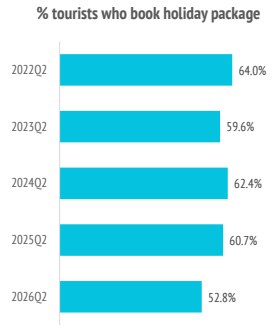
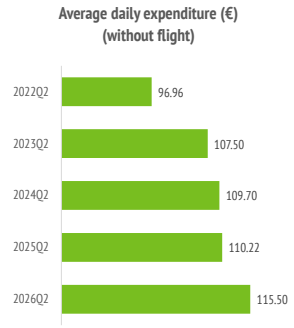
Tourist profile. Historical data (2022 - 2026)
FUERTEVENTURA: Second Quarter

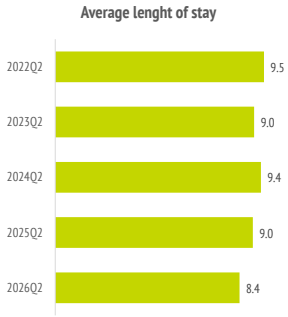
How many are they and how much do they spend?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**493**	**530**	**557**	**623**	**592**
Tourist arrivals ≥ 16 years old (EGT) (*)	**451**	**451**	**474**	**541**	**513**
- % tourists who book holiday package	64.0%	59.6%	62.4%	60.7%	52.8%
Children < 16 years old (FRONTUR - EGT) (*)	42	79	83	83	79
Expenditure per tourist (€) (group spend / group size)	**1,011**	**1,090**	**1,144**	**1,111**	**1,125**
Expenditure per tourist (€) (group spend / +16)	**1,142**	**1,186**	**1,280**	**1,208**	**1,301**
- book holiday package	1,169	1,275	1,397	1,320	1,475
- holiday package	1,112	1,095	1,213	1,146	1,313
- others	58	180	184	174	161
- do not book holiday package	1,094	1,054	1,087	1,036	1,106
- flight	264	260	286	287	305
- accommodation	444	386	419	365	431
- others	387	409	383	384	370
Average lenght of stay	**9.5**	**9.0**	**9.4**	**9.0**	**8.4**
- Median	7.0	7.0	7.0	7.0	7.0
Average daily expenditure (€)	**128.08**	**148.04**	**156.12**	**147.70**	**166.52**
- Median	117.98	140.83	144.22	136.31	150.00
Average daily expenditure (without flight)	**96.96**	**107.50**	**109.70**	**110.22**	**115.50**
- Median	90.00	101.25	102.55	103.99	107.64
Average cost of the flight (€)	**270**	**319**	**369**	**317**	**402**
Total turnover (€m)	**515**	**535**	**607**	**653**	**667**
Turnover without flight (€m)	**393**	**391**	**432**	**482**	**461**

(*) Thousands of tourists









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

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Accommodation:					
- Accommodation	88.1%	91.1%	90.7%	89.2%	87.8%
- Additional accommodation expenses	4.8%	9.0%	7.2%	6.9%	6.8%
Transport:					
- National/International Transport	97.3%	97.9%	96.4%	96.3%	96.1%
- Flights between islands	4.1%	8.6%	5.4%	6.2%	6.3%
- Taxi	51.9%	59.4%	51.7%	53.2%	46.5%
- Car rental	25.8%	31.9%	30.2%	33.6%	34.8%
- Public transport	4.0%	8.1%	6.8%	6.0%	7.4%
Food and drink:					
- Food purchases at supermarkets	35.6%	58.8%	51.3%	54.3%	54.4%
- Restaurants	42.3%	50.3%	49.8%	51.3%	53.0%
Leisure:					
- Organized excursions	15.5%	22.1%	19.8%	19.2%	17.6%
- Sport activities	6.8%	11.5%	6.7%	7.5%	6.4%
- Cultural activities	1.7%	1.3%	1.2%	1.6%	1.0%
- Museums	1.4%	2.2%	2.5%	2.5%	2.3%
- Theme Parks	2.8%	3.5%	4.2%	3.9%	4.3%
- Discos and pubs	4.8%	6.3%	3.8%	7.6%	6.2%
- Wellness	2.5%	4.6%	3.9%	2.6%	2.0%
Purchases of goods:					
- Souvenirs	32.0%	42.7%	45.9%	43.2%	41.9%
- Other expenses	0.9%	0.7%	0.9%	0.8%	0.8%
Other:					
- Medical or pharmaceutical expenses	5.8%	7.2%	5.2%	7.5%	6.4%
- Other expenses	3.1%	9.4%	6.2%	5.0%	5.0%

