

# Tourist profile trend (2016)

## Ireland: Third Quarter

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



	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Tourist arrivals (> 16 years old)	85,892	100,483	104,588	100,012	109,738
Average daily expenditure (€)	126.32	118.56	127.40	130.14	132.31
. in their place of residence	73.23	65.36	76.70	78.14	78.15
. in the Canary Islands	53.09	53.20	50.70	52.00	54.16
Average length of stay	9.52	9.84	9.09	9.34	9.56
Turnover per tourist (€)	1,123	1,077	1,085	1,122	1,159
Total turnover (> 16 years old) (€m)	96.5	108	113	112	127
Share of total turnover	29.7%	30.5%	30.6%	28.0%	28.3%
Share of total tourist	27.4%	29.2%	29.9%	26.6%	26.8%

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

	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
<b>Accommodation (**):</b>	58.93	58.58	56.63	82.28	94.40
- Accommodation	54.21	56.19	49.29	75.77	88.75
- Additional accommodation expenses	4.72	2.38	7.33	6.52	5.65
<b>Transport:</b>	29.56	28.84	26.42	31.22	27.54
- Public transport	5.51	9.02	6.11	9.70	9.18
- Taxi	14.46	13.12	13.61	14.42	14.30
- Car rental	9.58	6.69	6.70	7.11	4.06
<b>Food and drink:</b>	230.82	246.83	239.72	213.48	228.51
- Food purchases at supermarkets	105.91	108.05	107.73	93.13	96.22
- Restaurants	124.91	138.78	131.99	120.34	132.29
<b>Souvenirs:</b>	58.97	55.09	51.13	52.42	58.82
<b>Leisure:</b>	67.98	69.66	47.42	54.59	58.38
- Organized excursions	16.71	20.36	16.59	17.64	19.27
- Leisure, amusement	4.77	9.34	7.32	8.38	9.92
- Trip to other islands	3.92	3.50	0.73	1.39	1.11
- Sporting activities	3.32	10.11	5.11	5.96	4.76
- Cultural activities	1.09	1.07	2.54	1.65	1.89
- Discos and disco-pubs	38.18	25.28	15.13	19.57	21.43
<b>Others:</b>	23.62	21.48	10.20	12.50	17.22
- Wellness	3.14	2.90	2.93	4.03	8.13
- Medical expenses	2.86	2.86	2.45	3.28	2.47
- Other expenses	17.61	15.72	4.83	5.20	6.61

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



	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
The same day they leave	0.3%	0.0%	1.3%	0.2%	0.5%
Between 2 and 7 days	4.9%	5.6%	8.6%	4.8%	2.5%
Between 8 and 15 days	8.8%	10.2%	6.5%	6.1%	4.6%
Between 16 and 30 days	16.3%	17.5%	16.7%	14.8%	9.7%
Between 31 and 90 days	28.8%	28.2%	27.6%	30.1%	34.1%
More than 90 days	40.9%	38.5%	39.2%	44.0%	48.6%

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



	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Flight only	12.5%	9.9%	6.7%	6.7%	6.3%
Flight and accommodation (room only)	55.4%	64.1%	55.2%	57.0%	55.8%
Flight and accommodation (B&B)	8.4%	6.8%	8.0%	11.4%	8.7%
Flight and accommodation (half board)	11.4%	7.6%	12.6%	8.3%	14.1%
Flight and accommodation (full board)	1.5%	2.6%	1.7%	3.2%	2.5%
Flight and accommodation (all inclusive)	10.8%	8.9%	15.8%	13.4%	12.6%
<b>% Tourists using low-cost airlines</b>	52.3%	76.2%	69.6%	72.7%	73.5%
<b>Other expenses in their place of residence:</b>					
- Car rental	4.3%	2.0%	2.1%	1.8%	1.8%
- Sporting activities	2.6%	1.0%	1.7%	2.4%	2.7%
- Excursions	1.8%	3.2%	1.5%	2.9%	2.1%
- Trip to other islands	0.0%	0.7%	0.4%	1.3%	0.0%

### How do they book?



	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
<b>Accommodation booking</b>					
<b>Tour Operator</b>	33.4%	31.0%	33.1%	30.4%	26.2%
- Tour Operator's website	66.6%	77.2%	72.9%	78.6%	86.0%
<b>Accommodation</b>	31.8%	27.0%	28.5%	36.5%	34.4%
- Accommodation's website	82.1%	89.5%	76.0%	86.1%	91.7%
<b>Travel agency (High street)</b>	13.2%	12.4%	15.2%	9.1%	10.8%
<b>Online Travel Agency (OTA)</b>	17.0%	21.5%	19.1%	20.5%	24.6%
<b>No need to book accommodation</b>	4.6%	8.1%	4.1%	3.6%	4.0%

