

Tourist profile. Historical data (2019 - 2023)

ITALY



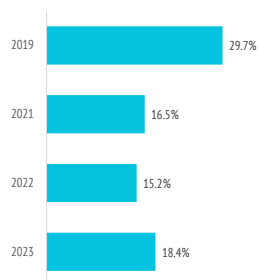
How many are they and how much do they spend?



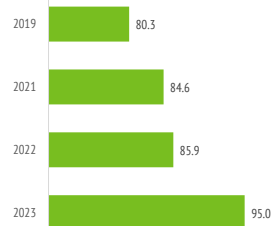
	2019	2020	2021	2022	2023
TOURISTS					
Tourist arrivals (FRONTUR) (*)	455	134	287	604	655
Tourist arrivals ≥ 16 years old (EGT) (*)	416	123	261	549	590
- book holiday package (*)	123	--	43	83	108
- do not book holiday package (*)	292	--	218	466	482
- % tourists who book holiday package	29.7%	--	16.5%	15.2%	18.4%
Children < 16 years old (FRONTUR - EGT) (*)	40	--	25	54	64
Expenditure per tourist (€)					
- book holiday package	1,138	--	1,321	1,356	1,396
- holiday package	963	--	1,053	1,114	1,168
- others	175	--	268	243	228
- do not book holiday package	890	--	943	1,030	1,070
- flight	265	--	217	285	298
- accommodation	280	--	296	307	330
- others	345	--	430	439	442
Average length of stay	9.84	--	11.23	10.97	10.09
Average daily expenditure (€)	117.8	--	110.9	117.1	135.1
Average daily expenditure (without flight)	80.3	--	84.6	85.9	95.0
Average cost of the flight (€)	296.6	--	236.8	298.6	323.4
Total turnover (≥ 16 years old) (€m)	401	--	263	593	667

(*) Thousands of tourists

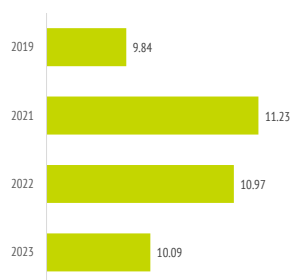
% tourists who book holiday package



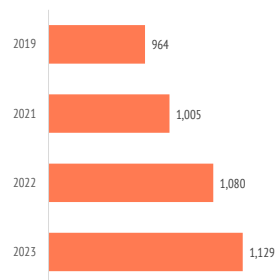
Average daily expenditure (€) (without flight)



Average length of stay



Expenditure per tourist (€)



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

	2019	2020	2021	2022	2023
Accommodation:					
- Accommodation	75.3%	--	73.0%	73.2%	75.6%
- Additional accommodation expenses	8.7%	--	10.1%	8.0%	7.9%
Transport:					
- National/International Transport	93.8%	--	93.4%	94.6%	95.2%
- Flights between islands	7.3%	--	8.7%	7.4%	10.4%
- Taxi	24.5%	--	28.7%	25.4%	28.6%
- Car rental	36.2%	--	45.2%	48.0%	49.8%
- Public transport	7.8%	--	13.8%	11.3%	11.7%
Food and drink:					
- Food purchases at supermarkets	54.4%	--	61.1%	64.7%	63.7%
- Restaurants	60.4%	--	72.6%	71.6%	70.3%
Leisure:					
- Organized excursions	20.9%	--	27.8%	25.3%	33.5%
- Sport activities	4.3%	--	9.5%	7.4%	8.5%
- Cultural activities	1.3%	--	1.5%	1.8%	2.4%
- Museums	6.3%	--	4.5%	9.2%	7.9%
- Theme Parks	6.5%	--	8.9%	9.3%	12.1%
- Discos and pubs	7.5%	--	7.9%	10.8%	14.1%
- Wellness	2.4%	--	2.7%	4.3%	3.7%
Purchases of goods:					
- Souvenirs	41.8%	--	44.0%	39.3%	43.2%
- Real state	0.3%	--	0.2%	0.2%	0.4%
- Other expenses	0.9%	--	0.4%	0.4%	0.8%
Other:					
- Medical or pharmaceutical expenses	5.0%	--	18.3%	7.9%	8.2%
- Other expenses	3.4%	--	6.2%	4.2%	4.5%

