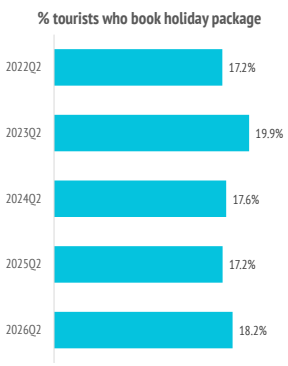
Tourist profile. Historical data (2022 - 2026)

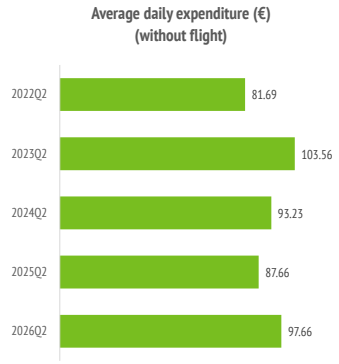
ITALY: Second Quarter

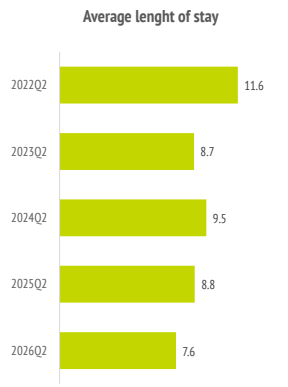
How many are they and how much do they spend?

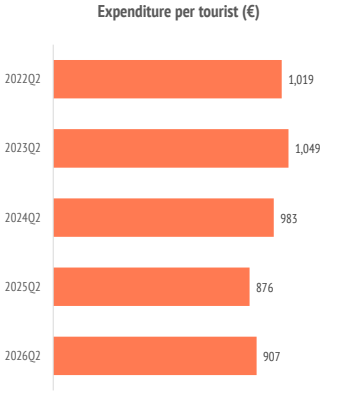
	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**152**	**148**	**166**	**177**	**167**
Tourist arrivals ≥ 16 years old (EGT) (*)	**139**	**131**	**147**	**164**	**151**
- book holiday package (*)	24	26	26	28	27
- do not book holiday package (*)	115	105	121	136	123
- % tourists who book holiday package	17.2%	19.9%	17.6%	17.2%	18.2%
Children < 16 years old (FRONTUR - EGT) (*)	13	17	19	13	17
Expenditure per tourist (€) (group spend / group size)	**959**	**978**	**913**	**836**	**851**
Expenditure per tourist (€) (group spend / +16)	**1,019**	**1,049**	**983**	**876**	**907**
- book holiday package	1,102	1,374	1,215	1,120	1,332
- holiday package	890	1,159	1,067	935	1,118
- others	212	215	148	184	214
- do not book holiday package	1,002	968	934	825	812
- flight	220	225	245	271	212
- accommodation	282	274	315	212	255
- others	500	469	374	341	345
Average lenght of stay	**11.6**	**8.7**	**9.5**	**8.8**	**7.6**
- Median	7.0	7.0	7.0	7.0	7.0
Average daily expenditure (€)	**105.95**	**139.63**	**131.89**	**122.00**	**134.47**
- Median	106.57	133.97	135.71	128.72	146.51
Average daily expenditure (without flight)	**81.69**	**103.56**	**93.23**	**87.66**	**97.66**
- Median	82.28	96.09	96.43	88.81	102.75
Average cost of the flight (€)	**227**	**262**	**273**	**287**	**247**
Total turnover (€m)	**142**	**137**	**145**	**143**	**136**
Turnover without flight (€m)	**110**	**103**	**105**	**96**	**99**

