

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

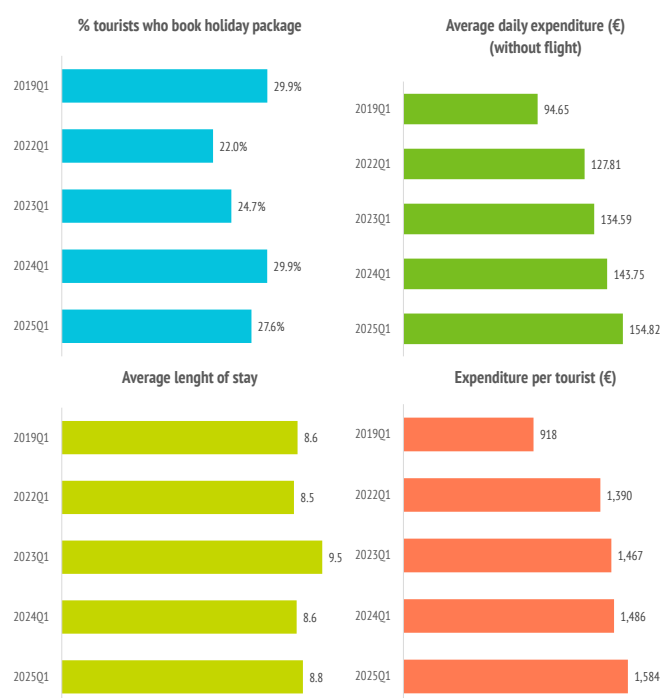
(*) Thousands of tourists

% 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%

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.

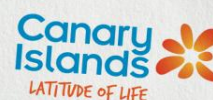


Average expenditure of tourists whose spending has been greater than €0 in each item

Expenditure per tourist and trip (€)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Accommodation:					
- Accommodation	561	850	876	840	962
- Additional accommodation expenses	421	644	683	702	755
- Additional accommodation expenses	140	205	193	138	207
Transport:					
- National/International 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:					
- Food purchases at supermarkets	280	355	362	415	404
- Food purchases at supermarkets	90	114	128	144	134
- Restaurants	190	241	234	271	270
Leisure:					
- Organized excursions	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:					
- Souvenirs	185	1,579	224	139	209
- Souvenirs	105	79	99	101	102
- Other expenses	81	1,500	125	37	107
Other:					
- Medical or pharmaceutical expenses	101	101	128	102	171
- Medical or pharmaceutical expenses	32	29	60	32	50
- Other expenses	69	72	68	69	121

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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

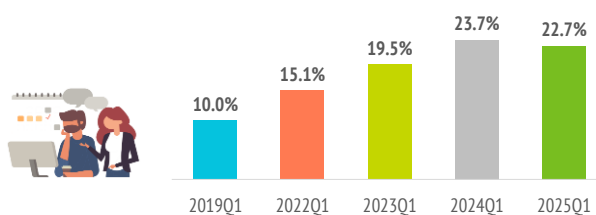
	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Climate	79.1%	81.0%	78.8%	78.3%	81.0%
Safety	62.2%	68.7%	72.0%	70.8%	72.1%
Tranquility	54.8%	57.7%	54.4%	55.4%	57.5%
Accommodation supply	54.0%	52.0%	56.5%	49.4%	57.3%
Price	59.6%	52.2%	52.4%	51.6%	54.3%
Effortless trip	40.9%	49.6%	50.9%	51.0%	52.5%
European belonging	49.5%	54.0%	51.9%	49.9%	47.9%
Sea	40.1%	44.9%	44.3%	40.9%	47.4%
Beaches	34.1%	36.1%	40.2%	37.6%	43.4%
Gastronomy	24.4%	43.7%	37.0%	36.3%	38.2%
Environment	33.3%	29.7%	49.9%	32.1%	37.9%
Authenticity	20.7%	27.1%	25.6%	22.8%	26.9%
Fun possibilities	19.7%	26.7%	34.2%	25.6%	25.5%
Landscapes	21.0%	18.9%	30.4%	20.0%	25.4%
Shopping	10.7%	13.8%	10.7%	6.7%	16.7%
Culture	9.6%	7.8%	9.8%	5.3%	13.9%
Hiking trail network	7.0%	6.9%	10.8%	4.4%	12.1%
Exoticism	8.6%	13.9%	9.8%	7.0%	11.9%
Historical heritage	6.2%	4.9%	8.2%	6.2%	10.9%
Nightlife	7.8%	12.9%	8.3%	10.5%	10.1%

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%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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-choice question

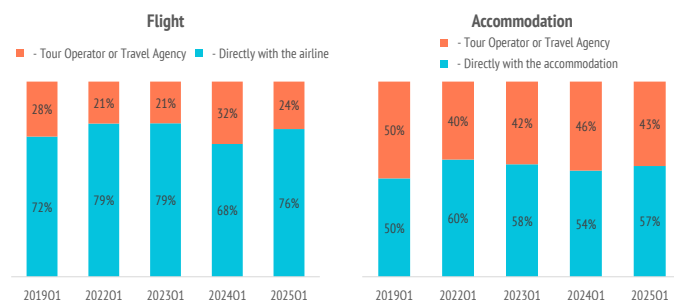
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With whom did they book their flight and accommodation?

