

Tourist profile. Historical data (2019 - 2025)

IRELAND: Second Quarter



How many are they and how much do they spend?

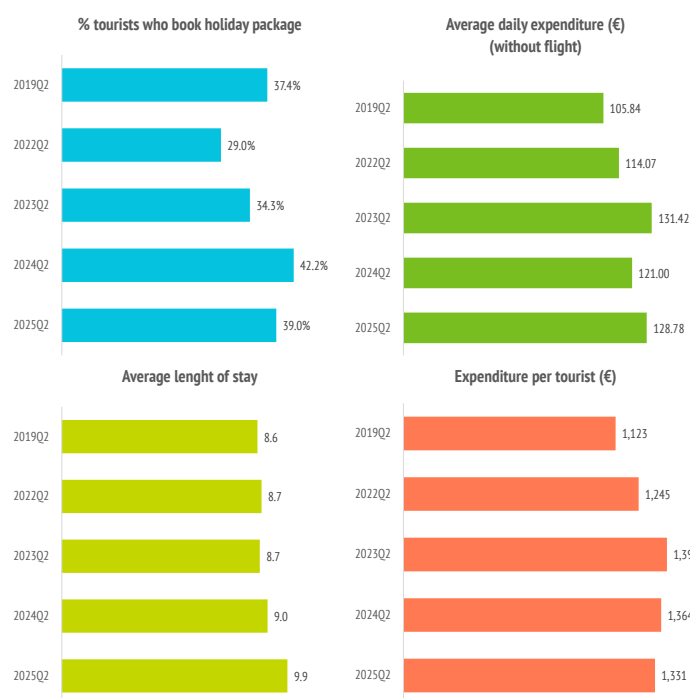


	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
TOURISTS					
Tourist arrivals (FRONTUR) (*)	158	140	178	191	213
Tourist arrivals ≥ 16 years old (EGT) (*)	130	120	141	148	178
- book holiday package (*)	49	35	48	63	70
- do not book holiday package (*)	82	85	93	86	109
- % tourists who book holiday package	37.4%	29.0%	34.3%	42.2%	39.0%
Children < 16 years old (FRONTUR - EGT) (*)	28	20	37	42	35
Expenditure per tourist (€)	1,123	1,245	1,394	1,364	1,331
- book holiday package	1,183	1,227	1,352	1,373	1,357
- holiday package	807	917	955	1,015	911
- others	375	310	397	358	446
- do not book holiday package	1,087	1,252	1,416	1,358	1,315
- flight	298	339	381	334	274
- accommodation	370	470	577	518	538
- others	418	443	458	506	503
Average lenght of stay	8.6	8.7	8.7	9.0	9.9
- Median	7.0	7.0	7.1	7.4	7.0
Average daily expenditure (€)	145.26	158.31	180.24	165.77	166.06
- Median	129.32	139.29	151.42	150.83	156.84
Average daily expenditure (without flight)	105.84	114.07	131.42	121.00	128.78
- Median	95.86	96.97	114.78	108.76	121.83
Average cost of the flight (€)	301.99	340.16	366.85	352.22	279.12
Total turnover (≥ 16 years old) (€m)	146	149	197	203	237
Turnover without flight (≥ 16 years old) (€m)	107	108	145	150	187

(*) Thousands of tourists

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

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Accommodation:					
- Accommodation	87.1%	91.8%	91.5%	88.1%	89.9%
- Additional accommodation expenses	11.9%	9.0%	8.3%	8.0%	8.6%
Transport:					
- National/International Transport	95.8%	98.7%	98.3%	97.1%	96.4%
- Flights between islands	6.1%	5.6%	8.1%	4.3%	3.8%
- Taxi	53.3%	58.2%	64.8%	61.2%	65.1%
- Car rental	12.0%	22.6%	15.8%	13.9%	8.9%
- Public transport	9.4%	8.9%	13.1%	8.1%	8.4%
Food and drink:					
- Food purchases at supermarkets	56.4%	63.6%	65.1%	64.9%	62.5%
- Restaurants	68.1%	75.8%	74.5%	78.8%	82.0%
Leisure:					
- Organized excursions	20.2%	18.7%	20.7%	21.8%	17.9%
- Sport activities	7.4%	10.8%	8.8%	8.4%	5.6%
- Cultural activities	2.7%	2.4%	3.0%	1.7%	2.2%
- Museums	3.5%	5.0%	2.4%	1.5%	1.6%
- Theme Parks	10.9%	10.9%	13.2%	12.4%	15.2%
- Discos and pubs	23.2%	19.8%	20.9%	21.1%	21.3%
- Wellness	6.6%	4.7%	7.1%	8.3%	11.1%
Purchases of goods:					
- Souvenirs	53.1%	45.5%	50.3%	40.6%	40.4%
- Other expenses	0.9%	1.1%	1.1%	0.8%	2.0%
Other:					
- Medical or pharmaceutical expenses	13.1%	15.8%	12.0%	11.5%	17.0%
- Other expenses	6.0%	2.6%	7.8%	3.5%	4.7%



