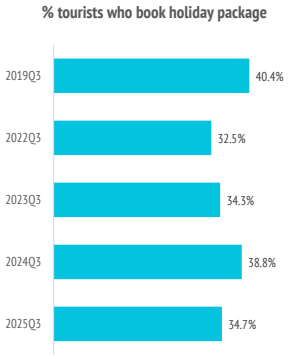
Tourist profile. Historical data (2019 - 2025)

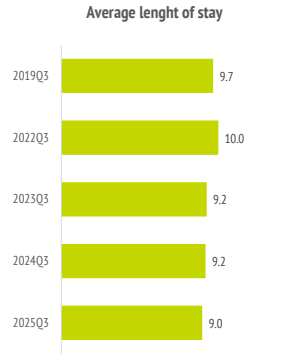
IRELAND: Third Quarter

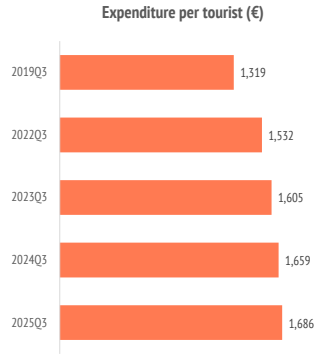
How many are they and how much do they spend?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**178**	**165**	**189**	**201**	**217**
Tourist arrivals ≥ 16 years old (EGT) (*)	**139**	**133**	**152**	**158**	**178**
- book holiday package (*)	56	43	52	61	62
- do not book holiday package (*)	83	90	100	97	116
- % tourists who book holiday package	40.4%	32.5%	34.3%	38.8%	34.7%
Children < 16 years old (FRONTUR - EGT) (*)	39	32	37	43	40
Expenditure per tourist (€)	**1,319**	**1,532**	**1,605**	**1,659**	**1,686**
- book holiday package	1,261	1,510	1,643	1,662	1,541
- holiday package	860	1,069	1,136	1,093	1,049
- others	401	441	507	570	492
- do not book holiday package	1,358	1,542	1,586	1,656	1,763
- flight	344	467	441	422	423
- accommodation	515	476	580	582	714
- others	499	600	564	653	625
Average lenght of stay	**9.7**	**10.0**	**9.2**	**9.2**	**9.0**
- Median	8.5	8.6	8.0	8.0	8.4
Average daily expenditure (€)	**151.23**	**172.90**	**190.37**	**191.73**	**197.72**
- Median	141.86	170.12	181.59	179.87	187.41
Average daily expenditure (without flight)	**112.85**	**121.52**	**137.83**	**142.25**	**149.13**
- Median	104.65	116.43	130.94	134.97	143.33
Average cost of the flight (€)	**334.42**	**457.35**	**433.30**	**417.05**	**401.47**
Total turnover (≥ 16 years old) (€m)	**183**	**203**	**244**	**263**	**300**
Turnover without flight (≥ 16 years old) (€m)	**137**	**143**	**178**	**197**	**228**

(*) Thousands of tourists







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

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Accommodation:					
- Accommodation	92.6%	85.9%	88.1%	90.9%	88.9%
- Additional accommodation expenses	12.6%	11.1%	12.7%	8.0%	7.9%
Transport:					
- National/International Transport	97.0%	97.5%	97.3%	98.8%	95.7%
- Flights between islands	5.7%	7.9%	6.1%	7.5%	5.4%
- Taxi	54.4%	59.2%	62.9%	65.7%	57.9%
- Car rental	15.9%	14.9%	19.4%	14.1%	12.7%
- Public transport	7.4%	7.8%	8.5%	10.8%	8.5%
Food and drink:					
- Food purchases at supermarkets	66.5%	77.3%	73.3%	66.8%	65.9%
- Restaurants	73.9%	74.8%	80.8%	79.1%	80.5%
Leisure:					
- Organized excursions	21.3%	26.1%	21.9%	24.4%	24.8%
- Sport activities	12.8%	13.1%	15.5%	12.2%	9.2%
- Cultural activities	2.8%	4.7%	2.4%	4.0%	1.6%
- Museums	3.2%	3.5%	3.9%	4.5%	3.3%
- Theme Parks	15.7%	20.5%	19.3%	15.9%	20.8%
- Discos and pubs	23.0%	27.9%	27.0%	30.4%	25.2%
- Wellness	7.7%	6.0%	8.6%	6.9%	11.2%
Purchases of goods:					
- Souvenirs	58.6%	50.3%	47.1%	52.4%	44.7%
- Other expenses	1.1%	1.6%	1.3%	0.9%	1.5%
Other:					
- Medical or pharmaceutical expenses	11.8%	17.1%	12.6%	13.0%	12.2%
- Other expenses	4.9%	5.4%	4.2%	6.5%	4.8%

