

Tourist profile by quarter of trip (2024)

IRELAND

How many are they and how much do they spend?



	2024Q1	2024Q2	2024Q3	2024Q4	2024
TOURISTS					
Tourist arrivals (FRONTUR) (*)	212	191	201	200	804
Tourist arrivals ≥ 16 years old (EGT) (*)	181	148	158	174	662
- book holiday package (*)	54	63	61	58	236
- do not book holiday package (*)	127	86	97	116	426
- % tourists who book holiday package	29.9%	42.2%	38.8%	33.3%	35.7%
Children < 16 years old (FRONTUR - EGT) (*)	31	42	43	26	142
Expenditure per tourist (€)					
- book holiday package	473	357	363	344	380
- holiday package	363	264	239	253	275
- others	110	93	124	91	105
- do not book holiday package	326	273	327	278	301
- flight	82	67	83	69	75
- accommodation	120	104	115	103	111
- others	124	102	129	106	115
Average length of stay	8.39	8.99	9.17	9.18	8.92
Average daily expenditure (€)	192.5	165.8	191.7	174.0	181.5
Average daily expenditure (without flight)	140.7	121.0	142.3	127.8	133.3
Average cost of the flight (€)	96.2	78.3	85.5	76.3	84.0
Total turnover (≥ 16 years old) (€m)	262	203	263	238	966
Turnover without flight (≥ 16 years old) (€m)	194	150	197	177	718

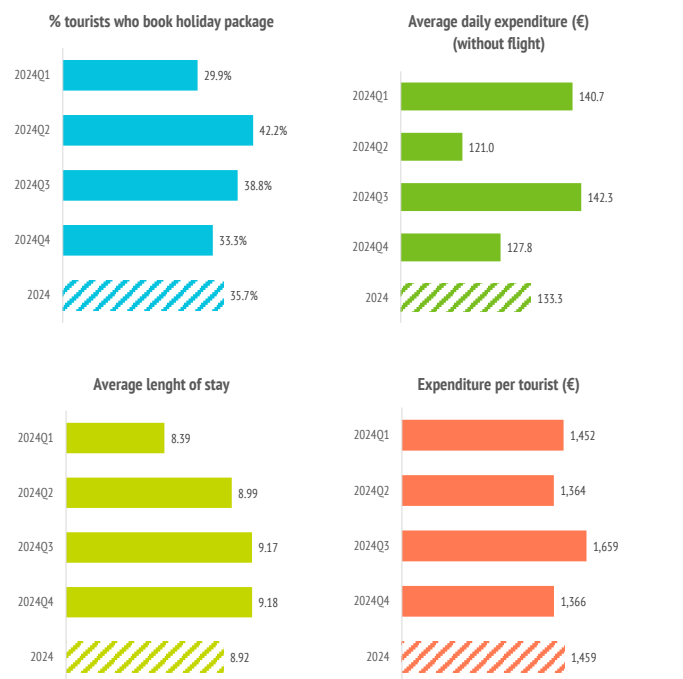
(*) Thousand of tourists

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

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Accommodation:					
- Accommodation	82.3%	88.1%	90.9%	85.8%	86.6%
- Additional accommodation expenses	11.3%	8.0%	8.0%	6.5%	8.5%
Transport:					
- National/International Transport	96.6%	97.1%	98.8%	97.5%	97.5%
- Flights between islands	5.3%	4.3%	7.5%	6.1%	5.8%
- Taxi	45.2%	61.2%	65.7%	49.2%	54.8%
- Car rental	19.6%	13.9%	14.1%	16.5%	16.2%
- Public transport	10.3%	8.1%	10.8%	11.4%	10.2%
Food and drink:					
- Food purchases at supermarkets	61.6%	64.9%	66.8%	66.6%	64.9%
- Restaurants	80.3%	78.8%	79.1%	72.4%	77.6%
Leisure:					
- Organized excursions	17.0%	21.8%	24.4%	19.1%	20.4%
- Sport activities	9.9%	8.4%	12.2%	7.7%	9.5%
- Cultural activities	1.3%	1.7%	4.0%	4.0%	2.7%
- Museums	2.6%	1.5%	4.5%	1.2%	2.5%
- Theme Parks	10.9%	12.4%	15.9%	9.9%	12.2%
- Discos and pubs	18.1%	21.1%	30.4%	18.3%	21.8%
- Wellness	6.7%	8.3%	6.9%	7.6%	7.3%
Purchases of goods:					
- Souvenirs	44.5%	40.6%	52.4%	46.8%	46.1%
- Real state	0.0%	0.8%	0.0%	0.0%	0.2%
- Other expenses	0.6%	0.8%	0.9%	2.5%	1.2%
Other:					
- Medical or pharmaceutical expenses	11.8%	11.5%	13.0%	11.4%	11.9%
- Other expenses	4.7%	3.5%	6.5%	4.4%	4.8%

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.



