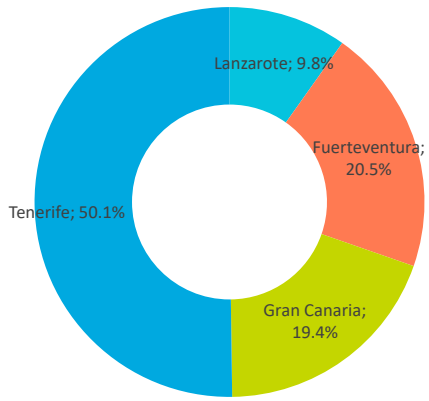
TOURIST PROFILE BY ISLAND OF STAY (2025)

ITALY

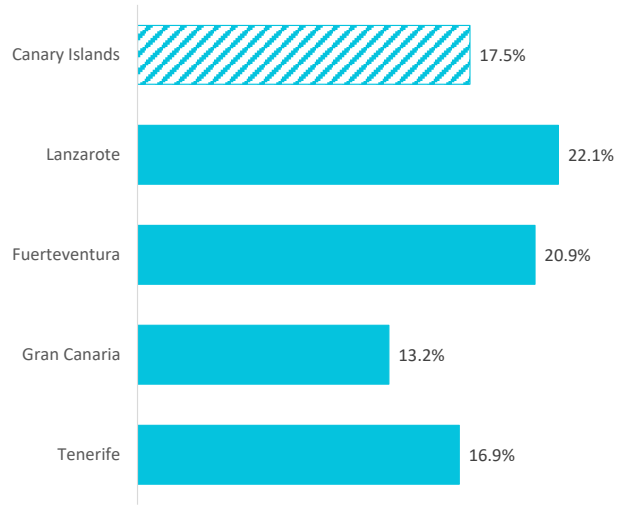
INBOUND TOURISM AND TOURIST EXPENDITURE

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourist arrivals ≥ 16 years old (EGT)	**756,783**	**74,091**	**154,807**	**146,768**	**378,944**	**1,859**
% Tourists	**100%**	9.8%	20.5%	19.4%	50.1%	0.2%
% tourists who book holiday package	**17.5%**	22.1%	20.9%	13.2%	16.9%	--
Expenditure per tourist (€)	**1,099**	**1,085**	**1,141**	**1,095**	**1,087**	**--**
- book holiday package	**1,416**	1,639	1,211	1,592	1,409	--
- holiday package	**1,186**	1,306	1,100	1,326	1,156	--
- others	**654**	704	520	652	708	--
- do not book holiday package	**1,033**	927	1,123	1,019	1,022	--
- flight	**291**	256	330	278	288	--
- accommodation	**317**	300	383	356	279	--
- others	**654**	704	520	652	708	--
Average lenght of stay	**10.0**	**8.1**	**10.0**	**12.8**	**9.4**	**--**
- Median	7.0	7.0	7.0	7.0	7.0	--
Average daily expenditure (€)	**134.41**	**147.77**	**128.30**	**127.44**	**137.06**	**--**
- Median	140.84	157.71	136.46	135.71	145.36	--
Average daily expenditure without flight (€)	**96.77**	**105.31**	**91.74**	**91.07**	**99.42**	**--**
- Median	101.40	114.58	92.50	95.88	103.96	--
Average cost of the flight (€)	**315.74**	**314.37**	**335.01**	**303.12**	**313.14**	**--**
Total turnover (≥ 16 years old) (€m)	**832**	**80**	**177**	**161**	**412**	**--**
% Turnover	**100%**	9.7%	21.2%	19.3%	49.5%	--
Turnover without flight (≥ 16 years old) (€m)	**593**	**57**	**125**	**116**	**293**	**--**
Tourist arrivals (FRONTUR)	**834,108**	**82,386**	**170,383**	**161,146**	**417,781**	**2,080**
Passenger arrivals on non-stop flights (AENA)	**876,425**	**80,926**	**178,624**	**158,918**	**457,951**	**6**
Children < 16 years old (FRONTUR - EGT)	**77,325**	**8,295**	**15,576**	**14,378**	**38,837**	**221**

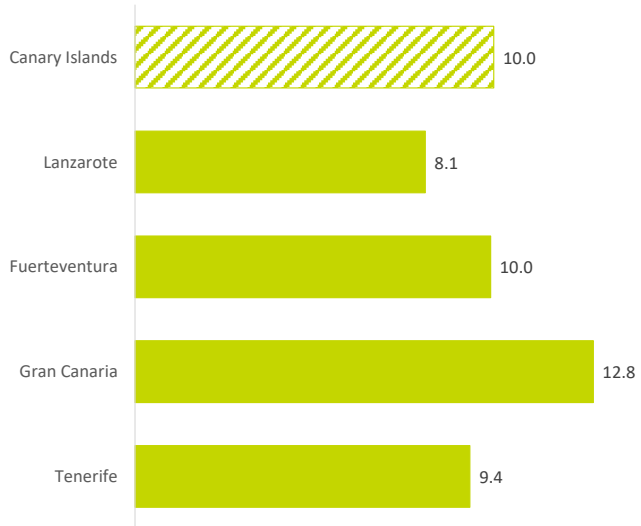
% TOURISTS (≥ 16 years old)



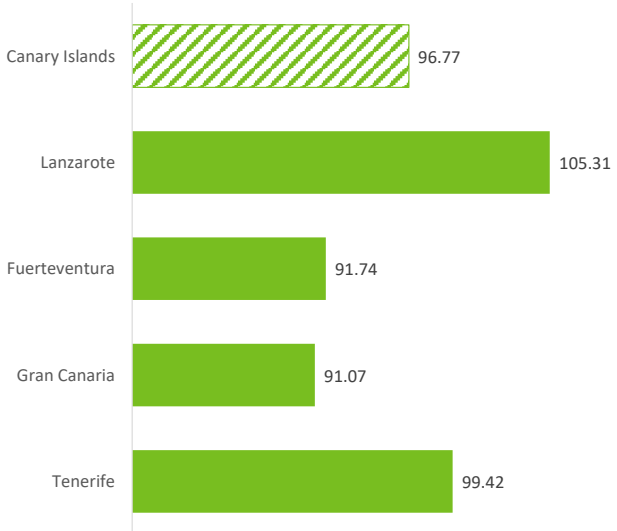
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



AVERAGE LENGHT OF STAY



EXPENDITURE PER TOURIST WITHOUT FLIGHT (€)



TOURIST PROFILE BY ISLAND OF STAY (2025)

