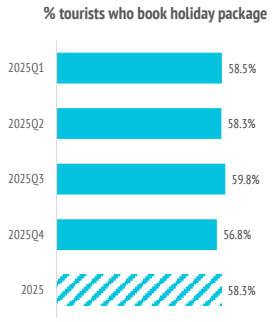
Tourist profile by quarter of trip (2025)

UNITED KINGDOM

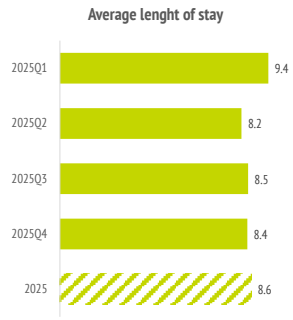
How many are they and how much do they spend?

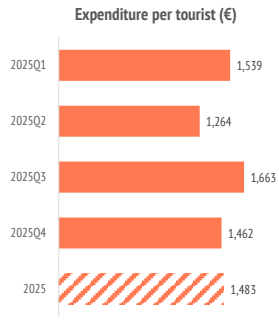
	2025Q1	2025Q2	2025Q3	2025Q4	2025
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**1,538**	**1,551**	**1,616**	**1,607**	**6,312**
Tourist arrivals ≥ 16 years old (EGT) (*)	**1,369**	**1,313**	**1,339**	**1,483**	**5,504**
- % tourists who book holiday package	58.5%	58.3%	59.8%	56.8%	**58.3%**
Children < 16 years old (FRONTUR - EGT) *(*)*	169	238	277	124	**808**
Expenditure per tourist (€)	**1,539**	**1,264**	**1,663**	**1,462**	**1,483**
- book holiday package	1,696	1,418	1,830	1,641	**1,648**
- holiday package	1,408	1,154	1,504	1,350	**1,356**
- others	288	264	326	291	**292**
- do not book holiday package	1,317	1,049	1,416	1,227	**1,251**
- flight	353	229	378	294	**313**
- accommodation	457	398	513	471	**460**
- others	353	229	378	294	**313**
Average lenght of stay	**9.4**	**8.2**	**8.5**	**8.4**	**8.6**
- Median	7.4	7.0	7.8	7.0	**7.2**
Average daily expenditure (€)	**193.6**	**170.3**	**209.3**	**192.3**	**191.5**
- Median	178.0	152.6	185.1	180.4	**172.3**
Average daily expenditure (without flight)	**139.9**	**129.0**	**150.1**	**143.0**	**140.6**
- Median	133.0	119.3	135.0	134.3	**129.1**
Average cost of the flight (€)	**427.8**	**301.2**	**464.1**	**371.7**	**391.3**
Total turnover (≥ 16 years old) (€m)	**2,106**	**1,660**	**2,227**	**2,168**	**8,160**
Turnover without flight (≥ 16 years old) (€m)	**1,520**	**1,265**	**1,605**	**1,616**	**6,006**

(*) Thousands of tourists









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

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Accommodation:					
- Accommodation	87.0%	87.0%	86.6%	87.1%	**86.9%**
- Additional accommodation expenses	4.9%	5.3%	6.3%	6.7%	**5.8%**
Transport:					
- National/International Transport	97.2%	95.9%	96.5%	96.4%	**96.5%**
- Flights between islands	3.8%	2.0%	3.9%	2.3%	**3.0%**
- Taxi	65.4%	65.3%	68.0%	65.2%	**66.0%**
- Car rental	15.9%	14.8%	14.6%	16.9%	**15.6%**
- Public transport	11.6%	7.9%	8.6%	14.4%	**10.7%**
Food and drink:					
- Food purchases at supermarkets	55.5%	54.5%	58.4%	57.3%	**56.5%**
- Restaurants	71.5%	68.1%	67.6%	70.2%	**69.4%**
Leisure:					
- Organized excursions	15.8%	19.1%	20.8%	16.8%	**18.1%**
- Sport activities	5.2%	5.3%	8.8%	5.3%	**6.1%**
- Cultural activities	2.2%	2.2%	2.4%	1.3%	**2.0%**
- Museums	4.0%	2.4%	2.9%	2.9%	**3.1%**
- Theme Parks	8.1%	9.6%	17.9%	8.5%	**10.9%**
- Discos and pubs	14.9%	16.6%	16.1%	15.0%	**15.6%**
- Wellness	5.6%	5.4%	5.2%	5.6%	**5.4%**
Purchases of goods:					
- Souvenirs	38.5%	38.4%	40.1%	42.0%	**39.8%**
- Other expenses	0.7%	0.4%	0.9%	0.7%	**0.7%**
Other:					
- Medical or pharmaceutical expenses	5.3%	6.1%	6.4%	5.9%	**5.9%**
- Other expenses	4.8%	3.7%	4.8%	4.6%	**4.5%**

