

# PROFILE OF TOURIST VISITING EL HIERRO 2024

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



	El Hierro	Canary Islands
<b>TOURISTS</b>		
<b>Tourist arrivals (FRONTUR)</b>	--	<b>17,767,833</b>
<b>Tourist arrivals (≥ 16 years old) (EGT)</b>	<b>4,053</b>	<b>15,484,736</b>
- book holiday package	387	7,757,614
- do not book holiday package	3,667	7,727,121
- % tourists who book holiday package	9.5%	50.1%
Share of total tourist	0.03%	100%
<b>OTHER INDICATORS</b>		
<b>Guests in accommodation</b>	<b>26,100</b>	<b>14,128,033</b>
- International and Spanish Mainland	8,233	12,913,665
- Canary Islands residents	17,867	1,214,368
<b>Bednights</b>	<b>90,433</b>	<b>100,227,490</b>
- International and Spanish Mainland	33,832	95,742,913
- Canary Islands residents	56,601	4,484,577
<b>EXPENDITURE PER TOURIST (€)</b>		
<b>Expenditure per tourist (€)</b>	<b>1,133</b>	<b>1,443</b>
- book holiday package	1,429	1,656
- holiday package	1,140	1,378
- others	288	278
- do not book holiday package	1,102	1,230
- flight	318	328
- accommodation	308	409
- others	476	493
<b>Average lenght of stay</b>	<b>13.15</b>	<b>9.37</b>
<b>Average daily expenditure (€)</b>	<b>130.6</b>	<b>176.9</b>
<b>Average daily expenditure without flight (€)</b>	<b>90.0</b>	<b>125.7</b>
<b>Average cost of the flight (€)</b>	<b>337.0</b>	<b>410.7</b>
<b>Total turnover (≥ 16 years old) (€m)</b>	<b>4.6</b>	<b>22,351</b>
<b>% Turnover (≥ 16 years old)</b>	<b>0.02%</b>	<b>100%</b>
<b>Turnover without flight (≥ 16 years old)</b>	<b>3.2</b>	<b>15,991</b>

### EXPENDITURE PER TOURIST (€)



### AVERAGE DAILY EXPENDITURE WITHOUT FLIGHT (€)



### AVERAGE LENGHT OF STAY



## Importance of each factor in the destination choice



	El Hierro	Canary Islands
Environment	63.8%	34.5%
Landscapes	61.0%	35.3%
Tranquility	50.6%	49.3%
Sea	47.5%	45.1%
Climate	43.5%	75.6%
Safety	38.4%	55.7%
European belonging	26.0%	37.2%
Authenticity	25.2%	23.3%
Hiking trail network	24.7%	10.8%
Effortless trip	23.2%	39.2%
Gastronomy	21.0%	27.0%
Beaches	19.5%	38.8%
Culture	15.7%	10.1%
Price	15.7%	37.9%
Accommodation supply	15.0%	43.5%
Historical heritage	13.1%	9.5%
Exoticism	7.9%	11.8%
Fun possibilities	6.5%	23.6%
Shopping	2.6%	10.1%
Nightlife	1.1%	8.3%

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 ENVIRONMENT



EL HIERRO  
63.8%



CANARY ISLANDS  
34.5%

## What is the main motivation for their holidays?



	El Hierro	Canary Islands
Rest	15.4%	50.6%
Enjoy family time	13.1%	15.9%
Have fun	10.8%	9.0%
Explore the destination	45.3%	21.2%
Practice their hobbies	9.8%	1.9%
Other reasons	5.6%	1.4%

### EXPLORE THE DESTINATION



45.3%

21.2%

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



	El Hierro	Canary Islands
The same day	0.0%	0.9%
Between 1 and 30 days	15.7%	22.3%
Between 1 and 2 months	35.6%	23.0%
Between 3 and 6 months	36.4%	33.0%
More than 6 months	12.4%	20.8%

# PROFILE OF TOURIST VISITING EL HIERRO 2024

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

	El Hierro	Canary Islands
Previous visits to the Canary Islands	41.3%	48.4%
Friends or relatives	31.9%	29.7%
Internet or social media	54.6%	51.4%
Mass Media	0.7%	1.9%
Travel guides and magazines	16.2%	6.5%
Travel Blogs or Forums	13.7%	6.3%
Travel TV Channels	0.0%	0.8%
Tour Operator or Travel Agency	7.5%	20.2%
Public administrations or similar	1.0%	0.5%
Others	11.1%	3.3%