ITALY

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Accommodation:						
- Accommodation	**77.5%**	90.7%	78.8%	74.6%	75.7%	--
- Additional accommodation expenses	**7.1%**	5.7%	8.8%	8.9%	6.0%	--
Transport:						
- National/International Transport	**92.8%**	99.0%	92.5%	94.9%	91.0%	--
- Flights between islands	**8.1%**	20.5%	12.4%	9.3%	3.4%	--
- Taxi	**24.0%**	16.5%	21.5%	28.1%	25.0%	--
- Car rental	**54.8%**	76.5%	43.8%	45.6%	58.7%	--
- Public transport	**14.1%**	6.1%	4.8%	24.3%	15.6%	--
Food and drink:						
- Food purchases at supermarkets	**65.4%**	75.5%	65.9%	67.2%	62.4%	--
- Restaurants	**75.1%**	70.8%	64.4%	74.0%	80.8%	--
Leisure:						
- Organized excursions	**32.9%**	48.2%	23.2%	23.6%	37.5%	--
- Sport activities	**6.8%**	7.0%	13.3%	4.1%	5.1%	--
- Cultural activities	**2.0%**	4.8%	0.0%	2.4%	2.0%	--
- Museums	**7.6%**	29.8%	5.0%	6.8%	4.7%	--
- Theme Parks	**12.9%**	6.4%	2.6%	6.1%	21.1%	--
- Discos and pubs	**13.9%**	9.0%	7.0%	9.7%	19.3%	--
- Wellness	**4.3%**	1.1%	1.8%	3.5%	6.4%	--
Purchases of goods:						
- Souvenirs	**45.2%**	49.5%	48.3%	47.4%	42.2%	--
- Other purchases	**0.8%**	0.0%	1.1%	1.3%	0.6%	--
Others:						
- Medical expenses	**6.6%**	7.7%	5.5%	8.2%	6.2%	--
- Other expenses	**4.1%**	3.1%	3.6%	2.6%	5.1%	--

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Expenditure per tourist and trip (€)						
Accommodation:	**641**	**526**	**760**	**796**	**529**	**--**
- Accommodation	**487**	425	566	544	447	--
- Additional accommodation expenses	**154**	102	194	252	83	--
Transport:	**673**	**590**	**617**	**660**	**835**	**--**
- National/International Transport	**340**	317	362	319	344	--
- Flights between islands	**111**	44	47	122	267	--
- Taxi	**83**	82	66	86	89	--
- Car rental	**114**	118	124	105	112	--
- Public transport	**25**	28	18	28	24	--
Food and drink:	**286**	**246**	**288**	**271**	**293**	**--**
- Food purchases at supermarkets	**114**	92	159	122	96	--
- Restaurants	**172**	154	129	149	197	--
Leisure:	**517**	**408**	**334**	**415**	**580**	**--**
- Organized excursions	**76**	69	54	79	82	--
- Sport activities	**87**	58	87	104	90	--
- Cultural activities	**40**	53	0	31	38	--
- Museums	**43**	42	17	25	66	--
- Theme Parks	**62**	50	43	49	65	--
- Discos and pubs	**74**	61	74	53	79	--
- Wellness	**136**	75	59	75	160	--
Purchases of goods:	**120**	**39**	**120**	**165**	**100**	**--**
- Souvenirs	**67**	39	79	83	60	--
- Other purchases	**54**	0	41	82	40	--
Others:	**155**	**134**	**245**	**90**	**147**	**--**
- Medical expenses	**32**	22	15	34	40	--
- Other expenses	**123**	112	230	56	107	--

TOURIST PROFILE BY ISLAND OF STAY (2025)

ITALY

TOURIST PROFILE

Who are they?

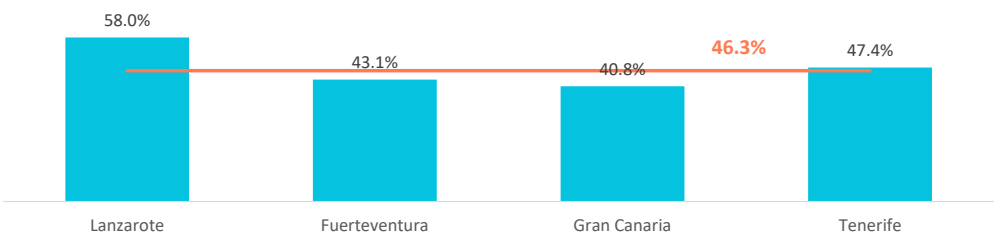
	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Gender						
Percentage of men	**51.1%**	43.9%	49.4%	54.8%	51.6%	--
Percentage of women	**48.9%**	56.1%	50.6%	45.2%	48.4%	--
Age						
Average age (tourists above 16 years old)	**40.52**	41.58	42.66	41.37	39.09	--
Standard deviation	**16.4**	16.5	16.7	16.0	16.2	--
Age range						
16-24 years old	**18.8%**	13.7%	16.3%	16.1%	21.9%	--
25-30 years old	**18.0%**	17.8%	16.1%	17.8%	19.0%	--
31-45 years old	**27.9%**	30.4%	26.3%	27.6%	27.9%	--
46-60 years old	**18.6%**	20.5%	20.4%	20.3%	16.8%	--
Over 60 years old	**16.7%**	17.5%	20.9%	18.2%	14.3%	--
Occupation						
Salaried worker	**46.3%**	52.1%	46.3%	43.7%	46.1%	--
Self-employed	**18.1%**	18.3%	18.7%	20.7%	16.8%	--
Unemployed	**5.2%**	3.4%	4.8%	7.5%	4.9%	--
Business owner	**8.0%**	6.7%	7.7%	7.3%	8.5%	--
Student	**9.0%**	9.2%	4.1%	7.6%	11.5%	--
Retired	**11.5%**	9.8%	16.4%	11.7%	9.8%	--
Unpaid domestic work	**0.7%**	0.0%	1.0%	0.5%	0.8%	--
Others	**1.2%**	0.5%	0.9%	1.1%	1.6%	--
Annual household income level						
Less than €25,000	**24.0%**	18.4%	28.0%	24.1%	23.5%	--
€25,000 - €49,999	**48.5%**	48.5%	47.3%	50.0%	48.4%	--
€50,000 - €74,999	**14.9%**	20.9%	12.7%	13.5%	15.1%	--
More than €74,999	**12.6%**	12.3%	12.0%	12.4%	13.0%	--
Education level						
No studies	**0.7%**	0.0%	1.8%	0.5%	0.4%	--
Primary education	**1.9%**	0.4%	2.0%	2.4%	1.9%	--
Secondary education	**13.9%**	9.8%	13.6%	13.1%	15.1%	--
Higher education	**83.5%**	89.7%	82.5%	83.9%	82.5%	--

