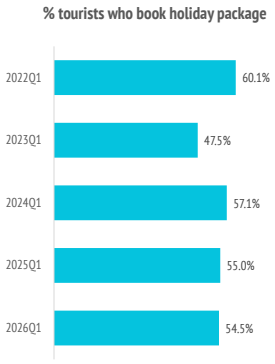
Tourist profile. Historical data (2022 - 2026)

NETHERLANDS: First Quarter

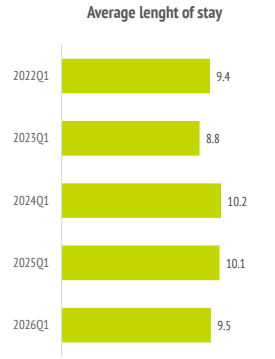
How many are they and how much do they spend?

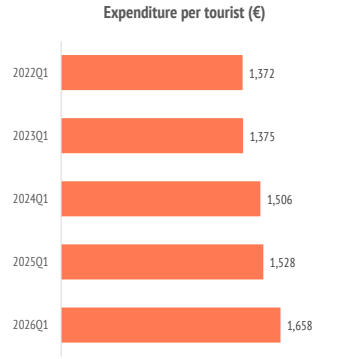
	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**157**	**156**	**192**	**200**	**189**
Tourist arrivals ≥ 16 years old (EGT) (*)	**142**	**145**	**170**	**177**	**176**
- book holiday package (*)	85	69	97	97	96
- do not book holiday package (*)	57	76	73	80	80
- % tourists who book holiday package	60.1%	47.5%	57.1%	55.0%	54.5%
Children < 16 years old (FRONTUR - EGT) (*)	15	11	23	23	13
Expenditure per tourist (€) (group spend / group size)	**1,152**	**1,175**	**1,390**	**1,413**	**1,526**
Expenditure per tourist (€) (group spend / +16)	**1,372**	**1,375**	**1,506**	**1,528**	**1,658**
- book holiday package	1,451	1,591	1,580	1,679	1,845
- holiday package	1,197	1,305	1,286	1,367	1,547
- others	254	286	295	312	299
- do not book holiday package	1,253	1,179	1,407	1,345	1,434
- flight	346	298	334	413	358
- accommodation	463	446	576	479	526
- others	444	436	497	453	550
Average lenght of stay	**9.4**	**8.8**	**10.2**	**10.1**	**9.5**
- Median	7.2	7.0	8.0	8.0	7.5
Average daily expenditure (€)	**170.74**	**177.66**	**167.44**	**176.14**	**190.68**
- Median	154.20	164.16	146.45	159.98	176.58
Average daily expenditure (without flight)	**121.57**	**129.14**	**125.00**	**121.20**	**134.15**
- Median	108.54	113.90	114.32	108.09	125.96
Average cost of the flight (€)	**371**	**364**	**365**	**478**	**472**
Total turnover (€m)	**195**	**200**	**255**	**270**	**292**
Turnover without flight (€m)	**142**	**147**	**193**	**186**	**209**

