

Tourist profile by quarter of trip (2015)

Canary Islands: Irish

How many they are and how much do they spend?



	Q1	Q2	Q3	Q4	Total
Tourist arrivals (> 16 years old)	85,450	116,251	116,056	71,945	389,702
Average daily expenditure (€)	114.56	117.72	124.63	138.41	122.90
. in their place of residence	64.82	65.25	74.06	82.82	71.02
. in the Canary Islands	49.74	52.47	50.57	55.59	51.88
Average length of stay	9.92	8.48	9.41	9.16	9.20
Turnover per tourist (€)	941	915	1,092	1,183	1,023
Total turnover (> 16 years old) (€m)	80.4	106.3	126.7	85.1	398.5
Share of Irish turnover	20.2%	26.7%	31.8%	21.3%	100%
Share of Irish tourist	21.9%	29.8%	29.8%	18.5%	100%

Expenditure in the Canary Islands per tourist and trip (€)					
Accommodation (*) :	33.55	65.65	74.24	97.46	67.04
- Accommodation	31.91	59.99	68.47	93.27	62.50
- Additional accommodation expenses	1.64	5.66	5.76	4.19	4.54
Transport:	25.43	27.03	34.35	31.38	29.66
- Public transport	3.43	7.19	11.72	9.84	8.20
- Taxi	12.24	13.80	16.00	12.76	13.92
- Car rental	9.75	6.05	6.63	8.78	7.54
Food and drink:	250.11	223.53	210.46	224.30	225.61
- Food purchases at supermarkets	105.34	87.04	99.77	98.02	96.87
- Restaurants	144.77	136.48	110.70	126.28	128.74
Souvenirs:	41.76	46.07	53.14	53.65	48.63
Leisure:	47.49	42.35	52.22	42.48	46.44
- Organized excursions	9.03	13.51	15.27	16.55	13.62
- Leisure, amusement	5.33	4.03	9.43	3.02	5.74
- Trip to other islands	2.36	0.80	2.28	0.94	1.61
- Sporting activities	5.90	5.38	5.80	6.12	5.75
- Cultural activities	1.27	1.78	2.45	2.52	2.00
- Discos and disco-pubs	23.59	16.85	16.98	13.33	17.72
Others:	25.99	16.78	17.00	22.31	19.89
- Wellness	5.29	3.45	3.62	4.46	4.09
- Medical expenses	3.13	3.41	3.44	2.44	3.18
- Other expenses	17.58	9.92	9.94	15.41	12.62

How far in advance do they book their trip?



	Q1	Q2	Q3	Q4	Total
The same day they leave	1.1%	0.0%	0.3%	0.6%	0.5%
Between 2 and 7 days	4.5%	6.2%	5.4%	2.7%	4.9%
Between 8 and 15 days	8.5%	7.5%	4.9%	9.4%	7.3%
Between 16 and 30 days	22.9%	13.7%	14.4%	15.3%	16.2%
Between 31 and 90 days	32.6%	37.5%	29.7%	35.3%	33.7%
More than 90 days	30.5%	35.2%	45.2%	36.7%	37.4%

What do they book at their place of residence?



	Q1	Q2	Q3	Q4	Total
Flight only	20.2%	12.0%	11.4%	8.2%	12.9%
Flight and accommodation (room only)	50.9%	57.5%	58.6%	51.1%	55.2%
Flight and accommodation (B&B)	11.5%	8.1%	8.9%	12.0%	9.8%
Flight and accommodation (half board)	8.6%	9.5%	5.5%	10.9%	8.4%
Flight and accommodation (full board)	1.5%	2.6%	4.0%	3.6%	2.9%
Flight and accommodation (all inclusive)	7.3%	10.3%	11.6%	14.2%	10.7%
% Tourists using low-cost airlines	70.0%	77.9%	70.1%	66.0%	71.6%
Other expenses in their place of residence:					
- Car rental	4.0%	4.1%	2.2%	7.7%	4.2%
- Sporting activities	3.1%	1.1%	2.9%	4.5%	2.7%
- Excursions	3.0%	4.2%	3.9%	5.2%	4.0%
- Combined trip to other islands	0.0%	0.9%	1.4%	1.3%	0.9%

How do they book?



