

Tourist profile. Historical data (2019 - 2024)

ITALY



How many are they and how much do they spend?



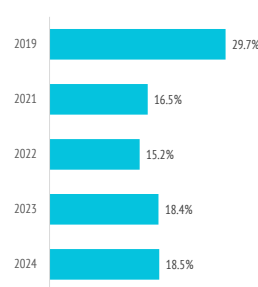
	2019	2021	2022	2023	2024
TOURISTS					
Tourist arrivals (FRONTUR) (*)	455	287	604	655	778
Tourist arrivals ≥ 16 years old (EGT) (*)	416	261	549	590	704
- book holiday package (*)	123	43	83	108	130
- do not book holiday package (*)	292	218	466	482	574
- % tourists who book holiday package	29.7%	16.5%	15.2%	18.4%	18.5%
Children < 16 years old (FRONTUR - EGT) (*)	40	25	54	64	74
Expenditure per tourist (€)					
- book holiday package	1,138	1,321	1,356	1,396	1,512
- holiday package	963	1,053	1,114	1,168	1,297
- others	175	268	243	228	215
- do not book holiday package	890	943	1,030	1,070	1,091
- flight	265	217	285	298	308
- accommodation	280	296	307	330	357
- others	345	430	439	442	425
Average lenght of stay	9.84	11.23	10.97	10.09	10.57
Average daily expenditure (€)	117.8	110.9	117.1	135.1	137.0
Average daily expenditure (without flight)	80.3	84.6	85.9	95.0	97.2
Average cost of the flight (€)	296.6	236.8	298.6	323.4	337.9
Total turnover (≥ 16 years old) (€m)	401	263	593	667	823
Turnover without flight (≥ 16 years old) (€m)	277	201	429	476	585

(*) Thousands of tourists

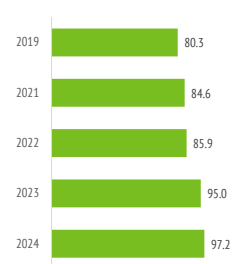
% Tourists whose spending has been greater than €0 in each item

	2019	2021	2022	2023	2024
Accommodation:					
- Accommodation	75.3%	73.0%	73.2%	75.6%	75.4%
- Additional accommodation expenses	8.7%	10.1%	8.0%	7.9%	6.9%
Transport:					
- National/International Transport	93.8%	93.4%	94.6%	95.2%	94.1%
- Flights between islands	7.3%	8.7%	7.4%	10.4%	8.3%
- Taxi	24.5%	28.7%	25.4%	28.6%	27.0%
- Car rental	36.2%	45.2%	48.0%	49.8%	50.5%
- Public transport	7.8%	13.8%	11.3%	11.7%	12.8%
Food and drink:					
- Food purchases at supermarkets	54.4%	61.1%	64.7%	63.7%	63.6%
- Restaurants	60.4%	72.6%	71.6%	70.3%	72.2%
Leisure:					
- Organized excursions	20.9%	27.8%	25.3%	33.5%	34.0%
- Sport activities	4.3%	9.5%	7.4%	8.5%	7.8%
- Cultural activities	1.3%	1.5%	1.8%	2.4%	2.4%
- Museums	6.3%	4.5%	9.2%	7.9%	8.5%
- Theme Parks	6.5%	8.9%	9.3%	12.1%	13.9%
- Discos and pubs	7.5%	7.9%	10.8%	14.1%	14.8%
- Wellness	2.4%	2.7%	4.3%	3.7%	5.3%
Purchases of goods:					
- Souvenirs	41.8%	44.0%	39.3%	43.2%	39.7%
- Real state	0.3%	0.2%	0.2%	0.4%	0.1%
- Other expenses	0.9%	0.4%	0.4%	0.8%	1.1%
Other:					
- Medical or pharmaceutical expenses	5.0%	18.3%	7.9%	8.2%	7.4%
- Other expenses	3.4%	6.2%	4.2%	4.5%	3.8%

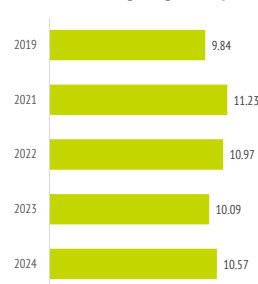
% tourists who book holiday package



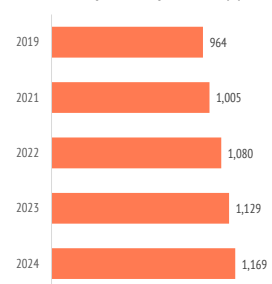
Average daily expenditure (€) (without flight)



