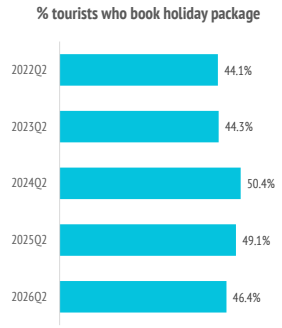
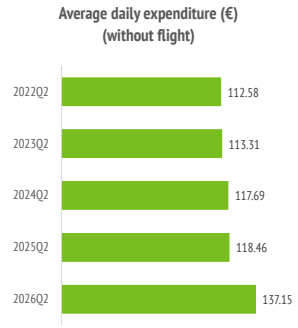
Tourist profile. Historical data (2022 - 2026)
LANZAROTE: Second Quarter

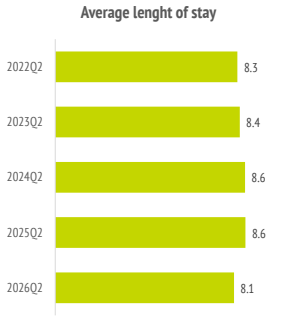
How many are they and how much do they spend?

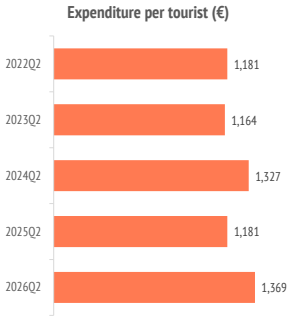
	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**677**	**727**	**744**	**781**	**767**
Tourist arrivals ≥ 16 years old (EGT) (*)	**600**	**595**	**622**	**673**	**655**
- % tourists who book holiday package	44.1%	44.3%	50.4%	49.1%	46.4%
Children < 16 years old (FRONTUR - EGT) (*)	77	132	122	107	112
Expenditure per tourist (€) (group spend / group size)	**996**	**1,045**	**1,147**	**1,095**	**1,217**
Expenditure per tourist (€) (group spend / +16)	**1,181**	**1,164**	**1,327**	**1,181**	**1,369**
- book holiday package	1,379	1,303	1,447	1,314	1,550
- holiday package	1,163	1,055	1,198	1,088	1,273
- others	216	248	249	226	276
- do not book holiday package	1,025	1,054	1,205	1,053	1,211
- flight	272	240	315	234	277
- accommodation	370	409	437	416	488
- others	383	404	453	404	446
Average lenght of stay	**8.3**	**8.4**	**8.6**	**8.6**	**8.1**
- Median	7.0	7.0	7.0	7.0	7.0
Average daily expenditure (€)	**156.99**	**151.16**	**166.89**	**154.56**	**181.90**
- Median	137.99	137.86	155.49	146.65	167.46
Average daily expenditure (without flight)	**112.58**	**113.31**	**117.69**	**118.46**	**137.15**
- Median	100.30	102.17	109.81	114.19	129.30
Average cost of the flight (€)	**333**	**284**	**387**	**274**	**335**
Total turnover (€m)	**709**	**692**	**826**	**796**	**896**
Turnover without flight (€m)	**509**	**524**	**585**	**611**	**677**

(*) Thousands of tourists









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

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Accommodation:					
- Accommodation	88.4%	87.5%	90.0%	89.3%	89.8%
- Additional accommodation expenses	9.2%	6.8%	4.5%	4.5%	5.5%
Transport:					
- National/International Transport	97.3%	94.1%	97.4%	97.5%	96.0%
- Flights between islands	7.2%	4.9%	6.0%	5.8%	6.9%
- Taxi	50.3%	54.6%	48.3%	50.3%	53.7%
- Car rental	36.2%	32.2%	34.1%	28.4%	35.9%
- Public transport	7.8%	11.3%	6.6%	8.0%	15.5%
Food and drink:					
- Food purchases at supermarkets	58.8%	65.3%	60.0%	57.4%	56.1%
- Restaurants	69.9%	72.7%	69.5%	66.6%	70.8%
Leisure:					
- Organized excursions	24.2%	24.3%	23.8%	24.6%	25.4%
- Sport activities	5.6%	6.0%	5.6%	4.7%	7.2%
- Cultural activities	2.6%	2.2%	5.0%	3.8%	3.5%
- Museums	13.1%	11.3%	12.8%	9.2%	15.8%
- Theme Parks	5.8%	4.4%	6.7%	3.8%	6.0%
- Discos and pubs	9.8%	14.0%	11.4%	12.6%	10.8%
- Wellness	3.8%	5.6%	3.2%	4.7%	4.4%
Purchases of goods:					
- Souvenirs	46.2%	47.2%	44.0%	43.8%	48.1%
- Other expenses	1.2%	0.3%	1.0%	0.7%	0.8%
Other:					
- Medical or pharmaceutical expenses	8.5%	7.0%	6.3%	7.5%	7.6%
- Other expenses	3.6%	5.1%	5.7%	2.9%	4.4%

