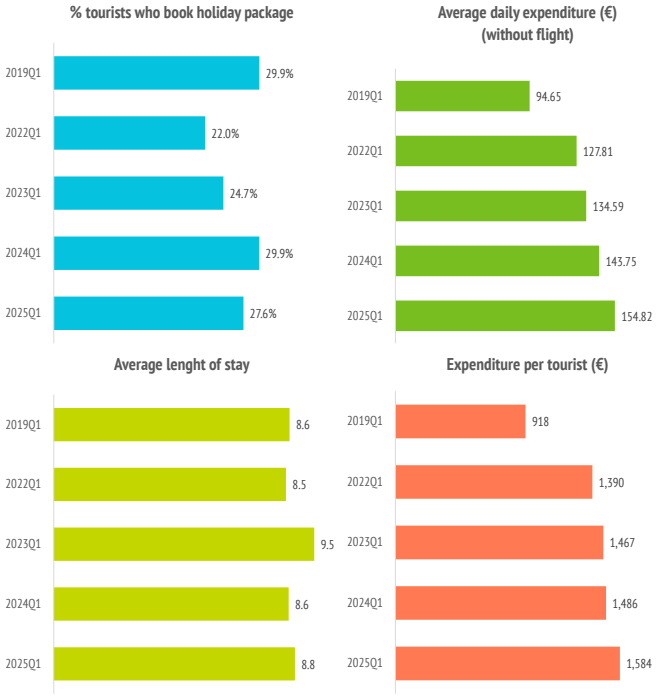
Tourist profile. Historical data (2019 - 2025)

IRELAND: First Quarter

How many are they and how much do they spend?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**123**	**116**	**166**	**212**	**220**
Tourist arrivals ≥ 16 years old (EGT) (*)	**104**	**104**	**142**	**181**	**183**
- book holiday package (*)	31	23	35	54	50
- do not book holiday package (*)	73	81	107	127	132
- % tourists who book holiday package	29.9%	22.0%	24.7%	29.9%	27.6%
Children < 16 years old (FRONTUR - EGT) (*)	19	12	24	31	38
Expenditure per tourist (€)	**918**	**1,390**	**1,467**	**1,486**	**1,584**
- book holiday package	930	1,738	1,485	1,755	1,595
- holiday package	655	1,391	1,087	1,349	1,135
- others	275	347	398	407	460
- do not book holiday package	913	1,292	1,461	1,371	1,580
- flight	174	360	350	328	392
- accommodation	346	493	593	514	635
- others	393	438	519	529	553
Average lenght of stay	**8.6**	**8.5**	**9.5**	**8.6**	**8.8**
- Median	7.0	7.0	7.5	7.0	**7.0**
Average daily expenditure (€)	**119.75**	**179.08**	**180.00**	**194.54**	**204.11**
- Median	110.98	174.63	166.39	183.62	**190.84**
Average daily expenditure (without flight)	**94.65**	**127.81**	**134.59**	**143.75**	**154.82**
- Median	90.16	120.00	121.44	134.10	**145.86**
Average cost of the flight (€)	**181.11**	**395.55**	**353.43**	**373.02**	**390.49**
Total turnover (≥ 16 years old) (€m)	**95**	**145**	**208**	**269**	**289**
Turnover without flight (≥ 16 years old) (€m)	**76**	**104**	**158**	**201**	**218**

(*) Thousands of tourists



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

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Accommodation:					
- Accommodation	87.7%	87.8%	89.9%	85.8%	87.1%
- Additional accommodation expenses	11.9%	11.0%	11.2%	11.3%	9.5%
Transport:					
- National/International Transport	97.7%	98.7%	97.9%	95.2%	97.9%
- Flights between islands	6.9%	2.6%	4.8%	4.9%	7.3%
- Taxi	50.0%	50.4%	52.3%	50.5%	48.1%
- Car rental	16.0%	19.3%	19.9%	17.8%	18.2%
- Public transport	10.9%	7.2%	11.8%	9.1%	13.9%
Food and drink:					
- Food purchases at supermarkets	62.8%	59.7%	68.7%	62.5%	62.8%
- Restaurants	74.0%	81.0%	78.4%	78.9%	82.6%
Leisure:					
- Organized excursions	14.3%	16.9%	17.6%	17.3%	18.4%
- Sport activities	6.2%	7.3%	8.5%	9.5%	7.5%
- Cultural activities	3.7%	0.9%	2.1%	1.1%	3.3%
- Museums	3.9%	1.2%	3.7%	2.8%	3.2%
- Theme Parks	5.6%	4.2%	6.3%	11.2%	8.2%
- Discos and pubs	24.8%	17.0%	17.7%	19.8%	23.8%
- Wellness	8.1%	7.0%	10.8%	7.7%	9.8%
Purchases of goods:					
- Souvenirs	51.3%	38.9%	46.4%	42.7%	**41.3%**
- Other expenses	0.9%	0.0%	0.4%	0.5%	**1.8%**
Other:					
- Medical or pharmaceutical expenses	18.7%	14.6%	14.4%	10.3%	**12.3%**
- Other expenses	8.2%	6.9%	3.9%	5.1%	**3.4%**

