

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 (€)		
- book holiday package	1,113	1,387
- holiday package	1,816	1,596
- others	1,442	1,319
- do not book holiday package	374	277
- flight	1,049	1,196
- accommodation	313	328
- others	197	420
- others	539	448
Average length 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 (€)



AVERAGE DAILY EXPENDITURE WITHOUT FLIGHT (€)



AVERAGE LENGTH OF STAY



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



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



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%

PROFILE OF TOURIST VISITING EL HIERRO 2023

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

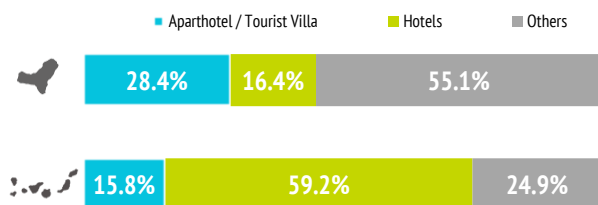
With whom did they book their flight and accommodation? 👁

	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.



What do they book? 🍽

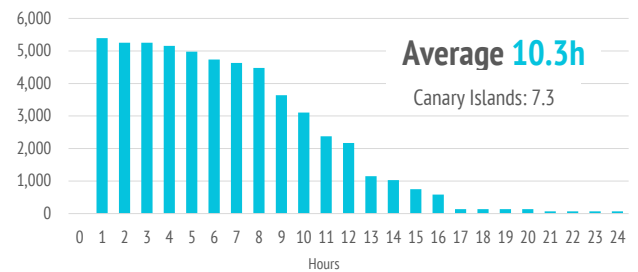
	El Hierro	Canary Islands
Room only	75.4%	29.1%
Bed and Breakfast	12.7%	14.3%
Half board	9.0%	20.1%
Full board	0.0%	3.3%
All inclusive	2.8%	33.2%

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

Activities in the Canary Islands 🚶

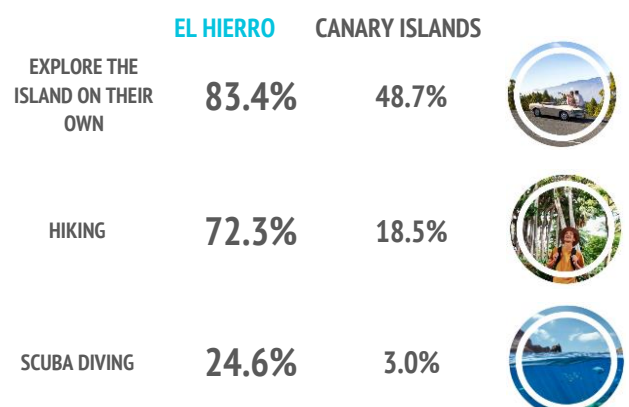
Outdoor time per day	El Hierro	Canary Islands
0 hours	0.0%	2.3%
1 - 2 hours	2.6%	10.6%
3 - 6 hours	11.5%	33.3%
7 - 12 hours	64.6%	45.2%
More than 12 hours	21.3%	8.6%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



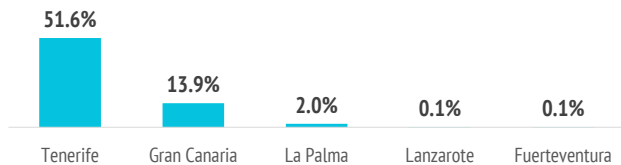
Activities in the Canary Islands	El Hierro	Canary Islands
Explore the island on their own	83.4%	48.7%
Hiking	72.3%	18.5%
Beach	71.0%	71.3%
Walk, wander	67.3%	73.8%
Taste Canarian gastronomy	54.9%	27.0%
Other Nature Activities	27.6%	8.1%
Scuba Diving	24.6%	3.0%
Museums / exhibitions	24.3%	10.0%
Wineries / 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

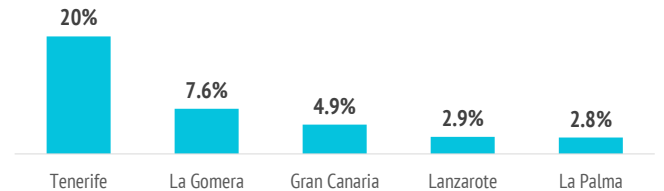


Which islands do they visit during their trip to El Hierro?

