Tourist profile. Historical data (2019 - 2025)

Ireland

How many are they and how much do they spend?

	2019	2022	2023	2024	2025
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**585**	**571**	**726**	**804**	**857**
Tourist arrivals ≥ 16 years old (EGT) (*)	**487**	**485**	**603**	**662**	**724**
- % tourists who book holiday package	36.3%	28.4%	29.5%	35.7%	32.9%
Children < 16 years old (FRONTUR - EGT) (*)	98	86	122	142	133
Expenditure per tourist (€)	**1,134**	**1,426**	**1,491**	**1,468**	**1,516**
- book holiday package	1,130	1,489	1,516	1,551	1,521
- holiday package	773	1,088	1,077	1,122	1,070
- others	357	401	439	430	451
- do not book holiday package	1,136	1,402	1,480	1,422	1,514
- flight	286	394	382	351	352
- accommodation	410	512	575	525	606
- others	440	496	523	547	557
Average lenght of stay	**9.0**	**9.0**	**9.0**	**9.0**	**8.8**
- Median	7.0	7.3	7.3	7.2	**7.0**
Average daily expenditure (€)	**140.81**	**177.29**	**184.86**	**182.01**	**192.34**
- Median	129.95	161.49	166.56	168.87	**181.27**
Average daily expenditure (without flight)	**104.73**	**126.49**	**135.56**	**134.09**	**146.09**
- Median	96.97	115.04	122.13	124.06	**139.21**
Average cost of the flight (€)	**285.1**	**402.7**	**382.5**	**372.7**	**353.2**
Total turnover (≥ 16 years old) (€m)	**552**	**691**	**900**	**972**	**1,098**
Turnover without flight (≥ 16 years old) (€m)	**413**	**496**	**669**	**725**	**843**

(*) Thousands of tourists



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

	2019	2022	2023	2024	2025
Accommodation:					
- Accommodation	89.5%	89.8%	89.6%	87.6%	87.8%
- Additional accommodation expenses	11.8%	10.5%	10.9%	8.5%	8.2%
Transport:					
- National/International Transport	97.2%	98.0%	97.1%	97.1%	96.8%
- Flights between islands	6.2%	5.3%	7.2%	5.7%	4.9%
- Taxi	52.7%	57.4%	59.6%	56.2%	57.7%
- Car rental	13.9%	18.3%	18.5%	15.7%	14.0%
- Public transport	10.0%	8.3%	10.7%	9.9%	11.3%
Food and drink:					
- Food purchases at supermarkets	61.9%	65.0%	69.8%	65.2%	64.9%
- Restaurants	73.2%	77.1%	78.1%	77.2%	81.7%
Leisure:					
- Organized excursions	18.9%	20.3%	19.9%	20.5%	19.0%
- Sport activities	7.8%	11.0%	11.2%	9.4%	7.8%
- Cultural activities	2.9%	3.9%	2.6%	2.7%	2.6%
- Museums	3.9%	3.6%	3.8%	2.5%	3.0%
- Theme Parks	10.2%	12.0%	13.0%	12.3%	13.4%
- Discos and pubs	22.8%	21.5%	22.0%	22.2%	22.3%
- Wellness	7.6%	7.6%	8.7%	7.6%	10.3%
Purchases of goods:					
- Souvenirs	55.2%	46.8%	48.5%	45.6%	43.3%
- Other expenses	1.1%	1.0%	1.1%	1.2%	1.4%
Other:					
- Medical or pharmaceutical expenses	14.2%	16.2%	13.7%	11.5%	14.0%
- Other expenses	6.0%	5.7%	5.1%	4.9%	4.6%