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:	**954**	**821**	**1,007**	**964**	**939**
- Accommodation	796	693	866	794	**788**
- Additional accommodation expenses	157	129	141	171	**151**
Transport:	**761**	**547**	**763**	**640**	**682**
- National/International Transport	440	314	481	386	**406**
- Flights between islands	93	54	64	50	**68**
- Taxi	81	65	85	72	**76**
- Car rental	125	90	108	104	**107**
- Public transport	21	24	25	28	**25**
Food and drink:	**350**	**317**	**382**	**336**	**346**
- Food purchases at supermarkets	108	102	122	102	**108**
- Restaurants	243	215	260	234	**238**
Leisure:	**625**	**582**	**608**	**548**	**596**
- Organized excursions	89	85	95	87	**89**
- Sport activities	128	94	116	97	**110**
- Cultural activities	72	78	65	46	**67**
- Museums	50	47	44	40	**45**
- Theme Parks	84	75	95	77	**85**
- Discos and pubs	110	114	108	106	**109**
- Wellness	91	89	86	95	**91**
Purchases of goods:	**325**	**188**	**196**	**196**	**227**
- Souvenirs	94	84	88	89	**89**
- Other expenses	231	104	108	106	**138**
Other:	**152**	**107**	**155**	**137**	**137**
- Medical or pharmaceutical expenses	80	31	30	55	**48**
- Other expenses	72	76	125	82	**89**

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)
UNITED KINGDOM

What is the main purpose of their trip?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Holiday, leisure	94.4%	95.2%	95.1%	95.0%	**94.9%**
Visiting family or friends	4.7%	3.5%	3.8%	4.5%	**4.1%**
Business and work	0.2%	0.3%	0.3%	0.2%	**0.3%**
Education and training	0.0%	0.0%	0.0%	0.0%	**0.0%**
Sports training	0.3%	0.4%	0.2%	0.3%	**0.3%**
Health or medical care	0.0%	0.1%	0.0%	0.0%	**0.0%**
Fairs and congresses	0.0%	0.0%	0.0%	0.0%	**0.0%**
Others	0.4%	0.5%	0.5%	0.0%	**0.3%**

What is the main motivation for their holidays?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Rest	68.7%	66.9%	55.9%	66.1%	**64.4%**
Enjoy family time	12.9%	12.2%	24.7%	15.4%	**16.3%**
Have fun	7.0%	11.1%	11.6%	8.3%	**9.4%**
Explore the destination	7.8%	7.8%	6.1%	8.0%	**7.5%**
Practice their hobbies	1.5%	1.2%	1.0%	0.7%	**1.1%**
Other reasons	2.1%	0.8%	0.7%	1.4%	**1.3%**

