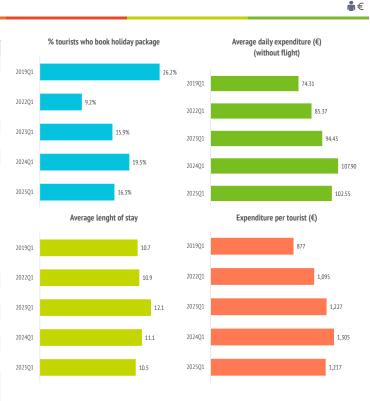
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How many are they and how much do they spend?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
TOURISTS					
Tourist arrivals (FRONTUR) (*)	134	123	163	202	234
Tourist arrivals ≥ 16 years old (EGT) (*)	123	112	146	182	209
- book holiday package (*)	32	10	23	35	34
- do not book holiday package (*)	91	102	123	146	175
- % tourists who book holiday package	26.2%	9.2%	15.9%	19.5%	16.3%
Children < 16 years old (FRONTUR - EGT) (*)	11	11	16	20	25
Expenditure per tourist (€)	877	1,095	1,227	1,305	1,217
- book holiday package	939	1,399	1,475	1,629	1,553
- holiday package	796	1,174	1,247	1,398	1,302
- others	143	225	228	230	251
- do not book holiday package	855	1,065	1,180	1,226	1,152
- flight	225	319	331	345	332
- accommodation	276	350	361	435	393
- others	354	396	488	447	427
Average lenght of stay	10.7	10.9	12.1	11.1	10.5
- Median	7.0	7.0	7.0	7.0	7.0
Average daily expenditure (€)	102.94	115.20	135.80	150.98	144.10
- Median	89.71	104.93	146.43	147.00	151.44
Average daily expenditure (without flight)	74.31	85.37	94.43	107.90	102.55
- Median	67.12	77.25	100.21	111.11	113.00
Average cost of the flight (€)	235.50	320.82	351.72	367.97	350.70
Total turnover (≥ 16 years old) (€m)	108	123	180	237	254
Turnover without flight (≥ 16 years old) (€m)	79	87	128	170	181



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

(*) Thousands of tourists

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Accommodation:					
- Accommodation	70.6%	72.5%	72.1%	75.6%	76.0%
- Additional accommodation expenses Transport:	9.5%	6.2%	6.5%	6.6%	6.8%
- National/International Transport	93.4%	93.5%	95.0%	93.4%	92.1%
- Flights between islands	7.4%	5.1%	8.3%	9.1%	6.6%
- Taxi	22.5%	21.7%	24.6%	28.3%	22.7%
- Car rental	31.9%	48.5%	51.2%	47.6%	54.5%
- Public transport	7.7%	12.5%	12.0%	10.9%	14.5%
Food and drink:					
- Food purchases at supermarkets	55.6%	69.1%	63.3%	61.6%	60.9%
- Restaurants	61.8%	72.5%	69.9%	71.0%	76.7%
Leisure:					
- Organized excursions	13.5%	15.3%	24.0%	25.2%	29.7%
- Sport activities	4.1%	5.4%	9.8%	7.4%	6.5%
- Cultural activities	1.6%	2.2%	3.2%	1.7%	2.5%
- Museums	4.5%	3.9%	6.1%	10.0%	6.8%
- Theme Parks	3.0%	6.8%	10.3%	12.0%	9.4%
- Discos and pubs	8.5%	5.9%	12.1%	12.3%	11.9%
- Wellness	2.4%	2.1%	3.6%	3.3%	5.4%
Purchases of goods:					
- Souvenirs	36.2%	33.0%	38.1%	33.2%	39.3%
- Other expenses	0.6%	1.3%	0.0%	0.3%	0.9%
Other:					
- Medical or pharmaceutical expenses	4.2%	8.3%	8.6%	5.2%	5.1%
- Other expenses	1.9%	4.6%	3.4%	3.4%	3.7%

