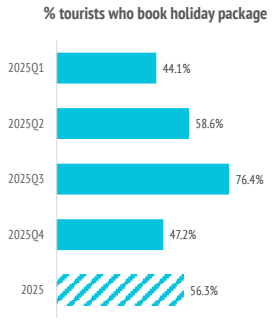
Tourist profile by quarter of trip (2025)

POLAND

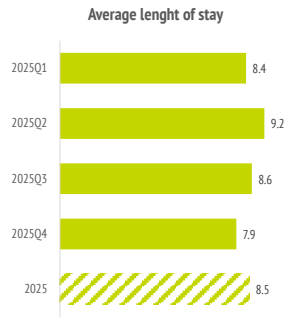
How many are they and how much do they spend?

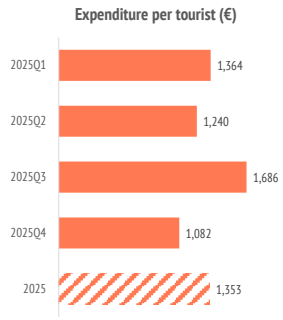
	2025Q1	2025Q2	2025Q3	2025Q4	2025
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**n.d.**	**n.d.**	**n.d.**	**n.d.**	**621**
Tourist arrivals ≥ 16 years old (EGT) (*)	**122**	**91**	**106**	**96**	**415**
- % tourists who book holiday package	44.1%	58.6%	76.4%	47.2%	**56.3%**
Children < 16 years old (FRONTUR - EGT) *(*)*	n.d	n.d	n.d	n.d	**206**
Expenditure per tourist (€)	**1,364**	**1,240**	**1,686**	**1,082**	**1,353**
- book holiday package	1,710	1,293	1,702	1,134	**1,500**
- holiday package	1,458	1,080	1,446	933	**1,266**
- others	251	212	255	201	**234**
- do not book holiday package	1,090	1,164	1,633	1,036	**1,165**
- flight	311	231	432	267	**299**
- accommodation	343	466	426	362	**385**
- others	311	231	432	267	**299**
Average lenght of stay	**8.4**	**9.2**	**8.6**	**7.9**	**8.5**
- Median	7.0	7.0	7.0	7.0	**7.0**
Average daily expenditure (€)	**184.2**	**151.5**	**206.9**	**148.3**	**174.5**
- Median	169.8	149.1	190.0	133.2	**158.2**
Average daily expenditure (without flight)	**130.5**	**111.6**	**144.6**	**107.2**	**124.6**
- Median	114.1	108.3	136.7	96.1	**114.1**
Average cost of the flight (€)	**391.7**	**311.0**	**497.9**	**293.9**	**378.5**
Total turnover (≥ 16 years old) (€m)	**166**	**112**	**179**	**104**	**562**
Turnover without flight (≥ 16 years old) (€m)	**118**	**84**	**126**	**76**	**405**

(*) Thousands of tourists









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

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Accommodation:					
- Accommodation	88.1%	91.9%	89.9%	86.0%	**88.9%**
- Additional accommodation expenses	7.2%	4.8%	5.9%	7.8%	**6.5%**
Transport:					
- National/International Transport	96.4%	98.3%	96.3%	96.2%	**96.8%**
- Flights between islands	9.8%	4.1%	3.4%	5.6%	**5.9%**
- Taxi	36.7%	52.1%	63.1%	47.9%	**49.4%**
- Car rental	49.5%	52.6%	41.4%	52.1%	**48.7%**
- Public transport	11.5%	9.0%	7.4%	22.4%	**12.4%**
Food and drink:					
- Food purchases at supermarkets	56.2%	54.2%	51.0%	56.2%	**54.4%**
- Restaurants	64.2%	54.0%	48.0%	62.3%	**57.4%**
Leisure:					
- Organized excursions	30.6%	34.1%	46.3%	32.2%	**35.8%**
- Sport activities	8.7%	4.6%	4.7%	5.5%	**6.0%**
- Cultural activities	3.5%	1.6%	2.8%	4.4%	**3.1%**
- Museums	5.6%	5.2%	6.5%	7.7%	**6.2%**
- Theme Parks	18.1%	15.9%	20.1%	13.9%	**17.1%**
- Discos and pubs	3.6%	4.2%	2.3%	6.3%	**4.0%**
- Wellness	1.1%	1.3%	1.8%	2.2%	**1.6%**
Purchases of goods:					
- Souvenirs	49.2%	53.2%	56.7%	46.8%	**51.4%**
- Other expenses	2.1%	0.4%	0.6%	1.4%	**1.2%**
Other:					
- Medical or pharmaceutical expenses	6.2%	4.3%	5.0%	4.6%	**5.1%**
- Other expenses	6.9%	2.4%	6.8%	3.6%	**5.1%**

