

Tourist profile by quarter of trip (2023)

IRELAND



How many are they and how much do they spend?



	2023Q1	2023Q2	2023Q3	2023Q4	2023	% tourists who book holiday package	Average daily expenditure (€) (without flight)
Tourists							
Tourist arrivals (FRONTUR) (*)	166	178	189	192	726	2023Q1	24.7%
Tourist arrivals ≥ 16 years old (EGT) (*)	142	141	152	168	603	2023Q2	34.3%
- book holiday package (*)	35	48	52	42	178	2023Q3	34.3%
- do not book holiday package (*)	107	93	100	126	426	2023Q4	25.1%
- % tourists who book holiday package	24.7%	34.3%	34.3%	25.1%	29.5%	2023	29.5%
Children < 16 years old (FRONTUR - EGT) (*)	24	37	37	24	122	2023	136.4
(*) Thousand of tourists							
Expenditure per tourist (€)							
Expenditure per tourist (€)	1,467	1,394	1,628	1,494	1,498	2023Q1	134.6
- book holiday package	257	367	390	362	344	2023Q2	131.4
- holiday package	188	260	272	266	246	2023Q3	139.7
- others	69	108	118	96	98	2023Q4	139.2
- do not book holiday package	306	386	410	420	376	2023	136.4
- flight	73	104	116	105	98		
- accommodation	124	157	148	159	146		
- others	109	125	146	156	133		
Average length of stay	9.48	8.65	9.39	8.75	9.06		
Average daily expenditure (€)	180.0	180.2	194.6	190.0	186.5		
Average daily expenditure (without flight)	134.6	131.4	139.7	139.2	136.4		
Average cost of the flight (€)	70.3	99.8	110.1	101.8	94.4		
Total turnover (≥ 16 years old) (€m)	208	197	247	251	904		

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

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Accommodation:					
- Accommodation	89.9%	91.5%	86.2%	86.9%	88.5%
- Additional accommodation expenses	11.2%	8.3%	12.7%	11.9%	11.1%
Transport:					
- National/International Transport	97.9%	98.3%	96.8%	95.5%	97.1%
- Flights between islands	4.8%	8.1%	6.3%	9.2%	7.2%
- Taxi	52.3%	64.8%	61.7%	58.5%	59.3%
- Car rental	19.9%	15.8%	19.8%	17.5%	18.2%
- Public transport	11.8%	13.1%	8.9%	10.1%	10.9%
Food and drink:					
- Food purchases at supermarkets	68.7%	65.1%	72.3%	69.8%	69.1%
- Restaurants	78.4%	74.5%	80.4%	77.0%	77.6%
Leisure:					
- Organized excursions	17.6%	20.7%	21.7%	19.0%	19.8%
- Sport activities	8.5%	8.8%	15.8%	11.3%	11.2%
- Cultural activities	2.1%	3.0%	2.6%	2.3%	2.5%
- Museums	3.7%	2.4%	4.0%	4.2%	3.6%
- Theme Parks	6.3%	13.2%	19.5%	11.6%	12.7%
- Discos and pubs	17.7%	20.9%	26.3%	20.7%	21.5%
- Wellness	10.8%	7.1%	8.4%	8.0%	8.6%
Purchases of goods:					
- Souvenirs	46.4%	50.3%	46.5%	50.7%	48.5%
- Real state	0.2%	0.3%	0.0%	0.5%	0.3%
- Other expenses	0.4%	1.1%	1.5%	1.4%	1.1%
Other:					
- Medical or pharmaceutical expenses	14.4%	12.0%	12.5%	14.2%	13.3%
- Other expenses	3.9%	7.8%	4.4%	4.7%	5.2%



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

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Accommodation:					
Expenditure per tourist and trip (€)	876	740	860	947	864
- Accommodation	683	626	700	682	673
- Additional accommodation expenses	193	114	160	264	191
Transport:					
- National/International Transport	361	373	460	395	398
- Flights between islands	93	67	72	286	150
- Taxi	58	60	79	62	65
- Car rental	149	111	124	112	125
- Public transport	21	29	44	36	32
Food and drink:					
- Food purchases at supermarkets	128	108	121	112	118
- Restaurants	234	234	273	246	247
Leisure:					
- Organized excursions	110	100	141	99	113
- Sport activities	131	61	111	111	105
- Cultural activities	38	54	21	53	42
- Museums	149	44	38	55	71
- Theme Parks	197	61	76	94	91
- Discos and pubs	136	123	126	110	123
- Wellness	72	56	62	61	64
Purchases of goods:					
- Souvenirs	99	104	113	100	104
- Real state	137	200	0	64	114
- Other expenses	125	35	294	142	169
Other:					
- Medical or pharmaceutical expenses	60	49	52	46	52
- Other expenses	68	124	78	93	96

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.

