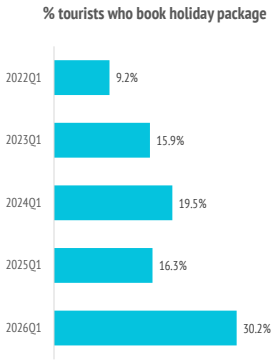
Tourist profile. Historical data (2022 - 2026)

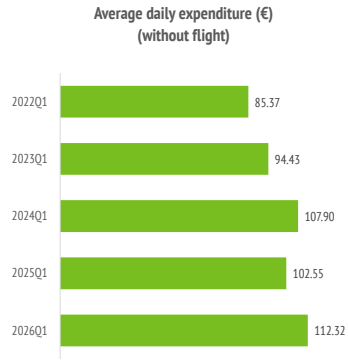
ITALY: First Quarter

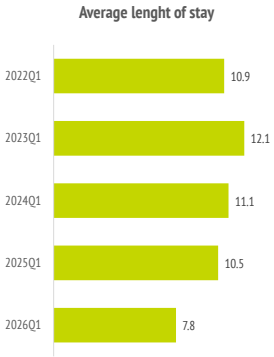
How many are they and how much do they spend?

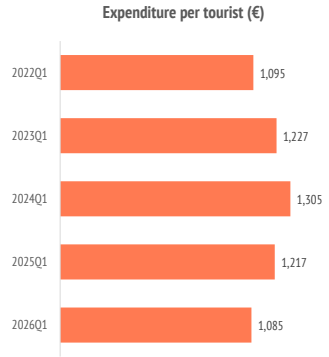
	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**123**	**163**	**202**	**234**	**224**
Tourist arrivals ≥ 16 years old (EGT) (*)	**112**	**146**	**182**	**209**	**202**
- book holiday package (*)	10	23	35	34	61
- do not book holiday package (*)	102	123	146	175	141
- % tourists who book holiday package	9.2%	15.9%	19.5%	16.3%	30.2%
Children < 16 years old (FRONTUR - EGT) (*)	11	16	20	25	22
Expenditure per tourist (€) (group spend / group size)	**1,039**	**1,145**	**1,193**	**1,156**	**983**
Expenditure per tourist (€) (group spend / +16)	**1,095**	**1,227**	**1,305**	**1,217**	**1,085**
- book holiday package	1,399	1,475	1,629	1,553	1,377
- holiday package	1,174	1,247	1,398	1,302	1,153
- others	225	228	230	251	224
- do not book holiday package	1,065	1,180	1,226	1,152	959
- flight	319	331	345	332	278
- accommodation	350	361	435	393	298
- others	396	488	447	427	382
Average lenght of stay	**10.9**	**12.1**	**11.1**	**10.5**	**7.8**
- Median	7.0	7.0	7.0	7.0	7.0
Average daily expenditure (€)	**115.20**	**135.80**	**150.98**	**144.10**	**157.71**
- Median	104.93	146.43	147.00	151.44	167.86
Average daily expenditure (without flight)	**85.37**	**94.43**	**107.90**	**102.55**	**112.32**
- Median	77.25	100.21	111.11	113.00	116.67
Average cost of the flight (€)	**321**	**352**	**368**	**351**	**324**
Total turnover (€m)	**123**	**180**	**237**	**254**	**219**
Turnover without flight (€m)	**87**	**128**	**170**	**181**	**153**

(*) Thousands of tourists









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

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Accommodation:					
- Accommodation	72.5%	72.1%	75.6%	76.0%	84.6%
- Additional accommodation expenses	6.2%	6.5%	6.6%	6.8%	4.0%
Transport:					
- National/International Transport	93.5%	95.0%	93.4%	92.1%	98.3%
- Flights between islands	5.1%	8.3%	9.1%	6.6%	4.6%
- Taxi	21.7%	24.6%	28.3%	22.7%	21.6%
- Car rental	48.5%	51.2%	47.6%	54.5%	60.3%
- Public transport	12.5%	12.0%	10.9%	14.5%	12.7%
Food and drink:					
- Food purchases at supermarkets	69.1%	63.3%	61.6%	60.9%	64.4%
- Restaurants	72.5%	69.9%	71.0%	76.7%	74.2%
Leisure:					
- Organized excursions	15.3%	24.0%	25.2%	29.7%	23.1%
- Sport activities	5.4%	9.8%	7.4%	6.5%	2.8%
- Cultural activities	2.2%	3.2%	1.7%	2.5%	1.3%
- Museums	3.9%	6.1%	10.0%	6.8%	9.1%
- Theme Parks	6.8%	10.3%	12.0%	9.4%	9.3%
- Discos and pubs	5.9%	12.1%	12.3%	11.9%	7.0%
- Wellness	2.1%	3.6%	3.3%	5.4%	3.7%
Purchases of goods:					
- Souvenirs	33.0%	38.1%	33.2%	39.3%	35.2%
- Other expenses	1.3%	0.0%	0.3%	0.9%	0.5%
Other:					
- Medical or pharmaceutical expenses	8.3%	8.6%	5.2%	5.1%	3.0%
- Other expenses	4.6%	3.4%	3.4%	3.7%	2.8%

