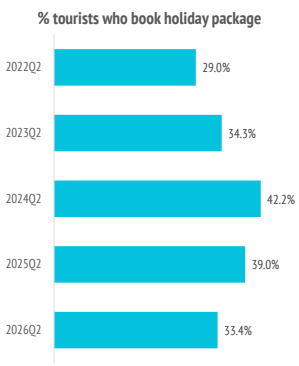
Tourist profile. Historical data (2022 - 2026)

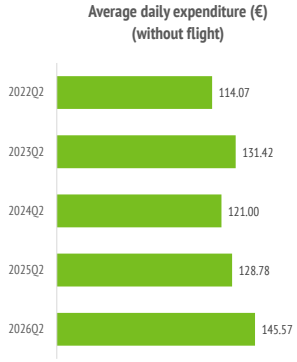
IRELAND: Second Quarter

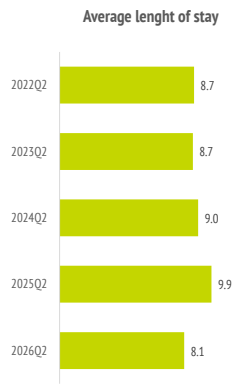
How many are they and how much do they spend?

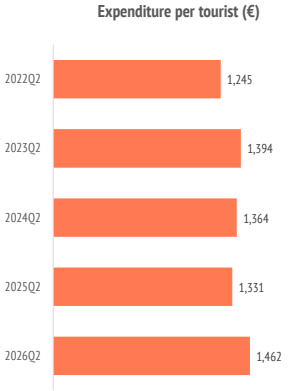
	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**140**	**178**	**191**	**213**	**209**
Tourist arrivals ≥ 16 years old (EGT) (*)	**120**	**141**	**148**	**178**	**175**
- book holiday package (*)	35	48	63	70	58
- do not book holiday package (*)	85	93	86	109	116
- % tourists who book holiday package	29.0%	34.3%	42.2%	39.0%	33.4%
Children < 16 years old (FRONTUR - EGT) (*)	20	37	42	35	34
Expenditure per tourist (€) (group spend / group size)	**1,089**	**1,209**	**1,231**	**1,235**	**1,240**
Expenditure per tourist (€) (group spend / +16)	**1,245**	**1,394**	**1,364**	**1,331**	**1,462**
- book holiday package	1,227	1,352	1,373	1,357	1,527
- holiday package	917	955	1,015	911	1,136
- others	310	397	358	446	391
- do not book holiday package	1,252	1,416	1,358	1,315	1,429
- flight	339	381	334	274	373
- accommodation	470	577	518	538	545
- others	443	458	506	503	511
Average lenght of stay	**8.7**	**8.7**	**9.0**	**9.9**	**8.1**
- Median	7.0	7.1	7.4	7.0	7.0
Average daily expenditure (€)	**158.31**	**180.24**	**165.77**	**166.06**	**198.95**
- Median	139.29	151.42	150.83	156.84	188.22
Average daily expenditure (without flight)	**114.07**	**131.42**	**121.00**	**128.78**	**145.57**
- Median	96.97	114.78	108.76	121.83	139.30
Average cost of the flight (€)	**340**	**367**	**352**	**279**	**386**
Total turnover (€m)	**149**	**197**	**203**	**237**	**255**
Turnover without flight (€m)	**108**	**145**	**150**	**187**	**188**

