

Tourist profile by islands (2017)

IRELAND

How many are they and how much do they spend?



	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourist arrivals (FRONTUR)	266,375	41,205	78,799	143,089	544
Tourist arrivals (> 16 years old)	217,687	31,592	72,349	118,393	260
Average daily expenditure (€)	138.25	130.23	130.97	141.18	--
. in their place of residence	86.78	82.17	71.20	83.45	--
. in the Canary Islands	51.46	48.06	59.77	57.72	--
Average length of stay	8.71	9.21	10.00	8.53	--
Turnover per tourist (€)	1,130	1,100	1,128	1,154	--
Total turnover (€m)	301	45.3	88.9	165	--
Irish tourist arrivals: share by islands	50.3%	7.8%	14.9%	27.0%	0.1%
Irish turnover: share by islands	50.1%	7.5%	14.8%	27.5%	--
% tourists who pay in the Canary Islands:					
Accommodation:					
- Accommodation	25.7%	15.6%	27.3%	30.7%	--
- Additional accommodation expenses	6.6%	4.7%	5.5%	5.7%	--
Transport:					
- Public transport	23.9%	22.0%	30.0%	17.7%	--
- Taxi	54.5%	40.3%	43.9%	29.7%	--
- Car rental	10.3%	18.5%	8.7%	8.5%	--
Food and drink:					
- Food purchases at supermarkets	73.7%	77.0%	69.9%	72.2%	--
- Restaurants	70.3%	75.8%	66.5%	51.5%	--
Souvenirs:					
	62.4%	58.6%	51.8%	52.0%	--
Leisure:					
- Organized excursions	17.2%	16.5%	12.5%	16.2%	--
- Leisure, amusement	8.1%	8.6%	8.1%	12.1%	--
- Trip to other islands	2.2%	1.8%	4.3%	1.5%	--
- Sporting activities	6.7%	7.9%	7.2%	6.5%	--
- Cultural activities	2.5%	3.6%	1.2%	4.5%	--
- Discos and disco-pubs	9.8%	14.5%	20.0%	8.0%	--
Others:					
- Wellness	9.3%	10.5%	7.7%	5.9%	--
- Medical expenses	11.0%	11.9%	7.5%	7.7%	--
- Other expenses	12.0%	22.0%	9.3%	5.5%	--



What do they book at their place of residence?



	LZ	FUE	GC	TFE	LP
Flight only	3.7%	11.5%	13.7%	8.8%	--
Flight and accommodation (room only)	52.6%	52.9%	56.3%	52.0%	--
Flight and accommodation (B&B)	13.4%	5.3%	9.3%	5.6%	--
Flight and accommodation (half board)	15.2%	10.0%	12.5%	21.0%	--
Flight and accommodation (full board)	2.8%	3.1%	1.1%	1.7%	--
Flight and accommodation (all inclusive)	12.4%	17.2%	7.0%	10.9%	--
% Tourists using low-cost airlines	67.1%	88.7%	70.1%	64.8%	--
Other expenses in their place of residence:					
- Car rental	2.7%	7.5%	3.7%	6.3%	--
- Sporting activities	2.3%	2.4%	2.5%	4.5%	--
- Excursions	1.0%	0.0%	3.1%	4.9%	--
- Trip to other islands	0.5%	0.0%	1.2%	1.4%	--

How do they book?



	LZ	FUE	GC	TFE	LP
Accommodation booking					
Tour Operator	23.5%	25.9%	24.0%	27.1%	--
- Tour Operator's website	76.0%	94.6%	80.9%	81.1%	--
Accommodation	37.4%	28.9%	25.3%	26.9%	--
- Accommodation's website	89.9%	87.9%	93.7%	90.9%	--
Travel agency (High street)	13.9%	14.0%	8.3%	15.1%	--
Online Travel Agency (OTA)	22.9%	22.7%	30.9%	24.2%	--
No need to book accommodation	2.3%	8.5%	11.6%	6.7%	--
Flight booking					
Tour Operator	20.8%	30.7%	20.8%	27.1%	--
- Tour Operator's website	76.6%	79.5%	86.5%	77.7%	--
Airline	55.2%	52.1%	60.3%	50.0%	--
- Airline's website	99.3%	100.0%	100.0%	98.1%	--
Travel agency (High street)	14.5%	10.6%	7.3%	13.5%	--
Online Travel Agency (OTA)	9.5%	6.6%	11.5%	9.4%	--

How far in advance do they book their trip?



