

PROFILE OF TOURIST VISITING EL HIERRO 2020

How many are they and how much do they spend?



	El Hierro	Canary Islands
TOURISTS		
Tourist arrivals (FRONTUR)	--	4,631,803
Tourist arrivals > 15 years old (EGT)	3,647	4,110,955
- book holiday package	252	1,970,658
- do not book holiday package	3,395	2,140,297
- % tourists who book holiday package	6.9%	47.9%
Share of total tourist	0.1%	100%

OTHER INDICATORS

Guests in accommodation	7,726	4,418,724
- International and Spanish Mainland	4,453	3,660,995
- Canary Islands residents	3,273	757,729
Bednights	33,309	31,159,842
- International and Spanish Mainland	20,042	28,550,015
- Canary Islands residents	13,267	2,609,827

Expenditure per tourist (€)	961	1,170
- book holiday package	839	1,334
- holiday package	670	1,093
- others	168	241
- do not book holiday package	970	1,019
- flight	294	260
- accommodation	230	363
- others	446	396
Average length of stay	11.03	10.14
- book holiday package	7.40	8.86
- do not book holiday package	11.30	11.32
Average daily expenditure (€)	102.1	135.3
- book holiday package	151.8	160.6
- do not book holiday package	98.4	112.0
Total turnover (> 15 years old) (€m)	4	4,809
- book holiday package	0	2,629
- do not book holiday package	3	2,180

Where did they spend their main holiday last year?*

	El Hierro	Canary Islands
Don't have holiday	1.3%	8.8%
Canary Islands	47.2%	29.0%
Other destination	51.4%	62.2%

What other destinations do they consider for this trip?*

	El Hierro	Canary Islands
None	35.8%	39.2%
Canary Islands	43.2%	31.1%
Other destination	21.0%	29.7%

*available data for the second half of 2020. Percentage of valid answers

Importance of each factor in the destination choice



	El Hierro	Canary Islands
Landscapes	72.7%	35.5%
Climate	63.4%	78.0%
Tranquility	61.7%	48.4%
Environment	57.9%	33.2%
Authenticity	56.5%	21.6%
Sea	55.7%	46.1%
Hiking trail network	39.8%	12.9%
Safety	32.4%	51.7%
European belonging	28.3%	37.6%
Gastronomy	24.2%	25.5%
Beaches	21.8%	38.0%
Effortless trip	20.8%	34.0%
Culture	15.6%	8.7%
Historical heritage	15.6%	9.3%
Price	13.9%	32.9%
Exoticism	11.6%	11.1%
Accommodation supply	11.5%	39.4%
Fun possibilities	11.5%	18.4%
Nightlife	1.7%	7.6%
Shopping	1.7%	9.1%

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



EL HIERRO
72,7%



CANARY ISLANDS
35.5%

What is the main motivation for their holidays?



	El Hierro	Canary Islands
Rest	28.4%	54.9%
Enjoy family time	16.5%	13.6%
Have fun	1.5%	6.9%
Explore the destination	35.0%	19.3%
Practice their hobbies	14.1%	2.4%
Other reasons	4.5%	2.8%

EXPLORE THE DESTINATION



35%



19.3%

How far in advance do they book their trip?



	El Hierro	Canary Islands
The same day	2.4%	1.0%
Between 1 and 30 days	33.0%	32.6%
Between 1 and 2 months	24.6%	24.2%
Between 3 and 6 months	31.0%	25.3%
More than 6 months	9.1%	16.9%

Source: Encuesta sobre el Gasto Turístico (ISTAC). Due to the pandemic situation, no data was collected in the second quarter of 2020.

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

PROFILE OF TOURIST VISITING EL HIERRO 2020

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

	El Hierro	Canary Islands
Previous visits to the Canary Islands	44.6%	52.2%
Friends or relatives	32.3%	26.3%
Internet or social media	48.6%	50.7%
Mass Media	6.8%	2.3%
Travel guides and magazines	18.2%	7.4%
Travel Blogs or Forums	12.4%	5.7%
Travel TV Channels	0.7%	0.5%
Tour Operator or Travel Agency	9.8%	19.8%
Public administrations or similar	1.5%	0.9%
Others	0.0%	2.6%

* Multi-choise question

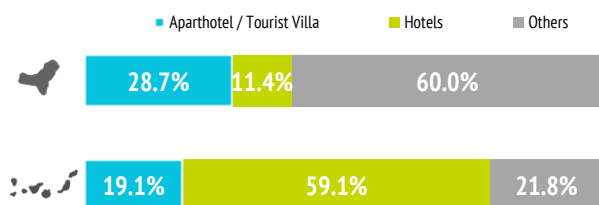
With whom did they book their flight and accommodation?

