

Tourist profile trend (2016)

Ireland: Second Quarter

How many are they and how much do they spend?



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Tourist arrivals (> 16 years old)	79,716	93,729	100,925	105,775	107,983
Average daily expenditure (€)	118.75	112.10	116.07	124.13	127.02
. in their place of residence	64.34	62.28	65.16	70.92	73.57
. in the Canary Islands	54.41	49.82	50.90	53.22	53.45
Average length of stay	9.35	8.74	9.29	8.30	8.79
Turnover per tourist (€)	994	904	947	954	1,011
Total turnover (> 16 years old) (€m)	79.3	84.7	95.6	101	109
Share of total turnover	24.4%	23.9%	25.8%	25.2%	24.3%
Share of total tourist	25.5%	27.2%	28.8%	28.1%	26.4%

Expenditure in the Canary Islands per tourist and trip (€) (**)					
Accommodation (**):	88.71	50.73	74.12	74.97	69.30
- Accommodation	84.62	45.82	71.58	67.64	64.42
- Additional accommodation expenses	4.09	4.91	2.54	7.33	4.89
Transport:	25.25	23.93	24.87	25.07	27.61
- Public transport	6.53	4.71	6.29	6.07	6.45
- Taxi	14.62	11.97	12.24	13.36	12.93
- Car rental	4.10	7.25	6.34	5.63	8.24
Food and drink:	228.86	213.79	208.68	210.63	216.44
- Food purchases at supermarkets	93.41	101.55	83.18	84.35	92.89
- Restaurants	135.46	112.24	125.50	126.29	123.55
Souvenirs:	56.82	61.36	57.89	48.37	56.15
Leisure:	44.96	38.74	35.06	40.09	37.52
- Organized excursions	10.57	12.38	11.23	12.29	13.46
- Leisure, amusement	6.65	3.81	2.71	4.11	4.48
- Trip to other islands	0.52	1.51	0.71	0.72	1.31
- Sporting activities	3.94	5.62	3.64	5.64	3.75
- Cultural activities	1.69	0.57	0.43	1.50	1.02
- Discos and disco-pubs	21.59	14.85	16.34	15.83	13.49
Others:	29.72	19.93	14.61	16.63	16.30
- Wellness	5.08	5.85	2.41	4.33	3.20
- Medical expenses	4.72	1.80	2.24	3.30	2.93
- Other expenses	19.92	12.28	9.97	9.00	10.17

How far in advance do they book their trip?



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
The same day they leave	1.2%	0.5%	0.6%	0.0%	0.1%
Between 2 and 7 days	4.1%	7.1%	4.1%	5.8%	3.8%
Between 8 and 15 days	6.9%	9.5%	6.5%	7.6%	5.4%
Between 16 and 30 days	16.6%	12.6%	17.6%	13.3%	15.5%
Between 31 and 90 days	42.0%	41.1%	38.4%	38.9%	39.4%
More than 90 days	29.2%	29.2%	32.8%	34.3%	35.8%

What do they book at their place of residence?



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Flight only	17.6%	12.8%	8.7%	9.7%	5.5%
Flight and accommodation (room only)	49.2%	54.3%	56.8%	50.0%	58.0%
Flight and accommodation (B&B)	7.8%	9.9%	7.4%	10.9%	11.3%
Flight and accommodation (half board)	11.5%	12.3%	12.4%	13.9%	10.6%
Flight and accommodation (full board)	1.6%	2.2%	2.2%	3.8%	2.5%
Flight and accommodation (all inclusive)	12.1%	8.5%	12.5%	11.8%	12.1%
% Tourists using low-cost airlines	56.8%	67.6%	65.8%	75.8%	78.1%
Other expenses in their place of residence:					
- Car rental	3.5%	5.1%	2.6%	4.3%	3.7%
- Sporting activities	3.5%	1.4%	1.5%	1.4%	2.9%
- Excursions	1.5%	0.8%	3.4%	4.7%	2.6%
- Trip to other islands	0.0%	0.3%	0.4%	0.7%	0.4%

How do they book?