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

Expenditure per tourist and trip (€)	2019	2020	2021	2022	2023
Accommodation:					
Accommodation:	620	--	606	610	646
- Accommodation	479	--	481	488	511
- Additional accommodation expenses	140	--	125	122	135
Transport:					
Transport:	576	--	574	732	678
- National/International Transport	316	--	254	315	340
- Flights between islands	75	--	61	73	94
- Taxi	59	--	66	107	78
- Car rental	99	--	124	158	124
- Public transport	26	--	70	79	42
Food and drink:					
Food and drink:	278	--	315	307	294
- Food purchases at supermarkets	121	--	137	125	116
- Restaurants	157	--	178	182	178
Leisure:					
Leisure:	408	--	470	511	475
- Organized excursions	74	--	84	85	89
- Sport activities	62	--	121	82	90
- Cultural activities	30	--	29	38	46
- Museums	29	--	36	53	43
- Theme Parks	64	--	48	78	58
- Discos and pubs	73	--	63	92	81
- Wellness	76	--	89	84	68
Purchases of goods:					
Purchases of goods:	243	--	907	271	3,034
- Souvenirs	84	--	70	65	66
- Real state	50	--	783	6	2,923
- Other expenses	109	--	54	200	44
Other:					
Other:	196	--	178	106	120
- Medical or pharmaceutical expenses	65	--	75	24	35
- Other expenses	131	--	104	82	84

Source: Encuesta sobre el Gasto Turístico (ISTAC).

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.

What is the main purpose of their trip?

	2019	2020	2021	2022	2023
Holiday, leisure	82.6%	--	79.0%	81.7%	80.7%
Visiting family or friends	11.6%	--	13.2%	13.9%	14.7%
Business and work	3.8%	--	3.9%	2.2%	1.7%
Education and training	0.0%	--	0.7%	0.4%	0.3%
Sports training	0.6%	--	1.3%	0.8%	1.2%
Health or medical care	0.2%	--	0.5%	0.1%	0.1%
Fairs and congresses	0.6%	--	0.3%	0.2%	0.6%
Others	0.5%	--	1.2%	0.7%	0.6%

What is the main motivation for their holidays?

	2019	2020	2021	2022	2023
Rest	50.8%	--	41.9%	45.3%	42.4%
Enjoy family time	11.7%	--	14.3%	15.9%	14.8%
Have fun	7.0%	--	5.9%	6.9%	9.2%
Explore the destination	27.6%	--	30.4%	29.1%	30.0%
Practice their hobbies	2.4%	--	5.6%	2.5%	2.1%
Other reasons	0.6%	--	1.8%	0.4%	1.5%

Where did they spend their main holiday last year? *

	2019	2020	2021	2022	2023
Didn't have holidays	--	--	26.1%	21.7%	13.1%
Canary Islands	--	--	15.9%	20.3%	21.9%
Other destination	--	--	58.1%	58.0%	65.1%
Balearic Islands	--	--	2.3%	2.2%	3.4%
Rest of Spain	--	--	4.0%	5.0%	8.8%
Italy	--	--	38.5%	31.8%	25.0%
France	--	--	2.1%	2.5%	4.5%
Turkey	--	--	0.1%	0.3%	0.5%
Greece	--	--	2.8%	6.1%	6.1%
Portugal	--	--	1.2%	1.8%	2.1%
Croatia	--	--	1.7%	3.0%	4.3%
Egypt	--	--	0.4%	0.5%	2.1%
Tunisia	--	--	0.3%	0.0%	0.1%
Morocco	--	--	0.6%	0.6%	0.5%
Others	--	--	3.9%	4.0%	7.6%

