

TOURIST PROFILE BY QUARTER OF TRIP (2018)

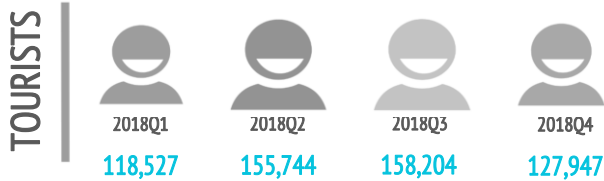
IRELAND

How many are they and how much do they spend?



	2018Q1	2018Q2	2018Q3	2018Q4	2018
TOURISTS					
Tourist arrivals (FRONTUR) (*)	118.5	155.7	158.2	127.9	560.4
Tourist arrivals > 15 years old (EGT) (*)	101.4	124.2	120.9	113.0	459.5
- book holiday package (*)	32.3	46.2	51.1	35.0	164.5
- do not book holiday package (*)	69.2	78.0	69.8	78.0	295.0
- % tourists who book holiday package	31.8%	37.2%	42.3%	30.9%	35.8%

(*) Thousand of tourists

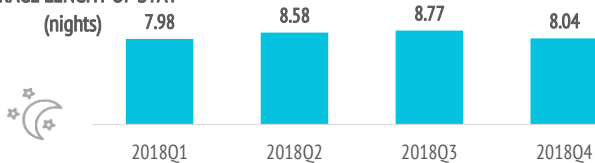


% TOURISTS WHO BOOK HOLIDAY PACKAGE

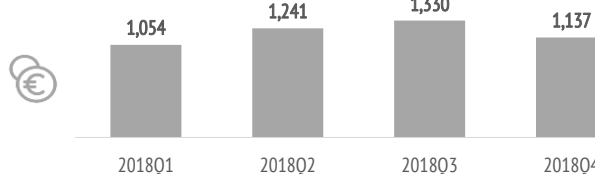


	2018Q1	2018Q2	2018Q3	2018Q4	2018
Expenditure per tourist (€)	1,054	1,241	1,330	1,137	1,198
- book holiday package	1,039	1,264	1,334	1,255	1,240
- holiday package	763	867	884	932	866
- others	276	396	450	323	374
- do not book holiday package	1,061	1,228	1,327	1,085	1,174
- flight	243	316	358	293	303
- accommodation	421	474	437	406	435
- others	397	438	532	385	437
Average length of stay	7.98	8.58	8.77	8.04	8.37
- book holiday package	7.53	8.58	8.33	7.58	8.08
- do not book holiday package	8.19	8.58	9.09	8.25	8.52
Average daily expenditure (€)	142.2	152.0	157.5	152.9	151.5
- book holiday package	143.2	152.6	163.9	176.2	159.3
- do not book holiday package	141.8	151.6	152.8	142.5	147.2
Total turnover (> 15 years old) (€m)	107	154	161	129	550
- book holiday package	34	58	68	44	204
- do not book holiday package	73	96	93	85	346

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice



	2018Q1	2018Q2	2018Q3	2018Q4	2018
Climate	83.0%	80.9%	82.1%	81.4%	81.8%
Safety	70.0%	71.3%	71.5%	71.6%	71.1%
Accommodation supply	61.7%	58.9%	66.1%	57.2%	61.0%
Price	55.8%	56.9%	64.5%	51.5%	57.3%
Tranquility	55.6%	50.2%	50.8%	59.4%	53.8%
Effortless trip	51.6%	44.9%	51.3%	49.2%	49.1%
European belonging	47.1%	46.9%	34.3%	50.0%	44.4%
Sea	43.8%	34.8%	37.1%	39.4%	38.5%
Beaches	34.9%	33.0%	39.7%	35.2%	35.7%
Environment	38.3%	33.5%	30.8%	35.1%	34.3%
Fun possibilities	22.8%	30.6%	45.3%	24.8%	31.2%
Gastronomy	30.6%	29.6%	34.9%	26.3%	30.4%
Authenticity	20.8%	18.5%	21.6%	23.5%	21.0%
Landscapes	21.9%	21.6%	18.1%	17.8%	19.8%
Shopping	12.2%	16.0%	20.1%	11.8%	15.2%
Nightlife	12.4%	13.0%	18.9%	7.7%	13.1%
Exoticism	8.0%	9.4%	12.4%	8.3%	9.6%
Culture	6.8%	9.2%	10.2%	5.3%	8.0%
Historical heritage	4.7%	6.0%	7.0%	3.4%	5.3%
Hiking trail network	2.8%	7.3%	4.9%	4.3%	4.9%

