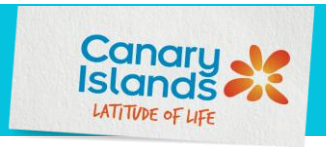


# TOURIST PROFILE BY QUARTER OF TRIP (2022)

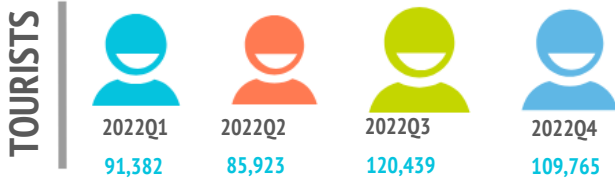
## BELGIUM



### How many are they and how much do they spend?

|   | 2022Q1    | 2022Q2    | 2022Q3     | 2022Q4     | 2022       |
|---|-----------|-----------|------------|------------|------------|
| <b>TOURISTS</b>                                     |           |           |            |            |            |
| <b>Tourist arrivals (FRONTUR) (*)</b>               | <b>91</b> | <b>86</b> | <b>120</b> | <b>110</b> | <b>408</b> |
| <b>Tourist arrivals &gt; 15 years old (EGT) (*)</b> | <b>85</b> | <b>80</b> | <b>102</b> | <b>102</b> | <b>370</b> |
| - book holiday package (*)                          | 36        | 36        | 52         | 43         | 167        |
| - do not book holiday package (*)                   | 50        | 45        | 50         | 59         | 203        |
| - % tourists who book holiday package               | 41.7%     | 44.5%     | 51.1%      | 42.3%      | 45.1%      |

(\*) Thousand of tourists



#### % TOURISTS WHO BOOK HOLIDAY PACKAGE



|  | 2022Q1       | 2022Q2       | 2022Q3       | 2022Q4       | 2022         |
|--|--------------|--------------|--------------|--------------|--------------|
| <b>Expenditure per tourist (€)</b>             | <b>1,499</b> | <b>1,370</b> | <b>1,571</b> | <b>1,451</b> | <b>1,478</b> |
| - book holiday package                         | 1,762        | 1,648        | 1,760        | 1,698        | 1,720        |
| - holiday package                              | 1,490        | 1,391        | 1,504        | 1,446        | 1,462        |
| - others                                       | 273          | 257          | 255          | 251          | 258          |
| - do not book holiday package                  | 1,311        | 1,147        | 1,374        | 1,270        | 1,279        |
| - flight                                       | 431          | 336          | 374          | 321          | 364          |
| - accommodation                                | 391          | 369          | 518          | 406          | 422          |
| - others                                       | 489          | 441          | 482          | 543          | 493          |
| <b>Average length of stay</b>                  | <b>10.85</b> | <b>9.02</b>  | <b>9.60</b>  | <b>9.59</b>  | <b>9.76</b>  |
| - book holiday package                         | 7.94         | 8.01         | 8.61         | 8.04         | 8.19         |
| - do not book holiday package                  | 12.93        | 9.84         | 10.64        | 10.72        | 11.05        |
| <b>Average daily expenditure (€)</b>           | <b>175.9</b> | <b>167.7</b> | <b>173.8</b> | <b>176.6</b> | <b>173.8</b> |
| - book holiday package                         | 232.9        | 211.4        | 210.6        | 222.1        | 218.5        |
| - do not book holiday package                  | 135.1        | 132.7        | 135.4        | 143.3        | 137.0        |
| <b>Total turnover (&gt; 15 years old) (€m)</b> | <b>128</b>   | <b>110</b>   | <b>161</b>   | <b>148</b>   | <b>547</b>   |
| - book holiday package                         | 63           | 59           | 92           | 73           | 287          |
| - do not book holiday package                  | 65           | 51           | 69           | 75           | 260          |

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

|                      | 2022Q1 | 2022Q2 | 2022Q3 | 2022Q4 | 2022  |
|----------------------|--------|--------|--------|--------|-------|
| Didn't have holidays | 16.6%  | 25.1%  | 30.2%  | 10.0%  | 20.0% |
| Canary Islands       | 16.2%  | 24.9%  | 20.2%  | 34.8%  | 24.6% |
| Other destination    | 67.2%  | 50.0%  | 49.6%  | 55.2%  | 55.4% |

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

|   | 2022Q1 | 2022Q2 | 2022Q3 | 2022Q4 | 2022  |
|---|--------|--------|--------|--------|-------|
| None (I was clear about "this Canary Island") | 37.3%  | 28.1%  | 20.6%  | 29.6%  | 28.0% |
| Canary Islands (other island)                 | 23.7%  | 24.0%  | 19.6%  | 28.8%  | 23.8% |
| Other destination                             | 39.0%  | 47.9%  | 59.8%  | 41.6%  | 48.2% |

