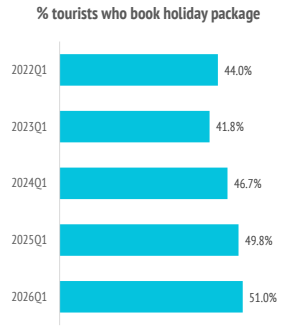
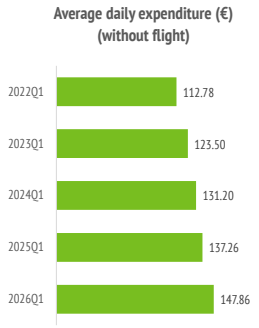
Tourist profile. Historical data (2022 - 2026)
LANZAROTE: First Quarter

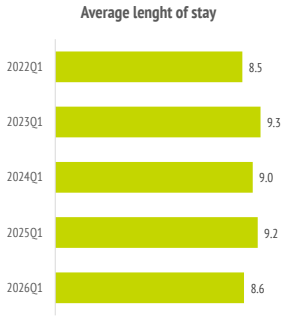
How many are they and how much do they spend?

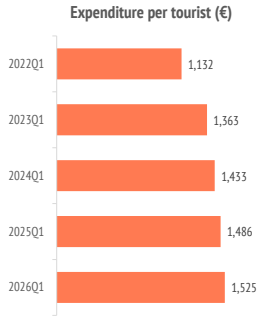
	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**543**	**735**	**835**	**845**	**849**
Tourist arrivals ≥ 16 years old (EGT) (*)	**485**	**647**	**736**	**745**	**779**
- % tourists who book holiday package	44.0%	41.8%	46.7%	49.8%	51.0%
Children < 16 years old (FRONTUR - EGT) (*)	58	88	99	100	70
Expenditure per tourist (€) (group spend / group size)	**1,003**	**1,191**	**1,287**	**1,325**	**1,354**
Expenditure per tourist (€) (group spend / +16)	**1,132**	**1,363**	**1,433**	**1,486**	**1,525**
- book holiday package	1,278	1,536	1,659	1,663	1,662
- holiday package	1,029	1,271	1,373	1,373	1,367
- others	250	264	285	290	296
- do not book holiday package	1,018	1,239	1,235	1,310	1,383
- flight	238	318	291	333	316
- accommodation	403	479	499	506	543
- others	376	443	445	471	523
Average lenght of stay	**8.5**	**9.3**	**9.0**	**9.2**	**8.6**
- Median	7.0	7.0	7.0	7.0	7.0
Average daily expenditure (€)	**151.29**	**167.55**	**177.04**	**185.84**	**198.64**
- Median	138.71	162.86	162.05	178.68	189.29
Average daily expenditure (without flight)	**112.78**	**123.50**	**131.20**	**137.26**	**147.86**
- Median	105.70	116.70	121.15	132.29	138.74
Average cost of the flight (€)	**276**	**363**	**366**	**392**	**381**
Total turnover (€m)	**549**	**882**	**1,055**	**1,107**	**1,188**
Turnover without flight (€m)	**415**	**648**	**785**	**815**	**892**

(*) Thousands of tourists









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

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Accommodation:					
- Accommodation	88.3%	87.2%	91.3%	90.6%	90.0%
- Additional accommodation expenses	8.8%	6.5%	5.8%	2.2%	5.0%
Transport:					
- National/International Transport	94.3%	95.8%	96.8%	98.3%	96.8%
- Flights between islands	7.7%	7.4%	5.8%	8.1%	6.2%
- Taxi	53.2%	49.7%	47.7%	48.6%	56.5%
- Car rental	33.6%	38.0%	36.5%	34.1%	35.6%
- Public transport	9.6%	11.1%	8.9%	9.7%	16.2%
Food and drink:					
- Food purchases at supermarkets	57.5%	64.5%	61.1%	63.2%	62.0%
- Restaurants	73.0%	73.5%	70.6%	74.3%	73.8%
Leisure:					
- Organized excursions	21.4%	22.7%	21.1%	22.8%	20.0%
- Sport activities	7.1%	7.9%	7.0%	5.7%	7.9%
- Cultural activities	3.8%	3.8%	3.6%	4.4%	3.2%
- Museums	12.7%	16.9%	15.1%	14.2%	18.5%
- Theme Parks	4.4%	4.4%	4.1%	3.4%	4.3%
- Discos and pubs	9.5%	10.2%	9.9%	9.8%	13.8%
- Wellness	4.9%	5.3%	3.6%	5.0%	4.8%
Purchases of goods:					
- Souvenirs	43.0%	44.6%	43.5%	35.1%	43.4%
- Other expenses	0.2%	1.0%	0.9%	0.7%	0.8%
Other:					
- Medical or pharmaceutical expenses	6.8%	9.2%	6.6%	5.1%	7.9%
- Other expenses	5.5%	5.5%	4.4%	3.8%	4.7%

