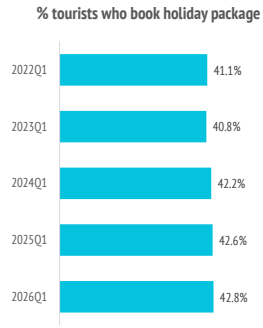
Tourist profile. Historical data (2022 - 2026)

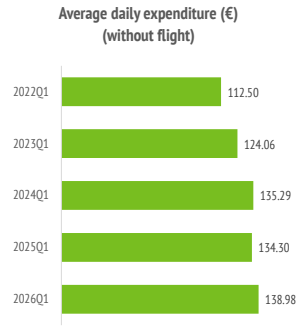
TENERIFE: First Quarter

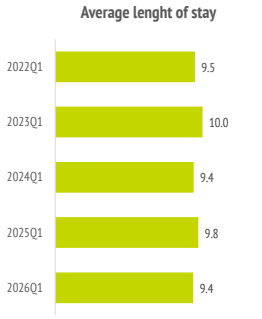
How many are they and how much do they spend?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**1,362**	**1,672**	**1,923**	**1,969**	**1,983**
Tourist arrivals ≥ 16 years old (EGT) (*)	**1,219**	**1,477**	**1,693**	**1,728**	**1,751**
- % tourists who book holiday package	41.1%	40.8%	42.2%	42.6%	42.8%
Children < 16 years old (FRONTUR - EGT) (*)	143	195	230	242	231
Expenditure per tourist (€) (group spend / group size)	**1,111**	**1,255**	**1,310**	**1,357**	**1,356**
Expenditure per tourist (€) (group spend / +16)	**1,242**	**1,397**	**1,490**	**1,517**	**1,502**
- book holiday package	1,430	1,670	1,824	1,821	1,741
- holiday package	1,163	1,345	1,506	1,471	1,389
- others	267	325	318	350	352
- do not book holiday package	1,111	1,208	1,246	1,292	1,323
- flight	292	309	331	354	344
- accommodation	395	451	436	428	491
- others	423	449	479	510	489
Average lenght of stay	**9.5**	**10.0**	**9.4**	**9.8**	**9.4**
- Median	7.0	7.4	7.0	7.0	7.0
Average daily expenditure (€)	**151.29**	**167.23**	**187.44**	**187.67**	**187.89**
- Median	150.00	156.16	175.00	178.39	186.65
Average daily expenditure (without flight)	**112.50**	**124.06**	**135.29**	**134.30**	**138.98**
- Median	110.00	115.03	125.08	131.70	136.43
Average cost of the flight (€)	**317**	**355**	**413**	**431**	**387**
Total turnover (€m)	**1,514**	**2,063**	**2,523**	**2,622**	**2,631**
Turnover without flight (€m)	**1,128**	**1,538**	**1,823**	**1,877**	**1,953**

(*) Thousands of tourists









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

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Accommodation:					
- Accommodation	82.9%	80.4%	81.6%	81.2%	82.3%
- Additional accommodation expenses	7.6%	6.5%	7.5%	6.9%	6.8%
Transport:					
- National/International Transport	96.5%	93.6%	93.5%	94.0%	95.5%
- Flights between islands	4.4%	4.8%	4.6%	4.5%	4.3%
- Taxi	46.7%	47.8%	51.0%	48.6%	46.3%
- Car rental	37.1%	41.0%	35.1%	38.3%	39.2%
- Public transport	10.4%	12.3%	10.9%	14.0%	16.8%
Food and drink:					
- Food purchases at supermarkets	56.2%	57.6%	58.0%	56.7%	60.2%
- Restaurants	72.4%	77.1%	73.9%	77.9%	78.7%
Leisure:					
- Organized excursions	23.1%	27.1%	25.7%	26.4%	22.2%
- Sport activities	6.7%	9.3%	7.2%	7.0%	4.9%
- Cultural activities	2.2%	3.1%	2.4%	3.0%	2.6%
- Museums	3.2%	3.7%	2.8%	4.5%	3.8%
- Theme Parks	10.8%	15.8%	16.1%	15.9%	12.7%
- Discos and pubs	9.6%	13.2%	12.4%	13.0%	11.5%
- Wellness	5.1%	7.2%	6.3%	8.0%	7.2%
Purchases of goods:					
- Souvenirs	37.2%	39.1%	36.4%	41.4%	36.6%
- Other expenses	0.8%	0.5%	0.9%	1.0%	1.2%
Other:					
- Medical or pharmaceutical expenses	8.5%	7.6%	7.4%	6.7%	7.2%
- Other expenses	6.2%	5.8%	4.7%	4.7%	4.2%

