

How many are they and how much do they spend?

	Ireland	All markets
TOURISTS		
Tourist arrivals (FRONTUR)	178,730	6,697,165
Tourist arrivals > 15 years old (EGT)	154,113	5,827,892
- book holiday package	42,579	2,549,012
- do not book holiday package	111,534	3,278,880
- % tourists who book holiday package	27.6%	43.7%
Share of total tourist	2.7%	100%

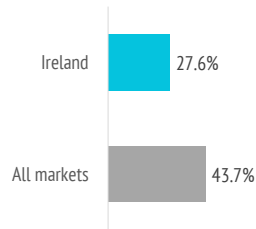
RANKING POSITION BY NUMBER OF TOURISTS



RANKING POSITION BY TURNOVER



% HOLIDAY PACKAGE



46% of Irish travel to Lanzarote.

	Ireland	All markets
Expenditure per tourist (€)	1,251	1,206
- book holiday package	1,359	1,415
- holiday package	982	1,135
- others	377	280
- do not book holiday package	1,210	1,044
- flight	265	248
- accommodation	432	369
- others	513	427
Average length of stay	9.44	9.54
- book holiday package	7.65	8.59
- do not book holiday package	10.13	10.28
Average daily expenditure (€)	148.1	144.0
- book holiday package	181.3	172.8
- do not book holiday package	135.5	121.6
Total turnover (> 15 years old) (€m)	193	7,028
- book holiday package	58	3,606
- do not book holiday package	135	3,422

Where did they spend their main holiday last year?*

	Ireland	All markets
Didn't have holiday	58.1%	35.7%
Canary Islands	21.7%	17.6%
Other destination	20.3%	46.8%

What other destinations do they consider for this trip?*

	Ireland	All markets
None	23.4%	29.4%
Canary Islands (other island)	25.7%	25.4%
Other destination	50.9%	45.1%

*Percentage of valid answers

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.

Importance of each factor in the destination choice

	Ireland	All markets
Climate	80.4%	76.0%
Safety	68.2%	49.0%
Accommodation supply	56.0%	37.8%
Price	52.1%	32.4%
Tranquility	50.1%	48.5%
European belonging	48.9%	40.2%
Effortless trip	48.2%	34.9%
Sea	47.2%	52.0%
Beaches	43.4%	44.6%
Environment	40.1%	34.7%
Gastronomy	32.7%	27.9%
Fun possibilities	28.6%	22.4%
Authenticity	28.1%	24.4%
Landscapes	25.6%	39.1%
Nightlife	21.0%	8.4%
Shopping	18.7%	8.8%
Exoticism	15.3%	14.5%
Culture	12.0%	8.7%
Historical heritage	8.9%	9.1%
Hiking trail network	5.1%	12.1%

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.

% TOURISTS WHO CHOOSE PRICE

IRELAND
52.1%



ALL MARKETS
32.4%

What is the main motivation for their holidays?

	Ireland	All markets
Rest	68.0%	50.7%
Enjoy family time	13.0%	14.0%
Have fun	9.5%	7.3%
Explore the destination	6.7%	23.3%
Practice their hobbies	0.6%	2.6%
Other reasons	2.2%	2.1%



REST

Ireland



68.0%

All markets



50.7%

How far in advance do they book their trip?

	Ireland	All markets
The same day	0.6%	1.0%
Between 1 and 30 days	28.0%	42.5%
Between 1 and 2 months	28.7%	26.7%
Between 3 and 6 months	20.6%	18.7%
More than 6 months	22.2%	11.1%

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

	Ireland	All markets
Previous visits to the Canary Islands	64.6%	45.7%
Friends or relatives	39.7%	30.9%
Internet or social media	41.2%	53.5%
Mass Media	2.2%	2.3%
Travel guides and magazines	3.6%	7.0%
Travel Blogs or Forums	3.5%	8.4%
Travel TV Channels	1.0%	0.5%
Tour Operator or Travel Agency	9.1%	19.4%
Public administrations or similar	2.2%	1.9%
Others	2.2%	2.9%

* Multi-choise question

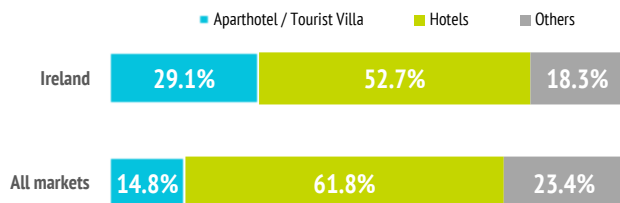
With whom did they book their flight and accommodation?