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:	**689**	**861**	**854**	**904**	**949**
- Accommodation	573	687	727	747	780
- Additional accommodation expenses	116	174	127	157	169
Transport:	**564**	**668**	**673**	**692**	**656**
- National/International Transport	293	378	378	399	394
- Flights between islands	43	62	58	70	58
- Taxi	67	76	80	79	73
- Car rental	142	129	124	129	116
- Public transport	19	23	32	14	15
Food and drink:	**263**	**296**	**326**	**339**	**348**
- Food purchases at supermarkets	86	102	109	111	124
- Restaurants	177	194	218	228	224
Leisure:	**435**	**460**	**476**	**533**	**536**
- Organized excursions	77	80	86	94	93
- Sport activities	91	78	83	82	91
- Cultural activities	48	39	50	55	66
- Museums	35	44	48	52	56
- Theme Parks	45	56	49	64	64
- Discos and pubs	88	90	101	104	110
- Wellness	51	73	59	82	56
Purchases of goods:	**165**	**120**	**186**	**186**	**217**
- Souvenirs	59	67	71	75	83
- Other expenses	106	53	115	111	133
Other:	**86**	**123**	**115**	**98**	**124**
- Medical or pharmaceutical expenses	29	31	31	37	43
- Other expenses	57	92	84	62	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)
LANZAROTE: First Quarter

What is the main purpose of their trip?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Holiday, leisure	3.6%	3.7%	2.9%	2.9%	2.2%
Visiting family or friends	0.0%	0.1%	0.1%	0.2%	0.1%
Business and work	0.2%	0.7%	0.2%	0.5%	0.6%
Education and training	0.0%	0.0%	0.3%	0.1%	0.1%
Sports training	0.7%	1.0%	0.8%	0.5%	0.8%
Health or medical care	94.2%	94.2%	95.6%	95.0%	95.8%
Fairs and congresses	1.3%	0.3%	0.2%	0.9%	0.5%
Others	0.0%	0.2%	0.1%	0.1%	0.1%

What is the main motivation for their holidays?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Rest	57.1%	52.2%	57.2%	59.8%	56.1%
Enjoy family time	9.8%	12.9%	10.7%	9.0%	12.2%
Have fun	5.1%	7.1%	7.3%	5.0%	6.3%
Explore the destination	23.6%	23.2%	20.9%	21.3%	21.0%
Practice their hobbies	3.5%	3.1%	2.7%	2.9%	2.6%
Other reasons	0.9%	1.5%	1.2%	2.0%	1.8%

Where did they spend their main holiday last year? *

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Didn't have holidays	37.3%	10.9%	9.3%	7.3%	6.6%
Canary Islands	14.9%	25.6%	26.7%	27.8%	30.4%
Other destination	47.8%	63.5%	63.9%	64.9%	63.0%
- Balearic Islands	4.0%	4.5%	4.1%	5.2%	4.2%
- Rest of Spain	9.2%	11.3%	10.1%	10.5%	9.8%
- Italy	5.4%	8.6%	7.5%	7.2%	7.4%
- France	7.2%	7.2%	6.6%	6.5%	6.3%
- Turkey	0.7%	2.6%	2.6%	3.5%	2.6%
- Greece	6.0%	6.9%	6.8%	7.9%	7.8%
- Portugal	3.5%	4.8%	4.5%	4.4%	4.8%
- Croatia	2.1%	1.2%	1.5%	2.0%	2.3%
- Egypt	0.7%	1.1%	1.4%	0.8%	1.1%
- Tunisia	0.0%	0.1%	0.3%	0.3%	0.4%
- Morocco	0.3%	0.7%	0.9%	1.2%	1.0%
- Others	8.7%	14.4%	17.6%	15.4%	15.2%