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 GASTRONOMY



What is the main motivation for their holidays?



	2018Q1	2018Q2	2018Q3	2018Q4	2018
Rest	80.3%	64.8%	56.0%	74.6%	68.4%
Enjoy family time	6.6%	18.9%	20.1%	16.0%	15.8%
Have fun	3.8%	8.6%	15.0%	4.1%	8.1%
Explore the destination	5.2%	4.8%	7.7%	3.4%	5.3%
Practice their hobbies	0.0%	0.7%	0.1%	0.7%	0.4%
Other reasons	4.2%	2.2%	1.1%	1.1%	2.1%

How far in advance do they book their trip?



	2018Q1	2018Q2	2018Q3	2018Q4	2018
The same day	0.0%	0.1%	0.5%	0.4%	0.3%
Between 1 and 30 days	18.2%	16.4%	21.0%	14.5%	17.5%
Between 1 and 2 months	27.8%	20.6%	17.3%	22.3%	21.7%
Between 3 and 6 months	38.0%	41.2%	28.4%	36.6%	36.0%
More than 6 months	16.1%	21.7%	32.9%	26.1%	24.5%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE



Picture: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports.

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.

TOURIST PROFILE BY QUARTER OF TRIP (2018)

IRELAND



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

	2018Q1	2018Q2	2018Q3	2018Q4	2018
Previous visits to the Canary Islands	66.3%	60.8%	58.6%	71.5%	64.1%
Friends or relatives	21.9%	30.8%	34.9%	25.5%	28.6%
Internet or social media	58.1%	54.3%	57.4%	53.3%	55.7%
Mass Media	0.0%	0.7%	1.5%	0.3%	0.7%
Travel guides and magazines	2.5%	4.9%	8.5%	3.6%	5.0%
Travel Blogs or Forums	3.6%	6.2%	6.8%	3.9%	5.2%
Travel TV Channels	1.5%	0.5%	0.4%	0.7%	0.7%
Tour Operator or Travel Agency	16.5%	17.7%	17.8%	15.0%	16.8%
Public administrations or similar	0.0%	0.2%	0.7%	0.4%	0.3%
Others	2.4%	2.0%	2.3%	1.9%	2.2%

* Multi-choice question

With whom did they book their flight and accommodation?

	2018Q1	2018Q2	2018Q3	2018Q4	2018
Flight					
- Directly with the airline	65.8%	66.5%	58.6%	72.1%	65.6%
- Tour Operator or Travel Agency	34.2%	33.5%	41.4%	27.9%	34.4%
Accommodation					
- Directly with the accommodation	54.3%	54.6%	46.4%	59.0%	53.5%
- Tour Operator or Travel Agency	45.7%	45.4%	53.6%	41.0%	46.5%

Where do they stay?

	2018Q1	2018Q2	2018Q3	2018Q4	2018
1-2-3* Hotel	9.2%	12.1%	12.4%	8.5%	10.7%
4* Hotel	32.8%	28.2%	24.1%	25.4%	27.4%
5* Hotel / 5* Luxury Hotel	7.5%	6.0%	4.3%	11.1%	7.1%
Aparthotel / Tourist Villa	36.8%	44.0%	50.9%	42.8%	43.9%
House/room rented in a private dwelling	6.3%	3.1%	1.8%	6.5%	4.3%
Private accommodation ⁽¹⁾	5.1%	3.1%	1.8%	3.6%	3.3%
Others (Cottage, cruise, camping,...)	2.2%	3.4%	4.8%	2.0%	3.2%

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

What do they book?

