

Tourist profile. Historical data (2019 - 2025)

ITALY: Third Quarter



How many are they and how much do they spend?



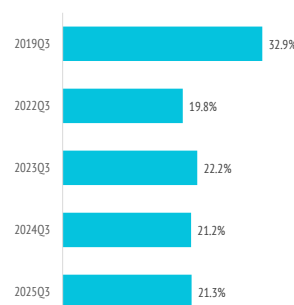
	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
TOURISTS					
Tourist arrivals (FRONTUR) (*)	117	162	155	189	197
Tourist arrivals ≥ 16 years old (EGT) (*)	104	145	138	171	176
- book holiday package (*)	34	29	31	36	37
- do not book holiday package (*)	70	116	108	135	138
- % tourists who book holiday package	32.9%	19.8%	22.2%	21.2%	21.3%
Children < 16 years old (FRONTUR - EGT) (*)	13	17	17	18	21
Expenditure per tourist (€)	1,230	1,232	1,292	1,426	1,274
- book holiday package	1,433	1,545	1,376	1,651	1,588
- holiday package	1,186	1,307	1,104	1,378	1,338
- others	246	238	273	273	250
- do not book holiday package	1,131	1,154	1,267	1,365	1,190
- flight	383	324	362	408	361
- accommodation	361	354	438	437	316
- others	387	475	467	521	512
Average lenght of stay	10.9	11.7	10.6	11.9	11.1
- Median	8.0	8.1	8.2	7.8	7.8
Average daily expenditure (€)	133.11	127.32	137.61	146.49	139.43
- Median	130.00	129.24	136.77	156.61	146.34
Average daily expenditure (without flight)	86.51	89.94	94.82	101.36	97.39
- Median	83.63	91.25	93.82	107.45	102.90
Average cost of the flight (€)	413.04	353.76	376.99	441.88	395.79
Total turnover (≥ 16 years old) (€m)	128	179	179	244	224
Turnover without flight (≥ 16 years old) (€m)	85	128	127	168	154

(*) Thousands of tourists

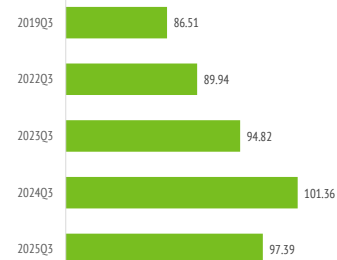
% Tourists whose spending has been greater than €0 in each item

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Accommodation:					
- Accommodation	77.9%	75.6%	83.0%	82.1%	77.8%
- Additional accommodation expenses	8.3%	9.4%	11.1%	5.4%	8.1%
Transport:					
- National/International Transport	96.0%	93.3%	94.4%	94.6%	94.0%
- Flights between islands	8.4%	9.2%	12.4%	4.9%	10.8%
- Taxi	27.5%	29.1%	35.4%	26.8%	30.2%
- Car rental	38.4%	49.5%	53.8%	56.5%	51.9%
- Public transport	6.3%	9.7%	8.1%	13.4%	14.0%
Food and drink:					
- Food purchases at supermarkets	56.5%	66.8%	68.8%	62.3%	65.3%
- Restaurants	57.3%	67.1%	71.4%	72.4%	71.5%
Leisure:					
- Organized excursions	29.0%	33.5%	38.4%	44.7%	41.3%
- Sport activities	4.7%	10.3%	7.3%	5.5%	7.6%
- Cultural activities	1.1%	1.8%	2.3%	0.8%	2.0%
- Museums	6.8%	11.0%	7.3%	8.4%	6.3%
- Theme Parks	6.6%	13.7%	12.9%	18.6%	17.4%
- Discos and pubs	9.8%	15.8%	15.0%	16.2%	17.9%
- Wellness	2.3%	3.6%	3.6%	2.9%	3.6%
Purchases of goods:					
- Souvenirs	45.0%	38.8%	50.0%	45.5%	44.4%
- Other expenses	1.9%	0.3%	1.4%	1.4%	1.5%
Other:					
- Medical or pharmaceutical expenses	6.1%	8.8%	9.3%	7.5%	7.1%
- Other expenses	4.0%	5.7%	4.3%	4.6%	2.3%

