Northern Ireland (2016)

Canary Islands LATITUDE OF LIFE

How many they are and how much do they spend?

	Northern Ireland	UK	Canary Islands
Tourist arrivals (> 16 years old)	118,207	4,228,042	13,114,574
Average daily expenditure (€)	133.1	133.2	135.9
. in their place of residence	91.2	95.8	98.0
. in the Canary Islands	42.0	37.4	37.9
Average lenght of stay	9.1	8.8	9.4
Turnover per tourist (€)	1,147	1,073	1,141
Total turnover (> 16 years old) (€m)	156	5,132	16,579
Share of british tourists	2.8%	100%	--
Share of british turnover	3.0%	100%	--

What do they book at their place of residence?

	Northern Ireland	UK	Canary Islands
Flight only	6.0%	7.7%	8.7%
Flight and accommodation (room only)	38.3%	31.1%	25.6%
Flight and accommodation (B&B)	5.3%	6.6%	8.0%
Flight and accommodation (half board)	17.1%	16.0%	20.2%
Flight and accommodation (full board)	2.4%	2.3%	4.3%
Flight and accommodation (all inclusive)	30.2%	35.6%	32.6%
% Tourists using low-cost airlines	60.7%	57.8%	46.0%

How do they book?

Accommodation booking	Northern Ireland	UK	Canary Islands
Tour Operator	45.0%	48.6%	39.0%
Accommodation	19.1%	16.0%	13.6%
Travel agency (High street)	14.2%	9.7%	18.9%
Online Travel Agency (OTA)	11.0%	12.6%	15.2%
No need to book accommodation	10.8%	13.1%	13.3%
Flight booking			
Tour Operator	53.9%	54.1%	44.6%
Airline	31.9%	28.1%	24.8%
Travel agency (High street)	10.6%	9.3%	19.1%
Online Travel Agency (OTA)	3.7%	8.5%	11.5%

Where do they stay?

	Northern Ireland	UK	Canary Islands
4-5* Hotel	45.2%	47.5%	46.7%
1-2-3* Hotel	11.2%	10.7%	14.6%
Apartment	38.3%	33.7%	31.5%
Others (privately-owned, friends, family)	5.3%	8.1%	7.2%

Who are they?

Gender	Northern Ireland	UK	Canary Islands
Percentage of men	46.4%	43.7%	48.5%
Percentage of women	53.6%	56.3%	51.5%
Age range			
16-44 years old	33.3%	42.6%	45.6%
Over 44 years old	66.7%	57.4%	54.4%
Occupation			
Business owner or self-employed	23.0%	31.8%	23.1%
Upper/Middle management employee	29.2%	25.4%	36.1%
Auxiliary level employee	17.1%	15.3%	15.5%
Unemployed/Students/unpaid dom.work	4.3%	5.6%	7.4%
Retired	26.4%	21.8%	18.0%
Annual household income level			
€12,000 - €36,000	49.9%	37.1%	37.2%
€36,001 - €60,000	29.4%	31.5%	31.5%
€60,001 - €84,000	12.3%	15.5%	15.4%
More than €84,000	8.5%	15.8%	15.8%

Which island do they choose?

Tourists (> 16 years old)	Northern Ireland	UK	Canary Islands
Lanzarote	44.6%	26.5%	17.8%
Fuerteventura	5.6%	11.0%	14.6%
Gran Canaria	13.3%	15.7%	27.9%
Tenerife	36.6%	45.4%	37.3%
La Palma	0.0%	0.7%	1.7%

How do they rate the destination?

Impression of their stay	Northern Ireland	UK	Canary Islands
Good or very good (% tourists)	82.2%	81.1%	78.9%

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Northern Ireland	UK	Canary Islands
Repeat tourists	92.4%	83.9%	77.8%
At least 3 previous visits	61.4%	51.3%	48.7%

Why do they choose the Canary Islands?

Aspects influencing the choice	Northern Ireland	UK	Canary Islands
Climate/sun	95.2%	93.1%	89.8%
Tranquillity/rest/relaxation	38.3%	32.6%	36.6%
Beaches	22.9%	26.3%	34.5%
Price	15.6%	19.2%	12.7%
Ease of travel	15.1%	17.0%	8.9%
Scenery	14.2%	14.8%	21.9%
Quality of the environment	10.8%	8.7%	6.5%
Visiting new places	8.1%	13.2%	14.6%
Active tourism	2.7%	2.7%	5.1%

* Multi-choise question

What did motivate them to come?

Aspects motivating the choice	Northern Ireland	UK	Canary Islands
Previous visits to the Canary Islands	83.8%	70.2%	63.6%
Recommendation by friends or relative	33.7%	36.1%	34.3%
Tour Operator's brochure or catalogue	7.4%	8.8%	7.9%
Recommendation by Travel Agent	8.8%	5.3%	9.7%
Information obtained via the Internet	22.0%	25.0%	25.6%
Others	6.5%	9.4%	11.7%

* Multi-choise question

Main cities:
Belfast
Londonderry

Main airport:
Belfast International