(*) Thousands of tourists









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

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Accommodation:					
- Accommodation	91.8%	91.5%	88.1%	89.9%	88.2%
- Additional accommodation expenses	9.0%	8.3%	8.0%	8.6%	7.5%
Transport:					
- National/International Transport	98.7%	98.3%	97.1%	96.4%	96.4%
- Flights between islands	5.6%	8.1%	4.3%	3.8%	3.1%
- Taxi	58.2%	64.8%	61.2%	65.1%	66.9%
- Car rental	22.6%	15.8%	13.9%	8.9%	12.9%
- Public transport	8.9%	13.1%	8.1%	8.4%	12.1%
Food and drink:					
- Food purchases at supermarkets	63.6%	65.1%	64.9%	62.5%	63.2%
- Restaurants	75.8%	74.5%	78.8%	82.0%	81.0%
Leisure:					
- Organized excursions	18.7%	20.7%	21.8%	17.9%	18.9%
- Sport activities	10.8%	8.8%	8.4%	5.6%	9.8%
- Cultural activities	2.4%	3.0%	1.7%	2.2%	2.7%
- Museums	5.0%	2.4%	1.5%	1.6%	0.9%
- Theme Parks	10.9%	13.2%	12.4%	15.2%	11.9%
- Discos and pubs	19.8%	20.9%	21.1%	21.3%	23.0%
- Wellness	4.7%	7.1%	8.3%	11.1%	5.3%
Purchases of goods:					
- Souvenirs	45.5%	50.3%	40.6%	40.4%	50.4%
- Other expenses	1.1%	1.1%	0.8%	2.0%	0.5%
Other:					
- Medical or pharmaceutical expenses	15.8%	12.0%	11.5%	17.0%	11.5%
- Other expenses	2.6%	7.8%	3.5%	4.7%	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:	**626**	**740**	**806**	**812**	**788**
- Accommodation	525	626	622	618	671
- Additional accommodation expenses	101	114	184	194	117
Transport:	**598**	**639**	**586**	**539**	**653**
- National/International Transport	345	373	363	290	400
- Flights between islands	52	67	56	58	93
- Taxi	63	60	65	63	61
- Car rental	117	111	86	80	80
- Public transport	21	29	17	48	18
Food and drink:	**312**	**342**	**352**	**387**	**395**
- Food purchases at supermarkets	94	108	115	119	124
- Restaurants	218	234	237	267	271
Leisure:	**499**	**500**	**506**	**604**	**537**
- Organized excursions	76	100	82	80	102
- Sport activities	71	61	88	130	68
- Cultural activities	30	54	42	84	66
- Museums	46	44	26	45	43
- Theme Parks	64	61	62	75	75
- Discos and pubs	146	123	133	116	113
- Wellness	65	56	72	75	70
Purchases of goods:	**164**	**139**	**159**	**756**	**304**
- Souvenirs	93	104	98	96	**87**
- Other expenses	71	35	60	660	**216**
Other:	**201**	**173**	**126**	**148**	**136**
- Medical or pharmaceutical expenses	65	49	84	39	**56**
- Other expenses	136	124	42	108	**80**

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)

IRELAND: Second Quarter

What is the main purpose of their trip?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Holiday, leisure	98.2%	97.0%	98.8%	94.5%	98.1%
Visiting family or friends	1.3%	2.5%	1.2%	3.6%	1.0%
Business and work	0.2%	0.2%	0.0%	0.4%	0.0%
Education and training	0.0%	0.0%	0.0%	0.0%	0.0%
Sports training	0.3%	0.2%	0.0%	0.0%	0.7%
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%	0.1%	0.0%	1.5%	0.2%

What is the main motivation for their holidays?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Rest	72.1%	68.1%	69.7%	70.9%	67.1%
Enjoy family time	14.4%	15.6%	12.3%	13.6%	18.4%
Have fun	6.1%	9.4%	10.2%	8.4%	9.5%
Explore the destination	4.3%	5.3%	5.8%	4.5%	4.4%
Practice their hobbies	2.2%	0.6%	1.3%	1.6%	0.0%
Other reasons	0.9%	1.0%	0.6%	1.1%	0.6%

Where did they spend their main holiday last year? *

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Didn't have holidays	48.6%	11.7%	8.5%	8.0%	9.0%
Canary Islands	27.7%	37.3%	43.8%	45.6%	43.8%
Other destination	23.8%	51.0%	47.7%	46.4%	47.2%
- Balearic Islands	0.4%	4.5%	4.1%	2.5%	2.0%
- Rest of Spain	7.0%	12.1%	12.0%	13.0%	12.9%
- Italy	2.5%	6.2%	5.8%	5.5%	5.3%
- France	1.3%	1.9%	2.0%	2.6%	3.5%
- Turkey	0.2%	1.8%	1.8%	0.2%	1.2%
- Greece	1.9%	5.0%	2.8%	3.7%	2.6%
- Portugal	3.0%	7.9%	7.3%	8.8%	7.6%
- Croatia	1.1%	0.7%	0.2%	0.9%	2.0%
- Egypt	0.0%	0.8%	0.3%	0.0%	0.0%
- Tunisia	0.0%	0.0%	0.0%	0.0%	0.8%
- Morocco	0.3%	0.1%	0.9%	0.8%	0.9%
- Others	6.0%	10.0%	10.5%	8.3%	8.5%