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:	**664**	**788**	**924**	**745**	**577**
- Accommodation	522	576	676	595	475
- Additional accommodation expenses	142	212	248	150	102
Transport:	**904**	**825**	**725**	**860**	**660**
- National/International Transport	343	370	394	381	330
- Flights between islands	112	186	85	243	50
- Taxi	288	58	86	76	79
- Car rental	130	145	139	140	121
- Public transport	31	66	21	20	80
Food and drink:	**271**	**357**	**352**	**286**	**276**
- Food purchases at supermarkets	101	163	149	114	105
- Restaurants	171	193	202	173	171
Leisure:	**433**	**512**	**505**	**549**	**508**
- Organized excursions	71	100	73	78	72
- Sport activities	82	100	84	104	100
- Cultural activities	68	41	21	31	72
- Museums	29	37	28	87	38
- Theme Parks	64	56	47	63	62
- Discos and pubs	63	102	73	68	88
- Wellness	56	77	178	119	76
Purchases of goods:	**279**	**84**	**85**	**131**	**83**
- Souvenirs	73	84	55	69	**47**
- Other expenses	206	0	30	63	**36**
Other:	**77**	**94**	**159**	**127**	**78**
- Medical or pharmaceutical expenses	32	35	81	21	**32**
- Other expenses	45	58	79	106	**46**

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)

ITALY: First Quarter

What is the main purpose of their trip?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Holiday, leisure	82.4%	79.8%	82.6%	84.9%	88.0%
Visiting family or friends	13.6%	14.4%	10.4%	11.5%	9.9%
Business and work	2.0%	2.1%	0.7%	0.7%	0.6%
Education and training	0.0%	0.0%	0.7%	1.5%	0.5%
Sports training	1.2%	2.4%	1.9%	1.2%	0.7%
Health or medical care	0.0%	0.0%	0.4%	0.0%	0.0%
Fairs and congresses	0.0%	0.5%	1.0%	0.2%	0.0%
Others	0.8%	0.8%	2.3%	0.0%	0.4%

What is the main motivation for their holidays?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Rest	48.4%	46.4%	54.4%	47.7%	43.3%
Enjoy family time	13.1%	13.8%	13.2%	13.4%	15.4%
Have fun	5.0%	10.6%	7.8%	6.7%	5.9%
Explore the destination	29.6%	24.4%	19.6%	28.5%	33.6%
Practice their hobbies	2.6%	4.2%	2.6%	2.7%	1.4%
Other reasons	1.2%	0.5%	2.4%	1.0%	0.5%

Where did they spend their main holiday last year? *

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Didn't have holidays	21.6%	9.7%	11.7%	8.5%	11.5%
Canary Islands	18.1%	24.7%	22.2%	23.2%	20.1%
Other destination	60.3%	65.6%	66.1%	68.2%	68.5%
- Balearic Islands	1.3%	1.3%	4.3%	1.7%	3.5%
- Rest of Spain	6.6%	8.8%	8.2%	10.5%	9.8%
- Italy	32.9%	28.0%	20.1%	20.1%	17.5%
- France	2.1%	5.4%	4.7%	4.2%	5.3%
- Turkey	0.0%	0.6%	1.8%	3.2%	0.9%
- Greece	7.7%	3.3%	6.3%	7.6%	5.4%
- Portugal	1.4%	3.2%	2.0%	2.2%	3.7%
- Croatia	1.7%	5.2%	1.4%	3.0%	1.0%
- Egypt	0.0%	1.2%	2.2%	2.3%	5.5%
- Tunisia	0.0%	0.0%	0.3%	0.3%	0.3%
- Morocco	0.4%	0.4%	1.4%	2.2%	2.8%
- Others	6.2%	8.0%	13.3%	11.0%	12.8%