Average lenght of stay



Expenditure per tourist (€)



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

Expenditure per tourist and trip (€)	2019	2021	2022	2023	2024
Accommodation:					
- Accommodation	620	606	610	646	697
- Accommodation	479	481	488	511	567
- Additional accommodation expenses	140	125	122	135	129
Transport:					
- National/International Transport	576	574	732	678	673
- National/International Transport	316	254	315	340	359
- Flights between islands	75	61	73	94	80
- Taxi	59	66	107	78	84
- Car rental	99	124	158	124	127
- Public transport	26	70	79	42	23
Food and drink:					
- Food purchases at supermarkets	278	315	307	294	299
- Food purchases at supermarkets	121	137	125	116	119
- Restaurants	157	178	182	178	180
Leisure:					
- Organized excursions	408	470	511	475	480
- Organized excursions	74	84	85	89	79
- Sport activities	62	121	82	90	80
- Cultural activities	30	29	38	46	50
- Museums	29	36	53	43	36
- Theme Parks	64	48	78	58	63
- Discos and pubs	73	63	92	81	71
- Wellness	76	89	84	68	100
Purchases of goods:					
- Souvenirs	243	907	271	3,034	200
- Souvenirs	84	70	65	66	60
- Real state	50	783	6	2,923	83
- Other expenses	109	54	200	44	57
Other:					
- Medical or pharmaceutical expenses	196	178	106	120	111
- Medical or pharmaceutical expenses	65	75	24	35	46
- Other expenses	131	104	82	84	66

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.

Tourist profile. Historical data (2019 - 2024)

ITALY



What is the main purpose of their trip?

	2019	2021	2022	2023	2024
Holiday, leisure	82.6%	79.0%	81.7%	80.7%	82.7%
Visiting family or friends	11.6%	13.2%	13.9%	14.7%	13.0%
Business and work	3.8%	3.9%	2.2%	1.7%	1.4%
Education and training	0.0%	0.7%	0.4%	0.3%	0.5%
Sports training	0.6%	1.3%	0.8%	1.2%	1.1%
Health or medical care	0.2%	0.5%	0.1%	0.1%	0.1%
Fairs and congresses	0.6%	0.3%	0.2%	0.6%	0.4%
Others	0.5%	1.2%	0.7%	0.6%	0.8%

What is the main motivation for their holidays?

	2019	2021	2022	2023	2024
Rest	50.8%	41.9%	45.3%	42.4%	43.0%
Enjoy family time	11.7%	14.3%	15.9%	14.8%	13.5%
Have fun	7.0%	5.9%	6.9%	9.2%	8.4%
Explore the destination	27.6%	30.4%	29.1%	30.0%	32.8%
Practice their hobbies	2.4%	5.6%	2.5%	2.1%	1.5%
Other reasons	0.6%	1.8%	0.4%	1.5%	0.9%

Where did they spend their main holiday last year? *

	2019	2021	2022	2023	2024
Didn't have holidays	--	26.1%	21.7%	13.1%	11.3%
Canary Islands	--	15.9%	20.3%	21.9%	19.5%
Other destination	--	58.1%	58.0%	65.1%	69.2%
Balearic Islands	--	2.3%	2.2%	3.4%	4.6%
Rest of Spain	--	4.0%	5.0%	8.8%	8.6%
Italy	--	38.5%	31.8%	25.0%	22.0%
France	--	2.1%	2.5%	4.5%	4.3%
Turkey	--	0.1%	0.3%	0.5%	1.3%
Greece	--	2.8%	6.1%	6.1%	8.0%
Portugal	--	1.2%	1.8%	2.1%	3.3%
Croatia	--	1.7%	3.0%	4.3%	1.9%
Egypt	--	0.4%	0.5%	2.1%	2.6%
Tunisia	--	0.3%	0.0%	0.1%	0.6%
Morocco	--	0.6%	0.6%	0.5%	1.8%
Others	--	3.9%	4.0%	7.6%	10.4%

