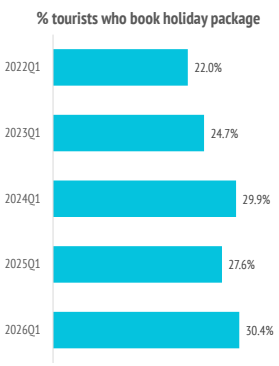
Tourist profile. Historical data (2022 - 2026)

IRELAND: First Quarter

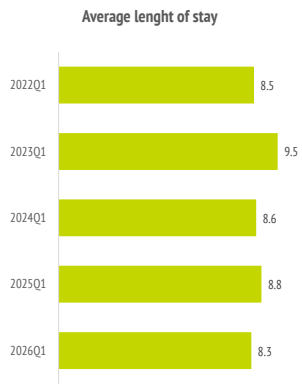
How many are they and how much do they spend?

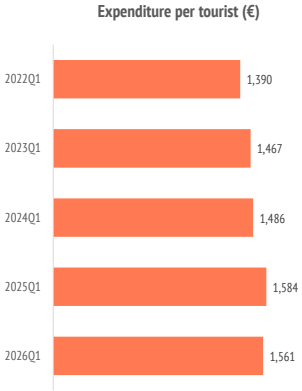
	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**116**	**166**	**212**	**220**	**236**
Tourist arrivals ≥ 16 years old (EGT) (*)	**104**	**142**	**181**	**183**	**207**
- book holiday package (*)	23	35	54	50	63
- do not book holiday package (*)	81	107	127	132	144
- % tourists who book holiday package	22.0%	24.7%	29.9%	27.6%	30.4%
Children < 16 years old (FRONTUR - EGT) (*)	12	24	31	38	29
Expenditure per tourist (€) (group spend / group size)	**1,182**	**1,316**	**1,288**	**1,419**	**1,357**
Expenditure per tourist (€) (group spend / +16)	**1,390**	**1,467**	**1,486**	**1,584**	**1,561**
- book holiday package	1,738	1,485	1,755	1,595	1,588
- holiday package	1,391	1,087	1,349	1,135	1,202
- others	347	398	407	460	386
- do not book holiday package	1,292	1,461	1,371	1,580	1,549
- flight	360	350	328	392	333
- accommodation	493	593	514	635	669
- others	438	519	529	553	547
Average lenght of stay	**8.5**	**9.5**	**8.6**	**8.8**	**8.3**
- Median	7.0	7.5	7.0	7.0	7.0
Average daily expenditure (€)	**179.08**	**180.00**	**194.54**	**204.11**	**210.59**
- Median	174.63	166.39	183.62	190.84	191.25
Average daily expenditure (without flight)	**127.81**	**134.59**	**143.75**	**154.82**	**162.33**
- Median	120.00	121.44	134.10	145.86	147.18
Average cost of the flight (€)	**396**	**353**	**373**	**390**	**341**
Total turnover (€m)	**145**	**208**	**269**	**289**	**323**
Turnover without flight (€m)	**104**	**158**	**201**	**218**	**253**

(*) Thousands of tourists









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

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Accommodation:					
- Accommodation	87.8%	89.9%	85.8%	87.1%	88.1%
- Additional accommodation expenses	11.0%	11.2%	11.3%	9.5%	10.9%
Transport:					
- National/International Transport	98.7%	97.9%	95.2%	97.9%	95.5%
- Flights between islands	2.6%	4.8%	4.9%	7.3%	5.0%
- Taxi	50.4%	52.3%	50.5%	48.1%	61.7%
- Car rental	19.3%	19.9%	17.8%	18.2%	18.9%
- Public transport	7.2%	11.8%	9.1%	13.9%	20.3%
Food and drink:					
- Food purchases at supermarkets	59.7%	68.7%	62.5%	62.8%	62.6%
- Restaurants	81.0%	78.4%	78.9%	82.6%	81.5%
Leisure:					
- Organized excursions	16.9%	17.6%	17.3%	18.4%	13.2%
- Sport activities	7.3%	8.5%	9.5%	7.5%	7.5%
- Cultural activities	0.9%	2.1%	1.1%	3.3%	3.2%
- Museums	1.2%	3.7%	2.8%	3.2%	3.8%
- Theme Parks	4.2%	6.3%	11.2%	8.2%	9.0%
- Discos and pubs	17.0%	17.7%	19.8%	23.8%	24.9%
- Wellness	7.0%	10.8%	7.7%	9.8%	11.8%
Purchases of goods:					
- Souvenirs	38.9%	46.4%	42.7%	41.3%	42.2%
- Other expenses	0.0%	0.4%	0.5%	1.8%	1.1%
Other:					
- Medical or pharmaceutical expenses	14.6%	14.4%	10.3%	12.3%	15.5%
- Other expenses	6.9%	3.9%	5.1%	3.4%	5.5%

