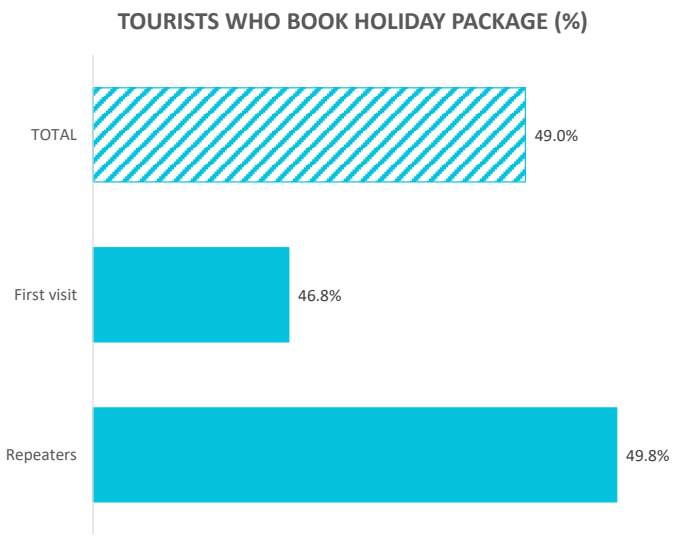
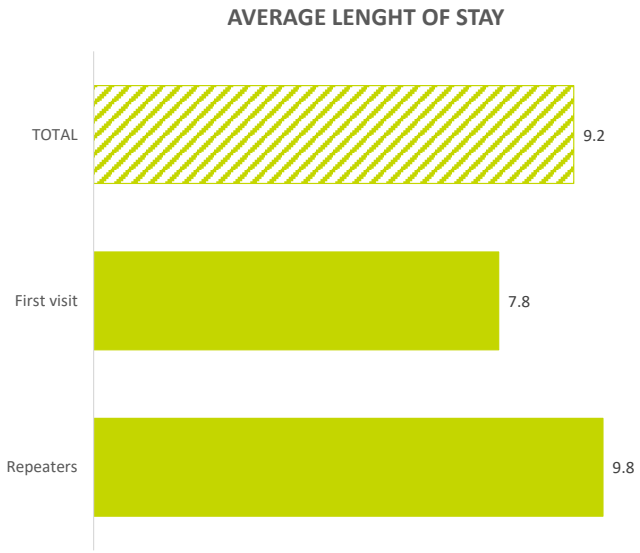
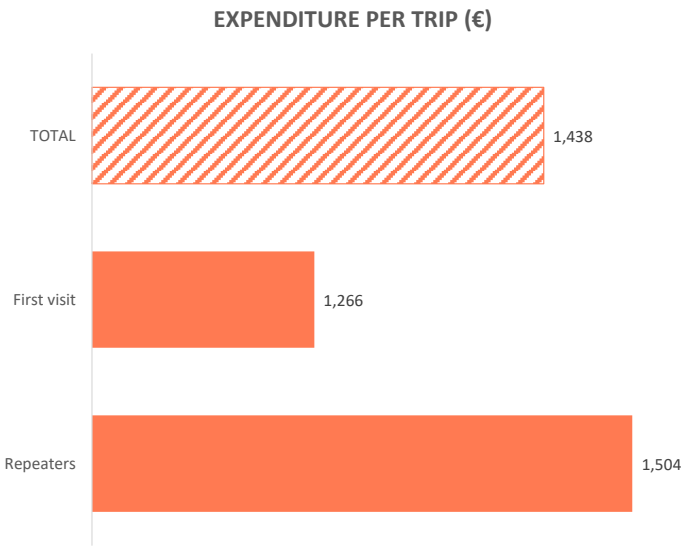
PROFILE OF TOURIST BY LOYALITY TO THE DESTINATION
2025

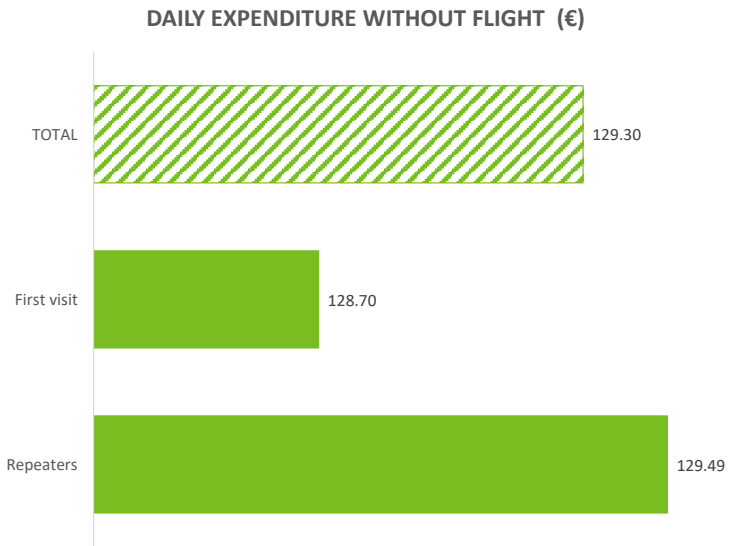
TOURIST EXPENDITURE

	TOTAL	First visit	Repeaters
Tourist arrivals ≥ 16 years old (EGT)	**16,125,238**	**4,515,271**	**11,611,119**
% Tourists	**100%**	28.0%	72.0%
- Lanzarote	**2,871,074**	621,009	2,250,064
- Fuerteventura	**2,388,592**	716,920	1,671,672
- Gran Canaria	**4,192,419**	1,140,651	3,051,768
- Tenerife	**6,443,553**	1,986,470	4,458,235
- La Palma	**188,913**	37,955	150,958
% tourists who book holiday package	**49.0%**	46.8%	49.8%
Expenditure per tourist (€)	**1,438**	**1,266**	**1,504**
- book holiday package	**1,660**	1,515	1,713
- holiday package	**1,375**	1,263	1,416
- others	**285**	252	297
- do not book holiday package	**1,224**	1,048	1,296
- flight	**323**	278	341
- accommodation	**425**	357	453
- others	**477**	413	502
Average lenght of stay	**9.2**	**7.8**	**9.8**
- Median	7.0	7.0	7.3
Average daily expenditure (€)	**178.16**	**177.75**	**178.30**
- Median	163.48	163.41	163.95
Average daily expenditure without flight (€)	**129.30**	**128.70**	**129.49**
- Median	120.02	107.15	107.52
Average cost of the flight (€)	**393.66**	**348.51**	**410.89**
Total turnover (≥ 16 years old) (€m)	**23,186**	**5,718**	**17,464**
% Turnover	**100%**	24.7%	75.3%
Turnover without flight (≥ 16 years old) (€m)	**16,838**	**4,144**	**12,693**