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

Expenditure per tourist and trip (€)	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Accommodation:	**695**	**766**	**845**	**811**	**879**
- Accommodation	552	588	679	664	780
- Additional accommodation expenses	143	178	165	147	100
Transport:	**663**	**822**	**766**	**734**	**709**
- National/International Transport	345	469	445	422	420
- Flights between islands	132	91	75	73	79
- Taxi	50	68	79	63	61
- Car rental	104	166	125	153	128
- Public transport	31	28	42	23	22
Food and drink:	**349**	**380**	**386**	**491**	**453**
- Food purchases at supermarkets	120	130	115	158	142
- Restaurants	228	251	271	333	311
Leisure:	**522**	**671**	**566**	**641**	**699**
- Organized excursions	97	115	137	98	133
- Sport activities	75	107	110	96	113
- Cultural activities	28	90	21	52	41
- Museums	41	53	41	97	91
- Theme Parks	91	83	79	86	75
- Discos and pubs	108	132	116	139	141
- Wellness	82	90	63	74	105
Purchases of goods:	**219**	**711**	**395**	**371**	**495**
- Souvenirs	116	103	111	115	**130**
- Other expenses	102	608	283	256	**365**
Other:	**77**	**157**	**126**	**247**	**120**
- Medical or pharmaceutical expenses	22	65	53	63	**29**
- Other expenses	54	92	73	184	**91**

Source: Tourist Expenditure Survey (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: Third Quarter

What is the main purpose of their trip?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Holiday, leisure	98.4%	97.0%	97.7%	96.3%	97.0%
Visiting family or friends	1.4%	2.5%	1.1%	3.7%	3.0%
Business and work	0.2%	0.0%	0.3%	0.0%	0.0%
Education and training	0.0%	0.0%	0.0%	0.0%	0.0%
Sports training	0.0%	0.0%	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	0.0%	0.4%	0.6%	0.0%	0.0%

What is the main motivation for their holidays?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Rest	62.0%	63.8%	64.5%	64.9%	67.2%
Enjoy family time	21.5%	15.7%	17.2%	13.1%	18.8%
Have fun	12.3%	12.6%	12.4%	14.4%	8.9%
Explore the destination	3.4%	4.9%	5.5%	6.7%	3.6%
Practice their hobbies	0.3%	0.6%	0.0%	0.5%	0.3%
Other reasons	0.5%	2.4%	0.5%	0.4%	1.3%

Where did they spend their main holiday last year? *

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Didn't have holidays	--	50.5%	11.5%	12.1%	12.8%
Canary Islands	--	31.1%	43.5%	42.1%	41.8%
Other destination	--	18.4%	45.0%	45.8%	45.4%
- Balearic Islands	--	0.8%	3.4%	3.0%	2.5%
- Rest of Spain	--	7.1%	11.5%	15.8%	13.8%
- Italy	--	0.9%	4.1%	3.0%	4.7%
- France	--	1.5%	2.3%	3.0%	2.7%
- Turkey	--	0.9%	0.8%	0.9%	3.2%
- Greece	--	1.5%	3.5%	4.2%	2.7%
- Portugal	--	1.2%	6.7%	8.5%	5.8%
- Croatia	--	0.1%	1.5%	0.6%	1.4%
- Egypt	--	0.0%	0.0%	0.0%	0.0%
- Tunisia	--	0.0%	0.0%	0.0%	0.5%
- Morocco	--	0.0%	0.0%	0.3%	1.1%
- Others	--	4.4%	11.1%	6.7%	7.0%

