

# TOURIST PROFILE BY QUARTER OF TRIP (2019)

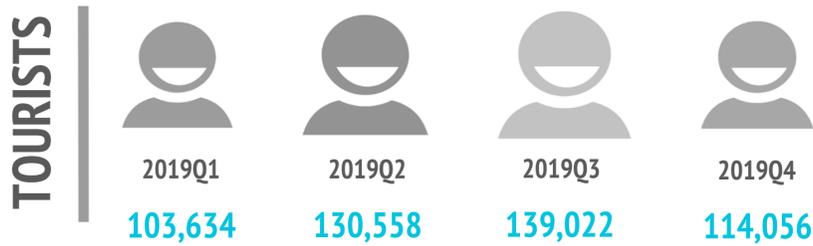
## IRELAND

### How many are they and how much do they spend?

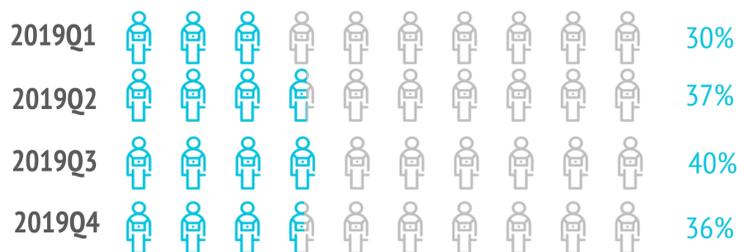


	2019Q1	2019Q2	2019Q3	2019Q4	2019
<b>TOURISTS</b>					
<b>Tourist arrivals (FRONTUR) (*)</b>	<b>123</b>	<b>158</b>	<b>178</b>	<b>127</b>	<b>585</b>
<b>Tourist arrivals &gt; 15 years old (EGT) (*)</b>	<b>104</b>	<b>131</b>	<b>139</b>	<b>114</b>	<b>487</b>
- book holiday package (*)	31	49	56	41	<b>177</b>
- do not book holiday package (*)	73	82	83	73	<b>310</b>
- % tourists who book holiday package	29.9%	37.4%	40.4%	35.8%	<b>36.3%</b>

