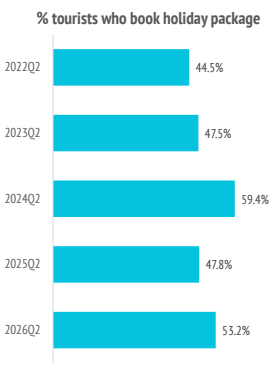
Tourist profile. Historical data (2022 - 2026)

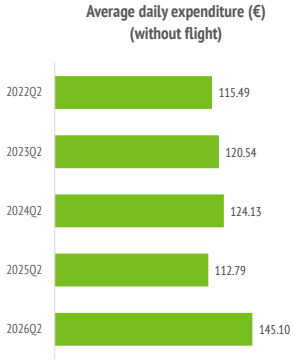
BELGIUM: Second Quarter

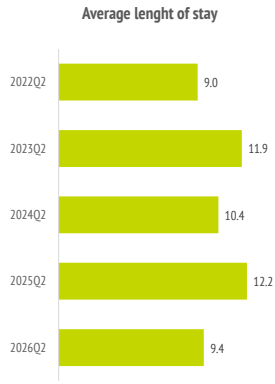
How many are they and how much do they spend?

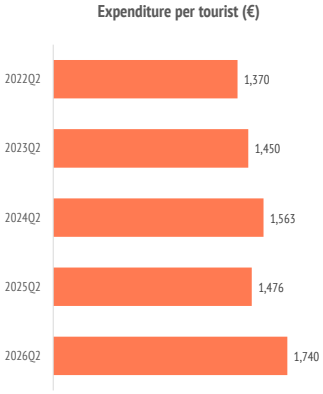
	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**86**	**106**	**104**	**108**	**109**
Tourist arrivals ≥ 16 years old (EGT) (*)	**80**	**88**	**88**	**94**	**97**
- book holiday package (*)	36	42	52	45	52
- do not book holiday package (*)	45	46	36	49	46
- % tourists who book holiday package	44.5%	47.5%	59.4%	47.8%	53.2%
Children < 16 years old (FRONTUR - EGT) (*)	6	18	16	14	11
Expenditure per tourist (€) (group spend / group size)	**1,140**	**1,393**	**1,386**	**1,397**	**1,512**
Expenditure per tourist (€) (group spend / +16)	**1,370**	**1,450**	**1,563**	**1,476**	**1,740**
- book holiday package	1,648	1,448	1,759	1,517	1,804
- holiday package	1,391	1,213	1,498	1,286	1,499
- others	257	235	261	231	305
- do not book holiday package	1,147	1,451	1,275	1,439	1,668
- flight	336	316	343	464	372
- accommodation	369	615	373	285	418
- others	441	520	560	689	878
Average lenght of stay	**9.0**	**11.9**	**10.4**	**12.2**	**9.4**
- Median	7.0	8.0	8.0	7.9	7.0
Average daily expenditure (€)	**167.68**	**156.59**	**181.88**	**161.56**	**201.03**
- Median	158.77	149.59	154.00	166.03	186.92
Average daily expenditure (without flight)	**115.49**	**120.54**	**124.13**	**112.79**	**145.10**
- Median	112.25	111.91	112.56	113.36	136.98
Average cost of the flight (€)	**422**	**310**	**472**	**463**	**444**
Total turnover (€m)	**110**	**128**	**138**	**139**	**170**
Turnover without flight (€m)	**76**	**100**	**96**	**96**	**126**

