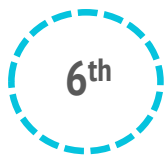


How many are they and how much do they spend?

	Italy	All markets
<b>TOURISTS</b>		
<b>Tourist arrivals (FRONTUR)</b>	<b>286,688</b>	<b>6,697,165</b>
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	<b>261,315</b>	<b>5,827,892</b>
- book holiday package	43,216	2,549,012
- do not book holiday package	218,098	3,278,880
- % tourists who book holiday package	16.5%	43.7%
Share of total tourist	4.3%	100%

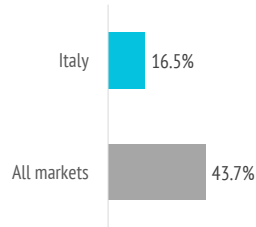
RANKING POSITION BY NUMBER OF TOURISTS



RANKING POSITION BY TURNOVER



% HOLIDAY PACKAGE



48% of Italians travel to Tenerife.

	Italy	All markets
<b>Expenditure per tourist (€)</b>	<b>1,005</b>	<b>1,206</b>
- book holiday package	1,321	1,415
- holiday package	1,053	1,135
- others	268	280
- do not book holiday package	943	1,044
- flight	217	248
- accommodation	296	369
- others	430	427
<b>Average length of stay</b>	<b>11.23</b>	<b>9.54</b>
- book holiday package	8.13	8.59
- do not book holiday package	11.85	10.28
<b>Average daily expenditure (€)</b>	<b>110.9</b>	<b>144.0</b>
- book holiday package	170.4	172.8
- do not book holiday package	99.2	121.6
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>263</b>	<b>7,028</b>
- book holiday package	57	3,606
- do not book holiday package	206	3,422

Where did they spend their main holiday last year?\*

	Italy	All markets
Didn't have holiday	0.0%	35.7%
Canary Islands	0.0%	17.6%
Other destination	0.0%	46.8%

What other destinations do they consider for this trip?\*

	Italy	All markets
None	0.0%	29.4%
Canary Islands (other island)	0.0%	25.4%
Other destination	0.0%	45.1%

\*Percentage of valid answers

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.

Importance of each factor in the destination choice

	Italy	All markets
Climate	73.2%	76.0%
Landscapes	57.4%	39.1%
Environment	55.6%	34.7%
Sea	52.7%	52.0%
Beaches	52.4%	44.6%
Tranquility	50.6%	48.5%
European belonging	44.5%	40.2%
Safety	38.3%	49.0%
Effortless trip	32.2%	34.9%
Price	32.1%	32.4%
Authenticity	29.2%	24.4%
Accommodation supply	25.9%	37.8%
Fun possibilities	22.4%	22.4%
Hiking trail network	20.1%	12.1%
Gastronomy	17.7%	27.9%
Exoticism	16.8%	14.5%
Nightlife	9.7%	8.4%
Historical heritage	9.4%	9.1%
Shopping	8.7%	8.8%
Culture	7.5%	8.7%

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.

% TOURISTS WHO CHOOSE ENVIRONMENT

ITALY  
55.6%



ALL MARKETS  
34.7%

What is the main motivation for their holidays?

	Italy	All markets
Rest	41.9%	50.7%
Enjoy family time	13.7%	14.0%
Have fun	5.9%	7.3%
Explore the destination	30.3%	23.3%
Practice their hobbies	5.3%	2.6%
Other reasons	2.8%	2.1%

EXPLORE THE DESTINATION



Italy 30.3%

All markets 23.3%

How far in advance do they book their trip?

	Italy	All markets
The same day	0.8%	1.0%
Between 1 and 30 days	45.6%	42.5%
Between 1 and 2 months	31.6%	26.7%
Between 3 and 6 months	18.3%	18.7%
More than 6 months	3.7%	11.1%

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

	Italy	All markets
Previous visits to the Canary Islands	33.8%	45.7%
Friends or relatives	35.8%	30.9%
Internet or social media	50.5%	53.5%
Mass Media	1.3%	2.3%
Travel guides and magazines	6.2%	7.0%
Travel Blogs or Forums	8.6%	8.4%
Travel TV Channels	0.1%	0.5%
Tour Operator or Travel Agency	14.6%	19.4%
Public administrations or similar	0.6%	1.9%
Others	2.4%	2.9%

\* Multi-choise question

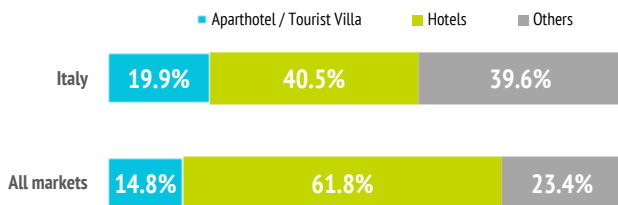
With whom did they book their flight and accommodation?