	LZ	FUE	GC	TFE	LP
The same day they leave	0.3%	1.0%	0.8%	1.2%	--
Between 2 and 7 days	4.2%	1.3%	7.4%	6.5%	--
Between 8 and 15 days	5.2%	9.0%	6.1%	4.1%	--
Between 16 and 30 days	10.2%	14.1%	7.7%	10.8%	--
Between 31 and 90 days	38.3%	34.0%	37.9%	36.3%	--
More than 90 days	41.8%	40.6%	40.2%	41.0%	--

Who are they?



	LZ	FUE	GC	TFE	LP
Gender					
Men	45.6%	48.5%	51.1%	48.8%	--
Women	54.4%	51.5%	48.9%	51.2%	--
Age					
Average age (tourists > 16 years old)	50.6	49.0	45.9	43.2	--
Standard deviation	15.2	12.2	16.2	15.8	--
Age range (> 16 years old)					
16-24 years old	6.4%	1.8%	10.6%	13.7%	--
25-30 years old	5.1%	4.4%	8.4%	15.0%	--
31-45 years old	26.8%	35.2%	34.2%	25.9%	--
46-60 years old	30.8%	38.2%	24.6%	29.4%	--
Over 60 years old	30.8%	20.5%	22.2%	16.1%	--
Occupation					
Business owner or self-employed	28.0%	28.1%	32.0%	31.8%	--
Upper/Middle management employee	22.4%	29.9%	20.9%	27.3%	--
Auxiliary level employee	17.8%	15.9%	22.6%	15.5%	--
Students	3.4%	0.9%	2.3%	7.7%	--
Retired	24.7%	20.7%	18.2%	12.8%	--
Unemployed / unpaid dom. work	3.7%	4.6%	4.0%	5.0%	--
Annual household income level					
€12,000 - €24,000	9.3%	7.1%	15.6%	13.9%	--
€24,001 - €36,000	15.6%	17.3%	16.7%	20.2%	--
€36,001 - €48,000	16.1%	13.2%	20.2%	15.9%	--
€48,001 - €60,000	19.1%	20.1%	11.7%	13.0%	--
€60,001 - €72,000	11.7%	13.5%	9.4%	8.7%	--
€72,001 - €84,000	6.9%	8.8%	9.3%	9.6%	--
More than €84,000	21.3%	19.9%	17.1%	18.7%	--

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IRELAND

Which island do they choose?

Tourists (> 16 years old)	LZ	FUE	GC	TFE	LP
- 2013	172,428	22,568	53,590	93,631	50
- 2014	172,533	28,141	52,884	96,095	0
- 2015	188,889	32,278	53,435	100,134	184
- 2016	203,112	30,397	61,305	113,317	0
- 2017	217,687	31,592	72,349	118,393	260

Share (%)	LZ	FUE	GC	TFE	LP
- 2013	50.4%	6.6%	15.7%	27.4%	0.0%
- 2014	49.3%	8.0%	15.1%	27.5%	0.0%
- 2015	50.4%	8.6%	14.3%	26.7%	0.0%
- 2016	49.8%	7.4%	15.0%	27.8%	0.0%
- 2017	49.4%	7.2%	16.4%	26.9%	0.1%

Where do they stay?

	LZ	FUE	GC	TFE	LP
5* Hotel	4.1%	4.7%	6.4%	5.2%	--
4* Hotel	30.1%	24.9%	14.0%	31.5%	--
1-2-3* Hotel	6.3%	12.7%	13.9%	14.2%	--
Apartment	57.9%	48.5%	55.7%	42.3%	--
Property (privately-owned, friends, family)	0.9%	4.8%	7.7%	3.6%	--
Others	0.7%	4.4%	2.4%	3.2%	--

Why do they choose the Canary Islands?

