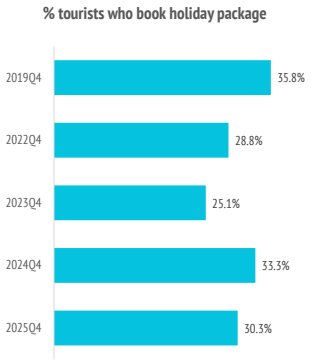
Tourist profile. Historical data (2019 - 2025)

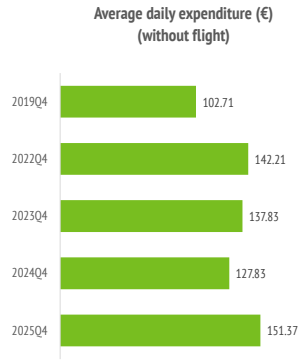
IRELAND: Fourth Quarter

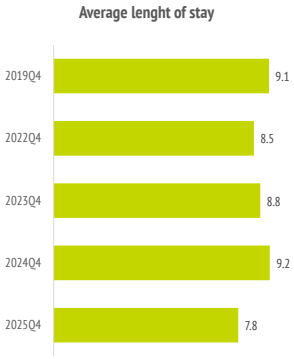
How many are they and how much do they spend?

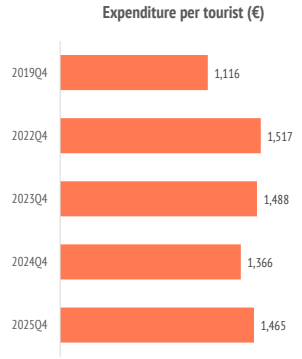
	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**127**	**150**	**192**	**200**	**207**
Tourist arrivals ≥ 16 years old (EGT) (*)	**114**	**128**	**168**	**174**	**186**
- book holiday package (*)	41	37	42	58	56
- do not book holiday package (*)	73	91	126	116	129
- % tourists who book holiday package	35.8%	28.8%	25.1%	33.3%	30.3%
Children < 16 years old (FRONTUR - EGT) (*)	13	23	24	26	21
Expenditure per tourist (€) (group spend / group size)	**1,020**	**1,321**	**1,308**	**1,231**	**1,307**
Expenditure per tourist (€) (group spend / +16)	**1,116**	**1,517**	**1,488**	**1,366**	**1,465**
- book holiday package	1,040	1,556	1,573	1,436	1,634
- holiday package	702	1,082	1,135	1,056	1,229
- others	338	473	438	380	404
- do not book holiday package	1,159	1,501	1,460	1,331	1,392
- flight	317	404	363	330	313
- accommodation	399	603	556	494	535
- others	443	495	541	508	544
Average lenght of stay	**9.1**	**8.5**	**8.8**	**9.2**	**7.8**
- Median	7.0	7.3	7.0	7.0	7.0
Average daily expenditure (€)	**142.13**	**198.19**	**187.88**	**174.01**	**200.79**
- Median	141.80	181.14	165.50	170.72	194.57
Average daily expenditure (without flight)	**102.71**	**142.21**	**137.83**	**127.83**	**151.37**
- Median	99.98	133.33	127.86	123.63	145.56
Average cost of the flight (€)	**300**	**410**	**374**	**350**	**340**
Total turnover (€m)	**127**	**194**	**250**	**238**	**272**
Turnover without flight (€m)	**93**	**141**	**187**	**177**	**209**

(*) Thousands of tourists









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

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Accommodation:					
- Accommodation	90.0%	93.7%	89.1%	85.8%	85.7%
- Additional accommodation expenses	10.5%	10.9%	11.1%	6.5%	7.0%
Transport:					
- National/International Transport	98.6%	97.2%	95.2%	97.5%	97.0%
- Flights between islands	6.1%	4.4%	9.3%	6.1%	3.1%
- Taxi	52.5%	60.6%	58.5%	49.2%	59.7%
- Car rental	11.8%	17.1%	18.8%	16.5%	15.9%
- Public transport	12.9%	9.4%	9.8%	11.4%	14.3%
Food and drink:					
- Food purchases at supermarkets	61.5%	57.7%	71.5%	66.6%	68.4%
- Restaurants	77.7%	77.6%	78.6%	72.4%	81.5%
Leisure:					
- Organized excursions	18.6%	18.6%	19.4%	19.1%	15.0%
- Sport activities	3.7%	12.0%	11.5%	7.7%	8.8%
- Cultural activities	2.3%	6.8%	2.7%	4.0%	3.4%
- Museums	5.5%	4.4%	4.9%	1.2%	4.0%
- Theme Parks	6.8%	10.5%	12.9%	9.9%	9.7%
- Discos and pubs	20.4%	20.2%	22.0%	18.3%	19.0%
- Wellness	8.4%	12.4%	8.2%	7.6%	9.0%
Purchases of goods:					
- Souvenirs	57.1%	51.1%	49.9%	46.8%	46.7%
- Other expenses	1.4%	1.1%	1.4%	2.5%	0.5%
Other:					
- Medical or pharmaceutical expenses	14.2%	17.0%	15.6%	11.4%	14.5%
- Other expenses	5.3%	7.8%	4.5%	4.4%	5.4%