PROFILE OF TOURIST BY LOYALITY TO THE DESTINATION

2025

% Tourists whose spending has been greater than €0 in each item by activities carried out on the Canary Islands

	TOTAL	First visit	Repeaters
Accommodation:			
- Accommodation	85.1%	87.4%	84.2%
- Additional accommodation expenses	6.7%	7.3%	6.4%
Transport:			
- National/International Transport	95.4%	94.3%	95.9%
- Flights between islands	4.8%	5.8%	4.4%
- Taxi	50.8%	44.7%	53.1%
- Car rental	33.6%	42.9%	29.9%
- Public transport	12.6%	12.8%	12.6%
Food and drink:			
- Food purchases at supermarkets	57.8%	56.1%	58.4%
- Restaurants	68.9%	66.8%	69.8%
Leisure:			
- Organized excursions	24.5%	33.2%	21.1%
- Sport activities	6.4%	7.4%	6.0%
- Cultural activities	2.7%	2.8%	2.6%
- Museums	5.8%	7.8%	5.1%
- Theme Parks	10.9%	13.7%	9.7%
- Discos and pubs	11.0%	9.1%	11.8%
- Wellness	5.0%	3.8%	5.4%
Purchases of goods:			
- Souvenirs	41.8%	43.0%	41.3%
- Other purchases	0.9%	0.7%	0.9%
Others:			
- Medical expenses	6.7%	5.8%	7.0%
- Other expenses	4.4%	4.3%	4.4%

Average expenditure of tourists whose spending has been greater than €0 in each item by activities carried out on the Canary Islands

Expenditure per tourist and trip (€)	TOTAL	First visit	Repeaters
Accommodation:	**880**	**754**	**930**
- Accommodation	729	613	775
- Additional accommodation expenses	151	141	155
Transport:	**739**	**698**	**757**
- National/International Transport	413	370	428
- Flights between islands	84	85	83
- Taxi	93	102	91
- Car rental	121	114	126
- Public transport	28	27	28
Food and drink:	**328**	**264**	**352**
- Food purchases at supermarkets	114	92	122
- Restaurants	214	172	230
Leisure:	**565**	**496**	**592**
- Organized excursions	96	95	98
- Sport activities	106	94	112
- Cultural activities	58	51	61
- Museums	39	38	40
- Theme Parks	77	70	80
- Discos and pubs	100	78	106
- Wellness	89	69	94
Purchases of goods:	**309**	**237**	**331**
- Souvenirs	88	74	93
- Other purchases	220	163	238
Others:	**155**	**142**	**160**
- Medical expenses	47	38	49
- Other expenses	109	104	111

PROFILE OF TOURIST BY LOYALITY TO THE DESTINATION
2025

TOURIST PROFILE

Who are they?

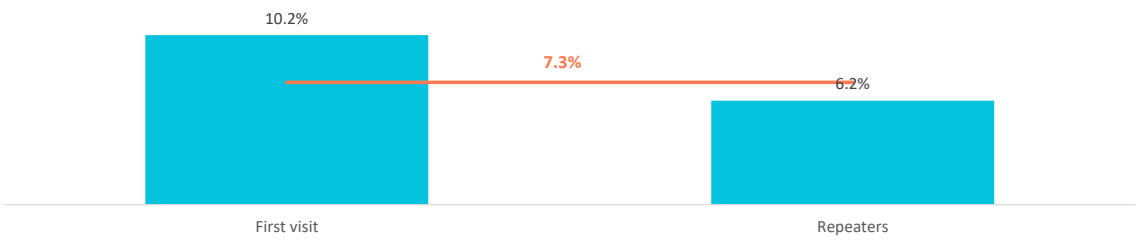
	TOTAL	First visit	Repeaters
Gender			
Percentage of men	**48.2%**	49.6%	47.7%
Percentage of women	**51.8%**	50.4%	52.3%
Age			
Average age	**47.57**	40.19	50.44
Standard deviation	**17.0**	15.8	16.6
Age range			
16-24 years old	**9.8%**	17.2%	6.8%
25-30 years old	**10.4%**	17.1%	7.8%
31-45 years old	**28.8%**	33.4%	27.0%
46-60 years old	**23.1%**	18.2%	25.1%
Over 60 years old	**27.9%**	14.1%	33.3%
Occupation			
Salaried worker	**54.5%**	61.5%	51.7%
Self-employed	**10.5%**	11.1%	10.3%
Unemployed	**1.2%**	1.9%	1.0%
Business owner	**7.1%**	7.2%	7.0%
Student	**3.9%**	6.8%	2.8%
Retired	**21.5%**	10.2%	25.8%
Unpaid domestic work	**0.5%**	0.6%	0.5%
Others	**0.8%**	0.8%	0.9%
Annual household income level			
Less than €25,000	**12.3%**	16.0%	10.9%
€25,000 - €49,999	**33.6%**	35.6%	32.8%
€50,000 - €74,999	**25.1%**	23.2%	25.8%
More than €74,999	**29.0%**	25.3%	30.5%
Education level			
No studies	**4.2%**	2.7%	4.8%
Primary education	**2.1%**	2.1%	2.1%
Secondary education	**21.4%**	19.1%	22.2%
Higher education	**72.4%**	76.2%	70.9%

Who do they come with?

	TOTAL	First visit	Repeaters
Unaccompanied	**10.2%**	9.6%	10.4%
Only with partner	**47.1%**	43.8%	48.3%
Only with children (< 13 years old)	**4.1%**	4.5%	4.0%
Partner + children (< 13 years old)	**6.7%**	6.7%	6.7%
Other relatives	**10.1%**	10.2%	10.0%
Friends	**7.3%**	10.2%	6.2%
Work colleagues	**0.6%**	0.8%	0.5%
Organized trip	**0.3%**	0.6%	0.2%
Other combinations [(2)]	**13.6%**	13.5%	13.7%
[(2)] *Different situations have been isolated*			
Tourists with children	**16.6%**	**16.6%**	**16.6%**
- Between 0 and 2 years old	**1.3%**	1.8%	1.1%
- Between 3 and 12 years old	**14.1%**	13.8%	14.3%
- Between 0 -2 and 3-12 years old	**1.1%**	1.0%	1.1%
Tourists without children	**83.4%**	**83.4%**	**83.4%**
Group composition:			
- 1 person	**12.2%**	16.6%	16.6%
- 2 people	**55.5%**	1.8%	1.1%
- 3 people	**11.9%**	13.8%	14.3%
- 4 or 5 people	**16.0%**	1.0%	1.1%
- 6 or more people	**4.4%**	83.4%	83.4%
Average group size:	**2.60**	2.62	2.59

