

Tourist profile. Historical data (2019 - 2025)

ITALY: Second Quarter



How many are they and how much do they spend?

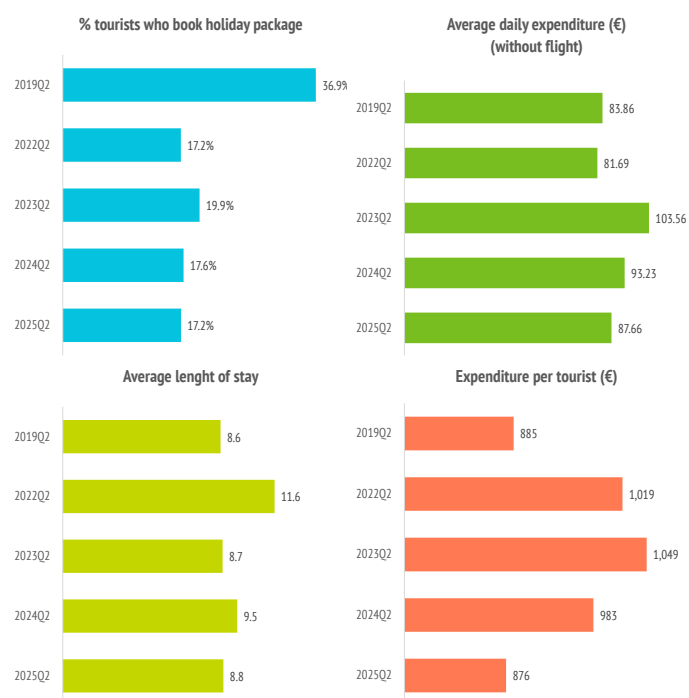


	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
TOURISTS					
Tourist arrivals (FRONTUR) (*)	93	152	148	166	177
Tourist arrivals ≥ 16 years old (EGT) (*)	85	139	131	147	164
- book holiday package (*)	31	24	26	26	28
- do not book holiday package (*)	53	115	105	121	136
- % tourists who book holiday package	36.9%	17.2%	19.9%	17.6%	17.2%
Children < 16 years old (FRONTUR - EGT) (*)	9	13	17	19	13
Expenditure per tourist (€)	885	1,019	1,049	983	876
- book holiday package	1,090	1,102	1,374	1,215	1,120
- holiday package	942	890	1,159	1,067	935
- others	149	212	215	148	184
- do not book holiday package	765	1,002	968	934	825
- flight	214	220	225	245	271
- accommodation	239	282	274	315	212
- others	312	500	469	374	341
Average lenght of stay	8.6	11.6	8.7	9.5	8.8
- Median	7.0	7.0	7.0	7.0	7.0
Average daily expenditure (€)	123.29	105.95	139.63	131.89	122.00
- Median	110.98	106.57	133.97	135.71	128.72
Average daily expenditure (without flight)	83.86	81.69	103.56	93.23	87.66
- Median	73.10	82.28	96.09	96.43	88.81
Average cost of the flight (€)	274.75	227.00	261.93	273.40	286.68
Total turnover (≥ 16 years old) (€m)	75	142	137	145	143
Turnover without flight (≥ 16 years old) (€m)	52	110	103	105	96

(*) Thousands of tourists

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

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Accommodation:					
- Accommodation	79.6%	75.4%	75.2%	79.8%	76.8%
- Additional accommodation expenses	10.7%	10.3%	8.2%	8.1%	7.7%
Transport:					
- National/International Transport	91.1%	96.7%	94.8%	95.1%	91.3%
- Flights between islands	9.5%	8.9%	8.8%	8.5%	9.1%
- Taxi	31.5%	27.0%	31.6%	25.9%	24.4%
- Car rental	38.9%	51.5%	52.4%	54.8%	52.3%
- Public transport	8.4%	9.2%	12.7%	11.6%	13.6%
Food and drink:					
- Food purchases at supermarkets	50.0%	63.4%	60.1%	61.8%	65.5%
- Restaurants	53.2%	71.8%	73.4%	73.2%	75.6%
Leisure:					
- Organized excursions	26.3%	29.5%	31.5%	35.2%	30.4%
- Sport activities	4.7%	5.7%	9.4%	8.1%	7.6%
- Cultural activities	1.5%	1.1%	3.3%	1.7%	1.6%
- Museums	5.9%	11.7%	7.8%	6.5%	7.8%
- Theme Parks	10.2%	8.3%	10.6%	12.1%	9.6%
- Discos and pubs	4.7%	10.7%	16.8%	10.9%	14.7%
- Wellness	2.7%	3.7%	4.3%	5.6%	5.4%
Purchases of goods:					
- Souvenirs	40.9%	45.1%	41.0%	39.6%	47.1%
- Other expenses	0.7%	0.2%	0.3%	1.6%	0.6%
Other:					
- Medical or pharmaceutical expenses	2.7%	8.4%	7.7%	5.4%	7.0%
- Other expenses	3.5%	2.1%	5.3%	2.9%	4.0%