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:	**795**	**796**	**898**	**587**	**770**
- Accommodation	653	601	788	491	**640**
- Additional accommodation expenses	142	195	110	95	**130**
Transport:	**792**	**609**	**899**	**637**	**745**
- National/International Transport	406	317	517	305	**391**
- Flights between islands	113	70	112	94	**102**
- Taxi	118	103	121	100	**112**
- Car rental	116	100	118	115	**113**
- Public transport	38	20	31	23	**28**
Food and drink:	**252**	**267**	**337**	**230**	**269**
- Food purchases at supermarkets	96	123	128	100	**110**
- Restaurants	157	144	209	130	**159**
Leisure:	**651**	**538**	**633**	**489**	**584**
- Organized excursions	96	140	180	117	**137**
- Sport activities	109	38	77	56	**80**
- Cultural activities	86	76	92	62	**79**
- Museums	25	22	62	33	**36**
- Theme Parks	63	65	79	62	**68**
- Discos and pubs	63	73	71	52	**63**
- Wellness	209	124	73	107	**121**
Purchases of goods:	**508**	**87**	**127**	**147**	**331**
- Souvenirs	85	76	92	79	**84**
- Other expenses	423	12	35	68	**247**
Other:	**88**	**135**	**183**	**108**	**131**
- Medical or pharmaceutical expenses	14	85	48	22	**37**
- Other expenses	74	50	135	86	**94**

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)

POLAND

What is the main purpose of their trip?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Holiday, leisure	91.9%	94.4%	96.6%	92.4%	**93.8%**
Visiting family or friends	6.1%	3.4%	3.1%	6.3%	**4.8%**
Business and work	0.0%	1.4%	0.3%	1.1%	**0.6%**
Education and training	0.6%	0.0%	0.0%	0.0%	**0.2%**
Sports training	0.4%	0.8%	0.0%	0.0%	**0.3%**
Health or medical care	0.0%	0.0%	0.0%	0.0%	**0.0%**
Fairs and congresses	0.0%	0.0%	0.0%	0.2%	**0.0%**
Others	1.0%	0.0%	0.0%	0.0%	**0.3%**

What is the main motivation for their holidays?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Rest	45.1%	51.9%	56.6%	40.6%	**48.5%**
Enjoy family time	11.1%	4.8%	6.8%	7.1%	**7.7%**
Have fun	2.7%	0.9%	2.9%	2.3%	**2.3%**
Explore the destination	38.6%	41.1%	33.4%	47.0%	**39.7%**
Practice their hobbies	1.5%	0.8%	0.3%	0.2%	**0.7%**
Other reasons	0.9%	0.6%	0.0%	2.8%	**1.1%**

