Northern Ireland (2017)

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)	159,706	4,531,021	13,852,616
Average daily expenditure (€)	137.6	134.4	140.2
. in their place of residence	89.5	96.1	101.2
. in the Canary Islands	48.1	38.3	39.0
Average lenght of stay	8.6	8.6	9.2
Turnover per tourist (€)	1,112	1,057	1,155
Total turnover (> 16 years old) (€m)	192	5,471	17,764
Share of british tourists	3.5%	100%	--
Share of british turnover	3.5%	100%	--

What do they book at their place of residence?

	Northern Ireland	UK	Canary Islands
Flight only	4.8%	8.1%	9.2%
Flight and accommodation (room only)	42.3%	32.0%	26.8%
Flight and accommodation (B&B)	9.0%	7.2%	8.3%
Flight and accommodation (half board)	19.0%	16.2%	19.2%
Flight and accommodation (full board)	1.5%	2.0%	4.4%
Flight and accommodation (all inclusive)	23.4%	33.9%	31.7%
% Tourists using low-cost airlines	66.6%	61.4%	48.4%

How do they book?

Accommodation booking	Northern Ireland	UK	Canary Islands
Tour Operator	42.8%	47.9%	39.2%
Accommodation	16.6%	16.1%	13.5%
Travel agency (High street)	18.3%	9.2%	17.9%
Online Travel Agency (OTA)	12.8%	13.5%	16.0%
No need to book accommodation	9.5%	13.3%	13.3%
Flight booking			
Tour Operator	52.3%	54.0%	44.8%
Airline	26.8%	28.9%	25.8%
Travel agency (High street)	15.2%	9.0%	18.0%
Online Travel Agency (OTA)	5.7%	8.2%	11.4%

Where do they stay?

	Northern Ireland	UK	Canary Islands
4-5* Hotel	45.4%	44.9%	45.2%
1-2-3* Hotel	9.1%	11.8%	14.4%
Apartment	41.3%	34.4%	32.4%
Others (privately-owned, friends, family)	4.2%	8.9%	8.0%

Who are they?

Gender	Northern Ireland	UK	Canary Islands
Percentage of men	45.9%	43.4%	48.1%
Percentage of women	54.1%	56.6%	51.9%
Age range			
16-44 years old	32.8%	41.5%	43.9%
Over 44 years old	67.2%	58.5%	56.1%
Occupation			
Business owner or self-employed	23.4%	32.4%	23.8%
Upper/Middle management employee	22.5%	25.1%	35.2%
Auxiliary level employee	15.6%	15.4%	15.3%
Unemployed/Students/unpaid dom.work	8.5%	5.4%	7.1%
Retired	30.0%	21.6%	18.6%
Annual household income level			
€12,000 - €36,000	40.0%	37.0%	37.2%
€36,001 - €60,000	35.8%	32.0%	31.1%
€60,001 - €84,000	13.8%	15.2%	15.6%
More than €84,000	10.3%	15.8%	16.0%

Which island do they choose?

Tourists (> 16 years old)	Northern Ireland	UK	Canary Islands
Lanzarote	43.0%	26.9%	18.0%
Fuerteventura	8.1%	10.8%	14.0%
Gran Canaria	7.5%	16.4%	28.2%
Tenerife	41.2%	44.6%	37.1%
La Palma	0.0%	0.8%	2.0%

How do they rate the destination?

Impression of their stay	Northern Ireland	UK	Canary Islands
Good or very good (% tourists)	83.0%	80.8%	80.5%

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Northern Ireland	UK	Canary Islands
Repeat tourists	85.4%	83.7%	77.8%
At least 3 previous visits	55.7%	50.7%	43.1%

Why do they choose the Canary Islands?

Aspects influencing the choice	Northern Ireland	UK	Canary Islands
Climate/sun	95.6%	92.6%	89.8%
Tranquillity/rest/relaxation	34.9%	33.0%	37.2%
Beaches	25.7%	27.5%	35.1%
Ease of travel	18.8%	17.5%	8.9%
Price	15.4%	18.1%	12.2%
Scenery	11.4%	14.9%	22.9%
Visiting new places	10.8%	13.9%	14.7%
Quality of the environment	7.4%	8.4%	6.5%
Active tourism	1.0%	2.7%	5.4%

* Multi-choise question

What did motivate them to come?

Aspects motivating the choice	Northern Ireland	UK	Canary Islands
Previous visits to the Canary Islands	75.1%	70.7%	64.4%
Recommendation by friends or relative	33.1%	36.2%	34.7%
Tour Operator's brochure or catalogue	8.5%	8.4%	7.2%
Recommendation by Travel Agent	8.8%	5.6%	9.2%
Information obtained via the Internet	18.8%	23.5%	25.3%
Others	7.6%	8.9%	11.7%

* Multi-choise question

Main cities:
Belfast
Londonderry

Main airport:
Belfast International

Source: ISTAC (Encuesta sobre el Gasto Turístico).

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable " and "No answer" have been excluded.