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

Expenditure per tourist and trip (€)	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Accommodation:					
- Accommodation	535	563	588	555	455
- Additional accommodation expenses	428	437	465	456	346
- Additional accommodation expenses	106	125	123	99	110
Transport:					
- National/International Transport	509	774	578	533	536
- National/International Transport	302	235	276	288	314
- Flights between islands	41	54	79	52	58
- Taxi	58	54	78	67	55
- Car rental	87	216	110	102	80
- Public transport	22	216	34	25	29
Food and drink:					
- Food purchases at supermarkets	246	320	267	257	234
- Food purchases at supermarkets	108	144	98	98	88
- Restaurants	139	175	169	158	146
Leisure:					
- Organized excursions	388	346	510	470	463
- Organized excursions	68	82	77	71	60
- Sport activities	78	56	85	83	78
- Cultural activities	30	7	54	61	32
- Museums	23	26	52	36	25
- Theme Parks	50	56	57	78	60
- Discos and pubs	54	61	86	74	69
- Wellness	85	58	99	68	139
Purchases of goods:					
- Souvenirs	138	120	97	110	86
- Souvenirs	78	70	67	53	53
- Other expenses	60	50	30	57	33
Other:					
- Medical or pharmaceutical expenses	205	232	98	76	135
- Medical or pharmaceutical expenses	20	23	34	13	45
- Other expenses	186	209	65	63	90

Source: Encuesta sobre Gasto Turístico (EGT, 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 - 2025)

ITALY: Second Quarter



What is the main purpose of their trip?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Holiday, leisure	86.8%	86.0%	81.3%	84.7%	84.3%
Visiting family or friends	9.5%	10.4%	13.5%	8.9%	10.4%
Business and work	1.8%	1.0%	2.0%	4.4%	2.8%
Education and training	0.0%	0.9%	0.3%	0.2%	0.0%
Sports training	0.3%	0.6%	1.2%	1.3%	0.8%
Health or medical care	0.0%	0.0%	0.3%	0.0%	0.0%
Fairs and congresses	0.5%	0.2%	0.4%	0.5%	0.5%
Others	1.1%	0.9%	1.0%	0.0%	1.1%

What is the main motivation for their holidays?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Rest	50.8%	47.2%	42.4%	40.1%	46.2%
Enjoy family time	12.5%	11.5%	13.0%	12.4%	8.7%
Have fun	7.2%	4.4%	8.0%	5.4%	6.1%
Explore the destination	25.8%	35.3%	32.6%	39.8%	33.7%
Practice their hobbies	3.3%	1.7%	2.2%	2.1%	2.5%
Other reasons	0.4%	0.0%	1.8%	0.1%	2.8%

Where did they spend their main holiday last year? *

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Didn't have holidays	--	22.8%	12.1%	8.8%	12.6%
Canary Islands	--	14.6%	19.1%	17.8%	18.4%
Other destination	--	62.5%	68.8%	73.4%	69.0%
- Balearic Islands	--	2.7%	3.5%	5.3%	3.7%
- Rest of Spain	--	4.2%	8.6%	11.4%	9.1%
- Italy	--	34.6%	29.0%	18.3%	19.8%
- France	--	3.9%	5.8%	4.9%	4.2%
- Turkey	--	0.3%	0.8%	0.9%	1.0%
- Greece	--	6.8%	6.9%	6.7%	8.9%
- Portugal	--	2.7%	1.6%	4.4%	2.9%
- Croatia	--	3.4%	3.2%	3.5%	2.5%
- Egypt	--	0.0%	1.8%	3.7%	3.4%
- Tunisia	--	0.2%	0.0%	0.6%	0.7%
- Morocco	--	0.2%	1.5%	2.7%	1.1%
- Others	--	3.7%	6.4%	11.0%	11.7%