	El Hierro	Canary Islands
Flight		
- Directly with the airline	68.3%	50.4%
- Tour Operator or Travel Agency	31.7%	49.6%
Accommodation		
- Directly with the accommodation	54.4%	37.4%
- Tour Operator or Travel Agency	45.6%	62.6%

Where do they stay?

	El Hierro	Canary Islands
1-2-3* Hotel	1.0%	11.7%
4* Hotel	10.4%	37.7%
5* Hotel / 5* Luxury Hotel	0.0%	9.7%
Aparthotel / Tourist Villa	28.7%	19.1%
House/room rented in a private dwell	24.8%	6.5%
Private accommodation (1)	25.9%	9.5%
Others (Cottage, cruise, camping,...)	9.2%	5.8%

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



What do they book?

	El Hierro	Canary Islands
Room only	71.5%	29.0%
Bed and Breakfast	13.9%	14.5%
Half board	14.6%	20.3%
Full board	0.0%	3.3%
All inclusive	0.0%	32.8%

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72% of tourists book room only.
(Canary Islands: 29%)

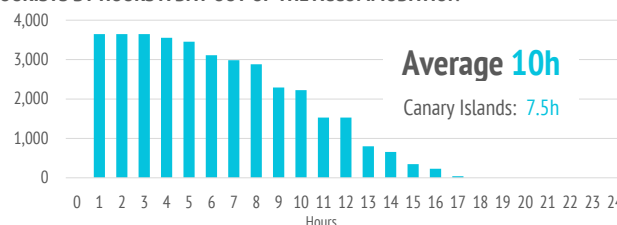
Other expenses

	El Hierro	Canary Islands
Restaurants or cafes	85.1%	63.7%
Supermarkets	63.7%	54.6%
Car rental	70.7%	31.7%
Organized excursions	12.1%	18.4%
Taxi, transfer, chauffeur service	11.9%	43.6%
Theme Parks	0.0%	4.5%
Sport activities	20.9%	6.1%
Museums	18.0%	4.4%
Flights between islands	27.1%	5.2%

Activities in the Canary Islands

Outdoor time per day	El Hierro	Canary Islands
0 hours	0.0%	2.0%
1 - 2 hours	0.0%	8.9%
3 - 6 hours	18.1%	33.2%
7 - 12 hours	59.9%	47.3%
More than 12 hours	21.9%	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	74.3%	49.7%
Walk, wander	73.5%	72.6%
Hiking	65.2%	19.8%
Beach	53.5%	66.5%
Taste Canarian gastronomy	41.1%	27.0%
Swim	35.2%	30.4%
Scuba Diving	31.3%	2.8%
Museums / exhibitions	22.0%	10.2%
Swimming pool, hotel facilities	21.9%	53.3%
Other Nature Activities	20.2%	7.9%
Wineries / markets / popular festivals	18.9%	11.1%
Practice other sports	9.6%	4.7%
Organized excursions	8.9%	12.5%
Running	7.8%	7.2%
Cycling / Mountain bike	5.4%	3.9%
Astronomical observation	4.0%	4.1%
Beauty and health treatments	3.9%	5.2%
Nightlife / concerts / shows	3.5%	11.8%
Sea excursions / whale watching	3.1%	9.3%
Surg	1.5%	2.8%
Theme parks	0.7%	8.1%
Windsurf / Kitesurf	0.0%	1.3%
Golf	0.0%	2.2%

* Multi-choise question

EL HIERRO **CANARY ISLANDS**
HIKING **65.2%** **19.8%**



PROFILE OF TOURIST VISITING EL HIERRO 2020



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

Overnight staying	%	Absolute
Tenerife	40%	1,442
Gran Canaria	8.0%	292
Lanzarote	4.3%	156
La Palma	2.3%	85

Day trips (without overnight)	%	Absolute
Tenerife	36.0%	1,314
Gran Canaria	1.0%	36