\* Multi-choise question

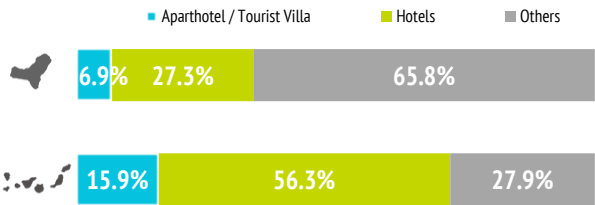
## With whom did they book their flight and accommodation?

	El Hierro	Canary Islands
<b>Flight</b>		
- Directly with the airline	75.9%	50.0%
- Tour Operator or Travel Agency	24.1%	50.0%
<b>Accommodation</b>		
- Directly with the accommodation	59.7%	37.0%
- Tour Operator or Travel Agency	40.3%	63.0%

## Where do they stay?

	El Hierro	Canary Islands
1-2-3* Hotel	27.3%	10.3%
4* Hotel	0.0%	37.0%
5* Hotel / 5* Luxury Hotel	0.0%	9.0%
Aparthotel / Tourist Villa	6.9%	15.9%
House/room rented in a private dwell	40.4%	15.5%
Private accommodation (1)	16.9%	9.3%
Others (Cottage, cruise, camping,...)	8.5%	3.0%

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



## What do they book?

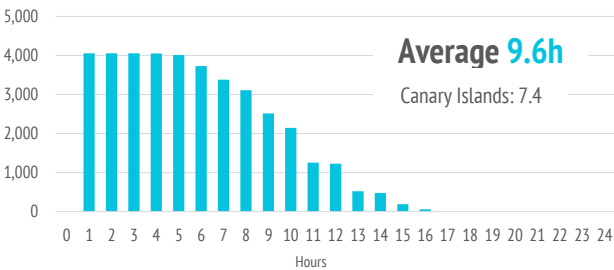
	El Hierro	Canary Islands
Room only	80.2%	33.3%
Bed and Breakfast	18.7%	14.1%
Half board	1.1%	17.4%
Full board	0.0%	3.1%
All inclusive	0.0%	32.1%

80.2% of tourists book room only  
(Canary Islands: 33.3%)

## Activities in the Canary Islands

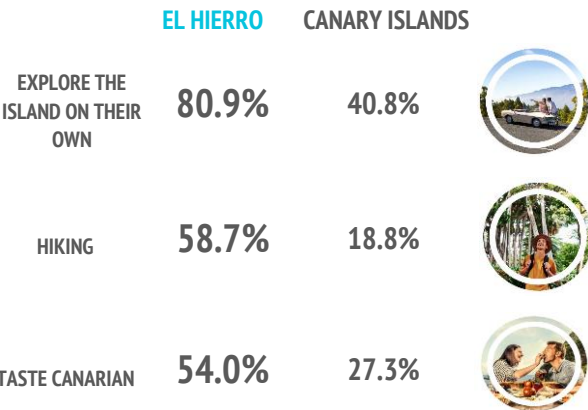
	El Hierro	Canary Islands
<b>Outdoor time per day</b>		
0 hours	0.0%	2.6%
1 - 2 hours	0.0%	9.6%
3 - 6 hours	16.7%	32.6%
7 - 12 hours	70.5%	46.6%
More than 12 hours	12.8%	8.6%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	El Hierro	Canary Islands
Explore the island on their own	80.9%	48.8%
Beach	77.4%	68.9%
Walk, wander	76.7%	73.6%
Hiking	58.7%	18.8%
Taste Canarian gastronomy	54.0%	27.3%
Museums / exhibitions	26.0%	10.8%
Astronomical observation	24.1%	3.9%
Scuba Diving	23.8%	2.4%
Other Nature Activities	19.3%	8.4%
Nightlife / concerts / shows	15.7%	15.4%
Wineries / markets / popular festivals	11.8%	11.2%
Swimming pool, hotel facilities	8.3%	57.7%
Beauty and health treatments	7.1%	5.2%
Organized excursions	5.8%	16.2%
Swim	5.3%	7.4%
Theme parks	5.1%	14.7%
Sea excursions / whale watching	3.1%	12.0%
Cycling / Mountain bike	1.1%	2.7%
Surf	0.0%	2.8%
Windsurf / Kitesurf	0.0%	0.8%
Running	0.0%	6.0%
Golf	0.0%	2.5%
Practice other sports	0.0%	4.3%