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

Expenditure per tourist and trip (€)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Accommodation:	**850**	**876**	**840**	**962**	**935**
- Accommodation	644	683	702	755	805
- Additional accommodation expenses	205	193	138	207	130
Transport:	**676**	**682**	**704**	**741**	**671**
- National/International Transport	401	361	392	399	357
- Flights between islands	56	93	70	86	104
- Taxi	56	58	73	85	57
- Car rental	141	149	121	136	124
- Public transport	22	21	48	35	29
Food and drink:	**355**	**362**	**415**	**404**	**403**
- Food purchases at supermarkets	114	128	144	134	153
- Restaurants	241	234	271	270	250
Leisure:	**427**	**834**	**634**	**643**	**531**
- Organized excursions	83	110	106	127	70
- Sport activities	88	131	100	131	89
- Cultural activities	56	38	56	57	86
- Museums	12	149	52	49	34
- Theme Parks	42	197	90	76	57
- Discos and pubs	83	136	138	106	120
- Wellness	63	72	92	95	75
Purchases of goods:	**1,579**	**224**	**139**	**209**	**274**
- Souvenirs	79	99	101	102	**116**
- Other expenses	1,500	125	37	107	**158**
Other:	**101**	**128**	**102**	**171**	**121**
- Medical or pharmaceutical expenses	29	60	32	50	**53**
- Other expenses	72	68	69	121	**68**

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 (2022 - 2026)

IRELAND: First Quarter

What is the main purpose of their trip?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Holiday, leisure	94.9%	97.1%	96.0%	95.4%	96.4%
Visiting family or friends	4.9%	2.9%	3.7%	3.9%	2.2%
Business and work	0.0%	0.0%	0.0%	0.0%	0.6%
Education and training	0.0%	0.0%	0.4%	0.1%	0.0%
Sports training	0.2%	0.0%	0.0%	0.3%	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%	0.0%	0.0%	0.3%	0.8%

What is the main motivation for their holidays?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Rest	72.8%	72.6%	71.1%	73.3%	62.7%
Enjoy family time	14.4%	10.9%	13.6%	10.9%	17.6%
Have fun	4.8%	7.0%	6.5%	4.8%	10.5%
Explore the destination	6.6%	6.8%	6.7%	8.0%	6.3%
Practice their hobbies	1.1%	2.2%	1.8%	0.9%	0.8%
Other reasons	0.3%	0.5%	0.3%	2.0%	2.1%

Where did they spend their main holiday last year? *

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Didn't have holidays	45.0%	14.8%	8.5%	7.0%	8.5%
Canary Islands	26.3%	34.5%	37.0%	33.8%	38.2%
Other destination	28.7%	50.6%	54.4%	59.2%	53.3%
- Balearic Islands	1.5%	2.2%	1.7%	2.8%	2.9%
- Rest of Spain	8.4%	14.1%	13.4%	12.6%	14.5%
- Italy	2.0%	5.7%	4.0%	6.2%	4.7%
- France	2.3%	3.6%	5.2%	6.8%	4.8%
- Turkey	0.6%	1.2%	1.1%	2.7%	1.7%
- Greece	3.8%	3.1%	4.1%	4.7%	4.1%
- Portugal	2.2%	7.4%	7.3%	9.7%	6.4%
- Croatia	1.2%	1.9%	0.8%	1.3%	1.9%
- Egypt	0.0%	0.0%	0.5%	0.5%	0.0%
- Tunisia	0.0%	0.0%	0.0%	0.0%	0.0%
- Morocco	0.0%	0.0%	1.5%	0.2%	0.4%
- Others	6.6%	11.5%	14.9%	11.8%	11.9%