Where did they spend their main holiday last year? *

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Didn't have holidays	8.3%	11.8%	9.2%	7.1%	**9.1%**
Canary Islands	36.1%	36.4%	36.2%	31.5%	**35.0%**
Other destination	55.6%	51.9%	54.6%	61.4%	**55.9%**
- Balearic Islands	4.8%	4.7%	4.4%	5.6%	**4.9%**
- Rest of Spain	7.8%	9.3%	8.1%	10.5%	**8.9%**
- Italy	4.3%	3.2%	3.8%	5.0%	**4.1%**
- France	3.0%	2.6%	3.1%	3.5%	**3.1%**
- Turkey	4.3%	5.5%	4.8%	3.6%	**4.5%**
- Greece	8.5%	8.8%	8.1%	8.6%	**8.5%**
- Portugal	4.5%	2.6%	4.1%	4.4%	**3.9%**
- Croatia	1.2%	1.1%	1.4%	1.7%	**1.4%**
- Egypt	1.5%	1.1%	1.3%	1.0%	**1.2%**
- Tunisia	0.1%	0.4%	0.6%	0.2%	**0.3%**
- Morocco	0.9%	1.4%	1.2%	0.7%	**1.0%**
- Others	14.7%	11.3%	13.8%	16.6%	**14.1%**

** 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")	34.4%	24.0%	17.7%	28.2%	**25.4%**
Canary Islands (other island)	29.0%	25.0%	21.1%	29.3%	**25.8%**
Other destination	36.6%	51.0%	61.2%	42.4%	**48.9%**
- Balearic Islands	4.8%	7.8%	9.7%	6.0%	**7.3%**
- Rest of Spain	7.2%	9.6%	11.9%	7.6%	**9.3%**
- Italy	3.3%	4.6%	5.1%	3.0%	**4.1%**
- France	1.3%	1.3%	1.5%	1.1%	**1.3%**
- Turkey	3.5%	4.6%	5.2%	4.0%	**4.4%**
- Greece	4.3%	9.7%	12.6%	7.7%	**8.9%**
- Portugal	5.5%	7.5%	8.8%	6.4%	**7.2%**
- Croatia	1.6%	2.5%	3.7%	2.0%	**2.6%**
- Egypt	2.8%	1.8%	1.6%	2.9%	**2.2%**
- Others	2.3%	1.7%	1.1%	1.7%	**1.6%**

** Percentage of valid answers*

Importance of each factor in the destination choice

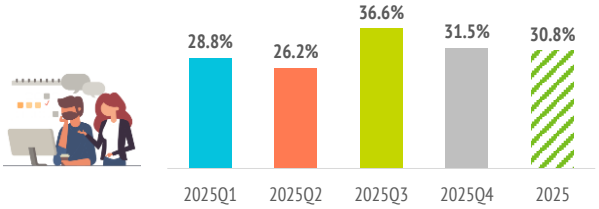
	2025Q1	2025Q2	2025Q3	2025Q4	2025
Climate	82.8%	76.1%	73.8%	79.3%	**78.1%**
Safety	63.6%	66.7%	71.3%	65.7%	**66.8%**
Accommodation supply	52.6%	56.0%	59.1%	51.9%	**54.8%**
Tranquility	48.6%	49.5%	48.0%	48.3%	**48.6%**
Price	46.3%	50.7%	52.9%	47.6%	**49.3%**
Effortless trip	48.5%	46.9%	45.4%	44.6%	**46.3%**
European belonging	36.5%	34.8%	31.4%	34.3%	**34.3%**
Environment	36.6%	34.0%	35.0%	33.0%	**34.6%**
Sea	31.3%	33.3%	36.0%	32.7%	**33.3%**
Beaches	27.7%	31.1%	34.2%	30.0%	**30.7%**
Gastronomy	25.7%	29.3%	26.9%	27.1%	**27.2%**
Fun possibilities	19.5%	25.2%	32.7%	23.5%	**25.2%**
Landscapes	22.8%	21.8%	21.5%	21.7%	**21.9%**
Authenticity	19.6%	19.5%	23.9%	20.5%	**20.9%**
Shopping	7.7%	12.4%	13.0%	9.8%	**10.7%**
Culture	9.0%	9.6%	12.0%	9.6%	**10.0%**
Exoticism	6.2%	7.7%	10.3%	8.6%	**8.2%**
Nightlife	8.5%	11.2%	9.2%	8.4%	**9.3%**
Historical heritage	6.9%	7.3%	7.7%	8.3%	**7.6%**
Hiking trail network	5.9%	3.8%	3.4%	5.8%	**4.8%**