	Italy	All markets
<b>Flight</b>		
- Directly with the airline	74.9%	52.8%
- Tour Operator or Travel Agency	25.1%	47.2%
<b>Accommodation</b>		
- Directly with the accommodation	58.1%	39.9%
- Tour Operator or Travel Agency	41.9%	60.1%

Where do they stay?

	Italy	All markets
1-2-3* Hotel	8.3%	11.5%
4* Hotel	27.6%	39.4%
5* Hotel / 5* Luxury Hotel	4.6%	10.9%
Aparthotel / Tourist Villa	19.9%	14.8%
House/room rented in a private dwelling	14.4%	6.9%
Private accommodation (1)	15.9%	9.9%
Others (Cottage, cruise, camping,...)	9.3%	6.6%

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



What do they book?

	Italy	All markets
Room only	48.6%	28.1%
Bed and Breakfast	14.9%	15.3%
Half board	11.3%	19.5%
Full board	6.6%	3.2%
All inclusive	18.5%	33.8%

48.6% of Italians book room only.  
(Canary Islands: 28.1%)

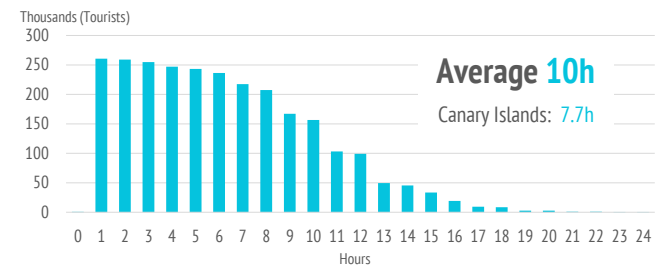
Other expenses

	Italy	All markets
Restaurants or cafes	72.6%	66.9%
Supermarkets	61.1%	55.6%
Car rental	45.2%	37.3%
Organized excursions	27.8%	23.7%
Taxi, transfer, chauffeur service	28.7%	46.0%
Theme Parks	8.9%	8.6%
Sport activities	9.5%	9.3%
Museums	4.5%	4.7%
Flights between islands	8.7%	6.3%

Activities in the Canary Islands

	Italy	All markets
<b>Outdoor time per day</b>		
0 hours	0.3%	2.4%
1 - 2 hours	2.2%	10.0%
3 - 6 hours	14.3%	30.1%
7 - 12 hours	64.2%	47.1%
More than 12 hours	19.0%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Italy	All markets
Beach	83.3%	75.1%
Walk, wander	74.9%	72.2%
Swimming pool, hotel facilities	47.9%	57.5%
Explore the island on their own	61.1%	52.5%
Swim	35.3%	38.8%
Taste Canarian gastronomy	33.4%	30.2%
Hiking	19.1%	22.5%
Organized excursions	21.2%	16.0%
Sea excursions / whale watching	15.5%	13.5%
Nightlife / concerts / shows	11.0%	12.3%
Theme parks	11.3%	12.2%
Museums / exhibitions	13.9%	10.7%
Wineries / markets / popular festivals	11.9%	10.0%
Other Nature Activities	16.8%	9.5%
Running	10.0%	7.6%
Practice other sports	6.9%	5.9%
Beauty and health treatments	4.1%	5.6%
Surf	11.5%	4.8%
Astronomical observation	4.1%	4.2%
Cycling / Mountain bike	4.1%	4.2%
Scuba Diving	3.8%	4.2%
Golf	2.9%	2.3%
Windsurf / Kitesurf	2.0%	1.5%

\* Multi-choise question

### Which island do they choose?

Tourists (> 15 years old)	Italy	All markets
Lanzarote	35,097	963,331
Fuerteventura	55,690	843,805
Gran Canaria	44,616	1,545,237
Tenerife	124,778	2,320,313
La Palma	857	102,576