Where did they spend their main holiday last year? *

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Didn't have holidays	10.4%	10.0%	12.7%	8.1%	**10.1%**
Canary Islands	16.0%	16.6%	20.4%	17.4%	**17.6%**
Other destination	73.6%	73.5%	66.8%	74.5%	**72.3%**
- Balearic Islands	1.3%	5.2%	2.2%	1.2%	**2.3%**
- Rest of Spain	6.7%	7.0%	8.3%	8.4%	**7.7%**
- Italy	10.5%	6.2%	12.6%	13.2%	**10.9%**
- France	1.5%	1.7%	1.5%	3.6%	**2.2%**
- Turkey	8.7%	10.7%	4.2%	5.7%	**7.2%**
- Greece	14.0%	18.3%	11.7%	11.5%	**13.6%**
- Portugal	4.6%	3.3%	3.7%	3.8%	**3.8%**
- Croatia	5.4%	4.2%	1.8%	9.3%	**5.6%**
- Egypt	6.2%	3.3%	3.6%	4.2%	**4.3%**
- Tunisia	1.9%	2.3%	1.0%	1.1%	**1.5%**
- Morocco	2.0%	0.8%	2.3%	1.3%	**1.6%**
- Others	10.8%	10.4%	14.0%	11.2%	**11.6%**

** 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")	10.3%	6.6%	3.8%	9.9%	**7.5%**
Canary Islands (other island)	22.5%	22.8%	18.1%	26.5%	**22.2%**
Other destination	67.2%	70.6%	78.1%	63.6%	**70.3%**
- Balearic Islands	2.5%	4.0%	3.4%	4.3%	**3.5%**
- Rest of Spain	14.6%	11.6%	11.8%	13.3%	**12.9%**
- Italy	10.9%	10.8%	13.3%	12.6%	**11.9%**
- France	3.7%	1.6%	2.8%	1.8%	**2.6%**
- Turkey	2.4%	6.9%	7.8%	3.7%	**5.2%**
- Greece	9.1%	13.1%	16.7%	9.1%	**12.2%**
- Portugal	10.7%	9.9%	8.6%	7.2%	**9.1%**
- Croatia	4.7%	6.1%	7.1%	3.3%	**5.4%**
- Egypt	5.8%	4.0%	2.4%	4.7%	**4.2%**
- Others	2.8%	2.5%	4.2%	3.6%	**3.3%**

** Percentage of valid answers*

Importance of each factor in the destination choice

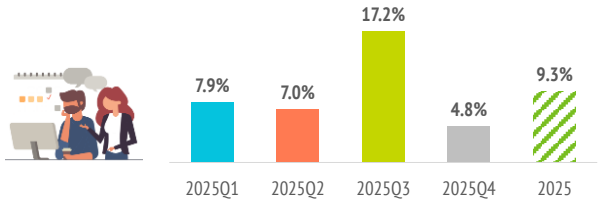
	2025Q1	2025Q2	2025Q3	2025Q4	2025
Climate	78.1%	72.6%	64.9%	79.7%	**73.9%**
Safety	62.4%	66.0%	64.2%	66.6%	**64.6%**
Tranquility	53.2%	51.6%	51.0%	60.7%	**54.0%**
Landscapes	67.9%	61.1%	62.6%	60.0%	**63.2%**
Sea	51.2%	53.6%	50.4%	58.1%	**53.1%**
European belonging	53.8%	42.9%	42.9%	52.0%	**48.2%**
Environment	60.0%	52.8%	42.7%	51.8%	**52.1%**
Beaches	42.3%	47.3%	41.0%	45.5%	**43.8%**
Price	37.0%	35.5%	31.2%	39.9%	**35.8%**
Effortless trip	30.5%	33.9%	28.0%	37.6%	**32.3%**
Authenticity	36.1%	37.0%	30.7%	36.8%	**35.1%**
Accommodation supply	33.7%	43.5%	43.9%	30.9%	**37.8%**
Gastronomy	33.9%	33.9%	33.5%	28.5%	**32.6%**
Exoticism	26.3%	30.3%	26.3%	25.4%	**27.0%**
Culture	11.3%	9.2%	9.5%	16.6%	**11.6%**
Hiking trail network	21.3%	12.8%	11.6%	16.4%	**15.8%**
Historical heritage	11.5%	16.0%	7.7%	14.0%	**12.0%**
Fun possibilities	12.9%	15.7%	12.2%	13.5%	**13.5%**
Shopping	6.9%	6.1%	3.4%	5.2%	**5.4%**
Nightlife	6.3%	5.8%	4.2%	4.6%	**5.3%**