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

Expenditure per tourist and trip (€)	2024Q1	2024Q2	2024Q3	2024Q4	2024
Accommodation:					
- Accommodation	712	622	664	629	658
- Additional accommodation expenses	141	184	147	159	155
Transport:					
- National/International Transport	393	363	422	359	384
- Flights between islands	75	56	73	55	66
- Taxi	68	65	63	58	63
- Car rental	133	86	153	128	127
- Public transport	49	17	23	40	34
Food and drink:					
- Food purchases at supermarkets	121	115	158	129	131
- Restaurants	262	237	333	262	274
Leisure:					
- Organized excursions	107	82	98	93	95
- Sport activities	66	88	96	121	91
- Cultural activities	54	42	52	155	90
- Museums	64	26	97	35	69
- Theme Parks	73	62	86	66	73
- Discos and pubs	139	133	139	146	139
- Wellness	82	72	74	102	83
Purchases of goods:					
- Souvenirs	106	98	115	97	105
- Real state	0	1,556	0	0	1,556
- Other expenses	37	60	256	231	184
Other:					
- Medical or pharmaceutical expenses	28	84	63	31	50
- Other expenses	83	42	184	70	106

Tourist profile by quarter of trip (2024)

IRELAND



What is the main purpose of their trip?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Holiday, leisure	92.9%	98.8%	96.3%	95.3%	95.7%
Visiting family or friends	6.9%	1.2%	3.7%	4.1%	4.1%
Business and work	0.0%	0.0%	0.0%	0.0%	0.0%
Education and training	0.2%	0.0%	0.0%	0.0%	0.0%
Sports training	0.0%	0.0%	0.0%	0.3%	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%	0.0%	0.0%	0.4%	0.1%

What is the main motivation for their holidays?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Rest	71.7%	69.7%	64.9%	68.4%	68.7%
Enjoy family time	15.0%	12.3%	13.1%	12.0%	13.2%
Have fun	5.0%	10.2%	14.4%	9.3%	9.6%
Explore the destination	5.5%	5.8%	6.7%	8.2%	6.6%
Practice their hobbies	2.4%	1.3%	0.5%	0.0%	1.1%
Other reasons	0.4%	0.6%	0.4%	2.1%	0.9%

Where did they spend their main holiday last year? *

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Didn't have holidays	8.5%	12.1%	5.8%	8.7%	8.7%
Canary Islands	43.8%	42.1%	41.3%	35.5%	40.4%
Other destination	47.7%	45.8%	52.8%	55.9%	50.9%
- Balearic Islands	4.1%	3.0%	2.6%	1.3%	2.7%
- Rest of Spain	12.0%	15.8%	12.5%	14.6%	13.7%
- Italy	5.8%	3.0%	6.0%	4.8%	4.9%
- France	2.0%	3.0%	3.5%	5.5%	3.6%
- Turkey	1.8%	0.9%	1.4%	1.4%	1.4%
- Greece	2.8%	4.2%	4.5%	3.7%	3.8%
- Portugal	7.3%	8.5%	7.6%	7.4%	7.7%
- Croatia	0.2%	0.6%	0.5%	1.0%	0.6%
- Egypt	0.3%	0.0%	0.6%	0.5%	0.4%
- Tunisia	0.0%	0.0%	0.0%	0.0%	0.0%
- Morocco	0.9%	0.3%	1.9%	2.1%	1.3%
- Others	10.5%	6.7%	11.8%	13.6%	10.8%