**People who share the main expenses of the trip*





PROFILE OF TOURIST BY LOYALITY TO THE DESTINATION
2025

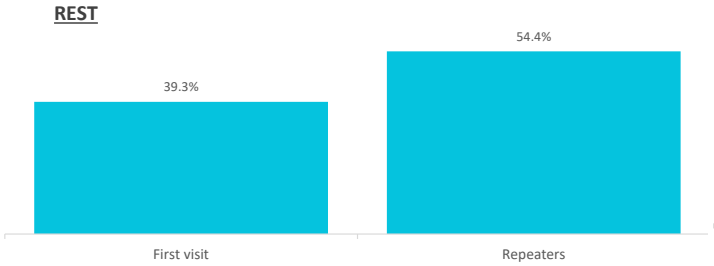
TRIP MOTIVATION AND DESTINATION CHOICE

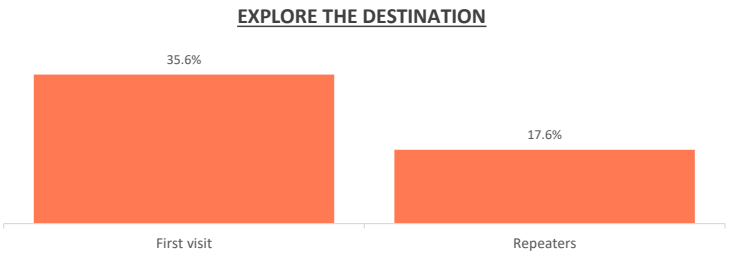
What is the main reason for visiting the Canary Islands?

	TOTAL	First visit	Repeaters
Holidays	**91.1%**	91.9%	90.8%
Family reasons	**6.2%**	5.1%	6.6%
Business	**1.4%**	1.6%	1.3%
Education and training	**0.2%**	0.3%	0.2%
Sports training	**0.5%**	0.5%	0.5%
Health	**0.1%**	0.1%	0.1%
Conventions and Exhibitions	**0.2%**	0.3%	0.1%
Others	**0.4%**	0.3%	0.4%

What is the main motivation for their holidays?

	TOTAL	First visit	Repeaters
Rest	**50.2%**	39.3%	54.4%
Enjoy family time	**15.0%**	12.3%	16.1%
Have fun	**8.5%**	9.5%	8.1%
Explore the destination	**22.7%**	35.6%	17.6%
Practice their hobbies	**2.0%**	1.8%	2.1%
Other reasons	**1.7%**	1.5%	1.7%





Importance of each factor in the destination choice

	TOTAL	First visit	Repeaters
Climate	**74.6%**	68.4%	77.0%
Safety	**56.0%**	51.8%	57.6%
Tranquility	**49.3%**	47.3%	50.2%
Sea	**44.5%**	47.0%	43.5%
Accommodation supply	**42.5%**	37.3%	44.6%
Price	**38.6%**	37.5%	39.0%
Beaches	**38.4%**	40.8%	37.5%
Effortless trip	**38.0%**	33.2%	39.8%
European belonging	**37.7%**	35.3%	38.6%
Landscapes	**36.5%**	44.7%	33.3%
Environment	**35.4%**	38.0%	34.5%
Gastronomy	**26.5%**	24.2%	27.4%
Authenticity	**24.3%**	26.6%	23.4%
Fun possibilities	**22.9%**	24.5%	22.2%
Exoticism	**12.4%**	16.4%	10.9%
Hiking trail network	**11.1%**	13.0%	10.4%
Culture	**10.2%**	11.4%	9.7%
Historical heritage	**9.9%**	11.5%	9.3%
Shopping	**9.9%**	9.4%	10.1%
Nightlife	**8.0%**	8.1%	8.0%

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.

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

	TOTAL	First visit	Repeaters
Previous visits to the Canary Islands	**49.1%**	0.0%	68.2%
Friends or relatives	**28.6%**	37.5%	25.2%
Internet or social media	**51.4%**	63.7%	46.6%
Mass Media	**1.9%**	2.9%	1.5%
Travel guides and magazines	**6.1%**	8.1%	5.3%
Travel Blogs or Forums	**6.2%**	9.8%	4.8%
Travel TV Channels	**0.9%**	1.2%	0.7%
Tour Operator or Travel Agency	**18.8%**	19.6%	18.6%
Public administrations or similar	**0.6%**	0.5%	0.6%
Others	**3.3%**	4.2%	3.0%

** Multi-choise question*

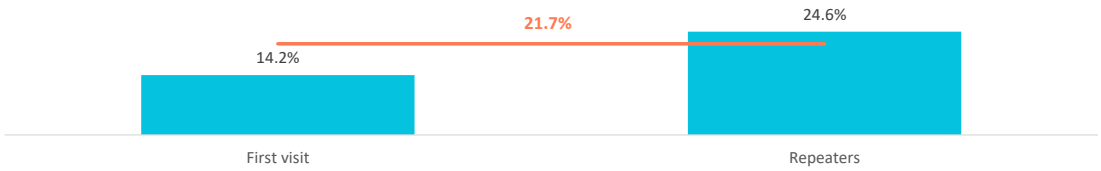
PROFILE OF TOURIST BY LOYALITY TO THE DESTINATION
2025

TRIP BOOKING

How far in advance do they book their trip?

	TOTAL	First visit	Repeaters
The same day	**0.9%**	1.1%	0.8%
Between 1 and 30 days	**22.7%**	27.3%	21.0%
Between 1 and 2 months	**22.4%**	25.8%	21.0%
Between 3 and 6 months	**32.3%**	31.5%	32.6%
More than 6 months	**21.7%**	14.2%	24.6%

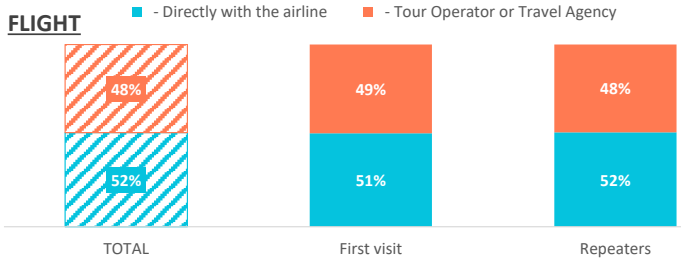
% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



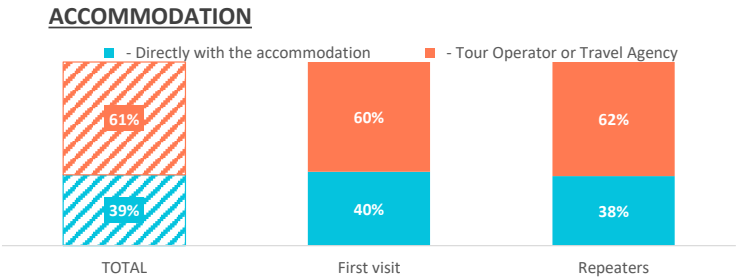
With whom did they book their flight and accommodation?

