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

| | El Hierro | Canary Islands |
|---|---|---|
| **TOURISTS** | | |
| **Tourist arrivals (FRONTUR)** | -- | **16,210,910** |
| **Tourist arrivals > 15 years old (EGT)** | **5,393** | **14,108,401** |
| - book holiday package | 450 | 6,731,597 |
| - do not book holiday package | 4,943 | 7,376,803 |
| - % tourists who book holiday package | 8.3% | 47.7% |
| Share of total tourist | 0.0% | 100% |
| | | |
| **OTHER INDICATORS** | | |
| **Guests in accommodation** | **20,292** | **13,564,375** |
| - International and Spanish Mainland | 6,534 | 12,253,704 |
| - Canary Islands residents | 13,758 | 1,310,671 |
| **Bednights** | **73,349** | **95,711,755** |
| - International and Spanish Mainland | 28,378 | 91,045,934 |
| - Canary Islands residents | 44,971 | 4,665,821 |
| | | |
| **Expenditure per tourist (€)** | **1,113** | **1,387** |
| - book holiday package | 1,816 | 1,596 |
| - holiday package | 1,442 | 1,319 |
| - others | 374 | 277 |
| - do not book holiday package | 1,049 | 1,196 |
| - flight | 313 | 328 |
| - accommodation | 197 | 420 |
| - others | 539 | 448 |
| **Average lenght of stay** | **12.09** | **9.47** |
| **Average daily expenditure (€)** | **119.2** | **167.8** |
| **Average daily expenditure without flight** | **81.0** | **120.2** |
| **Average cost of the flight (€)** | **333.7** | **387.4** |
| **Total turnover (≥ 16 years old) (€m)** | **6.0** | **19,565** |
| **% Turnover (≥ 16 years old)** | **0.03%** | **100%** |

### EXPENDITURE PER TOURIST (€)

El Hierro — 1,113 €
Canary Islands — 1,387 €

### AVERAGE DAILY EXPENDITURE WITHOUT FLIGHT (€)

El Hierro — 81 €
Canary Islands — 120 €

### AVERAGE LENGHT OF STAY

El Hierro — 12.09
Canary Islands — 9.47

## Importance of each factor in the destination choice

| | El Hierro | Canary Islands |
|---|---|---|
| Landscapes | 82.2% | 34.1% |
| Environment | 76.1% | 33.3% |
| Climate | 57.9% | 75.0% |
| Sea | 49.7% | 46.0% |
| Tranquility | 46.4% | 46.5% |
| Authenticity | 45.5% | 22.3% |
| Hiking trail network | 44.5% | 10.1% |
| Safety | 29.0% | 51.3% |
| Effortless trip | 22.8% | 37.5% |
| Beaches | 22.5% | 39.3% |
| Exoticism | 21.1% | 11.8% |
| European belonging | 20.5% | 36.5% |
| Gastronomy | 18.8% | 26.6% |
| Price | 17.1% | 35.8% |
| Accommodation supply | 10.4% | 41.8% |
| Fun possibilities | 9.6% | 23.3% |
| Historical heritage | 8.8% | 8.4% |
| Culture | 3.1% | 9.0% |
| Shopping | 2.1% | 9.1% |
| Nightlife | 1.1% | 7.9% |

*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

**EL HIERRO** 82.2%
**CANARY ISLANDS** 34.1%

## What is the main motivation for their holidays?

| | El Hierro | Canary Islands |
|---|---|---|
| Rest | 18.6% | 50.9% |
| Enjoy family time | 21.1% | 15.6% |
| Have fun | 0.0% | 9.2% |
| Explore the destination | 45.3% | 20.7% |
| Practice their hobbies | 14.3% | 2.0% |
| Other reasons | 0.7% | 1.7% |

### EXPLORE THE DESTINATION

45.3%
20.7%

## 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 | 24.3% | 23.5% |
| Between 1 and 2 months | 29.6% | 24.6% |
| Between 3 and 6 months | 35.5% | 32.4% |
| More than 6 months | 10.7% | 18.8% |

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

| | El Hierro | Canary Islands |
|---|---|---|
| Previous visits to the Canary Islands | 54.5% | 49.0% |
| Friends or relatives | 44.6% | 29.6% |
| Internet or social media | 47.7% | 53.0% |
| Mass Media | 3.5% | 2.1% |
| Travel guides and magazines | 16.1% | 7.0% |
| Travel Blogs or Forums | 24.0% | 6.7% |
| Travel TV Channels | 0.0% | 0.8% |
| Tour Operator or Travel Agency | 5.8% | 20.4% |
| Public administrations or similar | 6.3% | 0.7% |
| Others | 0.9% | 3.2% |