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

Expenditure per tourist and trip (€)	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Accommodation:					
- Accommodation	689	626	740	806	812
- Additional accommodation expenses	458	525	626	622	618
- Additional accommodation expenses	231	101	114	184	194
Transport:					
- National/International Transport	562	598	639	586	539
- National/International Transport	315	345	373	363	290
- Flights between islands	50	52	67	56	58
- Taxi	66	63	60	65	63
- Car rental	87	117	111	86	80
- Public transport	43	21	29	17	48
Food and drink:					
- Food purchases at supermarkets	309	312	342	352	387
- Food purchases at supermarkets	106	94	108	115	119
- Restaurants	203	218	234	237	267
Leisure:					
- Organized excursions	574	499	500	506	604
- Organized excursions	86	76	100	82	80
- Sport activities	110	71	61	88	130
- Cultural activities	61	30	54	42	84
- Museums	60	46	44	26	45
- Theme Parks	70	64	61	62	75
- Discos and pubs	104	146	123	133	116
- Wellness	83	65	56	72	75
Purchases of goods:					
- Souvenirs	177	164	139	159	756
- Souvenirs	110	93	104	98	96
- Other expenses	67	71	35	60	660
Other:					
- Medical or pharmaceutical expenses	215	201	173	126	148
- Medical or pharmaceutical expenses	63	65	49	84	39
- Other expenses	151	136	124	42	108

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: Second Quarter



What is the main purpose of their trip?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Holiday, leisure	95.7%	98.2%	97.0%	98.8%	94.5%
Visiting family or friends	2.5%	1.3%	2.5%	1.2%	3.6%
Business and work	0.0%	0.2%	0.2%	0.0%	0.4%
Education and training	0.0%	0.0%	0.0%	0.0%	0.0%
Sports training	1.0%	0.3%	0.2%	0.0%	0.0%
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	0.7%	0.0%	0.1%	0.0%	1.5%

What is the main motivation for their holidays?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Rest	68.5%	72.1%	68.1%	69.7%	70.9%
Enjoy family time	17.4%	14.4%	15.6%	12.3%	13.6%
Have fun	9.9%	6.1%	9.4%	10.2%	8.4%
Explore the destination	3.1%	4.3%	5.3%	5.8%	4.5%
Practice their hobbies	0.4%	2.2%	0.6%	1.3%	1.6%
Other reasons	0.6%	0.9%	1.0%	0.6%	1.1%

Where did they spend their main holiday last year? *

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Didn't have holidays	--	48.6%	11.7%	8.5%	8.0%
Canary Islands	--	27.7%	37.3%	43.8%	45.6%
Other destination	--	23.8%	51.0%	47.7%	46.4%
- Balearic Islands	--	0.4%	4.5%	4.1%	2.5%
- Rest of Spain	--	7.0%	12.1%	12.0%	13.0%
- Italy	--	2.5%	6.2%	5.8%	5.5%
- France	--	1.3%	1.9%	2.0%	2.6%
- Turkey	--	0.2%	1.8%	1.8%	0.2%
- Greece	--	1.9%	5.0%	2.8%	3.7%
- Portugal	--	3.0%	7.9%	7.3%	8.8%
- Croatia	--	1.1%	0.7%	0.2%	0.9%
- Egypt	--	0.0%	0.8%	0.3%	0.0%
- Tunisia	--	0.0%	0.0%	0.0%	0.0%
- Morocco	--	0.3%	0.1%	0.9%	0.8%
- Others	--	6.0%	10.0%	10.5%	8.3%

