

Tourist profile. Historical data (2019 - 2023)

IRELAND

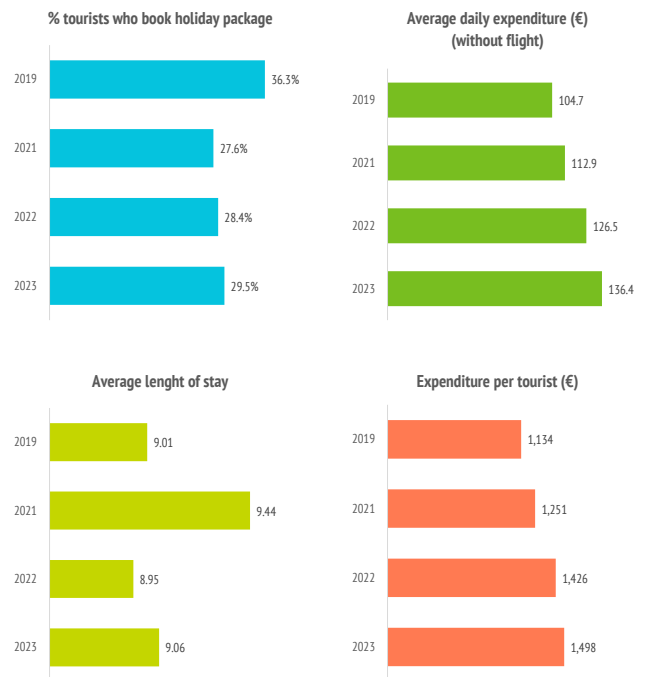


How many are they and how much do they spend?



	2019	2020	2021	2022	2023
TOURISTS					
Tourist arrivals (FRONTUR) (*)	585	118	179	571	726
Tourist arrivals ≥ 16 years old (EGT) (*)	487	101	154	485	603
- book holiday package (*)	177	--	43	138	178
- do not book holiday package (*)	310	--	112	347	426
- % tourists who book holiday package	36.3%	--	27.6%	28.4%	29.5%
Children < 16 years old (FRONTUR - EGT) (*)	98	--	25	86	122
Expenditure per tourist (€)					
Expenditure per tourist (€)	1,134	--	1,251	1,426	1,498
- book holiday package	1,130	--	1,359	1,489	1,518
- holiday package	773	--	982	1,088	1,086
- others	357	--	377	401	432
- do not book holiday package	1,136	--	1,210	1,402	1,490
- flight	286	--	265	394	386
- accommodation	410	--	432	512	576
- others	440	--	513	496	527
Average length of stay	9.01	--	9.44	8.95	9.06
Average daily expenditure (€)	140.8	--	148.1	177.3	186.5
Average daily expenditure (without flight)	104.7	--	112.9	126.5	136.4
Average cost of the flight (€)	285.1	--	287.1	402.7	386.4
Total turnover (≥ 16 years old) (€m)	552	--	193	691	904

(*) Thousands of tourists



% Tourists whose spending has been greater than €0 in each item

	2019	2020	2021	2022	2023
Accommodation:					
- Accommodation	89.5%	--	83.8%	89.8%	88.5%
- Additional accommodation expenses	11.8%	--	14.0%	10.5%	11.1%
Transport:					
- National/International Transport	97.2%	--	96.7%	98.0%	97.1%
- Flights between islands	6.2%	--	2.9%	5.3%	7.2%
- Taxi	52.7%	--	52.9%	57.4%	59.3%
- Car rental	13.9%	--	20.4%	18.3%	18.2%
- Public transport	10.0%	--	7.9%	8.3%	10.9%
Food and drink:					
- Food purchases at supermarkets	61.9%	--	60.7%	65.0%	69.1%
- Restaurants	73.2%	--	75.7%	77.1%	77.6%
Leisure:					
- Organized excursions	18.9%	--	18.1%	20.3%	19.8%
- Sport activities	7.8%	--	12.5%	11.0%	11.2%
- Cultural activities	2.9%	--	1.9%	3.9%	2.5%
- Museums	3.9%	--	1.6%	3.6%	3.6%
- Theme Parks	10.2%	--	10.7%	12.0%	12.7%
- Discos and pubs	22.8%	--	22.9%	21.5%	21.5%
- Wellness	7.6%	--	6.9%	7.6%	8.6%
Purchases of goods:					
- Souvenirs	55.2%	--	43.9%	46.8%	48.5%
- Real state	0.3%	--	0.0%	0.4%	0.3%
- Other expenses	1.1%	--	1.0%	1.0%	1.1%
Other:					
- Medical or pharmaceutical expenses	14.2%	--	19.8%	16.2%	13.3%
- Other expenses	6.0%	--	8.1%	5.7%	5.2%

