

TOURIST PROFILE BY QUARTER OF TRIP (2022)

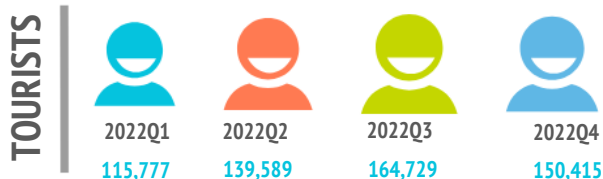
IRELAND

How many are they and how much do they spend?



	2022Q1	2022Q2	2022Q3	2022Q4	2022
TOURISTS					
Tourist arrivals (FRONTUR) (*)	116	140	165	150	571
Tourist arrivals > 15 years old (EGT) (*)	104	120	133	128	485
- book holiday package (*)	23	35	43	37	138
- do not book holiday package (*)	81	85	90	91	347
- % tourists who book holiday package	22.0%	29.0%	32.5%	28.8%	28.4%

(*) Thousands of tourists



% TOURISTS WHO BOOK HOLIDAY PACKAGE



	2022Q1	2022Q2	2022Q3	2022Q4	2022
Expenditure per tourist (€)	1,390	1,245	1,532	1,517	1,426
- book holiday package	1,738	1,227	1,510	1,556	1,489
- holiday package	1,391	917	1,069	1,082	1,088
- others	347	310	441	473	401
- do not book holiday package	1,292	1,252	1,542	1,501	1,402
- flight	360	339	467	404	394
- accommodation	493	470	476	603	512
- others	438	443	600	495	496
Average length of stay	8.46	8.73	9.98	8.50	8.95
- book holiday package	7.86	7.91	8.41	7.90	8.05
- do not book holiday package	8.62	9.06	10.75	8.74	9.31
Average daily expenditure (€)	179.1	158.3	172.9	198.2	177.3
- book holiday package	210.9	158.4	192.2	203.6	189.9
- do not book holiday package	170.1	158.3	163.6	196.0	172.3
Total turnover (> 15 years old) (€m)	145	149	203	194	691
- book holiday package	40	43	65	57	205
- do not book holiday package	105	107	138	137	486

Where did they spend their main holiday last year?*

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Didn't have holidays	45.0%	48.6%	50.5%	26.4%	42.1%
Canary Islands	26.3%	27.7%	31.1%	32.7%	29.7%
Other destination	28.7%	23.8%	18.4%	40.9%	28.1%

What other destinations do they consider for this trip?*

	2022Q1	2022Q2	2022Q3	2022Q4	2022
None (I was clear about "this Canary Island")	38.7%	27.9%	25.1%	35.3%	30.9%
Canary Islands (other island)	25.4%	18.1%	18.4%	24.1%	21.0%
Other destination	35.9%	54.1%	56.4%	40.6%	48.1%

*Percentage of valid answers

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.

Importance of each factor in the destination choice



	2022Q1	2022Q2	2022Q3	2022Q4	2022
Climate	81.0%	80.1%	74.3%	84.4%	79.8%
Safety	68.7%	67.8%	75.4%	68.8%	70.4%
Accommodation supply	52.0%	61.1%	59.1%	58.6%	57.9%
Price	52.2%	50.2%	60.7%	56.8%	55.2%
Tranquility	57.7%	54.8%	51.6%	56.2%	54.9%
Effortless trip	49.6%	49.8%	53.0%	53.3%	51.6%
European belonging	54.0%	44.8%	43.3%	47.7%	47.1%
Sea	44.9%	42.6%	39.0%	47.6%	43.4%
Beaches	36.1%	39.2%	39.3%	44.4%	39.9%
Gastronomy	43.7%	37.0%	28.6%	35.7%	35.8%
Environment	29.7%	31.9%	35.6%	38.4%	34.2%
Fun possibilities	26.7%	23.9%	35.8%	25.1%	28.1%
Authenticity	27.1%	22.9%	22.6%	24.2%	24.1%
Landscapes	18.9%	17.7%	19.9%	21.6%	19.6%
Shopping	13.8%	14.4%	22.6%	15.5%	16.8%
Nightlife	12.9%	10.5%	18.9%	11.3%	13.5%
Exoticism	13.9%	8.5%	12.4%	7.9%	10.6%
Culture	7.8%	8.2%	10.6%	11.3%	9.6%
Historical heritage	4.9%	7.3%	4.7%	8.2%	6.3%
Hiking trail network	6.9%	2.4%	3.7%	6.7%	4.8%

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?



