Tourist profile by quarter of trip (2025)

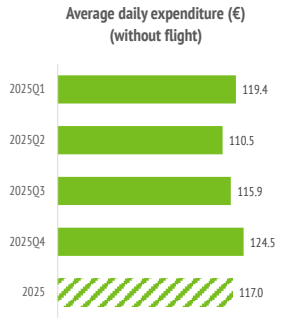
SPANISH MAINLAND

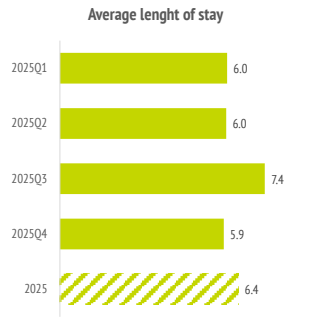
How many are they and how much do they spend?

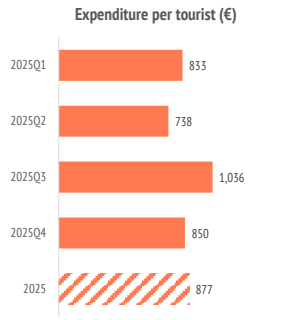
	2025Q1	2025Q2	2025Q3	2025Q4	2025
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**399**	**528**	**700**	**426**	**2,052**
Tourist arrivals ≥ 16 years old (EGT) (*)	**363**	**476**	**591**	**391**	**1,822**
- % tourists who book holiday package	20.0%	28.3%	19.3%	23.7%	**22.7%**
Children < 16 years old (FRONTUR - EGT) *(*)*	35	52	108	35	**230**
Expenditure per tourist (€)	**833**	**738**	**1,036**	**850**	**877**
- book holiday package	1,198	931	1,315	1,146	**1,132**
- holiday package	937	705	1,038	887	**878**
- others	261	226	276	259	**254**
- do not book holiday package	742	662	969	757	**803**
- flight	179	141	252	174	**193**
- accommodation	268	230	350	277	**288**
- others	179	141	252	174	**193**
Average lenght of stay	**6.0**	**6.0**	**7.4**	**5.9**	**6.4**
- Median	6.0	5.5	7.0	5.8	**6.0**
Average daily expenditure (€)	**159.4**	**142.5**	**159.4**	**164.4**	**156.0**
- Median	149.3	132.8	161.2	154.4	**148.3**
Average daily expenditure (without flight)	**119.4**	**110.5**	**115.9**	**124.5**	**117.0**
- Median	117.0	102.7	119.9	118.5	**113.1**
Average cost of the flight (€)	**202.3**	**160.6**	**272.0**	**196.1**	**212.7**
Total turnover (≥ 16 years old) (€m)	**303**	**351**	**612**	**332**	**1,599**
Turnover without flight (≥ 16 years old) (€m)	**229**	**275**	**452**	**256**	**1,211**

(*) Thousands of tourists









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

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Accommodation:					
- Accommodation	75.3%	81.0%	82.2%	77.3%	**79.5%**
- Additional accommodation expenses	7.2%	8.7%	8.1%	8.7%	**8.2%**
Transport:					
- National/International Transport	92.1%	91.7%	93.7%	90.8%	**92.3%**
- Flights between islands	6.3%	6.1%	8.2%	5.6%	**6.7%**
- Taxi	25.0%	24.0%	17.4%	21.3%	**21.5%**
- Car rental	51.1%	56.2%	64.5%	58.2%	**58.3%**
- Public transport	15.7%	11.8%	9.8%	10.6%	**11.7%**
Food and drink:					
- Food purchases at supermarkets	54.8%	51.4%	59.6%	49.3%	**54.3%**
- Restaurants	77.2%	72.1%	75.8%	75.7%	**75.1%**
Leisure:					
- Organized excursions	22.6%	27.6%	34.8%	21.9%	**27.7%**
- Sport activities	4.7%	4.1%	6.8%	4.4%	**5.2%**
- Cultural activities	3.6%	3.7%	3.1%	3.5%	**3.5%**
- Museums	7.6%	8.0%	10.6%	11.0%	**9.4%**
- Theme Parks	9.2%	10.4%	19.5%	10.1%	**13.1%**
- Discos and pubs	11.4%	9.7%	9.6%	6.8%	**9.4%**
- Wellness	3.3%	2.8%	2.6%	2.9%	**2.9%**
Purchases of goods:					
- Souvenirs	42.1%	42.7%	47.2%	44.0%	**44.3%**
- Other expenses	0.8%	0.9%	0.9%	1.0%	**0.9%**
Other:					
- Medical or pharmaceutical expenses	6.8%	7.0%	8.2%	5.1%	**6.9%**
- Other expenses	4.3%	4.3%	4.6%	5.1%	**4.6%**