Average expenditure of tourists whose spending has been greater than €0 in each item

Expenditure per tourist and trip (€)	2019	2020	2021	2022	2023
Accommodation:					
Accommodation:	646	--	734	770	864
- Accommodation	475	--	565	599	673
- Additional accommodation expenses	171	--	169	171	191
Transport:					
Transport:	537	--	575	711	770
- National/International Transport	293	--	297	411	398
- Flights between islands	71	--	60	80	150
- Taxi	51	--	59	64	65
- Car rental	84	--	135	135	125
- Public transport	38	--	25	21	32
Food and drink:					
Food and drink:	312	--	366	357	365
- Food purchases at supermarkets	106	--	117	112	118
- Restaurants	206	--	249	246	247
Leisure:					
Leisure:	506	--	551	569	610
- Organized excursions	87	--	96	94	113
- Sport activities	82	--	122	88	105
- Cultural activities	40	--	57	70	42
- Museums	42	--	43	45	71
- Theme Parks	78	--	53	75	91
- Discos and pubs	104	--	124	123	123
- Wellness	73	--	55	76	64
Purchases of goods:					
Purchases of goods:	335	--	203	667	387
- Souvenirs	117	--	121	98	104
- Real state	140	--	0	269	114
- Other expenses	78	--	82	301	169
Other:					
Other:	140	--	155	145	148
- Medical or pharmaceutical expenses	35	--	58	52	52
- Other expenses	105	--	97	93	96

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.

What is the main purpose of their trip?

	2019	2020	2021	2022	2023
Holiday, leisure	96.7%	--	88.7%	96.9%	97.0%
Visiting family or friends	2.1%	--	8.0%	2.7%	2.3%
Business and work	0.2%	--	0.8%	0.1%	0.2%
Education and training	0.1%	--	0.1%	0.0%	0.0%
Sports training	0.3%	--	0.3%	0.2%	0.1%
Health or medical care	0.0%	--	0.6%	0.0%	0.0%
Fairs and congresses	0.0%	--	0.0%	0.0%	0.0%
Others	0.5%	--	1.6%	0.1%	0.4%

What is the main motivation for their holidays?

	2019	2020	2021	2022	2023
Rest	69.2%	--	68.0%	70.1%	68.6%
Enjoy family time	14.8%	--	13.7%	14.0%	14.0%
Have fun	10.5%	--	9.5%	7.9%	9.2%
Explore the destination	4.6%	--	6.7%	5.4%	6.4%
Practice their hobbies	0.3%	--	1.4%	1.2%	1.1%
Other reasons	0.7%	--	0.7%	1.5%	0.7%

Where did they spend their main holiday last year? *

	2019	2020	2021	2022	2023
Didn't have holidays	--	--	58.1%	42.1%	12.0%
Canary Islands	--	--	21.7%	29.7%	39.8%
Other destination	--	--	20.3%	28.1%	48.2%
Balearic Islands	--	--	0.8%	1.8%	3.4%
Rest of Spain	--	--	2.6%	8.5%	12.8%
Italy	--	--	1.6%	2.1%	5.3%
France	--	--	1.9%	1.8%	2.8%
Turkey	--	--	0.6%	1.2%	1.0%
Greece	--	--	2.3%	2.2%	3.6%
Portugal	--	--	1.7%	2.9%	6.7%
Croatia	--	--	0.6%	1.1%	1.2%
Egypt	--	--	0.2%	0.0%	0.2%
Tunisia	--	--	0.0%	0.1%	0.0%
Morocco	--	--	0.4%	0.1%	0.0%
Others	--	--	7.6%	6.5%	11.2%