(*) Thousands of tourists









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

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Accommodation:					
- Accommodation	75.4%	75.2%	79.8%	76.8%	75.8%
- Additional accommodation expenses	10.3%	8.2%	8.1%	7.7%	4.7%
Transport:					
- National/International Transport	96.7%	94.8%	95.1%	91.3%	93.9%
- Flights between islands	8.9%	8.8%	8.5%	9.1%	6.8%
- Taxi	27.0%	31.6%	25.9%	24.4%	21.2%
- Car rental	51.5%	52.4%	54.8%	52.3%	65.7%
- Public transport	9.2%	12.7%	11.6%	13.6%	10.3%
Food and drink:					
- Food purchases at supermarkets	63.4%	60.1%	61.8%	65.5%	62.6%
- Restaurants	71.8%	73.4%	73.2%	75.6%	77.8%
Leisure:					
- Organized excursions	29.5%	31.5%	35.2%	30.4%	29.1%
- Sport activities	5.7%	9.4%	8.1%	7.6%	5.0%
- Cultural activities	1.1%	3.3%	1.7%	1.6%	1.7%
- Museums	11.7%	7.8%	6.5%	7.8%	8.9%
- Theme Parks	8.3%	10.6%	12.1%	9.6%	8.0%
- Discos and pubs	10.7%	16.8%	10.9%	14.7%	7.7%
- Wellness	3.7%	4.3%	5.6%	5.4%	4.4%
Purchases of goods:					
- Souvenirs	45.1%	41.0%	39.6%	47.1%	43.6%
- Other expenses	0.2%	0.3%	1.6%	0.6%	0.6%
Other:					
- Medical or pharmaceutical expenses	8.4%	7.7%	5.4%	7.0%	6.3%
- Other expenses	2.1%	5.3%	2.9%	4.0%	6.0%

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:	**563**	**588**	**555**	**455**	**521**
- Accommodation	437	465	456	346	421
- Additional accommodation expenses	125	123	99	110	100
Transport:	**774**	**578**	**533**	**536**	**521**
- National/International Transport	235	276	288	314	263
- Flights between islands	54	79	52	58	50
- Taxi	54	78	67	55	96
- Car rental	216	110	102	80	100
- Public transport	216	34	25	29	12
Food and drink:	**320**	**267**	**257**	**234**	**233**
- Food purchases at supermarkets	144	98	98	88	78
- Restaurants	175	169	158	146	155
Leisure:	**346**	**510**	**470**	**463**	**455**
- Organized excursions	82	77	71	60	78
- Sport activities	56	85	83	78	108
- Cultural activities	7	54	61	32	34
- Museums	26	52	36	25	32
- Theme Parks	56	57	78	60	61
- Discos and pubs	61	86	74	69	81
- Wellness	58	99	68	139	60
Purchases of goods:	**120**	**97**	**110**	**86**	**501**
- Souvenirs	70	67	53	53	**51**
- Other expenses	50	30	57	33	**450**
Other:	**232**	**98**	**76**	**135**	**89**
- Medical or pharmaceutical expenses	23	34	13	45	**15**
- Other expenses	209	65	63	90	**74**

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: Second Quarter

What is the main purpose of their trip?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Holiday, leisure	86.0%	81.3%	84.7%	84.3%	81.2%
Visiting family or friends	10.4%	13.5%	8.9%	10.4%	14.0%
Business and work	1.0%	2.0%	4.4%	2.8%	1.8%
Education and training	0.9%	0.3%	0.2%	0.0%	0.5%
Sports training	0.6%	1.2%	1.3%	0.8%	1.3%
Health or medical care	0.0%	0.3%	0.0%	0.0%	0.0%
Fairs and congresses	0.2%	0.4%	0.5%	0.5%	1.3%
Others	0.9%	1.0%	0.0%	1.1%	0.0%

What is the main motivation for their holidays?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Rest	47.2%	42.4%	40.1%	46.2%	49.0%
Enjoy family time	11.5%	13.0%	12.4%	8.7%	15.8%
Have fun	4.4%	8.0%	5.4%	6.1%	5.0%
Explore the destination	35.3%	32.6%	39.8%	33.7%	28.9%
Practice their hobbies	1.7%	2.2%	2.1%	2.5%	1.3%
Other reasons	0.0%	1.8%	0.1%	2.8%	0.0%