\*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

|                      | 2022Q1 | 2022Q2 | 2022Q3 | 2022Q4 | 2022  |
|----------------------|--------|--------|--------|--------|-------|
| Climate              | 83.6%  | 82.0%  | 62.5%  | 73.1%  | 74.6% |
| Tranquility          | 43.1%  | 49.0%  | 55.5%  | 45.6%  | 48.5% |
| Sea                  | 35.7%  | 41.9%  | 42.6%  | 40.5%  | 40.3% |
| Landscapes           | 36.7%  | 42.0%  | 35.2%  | 45.5%  | 39.9% |
| Safety               | 34.9%  | 38.9%  | 46.4%  | 34.1%  | 38.7% |
| European belonging   | 38.5%  | 39.7%  | 35.7%  | 37.0%  | 37.6% |
| Accommodation supply | 32.9%  | 32.3%  | 41.4%  | 26.9%  | 33.5% |
| Price                | 18.7%  | 27.4%  | 38.2%  | 28.5%  | 28.6% |
| Beaches              | 25.5%  | 28.4%  | 29.0%  | 26.1%  | 27.2% |
| Environment          | 24.1%  | 23.9%  | 28.2%  | 31.1%  | 27.1% |
| Gastronomy           | 25.1%  | 24.8%  | 29.3%  | 20.4%  | 24.9% |
| Fun possibilities    | 19.4%  | 22.2%  | 26.6%  | 23.2%  | 23.0% |
| Authenticity         | 17.9%  | 25.5%  | 25.8%  | 21.6%  | 22.8% |
| Effortless trip      | 15.3%  | 18.3%  | 23.5%  | 17.9%  | 18.9% |
| Exoticism            | 12.3%  | 20.5%  | 21.3%  | 14.4%  | 17.1% |
| Hiking trail network | 15.8%  | 15.2%  | 11.9%  | 19.9%  | 15.8% |
| Shopping             | 10.1%  | 9.8%   | 9.7%   | 7.3%   | 9.2%  |
| Historical heritage  | 7.9%   | 8.0%   | 8.5%   | 10.4%  | 8.8%  |
| Culture              | 4.7%   | 7.9%   | 7.0%   | 8.5%   | 7.1%  |
| Nightlife            | 4.5%   | 3.1%   | 6.9%   | 3.4%   | 4.5%  |

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 SEA



### What is the main motivation for their holidays?

|                         | 2022Q1 | 2022Q2 | 2022Q3 | 2022Q4 | 2022  |
|-------------------------|--------|--------|--------|--------|-------|
| Rest                    | 51.5%  | 41.6%  | 49.7%  | 45.6%  | 47.2% |
| Enjoy family time       | 11.3%  | 18.9%  | 13.8%  | 12.7%  | 14.0% |
| Have fun                | 6.0%   | 7.5%   | 14.6%  | 9.7%   | 9.7%  |
| Explore the destination | 22.0%  | 29.0%  | 20.3%  | 28.4%  | 24.8% |
| Practice their hobbies  | 4.2%   | 3.0%   | 0.5%   | 2.1%   | 2.3%  |
| Other reasons           | 5.1%   | 0.1%   | 1.1%   | 1.6%   | 1.9%  |

### How far in advance do they book their trip?

|                        | 2022Q1 | 2022Q2 | 2022Q3 | 2022Q4 | 2022  |
|------------------------|--------|--------|--------|--------|-------|
| The same day           | 0.7%   | 1.1%   | 1.4%   | 0.9%   | 1.0%  |
| Between 1 and 30 days  | 44.5%  | 28.3%  | 37.2%  | 26.7%  | 34.1% |
| Between 1 and 2 months | 19.4%  | 26.9%  | 21.6%  | 25.5%  | 23.3% |
| Between 3 and 6 months | 27.1%  | 29.7%  | 23.5%  | 30.1%  | 27.5% |
| More than 6 months     | 8.4%   | 14.0%  | 16.3%  | 16.8%  | 14.1% |

#### % TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE



Picture: Freepik.com

# TOURIST PROFILE BY QUARTER OF TRIP (2022)

## BELGIUM

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

|                                       | 2022Q1 | 2022Q2 | 2022Q3 | 2022Q4 | 2022         |
|---------------------------------------|--------|--------|--------|--------|--------------|
| Previous visits to the Canary Islands | 46.7%  | 55.4%  | 46.8%  | 53.6%  | <b>50.5%</b> |
| Friends or relatives                  | 36.2%  | 32.6%  | 31.6%  | 32.9%  | <b>33.2%</b> |
| Internet or social media              | 48.7%  | 48.8%  | 48.6%  | 43.6%  | <b>47.3%</b> |
| Mass Media                            | 1.8%   | 2.5%   | 1.4%   | 2.5%   | <b>2.0%</b>  |
| Travel guides and magazines           | 9.9%   | 15.7%  | 10.1%  | 9.9%   | <b>11.2%</b> |
| Travel Blogs or Forums                | 5.2%   | 4.5%   | 6.1%   | 5.3%   | <b>5.3%</b>  |
| Travel TV Channels                    | 0.0%   | 0.4%   | 0.0%   | 0.3%   | <b>0.2%</b>  |
| Tour Operator or Travel Agency        | 28.9%  | 25.4%  | 31.5%  | 28.0%  | <b>28.6%</b> |
| Public administrations or similar     | 0.5%   | 0.0%   | 0.5%   | 0.4%   | <b>0.4%</b>  |
| Others                                | 1.3%   | 1.8%   | 2.5%   | 2.6%   | <b>2.1%</b>  |

\* Multi-choise question

### With whom did they book their flight and accommodation?

|                                   | 2022Q1 | 2022Q2 | 2022Q3 | 2022Q4 | 2022         |
|-----------------------------------|--------|--------|--------|--------|--------------|
| <b>Flight</b>                     |        |        |        |        |              |
| - Directly with the airline       | 53.6%  | 47.8%  | 48.2%  | 53.6%  | <b>50.8%</b> |
| - Tour Operator or Travel Agency  | 46.4%  | 52.2%  | 51.8%  | 46.4%  | <b>49.2%</b> |
| <b>Accommodation</b>              |        |        |        |        |              |
| - Directly with the accommodation | 40.9%  | 40.1%  | 34.1%  | 38.5%  | <b>38.2%</b> |
| - Tour Operator or Travel Agency  | 59.1%  | 59.9%  | 65.9%  | 61.5%  | <b>61.8%</b> |

### Where do they stay?

|                                       | 2022Q1 | 2022Q2 | 2022Q3 | 2022Q4 | 2022         |
|---------------------------------------|--------|--------|--------|--------|--------------|
| 1-2-3* Hotel                          | 6.8%   | 5.9%   | 9.3%   | 4.1%   | <b>6.5%</b>  |
| 4* Hotel                              | 39.3%  | 36.1%  | 40.0%  | 36.5%  | <b>38.0%</b> |
| 5* Hotel / 5* Luxury Hotel            | 11.7%  | 15.2%  | 13.8%  | 13.8%  | <b>13.6%</b> |
| Aparthotel / Tourist Villa            | 17.9%  | 11.9%  | 15.5%  | 9.8%   | <b>13.7%</b> |
| House/room rented in a private dwelli | 5.1%   | 6.6%   | 4.7%   | 12.2%  | <b>7.3%</b>  |
| Private accommodation <sup>(1)</sup>  | 8.0%   | 8.8%   | 7.5%   | 11.5%  | <b>9.0%</b>  |
| Others (Cottage, cruise, camping,...) | 11.2%  | 15.5%  | 9.3%   | 12.2%  | <b>11.9%</b> |

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

### What do they book?

|                   | 2022Q1 | 2022Q2 | 2022Q3 | 2022Q4 | 2022         |
|-------------------|--------|--------|--------|--------|--------------|
| Room only         | 26.2%  | 23.9%  | 20.4%  | 28.5%  | <b>24.7%</b> |
| Bed and Breakfast | 8.6%   | 8.6%   | 6.5%   | 7.1%   | <b>7.6%</b>  |
| Half board        | 31.8%  | 29.4%  | 26.7%  | 30.7%  | <b>29.6%</b> |
| Full board        | 5.6%   | 3.2%   | 2.9%   | 4.3%   | <b>4.0%</b>  |
| All inclusive     | 27.7%  | 34.9%  | 43.6%  | 29.5%  | <b>34.1%</b> |

34.1% of tourists book all inclusive.



