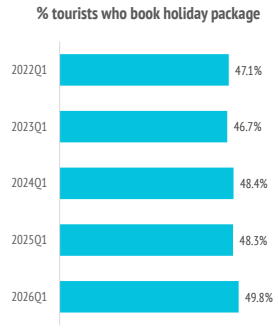
Tourist profile. Historical data (2022 - 2026)

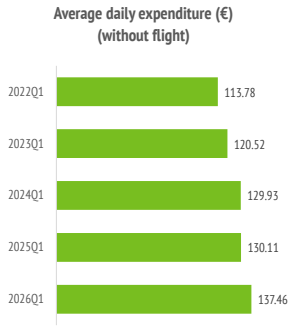
CANARY ISLANDS: First Quarter

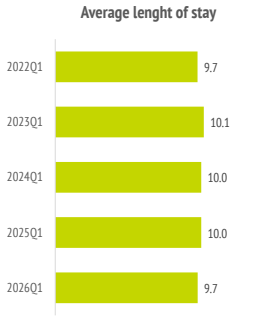
How many are they and how much do they spend?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**3,208**	**4,202**	**4,835**	**4,952**	**4,973**
Tourist arrivals ≥ 16 years old (EGT) (*)	**2,880**	**3,738**	**4,282**	**4,367**	**4,462**
- % tourists who book holiday package	47.1%	46.7%	48.4%	48.3%	49.8%
Children < 16 years old (FRONTUR - EGT) (*)	327	465	552	584	510
Expenditure per tourist (€) (group spend / group size)	**1,149**	**1,283**	**1,356**	**1,369**	**1,393**
Expenditure per tourist (€) (group spend / +16)	**1,279**	**1,432**	**1,515**	**1,520**	**1,532**
- book holiday package	1,459	1,649	1,776	1,752	1,753
- holiday package	1,207	1,361	1,478	1,461	1,448
- others	252	288	298	291	305
- do not book holiday package	1,119	1,242	1,271	1,304	1,314
- flight	279	339	333	356	340
- accommodation	407	448	471	458	484
- others	433	456	467	489	490
Average lenght of stay	**9.7**	**10.1**	**10.0**	**10.0**	**9.7**
- Median	7.0	7.3	7.0	7.0	7.0
Average daily expenditure (€)	**152.92**	**168.52**	**179.51**	**180.97**	**186.45**
- Median	139.02	155.53	164.12	170.91	180.00
Average daily expenditure (without flight)	**113.78**	**120.52**	**129.93**	**130.11**	**137.46**
- Median	102.86	111.69	117.92	124.70	131.96
Average cost of the flight (€)	**321**	**402**	**410**	**428**	**402**
Total turnover (€m)	**3,684**	**5,353**	**6,489**	**6,640**	**6,838**
Turnover without flight (€m)	**2,759**	**3,852**	**4,733**	**4,771**	**5,045**

(*) Thousands of tourists









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

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Accommodation:					
- Accommodation	85.1%	83.3%	85.3%	84.8%	84.9%
- Additional accommodation expenses	7.5%	6.8%	6.7%	5.8%	6.4%
Transport:					
- National/International Transport	96.1%	95.2%	95.6%	95.9%	96.3%
- Flights between islands	5.3%	5.4%	4.8%	5.3%	4.2%
- Taxi	50.8%	51.1%	51.7%	49.3%	50.8%
- Car rental	31.2%	33.8%	31.5%	32.8%	34.7%
- Public transport	11.2%	13.0%	12.3%	14.2%	18.1%
Food and drink:					
- Food purchases at supermarkets	54.7%	58.5%	58.1%	58.1%	58.3%
- Restaurants	67.8%	70.5%	68.5%	71.0%	71.7%
Leisure:					
- Organized excursions	18.5%	21.7%	20.7%	21.5%	19.1%
- Sport activities	6.5%	8.4%	6.7%	6.2%	5.4%
- Cultural activities	2.1%	2.9%	2.6%	3.0%	2.5%
- Museums	4.3%	6.2%	5.7%	6.3%	6.5%
- Theme Parks	6.6%	8.6%	8.9%	8.7%	7.4%
- Discos and pubs	8.6%	10.6%	9.6%	10.5%	10.3%
- Wellness	4.6%	5.7%	4.7%	5.3%	5.0%
Purchases of goods:					
- Souvenirs	36.3%	38.7%	38.5%	40.1%	38.6%
- Other expenses	0.6%	0.6%	0.8%	0.8%	0.9%
Other:					
- Medical or pharmaceutical expenses	7.4%	7.8%	6.8%	6.5%	7.1%
- Other expenses	5.7%	5.5%	4.8%	4.4%	4.1%