Where did they spend their main holiday last year? *

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Didn't have holidays	22.8%	12.1%	8.8%	12.6%	12.3%
Canary Islands	14.6%	19.1%	17.8%	18.4%	18.8%
Other destination	62.5%	68.8%	73.4%	69.0%	68.9%
- Balearic Islands	2.7%	3.5%	5.3%	3.7%	5.4%
- Rest of Spain	4.2%	8.6%	11.4%	9.1%	8.0%
- Italy	34.6%	29.0%	18.3%	19.8%	17.9%
- France	3.9%	5.8%	4.9%	4.2%	3.9%
- Turkey	0.3%	0.8%	0.9%	1.0%	0.7%
- Greece	6.8%	6.9%	6.7%	8.9%	7.6%
- Portugal	2.7%	1.6%	4.4%	2.9%	3.5%
- Croatia	3.4%	3.2%	3.5%	2.5%	1.3%
- Egypt	0.0%	1.8%	3.7%	3.4%	4.2%
- Tunisia	0.2%	0.0%	0.6%	0.7%	0.9%
- Morocco	0.2%	1.5%	2.7%	1.1%	1.4%
- Others	3.7%	6.4%	11.0%	11.7%	14.2%

** 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")	30.8%	30.0%	35.8%	35.3%	30.0%
Canary Islands (other island)	35.3%	30.2%	28.9%	34.4%	33.8%
Other destination	34.0%	39.9%	35.3%	30.3%	36.2%
- Balearic Islands	5.4%	7.1%	4.4%	5.4%	4.8%
- Rest of Spain	6.0%	9.2%	8.2%	7.3%	9.1%
- Italy	6.0%	2.6%	4.6%	2.1%	3.1%
- France	0.2%	0.5%	1.4%	0.7%	0.7%
- Turkey	0.3%	3.6%	0.7%	0.9%	1.6%
- Greece	7.5%	5.3%	4.0%	3.9%	4.5%
- Portugal	4.4%	4.6%	4.7%	3.7%	6.0%
- Croatia	0.0%	1.3%	0.5%	0.3%	1.2%
- Egypt	2.4%	4.9%	4.0%	4.4%	4.4%
- Others	1.8%	0.8%	2.9%	1.6%	0.9%

** Percentage of valid answers*

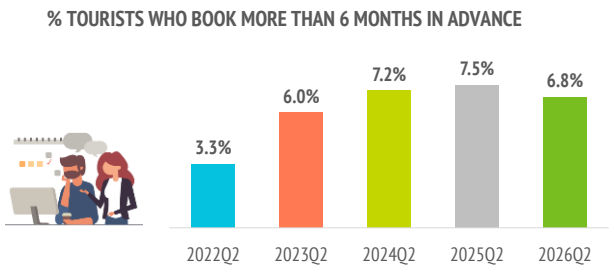
Importance of each factor in the destination choice

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Climate	70.4%	80.7%	74.2%	71.7%	66.0%
Landscapes	62.8%	62.9%	63.4%	60.3%	65.7%
Environment	64.2%	60.5%	61.7%	56.9%	63.7%
Sea	57.4%	55.6%	51.6%	52.6%	50.9%
Tranquility	49.1%	58.7%	49.3%	52.1%	50.3%
Beaches	57.1%	56.0%	48.8%	47.8%	47.4%
European belonging	35.8%	41.3%	41.8%	35.0%	37.1%
Authenticity	30.5%	31.2%	35.2%	32.9%	35.9%
Safety	40.6%	44.6%	45.2%	41.3%	35.3%
Effortless trip	35.8%	33.8%	39.1%	28.2%	29.0%
Price	32.1%	34.9%	36.2%	26.5%	27.7%
Accommodation supply	27.6%	30.6%	33.0%	22.7%	26.0%
Hiking trail network	24.2%	24.5%	25.3%	17.8%	22.5%
Gastronomy	17.3%	22.1%	24.5%	21.7%	20.3%
Exoticism	13.4%	12.7%	21.0%	17.4%	14.6%
Culture	12.6%	11.0%	13.9%	8.2%	13.3%
Fun possibilities	19.8%	24.6%	24.5%	16.7%	13.2%
Historical heritage	10.9%	13.3%	14.5%	8.7%	13.2%
Shopping	9.7%	12.0%	15.2%	9.8%	10.4%
Nightlife	10.3%	12.9%	18.6%	11.1%	8.1%

