

Tourist profile. Historical data (2019 - 2024)

IRELAND



How many are they and how much do they spend?

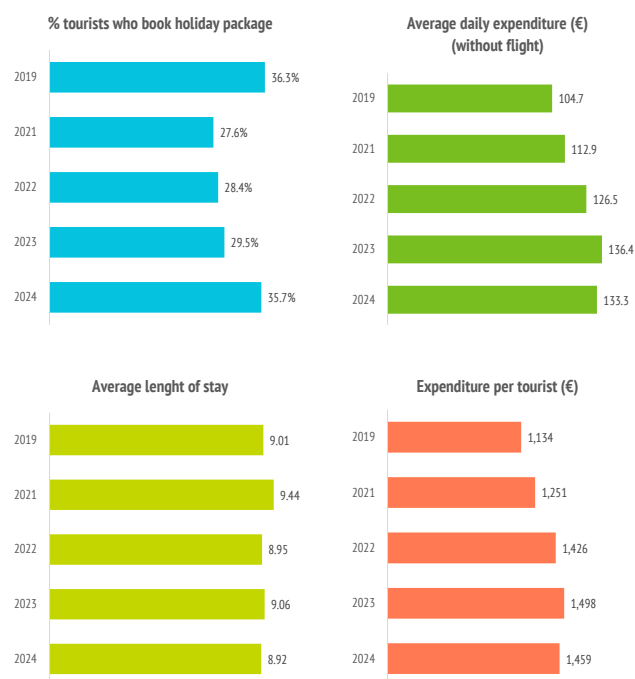


	2019	2021	2022	2023	2024
TOURISTS					
Tourist arrivals (FRONTUR) (*)	585	179	571	726	804
Tourist arrivals ≥ 16 years old (EGT) (*)	487	154	485	603	662
- book holiday package (*)	177	43	138	178	236
- do not book holiday package (*)	310	112	347	426	426
- % tourists who book holiday package	36.3%	27.6%	28.4%	29.5%	35.7%
Children < 16 years old (FRONTUR - EGT) (*)	98	25	86	122	142
Expenditure per tourist (€)					
- book holiday package	1,130	1,359	1,489	1,518	1,555
- holiday package	773	982	1,088	1,086	1,125
- others	357	377	401	432	431
- do not book holiday package	1,136	1,210	1,402	1,490	1,406
- flight	286	265	394	386	352
- accommodation	410	432	512	576	516
- others	440	513	496	527	538
Average lenght of stay	9.01	9.44	8.95	9.06	8.92
Average daily expenditure (€)	140.8	148.1	177.3	186.5	181.5
Average daily expenditure (without flight)	104.7	112.9	126.5	136.4	133.3
Average cost of the flight (€)	285.1	287.1	402.7	386.4	374.5
Total turnover (≥ 16 years old) (€m)	552	193	691	904	966
Turnover without flight (≥ 16 years old) (€m)	413	149	496	671	718

(*) Thousands of tourists

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

	2019	2021	2022	2023	2024
Accommodation:					
- Accommodation	89.5%	83.8%	89.8%	88.5%	86.6%
- Additional accommodation expenses	11.8%	14.0%	10.5%	11.1%	8.5%
Transport:					
- National/International Transport	97.2%	96.7%	98.0%	97.1%	97.5%
- Flights between islands	6.2%	2.9%	5.3%	7.2%	5.8%
- Taxi	52.7%	52.9%	57.4%	59.3%	54.8%
- Car rental	13.9%	20.4%	18.3%	18.2%	16.2%
- Public transport	10.0%	7.9%	8.3%	10.9%	10.2%
Food and drink:					
- Food purchases at supermarkets	61.9%	60.7%	65.0%	69.1%	64.9%
- Restaurants	73.2%	75.7%	77.1%	77.6%	77.6%
Leisure:					
- Organized excursions	18.9%	18.1%	20.3%	19.8%	20.4%
- Sport activities	7.8%	12.5%	11.0%	11.2%	9.5%
- Cultural activities	2.9%	1.9%	3.9%	2.5%	2.7%
- Museums	3.9%	1.6%	3.6%	3.6%	2.5%
- Theme Parks	10.2%	10.7%	12.0%	12.7%	12.2%
- Discos and pubs	22.8%	22.9%	21.5%	21.5%	21.8%
- Wellness	7.6%	6.9%	7.6%	8.6%	7.3%
Purchases of goods:					
- Souvenirs	55.2%	43.9%	46.8%	48.5%	46.1%
- Real state	0.3%	0.0%	0.4%	0.3%	0.2%
- Other expenses	1.1%	1.0%	1.0%	1.1%	1.2%
Other:					
- Medical or pharmaceutical expenses	14.2%	19.8%	16.2%	13.3%	11.9%
- Other expenses	6.0%	8.1%	5.7%	5.2%	4.8%