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

Expenditure per tourist and trip (€)	2025Q1	2025Q2	2025Q3	2025Q4	2025
Accommodation:	**544**	**461**	**636**	**579**	**560**
- Accommodation	439	358	484	451	**435**
- Additional accommodation expenses	106	103	152	128	**125**
Transport:	**472**	**424**	**563**	**450**	**485**
- National/International Transport	220	175	290	216	**231**
- Flights between islands	68	77	73	62	**71**
- Taxi	56	60	65	58	**60**
- Car rental	110	85	110	94	**100**
- Public transport	19	27	25	21	**23**
Food and drink:	**205**	**201**	**237**	**215**	**217**
- Food purchases at supermarkets	70	73	84	66	**75**
- Restaurants	135	128	153	149	**142**
Leisure:	**417**	**428**	**459**	**456**	**442**
- Organized excursions	93	72	80	71	**78**
- Sport activities	68	97	81	76	**81**
- Cultural activities	41	48	57	56	**51**
- Museums	38	31	37	37	**36**
- Theme Parks	64	63	80	81	**74**
- Discos and pubs	62	62	76	76	**69**
- Wellness	52	56	48	59	**53**
Purchases of goods:	**100**	**681**	**191**	**211**	**313**
- Souvenirs	62	53	56	68	**59**
- Other expenses	38	628	134	143	**254**
Other:	**61**	**131**	**109**	**90**	**101**
- Medical or pharmaceutical expenses	13	22	15	16	**16**
- Other expenses	48	109	94	74	**84**

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 by quarter of trip (2025)

SPANISH MAINLAND

What is the main purpose of their trip?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Holiday, leisure	74.0%	75.2%	82.8%	73.1%	**77.0%**
Visiting family or friends	14.9%	11.7%	10.5%	15.6%	**12.8%**
Business and work	8.0%	9.1%	4.6%	9.9%	**7.6%**
Education and training	0.3%	0.6%	0.2%	0.3%	**0.3%**
Sports training	1.3%	1.4%	0.3%	0.6%	**0.9%**
Health or medical care	0.0%	0.3%	0.0%	0.0%	**0.1%**
Fairs and congresses	0.3%	0.8%	1.2%	0.5%	**0.8%**
Others	1.2%	0.8%	0.4%	0.0%	**0.6%**

What is the main motivation for their holidays?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Rest	26.0%	27.3%	25.9%	28.5%	**26.8%**
Enjoy family time	21.5%	16.0%	20.2%	24.1%	**20.2%**
Have fun	15.2%	11.0%	8.6%	7.2%	**10.2%**
Explore the destination	32.2%	42.1%	43.6%	36.1%	**39.4%**
Practice their hobbies	2.7%	1.6%	0.8%	1.7%	**1.6%**
Other reasons	2.3%	2.0%	0.9%	2.4%	**1.8%**