	TOTAL	First visit	Repeaters
Flight			
- Directly with the airline	**51.7%**	51.2%	51.8%
- Tour Operator or Travel Agency	**48.3%**	48.8%	48.2%
Accommodation			
- Directly with the accommodation	**38.6%**	40.2%	37.9%
- Tour Operator or Travel Agency	**61.4%**	59.8%	62.1%

FLIGHT



ACCOMMODATION



What do they book?

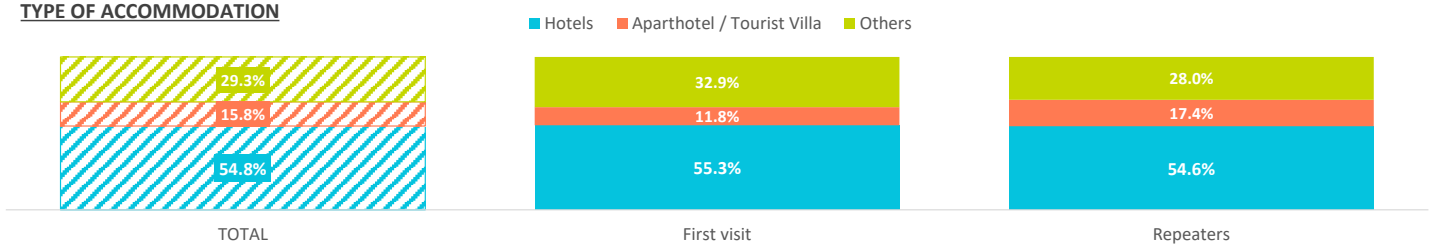
	TOTAL	First visit	Repeaters
Room only	**36.3%**	36.7%	36.2%
Bed and Breakfast	**14.2%**	14.5%	14.0%
Half board	**17.3%**	15.4%	18.1%
Full board	**2.8%**	3.6%	2.5%
All inclusive	**29.4%**	29.8%	29.2%

ACCOMMODATION

	TOTAL	First visit	Repeaters
1-2-3* Hotel	**10.9%**	11.6%	10.6%
4* Hotel	**35.5%**	35.7%	35.4%
5* Hotel / 5* Luxury Hotel	**8.4%**	8.0%	8.6%
Aparthotel / Tourist Villa	**15.8%**	11.8%	17.4%
House/room rented in a private dwelling	**18.0%**	22.8%	16.1%
Private accommodation [1]	**8.4%**	6.0%	9.4%
Others (Cottage, cruise, camping,..)	**2.9%**	4.1%	2.4%

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

TYPE OF ACCOMMODATION



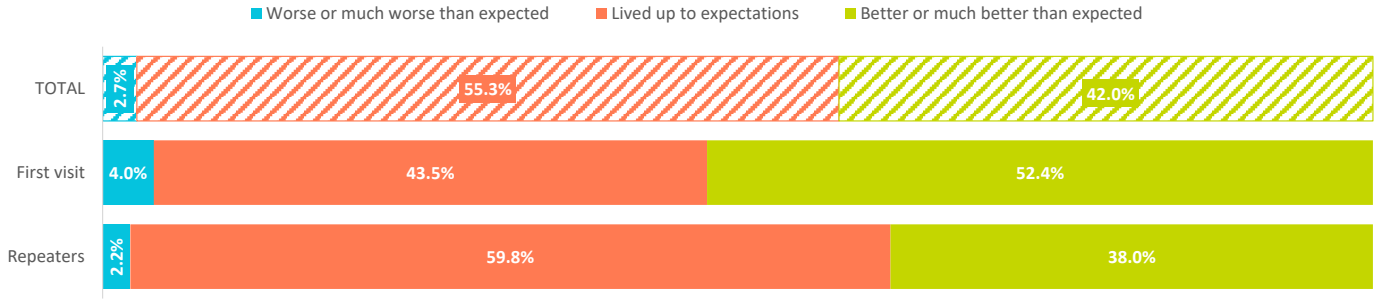
PROFILE OF TOURIST BY LOYALITY TO THE DESTINATION
2025

SATISFACTION AND LOYALTY INDICATORS

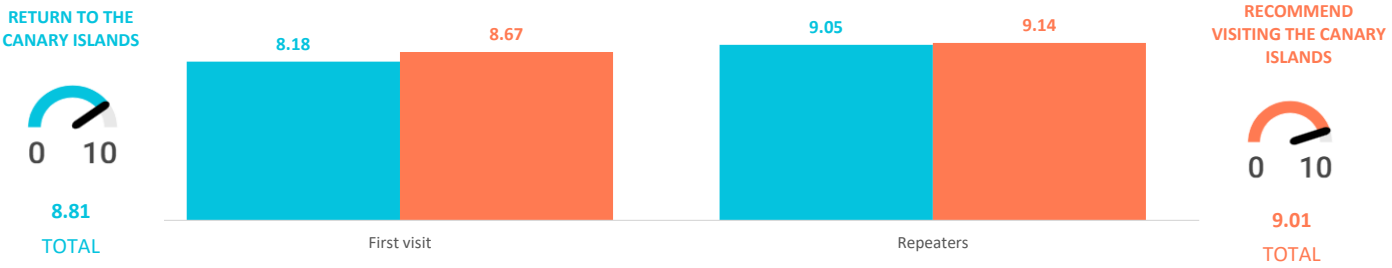
Satisfaction

Satisfaction (scale 0-10)	TOTAL	First visit	Repeaters
Average rating	**8.77**	8.61	8.83

Experience in the Canary Islands	TOTAL	First visit	Repeaters
Worse or much worse than expected	**2.7%**	4.0%	2.2%
Lived up to expectations	**55.3%**	43.5%	59.8%
Better or much better than expected	**42.0%**	52.4%	38.0%



Future intentions (scale 0-10)	TOTAL	First visit	Repeaters
Return to the Canary Islands	**8.81**	8.18	9.05
Recommend visiting the Canary Islands	**9.01**	8.67	9.14



How many are loyal to the Canary Islands?

