

Tourist profile by quarter of trip (2016)

Canary Islands: Irish market

How many are they and how much do they spend?

| | Q1 | Q2 | Q3 | Q4 | Total |
|--|--------|---------|---------|--------|---------|
| Tourist arrivals (> 16 years old) | 94,232 | 107,983 | 109,738 | 97,821 | 409,773 |
| Average daily expenditure (€) | 136.02 | 127.02 | 132.31 | 139.07 | 133.38 |
| . in their place of residence | 79.86 | 73.57 | 78.15 | 83.16 | 78.53 |
| . in the Canary Islands | 56.16 | 53.45 | 54.16 | 55.91 | 54.85 |
| Average length of stay | 8.83 | 8.79 | 9.56 | 8.66 | 8.98 |
| Turnover per tourist (€) | 1,091 | 1,011 | 1,159 | 1,130 | 1,098 |
| Total turnover (> 16 years old) (€m) | 102.8 | 109.1 | 127.2 | 110.6 | 449.8 |
| Irish turnover: share by quarter | 22.9% | 24.3% | 28.3% | 24.6% | 100% |
| Irish tourist arrivals: share by quarter | 23.0% | 26.4% | 26.8% | 23.9% | 100% |

| Expenditure in the Canary Islands per tourist and trip (€) (*) | | | | | |
|--|--------|--------|--------|--------|--------|
| Accommodation (**): | 100.11 | 69.30 | 94.40 | 96.18 | 89.52 |
| - Accommodation | 94.64 | 64.42 | 88.75 | 91.00 | 84.23 |
| - Additional accommodation expenses | 5.47 | 4.89 | 5.65 | 5.18 | 5.29 |
| Transport: | 31.15 | 27.61 | 27.54 | 30.72 | 29.15 |
| - Public transport | 8.05 | 6.45 | 9.18 | 8.07 | 7.94 |
| - Taxi | 14.78 | 12.93 | 14.30 | 16.78 | 14.64 |
| - Car rental | 8.32 | 8.24 | 4.06 | 5.86 | 6.57 |
| Food and drink: | 216.13 | 216.44 | 228.51 | 233.71 | 223.72 |
| - Food purchases at supermarkets | 90.30 | 92.89 | 96.22 | 100.84 | 95.09 |
| - Restaurants | 125.84 | 123.55 | 132.29 | 132.86 | 128.64 |
| Souvenirs: | 58.83 | 56.15 | 58.82 | 52.47 | 56.60 |
| Leisure: | 36.90 | 37.52 | 58.38 | 32.31 | 41.72 |
| - Organized excursions | 11.89 | 13.46 | 19.27 | 9.32 | 13.67 |
| - Leisure, amusement | 4.24 | 4.48 | 9.92 | 4.11 | 5.79 |
| - Trip to other islands | 0.71 | 1.31 | 1.11 | 0.38 | 0.90 |
| - Sporting activities | 5.24 | 3.75 | 4.76 | 5.04 | 4.67 |
| - Cultural activities | 2.51 | 1.02 | 1.89 | 1.15 | 1.63 |
| - Discos and disco-pubs | 12.31 | 13.49 | 21.43 | 12.30 | 15.06 |
| Others: | 20.08 | 16.30 | 17.22 | 14.35 | 16.95 |
| - Wellness | 4.73 | 3.20 | 8.13 | 3.45 | 4.93 |
| - Medical expenses | 4.08 | 2.93 | 2.47 | 4.04 | 3.34 |
| - Other expenses | 11.27 | 10.17 | 6.61 | 6.87 | 8.68 |

How far in advance do they book their trip?

| | Q1 | Q2 | Q3 | Q4 | Total |
|-------------------------|-------|-------|-------|-------|-------|
| The same day they leave | 1.6% | 0.1% | 0.5% | 0.6% | 0.7% |
| Between 2 and 7 days | 5.6% | 3.8% | 2.5% | 3.2% | 3.7% |
| Between 8 and 15 days | 9.9% | 5.4% | 4.6% | 4.1% | 5.9% |
| Between 16 and 30 days | 17.9% | 15.5% | 9.7% | 11.6% | 13.6% |
| Between 31 and 90 days | 33.1% | 39.4% | 34.1% | 37.3% | 36.0% |
| More than 90 days | 31.8% | 35.8% | 48.6% | 43.1% | 40.1% |