\* Multi-choise question

## With whom did they book their flight and accommodation?

| | El Hierro | Canary Islands |
|---|---|---|
| **Flight** | | |
| - Directly with the airline | 72.7% | 49.6% |
| - Tour Operator or Travel Agency | 27.3% | 50.4% |
| **Accommodation** | | |
| - Directly with the accommodation | 53.5% | 36.7% |
| - Tour Operator or Travel Agency | 46.5% | 63.3% |

## Where do they stay?

| | El Hierro | Canary Islands |
|---|---|---|
| 1-2-3\* Hotel | 15.5% | 10.7% |
| 4\* Hotel | 1.0% | 38.6% |
| 5\* Hotel / 5\* Luxury Hotel | 0.0% | 9.9% |
| Aparthotel / Tourist Villa | 28.4% | 15.8% |
| House/room rented in a private dwell | 20.8% | 7.8% |
| Private accommodation (1) | 19.9% | 9.0% |
| Others (Cottage, cruise, camping,..) | 14.5% | 8.2% |

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

■ Aparthotel / Tourist Villa  ■ Hotels  ■ Others

| 28.4% | 16.4% | 55.1% |
|---|---|---|

| 15.8% | 59.2% | 24.9% |
|---|---|---|
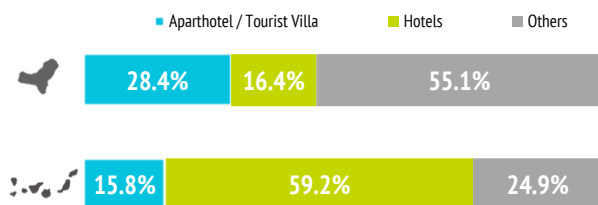
## What do they book?

| | El Hierro | Canary Islands |
|---|---|---|
| Room only | 75.4% | 29.1% |
| Bed and Breakfast | 12.7% | 14.3% |
| Half board | 9.0% | 20.1% |
| Full board | 0.0% | 3.3% |
| All inclusive | 2.8% | 33.2% |

### 75.4% of tourists book room only
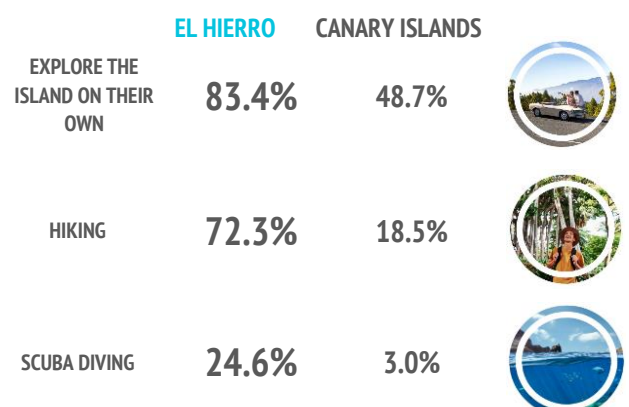(Canary Islands: 29.1%)

## Activities in the Canary Islands

| Outdoor time per day | El Hierro | Canary Islands |
|---|---|---|
| 0 hours | 0.0% | 2.3% |
| 1 - 2 hours | 2.6% | 10.6% |
| 3 - 6 hours | 11.5% | 33.3% |
| 7 - 12 hours | 64.6% | 45.2% |
| More than 12 hours | 21.3% | 8.6% |

### TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION
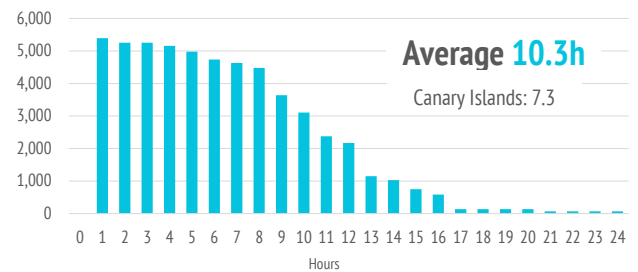
Average 10.3h
Canary Islands: 7.3

