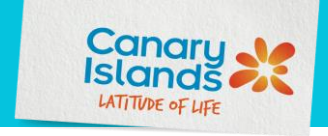


# PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2019)

## IRELAND



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



	Ireland	All markets
<b>TOURISTS</b>		
<b>Tourist arrivals (FRONTUR)</b>	<b>584,856</b>	<b>15,110,866</b>
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	<b>487,270</b>	<b>13,271,035</b>
- book holiday package	176,888	7,426,022
- do not book holiday package	310,383	5,845,014
- % tourists who book holiday package	36.3%	56.0%
Share of total tourist	3.9%	100%

RANKING POSITION BY  
NUMBER OF TOURISTS

RANKING POSITION BY  
TURNOVER



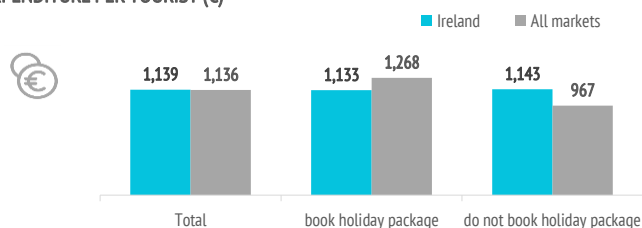
52.5% of Irish travel  
to Lanzarote.

	Ireland	All markets
<b>Expenditure per tourist (€)</b>	<b>1,139</b>	<b>1,136</b>
- book holiday package	1,133	1,268
- holiday package	775	1,031
- others	358	237
- do not book holiday package	1,143	967
- flight	286	263
- accommodation	419	321
- others	438	383
<b>Average length of stay</b>	<b>8.92</b>	<b>9.09</b>
- book holiday package	7.91	8.64
- do not book holiday package	9.50	9.68
<b>Average daily expenditure (€)</b>	<b>141.5</b>	<b>138.9</b>
- book holiday package	147.3	155.4
- do not book holiday package	138.2	117.9
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>555</b>	<b>15,070</b>
- book holiday package	200	9,416
- do not book holiday package	355	5,655

AVERAGE LENGTH OF STAY  
(nights)



EXPENDITURE PER TOURIST (€)



### Importance of each factor in the destination choice



	Ireland	All markets
Climate	81.1%	78.4%
Safety	67.6%	51.9%
Accommodation supply	61.0%	42.9%
Price	58.1%	37.4%
Tranquility	54.8%	47.6%
European belonging	45.6%	36.1%
Effortless trip	45.0%	35.2%
Sea	40.0%	44.4%
Beaches	37.4%	37.7%
Environment	35.9%	33.2%
Fun possibilities	29.5%	21.1%
Gastronomy	26.9%	23.2%
Authenticity	21.8%	20.3%
Landscapes	19.4%	33.1%
Shopping	15.1%	9.4%
Nightlife	13.0%	8.0%
Exoticism	10.7%	11.4%
Culture	9.0%	8.0%
Historical heritage	7.0%	8.2%
Hiking trail network	3.9%	9.6%

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 PRICE

IRELAND  
58.1%



ALL MARKETS  
37.4%

Picture: Freepik.com

### What is the main motivation for their holidays?



	Ireland	All markets
Rest	69.1%	55.5%
Enjoy family time	14.8%	14.4%
Have fun	10.4%	8.6%
Explore the destination	4.4%	17.8%
Practice their hobbies	0.3%	1.9%
Other reasons	0.9%	1.8%

REST



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



	Ireland	All markets
The same day	0.2%	0.7%
Between 1 and 30 days	19.4%	23.8%
Between 1 and 2 months	22.0%	22.8%
Between 3 and 6 months	38.8%	32.7%
More than 6 months	19.5%	20.0%

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.

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

	Ireland	All markets
Previous visits to the Canary Islands	64.4%	51.9%
Friends or relatives	28.8%	27.1%
Internet or social media	54.4%	54.7%
Mass Media	1.3%	1.6%
Travel guides and magazines	4.9%	8.4%
Travel Blogs or Forums	4.1%	5.7%
Travel TV Channels	0.7%	0.8%
Tour Operator or Travel Agency	15.8%	22.6%
Public administrations or similar	0.2%	0.4%
Others	1.6%	2.4%

\* Multi-choice question

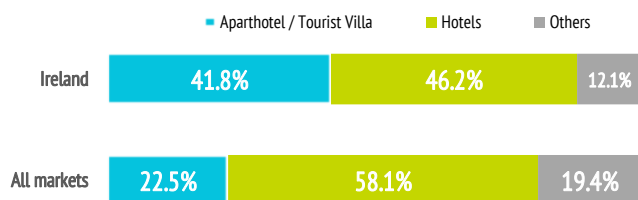
With whom did they book their flight and accommodation? 👁

	Ireland	All markets
<b>Flight</b>		
- Directly with the airline	65.2%	42.9%
- Tour Operator or Travel Agency	34.8%	57.1%
<b>Accommodation</b>		
- Directly with the accommodation	50.7%	31.5%
- Tour Operator or Travel Agency	49.3%	68.5%