Aspects influencing the choice	LZ	FUE	GC	TFE	LP
Climate/sun	96.2%	94.2%	92.4%	91.1%	--
Tranquillity/rest/relaxation	41.9%	42.0%	29.6%	24.3%	--
Beaches	31.9%	37.0%	40.8%	30.0%	--
Price	19.4%	20.5%	22.5%	14.5%	--
Scenery	11.7%	7.8%	10.3%	16.1%	--
Ease of travel	13.1%	6.3%	11.6%	11.2%	--
Security	14.8%	10.6%	6.4%	4.9%	--
Suitable destination for children	10.2%	13.0%	7.7%	9.5%	--
Quality of the environment	9.1%	7.9%	6.8%	7.7%	--
Nightlife/fun	6.1%	4.2%	13.3%	9.0%	--
Visiting new places	5.3%	8.7%	9.8%	8.5%	--
Shopping	6.3%	5.0%	3.7%	3.4%	--
Theme parks	0.7%	0.0%	3.3%	11.9%	--
Active tourism	2.7%	2.3%	2.5%	4.3%	--
Culture	2.1%	3.3%	3.0%	2.5%	--
Golf	0.5%	2.1%	0.9%	1.5%	--

* Multi-choice question

Who do they come with?

	LZ	FUE	GC	TFE	LP
Unaccompanied	4.5%	6.7%	14.2%	5.6%	--
Only with partner	53.9%	44.4%	37.5%	46.9%	--
Only with children (under the age of 13)	0.8%	0.0%	3.0%	1.7%	--
Partner + children (under the age of 13)	11.8%	16.2%	12.2%	13.2%	--
Other relatives	9.0%	11.0%	10.2%	9.5%	--
Friends	3.5%	4.4%	9.6%	6.4%	--
Work colleagues	0.2%	0.0%	0.0%	0.0%	--
Other combinations ⁽¹⁾	16.3%	17.3%	13.3%	16.7%	100.0%

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

How do they rate the Canary Islands?

Impression of their stay	LZ	FUE	GC	TFE	LP
Good or very good (% tourists)	97.5%	94.9%	92.0%	92.3%	--
Average rating (scale 1-10)	9.32	9.20	8.92	8.97	--

How many are loyal to the Canary Islands?

Repeat tourists of each island	LZ	FUE	GC	TFE	LP
At least 1 previous visit	71.3%	57.0%	60.3%	54.7%	--
At least 10 previous visits	13.1%	5.9%	11.3%	4.7%	--

Where does the flight come from?

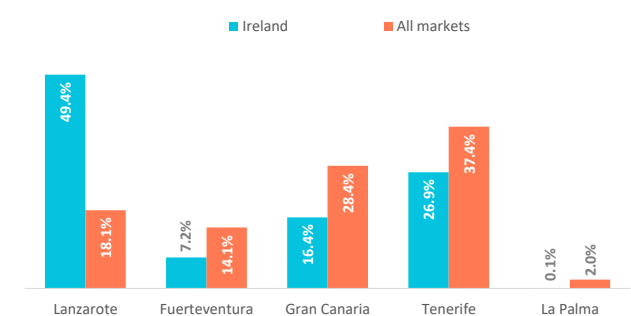
Tourists (> 16 years old)	LZ	FUE	GC	TFE	LP
Ireland	96.9%	88.5%	94.2%	91.5%	--
United Kingdom	2.5%	11.0%	3.3%	6.9%	--
Spanish Mainland	0.4%	0.6%	0.9%	0.9%	--
Germany	0.0%	0.0%	0.0%	0.7%	--
Poland	0.0%	0.0%	1.1%	0.0%	--
Italy	0.2%	0.0%	0.0%	0.0%	--
Norway	0.0%	0.0%	0.5%	0.0%	--
Netherlands	0.0%	0.0%	0.0%	0.0%	--

What did motivate them to come?

Prescription sources	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	83.3%	85.3%	73.1%	69.7%	--
Recommendation by friends/relatives	44.3%	44.8%	45.7%	33.0%	--
The Canary Islands television channel	0.0%	0.0%	0.0%	0.3%	--
Other television or radio channels	0.7%	0.0%	1.1%	1.0%	--
Information in press/magazines/books	1.8%	1.8%	2.2%	2.4%	--
Attendance at a tourism fair	0.2%	0.0%	0.0%	0.6%	--
Tour Operator's brochure or catalogue	4.0%	2.8%	4.8%	3.7%	--
Recommendation by Travel Agency	5.6%	8.2%	4.4%	7.1%	--
Information obtained via the Internet	19.2%	16.3%	23.5%	16.8%	--
Senior Tourism programme	0.0%	0.9%	0.0%	0.0%	--
Others	2.8%	4.1%	6.8%	2.0%	--

* Multi-choice question

Share of tourist arrivals by islands



Tourists over 16 years old.

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.