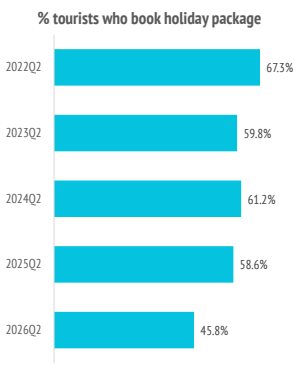
Tourist profile. Historical data (2022 - 2026)

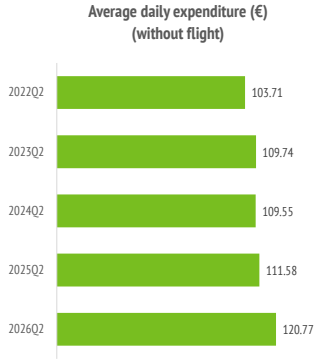
POLAND: Second Quarter

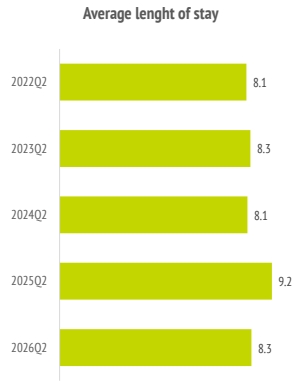
How many are they and how much do they spend?

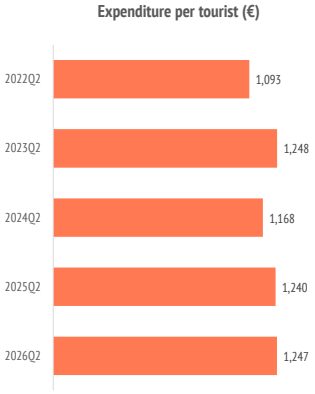
	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**n.d.**	**n.d.**	**n.d.**	**n.d.**	**n.d.**
Tourist arrivals ≥ 16 years old (EGT) (*)	**65**	**61**	**61**	**91**	**76**
- book holiday package (*)	44	37	37	53	35
- do not book holiday package (*)	21	25	24	38	41
- % tourists who book holiday package	67.3%	59.8%	61.2%	58.6%	45.8%
Children < 16 years old (FRONTUR - EGT) (*)	n.d.	n.d.	n.d.	n.d.	n.d.
Expenditure per tourist (€) (group spend / group size)	**919**	**1,038**	**1,020**	**1,120**	**1,098**
Expenditure per tourist (€) (group spend / +16)	**1,093**	**1,248**	**1,168**	**1,240**	**1,247**
- book holiday package	1,228	1,237	1,301	1,293	1,343
- holiday package	1,007	1,033	1,085	1,080	1,113
- others	221	204	216	212	229
- do not book holiday package	814	1,266	960	1,164	1,167
- flight	193	347	285	231	289
- accommodation	303	401	263	466	361
- others	318	518	413	467	516
Average lenght of stay	**8.1**	**8.3**	**8.1**	**9.2**	**8.3**
- Median	7.0	7.0	7.0	7.0	7.0
Average daily expenditure (€)	**141.63**	**156.38**	**160.86**	**151.52**	**163.96**
- Median	120.68	130.39	153.19	149.15	153.51
Average daily expenditure (without flight)	**103.71**	**109.74**	**109.55**	**111.58**	**120.77**
- Median	91.28	88.58	104.85	108.33	114.70
Average cost of the flight (€)	**293**	**372**	**365**	**311**	**321**
Total turnover (€m)	**71**	**76**	**71**	**112**	**95**
Turnover without flight (€m)	**52**	**53**	**49**	**84**	**70**

