

# PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2018)

## IRELAND

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



	Ireland	All markets
<b>TOURISTS</b>		
<b>Tourist arrivals (FRONTUR)</b>	<b>560,422</b>	<b>15,559,787</b>
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	<b>459,466</b>	<b>13,485,651</b>
- book holiday package	164,488	7,848,516
- do not book holiday package	294,978	5,637,135
- % tourists who book holiday package	35.8%	58.2%
Share of total tourist	3.6%	100%

#### RANKING POSITION BY NUMBER OF TOURISTS

#### RANKING POSITION BY TURNOVER



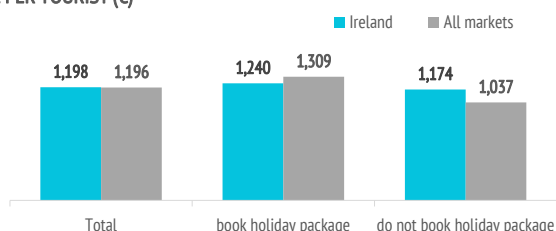
51.3% of Irish travel to Lanzarote.

	Ireland	All markets
<b>Expenditure per tourist (€)</b>	<b>1,198</b>	<b>1,196</b>
- book holiday package	1,240	1,309
- holiday package	866	1,064
- others	374	246
- do not book holiday package	1,174	1,037
- flight	303	288
- accommodation	435	350
- others	437	399
<b>Average length of stay</b>	<b>8.37</b>	<b>9.32</b>
- book holiday package	8.08	8.66
- do not book holiday package	8.52	10.23
<b>Average daily expenditure (€)</b>	<b>151.5</b>	<b>143.6</b>
- book holiday package	159.3	159.8
- do not book holiday package	147.2	121.0
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>550</b>	<b>16,124</b>
- book holiday package	204	10,277
- do not book holiday package	346	5,848

#### AVERAGE LENGTH OF STAY (nights)



#### EXPENDITURE PER TOURIST (€)



### Importance of each factor in the destination choice



	Ireland	All markets
Climate	81.8%	78.1%
Safety	71.1%	51.4%
Accommodation supply	61.0%	41.7%
Price	57.3%	36.5%
Tranquility	53.8%	46.2%
Effortless trip	49.1%	34.8%
European belonging	44.4%	35.8%
Sea	38.5%	43.3%
Beaches	35.7%	37.1%
Environment	34.3%	30.6%
Fun possibilities	31.2%	20.7%
Gastronomy	30.4%	22.6%
Authenticity	21.0%	19.1%
Landscapes	19.8%	31.6%
Shopping	15.2%	9.6%
Nightlife	13.1%	7.5%
Exoticism	9.6%	10.5%
Culture	8.0%	7.3%
Historical heritage	5.3%	7.1%
Hiking trail network	4.9%	9.0%

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 PRICE

IRELAND  
57.3%



ALL MARKETS  
36.5%

Picture: Freeipik.com

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



	Ireland	All markets
Rest	68.4%	55.1%
Enjoy family time	15.8%	14.7%
Have fun	8.1%	7.8%
Explore the destination	5.3%	18.5%
Practice their hobbies	0.4%	1.8%
Other reasons	2.1%	2.1%

#### REST



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



	Ireland	All markets
The same day	0.3%	0.7%
Between 1 and 30 days	17.5%	23.2%
Between 1 and 2 months	21.7%	23.0%
Between 3 and 6 months	36.0%	32.4%
More than 6 months	24.5%	20.7%

Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports.

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

# PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2018)

## IRELAND

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

	Ireland	All markets
Previous visits to the Canary Islands	64.1%	50.9%
Friends or relatives	28.6%	27.8%
Internet or social media	55.7%	56.1%
Mass Media	0.7%	1.7%
Travel guides and magazines	5.0%	9.5%
Travel Blogs or Forums	5.2%	5.4%
Travel TV Channels	0.7%	0.7%
Tour Operator or Travel Agency	16.8%	24.7%
Public administrations or similar	0.3%	0.4%
Others	2.2%	2.3%

\* Multi-choice question

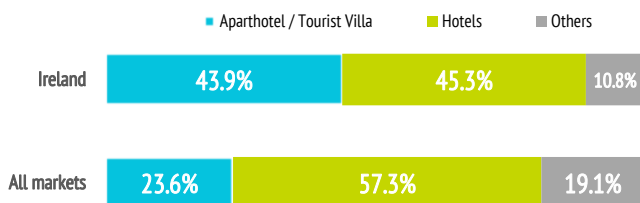
### With whom did they book their flight and accommodation?