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

Expenditure per tourist and trip (€)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Accommodation:	642	664	788	924	745
- Accommodation	478	522	576	676	595
- Additional accommodation expenses	164	142	212	248	150
Transport:	537	904	825	725	860
- National/International Transport	252	343	370	394	381
- Flights between islands	110	112	186	85	243
- Taxi	50	288	58	86	76
- Car rental	90	130	145	139	140
- Public transport	35	31	66	21	20
Food and drink:	290	271	357	352	286
- Food purchases at supermarkets	137	101	163	149	114
- Restaurants	153	171	193	202	173
Leisure:	375	433	512	505	549
- Organized excursions	66	71	100	73	78
- Sport activities	73	82	100	84	104
- Cultural activities	30	68	41	21	31
- Museums	26	29	37	28	87
- Theme Parks	51	64	56	47	63
- Discos and pubs	64	63	102	73	68
- Wellness	66	56	77	178	119
Purchases of goods:	114	279	84	85	131
- Souvenirs	95	73	84	55	69
- Other expenses	19	206	0	30	63
Other:	297	77	94	159	127
- Medical or pharmaceutical expenses	196	32	35	81	21
- Other expenses	101	45	58	79	106

Source: Encuesta sobre Gasto Turístico (EGT, ISTAC).

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What is the main purpose of their trip?

	201901	2022Q1	2023Q1	2024Q1	2025Q1
Holiday, leisure	75.4%	82.4%	79.8%	82.6%	84.9%
Hollday, leisure	73.470	02.4/0	75.0/0	02.070	04.5/0
Visiting family or friends	17.0%	13.6%	14.4%	10.4%	11.5%
Business and work	5.7%	2.0%	2.1%	0.7%	0.7%
Education and training	0.0%	0.0%	0.0%	0.7%	1.5%
Sports training	0.6%	1.2%	2.4%	1.9%	1.2%
Health or medical care	0.7%	0.0%	0.0%	0.4%	0.0%
Fairs and congresses	0.3%	0.0%	0.5%	1.0%	0.2%
Others	0.4%	0.8%	0.8%	2.3%	0.0%

What is the main motivation for their holidays?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Rest	51.6%	48.4%	46.4%	54.4%	47.7%
Enjoy family time	12.0%	13.1%	13.8%	13.2%	13.4%
Have fun	5.9%	5.0%	10.6%	7.8%	6.7%
Explore the destination	25.8%	29.6%	24.4%	19.6%	28.5%
Practice their hobbies	3.3%	2.6%	4.2%	2.6%	2.7%
Other reasons	1.4%	1.2%	0.5%	2.4%	1.0%

Where did they spend their main holiday last year? *

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Didn't have holidays		21.6%	9.7%	11.7%	8.5%
Canary Islands		18.1%	24.7%	22.2%	23.2%
Other destination		60.3%	65.6%	66.1%	68.2%
- Balearic Islands		1.3%	1.3%	4.3%	1.7%
- Rest of Spain		6.6%	8.8%	8.2%	10.5%
- Italy		32.9%	28.0%	20.1%	20.1%
- France		2.1%	5.4%	4.7%	4.2%
- Turkey		0.0%	0.6%	1.8%	3.2%
- Greece		7.7%	3.3%	6.3%	7.6%
- Portugal		1.4%	3.2%	2.0%	2.2%
- Croatia		1.7%	5.2%	1.4%	3.0%
- Egypt		0.0%	1.2%	2.2%	2.3%
- Tunisia		0.0%	0.0%	0.3%	0.3%
- Morocco		0.4%	0.4%	1.4%	2.2%
- Others		6.2%	8.0%	13.3%	11.0%