* Percentage of valid answers

What other destinations did they consider for this trip? *

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
None (I was clear about "this Canary Island")	--	30.8%	30.0%	35.8%	35.3%
Canary Islands (other island)	--	35.3%	30.2%	28.9%	34.4%
Other destination	--	34.0%	39.9%	35.3%	30.3%
- Balearic Islands	--	5.4%	7.1%	4.4%	5.4%
- Rest of Spain	--	6.0%	9.2%	8.2%	7.3%
- Italy	--	6.0%	2.6%	4.6%	2.1%
- France	--	0.2%	0.5%	1.4%	0.7%
- Turkey	--	0.3%	3.6%	0.7%	0.9%
- Greece	--	7.5%	5.3%	4.0%	3.9%
- Portugal	--	4.4%	4.6%	4.7%	3.7%
- Croatia	--	0.0%	1.3%	0.5%	0.3%
- Egypt	--	2.4%	4.9%	4.0%	4.4%
- Others	--	1.8%	0.8%	2.9%	1.6%

* Percentage of valid answers

Importance of each factor in the destination choice

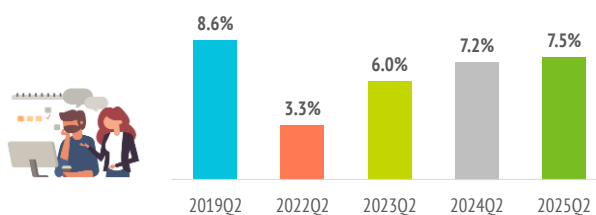
	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Climate	68.6%	70.4%	80.7%	74.2%	71.7%
Landscapes	57.7%	62.8%	62.9%	63.4%	60.3%
Environment	59.0%	64.2%	60.5%	61.7%	56.9%
Sea	52.4%	57.4%	55.6%	51.6%	52.6%
Tranquility	60.3%	49.1%	58.7%	49.3%	52.1%
Beaches	43.2%	57.1%	56.0%	48.8%	47.8%
Safety	44.7%	40.6%	44.6%	45.2%	41.3%
European belonging	37.2%	35.8%	41.3%	41.8%	35.0%
Authenticity	22.3%	30.5%	31.2%	35.2%	32.9%
Effortless trip	34.8%	35.8%	33.8%	39.1%	28.2%
Price	25.1%	32.1%	34.9%	36.2%	26.5%
Accommodation supply	31.4%	27.6%	30.6%	33.0%	22.7%
Gastronomy	20.9%	17.3%	22.1%	24.5%	21.7%
Hiking trail network	18.5%	24.2%	24.5%	25.3%	17.8%
Exoticism	11.4%	13.4%	12.7%	21.0%	17.4%
Fun possibilities	16.4%	19.8%	24.6%	24.5%	16.7%
Nightlife	5.3%	10.3%	12.9%	18.6%	11.1%
Shopping	11.4%	9.7%	12.0%	15.2%	9.8%
Historical heritage	10.8%	10.9%	13.3%	14.5%	8.7%
Culture	10.5%	12.6%	11.0%	13.9%	8.2%

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?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
The same day	1.6%	0.9%	2.3%	1.1%	0.6%
Between 1 and 30 days	20.5%	36.9%	21.1%	21.7%	27.9%
Between 1 and 2 months	30.0%	38.0%	39.8%	35.6%	29.8%
Between 3 and 6 months	39.4%	20.9%	30.8%	34.4%	34.2%
More than 6 months	8.6%	3.3%	6.0%	7.2%	7.5%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Previous visits to the Canary Islands	34.6%	28.1%	29.2%	26.4%	27.2%
Friends or relatives	28.4%	37.8%	38.9%	35.7%	30.5%
Internet or social media	50.6%	51.5%	43.5%	55.2%	56.0%
Mass Media	0.3%	0.8%	2.3%	2.0%	1.3%
Travel guides and magazines	7.9%	5.1%	8.9%	5.9%	3.8%
Travel Blogs or Forums	6.0%	10.7%	9.0%	11.1%	9.3%
Travel TV Channels	1.1%	0.6%	1.0%	0.1%	0.3%
Tour Operator or Travel Agency	17.2%	14.8%	13.4%	12.4%	9.7%
Public administrations or similar	0.3%	0.6%	0.5%	1.4%	0.4%
Others	2.5%	2.5%	3.5%	2.4%	3.3%