27.7%  
2022Q1



43.6%  
2022Q3



34.9%  
2022Q2



29.5%  
2022Q4

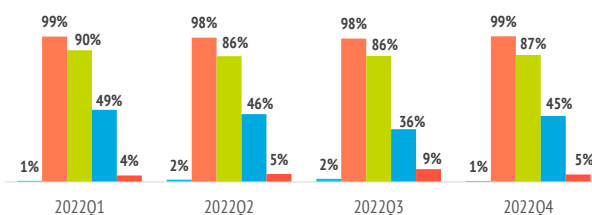
### Other expenses

|                                   | 2022Q1 | 2022Q2 | 2022Q3 | 2022Q4 | TOTAL        |
|-----------------------------------|--------|--------|--------|--------|--------------|
| Restaurants or cafes              | 73.2%  | 70.7%  | 61.5%  | 65.3%  | <b>67.2%</b> |
| Supermarkets                      | 52.6%  | 52.5%  | 46.1%  | 57.5%  | <b>52.2%</b> |
| Car rental                        | 33.4%  | 41.9%  | 32.2%  | 42.6%  | <b>37.4%</b> |
| Organized excursions              | 25.7%  | 26.8%  | 27.3%  | 29.1%  | <b>27.3%</b> |
| Taxi, transfer, chauffeur service | 48.7%  | 53.1%  | 48.6%  | 47.1%  | <b>49.2%</b> |
| Theme Parks                       | 9.4%   | 7.3%   | 11.0%  | 11.2%  | <b>9.9%</b>  |
| Sport activities                  | 9.2%   | 8.5%   | 11.8%  | 10.7%  | <b>10.2%</b> |
| Museums                           | 4.5%   | 5.7%   | 4.3%   | 5.1%   | <b>4.9%</b>  |
| Flights between islands           | 7.2%   | 3.5%   | 4.2%   | 5.6%   | <b>5.1%</b>  |

### Activities in the Canary Islands

| Outdoor time per day | 2022Q1 | 2022Q2 | 2022Q3 | 2022Q4 | 2022         |
|----------------------|--------|--------|--------|--------|--------------|
| 0 hours              | 0.8%   | 1.6%   | 2.2%   | 0.7%   | <b>1.3%</b>  |
| 1 - 2 hours          | 9.3%   | 12.6%  | 11.8%  | 12.8%  | <b>11.7%</b> |
| 3 - 6 hours          | 40.6%  | 39.5%  | 50.0%  | 41.6%  | <b>43.2%</b> |
| 7 - 12 hours         | 44.8%  | 40.8%  | 27.3%  | 40.0%  | <b>37.8%</b> |
| More than 12 hours   | 4.5%   | 5.5%   | 8.7%   | 5.0%   | <b>6.0%</b>  |

■ 0 hours ■ More than 1 hour ■ More than 3 hours ■ More than 7 hours ■ More than 12 hours



| Activities in the Canary Islands   | 2022Q1 | 2022Q2 | 2022Q3 | 2022Q4 | 2022         |
|------------------------------------|--------|--------|--------|--------|--------------|
| Walk, wander                       | 75.0%  | 79.0%  | 77.3%  | 80.2%  | <b>77.9%</b> |
| Swimming pool, hotel facilities    | 65.9%  | 62.9%  | 76.8%  | 61.0%  | <b>66.9%</b> |
| Beach                              | 54.0%  | 53.0%  | 63.7%  | 65.9%  | <b>59.8%</b> |
| Explore the island on their own    | 46.2%  | 50.8%  | 47.7%  | 59.6%  | <b>51.3%</b> |
| Hiking                             | 39.2%  | 40.8%  | 39.7%  | 41.1%  | <b>40.2%</b> |
| Taste Canarian gastronomy          | 17.9%  | 27.7%  | 23.8%  | 28.2%  | <b>24.5%</b> |
| Organized excursions               | 16.7%  | 19.7%  | 23.4%  | 17.2%  | <b>19.3%</b> |
| Swim                               | 21.2%  | 13.0%  | 19.5%  | 10.6%  | <b>16.0%</b> |
| Sea excursions / whale watching    | 13.1%  | 17.3%  | 19.5%  | 12.6%  | <b>15.6%</b> |
| Theme parks                        | 9.4%   | 11.4%  | 15.9%  | 15.9%  | <b>13.4%</b> |
| Museums / exhibitions              | 8.3%   | 7.4%   | 10.5%  | 11.7%  | <b>9.7%</b>  |
| Nightlife / concerts / shows       | 7.2%   | 4.8%   | 12.8%  | 6.7%   | <b>8.1%</b>  |
| Running                            | 6.5%   | 9.6%   | 8.1%   | 7.8%   | <b>8.0%</b>  |
| Wineries / markets / popular festi | 6.6%   | 10.3%  | 7.9%   | 6.0%   | <b>7.6%</b>  |
| Other Nature Activities            | 4.5%   | 10.7%  | 6.1%   | 7.0%   | <b>7.0%</b>  |
| Beauty and health treatments       | 4.7%   | 7.7%   | 7.3%   | 7.2%   | <b>6.8%</b>  |
| Cycling / Mountain bike            | 7.6%   | 6.6%   | 3.5%   | 4.9%   | <b>5.5%</b>  |
| Practice other sports              | 3.2%   | 5.0%   | 5.5%   | 4.8%   | <b>4.7%</b>  |
| Scuba Diving                       | 1.0%   | 2.5%   | 6.5%   | 3.1%   | <b>3.4%</b>  |
| Astronomical observation           | 3.2%   | 2.1%   | 3.4%   | 3.2%   | <b>3.0%</b>  |
| Surf                               | 2.1%   | 1.6%   | 3.2%   | 3.4%   | <b>2.6%</b>  |
| Golf                               | 0.7%   | 0.3%   | 1.7%   | 3.1%   | <b>1.6%</b>  |
| Windsurf / Kitesurf                | 1.0%   | 0.3%   | 2.0%   | 0.9%   | <b>1.1%</b>  |