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

Expenditure per tourist and trip (€)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Accommodation:	**793**	**859**	**957**	**865**	**953**
- Accommodation	639	753	772	749	789
- Additional accommodation expenses	154	106	185	116	163
Transport:	**674**	**697**	**780**	**843**	**760**
- National/International Transport	328	380	442	459	405
- Flights between islands	80	73	91	123	101
- Taxi	96	91	88	96	89
- Car rental	143	127	137	137	140
- Public transport	27	26	23	29	25
Food and drink:	**291**	**309**	**337**	**347**	**349**
- Food purchases at supermarkets	99	103	109	112	115
- Restaurants	192	206	228	235	233
Leisure:	**479**	**507**	**546**	**603**	**555**
- Organized excursions	88	93	90	95	96
- Sport activities	100	112	99	131	110
- Cultural activities	50	54	66	60	63
- Museums	24	28	29	40	24
- Theme Parks	61	67	71	80	71
- Discos and pubs	82	83	114	96	101
- Wellness	75	68	76	101	90
Purchases of goods:	**199**	**419**	**326**	**258**	**214**
- Souvenirs	78	82	82	82	76
- Other expenses	122	338	244	177	138
Other:	**121**	**130**	**114**	**153**	**202**
- Medical or pharmaceutical expenses	53	42	37	69	71
- Other expenses	68	89	78	84	131

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)
TENERIFE: First Quarter

What is the main purpose of their trip?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Holiday, leisure	8.1%	9.2%	7.4%	7.9%	7.9%
Visiting family or friends	0.8%	0.0%	0.0%	0.1%	0.1%
Business and work	0.2%	0.5%	0.4%	0.5%	0.4%
Education and training	0.5%	1.0%	0.5%	0.5%	0.9%
Sports training	0.1%	0.0%	0.1%	0.1%	0.3%
Health or medical care	89.8%	88.0%	90.5%	90.2%	88.5%
Fairs and congresses	1.0%	1.0%	0.8%	0.6%	1.4%
Others	0.3%	0.2%	0.2%	0.1%	0.3%

What is the main motivation for their holidays?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Rest	50.3%	48.4%	47.6%	45.9%	45.3%
Enjoy family time	15.8%	16.8%	16.4%	15.8%	16.4%
Have fun	8.0%	8.3%	10.0%	8.3%	9.3%
Explore the destination	21.3%	21.6%	22.3%	25.8%	25.1%
Practice their hobbies	2.6%	3.2%	1.8%	1.7%	1.9%
Other reasons	2.0%	1.7%	1.9%	2.6%	2.0%

Where did they spend their main holiday last year? *

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Didn't have holidays	32.9%	11.6%	10.4%	8.4%	8.9%
Canary Islands	17.6%	24.0%	23.6%	25.0%	26.2%
Other destination	49.5%	64.4%	66.0%	66.7%	64.9%
- Balearic Islands	3.3%	3.8%	4.7%	4.3%	3.8%
- Rest of Spain	10.2%	11.0%	11.7%	12.7%	11.8%
- Italy	7.4%	9.5%	8.3%	8.4%	8.4%
- France	5.0%	6.2%	5.6%	5.8%	5.7%
- Turkey	1.5%	2.7%	3.3%	2.6%	3.3%
- Greece	6.1%	5.8%	7.4%	6.6%	6.4%
- Portugal	3.3%	4.5%	4.5%	4.4%	3.8%
- Croatia	2.6%	3.0%	2.3%	2.8%	2.6%
- Egypt	0.3%	0.7%	1.1%	1.2%	1.5%
- Tunisia	0.0%	0.2%	0.2%	0.2%	0.3%
- Morocco	0.5%	0.6%	0.8%	1.0%	1.6%
- Others	9.4%	16.5%	16.2%	16.7%	15.9%