* Multi-choice question

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With whom did they book their flight and accommodation?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Flight					
- Directly with the airline	59.2%	77.8%	68.5%	72.5%	78.1%
- Tour Operator or Travel Agency	40.8%	22.2%	31.5%	27.5%	21.9%
Accommodation					
- Directly with the accommodation	46.0%	58.3%	50.6%	59.2%	61.5%
- Tour Operator or Travel Agency	54.0%	41.7%	49.4%	40.8%	38.5%

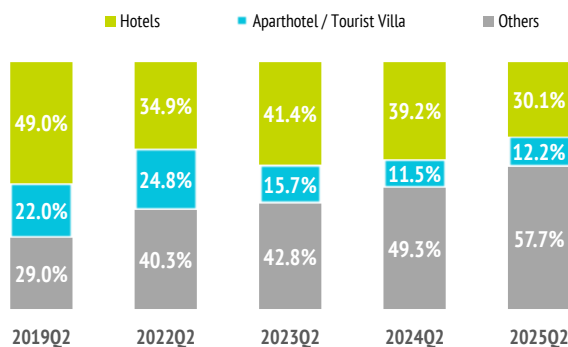
Where does the flight come from?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Italy	79.9%	91.6%	86.3%	83.3%	82.8%
Spanish Mainland	16.8%	6.1%	13.2%	13.1%	15.5%
Germany	1.1%	0.3%	0.1%	0.4%	1.4%
Others	0.2%	0.0%	0.0%	0.0%	0.2%
United Kingdom	0.4%	0.3%	0.0%	2.6%	0.1%
Austria	0.0%	0.7%	0.0%	0.0%	0.0%
Belgium	0.0%	0.6%	0.0%	0.0%	0.0%
France	0.5%	0.0%	0.0%	0.0%	0.0%
Portugal	0.3%	0.5%	0.3%	0.0%	0.0%
Switzerland	0.8%	0.0%	0.1%	0.5%	0.0%
Others	0.0%	0.0%	0.0%	0.0%	0.0%

Where do they stay?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
1-2-3* Hotel	9.4%	8.6%	8.8%	10.4%	8.6%
4* Hotel	33.8%	22.2%	28.5%	24.3%	17.3%
5* Hotel / 5* Luxury Hotel	5.8%	4.1%	4.1%	4.5%	4.2%
Aparthotel / Tourist Villa	22.0%	24.8%	15.7%	11.5%	12.2%
House/room rented in a private dwelling	9.2%	13.0%	14.4%	33.1%	38.6%
Private accommodation (1)	11.3%	14.0%	18.0%	12.7%	14.9%
Others (Cottage, cruise, camping,...)	8.5%	13.2%	10.4%	3.5%	4.2%

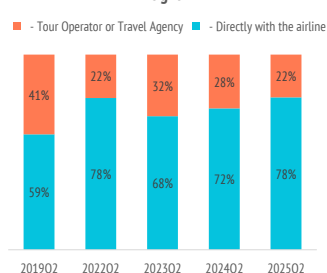
(1) Own property /House of friends or relatives / Free housing exchange / Other private accommodation.



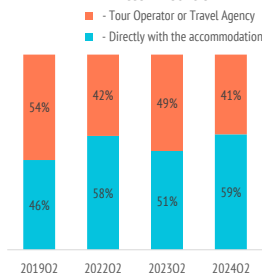
What do they book?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Room only	40.2%	49.8%	45.6%	57.1%	63.1%
Bed and Breakfast	12.7%	11.9%	11.9%	11.5%	12.8%
Half board	12.5%	15.7%	15.2%	11.9%	9.6%
Full board	7.6%	6.0%	8.0%	4.1%	3.3%
All inclusive	27.0%	16.5%	19.3%	15.4%	11.2%

Flight

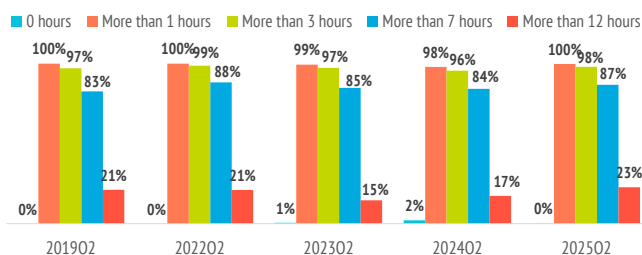


Accommodation



Activities in the Canary Islands

Outdoor time per day	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
0 hours	0.0%	0.0%	0.6%	2.1%	0.2%
1 - 2 hours	2.8%	1.3%	2.0%	2.3%	1.8%
3 - 6 hours	14.5%	10.5%	12.5%	11.3%	11.2%
7 - 12 hours	61.5%	67.2%	70.3%	66.9%	64.0%
More than 12 hours	21.2%	21.1%	14.6%	17.4%	22.8%
Outdoor time per day	10.1	10.6	9.8	10.0	10.5