\* Multi-choise question

# TOURIST PROFILE BY QUARTER OF TRIP (2022)

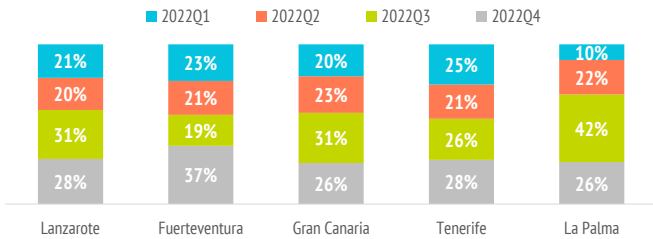
## BELGIUM

### Which island do they choose?

| Tourists (> 15 years old) | 2022Q1 | 2022Q2 | 2022Q3 | 2022Q4 | 2022           |
|---------------------------|--------|--------|--------|--------|----------------|
| Lanzarote                 | 9,360  | 9,027  | 13,698 | 12,623 | <b>44,708</b>  |
| Fuerteventura             | 3,917  | 3,616  | 3,310  | 6,233  | <b>17,076</b>  |
| Gran Canaria              | 18,909 | 21,643 | 29,751 | 24,281 | <b>94,584</b>  |
| Tenerife                  | 52,799 | 45,035 | 54,050 | 58,153 | <b>210,037</b> |
| La Palma                  | 329    | 728    | 1,426  | 884    | <b>3,367</b>   |

| Share by islands | 2022Q1 | 2022Q2 | 2022Q3 | 2022Q4 | 2022         |
|------------------|--------|--------|--------|--------|--------------|
| Lanzarote        | 11.0%  | 11.3%  | 13.4%  | 12.4%  | <b>12.1%</b> |
| Fuerteventura    | 4.6%   | 4.5%   | 3.2%   | 6.1%   | <b>4.6%</b>  |
| Gran Canaria     | 22.2%  | 27.0%  | 29.1%  | 23.8%  | <b>25.6%</b> |
| Tenerife         | 61.9%  | 56.3%  | 52.9%  | 56.9%  | <b>56.8%</b> |
| La Palma         | 0.4%   | 0.9%   | 1.4%   | 0.9%   | <b>0.9%</b>  |

### % TOURISTS BY ISLAND AND QUARTER OF TRIP



### How do they rate the Canary Islands?

| Satisfaction (scale 0-10) | 2022Q1 | 2022Q2 | 2022Q3 | 2022Q4 | 2022        |
|---------------------------|--------|--------|--------|--------|-------------|
| Average rating            | 8.68   | 8.67   | 8.54   | 8.81   | <b>8.68</b> |

| Experience in the Canary Islands    | 2022Q1 | 2022Q2 | 2022Q3 | 2022Q4 | 2022         |
|-------------------------------------|--------|--------|--------|--------|--------------|
| Worse or much worse than expected   | 2.5%   | 2.5%   | 4.3%   | 1.5%   | <b>2.7%</b>  |
| Lived up to expectations            | 61.5%  | 58.7%  | 65.1%  | 59.4%  | <b>61.3%</b> |
| Better or much better than expected | 36.0%  | 38.8%  | 30.6%  | 39.1%  | <b>36.0%</b> |

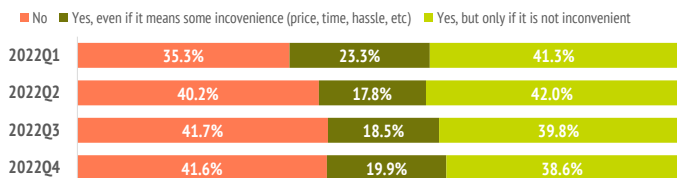
| Future intentions (scale 1-10)        | 2022Q1 | 2022Q2 | 2022Q3 | 2022Q4 | 2022        |
|---------------------------------------|--------|--------|--------|--------|-------------|
| Return to the Canary Islands          | 8.64   | 8.70   | 8.35   | 8.83   | <b>8.63</b> |
| Recommend visiting the Canary Islands | 8.80   | 8.95   | 8.63   | 8.99   | <b>8.84</b> |

