

How many are they and how much do they spend?



	El Hierro	Canary Islands
TOURISTS		
Tourist arrivals (FRONTUR)	--	18,386,274
Tourist arrivals (≥ 16 years old) (EGT)	6,225	16,125,238
- book holiday package	802	7,894,702
- do not book holiday package	5,423	8,230,536
- % tourists who book holiday package	12.9%	49.0%
Share of total tourist	0.04%	100%
OTHER INDICATORS		
Guests in accommodation	27,613	14,273,203
- International and Spanish Mainland	8,948	13,026,414
- Canary Islands residents	18,665	1,246,789
Bednights	98,615	99,026,629
- International and Spanish Mainland	39,033	94,868,166
- Canary Islands residents	59,582	4,158,463
Expenditure per tourist (€)		
- book holiday package	1,187	1,660
- holiday package	811	1,375
- others	376	285
- do not book holiday package	826	1,224
- flight	238	323
- accommodation	182	425
- others	406	477
Average length of stay	6.90	9.22
- Median	8.00	7.00
Average daily expenditure (€)	141.4	178.2
- Median	122.9	163.5
Average daily expenditure without flight (€)	103.2	129.3
- Median	90.1	120.0
Average cost of the flight (€)	244.5	393.7
Total turnover (≥ 16 years old) (€m)	5.4	23,186
% Turnover (≥ 16 years old)	0.02%	100%
Turnover without flight (≥ 16 years old)	3.9	16,838

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	68.4%	36.5%
Environment	55.1%	35.4%
Tranquility	50.9%	49.3%
Climate	47.7%	74.6%
Sea	46.4%	44.5%
Authenticity	43.2%	24.3%
Gastronomy	41.7%	26.5%
Safety	39.7%	56.0%
Beaches	33.3%	38.4%
Effortless trip	27.6%	38.0%
Hiking trail network	21.9%	11.1%
European belonging	20.5%	37.7%
Price	19.5%	38.6%
Exoticism	14.8%	12.4%
Accommodation supply	12.9%	42.5%
Fun possibilities	12.4%	22.9%
Historical heritage	5.7%	9.9%
Shopping	4.3%	9.9%
Culture	1.6%	10.2%
Nightlife	0.8%	8.0%

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

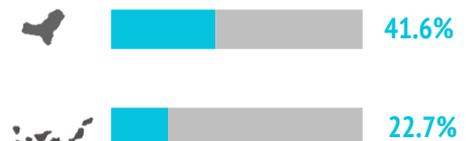


What is the main motivation for their holidays?



	El Hierro	Canary Islands
Rest	24.7%	50.2%
Enjoy family time	15.5%	15.0%
Have fun	5.9%	8.5%
Explore the destination	41.6%	22.7%
Practice their hobbies	9.1%	2.0%
Other reasons	3.2%	1.7%

EXPLORE THE DESTINATION



How far in advance do they book their trip?



	El Hierro	Canary Islands
The same day	1.1%	0.9%
Between 1 and 30 days	26.7%	22.7%
Between 1 and 2 months	23.5%	22.4%
Between 3 and 6 months	24.3%	32.3%
More than 6 months	24.4%	21.7%

Source: Tourist Expenditure Survey (EGT, ISTAC).

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	52.0%	49.1%
Friends or relatives	40.2%	28.6%
Internet or social media	53.8%	51.4%
Mass Media	6.1%	1.9%
Travel guides and magazines	7.1%	6.1%
Travel Blogs or Forums	24.7%	6.2%
Travel TV Channels	0.0%	0.9%
Tour Operator or Travel Agency	3.1%	18.8%
Public administrations or similar	0.0%	0.6%
Others	6.7%	3.3%

* Multi-choise question

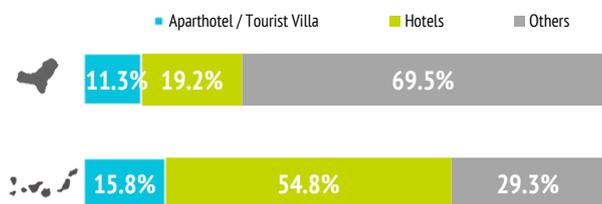
With whom did they book their flight and accommodation? 👁

	El Hierro	Canary Islands
Flight		
- Directly with the airline	84.8%	51.7%
- Tour Operator or Travel Agency	15.2%	48.3%
Accommodation		
- Directly with the accommodation	76.1%	38.6%
- Tour Operator or Travel Agency	23.9%	61.4%

Where do they stay? 🏠

	El Hierro	Canary Islands
1-2-3* Hotel	19.2%	10.9%
4* Hotel	0.0%	35.5%
5* Hotel / 5* Luxury Hotel	0.0%	8.4%
Aparthotel / Tourist Villa	11.3%	15.8%
House/room rented in a private dwell	48.4%	18.0%
Private accommodation (1)	12.5%	8.4%
Others (Cottage, cruise, camping,...)	8.6%	2.9%