* Percentage of valid answers

What other destinations did they consider for this trip? *

	2019	2020	2021	2022	2023
None (I was clear about "this Canary Island")	--	--	31.8%	34.7%	33.3%
Canary Islands (other island)	--	--	31.8%	32.0%	30.7%
Other destination	--	--	36.4%	33.3%	36.0%
Balearic Islands	--	--	4.4%	3.7%	5.1%
Rest of Spain	--	--	6.5%	6.8%	7.1%
Italy	--	--	6.3%	5.9%	4.1%
France	--	--	1.2%	0.8%	0.5%
Turkey	--	--	0.8%	1.3%	2.0%
Greece	--	--	6.1%	6.5%	6.0%
Portugal	--	--	4.6%	2.9%	4.7%
Croatia	--	--	1.3%	1.0%	1.0%
Egypt	--	--	2.8%	2.8%	4.0%
Others	--	--	2.3%	1.6%	1.5%

* Percentage of valid answers

Importance of each factor in the destination choice

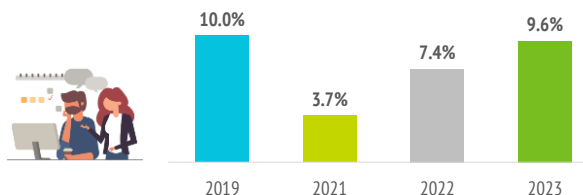
	2019	2020	2021	2022	2023
Climate	76.3%	--	73.2%	74.0%	76.5%
Landscapes	58.6%	--	57.4%	56.9%	62.0%
Environment	55.8%	--	55.6%	56.4%	59.8%
Sea	53.2%	--	52.7%	52.7%	53.5%
Tranquility	55.0%	--	50.6%	49.1%	52.9%
Beaches	49.6%	--	52.4%	48.7%	51.8%
Safety	44.0%	--	38.3%	38.8%	41.9%
European belonging	39.2%	--	44.5%	35.5%	37.1%
Effortless trip	32.7%	--	32.2%	32.7%	32.8%
Price	27.7%	--	32.1%	32.9%	31.8%
Authenticity	24.1%	--	29.2%	28.3%	27.9%
Accommodation supply	30.2%	--	25.9%	28.0%	26.7%
Hiking trail network	20.8%	--	20.1%	20.9%	25.5%
Fun possibilities	19.5%	--	22.4%	21.1%	22.7%
Gastronomy	20.8%	--	17.7%	19.8%	20.3%
Nightlife	10.3%	--	9.7%	12.0%	13.7%
Exoticism	13.1%	--	16.8%	13.3%	13.3%
Shopping	11.8%	--	8.7%	12.2%	13.0%
Historical heritage	10.0%	--	9.4%	12.1%	11.9%
Culture	9.8%	--	7.5%	12.1%	10.6%

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?

	2019	2020	2021	2022	2023
The same day	0.9%	--	0.8%	1.1%	1.0%
Between 1 and 30 days	28.5%	--	45.6%	30.4%	23.5%
Between 1 and 2 months	28.4%	--	31.6%	33.9%	34.1%
Between 3 and 6 months	32.2%	--	18.3%	27.3%	31.8%
More than 6 months	10.0%	--	3.7%	7.4%	9.6%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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

	2019	2020	2021	2022	2023
Previous visits to the Canary Islands	35.9%	--	33.8%	36.3%	31.4%
Friends or relatives	32.0%	--	35.8%	36.2%	39.5%
Internet or social media	47.3%	--	50.5%	47.7%	47.6%
Mass Media	1.0%	--	1.3%	0.6%	1.1%
Travel guides and magazines	6.0%	--	6.2%	5.6%	6.2%
Travel Blogs or Forums	6.2%	--	8.6%	8.3%	8.5%
Travel TV Channels	0.3%	--	0.1%	0.3%	0.6%
Tour Operator or Travel Agency	15.4%	--	14.6%	11.6%	13.2%
Public administrations or similar	0.4%	--	0.6%	1.0%	0.5%
Others	2.5%	--	2.4%	2.9%	2.5%

* Multi-choice question

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ITALY



With whom did they book their flight and accommodation?