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

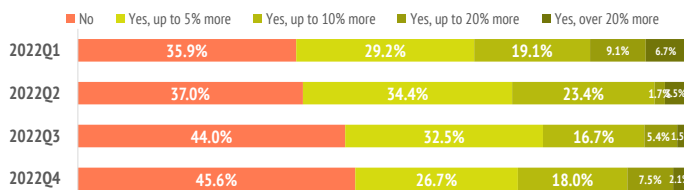
|                       | 2022Q1 | 2022Q2 | 2022Q3 | 2022Q4 | 2022         |
|-----------------------|--------|--------|--------|--------|--------------|
| One island            | 90.6%  | 95.1%  | 92.6%  | 91.9%  | <b>92.5%</b> |
| Two islands           | 8.5%   | 3.9%   | 6.4%   | 6.0%   | <b>6.2%</b>  |
| Three or more islands | 0.9%   | 0.9%   | 1.0%   | 2.1%   | <b>1.3%</b>  |

### Sustainable destination

When booking a trip, do they tend to choose the most sustainable options?



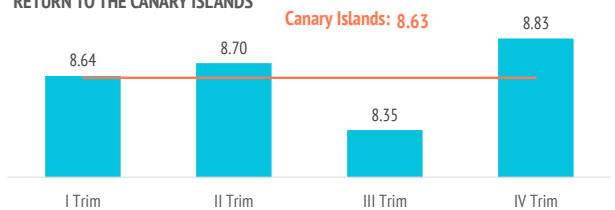
### Would they be willing to spend more on travel to reduce their carbon footprint?



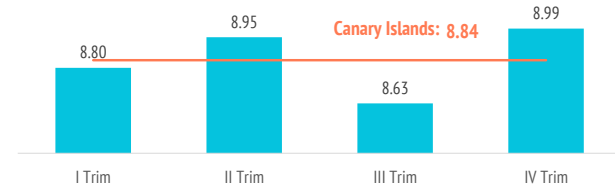
| Perception during their stay*          | 2022Q1 | 2022Q2 | 2022Q3 | 2022Q4 | 2022       |
|--|--------|--------|--------|--------|------------|
| Quality of life on the island          | 7.9    | 8.1    | 8.1    | 8.1    | <b>8.1</b> |
| Tolerance towards tourism              | 8.5    | 8.4    | 8.3    | 8.4    | <b>8.4</b> |
| Cleanliness of the island              | 8.4    | 8.4    | 8.3    | 8.2    | <b>8.3</b> |
| Air quality                            | 8.3    | 8.4    | 8.3    | 8.3    | <b>8.3</b> |
| Rational water consumption             | 7.4    | 7.3    | 7.6    | 7.4    | <b>7.4</b> |
| Energy saving                          | 7.0    | 6.9    | 7.0    | 7.0    | <b>7.0</b> |
| Use of renewable energy                | 7.2    | 7.0    | 7.1    | 7.1    | <b>7.1</b> |
| Recycling                              | 7.1    | 7.1    | 7.3    | 7.0    | <b>7.2</b> |
| Easy to get around by public transport | 7.4    | 7.4    | 7.4    | 7.3    | <b>7.4</b> |
| Overcrowding in tourist areas          | 7.1    | 6.8    | 6.7    | 6.6    | <b>6.8</b> |
| Supply of local products               | 7.3    | 7.3    | 7.0    | 7.3    | <b>7.2</b> |

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

### RETURN TO THE CANARY ISLANDS



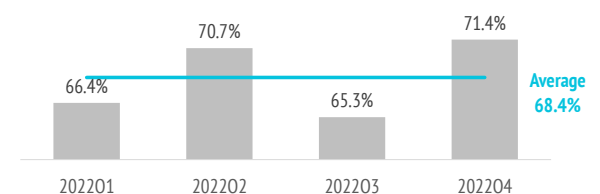
### RECOMMEND VISITING THE CANARY ISLANDS



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

|  | 2022Q1 | 2022Q2 | 2022Q3 | 2022Q4 | 2022  |
|--|--------|--------|--------|--------|-------|
| Repeat tourists                                  | 66.4%  | 70.7%  | 65.3%  | 71.4%  | 68.4% |
| At least 10 previous visits                      | 19.9%  | 23.9%  | 19.6%  | 27.1%  | 22.7% |
| Repeat tourists (last 5 years)                   | 64.5%  | 67.6%  | 60.2%  | 66.4%  | 64.5% |
| Repeat tourists (last 5 years)(5 or more visits) | 19.1%  | 15.5%  | 16.2%  | 23.7%  | 18.8% |