(*) Thousands of tourists









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

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Accommodation:					
- Accommodation	96.1%	87.2%	88.6%	91.9%	89.3%
- Additional accommodation expenses	4.4%	6.1%	3.1%	4.8%	4.6%
Transport:					
- National/International Transport	97.0%	95.7%	97.3%	98.3%	95.3%
- Flights between islands	6.6%	8.8%	6.4%	4.1%	9.0%
- Taxi	59.5%	55.4%	47.4%	52.1%	44.2%
- Car rental	41.0%	43.9%	49.0%	52.6%	56.7%
- Public transport	10.1%	9.6%	11.3%	9.0%	12.2%
Food and drink:					
- Food purchases at supermarkets	44.7%	53.7%	50.9%	54.2%	69.6%
- Restaurants	46.5%	49.2%	54.4%	54.0%	67.2%
Leisure:					
- Organized excursions	34.7%	33.6%	38.2%	34.1%	37.4%
- Sport activities	5.9%	8.3%	3.3%	4.6%	2.5%
- Cultural activities	1.9%	6.4%	7.3%	1.6%	0.6%
- Museums	5.1%	2.5%	4.4%	5.2%	4.9%
- Theme Parks	12.2%	16.0%	13.7%	15.9%	10.4%
- Discos and pubs	3.9%	4.9%	5.2%	4.2%	4.6%
- Wellness	1.0%	0.7%	0.6%	1.3%	2.0%
Purchases of goods:					
- Souvenirs	47.6%	56.0%	48.0%	53.2%	51.2%
- Other expenses	1.3%	1.3%	0.6%	0.4%	0.9%
Other:					
- Medical or pharmaceutical expenses	3.5%	2.8%	6.2%	4.3%	2.8%
- Other expenses	2.6%	7.4%	4.9%	2.4%	4.8%

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:	**833**	**731**	**639**	**796**	**897**
- Accommodation	516	556	518	601	560
- Additional accommodation expenses	318	174	121	195	337
Transport:	**532**	**754**	**684**	**609**	**647**
- National/International Transport	302	389	375	317	337
- Flights between islands	41	123	66	70	108
- Taxi	79	105	85	103	83
- Car rental	90	113	96	100	99
- Public transport	20	24	61	20	19
Food and drink:	**223**	**235**	**236**	**267**	**285**
- Food purchases at supermarkets	70	81	81	123	95
- Restaurants	152	154	155	144	190
Leisure:	**445**	**593**	**522**	**538**	**588**
- Organized excursions	102	112	120	140	121
- Sport activities	144	193	111	38	29
- Cultural activities	36	46	41	76	50
- Museums	33	67	18	22	19
- Theme Parks	54	73	47	65	68
- Discos and pubs	36	62	84	73	63
- Wellness	40	41	100	124	238
Purchases of goods:	**87**	**132**	**140**	**87**	**113**
- Souvenirs	83	101	90	76	**81**
- Other expenses	4	31	50	12	**32**
Other:	**187**	**180**	**152**	**135**	**171**
- Medical or pharmaceutical expenses	39	78	11	85	**13**
- Other expenses	148	103	140	50	**157**

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)

POLAND: Second Quarter

What is the main purpose of their trip?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Holiday, leisure	95.3%	93.0%	92.0%	94.4%	91.0%
Visiting family or friends	2.6%	4.6%	4.5%	3.4%	5.3%
Business and work	1.2%	1.5%	0.6%	1.4%	1.0%
Education and training	0.0%	0.0%	1.2%	0.0%	1.1%
Sports training	0.0%	0.9%	1.1%	0.8%	1.5%
Health or medical care	0.0%	0.0%	0.0%	0.0%	0.0%
Fairs and congresses	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.8%	0.0%	0.6%	0.0%	0.0%

What is the main motivation for their holidays?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Rest	49.4%	50.2%	44.1%	51.9%	42.3%
Enjoy family time	5.1%	7.1%	4.3%	4.8%	3.6%
Have fun	1.3%	2.1%	2.9%	0.9%	1.7%
Explore the destination	43.3%	37.6%	47.4%	41.1%	49.8%
Practice their hobbies	0.9%	2.0%	0.0%	0.8%	0.8%
Other reasons	0.0%	1.1%	1.3%	0.6%	1.7%

Where did they spend their main holiday last year? *

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Didn't have holidays	16.3%	13.3%	7.6%	10.4%	6.5%
Canary Islands	15.4%	15.7%	17.1%	16.0%	19.4%
Other destination	68.4%	70.9%	75.3%	73.6%	74.1%
- Balearic Islands	2.0%	2.1%	2.6%	1.3%	1.2%
- Rest of Spain	5.2%	7.3%	10.7%	6.7%	8.8%
- Italy	7.3%	12.4%	7.8%	10.5%	13.6%
- France	1.1%	4.9%	3.6%	1.5%	3.0%
- Turkey	8.3%	7.6%	10.1%	8.7%	6.1%
- Greece	16.6%	10.3%	12.5%	14.0%	14.3%
- Portugal	2.0%	1.5%	5.8%	4.6%	4.7%
- Croatia	6.7%	4.0%	1.7%	5.4%	5.0%
- Egypt	3.4%	3.7%	4.9%	6.2%	5.1%
- Tunisia	1.2%	1.0%	1.0%	1.9%	1.2%
- Morocco	0.4%	0.0%	1.5%	2.0%	1.8%
- Others	14.2%	16.1%	13.0%	10.8%	9.3%