^{*} Percentage of valid answers

What other destinations did they consider for this trip? *

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
None (I was clear about "this Canary Island")		41.0%	35.4%	39.3%	35.7%
Canary Islands (other island)		36.7%	32.2%	31.0%	37.3%
Other destination		22.3%	32.4%	29.7%	27.0%
- Balearic Islands		1.3%	3.3%	2.7%	2.1%
- Rest of Spain		5.4%	8.5%	6.8%	6.9%
- Italy		5.1%	3.4%	3.2%	1.8%
- France		1.5%	0.7%	1.0%	0.8%
- Turkey		0.3%	1.1%	1.2%	2.0%
- Greece		2.3%	2.0%	1.0%	2.0%
- Portugal		2.5%	6.3%	4.8%	4.1%
- Croatia		0.6%	1.5%	0.0%	0.4%
- Egypt		1.6%	3.7%	4.7%	3.8%
- Others		1.7%	1.9%	4.3%	3.2%

^{*} Percentage of valid answers

Importance of each factor in the destination choice

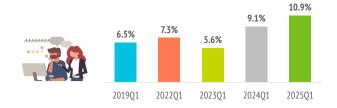
	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Climate	79.7%	85.9%	78.5%	81.7%	80.6%
Landscapes	54.6%	55.3%	62.7%	56.1%	61.4%
Environment	53.9%	59.2%	65.3%	56.2%	60.8%
Tranquility	51.3%	50.4%	52.1%	52.2%	51.4%
Beaches	46.5%	46.4%	41.2%	49.9%	49.7%
Sea	46.3%	50.7%	47.5%	53.1%	48.4%
European belonging	42.2%	50.5%	41.8%	43.3%	44.0%
Safety	43.5%	41.3%	40.3%	41.0%	42.5%
Effortless trip	30.0%	37.9%	30.7%	23.8%	36.6%
Authenticity	23.5%	24.7%	25.1%	27.9%	31.5%
Price	26.0%	32.6%	30.1%	26.5%	25.2%
Fun possibilities	15.4%	18.3%	20.2%	17.9%	23.5%
Hiking trail network	19.7%	25.7%	28.9%	16.9%	23.3%
Accommodation supply	24.2%	21.1%	23.2%	26.0%	22.1%
Gastronomy	17.2%	17.9%	13.7%	14.3%	18.9%
Exoticism	14.2%	8.0%	11.5%	12.4%	14.9%
Historical heritage	11.0%	11.2%	12.0%	7.5%	11.6%
Shopping	9.3%	12.8%	11.1%	8.6%	11.2%
Nightlife	10.5%	9.6%	9.6%	12.1%	10.7%
Culture	9.6%	10.0%	9.4%	7.0%	10.7%

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?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
The same day	1.1%	1.3%	0.4%	0.5%	1.9%
Between 1 and 30 days	40.4%	44.1%	30.4%	22.9%	24.1%
Between 1 and 2 months	30.9%	26.5%	37.5%	35.0%	32.6%
Between 3 and 6 months	21.2%	20.9%	26.0%	32.5%	30.5%
More than 6 months	6.5%	7.3%	5.6%	9.1%	10.9%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Previous visits to the Canary Islands	38.7%	44.8%	41.3%	37.6%	36.4%
Friends or relatives	33.0%	38.0%	38.8%	39.2%	35.0%
Internet or social media	44.6%	42.5%	40.7%	46.6%	46.1%
Mass Media	1.7%	0.8%	1.0%	0.6%	0.2%
Travel guides and magazines	2.5%	5.1%	3.5%	4.8%	4.7%
Travel Blogs or Forums	4.3%	10.6%	7.4%	7.1%	7.2%
Travel TV Channels	0.0%	0.3%	0.2%	1.1%	1.5%
Tour Operator or Travel Agency	10.0%	7.3%	9.6%	12.5%	10.3%
Public administrations or similar	0.3%	3.1%	0.0%	0.7%	0.0%
Others	3.4%	2.2%	2.1%	2.3%	4.7%

^{*} Multi-choise question

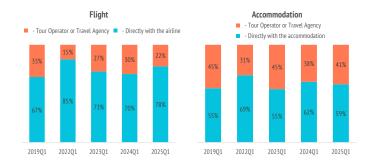
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With whom did they book their flight and accommodation? •

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Flight					
- Directly with the airline	67.0%	85.1%	72.6%	70.1%	77.9%
- Tour Operator or Travel Agency	33.0%	14.9%	27.4%	29.9%	22.1%
Accommodation					
- Directly with the accommodation	55.5%	68.8%	54.6%	62.0%	59.5%
- Tour Operator or Travel Agency	44.5%	31.2%	45.4%	38.0%	40.5%

Where does the flight come from?