** 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")	34.4%	34.5%	32.6%	33.5%	33.7%
Canary Islands (other island)	29.0%	30.8%	31.5%	28.7%	32.8%
Other destination	36.6%	34.7%	35.9%	37.8%	33.5%
- Balearic Islands	4.7%	3.3%	4.1%	4.5%	4.5%
- Rest of Spain	8.3%	7.1%	7.1%	7.0%	6.8%
- Italy	4.3%	3.6%	3.4%	4.4%	3.6%
- France	1.4%	1.4%	1.5%	1.4%	0.7%
- Turkey	1.8%	1.4%	2.7%	3.0%	2.1%
- Greece	5.1%	4.2%	4.3%	4.5%	4.1%
- Portugal	4.5%	5.8%	5.7%	6.1%	5.1%
- Croatia	0.7%	1.8%	1.6%	1.8%	1.5%
- Egypt	2.9%	2.8%	2.6%	2.6%	2.6%
- Others	2.8%	3.2%	2.9%	2.5%	2.5%

** Percentage of valid answers*

Importance of each factor in the destination choice

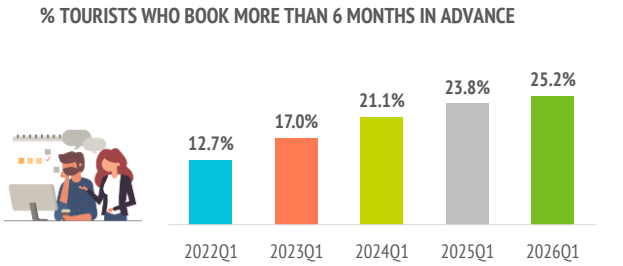
	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Climate	76.7%	76.9%	78.2%	80.6%	74.6%
Safety	51.5%	55.4%	58.2%	55.0%	60.7%
Tranquility	42.8%	48.6%	51.8%	52.4%	53.3%
Accommodation supply	39.0%	42.6%	46.2%	43.4%	45.4%
Price	31.8%	36.2%	38.9%	39.3%	41.9%
Effortless trip	37.6%	38.4%	39.9%	40.4%	40.5%
European belonging	35.8%	34.2%	39.8%	37.8%	38.8%
Sea	38.4%	40.9%	42.8%	41.1%	38.2%
Environment	31.2%	36.9%	36.9%	36.9%	35.9%
Landscapes	30.5%	35.6%	35.9%	35.5%	35.7%
Beaches	30.3%	31.3%	34.3%	32.8%	30.4%
Gastronomy	24.9%	26.9%	27.9%	25.4%	28.1%
Authenticity	22.0%	23.6%	25.8%	24.3%	27.4%
Fun possibilities	19.2%	18.7%	18.3%	16.5%	16.3%
Culture	10.7%	11.3%	10.8%	10.0%	11.5%
Historical heritage	8.4%	11.5%	10.7%	9.5%	11.2%
Hiking trail network	9.2%	10.0%	9.1%	10.7%	10.1%
Exoticism	10.7%	9.2%	11.1%	9.8%	8.3%
Shopping	6.1%	6.2%	6.9%	8.3%	6.2%
Nightlife	6.0%	4.0%	5.3%	6.0%	6.0%

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?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
The same day	0.5%	0.6%	0.3%	0.6%	0.5%
Between 1 and 30 days	33.4%	22.7%	22.2%	20.0%	17.6%
Between 1 and 2 months	28.2%	29.8%	24.0%	22.4%	23.5%
Between 3 and 6 months	25.2%	29.9%	32.3%	33.2%	33.2%
More than 6 months	12.7%	17.0%	21.1%	23.8%	25.2%



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

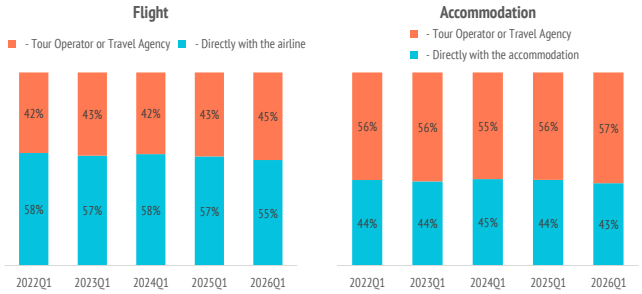
	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Previous visits to the Canary Islands	56.2%	62.1%	59.7%	57.1%	62.2%
Friends or relatives	31.0%	28.6%	28.5%	25.8%	27.3%
Internet or social media	60.9%	57.8%	54.4%	51.5%	51.5%
Mass Media	2.4%	2.7%	1.7%	1.8%	1.3%
Travel guides and magazines	9.0%	10.8%	8.0%	8.3%	6.2%
Travel Blogs or Forums	7.2%	8.4%	7.7%	6.4%	6.3%
Travel TV Channels	0.5%	0.9%	1.4%	1.1%	0.9%
Tour Operator or Travel Agency	19.9%	19.3%	17.6%	19.0%	22.3%
Public administrations or similar	2.5%	0.8%	0.5%	0.6%	0.8%
Others	3.3%	2.5%	2.9%	3.5%	1.7%