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:	**842**	**893**	**997**	**954**	**1,000**
- Accommodation	672	735	799	777	817
- Additional accommodation expenses	170	158	198	177	184
Transport:	**674**	**753**	**775**	**805**	**759**
- National/International Transport	334	422	429	446	417
- Flights between islands	71	83	86	97	91
- Taxi	90	90	90	96	88
- Car rental	144	131	137	139	134
- Public transport	35	28	33	26	28
Food and drink:	**309**	**319**	**341**	**339**	**347**
- Food purchases at supermarkets	115	114	124	118	123
- Restaurants	194	205	217	221	224
Leisure:	**500**	**515**	**536**	**561**	**565**
- Organized excursions	86	94	91	93	95
- Sport activities	112	102	102	111	113
- Cultural activities	48	50	59	54	57
- Museums	31	38	37	41	42
- Theme Parks	58	68	70	74	70
- Discos and pubs	91	94	107	95	110
- Wellness	74	69	70	93	78
Purchases of goods:	**260**	**432**	**247**	**270**	**213**
- Souvenirs	84	86	88	87	89
- Other expenses	176	346	159	184	124
Other:	**118**	**139**	**113**	**135**	**160**
- Medical or pharmaceutical expenses	52	48	37	51	55
- Other expenses	66	90	76	85	104

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)
CANARY ISLANDS: First Quarter

What is the main purpose of their trip?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Holiday, leisure	90.3%	89.1%	91.0%	90.7%	90.5%
Visiting family or friends	7.0%	7.8%	6.7%	6.8%	6.4%
Business and work	1.4%	1.3%	0.9%	1.1%	1.4%
Education and training	0.1%	0.1%	0.2%	0.2%	0.2%
Sports training	0.6%	0.9%	0.6%	0.6%	0.8%
Health or medical care	0.1%	0.1%	0.2%	0.1%	0.2%
Fairs and congresses	0.0%	0.0%	0.1%	0.1%	0.1%
Others	0.3%	0.5%	0.4%	0.5%	0.4%

What is the main motivation for their holidays?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Rest	53.0%	50.4%	52.1%	51.8%	51.6%
Enjoy family time	14.2%	15.9%	14.9%	14.2%	14.6%
Have fun	7.5%	8.0%	8.5%	7.0%	8.0%
Explore the destination	20.6%	20.7%	20.1%	22.2%	21.5%
Practice their hobbies	2.9%	3.1%	2.5%	2.4%	2.2%
Other reasons	1.9%	1.8%	1.9%	2.4%	2.1%

Where did they spend their main holiday last year? *

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Didn't have holidays	33.3%	13.0%	10.3%	9.0%	8.8%
Canary Islands	17.7%	25.0%	25.6%	26.8%	28.7%
Other destination	49.0%	62.1%	64.1%	64.2%	62.5%
- Balearic Islands	3.8%	4.0%	4.2%	4.0%	3.8%
- Rest of Spain	9.5%	10.8%	11.0%	11.7%	10.6%
- Italy	6.9%	9.1%	8.2%	8.2%	8.1%
- France	5.1%	5.9%	5.6%	5.7%	5.4%
- Turkey	1.3%	2.6%	3.1%	2.8%	2.7%
- Greece	6.3%	6.5%	7.1%	7.4%	7.0%
- Portugal	3.2%	4.2%	4.2%	4.3%	4.1%
- Croatia	2.5%	2.7%	2.2%	2.4%	2.6%
- Egypt	0.5%	1.1%	1.3%	1.2%	1.5%
- Tunisia	0.0%	0.2%	0.3%	0.3%	0.3%
- Morocco	0.3%	0.7%	0.8%	1.1%	1.3%
- Others	9.4%	14.5%	16.0%	15.0%	15.1%