Who do they come with?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Unaccompanied	**13.1%**	8.9%	17.9%	20.2%	9.1%	--
Only with partner	**46.3%**	58.0%	43.1%	40.8%	47.4%	--
Only with children (< 13 years old)	**3.4%**	5.3%	3.4%	1.5%	3.8%	--
Partner + children (< 13 years old)	**4.1%**	2.4%	2.8%	3.1%	5.4%	--
Other relatives	**5.7%**	6.1%	2.4%	5.6%	7.1%	--
Friends	**12.7%**	6.4%	12.9%	15.0%	13.1%	--
Work colleagues	**1.1%**	0.0%	1.4%	2.3%	0.7%	--
Organized trip	**0.9%**	0.9%	0.9%	0.3%	1.1%	--
Other combinations [(2)]	**12.6%**	12.1%	15.2%	11.2%	12.2%	--
[(2)] *Different situations have been isolated*						
Tourists with children	**0.5%**	**0.3%**	**0.5%**	**0.3%**	**0.7%**	**--**
- Between 0 and 2 years old	**0.1%**	0.0%	0.1%	0.1%	0.1%	--
- Between 3 and 12 years old	**0.4%**	0.3%	0.3%	0.2%	0.6%	--
- Between 0 -2 and 3-12 years old	**0.0%**	0.0%	0.0%	0.0%	0.0%	--
Tourists without children	**99.5%**	**99.7%**	**99.5%**	**99.7%**	**99.3%**	**--**
Group composition:						
- 1 person	**15.7%**	11.3%	23.5%	23.0%	10.4%	--
- 2 people	**55.3%**	61.0%	51.3%	49.3%	58.2%	--
- 3 people	**11.7%**	7.6%	8.9%	13.7%	12.9%	--
- 4 or 5 people	**14.2%**	17.4%	13.7%	11.0%	15.0%	--
- 6 or more people	**3.1%**	2.7%	2.5%	3.0%	3.4%	--
Average group size:	**2.44**	2.46	2.29	2.34	2.55	--

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

% TOURISTS WHO TRAVEL ONLY WITH PARTNER



TOURIST PROFILE BY ISLAND OF STAY (2025)

ITALY

TRIP MOTIVATION AND DESTINATION CHOICE

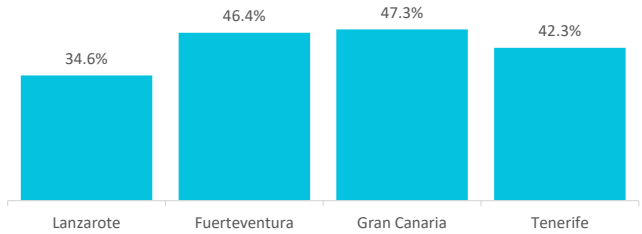
What is the main reason for visiting the Canary Islands?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Holidays	**84.6%**	94.9%	85.8%	76.3%	85.3%	--
Family reasons	**11.2%**	3.5%	10.3%	15.3%	11.5%	--
Business	**1.2%**	0.4%	0.8%	2.9%	0.8%	--
Education and training	**1.2%**	0.0%	1.1%	3.4%	0.7%	--
Sports training	**1.2%**	0.9%	1.4%	1.1%	1.3%	--
Health	**0.0%**	0.0%	0.0%	0.0%	0.0%	--
Conventions and Exhibitions	**0.3%**	0.0%	0.6%	0.3%	0.2%	--
Others	**0.2%**	0.3%	0.0%	0.7%	0.1%	--

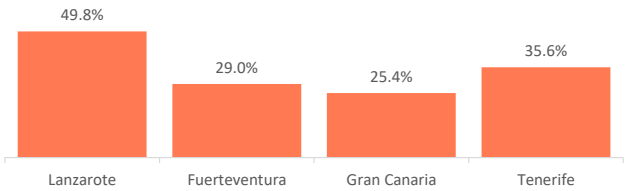
What is the main motivation for their holidays?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Rest	**43.3%**	34.6%	46.4%	47.3%	42.3%	--
Enjoy family time	**12.4%**	7.6%	12.1%	12.7%	13.5%	--
Have fun	**6.6%**	3.2%	5.9%	7.9%	7.1%	--
Explore the destination	**33.8%**	49.8%	29.0%	25.4%	35.6%	--
Practice their hobbies	**2.2%**	4.7%	5.3%	2.1%	0.4%	--
Other reasons	**1.7%**	0.0%	1.2%	4.5%	1.1%	--

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Climate	**72.8%**	67.7%	72.8%	76.8%	72.4%	--
Safety	**62.9%**	79.9%	65.6%	52.9%	62.2%	--
Tranquility	**60.5%**	75.0%	60.6%	52.1%	60.7%	--
Sea	**52.2%**	52.0%	65.4%	51.1%	47.3%	--
Accommodation supply	**51.5%**	55.9%	57.3%	59.6%	45.2%	--
Beaches	**49.6%**	49.2%	61.9%	50.2%	44.5%	--
Effortless trip	**40.7%**	46.2%	39.4%	46.9%	37.8%	--
Price	**37.4%**	38.4%	33.3%	40.3%	37.9%	--
European belonging	**31.3%**	44.2%	34.8%	22.8%	30.6%	--
Landscapes	**31.1%**	33.7%	28.3%	33.1%	31.0%	--
Environment	**28.0%**	25.0%	30.2%	26.4%	28.3%	--
Gastronomy	**24.6%**	25.7%	24.2%	22.5%	25.4%	--
Fun possibilities	**23.5%**	11.3%	19.5%	24.1%	27.5%	--
Authenticity	**22.1%**	31.7%	19.6%	17.6%	22.8%	--
Exoticism	**18.9%**	22.6%	15.8%	18.2%	19.7%	--
Hiking trail network	**15.8%**	13.1%	17.0%	13.2%	17.0%	--
Shopping	**12.3%**	5.8%	8.3%	11.0%	15.8%	--
Culture	**11.5%**	21.4%	9.1%	9.4%	11.3%	--
Historical heritage	**11.4%**	19.0%	10.0%	10.1%	10.8%	--
Nightlife	**9.7%**	7.3%	6.6%	10.7%	11.0%	--