** Percentage of valid answers*

What other destinations did they consider for this trip? *

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
None (I was clear about "this Canary Island")	--	25.1%	25.7%	24.0%	25.2%
Canary Islands (other island)	--	18.4%	19.5%	18.3%	19.6%
Other destination	--	56.4%	54.8%	57.7%	55.1%
- Balearic Islands	--	4.9%	6.0%	4.4%	4.8%
- Rest of Spain	--	14.6%	12.5%	15.3%	15.8%
- Italy	--	8.7%	8.5%	7.1%	7.5%
- France	--	3.0%	2.7%	2.7%	3.5%
- Turkey	--	2.4%	2.0%	2.8%	2.0%
- Greece	--	6.4%	7.5%	8.1%	6.9%
- Portugal	--	11.7%	11.4%	12.1%	10.7%
- Croatia	--	3.5%	2.9%	3.9%	2.9%
- Egypt	--	0.4%	0.0%	0.8%	0.5%
- Others	--	0.7%	1.3%	0.6%	0.7%

** Percentage of valid answers*

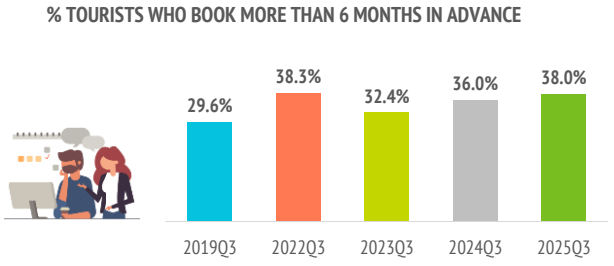
Importance of each factor in the destination choice

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Climate	81.7%	74.3%	79.1%	80.0%	77.8%
Safety	69.6%	75.4%	75.9%	78.4%	76.5%
Accommodation supply	65.2%	59.1%	64.9%	64.4%	70.0%
Price	59.0%	60.7%	58.3%	63.0%	57.3%
Effortless trip	45.4%	53.0%	44.7%	52.8%	56.5%
Tranquility	56.5%	51.6%	60.0%	60.1%	54.8%
European belonging	44.0%	43.3%	46.9%	47.3%	47.3%
Fun possibilities	38.3%	35.8%	40.6%	37.8%	38.2%
Environment	38.8%	35.6%	37.8%	39.3%	34.2%
Sea	39.5%	39.0%	45.0%	39.0%	34.2%
Beaches	38.0%	39.3%	44.1%	40.1%	32.7%
Gastronomy	25.9%	28.6%	30.8%	31.9%	31.9%
Authenticity	22.7%	22.6%	26.9%	24.0%	23.9%
Landscapes	20.9%	19.9%	26.8%	19.5%	20.8%
Shopping	18.5%	22.6%	21.9%	18.9%	18.5%
Nightlife	17.1%	18.9%	21.9%	13.7%	16.3%
Culture	10.5%	10.6%	13.0%	13.0%	11.9%
Exoticism	13.9%	12.4%	14.7%	9.9%	11.6%
Historical heritage	7.8%	4.7%	7.0%	6.3%	9.3%
Hiking trail network	1.7%	3.7%	3.0%	2.5%	2.7%

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?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
The same day	0.0%	0.4%	0.2%	0.2%	0.0%
Between 1 and 30 days	14.7%	9.9%	16.5%	10.6%	11.7%
Between 1 and 2 months	18.7%	17.1%	14.6%	13.0%	14.9%
Between 3 and 6 months	37.0%	34.3%	36.3%	40.2%	35.5%
More than 6 months	29.6%	38.3%	32.4%	36.0%	38.0%



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

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Previous visits to the Canary Islands	65.8%	66.7%	65.8%	54.8%	55.9%
Friends or relatives	29.6%	33.7%	34.8%	37.8%	34.6%
Internet or social media	55.5%	53.3%	51.1%	57.8%	50.7%
Mass Media	1.2%	3.0%	2.1%	3.2%	3.9%
Travel guides and magazines	3.8%	2.5%	2.0%	4.0%	3.9%
Travel Blogs or Forums	6.7%	5.4%	4.7%	7.7%	7.2%
Travel TV Channels	0.4%	1.8%	0.9%	1.6%	0.8%
Tour Operator or Travel Agency	16.7%	13.6%	11.6%	14.9%	12.9%
Public administrations or similar	0.4%	1.2%	0.3%	0.3%	0.2%
Others	1.4%	2.5%	3.2%	3.9%	2.0%