	Q1	Q2	Q3	Q4	Total
Accommodation booking					
Tour Operator	18.8%	21.5%	28.2%	23.3%	23.3%
- Tour Operator's website	83.6%	87.4%	79.0%	71.5%	80.6%
Accommodation	36.4%	32.0%	39.4%	35.6%	35.9%
- Accommodation's website	90.7%	89.8%	87.0%	90.6%	89.3%
Travel agency (High street)	9.5%	11.4%	8.1%	10.0%	9.7%
Online Travel Agency (OTA)	19.5%	26.3%	17.7%	26.8%	22.3%
No need to book accommodation	15.8%	8.9%	6.5%	4.3%	8.8%

	Q1	Q2	Q3	Q4	Total
Flight booking					
Tour Operator	21.8%	26.2%	27.9%	26.0%	25.7%
- Tour Operator's website	88.9%	88.5%	78.5%	82.3%	84.1%
Airline	63.7%	58.9%	57.7%	57.7%	59.4%
- Airline's website	98.5%	99.2%	99.5%	98.2%	98.9%
Travel agency (High street)	6.5%	8.5%	6.6%	9.5%	7.7%
Online Travel Agency (OTA)	7.9%	6.4%	7.8%	6.9%	7.2%

Where do they stay?



	Q1	Q2	Q3	Q4	Total
5* Hotel	2.8%	4.1%	3.2%	5.5%	3.8%
4* Hotel	18.8%	17.4%	16.8%	26.9%	19.3%
1-2-3* Hotel	12.0%	8.7%	9.5%	14.0%	10.6%
Apartment	53.2%	60.6%	62.2%	47.9%	57.1%
Property (privately-owned, friends, family)	12.1%	7.5%	5.8%	4.2%	7.4%
Others	1.1%	1.8%	2.5%	1.4%	1.8%

How are they?



	Q1	Q2	Q3	Q4	Total
Gender					
Percentage of men	50.6%	42.2%	44.3%	49.2%	46.0%
Percentage of women	49.4%	57.8%	55.7%	50.8%	54.0%

	Q1	Q2	Q3	Q4	Total
Age					
Average age (tourists > 16 years old)	43.6	43.1	44.7	47.3	44.5
Standard deviation	15.4	13.9	15.0	15.4	15.0

	Q1	Q2	Q3	Q4	Total
Age range					
16-24 years old	12.2%	9.5%	7.8%	6.2%	9.0%
25-30 years old	11.6%	12.6%	13.7%	10.8%	12.4%
31-45 years old	32.1%	36.6%	34.6%	29.6%	33.7%
46-60 years old	28.5%	28.3%	25.6%	28.9%	27.6%
Over 60 years old	15.6%	13.1%	18.4%	24.5%	17.3%

	Q1	Q2	Q3	Q4	Total
Occupation					
Business owner or self-employed	33.3%	30.1%	28.3%	33.1%	30.8%
Upper/Middle management employee	25.0%	32.0%	23.8%	22.7%	26.3%
Auxiliary level employee	12.0%	15.6%	19.9%	15.0%	16.0%
Students	7.3%	4.2%	5.6%	3.3%	5.1%
Retired	15.7%	12.0%	18.2%	23.0%	16.7%
Unemployed / unpaid dom. work	6.7%	6.1%	4.2%	2.9%	5.1%

	Q1	Q2	Q3	Q4	Total
Annual household income level					
€12,000 - €24,000	14.4%	11.1%	16.4%	11.1%	13.4%
€24,001 - €36,000	16.2%	24.8%	17.5%	21.9%	20.2%
€36,001 - €48,000	22.5%	16.7%	18.4%	18.8%	18.9%
€48,001 - €60,000	10.2%	12.1%	18.7%	15.4%	14.2%
€60,001 - €72,000	14.1%	10.5%	10.3%	8.1%	10.8%
€72,001 - €84,000	4.0%	8.9%	5.4%	4.0%	5.9%
More than €84,000	18.6%	15.8%	13.3%	20.7%	16.5%

(*) Bear in mind that 87% of Irish tourists pay the accommodation before travelling.