	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%



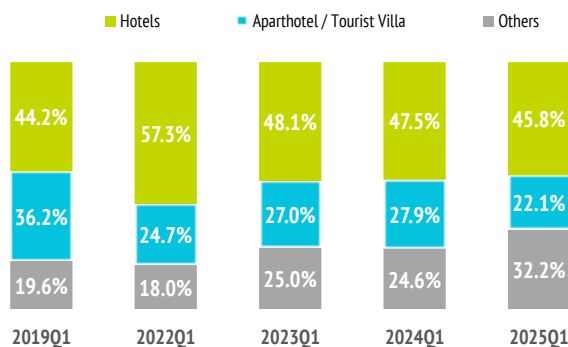
Where does the flight come from?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Ireland	86.6%	89.6%	90.1%	92.8%	92.2%
United Kingdom	9.6%	8.2%	7.0%	5.5%	5.2%
Spanish Mainland	1.3%	1.9%	1.7%	0.4%	1.9%
Portugal	0.0%	0.4%	0.0%	0.6%	0.4%
Hungary	0.0%	0.0%	0.0%	0.2%	0.3%
Iceland	0.0%	0.0%	0.0%	0.0%	0.1%
Germany	0.5%	0.0%	0.0%	0.2%	0.0%
Austria	0.4%	0.0%	0.0%	0.0%	0.0%
Belgium	0.0%	0.0%	0.3%	0.0%	0.0%
Netherlands	0.8%	0.0%	0.2%	0.0%	0.0%
Others	0.7%	0.0%	0.7%	0.2%	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.

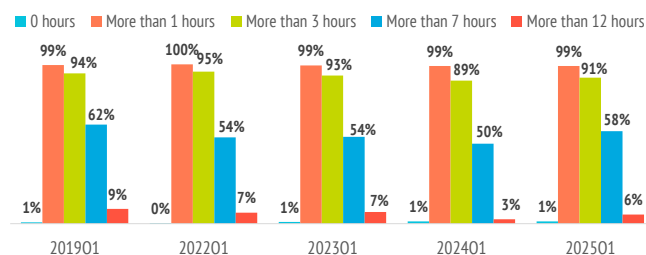


What do they book?

	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

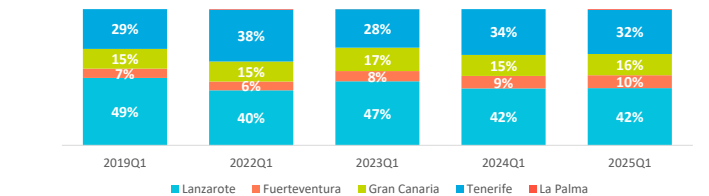


Activities in the Canary Islands	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Walk, wander	81.5%	84.0%	83.5%	79.7%	82.3%
Beach	67.7%	69.2%	64.8%	67.0%	64.9%
Swimming pool, hotel facilities	62.3%	70.8%	57.7%	66.3%	62.6%
Explore the island on their own	39.9%	33.5%	33.7%	35.9%	36.2%
Taste Canarian gastronomy	24.9%	31.3%	22.5%	24.4%	24.9%
Nightlife / concerts / shows	26.6%	16.7%	25.1%	22.3%	22.4%
Hiking	--	9.3%	10.5%	10.5%	13.8%
Beauty and health treatments	10.9%	10.4%	13.4%	8.3%	13.5%
Swim	--	19.9%	11.4%	10.4%	10.9%
Theme parks	5.7%	10.9%	10.7%	11.6%	10.4%
Organized excursions	13.3%	11.4%	14.8%	12.1%	10.3%
Wineries / markets / popular festivals	10.1%	9.0%	7.8%	8.6%	8.3%
Museums / exhibitions	9.9%	3.3%	6.1%	5.3%	8.0%
Running	--	6.4%	6.0%	5.1%	7.9%
Sea excursions / whale watching	8.6%	7.4%	7.4%	10.4%	6.5%
Cycling / Mountain bike	--	8.1%	7.6%	6.3%	4.8%
Astronomical observation	0.9%	1.0%	2.5%	2.8%	4.7%
Other Nature Activities	--	2.4%	3.2%	2.0%	4.4%
Golf	--	3.7%	4.5%	3.6%	3.1%
Scuba Diving	--	2.1%	1.2%	1.0%	2.9%
Practice other sports	--	3.3%	1.6%	2.1%	2.9%
Surf	--	3.7%	1.8%	1.3%	2.4%
Windsurf / Kitesurf	--	1.3%	--	0.2%	0.7%

* Multi-choise question

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



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%

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%

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.

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 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 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