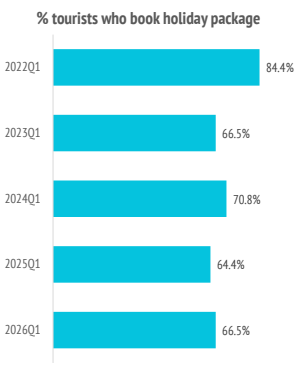
Tourist profile. Historical data (2022 - 2026)

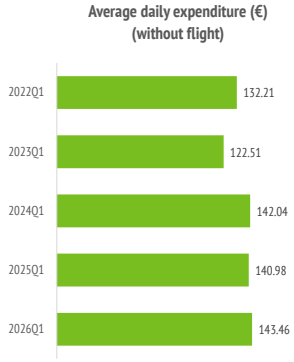
DENMARK: First Quarter

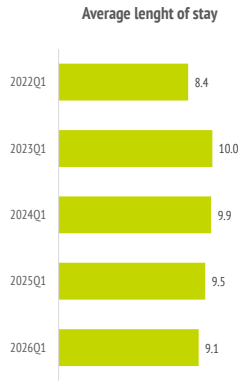
How many are they and how much do they spend?

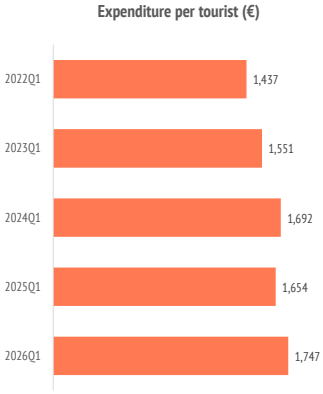
	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**121**	**134**	**131**	**132**	**128**
Tourist arrivals ≥ 16 years old (EGT) (*)	**101**	**113**	**113**	**115**	**111**
- book holiday package (*)	85	75	80	74	74
- do not book holiday package (*)	16	38	33	41	37
- % tourists who book holiday package	84.4%	66.5%	70.8%	64.4%	66.5%
Children < 16 years old (FRONTUR - EGT) (*)	20	21	19	17	17
Expenditure per tourist (€) (group spend / group size)	**1,200**	**1,420**	**1,452**	**1,457**	**1,580**
Expenditure per tourist (€) (group spend / +16)	**1,437**	**1,551**	**1,692**	**1,654**	**1,747**
- book holiday package	1,480	1,791	1,723	1,773	1,870
- holiday package	1,228	1,348	1,458	1,443	1,491
- others	252	442	265	330	380
- do not book holiday package	1,206	1,077	1,615	1,438	1,503
- flight	327	343	580	409	446
- accommodation	436	354	542	527	408
- others	442	379	493	502	648
Average lenght of stay	**8.4**	**10.0**	**9.9**	**9.5**	**9.1**
- Median	7.0	7.0	7.0	7.0	7.0
Average daily expenditure (€)	**186.39**	**174.68**	**211.27**	**194.97**	**207.09**
- Median	160.37	159.90	194.82	196.13	189.68
Average daily expenditure (without flight)	**132.21**	**122.51**	**142.04**	**140.98**	**143.46**
- Median	112.80	115.09	128.66	138.09	138.32
Average cost of the flight (€)	**419**	**447**	**570**	**468**	**526**
Total turnover (€m)	**145**	**175**	**190**	**190**	**195**
Turnover without flight (€m)	**103**	**125**	**126**	**136**	**136**

(*) Thousands of tourists









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

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Accommodation:					
- Accommodation	94.7%	86.8%	90.6%	85.7%	84.8%
- Additional accommodation expenses	4.1%	3.6%	4.2%	3.8%	1.8%
Transport:					
- National/International Transport	98.7%	95.8%	95.8%	95.5%	98.2%
- Flights between islands	0.7%	4.2%	2.1%	3.8%	0.8%
- Taxi	67.4%	51.3%	57.8%	53.4%	62.9%
- Car rental	26.8%	30.9%	24.1%	25.0%	22.6%
- Public transport	10.8%	7.3%	9.6%	14.8%	16.8%
Food and drink:					
- Food purchases at supermarkets	45.8%	53.1%	48.4%	57.2%	54.8%
- Restaurants	58.3%	66.5%	61.4%	72.8%	72.4%
Leisure:					
- Organized excursions	13.6%	15.3%	15.1%	21.2%	15.6%
- Sport activities	6.9%	6.0%	4.3%	8.0%	4.8%
- Cultural activities	5.6%	1.0%	2.3%	2.8%	3.0%
- Museums	3.9%	3.0%	3.7%	3.1%	3.4%
- Theme Parks	6.5%	4.3%	3.4%	8.7%	5.5%
- Discos and pubs	3.7%	7.7%	8.4%	7.1%	6.5%
- Wellness	3.2%	4.7%	4.2%	2.0%	1.6%
Purchases of goods:					
- Souvenirs	35.2%	32.3%	29.2%	31.2%	30.8%
- Other expenses	0.3%	0.6%	1.1%	0.0%	0.2%
Other:					
- Medical or pharmaceutical expenses	3.7%	8.5%	4.5%	6.3%	8.2%
- Other expenses	12.0%	6.2%	11.0%	5.3%	7.4%

