

PROFILE OF TOURIST VISITING EL HIERRO 2021

How many are they and how much do they spend?



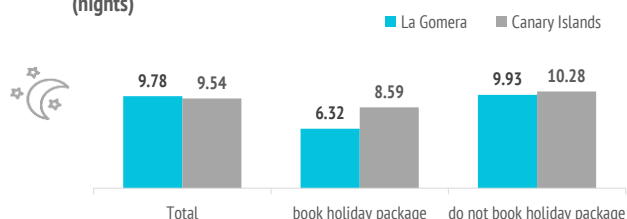
	El Hierro	Canary Islands
TOURISTS		
Tourist arrivals (FRONTUR)	--	6,697,165
Tourist arrivals > 15 years old (EGT)	4,383	5,827,892
- book holiday package	182	2,549,012
- do not book holiday package	4,201	3,278,880
- % tourists who book holiday package	4.2%	43.7%
Share of total tourist	0.1%	100%

OTHER INDICATORS

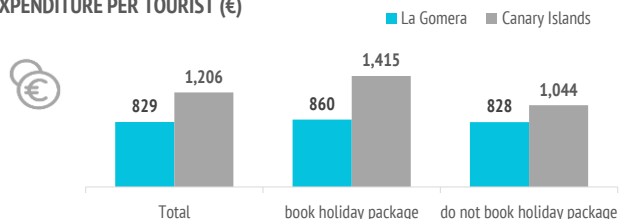
Guests in accommodation	13,573	6,295,130
- International and Spanish Mainland	5,607	5,081,209
- Canary Islands residents	7,966	1,213,921
Bednights	49,662	40,204,828
- International and Spanish Mainland	22,620	36,146,383
- Canary Islands residents	27,042	4,058,445

Expenditure per tourist (€)	829	1,206
- book holiday package	860	1,415
- holiday package	635	1,135
- others	224	280
- do not book holiday package	828	1,044
- flight	227	248
- accommodation	239	369
- others	362	427
Average length of stay	9.78	9.54
- book holiday package	6.32	8.59
- do not book holiday package	9.93	10.28
Average daily expenditure (€)	101.1	144.0
- book holiday package	145.3	172.8
- do not book holiday package	99.1	121.6
Total turnover (> 15 years old) (€m)	4	7,028
- book holiday package	0	3,606
- do not book holiday package	3	3,422

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice



	El Hierro	Canary Islands
Landscapes	73.7%	39.1%
Environment	63.6%	34.7%
Tranquility	59.6%	48.5%
Sea	57.0%	52.0%
Authenticity	53.6%	24.4%
Climate	51.2%	76.0%
Safety	37.0%	49.0%
Hiking trail network	34.2%	12.1%
European belonging	31.4%	40.2%
Gastronomy	30.5%	27.9%
Beaches	29.8%	44.6%
Effortless trip	22.2%	34.9%
Historical heritage	21.6%	9.1%
Price	17.9%	32.4%
Accommodation supply	16.7%	37.8%
Culture	14.8%	8.7%
Exoticism	14.4%	14.5%
Fun possibilities	12.6%	22.4%
Nightlife	5.1%	8.4%
Shopping	3.9%	8.8%

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
73,7%



CANARY ISLANDS
39.1%

What is the main motivation for their holidays?



	El Hierro	Canary Islands
Rest	17.3%	50.7%
Enjoy family time	6.4%	14.0%
Have fun	0.7%	7.3%
Explore the destination	53.3%	23.3%
Practice their hobbies	17.7%	2.6%
Other reasons	4.6%	2.1%



How far in advance do they book their trip?