What do they book at their place of residence?

| | Q1 | Q2 | Q3 | Q4 | Total |
|--|-------|-------|-------|-------|-------|
| Flight only | 10.7% | 5.5% | 6.3% | 9.6% | 7.8% |
| Flight and accommodation (room only) | 51.5% | 58.0% | 55.8% | 52.8% | 54.7% |
| Flight and accommodation (B&B) | 13.3% | 11.3% | 8.7% | 8.9% | 10.5% |
| Flight and accommodation (half board) | 12.6% | 10.6% | 14.1% | 13.2% | 12.6% |
| Flight and accommodation (full board) | 2.3% | 2.5% | 2.5% | 0.9% | 2.1% |
| Flight and accommodation (all inclusive) | 9.6% | 12.1% | 12.6% | 14.6% | 12.3% |
| % Tourists using low-cost airlines | 57.4% | 78.1% | 73.5% | 79.4% | 72.4% |
| Other expenses in their place of residence: | | | | | |
| - Car rental | 2.8% | 3.7% | 1.8% | 3.7% | 3.0% |
| - Sporting activities | 3.6% | 2.9% | 2.7% | 2.2% | 2.8% |
| - Excursions | 2.2% | 2.6% | 2.1% | 1.2% | 2.0% |
| - Trip to other islands | 0.0% | 0.4% | 0.0% | 1.5% | 0.5% |

(*) 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.

How do they book?

| Accommodation booking | Q1 | Q2 | Q3 | Q4 | Total |
|--------------------------------------|-------|-------|-------|-------|-------|
| Tour Operator | 29.7% | 28.5% | 26.2% | 22.7% | 26.8% |
| - Tour Operator's website | 78.8% | 78.6% | 86.0% | 94.6% | 83.9% |
| Accommodation | 34.2% | 36.7% | 34.4% | 40.7% | 36.4% |
| - Accommodation's website | 82.1% | 91.2% | 91.7% | 82.6% | 87.0% |
| Travel agency (High street) | 8.1% | 12.8% | 10.8% | 10.3% | 10.6% |
| Online Travel Agency (OTA) | 19.9% | 18.9% | 24.6% | 22.1% | 21.4% |
| No need to book accommodation | 8.1% | 3.0% | 4.0% | 4.1% | 4.7% |

| Flight booking | Q1 | Q2 | Q3 | Q4 | Total |
|------------------------------------|-------|-------|-------|-------|-------|
| Tour Operator | 25.8% | 28.8% | 26.1% | 22.9% | 26.0% |
| - Tour Operator's website | 78.7% | 73.1% | 85.3% | 87.5% | 80.6% |
| Airline | 59.3% | 53.0% | 57.6% | 62.0% | 57.8% |
| - Airline's website | 96.7% | 98.8% | 97.9% | 97.4% | 97.7% |
| Travel agency (High street) | 8.1% | 10.6% | 7.8% | 9.9% | 9.1% |
| Online Travel Agency (OTA) | 6.9% | 7.6% | 8.5% | 5.2% | 7.1% |

Where do they stay?

| | Q1 | Q2 | Q3 | Q4 | Total |
|---|-------|-------|-------|-------|-------|
| 5* Hotel | 3.2% | 4.3% | 4.7% | 4.1% | 4.1% |
| 4* Hotel | 29.2% | 25.2% | 29.8% | 25.3% | 27.4% |
| 1-2-3* Hotel | 10.4% | 12.4% | 8.1% | 10.8% | 10.4% |
| Apartment | 50.7% | 55.2% | 54.0% | 55.8% | 54.0% |
| Property (privately-owned, friends, family) | 5.9% | 1.7% | 3.1% | 3.1% | 3.4% |
| Others | 0.6% | 1.2% | 0.3% | 0.9% | 0.7% |