** 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")	4.0%	9.0%	7.6%	6.6%	5.4%
Canary Islands (other island)	22.8%	21.1%	22.9%	22.8%	20.7%
Other destination	73.2%	69.8%	69.5%	70.6%	73.9%
- Balearic Islands	4.5%	4.4%	5.9%	4.0%	3.0%
- Rest of Spain	11.1%	11.3%	7.5%	11.6%	11.5%
- Italy	11.5%	11.4%	11.7%	10.8%	14.4%
- France	2.0%	3.2%	2.4%	1.6%	4.0%
- Turkey	7.5%	7.1%	6.3%	6.9%	5.0%
- Greece	14.1%	10.9%	14.1%	13.1%	14.2%
- Portugal	10.7%	7.9%	9.0%	9.9%	9.6%
- Croatia	7.0%	6.5%	4.4%	6.1%	5.9%
- Egypt	3.3%	5.1%	3.8%	4.0%	4.2%
- Others	1.5%	2.0%	4.3%	2.5%	2.0%

** Percentage of valid answers*

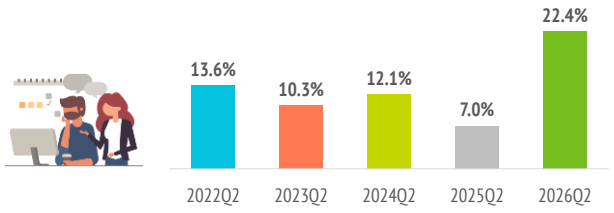
Importance of each factor in the destination choice

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Landscapes	62.3%	66.5%	74.5%	61.1%	76.7%
Climate	71.5%	78.5%	75.4%	72.6%	75.4%
Environment	47.0%	56.7%	61.6%	52.8%	64.6%
Sea	55.4%	57.3%	57.6%	53.6%	63.6%
Tranquility	54.9%	50.0%	63.9%	51.6%	60.3%
Safety	65.0%	62.7%	66.2%	66.0%	58.1%
European belonging	53.1%	50.8%	52.8%	42.9%	51.7%
Beaches	48.5%	49.0%	47.9%	47.3%	48.3%
Authenticity	46.8%	33.2%	46.6%	37.0%	47.1%
Accommodation supply	50.8%	37.1%	42.7%	43.5%	40.5%
Price	40.1%	27.9%	42.2%	35.5%	33.1%
Gastronomy	45.7%	34.4%	39.7%	33.9%	29.2%
Hiking trail network	18.4%	13.8%	16.2%	12.8%	28.2%
Exoticism	33.2%	27.0%	29.1%	30.3%	25.4%
Effortless trip	40.3%	31.8%	38.1%	33.9%	25.1%
Historical heritage	7.4%	9.0%	9.3%	16.0%	14.9%
Culture	8.2%	9.0%	10.6%	9.2%	14.4%
Fun possibilities	15.1%	12.3%	13.4%	15.7%	14.1%
Nightlife	7.5%	4.4%	3.0%	5.8%	8.2%
Shopping	7.9%	6.2%	5.6%	6.1%	7.2%

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?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
The same day	0.4%	1.2%	0.8%	0.5%	3.0%
Between 1 and 30 days	42.5%	33.5%	27.8%	40.5%	22.9%
Between 1 and 2 months	23.7%	32.5%	31.1%	27.0%	15.9%
Between 3 and 6 months	19.9%	22.6%	28.2%	25.0%	35.8%
More than 6 months	13.6%	10.3%	12.1%	7.0%	22.4%



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

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Previous visits to the Canary Islands	35.6%	38.5%	39.4%	34.1%	32.7%
Friends or relatives	22.1%	28.0%	27.6%	25.4%	44.5%
Internet or social media	63.6%	65.0%	62.7%	63.9%	65.1%
Mass Media	2.5%	4.7%	3.9%	5.1%	7.2%
Travel guides and magazines	12.3%	10.2%	18.0%	6.8%	7.6%
Travel Blogs or Forums	13.9%	19.2%	16.8%	18.7%	24.8%
Travel TV Channels	4.0%	1.1%	2.7%	2.6%	4.9%
Tour Operator or Travel Agency	34.7%	31.7%	30.3%	26.3%	20.0%
Public administrations or similar	1.0%	0.0%	0.0%	0.0%	1.6%
Others	2.6%	3.8%	6.2%	1.6%	2.1%