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

Expenditure per tourist and trip (€)	2019	2022	2023	2024	2025
Accommodation:	**646**	**770**	**852**	**810**	**893**
- Accommodation	475	599	662	656	717
- Additional accommodation expenses	171	171	190	154	175
Transport:	**537**	**711**	**788**	**669**	**658**
- National/International Transport	293	411	394	384	365
- Flights between islands	71	80	174	64	77
- Taxi	51	64	65	65	69
- Car rental	84	135	124	123	115
- Public transport	38	21	31	33	31
Food and drink:	**312**	**357**	**361**	**413**	**405**
- Food purchases at supermarkets	106	112	115	137	124
- Restaurants	206	246	246	276	281
Leisure:	**506**	**569**	**601**	**654**	**653**
- Organized excursions	87	94	111	95	113
- Sport activities	82	88	103	101	124
- Cultural activities	40	70	41	91	59
- Museums	42	45	71	65	58
- Theme Parks	78	75	91	77	78
- Discos and pubs	104	123	121	139	120
- Wellness	73	76	64	86	102
Purchases of goods:	**196**	**399**	**257**	**289**	**469**
- Souvenirs	117	98	102	103	110
- Other expenses	78	301	155	185	359
Other:	**140**	**145**	**147**	**154**	**147**
- Medical or pharmaceutical expenses	35	52	52	52	39
- Other expenses	105	93	95	102	108

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

What is the main purpose of their trip?

	2019	2022	2023	2024	2025
Holiday, leisure	2.1%	2.7%	2.1%	3.2%	3.5%
Visiting family or friends	0.6%	0.0%	0.1%	0.7%	0.2%
Business and work	0.2%	0.1%	0.2%	0.0%	0.1%
Education and training	0.1%	0.0%	0.0%	0.1%	0.0%
Sports training	0.3%	0.2%	0.1%	0.1%	0.1%
Health or medical care	96.7%	96.9%	97.1%	96.5%	95.8%
Fairs and congresses	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.5%	0.1%	0.5%	0.1%	0.4%

What is the main motivation for their holidays?

	2019	2022	2023	2024	2025
Rest	69.2%	70.1%	68.5%	68.6%	70.3%
Enjoy family time	14.8%	14.0%	13.9%	12.8%	14.8%
Have fun	10.5%	7.9%	9.6%	10.0%	7.1%
Explore the destination	4.6%	5.4%	6.0%	6.9%	5.5%
Practice their hobbies	0.3%	1.2%	1.0%	0.9%	1.1%
Other reasons	0.7%	1.5%	0.8%	0.9%	1.2%

Where did they spend their main holiday last year? *

	2019	2022	2023	2024	2025
Didn't have holidays	--	42.1%	12.2%	8.7%	9.3%
Canary Islands	--	29.7%	39.5%	40.9%	41.9%
Other destination	--	28.1%	48.3%	50.4%	48.9%
- Balearic Islands	--	1.8%	3.5%	2.8%	2.7%
- Rest of Spain	--	8.5%	12.9%	13.4%	13.2%
- Italy	--	2.1%	5.3%	4.7%	5.3%
- France	--	1.8%	2.7%	3.5%	3.4%
- Turkey	--	1.2%	1.0%	1.3%	2.0%
- Greece	--	2.2%	3.7%	3.9%	3.6%
- Portugal	--	2.9%	7.0%	7.7%	7.7%
- Croatia	--	1.1%	1.1%	0.5%	1.3%
- Egypt	--	0.0%	0.2%	0.4%	0.2%
- Tunisia	--	0.1%	0.0%	0.0%	0.1%
- Morocco	--	0.1%	0.0%	1.2%	0.7%
- Others	--	6.5%	11.0%	11.1%	8.7%

** Percentage of valid answers*

What other destinations did they consider for this trip? *

	2019	2022	2023	2024	2025
None (I was clear about "this Canary Island")	--	30.9%	32.7%	30.4%	32.4%
Canary Islands (other island)	--	21.0%	23.1%	21.4%	23.8%
Other destination	--	48.1%	44.2%	48.1%	43.8%
- Balearic Islands	--	4.4%	4.1%	5.2%	3.8%
- Rest of Spain	--	13.7%	10.9%	12.7%	12.4%
- Italy	--	5.8%	6.1%	4.8%	5.4%
- France	--	2.2%	1.7%	2.0%	1.8%
- Turkey	--	2.0%	1.7%	2.4%	2.2%
- Greece	--	6.3%	5.8%	6.3%	5.1%
- Portugal	--	9.5%	10.2%	10.2%	9.6%
- Croatia	--	2.4%	2.1%	3.0%	2.0%
- Egypt	--	0.7%	0.4%	0.8%	0.6%
- Others	--	1.2%	1.2%	0.7%	1.0%