* Percentage of valid answers

What other destinations did they consider for this trip? *

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
None (I was clear about "this Canary Island")	--	27.9%	25.3%	26.8%	31.6%
Canary Islands (other island)	--	18.1%	23.3%	21.5%	19.6%
Other destination	--	54.1%	51.4%	51.7%	48.8%
- Balearic Islands	--	4.7%	4.5%	8.0%	3.6%
- Rest of Spain	--	17.5%	12.6%	12.0%	15.2%
- Italy	--	5.9%	6.4%	4.6%	7.0%
- France	--	2.3%	2.3%	2.0%	2.2%
- Turkey	--	1.9%	2.4%	2.4%	1.3%
- Greece	--	6.1%	7.3%	6.8%	3.7%
- Portugal	--	10.2%	11.7%	10.9%	12.8%
- Croatia	--	3.0%	3.0%	3.5%	2.1%
- Egypt	--	1.1%	0.8%	1.1%	0.4%
- Others	--	1.4%	0.5%	0.5%	0.5%

* Percentage of valid answers

Importance of each factor in the destination choice



	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Safety	70.5%	67.8%	76.7%	73.5%	75.0%
Climate	81.4%	80.1%	78.7%	79.7%	74.5%
Accommodation supply	62.4%	61.1%	68.5%	60.3%	62.5%
Price	58.6%	50.2%	58.5%	60.3%	57.6%
Tranquility	54.5%	54.8%	55.5%	59.2%	54.6%
Effortless trip	45.8%	49.8%	50.1%	50.8%	52.0%
European belonging	43.6%	44.8%	50.0%	48.1%	49.7%
Sea	40.3%	42.6%	49.8%	46.0%	39.2%
Beaches	38.8%	39.2%	43.6%	44.8%	38.9%
Environment	35.0%	31.9%	35.4%	34.2%	38.8%
Gastronomy	27.8%	37.0%	35.0%	33.5%	33.2%
Fun possibilities	30.7%	23.9%	33.5%	32.1%	30.4%
Authenticity	21.5%	22.9%	25.2%	24.2%	27.0%
Landscapes	21.8%	17.7%	26.9%	19.9%	20.9%
Shopping	18.7%	14.4%	18.6%	18.7%	18.7%
Nightlife	12.0%	10.5%	11.9%	16.4%	18.1%
Exoticism	11.2%	8.5%	17.4%	11.2%	14.8%
Culture	8.1%	8.2%	11.1%	8.8%	13.2%
Historical heritage	7.8%	7.3%	7.4%	8.1%	8.5%
Hiking trail network	3.0%	2.4%	9.7%	5.9%	4.8%

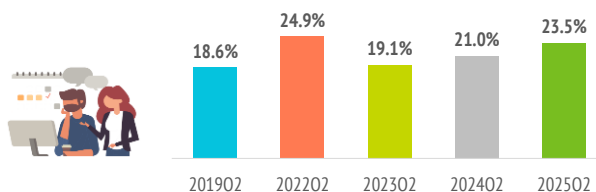
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")
% of tourists who indicate that the factor is "very important" in their choice.

How far in advance do they book their trip?



	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
The same day	0.6%	0.4%	0.6%	0.2%	0.7%
Between 1 and 30 days	18.3%	12.2%	16.5%	14.4%	14.5%
Between 1 and 2 months	19.4%	26.4%	21.9%	23.4%	18.1%
Between 3 and 6 months	43.1%	36.2%	41.9%	41.0%	43.2%
More than 6 months	18.6%	24.9%	19.1%	21.0%	23.5%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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



	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Previous visits to the Canary Islands	63.9%	64.9%	66.7%	64.0%	64.1%
Friends or relatives	32.0%	26.5%	30.1%	23.0%	28.2%
Internet or social media	51.4%	57.5%	52.7%	47.6%	37.0%
Mass Media	1.4%	2.1%	0.7%	1.8%	2.8%
Travel guides and magazines	4.2%	3.6%	2.7%	3.5%	3.1%
Travel Blogs or Forums	3.1%	5.6%	7.1%	4.2%	3.6%
Travel TV Channels	0.7%	1.3%	1.2%	0.0%	0.3%
Tour Operator or Travel Agency	16.1%	15.3%	10.9%	16.5%	17.7%
Public administrations or similar	0.0%	1.6%	0.3%	0.5%	0.3%
Others	2.3%	2.3%	2.3%	2.2%	2.8%

* Multi-choice question

Tourist profile. Historical data (2019 - 2025)

