

Profile of irish tourist visiting Canary Islands

2015



How many they are and how much do they spend?



	Ireland	All markets
Tourist arrivals (> 16 years old)	389,702	12,310,044
Average daily expenditure (€)	122.90	133.60
. in their place of residence	71.02	95.33
. in the Canary Islands	51.88	38.27
Average length of stay	9.20	9.46
Turnover per tourist (€)	1,023	1,125
Total turnover (> 16 years old) (€m)	399	13,854
Share of total turnover	2.9%	100%
Share of total tourist	3.2%	100%

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

	Ireland	All markets
Accommodation (*) :	67.04	44.10
- Accommodation	62.50	37.76
- Additional accommodation expenses	4.54	6.33
Transport:	29.66	27.41
- Public transport	8.20	4.99
- Taxi	13.92	7.42
- Car rental	7.54	14.99
Food and drink:	225.61	153.13
- Food purchases at supermarkets	96.87	68.64
- Restaurants	128.74	84.49
Souvenirs:	48.63	55.15
Leisure:	46.44	36.28
- Organized excursions	13.62	14.63
- Leisure, amusement	5.74	5.23
- Trip to other islands	1.61	1.51
- Sporting activities	5.75	5.38
- Cultural activities	2.00	2.18
- Discos and disco-pubs	17.72	7.34
Others:	19.89	15.71
- Wellness	4.09	2.97
- Medical expenses	3.18	1.46
- Other expenses	12.62	11.28

How far in advance do they book their trip?



	Ireland	All markets
The same day they leave	0.5%	0.6%
Between 2 and 7 days	4.9%	7.3%
Between 8 and 15 days	7.3%	8.9%
Between 16 and 30 days	16.2%	15.4%
Between 31 and 90 days	33.7%	33.9%
More than 90 days	37.4%	33.8%

What do they book at their place of residence?



	Ireland	All markets
Flight only	12.9%	11.1%
Flight and accommodation (room only)	55.2%	25.5%
Flight and accommodation (B&B)	9.8%	7.6%
Flight and accommodation (half board)	8.4%	18.3%
Flight and accommodation (full board)	2.9%	4.4%
Flight and accommodation (all inclusive)	10.7%	33.2%
% Tourists using low-cost airlines	71.6%	47.1%
Other expenses in their place of residence:		
- Car rental	4.2%	11.5%
- Sporting activities	2.7%	5.4%
- Excursions	4.0%	5.7%
- Combined trip to other islands	0.9%	2.0%

How do they book?



	Ireland	All markets
Accommodation booking		
Tour Operator	23.3%	42.8%
- Tour Operator's website	80.6%	78.8%
Accommodation	35.9%	14.0%
- Accommodation's website	89.3%	81.9%
Travel agency (High street)	9.7%	19.8%
Online Travel Agency (OTA)	22.3%	15.4%
No need to book accommodation	8.8%	8.0%

Flight booking

	Ireland	All markets
Tour Operator	25.7%	45.5%
- Tour Operator's website	84.1%	77.7%
Airline	59.4%	24.9%
- Airline's website	98.9%	96.2%
Travel agency (High street)	7.7%	18.6%
Online Travel Agency (OTA)	7.2%	11.0%

Where do they stay?



	Ireland	All markets
5* Hotel	3.8%	6.8%
4* Hotel	19.3%	37.7%
1-2-3* Hotel	10.6%	15.0%
Apartment	57.1%	30.3%
Property (privately-owned, friends, family)	7.4%	7.0%
Others	1.8%	3.2%

How are they?



	Ireland	All markets
Gender		
Percentage of men	46.0%	49.8%
Percentage of women	54.0%	50.2%

Age

	Ireland	All markets
Average age (tourists > 16 years old)	44.5	44.5
Standard deviation	15.0	14.9

Age range

	Ireland	All markets
16-24 years old	9.0%	8.8%
25-30 years old	12.4%	13.1%
31-45 years old	33.7%	32.8%
46-60 years old	27.6%	28.4%
Over 60 years old	17.3%	17.0%

Occupation

	Ireland	All markets
Business owner or self-employed	30.8%	23.7%
Upper/Middle management employee	26.3%	37.1%
Auxiliary level employee	16.0%	16.6%
Students	5.1%	5.6%
Retired	16.7%	14.5%
Unemployed / unpaid dom. work	5.1%	2.5%

Annual household income level

	Ireland	All markets
€12,000 - €24,000	13.4%	18.3%
€24,001 - €36,000	20.2%	18.9%
€36,001 - €48,000	18.9%	16.9%
€48,001 - €60,000	14.2%	14.6%
€60,001 - €72,000	10.8%	9.2%
€72,001 - €84,000	5.9%	6.1%
More than €84,000	16.5%	16.0%

(*) Bear in mind that 87% of irish tourists pay the accommodation before travelling.