### REPEAT TOURISTS



# TOURIST PROFILE BY QUARTER OF TRIP (2022)

## BELGIUM

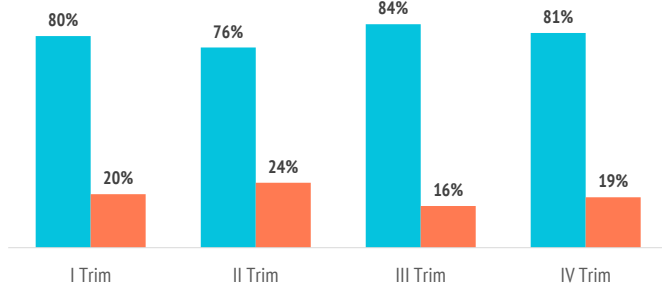
### Where does the flight come from?



|                  | 2022Q1 | 2022Q2 | 2022Q3 | 2022Q4 | 2022         |
|------------------|--------|--------|--------|--------|--------------|
| Belgium          | 79.8%  | 75.5%  | 84.3%  | 81.0%  | <b>80.4%</b> |
| Netherlands      | 5.4%   | 10.5%  | 5.4%   | 12.4%  | <b>8.4%</b>  |
| Spanish Mainland | 8.2%   | 3.5%   | 2.1%   | 1.3%   | <b>3.6%</b>  |
| Germany          | 3.3%   | 3.5%   | 1.4%   | 0.6%   | <b>2.1%</b>  |
| Others           | 3.3%   | 7.0%   | 6.9%   | 4.7%   | <b>5.5%</b>  |

#### % TOURISTS BY QUARTER OF TRIP

Germany Others



### Who do they come with?



|                                     | 2022Q1 | 2022Q2 | 2022Q3 | 2022Q4 | 2022         |
|-------------------------------------|--------|--------|--------|--------|--------------|
| Unaccompanied                       | 8.5%   | 4.8%   | 9.1%   | 8.2%   | <b>7.8%</b>  |
| Only with partner                   | 51.1%  | 41.9%  | 47.6%  | 47.8%  | <b>47.2%</b> |
| Only with children (< 13 years old) | 4.4%   | 5.2%   | 4.7%   | 2.1%   | <b>4.0%</b>  |
| Partner + children (< 13 years old) | 7.7%   | 10.3%  | 7.5%   | 6.7%   | <b>7.9%</b>  |
| Other relatives                     | 6.2%   | 7.8%   | 7.8%   | 14.5%  | <b>9.3%</b>  |
| Friends                             | 7.0%   | 8.8%   | 6.2%   | 3.5%   | <b>6.2%</b>  |
| Work colleagues                     | 0.2%   | 0.0%   | 0.0%   | 0.0%   | <b>0.0%</b>  |
| Organized trip                      | 0.7%   | 0.0%   | 0.0%   | 0.4%   | <b>0.3%</b>  |
| Other combinations <sup>(1)</sup>   | 14.2%  | 21.3%  | 17.1%  | 16.8%  | <b>17.2%</b> |

(1) Different situations have been isolated

| Tourists with children           | 2022Q1       | 2022Q2       | 2022Q3       | 2022Q4       | 2022         |
|----------------------------------|--------------|--------------|--------------|--------------|--------------|
| - Between 0 and 2 years old      | 1.2%         | 0.5%         | 0.6%         | 0.6%         | <b>0.7%</b>  |
| - Between 3 and 12 years old     | 12.1%        | 19.4%        | 13.2%        | 13.5%        | <b>14.4%</b> |
| - Between 0-2 and 3-12 years     | 0.5%         | 0.7%         | 0.3%         | 1.1%         | <b>0.7%</b>  |
| <b>Tourists without children</b> | <b>86.3%</b> | <b>79.4%</b> | <b>85.8%</b> | <b>84.8%</b> | <b>84.2%</b> |

| Group composition:         | 2022Q1      | 2022Q2      | 2022Q3      | 2022Q4      | 2022         |
|----------------------------|-------------|-------------|-------------|-------------|--------------|
| - 1 person                 | 14.1%       | 9.1%        | 10.9%       | 10.4%       | <b>11.1%</b> |
| - 2 people                 | 58.0%       | 50.9%       | 57.9%       | 59.3%       | <b>56.8%</b> |
| - 3 people                 | 13.5%       | 14.4%       | 12.9%       | 11.3%       | <b>12.9%</b> |
| - 4 or 5 people            | 11.9%       | 22.4%       | 16.0%       | 14.8%       | <b>16.1%</b> |
| - 6 or more people         | 2.4%        | 3.2%        | 2.3%        | 4.1%        | <b>3.0%</b>  |
| <b>Average group size:</b> | <b>2.40</b> | <b>2.71</b> | <b>2.48</b> | <b>2.56</b> | <b>2.53</b>  |

\*People who share the main expenses of the trip



### 16% of tourists travel with children.



(under the age of 13)



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.