Tourist profile by quarter of trip (2023)

IRELAND



What is the main purpose of their trip?

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Holiday, leisure	97.1%	97.0%	97.4%	96.7%	97.0%
Visiting family or friends	2.9%	2.5%	1.5%	2.2%	2.3%
Business and work	0.0%	0.2%	0.5%	0.2%	0.2%
Education and training	0.0%	0.0%	0.0%	0.0%	0.0%
Sports training	0.0%	0.2%	0.2%	0.0%	0.1%
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%	0.1%	0.5%	0.9%	0.4%

What is the main motivation for their holidays?

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Rest	72.6%	68.1%	63.4%	70.2%	68.6%
Enjoy family time	10.9%	15.6%	18.2%	11.6%	14.0%
Have fun	7.0%	9.4%	12.1%	8.3%	9.2%
Explore the destination	6.8%	5.3%	5.8%	7.6%	6.4%
Practice their hobbies	2.2%	0.6%	0.0%	1.5%	1.1%
Other reasons	0.5%	1.0%	0.4%	0.9%	0.7%

Where did they spend their main holiday last year? *

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Didn't have holidays	11.7%	10.9%	10.9%	14.8%	12.0%
Canary Islands	37.3%	43.5%	43.4%	34.5%	39.8%
Other destination	51.0%	45.6%	45.8%	50.6%	48.2%
Balearic Islands	4.5%	3.1%	3.9%	2.2%	3.4%
Rest of Spain	12.1%	11.6%	13.2%	14.1%	12.8%
Italy	6.2%	4.5%	4.9%	5.7%	5.3%
France	1.9%	2.4%	3.3%	3.6%	2.8%
Turkey	1.8%	0.8%	0.1%	1.2%	1.0%
Greece	5.0%	3.7%	2.7%	3.1%	3.6%
Portugal	7.9%	6.6%	5.0%	7.4%	6.7%
Croatia	0.7%	1.6%	0.5%	1.9%	1.2%
Egypt	0.8%	0.0%	0.0%	0.0%	0.2%
Tunisia	0.0%	0.0%	0.0%	0.0%	0.0%
Morocco	0.1%	0.0%	0.0%	0.0%	0.0%
Others	10.0%	11.3%	11.9%	11.5%	11.2%

* Percentage of valid answers

What other destinations did they consider for this trip? *

	2023Q1	2023Q2	2023Q3	2023Q4	2023
None (I was clear about "this Canary Island")	44.2%	25.3%	25.7%	39.7%	32.8%
Canary Islands (other island)	25.9%	23.3%	19.4%	25.9%	23.3%
Other destination	29.9%	51.4%	54.9%	34.3%	43.9%
Balearic Islands	0.9%	4.5%	6.1%	4.5%	4.2%
Rest of Spain	8.1%	12.6%	12.0%	8.8%	10.6%
Italy	5.1%	6.4%	8.3%	3.4%	5.9%
France	0.9%	2.3%	2.7%	0.5%	1.7%
Turkey	0.4%	2.4%	2.2%	1.8%	1.8%
Greece	3.5%	7.3%	7.6%	4.2%	5.8%
Portugal	8.4%	11.7%	11.4%	7.9%	10.0%
Croatia	0.7%	3.0%	2.8%	1.5%	2.1%
Egypt	0.2%	0.8%	0.0%	0.4%	0.4%
Others	1.8%	0.5%	1.7%	1.5%	1.3%