* Percentage of valid answers

What other destinations did they consider for this trip? *

	2024Q1	2024Q2	2024Q3	2024Q4	2024
None (I was clear about "this Canary Island")	37.4%	26.8%	24.0%	33.7%	30.3%
Canary Islands (other island)	25.0%	21.5%	18.3%	20.6%	21.3%
Other destination	37.7%	51.7%	57.7%	45.7%	48.4%
- Balearic Islands	4.1%	8.0%	4.4%	4.6%	5.3%
- Rest of Spain	12.2%	12.0%	15.3%	11.7%	12.8%
- Italy	3.2%	4.6%	7.1%	4.4%	4.9%
- France	2.3%	2.0%	2.7%	1.6%	2.1%
- Turkey	1.6%	2.4%	2.8%	2.7%	2.4%
- Greece	3.8%	6.8%	8.1%	6.4%	6.3%
- Portugal	7.1%	10.9%	12.1%	9.6%	9.9%
- Croatia	1.4%	3.5%	3.9%	3.3%	3.0%
- Egypt	1.5%	1.1%	0.8%	0.4%	0.9%
- Others	0.4%	0.5%	0.6%	1.1%	0.7%

* Percentage of valid answers

Importance of each factor in the destination choice

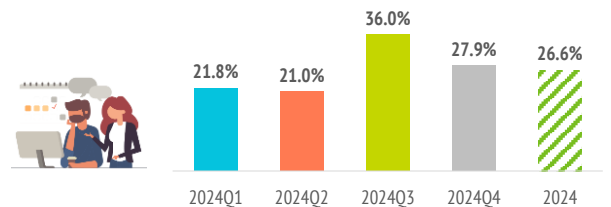
	2024Q1	2024Q2	2024Q3	2024Q4	2024
Climate	80.4%	79.7%	80.0%	82.7%	80.7%
Safety	70.6%	73.5%	78.4%	74.3%	74.1%
Accommodation supply	49.1%	60.3%	64.4%	58.8%	57.8%
Tranquility	53.7%	59.2%	60.1%	57.0%	57.3%
Price	50.8%	60.3%	63.0%	55.6%	57.1%
Effortless trip	50.0%	50.8%	52.8%	54.1%	51.9%
European belonging	49.0%	48.1%	47.3%	46.6%	47.8%
Sea	42.8%	46.0%	39.0%	42.5%	42.5%
Beaches	39.0%	44.8%	40.1%	40.0%	40.8%
Environment	33.3%	34.2%	39.3%	37.3%	36.0%
Gastronomy	38.4%	33.5%	31.9%	35.3%	35.0%
Fun possibilities	26.4%	32.1%	37.8%	23.5%	29.6%
Authenticity	23.3%	24.2%	24.0%	27.8%	24.8%
Landscapes	20.7%	19.9%	19.5%	23.5%	21.0%
Shopping	6.4%	18.7%	18.9%	11.8%	13.6%
Nightlife	10.0%	16.4%	13.7%	10.8%	12.6%
Culture	7.4%	8.8%	13.0%	9.9%	9.7%
Exoticism	6.9%	11.2%	9.9%	10.2%	9.4%
Historical heritage	6.8%	8.1%	6.3%	7.5%	7.2%
Hiking trail network	4.2%	5.9%	2.5%	8.5%	5.3%

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?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
The same day	0.6%	0.2%	0.2%	0.5%	0.4%
Between 1 and 30 days	26.3%	14.4%	10.6%	16.1%	17.2%
Between 1 and 2 months	23.4%	23.4%	13.0%	18.7%	19.7%
Between 3 and 6 months	28.0%	41.0%	40.2%	36.8%	36.2%
More than 6 months	21.8%	21.0%	36.0%	27.9%	26.6%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Previous visits to the Canary Islands	63.3%	64.0%	54.8%	58.3%	60.1%
Friends or relatives	34.4%	23.0%	37.8%	32.8%	32.2%
Internet or social media	50.1%	47.6%	57.8%	42.9%	49.5%
Mass Media	2.2%	1.8%	3.2%	0.7%	1.9%
Travel guides and magazines	2.6%	3.5%	4.0%	5.4%	3.9%
Travel Blogs or Forums	8.4%	4.2%	7.7%	5.9%	6.6%
Travel TV Channels	1.0%	0.0%	1.6%	1.6%	1.1%
Tour Operator or Travel Agency	13.4%	16.5%	14.9%	10.6%	13.7%
Public administrations or similar	0.0%	0.5%	0.3%	0.4%	0.3%
Others	1.0%	2.2%	3.9%	2.1%	2.2%

* Multi-choice question

Tourist profile by quarter of trip (2024)

IRELAND

With whom did they book their flight and accommodation?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Flight					
- Directly with the airline	68.1%	57.4%	64.0%	70.8%	65.4%
- Tour Operator or Travel Agency	31.9%	42.6%	36.0%	29.2%	34.6%
Accommodation					
- Directly with the accommodation	52.6%	43.3%	49.9%	54.3%	50.2%
- Tour Operator or Travel Agency	47.4%	56.7%	50.1%	45.7%	49.8%