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Accommodation booking					
Tour Operator	29.9%	31.4%	27.4%	23.8%	28.5%
- Tour Operator's website	69.4%	77.8%	85.5%	85.6%	78.6%
Accommodation	31.6%	31.2%	35.9%	32.3%	36.7%
- Accommodation's website	88.4%	95.1%	92.8%	88.8%	91.2%
Travel agency (High street)	10.7%	11.6%	12.1%	12.7%	12.8%
Online Travel Agency (OTA)	18.7%	18.2%	19.6%	25.1%	18.9%
No need to book accommodation	9.1%	7.6%	5.0%	6.1%	3.0%

	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Flight booking					
Tour Operator	35.5%	28.1%	26.5%	28.8%	28.8%
- Tour Operator's website	65.8%	74.6%	84.5%	84.4%	73.1%
Airline	51.5%	55.8%	53.7%	54.6%	53.0%
- Airline's website	98.8%	98.4%	100.0%	99.3%	98.8%
Travel agency (High street)	7.7%	11.0%	9.8%	9.8%	10.6%
Online Travel Agency (OTA)	5.4%	5.1%	10.1%	6.7%	7.6%

Where do they stay?



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
5* Hotel	5.2%	3.5%	5.3%	7.1%	4.3%
4* Hotel	27.7%	23.8%	27.8%	28.2%	25.2%
1-2-3* Hotel	12.6%	9.6%	10.0%	13.5%	12.4%
Apartment	45.8%	54.0%	51.2%	44.6%	55.2%
Property (privately-owned, friends, family)	8.0%	8.9%	4.2%	5.2%	1.7%
Others	0.7%	0.3%	1.5%	1.5%	1.2%

Who are they?



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Gender					
Percentage of men	51.1%	48.4%	52.2%	42.5%	43.8%
Percentage of women	48.9%	51.6%	47.8%	57.5%	56.2%
Age					
Average age (tourists > 16 years old)	46.2	43.7	44.3	44.0	47.7
Standard deviation	15.4	14.7	14.5	14.2	15.2
Age range (> 16 years old)					
16-24 years old	9.1%	9.4%	7.2%	10.4%	5.8%
25-30 years old	11.8%	10.2%	17.4%	10.8%	8.8%
31-45 years old	26.7%	36.5%	29.7%	31.6%	31.3%
46-60 years old	31.5%	28.8%	30.6%	33.9%	29.5%
Over 60 years old	20.9%	15.2%	15.2%	13.3%	24.5%
Occupation					
Business owner or self-employed	26.4%	33.0%	28.6%	31.7%	21.1%
Upper/Middle management employee	20.3%	25.8%	23.4%	32.2%	28.7%
Auxiliary level employee	19.2%	16.9%	21.1%	13.8%	18.6%
Students	5.3%	5.3%	5.9%	4.7%	3.5%
Retired	23.8%	12.9%	14.9%	11.8%	23.9%
Unemployed / unpaid dom. work	4.9%	6.2%	6.0%	5.8%	4.2%
Annual household income level					
€12,000 - €24,000	9.5%	12.1%	18.0%	12.3%	9.5%
€24,001 - €36,000	26.9%	19.2%	17.9%	21.9%	18.1%
€36,001 - €48,000	17.3%	16.6%	16.1%	17.6%	15.9%
€48,001 - €60,000	16.4%	15.9%	13.8%	12.6%	20.9%
€60,001 - €72,000	10.5%	13.7%	10.8%	9.1%	10.8%
€72,001 - €84,000	3.9%	8.0%	9.1%	10.4%	9.3%
More than €84,000	15.5%	14.4%	14.3%	16.0%	15.6%

(*) 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.

Tourist profile trend (2016)

Ireland: Second Quarter

Which island do they choose?



Tourists (> 16 years old)	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
- Lanzarote	42,942	47,808	51,388	53,699	57,992
- Fuerteventura	4,830	5,599	7,112	8,489	7,394
- Gran Canaria	12,060	14,167	13,908	13,514	15,342
- Tenerife	19,672	26,155	28,518	30,073	26,944
- La Palma	0	0	0	0	0

Share (%)	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
- Lanzarote	54.0%	51.0%	50.9%	50.8%	53.9%
- Fuerteventura	6.1%	6.0%	7.0%	8.0%	6.9%
- Gran Canaria	15.2%	15.1%	13.8%	12.8%	14.2%
- Tenerife	24.7%	27.9%	28.3%	28.4%	25.0%
- La Palma	0.0%	0.0%	0.0%	0.0%	0.0%

Who do they come with?