### How many islands do they visit during their trip?

	Italy	All markets
One island	89.0%	90.9%
Two islands	9.8%	7.8%
Three or more islands	1.2%	1.3%

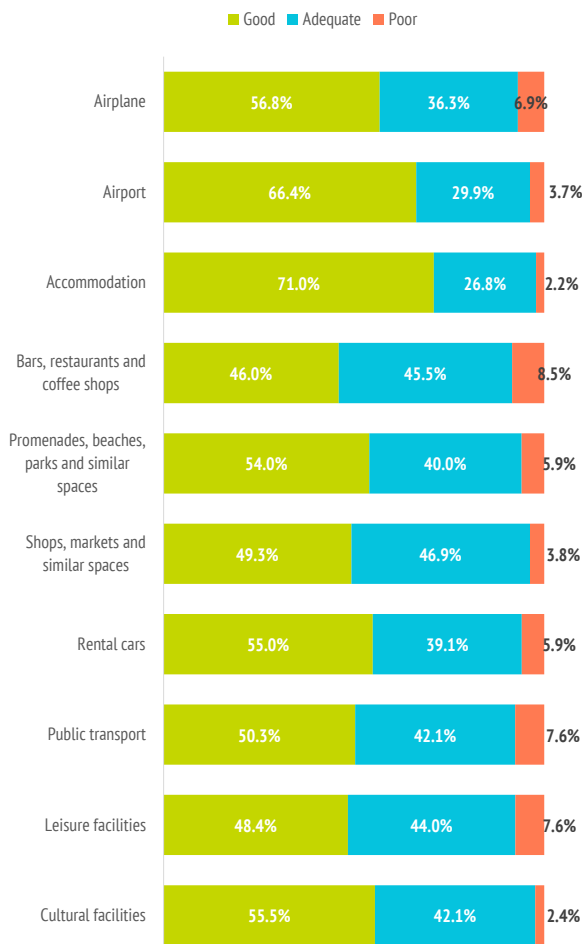
### Health safety

Planning the trip: Importance	Italy	All markets
Average rating (scale 0-10)	8.36	7.99

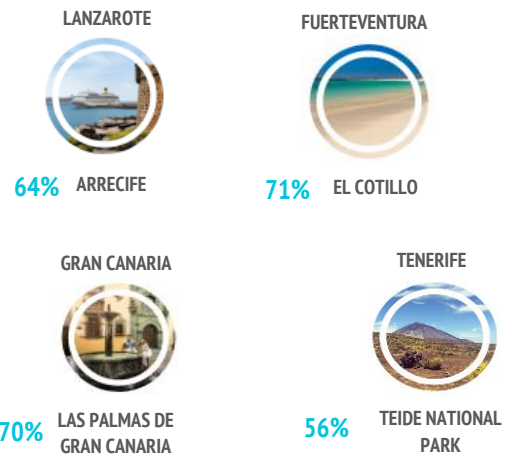
During the stay: Rate	Italy	All markets
Average rating (scale 0-10)	8.16	8.42

### HEALTH SAFETY MEASURES (RATE)



Share by islands	Italy	All markets
Lanzarote	13.4%	16.7%
Fuerteventura	21.3%	14.6%
Gran Canaria	17.1%	26.8%
Tenerife	47.8%	40.2%
La Palma	0.3%	1.8%

### MOST VISITED PLACES IN EACH ISLAND



The data refers to % of tourists on each island who have visited the place.

### How do they rate the Canary Islands?

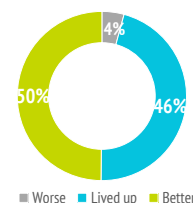
Satisfaction (scale 0-10)	Italy	All markets
Average rating	8.70	8.86

Experience in the Canary Islands	Italy	All markets
Worse or much worse than expected	4.2%	2.7%
Lived up to expectations	45.9%	51.4%
Better or much better than expected	49.8%	45.9%

Future intentions (scale 1-10)	Italy	All markets
Return to the Canary Islands	8.72	8.86
Recommend visiting the Canary Island	8.94	9.10