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

Expenditure per tourist and trip (€)	2019	2021	2022	2023	2024
Accommodation:					
- Accommodation	646	734	770	864	813
- Additional accommodation expenses	475	565	599	673	658
- Additional accommodation expenses	171	169	171	191	155
Transport:					
- National/International Transport	537	575	711	770	674
- National/International Transport	293	297	411	398	384
- Flights between islands	71	60	80	150	66
- Taxi	51	59	64	65	63
- Car rental	84	135	135	125	127
- Public transport	38	25	21	32	34
Food and drink:					
- Food purchases at supermarkets	312	366	357	365	405
- Food purchases at supermarkets	106	117	112	118	131
- Restaurants	206	249	246	247	274
Leisure:					
- Organized excursions	506	551	569	610	641
- Organized excursions	87	96	94	113	95
- Sport activities	82	122	88	105	91
- Cultural activities	40	57	70	42	90
- Museums	42	43	45	71	69
- Theme Parks	78	53	75	91	73
- Discos and pubs	104	124	123	123	139
- Wellness	73	55	76	64	83
Purchases of goods:					
- Souvenirs	335	203	667	387	1,845
- Souvenirs	117	121	98	104	105
- Real state	140	0	269	114	1,556
- Other expenses	78	82	301	169	184
Other:					
- Medical or pharmaceutical expenses	140	155	145	148	156
- Medical or pharmaceutical expenses	35	58	52	52	50
- Other expenses	105	97	93	96	106

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. Historical data (2019 - 2024)

IRELAND



What is the main purpose of their trip?

	2019	2021	2022	2023	2024
Holiday, leisure	96.7%	88.7%	96.9%	97.0%	95.7%
Visiting family or friends	2.1%	8.0%	2.7%	2.3%	4.1%
Business and work	0.2%	0.8%	0.1%	0.2%	0.0%
Education and training	0.1%	0.1%	0.0%	0.0%	0.0%
Sports training	0.3%	0.3%	0.2%	0.1%	0.1%
Health or medical care	0.0%	0.6%	0.0%	0.0%	0.0%
Fairs and congresses	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.5%	1.6%	0.1%	0.4%	0.1%

What is the main motivation for their holidays?

	2019	2021	2022	2023	2024
Rest	69.2%	68.0%	70.1%	68.6%	68.7%
Enjoy family time	14.8%	13.7%	14.0%	14.0%	13.2%
Have fun	10.5%	9.5%	7.9%	9.2%	9.6%
Explore the destination	4.6%	6.7%	5.4%	6.4%	6.6%
Practice their hobbies	0.3%	1.4%	1.2%	1.1%	1.1%
Other reasons	0.7%	0.7%	1.5%	0.7%	0.9%

Where did they spend their main holiday last year? *

	2019	2021	2022	2023	2024
Didn't have holidays	--	58.1%	42.1%	12.0%	8.7%
Canary Islands	--	21.7%	29.7%	39.8%	40.4%
Other destination	--	20.3%	28.1%	48.2%	50.9%
Balearic Islands	--	0.8%	1.8%	3.4%	2.7%
Rest of Spain	--	2.6%	8.5%	12.8%	13.7%
Italy	--	1.6%	2.1%	5.3%	4.9%
France	--	1.9%	1.8%	2.8%	3.6%
Turkey	--	0.6%	1.2%	1.0%	1.4%
Greece	--	2.3%	2.2%	3.6%	3.8%
Portugal	--	1.7%	2.9%	6.7%	7.7%
Croatia	--	0.6%	1.1%	1.2%	0.6%
Egypt	--	0.2%	0.0%	0.2%	0.4%
Tunisia	--	0.0%	0.1%	0.0%	0.0%
Morocco	--	0.4%	0.1%	0.0%	1.3%
Others	--	7.6%	6.5%	11.2%	10.8%

