

# Tourist profile trend (2017)

## Ireland: Second Quarter

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



	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
Tourist arrivals (> 16 years old)	93,729	100,925	105,775	107,983	114,929
Average daily expenditure (€)	112.10	116.07	124.13	127.02	131.36
. in their place of residence	62.28	65.16	70.92	73.57	77.38
. in the Canary Islands	49.82	50.90	53.22	53.45	53.98
Average length of stay	8.74	9.29	8.30	8.79	8.48
Turnover per tourist (€)	904	947	954	1,011	1,066
Total turnover (> 16 years old) (€m)	84.7	95.6	101.0	109	123
Share of total turnover	23.9%	25.8%	25.2%	24.3%	--
Share of total tourist	27.2%	28.8%	28.1%	26.4%	--

### Expenditure in the Canary Islands per tourist and trip (€) (\*\*)

	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
<b>Accommodation (**):</b>	50.73	74.12	74.97	69.30	95.07
- Accommodation	45.82	71.58	67.64	64.42	86.62
- Additional accommodation expenses	4.91	2.54	7.33	4.89	8.45
<b>Transport:</b>	23.93	24.87	25.07	27.61	27.33
- Public transport	4.71	6.29	6.07	6.45	5.95
- Taxi	11.97	12.24	13.36	12.93	13.54
- Car rental	7.25	6.34	5.63	8.24	7.84
<b>Food and drink:</b>	213.79	208.68	210.63	216.44	226.16
- Food purchases at supermarkets	101.55	83.18	84.35	92.89	99.52
- Restaurants	112.24	125.50	126.29	123.55	126.64
<b>Souvenirs:</b>	61.36	57.89	48.37	56.15	51.70
<b>Leisure:</b>	38.74	35.06	40.09	37.52	29.42
- Organized excursions	12.38	11.23	12.29	13.46	9.47
- Leisure, amusement	3.81	2.71	4.11	4.48	2.51
- Trip to other islands	1.51	0.71	0.72	1.31	1.88
- Sporting activities	5.62	3.64	5.64	3.75	2.74
- Cultural activities	0.57	0.43	1.50	1.02	1.56
- Discos and disco-pubs	14.85	16.34	15.83	13.49	11.27
<b>Others:</b>	19.93	14.61	16.63	16.30	13.80
- Wellness	5.85	2.41	4.33	3.20	3.38
- Medical expenses	1.80	2.24	3.30	2.93	2.57
- Other expenses	12.28	9.97	9.00	10.17	7.85

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



	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
The same day they leave	0.5%	0.6%	0.0%	0.1%	0.6%
Between 2 and 7 days	7.1%	4.1%	5.8%	3.8%	4.1%
Between 8 and 15 days	9.5%	6.5%	7.6%	5.4%	5.9%
Between 16 and 30 days	12.6%	17.6%	13.3%	15.5%	7.3%
Between 31 and 90 days	41.1%	38.4%	38.9%	39.4%	40.7%
More than 90 days	29.2%	32.8%	34.3%	35.8%	41.3%

### What do they book at their place of residence?



	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
Flight only	12.8%	8.7%	9.7%	5.5%	6.2%
Flight and accommodation (room only)	54.3%	56.8%	50.0%	58.0%	55.7%
Flight and accommodation (B&B)	9.9%	7.4%	10.9%	11.3%	7.9%
Flight and accommodation (half board)	12.3%	12.4%	13.9%	10.6%	18.3%
Flight and accommodation (full board)	2.2%	2.2%	3.8%	2.5%	2.0%
Flight and accommodation (all inclusive)	8.5%	12.5%	11.8%	12.1%	10.0%
<b>% Tourists using low-cost airlines</b>	67.6%	65.8%	75.8%	78.1%	58.7%

### Other expenses in their place of residence:

- Car rental	5.1%	2.6%	4.3%	3.7%	4.2%
- Sporting activities	1.4%	1.5%	1.4%	2.9%	2.6%
- Excursions	0.8%	3.4%	4.7%	2.6%	2.3%
- Trip to other islands	0.3%	0.4%	0.7%	0.4%	1.1%

### How do they book?



	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
<b>Accommodation booking</b>					
<b>Tour Operator</b>	31.4%	27.4%	23.8%	28.5%	27.4%
- Tour Operator's website	77.8%	85.5%	85.6%	78.6%	83.3%
<b>Accommodation</b>	31.2%	35.9%	32.3%	36.7%	34.8%
- Accommodation's website	95.1%	92.8%	88.8%	91.2%	85.8%
<b>Travel agency (High street)</b>	11.6%	12.1%	12.7%	12.8%	12.2%
<b>Online Travel Agency (OTA)</b>	18.2%	19.6%	25.1%	18.9%	20.9%
<b>No need to book accommodation</b>	7.6%	5.0%	6.1%	3.0%	4.8%

