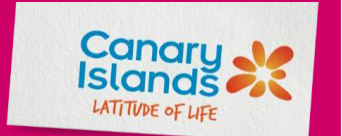


Tourist profile by islands (2016)

Irish market



How many are they and how much do they spend?



How do they book?



	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourist arrivals (> 16 years old)	203,112	30,397	61,305	113,317	--
Average daily expenditure (€)	131.21	114.31	144.26	136.81	--
. in their place of residence	79.39	69.18	79.51	79.22	--
. in the Canary Islands	51.82	45.13	64.76	57.58	--
Average length of stay	8.80	9.75	9.07	8.98	--
Turnover per tourist (€)	1,063	1,019	1,184	1,130	--
Total turnover (> 16 years old) (€m)	215.9	31.0	72.6	128	--
Irish turnover: share by islands	48.2%	6.9%	16.2%	28.6%	--
Irish tourist arrivals: share by islands	49.8%	7.4%	15.0%	27.8%	--

	LZ	FUE	GC	TFE	LP
Accommodation booking					
Tour Operator	25.9%	24.3%	33.0%	26.0%	--
- Tour Operator's website	86.6%	79.5%	83.8%	80.4%	--
Accommodation	42.2%	28.9%	31.0%	29.7%	--
- Accommodation's website	85.7%	83.1%	86.9%	91.6%	--
Travel agency (High street)	10.2%	9.6%	9.9%	12.2%	--
Online Travel Agency (OTA)	19.8%	24.3%	21.5%	23.8%	--
No need to book accommodation	1.8%	12.9%	4.6%	8.3%	--

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

	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Accommodation (**):	82.62	43.20	108.92	102.11	--
- Accommodation	78.45	35.15	105.34	94.53	--
- Additional accommodation expenses	4.17	8.05	3.58	7.58	--
Transport:	27.99	31.95	34.45	25.98	--
- Public transport	6.81	4.64	8.40	8.93	--
- Taxi	14.80	11.13	20.72	11.93	--
- Car rental	6.38	16.18	5.32	5.11	--
Food and drink:	214.48	226.76	251.17	225.08	--
- Food purchases at supermarkets	91.19	95.13	100.41	100.16	--
- Restaurants	123.29	131.63	150.77	124.92	--
Souvenirs:	53.48	50.22	73.93	55.29	--
Leisure:	32.30	53.86	51.30	50.47	--
- Organized excursions	11.16	19.63	12.46	17.26	--
- Leisure, amusement	4.24	8.82	5.44	8.04	--
- Trip to other islands	0.83	1.77	1.27	0.59	--
- Sporting activities	4.83	12.05	3.16	3.30	--
- Cultural activities	1.80	2.98	0.65	1.36	--
- Discos and disco-pubs	9.44	8.60	28.32	19.93	--
Others:	16.66	15.31	22.98	13.17	--
- Wellness	5.39	6.14	6.26	3.05	--
- Medical expenses	4.10	3.00	3.96	1.76	--
- Other expenses	7.17	6.17	12.76	8.36	--

	LZ	FUE	GC	TFE	LP
Flight booking					
Tour Operator	23.8%	23.8%	32.0%	27.8%	--
- Tour Operator's website	84.5%	80.4%	80.4%	75.3%	--
Airline	58.5%	61.6%	52.4%	58.0%	--
- Airline's website	99.2%	100.0%	94.4%	95.8%	--
Travel agency (High street)	10.6%	9.9%	8.9%	6.3%	--
Online Travel Agency (OTA)	7.1%	4.7%	6.7%	7.8%	--

Where do they stay?



	LZ	FUE	GC	TFE	LP
5* Hotel	2.7%	5.8%	4.1%	6.2%	--
4* Hotel	30.7%	21.3%	17.6%	28.4%	--
1-2-3* Hotel	5.3%	12.1%	21.3%	13.2%	--
Apartment	60.4%	49.4%	52.2%	44.6%	--
Property (privately-owned, friends, family)	0.7%	9.4%	3.8%	6.4%	--
Others	0.2%	2.0%	1.0%	1.2%	--

Who are they?



	LZ	FUE	GC	TFE	LP
Gender					
Percentage of men	44.2%	44.1%	51.7%	45.7%	--
Percentage of women	55.8%	55.9%	48.3%	54.3%	--

How far in advance do they book their trip?



	LZ	FUE	GC	TFE	LP
The same day they leave	0.6%	0.7%	1.5%	0.2%	--
Between 2 and 7 days	3.3%	3.2%	2.9%	5.1%	--
Between 8 and 15 days	7.1%	5.1%	6.2%	3.9%	--
Between 16 and 30 days	12.6%	11.3%	15.5%	15.3%	--
Between 31 and 90 days	36.6%	39.1%	32.3%	36.3%	--
More than 90 days	39.9%	40.6%	41.6%	39.1%	--

	LZ	FUE	GC	TFE	LP
Age					
Average age (tourists > 16 years old)	50.2	47.1	45.4	41.2	--
Standard deviation	14.0	12.9	16.1	14.6	--

Age range (> 16 years old)

	LZ	FUE	GC	TFE	LP
16-24 years old	4.0%	4.1%	10.9%	12.3%	--
25-30 years old	4.7%	4.3%	10.4%	19.0%	--
31-45 years old	29.4%	38.2%	32.1%	29.2%	--
46-60 years old	35.5%	38.4%	26.3%	26.6%	--
Over 60 years old	26.4%	15.0%	20.3%	12.9%	--

What do they book at their place of residence?