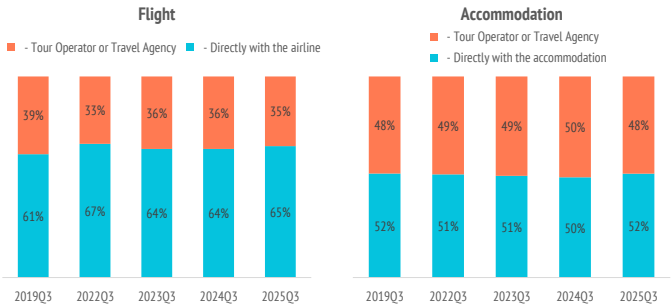
** Multi-choise question*

Tourist profile. Historical data (2019 - 2025)

IRELAND: Third Quarter

With whom did they book their flight and accommodation?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Flight					
- Directly with the airline	61.4%	66.5%	64.0%	64.0%	65.4%
- Tour Operator or Travel Agency	38.6%	33.5%	36.0%	36.0%	34.6%
Accommodation					
- Directly with the accommodation	51.7%	51.3%	50.6%	49.9%	51.7%
- Tour Operator or Travel Agency	48.3%	48.7%	49.4%	50.1%	48.3%



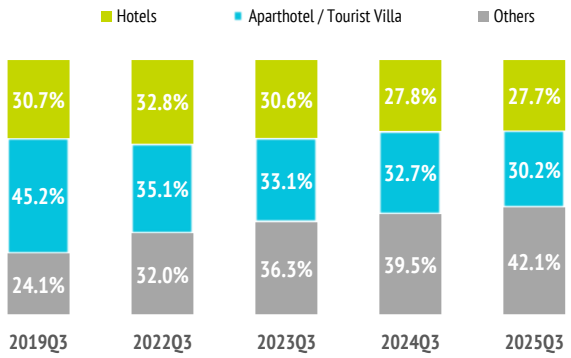
Where does the flight come from?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Ireland	91.7%	94.3%	97.6%	95.9%	94.4%
United Kingdom	7.2%	4.8%	1.1%	2.9%	3.9%
Spanish Mainland	1.1%	0.6%	0.7%	1.0%	1.4%
Portugal	0.0%	0.0%	0.0%	0.0%	0.2%
Germany	0.0%	0.0%	0.2%	0.0%	0.0%
Denmark	0.0%	0.0%	0.0%	0.2%	0.0%
France	0.0%	0.0%	0.2%	0.0%	0.0%
Hungary	0.0%	0.3%	0.0%	0.0%	0.0%
Others	0.0%	0.0%	0.2%	0.0%	0.0%

Where do they stay?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
1-2-3* Hotel	0.0%	0.0%	0.0%	0.0%	0.0%
4* Hotel	30.7%	32.8%	30.6%	27.8%	27.7%
5* Hotel / 5* Luxury Hotel	0.0%	0.0%	0.0%	0.0%	0.0%
Aparthotel / Tourist Villa	45.2%	35.1%	33.1%	32.7%	30.2%
House/room rented in a private dwelling	4.6%	3.2%	11.6%	12.2%	12.8%
Private accommodation (1)	2.5%	9.4%	4.7%	3.9%	6.8%
Others (Cottage, cruise, camping,..)	3.6%	3.4%	2.9%	1.5%	0.8%

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

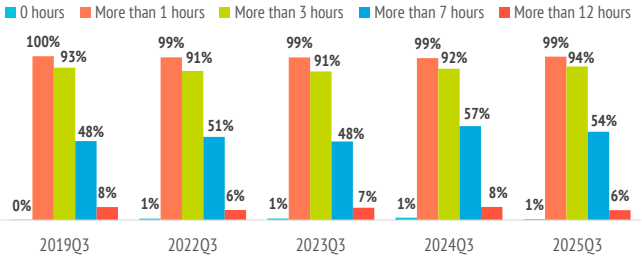


What do they book?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Room only	44.5%	49.0%	41.9%	48.8%	51.7%
Bed and Breakfast	18.9%	16.3%	26.8%	21.6%	23.0%
Half board	15.3%	13.4%	11.4%	9.7%	7.4%
Full board	1.8%	2.4%	1.2%	1.2%	1.1%
All inclusive	19.6%	18.9%	18.7%	18.7%	16.7%

Activities in the Canary Islands

Outdoor time per day	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
0 hours	0.2%	0.9%	1.0%	1.4%	0.5%
1 - 2 hours	7.0%	8.3%	8.5%	6.5%	5.9%
3 - 6 hours	44.7%	40.2%	42.7%	34.9%	39.8%
7 - 12 hours	40.2%	44.6%	40.4%	49.2%	47.7%
More than 12 hours	7.9%	6.1%	7.5%	8.0%	6.0%
Outdoor time per day	7.1	7.1	7.1	7.5	7.4