	2019	2020	2021	2022	2023
Flight					
- Directly with the airline	63.9%	--	74.9%	75.9%	68.8%
- Tour Operator or Travel Agency	36.1%	--	25.1%	24.1%	31.2%
Accommodation					
- Directly with the accommodation	49.7%	--	58.1%	57.6%	50.6%
- Tour Operator or Travel Agency	50.3%	--	41.9%	42.4%	49.4%

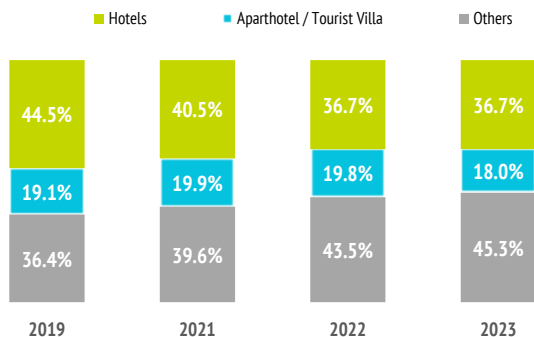
Where does the flight come from?

	2019	2020	2021	2022	2023
Italy	75.6%	--	83.1%	87.9%	82.5%
Spanish Mainland	20.0%	--	12.1%	8.3%	14.6%
Portugal	0.6%	--	2.2%	0.6%	0.9%
United Kingdom	1.3%	--	0.6%	0.9%	0.7%
Switzerland	0.8%	--	0.1%	0.7%	0.4%
France	0.5%	--	0.4%	0.1%	0.2%
Germany	0.6%	--	1.0%	0.2%	0.2%
Netherlands	0.0%	--	0.0%	0.2%	0.1%
#N/D	0.0%	--	0.0%	0.0%	0.1%
Denmark	0.0%	--	0.0%	0.0%	0.1%
Others	0.6%	--	0.5%	1.0%	0.2%

Where do they stay?

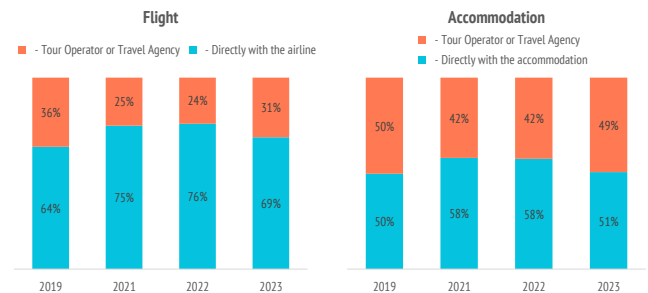
	2019	2020	2021	2022	2023
1-2-3* Hotel	10.4%	--	8.3%	10.6%	8.7%
4* Hotel	29.5%	--	27.6%	22.3%	24.2%
5* Hotel / 5* Luxury Hotel	4.6%	--	4.6%	3.9%	3.8%
Aparthotel / Tourist Villa	19.1%	--	19.9%	19.8%	18.0%
House/room rented in a private dwelling	12.9%	--	14.4%	14.0%	15.7%
Private accommodation (1)	16.2%	--	15.9%	17.7%	17.4%
Others (Cottage, cruise, camping,...)	7.3%	--	9.3%	11.8%	12.2%

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



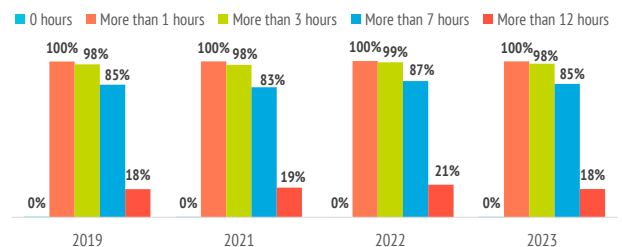
What do they book?

	2019	2020	2021	2022	2023
Room only	41.9%	--	48.6%	50.9%	51.5%
Bed and Breakfast	13.5%	--	14.9%	12.0%	10.6%
Half board	15.1%	--	11.3%	15.1%	13.8%
Full board	6.2%	--	6.6%	4.6%	6.2%
All inclusive	23.4%	--	18.5%	17.3%	17.9%



Activities in the Canary Islands

Outdoor time per day	2019	2020	2021	2022	2023
0 hours	0.3%	--	0.3%	0.1%	0.3%
1 - 2 hours	1.9%	--	2.2%	0.8%	1.5%
3 - 6 hours	13.0%	--	14.3%	12.1%	12.9%
7 - 12 hours	66.8%	--	64.2%	66.2%	67.2%
More than 12 hours	18.0%	--	19.0%	20.8%	18.1%
Outdoor time per day	10.1	--	10.0	10.4	10.1