Where did they spend their main holiday last year? *

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Didn't have holidays	4.6%	6.3%	5.6%	4.6%	**5.3%**
Canary Islands	17.3%	18.3%	22.8%	19.2%	**19.2%**
Other destination	78.2%	75.4%	71.7%	76.2%	**75.5%**
- Balearic Islands	6.0%	7.6%	5.6%	5.4%	**6.3%**
- Rest of Spain	33.5%	37.1%	30.2%	32.7%	**33.8%**
- Italy	7.5%	6.7%	7.6%	7.2%	**7.2%**
- France	4.3%	3.8%	3.8%	4.3%	**4.0%**
- Turkey	1.5%	0.6%	1.3%	0.8%	**1.0%**
- Greece	2.4%	1.8%	1.9%	1.6%	**2.0%**
- Portugal	5.4%	4.3%	4.8%	5.2%	**4.9%**
- Croatia	0.8%	1.0%	0.6%	0.8%	**0.8%**
- Egypt	0.9%	0.7%	1.1%	1.1%	**0.9%**
- Tunisia	0.2%	0.0%	0.0%	0.2%	**0.1%**
- Morocco	2.7%	1.0%	2.2%	2.3%	**2.0%**
- Others	12.8%	10.8%	12.5%	14.7%	**12.5%**

** Percentage of valid answers*

What other destinations did they consider for this trip? *

	2025Q1	2025Q2	2025Q3	2025Q4	2025
None (I was clear about "this Canary Island")	43.2%	38.9%	28.1%	45.1%	**36.9%**
Canary Islands (other island)	27.6%	23.8%	22.9%	24.7%	**24.3%**
Other destination	29.2%	37.3%	49.0%	30.2%	**38.7%**
- Balearic Islands	5.1%	8.6%	11.6%	4.9%	**8.3%**
- Rest of Spain	7.0%	9.2%	13.6%	7.5%	**10.1%**
- Italy	5.1%	6.0%	5.7%	4.2%	**5.4%**
- France	1.0%	1.6%	1.4%	1.8%	**1.5%**
- Turkey	0.6%	1.0%	1.1%	1.0%	**0.9%**
- Greece	1.5%	2.6%	4.5%	2.0%	**3.0%**
- Portugal	3.7%	3.9%	5.5%	3.5%	**4.3%**
- Croatia	0.8%	1.1%	2.1%	0.9%	**1.4%**
- Egypt	1.3%	1.1%	1.3%	1.7%	**1.3%**
- Others	3.2%	2.2%	2.3%	2.6%	**2.5%**

** Percentage of valid answers*

Importance of each factor in the destination choice

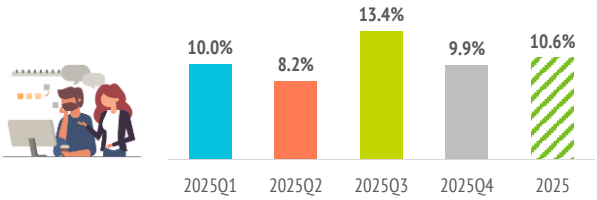
	2025Q1	2025Q2	2025Q3	2025Q4	2025
Climate	69.1%	59.4%	52.8%	65.6%	**60.4%**
Tranquility	49.4%	52.4%	51.3%	54.6%	**51.9%**
Landscapes	50.2%	55.0%	51.9%	52.5%	**52.5%**
Sea	42.7%	45.5%	42.0%	43.6%	**43.4%**
Environment	39.4%	42.8%	40.6%	43.1%	**41.4%**
Safety	39.7%	40.6%	40.6%	42.1%	**40.7%**
European belonging	34.4%	40.9%	38.3%	40.8%	**38.7%**
Beaches	37.4%	43.0%	41.3%	39.2%	**40.6%**
Authenticity	29.9%	33.9%	33.3%	36.4%	**33.4%**
Effortless trip	27.0%	30.3%	27.0%	34.0%	**29.3%**
Gastronomy	28.1%	32.2%	33.1%	33.5%	**32.0%**
Price	26.6%	32.2%	31.5%	28.3%	**30.0%**
Accommodation supply	20.5%	24.2%	27.4%	24.0%	**24.5%**
Fun possibilities	26.8%	26.8%	27.9%	22.4%	**26.3%**
Historical heritage	15.4%	16.0%	17.0%	17.8%	**16.6%**
Exoticism	15.1%	19.2%	16.2%	17.6%	**17.0%**
Hiking trail network	13.9%	15.7%	11.9%	16.0%	**14.1%**
Culture	12.9%	14.2%	12.8%	13.8%	**13.4%**
Shopping	8.3%	7.8%	7.7%	8.4%	**8.0%**
Nightlife	12.4%	9.8%	8.0%	7.4%	**9.2%**