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

Expenditure per tourist and trip (€)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Accommodation:	**614**	**832**	**920**	**788**	**909**
- Accommodation	445	644	659	629	716
- Additional accommodation expenses	169	188	261	159	193
Transport:	**483**	**730**	**945**	**639**	**624**
- National/International Transport	305	422	393	359	351
- Flights between islands	49	103	344	55	74
- Taxi	45	68	63	58	76
- Car rental	59	124	109	128	100
- Public transport	26	14	34	40	24
Food and drink:	**299**	**373**	**352**	**392**	**379**
- Food purchases at supermarkets	103	103	109	129	104
- Restaurants	196	270	244	262	275
Leisure:	**491**	**553**	**563**	**718**	**663**
- Organized excursions	91	88	95	93	99
- Sport activities	89	80	104	121	125
- Cultural activities	29	70	46	155	54
- Museums	41	43	54	35	43
- Theme Parks	79	78	88	66	90
- Discos and pubs	104	115	113	146	116
- Wellness	58	78	62	102	136
Purchases of goods:	**199**	**175**	**221**	**328**	**173**
- Souvenirs	136	108	93	97	**110**
- Other expenses	62	67	128	231	**63**
Other:	**173**	**140**	**138**	**102**	**155**
- Medical or pharmaceutical expenses	21	45	48	31	**37**
- Other expenses	151	95	91	70	**118**

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: Fourth Quarter

What is the main purpose of their trip?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Holiday, leisure	97.0%	97.1%	96.6%	95.3%	96.3%
Visiting family or friends	1.9%	2.4%	1.9%	4.1%	3.4%
Business and work	0.4%	0.0%	0.3%	0.0%	0.0%
Education and training	0.0%	0.2%	0.0%	0.0%	0.0%
Sports training	0.0%	0.3%	0.0%	0.3%	0.2%
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%	1.2%	0.4%	0.0%

What is the main motivation for their holidays?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Rest	71.4%	72.5%	69.2%	68.4%	69.7%
Enjoy family time	9.9%	11.4%	12.1%	12.0%	15.8%
Have fun	11.0%	7.0%	9.5%	9.3%	6.5%
Explore the destination	6.9%	6.0%	6.6%	8.2%	5.8%
Practice their hobbies	0.4%	0.9%	1.3%	0.0%	1.7%
Other reasons	0.4%	2.1%	1.3%	2.1%	0.5%

Where did they spend their main holiday last year? *

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Didn't have holidays	--	26.4%	11.1%	5.8%	9.5%
Canary Islands	--	32.7%	42.1%	41.3%	46.0%
Other destination	--	40.9%	46.8%	52.8%	44.5%
- Balearic Islands	--	4.1%	3.6%	2.6%	3.0%
- Rest of Spain	--	11.0%	13.6%	12.5%	13.5%
- Italy	--	3.0%	5.3%	6.0%	4.6%
- France	--	1.9%	2.9%	3.5%	1.8%
- Turkey	--	2.8%	0.4%	1.4%	1.8%
- Greece	--	1.8%	3.2%	4.5%	3.3%
- Portugal	--	5.0%	6.0%	7.6%	6.6%
- Croatia	--	2.2%	0.5%	0.5%	1.7%
- Egypt	--	0.0%	0.0%	0.6%	0.2%
- Tunisia	--	0.2%	0.0%	0.0%	0.0%
- Morocco	--	0.0%	0.0%	1.9%	0.5%
- Others	--	8.9%	11.2%	11.8%	7.6%