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:	**1,213**	**956**	**1,103**	**974**	**893**
- Accommodation	713	720	802	868	820
- Additional accommodation expenses	500	236	301	106	73
Transport:	**748**	**863**	**961**	**837**	**1,133**
- National/International Transport	424	466	595	490	535
- Flights between islands	88	117	96	97	93
- Taxi	91	120	109	109	95
- Car rental	121	127	140	121	330
- Public transport	23	32	22	21	79
Food and drink:	**296**	**447**	**394**	**370**	**437**
- Food purchases at supermarkets	108	123	118	127	139
- Restaurants	188	324	276	244	298
Leisure:	**514**	**472**	**391**	**461**	**703**
- Organized excursions	85	99	87	100	73
- Sport activities	142	110	101	46	366
- Cultural activities	50	62	29	54	53
- Museums	27	12	31	22	13
- Theme Parks	52	55	47	78	43
- Discos and pubs	61	81	55	100	95
- Wellness	97	54	41	61	59
Purchases of goods:	**89**	**307**	**77**	**131**	**157**
- Souvenirs	69	93	65	131	**120**
- Other expenses	20	214	12	0	**37**
Other:	**77**	**237**	**103**	**180**	**83**
- Medical or pharmaceutical expenses	16	116	50	44	**34**
- Other expenses	61	121	53	136	**49**

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)

DENMARK: First Quarter

What is the main purpose of their trip?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Holiday, leisure	96.6%	93.5%	92.9%	92.7%	89.3%
Visiting family or friends	2.5%	4.2%	4.3%	5.3%	8.5%
Business and work	0.0%	0.6%	0.3%	0.6%	0.4%
Education and training	0.0%	0.0%	0.0%	0.0%	0.0%
Sports training	0.9%	1.3%	1.4%	0.7%	1.2%
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	0.0%	0.3%	1.0%	0.8%	0.6%

What is the main motivation for their holidays?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Rest	59.4%	56.1%	58.0%	55.3%	63.2%
Enjoy family time	23.7%	24.1%	23.0%	22.7%	21.5%
Have fun	5.9%	4.6%	3.8%	6.8%	3.9%
Explore the destination	6.9%	11.5%	7.1%	12.5%	6.6%
Practice their hobbies	2.9%	2.0%	5.7%	2.3%	4.3%
Other reasons	1.1%	1.7%	2.5%	0.4%	0.5%

Where did they spend their main holiday last year? *

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Didn't have holidays	36.6%	10.7%	9.5%	9.1%	7.7%
Canary Islands	13.2%	29.9%	25.8%	29.0%	32.5%
Other destination	50.3%	59.4%	64.7%	62.0%	59.9%
- Balearic Islands	5.9%	2.6%	1.9%	3.0%	1.8%
- Rest of Spain	4.5%	7.9%	12.0%	10.0%	7.9%
- Italy	5.9%	9.6%	7.9%	9.0%	10.0%
- France	4.0%	4.3%	5.1%	6.4%	5.0%
- Turkey	0.8%	2.1%	4.6%	3.2%	1.2%
- Greece	13.2%	9.2%	9.9%	10.3%	10.6%
- Portugal	1.9%	2.4%	3.8%	3.3%	6.0%
- Croatia	0.9%	2.1%	0.8%	1.7%	2.3%
- Egypt	0.0%	0.2%	1.1%	0.0%	0.1%
- Tunisia	0.0%	0.0%	0.0%	0.0%	0.0%
- Morocco	0.0%	0.5%	0.2%	0.0%	1.5%
- Others	13.2%	18.4%	17.3%	15.2%	13.4%