### Flight booking

	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
<b>Tour Operator</b>	29.3%	32.3%	31.0%	30.4%	26.1%
- Tour Operator's website	66.7%	82.5%	70.8%	77.6%	85.3%
<b>Airline</b>	46.8%	46.4%	49.2%	53.6%	57.6%
- Airline's website	97.9%	99.5%	98.9%	99.8%	97.9%
<b>Travel agency (High street)</b>	15.4%	10.8%	14.4%	8.0%	7.8%
<b>Online Travel Agency (OTA)</b>	8.5%	10.4%	5.4%	8.0%	8.5%

### Where do they stay?



	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
5* Hotel	5.6%	4.0%	6.6%	5.4%	4.7%
4* Hotel	20.7%	22.2%	24.4%	23.3%	29.8%
1-2-3* Hotel	13.6%	12.4%	11.1%	15.9%	8.1%
Apartment	53.5%	53.9%	51.6%	51.3%	54.0%
Property (privately-owned, friends, family)	6.4%	7.1%	4.9%	3.0%	3.1%
Others	0.3%	0.5%	1.3%	1.1%	0.3%

### Who are they?



	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
<b>Gender</b>					
Percentage of men	50.2%	57.4%	45.3%	45.7%	45.8%
Percentage of women	49.8%	42.6%	54.7%	54.3%	54.2%
<b>Age</b>					
Average age (tourists > 16 years old)	38.1	37.3	39.8	40.1	41.7
Standard deviation	12.2	12.7	12.7	13.1	13.4
<b>Age range (&gt; 16 years old)</b>					
16-24 years old	14.6%	17.2%	14.5%	13.1%	11.6%
25-30 years old	16.8%	20.6%	14.8%	15.2%	14.8%
31-45 years old	40.9%	34.6%	36.3%	39.0%	33.6%
46-60 years old	24.0%	23.1%	28.7%	26.0%	30.7%
Over 60 years old	3.7%	4.5%	5.7%	6.7%	9.2%
<b>Occupation</b>					
Business owner or self-employed	30.8%	33.5%	35.2%	29.3%	29.9%
Upper/Middle management employee	29.4%	25.1%	32.1%	27.8%	29.0%
Auxiliary level employee	23.8%	19.2%	16.4%	22.6%	19.5%
Students	7.1%	11.8%	7.0%	9.1%	8.7%
Retired	5.5%	5.5%	6.2%	7.0%	7.5%
Unemployed / unpaid dom. work	3.4%	4.8%	3.1%	4.3%	5.4%
<b>Annual household income level</b>					
€12,000 - €24,000	15.7%	15.8%	13.5%	12.9%	10.9%
€24,001 - €36,000	23.1%	23.4%	19.5%	16.4%	14.0%
€36,001 - €48,000	19.3%	19.0%	18.7%	17.4%	19.4%
€48,001 - €60,000	12.4%	16.2%	13.8%	16.7%	16.4%
€60,001 - €72,000	10.9%	10.8%	10.9%	12.3%	15.5%
€72,001 - €84,000	5.7%	4.8%	8.2%	6.6%	8.1%
More than €84,000	12.9%	10.0%	15.3%	17.7%	15.7%

(\*) 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.

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## Ireland: Third Quarter

### Which island do they choose?



Tourists (> 16 years old)	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
- Lanzarote	45,649	51,712	51,196	50,449	54,585
- Fuerteventura	4,896	5,833	9,866	9,306	6,865
- Gran Canaria	13,526	17,275	16,290	15,297	15,520
- Tenerife	21,754	25,663	27,236	24,776	32,767
- La Palma	67	0	0	184	0

Share (%)	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
- Lanzarote	53.1%	51.5%	49.0%	50.4%	49.7%
- Fuerteventura	5.7%	5.8%	9.4%	9.3%	6.3%
- Gran Canaria	15.7%	17.2%	15.6%	15.3%	14.1%
- Tenerife	25.3%	25.5%	26.0%	24.8%	29.9%
- La Palma	0.1%	0.0%	0.0%	0.2%	0.0%

### Who do they come with?



	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Unaccompanied	4.8%	4.5%	2.2%	5.5%	3.1%
Only with partner	47.4%	47.4%	45.3%	38.4%	42.3%
Only with children (under the age of 13)	1.6%	0.5%	2.4%	1.8%	2.0%
Partner + children (under the age of 13)	17.1%	14.0%	18.5%	19.9%	19.7%
Other relatives	8.9%	7.7%	7.8%	9.8%	8.4%
Friends	6.4%	7.7%	9.6%	5.0%	5.3%
Work colleagues	0.9%	0.3%	0.0%	0.0%	0.0%
Other combinations <sup>(1)</sup>	12.8%	17.9%	14.1%	19.7%	19.1%