** Percentage of valid answers*

What other destinations did they consider for this trip? *

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
None (I was clear about "this Canary Island")	--	35.3%	39.3%	33.7%	38.5%
Canary Islands (other island)	--	24.1%	24.9%	20.6%	27.5%
Other destination	--	40.6%	35.8%	45.7%	34.1%
- Balearic Islands	--	3.2%	4.1%	4.6%	2.9%
- Rest of Spain	--	10.4%	9.6%	11.7%	8.5%
- Italy	--	3.8%	3.7%	4.4%	2.6%
- France	--	1.9%	0.6%	1.6%	0.3%
- Turkey	--	2.2%	1.9%	2.7%	4.3%
- Greece	--	7.4%	4.0%	6.4%	4.6%
- Portugal	--	7.9%	8.5%	9.6%	7.8%
- Croatia	--	1.2%	1.4%	3.3%	1.3%
- Egypt	--	1.0%	0.5%	0.4%	0.9%
- Others	--	1.7%	1.4%	1.1%	0.9%

** Percentage of valid answers*

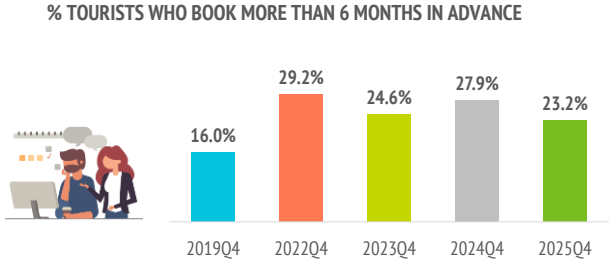
Importance of each factor in the destination choice

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Climate	81.4%	84.4%	79.8%	82.7%	77.4%
Safety	65.0%	68.8%	73.4%	74.3%	74.1%
Tranquility	52.2%	56.2%	51.2%	57.0%	59.4%
Effortless trip	44.9%	53.3%	56.4%	54.1%	56.5%
Accommodation supply	59.0%	58.6%	55.7%	58.8%	56.1%
Price	53.8%	56.8%	47.6%	55.6%	54.1%
European belonging	46.9%	47.7%	44.4%	46.6%	47.6%
Sea	41.2%	47.6%	47.6%	42.5%	47.3%
Beaches	39.9%	44.4%	45.1%	40.0%	44.4%
Environment	36.5%	38.4%	37.6%	37.3%	39.7%
Gastronomy	29.2%	35.7%	36.0%	35.3%	32.4%
Fun possibilities	24.6%	25.1%	28.1%	23.5%	29.2%
Landscapes	15.7%	21.6%	27.7%	23.5%	26.3%
Authenticity	24.2%	24.2%	25.1%	27.8%	24.7%
Culture	7.9%	11.3%	8.1%	9.9%	12.9%
Historical heritage	5.7%	8.2%	7.3%	7.5%	12.2%
Shopping	11.4%	15.5%	18.6%	11.8%	11.3%
Exoticism	9.7%	7.9%	10.0%	10.2%	9.4%
Nightlife	13.8%	11.3%	16.3%	10.8%	9.4%
Hiking trail network	5.7%	6.7%	3.3%	8.5%	5.0%

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?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
The same day	0.3%	0.0%	0.5%	0.5%	0.8%
Between 1 and 30 days	20.0%	11.9%	18.3%	16.1%	16.9%
Between 1 and 2 months	24.5%	21.6%	19.7%	18.7%	22.3%
Between 3 and 6 months	39.2%	37.4%	36.9%	36.8%	36.7%
More than 6 months	16.0%	29.2%	24.6%	27.9%	23.2%



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

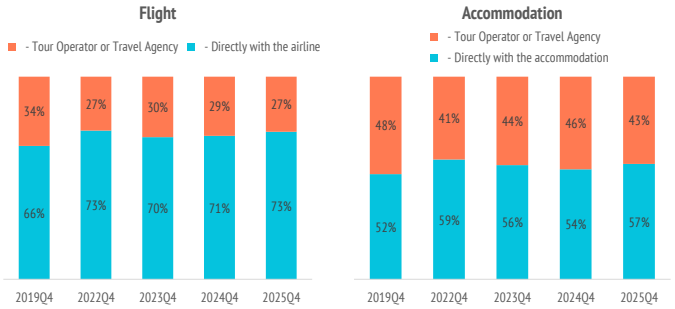
	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Previous visits to the Canary Islands	62.1%	66.9%	67.0%	58.3%	70.9%
Friends or relatives	26.6%	28.2%	28.4%	32.8%	24.5%
Internet or social media	54.2%	48.3%	52.9%	42.9%	51.8%
Mass Media	1.0%	5.0%	1.0%	0.7%	0.7%
Travel guides and magazines	6.3%	6.7%	6.0%	5.4%	2.4%
Travel Blogs or Forums	3.4%	4.6%	6.5%	5.9%	4.3%
Travel TV Channels	0.9%	1.4%	1.5%	1.6%	0.1%
Tour Operator or Travel Agency	11.6%	13.3%	12.4%	10.6%	9.6%
Public administrations or similar	0.1%	1.4%	0.5%	0.4%	0.5%
Others	2.0%	3.5%	4.7%	2.1%	1.0%