** 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")	39.8%	42.6%	37.4%	39.4%	35.8%
Canary Islands (other island)	31.8%	32.3%	30.5%	30.7%	30.4%
Other destination	28.4%	25.2%	32.1%	29.9%	33.8%
- Balearic Islands	1.5%	0.8%	0.5%	2.2%	1.0%
- Rest of Spain	5.0%	4.2%	7.9%	6.2%	8.0%
- Italy	1.3%	2.0%	3.2%	3.3%	4.0%
- France	1.0%	0.1%	0.6%	1.2%	1.7%
- Turkey	1.4%	1.5%	2.8%	0.5%	2.7%
- Greece	5.9%	5.3%	6.5%	4.9%	4.8%
- Portugal	4.8%	2.4%	3.4%	5.7%	4.6%
- Croatia	0.0%	0.2%	1.7%	1.0%	0.6%
- Egypt	2.9%	4.5%	3.9%	3.6%	3.0%
- Others	4.6%	4.3%	1.6%	1.2%	3.3%

** Percentage of valid answers*

Importance of each factor in the destination choice

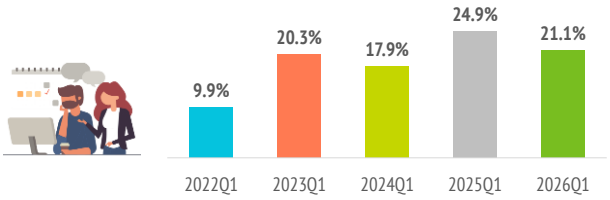
	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Climate	79.9%	78.3%	83.6%	82.5%	78.8%
Safety	38.3%	31.5%	32.0%	35.6%	37.8%
Tranquility	35.4%	32.2%	35.3%	36.8%	37.4%
Accommodation supply	38.2%	33.5%	32.7%	33.9%	37.1%
Sea	30.1%	33.4%	32.0%	38.6%	36.2%
European belonging	40.6%	28.6%	37.7%	39.4%	34.6%
Environment	23.6%	30.6%	22.8%	34.0%	25.6%
Landscapes	19.2%	23.6%	20.3%	32.2%	25.3%
Price	28.0%	22.5%	25.0%	30.3%	24.5%
Beaches	26.8%	25.4%	27.3%	27.3%	21.7%
Gastronomy	13.3%	13.2%	17.0%	17.8%	19.2%
Fun possibilities	28.7%	19.8%	21.0%	18.6%	18.6%
Authenticity	16.6%	11.9%	13.9%	19.9%	17.1%
Hiking trail network	10.4%	14.6%	8.8%	11.2%	16.1%
Shopping	4.2%	6.0%	6.6%	9.2%	13.9%
Exoticism	15.3%	8.5%	16.7%	16.2%	6.4%
Effortless trip	9.1%	5.2%	4.2%	1.9%	5.7%
Nightlife	4.4%	2.3%	2.6%	1.4%	5.1%
Culture	1.7%	2.0%	3.1%	5.1%	4.0%
Historical heritage	0.8%	5.9%	1.7%	3.8%	3.0%

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?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
The same day	0.0%	0.0%	1.2%	0.5%	0.8%
Between 1 and 30 days	32.4%	24.4%	21.2%	21.9%	19.6%
Between 1 and 2 months	29.3%	27.7%	24.0%	25.8%	25.4%
Between 3 and 6 months	28.4%	27.6%	35.8%	27.0%	33.1%
More than 6 months	9.9%	20.3%	17.9%	24.9%	21.1%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Previous visits to the Canary Islands	53.5%	60.6%	56.2%	62.4%	62.2%
Friends or relatives	18.2%	19.9%	24.8%	22.0%	18.2%
Internet or social media	52.1%	47.9%	45.7%	43.6%	42.1%
Mass Media	2.2%	0.6%	0.1%	0.5%	2.2%
Travel guides and magazines	5.1%	5.1%	4.6%	1.4%	3.0%
Travel Blogs or Forums	4.5%	5.9%	2.6%	1.9%	3.0%
Travel TV Channels	0.0%	0.0%	0.0%	0.4%	0.0%
Tour Operator or Travel Agency	42.6%	24.9%	26.7%	27.1%	27.4%
Public administrations or similar	2.1%	0.0%	0.0%	0.4%	0.0%
Others	0.7%	1.1%	3.7%	1.9%	5.2%