Where do they stay? 🏠

	Ireland	All markets
1-2-3* Hotel	7.8%	11.5%
4* Hotel	31.0%	37.6%
5* Hotel / 5* Luxury Hotel	7.4%	9.0%
Aparthotel / Tourist Villa	41.8%	22.5%
House/room rented in a private dwelling	4.7%	5.9%
Private accommodation (1)	3.7%	7.2%
Others (Cottage, cruise, camping,...)	3.6%	6.3%

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



What do they book? 🍽

	Ireland	All markets
Room only	43.6%	27.9%
Bed and Breakfast	19.6%	12.4%
Half board	16.4%	21.2%
Full board	3.1%	3.6%
All inclusive	17.3%	34.9%

”  
**43.6%** of Irish book room only.  
 (Canary Islands: 27.9%)

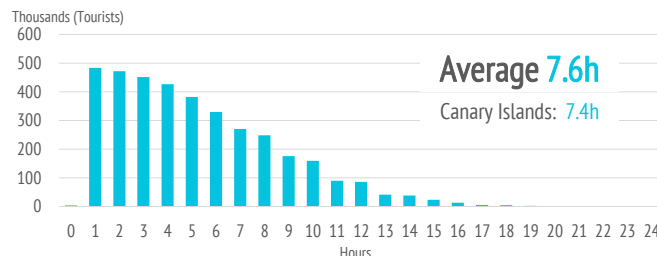
Other expenses 📍

	Ireland	All markets
Restaurants or cafes	73.2%	59.1%
Supermarkets	61.4%	52.1%
Car rental	13.9%	26.3%
Organized excursions	19.0%	20.6%
Taxi, transfer, chauffeur service	53.1%	50.0%
Theme Parks	10.1%	7.5%
Sport activities	7.7%	5.7%
Museums	3.8%	4.6%
Flights between islands	6.1%	4.4%

Activities in the Canary Islands 🚶

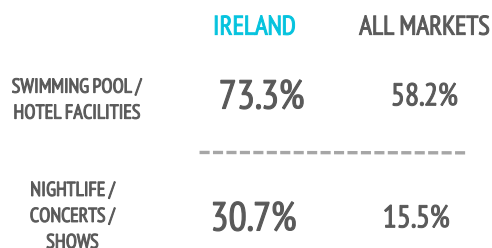
Outdoor time per day	Ireland	All markets
0 hours	0.8%	2.1%
1 - 2 hours	6.5%	9.8%
3 - 6 hours	37.2%	32.6%
7 - 12 hours	47.1%	47.1%
More than 12 hours	8.4%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Ireland	All markets
Walk, wander	78.0%	69.8%
Swimming pool, hotel facilities	73.3%	58.2%
Beach	68.2%	66.3%
Explore the island on their own	33.4%	45.2%
Nightlife / concerts / shows	30.7%	15.5%
Taste Canarian gastronomy	23.1%	24.2%
Organized excursions	16.0%	16.9%
Theme parks	15.7%	14.1%
Sport activities	13.6%	13.4%
Beauty and health treatments	11.0%	5.4%
Sea excursions / whale watching	10.8%	11.1%
Wineries / markets / popular festivals	10.6%	11.6%
Activities at sea	10.0%	10.0%
Museums / exhibitions	8.4%	10.1%
Nature activities	5.6%	10.4%
Astronomical observation	1.6%	3.5%

\* Multi-choice question



# PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2019)

## IRELAND



### Which island do they choose?

Tourists (> 15 years old)	Ireland	All markets
Lanzarote	255,528	2,521,668
Fuerteventura	31,826	1,659,115
Gran Canaria	62,805	3,698,127
Tenerife	136,737	5,040,382
La Palma	0	235,409

### How many islands do they visit during their trip?

	Ireland	All markets
One island	91.8%	91.4%
Two islands	7.5%	7.2%
Three or more islands	0.6%	1.4%

### Internet usage during their trip

	Ireland	All markets
<b>Research</b>		
- Tourist package	17.3%	14.8%
- Flights	14.7%	13.0%
- Accommodation	16.1%	16.9%
- Transport	17.5%	15.7%
- Restaurants	33.9%	28.4%
- Excursions	26.3%	26.2%
- Activities	30.4%	30.1%
<b>Book or purchase</b>		
- Tourist package	34.0%	39.4%
- Flights	74.0%	66.7%
- Accommodation	69.7%	57.3%
- Transport	44.3%	47.6%
- Restaurants	15.9%	12.1%
- Excursions	12.8%	13.0%
- Activities	17.2%	14.7%

\* Multi-choise question

Internet usage in the Canary Islanc	Ireland	All markets
<b>Did not use the Internet</b>	<b>6.0%</b>	<b>8.3%</b>
<b>Used the Internet</b>	<b>94.0%</b>	<b>91.7%</b>
- Own Internet connection	36.1%	37.4%
- Free Wifi connection	41.6%	39.5%
<b>Applications*</b>		
- Search for locations or maps	55.6%	61.7%
- Search for destination info	44.3%	44.8%
- Share pictures or trip videos	51.8%	56.0%
- Download tourist apps	5.7%	7.0%
- Others	24.8%	22.6%