(*) Thousands of tourists









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

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Accommodation:					
- Accommodation	91.0%	85.9%	85.2%	88.2%	88.6%
- Additional accommodation expenses	8.6%	9.4%	9.2%	5.3%	5.8%
Transport:					
- National/International Transport	96.7%	94.3%	93.2%	95.3%	96.2%
- Flights between islands	5.1%	5.2%	4.2%	5.6%	4.2%
- Taxi	57.2%	46.8%	58.8%	44.4%	47.8%
- Car rental	41.1%	48.2%	37.6%	38.4%	44.4%
- Public transport	8.1%	9.8%	10.9%	10.9%	15.1%
Food and drink:					
- Food purchases at supermarkets	59.4%	68.3%	68.0%	65.3%	67.3%
- Restaurants	68.6%	72.3%	70.3%	70.6%	74.7%
Leisure:					
- Organized excursions	23.6%	22.0%	20.6%	18.7%	19.2%
- Sport activities	11.5%	9.1%	7.6%	9.1%	5.9%
- Cultural activities	1.7%	4.7%	3.3%	5.1%	5.1%
- Museums	6.5%	10.4%	4.6%	5.1%	9.0%
- Theme Parks	10.0%	6.8%	7.0%	6.7%	5.9%
- Discos and pubs	6.8%	8.1%	7.0%	8.1%	9.9%
- Wellness	5.2%	4.8%	5.7%	7.6%	3.4%
Purchases of goods:					
- Souvenirs	33.9%	38.8%	42.8%	38.8%	41.1%
- Other expenses	0.5%	0.8%	0.8%	1.1%	1.2%
Other:					
- Medical or pharmaceutical expenses	10.0%	8.4%	9.7%	8.7%	7.9%
- Other expenses	4.3%	4.2%	3.5%	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:	**784**	**846**	**1,045**	**846**	**953**
- Accommodation	676	682	828	706	829
- Additional accommodation expenses	108	164	217	139	124
Transport:	**699**	**726**	**692**	**916**	**803**
- National/International Transport	383	386	391	501	490
- Flights between islands	52	41	51	77	68
- Taxi	101	121	100	130	90
- Car rental	142	147	121	159	136
- Public transport	20	31	29	49	19
Food and drink:	**279**	**277**	**333**	**297**	**352**
- Food purchases at supermarkets	94	82	100	103	127
- Restaurants	184	196	233	194	224
Leisure:	**419**	**427**	**440**	**572**	**460**
- Organized excursions	65	72	85	80	85
- Sport activities	89	91	68	131	96
- Cultural activities	53	37	37	68	53
- Museums	24	28	27	21	50
- Theme Parks	56	59	62	60	74
- Discos and pubs	74	86	92	114	51
- Wellness	58	53	68	98	52
Purchases of goods:	**250**	**153**	**188**	**123**	**144**
- Souvenirs	73	72	63	80	**81**
- Other expenses	177	81	125	43	**63**
Other:	**93**	**152**	**105**	**78**	**168**
- Medical or pharmaceutical expenses	37	73	52	16	**27**
- Other expenses	56	79	53	61	**141**

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)

NETHERLANDS: First Quarter

What is the main purpose of their trip?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Holiday, leisure	96.0%	91.0%	90.3%	93.7%	91.4%
Visiting family or friends	3.4%	4.2%	6.3%	5.4%	5.8%
Business and work	0.1%	1.8%	1.0%	0.6%	1.2%
Education and training	0.0%	1.2%	0.6%	0.0%	0.0%
Sports training	0.1%	0.5%	0.2%	0.0%	0.5%
Health or medical care	0.0%	0.0%	0.5%	0.2%	0.5%
Fairs and congresses	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.4%	1.2%	1.1%	0.1%	0.5%

What is the main motivation for their holidays?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Rest	46.0%	43.7%	51.9%	47.6%	43.7%
Enjoy family time	14.2%	13.7%	10.8%	11.2%	12.7%
Have fun	15.1%	13.9%	11.8%	12.0%	14.5%
Explore the destination	15.8%	22.3%	19.4%	20.4%	24.2%
Practice their hobbies	3.1%	3.8%	1.5%	2.7%	1.6%
Other reasons	5.8%	2.6%	4.7%	6.1%	3.2%

Where did they spend their main holiday last year? *

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Didn't have holidays	25.2%	11.5%	6.9%	7.4%	8.7%
Canary Islands	11.8%	19.5%	21.8%	24.9%	23.5%
Other destination	63.0%	69.0%	71.3%	67.8%	67.9%
- Balearic Islands	2.1%	1.6%	0.5%	1.2%	1.8%
- Rest of Spain	8.6%	11.5%	10.9%	9.7%	12.3%
- Italy	9.3%	10.1%	10.2%	8.5%	8.2%
- France	12.5%	11.7%	9.7%	10.6%	8.2%
- Turkey	0.9%	1.2%	1.8%	1.5%	1.6%
- Greece	5.7%	5.4%	9.5%	7.5%	5.3%
- Portugal	1.9%	2.5%	2.7%	4.1%	4.0%
- Croatia	2.2%	3.0%	1.9%	2.1%	2.2%
- Egypt	0.5%	1.3%	2.0%	1.1%	1.0%
- Tunisia	0.0%	0.0%	0.0%	0.0%	0.0%
- Morocco	0.4%	1.6%	0.9%	0.9%	1.3%
- Others	18.8%	19.0%	21.1%	20.5%	22.0%