** Percentage of valid answers*

What other destinations did they consider for this trip? *

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
None (I was clear about "this Canary Island")	38.7%	44.2%	37.9%	35.7%	41.7%
Canary Islands (other island)	25.4%	25.9%	25.6%	29.2%	24.7%
Other destination	35.9%	29.9%	36.6%	35.0%	33.6%
- Balearic Islands	4.5%	0.9%	3.9%	3.7%	2.2%
- Rest of Spain	11.5%	8.1%	11.7%	9.3%	11.7%
- Italy	3.3%	5.1%	3.0%	4.0%	3.2%
- France	1.3%	0.9%	1.8%	0.7%	0.8%
- Turkey	1.0%	0.4%	1.6%	1.0%	2.3%
- Greece	4.8%	3.5%	3.9%	4.8%	3.5%
- Portugal	7.3%	8.4%	8.1%	7.0%	7.3%
- Croatia	1.0%	0.7%	1.2%	1.7%	0.6%
- Egypt	0.0%	0.2%	0.9%	0.8%	0.3%
- Others	1.1%	1.8%	0.6%	2.1%	1.6%

** Percentage of valid answers*

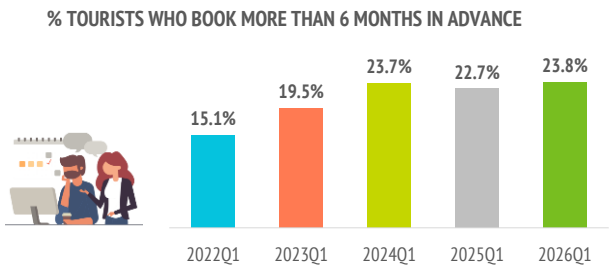
Importance of each factor in the destination choice

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Climate	81.0%	78.8%	78.3%	81.0%	78.1%
Safety	68.7%	72.0%	70.8%	72.1%	68.5%
Tranquility	57.7%	54.4%	55.4%	57.5%	59.3%
Accommodation supply	52.0%	56.5%	49.4%	57.3%	56.9%
Price	52.2%	52.4%	51.6%	54.3%	55.1%
European belonging	54.0%	51.9%	49.9%	47.9%	52.5%
Effortless trip	49.6%	50.9%	51.0%	52.5%	52.1%
Beaches	36.1%	40.2%	37.6%	43.4%	38.6%
Sea	44.9%	44.3%	40.9%	47.4%	36.7%
Environment	29.7%	49.9%	32.1%	37.9%	34.5%
Gastronomy	43.7%	37.0%	36.3%	38.2%	29.9%
Fun possibilities	26.7%	34.2%	25.6%	25.5%	29.9%
Authenticity	27.1%	25.6%	22.8%	26.9%	26.5%
Landscapes	18.9%	30.4%	20.0%	25.4%	24.0%
Culture	7.8%	9.8%	5.3%	13.9%	11.8%
Exoticism	13.9%	9.8%	7.0%	11.9%	10.4%
Shopping	13.8%	10.7%	6.7%	16.7%	9.6%
Nightlife	12.9%	8.3%	10.5%	10.1%	9.1%
Historical heritage	4.9%	8.2%	6.2%	10.9%	7.4%
Hiking trail network	6.9%	10.8%	4.4%	12.1%	7.3%

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?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
The same day	0.8%	0.0%	0.9%	1.8%	1.3%
Between 1 and 30 days	22.7%	18.7%	21.5%	17.4%	16.8%
Between 1 and 2 months	30.1%	27.2%	23.6%	20.7%	24.8%
Between 3 and 6 months	31.2%	34.6%	30.3%	37.3%	33.3%
More than 6 months	15.1%	19.5%	23.7%	22.7%	23.8%



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

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Previous visits to the Canary Islands	67.8%	67.0%	63.5%	62.7%	69.0%
Friends or relatives	33.0%	25.0%	33.6%	31.4%	28.8%
Internet or social media	55.5%	52.7%	50.2%	45.7%	47.5%
Mass Media	2.6%	2.8%	2.2%	2.8%	0.6%
Travel guides and magazines	5.0%	6.6%	3.1%	6.0%	3.9%
Travel Blogs or Forums	5.4%	5.3%	6.9%	5.3%	5.1%
Travel TV Channels	0.7%	0.6%	1.5%	1.5%	0.9%
Tour Operator or Travel Agency	8.9%	11.1%	13.8%	12.6%	11.7%
Public administrations or similar	3.1%	0.2%	0.0%	0.3%	0.0%
Others	2.2%	4.3%	1.1%	3.8%	1.3%