* Percentage of valid answers

What other destinations did they consider for this trip? *

	2019	2021	2022	2023	2024
None (I was clear about "this Canary Island")	--	31.8%	34.7%	33.3%	34.0%
Canary Islands (other island)	--	31.8%	32.0%	30.7%	29.5%
Other destination	--	36.4%	33.3%	36.0%	36.5%
Balearic Islands	--	4.4%	3.7%	5.1%	4.0%
Rest of Spain	--	6.5%	6.8%	7.1%	8.7%
Italy	--	6.3%	5.9%	4.1%	4.9%
France	--	1.2%	0.8%	0.5%	1.1%
Turkey	--	0.8%	1.3%	2.0%	1.2%
Greece	--	6.1%	6.5%	6.0%	4.8%
Portugal	--	4.6%	2.9%	4.7%	4.6%
Croatia	--	1.3%	1.0%	1.0%	1.1%
Egypt	--	2.8%	2.8%	4.0%	3.6%
Others	--	2.3%	1.6%	1.5%	2.6%

* Percentage of valid answers

Importance of each factor in the destination choice



	2019	2021	2022	2023	2024
Climate	76.3%	73.2%	74.0%	76.5%	76.1%
Landscapes	58.6%	57.4%	56.9%	62.0%	57.9%
Environment	55.8%	55.6%	56.4%	59.8%	57.6%
Sea	53.2%	52.7%	52.7%	53.5%	51.8%
Tranquility	55.0%	50.6%	49.1%	52.9%	50.7%
Beaches	49.6%	52.4%	48.7%	51.8%	49.5%
Safety	44.0%	38.3%	38.8%	41.9%	42.0%
European belonging	39.2%	44.5%	35.5%	37.1%	39.0%
Price	27.7%	32.1%	32.9%	31.8%	31.6%
Effortless trip	32.7%	32.2%	32.7%	32.8%	31.5%
Authenticity	24.1%	29.2%	28.3%	27.9%	29.1%
Accommodation supply	30.2%	25.9%	28.0%	26.7%	28.3%
Fun possibilities	19.5%	22.4%	21.1%	22.7%	24.5%
Hiking trail network	20.8%	20.1%	20.9%	25.5%	21.9%
Gastronomy	20.8%	17.7%	19.8%	20.3%	20.0%
Nightlife	10.3%	9.7%	12.0%	13.7%	16.5%
Exoticism	13.1%	16.8%	13.3%	13.3%	15.2%
Shopping	11.8%	8.7%	12.2%	13.0%	12.7%
Historical heritage	10.0%	9.4%	12.1%	11.9%	11.1%
Culture	9.8%	7.5%	12.1%	10.6%	10.5%

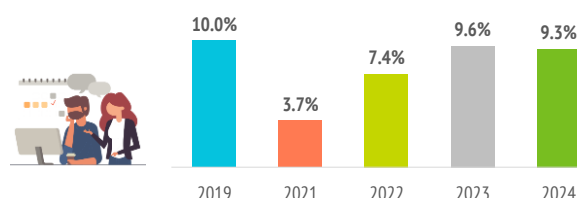
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important" % of tourists who indicate that the factor is "very important" in their choice.

How far in advance do they book their trip?



	2019	2021	2022	2023	2024
The same day	0.9%	0.8%	1.1%	1.0%	0.9%
Between 1 and 30 days	28.5%	45.6%	30.4%	23.5%	22.2%
Between 1 and 2 months	28.4%	31.6%	33.9%	34.1%	30.7%
Between 3 and 6 months	32.2%	18.3%	27.3%	31.8%	36.9%
More than 6 months	10.0%	3.7%	7.4%	9.6%	9.3%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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



	2019	2021	2022	2023	2024
Previous visits to the Canary Islands	35.9%	33.8%	36.3%	31.4%	29.5%
Friends or relatives	32.0%	35.8%	36.2%	39.5%	37.8%
Internet or social media	47.3%	50.5%	47.7%	47.6%	52.0%
Mass Media	1.0%	1.3%	0.6%	1.1%	1.1%
Travel guides and magazines	6.0%	6.2%	5.6%	6.2%	5.4%
Travel Blogs or Forums	6.2%	8.6%	8.3%	8.5%	8.3%
Travel TV Channels	0.3%	0.1%	0.3%	0.6%	0.6%
Tour Operator or Travel Agency	15.4%	14.6%	11.6%	13.2%	11.9%
Public administrations or similar	0.4%	0.6%	1.0%	0.5%	0.6%
Others	2.5%	2.4%	2.9%	2.5%	2.4%

* Multi-choice question

Tourist profile. Historical data (2019 - 2024)

ITALY



With whom did they book their flight and accommodation?