Tourist profile by quarter of trip (2015)

Canary Islands: Irish



Which island do they choose?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	42,646	65,132	56,326	35,168	199,272
- Fuerteventura	5,608	12,453	11,785	6,563	36,409
- Gran Canaria	14,332	15,624	23,529	10,943	64,429
- Tenerife	22,523	23,041	24,402	18,223	88,189
- La Palma	0	0	14	0	14

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	50.1%	56.0%	48.5%	49.6%	51.3%
- Fuerteventura	6.6%	10.7%	10.2%	9.3%	9.4%
- Gran Canaria	16.8%	13.4%	20.3%	15.4%	16.6%
- Tenerife	26.5%	19.8%	21.0%	25.7%	22.7%
- La Palma	0.0%	0.0%	0.0%	0.0%	0.0%

Who do they come with?

	Q1	Q2	Q3	Q4	Total
Unaccompanied	11.3%	6.6%	8.7%	10.0%	8.9%
Only with partner	54.7%	51.0%	35.4%	52.0%	47.3%
Only with children (under the age of 13)	0.9%	3.1%	1.5%	0.5%	1.7%
Partner + children (under the age of 13)	5.6%	10.6%	20.8%	5.5%	11.6%
Other relatives	6.1%	8.0%	8.8%	10.6%	8.3%
Friends	12.2%	4.0%	4.4%	6.4%	6.4%
Work colleagues	0.7%	0.0%	0.0%	0.5%	0.2%

Why do they choose the Canary Islands?

Aspects influencing the choice	Q1	Q2	Q3	Q4	Total
Climate/sun	90.9%	93.7%	90.8%	92.6%	92.0%
Tranquillity/rest/relaxation	31.1%	32.0%	34.1%	37.7%	33.5%
Beaches	25.6%	34.1%	32.3%	34.2%	31.7%
Price	23.0%	24.5%	25.0%	24.0%	24.2%
Ease of travel	14.0%	12.5%	10.4%	15.3%	12.7%
Scenery	10.5%	12.3%	11.6%	14.0%	12.0%
Suitable destination for children	3.2%	13.6%	19.1%	5.1%	11.4%
Nightlife/fun	10.8%	8.0%	11.5%	7.9%	9.6%
Visiting new places	7.1%	10.0%	6.4%	6.3%	7.6%
Shopping	7.3%	4.1%	6.1%	6.7%	5.9%
Security	5.2%	5.5%	5.3%	5.4%	5.4%
Quality of the environment	7.3%	5.2%	2.8%	6.7%	5.2%
Theme parks	3.3%	2.8%	8.4%	1.1%	4.3%
Active tourism	4.2%	1.6%	2.3%	6.4%	3.2%
Culture	5.2%	4.4%	1.3%	1.8%	3.2%
Golf	1.8%	0.6%	0.5%	1.7%	1.0%

How do they value the destination?

Impression of their stay	Q1	Q2	Q3	Q4	Total
Good or very good (% tourists)	95.6%	94.4%	95.9%	95.0%	95.2%
Average rating (scale 1-10)	9.06	9.01	9.12	9.03	9.06

How many are loyal to the destination?

Percentage of repeat tourists	Q1	Q2	Q3	Q4	Total
Repeat tourists	87.7%	89.5%	90.4%	85.8%	88.7%
In love (more than 10 visits)	24.7%	20.0%	14.6%	22.7%	19.9%

Where does the flight come from?

