

Profile of tourist visiting El Hierro 2016

How many are they and how much do they spend?

	El Hierro	Canary Islands
Tourist arrivals (> 16 years old)	9,031	13,114,359
Average daily expenditure (€)	127.50	135.94
. in their place of residence	84.76	98.03
. in the Canary Islands	42.73	37.90
Average length of stay	12.50	9.36
Turnover per tourist (€)	1,237	1,141
Total turnover (> 16 years old) (€m)	11	14,957
Share of total turnover	0.1%	100%
Share of total tourist	0.1%	100%
Expenditure in the Canary Islands per tourist and trip (€) (**)		
Accommodation (**):	89.92	47.11
- Accommodation	85.70	40.52
- Additional accommodation expenses	4.22	6.60
Transport:	51.54	26.01
- Public transport	9.25	5.14
- Taxi	6.79	6.94
- Car rental	35.50	13.93
Food and drink:	206.61	148.33
- Food purchases at supermarkets	92.45	63.46
- Restaurants	114.16	84.87
Souvenirs:	24.59	53.88
Leisure:	56.24	34.52
- Organized excursions	2.01	14.95
- Leisure, amusement	1.04	4.55
- Trip to other islands	9.98	1.85
- Sporting activities	42.00	5.11
- Cultural activities	1.20	2.04
- Discos and disco-pubs	0.00	6.01
Others:	13.37	13.91
- Wellness	2.18	3.23
- Medical expenses	1.46	1.69
- Other expenses	9.73	8.99

How far in advance do they book their trip?

	El Hierro	Canary Islands
The same day they leave	0.0%	0.6%
Between 2 and 7 days	8.7%	6.3%
Between 8 and 15 days	12.8%	7.9%
Between 16 and 30 days	8.8%	14.7%
Between 31 and 90 days	41.3%	34.3%
More than 90 days	28.4%	36.2%

What do they book at their place of residence?

	El Hierro	Canary Islands
Flight only	24.2%	8.8%
Flight and accommodation (room only)	48.0%	25.7%
Flight and accommodation (B&B)	5.5%	8.0%
Flight and accommodation (half board)	17.9%	20.4%
Flight and accommodation (full board)	2.8%	4.3%
Flight and accommodation (all inclusive)	1.6%	32.8%
% Tourists using low-cost airlines	59.0%	48.7%
Other expenses in their place of residence:		
- Car rental	43.3%	11.8%
- Sporting activities	19.4%	5.3%
- Excursions	7.6%	5.7%
- Trip to other islands	24.0%	1.6%

How do they book?

	El Hierro	Canary Islands
Accommodation booking		
Tour Operator	8.9%	42.3%
- Tour Operator's website	0.0%	78.8%
Accommodation	27.1%	14.7%
- Accommodation's website	73.9%	83.5%
Travel agency (High street)	11.2%	20.5%
Online Travel Agency (OTA)	37.4%	16.5%
No need to book accommodation	15.4%	6.0%

	El Hierro	Canary Islands
Flight booking		
Tour Operator	9.7%	44.6%
- Tour Operator's website	78.7%	76.3%
Airline	57.1%	24.8%
- Airline's website	100.0%	96.2%
Travel agency (High street)	15.2%	19.1%
Online Travel Agency (OTA)	18.0%	11.5%

Where do they stay?

	El Hierro	Canary Islands
5* Hotel	0.0%	7.1%
4* Hotel	7.3%	39.6%
1-2-3* Hotel	17.5%	14.6%
Apartment	57.1%	31.5%
Property (privately-owned, friends, family)	14.2%	4.6%
Others	3.9%	2.6%

Who are they?

	El Hierro	Canary Islands
Gender		
Percentage of men	64.0%	48.5%
Percentage of women	36.0%	51.5%

	El Hierro	Canary Islands
Age		
Average age (tourists > 16 years old)	45.5	46.3
Standard deviation	12.0	15.3

	El Hierro	Canary Islands
Age range (> 16 years old)		
16-24 years old	0.0%	8.2%
25-30 years old	18.2%	11.1%
31-45 years old	31.8%	29.1%
46-60 years old	37.4%	30.9%
Over 60 years old	12.5%	20.7%

	El Hierro	Canary Islands
Occupation		
Business owner or self-employed	15.7%	23.1%
Upper/Middle management employee	44.7%	36.1%
Auxiliary level employee	15.2%	15.5%
Students	9.7%	5.1%
Retired	7.3%	18.0%
Unemployed / unpaid dom. work	7.3%	2.2%

	El Hierro	Canary Islands
Annual household income level		
€12,000 - €24,000	20.9%	17.8%
€24,001 - €36,000	17.2%	19.4%
€36,001 - €48,000	7.4%	16.9%
€48,001 - €60,000	20.2%	14.6%
€60,001 - €72,000	7.3%	9.5%
€72,001 - €84,000	15.4%	6.0%
More than €84,000	11.6%	15.8%

(*) Expense is prorated among all the tourists (even those who have not spent in destination).

(**) Accommodation expenses may seem low because most tourists pay the accommodation before traveling.