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	0.9%	2.3%	1.1%	0.6%	1.4%
Between 1 and 30 days	36.9%	21.1%	21.7%	27.9%	20.7%
Between 1 and 2 months	38.0%	39.8%	35.6%	29.8%	38.4%
Between 3 and 6 months	20.9%	30.8%	34.4%	34.2%	32.7%
More than 6 months	3.3%	6.0%	7.2%	7.5%	6.8%



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

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Previous visits to the Canary Islands	28.1%	29.2%	26.4%	27.2%	31.3%
Friends or relatives	37.8%	38.9%	35.7%	30.5%	36.8%
Internet or social media	51.5%	43.5%	55.2%	56.0%	49.8%
Mass Media	0.8%	2.3%	2.0%	1.3%	0.2%
Travel guides and magazines	5.1%	8.9%	5.9%	3.8%	4.4%
Travel Blogs or Forums	10.7%	9.0%	11.1%	9.3%	6.2%
Travel TV Channels	0.6%	1.0%	0.1%	0.3%	0.3%
Tour Operator or Travel Agency	14.8%	13.4%	12.4%	9.7%	12.5%
Public administrations or similar	0.6%	0.5%	1.4%	0.4%	0.0%
Others	2.5%	3.5%	2.4%	3.3%	3.7%

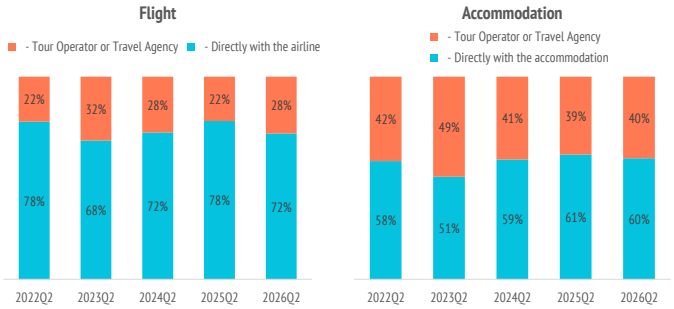
** Multi-choise question*

Tourist profile. Historical data (2022 - 2026)

ITALY: Second Quarter

With whom did they book their flight and accommodation?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Flight					
- Directly with the airline	77.8%	68.5%	72.5%	78.1%	72.0%
- Tour Operator or Travel Agency	22.2%	31.5%	27.5%	21.9%	28.0%
Accommodation					
- Directly with the accommodation	58.3%	50.6%	59.2%	61.5%	59.7%
- Tour Operator or Travel Agency	41.7%	49.4%	40.8%	38.5%	40.3%



