0.0%	5.0%
Primary education	1.1%	2.6%
Secondary education	18.0%	23.6%
Higher education	80.9%	68.9%



4 IN 10 TOURISTS ARE

SPANISH

46 YEARS OLD
AVERAGE AGE



64%
ONLY WITH
PARTNER



Pictures: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC).

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