	TOTAL	First visit	Repeaters
Repeat tourists	**72.0%**	-	100.0%
At least 10 previous visits	**20.4%**	-	28.3%
Repeat tourists (last 5 years)	**66.1%**	-	91.7%
Repeat tourists (last 5 years) (5 or more visits)	**19.5%**	-	27.1%

ISLANDS

How many islands do they visit during their trip?

	TOTAL	First visit	Repeaters
One island	**93.3%**	92.6%	83.5%
Two islands	**5.7%**	6.8%	8.5%
Three or more islands	**1.0%**	0.5%	8.0%

Visited islands during their trip (with overnight staying)

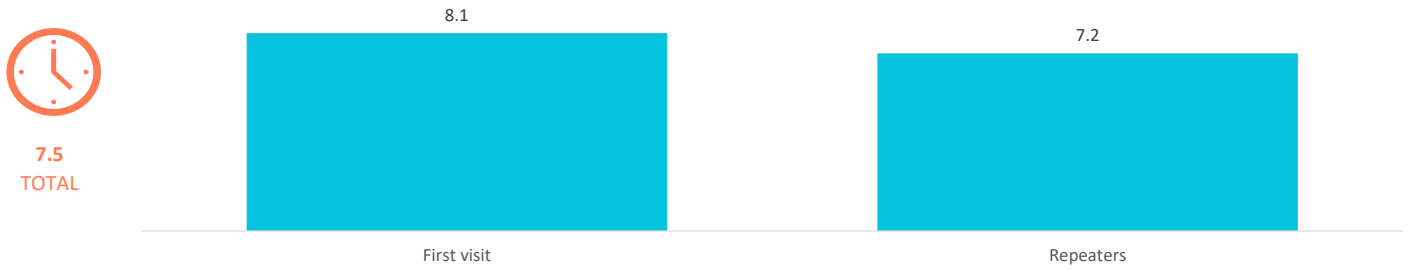
	TOTAL	First visit	Repeaters
Lanzarote	**18.4%**	11.8%	17.8%
Fuerteventura	**15.3%**	13.7%	15.3%
Gran Canaria	**26.6%**	31.5%	30.0%
Tenerife	**40.7%**	44.4%	42.5%
La Gomera	**0.4%**	0.5%	1.7%
La Palma	**1.5%**	1.4%	3.9%
El Hierro	**0.1%**	0.2%	1.0%
Cruise	**0.2%**	0.1%	4.3%

PROFILE OF TOURIST BY LOYALITY TO THE DESTINATION
2025

ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	TOTAL	First visit	Repeaters
0 hours	**2.3%**	2.2%	2.4%
1 - 2 hours	**9.2%**	7.6%	9.8%
3 - 6 hours	**32.6%**	26.3%	35.0%
7 - 12 hours	**47.6%**	53.7%	45.2%
More than 12 hours	**8.4%**	10.1%	7.7%
Outdoor time per day	**7.5**	8.1	7.2



Activities in the Canary Islands

	TOTAL	First visit	Repeaters
Walk, wander	**74.5%**	70.2%	76.2%
Beach	**68.1%**	71.8%	66.7%
Swimming pool, hotel facilities	**56.2%**	50.7%	58.4%
Explore the island on their own	**49.1%**	56.9%	46.1%
Taste Canarian gastronomy	**28.2%**	27.4%	28.5%
Hiking	**19.9%**	24.6%	18.1%
Organized excursions	**15.8%**	22.2%	13.2%
Nightlife / concerts / shows	**15.2%**	13.3%	**16%**
Theme parks	**13.8%**	17.1%	12.5%
Wineries / markets / popular festivals	**11.9%**	12.2%	11.7%
Sea excursions / whale watching	**11.9%**	17.4%	9.7%
Museums / exhibitions	**10.9%**	13.8%	9.8%
Other Nature Activities	**9.0%**	12.6%	7.6%
Swim	**7.6%**	7.3%	7.8%
Running	**6.2%**	5.6%	6.4%
Beauty and health treatments	**5.4%**	4.2%	5.9%
Astronomical observation	**4.2%**	**5%**	3.9%
Practice other sports	**3.9%**	3.9%	3.9%
Surf	**2.9%**	3.8%	2.6%
Cycling / Mountain bike	**2.7%**	2.3%	2.9%
Scuba Diving	**2.5%**	3.9%	2.0%
Golf	**2.3%**	1.5%	2.6%
Windsurf / Kitesurf	**0.9%**	1.0%	0.9%

COUNTRY OF RESIDENCE

Where are they from?

	TOTAL	First visit	Repeaters
United Kingdom	**34.1%**	21.4%	39.1%
Germany	**16.0%**	16.0%	16.0%
Spanish Mainland	**11.3%**	11.9%	11.1%
France	**5.2%**	10.5%	3.1%
Italy	**4.7%**	8.1%	3.4%
Ireland	**4.5%**	2.7%	5.2%
Netherlands	**4.2%**	4.8%	4.0%
Belgium	**2.7%**	2.8%	2.6%
Poland	**2.6%**	4.4%	1.9%
Norway	**2.2%**	1.1%	2.7%
Sweden	**1.8%**	1.4%	2.0%
Denmark	**1.6%**	1.1%	1.8%
Switzerland	**1.1%**	1.5%	1.0%
Finland	**1.0%**	0.6%	1.2%
Czech Republic	**1.0%**	1.6%	0.7%
Austria	**0.9%**	1.4%	0.6%
Others	**0.5%**	0.9%	0.3%