** Multi-choise question*

Tourist profile. Historical data (2022 - 2026)
LANZAROTE: First Quarter

With whom did they book their flight and accommodation?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Flight					
- Directly with the airline	58.3%	56.9%	57.7%	56.5%	54.6%
- Tour Operator or Travel Agency	41.7%	43.1%	42.3%	43.5%	45.4%
Accommodation					
- Directly with the accommodation	44.3%	43.6%	44.8%	44.4%	42.6%
- Tour Operator or Travel Agency	55.7%	56.4%	55.2%	55.6%	57.4%



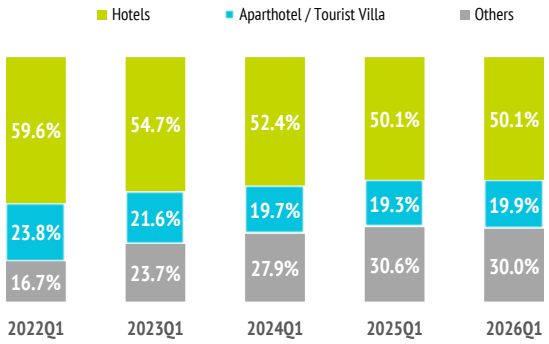
Where are they from?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
United Kingdom	44.9%	47.3%	48.5%	49.6%	51.4%
Ireland	8.7%	10.3%	10.2%	10.2%	11.8%
Germany	10.0%	10.4%	11.1%	9.1%	9.6%
France	7.0%	7.4%	7.1%	7.9%	7.0%
Spanish Mainland	10.2%	8.4%	7.0%	7.1%	6.0%
Italy	2.8%	3.1%	2.8%	2.6%	3.0%
Netherlands	4.8%	3.6%	3.4%	3.1%	2.8%
Belgium	1.9%	1.8%	2.3%	1.7%	1.6%
Poland	0.3%	0.7%	0.9%	1.4%	1.5%
Denmark	2.9%	1.3%	1.1%	1.4%	0.8%
Others	6.5%	5.7%	5.6%	5.9%	4.4%

Where do they stay?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
1-2-3* Hotel	9.7%	9.6%	8.8%	10.4%	9.2%
4* Hotel	35.6%	34.0%	34.2%	29.2%	29.9%
5* Hotel / 5* Luxury Hotel	14.3%	11.1%	9.5%	10.5%	11.0%
Aparthotel / Tourist Villa	23.8%	21.6%	19.7%	19.3%	19.9%
House/room rented in a private dwelling	6.9%	9.9%	19.0%	21.4%	21.3%
Private accommodation (1)	3.6%	6.3%	4.4%	5.9%	5.2%
Others (Cottage, cruise, camping,..)	6.2%	7.5%	4.4%	3.4%	3.5%

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

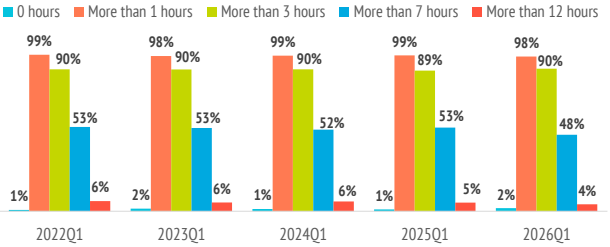


What do they book?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Room only	31.1%	37.2%	35.8%	39.8%	39.3%
Bed and Breakfast	13.8%	11.9%	14.1%	13.9%	11.4%
Half board	19.0%	19.7%	17.7%	16.4%	18.5%
Full board	1.8%	1.8%	2.9%	3.4%	2.3%
All inclusive	34.3%	29.4%	29.4%	26.5%	28.6%

Activities in the Canary Islands

Outdoor time per day	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
0 hours	0.8%	1.6%	1.4%	1.2%	2.0%
1 - 2 hours	9.3%	8.5%	8.6%	9.7%	7.7%
3 - 6 hours	36.5%	37.1%	38.2%	36.1%	41.9%
7 - 12 hours	47.0%	47.2%	45.5%	47.5%	44.0%
More than 12 hours	6.5%	5.6%	6.2%	5.5%	4.4%
Outdoor time per day	7.1	7.1	7.2	7.2	6.9