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

Expenditure per tourist and trip (€)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Accommodation:	**561**	**850**	**876**	**840**	**962**
- Accommodation	421	644	683	702	755
- Additional accommodation expenses	140	205	193	138	207
Transport:	**400**	**676**	**682**	**704**	**741**
- National/International Transport	185	401	361	392	399
- Flights between islands	47	56	93	70	86
- Taxi	40	56	58	73	85
- Car rental	72	141	149	121	136
- Public transport	56	22	21	48	35
Food and drink:	**280**	**355**	**362**	**415**	**404**
- Food purchases at supermarkets	90	114	128	144	134
- Restaurants	190	241	234	271	270
Leisure:	**398**	**427**	**834**	**634**	**643**
- Organized excursions	62	83	110	106	127
- Sport activities	57	88	131	100	131
- Cultural activities	39	56	38	56	57
- Museums	24	12	149	52	49
- Theme Parks	48	42	197	90	76
- Discos and pubs	99	83	136	138	106
- Wellness	69	63	72	92	95
Purchases of goods:	**185**	**1,579**	**224**	**139**	**209**
- Souvenirs	105	79	99	101	**102**
- Other expenses	81	1,500	125	37	**107**
Other:	**101**	**101**	**128**	**102**	**171**
- Medical or pharmaceutical expenses	32	29	60	32	**50**
- Other expenses	69	72	68	69	**121**

Source: Encuesta sobre Gasto Turístico (EGT, 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 - 2025)

IRELAND: First Quarter

What is the main purpose of their trip?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Holiday, leisure	95.5%	94.9%	97.1%	96.0%	95.4%
Visiting family or friends	2.6%	4.9%	2.9%	3.7%	3.9%
Business and work	0.3%	0.0%	0.0%	0.0%	0.0%
Education and training	0.5%	0.0%	0.0%	0.4%	0.1%
Sports training	0.2%	0.2%	0.0%	0.0%	0.3%
Health or medical care	0.0%	0.0%	0.0%	0.0%	0.0%
Fairs and congresses	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.9%	0.0%	0.0%	0.0%	0.3%

What is the main motivation for their holidays?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Rest	77.2%	72.8%	72.6%	71.1%	73.3%
Enjoy family time	7.9%	14.4%	10.9%	13.6%	10.9%
Have fun	8.0%	4.8%	7.0%	6.5%	4.8%
Explore the destination	5.5%	6.6%	6.8%	6.7%	8.0%
Practice their hobbies	0.1%	1.1%	2.2%	1.8%	0.9%
Other reasons	1.3%	0.3%	0.5%	0.3%	2.0%

Where did they spend their main holiday last year? *

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Didn't have holidays	--	45.0%	14.8%	8.5%	7.0%
Canary Islands	--	26.3%	34.5%	37.0%	33.8%
Other destination	--	28.7%	50.6%	54.4%	59.2%
- Balearic Islands	--	1.5%	2.2%	1.7%	2.8%
- Rest of Spain	--	8.4%	14.1%	13.4%	12.6%
- Italy	--	2.0%	5.7%	4.0%	6.2%
- France	--	2.3%	3.6%	5.2%	6.8%
- Turkey	--	0.6%	1.2%	1.1%	2.7%
- Greece	--	3.8%	3.1%	4.1%	4.7%
- Portugal	--	2.2%	7.4%	7.3%	9.7%
- Croatia	--	1.2%	1.9%	0.8%	1.3%
- Egypt	--	0.0%	0.0%	0.5%	0.5%
- Tunisia	--	0.0%	0.0%	0.0%	0.0%
- Morocco	--	0.0%	0.0%	1.5%	0.2%
- Others	--	6.6%	11.5%	14.9%	11.8%