** Percentage of valid answers*

What other destinations did they consider for this trip? *

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
None (I was clear about "this Canary Island")	37.0%	40.1%	34.7%	35.8%	34.7%
Canary Islands (other island)	26.8%	26.4%	26.6%	25.9%	28.5%
Other destination	36.2%	33.5%	38.7%	38.2%	36.7%
- Balearic Islands	4.0%	3.3%	4.4%	3.8%	3.2%
- Rest of Spain	7.7%	7.3%	8.5%	7.4%	7.9%
- Italy	4.0%	3.4%	4.3%	4.3%	4.1%
- France	1.3%	1.3%	1.9%	1.7%	1.4%
- Turkey	2.2%	2.1%	2.3%	2.4%	2.8%
- Greece	4.8%	3.6%	4.6%	4.1%	4.7%
- Portugal	5.2%	5.1%	5.6%	6.5%	5.2%
- Croatia	1.4%	1.2%	1.7%	1.4%	1.5%
- Egypt	2.1%	3.0%	2.7%	3.3%	3.0%
- Others	3.6%	3.3%	2.7%	3.2%	3.0%

** Percentage of valid answers*

Importance of each factor in the destination choice

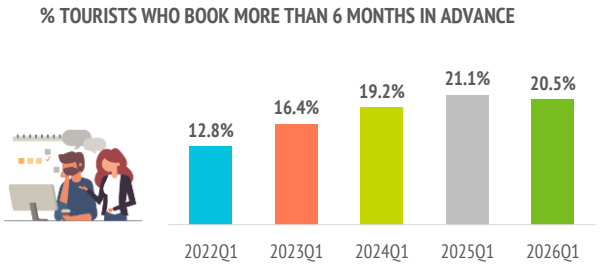
	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Climate	81.6%	79.9%	81.3%	79.8%	76.0%
Safety	48.4%	53.5%	51.2%	53.3%	54.4%
Tranquility	42.1%	43.1%	43.8%	44.9%	44.8%
Landscapes	38.9%	40.8%	37.7%	40.4%	40.9%
Environment	36.8%	38.4%	36.2%	39.1%	38.9%
European belonging	39.3%	35.0%	38.2%	38.6%	38.4%
Effortless trip	35.9%	35.2%	36.3%	36.2%	36.7%
Sea	41.8%	40.0%	41.9%	38.9%	36.7%
Accommodation supply	36.4%	38.9%	40.3%	38.5%	36.4%
Price	31.4%	34.3%	33.6%	36.1%	35.2%
Beaches	30.4%	28.0%	32.1%	28.7%	29.3%
Gastronomy	26.5%	29.1%	28.2%	26.2%	28.4%
Authenticity	21.1%	23.5%	21.2%	23.1%	22.9%
Fun possibilities	20.0%	22.9%	22.5%	19.9%	20.0%
Hiking trail network	14.0%	15.7%	13.6%	14.3%	16.1%
Exoticism	10.8%	12.1%	11.4%	11.2%	10.8%
Culture	8.6%	9.9%	9.6%	9.4%	10.1%
Historical heritage	7.5%	9.7%	9.2%	9.1%	9.5%
Shopping	7.2%	8.7%	9.7%	8.4%	8.8%
Nightlife	5.9%	8.9%	9.0%	7.4%	7.9%

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?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
The same day	0.6%	0.7%	0.7%	1.0%	0.7%
Between 1 and 30 days	33.2%	23.7%	24.5%	21.6%	22.9%
Between 1 and 2 months	28.7%	28.8%	24.7%	25.0%	25.3%
Between 3 and 6 months	24.7%	30.4%	31.0%	31.3%	30.7%
More than 6 months	12.8%	16.4%	19.2%	21.1%	20.5%



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

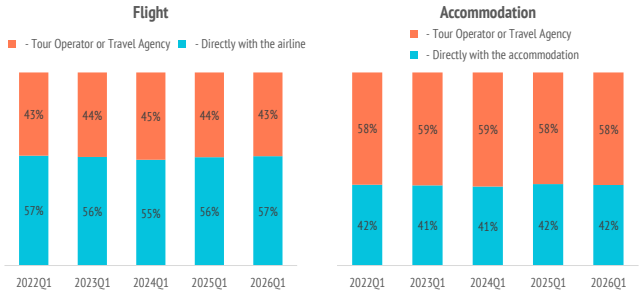
	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Previous visits to the Canary Islands	52.0%	54.7%	53.1%	50.7%	52.9%
Friends or relatives	33.1%	33.6%	33.9%	31.7%	31.2%
Internet or social media	53.2%	51.9%	52.6%	51.3%	47.1%
Mass Media	1.8%	2.3%	2.1%	1.6%	2.1%
Travel guides and magazines	7.8%	7.7%	6.9%	7.6%	5.9%
Travel Blogs or Forums	8.3%	7.3%	6.4%	7.1%	5.8%
Travel TV Channels	0.7%	0.8%	1.2%	1.2%	0.5%
Tour Operator or Travel Agency	19.2%	18.4%	18.1%	17.7%	18.1%
Public administrations or similar	2.0%	0.7%	0.5%	0.6%	0.5%
Others	2.6%	2.8%	2.3%	3.5%	2.8%