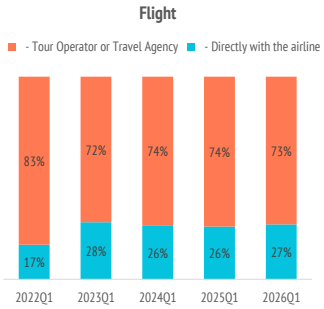
** Multi-choise question*

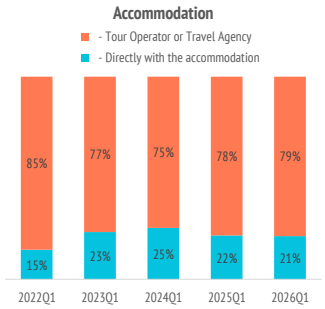
Tourist profile. Historical data (2022 - 2026)

DENMARK: First Quarter

With whom did they book their flight and accommodation?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Flight					
- Directly with the airline	17.1%	28.1%	26.3%	26.0%	27.1%
- Tour Operator or Travel Agency	82.9%	71.9%	73.7%	74.0%	72.9%
Accommodation					
- Directly with the accommodation	14.6%	23.3%	25.4%	21.6%	21.3%
- Tour Operator or Travel Agency	85.4%	76.7%	74.6%	78.4%	78.7%





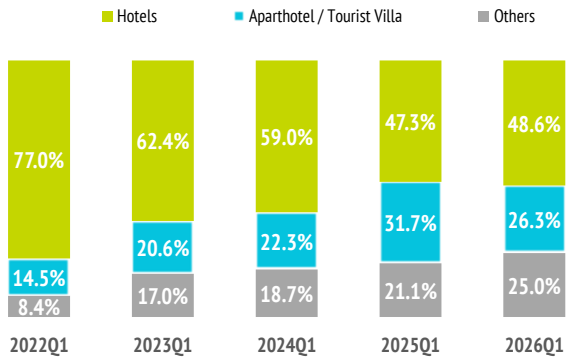
Where does the flight come from?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Denmark	97.4%	93.6%	93.6%	90.8%	87.1%
Germany	1.3%	2.6%	2.3%	4.3%	6.7%
Spanish Mainland	0.1%	1.3%	1.6%	0.1%	2.0%
United Kingdom	0.0%	0.3%	0.0%	1.4%	1.7%
Netherlands	0.0%	0.0%	0.9%	0.0%	1.2%
Ireland	0.0%	0.0%	0.0%	0.0%	0.7%
Austria	0.2%	0.0%	0.6%	0.0%	0.0%
France	0.5%	0.0%	0.0%	0.0%	0.0%
Luxembourg	0.0%	0.0%	0.4%	0.0%	0.0%
Norway	0.0%	0.5%	0.3%	0.6%	0.0%
Others	0.4%	1.7%	0.4%	2.8%	0.6%

Where do they stay?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
1-2-3* Hotel	25.2%	24.3%	15.1%	16.6%	16.2%
4* Hotel	48.3%	33.9%	35.8%	27.5%	27.6%
5* Hotel / 5* Luxury Hotel	3.6%	4.2%	8.1%	3.2%	4.9%
Aparthotel / Tourist Villa	14.5%	20.6%	22.3%	31.7%	26.3%
House/room rented in a private dwelling	2.4%	5.1%	10.4%	12.8%	7.0%
Private accommodation (1)	2.7%	6.0%	5.5%	7.8%	12.7%
Others (Cottage, cruise, camping,..)	3.3%	5.9%	2.7%	0.5%	5.3%

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

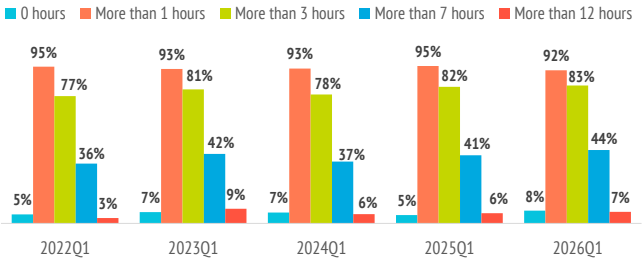


What do they book?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Room only	21.8%	38.1%	34.7%	38.2%	37.6%
Bed and Breakfast	17.6%	15.3%	14.5%	20.9%	18.7%
Half board	11.9%	13.7%	8.4%	13.2%	15.5%
Full board	2.6%	2.0%	5.1%	2.0%	2.9%
All inclusive	46.1%	30.9%	37.4%	25.7%	25.3%

