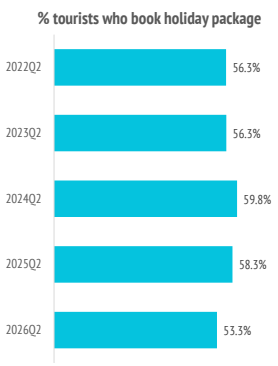
Tourist profile. Historical data (2022 - 2026)

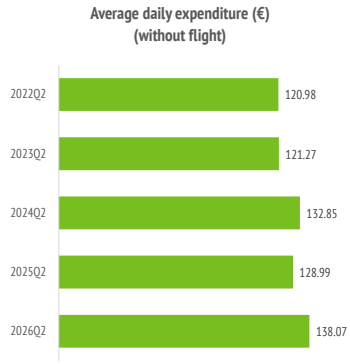
UNITED KINGDOM: Second Quarter

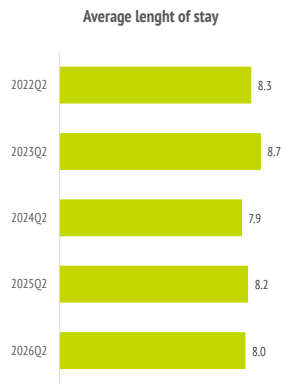
How many are they and how much do they spend?

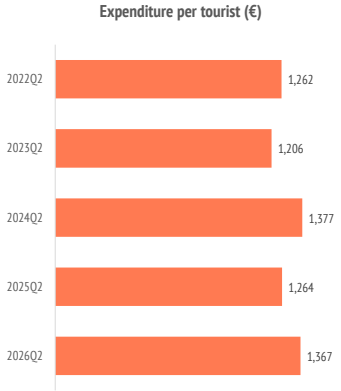
	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**1,262**	**1,367**	**1,493**	**1,551**	**1,517**
Tourist arrivals ≥ 16 years old (EGT) (*)	**1,109**	**1,130**	**1,259**	**1,313**	**1,280**
- book holiday package (*)	624	636	753	766	682
- do not book holiday package (*)	485	493	506	547	598
- % tourists who book holiday package	56.3%	56.3%	59.8%	58.3%	53.3%
Children < 16 years old (FRONTUR - EGT) (*)	153	237	234	238	237
Expenditure per tourist (€) (group spend / group size)	**1,079**	**1,092**	**1,178**	**1,146**	**1,209**
Expenditure per tourist (€) (group spend / +16)	**1,262**	**1,206**	**1,377**	**1,264**	**1,367**
- book holiday package	1,356	1,305	1,480	1,418	1,519
- holiday package	1,109	1,037	1,209	1,154	1,244
- others	247	267	271	264	275
- do not book holiday package	1,140	1,078	1,224	1,049	1,194
- flight	297	242	317	229	277
- accommodation	426	408	465	398	467
- others	418	428	442	422	449
Average lenght of stay	**8.3**	**8.7**	**7.9**	**8.2**	**8.0**
- Median	7.5	7.3	7.1	7.0	7.0
Average daily expenditure (€)	**164.56**	**158.03**	**184.94**	**170.32**	**183.76**
- Median	141.01	141.23	166.07	152.56	167.03
Average daily expenditure (without flight)	**120.98**	**121.27**	**132.85**	**128.99**	**138.07**
- Median	103.42	108.57	121.02	119.32	124.92
Average cost of the flight (€)	**334**	**275**	**385**	**301**	**337**
Total turnover (€m)	**1,399**	**1,362**	**1,734**	**1,660**	**1,750**
Turnover without flight (€m)	**1,029**	**1,051**	**1,250**	**1,265**	**1,318**