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:	**716**	**749**	**719**	**751**	**928**
- Accommodation	577	594	622	633	705
- Additional accommodation expenses	138	155	97	118	223
Transport:	**590**	**565**	**637**	**514**	**584**
- National/International Transport	342	301	397	281	349
- Flights between islands	45	70	55	60	53
- Taxi	66	65	72	61	75
- Car rental	120	103	96	92	91
- Public transport	18	26	16	20	15
Food and drink:	**248**	**266**	**321**	**296**	**313**
- Food purchases at supermarkets	82	92	108	102	102
- Restaurants	166	174	212	194	211
Leisure:	**439**	**480**	**518**	**490**	**547**
- Organized excursions	72	71	80	79	93
- Sport activities	110	102	86	80	97
- Cultural activities	39	47	66	59	55
- Museums	36	48	47	50	53
- Theme Parks	48	58	59	62	71
- Discos and pubs	82	89	102	98	116
- Wellness	53	65	79	63	61
Purchases of goods:	**99**	**119**	**297**	**153**	**235**
- Souvenirs	70	73	73	78	73
- Other expenses	29	45	224	75	162
Other:	**94**	**88**	**97**	**103**	**107**
- Medical or pharmaceutical expenses	32	30	27	27	32
- Other expenses	62	59	71	76	75

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: Second Quarter

What is the main purpose of their trip?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Holiday, leisure	94.7%	95.6%	96.2%	94.2%	96.2%
Visiting family or friends	3.1%	3.0%	2.6%	3.8%	2.3%
Business and work	0.5%	0.6%	0.4%	0.8%	0.5%
Education and training	0.1%	0.0%	0.1%	0.2%	0.1%
Sports training	0.8%	0.2%	0.4%	0.7%	0.6%
Health or medical care	0.2%	0.0%	0.1%	0.0%	0.0%
Fairs and congresses	0.0%	0.2%	0.0%	0.0%	0.0%
Others	0.6%	0.3%	0.2%	0.3%	0.3%

What is the main motivation for their holidays?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Rest	54.5%	54.9%	56.5%	56.8%	59.1%
Enjoy family time	14.7%	9.8%	12.4%	11.0%	11.6%
Have fun	5.1%	8.1%	6.9%	7.3%	6.6%
Explore the destination	22.5%	23.8%	22.0%	22.1%	20.2%
Practice their hobbies	2.2%	2.3%	1.4%	1.9%	1.5%
Other reasons	0.9%	1.0%	0.8%	1.0%	1.0%

Where did they spend their main holiday last year? *

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Didn't have holidays		11.9%	8.8%	8.4%	7.8%
Canary Islands	19.4%	23.9%	31.3%	31.0%	29.8%
Other destination	42.7%	64.2%	59.9%	60.6%	62.4%
- Balearic Islands	4.9%	5.1%	4.3%	4.2%	4.6%
- Rest of Spain	10.2%	14.4%	11.1%	11.2%	11.7%
- Italy	4.7%	6.9%	4.9%	5.9%	6.9%
- France	4.8%	4.9%	5.2%	5.0%	6.0%
- Turkey	0.6%	2.5%	2.7%	3.1%	1.9%
- Greece	3.9%	6.6%	7.3%	7.9%	7.1%
- Portugal	3.1%	5.7%	4.6%	5.6%	4.3%
- Croatia	1.3%	1.6%	1.6%	1.3%	1.7%
- Egypt	0.3%	1.2%	1.5%	1.3%	1.7%
- Tunisia	0.1%	0.3%	0.4%	0.2%	1.0%
- Morocco	0.3%	0.9%	0.9%	1.4%	1.6%
- Others	8.6%	14.2%	15.4%	13.4%	13.8%