Activities in the Canary Islands	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Walk, wander	79.4%	83.2%	77.8%	79.1%	86.5%
Beach	65.6%	64.9%	63.8%	61.2%	58.2%
Swimming pool, hotel facilities	60.2%	53.3%	54.8%	51.3%	51.9%
Explore the island on their own	49.5%	55.2%	53.4%	48.4%	51.8%
Taste Canarian gastronomy	28.8%	31.0%	27.8%	26.8%	27.0%
Museums / exhibitions	18.2%	22.3%	22.1%	19.0%	19.7%
Wineries / markets / popular festivals	18.2%	20.3%	16.4%	17.1%	19.5%
Hiking	18.7%	19.1%	18.1%	20.1%	19.0%
Nightlife / concerts / shows	12.2%	12.0%	12.2%	10.1%	14.3%
Organized excursions	16.5%	14.5%	14.8%	13.7%	13.2%
Running	8.1%	8.5%	5.9%	7.1%	8.3%
Cycling / Mountain bike	9.5%	8.6%	8.1%	8.0%	8.3%
Other Nature Activities	8.4%	8.9%	7.8%	8.7%	8.2%
Swim	13.0%	8.2%	8.1%	7.2%	6.8%
Theme parks	6.0%	6.7%	4.5%	5.8%	5.5%
Beauty and health treatments	5.2%	6.0%	4.4%	4.7%	5.0%
Sea excursions / whale watching	5.4%	4.9%	6.2%	5.7%	4.7%
Surf	2.7%	3.3%	3.1%	3.1%	2.8%
Practice other sports	5.0%	4.8%	3.8%	3.9%	2.7%
Golf	1.0%	2.0%	1.8%	2.2%	1.8%
Scuba Diving	2.1%	2.2%	2.1%	2.2%	1.7%
Astronomical observation	1.8%	2.9%	1.7%	3.3%	1.4%
Windsurf / Kitesurf	1.4%	0.6%	0.9%	0.7%	1.1%

** Multi-choise question*

Tourist profile. Historical data (2022 - 2026)
LANZAROTE: First Quarter

What places do they visit?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
La Graciosa	34.7%	34.9%	33.5%	32.8%	33.7%
Montaña del Fuego	34.1%	36.1%	30.0%	26.9%	25.1%
Arrecife	27.4%	28.1%	24.2%	24.0%	20.9%
Teguise Market	17.9%	19.0%	18.9%	19.4%	18.8%
Monumento al Campesino	25.4%	26.6%	22.9%	23.3%	17.8%
Jameos del agua	15.9%	20.2%	17.6%	16.6%	17.0%
Cactus Garden	22.3%	20.9%	18.2%	16.8%	16.1%
César Manrique Foundation	13.1%	16.6%	17.4%	15.3%	16.0%
San José Castle	9.6%	11.4%	8.4%	7.2%	7.5%
Cueva de los Verdes	9.4%	8.4%	7.2%	7.7%	7.3%
Mirador del Río Viewpoint	4.7%	4.2%	3.6%	3.2%	2.8%

¿Cuántos son fieles al destino?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Lanzarote: Repeat tourists	67.8%	74.6%	71.5%	72.0%	76.7%
Lanzarote: At least 10 previous visits	8.7%	12.2%	10.5%	13.0%	14.7%
Canary Islands: Repeat tourists	75.1%	81.3%	79.2%	80.6%	84.0%
Canary Islands: At least 10 previous visits	19.0%	23.3%	23.8%	25.6%	27.6%