(\*) Thousand of tourists

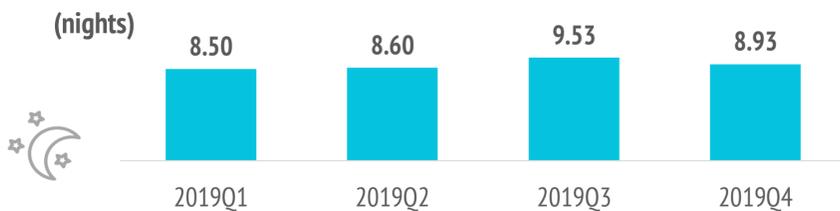


#### % TOURISTS WHO BOOK HOLIDAY PACKAGE

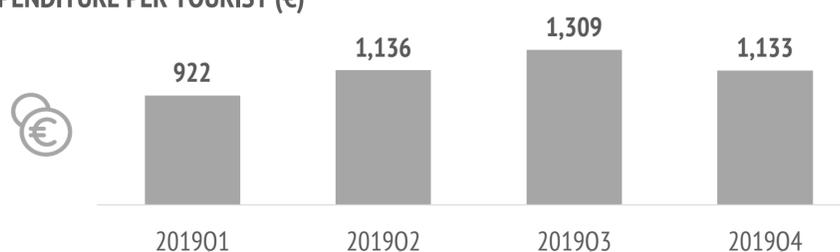


	2019Q1	2019Q2	2019Q3	2019Q4	2019
<b>Expenditure per tourist (€)</b>	<b>922</b>	<b>1,136</b>	<b>1,309</b>	<b>1,133</b>	<b>1,139</b>
- book holiday package	930	1,198	1,251	1,046	<b>1,133</b>
- holiday package	654	811	855	712	<b>775</b>
- others	276	387	396	334	<b>358</b>
- do not book holiday package	919	1,100	1,348	1,181	<b>1,143</b>
- flight	176	300	343	315	<b>286</b>
- accommodation	353	380	514	419	<b>419</b>
- others	391	419	492	447	<b>438</b>
<b>Average length of stay</b>	<b>8.50</b>	<b>8.60</b>	<b>9.53</b>	<b>8.93</b>	<b>8.92</b>
- book holiday package	7.01	8.01	8.52	7.61	<b>7.91</b>
- do not book holiday package	9.13	8.95	10.21	9.66	<b>9.50</b>
<b>Average daily expenditure (€)</b>	<b>121.2</b>	<b>146.3</b>	<b>150.1</b>	<b>144.2</b>	<b>141.5</b>
- book holiday package	132.6	154.4	152.9	142.3	<b>147.3</b>
- do not book holiday package	116.3	141.4	148.1	145.3	<b>138.2</b>
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>96</b>	<b>148</b>	<b>182</b>	<b>129</b>	<b>555</b>
- book holiday package	29	59	70	43	<b>200</b>
- do not book holiday package	67	90	112	86	<b>355</b>

#### AVERAGE LENGTH OF STAY (nights)



#### EXPENDITURE PER TOURIST (€)



### Importance of each factor in the destination choice



	2019Q1	2019Q2	2019Q3	2019Q4	2019
Climate	79.7%	81.2%	81.0%	82.4%	<b>81.1%</b>
Safety	63.4%	70.8%	69.5%	65.7%	<b>67.6%</b>
Accommodation supply	54.2%	62.8%	65.1%	60.3%	<b>61.0%</b>
Price	60.0%	58.5%	59.2%	54.5%	<b>58.1%</b>
Tranquility	55.7%	55.1%	56.0%	52.1%	<b>54.8%</b>
European belonging	50.3%	43.4%	43.5%	46.6%	<b>45.6%</b>
Effortless trip	42.4%	46.3%	45.2%	45.5%	<b>45.0%</b>
Sea	39.8%	40.1%	38.8%	41.6%	<b>40.0%</b>
Beaches	34.0%	38.5%	37.1%	39.4%	<b>37.4%</b>
Environment	33.7%	35.1%	38.6%	35.6%	<b>35.9%</b>
Fun possibilities	20.5%	30.9%	38.8%	24.8%	<b>29.5%</b>
Gastronomy	25.2%	27.7%	25.8%	29.0%	<b>26.9%</b>
Authenticity	20.8%	21.0%	22.7%	22.7%	<b>21.8%</b>
Landscapes	21.1%	21.2%	19.9%	15.2%	<b>19.4%</b>
Shopping	11.1%	18.2%	18.3%	11.2%	<b>15.1%</b>
Nightlife	8.1%	11.8%	17.0%	14.1%	<b>13.0%</b>
Exoticism	8.6%	11.4%	13.2%	8.9%	<b>10.7%</b>
Culture	9.9%	8.0%	10.3%	7.8%	<b>9.0%</b>
Historical heritage	6.5%	7.8%	7.5%	5.8%	<b>7.0%</b>
Hiking trail network	6.8%	2.7%	1.6%	5.3%	<b>3.9%</b>

Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important") of tourists who indicate that the factor is "very important" in their choice.

#### % TOURISTS WHO CHOOSE GASTRONOMY



### What is the main motivation for their holidays?



	2019Q1	2019Q2	2019Q3	2019Q4	2019
Rest	77.3%	68.9%	61.3%	71.6%	<b>69.1%</b>
Enjoy family time	7.4%	17.2%	21.8%	10.5%	<b>14.8%</b>
Have fun	8.3%	9.6%	12.6%	10.5%	<b>10.4%</b>
Explore the destination	5.4%	3.0%	3.4%	6.3%	<b>4.4%</b>
Practice their hobbies	0.1%	0.5%	0.2%	0.5%	<b>0.3%</b>
Other reasons	1.5%	0.8%	0.7%	0.7%	<b>0.9%</b>

### How far in advance do they book their trip?



	2019Q1	2019Q2	2019Q3	2019Q4	2019
The same day	0.0%	0.6%	0.0%	0.3%	<b>0.2%</b>
Between 1 and 30 days	25.6%	18.6%	15.0%	20.2%	<b>19.4%</b>
Between 1 and 2 months	27.3%	19.3%	18.5%	24.7%	<b>22.0%</b>
Between 3 and 6 months	36.7%	42.6%	36.9%	38.8%	<b>38.8%</b>
More than 6 months	10.5%	18.9%	29.7%	16.1%	<b>19.5%</b>

#### % TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE



Picture: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC).

