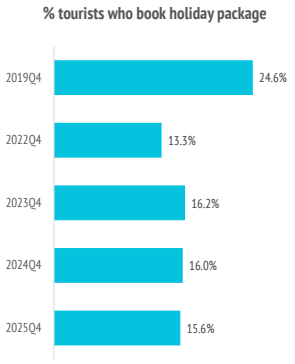
Tourist profile. Historical data (2019 - 2025)

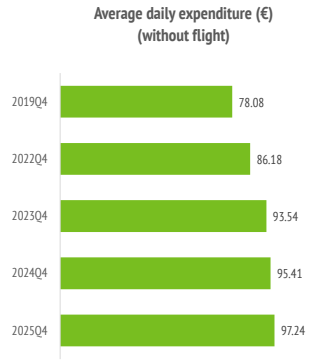
ITALY: Fourth Quarter

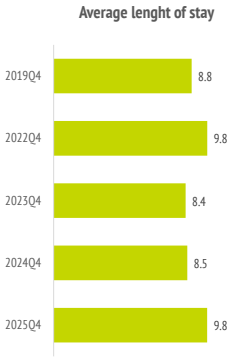
How many are they and how much do they spend?

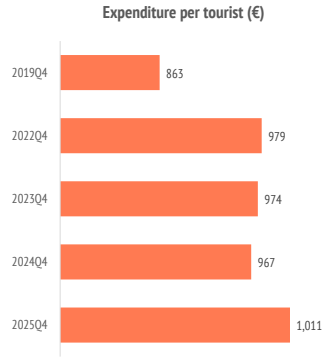
	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**111**	**167**	**189**	**222**	**227**
Tourist arrivals ≥ 16 years old (EGT) (*)	**104**	**153**	**175**	**204**	**209**
- book holiday package (*)	26	20	28	33	33
- do not book holiday package (*)	78	133	146	172	176
- % tourists who book holiday package	24.6%	13.3%	16.2%	16.0%	15.6%
Children < 16 years old (FRONTUR - EGT) (*)	7	14	14	18	18
Expenditure per tourist (€) (group spend / group size)	**805**	**919**	**887**	**912**	**936**
Expenditure per tourist (€) (group spend / +16)	**863**	**979**	**974**	**967**	**1,011**
- book holiday package	1,051	1,365	1,369	1,459	1,332
- holiday package	901	1,072	1,175	1,259	1,106
- others	150	293	193	201	226
- do not book holiday package	801	919	898	873	951
- flight	242	280	260	222	211
- accommodation	241	253	283	279	324
- others	319	386	355	372	416
Average lenght of stay	**8.8**	**9.8**	**8.4**	**8.5**	**9.8**
- Median	7.0	7.0	7.0	7.0	7.0
Average daily expenditure (€)	**115.62**	**119.08**	**133.81**	**129.93**	**130.22**
- Median	112.50	135.00	139.91	128.87	140.26
Average daily expenditure (without flight)	**78.08**	**86.18**	**93.54**	**95.41**	**97.24**
- Median	78.57	99.29	97.74	97.07	100.88
Average cost of the flight (€)	**270**	**295**	**291**	**253**	**239**
Total turnover (€m)	**90**	**150**	**170**	**197**	**211**
Turnover without flight (€m)	**62**	**105**	**119**	**146**	**161**

(*) Thousands of tourists









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

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Accommodation:					
- Accommodation	74.6%	69.4%	79.3%	72.0%	79.4%
- Additional accommodation expenses	6.5%	6.0%	7.5%	8.1%	6.0%
Transport:					
- National/International Transport	94.3%	94.9%	95.5%	93.6%	93.8%
- Flights between islands	4.2%	6.1%	12.0%	9.9%	6.6%
- Taxi	18.1%	23.1%	24.4%	29.4%	19.8%
- Car rental	36.9%	43.1%	45.3%	47.8%	59.4%
- Public transport	9.0%	14.0%	13.8%	15.2%	14.3%
Food and drink:					
- Food purchases at supermarkets	54.4%	60.5%	64.7%	65.4%	69.8%
- Restaurants	67.7%	75.2%	68.2%	72.1%	76.3%
Leisure:					
- Organized excursions	17.0%	20.9%	39.5%	32.6%	31.0%
- Sport activities	3.8%	7.6%	7.0%	9.4%	5.7%
- Cultural activities	1.1%	2.2%	0.8%	4.3%	1.6%
- Museums	8.3%	9.1%	8.3%	8.5%	9.3%
- Theme Parks	7.4%	8.0%	14.5%	14.0%	15.3%
- Discos and pubs	6.2%	9.7%	12.9%	17.8%	11.8%
- Wellness	2.1%	7.3%	3.5%	7.8%	3.0%
Purchases of goods:					
- Souvenirs	46.1%	39.0%	42.3%	42.6%	50.2%
- Other expenses	0.5%	0.0%	1.2%	1.3%	0.3%
Other:					
- Medical or pharmaceutical expenses	7.0%	6.2%	6.4%	10.5%	7.3%
- Other expenses	4.6%	4.3%	4.7%	4.5%	6.1%