(*) Thousands of tourists









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

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Accommodation:					
- Accommodation	87.5%	85.5%	87.8%	87.0%	88.2%
- Additional accommodation expenses	7.5%	6.5%	5.5%	5.3%	7.0%
Transport:					
- National/International Transport	97.7%	94.8%	95.9%	95.9%	97.0%
- Flights between islands	4.1%	3.3%	2.8%	2.0%	2.7%
- Taxi	66.7%	67.5%	65.4%	65.3%	65.9%
- Car rental	16.4%	16.1%	16.5%	14.8%	17.9%
- Public transport	7.5%	9.6%	7.5%	7.9%	14.7%
Food and drink:					
- Food purchases at supermarkets	53.8%	58.1%	55.1%	54.5%	57.1%
- Restaurants	67.7%	69.3%	66.3%	68.1%	70.4%
Leisure:					
- Organized excursions	18.3%	18.6%	19.0%	19.1%	14.9%
- Sport activities	7.7%	6.4%	6.4%	5.3%	5.6%
- Cultural activities	2.0%	1.8%	2.4%	2.2%	1.9%
- Museums	2.5%	2.7%	3.3%	2.4%	3.3%
- Theme Parks	10.8%	10.4%	13.5%	9.6%	8.9%
- Discos and pubs	13.5%	16.1%	16.2%	16.6%	15.3%
- Wellness	5.5%	6.1%	4.8%	5.4%	4.2%
Purchases of goods:					
- Souvenirs	38.5%	41.6%	41.2%	38.4%	39.3%
- Other expenses	0.8%	0.5%	0.9%	0.4%	0.7%
Other:					
- Medical or pharmaceutical expenses	7.3%	6.3%	5.1%	6.1%	6.4%
- Other expenses	4.9%	5.7%	5.7%	3.7%	4.6%

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:	**785**	**811**	**846**	**821**	**944**
- Accommodation	656	653	703	693	723
- Additional accommodation expenses	129	157	143	129	221
Transport:	**599**	**586**	**670**	**547**	**599**
- National/International Transport	342	290	401	314	348
- Flights between islands	57	76	77	54	63
- Taxi	66	71	72	65	77
- Car rental	113	124	98	90	91
- Public transport	21	24	22	24	19
Food and drink:	**297**	**293**	**322**	**317**	**329**
- Food purchases at supermarkets	88	100	102	102	97
- Restaurants	209	193	221	215	232
Leisure:	**497**	**552**	**579**	**582**	**532**
- Organized excursions	87	84	89	85	82
- Sport activities	85	117	97	94	78
- Cultural activities	45	52	90	78	54
- Museums	30	50	44	47	47
- Theme Parks	63	72	76	75	77
- Discos and pubs	100	99	106	114	126
- Wellness	87	77	77	89	67
Purchases of goods:	**306**	**255**	**244**	**188**	**304**
- Souvenirs	78	83	78	84	**75**
- Other expenses	227	172	165	104	**229**
Other:	**97**	**116**	**109**	**107**	**135**
- Medical or pharmaceutical expenses	35	38	35	31	**48**
- Other expenses	62	78	74	76	**87**

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)

UNITED KINGDOM: Second Quarter

What is the main purpose of their trip?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Holiday, leisure	95.0%	95.4%	95.6%	95.2%	96.4%
Visiting family or friends	3.8%	3.3%	3.4%	3.5%	2.1%
Business and work	0.3%	0.5%	0.3%	0.3%	0.6%
Education and training	0.1%	0.2%	0.0%	0.0%	0.0%
Sports training	0.3%	0.2%	0.3%	0.4%	0.4%
Health or medical care	0.1%	0.0%	0.1%	0.1%	0.1%
Fairs and congresses	0.0%	0.0%	0.0%	0.0%	0.1%
Others	0.5%	0.4%	0.3%	0.5%	0.4%

What is the main motivation for their holidays?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Rest	68.0%	68.7%	65.3%	66.9%	68.1%
Enjoy family time	14.6%	10.4%	14.8%	12.2%	13.3%
Have fun	9.3%	11.1%	11.1%	11.1%	10.4%
Explore the destination	6.2%	7.2%	7.3%	7.8%	6.1%
Practice their hobbies	0.9%	1.3%	0.7%	1.2%	1.1%
Other reasons	1.0%	1.2%	0.9%	0.8%	0.9%