	2022Q1	2022Q2	2022Q3	2022Q4	2022
Rest	72.8%	72.1%	63.8%	72.5%	70.1%
Enjoy family time	13.3%	14.4%	15.7%	11.2%	13.7%
Have fun	4.8%	6.1%	12.6%	7.0%	7.9%
Explore the destination	6.6%	4.3%	4.9%	6.0%	5.4%
Practice their hobbies	0.6%	2.2%	0.3%	0.9%	1.0%
Other reasons	1.8%	0.9%	2.6%	2.3%	2.0%

How far in advance do they book their trip?



	2022Q1	2022Q2	2022Q3	2022Q4	2022
The same day	0.8%	0.4%	0.4%	0.0%	0.4%
Between 1 and 30 days	22.7%	12.2%	9.9%	11.9%	13.7%
Between 1 and 2 months	30.1%	26.4%	17.1%	21.6%	23.3%
Between 3 and 6 months	31.2%	36.2%	34.3%	37.4%	34.9%
More than 6 months	15.1%	24.9%	38.3%	29.2%	27.6%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE



Picture: Freepik.com

TOURIST PROFILE BY QUARTER OF TRIP (2022)

IRELAND

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

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Previous visits to the Canary Islands	67.8%	64.9%	66.7%	66.9%	66.5%
Friends or relatives	33.0%	26.5%	33.7%	28.2%	30.3%
Internet or social media	55.5%	57.5%	53.3%	48.3%	53.5%
Mass Media	2.6%	2.1%	3.0%	5.0%	3.2%
Travel guides and magazines	5.0%	3.6%	2.5%	6.7%	4.4%
Travel Blogs or Forums	5.4%	5.6%	5.4%	4.6%	5.2%
Travel TV Channels	0.7%	1.3%	1.8%	1.4%	1.3%
Tour Operator or Travel Agency	8.9%	15.3%	13.6%	13.3%	12.9%
Public administrations or similar	3.1%	1.6%	1.2%	1.4%	1.8%
Others	2.2%	2.3%	2.5%	3.5%	2.7%

* Multi-choise question

With whom did they book their flight and accommodation?

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Flight					
- Directly with the airline	78.6%	71.8%	66.5%	73.4%	72.2%
- Tour Operator or Travel Agency	21.4%	28.2%	33.5%	26.6%	27.8%
Accommodation					
- Directly with the accommodation	60.1%	55.0%	51.3%	59.1%	56.2%
- Tour Operator or Travel Agency	39.9%	45.0%	48.7%	40.9%	43.8%

Where do they stay?

	2022Q1	2022Q2	2022Q3	2022Q4	2022
1-2-3* Hotel	9.4%	14.1%	8.9%	11.7%	11.0%
4* Hotel	34.0%	34.6%	32.8%	33.4%	33.7%
5* Hotel / 5* Luxury Hotel	14.0%	12.5%	7.2%	11.0%	11.0%
Aparthotel / Tourist Villa	24.7%	28.0%	35.1%	27.3%	29.1%
House/room rented in a private dwelli	7.4%	3.0%	3.2%	6.3%	4.9%
Private accommodation ⁽¹⁾	6.5%	4.7%	9.4%	3.4%	6.0%
Others (Cottage, cruise, camping,...)	4.1%	3.1%	3.4%	6.9%	4.4%

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

What do they book?

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Room only	33.4%	34.2%	49.0%	40.3%	39.5%
Bed and Breakfast	33.4%	24.6%	16.3%	24.8%	24.3%
Half board	17.3%	17.6%	13.4%	13.0%	15.2%
Full board	1.0%	3.5%	2.4%	2.5%	2.4%
All inclusive	15.0%	20.0%	18.9%	19.4%	18.5%

”

39.5% of turists book room only.