* Percentage of valid answers

What other destinations did they consider for this trip? *

	2019	2020	2021	2022	2023
None (I was clear about "this Canary Island")	--	--	33.8%	30.9%	32.8%
Canary Islands (other island)	--	--	24.0%	21.0%	23.3%
Other destination	--	--	42.2%	48.1%	43.9%
Balearic Islands	--	--	3.2%	4.4%	4.2%
Rest of Spain	--	--	13.0%	13.7%	10.6%
Italy	--	--	4.2%	5.8%	5.9%
France	--	--	1.7%	2.2%	1.7%
Turkey	--	--	1.6%	2.0%	1.8%
Greece	--	--	7.2%	6.3%	5.8%
Portugal	--	--	6.9%	9.5%	10.0%
Croatia	--	--	2.8%	2.4%	2.1%
Egypt	--	--	0.4%	0.7%	0.4%
Others	--	--	1.3%	1.2%	1.3%

* Percentage of valid answers

Importance of each factor in the destination choice

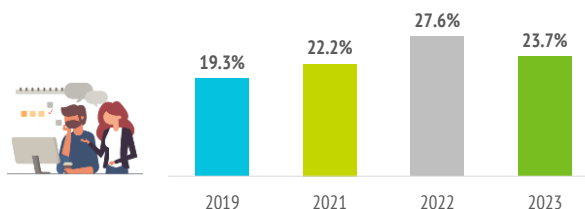
	2019	2020	2021	2022	2023
Climate	81.0%	--	80.4%	79.8%	79.1%
Safety	67.2%	--	68.2%	70.4%	74.3%
Accommodation supply	60.6%	--	56.0%	57.9%	61.0%
Tranquility	54.6%	--	50.1%	54.9%	54.8%
Price	57.8%	--	52.1%	55.2%	53.6%
Effortless trip	44.4%	--	48.2%	51.6%	50.5%
European belonging	45.8%	--	48.9%	47.1%	47.8%
Sea	40.3%	--	47.2%	43.4%	46.4%
Beaches	37.8%	--	43.4%	39.9%	42.6%
Environment	36.1%	--	40.1%	34.2%	39.9%
Gastronomy	26.9%	--	32.7%	35.8%	35.1%
Fun possibilities	29.1%	--	28.6%	28.1%	33.5%
Landscapes	19.9%	--	25.6%	19.6%	28.1%
Authenticity	22.3%	--	28.1%	24.1%	25.4%
Shopping	15.2%	--	18.7%	16.8%	17.3%
Nightlife	13.0%	--	21.0%	13.5%	14.2%
Exoticism	11.1%	--	15.3%	10.6%	12.9%
Culture	9.1%	--	12.0%	9.6%	10.5%
Historical heritage	7.0%	--	8.9%	6.3%	7.5%
Hiking trail network	4.1%	--	5.1%	4.8%	6.5%

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.

How far in advance do they book their trip?

	2019	2020	2021	2022	2023
The same day	0.2%	--	0.6%	0.4%	0.4%
Between 1 and 30 days	19.3%	--	28.0%	13.7%	17.8%
Between 1 and 2 months	22.2%	--	28.7%	23.3%	21.0%
Between 3 and 6 months	38.9%	--	20.6%	34.9%	37.2%
More than 6 months	19.3%	--	22.2%	27.6%	23.7%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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

	2019	2020	2021	2022	2023
Previous visits to the Canary Islands	63.9%	--	64.6%	66.5%	66.6%
Friends or relatives	29.1%	--	39.7%	30.3%	29.2%
Internet or social media	54.3%	--	41.2%	53.5%	52.1%
Mass Media	1.2%	--	2.2%	3.2%	1.5%
Travel guides and magazines	4.7%	--	3.6%	4.4%	4.5%
Travel Blogs or Forums	4.2%	--	3.5%	5.2%	6.1%
Travel TV Channels	0.7%	--	1.0%	1.3%	1.1%
Tour Operator or Travel Agency	15.4%	--	9.1%	12.9%	11.6%
Public administrations or similar	0.1%	--	2.2%	1.8%	0.3%
Others	1.6%	--	2.2%	2.7%	3.6%

* Multi-choice question

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With whom did they book their flight and accommodation?