Where did they spend their main holiday last year? *

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Didn't have holidays	52.8%	13.4%	10.1%	8.3%	8.8%
Canary Islands	20.4%	29.1%	32.9%	36.1%	35.8%
Other destination	26.8%	57.4%	57.0%	55.6%	55.4%
- Balearic Islands	3.1%	4.9%	4.7%	4.8%	4.1%
- Rest of Spain	4.6%	9.1%	9.8%	7.8%	8.1%
- Italy	1.4%	4.2%	3.7%	4.3%	3.7%
- France	1.3%	2.8%	3.0%	3.0%	3.5%
- Turkey	0.8%	4.3%	4.4%	4.3%	3.7%
- Greece	3.3%	8.6%	9.0%	8.5%	8.8%
- Portugal	2.9%	4.6%	3.5%	4.5%	3.4%
- Croatia	0.5%	1.7%	1.3%	1.2%	1.5%
- Egypt	0.2%	0.8%	1.4%	1.5%	1.3%
- Tunisia	0.1%	0.3%	0.5%	0.1%	0.5%
- Morocco	0.1%	0.3%	0.5%	0.9%	1.6%
- Others	8.6%	15.9%	15.3%	14.7%	15.1%

** 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")	25.6%	22.2%	22.6%	24.0%	24.1%
Canary Islands (other island)	24.7%	23.0%	23.8%	25.0%	24.2%
Other destination	49.7%	54.8%	53.6%	51.0%	51.7%
- Balearic Islands	8.5%	8.2%	7.7%	7.8%	7.3%
- Rest of Spain	9.2%	10.5%	10.2%	9.6%	11.4%
- Italy	3.6%	4.9%	4.7%	4.6%	4.7%
- France	1.3%	1.5%	1.3%	1.3%	1.3%
- Turkey	4.4%	4.8%	5.4%	4.6%	3.6%
- Greece	9.4%	10.3%	10.3%	9.7%	9.7%
- Portugal	7.3%	8.4%	7.9%	7.5%	7.2%
- Croatia	2.3%	3.4%	2.7%	2.5%	2.8%
- Egypt	1.8%	1.4%	1.8%	1.8%	1.9%
- Others	1.8%	1.5%	1.6%	1.7%	1.6%

** Percentage of valid answers*

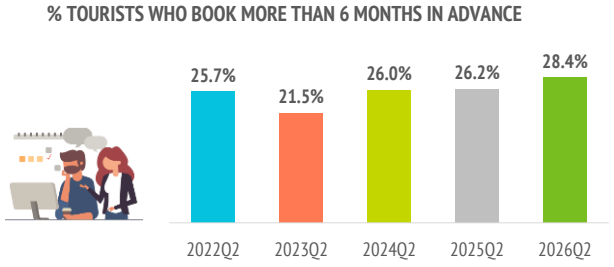
Importance of each factor in the destination choice

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Climate	79.1%	79.4%	79.1%	76.1%	75.4%
Safety	61.0%	63.4%	66.3%	66.7%	69.2%
Accommodation supply	54.4%	55.3%	58.5%	56.0%	57.3%
Effortless trip	47.3%	49.1%	49.8%	46.9%	51.2%
Price	45.3%	50.0%	50.3%	50.7%	50.4%
Tranquility	45.5%	45.7%	50.6%	49.5%	48.7%
Environment	33.7%	35.9%	36.3%	34.0%	35.1%
Sea	35.0%	36.5%	35.0%	33.3%	33.3%
European belonging	31.4%	30.3%	34.7%	34.8%	32.9%
Beaches	32.7%	33.4%	33.0%	31.1%	30.6%
Gastronomy	28.4%	26.8%	27.7%	29.3%	27.4%
Fun possibilities	23.7%	25.8%	25.7%	25.2%	23.9%
Landscapes	23.7%	21.0%	22.8%	21.8%	22.3%
Authenticity	19.9%	19.2%	21.4%	19.5%	20.1%
Culture	8.5%	9.2%	9.9%	9.6%	9.9%
Nightlife	9.3%	10.7%	8.4%	11.2%	9.9%
Shopping	9.4%	10.0%	9.5%	12.4%	9.8%
Historical heritage	6.9%	5.9%	6.8%	7.3%	7.0%
Exoticism	8.3%	7.6%	8.1%	7.7%	6.6%
Hiking trail network	4.3%	3.9%	3.1%	3.8%	3.8%