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?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
The same day	2.0%	2.3%	1.4%	2.0%	**1.9%**
Between 1 and 30 days	32.1%	33.8%	23.5%	33.4%	**30.0%**
Between 1 and 2 months	28.2%	27.6%	25.8%	27.2%	**27.0%**
Between 3 and 6 months	27.7%	28.1%	35.9%	27.4%	**30.4%**
More than 6 months	10.0%	8.2%	13.4%	9.9%	**10.6%**

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Previous visits to the Canary Islands	38.1%	29.8%	31.6%	38.5%	**33.9%**
Friends or relatives	37.6%	36.3%	39.3%	37.6%	**37.8%**
Internet or social media	44.4%	47.1%	55.4%	46.0%	**49.0%**
Mass Media	1.2%	1.5%	1.7%	1.1%	**1.4%**
Travel guides and magazines	3.0%	3.4%	4.7%	2.7%	**3.6%**
Travel Blogs or Forums	6.7%	8.1%	10.2%	6.0%	**8.1%**
Travel TV Channels	0.1%	0.8%	0.6%	0.4%	**0.5%**
Tour Operator or Travel Agency	8.2%	11.5%	11.5%	10.2%	**10.6%**
Public administrations or similar	1.7%	2.4%	1.4%	1.3%	**1.7%**
Others	5.6%	7.0%	5.0%	4.3%	**5.5%**

** Multi-choise question*

Tourist profile by quarter of trip (2025)
SPANISH MAINLAND

With whom did they book their flight and accommodation?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Flight					
- Directly with the airline	73.2%	66.9%	68.6%	68.5%	**69.1%**
- Tour Operator or Travel Agency	26.8%	33.1%	31.4%	31.5%	**30.9%**
Accommodation					
- Directly with the accommodation	60.6%	52.1%	54.3%	53.8%	**54.8%**
- Tour Operator or Travel Agency	26.8%	33.1%	31.4%	31.5%	**30.9%**

Where are they from?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Spanish Mainland	99.6%	99.8%	99.9%	99.4%	**99.7%**
Portugal	0.1%	0.0%	0.0%	0.1%	**0.1%**
France	0.0%	0.0%	0.0%	0.2%	**0.0%**
United Kingdom	0.0%	0.1%	0.0%	0.0%	**0.0%**
Germany	0.1%	0.0%	0.0%	0.0%	**0.0%**
Austria	0.0%	0.0%	0.0%	0.1%	**0.0%**
Others	0.1%	0.1%	0.1%	0.2%	**0.1%**

Where do they stay?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
1-2-3* Hotel	15.0%	17.1%	10.4%	14.2%	**13.9%**
4* Hotel	35.2%	38.9%	36.3%	41.8%	**37.9%**
5* Hotel / 5* Luxury Hotel	6.3%	6.0%	7.0%	7.2%	**6.6%**
Aparthotel / Tourist Villa	7.5%	13.5%	13.4%	8.4%	**11.2%**
House/room rented in a private dwelling	16.3%	12.9%	19.0%	13.7%	**15.7%**
Private accommodation (1)	16.3%	9.9%	11.7%	12.6%	**12.3%**
Others (Cottage, cruise, camping,..)	3.4%	1.8%	2.1%	2.1%	**2.3%**

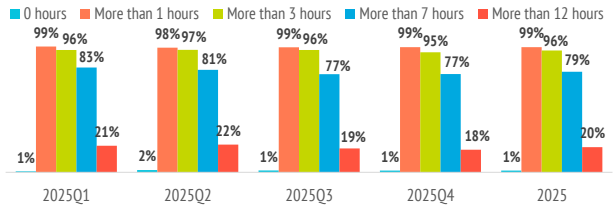
(1) Own property /House of friends or relatives / Free housing exchange / Other private accommodation.