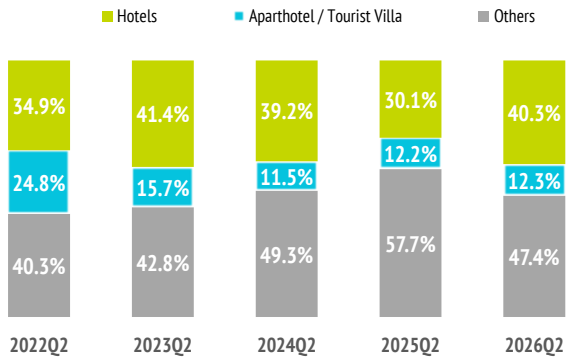
Where does the flight come from?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Italy	91.6%	86.3%	83.3%	82.8%	84.3%
Spanish Mainland	6.1%	13.2%	13.1%	15.5%	13.8%
United Kingdom	0.3%	0.0%	2.6%	0.1%	1.1%
France	0.0%	0.0%	0.0%	0.0%	0.5%
Austria	0.7%	0.0%	0.0%	0.0%	0.3%
Germany	0.3%	0.1%	0.4%	1.4%	0.0%
Belgium	0.6%	0.0%	0.0%	0.0%	0.0%
Switzerland	0.0%	0.1%	0.5%	0.0%	0.0%
Portugal	0.5%	0.3%	0.0%	0.0%	0.0%
Others	0.0%	0.0%	0.0%	0.2%	0.0%

Where do they stay?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
1-2-3* Hotel	8.6%	8.8%	10.4%	8.6%	9.5%
4* Hotel	22.2%	28.5%	24.3%	17.3%	25.7%
5* Hotel / 5* Luxury Hotel	4.1%	4.1%	4.5%	4.2%	5.2%
Aparthotel / Tourist Villa	24.8%	15.7%	11.5%	12.2%	12.3%
House/room rented in a private dwelling	13.0%	14.4%	33.1%	38.6%	26.0%
Private accommodation (1)	14.0%	18.0%	12.7%	14.9%	15.7%
Others (Cottage, cruise, camping,..)	13.2%	10.4%	3.5%	4.2%	5.6%

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

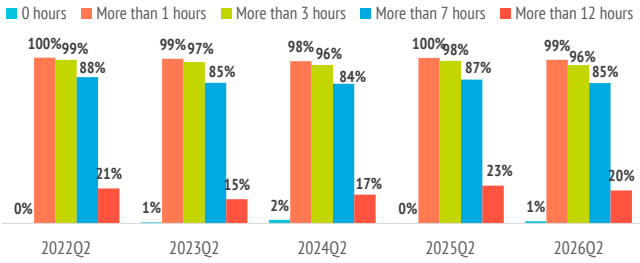


What do they book?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Room only	49.8%	45.6%	57.1%	63.1%	49.5%
Bed and Breakfast	11.9%	11.9%	11.5%	12.8%	14.6%
Half board	15.7%	15.2%	11.9%	9.6%	15.7%
Full board	6.0%	8.0%	4.1%	3.3%	3.0%
All inclusive	16.5%	19.3%	15.4%	11.2%	17.2%

Activities in the Canary Islands

Outdoor time per day	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
0 hours	0.0%	0.6%	2.1%	0.2%	1.3%
1 - 2 hours	1.3%	2.0%	2.3%	1.8%	3.1%
3 - 6 hours	10.5%	12.5%	11.3%	11.2%	10.9%
7 - 12 hours	67.2%	70.3%	66.9%	64.0%	64.8%
More than 12 hours	21.1%	14.6%	17.4%	22.8%	19.9%
Outdoor time per day	10.6	9.8	10.0	10.5	10.0