	Ireland	All markets
Flight		
- Directly with the airline	78.7%	52.8%
- Tour Operator or Travel Agency	21.3%	47.2%
Accommodation		
- Directly with the accommodation	59.1%	39.9%
- Tour Operator or Travel Agency	40.9%	60.1%

Where do they stay?

	Ireland	All markets
1-2-3* Hotel	9.2%	11.5%
4* Hotel	35.3%	39.4%
5* Hotel / 5* Luxury Hotel	8.2%	10.9%
Aparthotel / Tourist Villa	29.1%	14.8%
House/room rented in a private dwelling	5.1%	6.9%
Private accommodation (1)	9.1%	9.9%
Others (Cottage, cruise, camping,...)	4.1%	6.6%

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



What do they book?

	Ireland	All markets
Room only	38.9%	28.1%
Bed and Breakfast	21.3%	15.3%
Half board	16.8%	19.5%
Full board	1.6%	3.2%
All inclusive	21.4%	33.8%

38.9% of Irish book room only.
(Canary Islands: 28.1%)

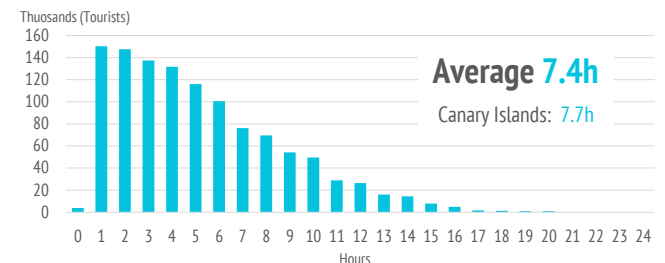
Other expenses

	Ireland	All markets
Restaurants or cafes	75.7%	66.9%
Supermarkets	60.7%	55.6%
Car rental	20.4%	37.3%
Organized excursions	18.1%	23.7%
Taxi, transfer, chauffeur service	52.9%	46.0%
Theme Parks	10.7%	8.6%
Sport activities	12.5%	9.3%
Museums	1.6%	4.7%
Flights between islands	2.9%	6.3%

Activities in the Canary Islands

	Ireland	All markets
Outdoor time per day		
0 hours	2.5%	2.4%
1 - 2 hours	8.4%	10.0%
3 - 6 hours	39.6%	30.1%
7 - 12 hours	39.0%	47.1%
More than 12 hours	10.4%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Ireland	All markets
Beach	67.2%	75.1%
Walk, wander	80.0%	72.2%
Swimming pool, hotel facilities	67.4%	57.5%
Explore the island on their own	32.7%	52.5%
Swim	43.2%	38.8%
Taste Canarian gastronomy	25.7%	30.2%
Hiking	7.9%	22.5%
Organized excursions	12.3%	16.0%
Sea excursions / whale watching	13.9%	13.5%
Nightlife / concerts / shows	24.2%	12.3%
Theme parks	14.3%	12.2%
Museums / exhibitions	4.5%	10.7%
Wineries / markets / popular festivals	8.8%	10.0%
Other Nature Activities	4.3%	9.5%
Running	8.2%	7.6%
Practice other sports	3.7%	5.9%
Beauty and health treatments	11.0%	5.6%
Surf	2.1%	4.8%
Astronomical observation	1.2%	4.2%
Cycling / Mountain bike	5.9%	4.2%
Scuba Diving	1.8%	4.2%
Golf	4.5%	2.3%
Windsurf / Kitesurf	1.9%	1.5%

* Multi-choise question

Which island do they choose?

Tourists (> 15 years old)	Ireland	All markets
Lanzarote	70,864	963,331
Fuerteventura	9,729	843,805
Gran Canaria	20,775	1,545,237
Tenerife	52,745	2,320,313
La Palma	0	102,576

How many islands do they visit during their trip?