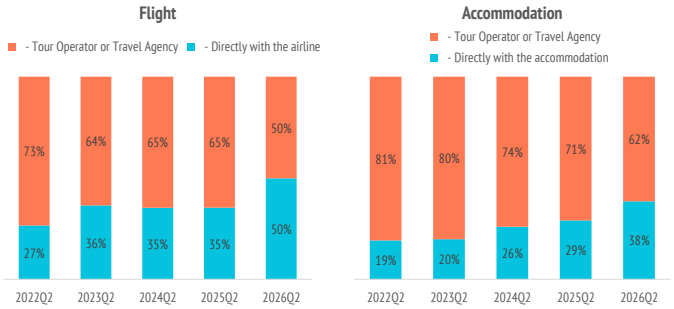
** Multi-choise question*

Tourist profile. Historical data (2022 - 2026)

POLAND: Second Quarter

With whom did they book their flight and accommodation?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Flight					
- Directly with the airline	26.6%	36.4%	35.3%	35.4%	49.9%
- Tour Operator or Travel Agency	73.4%	63.6%	64.7%	64.6%	50.1%
Accommodation					
- Directly with the accommodation	19.2%	19.8%	26.0%	29.1%	38.5%
- Tour Operator or Travel Agency	80.8%	80.2%	74.0%	70.9%	61.5%



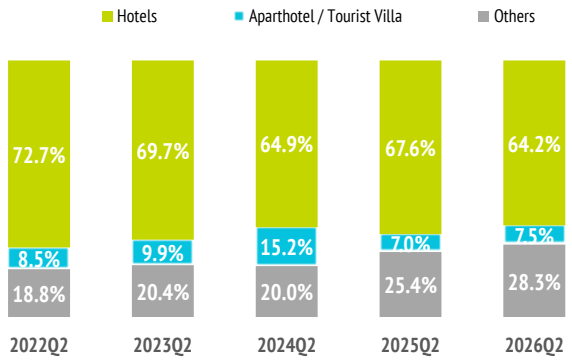
Where does the flight come from?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Poland	89.4%	83.8%	79.5%	84.1%	84.8%
Spanish Mainland	1.1%	1.8%	6.4%	6.3%	6.9%
Germany	4.4%	6.9%	5.7%	5.1%	3.1%
United Kingdom	1.3%	4.1%	4.7%	0.5%	1.9%
Hungary	0.3%	0.8%	1.5%	0.0%	1.0%
France	0.0%	0.0%	0.0%	0.0%	0.6%
Switzerland	0.0%	0.0%	0.8%	0.7%	0.6%
Ireland	0.2%	0.0%	0.0%	0.0%	0.5%
Netherlands	0.0%	0.0%	0.0%	0.0%	0.3%
Slovakia	0.3%	0.0%	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	12.0%	11.3%	11.1%	9.2%	12.5%
4* Hotel	58.4%	52.8%	48.7%	55.3%	45.7%
5* Hotel / 5* Luxury Hotel	2.3%	5.6%	5.1%	3.1%	5.9%
Aparthotel / Tourist Villa	8.5%	9.9%	15.2%	7.0%	7.5%
House/room rented in a private dwelling	6.3%	8.7%	9.1%	16.3%	16.2%
Private accommodation (1)	2.0%	5.1%	6.8%	4.8%	7.2%
Others (Cottage, cruise, camping,..)	10.5%	6.5%	4.0%	4.3%	4.9%

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

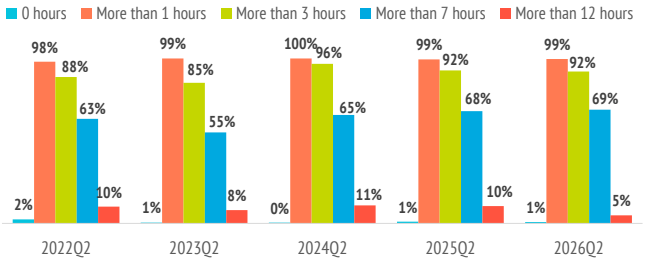


What do they book?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Room only	18.8%	19.8%	21.9%	24.9%	32.8%
Bed and Breakfast	6.0%	8.1%	11.9%	7.6%	10.6%
Half board	13.5%	11.4%	9.9%	12.0%	20.6%
Full board	2.7%	1.4%	2.0%	3.3%	2.0%
All inclusive	59.0%	59.2%	54.2%	52.3%	34.0%