Experience in the Canary Islands

8.72/10

Return to the Canary Islands



8.94/10

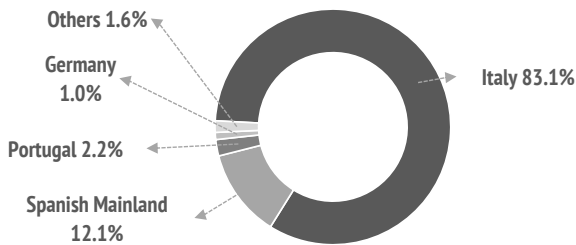
Recommend visiting the Canary Islands

### How many are loyal to the Canary Islands?

	Italy	All markets
<b>Repeat tourists</b>	<b>50.8%</b>	<b>68.0%</b>
Repeat tourists (last 5 years)	48.0%	61.9%
Repeat tourists (last 5 years) (5 or more)	12.6%	15.0%
<b>At least 10 previous visits</b>	<b>11.3%</b>	<b>18.3%</b>

Where does the flight come from?

	%	Absolute
Italy	83.1%	217,037
Spanish Mainland	12.1%	31,733
Portugal	2.2%	5,865
Germany	1.0%	2,566
United Kingdom	0.6%	1,609
France	0.4%	934
Others	0.6%	1,570



Who do they come with?

	Italy	All markets
Unaccompanied	17.4%	13.5%
Only with partner	42.4%	48.2%
Only with children (< 13 years old)	2.5%	3.9%
Partner + children (< 13 years old)	1.5%	4.9%
Other relatives	8.4%	8.4%
Friends	14.6%	8.5%
Work colleagues	0.7%	0.8%
Organized trip	0.5%	0.2%
Other combinations (1)	12.1%	11.5%

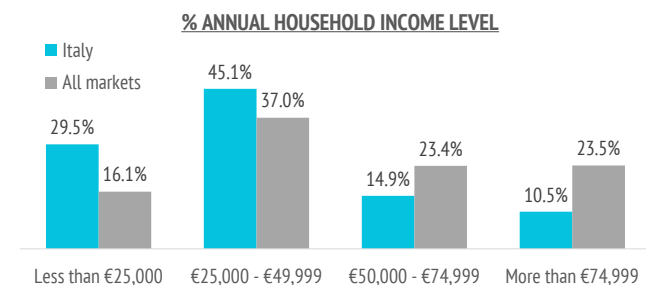
(1) Different situations have been isolated

Tourists with children	6.6%	12.5%
- Between 0 and 2 years old	0.8%	1.2%
- Between 3 and 12 years old	5.4%	10.2%
- Between 0 -2 and 3-12 years	0.4%	1.0%

Tourists without children	93.4%	87.5%
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Group composition:		
- 1 person	22.0%	16.5%
- 2 people	53.1%	56.7%
- 3 people	10.4%	10.7%
- 4 or 5 people	11.5%	13.6%
- 6 or more people	3.1%	2.5%
<b>Average group size:</b>	<b>2.32</b>	<b>2.37</b>

\*People who share the main expenses of the trip



Who are they?

	Italy	All markets
<b>Gender</b>		
Men	52.8%	49.6%
Women	47.2%	50.4%
<b>Age</b>		
Average age (tourist > 15 years old)	38.6	43.3
Standard deviation	14.6	15.6
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	19.5%	11.9%
25 - 30 years old	18.2%	14.8%
31 - 45 years old	30.8%	30.2%
46 - 60 years old	22.6%	26.6%
Over 60 years old	8.8%	16.4%
<b>Occupation</b>		
Salaried worker	44.3%	57.8%
Self-employed	19.9%	11.1%
Unemployed	2.6%	1.7%
Business owner	12.7%	10.0%
Student	12.7%	5.9%
Retired	6.7%	12.2%
Unpaid domestic work	0.1%	0.5%
Others	1.1%	0.9%
<b>Annual household income level</b>		
Less than €25,000	29.5%	16.1%
€25,000 - €49,999	45.1%	37.0%
€50,000 - €74,999	14.9%	23.4%
More than €74,999	10.5%	23.5%
<b>Education level</b>		
No studies	0.6%	2.2%
Primary education	2.5%	2.2%
Secondary education	10.1%	18.8%
Higher education	86.8%	76.9%

**5 IN 10 TOURISTS ARE REPEATERS**

**39 YEARS OLD**  
AVERAGE AGE

**42% ONLY WITH PARTNER**

Pictures: Freepik.com

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.