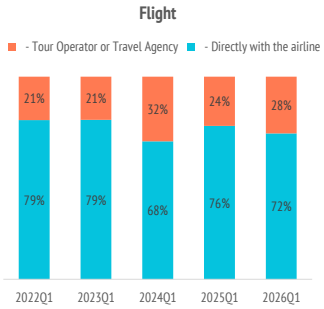
** Multi-choise question*

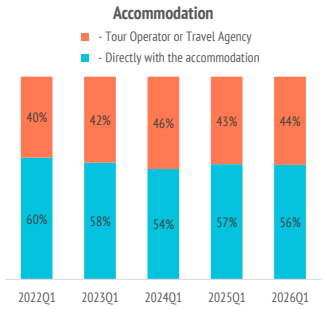
Tourist profile. Historical data (2022 - 2026)

IRELAND: First Quarter

With whom did they book their flight and accommodation?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Flight					
- Directly with the airline	78.6%	78.7%	68.1%	75.7%	72.0%
- Tour Operator or Travel Agency	21.4%	21.3%	31.9%	24.3%	28.0%
Accommodation					
- Directly with the accommodation	60.1%	57.6%	54.4%	56.8%	56.5%
- Tour Operator or Travel Agency	39.9%	42.4%	45.6%	43.2%	43.5%





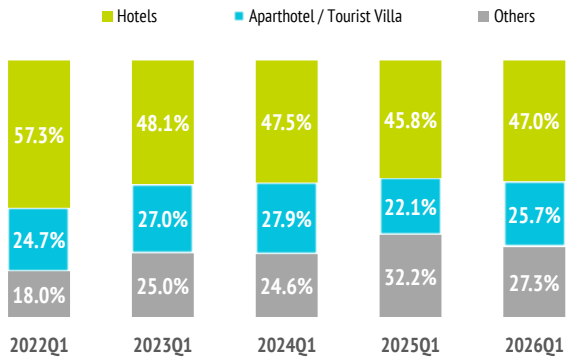
Where does the flight come from?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Ireland	89.6%	90.1%	92.8%	92.2%	89.6%
United Kingdom	8.2%	7.0%	5.5%	5.2%	7.1%
Spanish Mainland	1.9%	1.7%	0.4%	1.9%	2.0%
Austria	0.0%	0.0%	0.0%	0.0%	0.4%
Germany	0.0%	0.0%	0.2%	0.0%	0.3%
Netherlands	0.0%	0.2%	0.0%	0.0%	0.3%
Portugal	0.4%	0.0%	0.6%	0.4%	0.1%
Italy	0.0%	0.2%	0.0%	0.0%	0.1%
Iceland	0.0%	0.0%	0.0%	0.1%	0.0%
Others	0.0%	0.8%	0.2%	0.0%	0.0%

Where do they stay?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
1-2-3* Hotel	9.4%	8.2%	8.2%	10.5%	9.1%
4* Hotel	34.0%	30.7%	29.7%	25.6%	27.7%
5* Hotel / 5* Luxury Hotel	14.0%	9.2%	9.6%	9.7%	10.1%
Aparthotel / Tourist Villa	24.7%	27.0%	27.9%	22.1%	25.7%
House/room rented in a private dwelling	7.4%	13.6%	17.2%	22.0%	17.6%
Private accommodation (1)	6.5%	6.5%	5.1%	7.6%	6.6%
Others (Cottage, cruise, camping,..)	4.1%	4.9%	2.3%	2.5%	3.1%

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

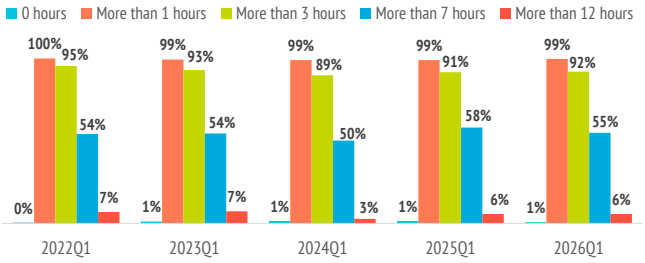


What do they book?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Room only	33.4%	45.0%	41.3%	46.2%	44.7%
Bed and Breakfast	33.4%	17.2%	21.4%	26.9%	23.9%
Half board	17.3%	18.6%	16.7%	12.2%	13.4%
Full board	1.0%	2.2%	2.4%	1.3%	1.9%
All inclusive	15.0%	17.1%	18.2%	13.5%	16.0%