** 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")	41.0%	35.4%	39.3%	35.7%	31.6%
Canary Islands (other island)	36.7%	32.2%	31.0%	37.3%	37.1%
Other destination	22.3%	32.4%	29.7%	27.0%	31.3%
- Balearic Islands	1.3%	3.3%	2.7%	2.1%	2.9%
- Rest of Spain	5.4%	8.5%	6.8%	6.9%	6.2%
- Italy	5.1%	3.4%	3.2%	1.8%	5.0%
- France	1.5%	0.7%	1.0%	0.8%	0.3%
- Turkey	0.3%	1.1%	1.2%	2.0%	2.3%
- Greece	2.3%	2.0%	1.0%	2.0%	3.0%
- Portugal	2.5%	6.3%	4.8%	4.1%	2.2%
- Croatia	0.6%	1.5%	0.0%	0.4%	0.8%
- Egypt	1.6%	3.7%	4.7%	3.8%	6.2%
- Others	1.7%	1.9%	4.3%	3.2%	2.4%

** Percentage of valid answers*

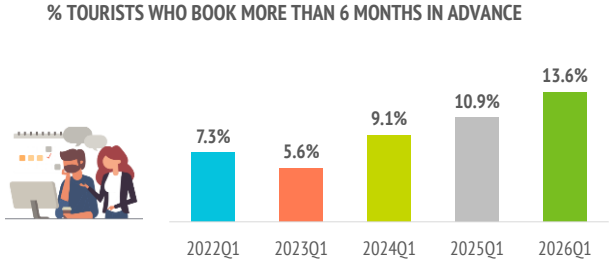
Importance of each factor in the destination choice

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Climate	85.9%	78.5%	81.7%	80.6%	74.2%
Environment	59.2%	65.3%	56.2%	60.8%	62.2%
Landscapes	55.3%	62.7%	56.1%	61.4%	59.5%
Tranquility	50.4%	52.1%	52.2%	51.4%	53.2%
Sea	50.7%	47.5%	53.1%	48.4%	50.2%
Beaches	46.4%	41.2%	49.9%	49.7%	46.1%
Safety	41.3%	40.3%	41.0%	42.5%	45.8%
European belonging	50.5%	41.8%	43.3%	44.0%	35.8%
Authenticity	24.7%	25.1%	27.9%	31.5%	35.5%
Effortless trip	37.9%	30.7%	23.8%	36.6%	32.6%
Gastronomy	17.9%	13.7%	14.3%	18.9%	29.4%
Hiking trail network	25.7%	28.9%	16.9%	23.3%	29.4%
Price	32.6%	30.1%	26.5%	25.2%	24.1%
Fun possibilities	18.3%	20.2%	17.9%	23.5%	23.4%
Accommodation supply	21.1%	23.2%	26.0%	22.1%	21.9%
Nightlife	9.6%	9.6%	12.1%	10.7%	16.1%
Historical heritage	11.2%	12.0%	7.5%	11.6%	14.0%
Culture	10.0%	9.4%	7.0%	10.7%	12.0%
Exoticism	8.0%	11.5%	12.4%	14.9%	11.3%
Shopping	12.8%	11.1%	8.6%	11.2%	9.6%

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	1.3%	0.4%	0.5%	1.9%	0.8%
Between 1 and 30 days	44.1%	30.4%	22.9%	24.1%	23.3%
Between 1 and 2 months	26.5%	37.5%	35.0%	32.6%	35.9%
Between 3 and 6 months	20.9%	26.0%	32.5%	30.5%	26.5%
More than 6 months	7.3%	5.6%	9.1%	10.9%	13.6%



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

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Previous visits to the Canary Islands	44.8%	41.3%	37.6%	36.4%	34.0%
Friends or relatives	38.0%	38.8%	39.2%	35.0%	31.8%
Internet or social media	42.5%	40.7%	46.6%	46.1%	46.1%
Mass Media	0.8%	1.0%	0.6%	0.2%	0.6%
Travel guides and magazines	5.1%	3.5%	4.8%	4.7%	3.8%
Travel Blogs or Forums	10.6%	7.4%	7.1%	7.2%	5.9%
Travel TV Channels	0.3%	0.2%	1.1%	1.5%	0.2%
Tour Operator or Travel Agency	7.3%	9.6%	12.5%	10.3%	15.6%
Public administrations or similar	3.1%	0.0%	0.7%	0.0%	0.0%
Others	2.2%	2.1%	2.3%	4.7%	2.6%

