

Tourist profile by markets by markets

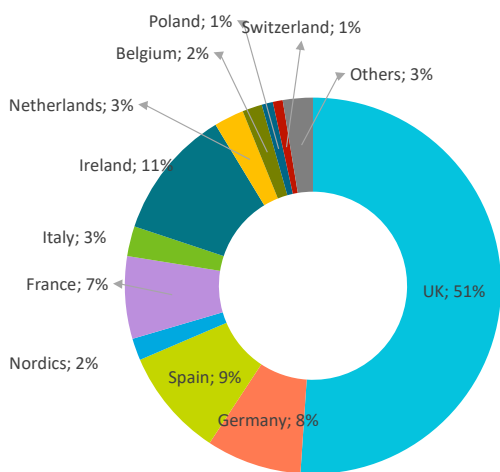
LANZAROTE (2025)



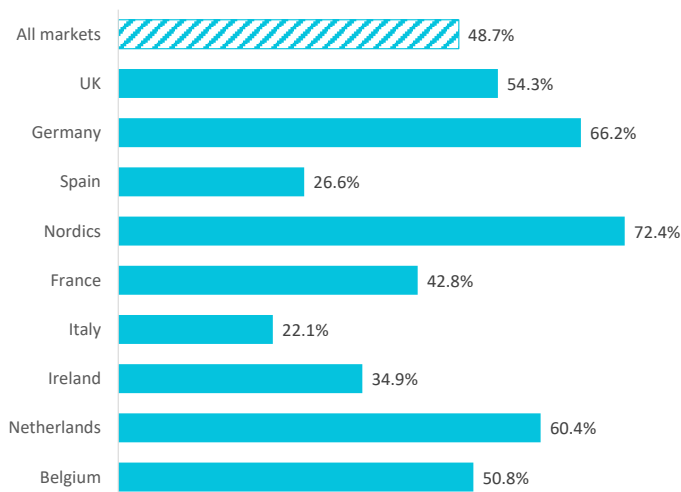
INBOUND TOURISM AND TOURIST EXPENDITURE

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Tourist arrivals ≥ 16 years old (EGT)	2,871,074	1,466,123	235,135	267,123	54,221	203,284	74,091	322,419	73,820	48,803	27,628	24,366
% Tourists	100%	51.1%	8.2%	9.3%	1.9%	7.1%	2.6%	11.2%	2.6%	1.7%	1.0%	0.8%
% tourists who book holiday package	48.7%	54.3%	66.2%	26.6%	72.4%	42.8%	22.1%	34.9%	60.4%	50.8%	--	--
Expenditure per tourist (€)	1,439	1,471	1,708	999	1,975	1,322	1,085	1,514	1,565	1,497	--	--
- book holiday package	1,624	1,609	1,878	1,227	1,998	1,547	1,639	1,533	1,550	1,888	--	--
- holiday package	1,344	1,344	1,628	990	1,587	1,352	1,306	1,072	1,240	1,643	--	--
- others	280	265	251	236	411	196	333	461	310	245	--	--
- do not book holiday package	1,264	1,307	1,377	917	1,914	1,153	927	1,504	1,588	1,093	--	--
- flight	311	323	421	182	464	264	256	363	479	266	--	--
- accommodation	500	530	421	384	809	447	300	624	559	415	--	--
- others	453	454	535	351	641	442	371	517	550	412	--	--
Average length of stay	8.7	8.7	11.6	6.5	9.3	7.7	8.1	8.6	10.0	7.7	--	--
- Median	7.0	7.3	9.5	6.0	7.0	7.0	7.0	7.5	8.0	7.0	--	--
Average daily expenditure (€)	184.03	186.64	176.31	166.30	237.86	183.71	147.77	193.59	173.21	199.06	--	--
- Median	172.73	182.32	163.38	149.20	203.53	178.18	157.71	192.56	153.79	201.79	--	--
Average daily expenditure without flight (€)	135.90	137.89	121.78	131.20	173.14	135.78	105.16	145.25	124.12	141.91	--	--
- Median	129.75	137.10	114.94	120.91	145.74	135.37	113.88	145.98	112.77	140.00	--	--
Average cost of the flight (€)	376.22	380.78	534.86	205.95	536.74	340.56	315.47	367.14	459.17	426.01	--	--
Total turnover (≥ 16 years old) (€m)	4,133	2,157	402	267	107	269	80	488	116	73	--	--
% Tourists	100%	52.2%	9.7%	6.5%	2.6%	6.5%	1.9%	11.8%	2.8%	1.8%	--	--
Turnover without flight (≥ 16 years old) (€m)	3,052	1,598	276	212	78	199	57	370	82	52	--	--
Tourist arrivals (FRONTUR)	3,292,549	1,685,496	259,517	302,719	64,923	227,584	82,386	383,209	84,565	55,855	--	--
Passenger arrivals on non-stop flights (AENA)	3,758,211	1,719,090	265,970	762,132	56,036	180,880	80,926	379,390	83,102	53,566	34,091	50,852
Children <16 years old (FRONTUR - EGT)	421,475	219,373	24,382	35,596	10,702	24,300	8,295	60,790	10,745	7,052	--	--

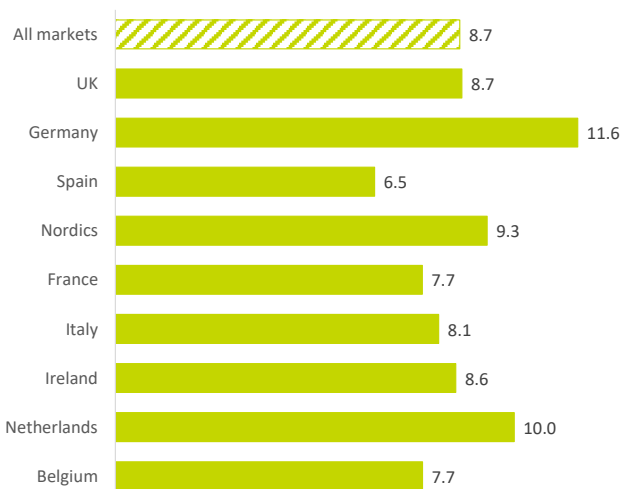
% TOURISTS (≥ 16 years old)



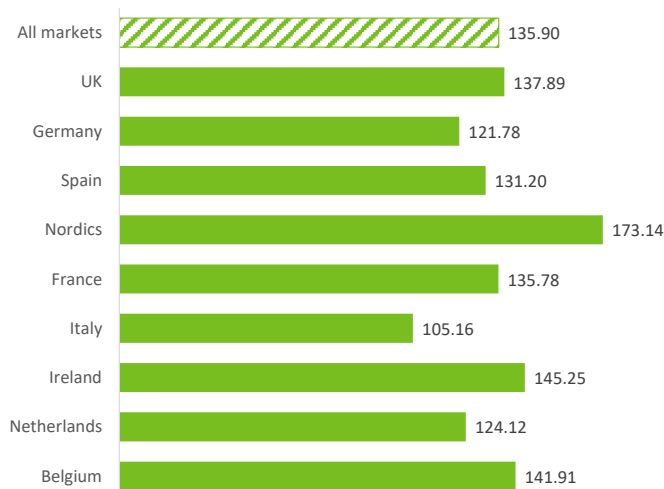
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



AVERAGE LENGTH OF STAY



EXPENDITURE PER TOURIST WITHOUT FLIGHT (€)