Profile of tourist visiting El Hierro 2016

Tourist per year

Tourist (> 16 years old):	El Hierro	Canary Islands
2012	5,091	10,051,044
2013	5,773	10,425,147
2014	6,723	10,932,170
2015	8,781	11,314,639
2016	9,031	13,114,359

Year on year growth (%)	El Hierro	Canary Islands
2012	--	--
2013	13.4%	3.7%
2014	16.5%	4.9%
2015	30.6%	3.5%
2016	2.9%	15.9%

Who do they come with?



	El Hierro	Canary Islands
Unaccompanied	13.7%	9.1%
Only with partner	71.7%	47.6%
Only with children (under the age of 13)	0.0%	1.5%
Partner + children (under the age of 13)	5.8%	11.8%
Other relatives	1.4%	6.0%
Friends	3.0%	6.1%
Work colleagues	0.0%	0.3%
Other combinations ⁽¹⁾	17.5%	17.5%

* Multi-choice question (different situations have been isolated)

How do they rate the destination?



Impression of their stay	El Hierro	Canary Islands
Good or very good (% tourists)	93.2%	94.1%
Average rating (scale 1-10)	9.09	8.90

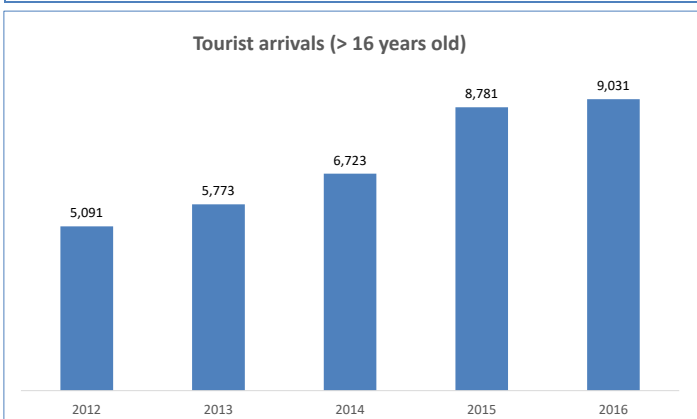
How many are loyal to the destination?

Repeat tourists of the island	El Hierro	Canary Islands
Repeat tourists	38.2%	77.3%
In love (at least 10 previous visits)	3.6%	16.1%

Where are they from?



Ten main source markets	Share	Absolute
Spanish Mainland	34.3%	3,096
Germany	24.9%	2,249
United Kingdom	14.7%	1,330
France	8.4%	755
Netherlands	3.9%	350
Switzerland	3.8%	347
Italy	2.8%	252
Belgium	2.8%	249
Sweden	0.0%	0
Ireland	0.0%	0



Why do they choose the Canary Islands?



Aspects influencing the choice	El Hierro	Canary Islands
Scenery	52.9%	52.9%
Climate/sun	50.6%	50.6%
Tranquillity/rest/relaxation	37.7%	37.7%
Active tourism	28.8%	28.8%
Quality of the environment	23.2%	23.2%
Visiting new places	18.9%	18.9%
Nautical activities	10.9%	10.9%
Beaches	9.9%	9.9%
Security	5.5%	5.5%
Rural tourism	1.6%	1.6%
Price	0.0%	12.7%
Ease of travel	0.0%	8.9%
Suitable destination for children	0.0%	7.5%
Nightlife, fun	0.0%	3.8%
Theme parks	0.0%	3.0%
Culture	0.0%	2.6%

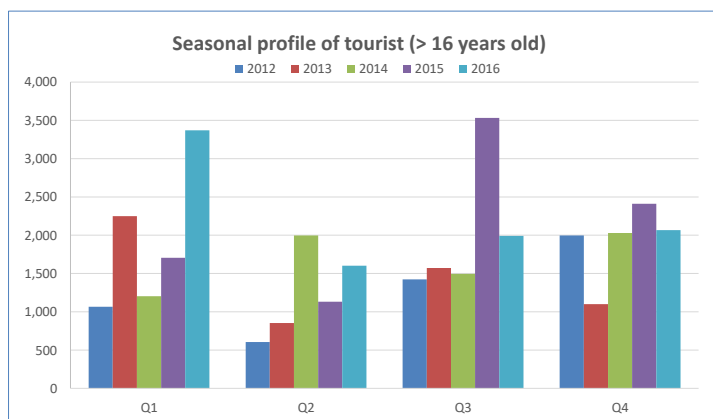
* Multi-choice question

What did motivate them to come?



Aspects motivating the choice	El Hierro	Canary Islands
Previous visits to the Canary Islands	76.7%	64.1%
Recommendation by friends or relatives	21.6%	34.5%
The Canary Islands television channel	0.0%	0.3%
Other television or radio channels	0.0%	0.8%
Information in the press/magazines/books	8.3%	3.8%
Attendance at a tourism fair	0.0%	0.5%
Tour Operator's brochure or catalogue	0.0%	8.0%
Recommendation by Travel Agency	0.0%	9.7%
Information obtained via the Internet	26.9%	25.8%
Senior Tourism programme	0.0%	0.2%
Others	12.2%	6.1%

* Multi-choice question



Source: Encuesta sobre el Gasto Turístico (ISTAC). (1) Combination of some groups previously analyzed.

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