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:	**795**	**717**	**883**	**817**	**812**
- Accommodation	685	598	664	659	681
- Additional accommodation expenses	110	119	219	158	130
Transport:	**560**	**631**	**682**	**644**	**711**
- National/International Transport	278	326	383	330	419
- Flights between islands	40	78	62	81	69
- Taxi	102	90	99	88	89
- Car rental	127	114	106	111	107
- Public transport	12	22	31	34	27
Food and drink:	**275**	**226**	**238**	**244**	**243**
- Food purchases at supermarkets	75	90	99	100	93
- Restaurants	200	136	139	143	150
Leisure:	**479**	**515**	**493**	**481**	**471**
- Organized excursions	104	85	93	82	98
- Sport activities	93	127	99	89	98
- Cultural activities	30	44	82	57	47
- Museums	12	47	21	34	19
- Theme Parks	51	56	68	65	53
- Discos and pubs	136	81	74	85	111
- Wellness	54	76	57	70	46
Purchases of goods:	**329**	**730**	**144**	**115**	**163**
- Souvenirs	76	68	91	68	78
- Other expenses	254	662	53	46	85
Other:	**141**	**144**	**131**	**127**	**153**
- Medical or pharmaceutical expenses	38	58	50	42	51
- Other expenses	103	86	81	85	102

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)
FUERTEVENTURA: Second Quarter

What is the main purpose of their trip?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Holiday, leisure	93.0%	95.0%	93.8%	92.9%	93.9%
Visiting family or friends	4.8%	2.3%	3.7%	4.4%	3.2%
Business and work	0.2%	0.8%	1.2%	0.9%	1.2%
Education and training	0.2%	0.1%	0.0%	0.0%	0.2%
Sports training	0.7%	1.0%	0.8%	0.9%	1.0%
Health or medical care	0.0%	0.0%	0.1%	0.0%	0.1%
Fairs and congresses	0.2%	0.3%	0.1%	0.2%	0.3%
Others	0.9%	0.5%	0.2%	0.7%	0.2%

What is the main motivation for their holidays?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Rest	52.6%	56.5%	55.1%	58.9%	59.0%
Enjoy family time	12.4%	9.1%	12.5%	9.3%	12.1%
Have fun	8.3%	10.2%	8.0%	5.9%	6.1%
Explore the destination	21.1%	19.1%	21.5%	20.4%	19.2%
Practice their hobbies	3.6%	3.3%	2.1%	3.7%	2.6%
Other reasons	2.0%	1.8%	0.8%	1.8%	0.9%

Where did they spend their main holiday last year? *

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Didn't have holidays		13.5%	12.4%	9.7%	9.4%
Canary Islands	18.1%	22.8%	25.3%	23.9%	26.4%
Other destination	50.6%	63.8%	62.3%	66.4%	64.2%
- Balearic Islands	4.0%	5.3%	4.8%	3.6%	5.5%
- Rest of Spain	7.7%	7.6%	9.1%	8.5%	9.1%
- Italy	8.9%	10.7%	6.0%	8.7%	8.4%
- France	5.3%	6.0%	4.3%	5.1%	5.3%
- Turkey	2.2%	3.9%	4.2%	4.5%	3.0%
- Greece	7.7%	10.6%	9.1%	8.6%	7.6%
- Portugal	2.8%	4.1%	4.6%	4.0%	4.1%
- Croatia	2.0%	2.6%	2.5%	2.7%	2.4%
- Egypt	1.4%	2.1%	2.8%	2.9%	3.0%
- Tunisia	0.3%	0.2%	0.8%	1.1%	0.7%
- Morocco	0.2%	0.9%	0.9%	1.6%	1.6%
- Others	7.9%	9.8%	13.3%	15.2%	13.6%

