

PROFILE OF TOURIST VISITING EL HIERRO 2019

How many are they and how much do they spend?

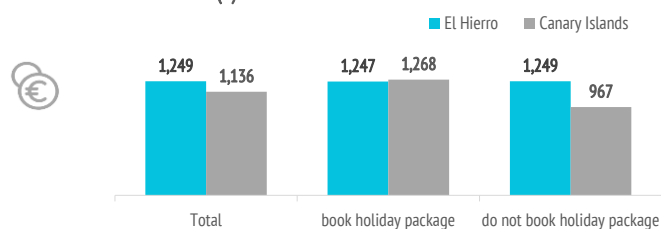


	El Hierro	Canary Islands
TOURISTS		
Tourist arrivals (FRONTUR)	--	15,110,866
Tourist arrivals > 15 years old (EGT)	9,028	13,271,035
- book holiday package	1,230	7,426,022
- do not book holiday package	7,798	5,845,014
- % tourists who book holiday package	13.6%	56.0%
Share of total tourist	0.1%	100%
OTHER INDICATORS		
Guests in accommodation	23,552	13,981,985
- International and Spanish Mainland	7,158	12,266,874
- Canary Islands residents	16,394	1,715,111
Bednights	93,239	102,759,710
- International and Spanish Mainland	32,240	96,779,152
- Canary Islands residents	60,999	5,980,558
Expenditure per tourist (€)		
Expenditure per tourist (€)	1,249	1,136
- book holiday package	1,247	1,268
- holiday package	978	1,031
- others	269	237
- do not book holiday package	1,249	967
- flight	460	263
- accommodation	221	321
- others	569	383
Average lenght of stay	13.84	9.09
- book holiday package	7.67	8.64
- do not book holiday package	14.82	9.68
Average daily expenditure (€)	118.6	138.9
- book holiday package	172.7	155.4
- do not book holiday package	110.0	117.9
Total turnover (> 15 years old) (€m)	11.3	15,070
- book holiday package	1.5	9,416
- do not book holiday package	9.7	5,655

AVERAGE LENGHT OF STAY (nights)



EXPENDITURE PER TOURIST (€)



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.

Importance of each factor in the destination choice



	El Hierro	Canary Islands
Landscapes	82.6%	33.1%
Tranquility	77.1%	47.6%
Environment	65.4%	33.2%
Sea	58.9%	44.4%
Climate	53.5%	78.4%
Authenticity	50.7%	20.3%
Hiking trail network	44.2%	9.6%
Safety	41.2%	51.9%
Effortless trip	29.3%	35.2%
European belonging	26.3%	36.1%
Gastronomy	21.3%	23.2%
Price	16.4%	37.4%
Historical heritage	13.2%	8.2%
Accommodation supply	13.0%	42.9%
Exoticism	12.1%	11.4%
Beaches	11.8%	37.7%
Fun possibilities	8.1%	21.1%
Culture	4.2%	8.0%
Nightlife	0.7%	8.0%
Shopping	0.0%	9.4%

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	20.3%	55.5%
Enjoy family time	3.2%	14.4%
Have fun	0.7%	8.6%
Explore the destination	49.1%	17.8%
Practice their hobbies	21.1%	1.9%
Other reasons	5.6%	1.8%

EXPLORE THE DESTINATION



How far in advance do they book their trip?