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Which island do they choose?



Tourists (> 16 years old):	Ireland	All markets
- Lanzarote	199,272	2,242,245
- Fuerteventura	36,409	1,806,014
- Gran Canaria	64,429	3,447,259
- Tenerife	88,189	4,518,215
- La Palma	14	167,100

Share (%)	Ireland	All markets
- Lanzarote	51.3%	18.4%
- Fuerteventura	9.4%	14.8%
- Gran Canaria	16.6%	28.3%
- Tenerife	22.7%	37.1%
- La Palma	0.0%	1.4%

Who do they come with?



	Ireland	All markets
Unaccompanied	8.9%	9.8%
Only with partner	47.3%	48.0%
Only with children (under the age of 13)	1.7%	1.4%
Partner + children (under the age of 13)	11.6%	11.8%
Other relatives	8.3%	6.4%
Friends	6.4%	6.1%
Work colleagues	0.2%	0.4%

Why do they choose the Canary Islands?



Aspects influencing the choice	Ireland	All markets
Climate/sun	92.0%	89.3%
Tranquillity/rest/relaxation	33.5%	37.9%
Beaches	31.7%	33.6%
Price	24.2%	14.1%
Ease of travel	12.7%	8.3%
Scenery	12.0%	22.6%
Suitable destination for children	11.4%	7.7%
Nightlife/fun	9.6%	4.3%
Visiting new places	7.6%	14.1%
Shopping	5.9%	3.0%
Security	5.4%	7.5%
Quality of the environment	5.2%	6.4%
Theme parks	4.3%	3.1%
Active tourism	3.2%	5.2%
Culture	3.2%	2.7%
Golf	1.0%	1.1%

How do they value the destination?



Impression of their stay	Ireland	All markets
Good or very good (% tourists)	95.2%	93.3%
Average rating (scale 1-10)	9.06	8.84

How many are loyal to the destination?

Percentage of repeat tourists	Ireland	All markets
Repeat tourists	88.7%	76.4%
In love (more than 10 visits)	19.9%	16.7%

Where does the flight come from?



Ten main origin countries	Ireland	All markets
Ireland	370,215	400,647
United Kingdom	12,734	3,848,961
Spain	3,555	1,897,955
Germany	1,292	2,561,891
Czech Republic	862	48,124
Poland	496	183,396
Belgium	285	359,967
Others	250	214,665
Netherlands	14	386,532
Austria	0	78,497

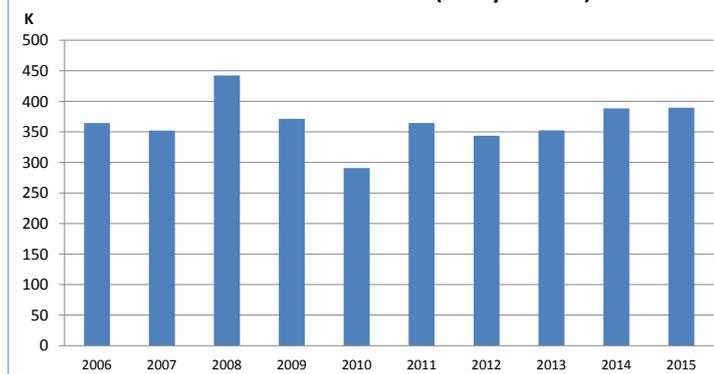
What did motivate them to come?



Aspects motivating the choice	Ireland	All markets
Previous visits to the Canary Islands	76.7%	64.1%
Recommendation by friends or relatives	45.2%	34.7%
The Canary Islands television channel	0.5%	0.4%
Other television or radio channels	0.6%	0.7%
Information in the press/magazines/books	1.8%	3.7%
Attendance at a tourism fair	0.8%	0.5%
Tour Operator's brochure or catalogue	5.2%	8.2%
Recommendation by Travel Agency	4.6%	9.5%
Information obtained via the Internet	19.2%	25.6%
Senior Tourism programme	0.2%	0.3%
Others	2.9%	6.7%

* Multi-choice question

Irish market: Tourist arrivals (> 16 years old)



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.

Irish tourist arrivals (> 16 years old) by quarter