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?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Previous visits to the Canary Islands	**30.5%**	27.4%	31.1%	38.7%	27.5%	--
Friends or relatives	**31.7%**	31.7%	30.7%	35.2%	30.8%	--
Internet or social media	**53.0%**	59.4%	54.0%	51.3%	52.0%	--
Mass Media	**0.7%**	0.4%	1.0%	0.2%	0.9%	--
Travel guides and magazines	**3.9%**	5.1%	4.5%	3.6%	3.5%	--
Travel Blogs or Forums	**8.0%**	10.5%	7.8%	7.2%	7.9%	--
Travel TV Channels	**0.6%**	0.0%	0.7%	0.2%	0.9%	--
Tour Operator or Travel Agency	**11.5%**	8.3%	13.5%	5.2%	13.7%	--
Public administrations or similar	**0.3%**	0.4%	0.0%	0.5%	0.3%	--
Others	**3.2%**	5.3%	1.3%	3.8%	3.3%	--

** Multi-choise question*

TOURIST PROFILE BY ISLAND OF STAY (2025)

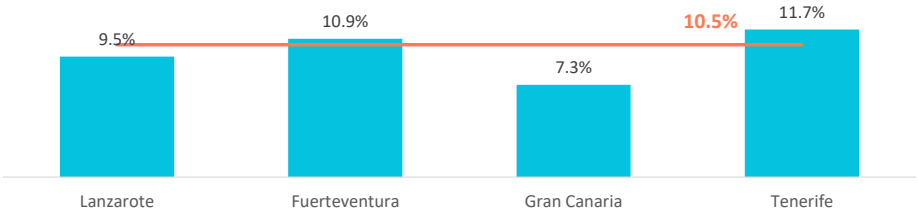
ITALY

TRIP BOOKING

How far in advance do they book their trip?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
The same day	**1.1%**	0.4%	0.0%	1.6%	1.5%	--
Between 1 and 30 days	**22.4%**	20.2%	25.1%	25.4%	20.7%	--
Between 1 and 2 months	**31.3%**	24.9%	33.9%	28.0%	32.7%	--
Between 3 and 6 months	**34.8%**	44.9%	30.1%	37.7%	33.5%	--
More than 6 months	**10.5%**	9.5%	10.9%	7.3%	11.7%	--

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



With whom did they book their flight and accommodation?

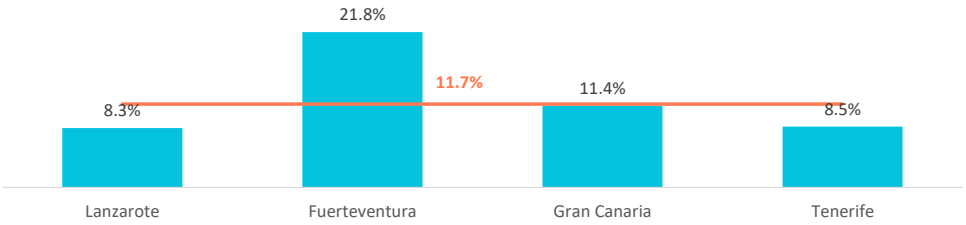
	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Flight						
- Directly with the airline	**76.2%**	80.7%	75.1%	77.4%	75.2%	--
- Tour Operator or Travel Agency	**23.8%**	19.3%	24.9%	22.6%	24.8%	--
Accommodation						
- Directly with the accommodation	**59.5%**	69.3%	52.3%	62.6%	59.0%	--
- Tour Operator or Travel Agency	**40.5%**	30.7%	47.7%	37.4%	41.0%	--

What do they book?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Room only	**63.9%**	70.2%	59.9%	59.4%	65.6%	--
Bed and Breakfast	**9.9%**	10.3%	6.6%	16.3%	9.0%	--
Half board	**9.8%**	10.1%	8.1%	11.0%	10.1%	--
Full board	**4.7%**	1.1%	3.7%	1.8%	6.8%	--
All inclusive	**11.7%**	8.3%	21.8%	11.4%	8.5%	--

% TOURISTS WHO BOOK ALL INCLUSIVE



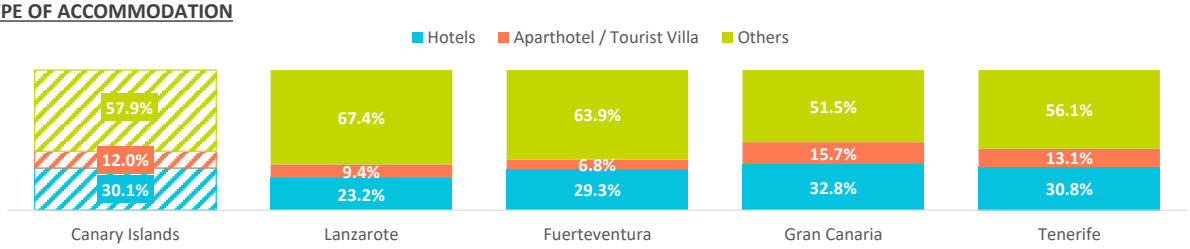


ACCOMMODATION

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
1-2-3* Hotel	**9.0%**	7.4%	8.9%	10.7%	8.7%	--
4* Hotel	**18.1%**	8.0%	20.2%	17.7%	19.5%	--
5* Hotel / 5* Luxury Hotel	**3.0%**	7.8%	0.2%	4.4%	2.6%	--
Aparthotel / Tourist Villa	**12.0%**	9.4%	6.8%	15.7%	13.1%	--
House/room rented in a private dwelling	**0.0%**	0.0%	0.0%	0.0%	0.0%	--
Private accommodation [(1)]	**14.0%**	6.8%	14.1%	18.4%	13.7%	--
Others (Cottage, cruise, camping,..)	**4.9%**	7.9%	6.0%	5.7%	3.5%	--

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

TYPE OF ACCOMMODATION



TOURIST PROFILE BY ISLAND OF STAY (2025)
ITALY

SATISFACTION AND LOYALTY INDICATORS

Satisfaction

Satisfaction (scale 0-10)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Average rating	**8.60**	8.83	8.58	8.71	8.52	--

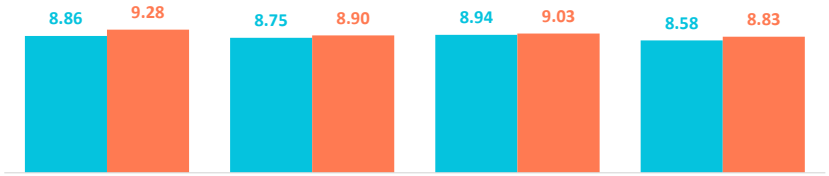
Experience in the Canary Islands	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Worse or much worse than expected	**2.9%**	0.2%	5.2%	2.1%	2.7%	--
Lived up to expectations	**52.0%**	43.2%	49.3%	51.4%	55.2%	--
Better or much better than expected	**45.1%**	56.6%	45.6%	46.4%	42.1%	--

Future intentions (scale 0-10)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Return to the Canary Islands	**8.71**	8.86	8.75	8.94	8.58	--
Recommend visiting the Canary Islands	**8.93**	9.28	8.90	9.03	8.83	--

RETURN TO THE CANARY ISLANDS



Canary Islands 8.71



RECOMMEND VISITING THE CANARY ISLANDS



Canary Islands 8.93

How many are loyal to the Canary Islands?