Average expenditure of tourists whose spending has been greater than €0 in each item

Expenditure per tourist and trip (€)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Accommodation:	**578**	**528**	**535**	**628**	**745**
- Accommodation	415	435	426	500	471
- Additional accommodation expenses	164	93	109	128	274
Transport:	**492**	**590**	**587**	**564**	**531**
- National/International Transport	286	311	305	270	255
- Flights between islands	41	76	61	108	82
- Taxi	54	58	83	60	66
- Car rental	89	103	103	103	106
- Public transport	22	42	35	22	22
Food and drink:	**242**	**304**	**250**	**247**	**269**
- Food purchases at supermarkets	94	122	96	98	108
- Restaurants	148	182	154	150	161
Leisure:	**400**	**708**	**375**	**477**	**450**
- Organized excursions	67	80	87	80	75
- Sport activities	41	87	71	69	74
- Cultural activities	20	22	23	62	28
- Museums	26	113	36	57	30
- Theme Parks	43	149	60	56	61
- Discos and pubs	87	164	66	66	76
- Wellness	116	92	31	87	106
Purchases of goods:	**239**	**61**	**100**	**117**	**145**
- Souvenirs	85	61	60	43	**70**
- Other expenses	154	0	40	74	**75**
Other:	**192**	**108**	**77**	**68**	**173**
- Medical or pharmaceutical expenses	16	16	20	27	**13**
- Other expenses	175	93	57	41	**160**

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 (2019 - 2025)

ITALY: Fourth Quarter

What is the main purpose of their trip?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Holiday, leisure	81.4%	73.4%	81.5%	80.0%	81.5%
Visiting family or friends	10.6%	19.3%	14.1%	17.0%	13.8%
Business and work	6.0%	4.1%	2.0%	0.5%	1.0%
Education and training	0.2%	0.2%	0.8%	0.9%	2.9%
Sports training	0.3%	1.2%	0.5%	1.2%	0.8%
Health or medical care	0.0%	0.5%	0.0%	0.0%	0.0%
Fairs and congresses	0.8%	0.0%	0.7%	0.0%	0.1%
Others	0.7%	1.2%	0.4%	0.4%	0.0%

What is the main motivation for their holidays?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Rest	56.9%	43.5%	41.1%	41.4%	36.3%
Enjoy family time	11.0%	22.5%	15.7%	13.6%	15.1%
Have fun	5.6%	8.8%	9.0%	8.1%	5.9%
Explore the destination	24.5%	22.4%	30.8%	35.0%	37.8%
Practice their hobbies	1.5%	2.6%	1.7%	1.3%	2.5%
Other reasons	0.5%	0.2%	1.8%	0.5%	2.4%

Where did they spend their main holiday last year? *

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Didn't have holidays	--	20.6%	16.4%	14.0%	14.1%
Canary Islands	--	24.5%	20.2%	20.3%	19.4%
Other destination	--	54.9%	63.4%	65.7%	66.6%
- Balearic Islands	--	2.1%	2.8%	3.7%	3.0%
- Rest of Spain	--	7.2%	11.1%	8.2%	7.9%
- Italy	--	24.7%	22.1%	21.0%	16.8%
- France	--	1.7%	3.5%	4.2%	4.7%
- Turkey	--	0.5%	0.3%	1.2%	1.5%
- Greece	--	5.6%	7.3%	8.3%	9.4%
- Portugal	--	2.0%	1.7%	2.5%	2.7%
- Croatia	--	3.9%	3.2%	1.7%	2.9%
- Egypt	--	1.1%	3.0%	2.9%	3.9%
- Tunisia	--	0.0%	0.3%	0.7%	1.5%
- Morocco	--	1.5%	0.2%	1.5%	2.0%
- Others	--	4.6%	7.9%	10.1%	10.3%