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

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Accommodation:												
- Accommodation	90.2%	89.6%	87.4%	88.2%	97.6%	94.6%	90.7%	92.9%	90.6%	88.4%	--	--
- Additional accommodation expenses	4.2%	3.7%	3.1%	4.2%	1.8%	6.0%	5.7%	6.5%	4.5%	4.6%	--	--
Transport:												
- National/International Transport	97.7%	98.1%	96.9%	95.2%	98.5%	97.1%	99.0%	98.3%	98.2%	99.6%	--	--
- Flights between islands	7.2%	3.7%	9.2%	15.5%	6.7%	11.2%	20.5%	6.0%	7.5%	11.0%	--	--
- Taxi	50.6%	59.8%	52.9%	19.2%	54.4%	34.3%	16.5%	57.9%	46.6%	46.5%	--	--
- Car rental	32.9%	19.2%	45.0%	67.9%	28.5%	67.7%	76.5%	11.5%	46.5%	45.9%	--	--
- Public transport	9.5%	10.6%	12.9%	5.6%	8.4%	5.6%	6.1%	9.0%	6.6%	11.9%	--	--
Food and drink:												
- Food purchases at supermarkets	61.0%	61.6%	56.9%	52.3%	74.4%	51.2%	75.5%	68.2%	67.5%	56.4%	--	--
- Restaurants	70.6%	70.2%	59.5%	71.1%	77.9%	62.2%	70.8%	85.1%	72.1%	65.7%	--	--
Leisure:												
- Organized excursions	23.8%	13.7%	33.7%	47.5%	23.5%	45.5%	48.2%	14.5%	27.4%	36.6%	--	--
- Sport activities	6.3%	6.1%	6.9%	5.6%	8.3%	7.9%	7.0%	4.6%	6.1%	5.4%	--	--
- Cultural activities	3.5%	2.4%	6.5%	5.2%	6.6%	5.5%	4.8%	2.0%	5.9%	5.6%	--	--
- Museums	13.6%	6.2%	23.2%	28.3%	11.3%	36.5%	29.8%	3.9%	15.3%	23.1%	--	--
- Theme Parks	4.9%	4.3%	4.4%	3.7%	5.6%	3.4%	6.4%	8.7%	6.5%	6.0%	--	--
- Discos and pubs	10.7%	12.2%	4.7%	6.8%	2.9%	5.5%	9.0%	20.9%	4.6%	4.9%	--	--
- Wellness	4.7%	4.1%	3.2%	4.4%	6.2%	5.4%	1.1%	8.8%	4.6%	3.1%	--	--
Purchases of goods:												
- Souvenirs	41.5%	39.1%	40.9%	47.3%	30.5%	44.2%	49.5%	46.7%	34.2%	48.7%	--	--
- Other purchases	1.0%	0.9%	1.3%	1.3%	1.9%	0.2%	0.0%	1.4%	1.6%	0.9%	--	--
Others:												
- Medical expenses	6.8%	6.3%	5.8%	7.5%	1.2%	3.5%	7.7%	14.1%	2.9%	6.7%	--	--
- Other expenses	3.6%	3.8%	2.1%	3.9%	11.1%	2.4%	3.1%	3.6%	2.4%	5.8%	--	--

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

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Expenditure per tourist and trip (€)												
Accommodation:												
- Accommodation	881	955	926	663	956	776	528	855	923	840	--	--
- Additional accommodation expenses	146	161	54	145	17	140	102	164	225	61	--	--
Transport:												
- National/International Transport	645	647	857	446	796	604	582	626	810	756	--	--
- Flights between islands	385	388	552	216	545	351	319	374	467	428	--	--
- Taxi	58	66	52	51	35	47	44	64	51	87	--	--
- Car rental	71	63	108	63	86	91	73	50	126	114	--	--
- Public transport	108	101	126	89	121	105	118	121	156	107	--	--
- Wellness	24	28	20	26	9	11	28	17	10	20	--	--
Food and drink:												
- Food purchases at supermarkets	332	348	312	216	431	260	246	405	359	247	--	--
- Restaurants	109	114	113	67	145	103	92	113	135	74	--	--
- Other purchases	223	235	199	149	285	157	154	292	224	172	--	--
Leisure:												
- Organized excursions	527	533	539	500	550	480	408	554	447	362	--	--
- Sport activities	88	78	97	91	96	91	69	114	79	99	--	--
- Cultural activities	92	99	100	77	132	94	58	77	113	58	--	--
- Museums	55	60	58	54	104	52	53	38	55	34	--	--
- Theme Parks	50	55	47	51	37	54	42	55	37	44	--	--
- Discos and pubs	71	72	82	76	82	46	50	72	70	44	--	--
- Wellness	102	100	70	93	46	70	61	126	47	42	--	--
- Other purchases	69	69	85	58	53	72	75	72	46	42	--	--
Purchases of goods:												
- Souvenirs	229	192	496	168	427	108	39	203	251	103	--	--
- Other purchases	76	77	76	51	127	65	39	105	72	78	--	--
- Other purchases	152	115	420	118	300	44	0	98	179	25	--	--
Others:												
- Medical expenses	117	106	139	137	134	127	117	134	71	162	--	--
- Other expenses	33	34	43	14	68	21	22	36	20	87	--	--
- Other expenses	83	72	96	124	67	106	95	97	51	75	--	--

TOURIST PROFILE

Who are they?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Gender												
Percentage of men	47.2%	44.7%	51.2%	46.3%	53.5%	47.2%	43.9%	50.5%	51.1%	55.8%	--	--
Percentage of women	52.8%	55.3%	48.8%	53.7%	46.5%	52.8%	56.1%	49.5%	48.9%	44.2%	--	--
Age												
Average age (tourists above 16 years old)	50.90	53.05	53.55	44.13	51.07	46.91	41.58	53.43	51.84	47.88	--	--
Standard deviation	16.4	16.0	16.0	15.8	15.0	16.0	16.5	15.8	17.3	15.3	--	--
Age range												
16-24 years old	6.6%	5.0%	6.4%	10.4%	2.7%	7.6%	13.7%	6.7%	8.9%	2.0%	--	--
25-30 years old	7.6%	5.9%	6.1%	13.8%	4.8%	10.3%	17.8%	3.6%	6.4%	13.7%	--	--
31-45 years old	25.1%	23.5%	18.3%	32.8%	29.8%	31.8%	30.4%	20.2%	24.1%	31.6%	--	--
46-60 years old	26.9%	26.7%	28.3%	24.4%	32.9%	29.2%	20.5%	29.7%	24.4%	28.7%	--	--
Over 60 years old	33.8%	38.8%	40.8%	18.5%	29.8%	21.2%	17.5%	39.7%	36.3%	24.0%	--	--
Occupation												
Salaried worker	55.8%	53.8%	60.3%	67.5%	51.9%	61.2%	46.1%	63.0%	53.5%	39.2%	--	--
Self-employed	10.5%	10.4%	5.5%	10.4%	3.9%	12.5%	18.3%	9.9%	9.3%	18.1%	--	--
Unemployed	0.8%	0.5%	0.3%	2.1%	3.0%	0.7%	3.4%	0.4%	0.0%	0.6%	--	--
Business owner	5.4%	3.5%	8.4%	7.6%	8.9%	5.5%	6.7%	5.6%	6.2%	11.2%	--	--
Student	2.6%	1.6%	3.0%	4.5%	2.5%	3.3%	9.2%	2.4%	2.5%	3.7%	--	--
Retired	26.7%	33.0%	30.2%	13.9%	20.4%	14.5%	9.8%	27.1%	22.9%	16.6%	--	--
Unpaid domestic work	0.5%	0.6%	0.0%	0.4%	0.9%	0.0%	0.0%	0.8%	1.5%	0.6%	--	--
Others	0.7%	0.6%	1.9%	0.8%	0.9%	0.8%	0.5%	0.2%	0.0%	1.6%	--	--
Annual household income level												
Less than €25,000	9.3%	8.3%	6.6%	18.4%	2.8%	11.3%	18.4%	5.6%	6.6%	4.4%	--	--
€25,000 - €49,999	32.3%	31.3%	29.2%	45.0%	13.6%	37.3%	48.5%	27.0%	24.7%	40.8%	--	--
€50,000 - €74,999	26.3%	25.0%	29.3%	24.7%	25.1%	33.7%	20.9%	26.3%	34.4%	28.1%	--	--
More than €74,999	32.1%	35.4%	34.9%	11.9%	58.4%	17.7%	12.3%	41.1%	34.3%	26.8%	--	--
Education level												
No studies	6.0%	10.4%	0.5%	0.4%	1.7%	1.0%	0.0%	4.0%	0.2%	0.0%	--	--
Primary education	1.0%	0.4%	2.3%	3.4%	0.2%	1.9%	0.4%	0.8%	0.0%	0.8%	--	--
Secondary education	20.5%	20.5%	25.2%	17.0%	13.2%	16.0%	9.8%	22.8%	42.8%	23.4%	--	--
Higher education	72.5%	68.7%	72.0%	79.2%	84.8%	81.1%	89.7%	72.4%	56.9%	75.8%	--	--