	LZ	FUE	GC	TFE	LP
Flight only	5.1%	15.8%	7.8%	10.8%	--
Flight & accommodation (room only)	54.5%	49.6%	62.4%	52.1%	--
Flight & accommodation (B&B)	11.8%	7.0%	6.2%	10.9%	--
Flight & accommodation (half board)	14.4%	6.2%	8.9%	13.3%	--
Flight & accommodation (full board)	2.6%	1.5%	2.3%	1.1%	--
Flight & accommodation (all inclusive)	11.5%	19.8%	12.4%	11.8%	--
% Tourists using low-cost airlines	67.1%	91.0%	72.3%	77.3%	--
Other expenses in their place of residence:					
- Car rental	1.5%	8.1%	3.1%	4.3%	--
- Sporting activities	2.5%	3.4%	2.0%	3.8%	--
- Excursions	1.0%	1.9%	2.3%	3.8%	--
- Trip to other islands	0.3%	0.9%	1.1%	0.0%	--

	LZ	FUE	GC	TFE	LP
Occupation					
Business owner or self-employed	25.0%	35.0%	28.6%	30.4%	--
Upper/Middle management employee	28.1%	31.7%	22.9%	25.2%	--
Auxiliary level employee	15.6%	11.9%	22.1%	18.7%	--
Students	2.8%	2.0%	4.5%	9.6%	--
Retired	25.6%	13.7%	16.7%	11.8%	--
Unemployed / unpaid dom. work	2.8%	5.7%	5.2%	4.3%	--

Annual household income level

	LZ	FUE	GC	TFE	LP
€12,000 - €24,000	7.5%	4.3%	16.9%	14.6%	--
€24,001 - €36,000	13.3%	15.7%	26.5%	17.9%	--
€36,001 - €48,000	18.4%	15.3%	20.5%	16.8%	--
€48,001 - €60,000	18.2%	18.3%	11.8%	15.7%	--
€60,001 - €72,000	14.0%	9.1%	10.0%	8.6%	--
€72,001 - €84,000	8.6%	13.7%	4.1%	9.8%	--
More than €84,000	19.9%	23.6%	10.2%	16.6%	--

(*) 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 by islands (2016)

Irish market



Which island do they choose?

Tourist (> 16 years old)	LZ	FUE	GC	TFE	LP
- 2012	163,716	23,748	49,057	76,222	--
- 2013	172,428	22,568	53,590	93,631	--
- 2014	172,533	28,141	52,884	96,095	--
- 2015	188,889	32,278	53,435	100,134	--
- 2016	203,112	30,397	61,305	113,317	--

Share (%)	LZ	FUE	GC	TFE	LP
- 2012	52.3%	7.6%	15.7%	24.4%	--
- 2013	50.4%	6.6%	15.7%	27.4%	--
- 2014	49.3%	8.0%	15.1%	27.5%	--
- 2015	50.4%	8.6%	14.3%	26.7%	--
- 2016	49.8%	7.4%	15.0%	27.8%	--

Who do they come with?

	LZ	FUE	GC	TFE	LP
Unaccompanied	2.6%	9.3%	13.7%	7.1%	--
Only with partner	47.8%	39.5%	44.3%	40.9%	--
Only with children (under the age of 13)	1.0%	1.9%	1.1%	1.8%	--
Partner + children (under the age of 13)	18.4%	17.5%	9.3%	11.7%	--
Other relatives	8.9%	8.2%	8.5%	11.1%	--
Friends	5.1%	7.8%	10.3%	8.0%	--
Work colleagues	0.2%	0.0%	0.4%	0.0%	--
Other combinations ⁽¹⁾	15.9%	15.8%	12.4%	19.4%	--

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

How do they rate the destination?