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

# TOURIST PROFILE BY QUARTER OF TRIP (2019)

## IRELAND



### What channels did they use to get information about the trip? 🔍

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Previous visits to the Canary Islands	64.1%	65.0%	65.5%	62.4%	<b>64.4%</b>
Friends or relatives	27.5%	31.0%	29.8%	26.3%	<b>28.8%</b>
Internet or social media	56.1%	52.3%	55.7%	53.8%	<b>54.4%</b>
Mass Media	1.3%	1.5%	1.3%	1.1%	<b>1.3%</b>
Travel guides and magazines	5.0%	4.6%	3.8%	6.3%	<b>4.9%</b>
Travel Blogs or Forums	3.2%	3.1%	6.2%	3.3%	<b>4.1%</b>
Travel TV Channels	0.7%	0.7%	0.4%	0.9%	<b>0.7%</b>
Tour Operator or Travel Agency	17.3%	16.3%	16.8%	12.6%	<b>15.8%</b>
Public administrations or similar	0.0%	0.0%	0.4%	0.2%	<b>0.2%</b>
Others	0.7%	2.4%	1.4%	1.9%	<b>1.6%</b>

\* Multi-choise question

### With whom did they book their flight and accommodation? 👁

	2019Q1	2019Q2	2019Q3	2019Q4	2019
<b>Flight</b>					
- Directly with the airline	71.8%	65.3%	61.0%	64.1%	<b>65.2%</b>
- Tour Operator or Travel Agency	28.2%	34.7%	39.0%	35.9%	<b>34.8%</b>
<b>Accommodation</b>					
- Directly with the accommodation	50.4%	50.0%	51.3%	51.1%	<b>50.7%</b>
- Tour Operator or Travel Agency	49.6%	50.0%	48.7%	48.9%	<b>49.3%</b>

### Where do they stay? 🏠

	2019Q1	2019Q2	2019Q3	2019Q4	2019
1-2-3* Hotel	7.6%	10.8%	7.0%	5.5%	<b>7.8%</b>
4* Hotel	31.5%	30.8%	30.0%	31.8%	<b>31.0%</b>
5* Hotel / 5* Luxury Hotel	5.9%	9.2%	6.6%	7.8%	<b>7.4%</b>
Aparthotel / Tourist Villa	39.3%	37.2%	48.6%	40.8%	<b>41.8%</b>
House/room rented in a private dwelling	6.9%	3.9%	3.0%	5.9%	<b>4.7%</b>
Private accommodation <sup>(1)</sup>	4.4%	4.4%	1.9%	4.4%	<b>3.7%</b>
Others (Cottage, cruise, camping,...)	4.4%	3.7%	2.8%	3.8%	<b>3.6%</b>

(1) Own property / House of friends or relatives / Free housing exchange / Other private accommodation.

### What do they book? 🍴

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Room only	43.1%	38.5%	45.8%	47.2%	<b>43.6%</b>
Bed and Breakfast	18.0%	20.9%	18.3%	21.2%	<b>19.6%</b>
Half board	19.4%	15.6%	14.6%	16.8%	<b>16.4%</b>
Full board	6.3%	3.3%	1.8%	1.5%	<b>3.1%</b>
All inclusive	13.1%	21.7%	19.5%	13.3%	<b>17.3%</b>

43.6% of Irish book all inclusive.