** 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")	25.9%	22.8%	23.5%	24.3%	24.6%
Canary Islands (other island)	27.5%	25.9%	25.7%	26.4%	28.6%
Other destination	46.6%	51.3%	50.7%	49.3%	46.8%
- Balearic Islands	7.4%	7.3%	7.1%	6.7%	6.9%
- Rest of Spain	6.8%	8.6%	7.9%	8.9%	8.5%
- Italy	4.2%	4.9%	4.9%	4.5%	4.8%
- France	1.0%	1.0%	1.8%	1.3%	1.1%
- Turkey	3.8%	3.8%	3.9%	4.7%	3.4%
- Greece	9.8%	11.6%	10.8%	9.3%	9.3%
- Portugal	5.7%	7.3%	6.6%	6.6%	5.7%
- Croatia	2.4%	1.8%	2.6%	2.0%	2.2%
- Egypt	3.4%	3.3%	3.0%	3.3%	2.9%
- Others	2.1%	1.8%	2.1%	2.0%	2.0%

** Percentage of valid answers*

Importance of each factor in the destination choice

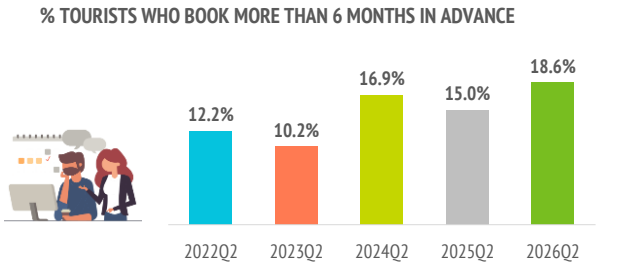
	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Climate	72.5%	78.5%	75.6%	72.9%	73.9%
Sea	64.5%	61.9%	55.3%	55.6%	58.9%
Safety	55.8%	59.1%	58.2%	55.3%	58.8%
Beaches	61.8%	61.9%	54.6%	53.5%	57.6%
Tranquility	55.5%	54.9%	56.0%	53.9%	54.1%
Accommodation supply	44.8%	42.8%	46.6%	43.6%	45.0%
European belonging	41.6%	36.6%	39.8%	38.1%	42.6%
Effortless trip	42.3%	41.6%	42.9%	39.1%	42.5%
Price	38.3%	38.0%	41.4%	41.2%	42.2%
Landscapes	31.2%	29.8%	30.2%	30.7%	34.5%
Environment	30.4%	29.3%	30.8%	31.8%	31.8%
Gastronomy	25.6%	26.1%	25.9%	24.3%	25.8%
Authenticity	24.4%	20.2%	22.9%	21.9%	23.9%
Fun possibilities	20.7%	20.9%	20.3%	19.2%	17.0%
Exoticism	11.8%	11.7%	11.1%	10.6%	11.7%
Shopping	7.6%	7.5%	8.8%	8.6%	10.8%
Hiking trail network	8.8%	6.4%	6.9%	6.7%	8.2%
Culture	6.8%	6.9%	7.4%	6.6%	8.1%
Historical heritage	6.3%	5.9%	7.0%	8.3%	7.7%
Nightlife	5.1%	5.0%	3.7%	4.9%	6.7%

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	0.5%	0.4%	0.4%	0.4%	0.8%
Between 1 and 30 days	29.6%	23.4%	21.8%	24.3%	21.5%
Between 1 and 2 months	29.2%	29.2%	25.5%	25.4%	23.5%
Between 3 and 6 months	28.5%	36.7%	35.3%	34.9%	35.6%
More than 6 months	12.2%	10.2%	16.9%	15.0%	18.6%



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

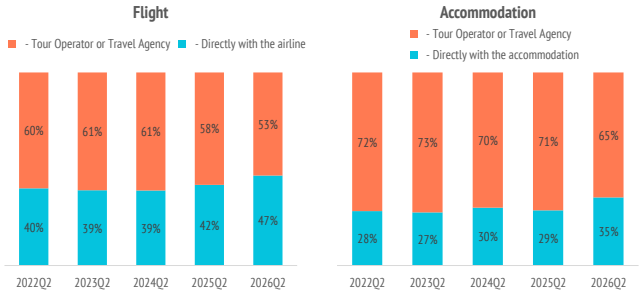
	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Previous visits to the Canary Islands	42.5%	37.3%	42.9%	42.9%	44.5%
Friends or relatives	24.2%	20.0%	23.4%	24.2%	24.0%
Internet or social media	55.9%	52.4%	51.0%	54.7%	53.1%
Mass Media	1.8%	1.6%	1.2%	2.6%	2.2%
Travel guides and magazines	6.6%	5.5%	4.7%	4.6%	6.4%
Travel Blogs or Forums	5.5%	6.6%	6.2%	4.7%	4.6%
Travel TV Channels	0.9%	0.9%	0.9%	0.5%	0.8%
Tour Operator or Travel Agency	23.2%	21.9%	24.3%	22.6%	22.0%
Public administrations or similar	0.6%	0.3%	0.9%	0.7%	0.8%
Others	1.8%	2.7%	3.3%	2.4%	2.5%