Activities in the Canary Islands

Outdoor time per day

0 hours

1 - 2 hours

3 - 6 hours

7 - 12 hours

More than 12 hours

2019Q1

六十

1.0%

10.1%

65.4%

23.5%

10.7

2019Q1 2022Q1 2023Q1 2024Q1 2025Q1

0.0%

0.9%

12.3%

64.7%

22.0%

10.4

2024Q1

0.0%

1.3%

12.0%

66.1%

20.6%

10.3

2025Q1

0.0%

0.6%

12.4%

65.7%

21.3%

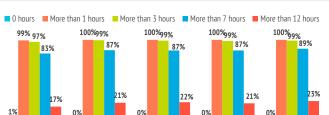
10.2

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Italy	75.6%	90.7%	78.1%	85.8%	87.0%
Spanish Mainland	17.6%	7.6%	18.4%	9.2%	10.6%
United Kingdom	3.0%	0.7%	1.2%	0.0%	1.0%
France	0.8%	0.0%	0.4%	0.0%	0.7%
Netherlands	0.0%	0.0%	0.3%	0.0%	0.4%
Germany	0.4%	0.0%	0.4%	0.9%	0.3%
Switzerland	0.9%	0.0%	0.0%	0.0%	0.0%
Slovakia	0.0%	0.0%	0.0%	2.5%	0.0%
Austria	0.0%	0.0%	0.0%	0.2%	0.0%
Ireland	0.0%	0.0%	0.0%	0.5%	0.0%
Others	1.7%	0.9%	1.2%	0.9%	0.0%

Where do they stay?

99% 0-	100%99%	100%99%
■ 0 hours	■ More than 1 hours	■ More than 3 hour
Outdoor time	per day	9.8

2022Q1



2023Q1

0.7%

1.8%

14.6%

66.4%

16.5%

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
1-2-3* Hotel	9.7%	14.1%	8.4%	8.0%	8.9%
4* Hotel	26.8%	20.2%	22.7%	20.5%	17.4%
5* Hotel / 5* Luxury Hotel	3.7%	2.1%	4.7%	3.0%	3.8%
Aparthotel / Tourist Villa	18.9%	18.0%	15.9%	14.4%	9.5%
House/room rented in a private dwelling	13.6%	18.4%	14.8%	35.5%	39.1%
Private accommodation (1)	20.3%	15.6%	21.6%	13.2%	14.8%
Others (Cottage, cruise, camping,)	7.0%	11.6%	11.9%	5.3%	6.5%

 $^{(1) \ \} Own\ property\ / House\ of\ friends\ or\ relatives\ /\ Free\ housing\ exchange\ /\ Other\ private\ accommodation.$

	Hotels	Aparthotel / Tou	rist Villa	Others
40.2%	36.4%	35.9%	31.5%	30.2%
18.9%	18.0%	15.9%	14.4%	9.5%
40.9%	45.6%	48.2%	54.0%	60.4%
2019Q1	2022Q1	2023Q1	2024Q1	2025Q1

What do they book?