(*) Thousands of tourists









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

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Accommodation:					
- Accommodation	78.9%	81.7%	83.4%	74.3%	79.8%
- Additional accommodation expenses	10.2%	8.5%	5.5%	6.8%	7.5%
Transport:					
- National/International Transport	93.3%	94.8%	96.8%	95.2%	94.8%
- Flights between islands	3.5%	1.9%	3.0%	5.5%	3.2%
- Taxi	53.1%	59.4%	61.8%	52.3%	51.4%
- Car rental	41.9%	37.1%	29.1%	33.0%	43.5%
- Public transport	12.6%	13.5%	12.4%	12.5%	14.5%
Food and drink:					
- Food purchases at supermarkets	52.5%	62.7%	53.7%	57.6%	53.5%
- Restaurants	70.7%	69.2%	68.7%	66.7%	65.6%
Leisure:					
- Organized excursions	26.8%	27.1%	29.7%	23.9%	24.6%
- Sport activities	8.5%	8.6%	6.8%	8.0%	9.9%
- Cultural activities	1.1%	2.3%	3.7%	4.6%	2.2%
- Museums	5.7%	6.3%	6.2%	3.1%	6.5%
- Theme Parks	7.3%	5.8%	10.5%	11.1%	14.2%
- Discos and pubs	3.3%	6.8%	4.2%	10.5%	3.1%
- Wellness	6.8%	10.7%	9.0%	8.9%	5.4%
Purchases of goods:					
- Souvenirs	44.5%	52.5%	43.0%	42.3%	45.5%
- Other expenses	0.8%	0.5%	2.3%	0.6%	2.8%
Other:					
- Medical or pharmaceutical expenses	7.6%	13.7%	6.8%	8.4%	10.4%
- Other expenses	2.6%	9.3%	0.2%	6.3%	2.0%

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

Expenditure per tourist and trip (€)	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Accommodation:	**839**	**958**	**884**	**814**	**954**
- Accommodation	689	876	802	685	839
- Additional accommodation expenses	150	82	82	130	116
Transport:	**782**	**612**	**835**	**821**	**837**
- National/International Transport	453	327	488	487	468
- Flights between islands	84	58	99	103	106
- Taxi	91	79	90	79	116
- Car rental	138	115	111	131	114
- Public transport	16	32	46	20	33
Food and drink:	**287**	**291**	**347**	**362**	**389**
- Food purchases at supermarkets	81	99	137	135	121
- Restaurants	206	192	210	227	268
Leisure:	**399**	**466**	**522**	**857**	**652**
- Organized excursions	80	92	84	207	149
- Sport activities	100	100	114	311	131
- Cultural activities	30	26	41	35	88
- Museums	35	29	42	46	32
- Theme Parks	48	49	69	68	100
- Discos and pubs	59	87	93	99	55
- Wellness	47	84	79	91	96
Purchases of goods:	**401**	**1,606**	**247**	**171**	**337**
- Souvenirs	96	106	95	141	**114**
- Other expenses	305	1,500	153	30	**223**
Other:	**77**	**102**	**162**	**109**	**239**
- Medical or pharmaceutical expenses	15	23	44	56	**46**
- Other expenses	62	80	118	53	**193**

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)

BELGIUM: Second Quarter

What is the main purpose of their trip?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Holiday, leisure	94.4%	95.2%	95.0%	94.4%	93.2%
Visiting family or friends	4.9%	3.1%	3.4%	4.8%	5.2%
Business and work	0.5%	1.3%	0.4%	0.0%	0.6%
Education and training	0.0%	0.0%	0.0%	0.0%	0.0%
Sports training	0.0%	0.0%	1.0%	0.0%	0.1%
Health or medical care	0.2%	0.4%	0.2%	0.4%	0.0%
Fairs and congresses	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.0%	0.0%	0.0%	0.4%	0.8%

What is the main motivation for their holidays?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Rest	41.6%	51.6%	46.2%	46.2%	45.3%
Enjoy family time	18.9%	10.1%	14.3%	6.7%	13.4%
Have fun	7.5%	5.1%	9.1%	11.0%	9.5%
Explore the destination	29.0%	27.0%	25.9%	27.6%	27.9%
Practice their hobbies	3.0%	3.1%	1.9%	5.8%	1.5%
Other reasons	0.1%	3.2%	2.6%	2.8%	2.4%