	2019	2021	2022	2023	2024
Flight					
- Directly with the airline	63.9%	74.9%	75.9%	68.8%	73.0%
- Tour Operator or Travel Agency	36.1%	25.1%	24.1%	31.2%	27.0%
Accommodation					
- Directly with the accommodation	49.7%	58.1%	57.6%	50.6%	60.1%
- Tour Operator or Travel Agency	50.3%	41.9%	42.4%	49.4%	39.9%

Where does the flight come from?

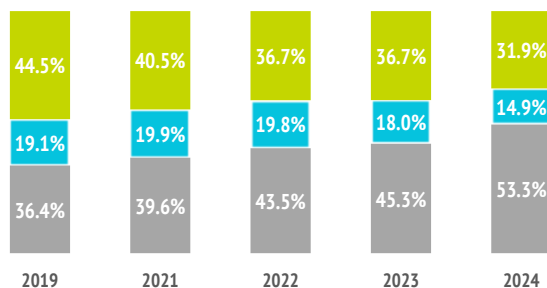
	2019	2021	2022	2023	2024
Italy	75.6%	83.1%	87.9%	82.5%	84.4%
Spanish Mainland	20.0%	12.1%	8.3%	14.6%	11.8%
Germany	0.6%	1.0%	0.2%	0.2%	0.8%
United Kingdom	1.3%	0.6%	0.9%	0.7%	0.7%
Slovakia	0.0%	0.0%	0.0%	0.0%	0.7%
Switzerland	0.8%	0.1%	0.7%	0.4%	0.4%
Portugal	0.6%	2.2%	0.6%	0.9%	0.4%
France	0.5%	0.4%	0.1%	0.2%	0.2%
Norway	0.1%	0.3%	0.0%	0.0%	0.1%
Hungary	0.0%	0.0%	0.0%	0.0%	0.1%
Others	0.5%	0.2%	1.2%	0.4%	0.4%

Where do they stay?

	2019	2021	2022	2023	2024
1-2-3* Hotel	10.4%	8.3%	10.6%	8.7%	8.3%
4* Hotel	29.5%	27.6%	22.3%	24.2%	20.5%
5* Hotel / 5* Luxury Hotel	4.6%	4.6%	3.9%	3.8%	3.1%
Aparthotel / Tourist Villa	19.1%	19.9%	19.8%	18.0%	14.9%
House/room rented in a private dwelling	12.9%	14.4%	14.0%	15.7%	31.9%
Private accommodation (1)	16.2%	15.9%	17.7%	17.4%	16.4%
Others (Cottage, cruise, camping,...)	7.3%	9.3%	11.8%	12.2%	5.0%

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

Hotels Aparthotel / Tourist Villa Others

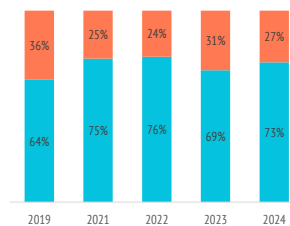


What do they book?

	2019	2021	2022	2023	2024
Room only	41.9%	48.6%	50.9%	51.5%	60.1%
Bed and Breakfast	13.5%	14.9%	12.0%	10.6%	8.4%
Half board	15.1%	11.3%	15.1%	13.8%	11.0%
Full board	6.2%	6.6%	4.6%	6.2%	6.1%
All inclusive	23.4%	18.5%	17.3%	17.9%	14.4%

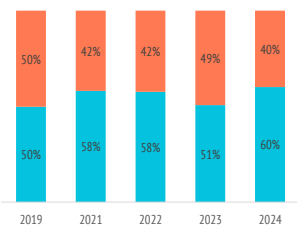
Flight

- Tour Operator or Travel Agency - Directly with the airline



Accommodation

- Tour Operator or Travel Agency - Directly with the accommodation



Activities in the Canary Islands

Outdoor time per day	2019	2021	2022	2023	2024
0 hours	0.3%	0.3%	0.1%	0.3%	0.6%
1 - 2 hours	1.9%	2.2%	0.8%	1.5%	1.1%
3 - 6 hours	13.0%	14.3%	12.1%	12.9%	11.7%
7 - 12 hours	66.8%	64.2%	66.2%	67.2%	67.8%
More than 12 hours	18.0%	19.0%	20.8%	18.1%	18.8%
Outdoor time per day	10.1	10.0	10.4	10.1	10.2