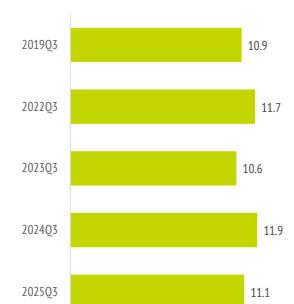
% tourists who book holiday package



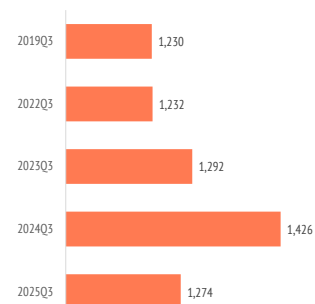
Average daily expenditure (€) (without flight)



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 (€)	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Accommodation:					
- Accommodation	711	691	719	673	608
- Additional accommodation expenses	586	564	565	599	517
- Additional accommodation expenses	125	128	153	74	91
Transport:					
- National/International Transport	743	770	726	836	754
- National/International Transport	430	379	399	467	421
- Flights between islands	89	72	81	60	78
- Taxi	73	92	83	109	101
- Car rental	126	170	134	175	123
- Public transport	25	57	28	24	30
Food and drink:					
- Food purchases at supermarkets	323	327	289	330	355
- Food purchases at supermarkets	137	130	95	126	145
- Restaurants	187	197	193	205	210
Leisure:					
- Organized excursions	458	498	503	454	610
- Organized excursions	86	95	94	92	86
- Sport activities	57	90	102	108	90
- Cultural activities	40	47	59	48	71
- Museums	41	35	51	28	29
- Theme Parks	110	53	56	71	63
- Discos and pubs	82	74	76	71	80
- Wellness	43	103	64	36	191
Purchases of goods:					
- Souvenirs	226	338	100	130	123
- Souvenirs	78	58	57	88	74
- Other expenses	148	280	42	42	49
Other:					
- Medical or pharmaceutical expenses	88	78	193	175	136
- Medical or pharmaceutical expenses	30	26	47	89	54
- Other expenses	59	52	146	86	83

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.

What is the main purpose of their trip?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Holiday, leisure	89.0%	85.7%	88.4%	89.7%	88.1%
Visiting family or friends	8.1%	11.8%	10.0%	9.4%	8.5%
Business and work	0.9%	1.4%	0.5%	0.4%	0.7%
Education and training	0.0%	0.4%	0.0%	0.0%	0.1%
Sports training	1.3%	0.1%	0.8%	0.0%	2.2%
Health or medical care	0.0%	0.0%	0.0%	0.2%	0.0%
Fairs and congresses	0.7%	0.6%	0.2%	0.3%	0.4%
Others	0.0%	0.0%	0.2%	0.0%	0.0%

What is the main motivation for their holidays?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Rest	44.0%	42.8%	42.0%	38.5%	43.6%
Enjoy family time	11.2%	15.4%	12.1%	11.5%	11.6%
Have fun	9.3%	8.8%	10.3%	12.0%	7.8%
Explore the destination	33.9%	29.6%	33.6%	36.5%	35.7%
Practice their hobbies	1.6%	3.1%	0.8%	0.2%	0.9%
Other reasons	0.0%	0.3%	1.1%	1.2%	0.5%

Where did they spend their main holiday last year? *

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Didn't have holidays	--	21.7%	15.5%	11.5%	12.6%
Canary Islands	--	23.3%	20.0%	17.3%	17.6%
Other destination	--	55.0%	64.5%	71.3%	69.8%
- Balearic Islands	--	2.6%	5.5%	4.5%	4.3%
- Rest of Spain	--	2.3%	7.2%	6.9%	8.1%
- Italy	--	35.8%	23.3%	29.0%	21.0%
- France	--	2.4%	4.4%	3.8%	3.4%
- Turkey	--	0.4%	0.1%	0.7%	1.1%
- Greece	--	4.8%	8.8%	10.0%	8.6%
- Portugal	--	1.1%	2.0%	3.2%	2.4%
- Croatia	--	2.7%	4.1%	1.2%	1.5%
- Egypt	--	0.7%	1.9%	2.2%	5.3%
- Tunisia	--	0.0%	0.0%	0.5%	0.3%
- Morocco	--	0.2%	0.1%	1.6%	2.2%
- Others	--	2.0%	7.0%	7.9%	11.7%