	2019	2020	2021	2022	2023
Flight					
- Directly with the airline	65.9%	--	78.7%	72.2%	69.2%
- Tour Operator or Travel Agency	34.1%	--	21.3%	27.8%	30.8%
Accommodation					
- Directly with the accommodation	51.1%	--	59.1%	56.2%	53.9%
- Tour Operator or Travel Agency	48.9%	--	40.9%	43.8%	46.1%

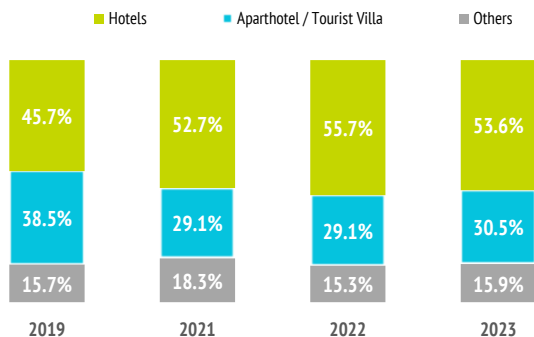
Where does the flight come from?

	2019	2020	2021	2022	2023
Ireland	87.4%	--	93.1%	94.1%	94.0%
United Kingdom	9.9%	--	4.7%	4.0%	3.8%
Spanish Mainland	1.4%	--	0.9%	1.3%	1.0%
Portugal	0.0%	--	0.7%	0.1%	0.2%
Germany	0.7%	--	0.0%	0.0%	0.2%
Poland	0.0%	--	0.0%	0.2%	0.2%
Netherlands	0.2%	--	0.0%	0.0%	0.1%
Italy	0.0%	--	0.0%	0.0%	0.1%
Belgium	0.0%	--	0.0%	0.0%	0.1%
France	0.0%	--	0.0%	0.1%	0.1%
Others	0.3%	--	0.6%	0.1%	0.1%

Where do they stay?

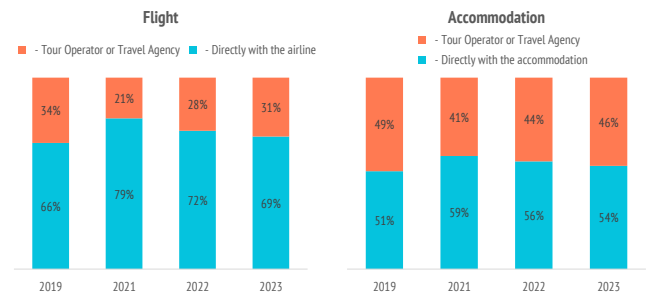
	2019	2020	2021	2022	2023
1-2-3* Hotel	7.7%	--	9.2%	11.0%	9.6%
4* Hotel	30.8%	--	35.3%	33.7%	33.2%
5* Hotel / 5* Luxury Hotel	7.2%	--	8.2%	11.0%	10.8%
Aparthotel / Tourist Villa	38.5%	--	29.1%	29.1%	30.5%
House/room rented in a private dwelling	6.5%	--	5.1%	4.9%	6.1%
Private accommodation (1)	4.6%	--	9.1%	6.0%	6.1%
Others (Cottage, cruise, camping,...)	4.7%	--	4.1%	4.4%	3.8%

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



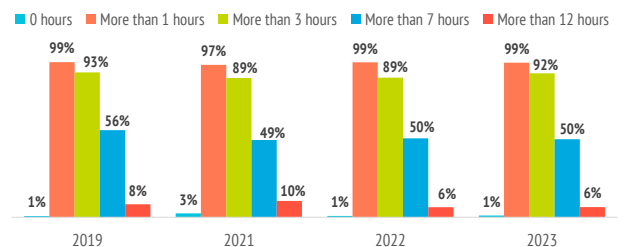
What do they book?