REPEAT TOURISTS WHO VISIT CANAY ISLANDS BY ISLAND OF STAY IN THIS TRIP

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
First visit	**48.5%**	48.8%	45.5%	40.3%	53.1%	--
Repeat tourists	**51.5%**	51.2%	54.5%	59.7%	46.9%	--
At least 10 previous visits	**9.5%**	5.0%	11.3%	9.6%	9.6%	--
Repeat tourists (last 5 years)	**46.8%**	43.5%	51.2%	54.8%	42.4%	--
Repeat tourists (last 5 years) (5 or more visits)	**11.1%**	7.6%	14.5%	11.0%	10.4%	--

REPEAT TOURIST OF EACH ISLAND BY ISLAND OF STAY IN THIS TRIP

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	19.8%	**38.6%**	8.2%	3.3%	9.0%	--
Fuerteventura	24.1%	8.2%	**48.3%**	5.4%	10.9%	--
Gran Canaria	23.8%	3.9%	6.1%	**51.7%**	10.6%	--
Tenerife	37.8%	3.1%	4.6%	6.2%	**42.3%**	--
La Palma	3.6%	2.9%	9.7%	10.8%	11.7%	--
CANARY ISLANDS	**51.5%**	51.2%	54.5%	59.7%	46.9%	--

How to interpret the table

*1. Column Canary Islands = refers to the % of **repeat italian tourists** on each island regardless of island of stay in this trip (2025).*

*2. Column each island = refers to the % of **repeat italian tourists** on each island by island of stay in 2025. For example: 38,6% refers to % **repeat italian tourists** who repeat Lanzarote in 2025 and stay in Lanzarote in this trip. 8,2% **italian tourists who stay in Lanzarote in 2025** and has previously been to Fuerteventura.*

*3. Row CANARY ISLANDS = refers to the % **repeat italian tourists** by island of stay. For exdample: 46,9% refers to % **italian tourists who visit Tenerife in 2025** and has previously been to Canary Islands.*

ISLANDS

How many islands do they visit during their trip?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
One island	**90.8%**	83.7%	89.0%	87.0%	94.6%	--
Two islands	**7.7%**	15.4%	9.2%	10.5%	4.4%	--
Three or more islands	**1.5%**	0.9%	1.8%	2.5%	1.0%	--

Visited islands during their trip (with overnight staying)

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	**11.3%**	**100%**	3.9%	2.3%	0.6%	--
Fuerteventura	**21.7%**	7.0%	**100%**	1.5%	0.6%	--
Gran Canaria	**20.1%**	0.3%	2.1%	**100%**	0.4%	--
Tenerife	**51.3%**	1.6%	1.4%	4.0%	**100%**	--
La Gomera	**0.3%**	0.0%	0.0%	0.3%	0.5%	--
La Palma	**0.5%**	0.0%	0.0%	0.5%	0.4%	--
El Hierro	**0.0%**	0.0%	0.0%	0.0%	0.0%	--
Cruise	**0.1%**	0.0%	0.0%	0.6%	0.0%	--

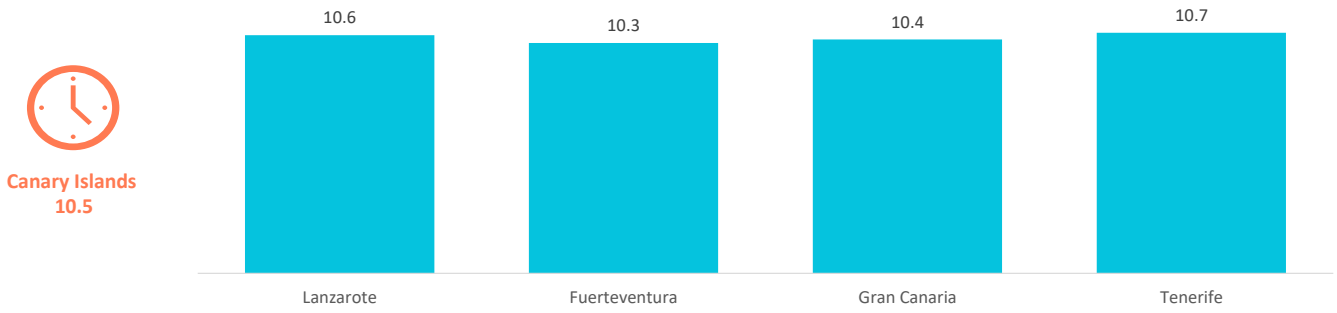
TOURIST PROFILE BY ISLAND OF STAY (2025)

ITALY

ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

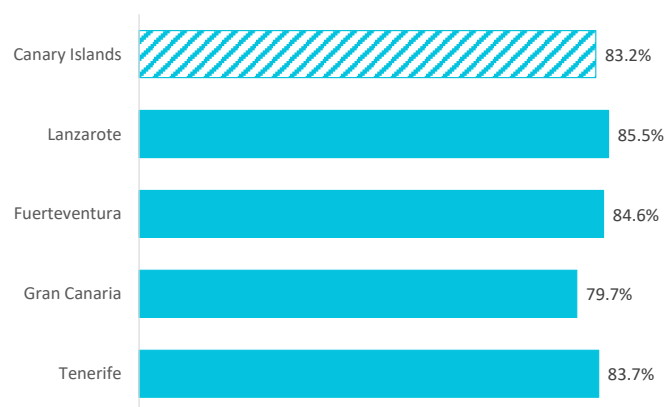
	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
0 hours	**0.2%**	0.0%	0.7%	0.0%	0.1%	--
1 - 2 hours	**1.2%**	1.9%	0.9%	1.1%	1.2%	--
3 - 6 hours	**10.8%**	11.2%	13.7%	10.7%	9.6%	--
7 - 12 hours	**65.8%**	64.9%	63.0%	67.3%	66.5%	--
More than 12 hours	**22.0%**	22.0%	21.7%	21.0%	22.6%	--
Outdoor time per day	**10.5**	10.6	10.3	10.4	10.7	--