33.4%
2022Q1



49.0%
2022Q3



34.2%
2022Q2



40.3%
2022Q4

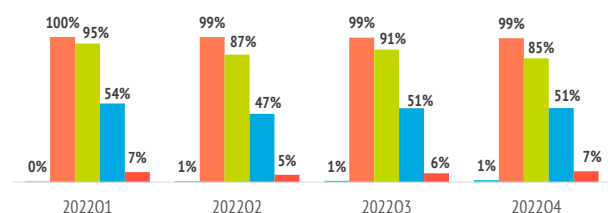
Other expenses

	2022Q1	2022Q2	2022Q3	2022Q4	TOTAL
Restaurants or cafes	81.0%	75.8%	74.8%	77.6%	77.1%
Supermarkets	59.7%	63.6%	77.3%	57.7%	65.0%
Car rental	19.3%	22.6%	14.9%	17.1%	18.3%
Organized excursions	16.9%	18.7%	26.1%	18.6%	20.3%
Taxi, transfer, chauffeur service	50.4%	58.2%	59.2%	60.6%	57.4%
Theme Parks	4.2%	10.9%	20.5%	10.5%	12.0%
Sport activities	7.3%	10.8%	13.1%	12.0%	11.0%
Museums	1.2%	5.0%	3.5%	4.4%	3.6%
Flights between islands	2.6%	5.6%	7.9%	4.4%	5.3%

Activities in the Canary Islands

Outdoor time per day	2022Q1	2022Q2	2022Q3	2022Q4	2022
0 hours	0.4%	0.5%	0.9%	1.3%	0.8%
1 - 2 hours	4.6%	12.0%	8.3%	13.8%	9.9%
3 - 6 hours	41.1%	40.6%	40.2%	34.1%	38.9%
7 - 12 hours	47.0%	41.8%	44.6%	43.4%	44.1%
More than 12 hours	6.9%	5.1%	6.1%	7.4%	6.4%

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



Activities in the Canary Islands	2022Q1	2022Q2	2022Q3	2022Q4	2022
Walk, wander	84.0%	82.3%	79.3%	80.5%	81.4%
Swimming pool, hotel facilities	70.8%	73.1%	77.8%	69.6%	73.0%
Beach	69.2%	70.9%	72.3%	71.9%	71.2%
Explore the island on their own	33.5%	29.2%	32.0%	32.8%	31.8%
Nightlife / concerts / shows	16.7%	21.2%	37.8%	19.3%	24.3%
Taste Canarian gastronomy	31.3%	21.2%	22.1%	21.5%	23.7%
Organized excursions	11.4%	16.6%	24.8%	15.0%	17.3%
Theme parks	10.9%	15.7%	25.2%	12.7%	16.5%
Swim	19.9%	11.0%	13.5%	11.8%	13.8%
Sea excursions / whale watching	7.4%	9.5%	14.3%	11.5%	10.9%
Beauty and health treatments	10.4%	7.4%	9.9%	11.4%	9.8%
Wineries / markets / popular festiv	9.0%	7.4%	10.3%	7.5%	8.6%
Hiking	9.3%	7.0%	4.6%	7.2%	6.9%
Cycling / Mountain bike	8.1%	4.3%	5.6%	8.0%	6.5%
Running	6.4%	2.9%	5.7%	7.3%	5.6%
Museums / exhibitions	3.3%	5.6%	4.2%	7.2%	5.1%
Practice other sports	3.3%	3.9%	4.8%	5.1%	4.3%
Golf	3.7%	3.2%	3.5%	5.0%	3.9%
Other Nature Activities	2.4%	3.6%	2.4%	3.3%	2.9%
Surf	3.7%	1.4%	2.4%	2.0%	2.3%
Scuba Diving	2.1%	0.2%	3.9%	2.8%	2.3%
Astronomical observation	1.0%	1.7%	1.4%	2.5%	1.7%
Windsurf / Kitesurf	1.3%	1.8%	1.6%	0.8%	1.4%

* Multi-choise question

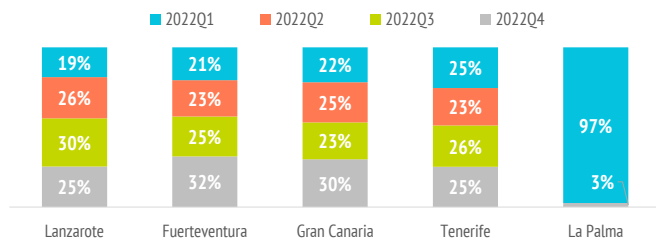
TOURIST PROFILE BY QUARTER OF TRIP (2022)

IRELAND

Which island do they choose?