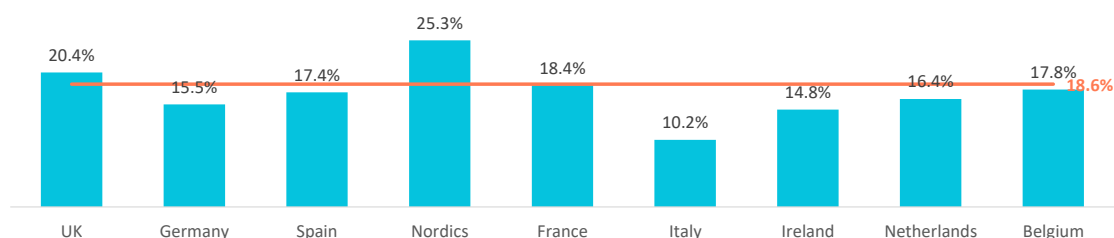
Who do they come with?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Unaccompanied	6.4%	6.0%	9.3%	7.4%	1.7%	4.6%	8.9%	6.8%	3.5%	8.5%	--	--
Only with partner	49.1%	49.1%	47.9%	46.7%	36.2%	47.9%	58.0%	55.1%	52.0%	52.9%	--	--
Only with children (< 13 years old)	4.5%	4.1%	5.2%	4.0%	7.4%	6.5%	5.3%	3.2%	5.8%	5.8%	--	--
Partner + children (< 13 years old)	6.9%	7.3%	5.8%	8.0%	12.3%	5.5%	2.4%	5.1%	6.1%	6.9%	--	--
Other relatives	11.8%	13.3%	6.7%	8.4%	9.5%	10.0%	6.1%	14.2%	6.1%	6.9%	--	--
Friends	5.7%	5.0%	8.6%	7.7%	7.9%	6.2%	6.4%	4.7%	4.8%	3.2%	--	--
Work colleagues	0.3%	0.1%	0.4%	1.2%	0.3%	0.5%	0.0%	0.0%	0.0%	0.0%	--	--
Organized trip	0.4%	0.1%	0.8%	1.2%	1.6%	1.0%	0.9%	0.0%	0.0%	0.0%	--	--
Other combinations ⁽²⁾	15.0%	15.0%	15.3%	15.4%	23.2%	17.9%	12.1%	10.8%	21.6%	15.8%	--	--
<i>(2) Different situations have been isolated</i>												
Tourists with children	18.6%	20.4%	15.5%	17.4%	25.3%	18.4%	10.2%	14.8%	16.4%	17.8%	--	--
- Between 0 and 2 years old	1.2%	1.5%	1.5%	1.7%	0.3%	1.5%	0.0%	0.3%	1.4%	0.0%	--	--
- Between 3 and 12 years old	16.2%	17.4%	13.8%	14.4%	23.6%	15.8%	10.2%	13.4%	15.0%	15.9%	--	--
- Between 0 -2 and 3-12 years old	1.2%	1.5%	0.2%	1.2%	1.4%	1.1%	0.0%	1.0%	0.0%	1.9%	--	--
Tourists without children	81.4%	79.6%	84.5%	82.6%	74.7%	81.6%	89.8%	85.2%	83.6%	82.2%	--	--
Group composition:												
- 1 person	8.1%	7.5%	11.3%	9.8%	4.9%	5.5%	11.3%	9.2%	3.9%	11.0%	--	--
- 2 people	55.9%	54.8%	58.0%	56.0%	48.1%	56.2%	61.0%	60.7%	57.3%	56.6%	--	--
- 3 people	11.6%	11.4%	12.3%	14.1%	10.8%	11.9%	7.6%	9.9%	11.2%	8.6%	--	--
- 4 or 5 people	18.1%	18.8%	15.3%	14.9%	24.1%	21.7%	17.4%	15.1%	21.8%	19.0%	--	--
- 6 or more people	6.2%	7.5%	3.2%	5.2%	12.0%	4.7%	2.7%	5.1%	5.8%	4.9%	--	--
Average group size:	2.79	2.88	2.50	2.66	3.34	2.85	2.46	2.63	2.96	2.61	--	--

*People who share the main expenses of the trip



%
TOURISTS
WHO
TRAVEL
WITH
CHILDREN



TRIP MOTIVATION AND DESTINATION CHOICE

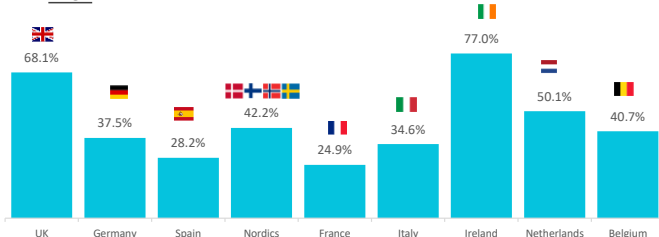
What is the main reason for visiting the Canary Islands?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Holidays	0.8%	0.0%	0.7%	1.7%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	--	--
Family reasons	95.4%	96.5%	90.9%	90.1%	89.7%	97.8%	94.9%	97.8%	97.7%	95.3%	--	--
Business	3.0%	2.5%	5.3%	5.2%	4.1%	1.8%	3.5%	1.8%	1.8%	2.4%	--	--
Education and training	0.6%	0.2%	0.4%	4.2%	1.1%	0.3%	0.4%	0.0%	0.6%	1.1%	--	--
Sports training	0.1%	0.0%	0.4%	0.3%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	--	--
Health	0.5%	0.4%	1.2%	0.1%	4.6%	0.0%	0.9%	0.1%	0.0%	0.3%	--	--
Conventions and Exhibitions	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	--	--
Others	0.4%	0.4%	1.6%	0.1%	0.0%	0.2%	0.3%	0.3%	0.0%	0.0%	--	--

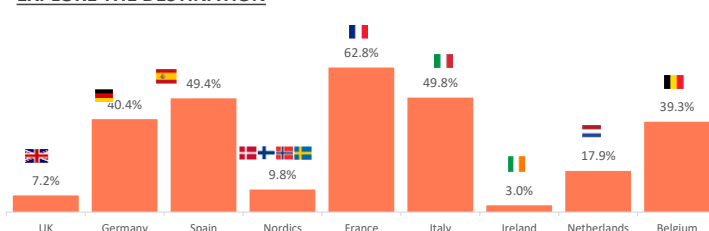
What is the main motivation for their holidays?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Rest	56.2%	68.1%	37.5%	28.2%	42.2%	24.9%	34.6%	77.0%	50.1%	40.7%	--	--
Enjoy family time	12.9%	14.8%	9.4%	13.2%	22.8%	6.2%	7.6%	12.4%	8.0%	11.9%	--	--
Have fun	6.3%	7.0%	4.1%	6.0%	10.4%	2.7%	3.2%	5.2%	16.0%	4.8%	--	--
Explore the destination	20.8%	7.2%	40.4%	49.4%	9.8%	62.8%	49.8%	3.0%	17.9%	39.3%	--	--
Practice their hobbies	2.5%	1.7%	5.1%	2.2%	11.9%	2.7%	4.7%	1.2%	3.4%	2.7%	--	--
Other reasons	1.3%	1.1%	3.6%	0.9%	2.9%	0.7%	0.0%	1.2%	4.8%	0.6%	--	--

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Climate	73.9%	76.4%	78.0%	59.9%	67.2%	71.4%	67.7%	76.4%	76.0%	77.1%	--	--
Safety	59.0%	64.1%	58.7%	43.5%	33.4%	47.7%	46.2%	75.2%	26.9%	40.9%	--	--
Tranquility	52.5%	51.5%	54.7%	57.7%	33.2%	50.4%	55.9%	58.2%	42.1%	57.1%	--	--
Accommodation supply	46.6%	54.3%	38.1%	22.3%	28.6%	35.9%	25.7%	61.0%	34.0%	39.9%	--	--
Price	41.2%	47.5%	27.9%	27.2%	23.1%	36.4%	25.0%	54.7%	21.5%	26.3%	--	--
Effortless trip	40.3%	45.1%	44.8%	28.9%	12.9%	22.6%	33.7%	55.3%	18.0%	21.7%	--	--
Sea	40.1%	32.9%	64.4%	41.1%	37.5%	48.6%	52.0%	40.1%	43.4%	34.0%	--	--
European belonging	37.1%	34.5%	39.4%	40.3%	32.5%	33.0%	38.4%	49.0%	34.1%	30.2%	--	--
Environment	36.4%	33.5%	26.7%	45.5%	31.0%	51.9%	75.0%	35.6%	13.6%	31.7%	--	--
Landscapes	33.8%	21.6%	43.2%	57.5%	22.6%	68.3%	79.9%	21.9%	29.7%	54.1%	--	--
Beaches	33.3%	28.9%	41.7%	37.0%	27.3%	34.1%	49.2%	37.4%	31.6%	26.0%	--	--
Gastronomy	26.1%	25.9%	23.0%	27.0%	13.6%	19.8%	22.6%	35.0%	15.7%	29.5%	--	--
Authenticity	25.0%	21.0%	24.8%	35.2%	16.0%	37.7%	44.2%	22.9%	13.5%	34.6%	--	--
Fun possibilities	18.7%	18.5%	14.0%	17.6%	22.6%	11.1%	11.3%	27.1%	35.4%	20.2%	--	--
Culture	11.4%	10.2%	11.2%	14.7%	3.5%	16.0%	19.0%	10.6%	4.8%	15.8%	--	--
Historical heritage	10.6%	7.1%	13.7%	18.9%	3.4%	20.8%	21.4%	7.7%	6.4%	18.8%	--	--
Exoticism	9.9%	6.8%	6.8%	18.0%	8.7%	20.8%	13.1%	8.9%	12.5%	14.7%	--	--
Shopping	8.6%	8.4%	8.8%	5.4%	3.3%	7.7%	7.3%	16.0%	4.0%	8.2%	--	--
Hiking trail network	8.2%	4.2%	10.8%	12.3%	8.1%	15.7%	31.7%	5.9%	13.0%	19.5%	--	--
Nightlife	5.9%	6.4%	2.5%	4.6%	0.5%	3.1%	5.8%	12.0%	3.4%	1.7%	--	--

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.