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?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
The same day	0.6%	0.5%	0.2%	4.9%	**1.5%**
Between 1 and 30 days	34.0%	40.5%	36.4%	39.0%	**37.2%**
Between 1 and 2 months	26.4%	27.0%	19.4%	31.0%	**25.8%**
Between 3 and 6 months	31.1%	25.0%	26.8%	20.3%	**26.2%**
More than 6 months	7.9%	7.0%	17.2%	4.8%	**9.3%**

% 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	38.2%	34.1%	31.1%	45.7%	**37.2%**
Friends or relatives	33.0%	25.4%	25.7%	26.3%	**27.9%**
Internet or social media	65.3%	63.9%	64.7%	58.7%	**63.3%**
Mass Media	4.4%	5.1%	3.7%	5.2%	**4.6%**
Travel guides and magazines	11.6%	6.8%	7.7%	11.3%	**9.5%**
Travel Blogs or Forums	23.4%	18.7%	20.2%	19.5%	**20.7%**
Travel TV Channels	4.2%	2.6%	3.1%	1.0%	**2.8%**
Tour Operator or Travel Agency	19.4%	26.3%	39.7%	23.1%	**27.0%**
Public administrations or similar	0.5%	0.0%	1.4%	1.1%	**0.8%**
Others	3.6%	1.6%	4.8%	1.0%	**2.9%**

** Multi-choise question*

Tourist profile by quarter of trip (2025)

POLAND

With whom did they book their flight and accommodation?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Flight					
- Directly with the airline	56.8%	35.4%	15.4%	49.4%	**39.9%**
- Tour Operator or Travel Agency	43.2%	64.6%	84.6%	50.6%	**60.1%**
Accommodation					
- Directly with the accommodation	44.3%	29.1%	9.9%	30.8%	**28.7%**
- Tour Operator or Travel Agency	43.2%	64.6%	84.6%	50.6%	**60.1%**

Where are they from?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Poland	83.2%	84.1%	93.0%	87.2%	**86.8%**
Germany	7.2%	5.1%	2.7%	4.2%	**4.9%**
Spanish Mainland	2.6%	6.3%	1.3%	4.6%	**3.6%**
United Kingdom	2.4%	0.5%	0.0%	0.5%	**0.9%**
Italy	1.3%	1.0%	0.4%	0.0%	**0.7%**
Denmark	0.5%	0.7%	0.0%	0.7%	**0.5%**
Others	2.7%	2.2%	2.5%	2.8%	**2.6%**

Where do they stay?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
1-2-3* Hotel	10.4%	9.2%	9.4%	8.8%	**9.5%**
4* Hotel	38.3%	55.3%	65.7%	43.6%	**50.2%**
5* Hotel / 5* Luxury Hotel	4.0%	3.1%	7.6%	4.2%	**4.8%**
Aparthotel / Tourist Villa	5.1%	7.0%	5.6%	7.4%	**6.2%**
House/room rented in a private dwelling	26.4%	16.3%	6.0%	20.2%	**17.5%**
Private accommodation (1)	7.9%	4.8%	5.2%	9.6%	**6.9%**
Others (Cottage, cruise, camping,..)	7.9%	4.3%	0.6%	6.3%	**4.9%**

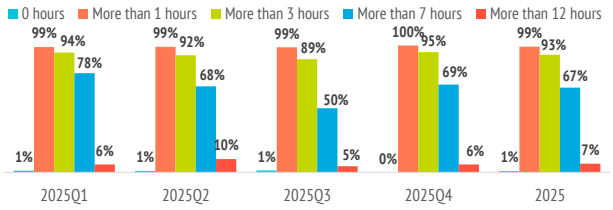
(1) Own property /House of friends or relatives / Free housing exchange / Other private accommodation.