Activities in the Canary Islands	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Walk, wander	76.0%	79.3%	80.3%	83.3%	80.2%
Swimming pool, hotel facilities	82.4%	77.8%	82.9%	79.7%	79.6%
Beach	70.7%	72.3%	72.8%	70.2%	66.9%
Nightlife / concerts / shows	34.4%	37.8%	31.6%	35.6%	29.7%
Explore the island on their own	33.3%	32.0%	33.0%	38.8%	29.5%
Theme parks	23.8%	25.2%	25.0%	23.0%	25.8%
Taste Canarian gastronomy	21.9%	22.1%	24.2%	24.1%	21.0%
Organized excursions	19.8%	24.8%	17.4%	25.0%	20.3%
Sea excursions / whale watching	12.8%	14.3%	14.0%	15.3%	15.8%
Swim	--	13.5%	15.4%	15.0%	10.6%
Beauty and health treatments	10.0%	9.9%	8.4%	9.7%	10.0%
Wineries / markets / popular festivals	11.4%	10.3%	6.8%	11.7%	9.5%
Running	--	5.7%	4.8%	6.4%	5.6%
Museums / exhibitions	7.5%	4.2%	5.7%	6.8%	4.9%
Hiking	--	4.6%	7.1%	5.3%	4.6%
Other Nature Activities	--	2.4%	3.1%	5.5%	4.0%
Golf	--	3.5%	4.7%	5.1%	3.8%
Surf	--	2.4%	1.9%	1.4%	3.4%
Cycling / Mountain bike	--	5.6%	4.0%	5.5%	3.4%
Practice other sports	--	4.8%	4.5%	3.4%	2.4%
Astronomical observation	1.8%	1.4%	1.1%	2.4%	2.1%
Scuba Diving	--	3.9%	1.9%	1.4%	1.2%
Windsurf / Kitesurf	--	1.6%	1.0%	0.6%	0.7%

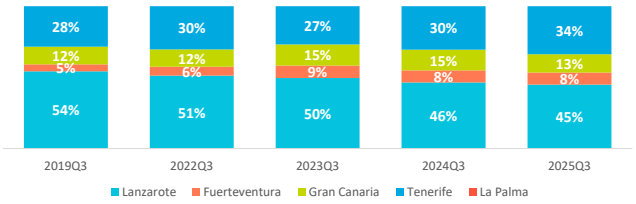
** Multi-choise question*

Tourist profile. Historical data (2019 - 2025)

IRELAND: Third Quarter

Which island do they choose?

Tourists (≥ 16 year old)	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Lanzarote	75,452	67,971	75,294	73,563	79,984
Fuerteventura	6,893	8,241	13,302	13,350	15,072
Gran Canaria	17,171	16,130	22,544	23,108	22,791
Tenerife	39,507	40,268	40,780	48,264	60,095
La Palma	0	0	0	0	0



Share by islands	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Lanzarote	54.3%	51.3%	49.6%	46.5%	44.9%
Fuerteventura	5.0%	6.2%	8.8%	8.4%	8.5%
Gran Canaria	12.4%	12.2%	14.8%	14.6%	12.8%
Tenerife	28.4%	30.4%	26.8%	30.5%	33.8%
La Palma	0.0%	0.0%	0.0%	0.0%	0.0%

How many are loyal to the Canary Islands?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Repeat tourists	79.7%	82.9%	84.6%	76.8%	76.1%
At least 10 previous visits	20.6%	25.7%	22.0%	22.9%	25.5%
Repeat tourists (last 5 years)	73.6%	74.0%	76.0%	71.9%	68.7%
Repeat tourists (last 5 years)(5 or more visits)	21.6%	15.5%	18.5%	16.4%	24.4%