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	0.3%	0.4%	0.5%	0.5%	0.5%
Between 1 and 30 days	21.9%	19.3%	17.4%	16.3%	17.5%
Between 1 and 2 months	21.9%	23.8%	20.9%	19.9%	18.6%
Between 3 and 6 months	30.2%	35.0%	35.2%	37.1%	35.0%
More than 6 months	25.7%	21.5%	26.0%	26.2%	28.4%



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

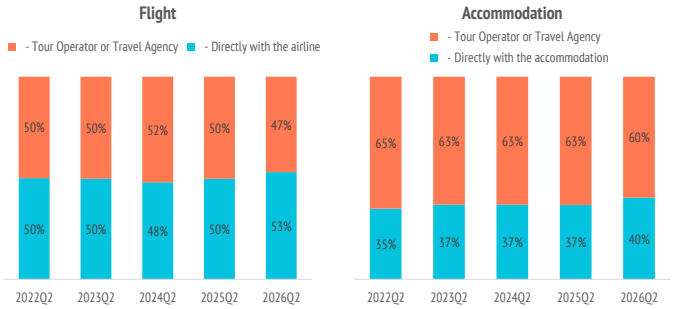
	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Previous visits to the Canary Islands	65.6%	62.5%	59.2%	63.9%	67.0%
Friends or relatives	27.6%	28.6%	29.1%	27.9%	27.5%
Internet or social media	55.1%	57.4%	52.8%	48.9%	51.3%
Mass Media	1.5%	2.2%	2.3%	1.8%	2.7%
Travel guides and magazines	5.9%	5.3%	5.0%	3.9%	4.3%
Travel Blogs or Forums	5.1%	4.3%	4.4%	3.5%	4.5%
Travel TV Channels	0.4%	0.6%	0.6%	0.9%	0.9%
Tour Operator or Travel Agency	24.3%	21.7%	22.2%	20.3%	21.2%
Public administrations or similar	2.2%	0.7%	0.3%	0.6%	0.7%
Others	2.5%	3.2%	2.5%	2.9%	2.2%

** Multi-choise question*

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

With whom did they book their flight and accommodation?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Flight					
- Directly with the airline	49.9%	49.6%	47.8%	49.6%	52.9%
- Tour Operator or Travel Agency	50.1%	50.4%	52.2%	50.4%	47.1%
Accommodation					
- Directly with the accommodation	34.8%	36.9%	36.9%	36.7%	40.3%
- Tour Operator or Travel Agency	65.2%	63.1%	63.1%	63.3%	59.7%