** 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")	27.0%	25.0%	29.0%	28.2%	27.5%
Canary Islands (other island)	25.6%	25.4%	24.4%	24.0%	25.5%
Other destination	47.4%	49.5%	46.6%	47.9%	47.0%
- Balearic Islands	8.2%	7.7%	7.3%	6.8%	6.7%
- Rest of Spain	8.6%	9.9%	8.8%	9.9%	10.4%
- Italy	4.5%	4.9%	4.2%	4.5%	5.1%
- France	1.4%	1.3%	1.0%	1.6%	1.5%
- Turkey	3.1%	3.7%	3.0%	3.7%	2.7%
- Greece	8.8%	8.1%	9.2%	7.8%	8.2%
- Portugal	6.5%	7.4%	8.0%	7.9%	6.5%
- Croatia	2.3%	2.8%	2.5%	2.2%	2.0%
- Egypt	1.8%	1.8%	1.3%	1.9%	2.0%
- Others	2.3%	1.7%	1.3%	1.5%	2.0%

** Percentage of valid answers*

Importance of each factor in the destination choice

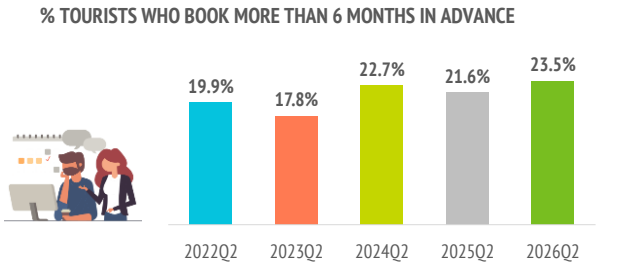
	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Climate	75.7%	74.3%	72.2%	70.5%	67.0%
Safety	54.3%	56.3%	60.9%	59.4%	64.8%
Tranquility	48.4%	50.3%	53.7%	53.0%	53.4%
Accommodation supply	46.4%	46.7%	50.6%	46.0%	50.0%
Effortless trip	38.1%	41.7%	42.2%	40.1%	44.3%
Price	37.8%	40.6%	43.0%	43.2%	43.4%
Environment	34.7%	36.8%	37.2%	37.2%	40.3%
Landscapes	32.2%	32.3%	32.9%	36.0%	37.5%
European belonging	36.0%	34.4%	35.4%	38.0%	37.0%
Sea	39.4%	39.1%	41.3%	41.6%	36.2%
Beaches	34.0%	33.8%	35.8%	33.8%	31.1%
Authenticity	24.4%	23.8%	24.9%	26.9%	26.5%
Gastronomy	26.6%	25.8%	26.7%	28.5%	26.4%
Fun possibilities	18.4%	17.9%	18.9%	18.3%	18.2%
Culture	10.1%	11.4%	11.9%	12.5%	13.3%
Historical heritage	10.2%	11.0%	12.1%	10.9%	12.3%
Exoticism	10.6%	10.4%	8.7%	10.5%	8.7%
Shopping	6.8%	7.8%	8.3%	11.2%	7.9%
Hiking trail network	7.0%	7.6%	6.3%	8.5%	6.2%
Nightlife	4.6%	6.6%	5.1%	8.1%	4.3%

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	0.5%	0.3%	0.8%	0.5%	0.8%
Between 1 and 30 days	25.3%	20.0%	18.0%	19.5%	18.6%
Between 1 and 2 months	25.4%	27.5%	20.5%	21.7%	18.6%
Between 3 and 6 months	29.0%	34.4%	38.0%	36.8%	38.6%
More than 6 months	19.9%	17.8%	22.7%	21.6%	23.5%



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

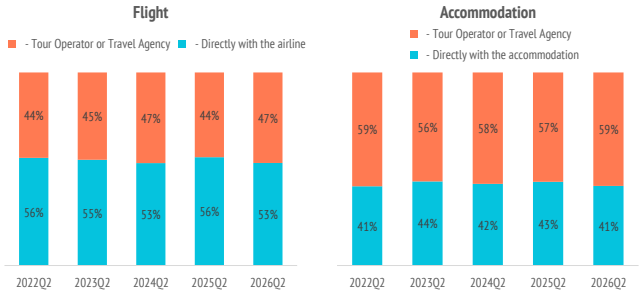
	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Previous visits to the Canary Islands	56.5%	56.9%	53.9%	55.9%	59.5%
Friends or relatives	26.9%	30.3%	29.8%	27.2%	26.5%
Internet or social media	58.6%	60.2%	54.6%	49.9%	54.7%
Mass Media	1.6%	1.5%	2.1%	2.1%	1.8%
Travel guides and magazines	7.3%	7.8%	7.6%	5.6%	6.7%
Travel Blogs or Forums	8.0%	8.6%	6.9%	6.9%	6.8%
Travel TV Channels	0.5%	1.1%	0.3%	0.9%	0.6%
Tour Operator or Travel Agency	21.3%	20.3%	20.0%	20.2%	20.4%
Public administrations or similar	1.8%	0.4%	0.2%	0.6%	1.3%
Others	2.0%	2.7%	1.7%	2.9%	1.9%