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

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Previous visits to the Canary Islands	56.3%	65.9%	51.2%	32.8%	64.3%	25.4%	27.4%	73.4%	46.7%	33.4%	--	--
Friends or relatives	27.1%	27.0%	19.9%	34.9%	18.2%	26.9%	31.7%	27.6%	17.3%	26.5%	--	--
Internet or social media	53.1%	53.0%	51.7%	54.5%	41.9%	64.8%	59.4%	40.8%	50.1%	55.0%	--	--
Mass Media	1.8%	1.7%	2.1%	1.6%	1.3%	2.9%	0.4%	1.8%	1.3%	3.3%	--	--
Travel guides and magazines	6.8%	5.0%	12.9%	5.4%	1.4%	16.1%	5.1%	2.7%	9.8%	21.5%	--	--
Travel Blogs or Forums	6.9%	5.1%	5.9%	12.5%	2.6%	10.6%	10.5%	4.9%	6.3%	11.6%	--	--
Travel TV Channels	0.8%	0.7%	1.1%	0.7%	0.0%	0.6%	0.0%	0.8%	0.6%	0.0%	--	--
Tour Operator or Travel Agency	20.0%	21.8%	28.3%	12.8%	24.7%	19.4%	8.3%	13.9%	23.5%	26.1%	--	--
Public administrations or similar	0.7%	0.6%	0.8%	1.9%	0.0%	0.8%	0.4%	0.4%	1.4%	0.6%	--	--
Others	2.8%	2.8%	2.5%	3.2%	1.8%	3.0%	5.3%	1.6%	1.8%	1.3%	--	--

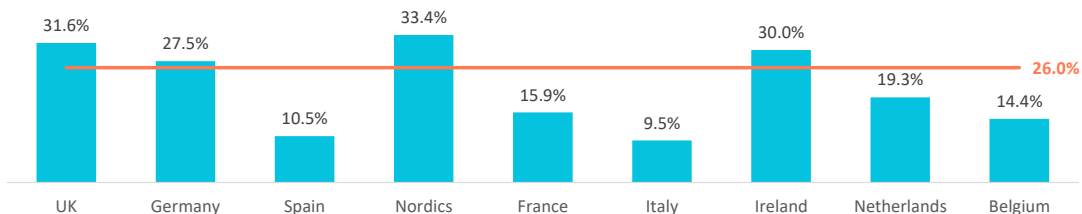
* Multi-choice question

TRIP BOOKING

How far in advance do they book their trip?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
The same day	0.6%	0.4%	1.0%	1.5%	0.7%	0.3%	0.4%	0.5%	0.0%	3.3%	--	--
Between 1 and 30 days	19.6%	18.6%	15.1%	26.7%	18.7%	20.1%	20.2%	13.2%	28.0%	31.3%	--	--
Between 1 and 2 months	20.1%	18.1%	17.8%	28.7%	18.6%	26.2%	24.9%	17.7%	20.7%	23.7%	--	--
Between 3 and 6 months	33.7%	31.3%	38.7%	32.6%	28.7%	37.5%	44.9%	38.7%	32.1%	27.3%	--	--
More than 6 months	26.0%	31.6%	27.5%	10.5%	33.4%	15.9%	9.5%	30.0%	19.3%	14.4%	--	--

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



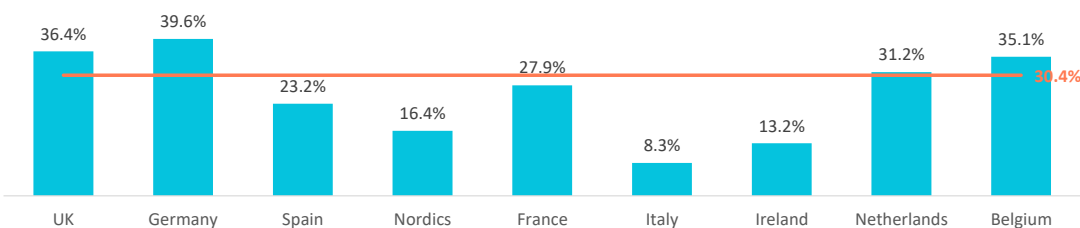
With whom did they book their flight and accommodation?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Flight												
- Directly with the airline	56.0%	53.3%	34.5%	69.5%	36.7%	59.0%	80.7%	69.0%	42.2%	47.7%	--	--
- Tour Operator or Travel Agency	44.0%	46.7%	65.5%	30.5%	63.3%	41.0%	19.3%	31.0%	57.8%	52.3%	--	--
Accommodation												
- Directly with the accommodation	43.2%	39.7%	24.9%	55.9%	31.2%	47.3%	69.3%	54.5%	35.4%	34.6%	--	--
- Tour Operator or Travel Agency	56.8%	60.3%	75.1%	44.1%	68.8%	52.7%	30.7%	45.5%	64.6%	65.4%	--	--

What do they book?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Room only	39.8%	38.6%	23.3%	37.0%	46.0%	41.0%	70.2%	52.9%	41.7%	28.6%	--	--
Bed and Breakfast	11.8%	10.9%	6.0%	10.3%	22.0%	7.4%	10.3%	21.0%	14.7%	10.5%	--	--
Half board	15.7%	13.0%	29.0%	24.1%	11.4%	15.1%	10.1%	11.9%	12.0%	21.3%	--	--
Full board	2.4%	1.1%	2.2%	5.5%	4.3%	8.6%	1.1%	0.9%	0.4%	4.5%	--	--
All inclusive	30.4%	36.4%	39.6%	23.2%	16.4%	27.9%	8.3%	13.2%	31.2%	35.1%	--	--

% TOURISTS WHO BOOK ALL INCLUSIVE

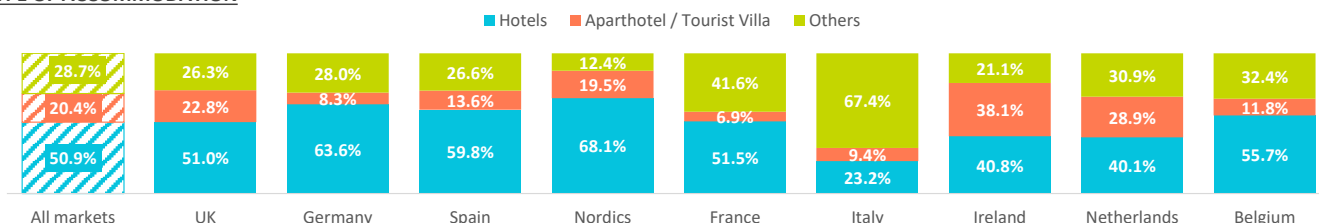


ACCOMMODATION

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
1-2-3* Hotel	9.9%	8.2%	18.6%	11.9%	46.0%	9.4%	7.4%	5.9%	9.1%	7.1%	--	--
4* Hotel	30.8%	31.2%	39.5%	39.2%	20.3%	30.0%	8.0%	24.9%	26.2%	34.9%	--	--
5* Hotel / 5* Luxury Hotel	10.2%	11.6%	5.5%	8.7%	1.8%	12.1%	7.8%	10.0%	4.9%	13.8%	--	--
Aparthotel / Tourist Villa	20.4%	22.8%	8.3%	13.6%	19.5%	6.9%	9.4%	38.1%	28.9%	11.8%	--	--
House/room rented in a private dwelling	20.8%	18.9%	17.0%	18.7%	11.0%	32.7%	52.7%	15.7%	23.0%	22.4%	--	--
Private accommodation ⁽¹⁾	5.4%	5.8%	7.4%	5.7%	1.4%	1.6%	6.8%	4.1%	5.0%	6.1%	--	--
Others (Cottage, cruise, camping,...)	2.5%	1.7%	3.6%	2.1%	0.0%	7.2%	7.9%	1.3%	3.0%	3.9%	--	--