What do they book?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Room only	44.7%	36.9%	41.8%	33.6%	**39.3%**
Bed and Breakfast	18.1%	21.4%	15.7%	21.9%	**19.0%**
Half board	16.8%	16.0%	21.2%	20.4%	**18.8%**
Full board	5.6%	8.0%	2.4%	4.2%	**4.9%**
All inclusive	14.7%	17.7%	19.0%	19.9%	**18.0%**

Activities in the Canary Islands

Outdoor time per day	2025Q1	2025Q2	2025Q3	2025Q4	2025
0 hours	0.8%	1.8%	1.4%	1.3%	**1.4%**
1 - 2 hours	2.8%	1.7%	2.2%	4.0%	**2.6%**
3 - 6 hours	13.9%	15.8%	19.0%	17.2%	**16.8%**
7 - 12 hours	61.6%	58.9%	58.6%	59.7%	**59.5%**
More than 12 hours	21.0%	21.9%	18.8%	17.8%	**19.8%**
Outdoor time per day	10.2	10.1	9.5	9.6	**9.8**



Activities in the Canary Islands	2025Q1	2025Q2	2025Q3	2025Q4	2025
Walk, wander	74.8%	73.4%	78.2%	74.5%	**75.5%**
Beach	59.7%	69.5%	80.1%	62.9%	**69.6%**
Explore the island on their own	61.4%	62.4%	71.2%	62.2%	**65.0%**
Taste Canarian gastronomy	42.8%	43.1%	49.2%	44.2%	**45.3%**
Swimming pool, hotel facilities	30.0%	44.7%	57.1%	39.7%	**44.7%**
Hiking	22.1%	22.8%	24.9%	24.3%	**23.6%**
Museums / exhibitions	13.7%	15.9%	20.0%	19.7%	**17.6%**
Wineries / markets / popular festivals	19.7%	16.8%	20.8%	17.2%	**18.8%**
Theme parks	13.1%	14.7%	23.4%	13.9%	**17.0%**
Organized excursions	11.0%	16.3%	21.6%	13.6%	**16.4%**
Nightlife / concerts / shows	19.0%	14.2%	15.5%	11.9%	**15.1%**
Other Nature Activities	11.6%	12.9%	15.1%	11.8%	**13.1%**
Sea excursions / whale watching	6.1%	8.9%	16.8%	8.1%	**10.7%**
Running	5.9%	6.7%	6.3%	5.5%	**6.1%**
Astronomical observation	4.3%	4.0%	5.9%	4.8%	**4.8%**
Practice other sports	3.9%	4.3%	4.7%	4.2%	**4.4%**
Beauty and health treatments	2.8%	2.8%	3.4%	3.9%	**3.2%**
Scuba Diving	2.0%	2.8%	4.6%	2.0%	**3.1%**
Surf	3.0%	1.8%	3.0%	1.9%	**2.4%**
Swim	1.5%	1.8%	2.4%	1.6%	**1.9%**
Cycling / Mountain bike	1.9%	1.1%	1.4%	1.3%	**1.4%**
Golf	1.0%	1.0%	1.0%	0.8%	**1.0%**
Windsurf / Kitesurf	0.4%	0.4%	0.8%	0.7%	**0.6%**

** Multi-choise question*

Tourist tax *(Data available from Q1 2025 to Q3 2025)*

Have they visited any holiday destination in the last five years where they were charged a tourist tax?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Yes	56.9%	53.3%	55.3%	--	**55.0%**
No	26.8%	29.6%	28.9%	--	**28.6%**
Not remember	16.4%	17.1%	15.8%	--	**16.4%**

Do they exclude destinations with tourist tax?	2025Q1	2025Q2	2025Q3	2025Q4	2025
Yes	22.2%	25.8%	24.7%	--	**24.4%**
No	77.8%	74.2%	75.3%	--	**75.6%**