** Percentage of valid answers*

What other destinations did they consider for this trip? *

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
None (I was clear about "this Canary Island")	--	38.7%	44.2%	37.9%	35.7%
Canary Islands (other island)	--	25.4%	25.9%	25.6%	29.2%
Other destination	--	35.9%	29.9%	36.6%	35.0%
- Balearic Islands	--	4.5%	0.9%	3.9%	3.7%
- Rest of Spain	--	11.5%	8.1%	11.7%	9.3%
- Italy	--	3.3%	5.1%	3.0%	4.0%
- France	--	1.3%	0.9%	1.8%	0.7%
- Turkey	--	1.0%	0.4%	1.6%	1.0%
- Greece	--	4.8%	3.5%	3.9%	4.8%
- Portugal	--	7.3%	8.4%	8.1%	7.0%
- Croatia	--	1.0%	0.7%	1.2%	1.7%
- Egypt	--	0.0%	0.2%	0.9%	0.8%
- Others	--	1.1%	1.8%	0.6%	2.1%

** Percentage of valid answers*

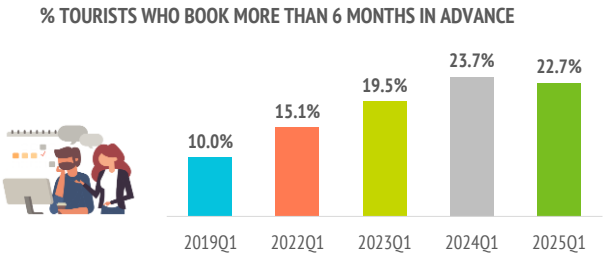
Importance of each factor in the destination choice

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
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?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
The same day	0.0%	0.8%	0.0%	0.9%	1.8%
Between 1 and 30 days	26.2%	22.7%	18.7%	21.5%	17.4%
Between 1 and 2 months	28.1%	30.1%	27.2%	23.6%	20.7%
Between 3 and 6 months	35.7%	31.2%	34.6%	30.3%	37.3%
More than 6 months	10.0%	15.1%	19.5%	23.7%	22.7%



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

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Previous visits to the Canary Islands	63.5%	67.8%	67.0%	63.5%	62.7%
Friends or relatives	27.7%	33.0%	25.0%	33.6%	31.4%
Internet or social media	56.3%	55.5%	52.7%	50.2%	45.7%
Mass Media	1.3%	2.6%	2.8%	2.2%	2.8%
Travel guides and magazines	4.7%	5.0%	6.6%	3.1%	6.0%
Travel Blogs or Forums	3.1%	5.4%	5.3%	6.9%	5.3%
Travel TV Channels	0.9%	0.7%	0.6%	1.5%	1.5%
Tour Operator or Travel Agency	17.1%	8.9%	11.1%	13.8%	12.6%
Public administrations or similar	0.0%	3.1%	0.2%	0.0%	0.3%
Others	0.7%	2.2%	4.3%	1.1%	3.8%

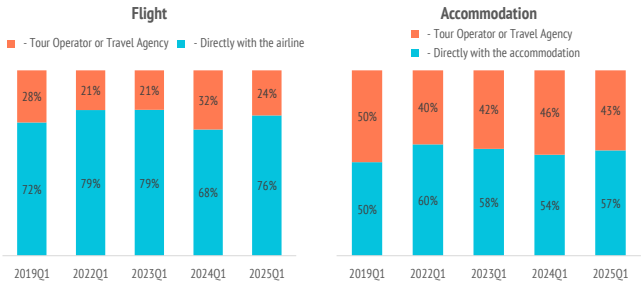
** Multi-choise question*

Tourist profile. Historical data (2019 - 2025)

IRELAND: First Quarter

With whom did they book their flight and accommodation?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Flight					
- Directly with the airline	71.9%	78.6%	78.7%	68.1%	75.7%
- Tour Operator or Travel Agency	28.1%	21.4%	21.3%	31.9%	24.3%
Accommodation					
- Directly with the accommodation	50.4%	60.1%	57.6%	54.4%	56.8%
- Tour Operator or Travel Agency	49.6%	39.9%	42.4%	45.6%	43.2%