What do they book?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Room only	41.0%	24.9%	11.4%	34.1%	**27.9%**
Bed and Breakfast	7.5%	7.6%	6.9%	6.6%	**7.2%**
Half board	10.9%	12.0%	15.3%	13.6%	**12.9%**
Full board	2.2%	3.3%	1.5%	0.4%	**1.9%**
All inclusive	38.3%	52.3%	64.9%	45.4%	**50.2%**

Activities in the Canary Islands

Outdoor time per day	2025Q1	2025Q2	2025Q3	2025Q4	2025
0 hours	1.3%	1.0%	1.4%	0.0%	**1.0%**
1 - 2 hours	4.3%	6.6%	9.4%	5.3%	**6.3%**
3 - 6 hours	16.3%	24.6%	38.8%	25.5%	**26.0%**
7 - 12 hours	71.9%	57.3%	45.7%	63.0%	**60.0%**
More than 12 hours	6.2%	10.4%	4.8%	6.2%	**6.8%**
Outdoor time per day	8.6	8.2	6.9	8.4	**8.0**



Activities in the Canary Islands	2025Q1	2025Q2	2025Q3	2025Q4	2025
Walk, wander	77.6%	79.7%	73.9%	78.5%	**77.4%**
Beach	79.5%	81.2%	83.3%	78.3%	**80.6%**
Explore the island on their own	72.6%	70.5%	60.6%	71.9%	**68.9%**
Swimming pool, hotel facilities	43.4%	52.6%	71.6%	46.3%	**53.3%**
Hiking	36.4%	36.8%	25.9%	39.2%	**34.5%**
Taste Canarian gastronomy	30.6%	31.3%	29.8%	27.2%	**29.8%**
Organized excursions	19.0%	26.4%	37.4%	20.9%	**25.8%**
Theme parks	23.0%	19.5%	26.1%	15.3%	**21.2%**
Museums / exhibitions	12.3%	11.9%	11.4%	14.9%	**12.6%**
Swim	9.6%	15.3%	13.9%	12.9%	**12.7%**
Sea excursions / whale watching	16.1%	18.7%	21.6%	12.6%	**17.3%**
Running	6.3%	9.3%	7.4%	10.5%	**8.2%**
Wineries / markets / popular festivals	10.4%	11.6%	8.5%	10.2%	**10.1%**
Other Nature Activities	9.8%	9.2%	4.4%	9.0%	**8.1%**
Nightlife / concerts / shows	5.4%	7.0%	7.0%	7.8%	**6.7%**
Cycling / Mountain bike	4.2%	3.8%	2.8%	6.8%	**4.3%**
Astronomical observation	3.6%	6.9%	4.5%	5.0%	**4.9%**
Surf	3.4%	5.5%	2.9%	3.8%	**3.8%**
Practice other sports	6.5%	6.5%	4.3%	2.9%	**5.1%**
Scuba Diving	3.3%	5.5%	6.6%	2.6%	**4.4%**
Windsurf / Kitesurf	3.2%	1.1%	2.0%	2.3%	**2.2%**
Beauty and health treatments	1.1%	1.8%	4.2%	2.1%	**2.3%**
Golf	1.4%	1.4%	1.4%	0.5%	**1.2%**

** 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	59.8%	63.7%	66.2%	--	**63.0%**
No	14.6%	14.1%	15.2%	--	**14.6%**
Not remember	25.7%	22.2%	18.6%	--	**22.3%**

Do they exclude destinations with tourist tax?	2025Q1	2025Q2	2025Q3	2025Q4	2025
Yes	15.3%	9.9%	11.9%	--	**12.7%**
No	84.7%	90.1%	88.1%	--	**87.3%**