** 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")	27.9%	25.3%	26.8%	31.6%	24.6%
Canary Islands (other island)	18.1%	23.3%	21.5%	19.6%	25.9%
Other destination	54.1%	51.4%	51.7%	48.8%	49.5%
- Balearic Islands	4.7%	4.5%	8.0%	3.6%	5.1%
- Rest of Spain	17.5%	12.6%	12.0%	15.2%	16.6%
- Italy	5.9%	6.4%	4.6%	7.0%	8.4%
- France	2.3%	2.3%	2.0%	2.2%	2.3%
- Turkey	1.9%	2.4%	2.4%	1.3%	1.9%
- Greece	6.1%	7.3%	6.8%	3.7%	4.4%
- Portugal	10.2%	11.7%	10.9%	12.8%	8.2%
- Croatia	3.0%	3.0%	3.5%	2.1%	1.7%
- Egypt	1.1%	0.8%	1.1%	0.4%	0.3%
- Others	1.4%	0.5%	0.5%	0.5%	0.8%

** Percentage of valid answers*

Importance of each factor in the destination choice

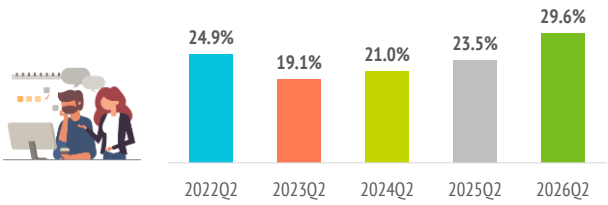
	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Climate	80.1%	78.7%	79.7%	74.5%	77.9%
Safety	67.8%	76.7%	73.5%	75.0%	75.7%
Price	50.2%	58.5%	60.3%	57.6%	59.8%
Accommodation supply	61.1%	68.5%	60.3%	62.5%	57.8%
Tranquility	54.8%	55.5%	59.2%	54.6%	56.7%
Effortless trip	49.8%	50.1%	50.8%	52.0%	54.7%
European belonging	44.8%	50.0%	48.1%	49.7%	47.8%
Sea	42.6%	49.8%	46.0%	39.2%	40.0%
Beaches	39.2%	43.6%	44.8%	38.9%	38.2%
Environment	31.9%	35.4%	34.2%	38.8%	37.4%
Gastronomy	37.0%	35.0%	33.5%	33.2%	33.2%
Fun possibilities	23.9%	33.5%	32.1%	30.4%	29.0%
Landscapes	17.7%	26.9%	19.9%	20.9%	26.8%
Authenticity	22.9%	25.2%	24.2%	27.0%	25.5%
Shopping	14.4%	18.6%	18.7%	18.7%	12.6%
Nightlife	10.5%	11.9%	16.4%	18.1%	12.6%
Culture	8.2%	11.1%	8.8%	13.2%	10.0%
Exoticism	8.5%	17.4%	11.2%	14.8%	8.5%
Historical heritage	7.3%	7.4%	8.1%	8.5%	6.9%
Hiking trail network	2.4%	9.7%	5.9%	4.8%	5.2%

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	0.4%	0.6%	0.2%	0.7%	0.5%
Between 1 and 30 days	12.2%	16.5%	14.4%	14.5%	17.0%
Between 1 and 2 months	26.4%	21.9%	23.4%	18.1%	16.3%
Between 3 and 6 months	36.2%	41.9%	41.0%	43.2%	36.6%
More than 6 months	24.9%	19.1%	21.0%	23.5%	29.6%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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

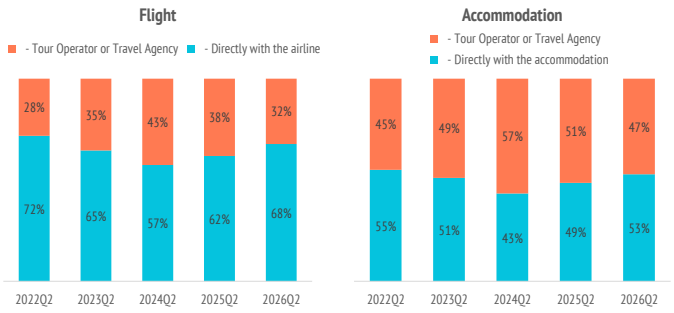
	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Previous visits to the Canary Islands	64.9%	66.7%	64.0%	64.1%	64.7%
Friends or relatives	26.5%	30.1%	23.0%	28.2%	29.1%
Internet or social media	57.5%	52.7%	47.6%	37.0%	46.7%
Mass Media	2.1%	0.7%	1.8%	2.8%	2.5%
Travel guides and magazines	3.6%	2.7%	3.5%	3.1%	2.1%
Travel Blogs or Forums	5.6%	7.1%	4.2%	3.6%	4.7%
Travel TV Channels	1.3%	1.2%	0.0%	0.3%	0.9%
Tour Operator or Travel Agency	15.3%	10.9%	16.5%	17.7%	12.3%
Public administrations or similar	1.6%	0.3%	0.5%	0.3%	0.0%
Others	2.3%	2.3%	2.2%	2.8%	1.2%