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?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
The same day	0.4%	0.5%	0.4%	0.5%	**0.5%**
Between 1 and 30 days	19.9%	16.3%	18.1%	19.1%	**18.4%**
Between 1 and 2 months	21.6%	19.9%	16.2%	18.0%	**18.9%**
Between 3 and 6 months	29.3%	37.1%	28.7%	31.0%	**31.5%**
More than 6 months	28.8%	26.2%	36.6%	31.5%	**30.8%**

% 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	64.9%	63.9%	57.0%	65.6%	**62.9%**
Friends or relatives	27.5%	27.9%	29.9%	25.8%	**27.7%**
Internet or social media	50.8%	48.9%	54.3%	51.5%	**51.4%**
Mass Media	1.7%	1.8%	2.8%	1.5%	**1.9%**
Travel guides and magazines	5.9%	3.9%	4.7%	4.1%	**4.7%**
Travel Blogs or Forums	4.4%	3.5%	4.8%	4.4%	**4.3%**
Travel TV Channels	1.1%	0.9%	0.6%	0.4%	**0.8%**
Tour Operator or Travel Agency	21.4%	20.3%	20.6%	21.2%	**20.9%**
Public administrations or similar	0.6%	0.6%	0.4%	0.2%	**0.4%**
Others	3.1%	2.9%	3.4%	2.2%	**2.9%**

** Multi-choise question*

Tourist profile by quarter of trip (2025)

UNITED KINGDOM

With whom did they book their flight and accommodation?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Flight					
- Directly with the airline	49.0%	49.6%	48.9%	51.1%	**49.7%**
- Tour Operator or Travel Agency	51.0%	50.4%	51.1%	48.9%	**50.3%**
Accommodation					
- Directly with the accommodation	35.3%	36.7%	35.3%	35.5%	**35.7%**
- Tour Operator or Travel Agency	51.0%	50.4%	51.1%	48.9%	**50.3%**

Where are they from?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
United Kingdom	98.7%	98.7%	98.7%	98.6%	**98.7%**
Spanish Mainland	0.4%	0.8%	0.3%	0.8%	**0.6%**
Ireland	0.6%	0.3%	0.6%	0.3%	**0.5%**
Netherlands	0.0%	0.0%	0.2%	0.0%	**0.1%**
Germany	0.1%	0.0%	0.0%	0.1%	**0.1%**
Portugal	0.0%	0.0%	0.0%	0.1%	**0.0%**
Others	0.2%	0.1%	0.1%	0.1%	**0.2%**

Where do they stay?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
1-2-3* Hotel	10.5%	9.0%	9.7%	9.4%	**9.7%**
4* Hotel	37.5%	39.9%	37.1%	35.0%	**37.3%**
5* Hotel / 5* Luxury Hotel	10.0%	11.5%	11.1%	11.7%	**11.1%**
Aparthotel / Tourist Villa	18.3%	21.0%	20.7%	19.6%	**19.9%**
House/room rented in a private dwelling	13.7%	10.8%	13.3%	17.0%	**13.8%**
Private accommodation (1)	7.4%	6.5%	7.2%	5.9%	**6.7%**
Others (Cottage, cruise, camping,..)	2.6%	1.4%	0.8%	1.3%	**1.6%**

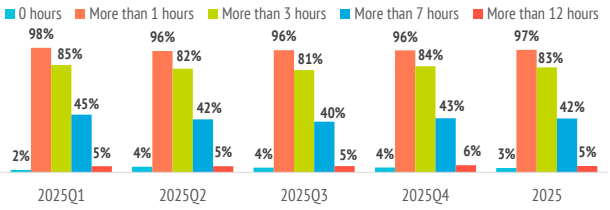
(1) Own property /House of friends or relatives / Free housing exchange / Other private accommodation.

