

TOURIST PROFILE BY ISLAND OF STAY (2018)

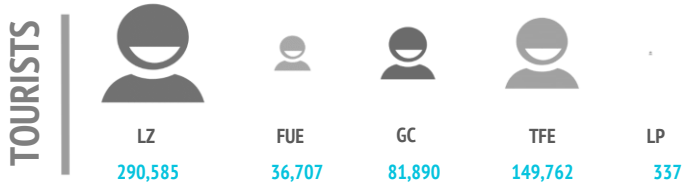
IRELAND



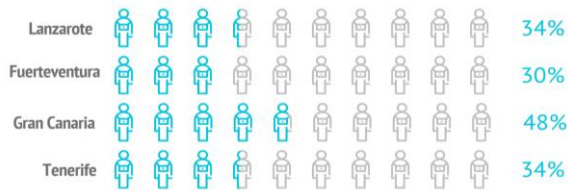
How many are they and how much do they spend?

	LZ	FUE	GC	TFE	LP
TOURISTS					
Tourist arrivals (FRONTUR) (*)	291	37	82	150	0.3
Tourist arrivals > 15 years old (EGT) (*)	236	34	65	124	0.4
- book holiday package (*)	81	10	31	42	--
- do not book holiday package (*)	155	24	34	82	--
- % tourists who book holiday package	34.3%	29.6%	47.8%	34.1%	--

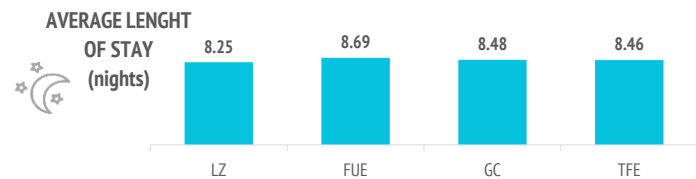
(*) Thousands of tourists



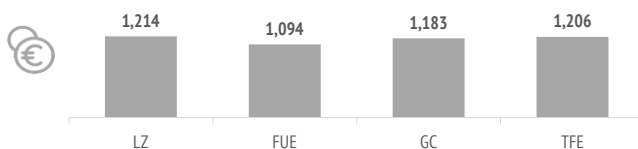
% TOURISTS WHO BOOK HOLIDAY PACKAGE



	LZ	FUE	GC	TFE	LP
Expenditure per tourist (€)	1,214	1,094	1,183	1,206	--
- book holiday package	1,250	1,160	1,097	1,342	--
- holiday package	893	743	811	878	--
- others	357	417	286	464	--
- do not book holiday package	1,195	1,066	1,262	1,135	--
- flight	324	244	311	279	--
- accommodation	441	389	482	418	--
- others	429	434	469	438	--
Average length of stay	8.25	8.69	8.48	8.46	--
- book holiday package	7.95	7.94	7.94	8.49	--
- do not book holiday package	8.40	9.00	8.97	8.44	--
Average daily expenditure (€)	151.7	137.8	150.8	155.3	--
- book holiday package	161.5	147.8	144.4	168.2	--
- do not book holiday package	146.6	133.6	156.7	148.7	--
Total turnover (> 15 years old) (€m)	286	38	77	149	--
- book holiday package	101	12	34	57	--
- do not book holiday package	185	26	43	93	--



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice

	LZ	FUE	GC	TFE	LP
Climate	83.4%	76.6%	74.6%	84.4%	0.0%
Safety	73.8%	65.6%	71.9%	67.5%	55.6%
Accommodation supply	63.9%	60.5%	57.6%	57.3%	55.6%
Price	57.3%	55.9%	53.0%	59.8%	55.6%
Tranquility	56.4%	58.3%	53.7%	47.6%	55.6%
Effortless trip	49.8%	48.6%	49.2%	48.2%	0.0%
European belonging	45.2%	42.5%	46.0%	42.8%	55.6%
Sea	36.7%	39.2%	46.1%	37.7%	0.0%
Beaches	34.1%	38.7%	38.8%	36.4%	0.0%
Environment	33.3%	36.3%	34.1%	35.7%	55.6%
Fun possibilities	26.8%	17.1%	34.5%	42.2%	0.0%
Gastronomy	32.9%	25.6%	27.2%	28.6%	0.0%
Authenticity	21.5%	18.6%	22.0%	20.3%	55.6%
Landscapes	18.0%	17.7%	21.1%	23.2%	55.6%
Shopping	13.8%	10.5%	17.2%	18.2%	0.0%
Nightlife	10.5%	2.2%	22.6%	16.1%	0.0%
Exoticism	8.6%	8.1%	10.1%	11.5%	55.6%
Culture	7.5%	10.2%	7.6%	8.3%	0.0%
Historical heritage	5.6%	8.3%	4.2%	4.5%	0.0%
Hiking trail network	4.7%	4.1%	3.7%	6.2%	55.6%

Each aspect is rated individually ("Not important", "Somewhat", "Quite", "Very important")

% of tourists who indicate that the factor is "very important" in their choice.