Where did they spend their main holiday last year? *

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Didn't have holidays	25.1%	10.8%	6.9%	9.5%	6.1%
Canary Islands	24.9%	30.7%	31.2%	28.7%	29.0%
Other destination	50.0%	58.5%	61.8%	61.8%	64.9%
- Balearic Islands	1.4%	2.2%	1.7%	2.9%	2.1%
- Rest of Spain	5.3%	10.3%	10.1%	9.7%	9.3%
- Italy	7.6%	5.8%	7.7%	6.6%	9.9%
- France	18.8%	16.6%	13.7%	12.0%	15.2%
- Turkey	1.9%	0.7%	2.3%	2.9%	1.8%
- Greece	2.4%	5.0%	7.2%	9.3%	9.9%
- Portugal	2.7%	3.1%	1.9%	4.7%	4.1%
- Croatia	0.8%	2.8%	3.0%	0.8%	0.8%
- Egypt	1.2%	2.5%	2.3%	1.2%	1.1%
- Tunisia	0.0%	0.7%	1.0%	0.4%	1.6%
- Morocco	0.0%	0.0%	1.3%	2.0%	1.4%
- Others	7.9%	8.8%	9.6%	9.3%	7.7%

** Percentage of valid answers*

What other destinations did they consider for this trip? *

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
None (I was clear about "this Canary Island")	28.1%	24.3%	22.3%	29.7%	27.8%
Canary Islands (other island)	24.0%	23.5%	26.1%	19.4%	22.5%
Other destination	47.9%	52.2%	51.6%	50.9%	49.7%
- Balearic Islands	4.7%	4.9%	4.4%	5.1%	4.9%
- Rest of Spain	8.8%	12.8%	9.9%	9.6%	10.5%
- Italy	5.1%	6.5%	5.3%	6.6%	6.1%
- France	3.5%	2.6%	4.3%	4.8%	3.7%
- Turkey	2.9%	2.2%	3.5%	4.0%	3.0%
- Greece	6.6%	10.1%	8.9%	8.2%	8.4%
- Portugal	6.3%	5.6%	6.6%	4.7%	6.1%
- Croatia	1.0%	1.3%	2.1%	2.9%	2.2%
- Egypt	4.3%	2.7%	4.4%	2.3%	3.1%
- Others	4.6%	3.5%	2.2%	2.5%	1.7%

** Percentage of valid answers*

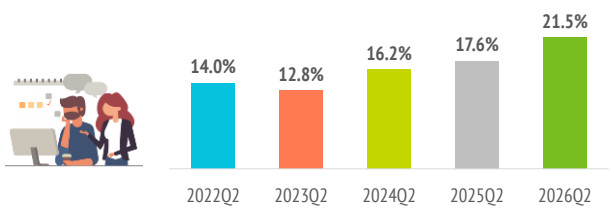
Importance of each factor in the destination choice

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Climate	82.0%	78.7%	78.5%	73.6%	75.7%
Tranquility	49.0%	48.8%	58.5%	49.4%	50.7%
European belonging	39.7%	41.8%	42.5%	34.8%	47.2%
Safety	38.9%	43.4%	38.6%	39.9%	45.8%
Accommodation supply	32.3%	34.4%	37.9%	36.5%	39.4%
Sea	41.9%	42.4%	36.0%	34.0%	39.3%
Landscapes	42.0%	41.1%	38.0%	37.8%	38.8%
Beaches	28.4%	23.6%	25.3%	23.1%	32.3%
Price	27.4%	32.6%	26.6%	34.7%	30.7%
Environment	23.9%	31.5%	17.4%	19.3%	26.7%
Gastronomy	24.8%	29.3%	28.8%	25.9%	24.5%
Authenticity	25.5%	25.7%	16.9%	19.1%	22.8%
Fun possibilities	22.2%	16.7%	22.0%	21.0%	20.1%
Hiking trail network	15.2%	13.3%	14.4%	18.7%	18.8%
Effortless trip	18.3%	24.3%	18.2%	18.6%	18.4%
Exoticism	20.5%	20.8%	13.3%	14.5%	15.8%
Shopping	9.8%	13.5%	5.8%	8.3%	9.0%
Historical heritage	8.0%	11.7%	5.1%	12.8%	8.3%
Culture	7.9%	6.3%	4.5%	4.7%	7.0%
Nightlife	3.1%	3.8%	3.5%	8.0%	2.6%

