

Tourist profile by quarter of trip (2017)

IRELAND

How many are they and how much do they spend?



	Q1	Q2	Q3	Q4	Total
Tourist arrivals (FRONTUR) (thousands)	111	141	157	124	532
Tourist arrivals (> 16 years old) (thousands)	98	115	117	111	441
Average daily expenditure (€)	137.10	131.36	138.92	141.75	137.26
. in their place of residence	87.71	77.38	80.35	87.53	83.01
. in the Canary Islands	49.40	53.98	58.57	54.22	54.25
Average length of stay	9.60	8.48	8.99	8.70	8.92
Turnover per tourist (€)	1,148	1,066	1,171	1,158	1,135
Total turnover (€m)	127	150	183	143	604
Tourist arrivals: share by quarter	20.8%	26.5%	29.4%	23.2%	100%
Turnover: share by quarter	21.1%	24.9%	30.4%	23.7%	100%

% tourists who pay in the Canary Islands:

Accommodation:

- Accommodation	23.1%	31.5%	26.3%	24.6%	26.5%
- Additional accommodation expenses	6.7%	6.1%	4.2%	7.4%	6.1%

Transport:

- Public transport	27.7%	23.5%	16.4%	25.6%	23.0%
- Taxi	38.8%	43.4%	47.0%	49.8%	45.0%
- Car rental	5.5%	12.7%	9.4%	13.1%	10.3%

Food and drink:

- Food purchases at supermarkets	65.2%	73.0%	77.2%	74.8%	72.9%
- Restaurants	61.7%	68.2%	65.2%	64.6%	65.0%

Souvenirs:	46.8%	61.0%	65.8%	55.3%	57.7%
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Leisure:

- Organized excursions	14.0%	12.8%	20.8%	16.3%	16.1%
- Leisure, amusement	6.4%	7.0%	15.0%	7.9%	9.2%
- Trip to other islands	3.2%	2.4%	1.4%	2.4%	2.3%
- Sporting activities	4.6%	6.3%	9.4%	6.5%	6.8%
- Cultural activities	2.0%	3.8%	2.7%	3.1%	2.9%
- Discos and disco-pubs	6.7%	11.4%	14.7%	11.7%	11.3%

Others:

- Wellness	9.0%	6.9%	7.6%	9.7%	8.3%
- Medical expenses	10.5%	8.8%	9.4%	10.1%	9.6%
- Other expenses	6.9%	12.4%	7.9%	14.5%	10.5%

2017



**+10%
TOURISTS
531,907**



**+3%
TRAVEL EXPENSES
€1,135**



**+14%
TURNOVER
€604 MILL**

What do they book at their place of residence?



	Q1	Q2	Q3	Q4	Total
Flight only	10.0%	6.2%	6.5%	6.6%	7.2%
Flight and accommodation (room only)	44.0%	55.7%	55.2%	55.9%	53.0%
Flight and accommodation (B&B)	12.3%	7.9%	10.4%	9.8%	10.0%
Flight and accommodation (half board)	18.4%	18.3%	11.0%	16.4%	15.9%
Flight and accommodation (full board)	3.2%	2.0%	2.4%	2.2%	2.4%
Flight and accommodation (all inclusive)	12.0%	10.0%	14.5%	9.1%	11.4%
% Tourists using low-cost airlines	63.1%	58.7%	73.7%	78.5%	68.7%
Other expenses in their place of residence:					
- Car rental	3.7%	4.2%	3.9%	4.7%	4.2%
- Sporting activities	1.9%	2.6%	3.5%	3.3%	2.9%
- Excursions	2.1%	2.3%	2.4%	2.1%	2.2%
- Trip to other islands	0.2%	1.1%	1.4%	0.4%	0.8%

How do they book?



Accommodation booking	Q1	Q2	Q3	Q4	Total
Tour Operator	22.6%	27.4%	25.3%	23.2%	24.7%
- Tour Operator's website	58.5%	83.3%	90.2%	79.2%	79.6%
Accommodation	30.3%	34.8%	28.6%	34.6%	32.1%
- Accommodation's website	89.6%	85.8%	92.2%	93.3%	90.2%
Travel agency (High street)	14.0%	12.2%	17.1%	9.6%	13.3%
Online Travel Agency (OTA)	25.7%	20.9%	24.4%	27.4%	24.5%
No need to book accommodation	7.5%	4.8%	4.6%	5.1%	5.4%

Flight booking	Q1	Q2	Q3	Q4	Total
Tour Operator	22.4%	24.9%	21.5%	23.8%	23.2%
- Tour Operator's website	67.8%	78.8%	83.9%	82.5%	78.9%
Airline	53.9%	54.6%	52.0%	57.4%	54.5%
- Airline's website	99.3%	98.8%	99.1%	99.5%	99.2%
Travel agency (High street)	14.5%	13.7%	15.6%	7.4%	12.8%
Online Travel Agency (OTA)	9.2%	6.8%	10.9%	11.4%	9.6%

How far in advance do they book their trip?