\* Multi-choise question



**44.3%** of Irish search for destination info during their stay in the Canary Islands

(Canary Islands: 44.8%)



Imagen: Freepik.com

Share by islands	Ireland	All markets
Lanzarote	52.5%	19.2%
Fuerteventura	6.5%	12.6%
Gran Canaria	12.9%	28.1%
Tenerife	28.1%	38.3%
La Palma	0.0%	1.8%

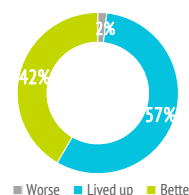
### MOST VISITED PLACES IN EACH ISLAND



The data refers to % of tourists on each island who have visited the place.

### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Ireland	All markets
Average rating	8.82	8.70
<b>Experience in the Canary Islands</b>		
Worse or much worse than expected	1.8%	2.3%
Lived up to expectations	56.6%	55.6%
Better or much better than expected	41.6%	42.1%
<b>Future intentions (scale 1-10)</b>		
Return to the Canary Islands	8.98	8.73
Recommend visiting the Canary Islanc	9.13	8.95



Experience in the Canary Islands



Return to the Canary Islands



9.13/10

Recommend visiting the Canary Islands

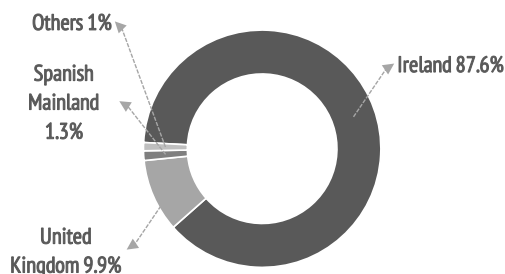
### How many are loyal to the Canary Islands?

	Ireland	All markets
<b>Repeat tourists</b>	<b>81.3%</b>	<b>72.2%</b>
Repeat tourists (last 5 years)	75.6%	66.7%
Repeat tourists (last 5 years) (5 or mc	25.4%	19.5%
<b>At least 10 previous visits</b>	<b>22.9%</b>	<b>18.6%</b>

Where does the flight come from?



	%	Absolute
Ireland	87.6%	427,056
United Kingdom	9.9%	48,411
Spanish Mainland	1.3%	6,377
Germany	0.6%	2,947
Netherlands	0.2%	1,054
Others	0.3%	1,426



Who do they come with?



	Ireland	All markets
Unaccompanied	5.8%	9.6%
Only with partner	48.6%	48.1%
Only with children (< 13 years old)	4.9%	5.6%
Partner + children (< 13 years old)	5.8%	6.5%
Other relatives	16.3%	9.3%
Friends	6.7%	6.4%
Work colleagues	0.0%	0.5%
Organized trip	0.3%	0.3%
Other combinations (1)	11.6%	13.7%

(1) Different situations have been isolated

Tourists with children	17.8%	17.7%
- Between 0 and 2 years old	1.2%	1.6%
- Between 3 and 12 years old	15.6%	14.8%
- Between 0-2 and 3-12 years	0.9%	1.4%

Tourists without children	82.2%	82.3%
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Group composition:		
- 1 person	10.1%	13.2%
- 2 people	54.9%	55.1%
- 3 people	11.8%	12.0%
- 4 or 5 people	20.0%	16.3%
- 6 or more people	3.2%	3.5%
<b>Average group size:</b>	<b>2.65</b>	<b>2.54</b>



(Under the age of 13)

17.8% of Irish travel with children.

(Canary Islands: 17.7%)

Who are they?



	Ireland	All markets
<b>Gender</b>		
Men	46.4%	48.6%
Women	53.6%	51.4%
<b>Age</b>		
Average age (tourist > 15 years old)	46.9	47.1
Standard deviation	14.8	15.4
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	8.7%	7.3%
25 - 30 years old	8.0%	10.9%
31 - 45 years old	28.9%	28.0%
46 - 60 years old	33.1%	31.8%
Over 60 years old	21.2%	22.1%
<b>Occupation</b>		
Salaried worker	57.0%	55.0%
Self-employed	13.9%	11.5%
Unemployed	0.7%	1.1%
Business owner	6.0%	9.4%
Student	3.4%	3.5%
Retired	16.9%	17.9%
Unpaid domestic work	1.9%	0.8%
Others	0.4%	0.8%
<b>Annual household income level</b>		
Less than €25,000	10.6%	17.5%
€25,000 - €49,999	36.4%	37.5%
€50,000 - €74,999	26.3%	22.8%
More than €74,999	26.7%	22.2%
<b>Education level</b>		
No studies	3.3%	5.0%
Primary education	1.2%	2.6%
Secondary education	23.8%	23.6%
Higher education	71.8%	68.9%



8 IN 10 TOURISTS ARE REPEATERS

47 YEARS OLD

AVERAGE AGE

49% ONLY WITH PARTNER



Pictures: Freepik.com