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	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Room only	43.9%	53.8%	54.7%	54.2%	62.2%
Bed and Breakfast	13.5%	11.0%	12.1%	7.6%	9.8%
Half board	15.5%	14.7%	12.0%	13.6%	13.6%
Full board	4.3%	2.8%	6.4%	6.7%	5.4%
All inclusive	22.8%	17.7%	14.7%	17.9%	9.0%

Activities in the Canary Islands	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Beach	73.6%	81.3%	77.2%	78.1%	82.3%
Walk, wander	64.9%	80.2%	73.7%	73.0%	74.1%
Explore the island on their own	52.9%	58.9%	61.5%	58.6%	63.7%
Swimming pool, hotel facilities	34.4%	30.4%	28.0%	31.6%	29.4%
Taste Canarian gastronomy	26.8%	33.9%	25.7%	24.4%	29.2%
Hiking		23.4%	18.9%	14.9%	20.4%
Other Nature Activities		15.6%	13.1%	14.6%	16.5%
Nightlife / concerts / shows	13.1%	6.9%	13.3%	12.0%	16.0%
Wineries / markets / popular festivals	13.8%	11.0%	17.6%	10.7%	15.5%
Organized excursions	9.2%	13.1%	10.3%	16.6%	14.6%
Museums / exhibitions	14.0%	9.5%	14.5%	12.9%	12.2%
Theme parks	9.3%	10.0%	12.9%	12.9%	10.5%
Sea excursions / whale watching	6.5%	10.6%	4.3%	8.1%	10.1%
Surf		9.3%	9.1%	8.3%	7.9%
Astronomical observation	0.7%	4.2%	2.3%	2.4%	6.1%
Beauty and health treatments	2.7%	2.9%	5.9%	4.7%	4.7%
Cycling / Mountain bike		2.5%	4.7%	3.8%	3.9%
Running		6.6%	4.2%	6.3%	3.9%
Practice other sports		2.6%	5.5%	5.3%	3.8%
Swim		13.0%	2.3%	6.5%	1.6%
Golf		0.5%	2.0%	1.5%	1.6%
Scuba Diving		2.3%	1.6%	1.7%	0.8%
Windsurf / Kitesurf		1.1%	0.4%	1.8%	0.8%
Windsurf / Kitesurf		1.1%	0.4%	1.8%	0.8%

^{*} Multi-choise question

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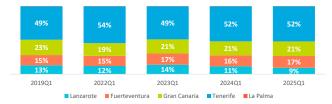


Which island do they choose?

1.40 5

Tourists (≥ 16 year old)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Lanzarote	15,870	13,424	20,254	20,731	19,458
Fuerteventura	18,474	16,651	24,281	29,355	36,179
Gran Canaria	27,610	20,893	30,187	37,303	44,532
Tenerife	60,251	60,588	71,201	93,608	107,561
La Palma	364	336	365	448	603





How many islands do they visit during their trip?



	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
One island	85.5%	89.8%	90.9%	86.0%	92.1%
Two islands	11.9%	8.0%	8.2%	12.5%	6.6%
Three or more islands	2.6%	2.2%	1.0%	1.6%	1.3%

How many are loyal to the Canary Islands?



	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Repeat tourists	59.7%	63.7%	62.1%	58.2%	57.0%
At least 10 previous visits	8.2%	18.8%	15.2%	12.2%	12.8%
Repeat tourists (last 5 years)	57.2%	56.9%	59.3%	54.6%	52.1%
Repeat tourists (last 5 years)(5 or more visits)	12.5%	13.7%	20.0%	14.0%	12.8%

How do they rate the Canary Islands?

14

Satisfaction (scale 0-10)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Average rating	8.42	8.80	8.74	8.74	8.64
Experience in the Canary Islands	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Worse or much worse than expected	1.7%	1.7%	1.8%	3.6%	2.7%

Lived up to expectations	56.6%	54.0%	53.6%	47.3%	53.6%
Better or much better than expected	41.7%	44.4%	44.6%	49.0%	43.6%
Future intentions (scale 0-10)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Return to the Canary Islands	8.66	8.94	8.97	8.96	8.84

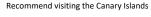
8.81

9.12

9.02

9.04

Who are they?