Activities in the Canary Islands

Outdoor time per day	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
0 hours	5.4%	6.8%	6.6%	5.0%	7.7%
1 - 2 hours	17.7%	12.3%	15.6%	12.6%	9.2%
3 - 6 hours	40.7%	39.0%	40.5%	41.3%	38.9%
7 - 12 hours	32.9%	33.1%	31.7%	34.9%	37.3%
More than 12 hours	3.2%	8.8%	5.6%	6.2%	7.0%
Outdoor time per day	5.7	6.4	5.9	6.3	6.3



Activities in the Canary Islands	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Walk, wander	71.9%	65.1%	62.1%	73.4%	72.3%
Explore the island on their own	56.6%	52.0%	57.7%	64.1%	59.2%
Swimming pool, hotel facilities	70.1%	53.8%	60.4%	58.2%	56.0%
Beach	56.3%	51.5%	56.0%	53.8%	51.6%
Taste Canarian gastronomy	16.8%	17.5%	23.4%	20.8%	25.6%
Hiking	16.0%	25.0%	17.4%	26.2%	22.2%
Organized excursions	13.3%	16.7%	11.3%	15.4%	15.1%
Nightlife / concerts / shows	8.9%	5.5%	8.9%	11.7%	12.9%
Museums / exhibitions	5.5%	4.2%	6.8%	6.8%	8.3%
Running	10.8%	5.9%	9.2%	9.3%	7.2%
Theme parks	9.2%	7.1%	8.4%	9.7%	6.9%
Astronomical observation	2.8%	4.6%	3.2%	6.9%	6.7%
Practice other sports	6.9%	5.7%	8.0%	5.7%	6.5%
Other Nature Activities	4.1%	5.9%	6.2%	6.2%	5.9%
Cycling / Mountain bike	6.0%	3.1%	5.4%	4.2%	5.9%
Swim	17.0%	1.5%	3.7%	5.2%	5.7%
Sea excursions / whale watching	10.6%	6.3%	7.2%	7.7%	4.3%
Beauty and health treatments	7.2%	8.6%	6.4%	4.1%	4.1%
Wineries / markets / popular festivals	5.2%	5.2%	8.3%	7.6%	3.9%
Surf	2.2%	0.5%	2.2%	3.8%	3.3%
Windsurf / Kitesurf	3.7%	--	1.7%	1.1%	2.9%
Scuba Diving	3.5%	0.6%	2.6%	2.0%	2.3%
Golf	2.2%	5.2%	3.5%	3.1%	1.8%

** Multi-choise question*

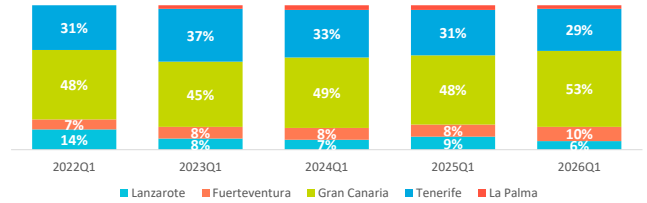
Tourist profile. Historical data (2022 - 2026)

DENMARK: First Quarter

Which island do they choose?

Tourists (≥ 16 year old)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Lanzarote	13,967	8,689	7,755	10,403	6,619
Fuerteventura	6,839	9,065	9,189	9,531	11,017
Gran Canaria	47,889	50,847	54,743	54,915	58,494
Tenerife	30,809	41,124	37,061	36,084	32,456
La Palma	0	2,759	3,562	3,720	2,706

Share by islands	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Lanzarote	14.0%	7.7%	6.9%	9.1%	5.9%
Fuerteventura	6.9%	8.1%	8.2%	8.3%	9.9%
Gran Canaria	48.1%	45.2%	48.7%	47.9%	52.6%
Tenerife	31.0%	36.6%	33.0%	31.5%	29.2%
La Palma	0.0%	2.5%	3.2%	3.2%	2.4%



How many islands do they visit during their trip?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
One island	96.9%	96.1%	95.1%	92.4%	98.7%
Two islands	3.1%	3.5%	3.7%	6.6%	1.1%
Three or more islands	0.0%	0.5%	1.2%	1.0%	0.2%

How many are loyal to the Canary Islands?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Repeat tourists	73.9%	81.3%	77.3%	83.1%	85.5%
At least 10 previous visits	19.7%	24.2%	21.1%	23.4%	29.2%
Repeat tourists (last 5 years)	65.5%	72.0%	68.9%	75.5%	81.0%
Repeat tourists (last 5 years)(5 or more visits)	9.1%	19.8%	15.2%	19.7%	22.4%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Average rating	8.91	8.85	8.71	8.62	8.75

