

# Profile of tourist visiting the Canary Islands (2017)

## IRELAND



### How many are they and how much do they spend?



	Ireland	All markets
Tourist arrivals (FRONTUR)	531,907	15,975,507
Tourist arrivals (> 16 years old)	441,059	13,852,616
Average daily expenditure (€)	137.26	140.18
. in their place of residence	83.01	101.15
. in the Canary Islands	54.25	39.03
Average length of stay	8.92	9.17
Turnover per tourist (€)	1,135	1,155
Total turnover (€m)	604	18,450
Share of total tourist	3.3%	100%
Share of total turnover	3.3%	100%

#### % tourists who pay in the Canary Islands:

##### Accommodation:

- Accommodation	26.5%	13.5%
- Additional accommodation expenses	6.1%	6.3%

##### Transport:

- Public transport	23.0%	14.5%
- Taxi	45.0%	21.2%
- Car rental	10.3%	19.4%

##### Food and drink:

- Food purchases at supermarkets	72.9%	55.0%
- Restaurants	65.0%	57.3%

##### Souvenirs:

	57.7%	53.3%
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##### Leisure:

- Organized excursions	16.1%	17.7%
- Leisure, amusement	9.2%	8.4%
- Trip to other islands	2.3%	2.3%
- Sporting activities	6.8%	6.1%
- Cultural activities	2.9%	4.4%
- Discos and disco-pubs	11.3%	6.1%

##### Others:

- Wellness	8.3%	4.9%
- Medical expenses	9.6%	4.0%
- Other expenses	10.5%	9.6%



**+10%**  
TOURISTS  
531,907



**+3%**  
TRAVEL EXPENSES  
€1,135



**+14%**  
TURNOVER  
€604 MILL

### What do they book at their place of residence?



	Ireland	All markets
Flight only	7.2%	9.3%
Flight and accommodation (room only)	53.0%	26.9%
Flight and accommodation (B&B)	10.0%	8.3%
Flight and accommodation (half board)	15.9%	19.3%
Flight and accommodation (full board)	2.4%	4.4%
Flight and accommodation (all inclusive)	11.4%	31.9%
% Tourists using low-cost airlines	68.7%	50.8%

#### Other expenses in their place of residence:

- Car rental	4.2%	12.6%
- Sporting activities	2.9%	5.1%
- Excursions	2.2%	6.2%
- Trip to other islands	0.8%	1.5%

### How do they book?



	Ireland	All markets
Accommodation booking		
<b>Tour Operator</b>	24.7%	42.4%
- Tour Operator's website	79.6%	80.6%
<b>Accommodation</b>	32.1%	14.6%
- Accommodation's website	90.2%	84.0%
<b>Travel agency (High street)</b>	13.3%	19.3%
<b>Online Travel Agency (OTA)</b>	24.5%	17.3%
<b>No need to book accommodation</b>	5.4%	6.4%

	Ireland	All markets
Flight booking		
<b>Tour Operator</b>	23.2%	44.8%
- Tour Operator's website	78.9%	78.6%
<b>Airline</b>	54.5%	25.8%
- Airline's website	99.2%	97.3%
<b>Travel agency (High street)</b>	12.8%	18.0%
<b>Online Travel Agency (OTA)</b>	9.6%	11.4%

### How far in advance do they book their trip?



	Ireland	All markets
The same day they leave	0.7%	0.5%
Between 2 and 7 days	5.2%	5.9%
Between 8 and 15 days	5.3%	7.4%
Between 16 and 30 days	10.2%	13.4%
Between 31 and 90 days	37.3%	34.6%
More than 90 days	41.3%	38.3%

### Who are they?



	Ireland	All markets
Gender		
Men	47.6%	48.1%
Women	52.4%	51.9%

#### Age

Average age (tourists > 16 years old)	47.7	46.9
Standard deviation	15.7	15.5

#### Age range (> 16 years old)

16-24 years old	8.7%	8.4%
25-30 years old	8.3%	10.2%
31-45 years old	28.3%	27.9%
46-60 years old	29.9%	31.7%
Over 60 years old	24.8%	21.8%

#### Occupation

Business owner or self-employed	29.6%	23.8%
Upper/Middle management employee	23.8%	35.2%
Auxiliary level employee	17.9%	15.3%
Students	4.0%	5.0%
Retired	20.5%	18.6%
Unemployed / unpaid dom. work	4.1%	2.1%