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

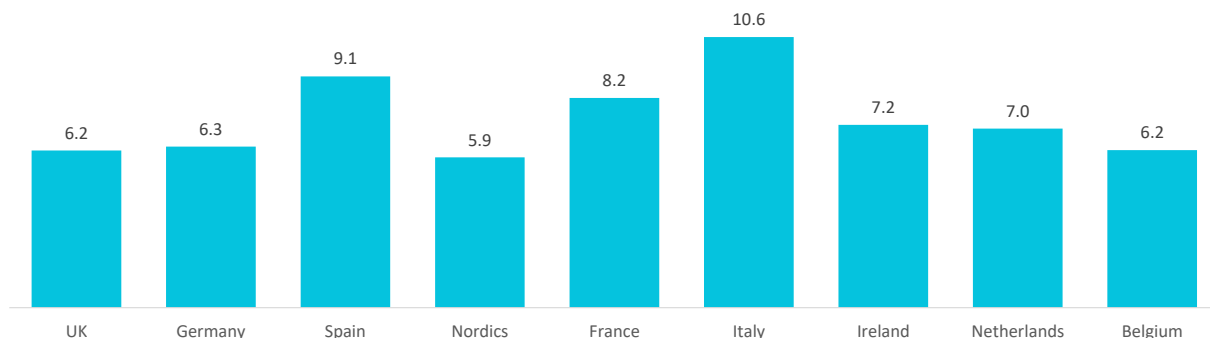
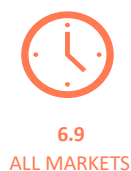
TYPE OF ACCOMMODATION



ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

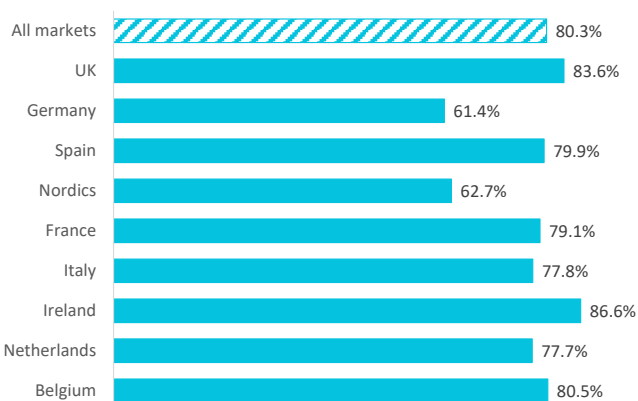
	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
0 hours	2.2%	2.6%	2.2%	1.2%	12.0%	0.1%	0.0%	1.6%	1.8%	3.0%	--	--
1 - 2 hours	10.0%	13.9%	9.5%	3.2%	18.7%	2.9%	1.9%	5.9%	10.8%	11.2%	--	--
3 - 6 hours	38.4%	44.8%	43.3%	21.0%	27.2%	24.4%	11.2%	42.2%	35.2%	36.2%	--	--
7 - 12 hours	43.7%	34.2%	42.1%	61.8%	37.1%	67.0%	64.9%	45.9%	44.8%	47.9%	--	--
More than 12 hours	5.8%	4.6%	2.9%	12.8%	5.0%	5.5%	22.0%	4.3%	7.3%	1.6%	--	--
Outdoor time per day	6.9	6.2	6.3	9.1	5.9	8.2	10.6	7.2	7.0	6.2	--	--



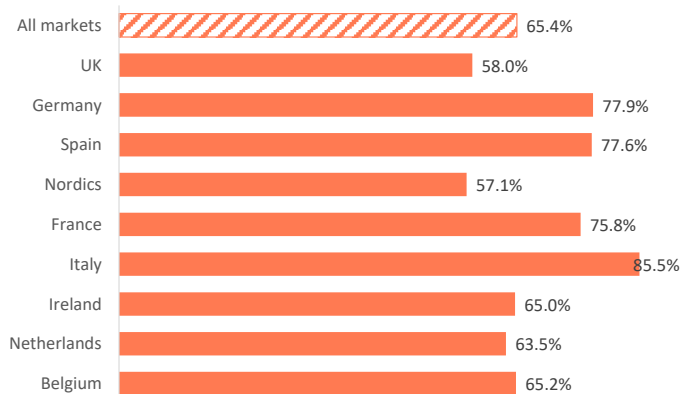
Activities in the Canary Islands

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Walk, wander	80.3%	83.6%	61.4%	79.9%	62.7%	79.1%	77.8%	86.6%	77.7%	80.5%	--	--
Beach	65.4%	58.0%	77.9%	77.6%	57.1%	75.8%	85.5%	65.0%	63.5%	65.2%	--	--
Swimming pool, hotel facilities	58.8%	65.4%	36.9%	49.5%	67.2%	50.7%	20.5%	69.3%	59.9%	61.1%	--	--
Explore the island on their own	47.8%	36.9%	60.1%	75.8%	46.0%	73.4%	75.5%	31.3%	48.1%	62.1%	--	--
Taste Canarian gastronomy	27.7%	24.5%	35.9%	49.3%	22.1%	15.3%	35.9%	24.6%	24.7%	24.3%	--	--
Wineries / markets / popular festivals	18.4%	11.9%	29.4%	38.5%	12.4%	31.8%	40.4%	8.0%	13.4%	22.5%	--	--
Museums / exhibitions	18.4%	9.6%	28.4%	38.1%	13.3%	46.2%	40.1%	4.1%	17.1%	33.6%	--	--
Hiking	16.7%	7.7%	19.1%	26.1%	27.1%	46.5%	36.4%	5.8%	43.0%	43.0%	--	--
Organized excursions	16.4%	11.7%	22.4%	28.0%	20.2%	28.0%	27.5%	11.7%	14.5%	19.3%	--	--
Nightlife / concerts / shows	12.3%	14.7%	3.7%	9.9%	2.5%	8.7%	5.3%	20.1%	4.9%	3.0%	--	--
Swim	8.5%	10.0%	5.0%	2.1%	18.5%	4.1%	7.1%	9.0%	15.5%	10.0%	--	--
Other Nature Activities	7.9%	3.3%	13.5%	16.2%	8.4%	17.5%	22.4%	1.5%	10.8%	16.8%	--	--
Running	7.3%	6.6%	3.3%	6.9%	22.5%	10.2%	7.8%	5.3%	18.1%	10.3%	--	--
Theme parks	7.3%	6.9%	4.7%	6.7%	6.9%	5.0%	6.8%	11.1%	6.9%	11.1%	--	--
Sea excursions / whale watching	6.9%	5.8%	9.4%	7.1%	4.3%	13.1%	3.9%	6.5%	6.0%	7.3%	--	--
Cycling / Mountain bike	6.4%	5.0%	11.1%	5.2%	24.3%	5.0%	8.6%	6.2%	4.0%	6.3%	--	--
Beauty and health treatments	4.9%	3.9%	4.0%	4.5%	4.9%	6.7%	3.2%	10.3%	3.0%	1.5%	--	--
Practice other sports	4.3%	4.0%	4.8%	3.4%	18.7%	5.2%	4.3%	1.9%	2.9%	8.4%	--	--
Scuba Diving	2.7%	1.6%	4.5%	4.5%	8.3%	6.0%	4.7%	1.2%	3.1%	3.5%	--	--
Surf	2.5%	1.1%	3.3%	3.3%	8.9%	4.8%	11.4%	1.3%	3.6%	6.3%	--	--
Astronomical observation	2.0%	1.2%	3.1%	3.1%	6.8%	2.0%	3.3%	1.6%	4.6%	5.2%	--	--
Golf	2.0%	2.6%	2.1%	0.2%	4.4%	1.3%	0.2%	1.1%	2.7%	1.1%	--	--
Windsurf / Kitesurf	0.8%	0.5%	1.3%	0.6%	5.2%	1.0%	0.0%	0.7%	2.2%	0.8%	--	--