Activities in the Canary Islands

Outdoor time per day	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
0 hours	0.4%	1.1%	1.4%	1.4%	0.7%
1 - 2 hours	4.6%	6.3%	9.2%	7.3%	7.7%
3 - 6 hours	41.1%	38.3%	39.4%	33.5%	36.9%
7 - 12 hours	47.0%	46.9%	47.2%	52.1%	49.0%
More than 12 hours	6.9%	7.3%	2.7%	5.7%	5.7%
Outdoor time per day	7.3	7.5	6.9	7.4	7.4



Activities in the Canary Islands	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Walk, wander	84.0%	83.5%	79.7%	82.3%	87.0%
Swimming pool, hotel facilities	70.8%	57.7%	66.3%	62.6%	59.7%
Beach	69.2%	64.8%	67.0%	64.9%	58.0%
Explore the island on their own	33.5%	33.7%	35.9%	36.2%	36.1%
Nightlife / concerts / shows	16.7%	25.1%	22.3%	22.4%	25.6%
Taste Canarian gastronomy	31.3%	22.5%	24.4%	24.9%	21.3%
Beauty and health treatments	10.4%	13.4%	8.3%	13.5%	10.6%
Swim	19.9%	11.4%	10.4%	10.9%	10.0%
Wineries / markets / popular festivals	9.0%	7.8%	8.6%	8.3%	9.5%
Theme parks	10.9%	10.7%	11.6%	10.4%	9.3%
Organized excursions	11.4%	14.8%	12.1%	10.3%	8.8%
Museums / exhibitions	3.3%	6.1%	5.3%	8.0%	8.7%
Hiking	9.3%	10.5%	10.5%	13.8%	8.6%
Sea excursions / whale watching	7.4%	7.4%	10.4%	6.5%	7.2%
Cycling / Mountain bike	8.1%	7.6%	6.3%	4.8%	6.9%
Running	6.4%	6.0%	5.1%	7.9%	6.6%
Golf	3.7%	4.5%	3.6%	3.1%	5.0%
Astronomical observation	1.0%	2.5%	2.8%	4.7%	2.8%
Practice other sports	3.3%	1.6%	2.1%	2.9%	2.2%
Other Nature Activities	2.4%	3.2%	2.0%	4.4%	1.9%
Scuba Diving	2.1%	1.2%	1.0%	2.9%	1.0%
Surf	3.7%	1.8%	1.3%	2.4%	0.9%
Windsurf / Kitesurf	1.3%	--	0.2%	0.7%	0.3%

** Multi-choise question*

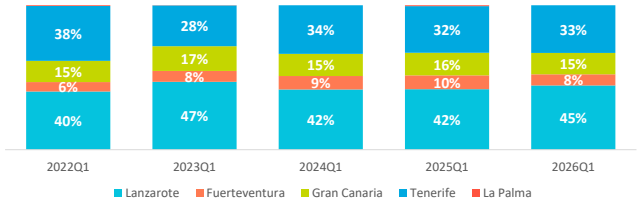
Tourist profile. Historical data (2022 - 2026)

IRELAND: First Quarter

Which island do they choose?

Tourists (≥ 16 year old)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Lanzarote	42,022	66,514	75,336	76,248	92,146
Fuerteventura	6,762	10,699	16,732	17,388	15,920
Gran Canaria	15,270	24,300	27,721	28,391	30,685
Tenerife	39,615	39,933	60,770	58,741	68,277
La Palma	504	178	0	1,118	0

Share by islands	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Lanzarote	40.3%	47.0%	41.7%	41.9%	44.5%
Fuerteventura	6.5%	7.6%	9.3%	9.6%	7.7%
Gran Canaria	14.7%	17.2%	15.4%	15.6%	14.8%
Tenerife	38.0%	28.2%	33.7%	32.3%	33.0%
La Palma	0.5%	0.1%	0.0%	0.6%	0.0%



How many islands do they visit during their trip?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
One island	97.1%	93.6%	94.3%	90.2%	96.4%
Two islands	2.6%	5.8%	5.2%	9.3%	3.5%
Three or more islands	0.3%	0.6%	0.5%	0.5%	0.1%

How many are loyal to the Canary Islands?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Repeat tourists	81.3%	81.7%	86.2%	83.5%	90.0%
At least 10 previous visits	27.4%	29.6%	25.5%	30.8%	26.8%
Repeat tourists (last 5 years)	73.7%	73.7%	76.5%	77.6%	83.6%
Repeat tourists (last 5 years)(5 or more visits)	20.3%	24.6%	21.5%	27.5%	29.1%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Average rating	8.92	8.86	8.84	8.64	8.63