% TOURISTS WHO CHOOSE FUN POSSIBILITIES



What is the main motivation for their holidays?

	LZ	FUE	GC	TFE	LP
Rest	70.9%	71.3%	70.1%	61.9%	--
Enjoy family time	16.1%	14.2%	17.4%	14.8%	--
Have fun	5.6%	2.6%	7.7%	14.7%	--
Explore the destination	5.6%	8.7%	2.5%	5.3%	--
Practice their hobbies	0.2%	0.5%	0.0%	1.1%	--
Other reasons	1.8%	2.6%	2.3%	2.3%	--

How far in advance do they book their trip?

	LZ	FUE	GC	TFE	LP
The same day	0.2%	0.0%	0.0%	0.6%	--
Between 1 and 30 days	15.4%	22.9%	15.2%	21.4%	--
Between 1 and 2 months	20.3%	31.1%	20.4%	22.4%	--
Between 3 and 6 months	36.3%	32.6%	39.6%	34.4%	--
More than 6 months	27.8%	13.4%	24.8%	21.2%	--

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.

TOURIST PROFILE BY ISLAND OF STAY (2018)

IRELAND



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

	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	67.0%	67.6%	54.9%	62.6%	--
Friends or relatives	29.9%	18.2%	26.7%	30.0%	--
Internet or social media	57.8%	57.5%	47.6%	55.5%	--
Mass Media	0.3%	0.7%	1.9%	0.6%	--
Travel guides and magazines	5.0%	4.7%	5.6%	5.0%	--
Travel Blogs or Forums	5.8%	5.7%	4.7%	4.1%	--
Travel TV Channels	0.3%	1.2%	1.2%	1.3%	--
Tour Operator or Travel Agency	19.8%	9.7%	22.0%	10.2%	--
Public administrations or similar	0.3%	0.0%	0.3%	0.6%	--
Others	1.3%	2.5%	3.7%	2.9%	--

* Multi-choise question

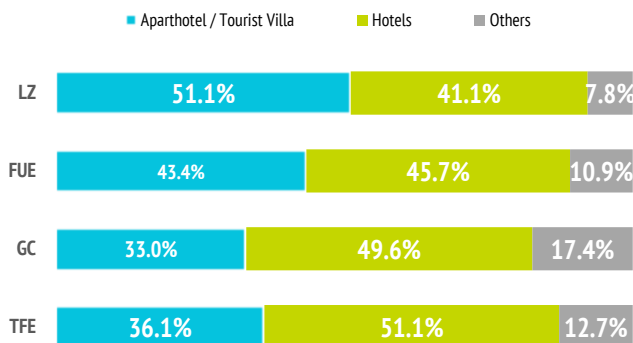
With whom did they book their flight and accommodation? 🗣️

	LZ	FUE	GC	TFE	LP
Flight					
- Directly with the airline	65.9%	62.8%	53.6%	72.3%	--
- Tour Operator or Travel Agency	34.1%	37.2%	46.4%	27.7%	--
Accommodation					
- Directly with the accommodation	54.7%	54.1%	40.7%	57.5%	--
- Tour Operator or Travel Agency	45.3%	45.9%	59.3%	42.5%	--

Where do they stay? 🏠

	LZ	FUE	GC	TFE	LP
1-2-3* Hotel	7.7%	17.1%	14.3%	12.8%	--
4* Hotel	27.1%	24.2%	28.4%	28.6%	--
5* Hotel / 5* Luxury Hotel	6.3%	4.5%	6.9%	9.7%	--
Aparthotel / Tourist Villa	51.1%	43.4%	33.0%	36.1%	--
House/room rented in a private dwelling	3.9%	3.5%	5.4%	4.9%	--
Private accommodation (1)	1.5%	5.5%	5.5%	5.0%	--
Others (Cottage, cruise, camping,...)	2.5%	1.9%	6.5%	2.8%	--