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



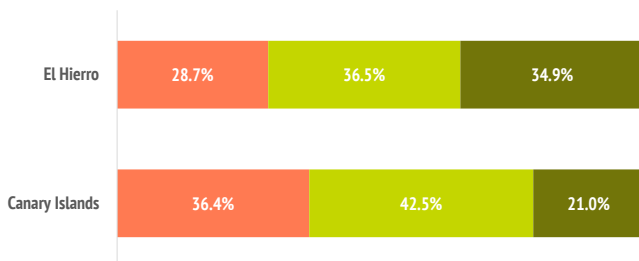
Overnight staying	%	Absolute
Tenerife	20%	1,159
La Gomera	7.6%	445
Gran Canaria	4.9%	288
Lanzarote	2.9%	168
La Palma	2.8%	161



Sustainable destination

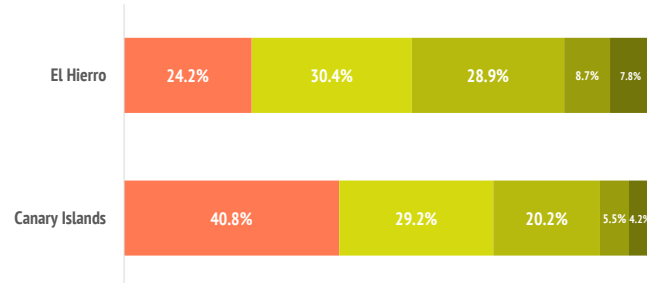
When booking a trip, do they tend to choose the most sustainable options?

■ No
 ■ Yes, but only if it is not inconvenient
 ■ Yes, even if it means some inconvenience



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

■ No
 ■ Yes, up to 5% more
 ■ Yes, up to 10% more
 ■ Yes, up to 20% more
 ■ Yes, over 20% more

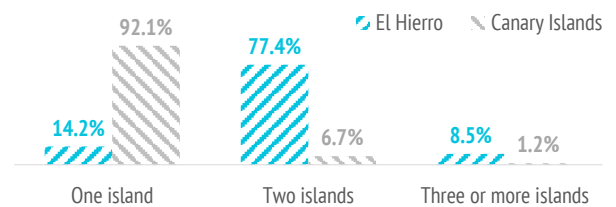


Perception during their stay*	El Hierro	Canary Islands
Quality of life on the island	8.69	8.03
Tolerance towards tourism	8.86	8.55
Cleanliness of the island	8.39	8.25
Air quality	9.22	8.46
Rational water consumption	7.93	7.58
Energy saving	7.76	7.06
Use of renewable energy	8.31	7.03
Recycling	7.04	7.07
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%

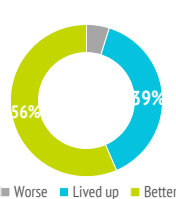


How do they rate the Canary Islands?

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 Islands	9.54	9.04



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 previous	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%
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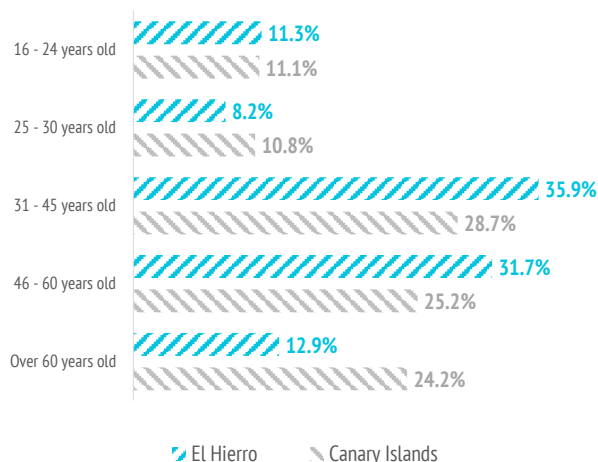
Group composition:

- 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
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*People who share the main expenses of the trip

% TOURISTS BY AGE RANGE



Where are they from?

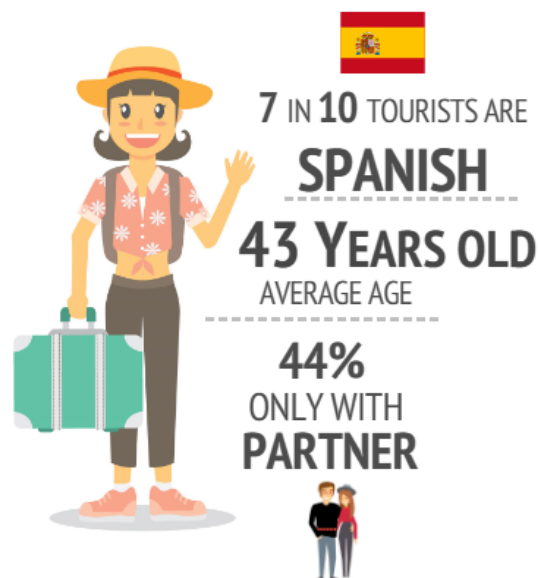


	%	Absolute
Spanish Mainland	75.9%	4,091
Germany	10.8%	581
France	5.1%	274
Others	8.3%	447

Who are they?



	El Hierro	Canary Islands
Gender		
Men	44.0%	48.2%
Women	56.0%	51.8%
Age		
Average age	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%



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.