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Unaccompanied	4.7%	4.9%	5.2%	7.4%	6.4%
Only with partner	57.4%	52.3%	56.8%	51.4%	49.5%
Only with children (under the age of 13)	0.5%	0.4%	1.4%	3.0%	2.4%
Partner + children (under the age of 13)	11.0%	11.0%	10.5%	11.0%	13.9%
Other relatives	7.0%	7.6%	8.7%	7.5%	10.4%
Friends	7.9%	7.2%	4.1%	4.8%	6.3%
Work colleagues	0.0%	0.5%	0.3%	0.0%	0.1%
Other combinations ⁽¹⁾	11.5%	16.0%	12.9%	15.0%	11.0%

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

How do they rate the destination?



Impression of their stay	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Good or very good (% tourists)	96.9%	94.0%	96.1%	94.9%	96.3%
Average rating (scale 1-10)	9.24	9.00	9.19	9.04	9.18

How many are loyal to the destination?

Repeat tourists of the Canary Islands	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Repeat tourists	86.7%	88.3%	87.7%	89.0%	87.7%
In love (at least 10 previous visits)	21.4%	20.1%	17.9%	18.0%	22.9%

Where does the flight come from?



Ten main origin countries	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Ireland	96.0%	97.9%	97.3%	91.1%	98.3%
United Kingdom	3.5%	1.4%	2.7%	6.2%	1.0%
Spanish Mainland	0.4%	0.2%	0.0%	1.3%	0.3%
Netherlands	0.0%	0.0%	0.0%	0.0%	0.3%
Italy	0.0%	0.2%	0.0%	0.0%	0.1%
Germany	0.0%	0.2%	0.0%	0.0%	0.0%
Belgium	0.0%	0.0%	0.0%	0.3%	0.0%
Poland	0.0%	0.0%	0.0%	0.3%	0.0%
Czech Republic	0.0%	0.0%	0.0%	0.7%	0.0%
Austria	0.0%	0.0%	0.0%	0.0%	0.0%



Why do they choose the Canary Islands?



Aspects influencing the choice	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Climate/sun	94.6%	95.8%	96.2%	93.3%	94.9%
Tranquillity/rest/relaxation	42.5%	36.9%	34.9%	30.7%	35.8%
Beaches	29.6%	29.2%	33.7%	33.0%	29.7%
Price	19.9%	28.4%	25.1%	23.9%	19.1%
Ease of travel	13.8%	15.3%	10.6%	11.3%	13.1%
Security	9.0%	6.0%	7.2%	6.0%	12.8%
Scenery	9.8%	12.9%	9.3%	13.3%	10.7%
Suitable destination for children	11.4%	7.8%	11.3%	12.4%	10.4%
Visiting new places	7.6%	5.9%	8.0%	9.5%	10.3%
Shopping	6.8%	8.3%	7.3%	5.1%	8.1%
Quality of the environment	5.6%	6.4%	6.3%	5.3%	7.2%
Nightlife/fun	11.1%	11.6%	11.4%	7.4%	6.9%
Theme parks	0.7%	2.6%	2.6%	3.5%	2.8%
Active tourism	1.3%	3.3%	2.2%	2.0%	2.6%
Culture	1.6%	2.8%	3.3%	4.2%	2.5%
Nautical activities	0.4%	0.0%	0.2%	0.4%	1.1%

* Multi-choice question

What did motivate them to come?



Aspects motivating the choice	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Previous visits to the Canary Islands	79.1%	76.4%	77.2%	73.9%	75.5%
Recommendation by friends or relatives	41.9%	47.5%	50.7%	47.0%	46.6%
The Canary Islands television channel	0.0%	0.7%	0.0%	0.4%	0.4%
Other television or radio channels	0.0%	0.0%	0.4%	0.1%	1.0%
Information in the press/magazines/books	1.8%	1.1%	1.2%	2.7%	1.5%
Attendance at a tourism fair	0.0%	0.3%	0.0%	0.4%	0.4%
Tour Operator's brochure or catalogue	8.2%	5.7%	4.0%	4.5%	4.2%
Recommendation by Travel Agency	5.8%	6.2%	5.3%	6.6%	6.8%
Information obtained via the Internet	19.6%	21.2%	23.4%	20.3%	18.5%
Senior Tourism programme	0.0%	0.8%	0.0%	0.4%	0.3%
Others	3.7%	4.2%	1.7%	2.8%	1.7%

* 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.