| Activities in the Canary Islands | El Hierro | Canary Islands |
|---|---|---|
| Explore the island on their own | 83.4% | 48.7% |
| Hiking | 72.3% | 18.5% |
| Beach | 71.0% | 71.3% |
| Walk, wander | 67.3% | 73.8% |
| Taste Canarian gastronomy | 54.9% | 27.0% |
| Other Nature Activities | 27.6% | 8.1% |
| Scuba Diving | 24.6% | 3.0% |
| Museums / exhibitions | 24.3% | 10.0% |
| Wineries / markets / popular festivals | 20.0% | 10.6% |
| Swimming pool, hotel facilities | 16.6% | 61.1% |
| Organized excursions | 13.5% | 17.4% |
| Swim | 11.4% | 10.1% |
| Astronomical observation | 7.7% | 3.7% |
| Sea excursions / whale watching | 7.3% | 12.7% |
| Running | 4.2% | 5.9% |
| Practice other sports | 2.9% | 4.7% |
| Nightlife / concerts / shows | 2.7% | 15.3% |
| Cycling / Mountain bike | 2.7% | 3.3% |
| Beauty and health treatments | 2.6% | 5.9% |
| Theme parks | 2.1% | 14.4% |
| Golf | 1.6% | 2.1% |
| Surf | 0.0% | 3.1% |
| Windsurf / Kitesurf | 0.0% | 1.2% |

\* Multi-choise question

| | EL HIERRO | CANARY ISLANDS |
|---|---|---|
| EXPLORE THE ISLAND ON THEIR OWN | 83.4% | 48.7% |
| HIKING | 72.3% | 18.5% |
| SCUBA DIVING | 24.6% | 3.0% |

Islas Canarias
LATITUD DE VIDA

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

| Day trips (without overnight) | % | Absolute |
|---|---|---|
| Tenerife | 51.6% | 3,015 |
| Gran Canaria | 13.9% | 811 |
| La Palma | 2.0% | 117 |
| Lanzarote | 0.1% | 7 |
| Fuerteventura | 0.1% | 7 |

| Overnight staying | % | Absolute |
|---|---|---|
| Tenerife | 20% | 1,159 |
| La Gomera | 7.6% | 445 |
| Gran Canaria | 4.9% | 288 |
| Lanzarote | 2.9% | 168 |
| La Palma | 2.8% | 161 |
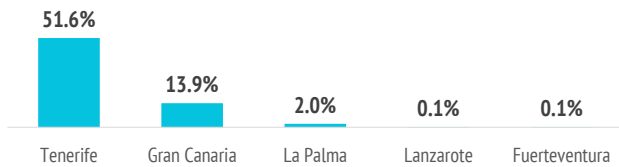
Day trips chart:
- Tenerife: 51.6%
- Gran Canaria: 13.9%
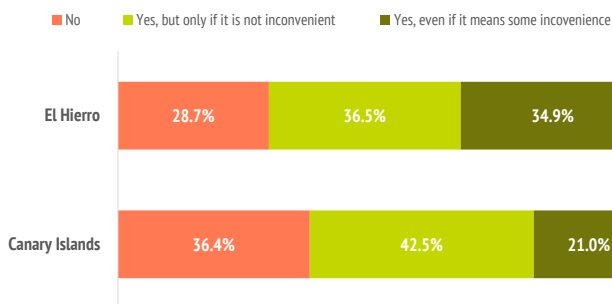- La Palma: 2.0%
- Lanzarote: 0.1%
- Fuerteventura: 0.1%

Overnight staying chart:
- Tenerife: 20%
- La Gomera: 7.6%
- Gran Canaria: 4.9%
- Lanzarote: 2.9%
- La Palma: 2.8%
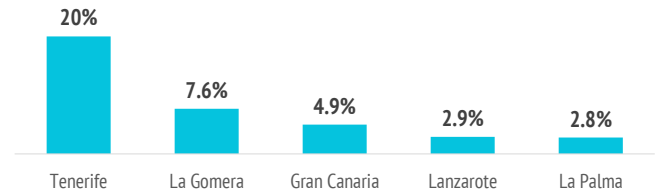
## Sustainable destination

### When booking a trip, do they tend to choose the most sustainable options?

Legend: ■ No  ■ Yes, but only if it is not inconvenient  ■ Yes, even if it means some incovenience

| | No | Yes, but only if it is not inconvenient | Yes, even if it means some incovenience |
|---|---|---|---|
| El Hierro | 28.7% | 36.5% | 34.9% |
| Canary Islands | 36.4% | 42.5% | 21.0% |