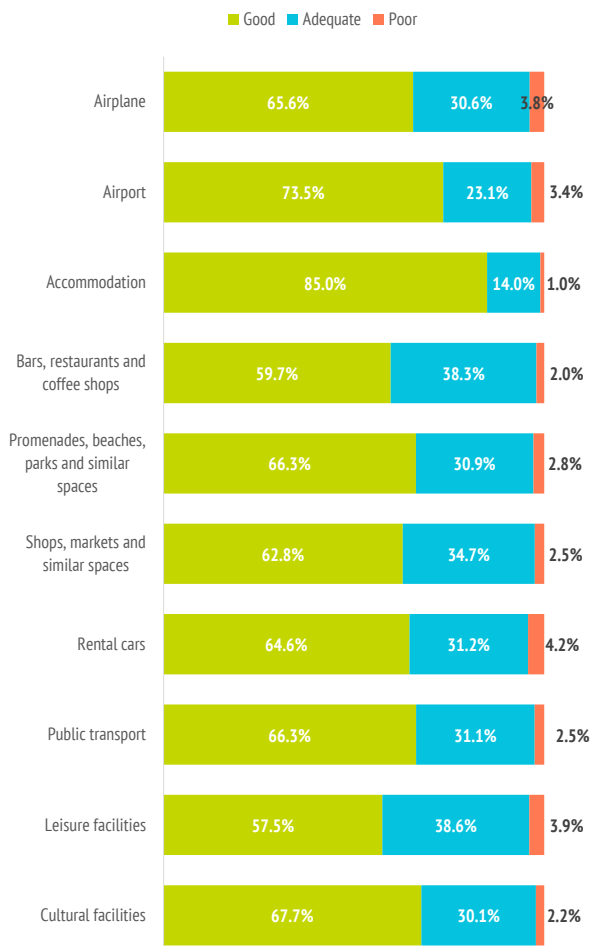
	Ireland	All markets
One island	94.9%	90.9%
Two islands	5.0%	7.8%
Three or more islands	0.1%	1.3%

Health safety

Planning the trip: Importance	Ireland	All markets
Average rating (scale 0-10)	8.85	7.99

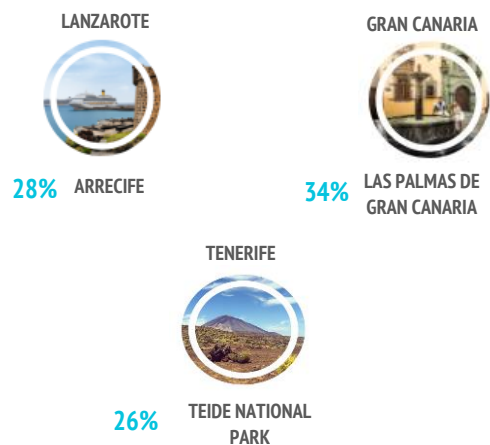
During the stay: Rate	Ireland	All markets
Average rating (scale 0-10)	8.74	8.42

HEALTH SAFETY MEASURES (RATE)



Share by islands	Ireland	All markets
Lanzarote	46.0%	16.7%
Fuerteventura	6.3%	14.6%
Gran Canaria	13.5%	26.8%
Tenerife	34.2%	40.2%
La Palma	0.0%	1.8%

MOST VISITED PLACES IN EACH ISLAND



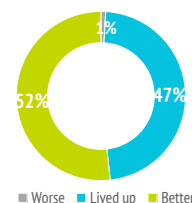
The data refers to % of tourists on each island who have visited the place.