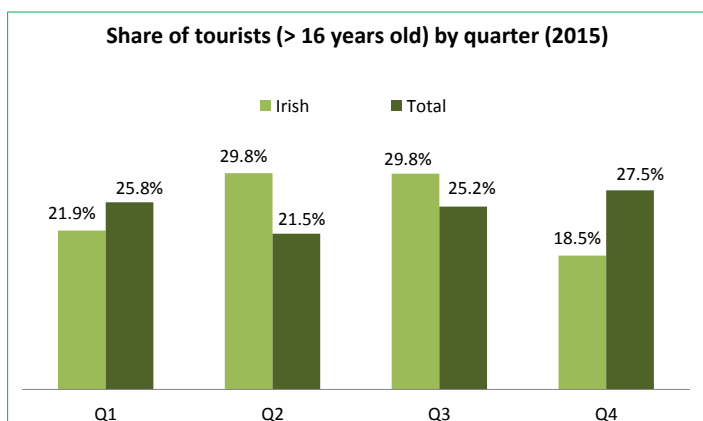
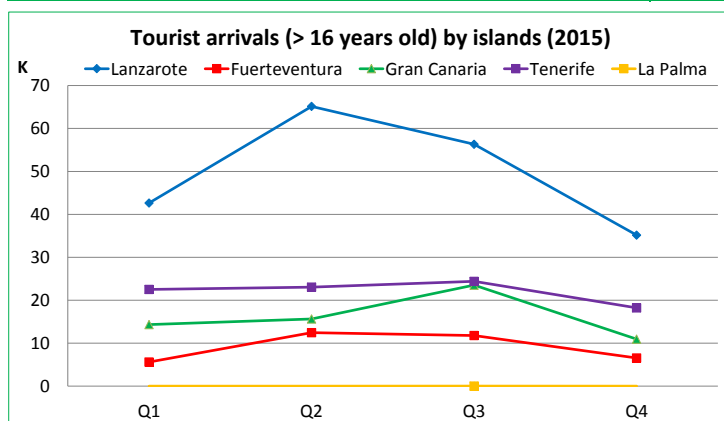
Ten main origin countries	Q1	Q2	Q3	Q4	Total
Ireland	96.3%	90.9%	97.6%	96.0%	95.0%
United Kingdom	2.9%	6.1%	2.4%	0.5%	3.3%
Spain	0.0%	1.6%	0.0%	2.4%	0.9%
Germany	0.8%	0.0%	0.0%	0.9%	0.3%
Czech Republic	0.0%	0.7%	0.0%	0.0%	0.2%
Poland	0.0%	0.4%	0.0%	0.0%	0.1%
Belgium	0.0%	0.2%	0.0%	0.0%	0.1%
Others	0.0%	0.0%	0.0%	0.3%	0.1%
Netherlands	0.0%	0.0%	0.0%	0.0%	0.0%
Austria	0.0%	0.0%	0.0%	0.0%	0.0%

* Multi-choice question

What did motivate them to come?

Aspects motivating the choice	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	78.3%	74.8%	78.7%	74.7%	76.7%
Recommendation by friends or relatives	49.0%	48.1%	40.6%	43.5%	45.2%
The Canary Islands television channel	0.0%	0.2%	0.5%	1.4%	0.5%
Other television or radio channels	0.8%	0.5%	1.0%	0.0%	0.6%
Information in the press/magazines/books	1.7%	2.2%	1.1%	2.6%	1.8%
Attendance at a tourism fair	0.9%	0.7%	0.9%	0.5%	0.8%
Tour Operator's brochure or catalogue	3.0%	4.1%	7.2%	6.2%	5.2%
Recommendation by Travel Agency	1.2%	5.6%	4.6%	7.3%	4.6%
Information obtained via the Internet	14.4%	20.8%	22.0%	17.7%	19.2%
Senior Tourism programme	0.0%	0.1%	0.2%	0.5%	0.2%
Others	3.4%	3.0%	2.2%	3.6%	2.9%

* Multi-choice question



Source: ISTAC (Encuesta sobre el Gasto Turístico).

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