Tourists (> 15 years old)	2022Q1	2022Q2	2022Q3	2022Q4	2022
Lanzarote	42,022	58,378	67,971	57,278	225,649
Fuerteventura	6,762	7,496	8,241	10,441	32,940
Gran Canaria	15,270	17,543	16,130	20,846	69,789
Tenerife	39,615	36,430	40,268	39,219	155,532
La Palma	504	0	0	13	517

% TOURISTS BY ISLAND AND QUARTER OF TRIP



How many islands do they visit during their trip?

	2022Q1	2022Q2	2022Q3	2022Q4	2022
One island	97.1%	94.6%	92.0%	94.8%	94.5%
Two islands	2.6%	4.5%	7.8%	5.2%	5.2%
Three or more islands	0.3%	0.8%	0.2%	0.0%	0.3%

Sustainable destination

When booking a trip, do they tend to choose the most sustainable options?

■ No ■ Yes, even if it means some inconvenience (price, time, hassle, etc) ■ Yes, but only if it is not inconvenient

	No	Yes, even if it means some inconvenience (price, time, hassle, etc)	Yes, but only if it is not inconvenient
2022Q1	30.4%	21.0%	48.6%
2022Q2	32.9%	22.0%	45.1%
2022Q3	28.1%	32.0%	39.9%
2022Q4	27.9%	27.2%	45.0%

Would they be willing to spend more on travel to reduce their carbon footprint?

■ No ■ Yes, up to 5% more ■ Yes, up to 10% more ■ Yes, up to 20% more ■ Yes, over 20% more

	No	Yes, up to 5% more	Yes, up to 10% more	Yes, up to 20% more	Yes, over 20% more
2022Q1	26.9%	27.4%	26.6%	12.1%	7.1%
2022Q2	34.6%	30.1%	23.3%	7.2%	4.7%
2022Q3	40.6%	25.9%	21.2%	8.3%	4.1%
2022Q4	35.4%	30.2%	22.7%	5.2%	6.6%

Perception during their stay*	2022Q1	2022Q2	2022Q3	2022Q4	2022
Quality of life on the island	8.1	8.1	8.1	8.2	8.1
Tolerance towards tourism	8.4	8.7	8.5	8.6	8.6
Cleanliness of the island	8.6	8.7	8.5	8.7	8.6
Air quality	8.5	8.8	8.4	8.7	8.6
Rational water consumption	7.6	7.7	7.7	7.9	7.7
Energy saving	7.0	7.0	7.0	7.2	7.1
Use of renewable energy	7.0	7.0	7.2	7.2	7.1
Recycling	7.3	7.3	7.5	7.5	7.4
Easy to get around by public transport	7.5	7.8	8.2	7.9	7.9
Overcrowding in tourist areas	7.0	6.5	6.8	7.0	6.8
Supply of local products	6.8	7.0	7.2	7.3	7.1

* Scale 0 - 10 (0 = Not important and 10 = Very important)

Share by islands	2022Q1	2022Q2	2022Q3	2022Q4	2022
Lanzarote	40.3%	48.7%	51.3%	44.8%	46.6%
Fuerteventura	6.5%	6.3%	6.2%	8.2%	6.8%
Gran Canaria	14.7%	14.6%	12.2%	16.3%	14.4%
Tenerife	38.0%	30.4%	30.4%	30.7%	32.1%
La Palma	0.5%	0.0%	0.0%	0.0%	0.1%