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Ireland	All markets
Average rating	9.11	8.86

Experience in the Canary Islands	Ireland	All markets
Worse or much worse than expected	0.9%	2.7%
Lived up to expectations	47.3%	51.4%
Better or much better than expected	51.8%	45.9%

Future intentions (scale 1-10)	Ireland	All markets
Return to the Canary Islands	9.24	8.86
Recommend visiting the Canary Island	9.36	9.10



Experience in the Canary Islands

9.24/10

Return to the Canary Islands



9.36/10

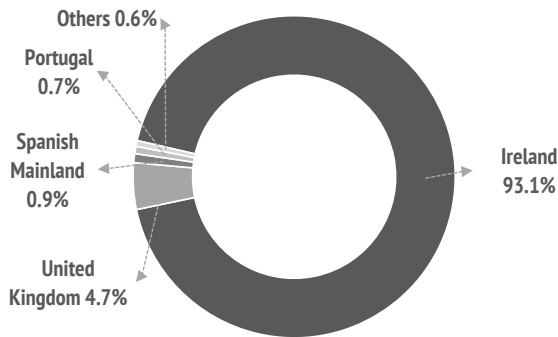
Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Ireland	All markets
Repeat tourists	78.7%	68.0%
Repeat tourists (last 5 years)	71.4%	61.9%
Repeat tourists (last 5 years) (5 or mor	19.5%	15.0%
At least 10 previous visits	24.7%	18.3%

Where does the flight come from?

	%	Absolute
Ireland	93.1%	143,519
United Kingdom	4.7%	7,194
Spanish Mainland	0.9%	1,395
Portugal	0.7%	1,126
Others	0.6%	880



Who are they?

	Ireland	All markets
Gender		
Men	48.4%	49.6%
Women	51.6%	50.4%
Age		
Average age (tourist > 15 years old)	43.7	43.3
Standard deviation	16.3	15.6
Age range (> 15 years old)		
16 - 24 years old	14.3%	11.9%
25 - 30 years old	13.3%	14.8%
31 - 45 years old	26.8%	30.2%
46 - 60 years old	27.9%	26.6%
Over 60 years old	17.8%	16.4%
Occupation		
Salaried worker	62.5%	57.8%
Self-employed	10.7%	11.1%
Unemployed	0.3%	1.7%
Business owner	6.6%	10.0%
Student	3.1%	5.9%
Retired	15.4%	12.2%
Unpaid domestic work	1.1%	0.5%
Others	0.3%	0.9%
Annual household income level		
Less than €25,000	10.0%	16.1%
€25,000 - €49,999	32.2%	37.0%
€50,000 - €74,999	28.1%	23.4%
More than €74,999	29.7%	23.5%
Education level		
No studies	3.9%	2.2%
Primary education	1.3%	2.2%
Secondary education	14.5%	18.8%
Higher education	80.4%	76.9%

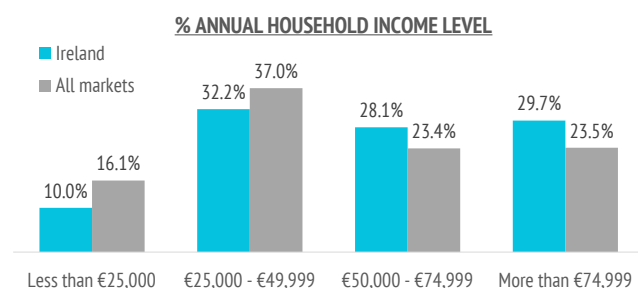
Who do they come with?

	Ireland	All markets
Unaccompanied	9.7%	13.5%
Only with partner	50.4%	48.2%
Only with children (< 13 years old)	2.0%	3.9%
Partner + children (< 13 years old)	3.2%	4.9%
Other relatives	13.2%	8.4%
Friends	9.9%	8.5%
Work colleagues	0.0%	0.8%
Organized trip	0.4%	0.2%
Other combinations (1)	11.1%	11.5%

(1) Different situations have been isolated

Tourists with children	8.1%	12.5%
- Between 0 and 2 years old	0.6%	1.2%
- Between 3 and 12 years old	6.9%	10.2%
- Between 0 -2 and 3-12 years	0.6%	1.0%
Tourists without children	91.9%	87.5%
Group composition:		
- 1 person	14.5%	16.5%
- 2 people	59.1%	56.7%
- 3 people	11.3%	10.7%
- 4 or 5 people	13.0%	13.6%
- 6 or more people	2.2%	2.5%
Average group size:	2.36	2.37

*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.



8 IN 10 TOURISTS ARE REPEATERS

44 YEARS OLD

AVERAGE AGE

50% ONLY WITH PARTNER



Pictures: Freepik.com