### Who are they?



|                                      | 2022Q1 | 2022Q2 | 2022Q3 | 2022Q4 | 2022         |
|--------------------------------------|--------|--------|--------|--------|--------------|
| <b>Gender</b>                        |        |        |        |        |              |
| Men                                  | 47.7%  | 50.1%  | 52.8%  | 51.5%  | <b>50.7%</b> |
| Women                                | 52.3%  | 49.9%  | 47.2%  | 48.5%  | <b>49.3%</b> |
| <b>Age</b>                           |        |        |        |        |              |
| Average age (tourist > 15 years old) | 50.7   | 47.9   | 43.7   | 48.7   | <b>47.6</b>  |
| Standard deviation                   | 14.9   | 15.1   | 16.0   | 14.4   | <b>15.3</b>  |
| <b>Age range (&gt; 15 years old)</b> |        |        |        |        |              |
| 16 - 24 years old                    | 4.3%   | 6.5%   | 16.9%  | 5.9%   | <b>8.7%</b>  |
| 25 - 30 years old                    | 6.3%   | 8.6%   | 11.3%  | 7.4%   | <b>8.5%</b>  |
| 31 - 45 years old                    | 28.1%  | 29.0%  | 25.0%  | 28.4%  | <b>27.5%</b> |
| 46 - 60 years old                    | 30.6%  | 35.1%  | 30.2%  | 37.0%  | <b>33.2%</b> |
| Over 60 years old                    | 30.7%  | 20.8%  | 16.7%  | 21.3%  | <b>22.1%</b> |
| <b>Occupation</b>                    |        |        |        |        |              |
| Salaried worker                      | 41.3%  | 50.8%  | 53.8%  | 54.8%  | <b>50.5%</b> |
| Self-employed                        | 20.7%  | 10.6%  | 7.8%   | 11.2%  | <b>12.3%</b> |
| Unemployed                           | 0.3%   | 1.3%   | 0.7%   | 0.4%   | <b>0.6%</b>  |
| Business owner                       | 15.4%  | 10.2%  | 13.0%  | 15.6%  | <b>13.7%</b> |
| Student                              | 0.0%   | 8.1%   | 8.3%   | 2.9%   | <b>4.8%</b>  |
| Retired                              | 20.6%  | 16.2%  | 15.6%  | 13.8%  | <b>16.4%</b> |
| Unpaid domestic work                 | 0.3%   | 0.5%   | 0.4%   | 0.6%   | <b>0.4%</b>  |
| Others                               | 1.4%   | 2.5%   | 0.4%   | 0.8%   | <b>1.2%</b>  |
| <b>Annual household income level</b> |        |        |        |        |              |
| Less than €25,000                    | 12.9%  | 12.5%  | 15.7%  | 13.6%  | <b>13.8%</b> |
| €25,000 - €49,999                    | 39.9%  | 48.1%  | 38.5%  | 39.4%  | <b>41.1%</b> |
| €50,000 - €74,999                    | 26.4%  | 17.7%  | 29.5%  | 27.6%  | <b>25.7%</b> |
| More than €74,999                    | 20.8%  | 21.7%  | 16.4%  | 19.4%  | <b>19.4%</b> |
| <b>Education level</b>               |        |        |        |        |              |
| No studies                           | 0.9%   | 0.0%   | 0.0%   | 0.2%   | <b>0.3%</b>  |
| Primary education                    | 0.3%   | 1.8%   | 0.6%   | 0.2%   | <b>0.7%</b>  |
| Secondary education                  | 25.3%  | 33.6%  | 38.2%  | 30.1%  | <b>32.0%</b> |
| Higher education                     | 73.5%  | 64.6%  | 61.2%  | 69.5%  | <b>67.1%</b> |

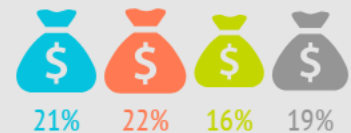


AVERAGE AGE (> 15 years old)



#### % TOURISTS WITH INCOMES OVER €74,999

2022Q1 2022Q2 2022Q3 2022Q4



#### % SALARIED WORKER TOURISTS