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

### How do they rate the destination?



Impression of their stay	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Good or very good (% tourists)	94.0%	93.8%	93.7%	95.0%	96.9%
Average rating (scale 1-10)	9.08	8.98	9.07	9.10	9.25

### How many are loyal to the destination?

Repeat tourists of the Canary Islands	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Repeat tourists	83.7%	86.8%	79.8%	87.6%	87.7%
In love (at least 10 previous visits)	14.2%	12.5%	12.6%	12.6%	15.2%

### Where does the flight come from?



Ten main origin countries	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Ireland	93.5%	98.4%	97.4%	97.5%	94.7%
United Kingdom	3.6%	1.6%	2.4%	2.3%	5.0%
Spanish Mainland	0.5%	0.0%	0.2%	0.0%	0.3%
Netherlands	0.5%	0.0%	0.0%	0.2%	0.0%
Italy	1.8%	0.0%	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%
Denmark	0.0%	0.0%	0.0%	0.0%	0.0%
Finland	0.0%	0.0%	0.0%	0.0%	0.0%
France	0.0%	0.0%	0.0%	0.0%	0.0%



### Why do they choose the Canary Islands?



Aspects influencing the choice	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Climate/sun	96.3%	94.1%	90.0%	93.1%	91.7%
Tranquillity/rest/relaxation	30.7%	36.7%	30.0%	35.2%	34.5%
Beaches	36.0%	35.5%	33.4%	34.1%	29.7%
Price	24.1%	25.8%	26.1%	22.7%	22.4%
Suitable destination for children	14.4%	11.8%	14.4%	17.4%	12.9%
Scenery	7.8%	9.5%	10.0%	13.3%	12.8%
Security	7.5%	4.3%	6.3%	6.3%	12.8%
Ease of travel	7.3%	9.9%	10.4%	9.4%	11.6%
Nightlife/fun	22.5%	16.4%	13.8%	13.3%	9.5%
Visiting new places	11.9%	8.1%	12.4%	7.1%	9.1%
Theme parks	2.8%	4.7%	5.4%	8.6%	8.8%
Quality of the environment	4.6%	6.2%	8.5%	3.4%	5.8%
Shopping	3.9%	3.2%	4.2%	4.2%	4.4%
Culture	0.7%	0.8%	2.8%	1.6%	2.5%
Security against natural catastrophes	0.0%	0.3%	0.7%	0.4%	2.2%
Active tourism	0.9%	2.7%	1.8%	2.6%	1.9%

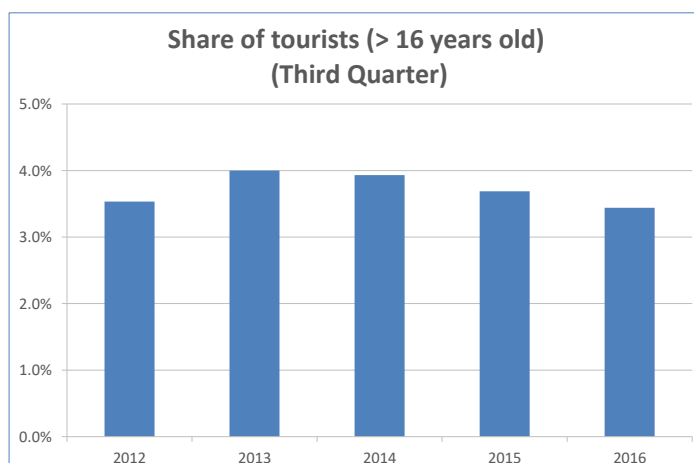
\* Multi-choice question

### What did motivate them to come?



Aspects motivating the choice	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Previous visits to the Canary Islands	71.6%	70.5%	63.8%	74.6%	70.9%
Recommendation by friends or relatives	47.2%	43.3%	49.1%	42.9%	46.3%
The Canary Islands television channel	0.3%	0.0%	1.0%	0.3%	0.2%
Other television or radio channels	0.3%	0.7%	0.0%	1.0%	0.1%
Information in the press/magazines/books	3.6%	2.6%	2.4%	2.0%	2.1%
Attendance at a tourism fair	0.2%	0.3%	0.0%	0.9%	0.0%
Tour Operator's brochure or catalogue	7.8%	4.8%	9.0%	5.6%	4.4%
Recommendation by Travel Agency	7.1%	9.4%	10.3%	5.7%	6.6%
Information obtained via the Internet	19.8%	20.3%	22.1%	22.5%	20.2%
Senior Tourism programme	0.0%	0.0%	0.0%	0.1%	0.0%
Others	1.7%	5.7%	4.3%	2.8%	3.1%

\* 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.