

PROFILE OF TOURIST VISITING EL HIERRO 2022

How many are they and how much do they spend?

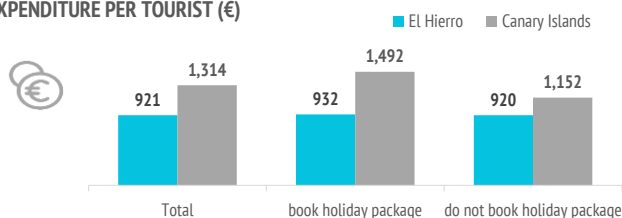


	El Hierro	Canary Islands
TOURISTS		
Tourist arrivals (FRONTUR)	--	14,617,383
Tourist arrivals > 15 years old (EGT)	7,575	12,832,078
- book holiday package	409	6,128,916
- do not book holiday package	7,166	6,703,162
- % tourists who book holiday package	5.4%	47.8%
Share of total tourist	0.1%	100%
OTHER INDICATORS		
Guests in accommodation	19,045	12,449,338
- International and Spanish Mainland	7,394	11,169,207
- Canary Islands residents	11,651	1,280,131
Bednights	68,979	86,708,053
- International and Spanish Mainland	29,727	82,306,151
- Canary Islands residents	39,252	4,401,902
Expenditure per tourist (€)		
- book holiday package	932	1,492
- holiday package	699	1,236
- others	234	256
- do not book holiday package	920	1,152
- flight	270	311
- accommodation	194	405
- others	457	436
Average length of stay	11.48	9.24
- book holiday package	6.17	8.45
- do not book holiday package	11.79	9.96
Average daily expenditure (€)	110.5	160.5
- book holiday package	162.4	186.1
- do not book holiday package	107.5	137.1
Total turnover (> 15 years old) (€m)	7	16,863
- book holiday package	0	9,143
- do not book holiday package	7	7,720

AVERAGE LENGTH OF STAY
(nights)



EXPENDITURE PER TOURIST (€)



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	11.5%	51.1%
Enjoy family time	18.7%	16.1%
Have fun	5.9%	8.5%
Explore the destination	50.2%	20.3%
Practice their hobbies	10.9%	1.9%
Other reasons	2.8%	2.1%

EXPLORE THE DESTINATION



How far in advance do they book their trip?



	El Hierro	Canary Islands
The same day	0.4%	0.7%
Between 1 and 30 days	19.2%	27.8%
Between 1 and 2 months	36.6%	25.3%
Between 3 and 6 months	34.7%	28.8%
More than 6 months	9.0%	17.4%

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

	El Hierro	Canary Islands
Previous visits to the Canary Islands	52.9%	49.8%
Friends or relatives	41.5%	30.4%
Internet or social media	53.4%	54.2%
Mass Media	3.0%	2.0%
Travel guides and magazines	13.7%	7.0%
Travel Blogs or Forums	12.1%	6.9%
Travel TV Channels	2.2%	0.8%
Tour Operator or Travel Agency	5.1%	20.7%
Public administrations or similar	2.8%	1.3%
Others	1.3%	3.2%

* Multi-choise question

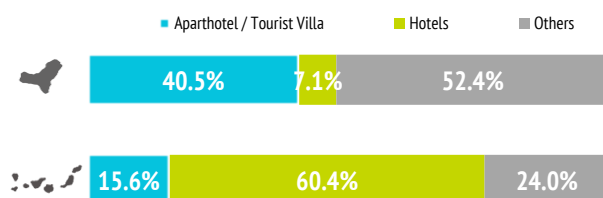
With whom did they book their flight and accommodation? 👁

	El Hierro	Canary Islands
Flight		
- Directly with the airline	82.7%	50.0%
- Tour Operator or Travel Agency	17.3%	50.0%
Accommodation		
- Directly with the accommodation	60.2%	36.6%
- Tour Operator or Travel Agency	39.8%	63.4%

Where do they stay? 🏠

	El Hierro	Canary Islands
1-2-3* Hotel	4.0%	10.9%
4* Hotel	3.1%	39.0%
5* Hotel / 5* Luxury Hotel	0.0%	10.5%
Aparthotel / Tourist Villa	40.5%	15.6%
House/room rented in a private dwell	29.2%	7.2%
Private accommodation (1)	11.1%	8.7%
Others (Cottage, cruise, camping,...)	12.1%	8.1%