Who are they?

| Gender | Q1 | Q2 | Q3 | Q4 | Total |
|---------------------|-------|-------|-------|-------|-------|
| Percentage of men | 49.4% | 43.8% | 45.8% | 44.1% | 45.7% |
| Percentage of women | 50.6% | 56.2% | 54.2% | 55.9% | 54.3% |

| Age | Q1 | Q2 | Q3 | Q4 | Total |
|---------------------------------------|------|------|------|------|-------|
| Average age (tourists > 16 years old) | 50.0 | 47.7 | 41.7 | 48.0 | 46.7 |
| Standard deviation | 15.0 | 15.2 | 13.4 | 14.9 | 14.9 |

| Age range (> 16 years old) | | | | | |
|----------------------------|-------|-------|-------|-------|-------|
| 16-24 years old | 4.4% | 5.8% | 11.6% | 6.9% | 7.3% |
| 25-30 years old | 8.2% | 8.8% | 14.8% | 5.8% | 9.6% |
| 31-45 years old | 25.9% | 31.3% | 33.6% | 30.8% | 30.5% |
| 46-60 years old | 33.6% | 29.5% | 30.7% | 33.8% | 31.8% |
| Over 60 years old | 27.9% | 24.5% | 9.2% | 22.8% | 20.8% |

| Occupation | Q1 | Q2 | Q3 | Q4 | Total |
|----------------------------------|-------|-------|-------|-------|-------|
| Business owner or self-employed | 33.0% | 21.1% | 29.9% | 27.6% | 27.8% |
| Upper/Middle management employee | 20.0% | 28.7% | 29.0% | 29.6% | 26.9% |
| Auxiliary level employee | 13.6% | 18.6% | 19.5% | 15.6% | 17.0% |
| Students | 2.5% | 3.5% | 8.7% | 3.3% | 4.7% |
| Retired | 28.5% | 23.9% | 7.5% | 21.4% | 19.9% |
| Unemployed / unpaid dom. work | 2.5% | 4.2% | 5.4% | 2.6% | 3.8% |

| Annual household income level | | | | | |
|-------------------------------|-------|-------|-------|-------|-------|
| €12,000 - €24,000 | 10.5% | 9.5% | 10.9% | 10.2% | 10.3% |
| €24,001 - €36,000 | 17.6% | 18.1% | 14.0% | 16.4% | 16.4% |
| €36,001 - €48,000 | 17.2% | 15.9% | 19.4% | 19.6% | 18.0% |
| €48,001 - €60,000 | 12.5% | 20.9% | 16.4% | 16.1% | 16.7% |
| €60,001 - €72,000 | 10.1% | 10.8% | 15.5% | 10.2% | 11.8% |
| €72,001 - €84,000 | 10.8% | 9.3% | 8.1% | 6.4% | 8.6% |
| More than €84,000 | 21.4% | 15.6% | 15.7% | 21.0% | 18.1% |

Tourist profile by quarter of trip (2016)

Canary Islands: Irish market



Which island do they choose?

| Tourists (> 16 years old) | Q1 | Q2 | Q3 | Q4 | Total |
|---------------------------|--------|--------|--------|--------|---------|
| - Lanzarote | 43,512 | 57,992 | 54,585 | 47,022 | 203,112 |
| - Fuerteventura | 7,993 | 7,394 | 6,865 | 8,145 | 30,397 |
| - Gran Canaria | 14,892 | 15,342 | 15,520 | 15,551 | 61,305 |
| - Tenerife | 27,094 | 26,944 | 32,767 | 26,512 | 113,317 |
| - La Palma | 0 | 0 | 0 | 0 | 0 |

| Share (%) | Q1 | Q2 | Q3 | Q4 | Total |
|-----------------|-------|-------|-------|-------|-------|
| - Lanzarote | 46.5% | 53.9% | 49.7% | 48.4% | 49.8% |
| - Fuerteventura | 8.5% | 6.9% | 6.3% | 8.4% | 7.4% |
| - Gran Canaria | 15.9% | 14.2% | 14.1% | 16.0% | 15.0% |
| - Tenerife | 29.0% | 25.0% | 29.9% | 27.3% | 27.8% |
| - La Palma | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |

Who do they come with?



| | Q1 | Q2 | Q3 | Q4 | Total |
|--|-------|-------|-------|-------|-------|
| Unaccompanied | 8.6% | 6.4% | 3.1% | 6.3% | 6.0% |
| Only with partner | 45.7% | 49.5% | 42.3% | 40.5% | 44.5% |
| Only with children (under the age of 13) | 0.3% | 2.4% | 2.0% | 0.4% | 1.3% |
| Partner + children (under the age of 13) | 11.4% | 13.9% | 19.7% | 14.5% | 15.0% |
| Other relatives | 11.5% | 10.4% | 8.4% | 8.6% | 9.7% |
| Friends | 9.0% | 6.3% | 5.3% | 7.7% | 7.0% |
| Work colleagues | 0.4% | 0.1% | 0.0% | 0.2% | 0.2% |
| Other combinations ⁽¹⁾ | 13.2% | 11.0% | 19.1% | 21.9% | 16.3% |

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

How do they rate the destination?



| Impression of their stay | Q1 | Q2 | Q3 | Q4 | Total |
|--------------------------------|-------|-------|-------|-------|-------|
| Good or very good (% tourists) | 96.6% | 96.3% | 96.9% | 91.2% | 95.3% |
| Average rating (scale 1-10) | 9.22 | 9.18 | 9.25 | 9.10 | 9.19 |

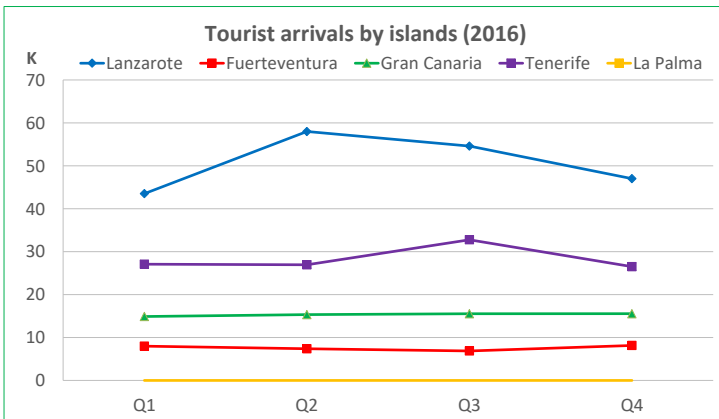
How many are loyal to the destination?

| Repeat tourists of the Canary Islands | Q1 | Q2 | Q3 | Q4 | Total |
|---------------------------------------|-------|-------|-------|-------|-------|
| Repeat tourists | 88.5% | 87.7% | 87.7% | 91.5% | 88.8% |
| In love (at least 10 previous visits) | 27.9% | 22.9% | 15.2% | 30.4% | 23.7% |

Where does the flight come from?



| Ten main origin markets | Q1 | Q2 | Q3 | Q4 | Total |
|-------------------------|-------|-------|-------|-------|-------|
| Ireland | 97.4% | 98.3% | 94.7% | 94.2% | 96.2% |
| United Kingdom | 2.2% | 1.0% | 5.0% | 3.6% | 3.0% |
| Spanish Mainland | 0.4% | 0.3% | 0.3% | 2.2% | 0.8% |
| Netherlands | 0.0% | 0.3% | 0.0% | 0.0% | 0.1% |
| Italy | 0.0% | 0.1% | 0.0% | 0.0% | 0.0% |
| Germany | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Austria | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Belgium | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Denmark | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Finland | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |



Why do they choose the Canary Islands?