* Percentage of valid answers

Importance of each factor in the destination choice

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Climate	78.8%	78.7%	78.5%	80.3%	79.1%
Safety	72.0%	76.7%	75.0%	73.6%	74.3%
Accommodation supply	56.5%	68.5%	64.2%	55.7%	61.0%
Tranquility	54.4%	55.5%	59.4%	50.4%	54.8%
Price	52.4%	58.5%	57.4%	47.2%	53.6%
Effortless trip	50.9%	50.1%	43.5%	57.0%	50.5%
European belonging	51.9%	50.0%	46.3%	43.8%	47.8%
Sea	44.3%	49.8%	44.8%	46.6%	46.4%
Beaches	40.2%	43.6%	43.1%	43.3%	42.6%
Environment	49.9%	35.4%	37.4%	37.3%	39.9%
Gastronomy	37.0%	35.0%	31.2%	37.2%	35.1%
Fun possibilities	34.2%	33.5%	40.3%	26.8%	33.5%
Landscapes	30.4%	26.9%	26.7%	28.3%	28.1%
Authenticity	25.6%	25.2%	27.3%	23.8%	25.4%
Shopping	10.7%	18.6%	21.1%	18.4%	17.3%
Nightlife	8.3%	11.9%	20.7%	15.1%	14.2%
Exoticism	9.8%	17.4%	14.8%	10.1%	12.9%
Culture	9.8%	11.1%	12.8%	8.6%	10.5%
Historical heritage	8.2%	7.4%	6.6%	7.7%	7.5%
Hiking trail network	10.8%	9.7%	3.4%	3.0%	6.5%

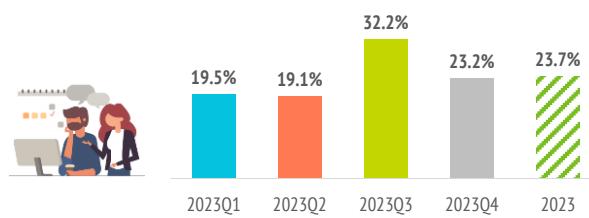
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")

% of tourists who indicate that the factor is "very important" in their choice.

How far in advance do they book their trip?

	2023Q1	2023Q2	2023Q3	2023Q4	2023
The same day	0.0%	0.6%	0.2%	0.5%	0.4%
Between 1 and 30 days	18.7%	16.5%	17.3%	18.5%	17.8%
Between 1 and 2 months	27.2%	21.9%	14.6%	20.8%	21.0%
Between 3 and 6 months	34.6%	41.9%	35.7%	36.9%	37.2%
More than 6 months	19.5%	19.1%	32.2%	23.2%	23.7%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Previous visits to the Canary Islands	67.0%	66.7%	65.9%	67.0%	66.6%
Friends or relatives	25.0%	30.1%	34.7%	27.2%	29.2%
Internet or social media	52.7%	52.7%	50.0%	52.9%	52.1%
Mass Media	2.8%	0.7%	1.9%	0.9%	1.5%
Travel guides and magazines	6.6%	2.7%	1.9%	6.5%	4.5%
Travel Blogs or Forums	5.3%	7.1%	4.9%	7.2%	6.1%
Travel TV Channels	0.6%	1.2%	1.1%	1.5%	1.1%
Tour Operator or Travel Agency	11.1%	10.9%	11.6%	12.5%	11.6%
Public administrations or similar	0.2%	0.3%	0.3%	0.6%	0.3%
Others	4.3%	2.3%	3.0%	4.6%	3.6%

* Multi-choice question

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IRELAND



With whom did they book their flight and accommodation?

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Flight					
- Directly with the airline	78.7%	64.6%	64.1%	69.7%	69.2%
- Tour Operator or Travel Agency	21.3%	35.4%	35.9%	30.3%	30.8%
Accommodation					
- Directly with the accommodation	57.6%	51.0%	51.3%	55.6%	53.9%
- Tour Operator or Travel Agency	42.4%	49.0%	48.7%	44.4%	46.1%

Where does the flight come from?

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Ireland	90.1%	96.0%	97.4%	92.6%	94.0%
United Kingdom	7.0%	2.9%	1.1%	4.5%	3.8%
Spanish Mainland	1.7%	0.4%	0.7%	1.2%	1.0%
Portugal	0.0%	0.4%	0.0%	0.4%	0.2%
Germany	0.0%	0.0%	0.3%	0.4%	0.2%
Poland	0.5%	0.0%	0.0%	0.2%	0.2%
Others	0.7%	0.4%	0.6%	0.7%	0.6%

Where do they stay?