* Percentage of valid answers

What other destinations did they consider for this trip? *

	2019	2021	2022	2023	2024
None (I was clear about "this Canary Island")	--	33.8%	30.9%	32.8%	30.3%
Canary Islands (other island)	--	24.0%	21.0%	23.3%	21.3%
Other destination	--	42.2%	48.1%	43.9%	48.4%
Balearic Islands	--	3.2%	4.4%	4.2%	5.3%
Rest of Spain	--	13.0%	13.7%	10.6%	12.8%
Italy	--	4.2%	5.8%	5.9%	4.9%
France	--	1.7%	2.2%	1.7%	2.1%
Turkey	--	1.6%	2.0%	1.8%	2.4%
Greece	--	7.2%	6.3%	5.8%	6.3%
Portugal	--	6.9%	9.5%	10.0%	9.9%
Croatia	--	2.8%	2.4%	2.1%	3.0%
Egypt	--	0.4%	0.7%	0.4%	0.9%
Others	--	1.3%	1.2%	1.3%	0.7%

* Percentage of valid answers

Importance of each factor in the destination choice



	2019	2021	2022	2023	2024
Climate	81.0%	80.4%	79.8%	79.1%	80.7%
Safety	67.2%	68.2%	70.4%	74.3%	74.1%
Accommodation supply	60.6%	56.0%	57.9%	61.0%	57.8%
Tranquility	54.6%	50.1%	54.9%	54.8%	57.3%
Price	57.8%	52.1%	55.2%	53.6%	57.1%
Effortless trip	44.4%	48.2%	51.6%	50.5%	51.9%
European belonging	45.8%	48.9%	47.1%	47.8%	47.8%
Sea	40.3%	47.2%	43.4%	46.4%	42.5%
Beaches	37.8%	43.4%	39.9%	42.6%	40.8%
Environment	36.1%	40.1%	34.2%	39.9%	36.0%
Gastronomy	26.9%	32.7%	35.8%	35.1%	35.0%
Fun possibilities	29.1%	28.6%	28.1%	33.5%	29.6%
Authenticity	22.3%	28.1%	24.1%	25.4%	24.8%
Landscapes	19.9%	25.6%	19.6%	28.1%	21.0%
Shopping	15.2%	18.7%	16.8%	17.3%	13.6%
Nightlife	13.0%	21.0%	13.5%	14.2%	12.6%
Culture	9.1%	12.0%	9.6%	10.5%	9.7%
Exoticism	11.1%	15.3%	10.6%	12.9%	9.4%
Historical heritage	7.0%	8.9%	6.3%	7.5%	7.2%
Hiking trail network	4.1%	5.1%	4.8%	6.5%	5.3%

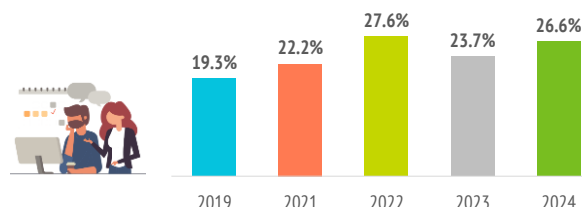
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important" % of tourists who indicate that the factor is "very important" in their choice.

How far in advance do they book their trip?



	2019	2021	2022	2023	2024
The same day	0.2%	0.6%	0.4%	0.4%	0.4%
Between 1 and 30 days	19.3%	28.0%	13.7%	17.8%	17.2%
Between 1 and 2 months	22.2%	28.7%	23.3%	21.0%	19.7%
Between 3 and 6 months	38.9%	20.6%	34.9%	37.2%	36.2%
More than 6 months	19.3%	22.2%	27.6%	23.7%	26.6%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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



	2019	2021	2022	2023	2024
Previous visits to the Canary Islands	63.9%	64.6%	66.5%	66.6%	60.1%
Friends or relatives	29.1%	39.7%	30.3%	29.2%	32.2%
Internet or social media	54.3%	41.2%	53.5%	52.1%	49.5%
Mass Media	1.2%	2.2%	3.2%	1.5%	1.9%
Travel guides and magazines	4.7%	3.6%	4.4%	4.5%	3.9%
Travel Blogs or Forums	4.2%	3.5%	5.2%	6.1%	6.6%
Travel TV Channels	0.7%	1.0%	1.3%	1.1%	1.1%
Tour Operator or Travel Agency	15.4%	9.1%	12.9%	11.6%	13.7%
Public administrations or similar	0.1%	2.2%	1.8%	0.3%	0.3%
Others	1.6%	2.2%	2.7%	3.6%	2.2%

* Multi-choice question

Tourist profile. Historical data (2019 - 2024)

IRELAND



With whom did they book their flight and accommodation?