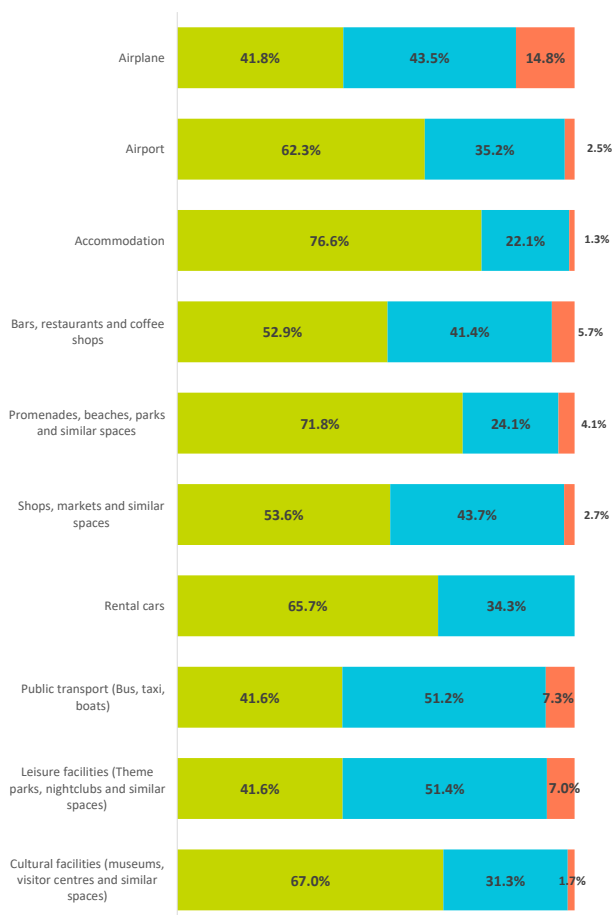
Health safety*

Planning the trip: Importance	El Hierro	Canary Islands
Average rating (scale 0-10)	7.20	8.19

During the stay: Rate	El Hierro	Canary Islands
Average rating (scale 0-10)	8.63	8.53

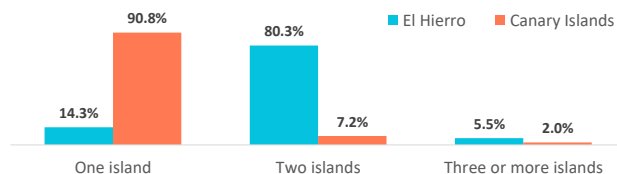
HEALTH SAFETY MEASURES (RATE)

■ Good ■ Adequate ■ Poor



How many islands do they visit during their trip?

	El Hierro	Canary Islands
One island	14.3%	90.8%
Two islands	80.3%	7.2%
Three or more islands	5.5%	2.0%

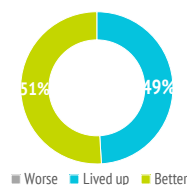


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	El Hierro	Canary Islands
Average rating	8.92	8.70

Experience in the Canary Islands	El Hierro	Canary Islands
Worse or much worse than expected	0.0%	2.9%
Lived up to expectations	49.0%	56.1%
Better or much better than expected	51.0%	41.0%

Future intentions (scale 1-10)	El Hierro	Canary Islands
Return to the Canary Islands	9.20	8.82
Recommend visiting the Canary Islands	9.31	8.99



Experience in the Canary Islands



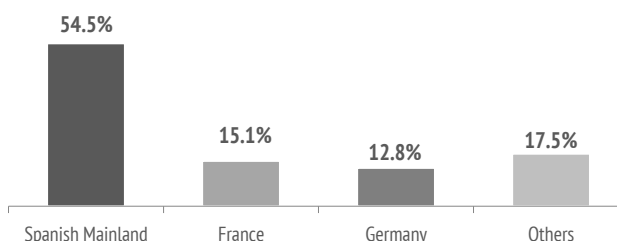
Return to the Canary Islands



Recommend visiting the Canary Islands

Where are they from?