** 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")	36.4%	37.1%	33.9%	34.7%	35.0%
Canary Islands (other island)	28.5%	29.2%	29.3%	29.2%	30.4%
Other destination	35.1%	33.7%	36.8%	36.1%	34.6%
- Balearic Islands	3.9%	3.4%	4.0%	3.8%	3.4%
- Rest of Spain	7.2%	6.8%	7.5%	7.2%	7.2%
- Italy	3.6%	3.3%	3.8%	3.8%	3.6%
- France	1.3%	1.3%	1.7%	1.5%	1.2%
- Turkey	2.1%	1.8%	2.4%	2.4%	2.4%
- Greece	4.5%	3.9%	4.7%	4.3%	4.5%
- Portugal	4.7%	5.2%	5.1%	5.5%	4.8%
- Croatia	1.2%	1.3%	1.7%	1.5%	1.4%
- Egypt	2.8%	3.3%	3.0%	3.2%	3.1%
- Others	3.6%	3.4%	2.8%	2.9%	3.0%

** Percentage of valid answers*

Importance of each factor in the destination choice

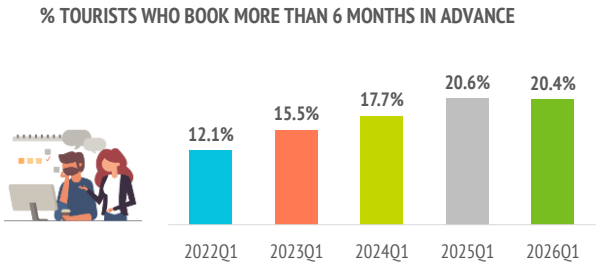
	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Climate	81.2%	79.5%	80.7%	81.6%	76.7%
Safety	49.4%	52.3%	53.3%	53.4%	55.1%
Tranquility	43.7%	45.9%	46.8%	48.2%	47.7%
Sea	45.3%	43.9%	45.7%	44.5%	40.8%
European belonging	39.9%	35.1%	38.0%	39.2%	39.1%
Accommodation supply	37.7%	38.8%	41.2%	39.9%	38.4%
Effortless trip	37.0%	36.5%	37.6%	37.4%	37.5%
Landscapes	35.2%	36.8%	35.0%	37.5%	37.1%
Price	31.3%	32.6%	33.9%	35.6%	35.5%
Environment	33.6%	34.7%	34.1%	36.1%	34.4%
Beaches	37.5%	34.6%	38.0%	36.5%	34.4%
Gastronomy	25.9%	27.2%	27.3%	24.9%	27.2%
Authenticity	20.7%	21.2%	21.8%	22.9%	22.9%
Fun possibilities	20.6%	21.6%	21.1%	18.8%	18.5%
Hiking trail network	12.4%	13.2%	12.1%	12.9%	13.5%
Exoticism	10.7%	10.0%	10.9%	11.1%	9.9%
Culture	8.6%	9.5%	9.5%	9.0%	9.7%
Historical heritage	7.7%	9.1%	8.9%	8.7%	9.2%
Shopping	7.6%	7.8%	9.0%	8.4%	8.5%
Nightlife	7.5%	7.7%	8.3%	7.2%	7.4%

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%	0.7%	0.8%	0.9%	0.9%
Between 1 and 30 days	36.6%	25.8%	24.8%	22.9%	22.2%
Between 1 and 2 months	27.0%	28.8%	25.2%	24.5%	24.7%
Between 3 and 6 months	23.5%	29.2%	31.5%	31.2%	31.7%
More than 6 months	12.1%	15.5%	17.7%	20.6%	20.4%



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

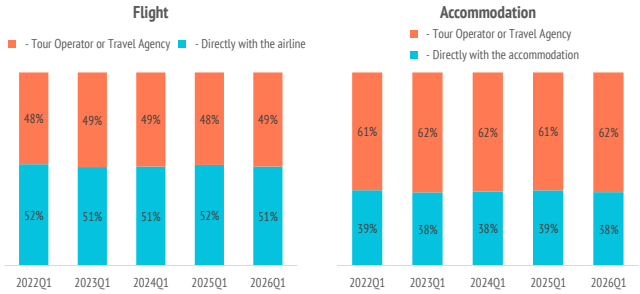
	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Previous visits to the Canary Islands	52.3%	53.9%	53.3%	52.4%	54.7%
Friends or relatives	31.0%	29.8%	29.7%	28.6%	27.8%
Internet or social media	53.7%	50.8%	52.1%	49.7%	47.0%
Mass Media	1.9%	2.1%	1.8%	1.6%	1.7%
Travel guides and magazines	7.5%	7.7%	6.7%	7.2%	5.6%
Travel Blogs or Forums	6.8%	6.2%	6.3%	5.8%	4.9%
Travel TV Channels	0.9%	0.8%	1.0%	1.1%	0.7%
Tour Operator or Travel Agency	19.8%	19.2%	18.9%	18.3%	20.1%
Public administrations or similar	1.7%	0.6%	0.6%	0.6%	0.5%
Others	2.8%	2.8%	2.7%	3.3%	2.6%