Activities in the Canary Islands	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Beach	87.8%	84.0%	83.5%	80.8%	79.8%
Walk, wander	78.0%	73.5%	74.8%	74.2%	72.3%
Explore the island on their own	68.7%	61.5%	66.8%	61.4%	64.6%
Swimming pool, hotel facilities	43.7%	45.7%	46.0%	38.7%	39.8%
Taste Canarian gastronomy	28.8%	31.2%	28.5%	31.3%	25.5%
Hiking	25.6%	14.3%	21.2%	22.7%	25.4%
Organized excursions	18.6%	22.7%	25.0%	16.9%	20.1%
Other Nature Activities	19.4%	12.5%	13.1%	15.6%	18.7%
Museums / exhibitions	14.8%	10.3%	10.3%	10.5%	13.9%
Wineries / markets / popular festivals	13.0%	14.5%	12.1%	12.7%	13.4%
Theme parks	15.5%	15.8%	12.9%	12.3%	10.3%
Sea excursions / whale watching	11.8%	15.0%	11.3%	10.3%	10.2%
Nightlife / concerts / shows	10.7%	17.4%	16.9%	12.2%	9.4%
Running	3.7%	4.9%	5.5%	5.2%	6.1%
Surf	9.3%	9.3%	9.1%	8.3%	5.4%
Practice other sports	7.2%	3.2%	4.4%	4.2%	4.2%
Beauty and health treatments	6.5%	5.5%	5.4%	4.2%	3.4%
Astronomical observation	3.9%	5.1%	6.1%	2.8%	3.2%
Swim	3.9%	5.5%	4.7%	4.7%	3.2%
Scuba Diving	1.9%	4.8%	1.8%	2.3%	2.1%
Cycling / Mountain bike	1.9%	2.6%	2.2%	2.9%	1.8%
Windsurf / Kitesurf	1.6%	2.4%	2.6%	2.1%	1.6%
Golf	1.4%	2.8%	1.6%	0.8%	1.6%

** Multi-choise question*

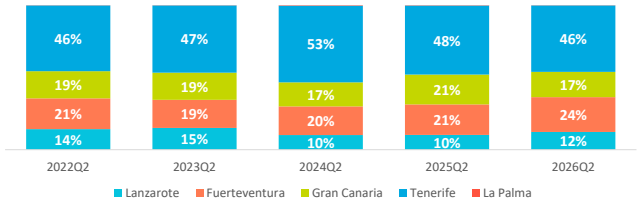
Tourist profile. Historical data (2022 - 2026)

ITALY: Second Quarter

Which island do they choose?

Tourists (≥ 16 year old)	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Lanzarote	19,729	19,740	14,869	16,783	18,485
Fuerteventura	29,679	25,433	29,274	34,530	36,355
Gran Canaria	26,116	24,683	24,523	33,838	26,308
Tenerife	63,254	60,926	78,021	78,222	69,196
La Palma	215	170	470	339	181

Share by islands	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Lanzarote	14.2%	15.1%	10.1%	10.3%	12.3%
Fuerteventura	21.4%	19.4%	19.9%	21.1%	24.2%
Gran Canaria	18.8%	18.8%	16.7%	20.7%	17.5%
Tenerife	45.5%	46.5%	53.0%	47.8%	46.0%
La Palma	0.2%	0.1%	0.3%	0.2%	0.1%



How many islands do they visit during their trip?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
One island	90.6%	88.1%	89.2%	90.6%	93.7%
Two islands	6.7%	10.0%	9.6%	8.9%	5.7%
Three or more islands	2.7%	1.9%	1.2%	0.5%	0.6%

How many are loyal to the Canary Islands?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Repeat tourists	51.3%	51.6%	48.1%	48.7%	54.4%
At least 10 previous visits	6.2%	13.7%	10.2%	9.5%	8.7%
Repeat tourists (last 5 years)	50.4%	44.5%	40.1%	42.5%	51.7%
Repeat tourists (last 5 years)(5 or more visits)	8.4%	10.3%	10.6%	9.4%	11.2%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Average rating	8.80	8.80	8.66	8.48	8.48

Experience in the Canary Islands	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Worse or much worse than expected	3.1%	4.1%	2.3%	2.8%	5.2%
Lived up to expectations	45.4%	42.7%	49.1%	55.6%	53.5%
Better or much better than expected	51.5%	53.2%	48.6%	41.6%	41.3%

Future intentions (scale 0-10)	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Return to the Canary Islands	8.84	8.86	8.69	8.61	8.61
Recommend visiting the Canary Islands	9.02	8.95	8.83	8.81	8.74