WALK, WANDER



BEACH



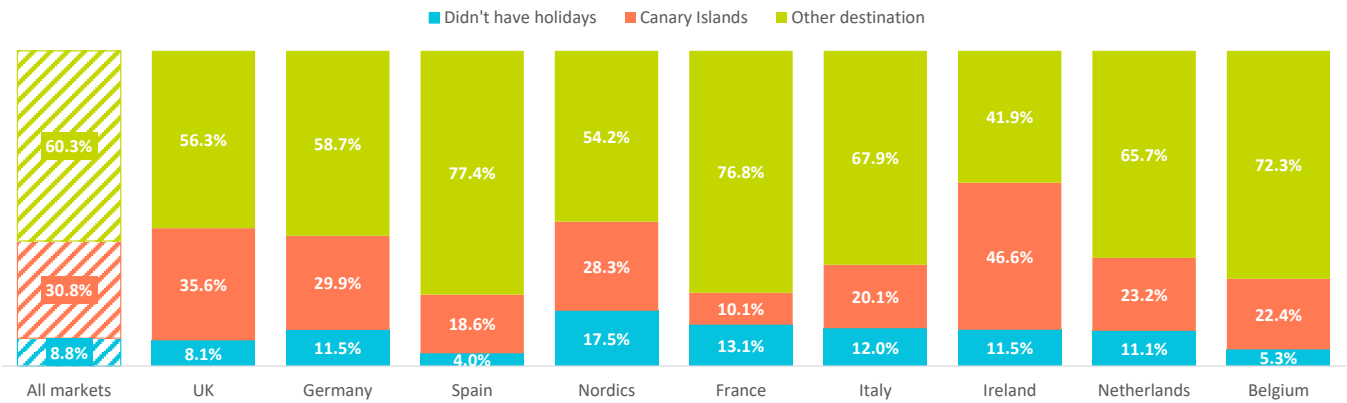


COMPETITORS

Where did they spend their main holiday last year? *

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Didn't have holidays	8.8%	8.1%	11.5%	4.0%	17.5%	13.1%	12.0%	11.5%	11.1%	5.3%	--	--
Canary Islands	30.8%	35.6%	29.9%	18.6%	28.3%	10.1%	20.1%	46.6%	23.2%	22.4%	--	--
Other destination	60.3%	56.3%	58.7%	77.4%	54.2%	76.8%	67.9%	41.9%	65.7%	72.3%	--	--
- Balearic Islands	4.4%	5.0%	5.7%	5.9%	2.0%	2.9%	3.6%	1.7%	1.9%	0.7%	--	--
- Rest of Spain	10.9%	8.4%	4.9%	34.0%	9.6%	6.2%	7.2%	12.4%	8.8%	10.4%	--	--
- Italy	6.5%	4.5%	6.8%	6.8%	7.4%	10.3%	20.2%	4.6%	7.9%	10.6%	--	--
- France	5.3%	3.5%	4.1%	3.6%	7.3%	20.5%	7.9%	2.7%	8.8%	15.9%	--	--
- Turkey	3.4%	4.6%	3.4%	0.9%	1.8%	2.4%	1.3%	1.7%	1.1%	3.0%	--	--
- Greece	7.8%	9.2%	9.7%	2.3%	4.9%	8.5%	8.2%	3.0%	9.0%	5.7%	--	--
- Portugal	4.2%	3.5%	3.3%	4.8%	3.5%	4.8%	4.2%	7.0%	4.5%	3.3%	--	--
- Croatia	1.6%	1.4%	2.6%	1.3%	1.8%	1.1%	1.2%	1.4%	1.4%	0.8%	--	--
- Egypt	1.0%	1.1%	1.2%	1.0%	0.8%	0.5%	1.1%	0.0%	0.9%	0.7%	--	--
- Tunisia	0.5%	0.4%	0.4%	0.3%	0.0%	1.2%	0.7%	0.2%	0.0%	1.7%	--	--
- Morocco	1.3%	1.3%	0.5%	2.4%	0.0%	2.8%	0.5%	0.2%	1.8%	3.8%	--	--
- Others	13.5%	13.4%	16.0%	14.0%	15.2%	15.5%	11.9%	6.9%	19.7%	15.8%	--	--

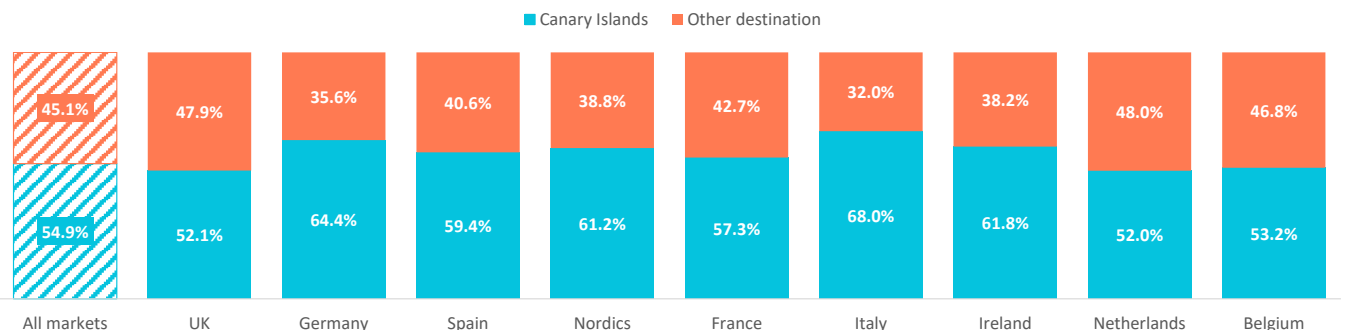
* Percentage of valid answers



What other destinations did they consider for this trip? *

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
None (I was clear about "this Canary Island")	28.7%	25.7%	34.4%	33.9%	40.7%	32.0%	35.3%	40.0%	24.4%	29.0%	--	--
Canary Islands (other island)	26.1%	26.4%	30.0%	25.5%	20.5%	25.4%	32.7%	21.8%	27.5%	24.2%	--	--
Other destination	45.1%	47.9%	35.6%	40.6%	38.8%	42.7%	32.0%	38.2%	48.0%	46.8%	--	--
- Balearic Islands	6.3%	7.1%	6.2%	8.6%	0.7%	5.9%	4.1%	3.2%	2.5%	5.8%	--	--
- Rest of Spain	8.8%	9.2%	4.3%	8.8%	10.4%	4.0%	6.0%	11.5%	9.4%	11.5%	--	--
- Italy	4.6%	3.9%	3.5%	6.1%	4.7%	5.3%	6.4%	4.3%	5.2%	6.2%	--	--
- France	1.5%	1.3%	1.1%	1.5%	2.1%	2.6%	0.7%	1.4%	1.5%	3.2%	--	--
- Turkey	3.2%	4.0%	3.5%	1.4%	2.1%	1.2%	1.4%	1.3%	2.5%	4.8%	--	--
- Greece	7.5%	8.4%	7.4%	3.4%	6.7%	8.4%	4.9%	3.8%	12.4%	8.1%	--	--
- Portugal	6.9%	7.1%	4.7%	4.5%	5.8%	6.2%	4.7%	10.1%	5.0%	4.7%	--	--
- Croatia	2.3%	2.9%	0.7%	1.4%	1.1%	3.1%	0.0%	1.6%	1.8%	0.3%	--	--
- Egypt	2.1%	2.3%	2.2%	1.3%	2.4%	3.3%	2.7%	0.4%	4.5%	0.8%	--	--
- Others	2.0%	1.7%	2.0%	3.6%	2.9%	2.6%	1.1%	0.5%	3.2%	1.4%	--	--

* Percentage of valid answers



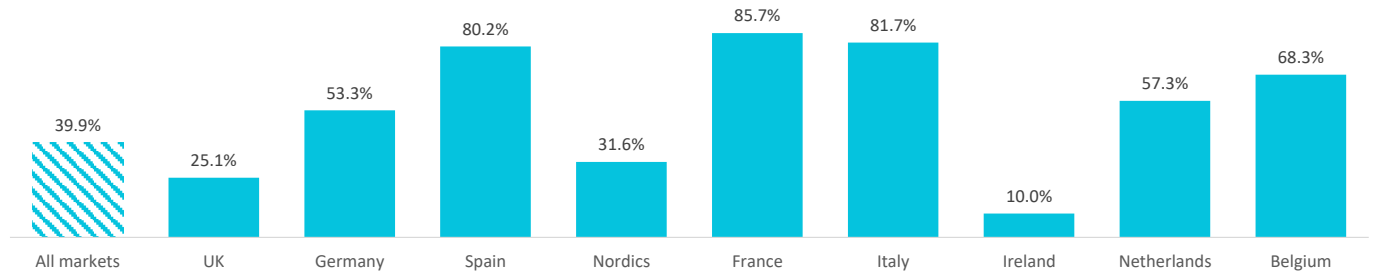
TRANSPORT (Data Q4 2025)

What means of transport have they used during their stay in the Canary Islands?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Rental vehicle	39.9%	25.1%	53.3%	80.2%	31.6%	85.7%	81.7%	10.0%	57.3%	68.3%	--	--
Public transport	24.0%	27.6%	30.1%	8.5%	26.4%	9.6%	13.3%	25.2%	20.8%	22.2%	--	--
Taxi / Private hire vehicle	38.2%	47.4%	17.0%	12.1%	27.6%	7.9%	5.4%	73.5%	36.1%	21.3%	--	--
Organised excursions with transport included	10.9%	10.4%	19.6%	7.6%	35.3%	6.4%	8.4%	4.7%	10.3%	7.7%	--	--
Bicycle	5.8%	3.7%	14.1%	2.3%	9.6%	3.9%	3.7%	7.4%	8.7%	9.5%	--	--
On foot	13.4%	17.7%	11.7%	4.2%	16.9%	3.4%	4.8%	13.6%	13.1%	7.2%	--	--