Activities in the Canary Islands

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Walk, wander	**83.2%**	85.5%	84.6%	79.7%	83.7%	--
Beach	**74.7%**	77.8%	68.0%	71.2%	78.2%	--
Swimming pool, hotel facilities	**66.0%**	75.5%	63.3%	56.8%	68.7%	--
Explore the island on their own	**37.4%**	20.5%	34.6%	32.0%	44.1%	--
Taste Canarian gastronomy	**30.7%**	35.9%	22.1%	28.0%	34.4%	--
Hiking	**22.4%**	36.4%	22.7%	20.4%	20.1%	--
Organized excursions	**22.0%**	27.5%	19.7%	13.0%	25.1%	--
Nightlife / concerts / shows	**18.5%**	22.4%	20.4%	14.8%	18.2%	--
Theme parks	**17.0%**	40.4%	11.1%	17.9%	14.5%	--
Sea excursions / whale watching	**15.5%**	6.8%	5.6%	9.1%	23.8%	--
Wineries / markets / popular festivals	**15.5%**	5.3%	11.7%	18.1%	18.0%	--
Museums / exhibitions	**14.1%**	40.1%	8.9%	18.9%	9.1%	--
Other Nature Activities	**13.5%**	3.9%	7.3%	7.8%	20.0%	--
Swim	**9.2%**	11.4%	21.7%	8.2%	4.1%	--
Beauty and health treatments	**5.5%**	7.8%	6.9%	4.5%	4.8%	--
Running	**5.3%**	3.3%	4.4%	2.8%	7.0%	--
Practice other sports	**4.6%**	7.1%	2.1%	5.0%	4.9%	--
Astronomical observation	**4.4%**	3.2%	3.7%	4.8%	4.8%	--
Cycling / Mountain bike	**4.1%**	4.3%	2.6%	5.6%	4.1%	--
Surf	**3.1%**	8.6%	4.0%	4.4%	1.1%	--
Scuba Diving	**2.7%**	4.7%	2.4%	1.9%	2.8%	--
Golf	**1.9%**	0.2%	1.3%	0.6%	2.9%	--
Windsurf / Kitesurf	**1.9%**	0.0%	4.7%	0.6%	1.6%	--

WALK, WANDER



BEACH



TOURIST PROFILE BY ISLAND OF STAY (2025)

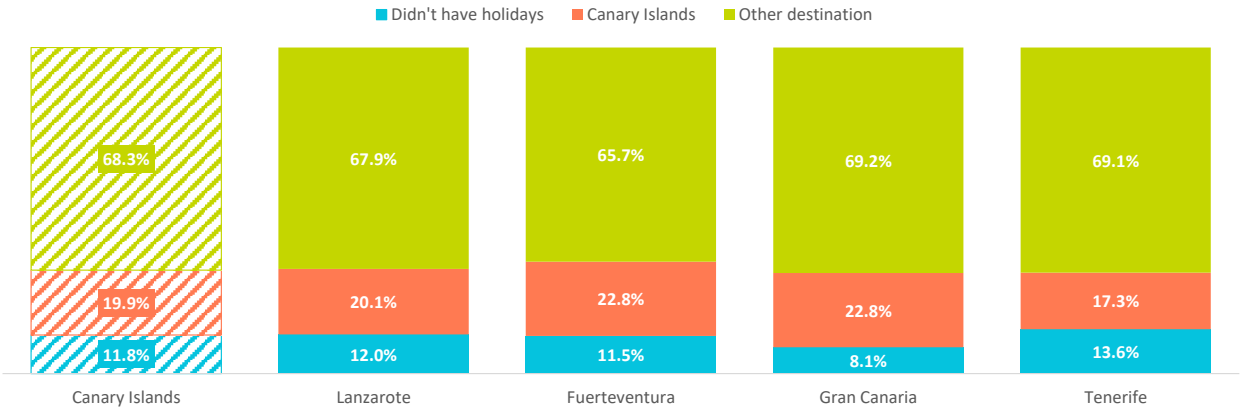
ITALY

COMPETITORS

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Didn't have holidays	**11.8%**	12.0%	11.5%	8.1%	13.6%	--
Canary Islands	**19.9%**	20.1%	22.8%	22.8%	17.3%	--
Other destination	**68.3%**	67.9%	65.7%	69.2%	69.1%	--
- Balearic Islands	**3.0%**	3.6%	2.4%	3.1%	3.2%	--
- Rest of Spain	**9.0%**	7.2%	9.1%	10.3%	8.6%	--
- Italy	**19.3%**	20.2%	15.6%	21.4%	19.9%	--
- France	**4.2%**	7.9%	4.0%	3.9%	3.6%	--
- Turkey	**1.8%**	1.3%	0.9%	2.4%	2.0%	--
- Greece	**8.6%**	8.2%	10.7%	6.8%	8.5%	--
- Portugal	**2.5%**	4.2%	3.2%	3.5%	1.5%	--
- Croatia	**2.6%**	1.2%	2.5%	2.7%	2.8%	--
- Egypt	**3.6%**	1.1%	3.5%	2.8%	4.6%	--
- Tunisia	**0.7%**	0.7%	1.6%	0.3%	0.5%	--
- Morocco	**1.9%**	0.5%	2.0%	2.2%	2.0%	--
- Others	**11.1%**	11.9%	10.4%	9.7%	11.9%	--