### Would they be willing to spend more on travel to reduce their carbon footprint?

Legend: ■ No  ■ Yes, up to 5% more  ■ Yes, up to 10% more  ■ Yes, up to 20% more  ■ Yes, over 20% more
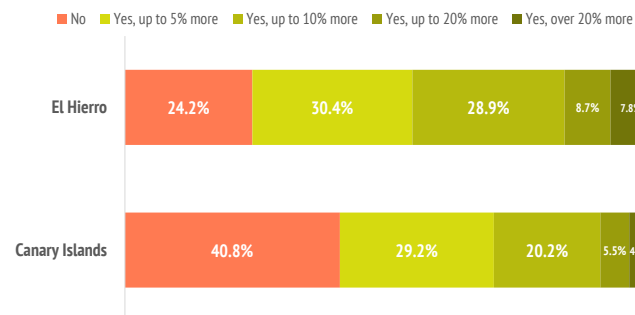
| | No | Yes, up to 5% more | Yes, up to 10% more | Yes, up to 20% more | Yes, over 20% more |
|---|---|---|---|---|---|
| El Hierro | 24.2% | 30.4% | 28.9% | 8.7% | 7.8% |
| Canary Islands | 40.8% | 29.2% | 20.2% | 5.5% | 4.2% |

| Perception during their stay* | El Hierro | Canary Islands |
|---|---|---|
| Quality of life on the island | 8.69 | 8.03 |
| Tolerance towards tourism | 8.86 | 8.55 |
| Cleanliness of the island | 8.39 | 8.25 |
| Air quality | 9.22 | 8.46 |
| Rational water consumption | 7.93 | 7.58 |
| Energy saving | 7.76 | 7.06 |
| Use of renewable energy | 8.31 | 7.03 |
| Recycling | 7.04 | 7.07 |
| Easy to get around by public transport | 6.52 | 7.49 |
| Overcrowding in tourist areas | 6.73 | 6.58 |
| Supply of local products | 7.60 | 7.20 |

*Scale 0 - 10 ( 0 = Not important and 10 = Very important)*

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

| | El Hierro | Canary Islands |
|---|---|---|
| One island | 14.2% | 92.1% |
| Two islands | 77.4% | 6.7% |
| Three or more islands | 8.5% | 1.2% |

Chart legend: El Hierro, Canary Islands
- One island: 14.2% / 92.1%
- Two islands: 77.4% / 6.7%
- Three or more islands: 8.5% / 1.2%
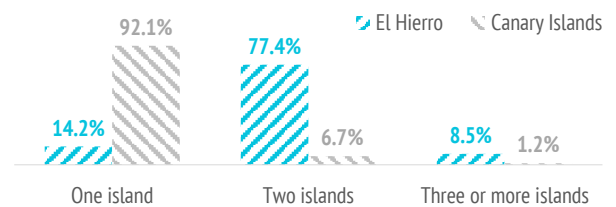
## How do they rate the Canary Islands?

| Satisfaction (scale 0-10) | El Hierro | Canary Islands |
|---|---|---|
| Average rating | 9.24 | 8.82 |

| Experience in the Canary Islands | El Hierro | Canary Islands |
|---|---|---|
| Worse or much worse than expected | 4.9% | 2.5% |
| Lived up to expectations | 38.7% | 54.0% |
| Better or much better than expected | 56.5% | 43.5% |

| Future intentions (scale 1-10) | El Hierro | Canary Islands |
|---|---|---|
| Return to the Canary Islands | 9.32 | 8.83 |
| Recommend visiting the Canary Island | 9.54 | 9.04 |

Legend: ■ Worse ■ Lived up ■ Better
56% / 39%

**9.32/10**
**9.54/10**
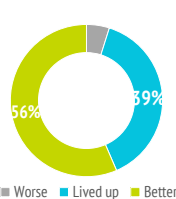
Experience in the Canary Islands

Return to the Canary Islands

Recommend visiting the Canary Islands

## How many are loyal to the Canary Islands?

|  | in El Hierro | in the Canary Islands |
|---|---|---|
| Canary Islands: Repeat tourists | 94.2% | 72.5% |
| Canary Islands: At least 10 previou | 16.7% | 19.6% |