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



What do they book? 🍽

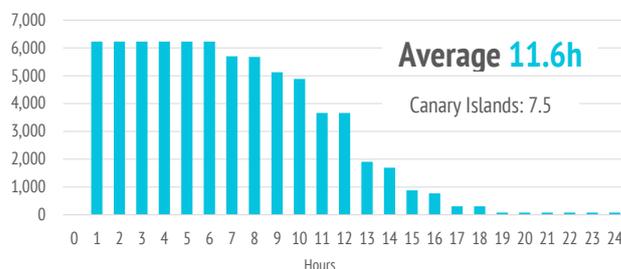
	El Hierro	Canary Islands
Room only	77.9%	36.3%
Bed and Breakfast	15.1%	14.2%
Half board	7.1%	17.3%
Full board	0.0%	2.8%
All inclusive	0.0%	29.4%

”
77.9% of tourists book room only
(Canary Islands: 36.3%)

Activities in the Canary Islands 🚶

Outdoor time per day	El Hierro	Canary Islands
0 hours	0.0%	2.3%
1 - 2 hours	0.0%	9.2%
3 - 6 hours	8.5%	32.6%
7 - 12 hours	61.0%	47.6%
More than 12 hours	30.6%	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	81.7%	49.1%
Walk, wander	78.8%	74.5%
Beach	76.9%	68.1%
Taste Canarian gastronomy	76.9%	28.2%
Hiking	49.5%	19.9%
Scuba Diving	25.5%	2.5%
Museums / exhibitions	23.6%	10.9%
Other Nature Activities	23.3%	9.0%
Wineries / markets / popular festivals	14.1%	11.9%
Sea excursions / whale watching	11.7%	11.9%
Swimming pool, hotel facilities	10.2%	56.2%
Theme parks	7.9%	13.8%
Organized excursions	6.5%	15.8%
Nightlife / concerts / shows	6.1%	15.2%
Beauty and health treatments	4.2%	5.4%
Practice other sports	3.8%	3.9%
Cycling / Mountain bike	3.8%	2.7%
Astronomical observation	1.5%	4.2%
Swim	1.4%	7.6%
Running	1.4%	6.2%
Surf	0.5%	2.9%
Windsurf / Kitesurf	0.0%	0.9%
Golf	0.0%	2.3%

* Multi-choise question

EL HIERRO CANARY ISLANDS

EXPLORE THE ISLAND ON THEIR OWN

81.7%

49.1%



TASTE CANARIAN GASTRONOMY

76.9%

28.2%



HIKING

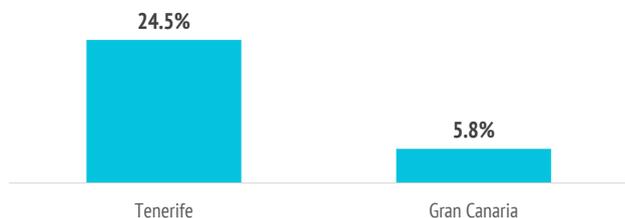
49.5%

19.9%

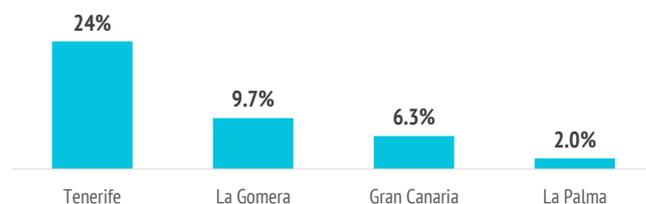


Which islands do they visit during their trip to El Hierro?

Day trips (without overnight)	%	Absolute
Tenerife	24.5%	1,685
Gran Canaria	5.8%	402



Overnight staying	%	Absolute
Tenerife	24%	1,664
La Gomera	9.7%	665
Gran Canaria	6.3%	431
La Palma	2.0%	139



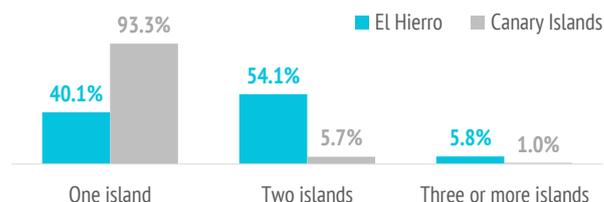
Tourist tax (Data Q4 2024 - Q3 2025)

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

	El Hierro	Canary Islands
Yes	70.1%	48.2%
No	8.6%	31.8%
Not remember	21.2%	20.0%

How many islands do they visit during their trip?

	El Hierro	Canary Islands
One island	40.1%	93.3%
Two islands	54.1%	5.7%
Three or more islands	5.8%	1.0%



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

	El Hierro	Canary Islands
Yes	22.3%	20.9%
No	77.7%	79.1%

How do they rate the Canary Islands?