IRELAND: Second Quarter



With whom did they book their flight and accommodation?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Flight					
- Directly with the airline	65.9%	71.8%	64.6%	57.4%	61.9%
- Tour Operator or Travel Agency	34.1%	28.2%	35.4%	42.6%	38.1%
Accommodation					
- Directly with the accommodation	50.2%	55.0%	51.0%	43.3%	48.6%
- Tour Operator or Travel Agency	49.8%	45.0%	49.0%	56.7%	51.4%

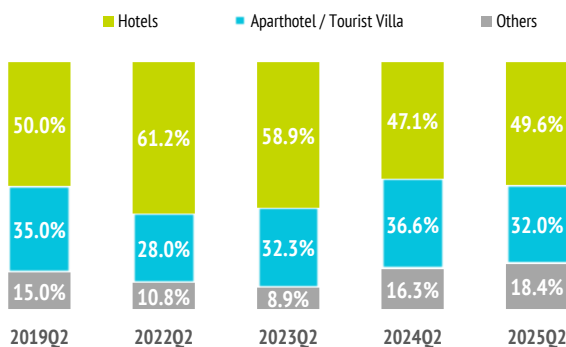
Where does the flight come from?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Ireland	84.4%	97.2%	96.0%	93.9%	92.9%
United Kingdom	14.3%	0.8%	2.9%	4.6%	5.1%
Spanish Mainland	0.4%	1.0%	0.4%	0.3%	1.7%
Germany	0.6%	0.0%	0.0%	0.0%	0.3%
Austria	0.0%	0.0%	0.1%	0.0%	0.0%
Belgium	0.2%	0.0%	0.0%	0.0%	0.0%
France	0.0%	0.5%	0.0%	0.2%	0.0%
Italy	0.1%	0.1%	0.3%	0.0%	0.0%
Poland	0.0%	0.3%	0.0%	0.3%	0.0%
Portugal	0.0%	0.0%	0.4%	0.5%	0.0%
Others	0.0%	0.0%	0.0%	0.0%	0.0%

Where do they stay?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
1-2-3* Hotel	10.8%	14.1%	10.9%	9.8%	9.0%
4* Hotel	30.2%	34.6%	33.2%	29.0%	30.7%
5* Hotel / 5* Luxury Hotel	9.0%	12.5%	14.8%	8.3%	9.9%
Aparthotel / Tourist Villa	35.0%	28.0%	32.3%	36.6%	32.0%
House/room rented in a private dwelling	4.9%	3.0%	2.8%	10.7%	10.9%
Private accommodation (1)	5.2%	4.7%	3.0%	5.3%	6.1%
Others (Cottage, cruise, camping,...)	4.9%	3.1%	3.0%	0.3%	1.5%

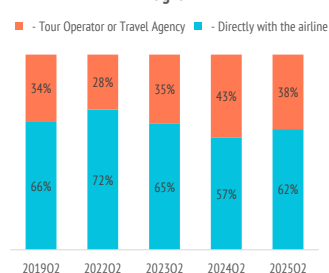
(1) Own property /House of friends or relatives / Free housing exchange / Other private accommodation.



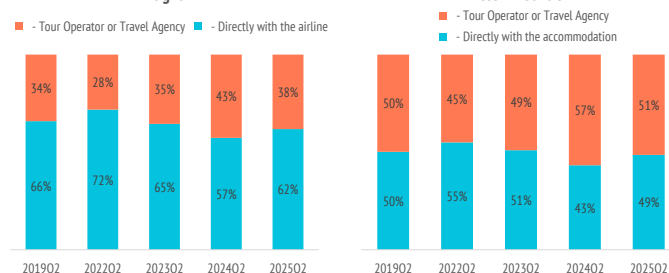
What do they book?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Room only	38.5%	34.2%	40.9%	48.1%	47.5%
Bed and Breakfast	21.1%	24.6%	26.8%	18.2%	21.2%
Half board	15.5%	17.6%	11.3%	15.1%	14.8%
Full board	3.3%	3.5%	0.9%	1.1%	2.3%
All inclusive	21.5%	20.0%	20.2%	17.5%	14.1%