	El Hierro	Canary Islands
The same day	1.3%	1.0%
Between 1 and 30 days	28.9%	42.5%
Between 1 and 2 months	37.3%	26.7%
Between 3 and 6 months	20.2%	18.7%
More than 6 months	12.4%	11.1%

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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	43.3%	45.7%
Friends or relatives	41.9%	30.9%
Internet or social media	67.1%	53.5%
Mass Media	5.6%	2.3%
Travel guides and magazines	19.7%	7.0%
Travel Blogs or Forums	21.5%	8.4%
Travel TV Channels	2.9%	0.5%
Tour Operator or Travel Agency	3.7%	19.4%
Public administrations or similar	2.0%	1.9%
Others	2.2%	2.9%

* Multi-choise question

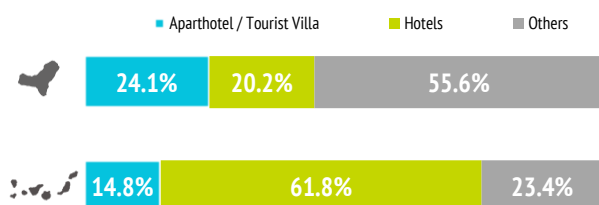
With whom did they book their flight and accommodation? 👁

	El Hierro	Canary Islands
Flight		
- Directly with the airline	90.1%	52.8%
- Tour Operator or Travel Agency	9.9%	47.2%
Accommodation		
- Directly with the accommodation	79.6%	39.9%
- Tour Operator or Travel Agency	20.4%	60.1%

Where do they stay? 🏠

	El Hierro	Canary Islands
1-2-3* Hotel	10.8%	11.5%
4* Hotel	9.4%	39.4%
5* Hotel / 5* Luxury Hotel	0.0%	10.9%
Aparthotel / Tourist Villa	24.1%	14.8%
House/room rented in a private dwell	17.6%	6.9%
Private accommodation (1)	17.6%	9.9%
Others (Cottage, cruise, camping,...)	20.4%	6.6%

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



What do they book? 🍽

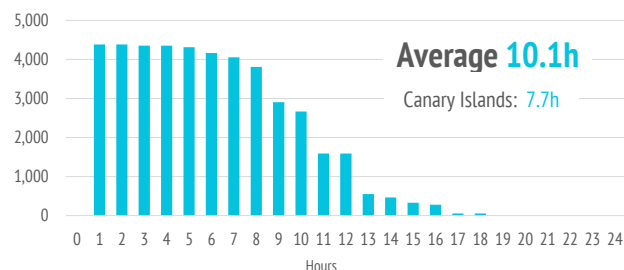
	El Hierro	Canary Islands
Room only	73.2%	28.1%
Bed and Breakfast	17.7%	15.3%
Half board	1.1%	19.5%
Full board	0.0%	3.2%
All inclusive	8.1%	33.8%

”
73.2% of tourists book room only.
(Canary Islands: 28.1%)

Activities in the Canary Islands 🚶

	El Hierro	Canary Islands
Outdoor time per day		
0 hours	0.0%	2.4%
1 - 2 hours	0.7%	10.0%
3 - 6 hours	6.8%	30.1%
7 - 12 hours	79.9%	47.1%
More than 12 hours	12.6%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	El Hierro	Canary Islands
Beach	55.2%	75.1%
Explore the island on their own	72.7%	52.5%
Walk, wander	59.0%	72.2%
Hiking	48.5%	22.5%
Taste Canarian gastronomy	33.0%	30.2%
Swim	27.7%	38.8%
Scuba Diving	27.4%	4.2%
Other Nature Activities	13.4%	9.5%
Museums / exhibitions	10.6%	10.7%
Wineries / markets / popular festivals	10.4%	10.0%
Swimming pool, hotel facilities	8.7%	57.5%
Running	8.6%	7.6%
Sea excursions / whale watching	7.1%	13.5%
Practice other sports	6.4%	5.9%
Organized excursions	4.9%	16.0%
Cycling / Mountain bike	4.2%	4.2%
Beauty and health treatments	1.6%	5.6%
Theme parks	1.4%	12.2%
Astronomical observation	1.2%	4.2%
Surf	0.8%	4.8%
Nightlife / concerts / shows	0.0%	12.3%
Windsurf / Kitesurf	0.0%	1.5%
Golf	0.0%	2.3%