** Percentage of valid answers*

What other destinations did they consider for this trip? *

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
None (I was clear about "this Canary Island")	--	37.3%	36.8%	37.5%	34.4%
Canary Islands (other island)	--	32.0%	36.1%	32.7%	35.5%
Other destination	--	30.6%	27.2%	29.7%	30.1%
- Balearic Islands	--	3.2%	3.0%	2.6%	2.9%
- Rest of Spain	--	6.3%	5.2%	8.6%	6.0%
- Italy	--	4.7%	3.4%	4.0%	4.2%
- France	--	0.7%	0.4%	0.9%	1.3%
- Turkey	--	3.2%	1.2%	0.9%	1.3%
- Greece	--	3.8%	4.0%	2.8%	3.4%
- Portugal	--	2.4%	3.2%	3.1%	4.1%
- Croatia	--	0.7%	0.4%	1.1%	1.3%
- Egypt	--	4.4%	5.1%	4.9%	4.9%
- Others	--	1.1%	1.4%	0.8%	0.6%

** Percentage of valid answers*

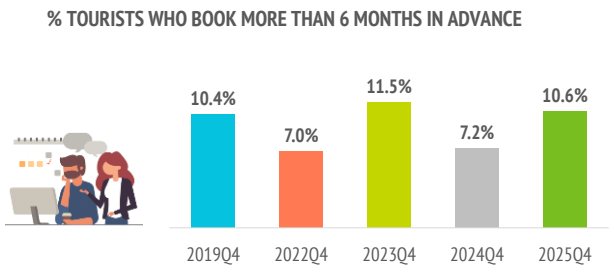
Importance of each factor in the destination choice

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Climate	85.2%	80.7%	78.5%	81.0%	75.3%
Landscapes	59.8%	52.9%	60.3%	52.1%	65.3%
Environment	54.9%	50.3%	57.9%	55.9%	62.4%
Sea	58.0%	47.0%	54.0%	51.3%	55.6%
Tranquility	58.2%	49.9%	50.4%	52.1%	49.7%
Beaches	58.5%	45.2%	55.3%	46.0%	48.4%
Safety	47.1%	36.9%	38.4%	40.6%	39.0%
European belonging	40.9%	27.6%	36.5%	40.2%	38.6%
Price	31.9%	29.9%	26.8%	30.6%	31.0%
Effortless trip	34.8%	27.0%	29.7%	34.2%	29.2%
Authenticity	22.0%	22.0%	23.3%	27.7%	28.4%
Accommodation supply	28.8%	26.1%	23.9%	26.3%	26.6%
Fun possibilities	20.1%	20.2%	22.9%	23.1%	24.8%
Hiking trail network	23.3%	15.7%	27.2%	21.5%	22.9%
Gastronomy	24.3%	20.4%	18.1%	20.5%	16.6%
Exoticism	14.2%	11.5%	14.1%	11.8%	15.4%
Culture	8.6%	11.5%	9.6%	10.8%	14.2%
Nightlife	10.0%	10.6%	14.6%	11.6%	12.9%
Historical heritage	7.7%	11.8%	8.8%	10.9%	12.6%
Shopping	13.6%	9.9%	10.6%	11.4%	9.0%

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?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
The same day	0.8%	0.7%	0.8%	1.7%	1.1%
Between 1 and 30 days	26.9%	27.3%	24.1%	23.3%	20.1%
Between 1 and 2 months	27.2%	41.2%	34.1%	30.5%	32.3%
Between 3 and 6 months	34.7%	23.9%	29.5%	37.2%	35.8%
More than 6 months	10.4%	7.0%	11.5%	7.2%	10.6%



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

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Previous visits to the Canary Islands	37.4%	37.9%	29.1%	31.4%	29.1%
Friends or relatives	32.0%	37.9%	40.5%	38.0%	30.3%
Internet or social media	47.3%	43.3%	47.8%	47.8%	50.9%
Mass Media	0.5%	0.2%	0.6%	0.9%	0.4%
Travel guides and magazines	7.2%	4.5%	5.2%	5.1%	4.0%
Travel Blogs or Forums	6.3%	4.7%	5.8%	9.4%	5.3%
Travel TV Channels	0.1%	0.0%	0.8%	0.4%	0.0%
Tour Operator or Travel Agency	13.7%	9.5%	14.7%	9.5%	11.4%
Public administrations or similar	1.2%	0.0%	0.8%	0.0%	0.2%
Others	2.2%	3.3%	1.7%	2.5%	2.0%