Where does the flight come from?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Ireland	92.7%	93.9%	95.9%	94.3%	94.2%
United Kingdom	5.7%	4.6%	2.9%	3.8%	4.3%
Spanish Mainland	0.2%	0.3%	1.0%	1.1%	0.7%
Portugal	0.5%	0.5%	0.0%	0.0%	0.3%
Germany	0.2%	0.0%	0.0%	0.4%	0.2%
Hungary	0.5%	0.0%	0.0%	0.0%	0.1%
Others	0.2%	0.6%	0.2%	0.4%	0.3%

Where do they stay?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
1-2-3* Hotel	8.6%	9.8%	11.2%	8.9%	9.6%
4* Hotel	31.1%	29.0%	27.8%	24.1%	28.0%
5* Hotel / 5* Luxury Hotel	9.8%	8.3%	10.6%	6.8%	8.9%
Aparthotel / Tourist Villa	29.3%	36.6%	32.7%	29.8%	31.9%
House/room rented in a private dwelling	6.2%	10.7%	12.2%	17.2%	11.6%
Private accommodation (1)	12.1%	5.3%	3.9%	7.9%	7.5%
Others (Cottage, cruise, camping,...)	2.8%	0.3%	1.5%	5.2%	2.6%

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

What do they book?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Room only	39.1%	48.1%	48.8%	52.9%	47.1%
Bed and Breakfast	22.4%	18.2%	21.6%	16.2%	19.6%
Half board	17.8%	15.1%	9.7%	11.0%	13.4%
Full board	2.4%	1.1%	1.2%	3.0%	2.0%
All inclusive	18.3%	17.5%	18.7%	17.0%	17.9%

Tourist tax (Data available from Q2 2024)

Have they visited any holiday destination in the last five years where they were charged a tourist tax?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Yes	--	33.0%	32.8%	34.0%	33.3%
No	--	45.3%	43.8%	45.4%	44.8%
Not remember	--	21.7%	23.4%	20.6%	21.9%

Do they exclude destinations with tourist tax?

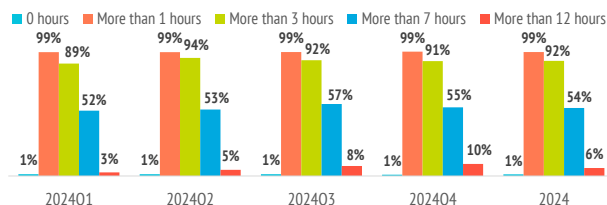
	2024Q1	2024Q2	2024Q3	2024Q4	2024
Yes	--	28.6%	29.8%	30.7%	29.8%
No	--	71.4%	70.2%	69.3%	70.2%

How much would they be willing to pay?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Up to 1 euro	--	41.5%	36.0%	39.3%	39.0%
Up to 2 euros	--	28.2%	33.7%	28.9%	30.2%
Up to 3 euros	--	19.9%	18.7%	18.2%	18.9%
More than 3 euros	--	10.4%	11.7%	13.6%	12.0%

Activities in the Canary Islands

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Outdoor time per day					
0 hours	1.5%	1.5%	1.4%	1.1%	1.3%
1 - 2 hours	9.1%	4.6%	6.5%	7.6%	7.1%
3 - 6 hours	37.5%	41.0%	34.9%	36.8%	37.5%
7 - 12 hours	49.1%	48.0%	49.2%	45.0%	47.8%
More than 12 hours	2.9%	4.9%	8.0%	9.6%	6.3%
Outdoor time per day	7.0	7.2	7.5	7.6	7.3