Flight

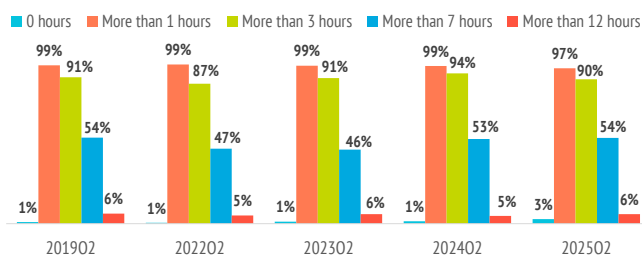


Accommodation



Activities in the Canary Islands

Outdoor time per day	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
0 hours	1.0%	0.5%	1.3%	1.5%	2.9%
1 - 2 hours	7.5%	12.0%	7.8%	4.6%	6.9%
3 - 6 hours	37.7%	40.6%	44.7%	41.0%	36.7%
7 - 12 hours	47.5%	41.8%	40.3%	48.0%	47.6%
More than 12 hours	6.3%	5.1%	6.0%	4.9%	6.0%
Outdoor time per day	7.3	6.9	6.9	7.2	7.3

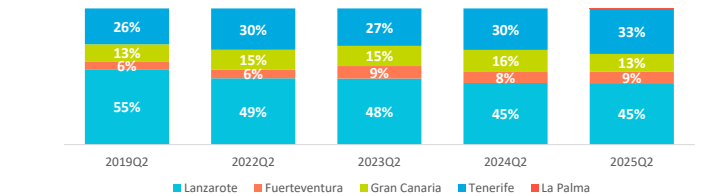


Activities in the Canary Islands	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Walk, wander	74.5%	82.3%	83.8%	82.9%	81.8%
Swimming pool, hotel facilities	74.7%	73.1%	76.3%	74.1%	69.4%
Beach	67.9%	70.9%	74.6%	66.0%	67.2%
Explore the island on their own	30.5%	29.2%	30.3%	28.7%	27.6%
Taste Canarian gastronomy	23.0%	21.2%	17.0%	26.1%	23.7%
Nightlife / concerts / shows	28.9%	21.2%	23.3%	26.9%	22.6%
Theme parks	16.9%	15.7%	16.2%	15.7%	16.6%
Organized excursions	13.9%	16.6%	17.3%	15.4%	11.3%
Beauty and health treatments	9.3%	7.4%	9.0%	8.1%	11.3%
Wineries / markets / popular festivals	8.8%	7.4%	3.9%	7.0%	11.1%
Swim	--	11.0%	11.5%	12.8%	9.6%
Sea excursions / whale watching	11.3%	9.5%	11.5%	8.8%	8.5%
Running	--	2.9%	5.7%	4.1%	4.6%
Museums / exhibitions	8.9%	5.6%	2.8%	4.3%	3.9%
Hiking	--	7.0%	4.9%	5.9%	3.8%
Cycling / Mountain bike	--	4.3%	3.5%	4.6%	3.7%
Practice other sports	--	3.9%	2.3%	4.1%	2.3%
Golf	--	3.2%	4.0%	5.0%	1.9%
Astronomical observation	1.8%	1.7%	3.7%	2.0%	1.6%
Other Nature Activities	--	3.6%	2.9%	2.1%	1.4%
Surf	--	1.4%	1.8%	1.6%	1.3%
Windsurf / Kitesurf	--	1.8%	0.6%	1.1%	0.8%
Scuba Diving	--	0.2%	2.9%	2.9%	--

* Multi-choise question

Which island do they choose?

Tourists (≥ 16 year old)	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Lanzarote	72,149	58,378	68,460	67,172	80,350
Fuerteventura	7,649	7,496	12,985	12,003	15,315
Gran Canaria	16,328	17,543	20,956	24,040	22,909
Tenerife	34,269	36,430	38,825	45,218	59,430
La Palma	0	0	0	0	9



How many are loyal to the Canary Islands?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Repeat tourists	80.2%	82.1%	82.4%	82.7%	85.3%
At least 10 previous visits	22.7%	33.1%	28.7%	31.6%	33.6%
Repeat tourists (last 5 years)	75.4%	76.1%	76.4%	75.3%	79.7%
Repeat tourists (last 5 years)(5 or more visits)	24.9%	21.1%	19.3%	26.3%	26.4%