** 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")	33.3%	27.3%	34.9%	35.3%	38.5%
Canary Islands (other island)	30.4%	34.6%	28.3%	31.5%	28.6%
Other destination	36.3%	38.1%	36.8%	33.2%	32.9%
- Balearic Islands	2.2%	2.3%	1.5%	1.1%	2.0%
- Rest of Spain	5.8%	7.3%	9.3%	7.8%	8.7%
- Italy	2.3%	3.7%	3.3%	2.5%	2.4%
- France	0.8%	1.9%	2.5%	0.9%	0.8%
- Turkey	3.2%	2.0%	2.2%	2.2%	2.6%
- Greece	5.0%	4.1%	4.5%	5.9%	3.5%
- Portugal	4.3%	6.0%	4.6%	5.7%	4.5%
- Croatia	0.2%	0.9%	0.6%	1.4%	0.4%
- Egypt	5.1%	3.2%	5.3%	3.0%	3.4%
- Others	7.5%	6.8%	3.2%	2.7%	4.7%

** Percentage of valid answers*

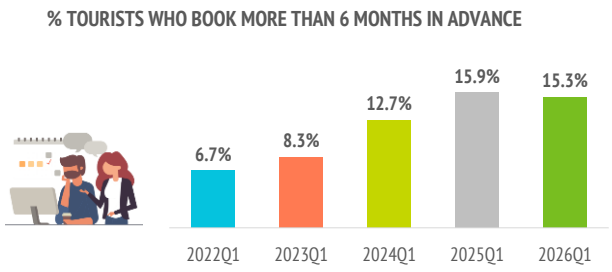
Importance of each factor in the destination choice

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Climate	81.8%	76.3%	81.8%	79.8%	76.4%
Tranquility	29.4%	38.1%	43.0%	45.5%	43.4%
Sea	33.3%	35.3%	40.0%	40.8%	39.3%
Safety	22.9%	25.2%	29.1%	22.6%	33.9%
Fun possibilities	29.3%	29.6%	27.9%	32.7%	33.2%
Beaches	28.3%	31.7%	35.0%	31.7%	32.3%
Landscapes	19.8%	25.6%	22.1%	32.0%	30.5%
Accommodation supply	29.3%	30.6%	33.4%	28.7%	29.1%
European belonging	33.5%	22.6%	30.7%	27.4%	27.7%
Price	19.3%	20.1%	24.5%	19.8%	24.2%
Effortless trip	11.1%	14.3%	17.5%	14.6%	20.0%
Hiking trail network	10.8%	13.2%	13.2%	15.6%	18.7%
Gastronomy	14.0%	18.2%	21.8%	14.9%	16.0%
Authenticity	10.9%	14.4%	14.0%	11.7%	13.8%
Exoticism	10.5%	10.4%	12.8%	15.8%	13.3%
Environment	9.4%	8.9%	19.2%	12.6%	12.2%
Culture	1.9%	4.6%	6.4%	2.8%	5.1%
Shopping	1.5%	3.5%	5.4%	4.2%	4.7%
Historical heritage	3.1%	4.6%	6.9%	3.0%	3.8%
Nightlife	5.2%	5.8%	5.9%	6.8%	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?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
The same day	2.1%	1.2%	0.7%	0.4%	1.4%
Between 1 and 30 days	43.7%	33.6%	25.3%	23.0%	20.0%
Between 1 and 2 months	25.4%	31.8%	30.9%	23.5%	23.8%
Between 3 and 6 months	22.1%	25.1%	30.5%	37.3%	39.4%
More than 6 months	6.7%	8.3%	12.7%	15.9%	15.3%



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

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Previous visits to the Canary Islands	38.9%	39.8%	43.1%	48.8%	43.9%
Friends or relatives	22.2%	27.6%	23.0%	21.0%	23.1%
Internet or social media	62.6%	56.8%	60.0%	52.8%	51.1%
Mass Media	1.4%	0.5%	0.6%	0.0%	1.3%
Travel guides and magazines	8.0%	8.2%	7.0%	6.7%	7.7%
Travel Blogs or Forums	3.7%	6.6%	3.5%	3.3%	3.6%
Travel TV Channels	0.3%	0.6%	0.4%	0.5%	0.0%
Tour Operator or Travel Agency	19.1%	16.0%	18.6%	16.6%	19.3%
Public administrations or similar	0.7%	0.1%	0.4%	0.3%	0.0%
Others	3.7%	4.4%	3.3%	3.2%	2.6%