43.1%  
2019Q1



45.8%  
2019Q3



38.5%  
2019Q2



47.2%  
2019Q4

### Other expenses 📍

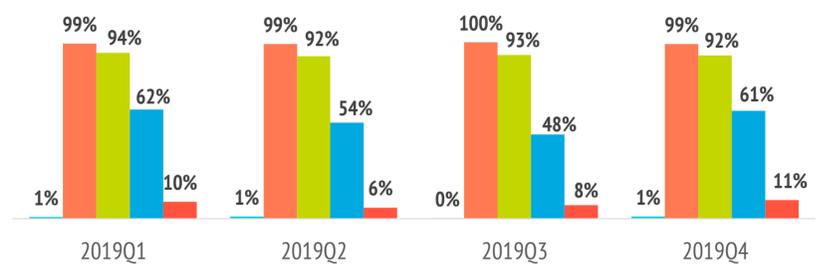
	2019Q1	2019Q2	2019Q3	2019Q4	TOTAL
Restaurants or cafes	74.0%	68.4%	73.9%	77.2%	<b>73.2%</b>
Supermarkets	62.5%	56.3%	66.4%	60.4%	<b>61.4%</b>
Car rental	15.7%	12.3%	15.6%	11.8%	<b>13.9%</b>
Organized excursions	15.1%	20.3%	21.2%	18.3%	<b>19.0%</b>
Taxi, transfer, chauffeur service	51.1%	53.7%	54.1%	52.9%	<b>53.1%</b>
Theme Parks	5.7%	10.7%	15.5%	6.8%	<b>10.1%</b>
Sport activities	5.8%	7.1%	12.8%	3.8%	<b>7.7%</b>
Museums	3.4%	3.4%	3.3%	5.3%	<b>3.8%</b>
Flights between islands	6.5%	6.2%	5.4%	6.4%	<b>6.1%</b>

### Activities in the Canary Islands 🏖

Outdoor time per day	2019Q1	2019Q2	2019Q3	2019Q4	2019
0 hours	0.9%	1.1%	0.2%	1.1%	<b>0.8%</b>
1 - 2 hours	5.1%	7.1%	7.1%	6.4%	<b>6.5%</b>
3 - 6 hours	32.3%	37.6%	45.1%	31.5%	<b>37.2%</b>
7 - 12 hours	52.2%	48.0%	39.9%	50.4%	<b>47.1%</b>
More than 12 hours	9.5%	6.3%	7.8%	10.6%	<b>8.4%</b>

#### TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

0 hours More than 1 hour More than 3 hours More than 7 hours More than 12 hours



Activities in the Canary Islands	2019Q1	2019Q2	2019Q3	2019Q4	2019
Walk, wander	81.0%	75.1%	76.1%	80.9%	<b>78.0%</b>
Swimming pool, hotel facilities	62.4%	75.9%	82.4%	69.1%	<b>73.3%</b>
Beach	66.7%	68.1%	70.5%	67.1%	<b>68.2%</b>
Explore the island on their own	39.2%	30.9%	32.9%	31.5%	<b>33.4%</b>
Nightlife / concerts / shows	26.0%	29.3%	34.4%	32.0%	<b>30.7%</b>
Taste Canarian gastronomy	24.5%	23.1%	22.2%	22.8%	<b>23.1%</b>
Organized excursions	13.8%	13.9%	20.0%	15.7%	<b>16.0%</b>
Theme parks	5.9%	16.3%	23.9%	13.9%	<b>15.7%</b>
Sport activities	11.7%	13.1%	17.4%	11.1%	<b>13.6%</b>
Beauty and health treatments	11.2%	9.1%	10.1%	14.1%	<b>11.0%</b>
Sea excursions / whale watching	8.7%	11.2%	12.9%	9.5%	<b>10.8%</b>
Wineries / markets / popular festiv	10.0%	9.0%	11.4%	12.0%	<b>10.6%</b>
Activities at sea	9.0%	9.4%	13.4%	7.5%	<b>10.0%</b>
Museums / exhibitions	10.0%	8.8%	8.1%	6.9%	<b>8.4%</b>
Nature activities	8.2%	3.7%	4.9%	6.2%	<b>5.6%</b>
Astronomical observation	0.9%	1.8%	1.7%	1.9%	<b>1.6%</b>

\* Multi-choise question



# TOURIST PROFILE BY QUARTER OF TRIP (2019)

## IRELAND

### Which island do they choose?

Tourists (> 15 years old)	2019Q1	2019Q2	2019Q3	2019Q4	2019
Lanzarote	51,056	72,068	75,452	56,952	<b>255,528</b>
Fuerteventura	7,021	10,116	6,893	7,797	<b>31,826</b>
Gran Canaria	15,006	14,187	17,171	16,440	<b>62,805</b>
Tenerife	30,177	34,187	39,507	32,866	<b>136,737</b>
La Palma	0	0	0	0	<b>0</b>

Share by islands	2019Q1	2019Q2	2019Q3	2019Q4	2019
Lanzarote	49.4%	55.2%	54.3%	49.9%	<b>52.5%</b>
Fuerteventura	6.8%	7.7%	5.0%	6.8%	<b>6.5%</b>
Gran Canaria	14.5%	10.9%	12.4%	14.4%	<b>12.9%</b>
Tenerife	29.2%	26.2%	28.4%	28.8%	<b>28.1%</b>
La Palma	0.0%	0.0%	0.0%	0.0%	<b>0.0%</b>