Who are they?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Gender					
Men	48.5%	48.6%	46.3%	46.5%	46.6%
Women	51.5%	51.4%	53.7%	53.5%	53.4%
Age					
Average age	47.4	51.0	46.0	48.6	52.0
Standard deviation	15.1	16.3	16.7	17.9	16.9
Age range					
16 - 24 years old	7.7%	7.5%	15.4%	13.8%	7.8%
25 - 30 years old	7.2%	7.1%	8.5%	7.6%	7.5%
31 - 45 years old	33.3%	24.0%	24.6%	21.6%	23.7%
46 - 60 years old	28.3%	26.0%	28.9%	25.2%	21.2%
Over 60 years old	23.4%	35.4%	22.6%	31.7%	39.8%
Occupation					
Salaried worker	52.6%	55.9%	56.4%	59.4%	52.4%
Self-employed	13.3%	11.3%	9.8%	6.6%	10.0%
Unemployed	1.2%	0.7%	0.4%	0.2%	0.3%
Business owner	8.4%	3.8%	2.7%	4.2%	5.8%
Student	3.4%	0.8%	3.5%	2.7%	1.5%
Retired	19.4%	26.7%	21.0%	24.4%	28.5%
Unpaid domestic work	1.3%	0.3%	5.2%	1.3%	1.4%
Others	0.5%	0.5%	1.0%	1.2%	0.0%
Annual household income level					
Less than €25,000	10.9%	5.4%	8.4%	11.8%	5.8%
€25,000 - €49,999	32.5%	29.2%	36.8%	31.1%	27.5%
€50,000 - €74,999	29.1%	24.5%	23.2%	21.8%	30.5%
More than €74,999	27.5%	40.8%	31.6%	35.3%	36.2%
Education level					
No studies	2.5%	1.7%	4.2%	3.6%	4.0%
Primary education	2.1%	3.9%	0.8%	1.0%	0.4%
Secondary education	28.6%	25.4%	20.5%	25.0%	24.8%
Higher education	66.8%	69.0%	74.5%	70.4%	70.8%

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	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Lanzarote	55.3%	48.7%	48.5%	45.3%	45.1%
Fuerteventura	5.9%	6.3%	9.2%	8.1%	8.6%
Gran Canaria	12.5%	14.6%	14.8%	16.2%	12.9%
Tenerife	26.3%	30.4%	27.5%	30.5%	33.4%
La Palma	0.0%	0.0%	0.0%	0.0%	0.0%

How many islands do they visit during their trip?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
One island	92.2%	94.6%	92.8%	93.6%	94.5%
Two islands	7.0%	4.5%	6.9%	6.0%	5.5%
Three or more islands	0.9%	0.8%	0.3%	0.3%	0.0%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Average rating	8.81	8.90	9.02	8.89	8.70

Experience in the Canary Islands	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Worse or much worse than expected	2.4%	0.7%	0.1%	0.7%	3.4%
Lived up to expectations	55.4%	60.4%	54.6%	51.2%	60.9%
Better or much better than expected	42.2%	38.9%	45.3%	48.1%	35.7%

Future intentions (scale 0-10)	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Return to the Canary Islands	8.88	9.04	9.18	9.14	8.94
Recommend visiting the Canary Islands	9.06	9.24	9.33	9.23	9.12

Who do they come with?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Unaccompanied	6.7%	8.2%	7.4%	6.6%	9.4%
Only with partner	41.1%	49.5%	53.4%	60.5%	57.0%
Only with children (< 13 years old)	5.1%	5.0%	3.8%	3.4%	2.6%
Partner + children (< 13 years old)	6.6%	7.2%	7.2%	3.8%	5.7%
Other relatives	20.2%	14.9%	14.5%	13.9%	13.4%
Friends	7.0%	6.6%	5.2%	4.7%	6.7%
Work colleagues	0.0%	0.0%	0.0%	0.0%	0.0%
Organized trip	0.8%	0.2%	0.0%	0.0%	0.1%
Other combinations (2)	12.5%	8.3%	8.5%	7.3%	5.0%

(2) Combination of some of the groups previously analyzed

Tourists with children	21.3%	20.9%	16.0%	12.7%	14.1%
- Between 0 and 2 years old	1.3%	1.4%	1.2%	0.9%	2.0%
- Between 3 and 12 years old	18.7%	18.7%	11.7%	9.0%	10.8%
- Between 0 - 2 and 3-12 years old	1.3%	0.7%	3.1%	2.8%	1.3%
Tourists without children	78.7%	79.1%	84.0%	87.3%	85.9%
Group composition:					
- 1 person	11.2%	10.0%	10.3%	8.8%	11.1%
- 2 people	50.4%	56.4%	59.9%	65.8%	65.2%
- 3 people	14.1%	11.5%	9.3%	7.8%	8.8%
- 4 or 5 people	21.4%	17.0%	17.3%	12.0%	11.2%
- 6 or more people	2.9%	5.1%	3.2%	5.6%	3.6%
Average group size:	2.68	2.73	2.51	2.55	2.42

*People who share the main expenses of the trip