	2018Q1	2018Q2	2018Q3	2018Q4	2018
Room only	41.2%	45.1%	54.0%	53.2%	48.6%
Bed and Breakfast	15.4%	15.4%	16.5%	18.2%	16.4%
Half board	24.2%	19.1%	9.5%	14.3%	16.5%
Full board	2.6%	2.4%	1.4%	2.2%	2.1%
All inclusive	16.6%	18.1%	18.6%	12.1%	16.4%



48.6% of Irish book room only.



41.2%
2018Q1



54.0%
2018Q3



45.1%
2018Q2



53.2%
2018Q4

Other expenses

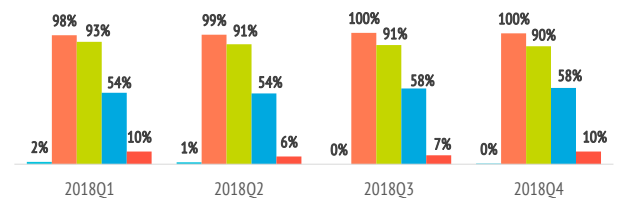
	2018Q1	2018Q2	2018Q3	2018Q4	TOTAL
Restaurants or cafes	71.0%	78.5%	77.1%	66.4%	73.5%
Supermarkets	59.3%	70.8%	74.7%	65.2%	67.9%
Car rental	13.0%	15.2%	12.3%	15.8%	14.1%
Organized excursions	14.8%	20.4%	25.0%	17.4%	19.6%
Taxi, transfer, chauffeur service	48.6%	52.1%	61.0%	48.6%	52.8%
Theme Parks	3.1%	9.9%	17.6%	4.8%	9.1%
Sport activities	7.6%	7.6%	15.2%	4.5%	8.8%
Museums	4.3%	2.2%	3.1%	2.5%	3.0%
Flights between islands	5.7%	7.2%	6.4%	5.5%	6.2%

Activities in the Canary Islands

Outdoor time per day	2018Q1	2018Q2	2018Q3	2018Q4	2018
0 hours	1.8%	1.4%	0.0%	0.4%	0.9%
1 - 2 hours	5.0%	7.2%	9.3%	9.8%	7.9%
3 - 6 hours	38.8%	37.5%	33.1%	31.8%	35.2%
7 - 12 hours	44.7%	47.9%	50.9%	48.3%	48.1%
More than 12 hours	9.7%	5.9%	6.8%	9.7%	7.9%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

■ 0 hours ■ More than 1 hour ■ More than 3 hours ■ More than 7 hours ■ More than 12 hours



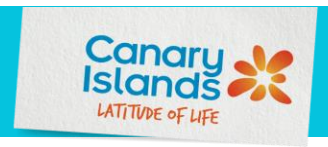
Activities in the Canary Islands	2018Q1	2018Q2	2018Q3	2018Q4	2018
Walk, wander	79.1%	83.5%	77.9%	77.3%	79.5%
Swimming pool, hotel facilities	63.0%	80.7%	82.4%	69.3%	74.4%
Beach	60.7%	69.5%	71.4%	61.4%	66.1%
Explore the island on their own	30.1%	30.5%	32.9%	31.2%	31.2%
Nightlife / concerts / shows	26.0%	27.3%	35.6%	27.4%	29.2%
Taste Canarian gastronomy	21.4%	20.3%	24.1%	22.6%	22.1%
Theme parks	6.1%	18.3%	28.2%	12.9%	16.9%
Organized excursions	12.3%	17.1%	20.4%	13.5%	16.0%
Sport activities	11.3%	14.5%	15.4%	9.3%	12.8%
Wineries/markets/popular festival	8.9%	9.8%	15.8%	7.3%	10.6%
Sea excursions / whale watching	3.3%	10.6%	15.1%	7.0%	9.3%
Beauty and health treatments	11.9%	6.9%	9.4%	8.2%	9.0%
Activities at sea	4.2%	8.2%	12.1%	7.4%	8.1%
Museums / exhibitions	7.1%	4.8%	4.9%	4.4%	5.3%
Nature activities	6.2%	3.1%	4.8%	3.6%	4.4%
Astronomical observation	1.3%	0.2%	2.5%	0.6%	1.2%