** Multi-choise question*

Tourist profile. Historical data (2022 - 2026)
FUERTEVENTURA: Second Quarter

With whom did they book their flight and accommodation?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Flight					
- Directly with the airline	40.0%	39.0%	38.9%	41.8%	46.6%
- Tour Operator or Travel Agency	60.0%	61.0%	61.1%	58.2%	53.4%
Accommodation					
- Directly with the accommodation	28.2%	27.5%	30.0%	28.6%	35.3%
- Tour Operator or Travel Agency	71.8%	72.5%	70.0%	71.4%	64.7%



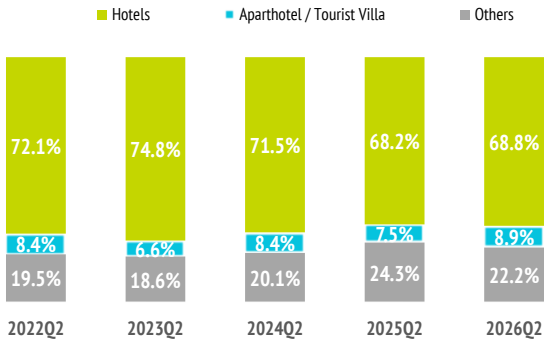
Where are they from?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
United Kingdom	27.1%	30.2%	31.5%	31.0%	31.9%
Germany	32.5%	32.9%	30.3%	28.8%	26.9%
Spanish Mainland	8.2%	8.4%	8.8%	8.9%	8.9%
Italy	6.6%	5.6%	6.2%	6.4%	7.1%
France	6.1%	5.7%	6.1%	5.5%	4.6%
Poland	5.5%	3.4%	2.6%	4.7%	3.7%
Ireland	1.7%	2.9%	2.5%	2.8%	3.4%
Netherlands	2.6%	2.6%	2.8%	3.1%	3.3%
Czech Republic	1.7%	1.8%	1.9%	1.3%	2.2%
Belgium	0.8%	0.9%	0.9%	1.3%	1.3%
Others	7.3%	5.8%	6.3%	6.3%	6.7%

Where do they stay?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
1-2-3* Hotel	13.8%	13.1%	11.5%	13.7%	11.3%
4* Hotel	54.5%	57.7%	54.3%	51.7%	52.0%
5* Hotel / 5* Luxury Hotel	3.8%	4.1%	5.7%	2.9%	5.6%
Aparthotel / Tourist Villa	8.4%	6.6%	8.4%	7.5%	8.9%
House/room rented in a private dwelling	4.9%	8.1%	14.1%	15.0%	12.4%
Private accommodation (1)	6.7%	6.1%	4.3%	7.4%	6.8%
Others (Cottage, cruise, camping,..)	7.9%	4.4%	1.7%	1.9%	3.1%

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

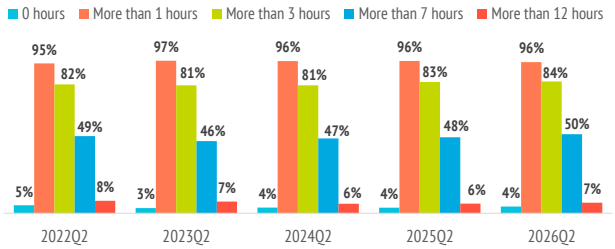


What do they book?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Room only	16.2%	18.6%	19.5%	23.4%	23.9%
Bed and Breakfast	5.8%	8.1%	6.5%	6.5%	6.3%
Half board	14.4%	16.9%	17.4%	14.3%	14.8%
Full board	6.9%	3.7%	4.1%	5.1%	5.1%
All inclusive	56.7%	52.8%	52.5%	50.8%	50.0%

Activities in the Canary Islands

Outdoor time per day	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
0 hours	5.0%	3.3%	3.6%	3.5%	4.3%
1 - 2 hours	13.3%	15.6%	15.3%	13.3%	12.2%
3 - 6 hours	32.8%	35.4%	33.7%	35.1%	33.5%
7 - 12 hours	40.9%	38.3%	41.4%	42.0%	43.4%
More than 12 hours	7.9%	7.4%	6.1%	6.1%	6.6%
Outdoor time per day	6.8	6.6	6.7	6.7	6.8