** Multi-choise question*

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

With whom did they book their flight and accommodation?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Flight					
- Directly with the airline	55.7%	54.8%	53.1%	56.1%	53.1%
- Tour Operator or Travel Agency	44.3%	45.2%	46.9%	43.9%	46.9%
Accommodation					
- Directly with the accommodation	41.0%	43.6%	42.3%	43.3%	41.2%
- Tour Operator or Travel Agency	59.0%	56.4%	57.7%	56.7%	58.8%



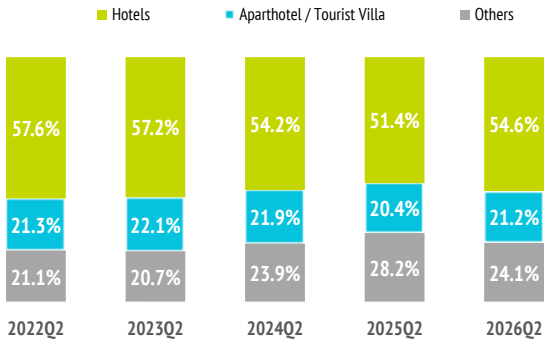
Where are they from?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
United Kingdom	49.7%	50.8%	53.4%	52.3%	52.5%
Ireland	9.7%	11.5%	10.8%	11.9%	11.6%
Spanish Mainland	12.0%	11.1%	9.5%	10.6%	11.2%
France	7.1%	7.5%	8.1%	6.9%	7.0%
Germany	7.8%	7.5%	6.8%	7.6%	6.3%
Italy	3.3%	3.3%	2.4%	2.5%	2.8%
Netherlands	3.1%	2.3%	2.5%	2.2%	2.2%
Belgium	1.5%	2.1%	1.9%	1.5%	1.5%
Denmark	1.0%	0.6%	0.6%	0.5%	0.9%
Switzerland	0.5%	0.4%	0.7%	0.6%	0.7%
Others	4.2%	2.9%	3.2%	3.3%	3.3%

Where do they stay?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
1-2-3* Hotel	9.0%	8.1%	10.6%	9.2%	8.7%
4* Hotel	36.4%	37.2%	33.9%	31.7%	35.3%
5* Hotel / 5* Luxury Hotel	12.3%	11.9%	9.7%	10.5%	10.7%
Aparthotel / Tourist Villa	21.3%	22.1%	21.9%	20.4%	21.2%
House/room rented in a private dwelling	7.5%	7.7%	17.8%	19.8%	17.0%
Private accommodation (1)	5.8%	5.6%	4.3%	5.9%	4.9%
Others (Cottage, cruise, camping,..)	7.7%	7.5%	1.8%	2.4%	2.2%

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

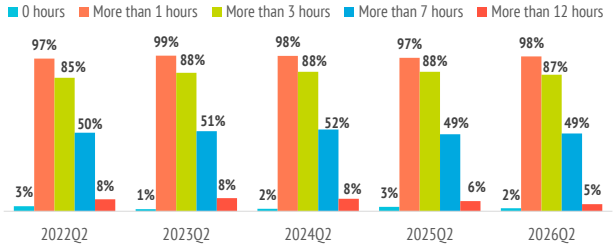


What do they book?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Room only	30.4%	31.6%	36.4%	38.7%	34.4%
Bed and Breakfast	11.0%	13.7%	12.4%	11.1%	9.8%
Half board	16.5%	18.6%	13.6%	14.1%	19.2%
Full board	3.7%	2.5%	2.8%	3.1%	2.5%
All inclusive	38.3%	33.7%	34.8%	33.0%	34.1%

Activities in the Canary Islands

Outdoor time per day	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
0 hours	3.2%	1.4%	1.6%	2.8%	1.9%
1 - 2 hours	12.2%	10.9%	10.0%	8.8%	11.6%
3 - 6 hours	34.8%	37.0%	36.6%	39.6%	37.3%
7 - 12 hours	42.2%	42.5%	43.9%	42.4%	44.7%
More than 12 hours	7.6%	8.3%	7.9%	6.4%	4.5%
Outdoor time per day	7.0	7.2	7.2	6.9	6.6