\* Multi-choise question

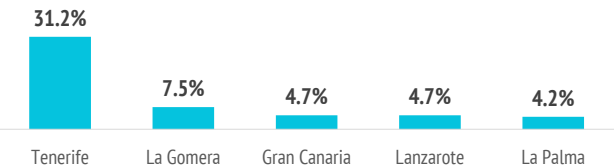


PROFILE OF TOURIST VISITING EL HIERRO  
2024

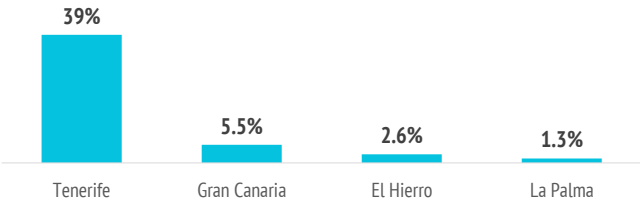


Which islands do they visit during their trip to El Hierro?

Day trips (without overnight)	%	Absolute
Tenerife	31.2%	1,368
La Gomera	7.5%	327
Gran Canaria	4.7%	206
Lanzarote	4.7%	206
La Palma	4.2%	185



Overnight staying	%	Absolute
Tenerife	39%	1,705
Gran Canaria	5.5%	242
El Hierro	2.6%	115
La Palma	1.3%	58



Tourist tax (Data available from Q2 2024)

Have they visited any holiday destination in the last five years where they were charged a tourist tax?

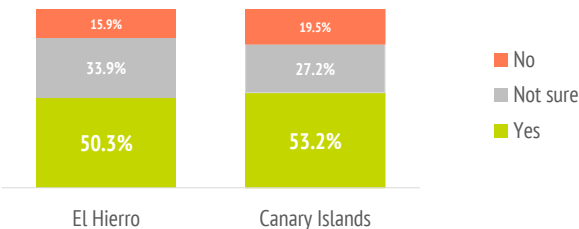
	El Hierro	Canary Islands
Yes	43.3%	45.3%
No	26.5%	34.4%
Not remember	30.2%	20.4%

When choosing a travel destination, do they usually exclude those that charge a tourist tax?

	El Hierro	Canary Islands
Yes	10.6%	22.1%
No	89.4%	77.9%

Would they be willing to pay a tourist tax for each day of accommodation in the Canary Islands?

	El Hierro	Canary Islands
Yes	50.3%	53.2%
- For any purpose	12.1%	11.3%
- Improve living conditions	3.1%	9.2%
- Improve economic development	3.2%	4.6%
- Improve the environment	23.7%	17.5%
- Improve the tourist environment	5.0%	4.4%
- Other purposes	3.2%	6.2%
Not sure	33.9%	27.2%
No	15.9%	19.5%

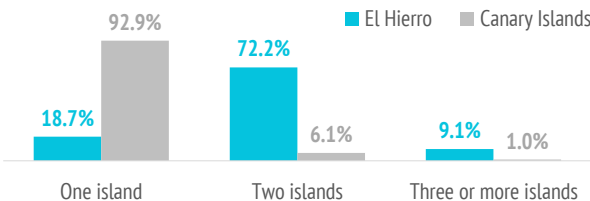


How much would they be willing to pay?

	El Hierro	Canary Islands
Up to 1 euro	26.5%	37.6%
Up to 2 euros	33.7%	32.4%
Up to 3 euros	29.4%	19.5%
More than 3 euros	10.4%	10.4%

How many islands do they visit during their trip?