* Multi-choice question

RENTAL VEHICLE

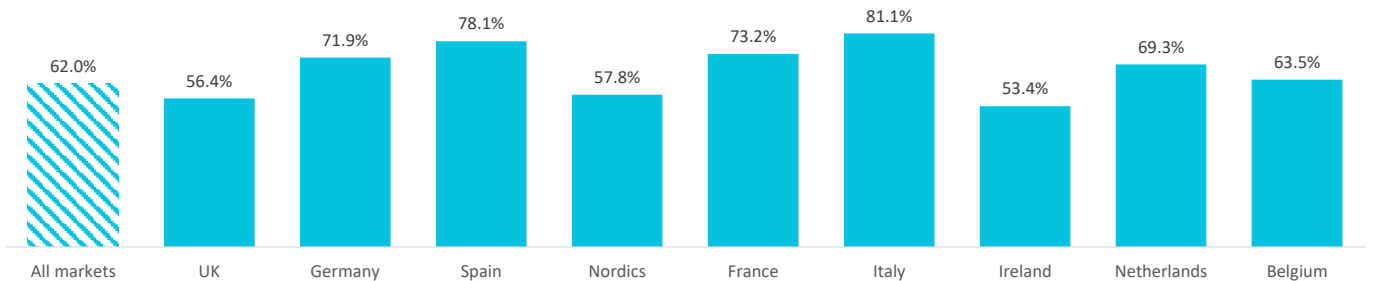


What factors influenced their choice of transport?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
No other alternative	16.5%	18.2%	13.7%	10.6%	20.4%	16.8%	9.2%	16.1%	13.7%	16.2%	--	--
Comfort and convenience	62.0%	56.4%	71.9%	78.1%	57.8%	73.2%	81.1%	53.4%	69.3%	63.5%	--	--
Price	30.7%	33.5%	32.8%	25.1%	19.9%	25.7%	21.0%	32.4%	26.2%	33.6%	--	--
Accessibility	24.5%	24.1%	28.5%	16.9%	38.8%	16.7%	16.8%	29.3%	23.8%	24.0%	--	--
Environmental impact	4.5%	5.5%	8.2%	2.2%	1.9%	0.7%	5.3%	1.7%	0.0%	5.8%	--	--
Safety	12.3%	15.1%	11.7%	5.1%	6.4%	7.3%	0.0%	15.6%	4.2%	8.7%	--	--
Available travel time	12.6%	14.7%	11.2%	18.2%	2.1%	1.4%	20.6%	9.6%	0.0%	9.5%	--	--
Punctuality	7.1%	8.4%	7.7%	2.9%	7.6%	4.1%	0.0%	10.1%	3.7%	8.7%	--	--
Flexible timetable	17.3%	16.7%	6.7%	30.8%	14.2%	23.1%	25.8%	10.3%	20.4%	28.5%	--	--

* Multi-choice question

COMFORT AND CONVENIENCE



Did you experience any difficulties with transport during their stay in the Canary Islands?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Yes	5.2%	4.4%	8.8%	3.0%	4.1%	2.3%	4.8%	8.7%	6.7%	8.3%	--	--
- Infrequent service	1.8%	1.5%	3.0%	0.3%	0.0%	0.7%	0.0%	4.1%	4.2%	0.0%	--	--
- Confusing or insufficient information	1.0%	0.6%	2.3%	1.0%	0.0%	1.1%	4.8%	0.0%	4.2%	2.0%	--	--
- Accessibility barriers	0.4%	0.2%	1.6%	0.3%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	--	--
- Delays or cancellations	1.4%	1.1%	3.3%	0.2%	4.1%	0.0%	0.0%	2.5%	0.0%	3.7%	--	--
- High fares	0.7%	0.7%	1.7%	0.2%	0.0%	0.5%	0.0%	0.7%	0.0%	0.0%	--	--
- Difficulties with booking systems	0.4%	0.4%	0.0%	0.4%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	--	--
- Poor connections	1.0%	0.5%	3.0%	1.1%	0.0%	0.0%	0.0%	0.7%	4.2%	4.6%	--	--
- Others	1.3%	1.5%	1.8%	0.0%	0.0%	0.0%	0.0%	1.9%	2.5%	2.7%	--	--
No	94.8%	95.6%	91.2%	97.0%	95.9%	97.7%	95.2%	91.3%	93.3%	91.7%	--	--

* The breakdown of the response 'Yes, they have had difficulties with transport during their stay in the Canary Islands' corresponds to a multi-response question. Percentages are calculated based on the total num

TOURIST TAX (Data from Q4 2024 to Q3 2025)

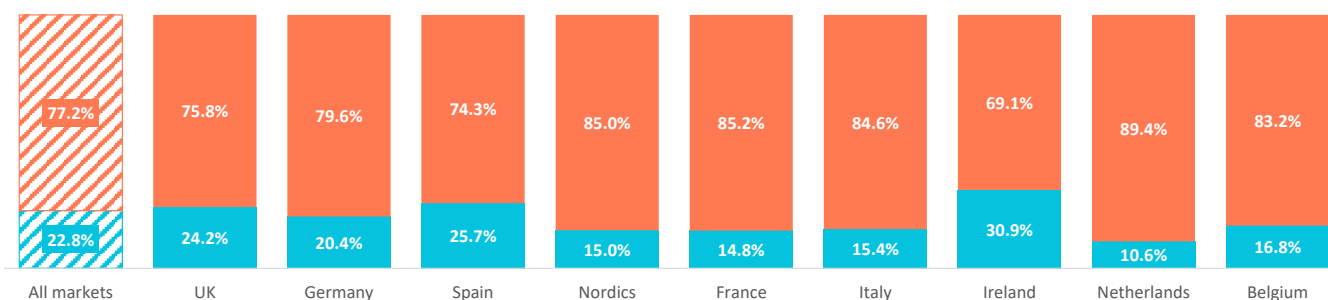
Have they visited any holiday destination in the last five years where they were charged a tourist tax?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Yes	47.9%	48.7%	41.8%	55.4%	47.8%	43.8%	60.0%	35.4%	66.0%	55.4%	--	--
No	32.6%	34.9%	28.9%	30.4%	30.0%	25.7%	22.2%	44.1%	13.8%	18.4%	--	--
Not remember	19.5%	16.4%	29.2%	14.2%	22.1%	30.5%	17.8%	20.5%	20.3%	26.2%	--	--

When choosing a travel destination, do they usually exclude those that charge a tourist tax?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Yes	22.8%	24.2%	20.4%	25.7%	15.0%	14.8%	15.4%	30.9%	10.6%	16.8%	--	--
No	77.2%	75.8%	79.6%	74.3%	85.0%	85.2%	84.6%	69.1%	89.4%	83.2%	--	--

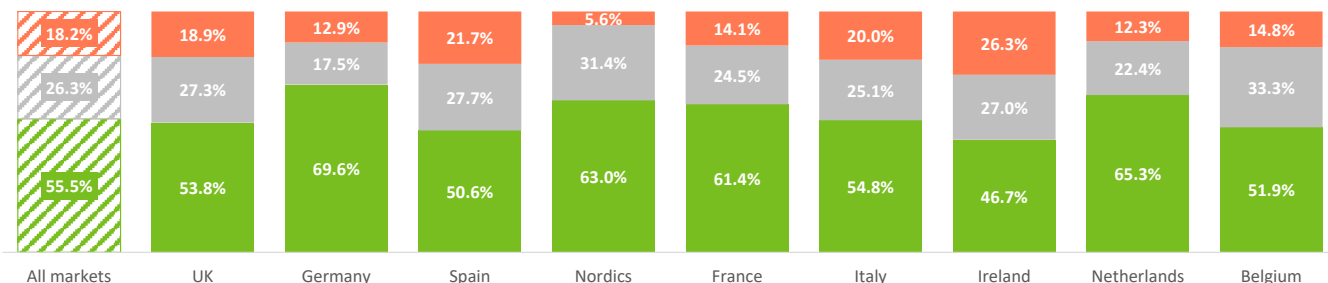
Yes No



Would they be willing to pay a tourist tax for each day of accommodation in the Canary Islands?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Yes	55.5%	53.8%	69.6%	50.6%	63.0%	61.4%	54.8%	46.7%	65.3%	51.9%	--	--
- For any purpose	13.3%	14.6%	20.5%	7.5%	18.0%	11.0%	7.0%	7.9%	18.5%	11.0%	--	--
- Improve living conditions	8.2%	7.1%	8.3%	7.9%	8.6%	14.3%	2.2%	8.2%	16.3%	15.9%	--	--
- Improve economic development	5.3%	6.4%	3.1%	3.7%	1.7%	3.5%	4.4%	5.4%	4.0%	2.1%	--	--
- Improve the environment	17.2%	13.2%	27.3%	21.4%	24.2%	24.6%	34.2%	11.9%	14.7%	10.6%	--	--
- Improve the tourist environment	5.0%	5.0%	3.8%	5.6%	4.6%	4.2%	2.5%	7.1%	4.9%	6.8%	--	--
- Other purposes	6.5%	7.6%	6.6%	4.4%	5.8%	3.8%	4.5%	6.1%	7.0%	5.5%	--	--
Not sure	26.3%	27.3%	17.5%	27.7%	31.4%	24.5%	25.1%	27.0%	22.4%	33.3%	--	--
No	18.2%	18.9%	12.9%	21.7%	5.6%	14.1%	20.0%	26.3%	12.3%	14.8%	--	--