How much would they be willing to pay?	2025Q1	2025Q2	2025Q3	2025Q4	2025
Up to 1 euro	50.5%	55.0%	50.9%	--	**51.9%**
Up to 2 euros	31.8%	30.6%	26.8%	--	**29.8%**
Up to 3 euros	14.4%	10.1%	17.5%	--	**14.2%**
More than 3 euros	3.3%	4.3%	4.8%	--	**4.1%**

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

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Yes	56.7%	57.9%	49.8%	--	**54.7%**
- For any purpose	12.2%	15.7%	11.7%	--	**13.0%**
- Improve living conditions	6.3%	9.1%	5.5%	--	**6.8%**
- Improve economic development	3.7%	5.6%	1.8%	--	**3.6%**
- Improve the environment	24.1%	20.0%	22.0%	--	**22.2%**
- Improve the tourist environment	7.8%	4.0%	4.7%	--	**5.7%**
- Other purposes	2.6%	3.4%	4.2%	--	**3.3%**
Not sure	28.8%	29.0%	34.9%	--	**30.9%**
No	14.5%	13.1%	15.2%	--	**14.3%**

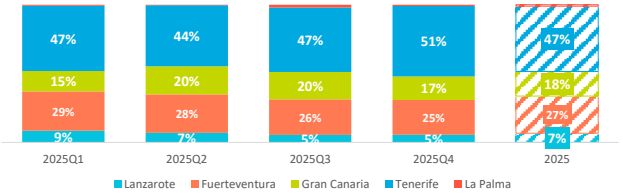
Tourist profile by quarter of trip (2025)

POLAND

Which island do they choose?

Tourists (≥ 16 year old)	2025Q1	2025Q2	2025Q3	2025Q4	2025
Lanzarote	10,355	6,286	5,720	5,267	27,628
Fuerteventura	34,684	25,295	27,497	24,341	111,817
Gran Canaria	17,998	18,364	21,069	16,516	73,947
Tenerife	57,672	40,167	49,613	49,173	196,625
La Palma	951	301	2,217	913	4,382

Share by islands	2025Q1	2025Q2	2025Q3	2025Q4	2025
Lanzarote	8.5%	7.0%	5.4%	5.5%	6.7%
Fuerteventura	28.5%	28.0%	25.9%	25.3%	27.0%
Gran Canaria	14.8%	20.3%	19.9%	17.2%	17.8%
Tenerife	47.4%	44.4%	46.8%	51.1%	47.4%
La Palma	0.8%	0.3%	2.1%	0.9%	1.1%



How many islands do they visit during their trip?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
One island	86.5%	88.7%	86.5%	87.7%	87.2%
Two islands	11.6%	10.2%	12.0%	11.2%	11.3%
Three or more islands	1.9%	1.2%	1.5%	1.2%	1.5%

How many are loyal to the Canary Islands?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Repeat tourists	57.6%	50.1%	43.5%	57.2%	52.3%
At least 10 previous visits	6.1%	1.8%	3.6%	9.9%	5.4%
Repeat tourists (last 5 years)	54.7%	45.3%	39.5%	54.3%	48.7%
Repeat tourists (last 5 years)(5 or more visits)	7.5%	5.2%	4.0%	9.4%	6.5%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2025Q1	2025Q2	2025Q3	2025Q4	2025
Average rating	9.01	8.96	8.69	9.02	8.92

Experience in the Canary Islands	2025Q1	2025Q2	2025Q3	2025Q4	2025
Worse or much worse than expected	4.6%	2.9%	4.9%	4.7%	4.3%
Lived up to expectations	53.0%	54.9%	55.0%	50.7%	53.4%
Better or much better than expected	42.4%	42.2%	40.0%	44.7%	42.3%

Future intentions (scale 0-10)	2025Q1	2025Q2	2025Q3	2025Q4	2025
Return to the Canary Islands	8.87	8.61	8.13	8.74	8.59
Recommend visiting the Canary Islands	9.18	9.17	8.78	9.18	9.07