0 hours More than 1 hours More than 3 hours More than 7 hours More than 12 hours



Activities in the Canary Islands	2019	2021	2022	2023	2024
Beach	78.5%	83.3%	83.8%	82.8%	83.1%
Walk, wander	67.7%	74.9%	76.2%	73.8%	72.6%
Explore the island on their own	56.0%	61.1%	62.1%	62.0%	61.8%
Swimming pool, hotel facilities	41.9%	47.9%	40.3%	40.3%	39.4%
Taste Canarian gastronomy	26.8%	33.4%	29.8%	27.5%	27.3%
Organized excursions	16.5%	21.2%	17.9%	21.5%	23.1%
Hiking	--	19.1%	20.5%	16.5%	17.9%
Theme parks	14.0%	11.3%	14.2%	16.8%	16.1%
Nightlife / concerts / shows	14.6%	11.0%	12.6%	16.2%	15.9%
Other Nature Activities	--	16.8%	16.1%	13.1%	14.8%
Sea excursions / whale watching	9.9%	15.5%	11.6%	12.0%	13.2%
Museums / exhibitions	15.3%	13.9%	13.0%	14.1%	13.1%
Wineries / markets / popular festivals	15.8%	11.9%	14.0%	15.4%	12.6%
Surf	--	11.5%	8.7%	8.5%	7.7%
Running	--	10.0%	4.8%	5.4%	6.6%
Practice other sports	--	6.9%	6.0%	4.1%	5.2%
Beauty and health treatments	3.9%	4.1%	4.9%	5.8%	5.0%
Swim	--	35.3%	6.7%	3.9%	4.7%
Astronomical observation	2.3%	4.1%	3.8%	3.7%	4.1%
Cycling / Mountain bike	--	4.1%	3.0%	3.0%	2.3%
Scuba Diving	--	3.8%	3.2%	3.8%	2.3%
Windsurf / Kitesurf	--	2.0%	1.9%	1.5%	1.7%
Golf	--	2.9%	0.8%	1.7%	1.4%

* Multi-choise question

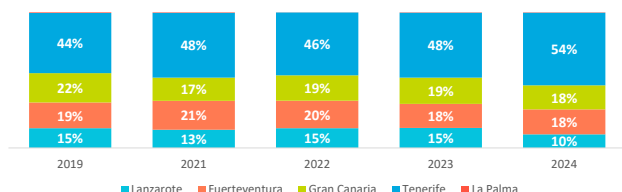
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ITALY



Which island do they choose?

Tourists (≥ 16 year old)	2019	2021	2022	2023	2024
Lanzarote	60,409	35,097	79,683	87,188	70,679
Fuerteventura	78,733	55,690	111,302	104,589	129,582
Gran Canaria	89,796	44,616	102,885	114,086	125,046
Tenerife	184,466	124,778	253,866	282,673	376,501
La Palma	1,849	857	551	1,432	1,760



How many are loyal to the Canary Islands?

	2019	2021	2022	2023	2024
Repeat tourists	55.3%	50.8%	55.6%	55.8%	51.8%
At least 10 previous visits	10.5%	11.3%	11.9%	11.9%	10.0%
Repeat tourists (last 5 years)	51.4%	48.0%	51.6%	49.7%	47.0%
Repeat tourists (last 5 years)(5 or more visits)	14.0%	12.6%	11.3%	12.4%	11.4%

Who are they?