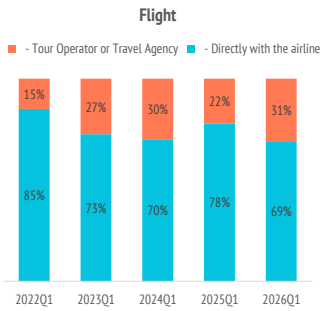
** Multi-choise question*

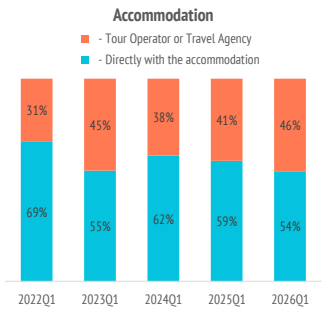
Tourist profile. Historical data (2022 - 2026)

ITALY: First Quarter

With whom did they book their flight and accommodation?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Flight					
- Directly with the airline	85.1%	72.6%	70.1%	77.9%	69.2%
- Tour Operator or Travel Agency	14.9%	27.4%	29.9%	22.1%	30.8%
Accommodation					
- Directly with the accommodation	68.8%	54.6%	62.0%	59.5%	54.3%
- Tour Operator or Travel Agency	31.2%	45.4%	38.0%	40.5%	45.7%





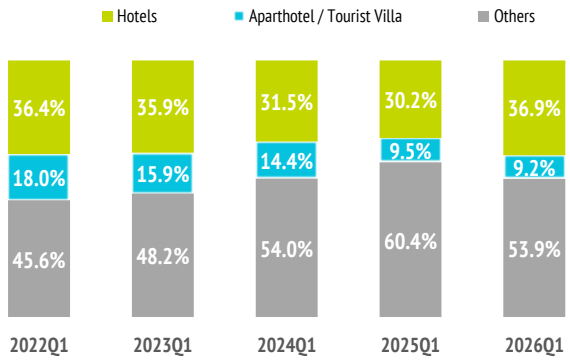
Where does the flight come from?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Italy	90.7%	78.1%	85.8%	87.0%	89.1%
Spanish Mainland	7.6%	18.4%	9.2%	10.6%	8.3%
Belgium	0.0%	0.0%	0.0%	0.0%	0.8%
United Kingdom	0.7%	1.2%	0.0%	1.0%	0.6%
Germany	0.0%	0.4%	0.9%	0.3%	0.6%
France	0.0%	0.4%	0.0%	0.7%	0.3%
Ireland	0.0%	0.0%	0.5%	0.0%	0.2%
Slovakia	0.0%	0.0%	2.5%	0.0%	0.0%
Austria	0.0%	0.0%	0.2%	0.0%	0.0%
Netherlands	0.0%	0.3%	0.0%	0.4%	0.0%
Others	0.9%	1.2%	0.9%	0.0%	0.2%

Where do they stay?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
1-2-3* Hotel	14.1%	8.4%	8.0%	8.9%	11.5%
4* Hotel	20.2%	22.7%	20.5%	17.4%	23.5%
5* Hotel / 5* Luxury Hotel	2.1%	4.7%	3.0%	3.8%	1.9%
Aparthotel / Tourist Villa	18.0%	15.9%	14.4%	9.5%	9.2%
House/room rented in a private dwelling	18.4%	14.8%	35.5%	39.1%	35.2%
Private accommodation (1)	15.6%	21.6%	13.2%	14.8%	11.2%
Others (Cottage, cruise, camping,..)	11.6%	11.9%	5.3%	6.5%	7.5%

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

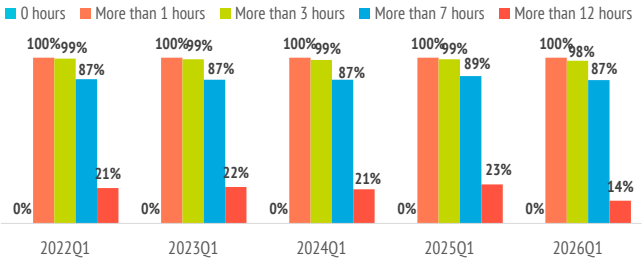


What do they book?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Room only	53.8%	54.7%	54.2%	62.2%	59.5%
Bed and Breakfast	11.0%	12.1%	7.6%	9.8%	9.7%
Half board	14.7%	12.0%	13.6%	13.6%	11.3%
Full board	2.8%	6.4%	6.7%	5.4%	4.2%
All inclusive	17.7%	14.7%	17.9%	9.0%	15.3%