	2023Q1	2023Q2	2023Q3	2023Q4	2023
1-2-3* Hotel	8.2%	10.9%	7.3%	11.7%	9.6%
4* Hotel	30.7%	33.2%	33.6%	35.2%	33.2%
5* Hotel / 5* Luxury Hotel	9.2%	14.8%	11.5%	8.2%	10.8%
Aparthotel / Tourist Villa	27.0%	32.3%	32.3%	30.2%	30.5%
House/room rented in a private dwelling	13.6%	2.8%	4.4%	4.1%	6.1%
Private accommodation (1)	6.5%	3.0%	6.8%	7.6%	6.1%
Others (Cottage, cruise, camping,...)	4.9%	3.0%	4.2%	3.0%	3.8%

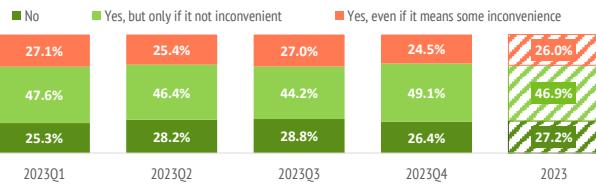
(1) Own property / House of friends or relatives / Free housing exchange / Other private accommodation.

What do they book?

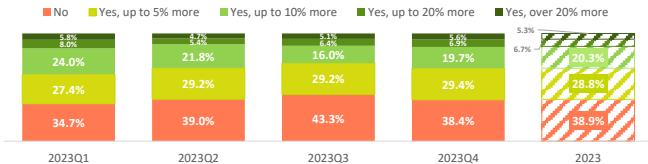
	2023Q1	2023Q2	2023Q3	2023Q4	2023
Room only	45.0%	40.9%	38.7%	41.6%	41.5%
Bed and Breakfast	17.2%	26.8%	28.3%	22.6%	23.7%
Half board	18.6%	11.3%	12.2%	15.1%	14.3%
Full board	2.2%	0.9%	1.3%	2.9%	1.9%
All inclusive	17.1%	20.2%	19.5%	17.8%	18.6%

Sustainable Destination

When booking a trip, do they tend to choose the most sustainable options?

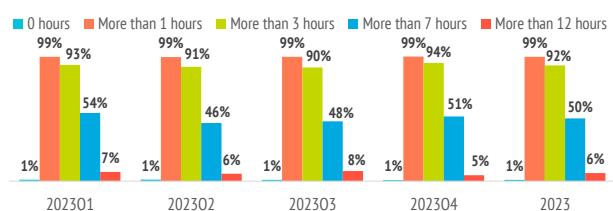


Would they be willing to spend more on travel to reduce their carbon footprint?



Activities in the Canary Islands

Outdoor time per day	2023Q1	2023Q2	2023Q3	2023Q4	2023
0 hours	1.1%	1.3%	1.1%	0.9%	1.1%
1 - 2 hours	6.3%	7.8%	8.4%	5.1%	6.9%
3 - 6 hours	38.3%	44.7%	42.9%	42.6%	42.2%
7 - 12 hours	46.9%	40.3%	39.5%	46.7%	43.5%
More than 12 hours	7.3%	6.0%	8.1%	4.7%	6.5%
Outdoor time per day	7.5	6.9	7.1	7.2	7.2