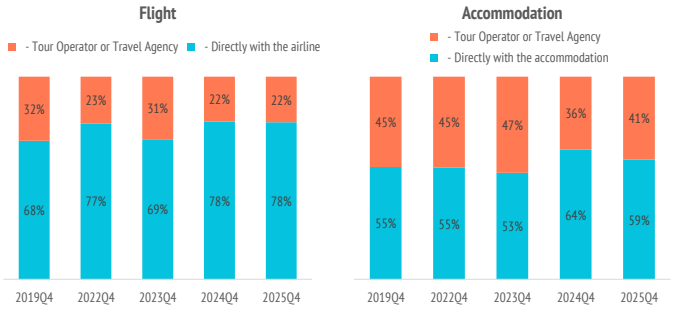
** Multi-choise question*

Tourist profile. Historical data (2019 - 2025)

ITALY: Fourth Quarter

With whom did they book their flight and accommodation?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Flight					
- Directly with the airline	68.4%	76.9%	69.1%	77.8%	77.5%
- Tour Operator or Travel Agency	31.6%	23.1%	30.9%	22.2%	22.5%
Accommodation					
- Directly with the accommodation	55.4%	55.1%	52.5%	64.0%	59.1%
- Tour Operator or Travel Agency	44.6%	44.9%	47.5%	36.0%	40.9%



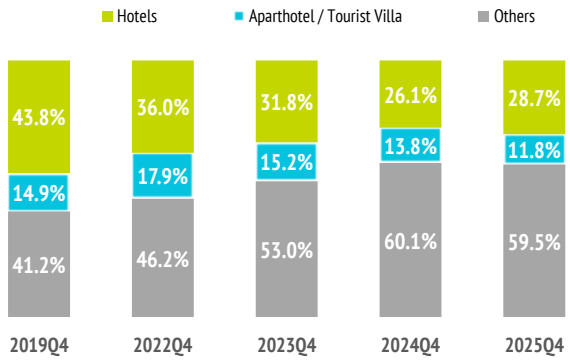
Where does the flight come from?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Italy	76.5%	89.1%	85.0%	89.2%	90.6%
Spanish Mainland	21.6%	8.5%	11.6%	9.2%	7.3%
France	0.5%	0.0%	0.0%	0.7%	0.7%
United Kingdom	0.8%	0.5%	0.6%	0.0%	0.3%
Ireland	0.0%	0.0%	0.0%	0.0%	0.3%
Sweden	0.0%	0.0%	0.0%	0.0%	0.1%
USA	0.0%	0.0%	0.0%	0.2%	0.0%
Germany	0.3%	0.2%	0.0%	0.0%	0.0%
Belgium	0.0%	0.0%	0.0%	0.1%	0.0%
Denmark	0.0%	0.0%	0.3%	0.0%	0.0%
Others	0.3%	1.7%	2.4%	0.7%	0.7%

Where do they stay?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
1-2-3* Hotel	12.7%	9.2%	6.6%	6.5%	9.2%
4* Hotel	26.8%	23.0%	21.9%	17.8%	18.4%
5* Hotel / 5* Luxury Hotel	4.3%	3.7%	3.3%	1.8%	1.1%
Aparthotel / Tourist Villa	14.9%	17.9%	15.2%	13.8%	11.8%
House/room rented in a private dwelling	17.2%	12.3%	36.6%	36.1%	42.8%
Private accommodation (1)	16.1%	23.5%	11.5%	16.7%	12.0%
Others (Cottage, cruise, camping,..)	7.9%	10.4%	4.9%	7.3%	4.7%

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

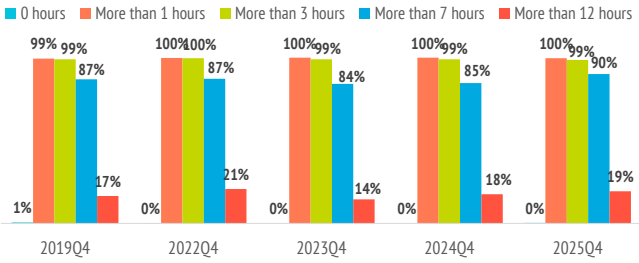


What do they book?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Room only	44.9%	52.0%	57.5%	66.1%	69.2%
Bed and Breakfast	18.2%	14.2%	8.9%	8.2%	7.1%
Half board	12.8%	13.3%	11.4%	7.3%	7.1%
Full board	6.6%	3.6%	4.6%	7.3%	5.9%
All inclusive	17.5%	16.8%	17.5%	11.0%	10.7%