Activities in the Canary Islands

Outdoor time per day	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
0 hours	0.0%	0.0%	0.0%	0.0%	0.0%
1 - 2 hours	0.6%	0.9%	1.3%	1.0%	1.8%
3 - 6 hours	12.4%	12.3%	12.0%	10.1%	11.7%
7 - 12 hours	65.7%	64.7%	66.1%	65.4%	72.8%
More than 12 hours	21.3%	22.0%	20.6%	23.5%	13.7%
Outdoor time per day	10.2	10.4	10.3	10.7	10.0



Activities in the Canary Islands	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Walk, wander	80.2%	73.7%	73.0%	74.1%	80.5%
Beach	81.3%	77.2%	78.1%	82.3%	74.5%
Explore the island on their own	58.9%	61.5%	58.6%	63.7%	61.9%
Swimming pool, hotel facilities	30.4%	28.0%	31.6%	29.4%	28.5%
Taste Canarian gastronomy	33.9%	25.7%	24.4%	29.2%	23.0%
Hiking	23.4%	18.9%	14.9%	20.4%	18.5%
Organized excursions	13.1%	10.3%	16.6%	14.6%	17.3%
Other Nature Activities	15.6%	13.1%	14.6%	16.5%	15.3%
Theme parks	10.0%	12.9%	12.9%	10.5%	13.0%
Wineries / markets / popular festivals	11.0%	17.6%	10.7%	15.5%	12.6%
Museums / exhibitions	9.5%	14.5%	12.9%	12.2%	12.4%
Nightlife / concerts / shows	6.9%	13.3%	12.0%	16.0%	10.1%
Running	6.6%	4.2%	6.3%	3.9%	5.5%
Sea excursions / whale watching	10.6%	4.3%	8.1%	10.1%	5.4%
Surf	9.3%	9.1%	8.3%	7.9%	5.3%
Astronomical observation	4.2%	2.3%	2.4%	6.1%	3.8%
Beauty and health treatments	2.9%	5.9%	4.7%	4.7%	2.8%
Practice other sports	2.6%	5.5%	5.3%	3.8%	2.6%
Cycling / Mountain bike	2.5%	4.7%	3.8%	3.9%	2.6%
Swim	13.0%	2.3%	6.5%	1.6%	1.7%
Windsurf / Kitesurf	1.1%	0.4%	1.8%	0.8%	1.4%
Golf	0.5%	2.0%	1.5%	1.6%	0.5%
Scuba Diving	2.3%	1.6%	1.7%	0.8%	0.5%

** Multi-choise question*

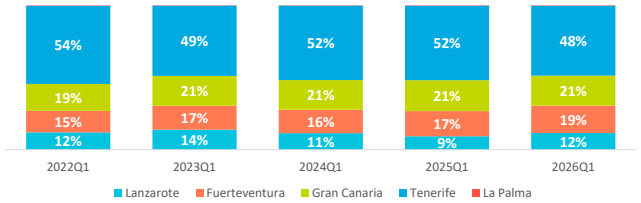
Tourist profile. Historical data (2022 - 2026)

ITALY: First Quarter

Which island do they choose?

Tourists (≥ 16 year old)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Lanzarote	13,424	20,254	20,731	19,458	23,284
Fuerteventura	16,651	24,281	29,355	36,179	38,275
Gran Canaria	20,893	30,187	37,303	44,532	41,719
Tenerife	60,588	71,201	93,608	107,561	97,478
La Palma	336	365	448	603	713

Share by islands	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Lanzarote	12.0%	13.8%	11.4%	9.3%	11.6%
Fuerteventura	14.9%	16.6%	16.2%	17.4%	19.0%
Gran Canaria	18.7%	20.6%	20.6%	21.4%	20.7%
Tenerife	54.1%	48.7%	51.6%	51.6%	48.4%
La Palma	0.3%	0.2%	0.2%	0.3%	0.4%



How many islands do they visit during their trip?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
One island	89.8%	90.9%	86.0%	92.1%	93.5%
Two islands	8.0%	8.2%	12.5%	6.6%	5.1%
Three or more islands	2.2%	1.0%	1.6%	1.3%	1.4%

How many are loyal to the Canary Islands?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Repeat tourists	63.7%	62.1%	58.2%	57.0%	54.9%
At least 10 previous visits	18.8%	15.2%	12.2%	12.8%	9.9%
Repeat tourists (last 5 years)	56.9%	59.3%	54.6%	52.1%	49.6%
Repeat tourists (last 5 years)(5 or more visits)	13.7%	20.0%	14.0%	12.8%	9.8%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Average rating	8.80	8.74	8.74	8.64	8.50