* Percentage of valid answers

What other destinations did they consider for this trip? *

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
None (I was clear about "this Canary Island")	--	31.5%	29.2%	25.0%	24.6%
Canary Islands (other island)	--	26.1%	26.8%	25.6%	26.7%
Other destination	--	42.4%	44.0%	49.4%	48.7%
- Balearic Islands	--	4.3%	6.6%	5.5%	6.0%
- Rest of Spain	--	8.9%	6.5%	11.7%	9.4%
- Italy	--	7.4%	6.0%	6.7%	6.9%
- France	--	1.1%	0.6%	0.9%	0.6%
- Turkey	--	1.0%	1.8%	2.0%	1.8%
- Greece	--	10.8%	11.7%	10.3%	11.7%
- Portugal	--	2.4%	4.8%	4.9%	4.6%
- Croatia	--	2.4%	1.3%	2.5%	1.8%
- Egypt	--	2.4%	2.7%	2.6%	3.3%
- Others	--	1.8%	2.0%	2.3%	2.7%

* Percentage of valid answers

Importance of each factor in the destination choice

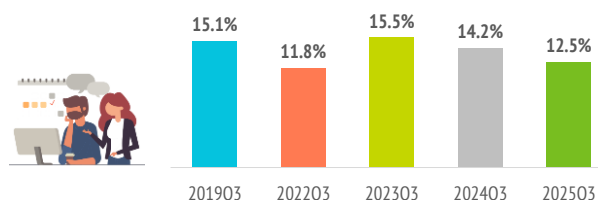
	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Landscapes	62.9%	56.4%	60.5%	62.7%	64.2%
Climate	70.3%	61.7%	69.0%	68.6%	61.4%
Environment	56.3%	53.1%	54.6%	60.2%	61.1%
Tranquility	51.7%	47.2%	51.1%	48.2%	53.2%
Beaches	49.9%	45.9%	56.3%	53.2%	52.5%
Sea	57.1%	55.4%	58.5%	52.2%	52.1%
Safety	41.1%	37.1%	41.7%	42.5%	39.8%
Authenticity	28.2%	35.2%	30.1%	29.5%	33.0%
European belonging	35.6%	32.0%	33.1%	33.4%	30.3%
Effortless trip	32.2%	31.5%	36.4%	32.3%	29.6%
Price	27.7%	36.8%	34.4%	33.9%	28.9%
Fun possibilities	26.1%	25.3%	25.0%	32.3%	28.3%
Accommodation supply	37.4%	35.6%	31.0%	29.1%	27.0%
Hiking trail network	21.4%	19.5%	19.9%	24.9%	23.9%
Gastronomy	21.5%	23.2%	24.3%	22.3%	19.1%
Exoticism	12.1%	18.9%	14.1%	16.3%	16.1%
Nightlife	14.6%	17.0%	18.4%	24.0%	14.6%
Historical heritage	10.5%	14.2%	13.0%	12.0%	12.7%
Culture	10.8%	13.7%	11.9%	10.6%	11.6%
Shopping	13.4%	16.5%	18.0%	16.6%	8.4%

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?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
The same day	0.2%	1.5%	0.9%	0.7%	0.5%
Between 1 and 30 days	22.6%	17.0%	17.1%	19.2%	18.0%
Between 1 and 2 months	25.2%	27.8%	22.3%	22.2%	29.8%
Between 3 and 6 months	36.9%	41.8%	44.3%	43.6%	39.1%
More than 6 months	15.1%	11.8%	15.5%	14.2%	12.5%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Previous visits to the Canary Islands	32.3%	36.1%	26.6%	20.7%	28.3%
Friends or relatives	33.6%	31.6%	31.9%	35.8%	30.4%
Internet or social media	47.9%	52.6%	58.7%	62.0%	60.7%
Mass Media	1.1%	0.8%	0.5%	1.1%	1.2%
Travel guides and magazines	7.4%	7.5%	6.6%	7.0%	2.9%
Travel Blogs or Forums	8.3%	8.0%	11.0%	7.5%	10.9%
Travel TV Channels	0.2%	0.3%	0.4%	0.6%	0.7%
Tour Operator or Travel Agency	22.1%	14.2%	15.7%	14.8%	14.5%
Public administrations or similar	0.0%	0.7%	0.4%	0.9%	0.7%
Others	1.8%	3.4%	2.5%	3.2%	2.8%

* Multi-choice question

Tourist profile. Historical data (2019 - 2025)