Activities in the Canary Islands	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Walk, wander	80.3%	81.1%	78.3%	79.5%	85.0%
Swimming pool, hotel facilities	66.0%	68.3%	62.8%	56.7%	64.0%
Beach	68.1%	68.5%	65.5%	63.2%	64.0%
Explore the island on their own	48.4%	50.2%	48.4%	46.5%	50.0%
Taste Canarian gastronomy	29.7%	26.9%	27.6%	29.2%	30.2%
Wineries / markets / popular festivals	18.0%	19.2%	17.7%	19.5%	22.0%
Museums / exhibitions	18.8%	20.0%	20.1%	16.7%	19.6%
Organized excursions	15.7%	17.4%	17.5%	14.9%	17.5%
Hiking	16.1%	13.3%	14.9%	15.2%	15.9%
Nightlife / concerts / shows	12.8%	14.8%	13.0%	13.5%	12.2%
Swim	8.1%	7.2%	8.1%	7.5%	9.1%
Other Nature Activities	8.9%	7.4%	7.7%	7.4%	7.9%
Theme parks	7.3%	6.3%	8.2%	4.8%	7.6%
Running	7.6%	5.7%	6.3%	5.5%	7.5%
Cycling / Mountain bike	7.0%	6.8%	4.8%	4.2%	5.9%
Sea excursions / whale watching	7.1%	7.1%	6.9%	5.7%	5.6%
Beauty and health treatments	4.7%	5.6%	3.2%	5.3%	4.8%
Practice other sports	4.8%	3.0%	2.7%	3.1%	3.2%
Scuba Diving	3.3%	3.0%	1.7%	2.4%	1.8%
Surf	2.4%	1.8%	1.7%	1.5%	1.6%
Astronomical observation	1.4%	1.6%	1.4%	1.5%	1.5%
Golf	1.6%	0.9%	1.0%	1.8%	1.5%
Windsurf / Kitesurf	1.3%	0.8%	0.6%	0.2%	0.5%

** Multi-choise question*

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

What places do they visit?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
La Graciosa	25.5%	31.2%	30.7%	31.9%	33.8%
Montaña del Fuego	32.1%	32.4%	32.1%	26.1%	28.7%
Arrecife	27.2%	27.9%	28.1%	21.2%	26.1%
Teguise Market	17.0%	19.7%	19.8%	18.7%	21.8%
Monumento al Campesino	23.5%	23.6%	22.6%	20.4%	20.8%
Jameos del agua	20.5%	22.4%	20.2%	17.4%	18.6%
Cactus Garden	18.4%	19.8%	19.0%	16.8%	15.6%
César Manrique Foundation	14.2%	13.1%	15.6%	14.2%	15.0%
San José Castle	9.3%	6.7%	5.6%	7.6%	8.3%
Cueva de los Verdes	9.5%	7.4%	6.9%	8.5%	8.1%
Mirador del Río Viewpoint	4.6%	2.7%	2.3%	2.7%	2.6%

¿Cuántos son fieles al destino?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Lanzarote: Repeat tourists	68.0%	67.1%	67.5%	71.5%	71.6%
Lanzarote: At least 10 previous visits	13.2%	12.6%	14.1%	13.6%	17.5%
Canary Islands: Repeat tourists	76.0%	73.8%	74.4%	78.2%	79.4%
Canary Islands: At least 10 previous visits	23.0%	24.7%	23.8%	24.5%	29.5%