What do they book?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Room only	33.4%	31.4%	32.7%	35.4%	**33.3%**
Bed and Breakfast	14.7%	14.7%	12.8%	12.9%	**13.8%**
Half board	16.9%	16.5%	12.6%	16.5%	**15.6%**
Full board	1.7%	1.6%	1.2%	1.2%	**1.4%**
All inclusive	33.2%	35.8%	40.8%	34.0%	**35.9%**

Activities in the Canary Islands

Outdoor time per day	2025Q1	2025Q2	2025Q3	2025Q4	2025
0 hours	1.8%	4.3%	3.7%	3.8%	**3.4%**
1 - 2 hours	13.5%	14.0%	15.7%	12.5%	**13.9%**
3 - 6 hours	39.2%	40.0%	40.6%	41.0%	**40.2%**
7 - 12 hours	40.7%	36.9%	35.1%	37.1%	**37.4%**
More than 12 hours	4.8%	4.8%	4.8%	5.6%	**5.0%**
Outdoor time per day	6.6	6.3	6.1	6.4	**6.3**



Activities in the Canary Islands	2025Q1	2025Q2	2025Q3	2025Q4	2025
Walk, wander	81.6%	79.2%	78.8%	81.9%	**80.4%**
Swimming pool, hotel facilities	60.9%	69.7%	79.5%	67.3%	**69.3%**
Beach	54.7%	57.1%	67.1%	59.1%	**59.5%**
Explore the island on their own	36.7%	33.7%	35.4%	34.4%	**35.0%**
Taste Canarian gastronomy	25.7%	22.9%	24.2%	23.5%	**24.1%**
Nightlife / concerts / shows	18.4%	20.0%	21.2%	19.5%	**19.8%**
Organized excursions	11.0%	11.1%	18.0%	12.2%	**13.0%**
Theme parks	9.3%	10.6%	21.4%	11.2%	**13.1%**
Swim	7.6%	9.3%	14.5%	9.6%	**10.2%**
Sea excursions / whale watching	7.2%	9.4%	15.4%	8.6%	**10.1%**
Wineries / markets / popular festivals	8.3%	8.0%	11.1%	8.2%	**8.9%**
Hiking	9.5%	6.5%	5.0%	7.1%	**7.1%**
Museums / exhibitions	7.9%	5.4%	5.6%	6.4%	**6.3%**
Beauty and health treatments	5.3%	5.9%	6.4%	5.1%	**5.6%**
Running	4.9%	4.4%	6.0%	4.2%	**4.8%**
Other Nature Activities	3.2%	3.8%	3.4%	3.0%	**3.3%**
Golf	3.2%	2.4%	3.9%	2.3%	**2.9%**
Cycling / Mountain bike	3.1%	1.4%	2.1%	2.1%	**2.2%**
Astronomical observation	2.2%	1.7%	2.3%	2.1%	**2.1%**
Practice other sports	2.6%	2.4%	4.7%	2.0%	**2.9%**
Surf	1.4%	1.0%	1.4%	1.2%	**1.3%**
Scuba Diving	0.8%	1.5%	1.8%	1.0%	**1.3%**
Windsurf / Kitesurf	0.5%	0.3%	1.0%	0.5%	**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	52.9%	48.0%	46.9%	--	**49.3%**
No	32.0%	34.7%	34.1%	--	**33.6%**
Not remember	15.1%	17.3%	19.1%	--	**17.1%**

Do they exclude destinations with tourist tax?	2025Q1	2025Q2	2025Q3	2025Q4	2025
Yes	22.5%	22.6%	24.6%	--	**23.2%**
No	77.5%	77.4%	75.4%	--	**76.8%**