Activities in the Canary Islands	2019	2020	2021	2022	2023
Beach	78.5%	--	83.3%	83.8%	82.8%
Walk, wander	67.7%	--	74.9%	76.2%	73.8%
Explore the island on their own	56.0%	--	61.1%	62.1%	62.0%
Swimming pool, hotel facilities	41.9%	--	47.9%	40.3%	40.3%
Taste Canarian gastronomy	26.8%	--	33.4%	29.8%	27.5%
Organized excursions	16.5%	--	21.2%	17.9%	21.5%
Theme parks	14.0%	--	11.3%	14.2%	16.8%
Hiking	--	--	19.1%	20.5%	16.5%
Nightlife / concerts / shows	14.6%	--	11.0%	12.6%	16.2%
Wineries / markets / popular festivals	15.8%	--	11.9%	14.0%	15.4%
Museums / exhibitions	15.3%	--	13.9%	13.0%	14.1%
Other Nature Activities	--	--	16.8%	16.1%	13.1%
Sea excursions / whale watching	9.9%	--	15.5%	11.6%	12.0%
Surf	--	--	11.5%	8.7%	8.5%
Beauty and health treatments	3.9%	--	4.1%	4.9%	5.8%
Running	--	--	10.0%	4.8%	5.4%
Practice other sports	--	--	6.9%	6.0%	4.1%
Swim	--	--	35.3%	6.7%	3.9%
Scuba Diving	--	--	3.8%	3.2%	3.8%
Astronomical observation	2.3%	--	4.1%	3.8%	3.7%
Cycling / Mountain bike	--	--	4.1%	3.0%	3.0%
Golf	--	--	2.9%	0.8%	1.7%
Windsurf / Kitesurf	--	--	2.0%	1.9%	1.5%

* Multi-choice question

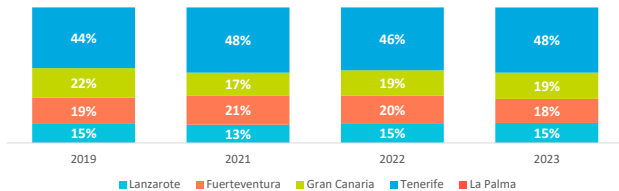
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Which island do they choose?

Tourists (≥ 16 year old)	2019	2020	2021	2022	2023
Lanzarote	60,409	--	35,097	79,683	87,188
Fuerteventura	78,733	--	55,690	111,302	104,589
Gran Canaria	89,796	--	44,616	102,885	114,086
Tenerife	184,466	--	124,778	253,866	282,673
La Palma	1,849	--	857	551	1,432



How many are loyal to the Canary Islands?

	2019	2020	2021	2022	2023
Repeat tourists	55.3%	--	50.8%	55.6%	55.8%
At least 10 previous visits	10.5%	--	11.3%	11.9%	11.9%
Repeat tourists (last 5 years)	51.4%	--	48.0%	51.6%	49.7%
Repeat tourists (last 5 years)(5 or more visits)	14.0%	--	12.6%	11.3%	12.4%

Who are they?