Experience in the Canary Islands	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Worse or much worse than expected	1.0%	1.3%	1.4%	4.2%	6.4%
Lived up to expectations	51.0%	57.3%	51.8%	59.4%	57.0%
Better or much better than expected	48.0%	41.4%	46.8%	36.4%	36.6%

Future intentions (scale 0-10)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Return to the Canary Islands	9.20	9.23	9.05	8.77	8.84
Recommend visiting the Canary Islands	9.21	9.35	9.09	8.99	8.96

Who are they?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Gender					
Men	50.4%	47.4%	46.3%	49.5%	49.9%
Women	49.6%	52.6%	53.7%	50.5%	50.1%
Age					
Average age	48.0	53.1	50.9	50.9	51.5
Standard deviation	14.4	15.4	16.9	15.7	15.7
Age range					
16 - 24 years old	4.5%	3.3%	7.0%	7.2%	5.2%
25 - 30 years old	9.3%	5.4%	9.2%	6.1%	6.7%
31 - 45 years old	30.4%	24.7%	22.6%	23.9%	26.2%
46 - 60 years old	32.7%	28.5%	26.5%	28.5%	27.1%
Over 60 years old	23.1%	38.0%	34.8%	34.3%	34.8%
Occupation					
Salaried worker	56.1%	47.5%	50.0%	49.2%	51.5%
Self-employed	11.5%	12.8%	14.4%	14.3%	13.0%
Unemployed	1.4%	0.0%	1.8%	0.4%	1.1%
Business owner	7.8%	9.4%	5.5%	5.5%	5.7%
Student	5.5%	0.8%	2.2%	0.8%	1.7%
Retired	16.3%	27.9%	24.8%	25.9%	25.4%
Unpaid domestic work	1.3%	1.2%	1.0%	2.0%	1.4%
Others	0.0%	0.4%	0.3%	2.1%	0.3%
Annual household income level					
Less than €25,000	6.3%	6.8%	7.3%	4.9%	5.0%
€25,000 - €49,999	20.5%	30.2%	28.1%	25.7%	20.3%
€50,000 - €74,999	25.7%	24.2%	25.1%	24.9%	30.5%
More than €74,999	47.5%	38.8%	39.5%	44.5%	44.2%
Education level					
No studies	3.4%	5.3%	3.5%	2.6%	3.4%
Primary education	0.6%	0.2%	0.8%	1.1%	0.8%
Secondary education	17.1%	20.0%	20.1%	16.5%	14.2%
Higher education	78.9%	74.6%	75.6%	79.7%	81.6%

Who do they come with?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Unaccompanied	8.1%	6.2%	10.4%	9.2%	7.9%
Only with partner	45.7%	53.5%	46.3%	52.9%	46.6%
Only with children (< 13 years old)	4.7%	4.4%	4.1%	3.6%	4.0%
Partner + children (< 13 years old)	8.1%	3.4%	6.8%	4.4%	8.4%
Other relatives	15.2%	11.7%	13.1%	14.7%	11.9%
Friends	7.5%	7.0%	6.7%	5.0%	7.3%
Work colleagues	0.0%	0.0%	0.0%	0.0%	0.0%
Organized trip	0.0%	0.3%	0.0%	0.2%	0.1%
Other combinations (2)	10.8%	13.5%	12.6%	9.9%	13.8%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**19.0%**	**13.9%**	**20.1%**	**14.0%**	**19.1%**
- Between 0 and 2 years old	0.4%	1.0%	0.7%	1.9%	1.9%
- Between 3 and 12 years old	18.6%	11.6%	17.7%	11.5%	15.1%
- Between 0 -2 and 3-12 years old	0.0%	1.4%	1.7%	0.6%	2.1%
Tourists without children	**81.0%**	**86.1%**	**79.9%**	**86.0%**	**80.9%**
Group composition:					
- 1 person	11.1%	10.1%	15.2%	10.5%	10.6%
- 2 people	50.7%	60.7%	51.3%	60.9%	53.5%
- 3 people	9.7%	7.9%	11.6%	6.7%	9.2%
- 4 or 5 people	22.6%	16.6%	15.7%	16.8%	18.4%
- 6 or more people	5.8%	4.6%	6.1%	5.1%	8.3%
Average group size:	**2.75**	**2.59**	**2.66**	**2.63**	**2.87**

**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.