** Percentage of valid answers*

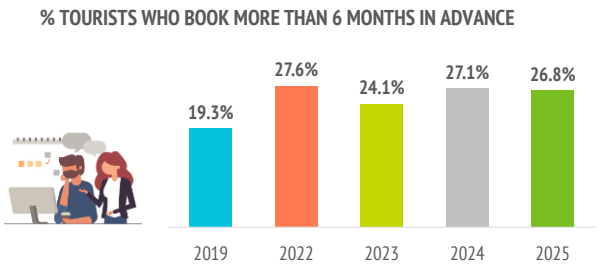
Importance of each factor in the destination choice

	2019	2022	2023	2024	2025
Climate	81.0%	79.8%	79.1%	80.2%	77.7%
Safety	67.2%	70.4%	74.5%	74.1%	74.4%
Accommodation supply	60.6%	57.9%	61.2%	57.9%	61.4%
Tranquility	54.6%	54.9%	55.2%	57.8%	56.6%
Price	57.8%	55.2%	54.0%	57.3%	55.8%
Effortless trip	44.4%	51.6%	50.7%	52.2%	54.4%
European belonging	45.8%	47.1%	48.1%	48.0%	48.1%
Sea	40.3%	43.4%	46.7%	42.0%	42.1%
Beaches	37.8%	39.9%	43.4%	40.4%	40.0%
Environment	36.1%	34.2%	40.0%	35.7%	37.7%
Gastronomy	26.9%	35.8%	34.7%	34.4%	33.9%
Fun possibilities	29.1%	28.1%	33.9%	29.4%	30.8%
Authenticity	22.3%	24.1%	25.7%	24.7%	25.6%
Landscapes	19.9%	19.6%	27.9%	20.8%	23.4%
Shopping	15.2%	16.8%	17.6%	13.7%	16.2%
Nightlife	13.0%	13.5%	14.8%	12.7%	13.4%
Culture	9.1%	9.6%	10.4%	9.2%	13.0%
Exoticism	11.1%	10.6%	12.9%	9.5%	11.9%
Historical heritage	7.0%	6.3%	7.4%	7.0%	10.3%
Hiking trail network	4.1%	4.8%	6.5%	5.3%	6.2%

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?

	2019	2022	2023	2024	2025
The same day	0.2%	0.4%	0.4%	0.5%	0.8%
Between 1 and 30 days	19.3%	13.7%	17.5%	15.9%	15.2%
Between 1 and 2 months	22.2%	23.3%	20.7%	19.7%	19.1%
Between 3 and 6 months	38.9%	34.9%	37.4%	36.8%	38.2%
More than 6 months	19.3%	27.6%	24.1%	27.1%	26.8%



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

	2019	2022	2023	2024	2025
Previous visits to the Canary Islands	63.9%	66.5%	66.6%	60.2%	63.5%
Friends or relatives	29.1%	30.3%	29.6%	32.0%	29.6%
Internet or social media	54.3%	53.5%	52.3%	49.5%	46.4%
Mass Media	1.2%	3.2%	1.6%	1.9%	2.5%
Travel guides and magazines	4.7%	4.4%	4.3%	4.0%	3.8%
Travel Blogs or Forums	4.2%	5.2%	5.9%	6.2%	5.1%
Travel TV Channels	0.7%	1.3%	1.1%	1.2%	0.7%
Tour Operator or Travel Agency	15.4%	12.9%	11.5%	13.8%	13.2%
Public administrations or similar	0.1%	1.8%	0.4%	0.3%	0.3%
Others	1.6%	2.7%	3.7%	2.3%	2.4%

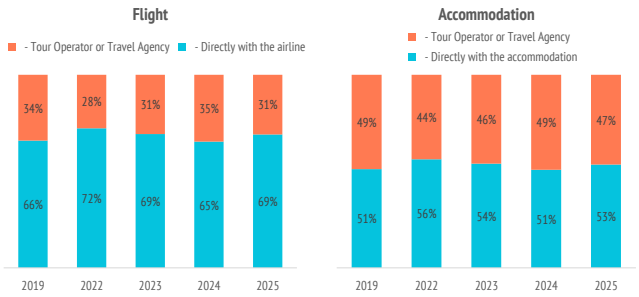
** Multi-choise question*

Tourist profile. Historical data (2019 - 2025)

Ireland

With whom did they book their flight and accommodation?