	Ireland	All markets
<b>Flight</b>		
- Directly with the airline	65.6%	39.5%
- Tour Operator or Travel Agency	34.4%	60.5%
<b>Accommodation</b>		
- Directly with the accommodation	53.5%	28.8%
- Tour Operator or Travel Agency	46.5%	71.2%

### Where do they stay?

	Ireland	All markets
1-2-3* Hotel	10.7%	12.8%
4* Hotel	27.4%	37.7%
5* Hotel / 5* Luxury Hotel	7.1%	6.8%
Aparthotel / Tourist Villa	43.9%	23.6%
House/room rented in a private dwelling	4.3%	5.3%
Private accommodation (1)	3.3%	7.0%
Others (Cottage, cruise, camping,...)	3.2%	6.8%

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



### What do they book?

	Ireland	All markets
Room only	48.6%	28.8%
Bed and Breakfast	16.4%	11.7%
Half board	16.5%	22.4%
Full board	2.1%	3.0%
All inclusive	16.4%	34.1%

”  
48.6% of Irish book room only.  
(Canary Islands: 28.8%)

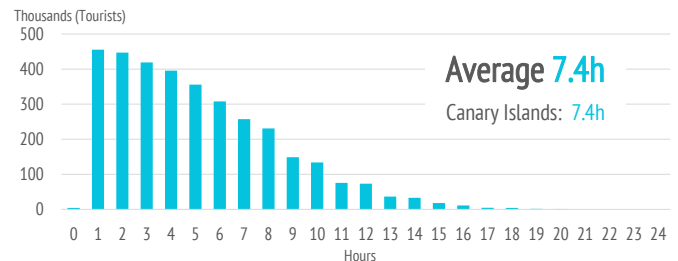
### Other expenses

	Ireland	All markets
Restaurants or cafes	73.5%	63.2%
Supermarkets	67.9%	55.9%
Car rental	14.1%	26.6%
Organized excursions	19.6%	21.8%
Taxi, transfer, chauffeur service	52.8%	51.7%
Theme Parks	9.1%	8.8%
Sport activities	8.8%	6.4%
Museums	3.0%	5.0%
Flights between islands	6.2%	4.8%

### Activities in the Canary Islands

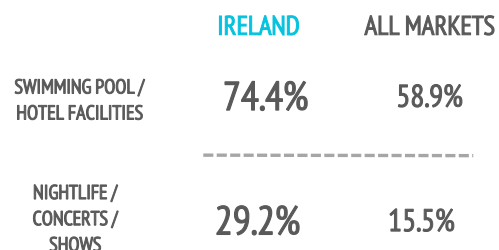
Outdoor time per day	Ireland	All markets
0 hours	0.9%	2.2%
1 - 2 hours	7.9%	10.0%
3 - 6 hours	35.2%	32.6%
7 - 12 hours	48.1%	46.5%
More than 12 hours	7.9%	8.7%

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



Activities in the Canary Islands	Ireland	All markets
Walk, wander	79.5%	71.0%
Swimming pool, hotel facilities	74.4%	58.9%
Beach	66.1%	68.0%
Explore the island on their own	31.2%	46.5%
Nightlife / concerts / shows	29.2%	15.5%
Taste Canarian gastronomy	22.1%	25.4%
Theme parks	16.9%	15.5%
Organized excursions	16.0%	17.9%
Sport activities	12.8%	14.3%
Wineries / markets / popular festivals	10.6%	12.0%
Sea excursions / whale watching	9.3%	11.3%
Beauty and health treatments	9.0%	5.7%
Activities at sea	8.1%	9.8%
Museums / exhibitions	5.3%	9.8%
Nature activities	4.4%	10.0%
Astronomical observation	1.2%	3.4%

\* Multi-choice question



Which island do they choose?

Tourists (> 15 years old)	Ireland	All markets
Lanzarote	235,709	2,457,120
Fuerteventura	34,373	1,856,705
Gran Canaria	64,668	3,825,110
Tenerife	123,834	4,991,173
La Palma	441	249,069

How many islands do they visit during their trip?

	Ireland	All markets
One island	91.9%	90.9%
Two islands	7.8%	7.7%
Three or more islands	0.3%	1.4%

Internet usage during their trip

	Ireland	All markets
<b>Research</b>		
- Tourist package	15.7%	15.4%
- Flights	14.0%	13.0%
- Accommodation	16.6%	17.7%
- Transport	18.3%	15.6%
- Restaurants	32.7%	27.0%
- Excursions	26.9%	26.3%
- Activities	35.2%	31.0%

	Ireland	All markets
<b>Book or purchase</b>		
- Tourist package	32.0%	38.1%
- Flights	72.5%	64.4%
- Accommodation	68.0%	54.5%
- Transport	47.1%	44.7%
- Restaurants	13.3%	10.5%
- Excursions	11.3%	11.4%
- Activities	11.0%	12.5%

\* Multi-choice question

Internet usage in the Canary Island	Ireland	All markets
<b>Did not use the Internet</b>	<b>10.0%</b>	<b>9.8%</b>
<b>Used the Internet</b>	<b>90.0%</b>	<b>90.2%</b>
- Own Internet connection	33.5%	36.5%
- Free Wifi connection	42.7%	41.1%
<b>Applications*</b>		
- Search for locations or maps	55.7%	60.7%
- Search for destination info	48.1%	44.7%
- Share pictures or trip videos	49.6%	55.6%
- Download tourist apps	5.7%	6.5%
- Others	23.3%	23.9%

\* Multi-choice question



48.1% of Irish search for destination info during their stay in the Canary Islands

(Canary Islands: 44.7%)



Imagen: Freepik.com

Share by islands	Ireland	All markets
Lanzarote	51.3%	18.4%
Fuerteventura	7.5%	13.9%
Gran Canaria	14.1%	28.6%
Tenerife	27.0%	37.3%
La Palma	0.1%	1.9%

MOST VISITED PLACES IN EACH ISLAND



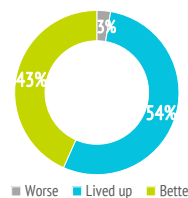
The data refers to % of tourists on each island who have visited the place.