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?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
The same day	1.1%	0.2%	2.2%	0.0%	1.7%
Between 1 and 30 days	28.3%	28.6%	26.8%	26.4%	15.0%
Between 1 and 2 months	26.9%	29.5%	22.4%	21.9%	24.5%
Between 3 and 6 months	29.7%	29.0%	32.4%	34.1%	37.4%
More than 6 months	14.0%	12.8%	16.2%	17.6%	21.5%



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

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Previous visits to the Canary Islands	55.4%	50.0%	45.3%	44.2%	49.4%
Friends or relatives	32.6%	25.8%	24.8%	26.8%	19.6%
Internet or social media	48.8%	49.3%	36.5%	40.9%	35.9%
Mass Media	2.5%	0.4%	1.1%	1.6%	0.4%
Travel guides and magazines	15.7%	7.3%	10.0%	9.4%	9.0%
Travel Blogs or Forums	4.5%	6.6%	4.5%	4.7%	4.6%
Travel TV Channels	0.4%	1.1%	0.0%	0.0%	1.1%
Tour Operator or Travel Agency	25.4%	29.6%	31.2%	26.9%	23.0%
Public administrations or similar	0.0%	0.0%	0.0%	0.0%	0.6%
Others	1.8%	3.2%	2.2%	5.1%	3.5%

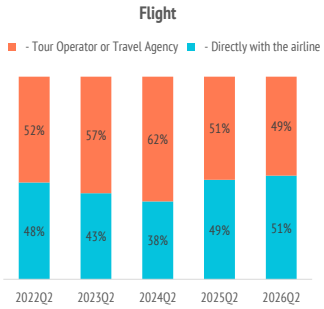
** Multi-choise question*

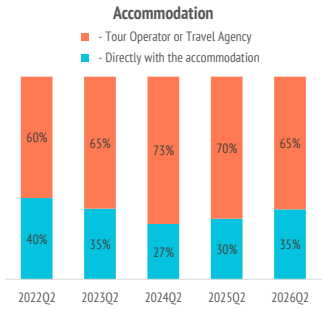
Tourist profile. Historical data (2022 - 2026)

BELGIUM: Second Quarter

With whom did they book their flight and accommodation?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Flight					
- Directly with the airline	47.8%	42.5%	38.4%	49.1%	51.2%
- Tour Operator or Travel Agency	52.2%	57.5%	61.6%	50.9%	48.8%
Accommodation					
- Directly with the accommodation	40.1%	34.9%	27.3%	29.9%	34.5%
- Tour Operator or Travel Agency	59.9%	65.1%	72.7%	70.1%	65.5%