How much would they be willing to pay?	2025Q1	2025Q2	2025Q3	2025Q4	2025
Up to 1 euro	44.4%	42.0%	43.2%	--	**43.1%**
Up to 2 euros	27.1%	29.7%	26.9%	--	**27.9%**
Up to 3 euros	18.8%	20.5%	18.5%	--	**19.2%**
More than 3 euros	9.7%	7.8%	11.5%	--	**9.8%**

Would they be willing to pay a tourist tax for each day of accommodation in the Canary Islands?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Yes	47.8%	48.3%	45.2%	--	**46.9%**
- For any purpose	7.1%	7.0%	7.5%	--	**7.3%**
- Improve living conditions	9.9%	8.7%	7.5%	--	**8.5%**
- Improve economic development	4.0%	4.1%	3.4%	--	**3.8%**
- Improve the environment	17.6%	18.6%	17.6%	--	**17.9%**
- Improve the tourist environment	4.9%	4.8%	5.1%	--	**4.9%**
- Other purposes	4.2%	5.2%	4.0%	--	**4.4%**
Not sure	27.9%	28.1%	26.7%	--	**27.4%**
No	24.3%	23.6%	28.1%	--	**25.7%**

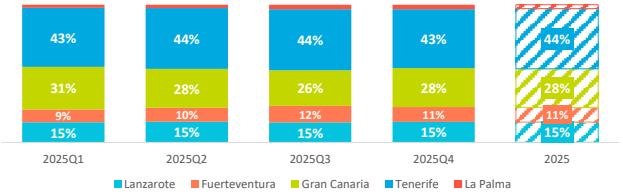
Tourist profile by quarter of trip (2025)

SPANISH MAINLAND

Which island do they choose?

Tourists (≥ 16 year old)	2025Q1	2025Q2	2025Q3	2025Q4	2025
Lanzarote	52,741	71,272	85,229	57,881	267,123
Fuerteventura	33,826	47,916	70,209	41,704	193,655
Gran Canaria	111,697	133,831	151,360	109,598	506,486
Tenerife	155,074	209,597	259,452	165,940	790,063
La Palma	8,035	11,319	19,131	12,503	50,988

Share by islands	2025Q1	2025Q2	2025Q3	2025Q4	2025
Lanzarote	14.6%	15.0%	14.6%	14.9%	14.8%
Fuerteventura	9.4%	10.1%	12.0%	10.8%	10.7%
Gran Canaria	30.9%	28.2%	25.9%	28.3%	28.0%
Tenerife	42.9%	44.2%	44.3%	42.8%	43.7%
La Palma	2.2%	2.4%	3.3%	3.2%	2.8%



How many islands do they visit during their trip?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
One island	90.5%	89.9%	90.0%	91.5%	90.4%
Two islands	7.8%	8.3%	8.9%	6.9%	8.1%
Three or more islands	1.7%	1.9%	1.2%	1.6%	1.6%

How many are loyal to the Canary Islands?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Repeat tourists	76.2%	68.4%	65.9%	74.5%	70.5%
At least 10 previous visits	18.4%	14.4%	11.1%	17.3%	14.7%
Repeat tourists (last 5 years)	71.2%	61.2%	56.9%	67.9%	63.3%
Repeat tourists (last 5 years)(5 or more visits)	20.5%	15.4%	11.8%	19.6%	16.2%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2025Q1	2025Q2	2025Q3	2025Q4	2025
Average rating	8.64	8.79	8.71	8.81	8.74

Experience in the Canary Islands	2025Q1	2025Q2	2025Q3	2025Q4	2025
Worse or much worse than expected	3.0%	3.0%	3.3%	2.4%	3.0%
Lived up to expectations	52.2%	49.5%	51.3%	53.0%	51.4%
Better or much better than expected	44.8%	47.5%	45.3%	44.6%	45.7%