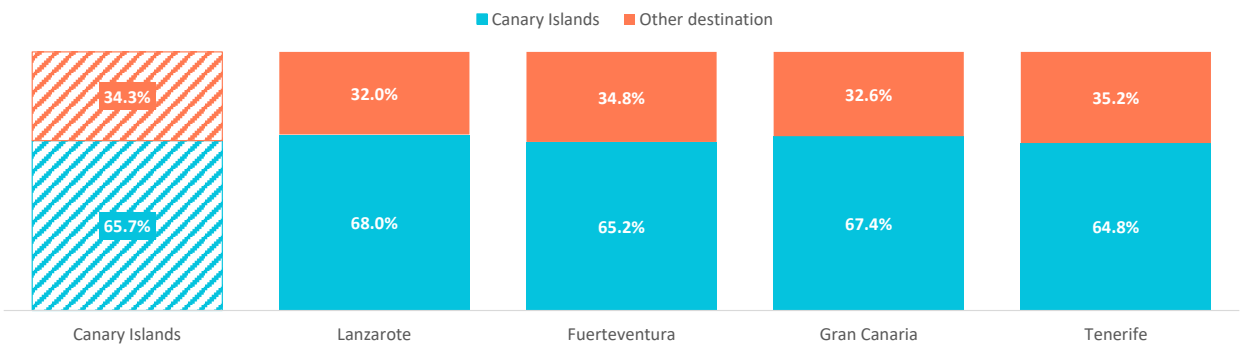
** Percentage of valid answers*



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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
None (I was clear about "this Canary Island")	**32.3%**	35.3%	30.2%	29.9%	33.5%	--
Canary Islands (other island)	**33.4%**	32.7%	35.0%	37.5%	31.3%	--
Other destination	**34.3%**	32.0%	34.8%	32.6%	35.2%	--
- Balearic Islands	**4.0%**	4.1%	5.0%	2.0%	4.4%	--
- Rest of Spain	**7.4%**	6.0%	7.9%	9.1%	6.8%	--
- Italy	**3.9%**	6.4%	3.0%	3.8%	3.8%	--
- France	**0.8%**	0.7%	1.1%	1.0%	0.7%	--
- Turkey	**1.5%**	1.4%	0.8%	1.6%	1.8%	--
- Greece	**5.4%**	4.9%	5.1%	4.7%	5.8%	--
- Portugal	**4.2%**	4.7%	4.4%	4.3%	3.9%	--
- Croatia	**1.0%**	0.0%	0.5%	0.7%	1.5%	--
- Egypt	**4.1%**	2.7%	5.0%	3.5%	4.2%	--
- Others	**2.0%**	1.1%	1.9%	1.9%	2.3%	--

** Percentage of valid answers*



TOURIST PROFILE BY ISLAND OF STAY (2025)

ITALY

FLIGHT ORIGIN

Where does the flight come from?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Italy	**85.0%**	70.8%	87.9%	75.8%	90.4%	--
France	**0.9%**	0.7%	0.5%	0.7%	1.2%	--
Germany	**0.6%**	2.0%	0.3%	1.1%	0.3%	--
United Kingdom	**0.4%**	0.8%	0.7%	0.6%	0.1%	--
Portugal	**0.3%**	0.0%	0.0%	0.5%	0.4%	--
Others	**12.9%**	25.7%	10.7%	21.4%	7.6%	--

TRANSPORT (Data Q4 2025)

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Rental vehicle	**74.8%**	81.7%	80.1%	74.6%	71.6%	--
Public transport	**21.5%**	13.3%	15.9%	34.0%	20.8%	--
Taxi / Private hire vehicle	**13.1%**	5.4%	8.5%	18.6%	14.4%	--
Organised excursions with transport included	**8.8%**	8.4%	6.2%	6.7%	10.3%	--
Bicycle	**3.3%**	3.7%	0.6%	4.8%	3.8%	--
On foot	**6.5%**	4.8%	10.3%	3.6%	6.4%	--

** Multi-choise question*

What factors influenced their choice of transport?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
No other alternative	**10.6%**	9.2%	12.0%	14.3%	9.0%	--
Comfort and convenience	**69.8%**	81.1%	63.4%	69.7%	70.7%	--
Price	**22.6%**	21.0%	25.3%	26.3%	20.5%	--
Acessibility	**14.0%**	16.8%	5.0%	19.1%	15.4%	--
Environmental impact	**2.6%**	5.3%	1.2%	2.6%	2.5%	--
Safety	**6.0%**	0.0%	8.3%	7.1%	5.8%	--
Available travel time	**12.9%**	20.6%	7.2%	16.8%	12.1%	--
Punctuality	**5.5%**	0.0%	4.1%	7.3%	6.4%	--
Flexible timetable	**19.8%**	25.8%	15.9%	21.8%	19.6%	--

** Multi-choise question*

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Yes	**4.9%**	4.8%	3.6%	3.5%	5.9%	--
- Infrequent service	**1.9%**	0.0%	0.0%	0.8%	3.3%	--
- Confusing or insufficient information	**1.4%**	4.8%	1.8%	1.4%	0.5%	--
- Accessibility barriers	**0.2%**	0.0%	0.0%	1.2%	0.0%	--
- Delays or cancellations	**0.1%**	0.0%	0.0%	0.0%	0.0%	--
- High fares	**1.4%**	0.0%	1.1%	0.0%	2.4%	--
- Difficulties with booking systems	**0.4%**	0.0%	1.8%	0.0%	0.0%	--
- Poor connections	**0.1%**	0.0%	0.0%	0.0%	0.3%	--
- Others	**0.6%**	0.0%	0.8%	0.0%	0.8%	--
No	**95.1%**	95.2%	96.4%	96.5%	94.1%	--

** 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 nu*

TOURIST PROFILE BY ISLAND OF STAY (2025)

ITALY

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?

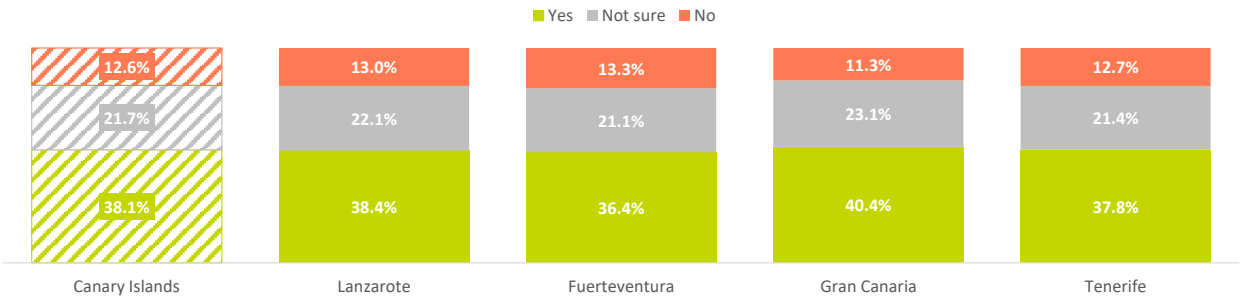
	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Yes	**59.0%**	57.1%	62.2%	59.8%	57.8%	--
No	**24.9%**	21.7%	23.0%	22.5%	27.2%	--
Not remember	**16.1%**	21.2%	14.7%	17.7%	15.0%	--

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Yes	**18.1%**	22.0%	20.4%	19.1%	16.0%	--
No	**3.4%**	1.9%	4.9%	4.1%	2.7%	--