** Multi-choise question*

Tourist profile. Historical data (2022 - 2026)
TENERIFE: First Quarter

With whom did they book their flight and accommodation?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Flight					
- Directly with the airline	56.9%	56.2%	54.8%	56.1%	56.6%
- Tour Operator or Travel Agency	43.1%	43.8%	45.2%	43.9%	43.4%
Accommodation					
- Directly with the accommodation	41.8%	41.5%	40.9%	42.1%	41.7%
- Tour Operator or Travel Agency	58.2%	58.5%	59.1%	57.9%	58.3%



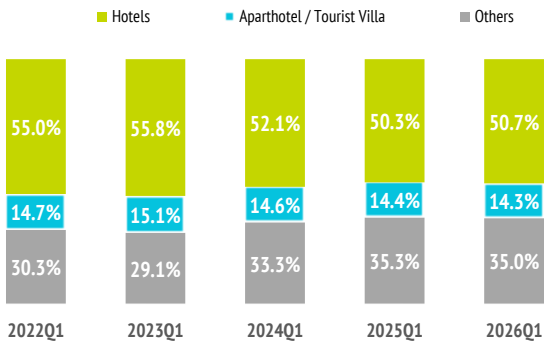
Where are they from?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
United Kingdom	35.1%	34.4%	35.1%	35.2%	35.0%
Germany	12.1%	13.6%	14.0%	13.8%	13.4%
Spanish Mainland	10.6%	11.5%	10.3%	9.0%	8.6%
Italy	5.0%	4.8%	5.5%	6.2%	5.6%
France	5.9%	5.4%	5.0%	5.3%	5.3%
Ireland	3.2%	2.7%	3.6%	3.4%	3.9%
Belgium	4.3%	3.6%	3.6%	3.7%	3.7%
Netherlands	4.1%	3.1%	3.1%	3.4%	3.3%
Others	3.0%	2.4%	1.2%	1.8%	3.2%
Poland	2.4%	2.4%	1.6%	3.3%	2.8%
Others	14.2%	16.1%	17.0%	14.9%	15.2%

Where do they stay?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
1-2-3* Hotel	9.3%	9.5%	8.0%	10.2%	9.8%
4* Hotel	36.2%	34.8%	34.5%	31.7%	31.2%
5* Hotel / 5* Luxury Hotel	9.5%	11.5%	9.7%	8.5%	9.7%
Aparthotel / Tourist Villa	14.7%	15.1%	14.6%	14.4%	14.3%
House/room rented in a private dwelling	11.5%	8.4%	19.3%	20.5%	20.7%
Private accommodation (1)	10.8%	12.4%	8.6%	10.5%	10.9%
Others (Cottage, cruise, camping,..)	8.0%	8.3%	5.4%	4.3%	3.4%

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

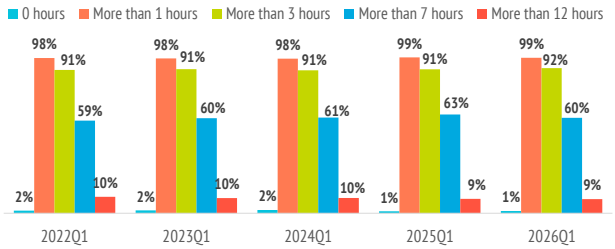


What do they book?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Room only	33.7%	33.2%	35.1%	41.8%	41.4%
Bed and Breakfast	17.5%	18.0%	19.0%	17.2%	19.4%
Half board	21.5%	23.4%	20.9%	18.2%	18.6%
Full board	2.8%	4.1%	3.1%	2.6%	2.3%
All inclusive	24.6%	21.4%	21.9%	20.3%	18.3%

Activities in the Canary Islands

Outdoor time per day	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
0 hours	1.6%	1.8%	2.1%	1.2%	1.4%
1 - 2 hours	7.6%	6.9%	7.3%	7.5%	6.6%
3 - 6 hours	32.1%	31.1%	30.0%	28.6%	31.5%
7 - 12 hours	48.3%	50.6%	50.9%	53.5%	51.5%
More than 12 hours	10.4%	9.6%	9.7%	9.1%	9.0%
Outdoor time per day	7.8	7.8	7.9	8.0	7.9