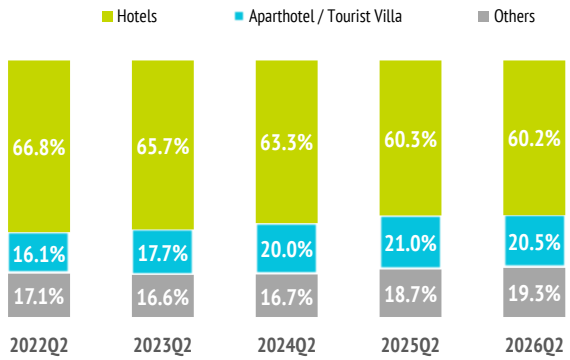
Where does the flight come from?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
United Kingdom	98.4%	99.0%	98.3%	98.7%	99.1%
Spanish Mainland	0.8%	0.5%	1.0%	0.8%	0.6%
Ireland	0.3%	0.3%	0.4%	0.3%	0.1%
Italy	0.1%	0.0%	0.0%	0.0%	0.1%
Germany	0.1%	0.0%	0.1%	0.0%	0.1%
Austria	0.1%	0.0%	0.0%	0.0%	0.0%
Belgium	0.0%	0.0%	0.0%	0.0%	0.0%
Netherlands	0.0%	0.0%	0.0%	0.0%	0.0%
Norway	0.0%	0.1%	0.0%	0.0%	0.0%
Hungary	0.0%	0.0%	0.1%	0.0%	0.0%
Others	0.2%	0.1%	0.2%	0.1%	0.0%

Where do they stay?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
1-2-3* Hotel	9.0%	9.6%	8.4%	9.0%	9.0%
4* Hotel	43.4%	42.1%	41.5%	39.9%	38.4%
5* Hotel / 5* Luxury Hotel	14.4%	14.0%	13.4%	11.5%	12.8%
Aparthotel / Tourist Villa	16.1%	17.7%	20.0%	21.0%	20.5%
House/room rented in a private dwelling	3.8%	4.6%	11.0%	10.8%	11.7%
Private accommodation (1)	5.8%	5.8%	4.6%	6.5%	5.9%
Others (Cottage, cruise, camping,..)	7.4%	6.2%	1.1%	1.4%	1.8%

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

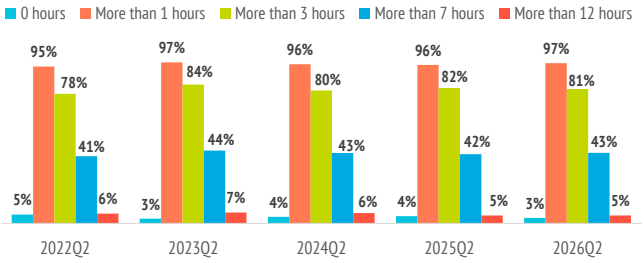


What do they book?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Room only	26.0%	24.1%	27.4%	31.4%	32.1%
Bed and Breakfast	13.8%	15.0%	16.0%	14.7%	13.4%
Half board	18.5%	18.8%	14.8%	16.5%	16.5%
Full board	2.8%	1.9%	1.5%	1.6%	1.0%
All inclusive	38.8%	40.3%	40.4%	35.8%	37.0%

Activities in the Canary Islands

Outdoor time per day	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
0 hours	5.4%	2.9%	3.9%	4.3%	3.3%
1 - 2 hours	16.4%	13.4%	15.8%	14.0%	15.6%
3 - 6 hours	37.7%	39.8%	37.7%	40.0%	38.6%
7 - 12 hours	34.6%	37.4%	36.3%	36.9%	37.8%
More than 12 hours	5.9%	6.5%	6.2%	4.8%	4.8%
Outdoor time per day	6.1	6.5	6.3	6.3	6.2