#### Annual household income level

€12,000 - €24,000	11.2%	17.9%
€24,001 - €36,000	16.9%	19.3%
€36,001 - €48,000	16.6%	16.1%
€48,001 - €60,000	16.6%	15.1%
€60,001 - €72,000	10.7%	9.3%
€72,001 - €84,000	8.0%	6.3%
More than €84,000	19.9%	16.0%

### Which island do they choose?



Tourists (> 16 years old)	Ireland	All markets
- Lanzarote	217,687	2,488,213
- Fuerteventura	31,592	1,938,908
- Gran Canaria	72,349	3,900,824
- Tenerife	118,393	5,144,415
- La Palma	260	277,952

Share (%)	Ireland	All markets
- Lanzarote	49.4%	18.1%
- Fuerteventura	7.2%	14.1%
- Gran Canaria	16.4%	28.4%
- Tenerife	26.9%	37.4%
- La Palma	0.1%	2.0%

### Where do they stay?



	Ireland	All markets
5* Hotel	4.8%	6.8%
4* Hotel	27.5%	38.4%
1-2-3* Hotel	10.1%	14.4%
Apartment	52.6%	32.4%
Property (privately-owned, friends, family)	3.0%	4.8%
Others	1.9%	3.2%

### Why do they choose the Canary Islands?



Aspects influencing the choice	Ireland	All markets
Climate/sun	94.0%	89.8%
Tranquillity/rest/relaxation	35.2%	37.2%
Beaches	33.1%	35.1%
Price	18.7%	12.2%
Scenery	12.6%	22.9%
Ease of travel	11.8%	8.9%
Security	10.4%	9.7%
Suitable destination for children	9.8%	7.6%
Quality of the environment	8.2%	6.5%
Nightlife/fun	7.9%	3.8%
Visiting new places	7.1%	14.7%
Shopping	5.0%	2.5%
Theme parks	4.1%	3.1%
Active tourism	3.1%	5.4%
Culture	2.4%	2.7%
Golf	0.9%	1.0%

\* Multi-choice question

### Who do they come with?



	Ireland	All markets
Unaccompanied	6.5%	8.7%
Only with partner	48.7%	46.8%
Only with children (under the age of 13)	1.3%	1.7%
Partner + children (under the age of 13)	12.5%	11.9%
Other relatives	9.4%	6.0%
Friends	5.4%	6.1%
Work colleagues	0.1%	0.3%
Other combinations <sup>(1)</sup>	16.0%	18.5%

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

### How do they rate the Canary Islands?



Opinion on their stay	Ireland	All markets
Good or very good (% tourists)	95.1%	94.0%
Average rating (scale 1-10)	9.16	8.92

### How many are loyal to the Canary Islands?



Repeat tourists	Ireland	All markets
At least 1 previous visit	89.0%	77.3%
At least 10 previous visits	23.9%	16.9%

### Where does the flight come from?



Tourists (> 16 years old)	Share	Absolute
Ireland	94.4%	416,169
United Kingdom	4.4%	19,422
Spanish Mainland	0.7%	2,980
Germany	0.2%	823
Poland	0.2%	793
Italy	0.1%	397
Norway	0.1%	345
Netherlands	0.0%	130
Others	0.0%	0

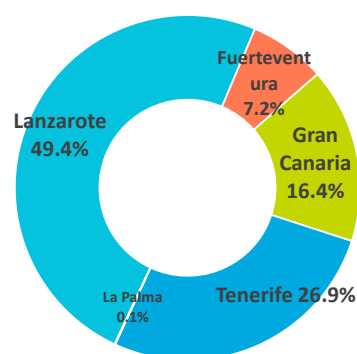
### What did motivate them to come?



Prescription sources	Ireland	All markets
Previous visits to the Canary Islands	78.1%	64.9%
Recommendation by friends/relatives	41.4%	35.0%
The Canary Islands television channel	0.1%	0.4%
Other television or radio channels	0.8%	1.0%
Information in press/magazines/books	2.0%	3.8%
Attendance at a tourism fair	0.2%	0.5%
Tour Operator's brochure or catalogue	4.0%	7.2%
Recommendation by Travel Agency	6.0%	9.3%
Information obtained via the Internet	19.1%	25.5%
Senior Tourism programme	0.1%	0.2%
Others	3.3%	5.9%

\* Multi-choice question

### Share of tourists > 16 years old by islands



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.