** Multi-choise question*

Tourist profile. Historical data (2019 - 2025)
IRELAND: Fourth Quarter

With whom did they book their flight and accommodation?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Flight					
- Directly with the airline	65.8%	73.4%	70.2%	70.8%	72.8%
- Tour Operator or Travel Agency	34.2%	26.6%	29.8%	29.2%	27.2%
Accommodation					
- Directly with the accommodation	51.9%	59.1%	56.4%	54.3%	56.9%
- Tour Operator or Travel Agency	48.1%	40.9%	43.6%	45.7%	43.1%



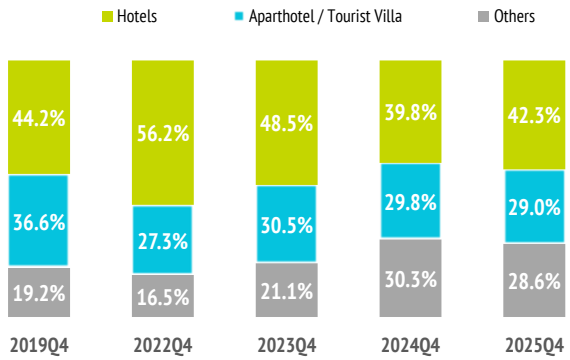
Where does the flight come from?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Ireland	86.3%	94.7%	91.6%	94.3%	92.1%
United Kingdom	8.5%	2.8%	4.9%	3.8%	6.7%
Spanish Mainland	3.0%	1.9%	1.7%	1.1%	0.8%
Belgium	0.0%	0.0%	0.2%	0.0%	0.0%
Netherlands	0.3%	0.0%	0.4%	0.0%	0.0%
Iceland	0.0%	0.0%	0.0%	0.3%	0.0%
Luxembourg	0.0%	0.0%	0.1%	0.0%	0.0%
Norway	0.2%	0.0%	0.0%	0.0%	0.0%
Poland	0.0%	0.5%	0.2%	0.2%	0.0%
Portugal	0.0%	0.2%	0.4%	0.0%	0.0%
Others	1.7%	0.0%	0.5%	0.4%	0.4%

Where do they stay?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
1-2-3* Hotel	5.4%	11.7%	10.3%	8.9%	4.6%
4* Hotel	31.4%	33.4%	30.7%	24.1%	28.8%
5* Hotel / 5* Luxury Hotel	7.3%	11.0%	7.4%	6.8%	8.9%
Aparthotel / Tourist Villa	36.6%	27.3%	30.5%	29.8%	29.0%
House/room rented in a private dwelling	8.5%	6.3%	15.3%	17.2%	20.3%
Private accommodation (1)	5.5%	3.4%	4.1%	7.9%	8.0%
Others (Cottage, cruise, camping,..)	5.2%	6.9%	1.6%	5.2%	0.3%

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

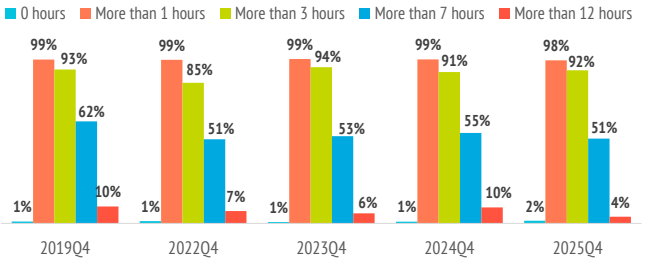


What do they book?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Room only	47.9%	40.3%	47.1%	52.9%	49.6%
Bed and Breakfast	20.8%	24.8%	20.9%	16.2%	19.8%
Half board	16.7%	13.0%	13.6%	11.0%	13.9%
Full board	1.6%	2.5%	2.5%	3.0%	1.9%
All inclusive	13.0%	19.4%	15.9%	17.0%	14.8%