** Multi-choise question*

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

With whom did they book their flight and accommodation?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Flight					
- Directly with the airline	71.8%	64.6%	57.4%	61.9%	67.8%
- Tour Operator or Travel Agency	28.2%	35.4%	42.6%	38.1%	32.2%
Accommodation					
- Directly with the accommodation	55.0%	51.0%	43.3%	48.6%	52.8%
- Tour Operator or Travel Agency	45.0%	49.0%	56.7%	51.4%	47.2%



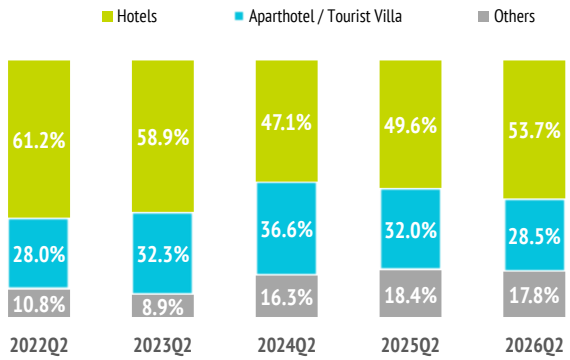
Where does the flight come from?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Ireland	97.2%	96.0%	93.9%	92.9%	96.1%
United Kingdom	0.8%	2.9%	4.6%	5.1%	2.9%
Spanish Mainland	1.0%	0.4%	0.3%	1.7%	0.7%
Belgium	0.0%	0.0%	0.0%	0.0%	0.3%
Germany	0.0%	0.0%	0.0%	0.3%	0.0%
Austria	0.0%	0.1%	0.0%	0.0%	0.0%
France	0.5%	0.0%	0.2%	0.0%	0.0%
Italy	0.1%	0.3%	0.0%	0.0%	0.0%
Poland	0.3%	0.0%	0.3%	0.0%	0.0%
Portugal	0.0%	0.4%	0.5%	0.0%	0.0%
Others	0.0%	0.0%	0.0%	0.0%	0.0%

Where do they stay?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
1-2-3* Hotel	14.1%	10.9%	9.8%	9.0%	9.4%
4* Hotel	34.6%	33.2%	29.0%	30.7%	30.7%
5* Hotel / 5* Luxury Hotel	12.5%	14.8%	8.3%	9.9%	13.6%
Aparthotel / Tourist Villa	28.0%	32.3%	36.6%	32.0%	28.5%
House/room rented in a private dwelling	3.0%	2.8%	10.7%	10.9%	10.6%
Private accommodation (1)	4.7%	3.0%	5.3%	6.1%	7.2%
Others (Cottage, cruise, camping,..)	3.1%	3.0%	0.3%	1.5%	0.0%

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

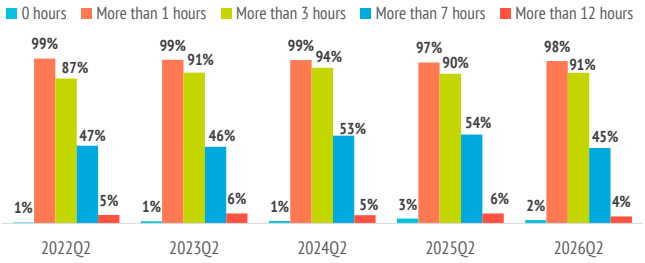


What do they book?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Room only	34.2%	40.9%	48.1%	47.5%	41.0%
Bed and Breakfast	24.6%	26.8%	18.2%	21.2%	23.6%
Half board	17.6%	11.3%	15.1%	14.8%	14.9%
Full board	3.5%	0.9%	1.1%	2.3%	0.7%
All inclusive	20.0%	20.2%	17.5%	14.1%	19.8%