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



What do they book? 🍽️

	LZ	FUE	GC	TFE	LP
Room only	47.4%	53.2%	50.9%	48.4%	--
Bed and Breakfast	16.9%	11.0%	11.7%	19.2%	--
Half board	17.9%	14.4%	16.8%	14.4%	--
Full board	2.3%	0.6%	1.7%	2.4%	--
All inclusive	15.5%	20.8%	18.9%	15.6%	--

Other expenses 📍

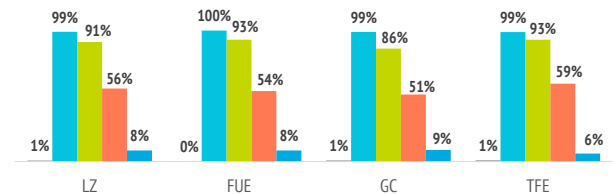
	LZ	FUE	GC	TFE	LP
Restaurants or cafes	79.3%	71.2%	71.3%	64.5%	--
Supermarkets	68.9%	65.8%	63.4%	69.0%	--
Car rental	15.5%	22.6%	10.1%	11.2%	--
Organized excursions	19.4%	22.8%	16.6%	21.0%	--
Taxi, transfer, chauffeur service	57.5%	46.9%	56.1%	43.8%	--
Theme Parks	8.3%	7.9%	8.6%	11.5%	--
Sport activities	9.5%	10.3%	5.6%	8.7%	--
Museums	4.3%	2.9%	2.3%	0.7%	--
Flights between islands	7.3%	4.7%	3.2%	6.3%	--

Activities in the Canary Islands 🚶

Outdoor time per day	LZ	FUE	GC	TFE	LP
0 hours	0.9%	0.0%	1.0%	1.1%	--
1 - 2 hours	7.8%	7.0%	12.7%	5.8%	--
3 - 6 hours	35.5%	39.2%	35.1%	33.6%	--
7 - 12 hours	47.3%	45.3%	42.3%	53.4%	--
More than 12 hours	8.5%	8.5%	8.9%	6.1%	--

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	LZ	FUE	GC	TFE	LP
Walk, wander	84.2%	79.4%	71.6%	74.7%	--
Swimming pool, hotel facilities	76.2%	63.4%	73.2%	75.3%	--
Beach	66.8%	64.3%	69.1%	63.6%	--
Explore the island on their own	32.1%	37.7%	28.5%	28.9%	--
Nightlife / concerts / shows	28.8%	19.5%	37.7%	28.4%	--
Taste Canarian gastronomy	24.7%	25.6%	18.7%	17.9%	--
Theme parks	12.5%	19.1%	15.6%	25.5%	--
Organized excursions	15.6%	17.0%	11.1%	19.0%	--
Sport activities	13.6%	15.4%	10.0%	11.9%	--
Wineries / markets / popular festivals	11.8%	14.3%	9.9%	7.5%	--
Sea excursions / whale watching	6.0%	6.2%	14.7%	13.7%	--
Beauty and health treatments	6.8%	11.9%	12.0%	10.9%	--
Activities at sea	8.0%	9.4%	7.7%	8.3%	--
Museums / exhibitions	6.1%	3.4%	5.3%	4.0%	--
Nature activities	3.0%	4.5%	5.5%	6.3%	--
Astronomical observation	1.2%	1.0%	1.5%	0.9%	--

* Multi-choise question

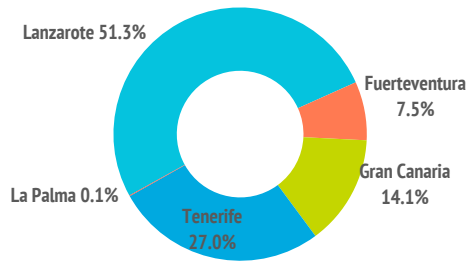
CANARY ISLANDS



TOURIST PROFILE BY ISLAND OF STAY (2018)

IRELAND

Which island do they choose?



How many islands do they visit during their trip?