Experience in the Canary Islands	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Worse or much worse than expected	0.7%	0.6%	1.7%	2.0%	4.2%
Lived up to expectations	60.9%	66.5%	66.2%	64.1%	62.8%
Better or much better than expected	38.4%	32.9%	32.1%	33.9%	33.1%

Future intentions (scale 0-10)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Return to the Canary Islands	9.00	8.92	8.84	8.96	8.94
Recommend visiting the Canary Islands	9.16	9.07	8.84	9.05	8.99

Who are they?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Gender					
Men	50.0%	50.8%	48.7%	50.6%	52.0%
Women	50.0%	49.2%	51.3%	49.4%	48.0%
Age					
Average age	49.6	53.7	49.3	53.8	55.8
Standard deviation	16.6	16.7	16.8	16.8	16.9
Age range					
16 - 24 years old	12.0%	8.2%	9.1%	7.2%	4.5%
25 - 30 years old	5.0%	3.6%	7.4%	6.6%	7.9%
31 - 45 years old	21.4%	15.7%	26.1%	15.4%	15.2%
46 - 60 years old	32.9%	31.6%	26.7%	27.4%	20.7%
Over 60 years old	28.6%	41.0%	30.7%	43.4%	51.7%
Occupation					
Salaried worker	53.6%	50.0%	54.7%	54.6%	45.2%
Self-employed	10.5%	9.5%	6.4%	5.9%	5.6%
Unemployed	1.9%	0.0%	1.7%	1.2%	2.1%
Business owner	11.3%	5.4%	10.3%	6.2%	9.1%
Student	4.6%	4.6%	4.3%	3.4%	0.6%
Retired	18.0%	30.5%	22.3%	28.7%	36.5%
Unpaid domestic work	0.1%	0.0%	0.0%	0.0%	0.0%
Others	0.0%	0.0%	0.3%	0.1%	0.9%
Annual household income level					
Less than €25,000	5.6%	5.3%	4.1%	6.8%	9.3%
€25,000 - €49,999	17.6%	22.9%	16.7%	22.6%	20.8%
€50,000 - €74,999	30.9%	32.1%	24.4%	20.5%	21.8%
More than €74,999	46.0%	39.7%	54.8%	50.1%	48.1%
Education level					
No studies	1.2%	0.2%	1.7%	2.5%	0.0%
Primary education	1.4%	3.9%	3.3%	3.7%	3.7%
Secondary education	10.8%	13.7%	8.5%	12.6%	8.2%
Higher education	86.7%	82.2%	86.5%	81.3%	88.1%

Who do they come with?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Unaccompanied	7.2%	5.9%	9.2%	6.1%	10.4%
Only with partner	47.5%	59.9%	41.0%	48.7%	53.9%
Only with children (< 13 years old)	6.8%	2.8%	4.0%	3.5%	3.2%
Partner + children (< 13 years old)	7.6%	5.5%	9.6%	7.2%	5.0%
Other relatives	9.3%	6.3%	9.4%	8.6%	9.3%
Friends	5.9%	4.3%	3.8%	9.1%	5.1%
Work colleagues	0.4%	0.0%	0.8%	0.2%	0.3%
Organized trip	0.4%	0.0%	0.1%	0.4%	0.0%
Other combinations (2)	14.9%	15.3%	22.0%	16.3%	12.8%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**20.5%**	**13.2%**	**22.1%**	**18.1%**	**14.3%**
- Between 0 and 2 years old	0.8%	1.1%	2.5%	1.3%	1.1%
- Between 3 and 12 years old	18.0%	10.6%	17.8%	14.1%	11.1%
- Between 0 -2 and 3-12 years old	1.7%	1.5%	1.8%	2.6%	2.1%
Tourists without children	**79.5%**	**86.8%**	**77.9%**	**81.9%**	**85.7%**
Group composition:					
- 1 person	9.4%	8.1%	11.4%	8.3%	10.5%
- 2 people	58.6%	65.5%	47.9%	55.7%	61.5%
- 3 people	7.4%	7.6%	11.7%	9.3%	9.5%
- 4 or 5 people	16.8%	15.7%	21.0%	21.4%	11.3%
- 6 or more people	7.7%	3.1%	8.0%	5.3%	7.1%
Average group size:	**2.76**	**2.55**	**3.01**	**2.79**	**2.56**

**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.