	El Hierro	Canary Islands
One island	18.7%	92.9%
Two islands	72.2%	6.1%
Three or more islands	9.1%	1.0%

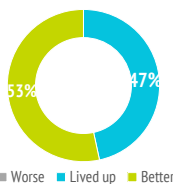


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	El Hierro	Canary Islands
Average rating	8.98	8.74

Experience in the Canary Islands	El Hierro	Canary Islands
Worse or much worse than expected	0.0%	2.9%
Lived up to expectations	46.6%	54.8%
Better or much better than expected	53.4%	42.3%

Future intentions (scale 1-10)	El Hierro	Canary Islands
Return to the Canary Islands	8.90	8.77
Recommend visiting the Canary Islands	9.12	8.96



Experience in the  
Canary Islands



8.90/10

Return to the Canary  
Islands



9.12/10

Recommend visiting  
the Canary Islands

# PROFILE OF TOURIST VISITING EL HIERRO 2024

## How many are loyal to the Canary Islands?



	in El Hierro	in the Canary Islands
Canary Islands: Repeat tourists	80.0%	70.9%
Canary Islands: At least 10 previous	17.2%	19.9%

## Who do they come with?



	El Hierro	Canary Islands
Unaccompanied	16.4%	10.3%
Only with partner	46.8%	46.8%
Only with children (< 13 years old)	0.0%	4.3%
Partner + children (< 13 years old)	3.8%	6.8%
Other relatives	2.4%	10.4%
Friends	14.4%	7.2%
Work colleagues	0.0%	0.5%
Organized trip	2.7%	0.2%
Other combinations (1)	13.4%	13.5%

(1) Different situations have been isolated

<b>Tourists with children</b>	<b>5.8%</b>	<b>17.0%</b>
- Between 0 and 2 years old	0.0%	1.3%
- Between 3 and 12 years old	5.8%	14.5%
- Between 0 -2 and 3-12 years	0.0%	1.2%

<b>Tourists without children</b>	<b>94.2%</b>	<b>83.0%</b>
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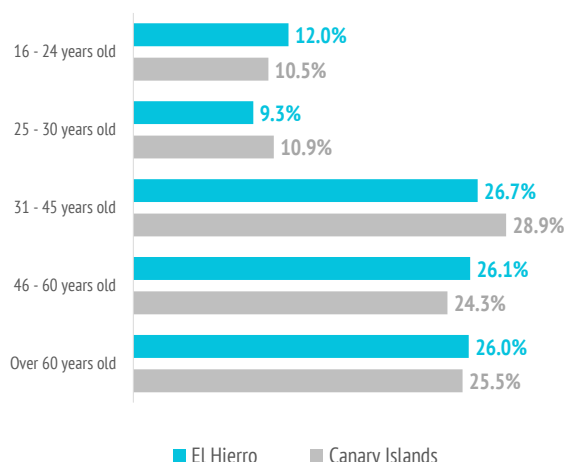
### Group composition:

- 1 person	23.4%	12.5%
- 2 people	47.8%	54.9%
- 3 people	20.6%	11.9%
- 4 or 5 people	7.7%	16.2%
- 6 or more people	0.6%	4.5%

<b>Average group size:</b>	<b>2.18</b>	<b>2.61</b>
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\*People who share the main expenses of the trip

### % TOURISTS BY AGE RANGE



## Where are they from?



	%	Absolute
Spanish Mainland	71.7%	2,907
Germany	12.1%	492
France	5.2%	209
Others	11.0%	445

## Who are they?



	El Hierro	Canary Islands
<b>Gender</b>		
Men	55.0%	48.4%
Women	45.0%	51.6%

### Age

Average age	48.0	46.8
Standard deviation	17.9	16.8

### Age range (> 15 years old)

16 - 24 years old	12.0%	10.5%
25 - 30 years old	9.3%	10.9%
31 - 45 years old	26.7%	28.9%
46 - 60 years old	26.1%	24.3%
Over 60 years old	26.0%	25.5%

### Occupation

Salaried worker	77.3%	55.9%
Self-employed	8.0%	10.8%
Unemployed	0.0%	0.9%
Business owner	3.7%	7.7%
Student	3.8%	4.2%
Retired	5.2%	19.2%
Unpaid domestic work	1.2%	0.5%
Others	0.8%	0.8%

### Annual household income level

Less than €25,000	13.5%	12.6%
€25,000 - €49,999	34.5%	33.9%
€50,000 - €74,999	37.6%	25.5%
More than €74,999	14.4%	27.9%

### Education level

No studies	7.6%	4.0%
Primary education	2.1%	1.9%
Secondary education	4.6%	21.0%
Higher education	85.7%	73.1%



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.