	LZ	FUE	GC	TFE	LP
One island	91.4%	93.6%	93.8%	91.7%	--
Two islands	8.4%	6.0%	5.7%	8.3%	--
Three or more islands	0.2%	0.5%	0.6%	0.0%	--

% TOURISTS VISITING MORE THAN ONE ISLAND



Internet usage during their trip

	LZ	FUE	GC	TFE	LP
Research					
- Tourist package	15.2%	11.7%	16.9%	17.1%	--
- Flights	13.1%	15.7%	9.6%	17.1%	--
- Accommodation	16.1%	19.8%	15.8%	17.0%	--
- Transport	16.8%	24.0%	18.0%	19.4%	--
- Restaurants	33.6%	27.8%	31.7%	32.9%	--
- Excursions	24.4%	26.5%	30.7%	30.2%	--
- Activities	32.1%	32.0%	34.6%	42.2%	--
Book or purchase					
- Tourist package	29.9%	35.0%	35.9%	33.1%	--
- Flights	71.5%	68.3%	77.9%	73.3%	--
- Accommodation	67.4%	63.3%	69.2%	70.0%	--
- Transport	42.2%	53.0%	56.3%	49.8%	--
- Restaurants	11.8%	18.4%	11.3%	15.7%	--
- Excursions	10.5%	14.8%	8.9%	13.0%	--
- Activities	9.8%	13.5%	9.5%	13.3%	--
<i>* Multi-choise question</i>					
Internet usage in the Canary Islands					
Did not use the Internet	10.9%	8.6%	12.8%	7.0%	--
Used the Internet	89.1%	91.4%	87.2%	93.0%	--
- Own Internet connection	33.7%	33.4%	30.9%	34.3%	--
- Free Wifi connection	44.0%	47.4%	42.6%	38.9%	--
Applications*					
- Search for locations or maps	54.2%	56.4%	53.5%	59.3%	--
- Search for destination info	49.9%	42.1%	40.2%	50.3%	--
- Share pictures or trip videos	49.3%	54.0%	48.7%	49.5%	--
- Download tourist apps	5.9%	5.2%	6.1%	5.2%	--
- Others	24.9%	21.2%	22.9%	21.4%	--
<i>* Multi-choise question</i>					

Which is the most visited place 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)	LZ	FUE	GC	TFE	LP
Average rating	8.75	8.67	8.71	8.47	--
Experience in the Canary Islands					
Worse or much worse than expected	1.8%	1.3%	4.1%	4.1%	--
Lived up to expectations	55.5%	66.3%	50.0%	49.4%	--
Better or much better than expected	42.7%	32.4%	45.9%	46.5%	--
Future intentions (scale 1-10)					
Return to the Canary Islands	8.95	9.15	8.76	8.60	--
Recommend visiting the Canary Islands	9.13	9.12	8.86	8.82	--

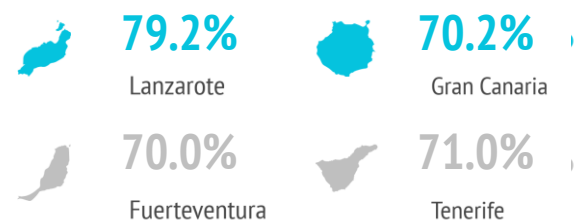
BETTER OR MUCH BETTER EXPERIENCE THAN EXPECTED



How many are loyal to the Canary Islands?

	LZ	FUE	GC	TFE	LP
Repeat tourists of the island	79.2%	70.0%	70.2%	71.0%	--
At least 10 previous visits	15.9%	12.2%	14.1%	5.3%	--
Repeat tourists	84.3%	93.3%	79.9%	79.0%	--
At least 10 previous visits	26.5%	21.1%	26.7%	17.0%	--

REPEAT TOURIST OF EACH ISLAND



TOURIST PROFILE BY ISLAND OF STAY (2018)

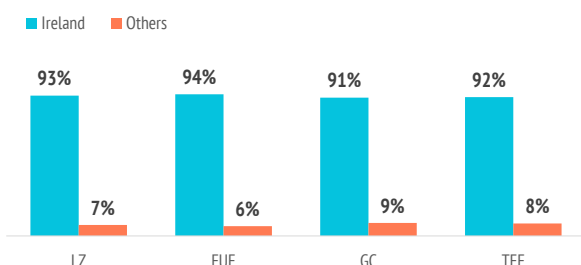
IRELAND

Where does the flight come from?



	LZ	FUE	GC	TFE	LP
Ireland	92.7%	93.6%	91.4%	91.8%	--
United Kingdom	6.4%	5.1%	1.4%	6.7%	--
Spanish Mainland	0.6%	0.9%	3.8%	1.0%	--
Norway	0.2%	0.0%	2.5%	0.3%	--
Germany	0.0%	0.5%	0.0%	0.0%	--
Others	0.0%	0.0%	1.0%	0.2%	--

SHARE OF TOURIST BY ORIGIN OF THE FLIGHT



Who do they come with?