Activities in the Canary Islands

Outdoor time per day	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
0 hours	0.6%	0.2%	0.0%	0.0%	0.3%
1 - 2 hours	0.4%	0.2%	0.9%	1.0%	1.0%
3 - 6 hours	12.1%	12.4%	14.9%	14.3%	8.6%
7 - 12 hours	70.4%	66.5%	69.7%	67.1%	70.7%
More than 12 hours	16.5%	20.8%	14.5%	17.6%	19.4%
Outdoor time per day	10.1	10.2	10.0	10.1	10.5



Activities in the Canary Islands	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Beach	72.0%	79.0%	83.1%	85.0%	82.5%
Walk, wander	67.5%	71.3%	74.2%	73.3%	73.0%
Explore the island on their own	55.3%	56.2%	60.2%	61.5%	71.4%
Swimming pool, hotel facilities	37.4%	36.2%	39.9%	37.8%	39.1%
Taste Canarian gastronomy	27.4%	23.9%	24.0%	30.1%	31.0%
Hiking	--	17.1%	18.3%	18.9%	25.9%
Organized excursions	13.7%	13.2%	24.7%	20.0%	24.0%
Other Nature Activities	--	13.1%	14.1%	16.4%	22.1%
Theme parks	11.0%	12.0%	20.1%	16.0%	20.2%
Wineries / markets / popular festivals	14.1%	10.9%	13.0%	13.2%	19.4%
Museums / exhibitions	15.3%	9.6%	13.9%	12.1%	17.3%
Sea excursions / whale watching	6.1%	8.2%	14.3%	11.5%	15.2%
Nightlife / concerts / shows	12.4%	8.9%	15.8%	17.9%	13.7%
Surf	--	7.9%	9.5%	9.0%	9.2%
Running	--	3.0%	7.2%	7.5%	5.5%
Astronomical observation	2.4%	2.7%	4.0%	3.1%	5.3%
Beauty and health treatments	5.2%	5.4%	5.4%	5.5%	4.2%
Practice other sports	--	4.2%	3.6%	3.4%	4.1%
Swim	--	4.0%	4.1%	3.5%	3.6%
Scuba Diving	--	3.1%	4.5%	1.9%	3.4%
Golf	--	0.5%	0.7%	1.5%	3.0%
Cycling / Mountain bike	--	4.2%	2.5%	2.7%	2.0%
Windsurf / Kitesurf	--	1.4%	2.5%	1.1%	1.7%

** Multi-choise question*

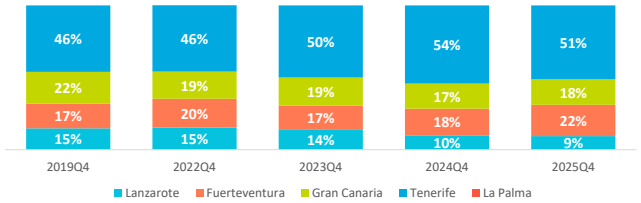
Tourist profile. Historical data (2019 - 2025)

ITALY: Fourth Quarter

Which island do they choose?

Tourists (≥ 16 year old)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Lanzarote	15,366	23,361	24,666	20,428	19,674
Fuerteventura	17,704	30,461	28,836	37,576	45,230
Gran Canaria	22,800	28,609	33,781	35,510	36,831
Tenerife	47,594	70,091	86,749	110,128	106,374
La Palma	292	0	500	555	661

Share by islands	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Lanzarote	14.8%	15.3%	14.1%	10.0%	9.4%
Fuerteventura	17.1%	20.0%	16.5%	18.4%	21.7%
Gran Canaria	22.0%	18.8%	19.4%	17.4%	17.6%
Tenerife	45.9%	46.0%	49.7%	53.9%	51.0%
La Palma	0.3%	0.0%	0.3%	0.3%	0.3%



How many islands do they visit during their trip?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
One island	88.2%	87.3%	86.7%	87.2%	90.6%
Two islands	9.7%	12.0%	11.7%	11.2%	7.2%
Three or more islands	2.1%	0.7%	1.6%	1.6%	2.2%

How many are loyal to the Canary Islands?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Repeat tourists	59.2%	58.7%	47.8%	54.2%	51.6%
At least 10 previous visits	12.4%	11.7%	6.2%	7.3%	8.1%
Repeat tourists (last 5 years)	55.8%	56.4%	42.6%	52.0%	47.5%
Repeat tourists (last 5 years)(5 or more visits)	14.4%	11.5%	8.4%	12.3%	10.4%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Average rating	8.65	8.58	8.68	8.55	8.58