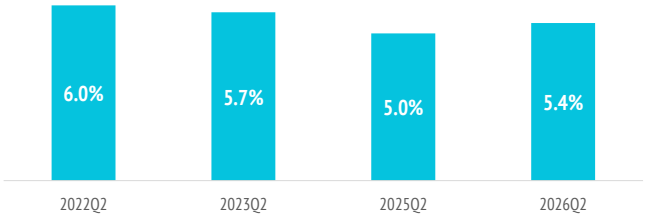
Who are they?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Gender					
Men	51.7%	47.1%	47.4%	45.3%	49.7%
Women	48.3%	52.9%	52.6%	54.7%	50.3%
Age					
Average age	49.21	47.72	49.74	51.51	52.33
Standard deviation	16.2	16.5	16.0	17.3	15.7
Age range					
16 - 24 years old	7.7%	8.0%	6.8%	7.3%	3.8%
25 - 30 years old	8.9%	11.4%	7.6%	8.7%	7.6%
31 - 45 years old	25.1%	27.6%	27.2%	22.9%	25.4%
46 - 60 years old	28.9%	26.1%	28.6%	23.5%	25.3%
Over 60 years old	29.4%	26.9%	29.9%	37.6%	37.9%
Occupation					
Salaried worker	54.2%	56.1%	57.5%	49.2%	53.1%
Self-employed	10.5%	10.5%	8.0%	11.0%	9.6%
Unemployed	1.1%	0.9%	0.6%	1.2%	0.5%
Business owner	5.9%	4.1%	5.6%	4.3%	5.1%
Student	3.0%	2.9%	3.0%	2.6%	1.2%
Retired	24.5%	24.0%	24.1%	30.3%	29.3%
Unpaid domestic work	0.4%	1.0%	0.6%	0.6%	0.7%
Others	0.4%	0.5%	0.7%	0.8%	0.5%
Annual household income level					
Less than €25,000	13.2%	12.4%	12.1%	10.0%	7.8%
€25,000 - €49,999	33.4%	39.2%	33.9%	35.1%	29.1%
€50,000 - €74,999	23.2%	24.0%	24.6%	25.4%	29.5%
More than €74,999	30.1%	24.4%	29.4%	29.4%	33.5%
Education level					
No studies	5.4%	4.6%	6.1%	6.5%	5.8%
Primary education	1.6%	1.0%	0.7%	1.1%	2.5%
Secondary education	18.7%	20.7%	23.1%	20.5%	18.4%
Higher education	74.4%	73.6%	70.1%	71.9%	73.3%

How many islands do they visit during their trip?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
One island	94.0%	94.3%	92.5%	95.0%	94.6%
Two islands	5.1%	4.9%	7.0%	4.5%	4.9%
Three or more islands	0.9%	0.8%	0.5%	0.5%	0.5%

% TOURISTS VISITING MORE THAN ONE ISLAND



How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Average rating	8.99	9.03	8.94	8.90	8.89

Experience in the Canary Islands	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Worse or much worse than expected	2.2%	1.1%	1.5%	2.8%	2.8%
Lived up to expectations	54.4%	53.4%	57.5%	58.2%	57.2%
Better or much better than expected	43.4%	45.5%	41.1%	39.0%	40.0%

Future intentions (scale 0-10)	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Return to the Canary Islands	8.99	9.04	9.00	9.02	8.98
Recommend visiting the Canary Islands	9.17	9.23	9.15	9.17	9.15

Who do they come with?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Unaccompanied	6.0%	5.8%	5.3%	8.1%	6.2%
Only with partner	49.0%	55.2%	49.7%	55.4%	52.7%
Only with children (< 13 years old)	3.9%	3.9%	4.5%	3.0%	2.9%
Partner + children (< 13 years old)	8.1%	6.7%	5.9%	4.8%	6.2%
Other relatives	10.9%	9.6%	12.7%	10.5%	10.0%
Friends	6.1%	8.3%	6.8%	7.6%	7.0%
Work colleagues	0.3%	0.3%	0.1%	0.5%	0.3%
Organized trip	0.3%	0.3%	0.1%	0.5%	0.2%
Other combinations (2)	15.4%	9.8%	14.8%	9.7%	14.5%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**21.0%**	**15.1%**	**18.1%**	**13.5%**	**15.9%**
- Between 0 and 2 years old	1.1%	2.1%	1.3%	2.2%	0.8%
- Between 3 and 12 years old	18.9%	11.3%	15.1%	9.9%	14.0%
- Between 0 -2 and 3-12 years old	1.0%	1.8%	1.8%	1.3%	1.0%
Tourists without children	**79.0%**	**84.9%**	**81.9%**	**86.5%**	**84.1%**
Group composition:					
- 1 person	8.0%	9.7%	7.8%	9.9%	8.1%
- 2 people	53.5%	60.8%	57.1%	63.5%	60.0%
- 3 people	11.9%	11.4%	10.8%	9.2%	9.1%
- 4 or 5 people	22.3%	15.2%	17.8%	13.5%	16.4%
- 6 or more people	4.3%	2.9%	6.6%	3.9%	6.4%
Average group size:	**2.78**	**2.50**	**2.78**	**2.50**	**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.