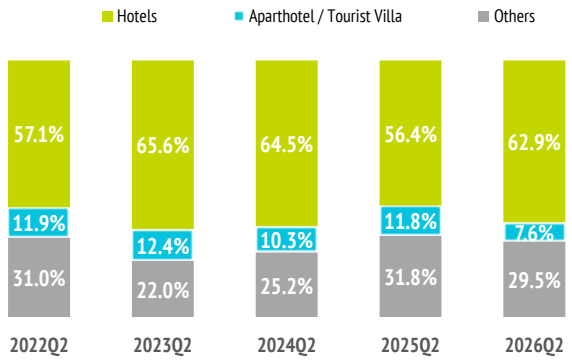
Where does the flight come from?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Belgium	75.5%	84.7%	64.8%	80.4%	77.6%
Netherlands	10.5%	3.2%	13.9%	3.4%	13.0%
Luxembourg	2.9%	3.3%	3.1%	5.0%	4.5%
Spanish Mainland	3.5%	3.4%	4.8%	4.0%	2.3%
Germany	3.5%	3.0%	10.3%	4.9%	1.1%
France	0.5%	1.5%	1.4%	0.0%	1.0%
United Kingdom	0.6%	0.0%	0.0%	0.0%	0.3%
Austria	1.1%	0.0%	0.0%	0.0%	0.0%
Switzerland	0.0%	0.0%	0.6%	0.5%	0.0%
Portugal	1.9%	0.9%	1.1%	1.2%	0.0%
Others	0.0%	0.0%	0.0%	0.2%	0.0%

Where do they stay?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
1-2-3* Hotel	5.9%	5.3%	7.2%	8.4%	7.8%
4* Hotel	36.1%	45.7%	46.6%	38.1%	42.4%
5* Hotel / 5* Luxury Hotel	15.2%	14.5%	10.7%	10.0%	12.7%
Aparthotel / Tourist Villa	11.9%	12.4%	10.3%	11.8%	7.6%
House/room rented in a private dwelling	6.6%	5.0%	14.4%	13.1%	13.9%
Private accommodation (1)	8.8%	8.8%	7.8%	15.6%	13.7%
Others (Cottage, cruise, camping,..)	15.5%	8.1%	3.1%	3.1%	1.9%

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

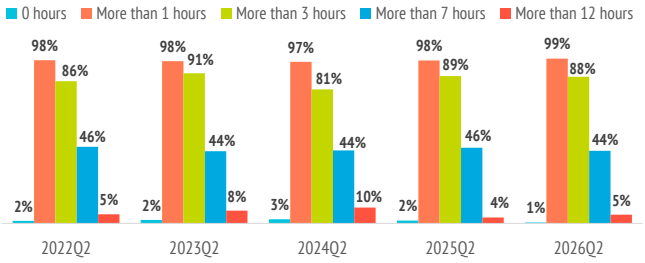


What do they book?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Room only	23.9%	17.4%	24.2%	28.1%	27.7%
Bed and Breakfast	8.6%	14.9%	9.3%	8.1%	9.9%
Half board	29.4%	32.5%	27.0%	25.5%	23.2%
Full board	3.2%	2.2%	3.3%	5.7%	6.2%
All inclusive	34.9%	33.0%	36.2%	32.6%	33.1%

Activities in the Canary Islands

Outdoor time per day	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
0 hours	1.6%	2.1%	2.5%	1.7%	0.6%
1 - 2 hours	12.6%	7.4%	16.6%	9.4%	10.9%
3 - 6 hours	39.5%	47.1%	36.9%	43.3%	44.7%
7 - 12 hours	40.8%	35.8%	34.4%	42.1%	38.5%
More than 12 hours	5.5%	7.7%	9.6%	3.5%	5.3%
Outdoor time per day	6.9	6.8	6.6	6.4	6.5