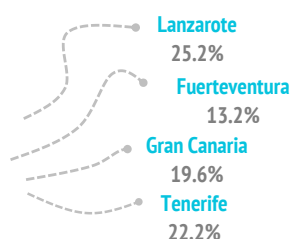
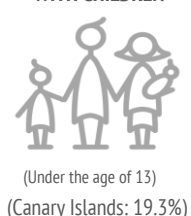


	LZ	FUE	GC	TFE	LP
Unaccompanied	4.1%	7.0%	11.6%	5.9%	--
Only with partner	46.1%	53.8%	48.5%	42.8%	--
Only with children (< 13 years old)	5.7%	6.7%	5.6%	7.7%	--
Partner + children (< 13 years old)	8.7%	1.9%	5.6%	5.8%	--
Other relatives	17.4%	14.0%	15.4%	16.1%	--
Friends	4.0%	4.9%	4.9%	7.8%	--
Work colleagues	0.0%	0.0%	0.5%	0.2%	--
Organized trip	0.4%	0.0%	0.5%	0.3%	--
Other combinations ⁽¹⁾	13.7%	11.8%	7.3%	13.2%	--

(1) Different situations have been isolated

Tourists with children	25.2%	13.2%	19.6%	22.2%	--
- Between 0 and 2 years old	2.5%	0.0%	1.7%	1.8%	--
- Between 3 and 12 years old	21.5%	12.1%	15.9%	17.9%	--
- Between 0-2 and 3-12 years	1.3%	1.1%	2.0%	2.5%	--
Tourists without children	74.8%	86.8%	80.4%	77.8%	--
Group composition:					
- 1 person	7.4%	12.0%	16.3%	10.5%	--
- 2 people	49.4%	57.7%	51.0%	50.3%	--
- 3 people	11.6%	10.7%	12.4%	11.2%	--
- 4 or 5 people	26.4%	16.7%	17.4%	23.4%	--
- 6 or more people	5.2%	2.9%	2.8%	4.6%	--
Average group size:	2.90	2.51	2.52	2.78	--

TOURIST TRAVELLING WITH CHILDREN



Who are they?



	LZ	FUE	GC	TFE	LP
Gender					
Men	51.9%	46.1%	46.3%	41.7%	--
Women	48.1%	53.9%	53.7%	58.3%	--
Age					
Average age (tourist > 15 years old)	48.8	52.3	48.0	42.9	--
Standard deviation	14.2	13.6	15.3	15.3	--
Age range (> 15 years old)					
16 - 24 years old	4.5%	2.2%	7.3%	12.3%	--
25 - 30 years old	6.6%	4.6%	8.1%	11.8%	--
31 - 45 years old	30.0%	22.7%	29.0%	35.4%	--
46 - 60 years old	34.6%	39.9%	31.3%	25.6%	--
Over 60 years old	24.3%	30.5%	24.3%	14.9%	--
Occupation					
Salaried worker	61.6%	54.0%	57.9%	60.7%	--
Self-employed	10.5%	9.3%	9.2%	12.7%	--
Unemployed	0.4%	0.0%	2.9%	1.2%	--
Business owner	3.7%	11.7%	7.3%	6.4%	--
Student	1.9%	1.4%	2.9%	4.1%	--
Retired	19.0%	23.6%	15.8%	12.1%	--
Unpaid domestic work	2.1%	0.0%	2.5%	2.3%	--
Others	0.8%	0.0%	1.6%	0.3%	--
Annual household income level					
Less than €25,000	11.1%	6.5%	13.5%	12.0%	--
€25,000 - €49,999	30.7%	35.2%	33.0%	38.0%	--
€50,000 - €74,999	28.5%	35.5%	28.9%	22.6%	--
More than €74,999	29.7%	22.8%	24.5%	27.4%	--
Education level					
No studies	3.8%	2.3%	4.5%	4.0%	--
Primary education	1.7%	0.3%	2.0%	1.4%	--
Secondary education	20.9%	23.5%	20.0%	16.8%	--
Higher education	73.6%	73.8%	73.5%	77.9%	--



% OF TOURISTS WITH INCOMES OVER €74,999



% OF TOURISTS TRAVELLING ONLY WITH PARTNER



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.