Activities in the Canary Islands

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Walk, wander	78.5%	82.9%	83.3%	74.1%	79.5%
Swimming pool, hotel facilities	61.7%	74.1%	79.7%	63.1%	69.2%
Beach	67.4%	66.0%	70.2%	64.3%	67.0%
Explore the island on their own	37.9%	28.7%	38.8%	30.7%	34.2%
Nightlife / concerts / shows	23.7%	26.9%	35.6%	14.2%	24.8%
Taste Canarian gastronomy	24.2%	26.1%	24.1%	23.5%	24.4%
Organized excursions	11.2%	15.4%	25.0%	12.5%	15.8%
Theme parks	10.7%	15.7%	23.0%	11.3%	14.9%
Sea excursions / whale watching	11.3%	8.8%	15.3%	8.2%	10.9%
Swim	9.5%	12.8%	15.0%	5.2%	10.4%
Wineries / markets / popular festivals	8.8%	7.0%	11.7%	9.9%	9.3%
Beauty and health treatments	7.0%	8.1%	9.7%	8.9%	8.4%
Hiking	10.4%	5.9%	5.3%	7.6%	7.4%
Cycling / Mountain bike	6.6%	4.6%	5.5%	4.9%	5.4%
Museums / exhibitions	5.2%	4.3%	6.8%	4.4%	5.2%
Running	4.9%	4.1%	6.4%	4.1%	4.9%
Golf	3.5%	5.0%	5.1%	2.5%	4.0%
Practice other sports	2.5%	4.1%	3.4%	4.9%	3.7%
Other Nature Activities	1.6%	2.1%	5.5%	2.8%	3.0%
Astronomical observation	1.8%	2.0%	2.4%	1.5%	1.9%
Scuba Diving	1.8%	2.9%	1.4%	1.1%	1.7%
Surf	1.1%	1.6%	1.4%	0.7%	1.2%
Windsurf / Kitesurf	0.1%	1.1%	0.6%	0.2%	0.5%

* Multi-choice question

Would they be willing to pay a tourist tax for each day of accommodation in the Canary Islands?

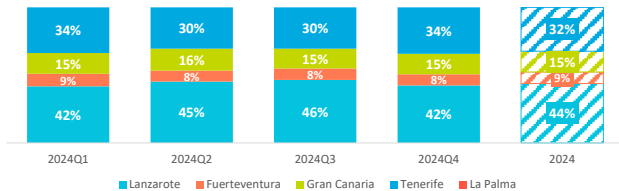
	2024Q1	2024Q2	2024Q3	2024Q4	2024
Yes	--	49.9%	34.7%	48.1%	32.2%
- For any purpose	--	11.4%	4.7%	7.8%	5.8%
- Improve living conditions	--	11.2%	6.1%	8.0%	6.1%
- Improve economic development	--	6.8%	2.4%	3.8%	3.1%
- Improve the environment	--	10.0%	8.7%	14.4%	8.1%
- Improve the tourist environment	--	5.9%	4.3%	5.4%	3.8%
- Other purposes	--	4.5%	8.4%	8.6%	5.3%
Not sure	--	29.4%	38.3%	25.5%	22.5%
No	--	20.7%	27.1%	26.3%	18.1%

Tourist profile by quarter of trip (2024)

IRELAND

Which island do they choose?

Tourists (≥ 16 year old)	2024Q1	2024Q2	2024Q3	2024Q4	2024
Lanzarote	75,336	67,172	73,563	73,838	289,909
Fuerteventura	16,732	12,003	13,350	14,469	56,554
Gran Canaria	27,721	24,040	23,108	26,199	101,068
Tenerife	60,770	45,218	48,264	59,770	214,022
La Palma	0	0	0	0	0



How many are loyal to the Canary Islands?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Repeat tourists	87.1%	82.7%	76.8%	80.3%	81.8%
At least 10 previous visits	28.5%	31.6%	22.9%	33.0%	29.0%
Repeat tourists (last 5 years)	78.5%	75.3%	71.9%	71.6%	74.4%
Repeat tourists (last 5 years) (5 or more)	23.8%	26.3%	16.4%	31.4%	24.6%