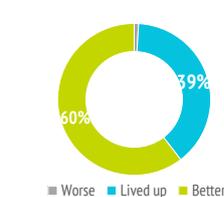
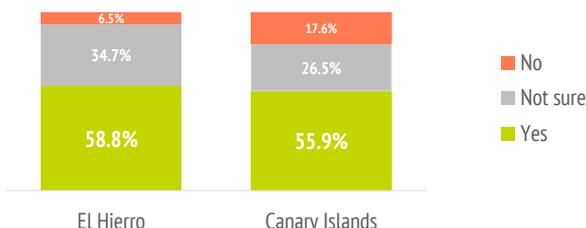
Satisfaction (scale 0-10)	El Hierro	Canary Islands
Average rating	8.94	8.77

Experience in the Canary Islands	El Hierro	Canary Islands
Worse or much worse than expected	0.9%	2.7%
Lived up to expectations	38.7%	55.3%
Better or much better than expected	60.4%	42.0%

Future intentions (scale 1-10)	El Hierro	Canary Islands
Return to the Canary Islands	9.35	8.81
Recommend visiting the Canary Islands	9.26	9.01

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

	El Hierro	Canary Islands
Yes	58.8%	55.9%
- For any purpose	7.9%	13.0%
- Improve living conditions	1.0%	9.4%
- Improve economic development	4.9%	4.5%
- Improve the environment	37.7%	17.6%
- Improve the tourist environment	5.1%	5.1%
- Other purposes	2.2%	6.3%
Not sure	34.7%	26.5%
No	6.5%	17.6%



How much would they be willing to pay?

	El Hierro	Canary Islands
Up to 1 euro	32.7%	38.1%
Up to 2 euros	39.0%	32.1%
Up to 3 euros	26.0%	19.2%
More than 3 euros	2.3%	10.6%

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	75.9%	72.0%
Canary Islands: At least 10 previous	25.2%	20.4%

Who do they come with?



	El Hierro	Canary Islands
Unaccompanied	18.6%	10.2%
Only with partner	31.9%	47.1%
Only with children (< 13 years old)	0.0%	4.1%
Partner + children (< 13 years old)	4.3%	6.7%
Other relatives	8.0%	10.1%
Friends	23.7%	7.3%
Work colleagues	0.0%	0.6%
Organized trip	0.2%	0.3%
Other combinations (1)	13.3%	13.6%

(1) Different situations have been isolated

Tourists with children	10.3%	16.6%
- Between 0 and 2 years old	0.5%	1.3%
- Between 3 and 12 years old	9.8%	14.1%
- Between 0 -2 and 3-12 years	0.0%	1.1%

Tourists without children	89.7%	83.4%
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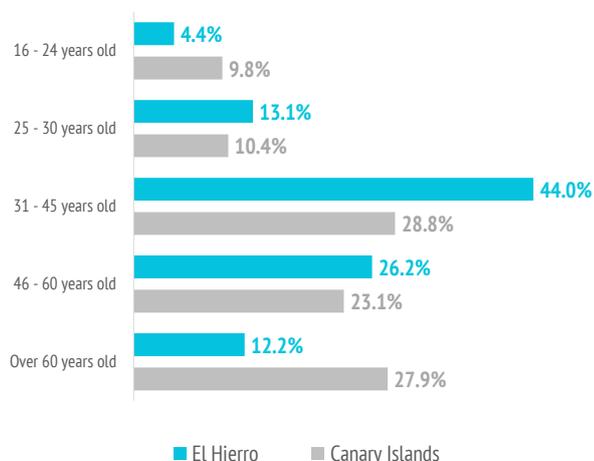
Group composition:

- 1 person	18.8%	12.2%
- 2 people	47.7%	55.5%
- 3 people	18.7%	11.9%
- 4 or 5 people	11.1%	16.0%
- 6 or more people	3.6%	4.4%

Average group size:	2.40	2.60
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*People who share the main expenses of the trip

% TOURISTS BY AGE RANGE



Where are they from?



	%	Absolute
Spanish Mainland	90.1%	5,609
Germany	3.5%	217
United Kingdom	1.8%	111
Others	4.6%	288

Source: Tourist Expenditure Survey (EGT, ISTAC).

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

Who are they?



	El Hierro	Canary Islands
Gender		
Men	53.9%	48.2%
Women	46.1%	51.8%
Age		
Average age	42.4	47.6
Standard deviation	12.5	17.0
Age range (> 15 years old)		
16 - 24 years old	4.4%	9.8%
25 - 30 years old	13.1%	10.4%
31 - 45 years old	44.0%	28.8%
46 - 60 years old	26.2%	23.1%
Over 60 years old	12.2%	27.9%
Occupation		
Salaried worker	74.7%	54.5%
Self-employed	13.8%	10.5%
Unemployed	1.7%	1.2%
Business owner	0.0%	7.1%
Student	1.8%	3.9%
Retired	8.0%	21.5%
Unpaid domestic work	0.0%	0.5%
Others	0.0%	0.8%
Annual household income level		
Less than €25,000	4.0%	12.3%
€25,000 - €49,999	55.0%	33.6%
€50,000 - €74,999	22.9%	25.1%
More than €74,999	18.0%	29.0%
Education level		
No studies	0.0%	4.2%
Primary education	0.0%	2.1%
Secondary education	18.5%	21.4%
Higher education	81.5%	72.4%



Pictures: Freepik.com