Experience in the Canary Islands	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Worse or much worse than expected	1.7%	1.8%	3.6%	2.7%	4.9%
Lived up to expectations	54.0%	53.6%	47.3%	53.6%	54.2%
Better or much better than expected	44.4%	44.6%	49.0%	43.6%	40.9%

Future intentions (scale 0-10)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Return to the Canary Islands	8.94	8.97	8.96	8.84	8.70
Recommend visiting the Canary Islands	9.12	9.02	9.04	9.01	8.81

Who are they?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Gender					
Men	49.7%	50.3%	51.6%	49.5%	44.8%
Women	50.3%	49.7%	48.4%	50.5%	55.2%
Age					
Average age	44.8	44.8	43.7	42.6	44.1
Standard deviation	16.3	17.0	16.4	16.5	15.9
Age range					
16 - 24 years old	13.0%	13.6%	11.2%	14.8%	9.9%
25 - 30 years old	12.8%	15.5%	15.4%	16.7%	16.6%
31 - 45 years old	28.3%	23.5%	31.0%	28.0%	30.5%
46 - 60 years old	23.4%	24.6%	23.7%	21.1%	25.2%
Over 60 years old	22.5%	22.9%	18.8%	19.5%	17.8%
Occupation					
Salaried worker	45.0%	40.3%	42.4%	40.3%	50.9%
Self-employed	14.5%	20.1%	19.4%	17.6%	18.9%
Unemployed	1.9%	1.6%	4.6%	5.5%	3.3%
Business owner	12.6%	10.6%	9.6%	14.2%	8.1%
Student	5.2%	9.5%	7.1%	7.5%	5.3%
Retired	18.2%	17.1%	16.0%	12.4%	12.2%
Unpaid domestic work	1.2%	0.5%	0.5%	0.7%	0.1%
Others	1.4%	0.5%	0.3%	1.9%	1.3%
Annual household income level					
Less than €25,000	28.0%	22.0%	16.9%	21.1%	21.8%
€25,000 - €49,999	44.4%	40.6%	49.9%	47.0%	44.1%
€50,000 - €74,999	18.5%	20.4%	14.9%	19.8%	26.0%
More than €74,999	9.1%	17.1%	18.2%	12.1%	8.1%
Education level					
No studies	0.9%	0.2%	0.1%	0.9%	1.0%
Primary education	2.4%	2.6%	0.8%	2.4%	2.0%
Secondary education	16.9%	16.9%	20.9%	13.0%	15.0%
Higher education	79.8%	80.3%	78.2%	83.7%	81.9%

Who do they come with?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Unaccompanied	14.7%	18.3%	14.2%	12.2%	9.0%
Only with partner	46.8%	45.1%	44.5%	46.2%	45.1%
Only with children (< 13 years old)	3.4%	3.2%	5.5%	2.9%	3.3%
Partner + children (< 13 years old)	4.1%	3.5%	4.3%	4.9%	5.7%
Other relatives	7.0%	7.6%	5.5%	6.2%	7.4%
Friends	14.5%	11.5%	13.8%	14.4%	14.2%
Work colleagues	0.0%	0.7%	0.7%	1.1%	1.7%
Organized trip	0.0%	0.0%	0.4%	1.7%	1.0%
Other combinations (2)	9.5%	10.1%	11.2%	10.5%	12.6%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**9.6%**	**9.9%**	**15.2%**	**9.2%**	**13.3%**
- Between 0 and 2 years old	0.0%	0.1%	5.3%	1.2%	1.6%
- Between 3 and 12 years old	9.3%	9.5%	9.1%	7.7%	10.0%
- Between 0 -2 and 3-12 years old	0.3%	0.3%	0.8%	0.2%	1.7%
Tourists without children	**90.4%**	**90.1%**	**84.8%**	**90.8%**	**86.7%**
Group composition:					
- 1 person	18.2%	23.6%	17.2%	15.1%	11.0%
- 2 people	55.6%	50.5%	48.2%	56.6%	56.8%
- 3 people	9.9%	11.6%	15.8%	13.6%	10.0%
- 4 or 5 people	13.9%	10.8%	12.5%	10.9%	15.2%
- 6 or more people	2.3%	3.5%	6.3%	3.8%	6.9%
Average group size:	**2.36**	**2.34**	**2.56**	**2.44**	**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.