	2019	2021	2022	2023	2024
Flight					
- Directly with the airline	65.9%	78.7%	72.2%	69.2%	65.4%
- Tour Operator or Travel Agency	34.1%	21.3%	27.8%	30.8%	34.6%
Accommodation					
- Directly with the accommodation	51.1%	59.1%	56.2%	53.9%	50.2%
- Tour Operator or Travel Agency	48.9%	40.9%	43.8%	46.1%	49.8%

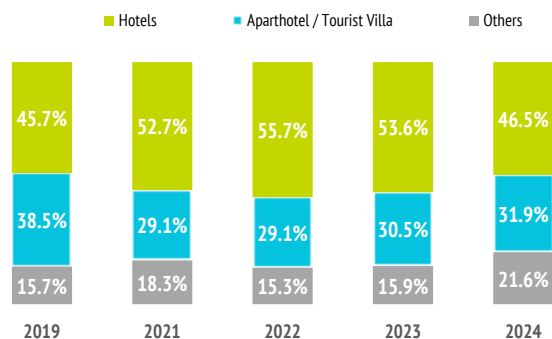
Where does the flight come from?

	2019	2021	2022	2023	2024
Ireland	87.4%	93.1%	94.1%	94.0%	94.2%
United Kingdom	9.9%	4.7%	4.0%	3.8%	4.3%
Spanish Mainland	1.4%	0.9%	1.3%	1.0%	0.7%
Portugal	0.0%	0.7%	0.1%	0.2%	0.3%
Germany	0.7%	0.0%	0.0%	0.2%	0.2%
Hungary	0.0%	0.1%	0.1%	0.0%	0.1%
Poland	0.0%	0.0%	0.2%	0.2%	0.1%
Iceland	0.0%	0.0%	0.0%	0.0%	0.1%
Norway	0.2%	0.0%	0.0%	0.0%	0.1%
France	0.0%	0.0%	0.1%	0.1%	0.1%
Others	0.4%	0.5%	0.0%	0.5%	0.0%

Where do they stay?

	2019	2021	2022	2023	2024
1-2-3* Hotel	7.7%	9.2%	11.0%	9.6%	9.6%
4* Hotel	30.8%	35.3%	33.7%	33.2%	28.0%
5* Hotel / 5* Luxury Hotel	7.2%	8.2%	11.0%	10.8%	8.9%
Aparthotel / Tourist Villa	38.5%	29.1%	29.1%	30.5%	31.9%
House/room rented in a private dwelling	6.5%	5.1%	4.9%	6.1%	11.6%
Private accommodation (1)	4.6%	9.1%	6.0%	6.1%	7.5%
Others (Cottage, cruise, camping,...)	4.7%	4.1%	4.4%	3.8%	2.6%

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

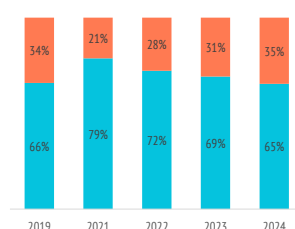


What do they book?

	2019	2021	2022	2023	2024
Room only	43.4%	38.9%	39.5%	41.5%	47.1%
Bed and Breakfast	19.7%	21.3%	24.3%	23.7%	19.6%
Half board	16.6%	16.8%	15.2%	14.3%	13.4%
Full board	3.0%	1.6%	2.4%	1.9%	2.0%
All inclusive	17.3%	21.4%	18.5%	18.6%	17.9%

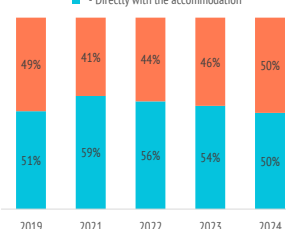
Flight

■ - Tour Operator or Travel Agency
 ■ - Directly with the airline



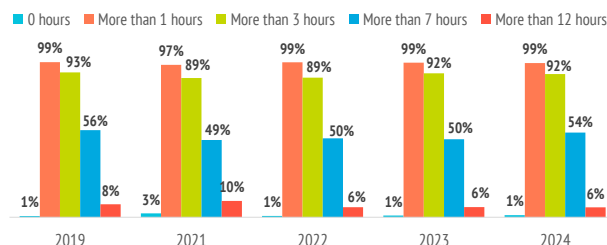
Accommodation

■ - Tour Operator or Travel Agency
 ■ - Directly with the accommodation



Activities in the Canary Islands

Outdoor time per day	2019	2021	2022	2023	2024
0 hours	0.8%	2.5%	0.8%	1.1%	1.3%
1 - 2 hours	6.5%	8.4%	9.9%	6.9%	7.1%
3 - 6 hours	37.0%	39.6%	38.9%	42.2%	37.5%
7 - 12 hours	47.4%	39.0%	44.1%	43.5%	47.8%
More than 12 hours	8.3%	10.4%	6.4%	6.5%	6.3%
Outdoor time per day	7.6	7.4	7.1	7.2	7.3