How much would they be willing to pay?	2025Q1	2025Q2	2025Q3	2025Q4	2025
Up to 1 euro	33.3%	34.0%	34.1%	--	**33.8%**
Up to 2 euros	32.5%	32.6%	30.0%	--	**31.7%**
Up to 3 euros	22.7%	22.0%	22.4%	--	**22.4%**
More than 3 euros	11.5%	11.4%	13.5%	--	**12.1%**

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

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Yes	55.7%	55.1%	47.7%	--	**52.9%**
- For any purpose	15.5%	11.9%	14.0%	--	**13.8%**
- Improve living conditions	10.2%	8.8%	5.8%	--	**8.3%**
- Improve economic development	6.1%	6.1%	5.5%	--	**5.9%**
- Improve the environment	13.3%	12.5%	10.7%	--	**12.2%**
- Improve the tourist environment	5.2%	5.4%	5.6%	--	**5.4%**
- Other purposes	5.6%	10.4%	6.1%	--	**7.3%**
Not sure	25.9%	26.6%	31.8%	--	**28.1%**
No	18.3%	18.2%	20.4%	--	**19.0%**

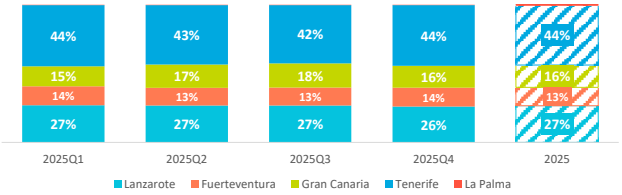
Tourist profile by quarter of trip (2025)

UNITED KINGDOM

Which island do they choose?

Tourists (≥ 16 year old)	2025Q1	2025Q2	2025Q3	2025Q4	2025
Lanzarote	369,345	352,185	358,211	386,382	1,466,123
Fuerteventura	188,322	167,801	174,018	202,917	733,058
Gran Canaria	198,320	222,620	235,461	235,477	891,878
Tenerife	607,534	565,802	565,834	653,745	2,392,915
La Palma	3,365	3,823	3,729	3,769	14,686

Share by islands	2025Q1	2025Q2	2025Q3	2025Q4	2025
Lanzarote	27.0%	26.8%	26.8%	26.1%	26.7%
Fuerteventura	13.8%	12.8%	13.0%	13.7%	13.3%
Gran Canaria	14.5%	17.0%	17.6%	15.9%	16.2%
Tenerife	44.4%	43.1%	42.3%	44.1%	43.5%
La Palma	0.2%	0.3%	0.3%	0.3%	0.3%



How many islands do they visit during their trip?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
One island	95.3%	97.5%	96.3%	97.5%	96.6%
Two islands	4.2%	2.4%	3.4%	2.2%	3.0%
Three or more islands	0.5%	0.2%	0.3%	0.4%	0.3%

How many are loyal to the Canary Islands?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Repeat tourists	84.9%	82.8%	77.4%	84.5%	82.5%
At least 10 previous visits	29.6%	29.2%	22.4%	30.1%	27.9%
Repeat tourists (last 5 years)	78.9%	76.5%	68.7%	78.4%	75.7%
Repeat tourists (last 5 years)(5 or more visits)	28.1%	27.1%	20.7%	28.3%	26.1%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2025Q1	2025Q2	2025Q3	2025Q4	2025
Average rating	8.90	8.90	8.87	9.03	8.93

Experience in the Canary Islands	2025Q1	2025Q2	2025Q3	2025Q4	2025
Worse or much worse than expected	3.0%	2.5%	1.9%	1.9%	2.3%
Lived up to expectations	56.8%	58.3%	52.9%	56.5%	56.1%
Better or much better than expected	40.3%	39.2%	45.2%	41.7%	41.6%

Future intentions (scale 0-10)	2025Q1	2025Q2	2025Q3	2025Q4	2025
Return to the Canary Islands	9.09	9.04	8.88	9.23	9.07
Recommend visiting the Canary Islands	9.14	9.10	9.05	9.29	9.15