* Multi-choice question



TOURIST PROFILE BY QUARTER OF TRIP (2018)

IRELAND



Which island do they choose?

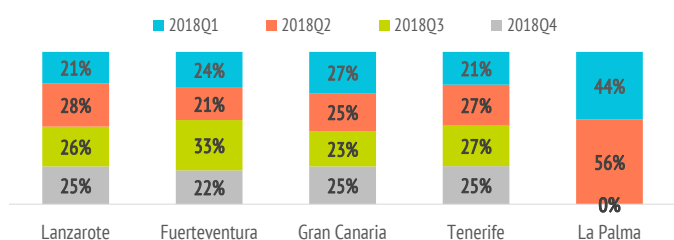
Tourists (> 15 years old)	2018Q1	2018Q2	2018Q3	2018Q4	2018
Lanzarote	48,618	67,143	61,547	58,401	235,709
Fuerteventura	8,087	7,285	11,374	7,627	34,373
Gran Canaria	17,487	16,162	15,020	15,999	64,668
Tenerife	26,598	33,364	32,920	30,952	123,834
La Palma	196	245	0	0	441

Share by islands	2018Q1	2018Q2	2018Q3	2018Q4	2018
Lanzarote	48.1%	54.1%	50.9%	51.7%	51.3%
Fuerteventura	8.0%	5.9%	9.4%	6.8%	7.5%
Gran Canaria	17.3%	13.0%	12.4%	14.2%	14.1%
Tenerife	26.3%	26.9%	27.2%	27.4%	27.0%
La Palma	0.2%	0.2%	0.0%	0.0%	0.1%

How many islands do they visit during their trip?

	2018Q1	2018Q2	2018Q3	2018Q4	2018
One island	92.9%	91.5%	93.0%	90.3%	91.9%
Two islands	6.8%	8.5%	6.6%	9.3%	7.8%
Three or more islands	0.3%	0.0%	0.3%	0.5%	0.3%

% TOURISTS BY ISLAND AND QUARTER OF TRIP



MOST VISITED PLACES IN EACH ISLAND



Internet usage during their trip

	2018Q1	2018Q2	2018Q3	2018Q4	2018
Research					
- Tourist package	9.6%	19.3%	16.7%	15.3%	15.7%
- Flights	13.2%	12.5%	18.2%	12.0%	14.0%
- Accommodation	18.5%	14.5%	18.1%	15.7%	16.6%
- Transport	17.3%	21.1%	19.2%	14.6%	18.3%
- Restaurants	26.7%	31.1%	39.1%	30.8%	32.7%
- Excursions	20.4%	27.9%	32.5%	23.6%	26.9%
- Activities	25.4%	36.8%	41.4%	32.3%	35.2%
Book or purchase					
- Tourist package	44.4%	28.6%	33.2%	24.3%	32.0%
- Flights	74.6%	75.1%	69.0%	71.8%	72.5%
- Accommodation	69.3%	71.4%	64.3%	67.1%	68.0%
- Transport	53.3%	45.6%	46.7%	45.0%	47.1%
- Restaurants	13.5%	11.3%	12.2%	16.5%	13.3%
- Excursions	10.1%	13.2%	13.0%	8.1%	11.3%
- Activities	5.8%	12.0%	13.1%	10.7%	11.0%