Activities in the Canary Islands

Outdoor time per day	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
0 hours	2.4%	0.5%	0.5%	1.0%	0.8%
1 - 2 hours	9.3%	14.7%	3.2%	6.6%	7.6%
3 - 6 hours	25.2%	29.9%	30.8%	24.6%	23.0%
7 - 12 hours	52.9%	46.9%	54.6%	57.3%	63.8%
More than 12 hours	10.1%	8.0%	10.9%	10.4%	4.8%
Outdoor time per day	7.7	7.2	8.5	8.2	7.7



Activities in the Canary Islands	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Beach	86.5%	77.3%	79.7%	81.2%	80.7%
Walk, wander	80.4%	75.6%	82.2%	79.7%	77.8%
Explore the island on their own	62.6%	64.7%	67.7%	70.5%	73.7%
Swimming pool, hotel facilities	63.1%	61.9%	62.6%	52.6%	49.3%
Hiking	31.6%	25.2%	38.9%	36.8%	34.6%
Taste Canarian gastronomy	24.8%	24.9%	32.0%	31.3%	29.8%
Sea excursions / whale watching	14.5%	17.3%	19.7%	18.7%	25.1%
Organized excursions	34.6%	26.0%	37.5%	26.4%	20.5%
Theme parks	17.8%	23.8%	22.4%	19.5%	12.7%
Swim	11.5%	11.1%	11.1%	15.3%	12.3%
Other Nature Activities	5.4%	5.9%	11.0%	9.2%	8.8%
Wineries / markets / popular festivals	10.6%	11.8%	10.2%	11.6%	8.3%
Astronomical observation	1.7%	2.0%	3.8%	6.9%	8.0%
Museums / exhibitions	7.7%	8.5%	13.3%	11.9%	7.5%
Practice other sports	5.6%	3.6%	10.1%	6.5%	7.1%
Running	5.5%	4.4%	4.2%	9.3%	6.1%
Nightlife / concerts / shows	9.4%	5.7%	7.8%	7.0%	4.6%
Beauty and health treatments	1.8%	1.7%	0.5%	1.8%	2.3%
Golf	0.2%	1.6%	0.5%	1.4%	1.9%
Cycling / Mountain bike	2.8%	2.5%	1.8%	3.8%	1.9%
Windsurf / Kitesurf	--	1.2%	0.6%	1.1%	1.8%
Scuba Diving	4.2%	3.4%	4.0%	5.5%	1.1%
Surf	1.6%	2.1%	2.7%	5.5%	0.7%

** Multi-choise question*

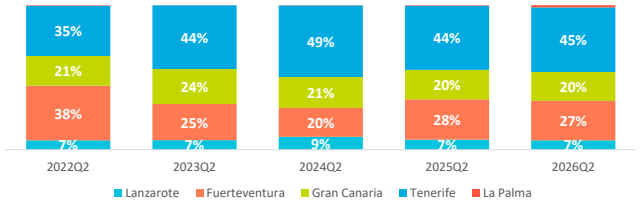
Tourist profile. Historical data (2022 - 2026)

POLAND: Second Quarter

Which island do they choose?

Tourists (≥ 16 year old)	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Lanzarote	4,236	4,050	5,450	6,286	4,516
Fuerteventura	24,609	15,261	12,221	25,295	18,917
Gran Canaria	13,454	14,740	13,137	18,364	13,897
Tenerife	22,634	26,927	30,220	40,167	31,114
La Palma	239	36	117	301	992

Share by islands	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Lanzarote	6.5%	6.6%	8.9%	7.0%	6.5%
Fuerteventura	37.8%	25.0%	20.0%	28.0%	27.2%
Gran Canaria	20.6%	24.2%	21.5%	20.3%	20.0%
Tenerife	34.7%	44.1%	49.4%	44.4%	44.8%
La Palma	0.4%	0.1%	0.2%	0.3%	1.4%



How many islands do they visit during their trip?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
One island	84.9%	87.4%	82.6%	88.7%	79.8%
Two islands	13.6%	11.4%	16.6%	10.2%	20.0%
Three or more islands	1.5%	1.2%	0.8%	1.2%	0.2%

How many are loyal to the Canary Islands?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Repeat tourists	50.7%	47.4%	54.2%	50.1%	48.9%
At least 10 previous visits	4.1%	3.9%	5.0%	1.8%	4.8%
Repeat tourists (last 5 years)	45.7%	43.5%	51.4%	45.3%	44.0%
Repeat tourists (last 5 years)(5 or more visits)	6.2%	10.5%	9.5%	5.2%	8.5%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Average rating	9.25	9.13	9.02	8.96	9.11