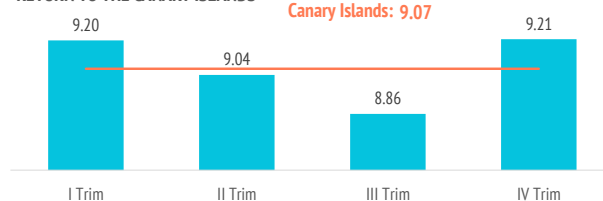
How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2022Q1	2022Q2	2022Q3	2022Q4	2022
Average rating	8.92	8.90	8.78	9.06	8.91

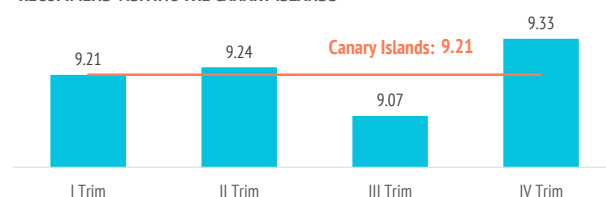
Experience in the Canary Islands	2022Q1	2022Q2	2022Q3	2022Q4	2022
Worse or much worse than expected	1.0%	0.7%	3.6%	1.5%	1.8%
Lived up to expectations	51.0%	60.4%	54.2%	51.6%	54.4%
Better or much better than expected	48.0%	38.9%	42.2%	46.9%	43.9%

Future intentions (scale 1-10)	2022Q1	2022Q2	2022Q3	2022Q4	2022
Return to the Canary Islands	9.20	9.04	8.86	9.21	9.07
Recommend visiting the Canary Islands	9.21	9.24	9.07	9.33	9.21

RETURN TO THE CANARY ISLANDS



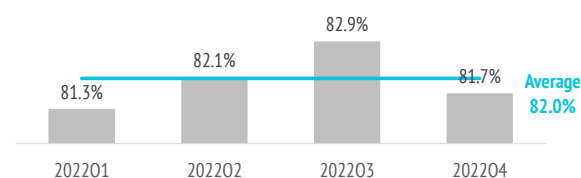
RECOMMEND VISITING THE CANARY ISLANDS



How many are loyal to the Canary Islands?

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Repeat tourists	81.3%	82.1%	82.9%	81.7%	82.0%
At least 10 previous visits	27.4%	33.1%	25.7%	35.8%	30.5%
Repeat tourists (last 5 years)	73.7%	76.1%	74.0%	77.3%	75.3%
Repeat tourists (last 5 years)(5 or more visits)	20.3%	21.1%	15.5%	20.6%	19.3%

REPEAT TOURISTS



TOURIST PROFILE BY QUARTER OF TRIP (2022)

IRELAND

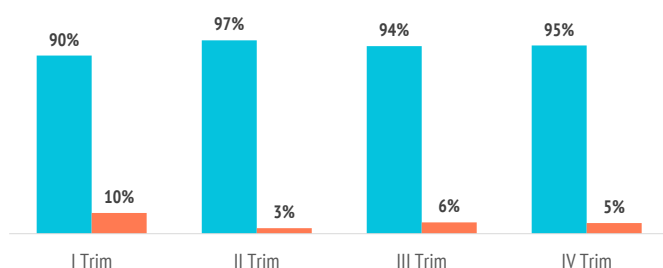
Where does the flight come from?



	2022Q1	2022Q2	2022Q3	2022Q4	2022
Ireland	89.6%	97.2%	94.3%	94.7%	94.1%
United Kingdom	8.2%	0.8%	4.8%	2.8%	4.0%
Spanish Mainladn	1.9%	1.0%	0.6%	1.9%	1.3%
Poland	0.0%	0.3%	0.0%	0.5%	0.2%
Others	0.4%	0.6%	0.3%	0.2%	0.4%

% TOURISTS BY QUARTER OF TRIP

■ Ireland ■ Others



Who do they come with?