	%	Absolute
Spanish Mainland	54.5%	1,989
France	15.1%	552
Germany	12.8%	466
Portugal	4.8%	174
United Kingdom	4.2%	151
Switzerland	3.5%	129
Italy	1.1%	40
Others	4.0%	146



*available data for the second half of 2020

PROFILE OF TOURIST VISITING EL HIERRO 2020

How many are loyal to the Canary Islands?



	in El Hierro	in the Canary Islands
El Hierro: Repeat tourists	65.3%	2.0%
El Hierro: At least 10 previous visit	0.6%	0.0%
Canary Islands: Repeat tourists	77.7%	75.2%
Canary Islands: At least 10 previous visit	19.6%	22.2%

Who do they come with?



	El Hierro	Canary Islands
Unaccompanied	24.9%	12.0%
Only with partner	37.9%	50.3%
Only with children (< 13 years old)	1.6%	4.8%
Partner + children (< 13 years old)	6.6%	5.1%
Other relatives	1.0%	7.6%
Friends	12.5%	6.7%
Work colleagues	2.0%	0.7%
Organized trip	0.0%	0.4%
Other combinations (1)	13.5%	12.4%

(1) Different situations have been isolated

Tourists with children	8.2%	13.9%
- Between 0 and 2 years old	0.0%	1.4%
- Between 3 and 12 years old	8.2%	11.5%
- Between 0 -2 and 3-12 years	0.0%	1.1%

Tourists without children	91.8%	86.1%
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Group composition:

- 1 person	26.4%	15.4%
- 2 people	61.3%	57.7%
- 3 people	5.3%	10.2%
- 4 or 5 people	0.5%	13.8%
- 6 or more people	6.5%	2.9%

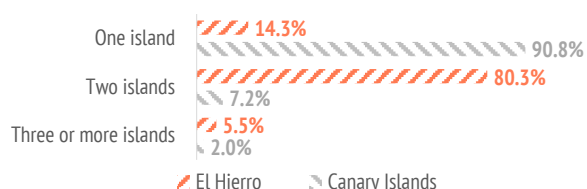
Average group size:	2.07	2.40
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Who are they?

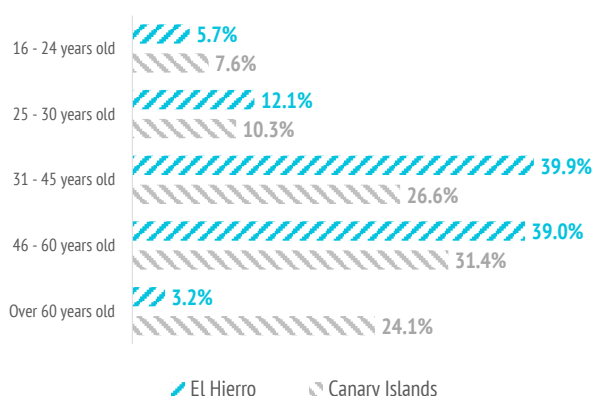


	El Hierro	Canary Islands
Gender		
Men	56.7%	49.8%
Women	43.3%	50.2%
Age		
Average age (tourist > 15 years old)	43.1	47.8
Standard deviation	11.2	15.8
Age range (> 15 years old)		
16 - 24 years old	5.7%	7.6%
25 - 30 years old	12.1%	10.3%
31 - 45 years old	39.9%	26.6%
46 - 60 years old	39.0%	31.4%
Over 60 years old	3.2%	24.1%
Occupation		
Salaried worker	78.8%	50.9%
Self-employed	9.4%	12.0%
Unemployed	1.7%	1.4%
Business owner	6.5%	10.4%
Student	0.7%	3.8%
Retired	1.1%	19.8%
Unpaid domestic work	0.0%	0.5%
Others	1.7%	1.2%
Annual household income level		
Less than €25,000	25.5%	15.3%
€25,000 - €49,999	38.3%	37.6%
€50,000 - €74,999	16.9%	23.7%
More than €74,999	19.3%	23.4%
Education level		
No studies	0.0%	3.7%
Primary education	4.3%	2.4%
Secondary education	9.2%	21.8%
Higher education	86.5%	72.1%

% TOURISTS BY ISLANDS VISITING DURING THEIR TRIP



% TOURISTS BY AGE RANGE



1 IN 2 TOURISTS ARE
SPANISH

43 YEARS OLD
AVERAGE AGE

34%
ONLY WITH
PARTNER



Pictures: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). Due to the pandemic situation, no data was collected in the second quarter of 2020.

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