### Flight booking

	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
<b>Tour Operator</b>	28.1%	26.5%	28.8%	28.8%	24.9%
- Tour Operator's website	74.6%	84.5%	84.4%	73.1%	78.8%
<b>Airline</b>	55.8%	53.7%	54.6%	53.0%	54.6%
- Airline's website	98.4%	100.0%	99.3%	98.8%	98.8%
<b>Travel agency (High street)</b>	11.0%	9.8%	9.8%	10.6%	13.7%
<b>Online Travel Agency (OTA)</b>	5.1%	10.1%	6.7%	7.6%	6.8%

### Where do they stay?



	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
5* Hotel	3.5%	5.3%	7.1%	4.3%	4.9%
4* Hotel	23.8%	27.8%	28.2%	25.2%	27.5%
1-2-3* Hotel	9.6%	10.0%	13.5%	12.4%	8.9%
Apartment	54.0%	51.2%	44.6%	55.2%	55.2%
Property (privately-owned, friends, family)	8.9%	4.2%	5.2%	1.7%	2.4%
Others	0.3%	1.5%	1.5%	1.2%	1.2%

### Who are they?



	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
<b>Gender</b>					
Percentage of men	48.4%	52.2%	42.5%	43.8%	43.4%
Percentage of women	51.6%	47.8%	57.5%	56.2%	56.6%

### Age

Average age (tourists > 16 years old)	43.7	44.3	44.0	47.7	48.6
Standard deviation	14.7	14.5	14.2	15.2	16.0

### Age range (> 16 years old)

16-24 years old	9.4%	7.2%	10.4%	5.8%	7.3%
25-30 years old	10.2%	17.4%	10.8%	8.8%	8.9%
31-45 years old	36.5%	29.7%	31.6%	31.3%	28.3%
46-60 years old	28.8%	30.6%	33.9%	29.5%	26.2%
Over 60 years old	15.2%	15.2%	13.3%	24.5%	29.3%

### Occupation

Business owner or self-employed	33.0%	28.6%	31.7%	21.1%	29.5%
Upper/Middle management employee	25.8%	23.4%	32.2%	28.7%	24.4%
Auxiliary level employee	16.9%	21.1%	13.8%	18.6%	15.8%
Students	5.3%	5.9%	4.7%	3.5%	2.8%
Retired	12.9%	14.9%	11.8%	23.9%	22.2%
Unemployed / unpaid dom. work	6.2%	6.0%	5.8%	4.2%	5.2%

### Annual household income level

€12,000 - €24,000	12.1%	18.0%	12.3%	9.5%	9.9%
€24,001 - €36,000	19.2%	17.9%	21.9%	18.1%	15.7%
€36,001 - €48,000	16.6%	16.1%	17.6%	15.9%	17.1%
€48,001 - €60,000	15.9%	13.8%	12.6%	20.9%	19.5%
€60,001 - €72,000	13.7%	10.8%	9.1%	10.8%	10.1%
€72,001 - €84,000	8.0%	9.1%	10.4%	9.3%	7.2%
More than €84,000	14.4%	14.3%	16.0%	15.6%	20.5%

(\*) 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.

## Tourist profile trend (2017)

### Ireland: Second Quarter

#### Which island do they choose?



Tourists (> 16 years old)	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
- Lanzarote	47,808	51,388	53,699	57,992	57,642
- Fuerteventura	5,599	7,112	8,489	7,394	7,805
- Gran Canaria	14,167	13,908	13,514	15,342	17,913
- Tenerife	26,155	28,518	30,073	26,944	31,568
- La Palma	0	0	0	0	0

Share (%)	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
- Lanzarote	51.0%	50.9%	50.8%	53.9%	50.2%
- Fuerteventura	6.0%	7.0%	8.0%	6.9%	6.8%
- Gran Canaria	15.1%	13.8%	12.8%	14.2%	15.6%
- Tenerife	27.9%	28.3%	28.4%	25.0%	27.5%
- La Palma	0.0%	0.0%	0.0%	0.0%	0.0%