	Q1	Q2	Q3	Q4	Total
The same day they leave	0.2%	0.6%	0.8%	0.8%	0.7%
Between 2 and 7 days	6.5%	4.1%	6.4%	3.8%	5.2%
Between 8 and 15 days	5.3%	5.9%	6.2%	3.9%	5.3%
Between 16 and 30 days	16.3%	7.3%	8.9%	9.3%	10.2%
Between 31 and 90 days	37.2%	40.7%	31.3%	40.4%	37.3%
More than 90 days	34.4%	41.3%	46.4%	41.9%	41.3%

Who are they?



Gender	Q1	Q2	Q3	Q4	Total
Men	45.5%	43.4%	47.7%	53.8%	47.6%
Women	54.5%	56.6%	52.3%	46.2%	52.4%

Age

Average age (tourists > 16 years old)	53.1	48.6	41.8	48.3	47.7
Standard deviation	14.4	16.0	15.1	15.0	15.7

Age range (> 16 years old)

16-24 years old	3.6%	7.3%	16.7%	6.3%	8.7%
25-30 years old	4.0%	8.9%	12.1%	7.5%	8.3%
31-45 years old	24.0%	28.3%	31.4%	28.7%	28.3%
46-60 years old	34.2%	26.2%	26.5%	33.5%	29.9%
Over 60 years old	34.1%	29.3%	13.3%	24.0%	24.8%

Occupation

Business owner or self-employed	25.1%	29.5%	32.8%	30.1%	29.6%
Upper/Middle management employee	24.0%	24.4%	23.1%	23.8%	23.8%
Auxiliary level employee	13.4%	15.8%	21.1%	20.5%	17.9%
Students	1.8%	2.8%	8.4%	2.1%	4.0%
Retired	31.4%	22.2%	11.8%	19.2%	20.5%
Unemployed / unpaid dom. work	4.4%	5.2%	2.7%	4.2%	4.1%

Annual household income level

€12,000 - €24,000	10.7%	9.9%	14.9%	9.2%	11.2%
€24,001 - €36,000	12.8%	15.7%	20.4%	17.9%	16.9%
€36,001 - €48,000	14.5%	17.1%	13.7%	20.9%	16.6%
€48,001 - €60,000	17.1%	19.5%	15.7%	14.3%	16.6%
€60,001 - €72,000	12.9%	10.1%	9.0%	11.4%	10.7%
€72,001 - €84,000	7.9%	7.2%	10.1%	6.7%	8.0%
More than €84,000	24.0%	20.5%	16.3%	19.6%	19.9%

Tourist profile by quarter of trip (2017)

IRELAND

Which island do they choose?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	47,536	57,643	58,981	53,527	217,687
- Fuerteventura	7,472	7,806	7,445	8,870	31,592
- Gran Canaria	17,738	17,913	17,315	19,383	72,349
- Tenerife	24,410	31,568	33,754	28,661	118,393
- La Palma	260	0	0	0	260

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	48.8%	50.2%	50.2%	48.5%	49.4%
- Fuerteventura	7.7%	6.8%	6.3%	8.0%	7.2%
- Gran Canaria	18.2%	15.6%	14.7%	17.6%	16.4%
- Tenerife	25.1%	27.5%	28.7%	26.0%	26.9%
- La Palma	0.3%	0.0%	0.0%	0.0%	0.1%

Where do they stay?

	Q1	Q2	Q3	Q4	Total
5* Hotel	5.0%	4.9%	4.2%	5.1%	4.8%
4* Hotel	33.9%	27.5%	22.9%	26.8%	27.5%
1-2-3* Hotel	8.3%	8.9%	12.4%	10.6%	10.1%
Apartment	45.2%	55.2%	57.1%	51.7%	52.6%
Property (privately-owned, friends, family)	4.8%	2.4%	2.7%	2.6%	3.0%
Others	2.8%	1.2%	0.6%	3.3%	1.9%

Why do they choose the Canary Islands?