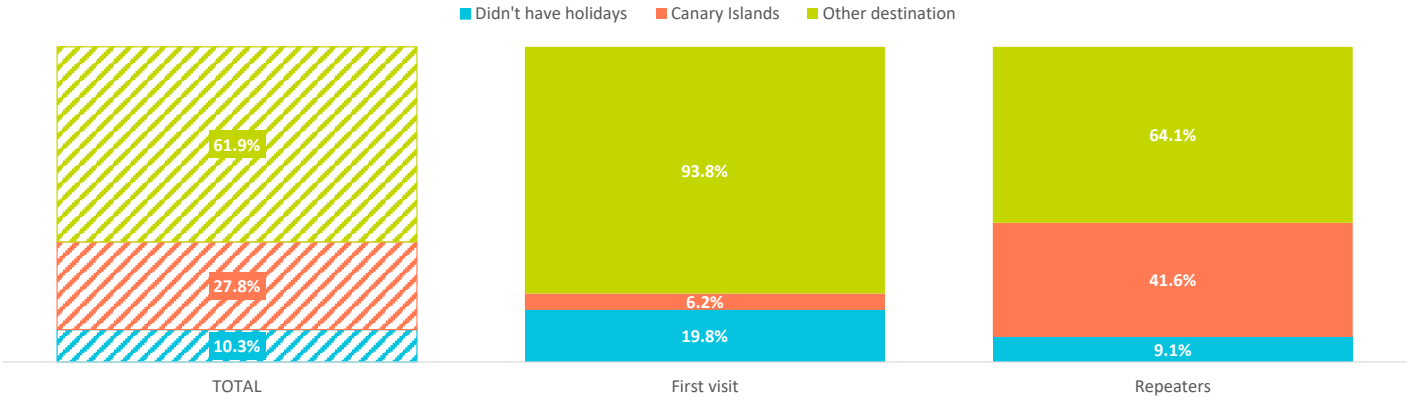
PROFILE OF TOURIST BY LOYALITY TO THE DESTINATION
2025

COMPETITORS

*Where did they spend their main holiday last year? **

	TOTAL	First visit	Repeaters
Didn't have holidays	**10.3%**	19.8%	9.1%
Canary Islands	**27.8%**	6.2%	41.6%
Other destination	**61.9%**	93.8%	64.1%
- Balearic Islands	**4.1%**	4.9%	4.7%
- Rest of Spain	**11.5%**	15.9%	12.4%
- Italy	**7.4%**	12.8%	7.1%
- France	**4.9%**	9.1%	4.4%
- Turkey	**3.2%**	4.9%	3.4%
- Greece	**7.4%**	10.2%	8.0%
- Portugal	**4.1%**	6.4%	4.2%
- Croatia	**2.1%**	3.6%	2.0%
- Egypt	**1.5%**	2.7%	1.4%
- Tunisia	**0.5%**	1.0%	0.4%
- Morocco	**1.3%**	2.4%	1.2%
- Others	**13.9%**	19.8%	14.9%

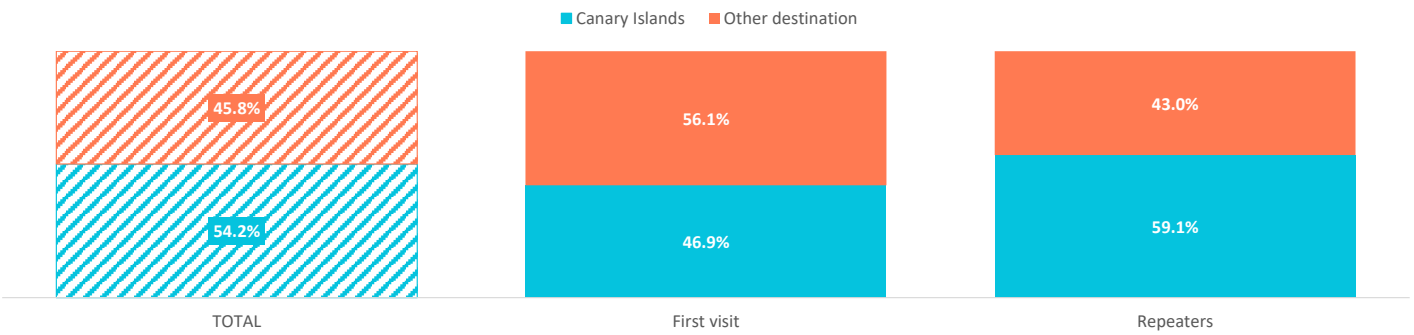
** Percentage of valid answers*



*What other destinations did they consider for this trip? **

	TOTAL	First visit	Repeaters
None (I was clear about "this Canary Island")	**28.1%**	22.4%	31.4%
Canary Islands (other island)	**26.1%**	24.5%	27.6%
Other destination	**45.8%**	56.1%	43.0%
- Balearic Islands	**5.7%**	5.8%	5.9%
- Rest of Spain	**8.9%**	10.3%	8.5%
- Italy	**4.9%**	6.8%	4.3%
- France	**1.7%**	2.2%	1.6%
- Turkey	**3.2%**	3.9%	3.0%
- Greece	**7.8%**	10.0%	7.1%
- Portugal	**6.4%**	7.6%	6.1%
- Croatia	**2.3%**	3.1%	2.0%
- Egypt	**2.5%**	3.2%	2.3%
- Others	**2.3%**	3.0%	2.0%

** Percentage of valid answers*



PROFILE OF TOURIST BY LOYALITY TO THE DESTINATION
2025

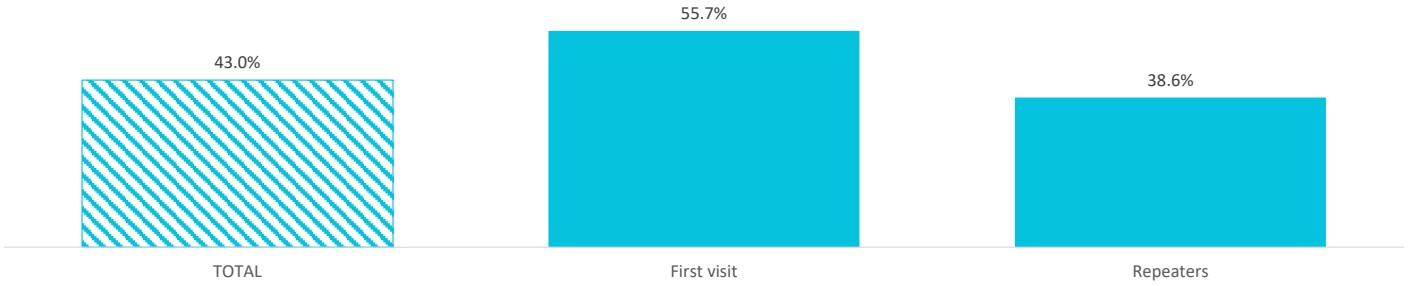
TRANSPORT (Data Q4 2025)

What means of transport have they used during their stay in the Canary Islands?