	El Hierro	Canary Islands
The same day	3.3%	0.7%
Between 1 and 30 days	11.2%	23.8%
Between 1 and 2 months	24.3%	22.8%
Between 3 and 6 months	52.3%	32.7%
More than 6 months	9.0%	20.0%

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

	El Hierro	Canary Islands
Previous visits to the Canary Islands	61.0%	51.9%
Friends or relatives	41.4%	27.1%
Internet or social media	57.7%	54.7%
Mass Media	5.2%	1.6%
Travel guides and magazines	27.9%	8.4%
Travel Blogs or Forums	13.0%	5.7%
Travel TV Channels	0.0%	0.8%
Tour Operator or Travel Agency	2.4%	22.6%
Public administrations or similar	0.0%	0.4%
Others	2.2%	2.4%

* Multi-choise question

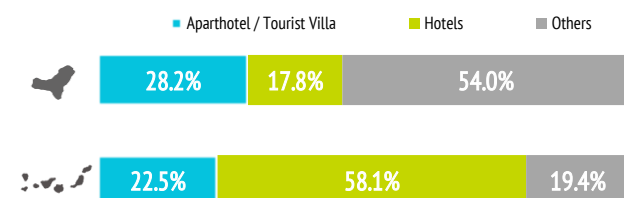
With whom did they book their flight and accommodation?

	El Hierro	Canary Islands
Flight		
- Directly with the airline	66.7%	42.9%
- Tour Operator or Travel Agency	33.3%	57.1%
Accommodation		
- Directly with the accommodation	65.2%	31.5%
- Tour Operator or Travel Agency	34.8%	68.5%

Where do they stay?

	El Hierro	Canary Islands
1-2-3* Hotel	9.8%	11.5%
4* Hotel	8.0%	37.6%
5* Hotel / 5* Luxury Hotel	0.0%	9.0%
Aparthotel / Tourist Villa	28.2%	22.5%
House/room rented in a private dwelling	24.5%	5.9%
Private accommodation (1)	25.6%	7.2%
Others (Cottage, cruise, camping...)	3.9%	6.3%

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



What do they book?

	El Hierro	Canary Islands
Room only	84.8%	27.9%
Bed and Breakfast	7.9%	12.4%
Half board	5.2%	21.2%
Full board	2.2%	3.6%
All inclusive	0.0%	34.9%

85% of tourists book room only.
(Canary Islands: 27.9%)

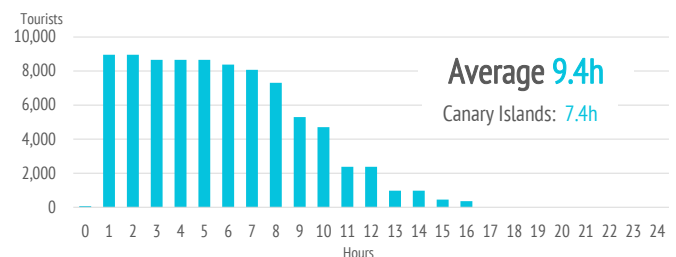
Other expenses

	El Hierro	Canary Islands
Restaurants or cafes	91.3%	59.1%
Supermarkets	79.4%	52.1%
Car rental	59.9%	26.3%
Organized excursions	7.5%	20.6%
Taxi, transfer, chauffeur service	12.5%	50.0%
Theme Parks	1.4%	7.5%
Sport activities	26.0%	5.7%
Museums	6.0%	4.6%
Flights between islands	36.6%	4.4%

Activities in the Canary Islands

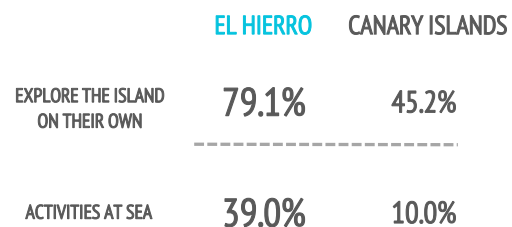
Outdoor time per day	El Hierro	Canary Islands
0 hours	0.7%	2.1%
1 - 2 hours	3.3%	9.8%
3 - 6 hours	6.6%	32.6%
7 - 12 hours	78.7%	47.1%
More than 12 hours	10.7%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	El Hierro	Canary Islands
Explore the island on their own	79.1%	45.2%
Walk, wander	71.6%	69.8%
Beach	54.2%	66.3%
Taste Canarian gastronomy	41.5%	24.2%
Activities at sea	39.0%	10.0%
Nature activities	38.6%	10.4%
Sport activities	31.5%	13.4%
Museums / exhibitions	21.6%	10.1%
Wineries / markets / popular festivals	20.6%	11.6%
Astronomical observation	12.1%	3.5%
Organized excursions	10.4%	16.9%
Swimming pool, hotel facilities	10.3%	58.2%
Sea excursions / whale watching	6.2%	11.1%
Nightlife / concerts / shows	2.4%	15.5%
Theme parks	0.0%	14.1%
Beauty and health treatments	0.0%	5.4%