Activities in the Canary Islands

Outdoor time per day	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
0 hours	0.5%	1.3%	1.5%	2.9%	2.0%
1 - 2 hours	12.0%	7.8%	4.6%	6.9%	7.1%
3 - 6 hours	40.6%	44.7%	41.0%	36.7%	45.4%
7 - 12 hours	41.8%	40.3%	48.0%	47.6%	41.3%
More than 12 hours	5.1%	6.0%	4.9%	6.0%	4.2%
Outdoor time per day	6.9	6.9	7.2	7.3	6.7



Activities in the Canary Islands	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Walk, wander	82.3%	83.8%	82.9%	81.8%	82.5%
Swimming pool, hotel facilities	73.1%	76.3%	74.1%	69.4%	74.1%
Beach	70.9%	74.6%	66.0%	67.2%	63.3%
Explore the island on their own	29.2%	30.3%	28.7%	27.6%	29.6%
Nightlife / concerts / shows	21.2%	23.3%	26.9%	22.6%	23.7%
Taste Canarian gastronomy	21.2%	17.0%	26.1%	23.7%	21.1%
Theme parks	15.7%	16.2%	15.7%	16.6%	14.5%
Organized excursions	16.6%	17.3%	15.4%	11.3%	14.2%
Swim	11.0%	11.5%	12.8%	9.6%	11.2%
Wineries / markets / popular festivals	7.4%	3.9%	7.0%	11.1%	10.0%
Sea excursions / whale watching	9.5%	11.5%	8.8%	8.5%	9.1%
Beauty and health treatments	7.4%	9.0%	8.1%	11.3%	7.3%
Running	2.9%	5.7%	4.1%	4.6%	6.7%
Cycling / Mountain bike	4.3%	3.5%	4.6%	3.7%	3.9%
Hiking	7.0%	4.9%	5.9%	3.8%	3.9%
Golf	3.2%	4.0%	5.0%	1.9%	2.9%
Museums / exhibitions	5.6%	2.8%	4.3%	3.9%	2.4%
Other Nature Activities	3.6%	2.9%	2.1%	1.4%	2.4%
Practice other sports	3.9%	2.3%	4.1%	2.3%	1.9%
Scuba Diving	0.2%	2.9%	2.9%	--	1.3%
Astronomical observation	1.7%	3.7%	2.0%	1.6%	1.2%
Surf	1.4%	1.8%	1.6%	1.3%	0.6%
Windsurf / Kitesurf	1.8%	0.6%	1.1%	0.8%	--

** Multi-choise question*

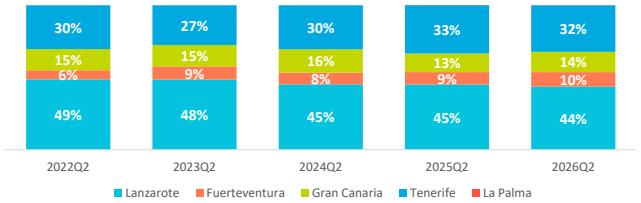
Tourist profile. Historical data (2022 - 2026)

IRELAND: Second Quarter

Which island do they choose?

Tourists (≥ 16 year old)	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Lanzarote	58,378	68,460	67,172	80,350	76,175
Fuerteventura	7,496	12,985	12,003	15,315	17,519
Gran Canaria	17,543	20,956	24,040	22,909	24,580
Tenerife	36,430	38,825	45,218	59,430	56,224
La Palma	0	0	0	9	39

Share by islands	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Lanzarote	48.7%	48.5%	45.3%	45.1%	43.6%
Fuerteventura	6.3%	9.2%	8.1%	8.6%	10.0%
Gran Canaria	14.6%	14.8%	16.2%	12.9%	14.1%
Tenerife	30.4%	27.5%	30.5%	33.4%	32.2%
La Palma	0.0%	0.0%	0.0%	0.0%	0.0%



How many islands do they visit during their trip?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
One island	94.6%	92.8%	93.6%	94.5%	96.3%
Two islands	4.5%	6.9%	6.0%	5.5%	3.3%
Three or more islands	0.8%	0.3%	0.3%	0.0%	0.4%

How many are loyal to the Canary Islands?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Repeat tourists	82.1%	82.4%	82.7%	85.3%	84.7%
At least 10 previous visits	33.1%	28.7%	31.6%	33.6%	32.3%
Repeat tourists (last 5 years)	76.1%	76.4%	75.3%	79.7%	76.1%
Repeat tourists (last 5 years)(5 or more visits)	21.1%	19.3%	26.3%	26.4%	30.7%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Average rating	8.90	9.02	8.89	8.70	8.89