** Multi-choise question*

Tourist profile. Historical data (2022 - 2026)
CANARY ISLANDS: First Quarter

With whom did they book their flight and accommodation?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Flight					
- Directly with the airline	52.4%	51.0%	51.2%	52.1%	51.3%
- Tour Operator or Travel Agency	47.6%	49.0%	48.8%	47.9%	48.7%
Accommodation					
- Directly with the accommodation	39.0%	37.8%	38.3%	38.9%	38.0%
- Tour Operator or Travel Agency	61.0%	62.2%	61.7%	61.1%	62.0%



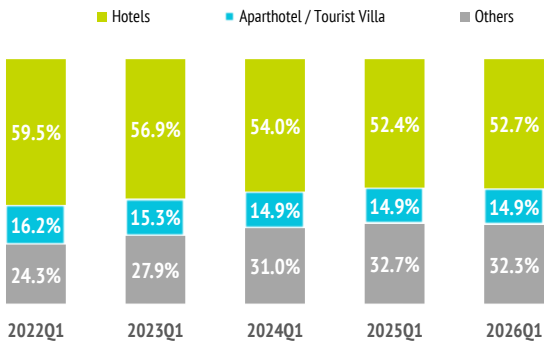
Where are they from?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
United Kingdom	30.1%	30.6%	31.2%	31.3%	32.3%
Germany	16.9%	17.8%	18.4%	18.0%	17.8%
Spanish Mainland	10.4%	10.0%	9.0%	8.3%	7.6%
France	5.6%	5.3%	4.8%	5.1%	5.0%
Ireland	3.6%	3.8%	4.2%	4.2%	4.6%
Italy	3.9%	3.9%	4.2%	4.8%	4.5%
Netherlands	4.9%	3.9%	4.0%	4.1%	3.9%
Norway	3.2%	3.7%	4.1%	3.7%	3.5%
Sweden	3.3%	3.8%	3.5%	2.9%	2.9%
Poland	2.2%	1.9%	1.8%	2.8%	2.7%
Others	15.9%	15.4%	14.8%	14.9%	15.0%

Where do they stay?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
1-2-3* Hotel	12.5%	11.1%	10.5%	11.2%	10.7%
4* Hotel	37.6%	36.0%	35.4%	33.6%	33.8%
5* Hotel / 5* Luxury Hotel	9.3%	9.8%	8.1%	7.7%	8.1%
Aparthotel / Tourist Villa	16.2%	15.3%	14.9%	14.9%	14.9%
House/room rented in a private dwelling	8.3%	8.6%	18.1%	19.4%	18.9%
Private accommodation (1)	8.5%	10.7%	7.8%	9.2%	9.6%
Others (Cottage, cruise, camping,..)	7.5%	8.6%	5.2%	4.2%	3.9%

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

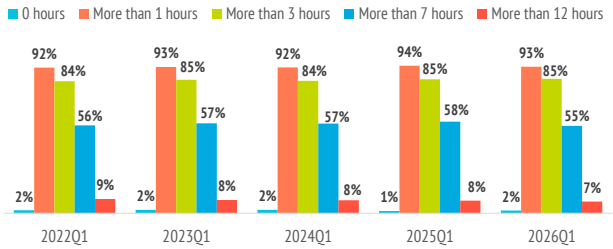


What do they book?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Room only	31.1%	32.4%	34.5%	38.3%	38.5%
Bed and Breakfast	15.7%	15.2%	15.0%	14.6%	14.8%
Half board	18.5%	20.9%	18.3%	18.0%	17.2%
Full board	2.8%	3.3%	3.2%	3.0%	2.5%
All inclusive	31.9%	28.2%	28.9%	26.1%	27.1%