Who are they?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Gender					
Men	46.3%	46.5%	43.0%	41.5%	44.3%
Women	53.7%	53.5%	57.0%	58.5%	55.7%
Age					
Average age	50.9	48.6	43.9	52.2	49.1
Standard deviation	16.3	17.9	16.7	16.0	17.0
Age range					
16 - 24 years old	5.3%	13.8%	19.0%	5.2%	10.4%
25 - 30 years old	9.7%	7.6%	9.2%	6.8%	8.4%
31 - 45 years old	23.5%	21.6%	23.9%	22.2%	22.8%
46 - 60 years old	27.4%	25.2%	27.2%	29.9%	27.5%
Over 60 years old	34.2%	31.7%	20.7%	35.8%	30.8%
Occupation					
Salaried worker	46.7%	59.4%	66.9%	55.0%	56.6%
Self-employed	18.1%	6.6%	9.9%	10.3%	11.5%
Unemployed	1.9%	0.2%	0.4%	0.7%	0.8%
Business owner	5.9%	4.2%	4.6%	6.2%	5.3%
Student	2.8%	2.7%	2.2%	2.2%	2.5%
Retired	22.9%	24.4%	14.2%	24.9%	21.7%
Unpaid domestic work	1.5%	1.3%	1.1%	0.2%	1.0%
Others	0.3%	1.2%	0.7%	0.5%	0.6%
Annual household income level					
Less than €25,000	6.5%	11.8%	13.0%	10.3%	10.2%
€25,000 - €49,999	28.9%	31.1%	27.5%	28.7%	29.0%
€50,000 - €74,999	24.5%	21.8%	24.0%	31.4%	25.6%
More than €74,999	40.1%	35.3%	35.6%	29.6%	35.2%
Education level					
No studies	3.6%	3.6%	2.2%	3.7%	3.3%
Primary education	0.9%	1.0%	0.0%	0.7%	0.6%
Secondary education	18.3%	25.0%	25.6%	22.0%	22.5%
Higher education	77.3%	70.4%	72.3%	73.6%	73.6%

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.

Share by islands	2024Q1	2024Q2	2024Q3	2024Q4	2024
Lanzarote	41.7%	45.3%	46.5%	42.4%	43.8%
Fuerteventura	9.3%	8.1%	8.4%	8.3%	8.5%
Gran Canaria	15.4%	16.2%	14.6%	15.0%	15.3%
Tenerife	33.7%	30.5%	30.5%	34.3%	32.4%
La Palma	0.0%	0.0%	0.0%	0.0%	0.0%

How many islands do they visit during their trip?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
One island	93.4%	93.6%	93.3%	93.9%	93.6%
Two islands	6.1%	6.0%	6.6%	6.1%	6.2%
Three or more islands	0.5%	0.3%	0.1%	0.0%	0.2%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2024Q1	2024Q2	2024Q3	2024Q4	2024
Average rating	8.87	8.89	8.88	8.91	8.89

Experience in the Canary Islands	2024Q1	2024Q2	2024Q3	2024Q4	2024
Worse or much worse than expected	1.4%	0.7%	2.0%	2.4%	1.6%
Lived up to expectations	50.2%	51.2%	47.9%	57.1%	51.7%
Better or much better than expected	48.3%	48.1%	50.1%	40.5%	46.6%

Future intentions (scale 1-10)	2024Q1	2024Q2	2024Q3	2024Q4	2024
Return to the Canary Islands	9.09	9.14	9.09	9.07	9.09
Recommend visiting the Canary Islands	9.13	9.23	9.16	9.17	9.17

Who do they come with?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Unaccompanied	13.3%	6.6%	3.7%	12.7%	9.3%
Only with partner	45.7%	60.5%	51.3%	48.7%	51.1%
Only with children (< 13 years old)	3.8%	3.4%	4.9%	2.7%	3.7%
Partner + children (< 13 years old)	7.2%	3.8%	6.4%	4.3%	5.5%
Other relatives	11.5%	13.9%	17.5%	12.0%	13.6%
Friends	6.0%	4.7%	4.5%	4.7%	5.0%
Work colleagues	0.0%	0.0%	0.0%	0.0%	0.0%
Organized trip	0.0%	0.0%	0.1%	0.0%	0.0%
Other combinations (2)	12.6%	7.3%	11.5%	15.0%	11.8%

(2) Combination of some of the groups previously analyzed

Tourists with children	20.4%	12.7%	16.9%	11.5%	15.5%
- Between 0 and 2 years old	1.2%	0.9%	1.3%	1.2%	1.2%
- Between 3 and 12 years old	17.7%	9.0%	14.5%	9.7%	12.9%
- Between 0-2 and 3-12 years old	1.6%	2.8%	1.0%	0.5%	1.4%
Tourists without children	79.6%	87.3%	83.1%	88.5%	84.5%
Group composition:					
- 1 person	17.6%	8.8%	4.7%	15.3%	11.9%
- 2 people	50.8%	65.8%	59.6%	53.5%	57.0%
- 3 people	12.1%	7.8%	9.7%	12.8%	10.7%
- 4 or 5 people	14.0%	12.0%	22.7%	15.3%	16.0%
- 6 or more people	5.6%	5.6%	3.3%	3.1%	4.4%
Average group size:	2.58	2.55	2.79	2.48	2.60

*People who share the main expenses of the trip