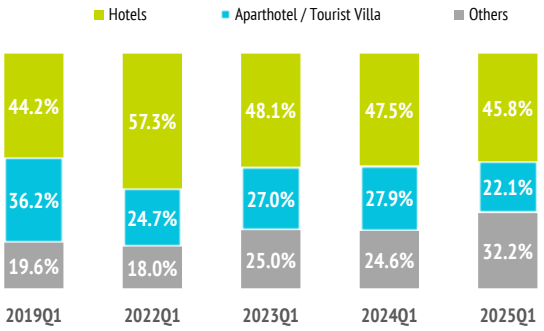
Where does the flight come from?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
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?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
1-2-3* Hotel	7.3%	9.4%	8.2%	8.2%	10.5%
4* Hotel	31.2%	34.0%	30.7%	29.7%	25.6%
5* Hotel / 5* Luxury Hotel	5.6%	14.0%	9.2%	9.6%	9.7%
Aparthotel / Tourist Villa	36.2%	24.7%	27.0%	27.9%	22.1%
House/room rented in a private dwelling	8.7%	7.4%	13.6%	17.2%	22.0%
Private accommodation (1)	5.6%	6.5%	6.5%	5.1%	7.6%
Others (Cottage, cruise, camping,..)	5.4%	4.1%	4.9%	2.3%	2.5%

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

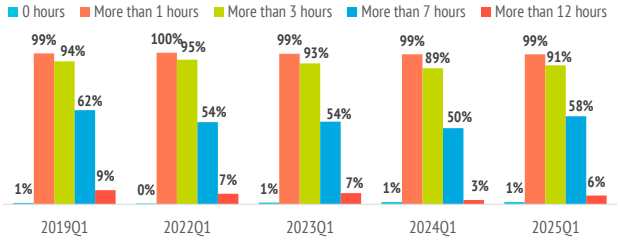


What do they book?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Room only	42.9%	33.4%	45.0%	41.3%	46.2%
Bed and Breakfast	17.8%	33.4%	17.2%	21.4%	26.9%
Half board	19.8%	17.3%	18.6%	16.7%	12.2%
Full board	6.1%	1.0%	2.2%	2.4%	1.3%
All inclusive	13.5%	15.0%	17.1%	18.2%	13.5%

Activities in the Canary Islands

Outdoor time per day	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
0 hours	0.9%	0.4%	1.1%	1.4%	1.4%
1 - 2 hours	5.3%	4.6%	6.3%	9.2%	7.3%
3 - 6 hours	32.0%	41.1%	38.3%	39.4%	33.5%
7 - 12 hours	52.6%	47.0%	46.9%	47.2%	52.1%
More than 12 hours	9.2%	6.9%	7.3%	2.7%	5.7%
Outdoor time per day	8.0	7.3	7.5	6.9	7.4



Activities in the Canary Islands	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
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%

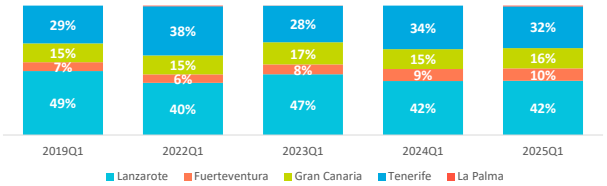
** Multi-choise question*

Tourist profile. Historical data (2019 - 2025)

IRELAND: First Quarter

Which island do they choose?

Tourists (≥ 16 year old)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Lanzarote	51,056	42,022	66,514	75,336	76,248
Fuerteventura	7,021	6,762	10,699	16,732	17,388
Gran Canaria	15,006	15,270	24,300	27,721	28,391
Tenerife	30,177	39,615	39,933	60,770	58,741
La Palma	0	504	178	0	1,118



Share by islands	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Lanzarote	49.4%	40.3%	47.0%	41.7%	41.9%
Fuerteventura	6.8%	6.5%	7.6%	9.3%	9.6%
Gran Canaria	14.5%	14.7%	17.2%	15.4%	15.6%
Tenerife	29.2%	38.0%	28.2%	33.7%	32.3%
La Palma	0.0%	0.5%	0.1%	0.0%	0.6%

How many are loyal to the Canary Islands?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Repeat tourists	82.6%	81.3%	81.7%	86.2%	83.5%
At least 10 previous visits	25.9%	27.4%	29.6%	25.5%	30.8%
Repeat tourists (last 5 years)	74.8%	73.7%	73.7%	76.5%	77.6%
Repeat tourists (last 5 years)(5 or more visits)	29.8%	20.3%	24.6%	21.5%	27.5%

How many islands do they visit during their trip?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
One island	91.5%	97.1%	93.6%	94.3%	90.2%
Two islands	8.0%	2.6%	5.8%	5.2%	9.3%
Three or more islands	0.6%	0.3%	0.6%	0.5%	0.5%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Average rating	8.84	8.92	8.86	8.84	8.64