	2019	2022	2023	2024	2025
Flight					
- Directly with the airline	65.9%	72.2%	69.3%	65.4%	69.1%
- Tour Operator or Travel Agency	34.1%	27.8%	30.7%	34.6%	30.9%
Accommodation					
- Directly with the accommodation	51.1%	56.2%	53.9%	50.8%	53.5%
- Tour Operator or Travel Agency	48.9%	43.8%	46.1%	49.2%	46.5%



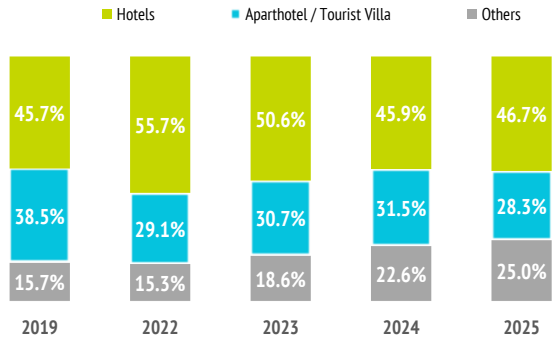
Where are they from?

	2019	2022	2023	2024	2025
Ireland	87.4%	94.1%	93.8%	94.2%	92.9%
Spanish Mainland	1.4%	1.3%	1.1%	0.7%	1.5%
Germany	0.7%	0.0%	0.2%	0.2%	0.2%
Portugal	0.0%	0.1%	0.2%	0.3%	0.2%
Iceland	0.0%	0.0%	0.0%	0.1%	0.0%
Austria	0.1%	0.0%	0.0%	0.0%	0.0%
Denmark	0.0%	0.0%	0.0%	0.0%	0.0%
France	0.0%	0.1%	0.1%	0.1%	0.0%
Netherlands	0.2%	0.0%	0.2%	0.0%	0.0%
Italy	0.0%	0.0%	0.1%	0.0%	0.0%
Others	10.2%	4.3%	4.4%	4.5%	5.3%

Where do they stay?

	2019	2022	2023	2024	2025
1-2-3* Hotel	7.7%	11.0%	9.1%	9.5%	9.0%
4* Hotel	30.8%	33.7%	31.2%	27.6%	28.2%
5* Hotel / 5* Luxury Hotel	7.2%	11.0%	10.3%	8.9%	9.6%
Aparthotel / Tourist Villa	38.5%	29.1%	30.7%	31.5%	28.3%
House/room rented in a private dwelling	6.5%	4.9%	11.0%	14.6%	16.6%
Private accommodation (1)	4.6%	6.0%	4.6%	5.6%	7.1%
Others (Cottage, cruise, camping,..)	4.7%	4.4%	3.0%	2.4%	1.3%

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

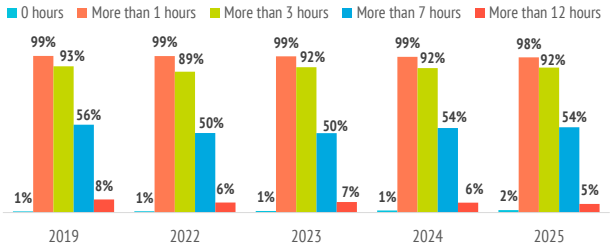


What do they book?

	2019	2022	2023	2024	2025
Room only	43.4%	39.5%	43.8%	47.6%	48.8%
Bed and Breakfast	19.7%	24.3%	22.9%	19.4%	22.7%
Half board	16.6%	15.2%	13.7%	13.2%	12.1%
Full board	3.0%	2.4%	1.7%	2.0%	1.7%
All inclusive	17.3%	18.5%	17.9%	17.8%	14.8%

Activities in the Canary Islands

Outdoor time per day	2019	2022	2023	2024	2025
0 hours	0.8%	0.8%	1.0%	1.3%	1.6%
1 - 2 hours	6.5%	9.9%	6.8%	7.1%	6.5%
3 - 6 hours	37.0%	38.9%	41.8%	38.0%	37.8%
7 - 12 hours	47.4%	44.1%	43.6%	47.3%	48.7%
More than 12 hours	8.3%	6.4%	6.7%	6.3%	5.4%
Outdoor time per day	7.6	7.1	7.2	7.3	7.3