Activities in the Canary Islands	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Walk, wander	79.0%	82.0%	79.4%	75.2%	78.2%
Swimming pool, hotel facilities	62.9%	66.4%	67.5%	66.1%	70.0%
Explore the island on their own	50.8%	48.8%	46.1%	46.4%	52.8%
Beach	53.0%	52.5%	53.9%	49.6%	49.4%
Hiking	40.8%	48.8%	39.7%	48.7%	43.2%
Taste Canarian gastronomy	27.7%	20.9%	18.8%	22.9%	22.4%
Organized excursions	19.7%	16.6%	18.1%	15.9%	19.5%
Theme parks	11.4%	9.1%	9.9%	8.5%	16.4%
Sea excursions / whale watching	17.3%	9.0%	14.7%	14.7%	14.0%
Swim	13.0%	13.0%	10.1%	7.5%	10.5%
Running	9.6%	4.0%	6.6%	4.6%	10.1%
Museums / exhibitions	7.4%	11.6%	8.7%	8.5%	8.8%
Other Nature Activities	10.7%	3.5%	8.4%	5.2%	7.9%
Beauty and health treatments	7.7%	9.1%	6.9%	5.9%	6.8%
Wineries / markets / popular festivals	10.3%	9.6%	5.6%	8.5%	6.7%
Cycling / Mountain bike	6.6%	2.5%	6.4%	4.4%	4.5%
Astronomical observation	2.1%	4.6%	3.0%	3.6%	3.8%
Nightlife / concerts / shows	4.8%	5.9%	3.6%	10.0%	3.1%
Scuba Diving	2.5%	2.6%	2.1%	2.4%	2.6%
Surf	1.6%	0.8%	0.5%	1.1%	2.3%
Golf	0.3%	2.1%	1.0%	2.6%	2.3%
Practice other sports	5.0%	2.6%	3.5%	5.2%	1.1%
Windsurf / Kitesurf	0.3%	0.2%	0.2%	--	0.9%

** Multi-choise question*

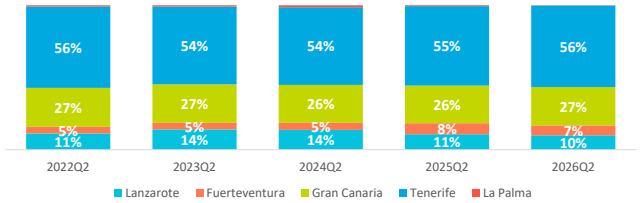
Tourist profile. Historical data (2022 - 2026)

BELGIUM: Second Quarter

Which island do they choose?

Tourists (≥ 16 year old)	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Lanzarote	9,027	12,274	12,036	10,078	9,650
Fuerteventura	3,616	4,033	4,308	7,233	6,734
Gran Canaria	21,643	23,310	23,070	24,545	25,831
Tenerife	45,035	47,242	47,303	51,857	54,888
La Palma	728	767	1,153	605	249

Share by islands	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Lanzarote	11.3%	14.0%	13.7%	10.7%	9.9%
Fuerteventura	4.5%	4.6%	4.9%	7.7%	6.9%
Gran Canaria	27.0%	26.6%	26.3%	26.0%	26.5%
Tenerife	56.3%	53.9%	53.8%	55.0%	56.4%
La Palma	0.9%	0.9%	1.3%	0.6%	0.3%



How many islands do they visit during their trip?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
One island	95.1%	97.1%	92.4%	88.8%	92.6%
Two islands	3.9%	1.0%	7.0%	9.2%	6.5%
Three or more islands	0.9%	1.8%	0.6%	2.0%	0.9%

How many are loyal to the Canary Islands?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Repeat tourists	70.7%	72.6%	70.1%	69.9%	67.9%
At least 10 previous visits	23.9%	22.6%	24.1%	20.4%	28.6%
Repeat tourists (last 5 years)	67.6%	68.1%	60.8%	62.6%	60.8%
Repeat tourists (last 5 years)(5 or more visits)	15.5%	23.6%	19.3%	24.1%	28.1%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Average rating	8.67	8.77	8.75	8.56	8.74

Experience in the Canary Islands	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Worse or much worse than expected	2.5%	0.7%	1.2%	2.7%	3.7%
Lived up to expectations	58.7%	65.5%	62.6%	69.3%	69.4%
Better or much better than expected	38.8%	33.7%	36.2%	28.1%	26.9%

Future intentions (scale 0-10)	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Return to the Canary Islands	8.70	8.64	8.58	8.34	8.56
Recommend visiting the Canary Islands	8.95	8.86	8.91	8.61	8.98