	2019	2020	2021	2022	2023
Room only	43.4%	--	38.9%	39.5%	41.5%
Bed and Breakfast	19.7%	--	21.3%	24.3%	23.7%
Half board	16.6%	--	16.8%	15.2%	14.3%
Full board	3.0%	--	1.6%	2.4%	1.9%
All inclusive	17.3%	--	21.4%	18.5%	18.6%



Activities in the Canary Islands

Outdoor time per day	2019	2020	2021	2022	2023
0 hours	0.8%	--	2.5%	0.8%	1.1%
1 - 2 hours	6.5%	--	8.4%	9.9%	6.9%
3 - 6 hours	37.0%	--	39.6%	38.9%	42.2%
7 - 12 hours	47.4%	--	39.0%	44.1%	43.5%
More than 12 hours	8.3%	--	10.4%	6.4%	6.5%
Outdoor time per day	7.6	--	7.4	7.1	7.2



Activities in the Canary Islands	2019	2020	2021	2022	2023
Walk, wander	77.9%	--	80.0%	81.4%	81.6%
Swimming pool, hotel facilities	72.9%	--	67.4%	73.0%	71.4%
Beach	68.6%	--	67.2%	71.2%	70.9%
Explore the island on their own	33.6%	--	32.7%	31.8%	32.7%
Nightlife / concerts / shows	30.7%	--	24.2%	24.3%	26.1%
Taste Canarian gastronomy	23.1%	--	25.7%	23.7%	20.8%
Theme parks	15.8%	--	14.3%	16.5%	16.4%
Organized excursions	16.0%	--	12.3%	17.3%	15.9%
Swim	--	--	43.2%	13.8%	12.7%
Beauty and health treatments	11.0%	--	11.0%	9.8%	10.5%
Sea excursions / whale watching	10.7%	--	13.9%	10.9%	10.5%
Hiking	--	--	7.9%	6.9%	7.6%
Wineries / markets / popular festivals	10.7%	--	8.8%	8.6%	6.7%
Running	--	--	8.2%	5.6%	5.0%
Museums / exhibitions	8.3%	--	4.5%	5.1%	4.7%
Cycling / Mountain bike	--	--	5.9%	6.5%	4.6%
Golf	--	--	4.5%	3.9%	4.0%
Other Nature Activities	--	--	4.3%	2.9%	3.0%
Practice other sports	--	--	3.7%	4.3%	2.6%
Scuba Diving	--	--	1.8%	2.3%	2.0%
Astronomical observation	1.6%	--	1.2%	1.7%	2.0%
Surf	--	--	2.1%	2.3%	1.8%
Windsurf / Kitesurf	--	--	1.9%	1.4%	0.5%

* Multi-choice question

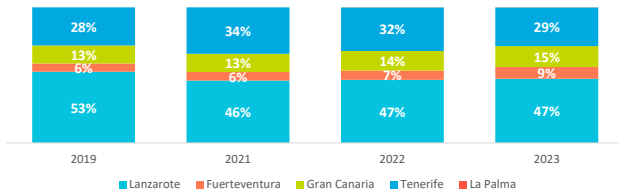
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Which island do they choose?

Tourists (≥ 16 year old)	2019	2020	2021	2022	2023
Lanzarote	255,610	--	70,864	225,649	285,586
Fuerteventura	29,360	--	9,729	32,940	52,397
Gran Canaria	64,945	--	20,775	69,789	92,477
Tenerife	136,819	--	52,745	155,532	172,347
La Palma	0	--	0	517	264



How many are loyal to the Canary Islands?

	2019	2020	2021	2022	2023
Repeat tourists	81.1%	--	78.7%	82.0%	83.1%
At least 10 previous visits	23.0%	--	24.7%	30.5%	27.6%
Repeat tourists (last 5 years)	75.6%	--	71.4%	75.3%	76.0%
Repeat tourists (last 5 years)(5 or more visits)	25.4%	--	19.5%	19.3%	21.9%

Who are they?