Activities in the Canary Islands	2023Q1	2023Q2	2023Q3	2023Q4	2023
Walk, wander	83.5%	83.8%	80.3%	79.2%	81.6%
Swimming pool, hotel facilities	57.7%	76.3%	82.8%	68.6%	71.4%
Beach	64.8%	74.6%	72.6%	71.6%	70.9%
Explore the island on their own	33.7%	30.3%	33.0%	33.7%	32.7%
Nightlife / concerts / shows	25.1%	23.3%	30.8%	24.9%	26.1%
Taste Canarian gastronomy	22.5%	17.0%	24.3%	19.5%	20.8%
Theme parks	10.7%	16.2%	25.4%	13.2%	16.4%
Organized excursions	14.8%	17.3%	17.6%	14.2%	15.9%
Swim	11.4%	11.5%	16.0%	11.9%	12.7%
Beauty and health treatments	13.4%	9.0%	8.4%	11.4%	10.5%
Sea excursions / whale watching	7.4%	11.5%	13.9%	9.1%	10.5%
Hiking	10.5%	4.9%	7.8%	7.1%	7.6%
Wineries / markets / popular festivals	7.8%	3.9%	6.6%	8.2%	6.7%
Running	6.0%	5.7%	4.5%	3.9%	5.0%
Museums / exhibitions	6.1%	2.8%	5.9%	3.8%	4.7%
Cycling / Mountain bike	7.6%	3.5%	3.9%	3.8%	4.6%
Golf	4.5%	4.0%	4.4%	3.3%	4.0%
Other Nature Activities	3.2%	2.9%	3.0%	3.1%	3.0%
Practice other sports	1.6%	2.3%	4.5%	2.0%	2.6%
Scuba Diving	1.2%	2.9%	1.7%	2.3%	2.0%
Astronomical observation	2.5%	3.7%	1.1%	0.9%	2.0%
Surf	1.8%	1.8%	2.5%	1.2%	1.8%
Windsurf / Kitesurf	--	0.6%	1.1%	0.2%	0.5%

* Multi-choice question

Perception of the following sustainability measures during their stay *

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Quality of life on the island	8.4	8.0	8.0	8.3	8.2
Tolerance towards tourism	8.8	8.5	8.5	8.7	8.6
Cleanliness of the island	8.8	8.8	8.7	8.7	8.7
Air quality	8.7	8.9	8.5	8.5	8.6
Rational water consumption	7.9	8.0	7.7	8.0	7.9
Energy saving	7.3	7.6	7.0	7.4	7.3
Use of renewable energy	7.3	7.2	7.2	7.2	7.2
Recycling	7.4	7.8	7.0	7.5	7.4
Easy to get around by public transport	8.0	8.1	7.7	8.0	8.0
Overcrowding in tourist areas	6.9	6.6	6.3	7.0	6.7
Supply of local products	7.1	7.2	6.9	7.2	7.1

* Scale 0 - 10 (0 = Not important and 10 = Very important)

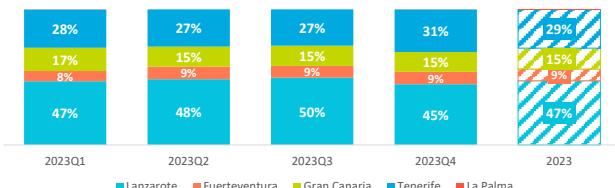
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IRELAND



Which island do they choose?

Tourists (≥ 16 year old)	2023Q1	2023Q2	2023Q3	2023Q4	2023
Lanzarote	66,514	68,460	75,294	75,318	285,586
Fuerteventura	10,699	12,985	13,302	15,411	52,397
Gran Canaria	24,300	20,956	22,544	24,677	92,477
Tenerife	39,933	38,825	40,780	52,809	172,347
La Palma	178	0	0	87	264



How many are loyal to the Canary Islands?

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Repeat tourists	81.7%	82.4%	84.7%	83.3%	83.1%
At least 10 previous visits	29.6%	28.7%	21.8%	30.1%	27.6%
Repeat tourists (last 5 years)	73.7%	76.4%	76.8%	76.8%	76.0%
Repeat tourists (last 5 years) (5 or more)	24.6%	19.3%	18.7%	24.8%	21.9%

Who are they?