	2019	2021	2022	2023	2024
Gender					
Men	50.8%	52.8%	51.1%	49.9%	51.8%
Women	49.2%	47.2%	48.9%	50.1%	48.2%
Age					
Average age	45.0	38.6	41.9	41.6	41.0
Standard deviation	14.6	14.6	16.1	16.5	16.4
Age range					
16 - 24 years old	8.2%	19.5%	15.3%	18.1%	17.6%
25 - 30 years old	12.0%	18.2%	16.9%	15.0%	16.7%
31 - 45 years old	29.6%	30.8%	27.7%	28.5%	29.6%
46 - 60 years old	35.4%	22.6%	23.5%	21.6%	20.4%
Over 60 years old	14.7%	8.8%	16.6%	16.8%	15.7%
Occupation					
Salaried worker	40.9%	44.3%	46.6%	43.2%	44.7%
Self-employed	23.3%	19.9%	18.7%	22.3%	22.9%
Unemployed	3.2%	2.6%	2.5%	3.5%	3.6%
Business owner	13.6%	12.7%	8.8%	6.9%	7.9%
Student	7.0%	12.7%	8.8%	10.9%	8.4%
Retired	10.0%	6.7%	12.5%	11.1%	10.9%
Unpaid domestic work	1.8%	0.1%	0.9%	1.1%	1.2%
Others	0.2%	1.1%	1.1%	1.0%	0.4%
Annual household income level					
Less than €25,000	28.3%	29.5%	25.6%	25.3%	23.5%
€25,000 - €49,999	41.5%	45.1%	46.2%	45.6%	49.7%
€50,000 - €74,999	14.2%	14.9%	18.6%	16.3%	15.9%
More than €74,999	16.1%	10.5%	9.6%	12.7%	10.9%
Education level					
No studies	0.9%	0.6%	0.4%	0.6%	0.5%
Primary education	3.1%	2.5%	1.9%	1.8%	1.9%
Secondary education	19.1%	10.1%	16.9%	15.0%	13.2%
Higher education	76.9%	86.8%	80.8%	82.6%	84.5%

Share by islands	2019	2021	2022	2023	2024
Lanzarote	14.5%	13.4%	14.5%	14.8%	10.0%
Fuerteventura	19.0%	21.3%	20.3%	17.7%	18.4%
Gran Canaria	21.6%	17.1%	18.8%	19.3%	17.8%
Tenerife	44.4%	47.8%	46.3%	47.9%	53.5%
La Palma	0.4%	0.3%	0.1%	0.2%	0.3%

How many islands do they visit during their trip?

	2019	2021	2022	2023	2024
One island	86.6%	89.0%	87.9%	88.7%	88.4%
Two islands	11.6%	9.8%	10.5%	9.8%	10.2%
Three or more islands	1.8%	1.2%	1.6%	1.5%	1.4%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019	2021	2022	2023	2024
Average rating	8.53	8.70	8.69	8.72	8.61

Experience in the Canary Islands	2019	2021	2022	2023	2024
Worse or much worse than expected	3.5%	4.2%	3.6%	3.0%	3.9%
Lived up to expectations	52.6%	45.9%	49.5%	51.0%	47.4%
Better or much better than expected	43.9%	49.8%	46.9%	46.1%	48.6%

Future intentions (scale 1-10)	2019	2021	2022	2023	2024
Return to the Canary Islands	8.63	8.72	8.79	8.84	8.68
Recommend visiting the Canary Islands	8.83	8.94	8.97	8.97	8.85

Who do they come with?

	2019	2021	2022	2023	2024
Unaccompanied	14.5%	17.4%	12.3%	13.8%	13.2%
Only with partner	45.3%	42.4%	46.3%	43.2%	46.4%
Only with children (< 13 years old)	6.8%	2.5%	4.1%	4.8%	4.0%
Partner + children (< 13 years old)	4.0%	1.5%	3.4%	4.0%	3.2%
Other relatives	5.5%	8.4%	7.7%	7.9%	6.1%
Friends	9.2%	14.7%	12.7%	12.9%	12.9%
Work colleagues	0.9%	0.7%	0.5%	1.0%	0.5%
Organized trip	0.3%	0.5%	0.6%	0.3%	0.2%
Other combinations (2)	13.5%	12.1%	12.4%	12.1%	13.4%

(2) Combination of some of the groups previously analyzed

Tourists with children	14.9%	6.6%	9.8%	11.6%	10.3%
- Between 0 and 2 years old	1.6%	0.8%	0.3%	0.6%	1.6%
- Between 3 and 12 years old	12.5%	5.4%	9.0%	10.6%	8.1%
- Between 0 - 2 and 3-12 years old	0.8%	0.4%	0.5%	0.4%	0.6%
Tourists without children	85.1%	93.4%	90.2%	88.4%	89.7%
Group composition:					
- 1 person	19.8%	22.0%	16.4%	18.2%	16.9%
- 2 people	51.5%	53.1%	55.3%	51.8%	53.7%
- 3 people	12.8%	10.4%	12.3%	13.9%	12.8%
- 4 or 5 people	13.7%	11.5%	14.0%	12.6%	13.8%
- 6 or more people	2.2%	3.1%	2.0%	3.5%	2.8%
Average group size:	2.33	2.32	2.36	2.42	2.40

*People who share the main expenses of the trip

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.