#### Who do they come with?



	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
Unaccompanied	4.9%	5.2%	7.4%	6.4%	4.9%
Only with partner	52.3%	56.8%	51.4%	49.5%	56.5%
Only with children (under the age of 13)	0.4%	1.4%	3.0%	2.4%	1.3%
Partner + children (under the age of 13)	11.0%	10.5%	11.0%	13.9%	10.2%
Other relatives	7.6%	8.7%	7.5%	10.4%	6.6%
Friends	7.2%	4.1%	4.8%	6.3%	3.9%
Work colleagues	0.5%	0.3%	0.0%	0.1%	0.0%
Other combinations <sup>(1)</sup>	16.0%	12.9%	15.0%	11.0%	16.6%

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

#### How do they rate the destination?



Impression of their stay	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
Good or very good (% tourists)	94.0%	96.1%	94.9%	96.3%	95.8%
Average rating (scale 1-10)	9.00	9.19	9.04	9.18	9.29

#### How many are loyal to the destination?

Repeat tourists of the Canary Islands	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
Repeat tourists	88.3%	87.7%	89.0%	87.7%	88.7%
In love (at least 10 previous visits)	20.1%	17.9%	18.0%	22.9%	26.9%

#### Where does the flight come from?



Ten main origin markets	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
Ireland	97.9%	97.3%	91.1%	98.3%	95.4%
United Kingdom	1.4%	2.7%	6.2%	1.0%	4.3%
Germany	0.2%	0.0%	0.0%	0.0%	0.3%
Belgium	0.0%	0.0%	0.3%	0.0%	0.0%
Netherlands	0.0%	0.0%	0.0%	0.3%	0.0%
Italy	0.2%	0.0%	0.0%	0.1%	0.0%
Spanish Mainland	0.2%	0.0%	1.3%	0.3%	0.0%
Poland	0.0%	0.0%	0.3%	0.0%	0.0%
Czech Republic	0.0%	0.0%	0.7%	0.0%	0.0%
Denmark	0.0%	0.0%	0.0%	0.0%	0.0%



#### Why do they choose the Canary Islands?



Aspects influencing the choice	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
Climate/sun	95.8%	96.2%	93.3%	94.9%	94.8%
Tranquillity/rest/relaxation	36.9%	34.9%	30.7%	35.8%	40.9%
Beaches	29.2%	33.7%	33.0%	29.7%	36.7%
Price	28.4%	25.1%	23.9%	19.1%	18.3%
Scenery	12.9%	9.3%	13.3%	10.7%	12.6%
Security	6.0%	7.2%	6.0%	12.8%	12.6%
Ease of travel	15.3%	10.6%	11.3%	13.1%	10.0%
Visiting new places	5.9%	8.0%	9.5%	10.3%	8.4%
Suitable destination for children	7.8%	11.3%	12.4%	10.4%	8.1%
Quality of the environment	6.4%	6.3%	5.3%	7.2%	7.6%
Nightlife/fun	11.6%	11.4%	7.4%	6.9%	6.7%
Shopping	8.3%	7.3%	5.1%	8.1%	6.5%
Theme parks	2.6%	2.6%	3.5%	2.8%	4.0%
Culture	2.8%	3.3%	4.2%	2.5%	3.9%
Active tourism	3.3%	2.2%	2.0%	2.6%	3.4%
Nautical activities	0.0%	0.2%	0.4%	1.1%	1.2%

\* Multi-choice question

#### What did motivate them to come?



Aspects motivating the choice	2013Q2	2014Q2	2015Q2	2016Q2	2017Q2
Previous visits to the Canary Islands	76.4%	77.2%	73.9%	75.5%	80.7%
Recommendation by friends or relatives	47.5%	50.7%	47.0%	46.6%	33.7%
The Canary Islands television channel	0.7%	0.0%	0.4%	0.4%	0.0%
Other television or radio channels	0.0%	0.4%	0.1%	1.0%	1.7%
Information in the press/magazines/books	1.1%	1.2%	2.7%	1.5%	1.8%
Attendance at a tourism fair	0.3%	0.0%	0.4%	0.4%	0.0%
Tour Operator's brochure or catalogue	5.7%	4.0%	4.5%	4.2%	5.0%
Recommendation by Travel Agency	6.2%	5.3%	6.6%	6.8%	6.9%
Information obtained via the Internet	21.2%	23.4%	20.3%	18.5%	21.3%
Senior Tourism programme	0.8%	0.0%	0.4%	0.3%	0.0%
Others	4.2%	1.7%	2.8%	1.7%	3.2%

\* 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.