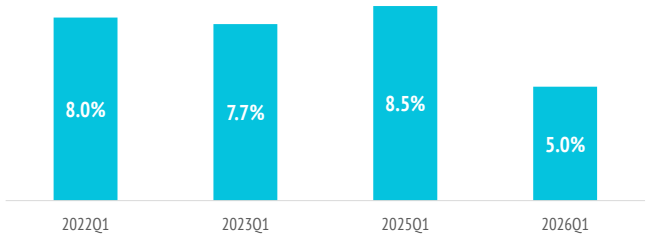
Who are they?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Gender					
Men	54.1%	48.9%	46.8%	48.4%	49.3%
Women	45.9%	51.1%	53.2%	51.6%	50.7%
Age					
Average age	48.06	51.34	51.59	52.75	53.17
Standard deviation	15.9	15.4	16.8	16.2	15.8
Age range					
16 - 24 years old	7.8%	4.6%	5.6%	4.9%	5.4%
25 - 30 years old	8.8%	6.7%	8.4%	6.8%	5.7%
31 - 45 years old	28.3%	27.1%	25.0%	23.6%	21.9%
46 - 60 years old	28.0%	28.8%	24.0%	26.4%	27.2%
Over 60 years old	27.1%	32.8%	37.2%	38.4%	39.7%
Occupation					
Salaried worker	54.5%	48.2%	48.2%	46.3%	47.3%
Self-employed	11.0%	10.9%	10.9%	11.3%	11.1%
Unemployed	0.9%	0.6%	0.8%	0.7%	0.6%
Business owner	7.7%	8.1%	7.3%	7.3%	6.4%
Student	3.4%	2.5%	2.9%	1.9%	2.3%
Retired	21.1%	28.2%	28.4%	31.0%	31.6%
Unpaid domestic work	0.6%	0.3%	0.4%	0.6%	0.2%
Others	0.9%	1.1%	1.0%	0.9%	0.5%
Annual household income level					
Less than €25,000	13.5%	10.2%	9.3%	9.6%	8.1%
€25,000 - €49,999	31.3%	34.2%	33.8%	29.4%	26.0%
€50,000 - €74,999	27.5%	23.8%	24.9%	26.8%	29.2%
More than €74,999	27.6%	31.8%	32.1%	34.2%	36.7%
Education level					
No studies	3.3%	6.0%	4.8%	5.6%	6.4%
Primary education	1.6%	1.1%	1.3%	1.2%	0.8%
Secondary education	17.1%	17.9%	17.9%	21.7%	18.2%
Higher education	78.0%	75.1%	75.9%	71.5%	74.5%

How many islands do they visit during their trip?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
One island	92.0%	92.3%	92.2%	91.5%	95.0%
Two islands	7.3%	6.9%	6.8%	7.7%	4.4%
Three or more islands	0.7%	0.8%	1.0%	0.8%	0.5%

% TOURISTS VISITING MORE THAN ONE ISLAND



How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Average rating	8.88	8.91	8.97	8.86	8.81

Experience in the Canary Islands	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Worse or much worse than expected	1.9%	2.0%	2.1%	2.1%	3.3%
Lived up to expectations	55.4%	55.1%	52.9%	56.2%	58.7%
Better or much better than expected	42.8%	42.9%	45.0%	41.6%	38.1%

Future intentions (scale 0-10)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Return to the Canary Islands	9.02	9.07	9.07	9.00	8.99
Recommend visiting the Canary Islands	9.21	9.21	9.23	9.19	9.09

Who do they come with?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Unaccompanied	8.1%	7.3%	5.6%	6.0%	5.2%
Only with partner	50.0%	50.5%	53.8%	54.2%	51.2%
Only with children (< 13 years old)	5.0%	4.5%	4.2%	4.8%	3.1%
Partner + children (< 13 years old)	6.2%	8.1%	6.1%	6.0%	6.4%
Other relatives	10.0%	9.5%	9.5%	9.6%	11.1%
Friends	8.4%	5.9%	7.4%	5.6%	6.1%
Work colleagues	0.2%	0.2%	0.2%	0.3%	0.2%
Organized trip	0.5%	0.0%	0.1%	0.5%	0.2%
Other combinations (2)	11.6%	14.1%	13.1%	13.0%	16.4%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**17.0%**	**19.5%**	**16.5%**	**16.4%**	**16.0%**
- Between 0 and 2 years old	1.7%	1.1%	2.0%	1.1%	0.9%
- Between 3 and 12 years old	14.7%	16.5%	13.5%	14.5%	14.3%
- Between 0 -2 and 3-12 years old	0.6%	2.0%	1.0%	0.9%	0.8%
Tourists without children	**83.0%**	**80.5%**	**83.5%**	**83.6%**	**84.0%**
Group composition:					
- 1 person	12.3%	10.6%	8.4%	7.9%	7.4%
- 2 people	57.4%	54.4%	60.1%	60.6%	57.8%
- 3 people	11.1%	10.9%	10.7%	9.0%	11.2%
- 4 or 5 people	15.8%	19.2%	15.7%	17.3%	18.5%
- 6 or more people	3.5%	4.9%	5.1%	5.1%	5.1%
Average group size:	**2.51**	**2.69**	**2.65**	**2.65**	**2.74**

**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.