	2019	2020	2021	2022	2023
Gender					
Men	50.8%	--	52.8%	51.1%	49.9%
Women	49.2%	--	47.2%	48.9%	50.1%
Age					
Average age	45.0	--	38.6	41.9	41.6
Standard deviation	14.6	--	14.6	16.1	16.5
Age range					
16 - 24 years old	8.2%	--	19.5%	15.3%	18.1%
25 - 30 years old	12.0%	--	18.2%	16.9%	15.0%
31 - 45 years old	29.6%	--	30.8%	27.7%	28.5%
46 - 60 years old	35.4%	--	22.6%	23.5%	21.6%
Over 60 years old	14.7%	--	8.8%	16.6%	16.8%
Occupation					
Salaried worker	40.9%	--	44.3%	46.6%	43.2%
Self-employed	23.3%	--	19.9%	18.7%	22.3%
Unemployed	3.2%	--	2.6%	2.5%	3.5%
Business owner	13.6%	--	12.7%	8.8%	6.9%
Student	7.0%	--	12.7%	8.8%	10.9%
Retired	10.0%	--	6.7%	12.5%	11.1%
Unpaid domestic work	1.8%	--	0.1%	0.9%	1.1%
Others	0.2%	--	1.1%	1.1%	1.0%
Annual household income level					
Less than €25,000	28.3%	--	29.5%	25.6%	25.3%
€25,000 - €49,999	41.5%	--	45.1%	46.2%	45.6%
€50,000 - €74,999	14.2%	--	14.9%	18.6%	16.3%
More than €74,999	16.1%	--	10.5%	9.6%	12.7%
Education level					
No studies	0.9%	--	0.6%	0.4%	0.6%
Primary education	3.1%	--	2.5%	1.9%	1.8%
Secondary education	19.1%	--	10.1%	16.9%	15.0%
Higher education	76.9%	--	86.8%	80.8%	82.6%

Source: Encuesta sobre el Gasto Turístico (ISTAC).

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.

Share by islands	2019	2020	2021	2022	2023
Lanzarote	14.5%	--	13.4%	14.5%	14.8%
Fuerteventura	19.0%	--	21.3%	20.3%	17.7%
Gran Canaria	21.6%	--	17.1%	18.8%	19.3%
Tenerife	44.4%	--	47.8%	46.3%	47.9%
La Palma	0.4%	--	0.3%	0.1%	0.2%

How many islands do they visit during their trip?

	2019	2020	2021	2022	2023
One island	86.6%	--	89.0%	87.9%	88.7%
Two islands	11.6%	--	9.8%	10.5%	9.8%
Three or more islands	1.8%	--	1.2%	1.6%	1.5%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019	2020	2021	2022	2023
Average rating	8.53	--	8.70	8.69	8.72

Experience in the Canary Islands	2019	2020	2021	2022	2023
Worse or much worse than expected	3.5%	--	4.2%	3.6%	3.0%
Lived up to expectations	52.6%	--	45.9%	49.5%	51.0%
Better or much better than expected	43.9%	--	49.8%	46.9%	46.1%

Future intentions (scale 1-10)	2019	2020	2021	2022	2023
Return to the Canary Islands	8.63	--	8.72	8.79	8.84
Recommend visiting the Canary Islands	8.83	--	8.94	8.97	8.97

Who do they come with?

	2019	2020	2021	2022	2023
Unaccompanied	14.5%	--	17.4%	12.3%	13.8%
Only with partner	45.3%	--	42.4%	46.3%	43.2%
Only with children (< 13 years old)	6.8%	--	2.5%	4.1%	4.8%
Partner + children (< 13 years old)	4.0%	--	1.5%	3.4%	4.0%
Other relatives	5.5%	--	8.4%	7.7%	7.9%
Friends	9.2%	--	14.7%	12.7%	12.9%
Work colleagues	0.9%	--	0.7%	0.5%	1.0%
Organized trip	0.3%	--	0.5%	0.6%	0.3%
Other combinations (2)	13.5%	--	12.1%	12.4%	12.1%

(2) Combination of some of the groups previously analyzed

Tourists with children	2019	2020	2021	2022	2023
- Between 0 and 2 years old	1.6%	--	0.8%	0.3%	0.6%
- Between 3 and 12 years old	12.5%	--	5.4%	9.0%	10.6%
- Between 0 -2 and 3-12 years old	0.8%	--	0.4%	0.5%	0.4%
Tourists without children	85.1%	--	93.4%	90.2%	88.4%
Group composition:					
- 1 person	19.8%	--	22.0%	16.4%	18.2%
- 2 people	51.5%	--	53.1%	55.3%	51.8%
- 3 people	12.8%	--	10.4%	12.3%	13.9%
- 4 or 5 people	13.7%	--	11.5%	14.0%	12.6%
- 6 or more people	2.2%	--	3.1%	2.0%	3.5%
Average group size:	2.33	--	2.32	2.36	2.42

*People who share the main expenses of the trip