Activities in the Canary Islands	2019	2022	2023	2024	2025
Walk, wander	77.9%	81.4%	81.5%	79.8%	81.5%
Swimming pool, hotel facilities	72.9%	73.0%	71.9%	70.4%	70.2%
Beach	68.6%	71.2%	71.3%	66.8%	66.0%
Explore the island on their own	33.6%	31.8%	32.6%	33.6%	30.4%
Nightlife / concerts / shows	30.7%	24.3%	26.4%	24.4%	24.0%
Taste Canarian gastronomy	23.1%	23.7%	21.2%	24.5%	23.9%
Theme parks	15.8%	16.5%	16.7%	15.2%	16.2%
Organized excursions	16.0%	17.3%	16.0%	16.1%	12.6%
Beauty and health treatments	11.0%	9.8%	10.5%	8.8%	11.5%
Swim	--	13.8%	12.7%	10.7%	9.8%
Sea excursions / whale watching	10.7%	10.9%	10.5%	10.6%	9.6%
Wineries / markets / popular festivals	10.7%	8.6%	7.2%	9.3%	9.0%
Hiking	--	6.9%	7.0%	7.5%	7.3%
Running	--	5.6%	5.0%	4.9%	6.1%
Museums / exhibitions	8.3%	5.1%	4.6%	5.2%	5.7%
Cycling / Mountain bike	--	6.5%	4.6%	5.4%	4.3%
Other Nature Activities	--	2.9%	3.1%	3.1%	3.2%
Golf	--	3.9%	4.0%	4.0%	3.1%
Astronomical observation	1.6%	1.7%	2.2%	2.2%	2.8%
Practice other sports	--	4.3%	2.7%	3.6%	2.2%
Surf	--	2.3%	1.7%	1.2%	2.2%
Scuba Diving	--	2.3%	2.3%	1.5%	1.4%
Windsurf / Kitesurf	--	1.4%	0.5%	0.5%	0.8%

** Multi-choise question*

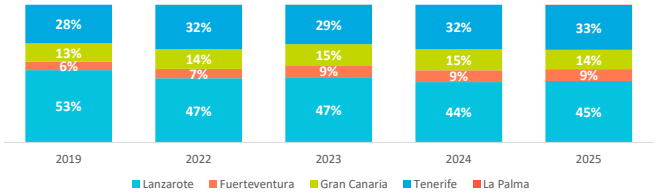
Tourist profile. Historical data (2019 - 2025)

Ireland

Which island do they choose?

Tourists (≥ 16 year old)	2019	2022	2023	2024	2025
Lanzarote	255,610	225,649	285,586	289,909	322,419
Fuerteventura	29,360	32,940	52,397	56,554	62,795
Gran Canaria	64,945	69,789	92,477	101,068	101,554
Tenerife	136,819	155,532	172,347	214,022	235,630
La Palma	0	517	269	0	1,184

Share by islands	2019	2022	2023	2024	2025
Lanzarote	52.5%	46.6%	47.4%	43.8%	44.6%
Fuerteventura	6.0%	6.8%	8.7%	8.5%	8.7%
Gran Canaria	13.3%	14.4%	15.3%	15.3%	14.0%
Tenerife	28.1%	32.1%	28.6%	32.4%	32.6%
La Palma	0.0%	0.1%	0.0%	0.0%	0.2%



How many are loyal to the Canary Islands?

	2019	2022	2023	2024	2025
Repeat tourists	81.1%	82.0%	83.2%	81.6%	83.3%
At least 10 previous visits	23.0%	30.5%	27.2%	28.2%	30.0%
Repeat tourists (last 5 years)	75.6%	75.3%	75.8%	73.8%	76.2%
Repeat tourists (last 5 years)(5 or more visits)	25.4%	19.3%	21.7%	24.0%	28.2%

Who are they?