* Multi-choice question

Internet usage in the Canary Islands	2018Q1	2018Q2	2018Q3	2018Q4	2018
Did not use the Internet	10.3%	8.9%	9.2%	11.6%	10.0%
Used the Internet	89.7%	91.1%	90.8%	88.4%	90.0%
- Own Internet connection	31.3%	33.4%	39.0%	29.7%	33.5%
- Free Wifi connection	45.7%	44.4%	34.4%	46.9%	42.7%
Applications*					
- Search for locations or maps	46.6%	56.8%	60.0%	57.8%	55.7%
- Search for destination info	38.5%	47.0%	54.7%	50.8%	48.1%
- Share pictures or trip videos	50.1%	53.0%	53.0%	41.6%	49.6%
- Download tourist apps	5.5%	7.5%	6.3%	3.1%	5.7%
- Others	29.5%	25.2%	18.6%	20.8%	23.3%

* Multi-choice question

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

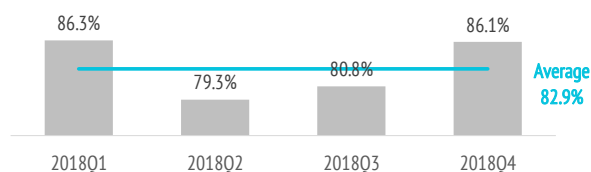
How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2018Q1	2018Q2	2018Q3	2018Q4	2018
Average rating	8.59	8.84	8.54	8.67	8.66
Experience in the Canary Islands					
Worse or much worse than expected	3.2%	3.2%	2.5%	1.9%	2.7%
Lived up to expectations	57.2%	53.1%	49.9%	56.3%	53.9%
Better or much better than expected	39.6%	43.7%	47.6%	41.9%	43.4%
Future intentions (scale 1-10)					
Return to the Canary Islands	8.84	8.84	8.69	9.00	8.84
Recommend visiting the Canary Islands	9.01	9.05	8.88	9.09	9.01

How many are loyal to the Canary Islands?

	2018Q1	2018Q2	2018Q3	2018Q4	2018
Repeat tourists	86.3%	79.3%	80.8%	86.1%	82.9%
Repeat tourists (last 5 years)	80.8%	73.5%	70.4%	83.7%	76.8%
Repeat tourists (last 5 years)(5 or more visits)	34.1%	17.4%	17.8%	37.2%	26.1%
At least 10 previous visits	30.7%	18.7%	13.4%	33.4%	23.6%

REPEAT TOURISTS



TOURIST PROFILE BY QUARTER OF TRIP (2018)

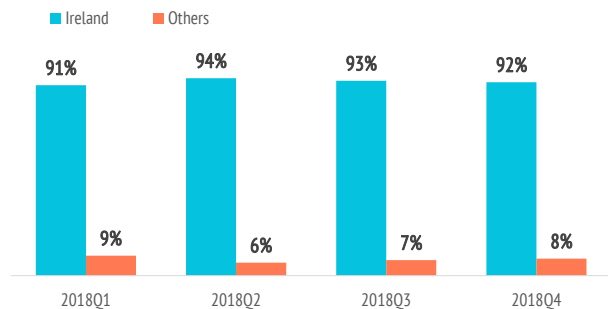
IRELAND

Where does the flight come from?



	2018Q1	2018Q2	2018Q3	2018Q4	2018
Ireland	90.5%	93.8%	92.6%	91.9%	92.3%
United Kingdom	5.9%	4.9%	6.5%	5.7%	5.7%
Spanish Mainland	1.2%	1.1%	0.2%	2.4%	1.2%
Norway	2.4%	0.0%	0.0%	0.0%	0.5%
Germany	0.0%	0.0%	0.1%	0.0%	0.0%
Others	0.0%	0.2%	0.5%	0.0%	0.2%

% TOURISTS BY QUARTER OF TRIP



Who do they come with?