Who are they?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Gender					
Men	43.9%	43.4%	41.7%	42.8%	42.9%
Women	56.1%	56.6%	58.3%	57.2%	57.1%
Age					
Average age	53.7	50.2	45.4	52.2	50.4
Standard deviation	16.7	17.2	15.6	15.7	16.6
Age range					
16 - 24 years old	5.6%	7.9%	10.2%	4.3%	6.9%
25 - 30 years old	6.2%	8.9%	9.1%	5.5%	7.4%
31 - 45 years old	22.7%	26.7%	36.1%	27.0%	28.1%
46 - 60 years old	23.5%	21.4%	24.2%	26.9%	24.1%
Over 60 years old	42.0%	35.0%	20.3%	36.3%	33.5%
Occupation					
Salaried worker	44.0%	51.3%	64.4%	53.6%	53.3%
Self-employed	10.4%	10.5%	9.5%	10.3%	10.2%
Unemployed	0.9%	0.8%	0.4%	0.9%	0.8%
Business owner	4.7%	3.4%	3.4%	4.5%	4.0%
Student	1.4%	2.1%	4.6%	0.9%	2.2%
Retired	37.7%	30.6%	15.9%	28.9%	28.3%
Unpaid domestic work	0.4%	0.7%	0.9%	0.5%	0.6%
Others	0.5%	0.5%	0.7%	0.5%	0.5%
Annual household income level					
Less than €25,000	11.6%	9.7%	9.8%	7.6%	9.6%
€25,000 - €49,999	30.0%	33.4%	30.3%	30.8%	31.1%
€50,000 - €74,999	27.0%	24.5%	23.4%	22.9%	24.4%
More than €74,999	31.4%	32.5%	36.6%	38.6%	34.9%
Education level					
No studies	9.8%	9.3%	10.4%	11.6%	10.3%
Primary education	0.9%	0.3%	0.5%	0.4%	0.6%
Secondary education	21.7%	19.4%	15.3%	21.2%	19.4%
Higher education	67.6%	70.9%	73.8%	66.8%	69.7%

Who do they come with?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Unaccompanied	8.1%	8.0%	6.1%	7.6%	7.5%
Only with partner	56.2%	53.1%	33.2%	48.4%	47.7%
Only with children (< 13 years old)	3.3%	3.2%	7.1%	3.4%	4.2%
Partner + children (< 13 years old)	5.8%	6.0%	12.2%	6.9%	7.7%
Other relatives	9.9%	10.1%	16.8%	12.2%	12.3%
Friends	5.9%	8.3%	4.4%	5.3%	5.9%
Work colleagues	0.1%	0.0%	0.1%	0.1%	0.1%
Organized trip	0.2%	0.2%	0.1%	0.2%	0.2%
Other combinations (2)	10.5%	11.2%	20.2%	15.8%	14.5%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**14.0%**	**15.8%**	**31.4%**	**18.1%**	**19.8%**
- Between 0 and 2 years old	1.0%	2.0%	1.5%	0.9%	1.3%
- Between 3 and 12 years old	12.3%	12.0%	28.4%	15.7%	17.1%
- Between 0 -2 and 3-12 years old	0.8%	1.9%	1.5%	1.4%	1.4%
Tourists without children	**86.0%**	**84.2%**	**68.6%**	**81.9%**	**80.2%**
Group composition:					
- 1 person	9.6%	9.3%	7.6%	9.1%	8.9%
- 2 people	62.3%	62.5%	40.5%	55.3%	55.2%
- 3 people	9.7%	9.8%	16.2%	13.0%	12.2%
- 4 or 5 people	14.4%	13.7%	26.9%	17.8%	18.2%
- 6 or more people	4.0%	4.7%	8.8%	4.8%	5.5%
Average group size:	**2.53**	**2.57**	**3.15**	**2.71**	**2.74**

**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.