* Multi-choise question



PROFILE OF TOURIST VISITING EL HIERRO 2019

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

Overnight staying	%	Absolute
Tenerife	19.4%	1,754
Gran Canaria	14.3%	1,292
La Palma	2.6%	231

Day trips (without overnight)	%	Absolute
Tenerife	32.7%	2,950

Internet usage during their trip

	El Hierro	Canary Islands
Research		
- Tourist package	14.7%	14.8%
- Flights	6.0%	13.0%
- Accommodation	3.1%	16.9%
- Transport	2.9%	15.7%
- Restaurants	35.1%	28.4%
- Excursions	36.1%	26.2%
- Activities	45.3%	30.1%
Book or purchase		
- Tourist package	13.5%	39.4%
- Flights	90.4%	66.7%
- Accommodation	82.2%	57.3%
- Transport	89.1%	47.6%
- Restaurants	8.3%	12.1%
- Excursions	2.7%	13.0%
- Activities	12.3%	14.7%

* Multi-choise question

Internet usage in the Canary Island	El Hierro	Canary Islands
Did not use the Internet	2.0%	8.3%
Used the Internet	98.0%	91.7%
- Own Internet connection	45.2%	37.4%
- Free Wifi connection	38.7%	39.5%
Applications*		
- Search for locations or maps	70.6%	61.7%
- Search for destination info	53.3%	44.8%
- Share pictures or trip videos	58.6%	56.0%
- Download tourist apps	10.6%	7.0%
- Others	18.7%	22.6%

* Multi-choise question

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El 70.6% search for locations or map during their stay in El Hierro

(Canary Islands: 61.7%)



Imagen: Freepik.com

How many islands do they visit during their trip?

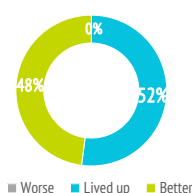
	El Hierro	Canary Islands
One island	39.7%	91.4%
Two islands	51.6%	7.2%
Three or more islands	8.7%	1.4%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	El Hierro	Canary Islands
Average rating	9.20	8.70

Experience in the Canary Islands	El Hierro	Canary Islands
Worse or much worse than expected	0.0%	2.3%
Lived up to expectations	52.1%	55.6%
Better or much better than expected	47.9%	42.1%

Future intentions (scale 1-10)	El Hierro	Canary Islands
Return to the Canary Islands	9.61	8.73
Recommend visiting the Canary Island	9.61	8.95



Experience in the
Canary Islands



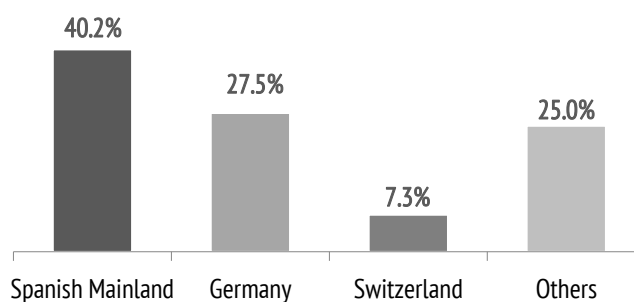
Return to the Canary
Islands



Recommend visiting
the Canary Islands

Where are they from?