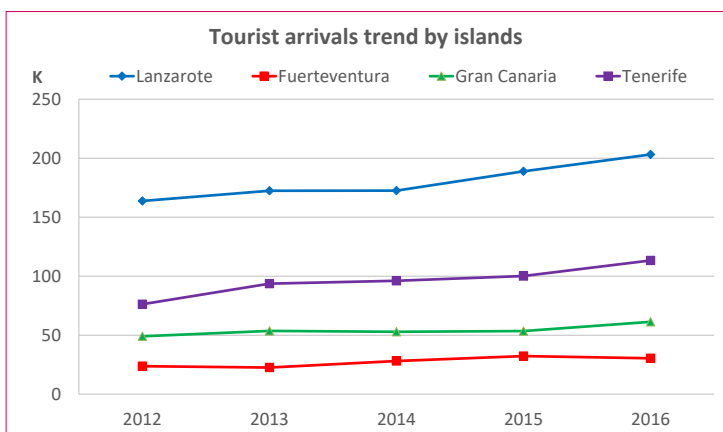
Impression of their stay	LZ	FUE	GC	TFE	LP
Good or very good (% tourists)	96.8%	95.2%	91.6%	94.6%	--
Average rating (scale 1-10)	9.28	9.10	8.96	9.16	--

How many are loyal to the destination?

Repeat tourists of each island	LZ	FUE	GC	TFE	LP
Repeat tourists	68.5%	53.8%	61.0%	51.0%	--
In love (at least 10 previous visits)	10.9%	5.3%	8.5%	5.8%	--

Where does the flight come from?

Ten main origin countries	LZ	FUE	GC	TFE	LP
Ireland	95.9%	95.9%	96.5%	96.4%	--
United Kingdom	3.6%	2.4%	1.9%	2.6%	--
Spanish Mainland	0.3%	1.2%	1.6%	1.0%	--
Netherlands	0.2%	0.0%	0.0%	0.0%	--
Italy	0.0%	0.4%	0.0%	0.0%	--
Germany	0.0%	0.0%	0.0%	0.0%	--
Belgium	0.0%	0.0%	0.0%	0.0%	--
Sweden	0.0%	0.0%	0.0%	0.0%	--
Norway	0.0%	0.0%	0.0%	0.0%	--
Switzerland	0.0%	0.0%	0.0%	0.0%	--



Why do they choose the Canary Islands?

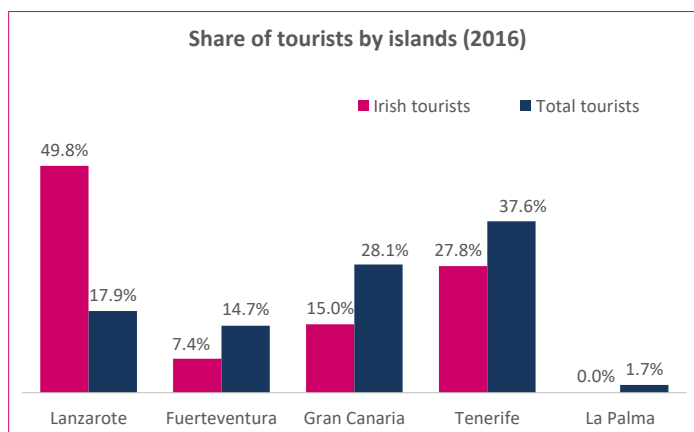
Aspects influencing the choice	LZ	FUE	GC	TFE	LP
Climate/sun	95.9%	96.8%	91.5%	89.1%	--
Tranquillity/rest/relaxation	39.5%	39.2%	30.5%	25.4%	--
Beaches	27.2%	37.9%	39.5%	23.4%	--
Price	19.3%	18.2%	19.0%	18.4%	--
Ease of travel	16.7%	9.2%	10.4%	10.1%	--
Scenery	12.0%	13.9%	10.4%	9.2%	--
Security	16.0%	4.4%	4.6%	7.9%	--
Suitable destination for children	14.2%	12.6%	6.4%	6.7%	--
Nightlife/fun	7.7%	1.6%	17.5%	11.1%	--
Visiting new places	5.4%	7.4%	7.6%	12.6%	--
Quality of the environment	8.2%	5.7%	4.5%	6.0%	--
Shopping	6.6%	2.9%	5.2%	7.2%	--
Theme parks	0.7%	1.0%	2.3%	11.4%	--
Active tourism	2.6%	7.0%	1.7%	3.9%	--
Culture	1.7%	4.3%	2.7%	2.7%	--
Security against natural catastrophes	1.8%	1.8%	2.0%	0.2%	--

* Multi-choice question

What did motivate them to come?

Aspects motivating the choice	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	81.6%	73.7%	72.8%	68.1%	--
Recommendation by friends or relatives	45.1%	46.7%	45.0%	43.5%	--
The Canary Islands television channel	0.0%	0.0%	0.4%	0.4%	--
Other television or radio channels	0.1%	0.3%	0.5%	0.7%	--
Information in the press/magazines/books	1.2%	1.8%	1.5%	3.2%	--
Attendance at a tourism fair	0.0%	0.0%	0.0%	0.3%	--
Tour Operator's brochure or catalogue	4.5%	4.1%	4.9%	2.2%	--
Recommendation by Travel Agency	5.9%	5.6%	5.9%	5.7%	--
Information obtained via the Internet	20.5%	23.8%	21.2%	20.3%	--
Senior Tourism programme	0.4%	0.0%	0.0%	0.0%	--
Others	3.1%	5.8%	5.6%	2.5%	--

* 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.