	2022Q1	2022Q2	2022Q3	2022Q4	2022
Unaccompanied	8.1%	8.2%	7.5%	8.8%	8.1%
Only with partner	45.7%	49.5%	39.3%	47.7%	45.4%
Only with children (< 13 years old)	4.7%	5.0%	6.5%	3.5%	4.9%
Partner + children (< 13 years old)	8.1%	7.2%	7.9%	5.6%	7.2%
Other relatives	15.2%	14.9%	18.0%	16.6%	16.3%
Friends	7.5%	6.6%	6.5%	4.2%	6.1%
Work colleagues	0.0%	0.0%	0.0%	0.2%	0.0%
Organized trip	0.0%	0.2%	0.0%	0.0%	0.1%
Other combinations ⁽¹⁾	10.8%	8.3%	14.2%	13.4%	11.8%

(1) Different situations have been isolated

Tourists with children	19.0%	20.9%	24.2%	16.1%	20.1%
- Between 0 and 2 years old	0.4%	1.4%	1.4%	0.7%	1.0%
- Between 3 and 12 years old	18.6%	18.7%	21.7%	13.5%	18.1%
- Between 0 -2 and 3-12 years	0.0%	0.7%	1.2%	1.8%	1.0%
Tourists without children	81.0%	79.1%	75.8%	83.9%	79.9%
Group composition:					
- 1 person	11.1%	10.0%	11.9%	10.6%	10.9%
- 2 people	50.7%	56.4%	42.5%	52.0%	50.2%
- 3 people	9.7%	11.5%	13.3%	11.2%	11.5%
- 4 or 5 people	22.6%	17.0%	26.1%	20.4%	21.6%
- 6 or more people	5.8%	5.1%	6.2%	5.9%	5.8%
Average group size:	2.75	2.73	2.94	2.77	2.80

*People who share the main expenses of the trip



20% of tourists travel with children.



(under the age of 13)



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.

Who are they?



	2022Q1	2022Q2	2022Q3	2022Q4	2022
Gender					
Men	50.4%	48.6%	45.1%	48.7%	48.0%
Women	49.6%	51.4%	54.9%	51.3%	52.0%
Age					
Average age (tourist > 15 years old)	48.0	51.0	43.4	49.3	47.8
Standard deviation	14.4	16.3	15.5	14.9	15.6
Age range (> 15 years old)					
16 - 24 years old	4.5%	7.5%	16.1%	6.3%	8.9%
25 - 30 years old	9.3%	7.1%	10.7%	6.6%	8.5%
31 - 45 years old	30.4%	24.0%	25.6%	27.2%	26.6%
46 - 60 years old	32.7%	26.0%	32.5%	34.5%	31.5%
Over 60 years old	23.1%	35.4%	15.1%	25.4%	24.6%
Occupation					
Salaried worker	56.1%	55.9%	70.4%	60.0%	61.0%
Self-employed	11.5%	11.3%	9.6%	9.5%	10.4%
Unemployed	1.4%	0.7%	0.1%	0.0%	0.5%
Business owner	7.8%	3.8%	4.7%	6.5%	5.6%
Student	5.5%	0.8%	2.4%	2.9%	2.8%
Retired	16.3%	26.7%	9.4%	19.4%	17.8%
Unpaid domestic work	1.3%	0.3%	2.2%	1.6%	1.4%
Others	0.0%	0.5%	1.2%	0.1%	0.5%
Annual household income level					
Less than €25,000	6.3%	5.4%	8.8%	8.0%	7.2%
€25,000 - €49,999	20.5%	29.2%	34.0%	24.7%	27.5%
€50,000 - €74,999	25.7%	24.5%	25.8%	28.6%	26.2%
More than €74,999	47.5%	40.8%	31.4%	38.7%	39.1%
Education level					
No studies	3.4%	1.7%	4.9%	1.9%	3.0%
Primary education	0.6%	3.9%	0.0%	2.0%	1.6%
Secondary education	17.1%	25.4%	20.3%	21.0%	21.0%
Higher education	78.9%	69.0%	74.7%	75.1%	74.3%

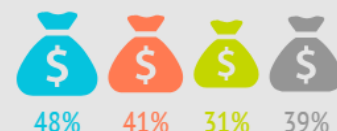


AVERAGE AGE
(> 15 years old)



% TOURISTS WITH INCOMES OVER €74,999

● 2022Q1 ● 2022Q2 ● 2022Q3 ● 2022Q4



% SALARIED WORKER TOURISTS