Activities in the Canary Islands

Outdoor time per day	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
0 hours	1.9%	2.1%	2.2%	1.4%	1.7%
1 - 2 hours	8.6%	8.1%	8.6%	8.6%	7.6%
3 - 6 hours	33.8%	32.7%	32.5%	31.9%	35.3%
7 - 12 hours	46.7%	48.6%	48.5%	50.1%	48.0%
More than 12 hours	9.0%	8.4%	8.2%	8.0%	7.4%
Outdoor time per day	7.8	7.8	7.8	7.9	7.7



Activities in the Canary Islands	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Walk, wander	75.7%	75.6%	74.7%	76.2%	76.9%
Beach	68.0%	64.6%	67.2%	64.6%	60.0%
Explore the island on their own	49.2%	49.3%	50.4%	50.6%	49.5%
Swimming pool, hotel facilities	54.3%	51.3%	53.2%	48.7%	47.8%
Taste Canarian gastronomy	27.7%	27.4%	26.3%	28.0%	26.7%
Hiking	22.1%	21.8%	21.1%	23.6%	22.0%
Nightlife / concerts / shows	12.8%	15.3%	14.9%	14.4%	14.6%
Organized excursions	13.5%	14.1%	13.0%	12.7%	13.1%
Wineries / markets / popular festivals	8.7%	12.6%	11.4%	11.9%	11.4%
Museums / exhibitions	8.7%	10.7%	10.6%	11.0%	10.9%
Theme parks	10.0%	10.3%	11.5%	10.8%	9.5%
Other Nature Activities	8.1%	8.9%	8.4%	9.0%	8.5%
Sea excursions / whale watching	8.9%	8.5%	8.6%	8.5%	7.1%
Running	6.8%	6.4%	6.4%	6.1%	6.9%
Swim	16.2%	6.3%	6.9%	6.1%	5.5%
Beauty and health treatments	5.2%	6.3%	5.5%	5.4%	4.8%
Astronomical observation	3.3%	4.0%	3.5%	4.2%	3.6%
Practice other sports	4.5%	5.1%	4.3%	3.9%	3.6%
Cycling / Mountain bike	4.4%	4.0%	3.7%	3.3%	3.2%
Golf	1.9%	3.0%	2.7%	2.4%	2.2%
Surf	3.3%	3.0%	3.0%	2.8%	2.2%
Scuba Diving	2.0%	1.7%	2.1%	1.8%	1.2%
Windsurf / Kitesurf	1.1%	0.7%	0.8%	0.8%	0.7%

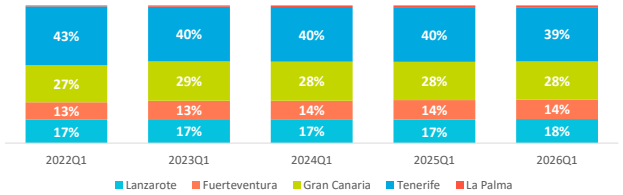
** Multi-choise question*

Tourist profile. Historical data (2022 - 2026)
CANARY ISLANDS: First Quarter

Which island do they choose?

Tourists (≥ 16 year old)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Lanzarote	484,920	647,332	736,135	744,945	779,174
Fuerteventura	359,040	498,038	578,596	614,303	626,237
Gran Canaria	767,138	1,063,491	1,210,782	1,213,167	1,236,291
Tenerife	1,219,220	1,477,121	1,693,305	1,727,846	1,751,326
La Palma	20,528	35,215	49,760	54,409	58,036

Share by islands	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Lanzarote	17.0%	17.4%	17.2%	17.1%	17.5%
Fuerteventura	12.6%	13.4%	13.6%	14.1%	14.1%
Gran Canaria	26.9%	28.6%	28.4%	27.9%	27.8%
Tenerife	42.8%	39.7%	39.7%	39.7%	39.3%
La Palma	0.7%	0.9%	1.2%	1.2%	1.3%



How many islands do they visit during their trip?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
One island	91.9%	92.2%	92.2%	92.6%	93.9%
Two islands	6.5%	6.6%	6.6%	6.3%	5.0%
Three or more islands	1.6%	1.2%	1.3%	1.1%	1.1%

How many are loyal to the Canary Islands?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Repeat tourists	72.8%	75.9%	75.5%	76.3%	77.5%
At least 10 previous visits	20.7%	21.8%	21.5%	22.5%	23.8%
Repeat tourists (last 5 years)	66.1%	69.3%	68.5%	71.0%	72.7%
Repeat tourists (last 5 years)(5 or more visits)	14.4%	17.2%	18.0%	20.9%	23.6%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Average rating	8.83	8.80	8.77	8.72	8.67