Future intentions (scale 0-10)	2025Q1	2025Q2	2025Q3	2025Q4	2025
Return to the Canary Islands	9.06	9.07	8.87	9.17	9.02
Recommend visiting the Canary Islands	9.19	9.20	9.05	9.30	9.17

Who are they?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Gender					
Men	51.5%	50.5%	50.4%	53.1%	51.2%
Women	48.5%	49.5%	49.6%	46.9%	48.8%
Age					
Average age	42.7	42.0	38.7	44.0	41.5
Standard deviation	14.8	16.1	13.9	14.6	15.0
Age range					
16 - 24 years old	8.8%	11.3%	18.8%	7.6%	12.5%
25 - 30 years old	14.6%	18.9%	16.2%	14.5%	16.2%
31 - 45 years old	39.5%	35.2%	34.9%	35.0%	35.9%
46 - 60 years old	21.5%	16.6%	22.8%	27.4%	21.9%
Over 60 years old	15.5%	18.0%	7.3%	15.4%	13.5%
Occupation					
Salaried worker	57.5%	60.2%	67.6%	64.0%	62.9%
Self-employed	12.4%	12.3%	10.4%	11.5%	11.5%
Unemployed	2.5%	2.0%	1.6%	1.8%	1.9%
Business owner	10.0%	7.3%	7.2%	8.5%	8.1%
Student	4.3%	4.4%	7.9%	2.9%	5.2%
Retired	11.9%	12.2%	4.5%	10.7%	9.3%
Unpaid domestic work	0.3%	0.3%	0.0%	0.3%	0.2%
Others	1.1%	1.2%	0.8%	0.4%	0.9%
Annual household income level					
Less than €25,000	18.2%	23.0%	20.2%	16.1%	19.6%
€25,000 - €49,999	47.0%	45.0%	46.8%	41.6%	45.3%
€50,000 - €74,999	20.9%	19.9%	21.9%	26.1%	22.1%
More than €74,999	13.9%	12.1%	11.1%	16.2%	13.0%
Education level					
No studies	0.3%	0.8%	0.4%	0.7%	0.5%
Primary education	3.1%	3.1%	2.6%	3.1%	3.0%
Secondary education	17.9%	19.9%	15.7%	17.3%	17.6%
Higher education	78.7%	76.2%	81.3%	78.9%	78.9%

Who do they come with?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Unaccompanied	15.6%	16.6%	9.5%	14.6%	13.6%
Only with partner	35.7%	43.8%	39.1%	41.5%	40.2%
Only with children (< 13 years old)	3.2%	2.5%	5.0%	2.5%	3.5%
Partner + children (< 13 years old)	7.5%	5.3%	10.7%	6.8%	7.8%
Other relatives	8.7%	7.3%	9.6%	9.7%	8.8%
Friends	14.9%	12.3%	8.9%	7.2%	10.6%
Work colleagues	2.6%	3.0%	2.0%	3.3%	2.6%
Organized trip	0.4%	1.3%	0.2%	0.3%	0.6%
Other combinations (2)	11.4%	8.0%	14.9%	14.2%	12.2%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**16.3%**	**9.6%**	**21.3%**	**14.3%**	**15.7%**
- Between 0 and 2 years old	2.2%	1.5%	1.6%	1.5%	1.7%
- Between 3 and 12 years old	13.0%	7.3%	19.0%	11.6%	13.2%
- Between 0 -2 and 3-12 years old	1.1%	0.8%	0.7%	1.2%	0.9%
Tourists without children	**83.7%**	**90.4%**	**78.7%**	**85.7%**	**84.3%**
Group composition:					
- 1 person	19.5%	19.8%	11.2%	17.3%	16.4%
- 2 people	43.8%	54.7%	48.0%	51.0%	49.5%
- 3 people	10.9%	9.9%	16.0%	12.6%	12.7%
- 4 or 5 people	17.6%	12.0%	19.6%	14.0%	16.0%
- 6 or more people	8.3%	3.5%	5.2%	5.1%	5.4%
Average group size:	**2.86**	**2.41**	**2.78**	**2.59**	**2.66**

**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.