Who are they?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Gender					
Men	50.1%	47.7%	47.8%	54.3%	44.6%
Women	49.9%	52.3%	52.2%	45.7%	55.4%
Age					
Average age	47.9	53.6	51.2	53.2	51.4
Standard deviation	15.1	15.6	15.4	16.0	16.4
Age range					
16 - 24 years old	6.5%	3.5%	5.6%	3.8%	6.5%
25 - 30 years old	8.6%	7.6%	7.4%	7.7%	6.3%
31 - 45 years old	29.0%	20.3%	22.3%	23.0%	26.1%
46 - 60 years old	35.1%	27.8%	33.2%	21.8%	24.2%
Over 60 years old	20.8%	40.7%	31.5%	43.7%	36.9%
Occupation					
Salaried worker	50.8%	39.3%	52.6%	38.7%	45.4%
Self-employed	10.6%	11.6%	7.6%	9.1%	10.0%
Unemployed	1.3%	0.0%	0.9%	0.0%	1.7%
Business owner	10.2%	11.1%	7.2%	10.5%	7.1%
Student	8.1%	0.5%	2.2%	0.4%	1.0%
Retired	16.2%	34.2%	28.5%	39.0%	32.4%
Unpaid domestic work	0.5%	1.0%	0.2%	0.0%	0.3%
Others	2.5%	2.3%	0.9%	2.2%	2.1%
Annual household income level					
Less than €25,000	12.5%	8.5%	9.8%	7.4%	3.6%
€25,000 - €49,999	48.1%	51.3%	39.7%	47.4%	44.1%
€50,000 - €74,999	17.7%	26.6%	35.6%	28.4%	30.7%
More than €74,999	21.7%	13.7%	14.9%	16.8%	21.6%
Education level					
No studies	0.0%	0.1%	0.6%	0.7%	0.4%
Primary education	1.8%	2.6%	1.5%	1.2%	0.0%
Secondary education	33.6%	36.5%	34.8%	37.6%	34.9%
Higher education	64.6%	60.8%	63.1%	60.4%	64.7%

Who do they come with?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Unaccompanied	4.8%	8.5%	7.9%	10.3%	6.7%
Only with partner	41.9%	61.5%	52.6%	57.9%	48.8%
Only with children (< 13 years old)	5.2%	2.1%	4.2%	4.7%	7.8%
Partner + children (< 13 years old)	10.3%	3.9%	9.3%	2.6%	6.6%
Other relatives	7.8%	5.9%	5.8%	7.3%	8.5%
Friends	8.8%	6.8%	5.3%	7.4%	5.5%
Work colleagues	0.0%	0.0%	0.0%	0.0%	0.0%
Organized trip	0.0%	0.6%	0.2%	0.7%	0.0%
Other combinations (2)	21.3%	10.6%	14.7%	9.1%	16.1%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**20.6%**	**7.3%**	**17.8%**	**11.0%**	**19.4%**
- Between 0 and 2 years old	0.5%	0.7%	1.5%	1.2%	1.5%
- Between 3 and 12 years old	19.4%	6.6%	15.6%	8.8%	16.4%
- Between 0 -2 and 3-12 years old	0.7%	0.0%	0.7%	1.1%	1.4%
Tourists without children	**79.4%**	**92.7%**	**82.2%**	**89.0%**	**80.6%**
Group composition:					
- 1 person	9.1%	12.4%	9.3%	14.8%	8.6%
- 2 people	50.9%	69.5%	60.7%	64.5%	60.1%
- 3 people	14.4%	10.5%	13.7%	8.9%	14.4%
- 4 or 5 people	22.4%	6.5%	12.9%	10.5%	14.3%
- 6 or more people	3.2%	1.1%	3.4%	1.3%	2.6%
Average group size:	**2.71**	**2.16**	**2.52**	**2.25**	**2.47**

**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.