Activities in the Canary Islands	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Walk, wander	79.4%	78.7%	78.9%	79.2%	81.7%
Swimming pool, hotel facilities	75.2%	74.2%	74.6%	69.7%	70.7%
Beach	60.2%	60.0%	63.1%	57.1%	57.9%
Explore the island on their own	33.6%	36.8%	35.6%	33.7%	34.1%
Taste Canarian gastronomy	23.5%	22.5%	23.6%	22.9%	22.9%
Nightlife / concerts / shows	19.2%	21.1%	21.8%	20.0%	19.6%
Organized excursions	15.9%	14.9%	16.2%	11.1%	11.0%
Theme parks	12.6%	12.9%	16.0%	10.6%	10.7%
Swim	9.5%	10.2%	9.9%	9.3%	10.2%
Sea excursions / whale watching	11.5%	11.7%	12.0%	9.4%	8.8%
Wineries / markets / popular festivals	7.6%	8.8%	7.6%	8.0%	8.1%
Hiking	5.9%	5.7%	5.8%	6.5%	6.6%
Museums / exhibitions	4.6%	5.8%	7.0%	5.4%	5.7%
Beauty and health treatments	5.8%	6.8%	4.7%	5.9%	4.5%
Running	5.5%	4.1%	5.3%	4.4%	4.0%
Golf	2.4%	2.7%	2.6%	2.4%	3.4%
Other Nature Activities	3.0%	3.7%	4.4%	3.8%	2.7%
Practice other sports	2.6%	3.1%	3.0%	2.4%	2.6%
Cycling / Mountain bike	3.5%	2.9%	2.3%	1.4%	2.2%
Astronomical observation	1.7%	2.5%	1.5%	1.7%	1.8%
Surf	1.6%	1.2%	1.4%	1.0%	0.9%
Scuba Diving	1.8%	2.0%	1.2%	1.5%	0.8%
Windsurf / Kitesurf	0.6%	0.6%	0.5%	0.3%	0.3%

** Multi-choise question*

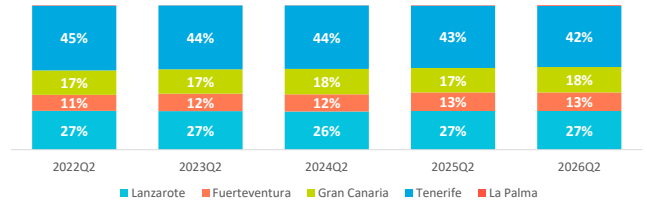
Tourist profile. Historical data (2022 - 2026)

UNITED KINGDOM: Second Quarter

Which island do they choose?

Tourists (≥ 16 year old)	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Lanzarote	298,230	302,001	332,492	352,185	343,548
Fuerteventura	122,296	136,061	149,526	167,801	163,771
Gran Canaria	187,068	189,945	221,680	222,620	225,544
Tenerife	496,371	498,893	552,303	565,802	539,870
La Palma	3,197	2,134	2,162	3,823	6,981

Share by islands	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Lanzarote	26.9%	26.7%	26.4%	26.8%	26.8%
Fuerteventura	11.0%	12.1%	11.9%	12.8%	12.8%
Gran Canaria	16.9%	16.8%	17.6%	17.0%	17.6%
Tenerife	44.8%	44.2%	43.9%	43.1%	42.2%
La Palma	0.3%	0.2%	0.2%	0.3%	0.5%



How many islands do they visit during their trip?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
One island	95.8%	95.5%	96.3%	97.5%	96.9%
Two islands	3.9%	4.1%	3.6%	2.4%	3.0%
Three or more islands	0.4%	0.3%	0.2%	0.2%	0.2%

How many are loyal to the Canary Islands?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Repeat tourists	79.4%	77.9%	77.9%	82.8%	85.1%
At least 10 previous visits	23.4%	25.4%	23.2%	29.2%	31.5%
Repeat tourists (last 5 years)	67.5%	67.9%	69.3%	76.5%	77.5%
Repeat tourists (last 5 years)(5 or more visits)	12.9%	17.8%	21.2%	27.1%	31.5%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Average rating	9.10	9.06	8.95	8.90	8.92

Experience in the Canary Islands	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Worse or much worse than expected	1.9%	2.1%	1.6%	2.5%	3.3%
Lived up to expectations	51.1%	52.8%	54.6%	58.3%	58.6%
Better or much better than expected	47.0%	45.1%	43.8%	39.2%	38.2%

Future intentions (scale 0-10)	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Return to the Canary Islands	9.12	9.10	9.02	9.04	9.03
Recommend visiting the Canary Islands	9.25	9.22	9.11	9.10	9.12