	TOTAL	First visit	Repeaters
Rental vehicle	**43.0%**	55.7%	38.6%
Public transport	**28.7%**	28.5%	28.9%
Taxi / Private hire vehicle	**31.6%**	23.4%	34.5%
Organised excursions with transport included	**11.4%**	14.4%	10.3%
Bicycle	**3.0%**	3.3%	2.9%
On foot	**15.7%**	10.3%	17.7%

** Multi-choise question*

RENTAL VEHICLE

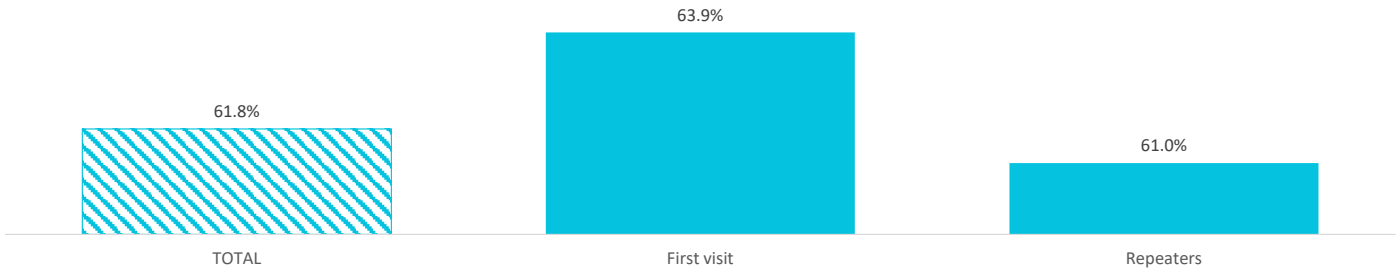


What factors influenced their choice of transport?

	TOTAL	First visit	Repeaters
No other alternative	**15.5%**	15.5%	15.5%
Comfort and convenience	**61.8%**	63.9%	61.0%
Price	**31.8%**	31.6%	31.9%
Acessibility	**24.6%**	26.9%	23.7%
Environmental impact	**4.3%**	4.5%	4.2%
Safety	**11.4%**	11.1%	11.5%
Available travel time	**11.6%**	12.5%	11.2%
Punctuality	**6.8%**	6.2%	7.1%
Flexible timetable	**15.0%**	16.9%	14.4%

** Multi-choise question*

COMFORT AND CONVENIENCE



Did you experience any difficulties with transport during their stay in the Canary Islands?

	TOTAL	First visit	Repeaters
Yes	**6.6%**	7.8%	6.2%
- Infrequent service	**2.0%**	2.2%	1.9%
- Confusing or insufficient information	**1.8%**	2.6%	1.5%
- Accessibility barriers	**0.3%**	0.7%	0.2%
- Delays or cancellations	**1.9%**	2.1%	1.8%
- High fares	**0.7%**	1.1%	0.6%
- Difficulties with booking systems	**0.5%**	0.9%	0.4%
- Poor connections	**0.8%**	1.4%	0.6%
- Others	**1.4%**	1.3%	1.4%
No	**93.4%**	92.2%	93.8%

** The breakdown of the response 'Yes, they have had difficulties with transport during their stay in the Canary Islands' corresponds to a multi-response question. Percentages are calculated based on the total number*

PROFILE OF TOURIST BY LOYALITY TO THE DESTINATION
2025

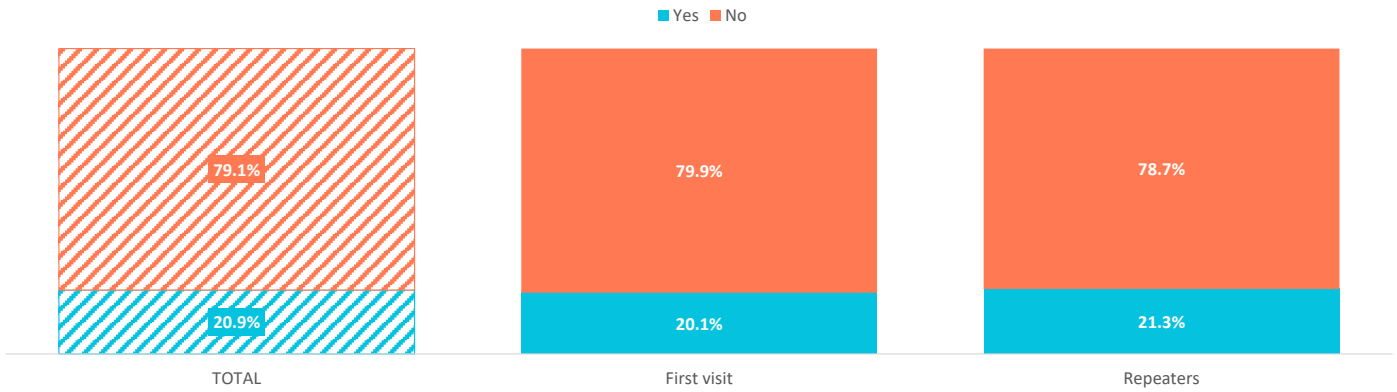
TOURIST TAX (Data from Q4 2024 to Q3 2025)

Have they visited any holiday destination in the last five years where they were charged a tourist tax?

	TOTAL	First visit	Repeaters
Yes	**48.2%**	46.0%	49.0%
No	**31.8%**	31.2%	32.0%
Not remember	**20.0%**	22.8%	19.0%

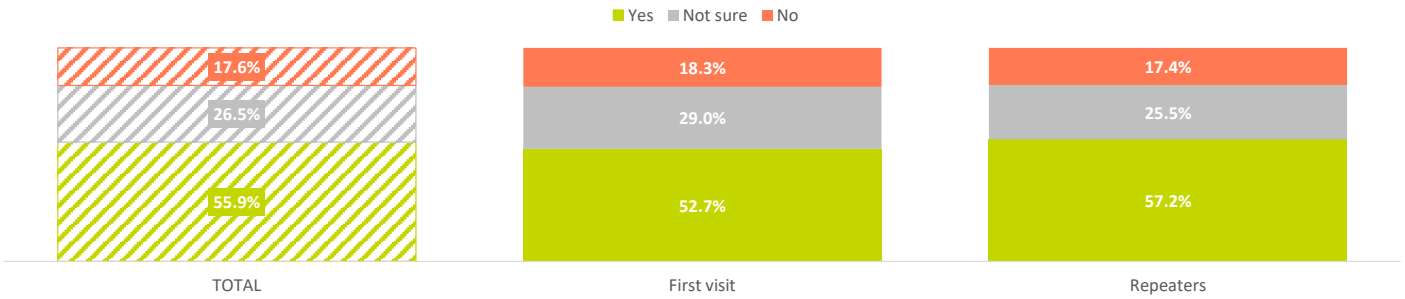
When choosing a travel destination, do they usually exclude those that charge a tourist tax?

