

Profile of Irish tourist visiting Canary Islands

2016



How many are they and how much do they spend?



	Ireland	All markets
Tourist arrivals (> 16 years old)	409,773	13,114,359
Average daily expenditure (€)	133.38	135.94
. in their place of residence	78.53	98.03
. in the Canary Islands	54.85	37.90
Average length of stay	8.98	9.36
Turnover per tourist (€)	1,098	1,141
Total turnover (> 16 years old) (€m)	450	14,957
Share of total turnover	3.0%	100%
Share of total tourist	3.1%	100%
Expenditure in the Canary Islands per tourist and trip (€) (*)		
Accommodation (**):	89.52	47.11
- Accommodation	84.23	40.52
- Additional accommodation expenses	5.29	6.60
Transport:	29.15	26.01
- Public transport	7.94	5.14
- Taxi	14.64	6.94
- Car rental	6.57	13.93
Food and drink:	223.72	148.33
- Food purchases at supermarkets	95.09	63.46
- Restaurants	128.64	84.87
Souvenirs:	56.60	53.88
Leisure:	41.72	34.52
- Organized excursions	13.67	14.95
- Leisure, amusement	5.79	4.55
- Trip to other islands	0.90	1.85
- Sporting activities	4.67	5.11
- Cultural activities	1.63	2.04
- Discos and disco-pubs	15.06	6.01
Others:	16.95	13.91
- Wellness	4.93	3.23
- Medical expenses	3.34	1.69
- Other expenses	8.68	8.99

How far in advance do they book their trip?



	Ireland	All markets
The same day they leave	0.7%	0.6%
Between 2 and 7 days	3.7%	6.3%
Between 8 and 15 days	5.9%	7.9%
Between 16 and 30 days	13.6%	14.7%
Between 31 and 90 days	36.0%	34.3%
More than 90 days	40.1%	36.2%

What do they book at their place of residence?



	Ireland	All markets
Flight only	7.8%	8.8%
Flight and accommodation (room only)	54.7%	25.7%
Flight and accommodation (B&B)	10.5%	8.0%
Flight and accommodation (half board)	12.6%	20.4%
Flight and accommodation (full board)	2.1%	4.3%
Flight and accommodation (all inclusive)	12.3%	32.8%
% Tourists using low-cost airlines	72.4%	48.7%
Other expenses in their place of residence:		
- Car rental	3.0%	11.8%
- Sporting activities	2.8%	5.3%
- Excursions	2.0%	5.7%
- Trip to other islands	0.5%	1.6%

How do they book?



	Ireland	All markets
Accommodation booking		
Tour Operator	26.8%	42.3%
- Tour Operator's website	83.9%	78.8%
Accommodation	36.4%	14.7%
- Accommodation's website	87.0%	83.5%
Travel agency (High street)	10.6%	20.5%
Online Travel Agency (OTA)	21.4%	16.5%
No need to book accommodation	4.7%	6.0%

	Ireland	All markets
Flight booking		
Tour Operator	26.0%	44.6%
- Tour Operator's website	80.6%	76.3%
Airline	57.8%	24.8%
- Airline's website	97.7%	96.2%
Travel agency (High street)	9.1%	19.1%
Online Travel Agency (OTA)	7.1%	11.5%

Where do they stay?



	Ireland	All markets
5* Hotel	4.1%	7.1%
4* Hotel	27.4%	39.6%
1-2-3* Hotel	10.4%	14.6%
Apartment	54.0%	31.5%
Property (privately-owned, friends, family)	3.4%	4.6%
Others	0.7%	2.6%

Who are they?



	Ireland	All markets
Gender		
Percentage of men	45.7%	48.5%
Percentage of women	54.3%	51.5%

	Ireland	All markets
Age		
Average age (tourists > 16 years old)	46.7	46.3
Standard deviation	14.9	15.3

	Ireland	All markets
Age range (> 16 years old)		
16-24 years old	7.3%	8.2%
25-30 years old	9.6%	11.1%
31-45 years old	30.5%	29.1%
46-60 years old	31.8%	30.9%
Over 60 years old	20.8%	20.7%

	Ireland	All markets
Occupation		
Business owner or self-employed	27.8%	23.1%
Upper/Middle management employee	26.9%	36.1%
Auxiliary level employee	17.0%	15.5%
Students	4.7%	5.1%
Retired	19.9%	18.0%
Unemployed / unpaid dom. work	3.8%	2.2%

	Ireland	All markets
Annual household income level		
€12,000 - €24,000	10.3%	17.8%
€24,001 - €36,000	16.4%	19.4%
€36,001 - €48,000	18.0%	16.9%
€48,001 - €60,000	16.7%	14.6%
€60,001 - €72,000	11.8%	9.5%
€72,001 - €84,000	8.6%	6.0%
More than €84,000	18.1%	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.