Experience in the Canary Islands	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Worse or much worse than expected	4.8%	1.3%	1.8%	2.9%	1.7%
Lived up to expectations	42.4%	47.7%	49.8%	54.9%	61.1%
Better or much better than expected	52.8%	51.0%	48.4%	42.2%	37.2%

Future intentions (scale 0-10)	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Return to the Canary Islands	8.45	9.02	8.86	8.61	8.85
Recommend visiting the Canary Islands	9.02	9.27	9.17	9.17	9.30

Who are they?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Gender					
Men	55.9%	51.0%	52.6%	49.4%	43.2%
Women	44.1%	49.0%	47.4%	50.6%	56.8%
Age					
Average age	42.2	36.9	42.0	39.4	42.4
Standard deviation	12.3	11.4	13.7	13.1	14.3
Age range					
16 - 24 years old	3.7%	11.7%	8.0%	8.6%	12.7%
25 - 30 years old	14.1%	20.6%	16.8%	17.5%	10.2%
31 - 45 years old	46.1%	52.0%	42.6%	50.1%	38.3%
46 - 60 years old	24.6%	11.1%	19.9%	13.9%	27.3%
Over 60 years old	11.5%	4.6%	12.7%	9.9%	11.5%
Occupation					
Salaried worker	47.1%	38.9%	43.9%	52.0%	37.4%
Self-employed	25.6%	27.9%	32.0%	25.5%	34.7%
Unemployed	0.0%	0.0%	0.6%	3.7%	2.6%
Business owner	19.4%	25.1%	12.5%	9.6%	11.2%
Student	0.3%	4.6%	2.8%	2.7%	5.1%
Retired	6.4%	3.1%	7.7%	4.9%	5.1%
Unpaid domestic work	0.8%	0.0%	0.0%	1.0%	1.8%
Others	0.6%	0.4%	0.6%	0.7%	2.0%
Annual household income level					
Less than €25,000	31.7%	29.9%	29.1%	15.3%	15.1%
€25,000 - €49,999	35.2%	39.6%	37.1%	48.2%	60.7%
€50,000 - €74,999	24.6%	14.2%	25.3%	19.6%	13.4%
More than €74,999	8.5%	16.4%	8.5%	16.9%	10.8%
Education level					
No studies	0.0%	0.0%	0.0%	0.6%	1.9%
Primary education	0.0%	1.8%	1.0%	1.1%	1.7%
Secondary education	18.2%	15.6%	18.8%	19.2%	16.1%
Higher education	81.8%	82.6%	80.2%	79.1%	80.3%

Who do they come with?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Unaccompanied	0.3%	6.7%	8.5%	2.6%	5.1%
Only with partner	50.8%	43.6%	43.6%	54.3%	36.5%
Only with children (< 13 years old)	6.2%	3.5%	2.7%	1.6%	3.7%
Partner + children (< 13 years old)	10.6%	11.5%	5.2%	8.1%	7.9%
Other relatives	11.3%	13.6%	18.5%	13.1%	6.8%
Friends	5.0%	5.6%	8.0%	8.1%	8.5%
Work colleagues	0.3%	0.0%	0.6%	0.0%	1.1%
Organized trip	0.7%	0.0%	0.2%	1.0%	1.6%
Other combinations (2)	14.8%	15.5%	12.6%	11.1%	28.8%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**27.7%**	**25.7%**	**15.7%**	**20.1%**	**19.0%**
- Between 0 and 2 years old	2.9%	2.8%	0.0%	2.4%	0.6%
- Between 3 and 12 years old	23.2%	21.8%	15.7%	16.9%	17.9%
- Between 0 -2 and 3-12 years old	1.6%	1.1%	0.0%	0.7%	0.5%
Tourists without children	**72.3%**	**74.3%**	**84.3%**	**79.9%**	**81.0%**
Group composition:					
- 1 person	3.9%	9.4%	9.3%	5.2%	8.8%
- 2 people	53.3%	52.4%	54.9%	57.0%	56.6%
- 3 people	19.1%	17.9%	15.1%	18.9%	11.6%
- 4 or 5 people	17.2%	16.0%	18.6%	12.0%	16.3%
- 6 or more people	6.6%	4.3%	2.1%	6.9%	6.7%
Average group size:	**2.87**	**2.73**	**2.60**	**2.74**	**2.76**

**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.