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



What do they book? 🍽

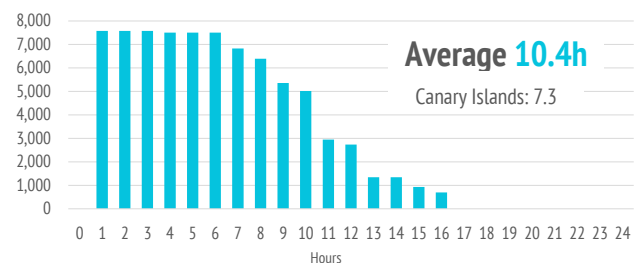
	El Hierro	Canary Islands
Room only	87.0%	28.5%
Bed and Breakfast	8.8%	13.9%
Half board	4.1%	19.1%
Full board	0.0%	3.5%
All inclusive	0.0%	34.9%

87% of tourists book room only
(Canary Islands: 28.5%)

Activities in the Canary Islands 🚶

	El Hierro	Canary Islands
Outdoor time per day		
0 hours	0.0%	2.5%
1 - 2 hours	0.0%	10.7%
3 - 6 hours	9.8%	32.7%
7 - 12 hours	72.4%	45.1%
More than 12 hours	17.8%	9.0%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



	El Hierro	Canary Islands
Activities in the 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%

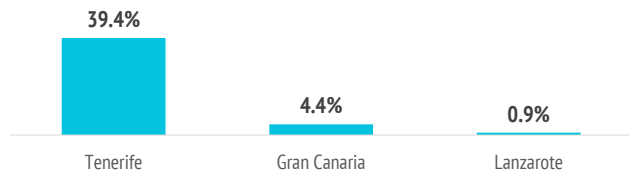


PROFILE OF TOURIST VISITING EL HIERRO 2022



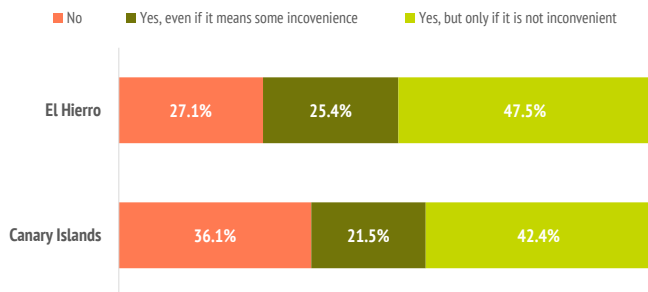
Which islands do they visit during their trip to El Hierro?

Day trips (without overnight)	%	Absolute
Tenerife	39.4%	3,360
Gran Canaria	4.4%	372
Lanzarote	0.9%	81

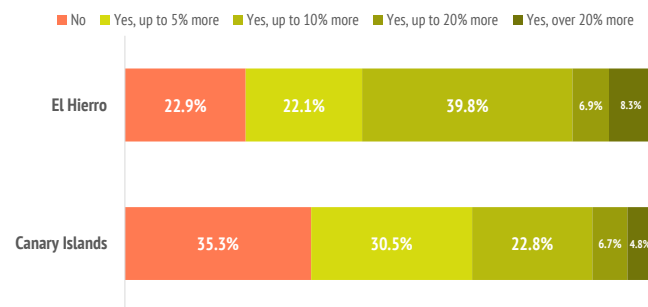


Sustainable destination

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



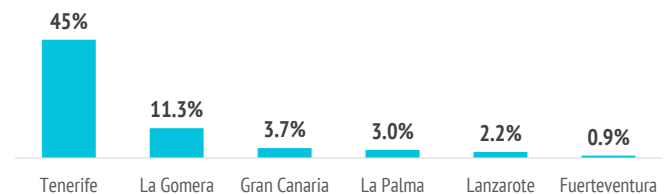
Would they be willing to spend more on travel to reduce their carbon footprint?



Perception during their stay*	El Hierro	Canary Islands
Quality of life on the island	8.34	8.08
Tolerance towards tourism	8.62	8.58
Cleanliness of the island	8.44	8.30
Air quality	9.00	8.49
Rational water consumption	7.73	7.46
Energy saving	6.69	6.93
Use of renewable energy	7.51	7.03
Recycling	6.61	7.14
Easy to get around by public transport	6.73	7.36
Overcrowding in tourist areas	6.32	6.65
Supply of local products	7.76	7.14

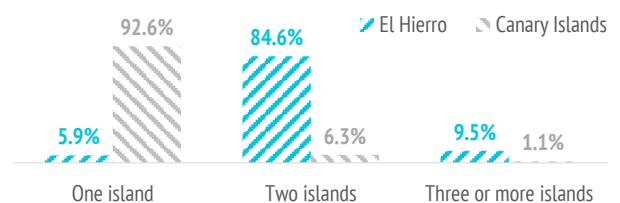
* Scale 0 - 10 (0 = Not important and 10 = Very important)

Overnight staying	%	Absolute
Tenerife	45%	3,820
La Gomera	11.3%	962
Gran Canaria	3.7%	318
La Palma	3.0%	259
Lanzarote	2.2%	191
Fuerteventura	0.9%	75



How many islands do they visit during their trip?