Experience in the Canary Islands	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Worse or much worse than expected	2.6%	2.2%	2.7%	2.8%	4.1%
Lived up to expectations	53.1%	54.7%	55.4%	56.9%	60.0%
Better or much better than expected	44.3%	43.2%	41.9%	40.3%	35.9%

Future intentions (scale 0-10)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Return to the Canary Islands	8.90	8.92	8.87	8.84	8.79
Recommend visiting the Canary Islands	9.10	9.08	9.01	9.01	8.95

Who are they?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Gender					
Men	48.7%	47.8%	48.2%	48.4%	48.2%
Women	51.3%	52.2%	51.8%	51.6%	51.8%
Age					
Average age	47.1	49.2	48.9	50.2	51.1
Standard deviation	16.1	16.6	16.8	17.2	17.0
Age range					
16 - 24 years old	9.2%	8.1%	7.9%	7.4%	6.8%
25 - 30 years old	10.1%	8.8%	9.3%	9.0%	8.0%
31 - 45 years old	28.7%	26.2%	28.0%	26.6%	25.8%
46 - 60 years old	27.0%	27.4%	24.8%	22.5%	23.1%
Over 60 years old	25.0%	29.5%	29.9%	34.5%	36.3%
Occupation					
Salaried worker	53.1%	49.0%	50.3%	47.4%	48.8%
Self-employed	12.2%	10.8%	11.4%	11.4%	10.9%
Unemployed	1.1%	0.8%	0.9%	1.2%	1.0%
Business owner	9.5%	8.9%	8.7%	7.7%	7.4%
Student	3.9%	4.3%	3.9%	3.5%	2.9%
Retired	18.6%	24.9%	23.6%	27.2%	27.8%
Unpaid domestic work	0.6%	0.3%	0.4%	0.6%	0.3%
Others	1.0%	0.9%	0.8%	0.9%	0.9%
Annual household income level					
Less than €25,000	13.1%	12.3%	10.5%	12.0%	10.9%
€25,000 - €49,999	33.0%	33.5%	33.1%	32.1%	30.1%
€50,000 - €74,999	26.6%	23.9%	26.2%	25.9%	27.0%
More than €74,999	27.3%	30.3%	30.2%	30.0%	31.9%
Education level					
No studies	2.6%	3.3%	3.4%	3.6%	4.5%
Primary education	1.8%	2.0%	2.0%	2.0%	2.2%
Secondary education	18.8%	19.2%	19.9%	21.4%	20.0%
Higher education	76.8%	75.5%	74.6%	73.0%	73.3%

Who do they come with?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Unaccompanied	11.2%	10.8%	9.9%	10.3%	9.7%
Only with partner	48.9%	48.8%	49.9%	50.7%	51.0%
Only with children (< 13 years old)	4.9%	4.0%	4.4%	3.7%	3.2%
Partner + children (< 13 years old)	5.5%	6.1%	5.7%	5.8%	5.4%
Other relatives	9.1%	8.9%	8.6%	8.9%	9.4%
Friends	8.3%	7.4%	8.0%	7.4%	7.4%
Work colleagues	0.4%	0.3%	0.4%	0.4%	0.8%
Organized trip	0.3%	0.1%	0.2%	0.4%	0.3%
Other combinations (2)	11.3%	13.6%	13.0%	12.5%	12.8%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**14.6%**	**15.5%**	**15.6%**	**14.4%**	**13.9%**
- Between 0 and 2 years old	1.2%	1.3%	1.5%	1.4%	1.2%
- Between 3 and 12 years old	12.6%	13.1%	12.8%	12.0%	11.7%
- Between 0 -2 and 3-12 years old	0.8%	1.1%	1.2%	1.0%	1.1%
Tourists without children	**85.4%**	**84.5%**	**84.4%**	**85.6%**	**86.1%**
Group composition:					
- 1 person	14.1%	13.6%	12.4%	12.5%	12.3%
- 2 people	57.5%	56.0%	57.3%	58.3%	59.4%
- 3 people	10.5%	11.0%	10.9%	10.1%	9.7%
- 4 or 5 people	14.5%	15.5%	15.3%	14.9%	14.1%
- 6 or more people	3.4%	3.9%	4.3%	4.3%	4.5%
Average group size:	**2.46**	**2.54**	**2.57**	**2.54**	**2.53**

**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.