Yes Not sure No



How much would they be willing to pay?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Up to 1 euro	37.7%	34.4%	29.6%	46.5%	33.3%	48.7%	48.4%	42.0%	39.8%	45.0%	--	--
Up to 2 euros	31.9%	31.6%	42.3%	26.9%	30.4%	30.8%	31.6%	23.2%	42.5%	34.0%	--	--
Up to 3 euros	18.8%	20.8%	19.3%	17.4%	18.9%	13.3%	15.6%	19.2%	11.0%	13.6%	--	--
More than 3 euros	11.5%	13.2%	8.8%	9.3%	17.4%	7.2%	4.4%	15.6%	6.7%	7.4%	--	--

Tourist profile by markets by markets

LANZAROTE (2025)

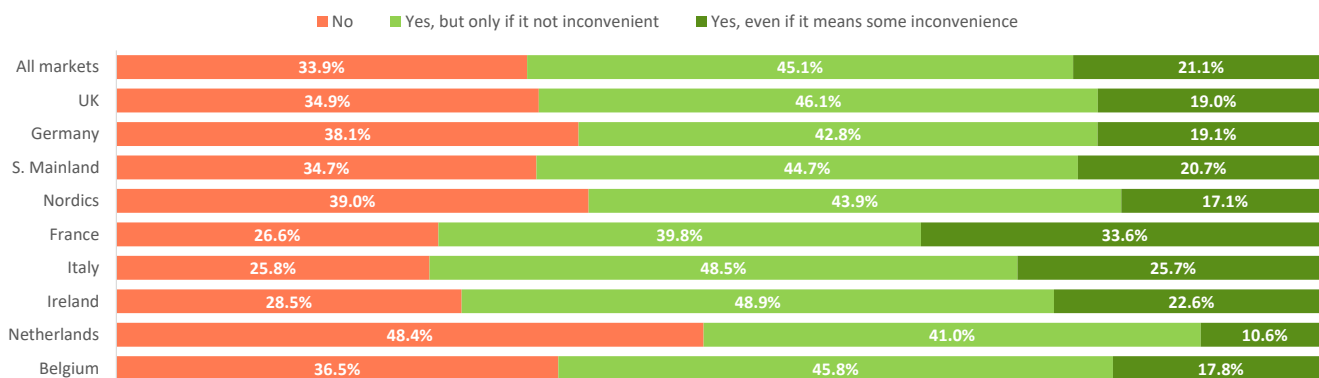


PLACES VISITED ON LANZAROTE

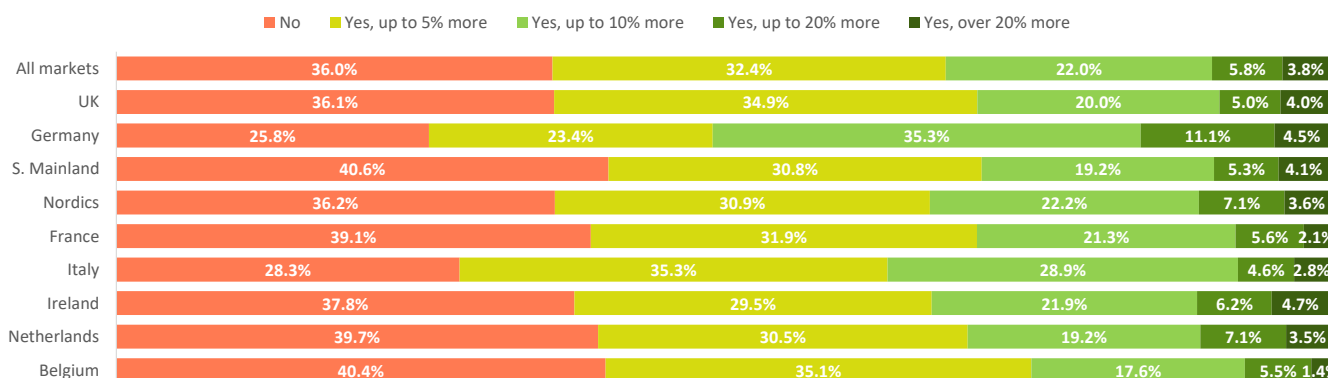
	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Arrecife	32.1%	20.6%	47.2%	63.2%	22.2%	51.3%	58.3%	22.4%	38.0%	39.2%	--	--
Montaña del Fuego/ Ruta de los Volcanes	27.2%	13.7%	35.1%	63.6%	22.0%	63.7%	57.9%	10.1%	26.5%	55.3%	--	--
Jameos del agua	22.9%	9.8%	39.0%	63.4%	12.7%	49.0%	45.7%	7.1%	22.5%	42.1%	--	--
Mirador del Río Viewpoint	20.7%	7.6%	36.8%	50.7%	14.1%	48.2%	57.8%	5.4%	23.2%	36.9%	--	--
Teguise Market	19.3%	11.3%	26.3%	37.3%	16.0%	43.8%	40.8%	10.3%	17.3%	33.1%	--	--
Cueva de los Verdes	17.7%	5.1%	28.9%	55.5%	9.7%	44.4%	47.0%	4.3%	21.2%	36.5%	--	--
Cactus Garden	16.6%	6.1%	30.3%	33.5%	4.5%	52.3%	46.8%	4.5%	19.3%	26.2%	--	--
César Manrique Foundation	14.1%	5.6%	29.9%	24.9%	5.2%	44.8%	36.2%	3.1%	13.9%	29.8%	--	--
La Graciosa	7.8%	2.4%	14.5%	24.4%	1.7%	17.9%	28.3%	1.3%	9.0%	14.7%	--	--
Monumento al Campesino	7.7%	2.3%	14.6%	30.4%	4.2%	13.6%	24.3%	1.6%	5.3%	10.7%	--	--
San José Castle	2.8%	1.5%	3.6%	5.9%	0.0%	5.3%	7.9%	1.1%	1.7%	9.4%	--	--

SUSTAINABLE DESTINATION (DATA = 2023)

Would they be willing to spend more on travel to reduce their carbon footprint?



¿Estaría dispuesto a gastar más en el viaje para reducir su huella de carbono?



Percepcion of the following sustainability measures during their stay *

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Quality of life on the island	8.17	8.21	8.00	8.25	7.70	8.23	8.39	8.20	7.86	8.15	--	--
Tolerance towards tourism	8.66	8.73	8.48	8.78	8.28	8.54	8.69	8.63	8.40	8.44	--	--
Cleanliness of the island	8.65	8.80	8.14	8.52	8.14	8.59	8.51	8.86	8.25	8.44	--	--
Air quality	8.73	8.74	8.71	8.71	8.31	8.52	9.16	8.85	8.23	8.74	--	--
Rational water consumption	7.83	8.01	7.18	7.75	7.13	7.64	7.90	8.00	7.40	7.84	--	--
Energy saving	7.28	7.44	6.47	7.28	6.79	7.10	7.59	7.45	7.03	7.11	--	--
Use of renewable energy	7.16	7.33	6.29	7.02	6.91	7.11	7.56	7.30	6.91	6.67	--	--
Recycling	7.33	7.69	6.35	6.91	6.75	7.07	6.91	7.46	7.05	6.82	--	--
Easy to get around by public transport	7.54	7.89	6.87	6.58	6.50	7.38	7.26	8.07	7.28	6.87	--	--
Overcrowding in tourist areas	6.59	6.68	5.50	6.96	6.27	6.59	6.71	6.57	6.79	6.63	--	--
Supply of local products	7.31	7.40	7.03	7.45	6.75	7.32	7.57	7.05	7.08	7.25	--	--

* Scale 0 - 10 (0 = Not important and 10 = Very important)

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.