* Multi-choise question

	EL HIERRO	CANARY ISLANDS
EXPLORE THE ISLAND ON THEIR OWN	72.7%	52.5%
HIKING	48.5%	22.5%
SCUBA DIVING	27.4%	4.2%

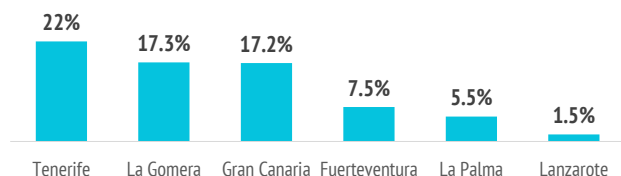


PROFILE OF TOURIST VISITING EL HIERRO 2021



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

Overnight staying	%	Absolute
Tenerife	22%	1,167
La Gomera	17.3%	922
Gran Canaria	17.2%	915
Fuerteventura	7.5%	401
La Palma	5.5%	291
Lanzarote	1.5%	81



Day trips (without overnight)	%	Absolute
Tenerife	51.8%	2,762
Gran Canaria	2.7%	146
Fuerteventura	0.5%	27
La Gomera	0.5%	27
Lanzarote	0.1%	7

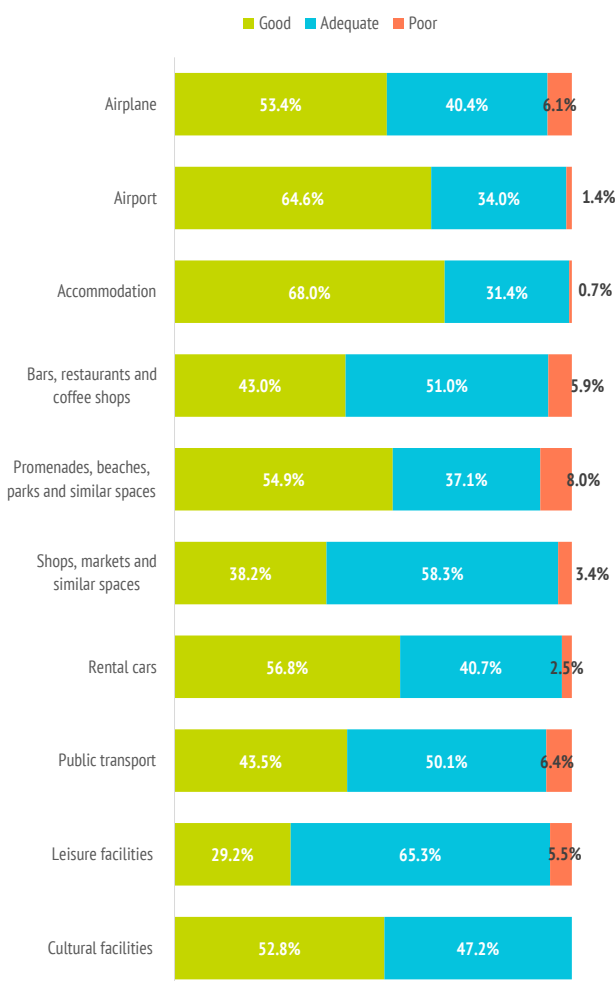


Health safety

Planning the trip: Importance	El Hierro	Canary Islands
Average rating (scale 0-10)	7.44	7.99

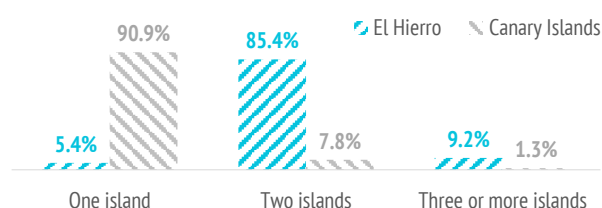
During the stay: Rate	El Hierro	Canary Islands
Average rating (scale 0-10)	8.23	8.42

HEALTH SAFETY MEASURES (RATE)



How many islands do they visit during their trip?