	%	Absolute
Spanish Mainland	40.2%	3,626
Germany	27.5%	2,485
Netherlands	7.3%	661
Switzerland	6.7%	609
Sweden	3.4%	309
Finland	3.3%	301
Norway	2.8%	254
United Kingdom	2.4%	214
Russia	2.3%	209
Belgium	2.1%	191
France	1.9%	171



PROFILE OF TOURIST VISITING EL HIERRO 2019

How many are loyal to the Canary Islands?



	in El Hierro	in the Canary Islands
El Hierro: Repeat tourists	64.1%	1.4%
El Hierro: At least 10 previous visits	0.0%	0.0%
Canary Islands: Repeat tourists	73.0%	72.2%
Canary Islands: At least 10 previous	28.4%	18.6%

Who do they come with?



	El Hierro	Canary Islands
Unaccompanied	13.9%	9.6%
Only with partner	63.5%	48.1%
Only with children (< 13 years old)	4.2%	5.6%
Partner + children (< 13 years old)	0.0%	6.5%
Other relatives	7.2%	9.3%
Friends	5.4%	6.4%
Work colleagues	0.5%	0.5%
Organized trip	0.0%	0.3%
Other combinations (1)	5.2%	13.7%

(1) Different situations have been isolated

Tourists with children	10.6%	17.7%
- Between 0 and 2 years old	0.0%	1.6%
- Between 3 and 12 years old	10.6%	14.8%
- Between 0 -2 and 3-12 years	0.0%	1.4%

Tourists without children	89.4%	82.3%
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Group composition:		
- 1 person	18.5%	13.2%
- 2 people	69.6%	55.1%
- 3 people	2.5%	12.0%
- 4 or 5 people	9.4%	16.3%
- 6 or more people	0.0%	3.5%
Average group size:	2.03	2.54

Who are they?



	El Hierro	Canary Islands
Gender		
Men	41.2%	48.6%
Women	58.8%	51.4%

Age		
Average age (tourist > 15 years old)	51.2	47.1
Standard deviation	12.7	15.4

Age range (> 15 years old)		
16 - 24 years old	0.6%	7.3%
25 - 30 years old	10.2%	10.9%
31 - 45 years old	20.3%	28.0%
46 - 60 years old	39.5%	31.8%
Over 60 years old	29.4%	22.1%

Occupation		
Salaried worker	40.4%	55.0%
Self-employed	18.2%	11.5%
Unemployed	4.7%	1.1%
Business owner	15.8%	9.4%
Student	1.5%	3.5%
Retired	14.4%	17.9%
Unpaid domestic work	1.8%	0.8%
Others	3.2%	0.8%

Annual household income level		
Less than €25,000	12.3%	17.5%
€25,000 - €49,999	43.3%	37.5%
€50,000 - €74,999	22.8%	22.8%
More than €74,999	21.6%	22.2%

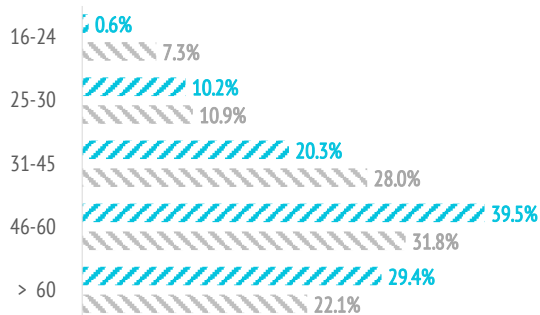
Education level		
No studies	0.0%	5.0%
Primary education	1.1%	2.6%
Secondary education	18.0%	23.6%
Higher education	80.9%	68.9%



10.6% tourists travel with children.

(Canary Islands: 17.7%)

% TOURISTS BY AGE RANGE



El Hierro

Canary Islands



4 IN 10 TOURISTS ARE
SPANISH
46 YEARS OLD
AVERAGE AGE

64%
ONLY WITH
PARTNER



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.