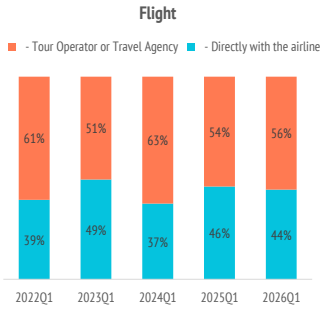
** Multi-choise question*

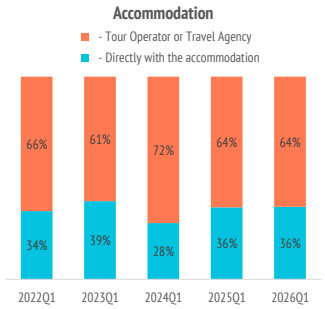
Tourist profile. Historical data (2022 - 2026)

NETHERLANDS: First Quarter

With whom did they book their flight and accommodation?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Flight					
- Directly with the airline	39.2%	49.2%	37.4%	45.8%	44.2%
- Tour Operator or Travel Agency	60.8%	50.8%	62.6%	54.2%	55.8%
Accommodation					
- Directly with the accommodation	33.6%	38.5%	27.7%	35.5%	35.8%
- Tour Operator or Travel Agency	66.4%	61.5%	72.3%	64.5%	64.2%





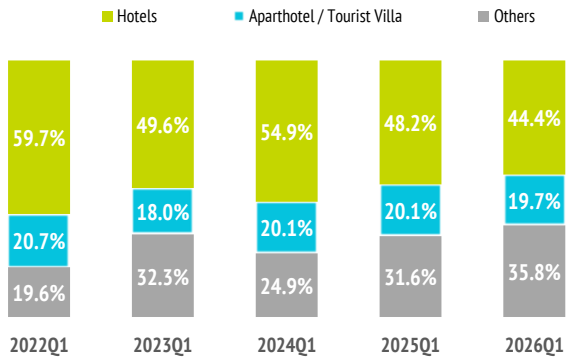
Where does the flight come from?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Netherlands	78.2%	80.9%	79.1%	80.0%	80.1%
Germany	12.9%	10.8%	11.7%	15.2%	14.3%
Spanish Mainland	3.8%	2.8%	2.1%	2.9%	2.7%
Belgium	1.9%	2.4%	4.9%	1.6%	1.9%
Switzerland	0.0%	0.0%	0.0%	0.0%	0.3%
Ireland	0.0%	0.0%	0.0%	0.0%	0.3%
Slovakia	0.0%	0.0%	0.6%	0.0%	0.0%
Romania	0.4%	0.0%	0.0%	0.0%	0.0%
Denmark	0.2%	0.0%	0.0%	0.0%	0.0%
Italy	0.2%	0.5%	0.9%	0.0%	0.0%
Others	2.2%	2.7%	0.7%	0.4%	0.3%

Where do they stay?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
1-2-3* Hotel	12.2%	10.4%	17.2%	10.4%	7.6%
4* Hotel	39.9%	34.1%	32.6%	31.7%	29.3%
5* Hotel / 5* Luxury Hotel	7.6%	5.1%	5.1%	6.2%	7.5%
Aparthotel / Tourist Villa	20.7%	18.0%	20.1%	20.1%	19.7%
House/room rented in a private dwelling	5.8%	9.8%	15.4%	17.6%	22.6%
Private accommodation (1)	4.2%	7.3%	5.3%	6.8%	6.1%
Others (Cottage, cruise, camping,..)	9.5%	15.2%	4.2%	7.2%	7.2%

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

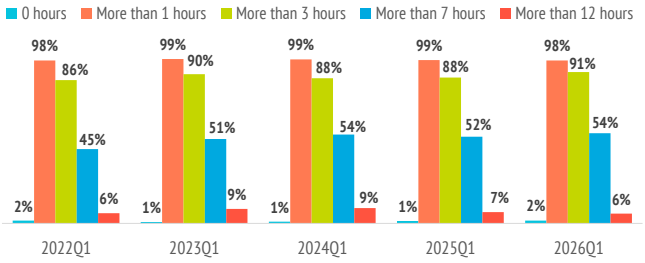


What do they book?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Room only	31.0%	37.6%	31.5%	33.1%	41.0%
Bed and Breakfast	14.4%	13.1%	18.2%	20.9%	17.9%
Half board	16.6%	15.9%	18.0%	19.5%	15.5%
Full board	1.0%	2.1%	0.6%	1.2%	2.7%
All inclusive	37.0%	31.3%	31.7%	25.3%	23.0%