Experience in the Canary Islands	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Worse or much worse than expected	0.7%	1.0%	1.3%	1.4%	4.2%
Lived up to expectations	56.2%	51.0%	57.3%	51.8%	59.4%
Better or much better than expected	43.1%	48.0%	41.4%	46.8%	36.4%

Future intentions (scale 0-10)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Return to the Canary Islands	9.23	9.20	9.23	9.05	8.77
Recommend visiting the Canary Islands	9.22	9.21	9.35	9.09	8.99

Who are they?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Gender					
Men	45.2%	50.4%	47.4%	46.3%	49.5%
Women	54.8%	49.6%	52.6%	53.7%	50.5%
Age					
Average age	50.0	48.0	53.1	50.9	50.9
Standard deviation	15.0	14.4	15.4	16.9	15.7
Age range					
16 - 24 years old	6.8%	4.5%	3.3%	7.0%	7.2%
25 - 30 years old	7.0%	9.3%	5.4%	9.2%	6.1%
31 - 45 years old	22.7%	30.4%	24.7%	22.6%	23.9%
46 - 60 years old	34.7%	32.7%	28.5%	26.5%	28.5%
Over 60 years old	28.8%	23.1%	38.0%	34.8%	34.3%
Occupation					
Salaried worker	49.4%	56.1%	47.5%	50.0%	49.2%
Self-employed	18.2%	11.5%	12.8%	14.4%	14.3%
Unemployed	0.2%	1.4%	0.0%	1.8%	0.4%
Business owner	3.3%	7.8%	9.4%	5.5%	5.5%
Student	2.9%	5.5%	0.8%	2.2%	0.8%
Retired	24.4%	16.3%	27.9%	24.8%	25.9%
Unpaid domestic work	0.7%	1.3%	1.2%	1.0%	2.0%
Others	0.9%	0.0%	0.4%	0.3%	2.1%
Annual household income level					
Less than €25,000	10.5%	6.3%	6.8%	7.3%	4.9%
€25,000 - €49,999	37.2%	20.5%	30.2%	28.1%	25.7%
€50,000 - €74,999	26.9%	25.7%	24.2%	25.1%	24.9%
More than €74,999	25.5%	47.5%	38.8%	39.5%	44.5%
Education level					
No studies	2.2%	3.4%	5.3%	3.5%	2.6%
Primary education	0.9%	0.6%	0.2%	0.8%	1.1%
Secondary education	22.3%	17.1%	20.0%	20.1%	16.5%
Higher education	74.7%	78.9%	74.6%	75.6%	79.7%

Who do they come with?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Unaccompanied	8.7%	8.1%	6.2%	10.4%	9.2%
Only with partner	55.5%	45.7%	53.5%	46.3%	52.9%
Only with children (< 13 years old)	2.7%	4.7%	4.4%	4.1%	3.6%
Partner + children (< 13 years old)	2.5%	8.1%	3.4%	6.8%	4.4%
Other relatives	12.3%	15.2%	11.7%	13.1%	14.7%
Friends	9.6%	7.5%	7.0%	6.7%	5.0%
Work colleagues	0.0%	0.0%	0.0%	0.0%	0.0%
Organized trip	0.7%	0.0%	0.3%	0.0%	0.2%
Other combinations (2)	8.0%	10.8%	13.5%	12.6%	9.9%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**7.9%**	**19.0%**	**13.9%**	**20.1%**	**14.0%**
- Between 0 and 2 years old	1.2%	0.4%	1.0%	0.7%	1.9%
- Between 3 and 12 years old	5.7%	18.6%	11.6%	17.7%	11.5%
- Between 0 -2 and 3-12 years old	1.0%	0.0%	1.4%	1.7%	0.6%
Tourists without children	**92.1%**	**81.0%**	**86.1%**	**79.9%**	**86.0%**
Group composition:					
- 1 person	15.5%	11.1%	10.1%	15.2%	10.5%
- 2 people	62.5%	50.7%	60.7%	51.3%	60.9%
- 3 people	7.6%	9.7%	7.9%	11.6%	6.7%
- 4 or 5 people	13.0%	22.6%	16.6%	15.7%	16.8%
- 6 or more people	1.4%	5.8%	4.6%	6.1%	5.1%
Average group size:	**2.32**	**2.75**	**2.59**	**2.66**	**2.63**

**People who share the main expenses of the trip*

Source: Encuesta sobre Gasto Turístico (EGT, ISTAC).

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