	El Hierro	Canary Islands
One island	5.4%	90.9%
Two islands	85.4%	7.8%
Three or more islands	9.2%	1.3%

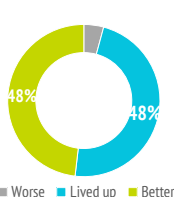


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	El Hierro	Canary Islands
Average rating	9.05	8.86

Experience in the Canary Islands	El Hierro	Canary Islands
Worse or much worse than expected	4.2%	2.7%
Lived up to expectations	47.6%	51.4%
Better or much better than expected	48.2%	45.9%

Future intentions (scale 1-10)	El Hierro	Canary Islands
Return to the Canary Islands	9.49	8.86
Recommend visiting the Canary Islands	9.55	9.10



Experience in the
Canary Islands



Return to the Canary
Islands



Recommend visiting
the Canary Islands

PROFILE OF TOURIST VISITING EL HIERRO 2021

How many are loyal to the Canary Islands?



	in El Hierro	in the Canary Islands
Canary Islands: Repeat tourists	84.1%	68.0%
Canary Islands: At least 10 previous	21.0%	18.3%

Who do they come with?



	El Hierro	Canary Islands
Unaccompanied	22.9%	13.5%
Only with partner	47.5%	48.2%
Only with children (< 13 years old)	1.8%	3.9%
Partner + children (< 13 years old)	1.6%	4.9%
Other relatives	3.0%	8.4%
Friends	11.3%	8.5%
Work colleagues	2.6%	0.8%
Organized trip	0.5%	0.2%
Other combinations (1)	8.8%	11.5%

(1) Different situations have been isolated

Tourists with children	5.4%	12.5%
- Between 0 and 2 years old	1.3%	1.2%
- Between 3 and 12 years old	3.4%	10.2%
- Between 0 -2 and 3-12 years	0.7%	1.0%

Tourists without children	94.6%	87.5%
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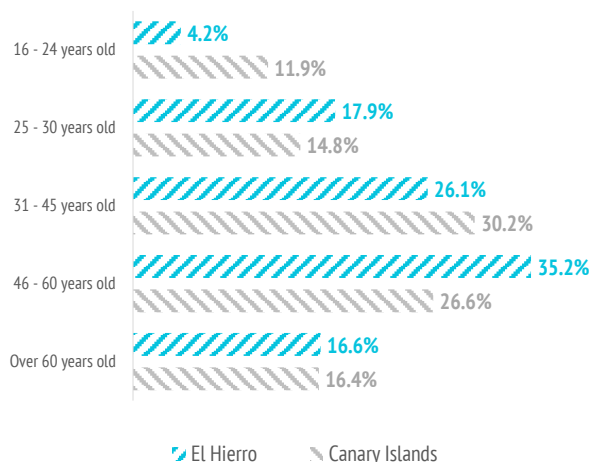
Group composition:

- 1 person	23.6%	16.5%
- 2 people	55.1%	56.7%
- 3 people	4.6%	10.7%
- 4 or 5 people	9.6%	13.6%
- 6 or more people	7.1%	2.5%

Average group size:	2.37	2.37
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*People who share the main expenses of the trip

% TOURISTS BY AGE RANGE



Where are they from?



	%	Absolute
Spanish Mainland	70.2%	3,077
Germany	10.3%	451
Others	19.5%	855

Who are they?



	El Hierro	Canary Islands
Gender		
Men	55.2%	49.6%
Women	44.8%	50.4%

Age

Average age (tourist > 15 years old)	45.8	43.3
Standard deviation	14.3	15.6

Age range (> 15 years old)

16 - 24 years old	4.2%	11.9%
25 - 30 years old	17.9%	14.8%
31 - 45 years old	26.1%	30.2%
46 - 60 years old	35.2%	26.6%
Over 60 years old	16.6%	16.4%

Occupation

Salaried worker	59.6%	57.8%
Self-employed	19.7%	11.1%
Unemployed	2.9%	1.7%
Business owner	4.7%	10.0%
Student	3.6%	5.9%
Retired	9.2%	12.2%
Unpaid domestic work	0.0%	0.5%
Others	0.2%	0.9%

Annual household income level

Less than €25,000	10.7%	16.1%
€25,000 - €49,999	47.8%	37.0%
€50,000 - €74,999	22.3%	23.4%
More than €74,999	19.2%	23.5%

Education level

No studies	0.0%	2.2%
Primary education	0.6%	2.2%
Secondary education	14.2%	18.8%
Higher education	85.3%	76.9%



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.