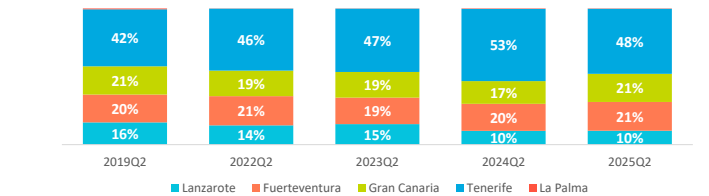
Activities in the Canary Islands	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Beach	83.4%	87.8%	84.0%	83.5%	80.8%
Walk, wander	70.7%	78.0%	73.5%	74.8%	74.2%
Explore the island on their own	58.7%	68.7%	61.5%	66.8%	61.4%
Swimming pool, hotel facilities	45.9%	43.7%	45.7%	46.0%	38.7%
Taste Canarian gastronomy	24.9%	28.8%	31.2%	28.5%	31.3%
Hiking	--	25.6%	14.3%	21.2%	22.7%
Organized excursions	17.5%	18.6%	22.7%	25.0%	16.9%
Other Nature Activities	--	19.4%	12.5%	13.1%	15.6%
Wineries / markets / popular festivals	18.5%	13.0%	14.5%	12.1%	12.7%
Theme parks	18.8%	15.5%	15.8%	12.9%	12.3%
Nightlife / concerts / shows	15.2%	10.7%	17.4%	16.9%	12.2%
Museums / exhibitions	15.4%	14.8%	10.3%	10.3%	10.5%
Sea excursions / whale watching	8.6%	11.8%	15.0%	11.3%	10.3%
Surf	--	9.3%	9.3%	9.1%	8.3%
Running	--	3.7%	4.9%	5.5%	5.2%
Swim	--	3.9%	5.5%	4.7%	4.7%
Beauty and health treatments	2.6%	6.5%	5.5%	5.4%	4.2%
Practice other sports	--	7.2%	3.2%	4.4%	4.2%
Cycling / Mountain bike	--	1.9%	2.6%	2.2%	2.9%
Astronomical observation	1.9%	3.9%	5.1%	6.1%	2.8%
Scuba Diving	--	1.9%	4.8%	1.8%	2.3%
Windsurf / Kitesurf	--	1.6%	2.4%	2.6%	2.1%
Golf	--	1.4%	2.8%	1.6%	0.8%

* Multi-choice question

Which island do they choose?



Tourists (≥ 16 year old)	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Lanzarote	13,803	19,729	19,740	14,869	16,783
Fuerteventura	17,285	29,679	25,433	29,274	34,530
Gran Canaria	17,534	26,116	24,683	24,523	33,838
Tenerife	35,407	63,254	60,926	78,021	78,222
La Palma	558	215	170	470	339



How many are loyal to the Canary Islands?



	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Repeat tourists	51.5%	51.3%	51.6%	48.1%	48.7%
At least 10 previous visits	9.9%	6.2%	13.7%	10.2%	9.5%
Repeat tourists (last 5 years)	48.5%	50.4%	44.5%	40.1%	42.5%
Repeat tourists (last 5 years)(5 or more visits)	15.5%	8.4%	10.3%	10.6%	9.4%

Who are they?