Who are they?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Gender					
Men	50.8%	49.4%	56.8%	60.6%	54.3%
Women	49.2%	50.6%	43.2%	39.4%	45.7%
Age					
Average age	38.4	39.4	38.9	39.9	39.1
Standard deviation	10.9	13.1	13.2	14.2	12.8
Age range					
16 - 24 years old	10.7%	8.6%	15.5%	9.2%	11.1%
25 - 30 years old	13.3%	17.5%	16.9%	22.1%	17.2%
31 - 45 years old	54.6%	50.1%	38.2%	40.9%	46.2%
46 - 60 years old	17.8%	13.9%	21.7%	18.3%	18.1%
Over 60 years old	3.6%	9.9%	7.7%	9.5%	7.4%
Occupation					
Salaried worker	37.9%	52.0%	40.8%	52.0%	45.0%
Self-employed	35.8%	25.5%	22.6%	17.8%	26.0%
Unemployed	1.9%	3.7%	2.0%	4.0%	2.8%
Business owner	16.4%	9.6%	15.0%	14.2%	14.0%
Student	5.5%	2.7%	15.1%	2.0%	6.5%
Retired	1.7%	4.9%	3.8%	9.1%	4.7%
Unpaid domestic work	0.0%	1.0%	0.0%	0.9%	0.4%
Others	0.8%	0.7%	0.7%	0.0%	0.6%
Annual household income level					
Less than €25,000	23.5%	15.3%	19.7%	31.0%	22.5%
€25,000 - €49,999	37.2%	48.2%	42.7%	38.0%	41.2%
€50,000 - €74,999	23.5%	19.6%	25.8%	21.3%	22.7%
More than €74,999	15.8%	16.9%	11.9%	9.7%	13.6%
Education level					
No studies	1.3%	0.6%	0.0%	0.9%	0.7%
Primary education	0.3%	1.1%	0.0%	0.0%	0.3%
Secondary education	17.3%	19.2%	24.1%	15.1%	19.0%
Higher education	81.1%	79.1%	75.9%	84.0%	80.0%

Who do they come with?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Unaccompanied	3.9%	2.6%	4.7%	14.7%	6.3%
Only with partner	35.3%	54.3%	39.1%	46.9%	43.1%
Only with children (< 13 years old)	4.4%	1.6%	3.7%	1.5%	2.9%
Partner + children (< 13 years old)	13.1%	8.1%	7.8%	7.6%	9.4%
Other relatives	16.7%	13.1%	15.6%	6.8%	13.3%
Friends	5.4%	8.1%	2.1%	7.4%	5.6%
Work colleagues	1.1%	0.0%	0.8%	0.0%	0.5%
Organized trip	0.5%	1.0%	1.2%	0.6%	0.8%
Other combinations (2)	19.7%	11.1%	24.9%	14.5%	18.0%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**25.7%**	**20.1%**	**18.9%**	**13.1%**	**19.8%**
- Between 0 and 2 years old	0.6%	2.4%	0.0%	0.7%	0.9%
- Between 3 and 12 years old	23.5%	16.9%	18.9%	11.8%	18.2%
- Between 0 -2 and 3-12 years old	1.6%	0.7%	0.0%	0.6%	0.8%
Tourists without children	**74.3%**	**79.9%**	**81.1%**	**86.9%**	**80.2%**
Group composition:					
- 1 person	7.9%	5.2%	6.9%	18.4%	9.5%
- 2 people	42.4%	57.0%	47.3%	54.9%	49.8%
- 3 people	17.5%	18.9%	19.6%	7.4%	16.0%
- 4 or 5 people	28.3%	12.0%	22.5%	17.3%	20.7%
- 6 or more people	3.9%	6.9%	3.6%	2.0%	4.0%
Average group size:	**2.89**	**2.74**	**2.81**	**2.37**	**2.72**

**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.