Activities in the Canary Islands	2019	2021	2022	2023	2024
Walk, wander	77.9%	80.0%	81.4%	81.6%	79.5%
Swimming pool, hotel facilities	72.9%	67.4%	73.0%	71.4%	69.2%
Beach	68.6%	67.2%	71.2%	70.9%	67.0%
Explore the island on their own	33.6%	32.7%	31.8%	32.7%	34.2%
Nightlife / concerts / shows	30.7%	24.2%	24.3%	26.1%	24.8%
Taste Canarian gastronomy	23.1%	25.7%	23.7%	20.8%	24.4%
Organized excursions	16.0%	12.3%	17.3%	15.9%	15.8%
Theme parks	15.8%	14.3%	16.5%	16.4%	14.9%
Sea excursions / whale watching	10.7%	13.9%	10.9%	10.5%	10.9%
Swim	--	43.2%	13.8%	12.7%	10.4%
Wineries / markets / popular festivals	10.7%	8.8%	8.6%	6.7%	9.3%
Beauty and health treatments	11.0%	11.0%	9.8%	10.5%	8.4%
Hiking	--	7.9%	6.9%	7.6%	7.4%
Cycling / Mountain bike	--	5.9%	6.5%	4.6%	5.4%
Museums / exhibitions	8.3%	4.5%	5.1%	4.7%	5.2%
Running	--	8.2%	5.6%	5.0%	4.9%
Golf	--	4.5%	3.9%	4.0%	4.0%
Practice other sports	--	3.7%	4.3%	2.6%	3.7%
Other Nature Activities	--	4.3%	2.9%	3.0%	3.0%
Astronomical observation	1.6%	1.2%	1.7%	2.0%	1.9%
Scuba Diving	--	1.8%	2.3%	2.0%	1.7%
Surf	--	2.1%	2.3%	1.8%	1.2%
Windsurf / Kitesurf	--	1.9%	1.4%	0.5%	0.5%

* Multi-choise question

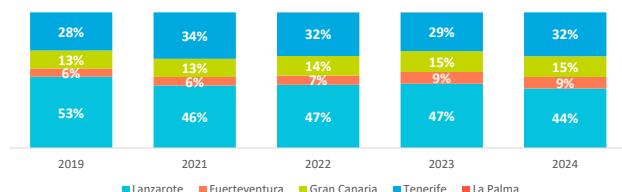
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IRELAND



Which island do they choose?

Tourists (≥ 16 year old)	2019	2021	2022	2023	2024
Lanzarote	255,610	70,864	225,649	285,586	289,009
Fuerteventura	29,360	9,729	32,940	52,397	56,554
Gran Canaria	64,945	20,775	69,789	92,477	101,068
Tenerife	136,819	52,745	155,532	172,347	214,022
La Palma	0	0	517	264	0



How many are loyal to the Canary Islands?

	2019	2021	2022	2023	2024
Repeat tourists	81.1%	78.7%	82.0%	83.1%	81.8%
At least 10 previous visits	23.0%	24.7%	30.5%	27.6%	29.0%
Repeat tourists (last 5 years)	75.6%	71.4%	75.3%	76.0%	74.4%
Repeat tourists (last 5 years)(5 or more visits)	25.4%	19.5%	19.3%	21.9%	24.6%

Who are they?