	TOTAL	First visit	Repeaters
Yes	**20.9%**	20.1%	21.3%
No	**79.1%**	79.9%	78.7%



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

	TOTAL	First visit	Repeaters
Yes	**55.9%**	52.7%	57.2%
- For any purpose	**13.0%**	12.0%	13.4%
- Improve living conditions	**9.4%**	8.8%	9.7%
- Improve economic development	**4.5%**	3.4%	5.0%
- Improve the environment	**17.6%**	18.3%	17.3%
- Improve the tourist environment	**5.1%**	4.7%	5.2%
- Other purposes	**6.3%**	5.5%	6.6%
Not sure	**26.5%**	29.0%	25.5%
No	**17.6%**	18.3%	17.4%



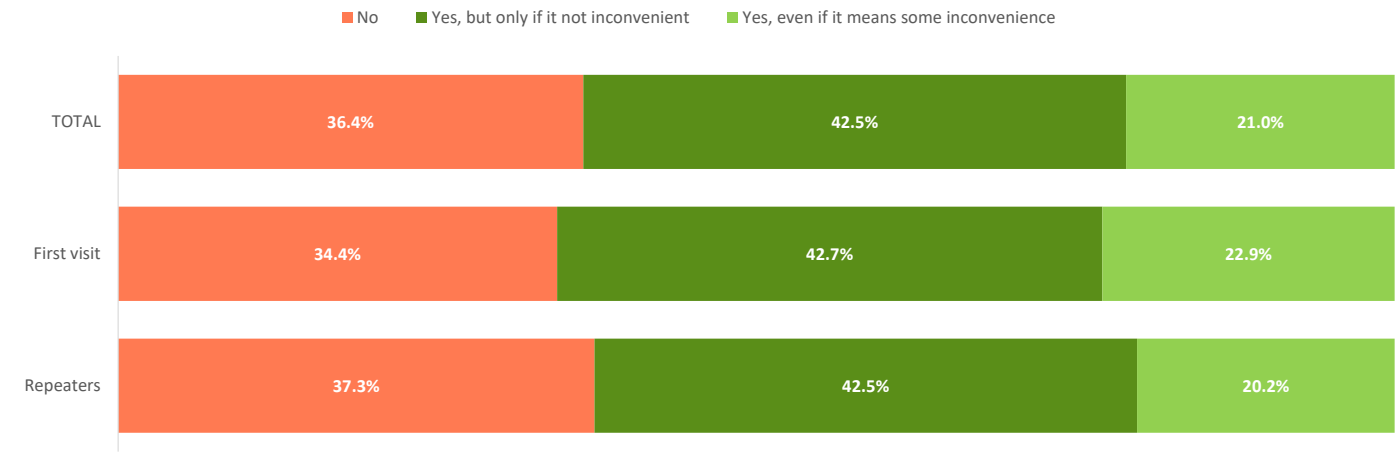
How much would they be willing to pay?

	TOTAL	First visit	Repeaters
Up to 1 euro	**38.1%**	38.8%	37.8%
Up to 2 euros	**32.1%**	32.0%	32.1%
Up to 3 euros	**19.2%**	19.5%	19.1%
More than 3 euros	**10.6%**	9.7%	11.0%

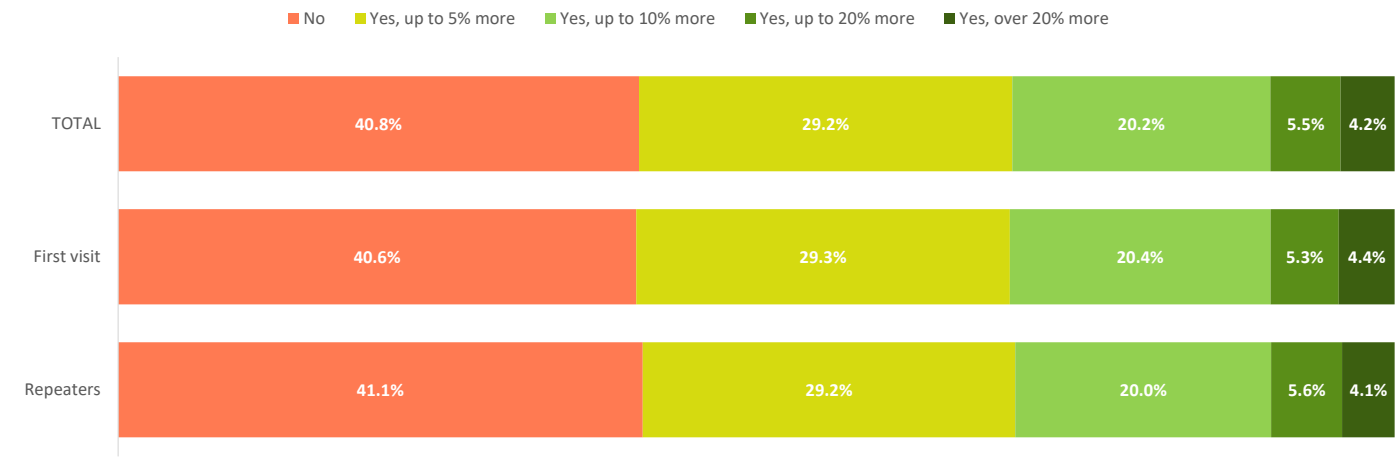
PROFILE OF TOURIST BY LOYALITY TO THE DESTINATION
2025

SUSTAINABLE DESTINATION (DATA = 2023)

When booking a trip, do they tend to choose the most sustainable options?



Would they be willing to spend more on travel to reduce their carbon footprint?



*Percepcion of the following sustainability measures during their stay **

	TOTAL	First visit	Repeaters
Quality of life on the island	**8.0**	8.0	8.1
Tolerance towards tourism	**8.6**	8.6	8.6
Cleanliness of the island	**8.2**	8.2	8.3
Air quality	**8.5**	8.4	8.5
Rational water consumption	**7.6**	7.5	7.6
Energy saving	**7.1**	7.0	7.1
Use of renewable energy	**7.0**	7.0	7.0
Recycling	**7.1**	7.0	7.1
Easy to get around by public transport	**7.5**	7.4	7.5
Overcrowding in tourist areas	**6.6**	6.7	6.6
Supply of local products	**7.2**	7.2	7.2

** Scale 0 - 10 (0 = Not important and 10 = Very important)*

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.