Activities in the Canary Islands	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Beach	80.2%	76.1%	79.6%	80.8%	80.8%
Walk, wander	61.2%	60.3%	65.7%	69.8%	67.9%
Swimming pool, hotel facilities	59.4%	53.8%	59.4%	55.8%	58.0%
Explore the island on their own	46.4%	40.3%	44.9%	47.6%	47.2%
Taste Canarian gastronomy	19.7%	18.5%	21.1%	23.4%	22.6%
Hiking	15.3%	12.0%	14.6%	17.3%	18.7%
Organized excursions	12.9%	13.1%	14.2%	12.7%	15.2%
Nightlife / concerts / shows	8.8%	10.7%	9.0%	8.8%	10.3%
Wineries / markets / popular festivals	7.5%	6.4%	7.7%	10.4%	9.4%
Sea excursions / whale watching	9.9%	9.8%	9.9%	9.1%	9.1%
Theme parks	7.5%	5.1%	5.8%	6.3%	7.8%
Other Nature Activities	5.8%	6.6%	8.2%	6.8%	7.8%
Swim	7.3%	6.3%	6.8%	7.7%	7.0%
Museums / exhibitions	4.4%	4.5%	4.8%	6.0%	6.7%
Running	4.4%	3.2%	4.1%	5.3%	5.9%
Surf	5.1%	5.3%	4.5%	6.4%	4.7%
Practice other sports	5.3%	3.9%	5.3%	5.3%	4.4%
Astronomical observation	3.1%	2.5%	3.1%	3.8%	3.3%
Beauty and health treatments	4.2%	4.9%	4.5%	4.3%	3.2%
Golf	2.3%	2.6%	2.3%	1.4%	2.2%
Cycling / Mountain bike	2.6%	2.1%	2.2%	3.1%	2.0%
Windsurf / Kitesurf	2.6%	2.1%	2.3%	1.4%	1.5%
Scuba Diving	2.0%	2.5%	1.6%	2.1%	1.2%

** Multi-choise question*

Tourist profile. Historical data (2022 - 2026)
FUERTEVENTURA: Second Quarter

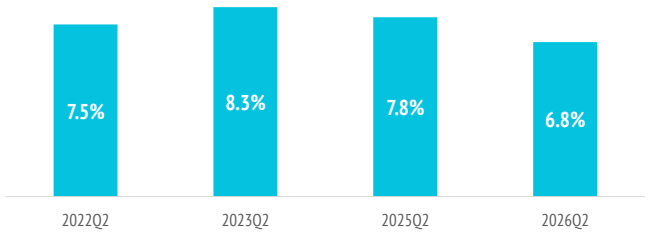
What places do they visit?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Cotillo	38.7%	36.1%	38.9%	38.1%	37.0%
Corralejo Dunes and Isle of Lobos	35.5%	26.5%	30.9%	34.2%	31.8%
Jandía Beach	25.0%	22.7%	26.1%	27.2%	25.5%
Betancuria	21.5%	17.9%	20.3%	22.2%	21.4%
La Casa de los Coroneles	14.8%	12.7%	17.8%	18.2%	17.0%
Cofete	15.8%	12.2%	14.8%	15.2%	15.4%
Sicasumbre Viewpoint	6.8%	6.1%	5.7%	7.7%	7.4%
Betancuria Viewpoint	5.7%	4.3%	6.8%	7.3%	7.4%
Museums	5.8%	6.8%	7.9%	8.2%	6.6%
Aloe Vera Museum	4.5%	3.7%	4.3%	5.0%	4.5%
Montaña Sagrada de Tindaya	2.4%	2.7%	3.7%	3.6%	3.5%

How many islands do they visit during their trip?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
One island	92.5%	91.7%	93.6%	92.2%	93.2%
Two islands	6.2%	7.6%	5.7%	7.0%	6.5%
Three or more islands	1.3%	0.7%	0.7%	0.9%	0.2%

% TOURISTS VISITING MORE THAN ONE ISLAND



¿Cuántos son fieles al destino?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Fuerteventura: Repeat tourists	55.0%	50.8%	60.5%	60.3%	63.3%
Fuerteventura: At least 10 previous visi	8.6%	8.4%	6.8%	7.7%	8.5%
Canary Islands: Repeat tourists	64.3%	60.0%	68.7%	69.3%	73.3%
Canary Islands: At least 10 previous visits	15.7%	16.9%	17.0%	18.5%	18.9%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Average rating	8.83	8.86	8.71	8.69	8.70