	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Gender					
Men	50.3%	50.0%	50.5%	43.7%	49.1%
Women	49.7%	50.0%	49.5%	56.3%	50.9%
Age					
Average age	46.8	43.2	43.1	40.3	38.9
Standard deviation	14.2	16.3	15.7	15.4	16.4
Age range					
16 - 24 years old	5.9%	12.8%	11.0%	15.5%	21.1%
25 - 30 years old	8.1%	17.7%	17.4%	16.7%	22.0%
31 - 45 years old	32.5%	26.9%	31.5%	34.8%	27.7%
46 - 60 years old	37.2%	23.0%	21.6%	19.1%	12.3%
Over 60 years old	16.3%	19.6%	18.4%	13.9%	16.9%
Occupation					
Salaried worker	40.5%	43.2%	44.4%	45.8%	48.8%
Self-employed	25.8%	19.5%	25.7%	18.7%	14.8%
Unemployed	2.3%	2.8%	4.3%	3.1%	4.0%
Business owner	12.8%	7.1%	3.2%	10.8%	7.7%
Student	3.4%	11.2%	6.2%	7.0%	10.7%
Retired	13.9%	14.1%	12.6%	13.2%	12.3%
Unpaid domestic work	1.3%	0.3%	1.0%	0.5%	1.2%
Others	0.0%	1.8%	2.6%	0.8%	0.5%
Annual household income level					
Less than €25,000	25.2%	25.4%	25.3%	23.5%	20.0%
€25,000 - €49,999	45.0%	46.1%	51.0%	52.1%	48.9%
€50,000 - €74,999	14.0%	20.4%	14.7%	17.9%	15.5%
More than €74,999	15.8%	8.1%	9.0%	6.5%	15.6%
Education level					
No studies	1.0%	0.4%	0.2%	0.0%	0.5%
Primary education	2.9%	0.8%	2.1%	1.2%	1.6%
Secondary education	19.4%	17.9%	13.8%	13.1%	11.7%
Higher education	76.7%	80.9%	83.9%	85.7%	86.1%

Source: Encuesta sobre Gasto Turístico (EGT, 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	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Lanzarote	16.3%	14.2%	15.1%	10.1%	10.3%
Fuerteventura	20.4%	21.4%	19.4%	19.9%	21.1%
Gran Canaria	20.7%	18.8%	18.8%	16.7%	20.7%
Tenerife	41.9%	45.5%	46.5%	53.0%	47.8%
La Palma	0.7%	0.2%	0.1%	0.3%	0.2%

How many islands do they visit during their trip?



	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
One island	89.3%	90.6%	88.1%	89.2%	90.6%
Two islands	9.0%	6.7%	10.0%	9.6%	8.9%
Three or more islands	1.6%	2.7%	1.9%	1.2%	0.5%

How do they rate the Canary Islands?



Satisfaction (scale 0-10)	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Average rating	8.53	8.80	8.80	8.66	8.48

Experience in the Canary Islands	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Worse or much worse than expected	5.0%	3.1%	4.1%	2.3%	2.8%
Lived up to expectations	55.0%	45.4%	42.7%	49.1%	55.6%
Better or much better than expected	40.0%	51.5%	53.2%	48.6%	41.6%

Future intentions (scale 0-10)	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Return to the Canary Islands	8.50	8.84	8.86	8.69	8.61
Recommend visiting the Canary Islands	8.73	9.02	8.95	8.83	8.81

Who do they come with?



	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Unaccompanied	10.0%	12.9%	17.9%	12.3%	12.1%
Only with partner	46.5%	41.9%	46.1%	42.1%	47.6%
Only with children (< 13 years old)	10.5%	6.4%	5.3%	3.8%	3.8%
Partner + children (< 13 years old)	6.1%	2.3%	5.6%	3.7%	3.4%
Other relatives	6.5%	7.7%	2.0%	8.3%	4.4%
Friends	5.4%	15.5%	9.8%	14.1%	14.8%
Work colleagues	0.7%	0.2%	0.9%	0.5%	1.5%
Organized trip	0.7%	1.0%	1.0%	0.3%	0.9%
Other combinations (2)	13.7%	12.0%	11.4%	15.0%	11.5%
(2) Combination of some of the groups previously analyzed					
Tourists with children	20.7%	9.8%	13.2%	11.1%	8.1%
- Between 0 and 2 years old	1.1%	0.5%	0.6%	0.6%	1.5%
- Between 3 and 12 years old	19.6%	8.5%	12.0%	9.9%	5.6%
- Between 0 - 2 and 3-12 years old	0.0%	0.8%	0.5%	0.7%	0.9%
Tourists without children	79.3%	90.2%	86.8%	88.9%	91.9%
Group composition:					
- 1 person	14.2%	16.0%	21.5%	14.6%	15.0%
- 2 people	52.6%	56.3%	54.8%	61.5%	58.7%
- 3 people	15.1%	10.5%	12.3%	9.6%	9.2%
- 4 or 5 people	15.2%	14.8%	9.3%	11.8%	12.2%
- 6 or more people	2.8%	2.3%	2.1%	2.5%	4.9%
Average group size:	2.46	2.38	2.24	2.35	2.47

*People who share the main expenses of the trip