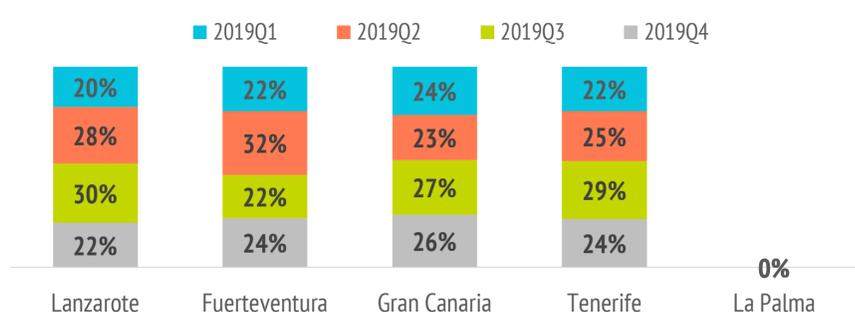
### How many islands do they visit during their trip?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
One island	92.0%	92.2%	92.2%	90.9%	<b>91.8%</b>
Two islands	7.4%	7.1%	7.4%	8.3%	<b>7.5%</b>
Three or more islands	0.5%	0.7%	0.5%	0.8%	<b>0.6%</b>

### MOST VISITED PLACES IN EACH ISLAND



### % TOURISTS BY ISLAND AND QUARTER OF TRIP



### Internet usage during their trip

	2019Q1	2019Q2	2019Q3	2019Q4	2019
<b>Research</b>					
- Tourist package	15.5%	19.0%	18.3%	15.6%	<b>17.3%</b>
- Flights	10.6%	18.0%	16.2%	12.6%	<b>14.7%</b>
- Accommodation	12.3%	19.7%	17.2%	14.0%	<b>16.1%</b>
- Transport	14.9%	18.6%	20.7%	14.4%	<b>17.5%</b>
- Restaurants	29.9%	33.7%	36.9%	33.9%	<b>33.9%</b>
- Excursions	25.8%	25.5%	29.5%	23.3%	<b>26.3%</b>
- Activities	29.4%	31.7%	32.7%	26.8%	<b>30.4%</b>
<b>Book or purchase</b>					
- Tourist package	36.1%	31.9%	34.0%	34.6%	<b>34.0%</b>
- Flights	75.4%	69.5%	74.3%	77.8%	<b>74.0%</b>
- Accommodation	70.7%	65.4%	71.1%	72.1%	<b>69.7%</b>
- Transport	46.6%	40.6%	42.5%	48.5%	<b>44.3%</b>
- Restaurants	18.4%	18.4%	13.1%	14.5%	<b>15.9%</b>
- Excursions	11.3%	15.5%	11.8%	12.5%	<b>12.8%</b>
- Activities	13.6%	18.9%	17.6%	18.1%	<b>17.2%</b>

\* Multi-choice question

	2019Q1	2019Q2	2019Q3	2019Q4	2019
<b>Internet usage in the Canary Islands</b>					
<b>Did not use the Internet</b>	<b>7.5%</b>	<b>6.8%</b>	<b>3.2%</b>	<b>7.3%</b>	<b>6.0%</b>
<b>Used the Internet</b>	<b>92.5%</b>	<b>93.2%</b>	<b>96.8%</b>	<b>92.7%</b>	<b>94.0%</b>
- Own Internet connection	37.9%	37.7%	35.4%	33.3%	<b>36.1%</b>
- Free Wifi connection	43.0%	37.6%	44.0%	42.0%	<b>41.6%</b>
<b>Applications*</b>					
- Search for locations or maps	59.5%	52.6%	55.5%	55.6%	<b>55.6%</b>
- Search for destination info	44.1%	40.5%	47.4%	44.7%	<b>44.3%</b>
- Share pictures or trip videos	44.6%	53.7%	57.0%	49.3%	<b>51.8%</b>
- Download tourist apps	4.6%	7.9%	4.8%	5.3%	<b>5.7%</b>
- Others	28.7%	27.7%	22.2%	21.0%	<b>24.8%</b>

\* Multi-choice question

The data refers to % of tourists on each island who have visited the place.

### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q1	2019Q2	2019Q3	2019Q4	2019
Average rating	8.82	8.80	8.85	8.78	<b>8.82</b>
<b>Experience in the Canary Islands</b>					
Worse or much worse than expected	0.7%	2.5%	2.2%	1.5%	<b>1.8%</b>
Lived up to expectations	56.0%	55.9%	53.6%	61.7%	<b>56.6%</b>
Better or much better than expected	43.4%	41.6%	44.2%	36.8%	<b>41.6%</b>
<b>Future intentions (scale 1-10)</b>					
Return to the Canary Islands	9.22	8.87	8.86	9.06	<b>8.98</b>
Recommend visiting the Canary Islands	9.21	9.05	9.11	9.16	<b>9.13</b>

### How many are loyal to the Canary Islands?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
<b>Repeat tourists</b>	<b>83.0%</b>	<b>80.8%</b>	<b>79.7%</b>	<b>82.5%</b>	<b>81.3%</b>
Repeat tourists (last 5 years)	74.7%	75.8%	73.3%	79.0%	<b>75.6%</b>
Repeat tourists (last 5 years)(5 or more visits)	29.8%	25.1%	21.1%	27.1%	<b>25.4%</b>
<b>At least 10 previous visits</b>	<b>25.4%</b>	<b>23.0%</b>	<b>20.4%</b>	<b>23.4%</b>	<b>22.9%</b>

### REPEAT TOURISTS



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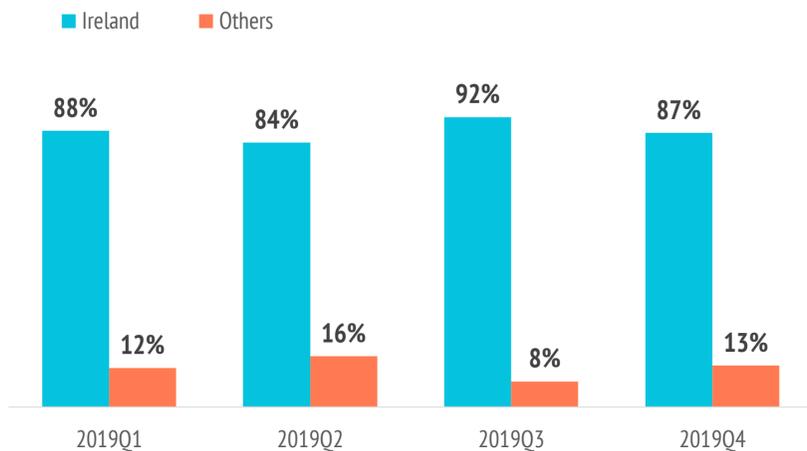
## IRELAND

### Where does the flight come from?



	2019Q1	2019Q2	2019Q3	2019Q4	2019
Ireland	87.6%	83.8%	91.9%	86.8%	<b>87.6%</b>
United Kingdom	9.2%	14.6%	6.9%	8.9%	<b>9.9%</b>
Spanish Mainland	1.2%	0.4%	1.2%	2.6%	<b>1.3%</b>
Others	2.0%	1.1%	0.0%	1.6%	<b>1.1%</b>

### % TOURISTS BY QUARTER OF TRIP



### Who do they come with?



	2019Q1	2019Q2	2019Q3	2019Q4	2019
Unaccompanied	8.1%	6.6%	3.2%	6.0%	<b>5.8%</b>
Only with partner	55.6%	42.3%	42.4%	57.1%	<b>48.6%</b>
Only with children (< 13 years old)	2.8%	5.0%	6.9%	4.1%	<b>4.9%</b>
Partner + children (< 13 years old)	2.5%	6.8%	8.3%	4.4%	<b>5.8%</b>
Other relatives	12.6%	19.6%	18.2%	13.7%	<b>16.3%</b>
Friends	9.7%	6.7%	5.7%	5.1%	<b>6.7%</b>
Work colleagues	0.0%	0.0%	0.0%	0.0%	<b>0.0%</b>
Organized trip	0.9%	0.6%	0.0%	0.0%	<b>0.3%</b>
Other combinations <sup>(1)</sup>	7.8%	12.4%	15.2%	9.7%	<b>11.6%</b>