	2019	2020	2021	2022	2023
Gender					
Men	46.2%	--	48.4%	48.0%	46.7%
Women	53.8%	--	51.6%	52.0%	53.3%
Age					
Average age	46.8	--	43.7	47.8	48.0
Standard deviation	14.8	--	16.3	15.6	16.2
Age range					
16 - 24 years old	8.7%	--	14.3%	8.9%	10.0%
25 - 30 years old	8.2%	--	13.3%	8.5%	8.4%
31 - 45 years old	29.2%	--	26.8%	26.6%	26.2%
46 - 60 years old	32.9%	--	27.9%	31.5%	28.8%
Over 60 years old	21.1%	--	17.8%	24.6%	26.5%
Occupation					
Salaried worker	56.8%	--	62.5%	61.0%	58.7%
Self-employed	14.0%	--	10.7%	10.4%	10.7%
Unemployed	0.8%	--	0.3%	0.5%	0.7%
Business owner	5.9%	--	6.6%	5.6%	5.8%
Student	3.5%	--	3.1%	2.8%	2.1%
Retired	16.7%	--	15.4%	17.8%	19.0%
Unpaid domestic work	2.0%	--	1.1%	1.4%	2.2%
Others	0.4%	--	0.3%	0.5%	0.8%
Annual household income level					
Less than €25,000	10.4%	--	10.0%	7.2%	9.1%
€25,000 - €49,999	36.8%	--	32.2%	27.5%	31.6%
€50,000 - €74,999	26.0%	--	28.1%	26.2%	22.6%
More than €74,999	26.8%	--	29.7%	39.1%	36.6%
Education level					
No studies	3.1%	--	3.9%	3.0%	3.6%
Primary education	1.1%	--	1.3%	1.6%	0.7%
Secondary education	23.3%	--	14.5%	21.0%	18.4%
Higher education	72.5%	--	80.4%	74.3%	77.3%

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.

Share by islands	2019	2020	2021	2022	2023
Lanzarote	52.5%	--	46.0%	46.6%	47.4%
Fuerteventura	6.0%	--	6.3%	6.8%	8.7%
Gran Canaria	13.3%	--	13.5%	14.4%	15.3%
Tenerife	28.1%	--	34.2%	32.1%	28.6%
La Palma	0.0%	--	0.0%	0.1%	0.0%

How many islands do they visit during their trip?

	2019	2020	2021	2022	2023
One island	91.7%	--	94.9%	94.5%	92.1%
Two islands	7.7%	--	5.0%	5.2%	7.4%
Three or more islands	0.6%	--	0.1%	0.3%	0.6%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019	2020	2021	2022	2023
Average rating	8.83	--	9.11	8.91	8.99

Experience in the Canary Islands	2019	2020	2021	2022	2023
Worse or much worse than expected	1.7%	--	0.9%	1.8%	1.2%
Lived up to expectations	56.2%	--	47.3%	54.4%	55.1%
Better or much better than expected	42.0%	--	51.8%	43.9%	43.7%

Future intentions (scale 1-10)	2019	2020	2021	2022	2023
Return to the Canary Islands	8.99	--	9.24	9.07	9.21
Recommend visiting the Canary Islands	9.14	--	9.36	9.21	9.33

Who do they come with?

	2019	2020	2021	2022	2023
Unaccompanied	6.1%	--	9.7%	8.1%	6.9%
Only with partner	48.4%	--	50.4%	45.4%	51.4%
Only with children (< 13 years old)	5.0%	--	2.0%	4.9%	4.8%
Partner + children (< 13 years old)	5.6%	--	3.2%	7.2%	5.5%
Other relatives	16.4%	--	13.2%	16.3%	14.8%
Friends	6.5%	--	9.9%	6.1%	4.5%
Work colleagues	0.0%	--	0.0%	0.0%	0.1%
Organized trip	0.4%	--	0.4%	0.1%	0.1%
Other combinations (2)	11.6%	--	11.1%	11.8%	11.9%

(2) Combination of some of the groups previously analyzed

Tourists with children	2019	2020	2021	2022	2023
- Between 0 and 2 years old	1.2%	--	0.6%	1.0%	1.1%
- Between 3 and 12 years old	15.6%	--	6.9%	18.1%	15.1%
- Between 0 -2 and 3-12 years old	0.9%	--	0.6%	1.0%	1.4%
Tourists without children	82.3%	--	91.9%	79.9%	82.4%
Group composition:					
- 1 person	10.2%	--	14.5%	10.9%	9.9%
- 2 people	54.7%	--	59.1%	50.2%	57.4%
- 3 people	11.7%	--	11.3%	11.5%	10.5%
- 4 or 5 people	20.0%	--	13.0%	21.6%	17.9%
- 6 or more people	3.3%	--	2.2%	5.8%	4.3%
Average group size:	2.65	--	2.36	2.80	2.62

*People who share the main expenses of the trip