Activities in the Canary Islands

Outdoor time per day	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
0 hours	1.1%	1.3%	0.8%	1.1%	1.6%
1 - 2 hours	6.1%	13.8%	4.9%	7.6%	6.0%
3 - 6 hours	31.3%	34.1%	41.6%	36.8%	41.2%
7 - 12 hours	51.3%	43.4%	46.6%	45.0%	47.1%
More than 12 hours	10.2%	7.4%	6.0%	9.6%	4.1%
Outdoor time per day	8.2	7.0	7.4	7.6	7.0



Activities in the Canary Islands	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Walk, wander	80.8%	80.5%	79.1%	74.1%	81.7%
Swimming pool, hotel facilities	69.0%	69.6%	70.1%	63.1%	69.4%
Beach	67.6%	71.9%	72.6%	64.3%	65.1%
Explore the island on their own	31.6%	32.8%	33.4%	30.7%	28.1%
Taste Canarian gastronomy	23.1%	21.5%	20.9%	23.5%	25.8%
Nightlife / concerts / shows	32.1%	19.3%	25.3%	14.2%	21.2%
Theme parks	14.1%	12.7%	14.7%	11.3%	12.3%
Beauty and health treatments	14.4%	11.4%	11.4%	8.9%	11.2%
Organized excursions	16.1%	15.0%	14.7%	12.5%	8.9%
Swim	--	11.8%	12.3%	5.2%	8.2%
Sea excursions / whale watching	9.1%	11.5%	9.3%	8.2%	8.0%
Wineries / markets / popular festivals	12.4%	7.5%	9.6%	9.9%	7.2%
Hiking	--	7.2%	5.8%	7.6%	6.7%
Running	--	7.3%	3.7%	4.1%	6.3%
Museums / exhibitions	7.2%	7.2%	4.0%	4.4%	5.9%
Cycling / Mountain bike	--	8.0%	3.5%	4.9%	5.2%
Golf	--	5.0%	2.9%	2.5%	3.7%
Other Nature Activities	--	3.3%	3.3%	2.8%	3.2%
Astronomical observation	1.8%	2.5%	1.5%	1.5%	2.7%
Surf	--	2.0%	1.3%	0.7%	1.7%
Scuba Diving	--	2.8%	3.1%	1.1%	1.5%
Practice other sports	--	5.1%	2.5%	4.9%	1.2%
Windsurf / Kitesurf	--	0.8%	0.3%	0.2%	1.1%

** Multi-choise question*

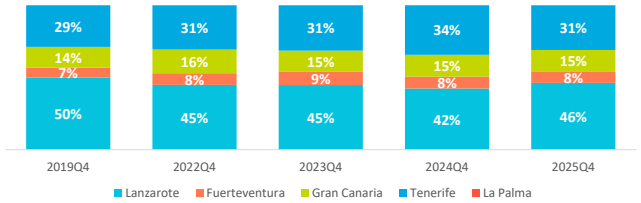
Tourist profile. Historical data (2019 - 2025)

IRELAND: Fourth Quarter

Which island do they choose?

Tourists (≥ 16 year old)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Lanzarote	56,952	57,278	75,318	73,838	85,837
Fuerteventura	7,796	10,441	15,411	14,469	15,020
Gran Canaria	16,441	20,846	24,677	26,199	27,463
Tenerife	32,866	39,219	52,809	59,770	57,364
La Palma	0	13	91	0	58

Share by islands	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Lanzarote	49.9%	44.8%	44.8%	42.4%	46.2%
Fuerteventura	6.8%	8.2%	9.2%	8.3%	8.1%
Gran Canaria	14.4%	16.3%	14.7%	15.0%	14.8%
Tenerife	28.8%	30.7%	31.4%	34.3%	30.9%
La Palma	0.0%	0.0%	0.1%	0.0%	0.0%



How many islands do they visit during their trip?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
One island	91.2%	94.8%	88.9%	93.9%	95.6%
Two islands	8.0%	5.2%	10.1%	6.1%	4.1%
Three or more islands	0.8%	0.0%	1.1%	0.0%	0.3%

How many are loyal to the Canary Islands?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Repeat tourists	82.4%	81.7%	83.9%	80.3%	87.9%
At least 10 previous visits	23.6%	35.8%	28.4%	33.0%	30.1%
Repeat tourists (last 5 years)	79.0%	77.3%	76.9%	71.6%	78.7%
Repeat tourists (last 5 years)(5 or more visits)	26.7%	20.6%	24.4%	31.4%	34.3%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Average rating	8.79	9.06	9.04	8.91	8.99