ITALY: Third Quarter



With whom did they book their flight and accommodation?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Flight					
- Directly with the airline	59.5%	66.1%	63.6%	68.4%	70.9%
- Tour Operator or Travel Agency	40.5%	33.9%	36.4%	31.6%	29.1%
Accommodation					
- Directly with the accommodation	41.1%	51.1%	45.2%	55.0%	58.0%
- Tour Operator or Travel Agency	58.9%	48.9%	54.8%	45.0%	42.0%

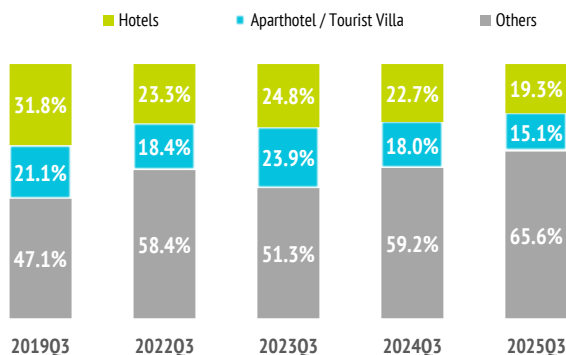
Where does the flight come from?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Italy	71.3%	81.0%	83.9%	80.2%	78.0%
Spanish Mainland	23.9%	10.7%	12.1%	14.4%	15.7%
France	0.0%	0.4%	0.5%	0.0%	2.2%
Portugal	1.0%	1.1%	0.1%	0.2%	1.2%
Germany	0.9%	0.3%	0.4%	2.2%	0.9%
Austria	0.0%	0.4%	0.0%	0.0%	0.7%
Switzerland	1.0%	1.7%	1.5%	1.1%	0.7%
Ireland	0.0%	0.0%	0.0%	0.2%	0.4%
Others	0.0%	2.0%	0.2%	0.2%	0.3%
Belgium	0.8%	0.2%	0.0%	0.0%	0.0%
Others	1.1%	2.1%	1.2%	1.6%	0.0%

Where do they stay?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
1-2-3* Hotel	0.0%	0.0%	0.0%	0.0%	0.0%
4* Hotel	31.8%	23.3%	24.8%	22.7%	19.3%
5* Hotel / 5* Luxury Hotel	0.0%	0.0%	0.0%	0.0%	0.0%
Aparthotel / Tourist Villa	21.1%	18.4%	23.9%	18.0%	15.1%
House/room rented in a private dwelling	10.9%	13.4%	19.4%	30.3%	34.7%
Private accommodation (1)	15.4%	16.8%	9.6%	11.9%	14.6%
Others (Cottage, cruise, camping...)	6.0%	12.0%	6.6%	3.3%	4.0%

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

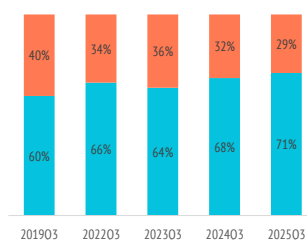


What do they book?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Room only	38.2%	48.5%	48.7%	56.9%	60.3%
Bed and Breakfast	9.6%	10.9%	11.0%	8.4%	10.6%
Half board	19.0%	16.7%	16.8%	13.1%	8.7%
Full board	6.5%	5.7%	5.2%	5.6%	3.8%
All inclusive	26.7%	18.3%	18.3%	16.1%	16.5%

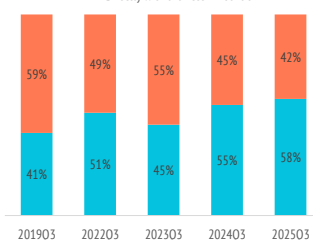
Flight

■ - Tour Operator or Travel Agency ■ - Directly with the airline



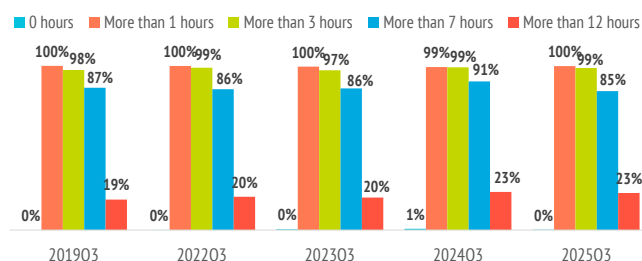
Accommodation

■ - Tour Operator or Travel Agency ■ - Directly with the accommodation



Activities in the Canary Islands

Outdoor time per day	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
0 hours	0.0%	0.1%	0.5%	0.8%	0.2%
1 - 2 hours	2.5%	1.1%	2.2%	0.2%	1.2%
3 - 6 hours	10.9%	13.1%	11.1%	8.6%	14.1%
7 - 12 hours	68.1%	65.5%	66.4%	67.3%	62.0%
More than 12 hours	18.6%	20.3%	19.8%	23.2%	22.6%
Outdoor time per day	10.3	10.4	10.2	10.6	10.4