Activities in the Canary Islands	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Walk, wander	80.6%	80.5%	78.7%	81.0%	79.3%
Beach	63.9%	62.0%	63.8%	59.0%	52.8%
Explore the island on their own	51.5%	52.4%	52.3%	53.9%	50.9%
Swimming pool, hotel facilities	54.4%	54.2%	56.4%	51.1%	48.6%
Taste Canarian gastronomy	30.7%	31.4%	29.7%	32.0%	29.5%
Hiking	24.6%	24.1%	22.2%	25.2%	23.3%
Theme parks	14.8%	16.8%	19.2%	17.1%	15.2%
Nightlife / concerts / shows	12.0%	17.5%	17.6%	16.0%	14.9%
Organized excursions	15.9%	18.0%	14.9%	14.5%	14.4%
Sea excursions / whale watching	11.8%	12.0%	11.2%	11.7%	10.2%
Other Nature Activities	8.6%	10.3%	9.2%	9.8%	9.6%
Wineries / markets / popular festivals	6.8%	12.2%	10.0%	10.7%	9.5%
Museums / exhibitions	6.8%	7.3%	6.7%	8.2%	8.4%
Running	6.2%	6.0%	6.6%	5.4%	5.9%
Beauty and health treatments	5.3%	7.3%	6.4%	6.7%	5.5%
Swim	14.4%	6.4%	7.7%	6.3%	4.9%
Astronomical observation	3.4%	4.5%	4.1%	4.7%	4.2%
Practice other sports	4.4%	5.9%	4.4%	3.7%	3.4%
Golf	2.2%	3.7%	3.3%	2.9%	2.6%
Surf	2.8%	2.2%	2.5%	2.1%	1.5%
Cycling / Mountain bike	2.4%	2.3%	2.3%	1.5%	1.4%
Scuba Diving	2.0%	2.1%	2.5%	1.8%	1.0%
Windsurf / Kitesurf	1.2%	0.8%	0.6%	0.7%	0.3%

** Multi-choise question*

Tourist profile. Historical data (2022 - 2026)
TENERIFE: First Quarter

What places do they visit?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Teide National Park	38.9%	40.9%	35.0%	36.9%	33.4%
Garachico	33.2%	39.4%	31.8%	32.2%	32.7%
La Laguna	23.4%	26.3%	19.5%	20.3%	20.0%
La Orotava	20.5%	20.9%	14.7%	16.0%	17.1%
Barranco de Masca	19.4%	20.2%	15.6%	17.1%	16.0%
Los Gigantes Cliffs	18.3%	21.0%	14.4%	15.5%	15.5%
Santa Cruz	14.5%	14.7%	12.8%	14.8%	14.7%
Icod de los Vinos	13.4%	15.6%	12.5%	13.7%	12.7%
Anaga rural park	13.1%	12.7%	11.1%	12.4%	11.7%
Teno / Buenavista	8.8%	7.6%	7.1%	7.2%	6.7%
Barranco del Infierno	3.4%	4.0%	2.9%	2.6%	3.0%

¿Cuántos son fieles al destino?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Tenerife: Repeat tourists	65.6%	68.1%	67.3%	69.0%	68.1%
Tenerife: At least 10 previous visits	11.2%	11.3%	10.8%	11.6%	11.9%
Canary Islands: Repeat tourists	70.6%	73.7%	73.4%	73.5%	74.1%
Canary Islands: At least 10 previous visits	19.9%	20.0%	19.5%	21.6%	21.5%