Activities in the Canary Islands

Outdoor time per day	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
0 hours	1.7%	0.8%	1.0%	1.4%	1.7%
1 - 2 hours	11.9%	9.2%	11.4%	10.5%	7.0%
3 - 6 hours	41.6%	39.1%	34.0%	35.7%	36.9%
7 - 12 hours	38.7%	42.2%	44.4%	45.5%	48.5%
More than 12 hours	6.1%	8.7%	9.2%	6.8%	5.9%
Outdoor time per day	6.7	7.2	7.4	7.2	7.3



Activities in the Canary Islands	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Walk, wander	72.3%	73.4%	75.8%	80.2%	73.4%
Beach	70.1%	63.1%	71.9%	64.1%	58.6%
Explore the island on their own	52.8%	55.3%	50.1%	50.7%	53.1%
Swimming pool, hotel facilities	59.9%	57.7%	58.2%	55.7%	48.6%
Hiking	38.0%	41.0%	39.3%	45.9%	44.3%
Taste Canarian gastronomy	20.0%	22.1%	21.4%	22.1%	26.7%
Running	15.7%	19.4%	19.1%	18.1%	23.8%
Organized excursions	16.8%	17.9%	15.0%	12.9%	15.1%
Swim	18.7%	12.2%	15.2%	13.2%	12.2%
Nightlife / concerts / shows	10.4%	10.8%	14.1%	11.7%	11.6%
Museums / exhibitions	8.0%	12.4%	10.7%	8.0%	11.2%
Theme parks	12.5%	10.8%	10.4%	8.1%	10.5%
Other Nature Activities	7.1%	14.4%	8.4%	7.1%	9.2%
Wineries / markets / popular festivals	4.8%	9.5%	5.2%	6.3%	8.9%
Sea excursions / whale watching	7.9%	10.2%	8.2%	8.9%	7.4%
Astronomical observation	4.3%	8.3%	3.6%	4.9%	6.4%
Practice other sports	2.8%	5.6%	2.7%	2.6%	4.6%
Beauty and health treatments	4.3%	4.2%	4.3%	6.6%	3.9%
Cycling / Mountain bike	5.2%	2.8%	2.6%	4.4%	2.1%
Scuba Diving	3.5%	1.1%	2.6%	2.3%	2.1%
Surf	3.5%	1.4%	2.2%	2.2%	1.7%
Windsurf / Kitesurf	0.8%	1.2%	--	0.1%	0.9%
Golf	2.6%	3.7%	3.2%	2.1%	0.3%

** Multi-choise question*

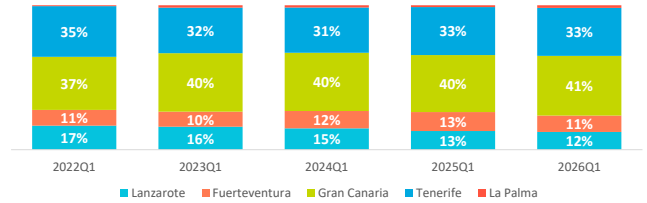
Tourist profile. Historical data (2022 - 2026)

NETHERLANDS: First Quarter

Which island do they choose?

Tourists (≥ 16 year old)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Lanzarote	23,441	23,149	25,096	22,788	21,600
Fuerteventura	15,317	15,036	20,328	23,184	19,839
Gran Canaria	51,730	58,698	68,257	69,829	72,431
Tenerife	49,400	45,859	53,056	58,592	58,240
La Palma	808	2,319	2,646	2,286	3,218

Share by islands	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Lanzarote	16.7%	16.0%	14.8%	12.9%	12.3%
Fuerteventura	10.9%	10.4%	12.0%	13.1%	11.3%
Gran Canaria	36.8%	40.5%	40.3%	39.5%	41.3%
Tenerife	35.1%	31.6%	31.3%	33.2%	33.2%
La Palma	0.6%	1.6%	1.6%	1.3%	1.8%



How many islands do they visit during their trip?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
One island	93.6%	93.8%	94.1%	92.9%	94.3%
Two islands	5.4%	4.2%	5.0%	6.8%	4.6%
Three or more islands	1.0%	2.0%	0.9%	0.3%	1.1%

How many are loyal to the Canary Islands?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Repeat tourists	64.4%	69.7%	67.7%	72.7%	76.1%
At least 10 previous visits	14.8%	18.6%	15.7%	14.1%	19.6%
Repeat tourists (last 5 years)	55.8%	62.8%	61.6%	66.5%	70.8%
Repeat tourists (last 5 years)(5 or more visits)	10.2%	16.8%	11.5%	14.9%	19.3%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Average rating	8.48	8.38	8.44	8.49	8.42