## Who do they come with?

|  | El Hierro | Canary Islands |
|---|---|---|
| Unaccompanied | 19.4% | 10.1% |
| Only with partner | 44.0% | 47.5% |
| Only with children (< 13 years old) | 0.5% | 4.4% |
| Partner + children (< 13 years old) | 3.8% | 6.8% |
| Other relatives | 6.4% | 10.0% |
| Friends | 8.8% | 7.1% |
| Work colleagues | 0.0% | 0.6% |
| Organized trip | 5.0% | 0.2% |
| Other combinations (1) | 12.1% | 13.3% |
| *(1) Different situations have been isolated* | | |
| **Tourists with children** | **6.8%** | **16.9%** |
| - Between 0 and 2 years old | 0.5% | 1.5% |
| - Between 3 and 12 years old | 4.5% | 14.1% |
| - Between 0 -2 and 3-12 years | 1.8% | 1.3% |
| **Tourists without children** | **93.2%** | **83.1%** |
| **Group composition:** | | |
| - 1 person | 23.3% | 12.6% |
| - 2 people | 49.9% | 55.3% |
| - 3 people | 4.6% | 12.1% |
| - 4 or 5 people | 18.1% | 16.0% |
| - 6 or more people | 4.2% | 4.0% |
| **Average group size:** | **2.70** | **2.57** |

*People who share the main expenses of the trip*

### % TOURISTS BY AGE RANGE

| Age range | El Hierro | Canary Islands |
|---|---|---|
| 16 - 24 years old | 11.3% | 11.1% |
| 25 - 30 years old | 8.2% | 10.8% |
| 31 - 45 years old | 35.9% | 28.7% |
| 46 - 60 years old | 31.7% | 25.2% |
| Over 60 years old | 12.9% | 24.2% |

El Hierro    Canary Islands
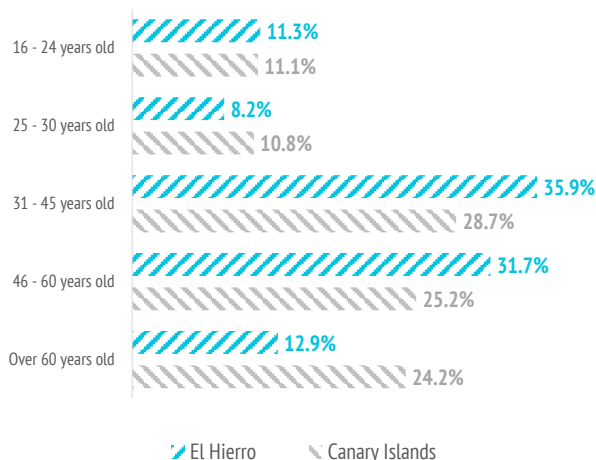
## Where are they from?

|  | % | Absolute |
|---|---|---|
| Spanish Mainland | 75.9% | 4,091 |
| Germany | 10.8% | 581 |
| France | 5.1% | 274 |
| Others | 8.3% | 447 |

## Who are they?

|  | El Hierro | Canary Islands |
|---|---|---|
| **Gender** | | |
| Men | 44.0% | 48.2% |
| Women | 56.0% | 51.8% |
| **Age** | | |
| Average age (tourist > 15 years old) | 43.4 | 46.4 |
| Standard deviation | 13.8 | 16.8 |
| **Age range (> 15 years old)** | | |
| 16 - 24 years old | 11.3% | 11.1% |
| 25 - 30 years old | 8.2% | 10.8% |
| 31 - 45 years old | 35.9% | 28.7% |
| 46 - 60 years old | 31.7% | 25.2% |
| Over 60 years old | 12.9% | 24.2% |
| **Occupation** | | |
| Salaried worker | 71.1% | 55.7% |
| Self-employed | 10.3% | 10.8% |
| Unemployed | 0.0% | 0.9% |
| Business owner | 3.6% | 8.1% |
| Student | 4.7% | 4.2% |
| Retired | 8.6% | 18.9% |
| Unpaid domestic work | 1.8% | 0.6% |
| Others | 0.0% | 0.9% |
| **Annual household income level** | | |
| Less than €25,000 | 18.2% | 13.1% |
| €25,000 - €49,999 | 41.1% | 34.9% |
| €50,000 - €74,999 | 26.7% | 24.4% |
| More than €74,999 | 14.1% | 27.7% |
| **Education level** | | |
| No studies | 0.0% | 4.0% |
| Primary education | 0.7% | 1.9% |
| Secondary education | 8.3% | 20.1% |
| Higher education | 90.9% | 73.9% |

7 IN 10 TOURISTS ARE
SPANISH
43 YEARS OLD
AVERAGE AGE
44% 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.*