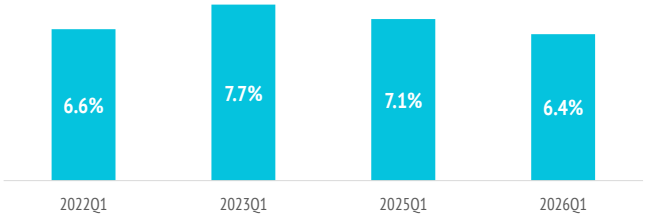
Who are they?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Gender					
Men	44.6%	46.1%	48.5%	47.4%	45.5%
Women	55.4%	53.9%	51.5%	52.6%	54.5%
Age					
Average age	46.93	47.84	47.29	48.76	49.16
Standard deviation	15.8	16.8	16.5	16.9	16.9
Age range					
16 - 24 years old	7.4%	9.6%	8.4%	7.5%	7.0%
25 - 30 years old	11.2%	10.0%	9.9%	10.5%	9.7%
31 - 45 years old	31.3%	26.8%	32.0%	29.3%	30.1%
46 - 60 years old	25.6%	26.5%	23.7%	21.5%	21.4%
Over 60 years old	24.5%	27.1%	26.0%	31.3%	31.8%
Occupation					
Salaried worker	54.3%	49.4%	50.0%	48.5%	51.3%
Self-employed	12.2%	10.8%	12.6%	12.5%	10.5%
Unemployed	1.4%	0.9%	0.9%	1.0%	1.1%
Business owner	9.0%	8.7%	8.8%	8.0%	7.5%
Student	3.1%	4.8%	4.8%	3.5%	3.1%
Retired	18.3%	23.9%	21.9%	25.1%	25.4%
Unpaid domestic work	0.7%	0.4%	0.4%	0.7%	0.3%
Others	1.0%	0.9%	0.7%	0.8%	0.9%
Annual household income level					
Less than €25,000	13.7%	13.7%	11.0%	13.6%	12.2%
€25,000 - €49,999	34.3%	34.9%	32.8%	33.1%	31.5%
€50,000 - €74,999	26.4%	22.0%	26.4%	25.1%	26.7%
More than €74,999	25.6%	29.5%	29.9%	28.2%	29.6%
Education level					
No studies	2.9%	3.2%	4.0%	4.1%	4.8%
Primary education	1.2%	2.0%	1.3%	1.6%	1.4%
Secondary education	18.1%	17.5%	19.0%	19.9%	18.7%
Higher education	77.7%	77.2%	75.8%	74.4%	75.0%

How many islands do they visit during their trip?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
One island	93.4%	92.3%	92.4%	92.9%	93.6%
Two islands	5.4%	6.8%	6.7%	6.2%	5.6%
Three or more islands	1.2%	0.9%	0.9%	0.8%	0.8%

% TOURISTS VISITING MORE THAN ONE ISLAND



How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Average rating	8.84	8.82	8.74	8.71	8.64

Experience in the Canary Islands	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Worse or much worse than expected	2.8%	2.2%	2.8%	3.1%	5.4%
Lived up to expectations	51.9%	52.5%	54.0%	56.2%	59.5%
Better or much better than expected	45.4%	45.3%	43.2%	40.8%	35.2%

Future intentions (scale 0-10)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Return to the Canary Islands	8.90	8.91	8.83	8.77	8.72
Recommend visiting the Canary Islands	9.12	9.11	8.98	8.97	8.93

Who do they come with?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Unaccompanied	8.7%	9.2%	8.5%	8.6%	9.4%
Only with partner	50.4%	48.7%	48.7%	50.3%	50.0%
Only with children (< 13 years old)	4.9%	3.0%	4.5%	3.5%	3.6%
Partner + children (< 13 years old)	6.4%	6.2%	6.5%	6.7%	5.8%
Other relatives	9.2%	9.4%	9.3%	9.3%	9.8%
Friends	7.9%	8.3%	8.5%	7.7%	7.7%
Work colleagues	0.5%	0.2%	0.4%	0.3%	1.1%
Organized trip	0.4%	0.1%	0.3%	0.4%	0.2%
Other combinations (2)	11.7%	14.7%	13.3%	13.0%	12.5%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**15.7%**	**15.1%**	**17.2%**	**15.0%**	**15.1%**
- Between 0 and 2 years old	1.3%	1.2%	1.6%	1.5%	1.4%
- Between 3 and 12 years old	13.6%	12.9%	14.5%	12.7%	12.4%
- Between 0 -2 and 3-12 years old	0.8%	1.0%	1.1%	0.8%	1.2%
Tourists without children	**84.3%**	**84.9%**	**82.8%**	**85.0%**	**84.9%**
Group composition:					
- 1 person	10.8%	11.5%	10.9%	10.3%	11.6%
- 2 people	59.0%	57.3%	55.6%	57.8%	58.7%
- 3 people	11.1%	11.2%	11.0%	12.0%	10.2%
- 4 or 5 people	15.6%	15.7%	17.5%	15.5%	14.9%
- 6 or more people	3.5%	4.3%	5.1%	4.4%	4.6%
Average group size:	**2.54**	**2.60**	**2.70**	**2.63**	**2.57**

**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.