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Which island do they choose?



Tourists (> 16 years old):	Ireland	All markets
- Lanzarote	203,112	2,328,674
- Fuerteventura	30,397	1,914,107
- Gran Canaria	61,305	3,654,806
- Tenerife	113,317	4,885,901
- La Palma	0	221,541

Share (%)	Ireland	All markets
- Lanzarote	49.8%	17.9%
- Fuerteventura	7.4%	14.7%
- Gran Canaria	15.0%	28.1%
- Tenerife	27.8%	37.6%
- La Palma	0.0%	1.7%

Who do they come with?



	Ireland	All markets
Unaccompanied	6.0%	9.1%
Only with partner	44.5%	47.6%
Only with children (under the age of 13)	1.3%	1.5%
Partner + children (under the age of 13)	15.0%	11.8%
Other relatives	9.7%	6.0%
Friends	7.0%	6.1%
Work colleagues	0.2%	0.3%
Other combinations ⁽¹⁾	16.3%	17.5%

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

How do they rate the destination?



Impression of their stay	Ireland	All markets
Good or very good (% tourists)	95.3%	94.1%
Average rating (scale 1-10)	9.19	8.90

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Ireland	All markets
Repeat tourists	88.8%	77.3%
In love (at least 10 previous visits)	23.7%	16.1%

Where does the flight come from?



Ten main origin markets	Ireland	All markets
Ireland	394,050	431,419
United Kingdom	12,133	4,208,588
Spanish Mainland	3,153	2,164,168
Netherlands	309	269,847
Italy	127	346,999
Germany	0	2,882,932
Austria	0	113,534
Belgium	0	444,170
Denmark	0	253,091
Finland	0	196,957



Why do they choose the Canary Islands?



Aspects influencing the choice	Ireland	All markets
Climate/sun	93.4%	89.8%
Tranquillity/rest/relaxation	34.1%	36.6%
Beaches	28.8%	34.5%
Price	18.8%	12.7%
Ease of travel	13.3%	8.9%
Scenery	11.2%	21.9%
Security	11.1%	11.1%
Suitable destination for children	10.8%	7.5%
Nightlife/fun	9.7%	3.8%
Visiting new places	7.9%	14.6%
Quality of the environment	6.9%	6.5%
Shopping	6.2%	2.6%
Theme parks	3.9%	3.0%
Active tourism	3.3%	5.1%
Culture	2.4%	2.6%
Security against natural catastrophes	1.4%	0.8%

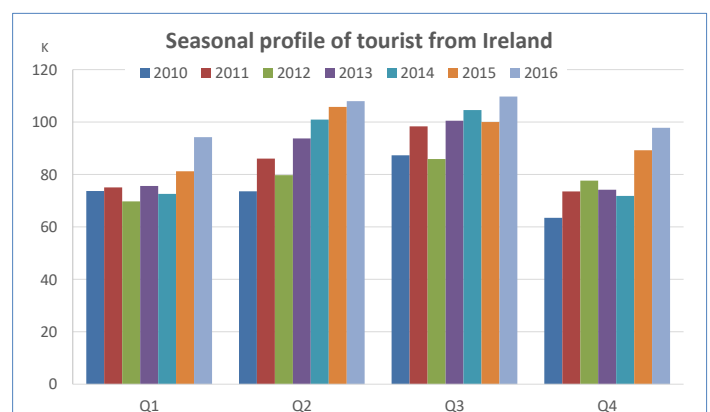
* Multi-choice question

What did motivate them to come?



Aspects motivating the choice	Ireland	All markets
Previous visits to the Canary Islands	76.0%	64.1%
Recommendation by friends or relatives	44.8%	34.5%
The Canary Islands television channel	0.2%	0.3%
Other television or radio channels	0.4%	0.8%
Information in the press/magazines/books	1.8%	3.8%
Attendance at a tourism fair	0.1%	0.5%
Tour Operator's brochure or catalogue	3.8%	8.0%
Recommendation by Travel Agency	5.8%	9.7%
Information obtained via the Internet	20.8%	25.8%
Senior Tourism programme	0.2%	0.2%
Others	3.5%	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.