Who are they?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Gender					
Men	50.0%	50.5%	43.7%	49.1%	51.7%
Women	50.0%	49.5%	56.3%	50.9%	48.3%
Age					
Average age	43.2	43.1	40.3	38.9	42.1
Standard deviation	16.3	15.7	15.4	16.4	17.2
Age range					
16 - 24 years old	12.8%	11.0%	15.5%	21.1%	21.0%
25 - 30 years old	17.7%	17.4%	16.7%	22.0%	13.0%
31 - 45 years old	26.9%	31.5%	34.8%	27.7%	26.9%
46 - 60 years old	23.0%	21.6%	19.1%	12.3%	18.6%
Over 60 years old	19.6%	18.4%	13.9%	16.9%	20.5%
Occupation					
Salaried worker	43.2%	44.4%	45.8%	48.8%	53.4%
Self-employed	19.5%	25.7%	18.7%	14.8%	14.3%
Unemployed	2.8%	4.3%	3.1%	4.0%	3.1%
Business owner	7.1%	3.2%	10.8%	7.7%	7.0%
Student	11.2%	6.2%	7.0%	10.7%	7.3%
Retired	14.1%	12.6%	13.2%	12.3%	14.5%
Unpaid domestic work	0.3%	1.0%	0.5%	1.2%	0.3%
Others	1.8%	2.6%	0.8%	0.5%	0.0%
Annual household income level					
Less than €25,000	25.4%	25.3%	23.5%	20.0%	15.9%
€25,000 - €49,999	46.1%	51.0%	52.1%	48.9%	52.4%
€50,000 - €74,999	20.4%	14.7%	17.9%	15.5%	20.9%
More than €74,999	8.1%	9.0%	6.5%	15.6%	10.8%
Education level					
No studies	0.4%	0.2%	0.0%	0.5%	0.5%
Primary education	0.8%	2.1%	1.2%	1.6%	1.0%
Secondary education	17.9%	13.8%	13.1%	11.7%	13.7%
Higher education	80.9%	83.9%	85.7%	86.1%	84.7%

Who do they come with?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Unaccompanied	12.9%	17.9%	12.3%	12.1%	12.6%
Only with partner	41.9%	46.1%	42.1%	47.6%	47.9%
Only with children (< 13 years old)	6.4%	5.3%	3.8%	3.8%	4.3%
Partner + children (< 13 years old)	2.3%	5.6%	3.7%	3.4%	3.9%
Other relatives	7.7%	2.0%	8.3%	4.4%	6.6%
Friends	15.5%	9.8%	14.1%	14.8%	11.5%
Work colleagues	0.2%	0.9%	0.5%	1.5%	0.9%
Organized trip	1.0%	1.0%	0.3%	0.9%	1.0%
Other combinations (2)	12.0%	11.4%	15.0%	11.5%	11.3%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**9.8%**	**13.2%**	**11.1%**	**8.1%**	**11.0%**
- Between 0 and 2 years old	0.5%	0.6%	0.6%	1.5%	2.1%
- Between 3 and 12 years old	8.5%	12.0%	9.9%	5.6%	8.5%
- Between 0 -2 and 3-12 years old	0.8%	0.5%	0.7%	0.9%	0.3%
Tourists without children	**90.2%**	**86.8%**	**88.9%**	**91.9%**	**89.0%**
Group composition:					
- 1 person	16.0%	21.5%	14.6%	15.0%	14.6%
- 2 people	56.3%	54.8%	61.5%	58.7%	58.6%
- 3 people	10.5%	12.3%	9.6%	9.2%	10.5%
- 4 or 5 people	14.8%	9.3%	11.8%	12.2%	13.5%
- 6 or more people	2.3%	2.1%	2.5%	4.9%	2.8%
Average group size:	**2.38**	**2.24**	**2.35**	**2.47**	**2.46**

**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.