	2019	2021	2022	2023	2024
Gender					
Men	46.2%	48.4%	48.0%	46.7%	44.3%
Women	53.8%	51.6%	52.0%	53.3%	55.7%
Age					
Average age	46.8	43.7	47.8	48.0	49.1
Standard deviation	14.8	16.3	15.6	16.2	17.0
Age range					
16 - 24 years old	8.7%	14.3%	8.9%	10.0%	10.4%
25 - 30 years old	8.2%	13.3%	8.5%	8.4%	8.4%
31 - 45 years old	29.2%	26.8%	26.6%	26.2%	22.8%
46 - 60 years old	32.9%	27.9%	31.5%	28.8%	27.5%
Over 60 years old	21.1%	17.8%	24.6%	26.5%	30.8%
Occupation					
Salaried worker	56.8%	62.5%	61.0%	58.7%	56.6%
Self-employed	14.0%	10.7%	10.4%	10.7%	11.5%
Unemployed	0.8%	0.3%	0.5%	0.7%	0.8%
Business owner	5.9%	6.6%	5.6%	5.8%	5.3%
Student	3.5%	3.1%	2.8%	2.1%	2.5%
Retired	16.7%	15.4%	17.8%	19.0%	21.7%
Unpaid domestic work	2.0%	1.1%	1.4%	2.2%	1.0%
Others	0.4%	0.3%	0.5%	0.8%	0.6%
Annual household income level					
Less than €25,000	10.4%	10.0%	7.2%	9.1%	10.2%
€25,000 - €49,999	36.8%	32.2%	27.5%	31.6%	29.0%
€50,000 - €74,999	26.0%	28.1%	26.2%	22.6%	25.6%
More than €74,999	26.8%	29.7%	39.1%	36.6%	35.2%
Education level					
No studies	3.1%	3.9%	3.0%	3.6%	3.3%
Primary education	1.1%	1.3%	1.6%	0.7%	0.6%
Secondary education	23.3%	14.5%	21.0%	18.4%	22.5%
Higher education	72.5%	80.4%	74.3%	77.3%	73.6%

Share by islands	2019	2021	2022	2023	2024
Lanzarote	52.5%	46.0%	46.6%	47.4%	43.8%
Fuerteventura	6.0%	6.3%	6.8%	8.7%	8.5%
Gran Canaria	13.3%	13.5%	14.4%	15.3%	15.3%
Tenerife	28.1%	34.2%	32.1%	28.6%	32.4%
La Palma	0.0%	0.0%	0.1%	0.0%	0.0%

How many islands do they visit during their trip?

	2019	2021	2022	2023	2024
One island	91.7%	94.9%	94.5%	92.1%	93.6%
Two islands	7.7%	5.0%	5.2%	7.4%	6.2%
Three or more islands	0.6%	0.1%	0.3%	0.6%	0.2%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019	2021	2022	2023	2024
Average rating	8.83	9.11	8.91	8.99	8.89

Experience in the Canary Islands	2019	2021	2022	2023	2024
Worse or much worse than expected	1.7%	0.9%	1.8%	1.2%	1.6%
Lived up to expectations	56.2%	47.3%	54.4%	55.1%	51.7%
Better or much better than expected	42.0%	51.8%	43.9%	43.7%	46.6%

Future intentions (scale 1-10)	2019	2021	2022	2023	2024
Return to the Canary Islands	8.99	9.24	9.07	9.21	9.09
Recommend visiting the Canary Islands	9.14	9.36	9.21	9.33	9.17

Who do they come with?

	2019	2021	2022	2023	2024
Unaccompanied	6.1%	9.7%	8.1%	6.9%	9.3%
Only with partner	48.4%	50.4%	45.4%	51.4%	51.1%
Only with children (< 13 years old)	5.0%	2.0%	4.9%	4.8%	3.7%
Partner + children (< 13 years old)	5.6%	3.2%	7.2%	5.5%	5.5%
Other relatives	16.4%	13.2%	16.3%	14.8%	13.6%
Friends	6.5%	9.9%	6.1%	4.5%	5.0%
Work colleagues	0.0%	0.0%	0.0%	0.1%	0.0%
Organized trip	0.4%	0.4%	0.1%	0.1%	0.0%
Other combinations (2)	11.6%	11.1%	11.8%	11.9%	11.8%

(2) Combination of some of the groups previously analyzed

Tourists with children	17.7%	8.1%	20.1%	17.6%	15.5%
- Between 0 and 2 years old	1.2%	0.6%	1.0%	1.1%	1.2%
- Between 3 and 12 years old	15.6%	6.9%	18.1%	15.1%	12.9%
- Between 0 -2 and 3-12 years old	0.9%	0.6%	1.0%	1.4%	1.4%
Tourists without children	82.3%	91.9%	79.9%	82.4%	84.5%
Group composition:					
- 1 person	10.2%	14.5%	10.9%	9.9%	11.9%
- 2 people	54.7%	59.1%	50.2%	57.4%	57.0%
- 3 people	11.7%	11.3%	11.5%	10.5%	10.7%
- 4 or 5 people	20.0%	13.0%	21.6%	17.9%	16.0%
- 6 or more people	3.3%	2.2%	5.8%	4.3%	4.4%
Average group size:	2.65	2.36	2.80	2.62	2.60

*People who share the main expenses of the trip

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.