Experience in the Canary Islands	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Worse or much worse than expected	3.7%	3.0%	2.1%	2.2%	3.9%
Lived up to expectations	52.6%	58.5%	56.2%	60.3%	59.3%
Better or much better than expected	43.7%	38.5%	41.7%	37.5%	36.9%

Future intentions (scale 0-10)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Return to the Canary Islands	8.21	8.22	8.28	8.27	8.14
Recommend visiting the Canary Islands	8.51	8.57	8.59	8.59	8.48

Who are they?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Gender					
Men	55.5%	50.5%	49.4%	51.8%	50.2%
Women	44.5%	49.5%	50.6%	48.2%	49.8%
Age					
Average age	46.9	46.0	49.8	52.9	51.1
Standard deviation	15.4	16.9	17.1	17.5	17.7
Age range					
16 - 24 years old	11.6%	13.4%	6.9%	6.5%	6.5%
25 - 30 years old	5.8%	10.7%	12.3%	5.5%	12.2%
31 - 45 years old	30.0%	24.2%	24.0%	25.2%	20.0%
46 - 60 years old	29.7%	26.2%	22.5%	21.2%	24.4%
Over 60 years old	23.0%	25.5%	34.3%	41.5%	36.8%
Occupation					
Salaried worker	49.0%	51.7%	44.9%	43.8%	49.6%
Self-employed	15.6%	8.8%	8.5%	13.9%	11.1%
Unemployed	0.3%	0.4%	0.6%	0.0%	0.6%
Business owner	13.7%	15.4%	10.5%	8.1%	9.8%
Student	4.3%	7.5%	3.2%	2.2%	2.4%
Retired	13.8%	15.3%	28.8%	26.7%	23.2%
Unpaid domestic work	2.4%	0.1%	0.2%	3.1%	0.2%
Others	0.9%	0.9%	3.4%	2.2%	3.0%
Annual household income level					
Less than €25,000	7.4%	11.3%	10.3%	8.0%	5.6%
€25,000 - €49,999	28.2%	31.4%	28.7%	27.1%	24.2%
€50,000 - €74,999	28.7%	26.5%	30.0%	27.1%	39.5%
More than €74,999	35.7%	30.9%	31.0%	37.8%	30.7%
Education level					
No studies	1.1%	1.2%	1.9%	0.4%	1.1%
Primary education	1.1%	0.8%	0.4%	0.8%	0.9%
Secondary education	33.1%	35.3%	40.1%	40.9%	39.2%
Higher education	64.7%	62.6%	57.6%	57.9%	58.8%

Who do they come with?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Unaccompanied	6.6%	11.3%	9.0%	10.8%	9.5%
Only with partner	40.5%	42.7%	57.1%	57.1%	49.6%
Only with children (< 13 years old)	8.3%	5.4%	4.4%	2.4%	2.2%
Partner + children (< 13 years old)	9.9%	7.5%	4.7%	4.8%	5.8%
Other relatives	10.1%	8.3%	9.6%	8.6%	12.7%
Friends	8.3%	6.4%	6.6%	5.2%	7.4%
Work colleagues	0.0%	0.0%	0.6%	0.0%	0.0%
Organized trip	0.0%	0.2%	0.4%	0.0%	0.5%
Other combinations (2)	16.3%	18.2%	7.5%	11.1%	12.3%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**23.6%**	**18.2%**	**11.5%**	**11.6%**	**11.6%**
- Between 0 and 2 years old	1.5%	1.5%	2.6%	1.9%	0.2%
- Between 3 and 12 years old	20.4%	15.0%	8.4%	8.3%	10.4%
- Between 0 -2 and 3-12 years old	1.7%	1.7%	0.5%	1.4%	1.0%
Tourists without children	**76.4%**	**81.8%**	**88.5%**	**88.4%**	**88.4%**
Group composition:					
- 1 person	9.4%	12.7%	11.0%	13.0%	14.5%
- 2 people	49.8%	49.5%	67.2%	63.9%	57.1%
- 3 people	10.8%	12.9%	9.5%	6.0%	8.1%
- 4 or 5 people	24.4%	19.6%	11.0%	12.9%	15.3%
- 6 or more people	5.6%	5.3%	1.3%	4.3%	4.9%
Average group size:	**2.82**	**2.77**	**2.30**	**2.43**	**2.60**

**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.