(1) Different situations have been isolated

Tourists with children	2019Q1	2019Q2	2019Q3	2019Q4	2019
- Between 0 and 2 years old	1.2%	1.3%	1.7%	0.6%	<b>1.2%</b>
- Between 3 and 12 years old	5.9%	18.4%	23.8%	11.3%	<b>15.6%</b>
- Between 0-2 and 3-12 years c	1.0%	1.3%	1.1%	0.0%	<b>0.9%</b>
<b>Tourists without children</b>	<b>91.9%</b>	<b>78.9%</b>	<b>73.4%</b>	<b>88.1%</b>	<b>82.2%</b>

Group composition:	2019Q1	2019Q2	2019Q3	2019Q4	2019
- 1 person	15.2%	11.3%	5.5%	9.6%	<b>10.1%</b>
- 2 people	62.2%	51.2%	48.3%	60.4%	<b>54.9%</b>
- 3 people	8.2%	13.4%	13.8%	10.7%	<b>11.8%</b>
- 4 or 5 people	13.0%	21.3%	26.4%	17.2%	<b>20.0%</b>
- 6 or more people	1.4%	2.7%	5.9%	2.1%	<b>3.2%</b>
<b>Average group size:</b>	<b>2.33</b>	<b>2.66</b>	<b>3.01</b>	<b>2.48</b>	<b>2.65</b>



**17.8% of Irish travel with children.**



### Who are they?



	2019Q1	2019Q2	2019Q3	2019Q4	2019
<b>Gender</b>					
Men	45.6%	48.6%	44.5%	46.7%	<b>46.4%</b>
Women	54.4%	51.4%	55.5%	53.3%	<b>53.6%</b>
<b>Age</b>					
Average age (tourist > 15 years old)	50.0	47.6	42.4	48.7	<b>46.9</b>
Standard deviation	15.0	15.1	14.2	13.8	<b>14.8</b>
<b>Age range (&gt; 15 years old)</b>					
16 - 24 years old	6.8%	7.7%	14.5%	4.7%	<b>8.7%</b>
25 - 30 years old	6.8%	7.0%	10.8%	7.1%	<b>8.0%</b>
31 - 45 years old	23.0%	32.8%	31.2%	27.2%	<b>28.9%</b>
46 - 60 years old	34.5%	28.8%	30.7%	39.5%	<b>33.1%</b>
Over 60 years old	28.9%	23.8%	12.8%	21.5%	<b>21.2%</b>
<b>Occupation</b>					
Salaried worker	49.3%	52.6%	66.9%	57.0%	<b>57.0%</b>
Self-employed	18.1%	13.3%	12.6%	12.2%	<b>13.9%</b>
Unemployed	0.2%	1.0%	0.5%	0.8%	<b>0.7%</b>
Business owner	3.2%	8.6%	3.8%	8.2%	<b>6.0%</b>
Student	3.0%	3.4%	4.8%	1.9%	<b>3.4%</b>
Retired	24.7%	19.5%	8.2%	17.2%	<b>16.9%</b>
Unpaid domestic work	0.6%	1.2%	3.1%	2.4%	<b>1.9%</b>
Others	0.9%	0.5%	0.0%	0.2%	<b>0.4%</b>
<b>Annual household income level</b>					
Less than €25,000	10.8%	11.1%	11.9%	8.2%	<b>10.6%</b>
€25,000 - €49,999	36.3%	32.8%	36.5%	40.8%	<b>36.4%</b>
€50,000 - €74,999	27.2%	29.1%	27.0%	21.2%	<b>26.3%</b>
More than €74,999	25.7%	27.0%	24.6%	29.8%	<b>26.7%</b>
<b>Education level</b>					
No studies	2.2%	2.5%	3.1%	5.3%	<b>3.3%</b>
Primary education	1.1%	2.3%	0.9%	0.3%	<b>1.2%</b>
Secondary education	22.2%	28.4%	20.6%	23.7%	<b>23.8%</b>
Higher education	74.5%	66.8%	75.3%	70.7%	<b>71.8%</b>



AVERAGE AGE (> 15 years old)



% OF TOURISTS WITH INCOMES OVER €74,999

● 2019Q1 ● 2019Q2 ● 2019Q3 ● 2019Q4



% SALARIED WORKED TOURISTS