Experience in the Canary Islands	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Worse or much worse than expected	2.9%	2.8%	2.3%	2.1%	3.8%
Lived up to expectations	53.8%	51.5%	53.1%	59.0%	56.5%
Better or much better than expected	43.4%	45.7%	44.6%	38.9%	39.6%

Future intentions (scale 0-10)	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Return to the Canary Islands	8.74	8.87	8.77	8.67	8.66
Recommend visiting the Canary Islands	8.98	9.04	8.93	8.85	8.90

Who are they?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Gender					
Men	47.1%	45.0%	47.0%	45.8%	45.9%
Women	52.9%	55.0%	53.0%	54.2%	54.1%
Age					
Average age	47.16	43.99	47.07	47.95	46.61
Standard deviation	16.1	16.5	17.1	17.3	17.2
Age range					
16 - 24 years old	8.0%	11.4%	9.8%	8.9%	12.8%
25 - 30 years old	11.9%	16.0%	12.6%	11.9%	8.1%
31 - 45 years old	27.7%	28.4%	26.2%	27.4%	30.2%
46 - 60 years old	29.0%	24.9%	25.0%	21.5%	21.6%
Over 60 years old	23.4%	19.3%	26.3%	30.2%	27.3%
Occupation					
Salaried worker	58.0%	58.5%	58.7%	54.2%	56.6%
Self-employed	9.0%	11.8%	9.1%	10.1%	9.7%
Unemployed	0.7%	0.6%	0.6%	0.8%	1.4%
Business owner	7.0%	7.2%	6.9%	6.4%	7.4%
Student	3.6%	4.4%	3.2%	3.4%	2.9%
Retired	20.1%	15.9%	20.3%	23.3%	19.8%
Unpaid domestic work	0.7%	0.6%	0.2%	0.7%	1.0%
Others	1.0%	1.0%	1.0%	1.1%	1.1%
Annual household income level					
Less than €25,000	19.5%	12.1%	13.0%	13.7%	9.9%
€25,000 - €49,999	38.1%	36.0%	37.6%	39.5%	32.0%
€50,000 - €74,999	21.0%	26.3%	23.1%	23.9%	29.9%
More than €74,999	21.4%	25.6%	26.3%	22.9%	28.2%
Education level					
No studies	3.5%	2.3%	2.4%	3.7%	4.4%
Primary education	2.4%	1.2%	2.4%	3.1%	4.0%
Secondary education	22.8%	20.7%	27.0%	22.9%	19.0%
Higher education	71.2%	75.7%	68.2%	70.3%	72.5%

Who do they come with?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Unaccompanied	9.3%	10.0%	12.2%	11.1%	10.6%
Only with partner	48.1%	54.0%	51.2%	50.4%	45.4%
Only with children (< 13 years old)	7.5%	3.8%	3.7%	3.5%	4.7%
Partner + children (< 13 years old)	6.2%	5.8%	6.5%	5.1%	7.7%
Other relatives	7.4%	7.8%	7.9%	8.7%	11.1%
Friends	8.3%	8.1%	6.4%	8.7%	6.5%
Work colleagues	0.0%	0.3%	0.4%	0.2%	0.2%
Organized trip	0.5%	0.3%	0.2%	0.7%	0.5%
Other combinations (2)	12.8%	10.0%	11.5%	11.6%	13.3%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**18.6%**	**12.8%**	**15.1%**	**13.5%**	**17.8%**
- Between 0 and 2 years old	1.9%	2.4%	1.4%	1.9%	1.2%
- Between 3 and 12 years old	15.8%	9.2%	12.4%	10.6%	15.3%
- Between 0 -2 and 3-12 years old	0.9%	1.1%	1.3%	1.0%	1.3%
Tourists without children	**81.4%**	**87.2%**	**84.9%**	**86.5%**	**82.2%**
Group composition:					
- 1 person	10.6%	12.2%	14.2%	14.1%	12.7%
- 2 people	58.5%	66.0%	60.8%	61.5%	55.7%
- 3 people	13.2%	10.2%	10.0%	10.1%	11.8%
- 4 or 5 people	14.2%	9.7%	11.9%	11.7%	16.7%
- 6 or more people	3.5%	2.0%	3.1%	2.6%	3.1%
Average group size:	**2.52**	**2.28**	**2.39**	**2.36**	**2.55**

**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.