Experience in the Canary Islands	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Worse or much worse than expected	1.4%	1.5%	1.9%	2.4%	1.9%
Lived up to expectations	60.7%	51.6%	51.7%	57.1%	59.6%
Better or much better than expected	37.9%	46.9%	46.4%	40.5%	38.4%

Future intentions (scale 0-10)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Return to the Canary Islands	9.06	9.21	9.28	9.07	9.31
Recommend visiting the Canary Islands	9.16	9.33	9.36	9.17	9.38

Who are they?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Gender					
Men	46.8%	48.7%	47.5%	41.5%	46.9%
Women	53.2%	51.3%	52.5%	58.5%	53.1%
Age					
Average age	48.7	49.3	49.4	52.2	51.9
Standard deviation	13.8	14.9	15.8	16.0	15.9
Age range					
16 - 24 years old	4.6%	6.3%	7.4%	5.2%	6.4%
25 - 30 years old	7.3%	6.6%	8.1%	6.8%	5.8%
31 - 45 years old	26.9%	27.2%	25.6%	22.2%	22.2%
46 - 60 years old	39.5%	34.5%	29.7%	29.9%	30.0%
Over 60 years old	21.6%	25.4%	29.2%	35.8%	35.6%
Occupation					
Salaried worker	56.0%	60.0%	56.4%	55.0%	57.0%
Self-employed	12.4%	9.5%	13.1%	10.3%	10.4%
Unemployed	1.0%	0.0%	0.6%	0.7%	0.3%
Business owner	8.2%	6.5%	4.4%	6.2%	3.4%
Student	2.5%	2.9%	2.3%	2.2%	2.8%
Retired	17.3%	19.4%	21.1%	24.9%	24.7%
Unpaid domestic work	2.4%	1.6%	1.2%	0.2%	0.6%
Others	0.2%	0.1%	1.0%	0.5%	0.7%
Annual household income level					
Less than €25,000	8.0%	8.0%	5.9%	10.3%	6.9%
€25,000 - €49,999	40.8%	24.7%	31.6%	28.7%	29.4%
€50,000 - €74,999	21.1%	28.6%	24.5%	31.4%	22.0%
More than €74,999	30.1%	38.7%	37.9%	29.6%	41.6%
Education level					
No studies	5.2%	1.9%	3.6%	3.7%	3.0%
Primary education	0.4%	2.0%	1.5%	0.7%	0.5%
Secondary education	22.2%	21.0%	14.0%	22.0%	20.1%
Higher education	72.2%	75.1%	80.9%	73.6%	76.4%

Who do they come with?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Unaccompanied	6.0%	8.8%	7.7%	12.7%	9.4%
Only with partner	57.4%	47.7%	51.3%	48.7%	45.3%
Only with children (< 13 years old)	4.3%	3.5%	4.2%	2.7%	4.3%
Partner + children (< 13 years old)	4.0%	5.6%	3.4%	4.3%	3.9%
Other relatives	13.9%	16.6%	17.8%	12.0%	18.0%
Friends	4.8%	4.2%	3.9%	4.7%	5.2%
Work colleagues	0.0%	0.2%	0.7%	0.0%	0.0%
Organized trip	0.0%	0.0%	0.0%	0.0%	0.0%
Other combinations (2)	9.7%	13.4%	11.2%	15.0%	13.9%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**11.3%**	**16.1%**	**17.1%**	**11.5%**	**18.7%**
- Between 0 and 2 years old	0.5%	0.7%	1.9%	1.2%	1.0%
- Between 3 and 12 years old	10.8%	13.5%	14.5%	9.7%	17.2%
- Between 0 -2 and 3-12 years old	0.0%	1.8%	0.7%	0.5%	0.5%
Tourists without children	**88.7%**	**83.9%**	**82.9%**	**88.5%**	**81.3%**
Group composition:					
- 1 person	9.7%	10.6%	11.3%	15.3%	13.9%
- 2 people	60.7%	52.0%	54.3%	53.5%	48.2%
- 3 people	10.0%	11.2%	10.5%	12.8%	15.6%
- 4 or 5 people	17.3%	20.4%	19.5%	15.3%	15.5%
- 6 or more people	2.3%	5.9%	4.3%	3.1%	6.7%
Average group size:	**2.49**	**2.77**	**2.65**	**2.48**	**2.72**

**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.