9.01 ;;;;

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Gender					
Men	50.8%	49.7%	50.3%	51.6%	49.5%
Women	49.2%	50.3%	49.7%	48.4%	50.5%
Age					
Average age	46.2	44.8	44.8	43.7	42.6
Standard deviation	14.7	16.3	17.0	16.4	16.5
Age range					
16 - 24 years old	6.9%	13.0%	13.6%	11.2%	14.8%
25 - 30 years old	12.1%	12.8%	15.5%	15.4%	16.7%
31 - 45 years old	26.9%	28.3%	23.5%	31.0%	28.0%
46 - 60 years old	36.2%	23.4%	24.6%	23.7%	21.1%
Over 60 years old	17.8%	22.5%	22.9%	18.8%	19.5%
Occupation					
Salaried worker	35.2%	45.0%	40.3%	42.4%	40.3%
Self-employed	26.5%	14.5%	20.1%	19.4%	17.6%
Unemployed	4.3%	1.9%	1.6%	4.6%	5.5%
Business owner	14.4%	12.6%	10.6%	9.6%	14.2%
Student	6.1%	5.2%	9.5%	7.1%	7.5%
Retired	10.6%	18.2%	17.1%	16.0%	12.4%
Unpaid domestic work	2.8%	1.2%	0.5%	0.5%	0.7%
Others	0.0%	1.4%	0.5%	0.3%	1.9%
Annual household income level					
Less than €25,000	31.6%	28.0%	22.0%	16.9%	21.1%
€25,000 - €49,999	44.1%	44.4%	40.6%	49.9%	47.0%
€50,000 - €74,999	11.3%	18.5%	20.4%	14.9%	19.8%
More than €74,999	13.0%	9.1%	17.1%	18.2%	12.1%
Education level					
No studies	1.0%	0.9%	0.2%	0.1%	0.9%
Primary education	5.2%	2.4%	2.6%	0.8%	2.4%
Secondary education	22.3%	16.9%	16.9%	20.9%	13.0%
Higher education	71.5%	79.8%	80.3%	78.2%	83.7%

Who do they come with?					iiii
	201901	202201	202201	202404	202504
Harana and d		2022Q1	2023Q1	2024Q1	2025Q1
Unaccompanied	20.8%	14.7%	18.3%	14.2%	12.2%
Only with partner	40.5%	46.8%	45.1%	44.5%	46.2%
Only with children (< 13 years old)	6.0%	3.4%	3.2%	5.5%	2.9%
Partner + children (< 13 years old)	2.0%	4.1%	3.5%	4.3%	4.9%
Other relatives	6.5%	7.0%	7.6%	5.5%	6.2%
Friends	12.5%	14.5%	11.5%	13.8%	14.4%
Work colleagues	0.2%	0.0%	0.7%	0.7%	1.1%
Organized trip	0.3%	0.0%	0.0%	0.4%	1.7%
Other combinations (2) (2) Combination of some of the groups previously an	11.1%	9.5%	10.1%	11.2%	10.5%
Tourists with children	12.1%	9.6%	9.9%	15.2%	9.2%
- Between 0 and 2 years old	2.7%	0.0%	0.1%	5.3%	1.2%
- Between 3 and 12 years old	8.5%	9.3%	9.5%	9.1%	7.7%
- Between 0 -2 and 3-12 years old	1.0%	0.3%	0.3%	0.8%	0.2%
Tourists without children	87.9%	90.4%	90.1%	84.8%	90.8%
Group composition:					
- 1 person	28.0%	18.2%	23.6%	17.2%	15.1%
- 2 people	47.8%	55.6%	50.5%	48.2%	56.6%
- 3 people	11.3%	9.9%	11.6%	15.8%	13.6%
- 4 or 5 people	10.1%	13.9%	10.8%	12.5%	10.9%
- 6 or more people	2.7%	2.3%	3.5%	6.3%	3.8%
Average group size:	2.18	2.36	2.34	2.56	2.44

*People who share the main expenses of the trip