Who are they?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Gender					
Men	43.6%	44.7%	45.5%	43.4%	42.1%
Women	56.4%	55.3%	54.5%	56.6%	57.9%
Age					
Average age	48.9	47.8	46.8	50.2	49.7
Standard deviation	16.1	17.4	16.4	17.2	17.2
Age range					
16 - 24 years old	8.5%	10.7%	10.0%	7.9%	9.2%
25 - 30 years old	8.5%	10.5%	9.9%	8.9%	8.5%
31 - 45 years old	25.4%	26.4%	30.6%	26.7%	25.8%
46 - 60 years old	30.1%	23.6%	24.4%	21.4%	21.9%
Over 60 years old	27.4%	28.8%	25.1%	35.0%	34.6%
Occupation					
Salaried worker	58.5%	55.5%	60.9%	51.3%	56.6%
Self-employed	10.4%	9.7%	9.2%	10.5%	9.3%
Unemployed	0.4%	0.4%	0.3%	0.8%	0.6%
Business owner	3.6%	4.4%	4.9%	3.4%	4.9%
Student	2.0%	3.3%	2.0%	2.1%	1.6%
Retired	24.0%	25.0%	21.2%	30.6%	25.7%
Unpaid domestic work	0.5%	0.9%	0.8%	0.7%	0.9%
Others	0.7%	0.8%	0.6%	0.5%	0.4%
Annual household income level					
Less than €25,000	11.6%	11.2%	9.5%	9.7%	7.4%
€25,000 - €49,999	33.6%	37.2%	33.4%	33.4%	28.7%
€50,000 - €74,999	20.2%	23.2%	23.5%	24.5%	30.3%
More than €74,999	34.6%	28.3%	33.7%	32.5%	33.6%
Education level					
No studies	10.6%	9.6%	9.6%	9.3%	12.2%
Primary education	0.3%	0.5%	0.4%	0.3%	3.6%
Secondary education	16.1%	17.9%	20.9%	19.4%	16.8%
Higher education	73.0%	71.9%	69.1%	70.9%	67.4%

Who do they come with?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Unaccompanied	6.5%	6.8%	7.2%	8.0%	7.5%
Only with partner	52.1%	58.7%	47.2%	53.1%	49.9%
Only with children (< 13 years old)	3.6%	3.2%	3.5%	3.2%	2.2%
Partner + children (< 13 years old)	7.3%	6.0%	8.5%	6.0%	7.2%
Other relatives	10.5%	8.9%	12.4%	10.1%	11.6%
Friends	7.2%	8.0%	8.0%	8.3%	8.3%
Work colleagues	0.2%	0.4%	0.1%	0.0%	0.3%
Organized trip	0.2%	0.1%	0.1%	0.2%	0.1%
Other combinations (2)	12.3%	7.9%	13.1%	11.2%	12.8%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**18.3%**	**13.8%**	**20.1%**	**15.8%**	**16.5%**
- Between 0 and 2 years old	1.2%	1.8%	1.9%	2.0%	1.7%
- Between 3 and 12 years old	15.2%	10.4%	16.6%	12.0%	13.5%
- Between 0 -2 and 3-12 years old	1.9%	1.7%	1.6%	1.9%	1.4%
Tourists without children	**81.7%**	**86.2%**	**79.9%**	**84.2%**	**83.5%**
Group composition:					
- 1 person	8.4%	9.2%	9.0%	9.3%	9.7%
- 2 people	59.1%	64.9%	54.9%	62.5%	58.3%
- 3 people	9.7%	10.5%	13.0%	9.8%	11.8%
- 4 or 5 people	18.5%	12.5%	17.2%	13.7%	14.3%
- 6 or more people	4.3%	2.9%	6.0%	4.7%	5.9%
Average group size:	**2.64**	**2.43**	**2.74**	**2.57**	**2.68**

**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.