	2019	2022	2023	2024	2025
Gender					
Men	46.2%	48.0%	46.7%	44.3%	47.9%
Women	53.8%	52.0%	53.3%	55.7%	52.1%
Age					
Average age	46.8	47.8	47.9	49.1	49.8
Standard deviation	14.8	15.6	16.3	17.1	16.6
Age range					
16 - 24 years old	8.7%	8.9%	10.5%	10.9%	9.6%
25 - 30 years old	8.2%	8.5%	8.2%	8.2%	7.0%
31 - 45 years old	29.2%	26.6%	25.8%	22.6%	23.9%
46 - 60 years old	32.9%	31.5%	29.1%	27.3%	27.4%
Over 60 years old	21.1%	24.6%	26.4%	31.0%	32.1%
Occupation					
Salaried worker	56.8%	61.0%	58.7%	57.5%	57.9%
Self-employed	14.0%	10.4%	10.7%	10.5%	9.9%
Unemployed	0.8%	0.5%	0.7%	0.8%	0.4%
Business owner	5.9%	5.6%	5.4%	5.2%	5.0%
Student	3.5%	2.8%	2.2%	2.3%	2.1%
Retired	16.7%	17.8%	19.3%	22.2%	22.9%
Unpaid domestic work	2.0%	1.4%	2.2%	0.9%	1.1%
Others	0.4%	0.5%	0.9%	0.6%	0.7%
Annual household income level					
Less than €25,000	10.4%	7.2%	9.2%	10.5%	6.8%
€25,000 - €49,999	36.8%	27.5%	32.1%	28.8%	28.9%
€50,000 - €74,999	26.0%	26.2%	22.9%	25.8%	24.5%
More than €74,999	26.8%	39.1%	35.9%	35.0%	39.8%
Education level					
No studies	3.1%	3.0%	3.7%	3.3%	4.1%
Primary education	1.1%	1.6%	0.8%	0.6%	0.8%
Secondary education	23.3%	21.0%	18.6%	23.0%	20.4%
Higher education	72.5%	74.3%	76.9%	73.1%	74.7%

How many islands do they visit during their trip?

	2019	2022	2023	2024	2025
One island	91.7%	94.5%	92.0%	93.8%	93.3%
Two islands	7.7%	5.2%	7.4%	6.0%	6.3%
Three or more islands	0.6%	0.3%	0.7%	0.2%	0.3%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019	2022	2023	2024	2025
Average rating	8.83	8.91	9.00	8.88	8.78

Experience in the Canary Islands	2019	2022	2023	2024	2025
Worse or much worse than expected	1.7%	1.8%	1.2%	1.6%	3.1%
Lived up to expectations	56.2%	54.4%	54.4%	52.2%	56.6%
Better or much better than expected	42.0%	43.9%	44.4%	46.2%	40.2%

Future intentions (scale 0-10)	2019	2022	2023	2024	2025
Return to the Canary Islands	8.99	9.07	9.20	9.08	8.99
Recommend visiting the Canary Islands	9.14	9.21	9.34	9.16	9.15

Who do they come with?

	2019	2022	2023	2024	2025
Unaccompanied	6.1%	8.1%	6.9%	8.5%	8.7%
Only with partner	48.4%	45.4%	51.0%	51.3%	49.9%
Only with children (< 13 years old)	5.0%	4.9%	4.6%	3.7%	3.9%
Partner + children (< 13 years old)	5.6%	7.2%	5.3%	5.4%	5.2%
Other relatives	16.4%	16.3%	15.6%	14.1%	15.4%
Friends	6.5%	6.1%	4.7%	5.2%	5.5%
Work colleagues	0.0%	0.0%	0.2%	0.0%	0.0%
Organized trip	0.4%	0.1%	0.1%	0.0%	0.1%
Other combinations (2)	11.6%	11.8%	11.7%	11.8%	11.3%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**17.7%**	**20.1%**	**17.4%**	**15.4%**	**17.4%**
- Between 0 and 2 years old	1.2%	1.0%	1.1%	1.0%	1.5%
- Between 3 and 12 years old	15.6%	18.1%	14.8%	12.9%	15.0%
- Between 0 -2 and 3-12 years old	0.9%	1.0%	1.4%	1.5%	0.9%
Tourists without children	**82.3%**	**79.9%**	**82.6%**	**84.6%**	**82.6%**
Group composition:					
- 1 person	10.2%	10.9%	10.0%	11.3%	11.2%
- 2 people	54.7%	50.2%	56.8%	57.1%	56.6%
- 3 people	11.7%	11.5%	10.5%	10.6%	11.4%
- 4 or 5 people	20.0%	21.6%	18.3%	16.5%	15.7%
- 6 or more people	3.3%	5.8%	4.4%	4.5%	5.2%
Average group size:	**2.65**	**2.80**	**2.63**	**2.62**	**2.64**

**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.