	El Hierro	Canary Islands
One island	5.9%	92.6%
Two islands	84.6%	6.3%
Three or more islands	9.5%	1.1%

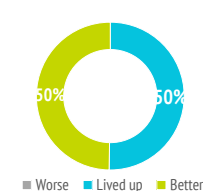


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	El Hierro	Canary Islands
Average rating	9.15	8.85

Experience in the Canary Islands	El Hierro	Canary Islands
Worse or much worse than expected	0.0%	2.8%
Lived up to expectations	50.3%	53.5%
Better or much better than expected	49.7%	43.7%

Future intentions (scale 1-10)	El Hierro	Canary Islands
Return to the Canary Islands	9.49	8.82
Recommend visiting the Canary Islands	9.42	9.06



Experience in the
Canary Islands



Return to the Canary
Islands



9.42/10

Recommend visiting
the Canary Islands

PROFILE OF TOURIST VISITING EL HIERRO 2022

How many are loyal to the Canary Islands?



	in El Hierro	in the Canary Islands
Canary Islands: Repeat tourists	86.5%	70.1%
Canary Islands: At least 10 previous	23.9%	19.1%

Who do they come with?



	El Hierro	Canary Islands
Unaccompanied	16.3%	10.0%
Only with partner	46.6%	46.1%
Only with children (< 13 years old)	0.0%	4.9%
Partner + children (< 13 years old)	6.2%	7.3%
Other relatives	8.6%	9.9%
Friends	12.3%	7.3%
Work colleagues	0.0%	0.6%
Organized trip	1.9%	0.3%
Other combinations (1)	8.2%	13.7%

(1) Different situations have been isolated

Tourists with children	6.2%	18.0%
- Between 0 and 2 years old	0.0%	1.3%
- Between 3 and 12 years old	6.2%	15.5%
- Between 0 -2 and 3-12 years	0.0%	1.2%

Tourists without children	93.8%	82.0%
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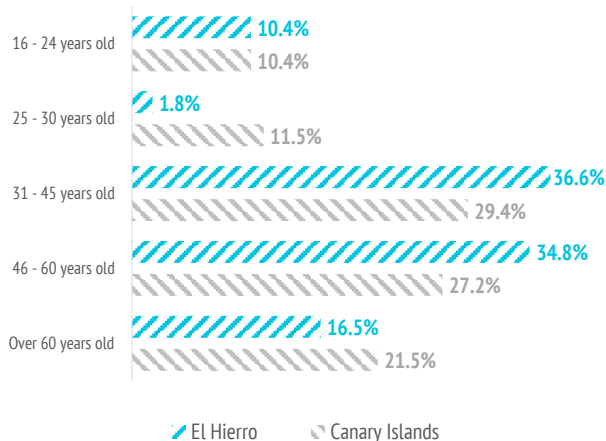
Group composition:

- 1 person	22.1%	12.6%
- 2 people	48.4%	53.9%
- 3 people	8.3%	12.1%
- 4 or 5 people	10.5%	17.3%
- 6 or more people	10.7%	4.1%

Average group size:	2.63	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	67.2%	5,089
Germany	11.1%	838
France	8.8%	667
Others	12.9%	981

Who are they?



	El Hierro	Canary Islands
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Gender

Men	59.9%	48.4%
Women	40.1%	51.6%

Age

Average age (tourist > 15 years old)	46.0	45.7
Standard deviation	13.9	16.0

Age range (> 15 years old)

16 - 24 years old	10.4%	10.4%
25 - 30 years old	1.8%	11.5%
31 - 45 years old	36.6%	29.4%
46 - 60 years old	34.8%	27.2%
Over 60 years old	16.5%	21.5%

Occupation

Salaried worker	61.4%	57.4%
Self-employed	8.4%	10.8%
Unemployed	0.9%	1.0%
Business owner	9.6%	8.3%
Student	3.3%	4.6%
Retired	16.3%	16.5%
Unpaid domestic work	0.0%	0.6%
Others	0.0%	0.8%

Annual household income level

Less than €25,000	18.9%	14.3%
€25,000 - €49,999	40.0%	34.3%
€50,000 - €74,999	15.4%	25.4%
More than €74,999	25.7%	26.0%

Education level

No studies	1.6%	3.6%
Primary education	0.0%	1.7%
Secondary education	15.1%	20.2%
Higher education	83.2%	74.5%



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.