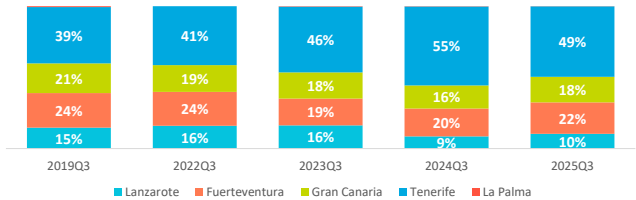


Activities in the Canary Islands	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Beach	86.7%	87.0%	88.8%	86.8%	87.2%
Walk, wander	68.7%	76.8%	73.2%	70.6%	77.8%
Explore the island on their own	58.2%	64.3%	65.0%	65.0%	66.5%
Swimming pool, hotel facilities	51.9%	48.8%	54.7%	49.4%	43.7%
Organized excursions	27.0%	25.9%	27.9%	34.8%	33.0%
Taste Canarian gastronomy	27.6%	33.9%	31.2%	27.1%	31.7%
Hiking	--	17.2%	13.1%	18.2%	20.4%
Nightlife / concerts / shows	18.1%	22.8%	18.2%	20.1%	19.9%
Wineries / markets / popular festivals	17.9%	20.7%	15.7%	14.9%	19.8%
Other Nature Activities	--	16.5%	13.7%	16.0%	19.0%
Theme parks	18.4%	18.5%	18.4%	24.9%	18.9%
Sea excursions / whale watching	18.5%	15.9%	17.6%	24.5%	18.3%
Museums / exhibitions	16.8%	17.6%	16.4%	16.6%	15.7%
Surf	--	8.6%	5.7%	5.8%	11.6%
Swim	--	7.3%	4.4%	5.7%	9.1%
Running	--	6.3%	5.1%	6.9%	7.5%
Astronomical observation	4.2%	4.7%	2.4%	5.3%	6.5%
Scuba Diving	--	5.3%	4.0%	3.7%	4.7%
Practice other sports	--	9.3%	4.0%	7.3%	4.6%
Beauty and health treatments	5.1%	4.4%	6.2%	4.2%	4.5%
Cycling / Mountain bike	--	3.2%	3.4%	1.4%	3.6%
Windsurf / Kitesurf	--	3.4%	1.9%	2.1%	3.1%
Golf	--	0.9%	1.8%	1.8%	1.9%

* Multi-choise question

Which island do they choose?

Tourists (≥ 16 year old)	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Lanzarote	15,370	23,169	22,528	14,651	18,176
Fuerteventura	25,270	34,511	26,039	33,377	38,868
Gran Canaria	21,852	27,267	25,435	27,710	31,567
Tenerife	41,214	59,933	63,797	94,744	86,787
La Palma	635	0	397	287	256



How many are loyal to the Canary Islands?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Repeat tourists	49.2%	50.4%	61.8%	44.2%	47.4%
At least 10 previous visits	11.9%	12.2%	12.1%	6.1%	7.3%
Repeat tourists (last 5 years)	42.4%	43.5%	51.7%	38.0%	43.7%
Repeat tourists (last 5 years)(5 or more visits)	14.1%	12.2%	10.4%	6.0%	11.5%