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Ireland	All markets
Average rating	8.66	8.58

Experience in the Canary Islands	Ireland	All markets
Worse or much worse than expected	2.7%	2.9%
Lived up to expectations	53.9%	57.4%
Better or much better than expected	43.4%	39.7%

Future intentions (scale 1-10)	Ireland	All markets
Return to the Canary Islands	8.84	8.60
Recommend visiting the Canary Island	9.01	8.86



Experience in the Canary Islands



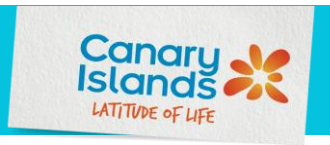
Return to the Canary Islands



Recommend visiting the Canary Islands

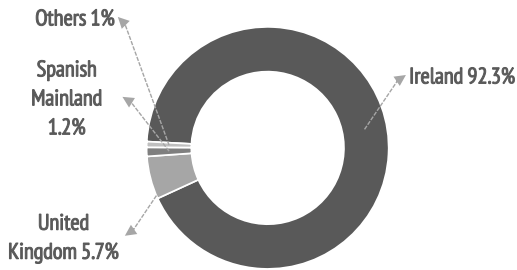
How many are loyal to the Canary Islands?

	Ireland	All markets
<b>Repeat tourists</b>	<b>82.9%</b>	<b>71.0%</b>
Repeat tourists (last 5 years)	76.8%	64.6%
Repeat tourists (last 5 years) (5 or mor	26.1%	18.4%
<b>At least 10 previous visits</b>	<b>23.6%</b>	<b>17.8%</b>



Where does the flight come from? 

	%	Absolute
Ireland	92.3%	424,134
United Kingdom	5.7%	26,355
Spanish Mainland	1.2%	5,510
Norway	0.5%	2,393
Germany	0.0%	156
Others	0.2%	918



Who do they come with? 

	Ireland	All markets
Unaccompanied	6.0%	8.9%
Only with partner	46.0%	47.4%
Only with children (< 13 years old)	6.3%	5.9%
Partner + children (< 13 years old)	7.0%	7.2%
Other relatives	16.5%	9.0%
Friends	5.2%	6.3%
Work colleagues	0.1%	0.5%
Organized trip	0.4%	0.2%
Other combinations (1)	12.5%	14.6%

(1) Different situations have been isolated

<b>Tourists with children</b>	<b>22.7%</b>	<b>19.3%</b>
- Between 0 and 2 years old	2.0%	1.8%
- Between 3 and 12 years old	19.0%	15.8%
- Between 0 -2 and 3-12 years	1.7%	1.6%

<b>Tourists without children</b>	<b>77.3%</b>	<b>80.7%</b>
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Group composition:		
- 1 person	9.9%	12.4%
- 2 people	50.5%	54.1%
- 3 people	11.5%	12.6%
- 4 or 5 people	23.6%	17.1%
- 6 or more people	4.5%	3.8%
<b>Average group size:</b>	<b>2.78</b>	<b>2.58</b>



(Under the age of 13)

22.7% of Irish travel with children.

(Canary Islands: 19.3%)

Who are they? 

	Ireland	All markets
<b>Gender</b>		
Men	47.9%	48.2%
Women	52.1%	51.8%
<b>Age</b>		
Average age (tourist > 15 years old)	47.3	46.7
Standard deviation	14.9	15.3
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	6.9%	7.7%
25 - 30 years old	8.1%	10.8%
31 - 45 years old	30.8%	28.6%
46 - 60 years old	32.1%	31.3%
Over 60 years old	22.2%	21.5%
<b>Occupation</b>		
Salaried worker	60.3%	55.5%
Self-employed	10.8%	11.0%
Unemployed	0.9%	1.1%
Business owner	5.5%	9.2%
Student	2.6%	4.2%
Retired	17.0%	17.3%
Unpaid domestic work	2.0%	0.9%
Others	0.7%	0.8%
<b>Annual household income level</b>		
Less than €25,000	11.4%	17.0%
€25,000 - €49,999	33.3%	36.5%
€50,000 - €74,999	27.5%	25.0%
More than €74,999	27.8%	21.5%
<b>Education level</b>		
No studies	3.8%	4.8%
Primary education	1.5%	2.8%
Secondary education	19.8%	23.1%
Higher education	74.8%	69.3%



8 IN 10 TOURISTS ARE REPEATERS

47 YEARS OLD

AVERAGE AGE

46% ONLY WITH PARTNER



Pictures: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports.

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