Aspects influencing the choice	Q1	Q2	Q3	Q4	Total
Climate/sun	95.6%	94.8%	91.6%	94.4%	94.0%
Tranquillity/rest/relaxation	36.0%	40.9%	30.5%	33.8%	35.2%
Beaches	29.2%	36.7%	36.9%	28.9%	33.1%
Price	22.3%	18.3%	21.0%	13.5%	18.7%
Scenery	10.9%	12.6%	11.5%	15.2%	12.6%
Ease of travel	13.4%	10.0%	10.9%	13.4%	11.8%
Security	9.5%	12.6%	9.9%	9.7%	10.4%
Suitable destination for children	8.8%	8.1%	10.9%	11.3%	9.8%
Quality of the environment	9.4%	7.6%	7.9%	8.2%	8.2%
Nightlife/fun	6.8%	6.7%	11.4%	6.5%	7.9%
Visiting new places	5.9%	8.4%	7.1%	7.0%	7.1%
Shopping	3.9%	6.5%	4.7%	4.7%	5.0%
Theme parks	1.6%	4.0%	7.6%	2.8%	4.1%
Active tourism	1.5%	3.4%	2.0%	5.2%	3.1%
Culture	1.8%	3.9%	3.1%	0.7%	2.4%
Golf	2.0%	0.9%	0.9%	0.0%	0.9%

* Multi-choice question

Who do they come with?

	Q1	Q2	Q3	Q4	Total
Unaccompanied	8.0%	4.9%	3.1%	10.5%	6.5%
Only with partner	47.3%	56.5%	50.0%	40.7%	48.7%
Only with children (under the age of 13)	1.4%	1.3%	2.1%	0.5%	1.3%
Partner + children (under the age of 13)	10.7%	10.2%	14.0%	15.0%	12.5%
Other relatives	12.3%	6.6%	10.1%	9.1%	9.4%
Friends	6.4%	3.9%	4.3%	7.1%	5.4%
Work colleagues	0.0%	0.0%	0.0%	0.3%	0.1%
Other combinations ⁽¹⁾	13.9%	16.6%	16.4%	16.7%	16.0%

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

How do they rate the Canary Islands?

Impression of their stay	Q1	Q2	Q3	Q4	Total
Good or very good (% tourists)	91.0%	95.8%	96.4%	96.3%	95.1%
Average rating (scale 1-10)	8.83	9.29	9.21	9.25	9.16

How many are loyal to the Canary Islands?

Repeat tourists	Q1	Q2	Q3	Q4	Total
At least 1 previous visit	92.4%	88.7%	85.6%	90.0%	89.0%
At least 10 previous visits	28.2%	26.9%	17.4%	24.0%	23.9%

Where does the flight come from?

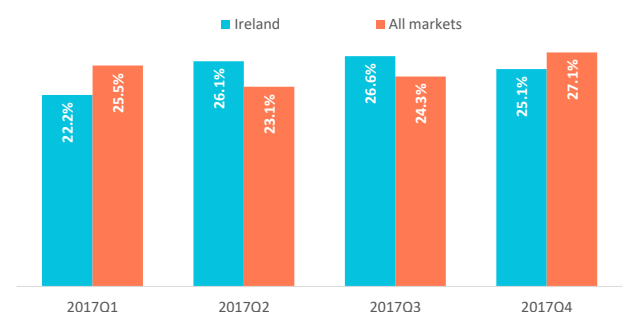
Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
Ireland	93.7%	95.4%	94.2%	94.0%	94.4%
United Kingdom	4.4%	4.3%	4.2%	4.8%	4.4%
Spanish Mainland	1.4%	0.0%	0.3%	1.2%	0.7%
Germany	0.0%	0.3%	0.4%	0.0%	0.2%
Poland	0.0%	0.0%	0.7%	0.0%	0.2%
Italy	0.4%	0.0%	0.0%	0.0%	0.1%
Norway	0.0%	0.0%	0.3%	0.0%	0.1%
Netherlands	0.1%	0.0%	0.0%	0.0%	0.0%

What did motivate them to come?

Prescription sources	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	78.6%	80.7%	74.2%	79.1%	78.1%
Recommendation by friends/relatives	44.9%	33.7%	50.6%	36.7%	41.4%
The Canary Islands television channel	0.0%	0.0%	0.3%	0.0%	0.1%
Other television or radio channels	0.5%	1.7%	0.6%	0.4%	0.8%
Information in press/magazines/books	1.4%	1.8%	2.1%	2.8%	2.0%
Attendance at a tourism fair	0.2%	0.0%	0.7%	0.0%	0.2%
Tour Operator's brochure or catalogue	4.4%	5.0%	3.6%	2.8%	4.0%
Recommendation by Travel Agency	6.6%	6.9%	4.0%	6.6%	6.0%
Information obtained via the Internet	15.4%	21.3%	20.6%	18.3%	19.1%
Senior Tourism programme	0.0%	0.0%	0.0%	0.3%	0.1%
Others	3.9%	3.2%	1.9%	4.5%	3.3%

* Multi-choice question

Share of tourist arrivals by quarters



Tourists over 16 years old.

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.