Who are they?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Gender					
Men	50.4%	51.3%	51.3%	53.1%	52.5%
Women	49.6%	48.7%	48.7%	46.9%	47.5%
Age					
Average age	40.9	38.5	38.6	37.2	38.4
Standard deviation	13.7	15.6	16.3	15.0	15.7
Age range					
16 - 24 years old	13.2%	22.2%	26.2%	23.5%	22.3%
25 - 30 years old	15.5%	17.8%	15.8%	19.7%	20.0%
31 - 45 years old	32.2%	26.9%	27.2%	29.7%	24.2%
46 - 60 years old	32.2%	22.1%	17.5%	17.3%	20.8%
Over 60 years old	6.8%	11.0%	13.2%	9.7%	12.7%
Occupation					
Salaried worker	44.0%	51.3%	48.5%	52.0%	54.6%
Self-employed	19.8%	19.7%	22.3%	21.0%	17.7%
Unemployed	3.0%	3.4%	2.2%	1.5%	4.2%
Business owner	14.0%	10.1%	5.5%	7.3%	4.2%
Student	12.4%	11.0%	13.4%	10.8%	7.4%
Retired	6.2%	3.0%	7.1%	5.7%	10.2%
Unpaid domestic work	0.6%	0.0%	0.8%	1.5%	0.8%
Others	0.0%	1.5%	0.2%	0.4%	1.0%
Annual household income level					
Less than €25,000	27.0%	25.2%	31.5%	31.7%	28.6%
€25,000 - €49,999	35.2%	41.8%	43.9%	45.4%	46.3%
€50,000 - €74,999	16.4%	21.6%	16.0%	14.0%	10.5%
More than €74,999	21.3%	11.4%	8.6%	8.8%	14.5%
Education level					
No studies	0.9%	0.4%	0.6%	0.7%	0.5%
Primary education	1.4%	2.2%	0.4%	1.6%	2.3%
Secondary education	18.6%	16.3%	15.0%	8.3%	16.0%
Higher education	79.1%	81.2%	84.0%	89.4%	81.3%

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.

Share by islands	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Lanzarote	14.7%	16.0%	16.3%	8.6%	10.3%
Fuerteventura	24.2%	23.8%	18.8%	19.5%	22.1%
Gran Canaria	20.9%	18.8%	18.4%	16.2%	18.0%
Tenerife	39.5%	41.4%	46.2%	55.5%	49.4%
La Palma	0.6%	0.0%	0.3%	0.2%	0.1%

How many islands do they visit during their trip?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
One island	84.1%	84.6%	87.5%	92.2%	89.7%
Two islands	15.1%	14.5%	11.1%	6.8%	8.6%
Three or more islands	0.9%	0.9%	1.5%	1.0%	1.8%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Average rating	8.53	8.61	8.63	8.48	8.69

Experience in the Canary Islands	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Worse or much worse than expected	5.3%	4.6%	4.3%	5.6%	3.1%
Lived up to expectations	51.1%	53.9%	52.3%	52.8%	52.1%
Better or much better than expected	43.6%	41.5%	43.4%	41.6%	44.7%

Future intentions (scale 0-10)	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Return to the Canary Islands	8.56	8.62	8.69	8.34	8.67
Recommend visiting the Canary Islands	8.82	8.88	8.90	8.68	8.93

Who do they come with?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Unaccompanied	11.0%	8.2%	7.4%	9.0%	13.4%
Only with partner	46.2%	51.8%	50.2%	52.8%	47.8%
Only with children (< 13 years old)	8.3%	3.5%	4.3%	3.4%	3.0%
Partner + children (< 13 years old)	6.0%	3.8%	4.3%	3.9%	3.5%
Other relatives	4.0%	7.1%	8.4%	5.3%	5.6%
Friends	7.4%	10.8%	13.0%	13.1%	10.9%
Work colleagues	1.0%	1.0%	0.1%	0.0%	0.7%
Organized trip	0.2%	0.6%	0.2%	0.3%	0.2%
Other combinations (2)	16.0%	13.3%	12.1%	12.1%	14.9%

(2) Combination of some of the groups previously analyzed

Tourists with children	19.7%	9.2%	11.4%	9.8%	8.7%
- Between 0 and 2 years old	0.9%	0.2%	0.5%	0.7%	1.2%
- Between 3 and 12 years old	17.7%	8.6%	10.9%	8.1%	7.2%
- Between 0 -2 and 3-12 years old	1.1%	0.3%	0.0%	1.1%	0.2%
Tourists without children	80.3%	90.8%	88.6%	90.2%	91.3%
Group composition:					
- 1 person	15.3%	14.1%	10.0%	13.2%	14.8%
- 2 people	52.6%	57.2%	57.2%	58.8%	56.8%
- 3 people	15.5%	14.5%	13.0%	12.3%	14.9%
- 4 or 5 people	14.3%	12.9%	17.2%	15.1%	12.2%
- 6 or more people	2.3%	1.3%	2.6%	0.6%	1.4%
Average group size:	2.42	2.34	2.52	2.35	2.35

*People who share the main expenses of the trip