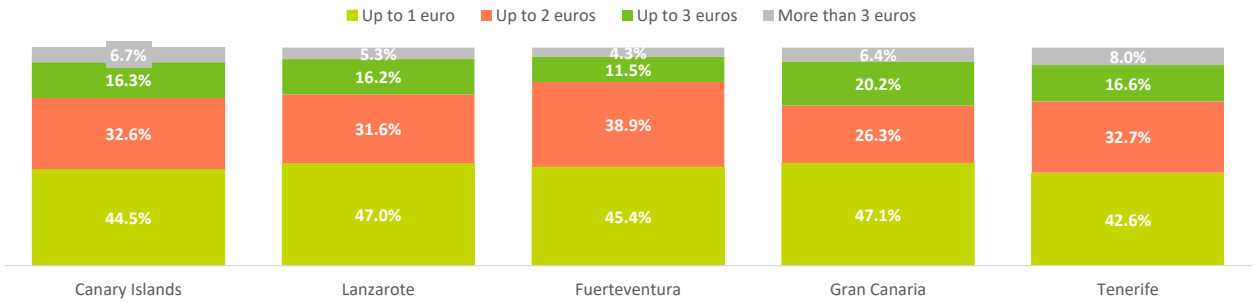
Would they be willing to pay a tourist tax for each day of accommodation in the Canary Islands?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Yes	**38.1%**	38.4%	36.4%	40.4%	37.8%	--
- For any purpose	**5.5%**	6.2%	2.5%	5.5%	6.6%	--
- Improve living conditions	**5.3%**	1.8%	3.7%	7.0%	5.9%	--
- Improve economic development	**2.5%**	3.5%	2.2%	1.9%	2.7%	--
- Improve the environment	**18.1%**	22.0%	20.4%	19.1%	16.0%	--
- Improve the tourist environment	**3.4%**	1.9%	4.9%	4.1%	2.7%	--
- Other purposes	**3.4%**	3.0%	2.7%	2.9%	4.0%	--
Not sure	**21.7%**	22.1%	21.1%	23.1%	21.4%	--
No	**12.6%**	13.0%	13.3%	11.3%	12.7%	--



How much would they be willing to pay?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Up to 1 euro	**44.5%**	47.0%	45.4%	47.1%	42.6%	--
Up to 2 euros	**32.6%**	31.6%	38.9%	26.3%	32.7%	--
Up to 3 euros	**16.3%**	16.2%	11.5%	20.2%	16.6%	--
More than 3 euros	**6.7%**	5.3%	4.3%	6.4%	8.0%	--

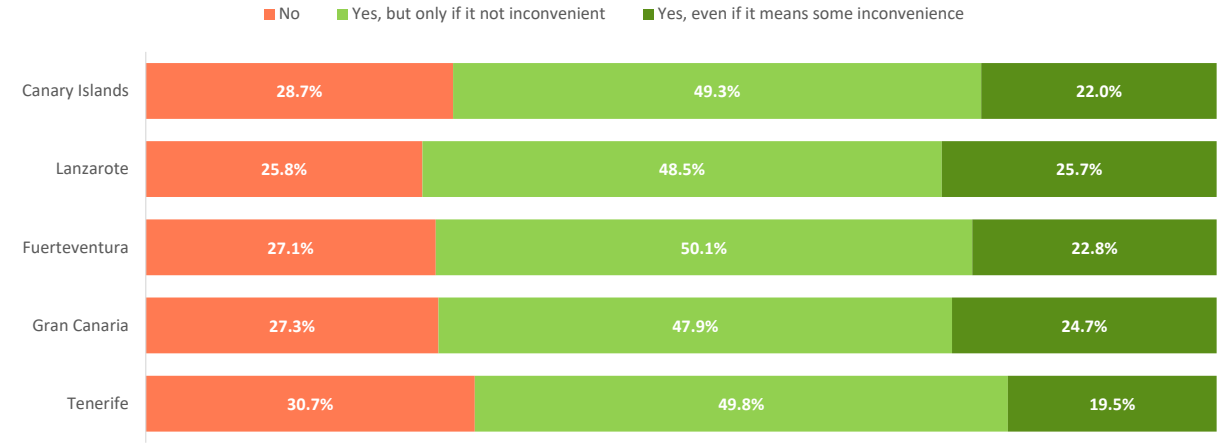


TOURIST PROFILE BY ISLAND OF STAY (2025)

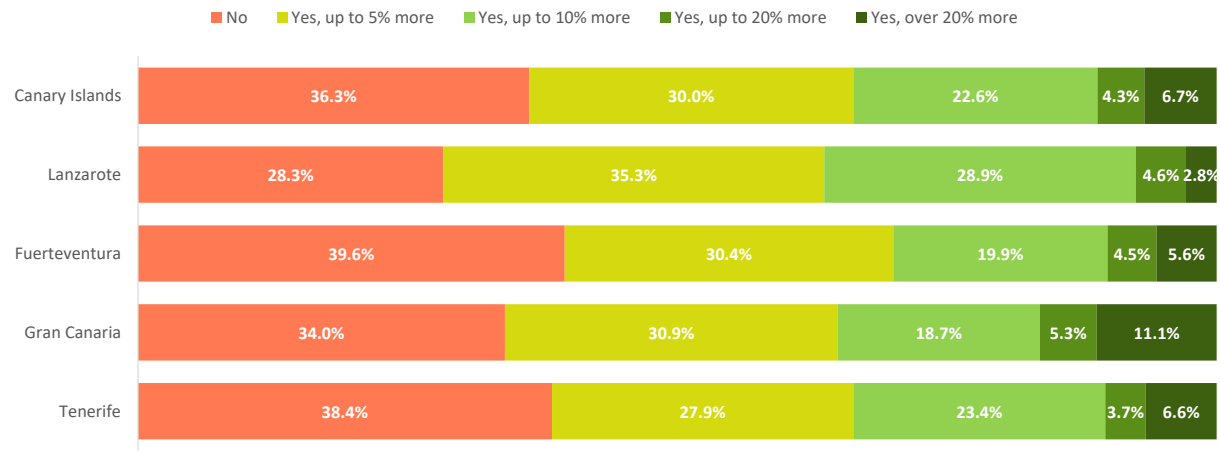
ITALY

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 **

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Quality of life on the island	**8.29**	8.39	8.17	8.38	8.26	--
Tolerance towards tourism	**8.63**	8.69	8.55	8.54	8.67	--
Cleanliness of the island	**8.24**	8.51	8.39	8.23	8.11	--
Air quality	**8.79**	9.16	8.92	8.83	8.61	--
Rational water consumption	**7.74**	7.90	7.99	7.71	7.60	--
Energy saving	**7.49**	7.59	7.77	7.54	7.33	--
Use of renewable energy	**7.64**	7.56	7.96	7.83	7.47	--
Recycling	**7.00**	6.91	7.21	6.93	6.97	--
Easy to get around by public transport	**7.46**	7.26	7.13	7.67	7.56	--
Overcrowding in tourist areas	**7.05**	6.71	6.71	7.21	7.22	--
Supply of local products	**7.48**	7.57	7.56	7.43	7.45	--

** 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.