	2018Q1	2018Q2	2018Q3	2018Q4	2018
Unaccompanied	6.6%	7.2%	4.8%	5.4%	6.0%
Only with partner	60.4%	40.3%	39.7%	46.2%	46.0%
Only with children (< 13 years old)	3.7%	8.5%	8.5%	3.8%	6.3%
Partner + children (< 13 years old)	2.4%	7.1%	10.1%	7.5%	7.0%
Other relatives	14.2%	16.8%	18.0%	16.7%	16.5%
Friends	7.0%	5.3%	3.4%	5.5%	5.2%
Work colleagues	0.0%	0.0%	0.5%	0.0%	0.1%
Organized trip	0.5%	0.0%	0.3%	0.8%	0.4%
Other combinations ⁽¹⁾	5.4%	14.8%	14.7%	14.1%	12.5%

(1) Different situations have been isolated

Tourists with children	11.8%	26.8%	29.7%	20.4%	22.7%
- Between 0 and 2 years old	2.1%	1.5%	2.6%	1.7%	2.0%
- Between 3 and 12 years old	8.6%	23.0%	25.1%	17.3%	19.0%
- Between 0 -2 and 3-12 years	1.1%	2.2%	2.0%	1.4%	1.7%
Tourists without children	88.2%	73.2%	70.3%	79.6%	77.3%
Group composition:					
- 1 person	10.5%	10.9%	8.1%	10.3%	9.9%
- 2 people	65.6%	44.8%	45.7%	48.2%	50.5%
- 3 people	8.5%	12.4%	12.2%	12.3%	11.5%
- 4 or 5 people	13.2%	25.1%	28.5%	25.9%	23.6%
- 6 or more people	2.2%	6.7%	5.5%	3.3%	4.5%
Average group size:	2.39	2.98	2.95	2.74	2.78



22.7% of Irish travel with children.



Who are they?



	2018Q1	2018Q2	2018Q3	2018Q4	2018
Gender					
Men	52.3%	43.7%	46.3%	50.3%	47.9%
Women	47.7%	56.3%	53.7%	49.7%	52.1%
Age					
Average age (tourist > 15 years old)	52.6	46.5	42.0	49.3	47.3
Standard deviation	14.1	14.4	14.8	14.1	14.9
Age range (> 15 years old)					
16 - 24 years old	3.2%	5.6%	13.9%	4.0%	6.9%
25 - 30 years old	6.3%	7.5%	11.3%	6.8%	8.1%
31 - 45 years old	19.6%	36.5%	35.7%	29.3%	30.8%
46 - 60 years old	34.4%	31.6%	27.7%	35.3%	32.1%
Over 60 years old	36.5%	18.8%	11.3%	24.7%	22.2%
Occupation					
Salaried worker	50.7%	62.3%	68.7%	57.5%	60.3%
Self-employed	14.2%	11.5%	8.7%	9.4%	10.8%
Unemployed	0.8%	1.1%	1.4%	0.4%	0.9%
Business owner	7.1%	4.7%	6.2%	4.2%	5.5%
Student	2.0%	2.4%	5.0%	1.0%	2.6%
Retired	24.3%	15.9%	6.7%	22.8%	17.0%
Unpaid domestic work	1.0%	1.5%	2.7%	3.0%	2.0%
Others	0.0%	0.7%	0.5%	1.6%	0.7%
Annual household income level					
Less than €25,000	12.4%	10.0%	16.9%	6.3%	11.4%
€25,000 - €49,999	32.5%	31.3%	37.9%	31.3%	33.3%
€50,000 - €74,999	21.1%	30.5%	27.0%	30.3%	27.5%
More than €74,999	34.0%	28.3%	18.2%	32.1%	27.8%
Education level					
No studies	3.4%	4.2%	3.8%	3.8%	3.8%
Primary education	1.0%	1.3%	2.3%	1.4%	1.5%
Secondary education	18.2%	20.2%	21.5%	19.1%	19.8%
Higher education	77.5%	74.2%	72.4%	75.6%	74.8%



AVERAGE AGE (> 15 years old)



% OF TOURISTS WITH INCOMES OVER €74,999

2018Q1 2018Q2 2018Q3 2018Q4



% SALARIED WORKED TOURISTS



Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports.

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.