| Aspects influencing the choice | Q1 | Q2 | Q3 | Q4 | Total |
|---------------------------------------|-------|-------|-------|-------|-------|
| Climate/sun | 94.6% | 94.9% | 91.7% | 92.4% | 93.4% |
| Tranquillity/rest/relaxation | 35.2% | 35.8% | 34.5% | 30.9% | 34.1% |
| Beaches | 30.5% | 29.7% | 29.7% | 24.9% | 28.8% |
| Price | 17.8% | 19.1% | 22.4% | 15.6% | 18.8% |
| Ease of travel | 15.3% | 13.1% | 11.6% | 13.6% | 13.3% |
| Scenery | 8.0% | 10.7% | 12.8% | 13.1% | 11.2% |
| Security | 9.0% | 12.8% | 12.8% | 9.5% | 11.1% |
| Suitable destination for children | 9.1% | 10.4% | 12.9% | 10.5% | 10.8% |
| Nightlife/fun | 11.7% | 6.9% | 9.5% | 10.9% | 9.7% |
| Visiting new places | 4.9% | 10.3% | 9.1% | 6.7% | 7.9% |
| Quality of the environment | 4.9% | 7.2% | 5.8% | 9.6% | 6.9% |
| Shopping | 4.6% | 8.1% | 4.4% | 7.8% | 6.2% |
| Theme parks | 1.8% | 2.8% | 8.8% | 1.7% | 3.9% |
| Active tourism | 5.4% | 2.6% | 1.9% | 3.7% | 3.3% |
| Culture | 2.3% | 2.5% | 2.5% | 2.3% | 2.4% |
| Security against natural catastrophes | 1.1% | 0.8% | 2.2% | 1.4% | 1.4% |

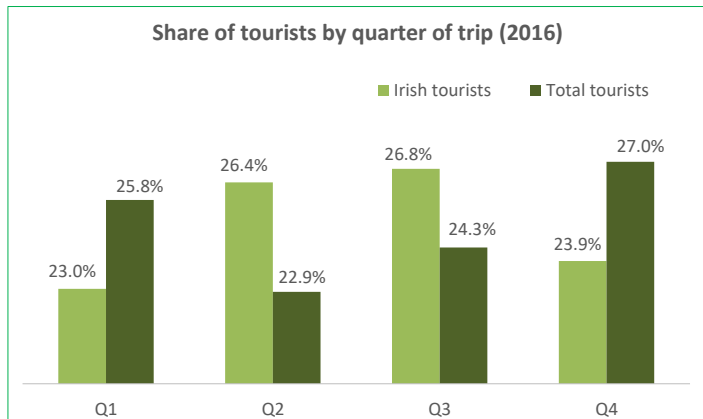
* Multi-choice question

What did motivate them to come?



| Aspects motivating the choice | Q1 | Q2 | Q3 | Q4 | Total |
|--|-------|-------|-------|-------|-------|
| Previous visits to the Canary Islands | 77.8% | 75.5% | 70.9% | 80.5% | 76.0% |
| Recommendation by friends or relatives | 45.4% | 46.6% | 46.3% | 40.6% | 44.8% |
| The Canary Islands television channel | 0.0% | 0.4% | 0.2% | 0.0% | 0.2% |
| Other television or radio channels | 0.0% | 1.0% | 0.1% | 0.3% | 0.4% |
| Information in the press/magazines/books | 1.6% | 1.5% | 2.1% | 2.2% | 1.8% |
| Attendance at a tourism fair | 0.0% | 0.4% | 0.0% | 0.0% | 0.1% |
| Tour Operator's brochure or catalogue | 3.6% | 4.2% | 4.4% | 3.1% | 3.8% |
| Recommendation by Travel Agency | 5.4% | 6.8% | 6.6% | 4.3% | 5.8% |
| Information obtained via the Internet | 21.3% | 18.5% | 20.2% | 23.4% | 20.8% |
| Senior Tourism programme | 0.5% | 0.3% | 0.0% | 0.0% | 0.2% |
| Others | 5.0% | 1.7% | 3.1% | 4.5% | 3.5% |

* 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.