Experience in the Canary Islands	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Worse or much worse than expected	2.7%	4.5%	2.4%	3.9%	2.8%
Lived up to expectations	47.4%	45.8%	53.1%	44.6%	47.5%
Better or much better than expected	49.9%	49.7%	44.5%	51.5%	49.7%

Future intentions (scale 0-10)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Return to the Canary Islands	8.76	8.79	8.75	8.64	8.69
Recommend visiting the Canary Islands	8.92	8.91	8.88	8.77	8.92

Who are they?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Gender					
Men	51.5%	52.8%	52.0%	53.9%	53.0%
Women	48.5%	47.2%	48.0%	46.1%	47.0%
Age					
Average age	46.3	41.9	39.8	41.5	41.6
Standard deviation	14.9	15.6	15.9	17.0	16.6
Age range					
16 - 24 years old	6.7%	12.9%	21.9%	20.0%	18.1%
25 - 30 years old	11.6%	18.1%	12.3%	15.1%	14.6%
31 - 45 years old	27.7%	28.8%	31.2%	26.8%	30.9%
46 - 60 years old	36.3%	25.4%	22.4%	20.9%	19.2%
Over 60 years old	17.7%	14.8%	12.1%	17.3%	17.3%
Occupation					
Salaried worker	44.7%	46.5%	43.9%	41.1%	43.1%
Self-employed	21.0%	20.1%	22.4%	28.8%	21.4%
Unemployed	3.0%	1.8%	4.2%	5.5%	6.7%
Business owner	12.9%	6.4%	7.3%	6.0%	5.3%
Student	5.5%	7.2%	12.2%	8.9%	10.5%
Retired	10.0%	15.8%	7.4%	7.3%	11.3%
Unpaid domestic work	2.2%	2.2%	1.9%	2.3%	0.3%
Others	0.7%	0.0%	0.6%	0.1%	1.4%
Annual household income level					
Less than €25,000	28.2%	24.3%	22.1%	22.7%	26.1%
€25,000 - €49,999	41.8%	51.7%	48.5%	51.7%	51.5%
€50,000 - €74,999	15.4%	14.4%	13.9%	15.4%	13.1%
More than €74,999	14.7%	9.7%	15.5%	10.1%	9.2%
Education level					
No studies	0.6%	0.0%	1.7%	0.9%	0.8%
Primary education	2.7%	2.3%	1.8%	3.1%	1.3%
Secondary education	15.7%	16.7%	13.6%	10.0%	14.7%
Higher education	81.0%	81.0%	82.9%	85.9%	83.2%

Who do they come with?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Unaccompanied	14.2%	13.9%	10.1%	13.5%	14.6%
Only with partner	48.9%	44.9%	36.9%	47.2%	44.1%
Only with children (< 13 years old)	3.2%	3.2%	5.6%	3.0%	4.1%
Partner + children (< 13 years old)	2.6%	3.3%	3.8%	2.0%	4.4%
Other relatives	5.1%	8.9%	10.4%	6.2%	6.4%
Friends	10.3%	10.6%	16.2%	12.8%	11.0%
Work colleagues	1.9%	0.7%	1.6%	0.3%	1.1%
Organized trip	0.0%	0.5%	0.0%	0.2%	0.7%
Other combinations (2)	13.8%	14.0%	15.3%	14.8%	13.5%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**8.8%**	**10.6%**	**12.4%**	**7.1%**	**13.7%**
- Between 0 and 2 years old	1.5%	0.3%	1.1%	0.0%	2.0%
- Between 3 and 12 years old	6.1%	9.7%	10.2%	7.1%	10.9%
- Between 0 -2 and 3-12 years old	1.1%	0.5%	1.1%	0.0%	0.8%
Tourists without children	**91.2%**	**89.4%**	**87.6%**	**92.9%**	**86.3%**
Group composition:					
- 1 person	19.1%	17.7%	15.7%	17.0%	17.6%
- 2 people	53.8%	52.2%	48.2%	51.6%	50.2%
- 3 people	10.0%	13.6%	17.5%	13.0%	9.2%
- 4 or 5 people	15.9%	14.4%	12.4%	16.2%	20.7%
- 6 or more people	1.1%	2.0%	6.1%	2.2%	2.3%
Average group size:	**2.32**	**2.37**	**2.60**	**2.44**	**2.51**

**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.