Experience in the Canary Islands	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Worse or much worse than expected	0.7%	0.1%	0.7%	3.4%	2.1%
Lived up to expectations	60.4%	54.6%	51.2%	60.9%	53.6%
Better or much better than expected	38.9%	45.3%	48.1%	35.7%	44.3%

Future intentions (scale 0-10)	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Return to the Canary Islands	9.04	9.18	9.14	8.94	9.14
Recommend visiting the Canary Islands	9.24	9.33	9.23	9.12	9.23

Who are they?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Gender					
Men	48.6%	46.3%	46.5%	46.6%	47.5%
Women	51.4%	53.7%	53.5%	53.4%	52.5%
Age					
Average age	51.0	46.0	48.6	52.0	48.6
Standard deviation	16.3	16.7	17.9	16.9	15.5
Age range					
16 - 24 years old	7.5%	15.4%	13.8%	7.8%	7.3%
25 - 30 years old	7.1%	8.5%	7.6%	7.5%	5.9%
31 - 45 years old	24.0%	24.6%	21.6%	23.7%	32.6%
46 - 60 years old	26.0%	28.9%	25.2%	21.2%	27.8%
Over 60 years old	35.4%	22.6%	31.7%	39.8%	26.4%
Occupation					
Salaried worker	55.9%	56.4%	59.4%	52.4%	64.0%
Self-employed	11.3%	9.8%	6.6%	10.0%	7.1%
Unemployed	0.7%	0.4%	0.2%	0.3%	0.4%
Business owner	3.8%	2.7%	4.2%	5.8%	3.4%
Student	0.8%	3.5%	2.7%	1.5%	0.9%
Retired	26.7%	21.0%	24.4%	28.5%	22.5%
Unpaid domestic work	0.3%	5.2%	1.3%	1.4%	1.7%
Others	0.5%	1.0%	1.2%	0.0%	0.0%
Annual household income level					
Less than €25,000	5.4%	8.4%	11.8%	5.8%	4.6%
€25,000 - €49,999	29.2%	36.8%	31.1%	27.5%	20.3%
€50,000 - €74,999	24.5%	23.2%	21.8%	30.5%	30.3%
More than €74,999	40.8%	31.6%	35.3%	36.2%	44.8%
Education level					
No studies	1.7%	4.2%	3.6%	4.0%	4.1%
Primary education	3.9%	0.8%	1.0%	0.4%	0.5%
Secondary education	25.4%	20.5%	25.0%	24.8%	22.3%
Higher education	69.0%	74.5%	70.4%	70.8%	73.1%

Who do they come with?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Unaccompanied	8.2%	7.4%	6.6%	9.4%	7.8%
Only with partner	49.5%	53.4%	60.5%	57.0%	45.8%
Only with children (< 13 years old)	5.0%	3.8%	3.4%	2.6%	5.0%
Partner + children (< 13 years old)	7.2%	7.2%	3.8%	5.7%	9.5%
Other relatives	14.9%	14.5%	13.9%	13.4%	12.0%
Friends	6.6%	5.2%	4.7%	6.7%	4.8%
Work colleagues	0.0%	0.0%	0.0%	0.0%	0.0%
Organized trip	0.2%	0.0%	0.0%	0.1%	0.0%
Other combinations (2)	8.3%	8.5%	7.3%	5.0%	15.0%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**20.9%**	**16.0%**	**12.7%**	**14.1%**	**22.1%**
- Between 0 and 2 years old	1.4%	1.2%	0.9%	2.0%	0.8%
- Between 3 and 12 years old	18.7%	11.7%	9.0%	10.8%	21.1%
- Between 0 -2 and 3-12 years old	0.7%	3.1%	2.8%	1.3%	0.2%
Tourists without children	**79.1%**	**84.0%**	**87.3%**	**85.9%**	**77.9%**
Group composition:					
- 1 person	10.0%	10.3%	8.8%	11.1%	10.7%
- 2 people	56.4%	59.9%	65.8%	65.2%	51.5%
- 3 people	11.5%	9.3%	7.8%	8.8%	11.3%
- 4 or 5 people	17.0%	17.3%	12.0%	11.2%	24.2%
- 6 or more people	5.1%	3.2%	5.6%	3.6%	2.3%
Average group size:	**2.73**	**2.51**	**2.55**	**2.42**	**2.73**

**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.