	2023Q1	2023Q2	2023Q3	2023Q4	2023
<u>Gender</u>					
Men	47.4%	46.3%	45.2%	47.6%	46.7%
Women	52.6%	53.7%	54.8%	52.4%	53.3%
<u>Age</u>					
Average age	53.1	46.0	43.5	49.5	48.0
Standard deviation	15.4	16.7	15.5	15.8	16.2
<u>Age range</u>					
16 - 24 years old	3.3%	15.4%	15.0%	6.7%	10.0%
25 - 30 years old	5.4%	8.5%	11.0%	8.5%	8.4%
31 - 45 years old	24.7%	24.6%	28.8%	26.4%	26.2%
46 - 60 years old	28.5%	28.9%	29.3%	28.7%	28.8%
Over 60 years old	38.0%	22.6%	15.9%	29.7%	26.5%
<u>Occupation</u>					
Salaried worker	47.5%	56.4%	74.4%	55.8%	58.7%
Self-employed	12.8%	9.8%	7.2%	12.9%	10.7%
Unemployed	0.0%	0.4%	1.7%	0.7%	0.7%
Business owner	9.4%	2.7%	5.9%	5.3%	5.8%
Student	0.8%	3.5%	2.0%	2.1%	2.1%
Retired	27.9%	21.0%	6.7%	21.0%	19.0%
Unpaid domestic work	1.2%	5.2%	1.2%	1.4%	2.2%
Others	0.4%	1.0%	0.9%	0.9%	0.8%
<u>Annual household income level</u>					
Less than €25,000	6.8%	8.4%	15.9%	5.5%	9.1%
€25,000 - €49,999	30.2%	36.8%	28.5%	31.3%	31.6%
€50,000 - €74,999	24.2%	23.2%	19.5%	23.7%	22.6%
More than €74,999	0.0%	0.0%	0.0%	0.0%	0.0%
<u>Education level</u>					
No studies	5.3%	4.2%	1.7%	3.4%	3.6%
Primary education	0.2%	0.8%	0.4%	1.3%	0.7%
Secondary education	20.0%	20.5%	20.5%	13.4%	18.4%
Higher education	74.6%	74.5%	77.4%	82.0%	77.3%

How many islands do they visit during their trip?

	2023Q1	2023Q2	2023Q3	2023Q4	2023
One island	93.6%	92.8%	93.1%	89.2%	92.1%
Two islands	5.8%	6.9%	6.2%	10.1%	7.4%
Three or more islands	0.6%	0.3%	0.7%	0.6%	0.6%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2023Q1	2023Q2	2023Q3	2023Q4	2023
Average rating	8.86	9.02	9.10	8.99	8.99
<u>Experience in the Canary Islands</u>					
Worse or much worse than expected	1.3%	0.1%	1.3%	1.7%	1.2%
Lived up to expectations	57.3%	54.6%	55.0%	53.9%	55.1%
Better or much better than expected	41.4%	45.3%	43.7%	44.4%	43.7%
<u>Future intentions (scale 1-10)</u>					
Return to the Canary Islands	9.23	9.18	9.13	9.28	9.21
Recommend visiting the Canary Islands	9.35	9.33	9.30	9.34	9.33

Who do they come with?

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Unaccompanied	6.2%	7.4%	6.6%	7.5%	6.9%
Only with partner	53.5%	53.4%	46.1%	52.9%	51.4%
Only with children (< 13 years old)	4.4%	3.8%	6.4%	4.5%	4.8%
Partner + children (< 13 years old)	3.4%	7.2%	8.0%	3.4%	5.5%
Other relatives	11.7%	14.5%	17.0%	15.6%	14.8%
Friends	7.0%	5.2%	2.6%	3.6%	4.5%
Work colleagues	0.0%	0.0%	0.0%	0.4%	0.1%
Organized trip	0.3%	0.0%	0.0%	0.0%	0.1%
Other combinations (2) (2) Combination of some of the groups previously analyzed	13.5%	8.5%	13.2%	12.0%	11.9%
<u>Tourists with children</u>					
- Between 0 and 2 years old	1.0%	1.2%	0.6%	1.8%	1.1%
- Between 3 and 12 years old	11.6%	11.7%	21.9%	14.6%	15.1%
- Between 0 - 2 and 3-12 years old	1.4%	3.1%	0.6%	0.8%	1.4%
<u>Tourists without children</u>					
Group composition:					
- 1 person	10.1%	10.3%	8.4%	10.7%	9.9%
- 2 people	60.7%	59.9%	53.0%	56.3%	57.4%
- 3 people	7.9%	9.3%	14.5%	10.1%	10.5%
- 4 or 5 people	16.6%	17.3%	19.0%	18.6%	17.9%
- 6 or more people	4.6%	3.2%	5.2%	4.3%	4.3%
Average group size:	2.59	2.51	2.75	2.62	2.62

*People who share the main expenses of the trip