Who are they?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Gender					
Men	44.4%	45.1%	45.5%	43.0%	48.6%
Women	55.6%	54.9%	54.5%	57.0%	51.4%
Age					
Average age	42.3	43.4	43.3	43.9	44.3
Standard deviation	14.1	15.5	15.7	16.7	16.8
Age range					
16 - 24 years old	14.3%	16.1%	16.2%	19.0%	17.4%
25 - 30 years old	10.7%	10.7%	10.6%	9.2%	8.5%
31 - 45 years old	31.8%	25.6%	28.0%	23.9%	25.7%
46 - 60 years old	30.5%	32.5%	29.3%	27.2%	30.0%
Over 60 years old	12.6%	15.1%	16.0%	20.7%	18.4%
Occupation					
Salaried worker	66.9%	70.4%	73.9%	66.9%	73.3%
Self-employed	12.8%	9.6%	6.8%	9.9%	4.8%
Unemployed	0.5%	0.1%	1.7%	0.4%	0.6%
Business owner	3.6%	4.7%	5.2%	4.6%	5.2%
Student	5.0%	2.4%	2.1%	2.2%	3.4%
Retired	7.9%	9.4%	7.9%	14.2%	12.3%
Unpaid domestic work	3.2%	2.2%	1.4%	1.1%	0.4%
Others	0.0%	1.2%	1.0%	0.7%	0.0%
Annual household income level					
Less than €25,000	11.8%	8.8%	15.9%	13.0%	9.8%
€25,000 - €49,999	37.1%	34.0%	29.8%	27.5%	32.9%
€50,000 - €74,999	26.5%	25.8%	19.5%	24.0%	20.4%
More than €74,999	24.6%	31.4%	34.8%	35.6%	36.8%
Education level					
No studies	2.8%	4.9%	1.9%	2.2%	7.0%
Primary education	0.9%	0.0%	0.4%	0.0%	1.4%
Secondary education	20.0%	20.3%	20.6%	25.6%	20.0%
Higher education	76.4%	74.7%	77.0%	72.3%	71.6%

How many islands do they visit during their trip?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
One island	91.8%	92.0%	93.1%	93.3%	93.1%
Two islands	7.8%	7.8%	6.2%	6.6%	6.4%
Three or more islands	0.4%	0.2%	0.7%	0.1%	0.5%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Average rating	8.87	8.78	9.09	8.88	8.79

Experience in the Canary Islands	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Worse or much worse than expected	2.1%	3.6%	1.3%	2.0%	3.1%
Lived up to expectations	53.4%	54.2%	54.6%	47.9%	46.3%
Better or much better than expected	44.4%	42.2%	44.1%	50.1%	50.6%

Future intentions (scale 0-10)	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Return to the Canary Islands	8.87	8.86	9.12	9.09	8.93
Recommend visiting the Canary Islands	9.13	9.07	9.30	9.16	9.10

Who do they come with?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Unaccompanied	3.5%	7.5%	6.4%	3.7%	6.7%
Only with partner	42.7%	39.3%	46.0%	51.3%	44.3%
Only with children (< 13 years old)	7.3%	6.5%	5.8%	4.9%	5.1%
Partner + children (< 13 years old)	8.5%	7.9%	7.5%	6.4%	6.9%
Other relatives	17.8%	18.0%	17.9%	17.5%	15.3%
Friends	5.3%	6.5%	2.9%	4.5%	5.3%
Work colleagues	0.0%	0.0%	0.0%	0.0%	0.0%
Organized trip	0.0%	0.0%	0.0%	0.1%	0.0%
Other combinations (2)	14.9%	14.2%	13.3%	11.5%	16.4%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**27.0%**	**24.2%**	**22.1%**	**16.9%**	**22.7%**
- Between 0 and 2 years old	1.8%	1.4%	0.3%	1.3%	1.0%
- Between 3 and 12 years old	24.0%	21.7%	21.1%	14.5%	20.3%
- Between 0 -2 and 3-12 years old	1.1%	1.2%	0.7%	1.0%	1.4%
Tourists without children	**73.0%**	**75.8%**	**77.9%**	**83.1%**	**77.3%**
Group composition:					
- 1 person	5.9%	11.9%	8.2%	4.7%	9.3%
- 2 people	48.0%	42.5%	52.9%	59.6%	52.2%
- 3 people	14.0%	13.3%	14.0%	9.7%	14.3%
- 4 or 5 people	26.1%	26.1%	19.5%	22.7%	19.2%
- 6 or more people	6.0%	6.2%	5.5%	3.3%	5.0%
Average group size:	**3.01**	**2.94**	**2.77**	**2.79**	**2.78**

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

Source: Tourist Expenditure Survey (EGT, ISTAC).

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