

## Tourist profile. Historical data: 2018 - 2022

### BELGIUM



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

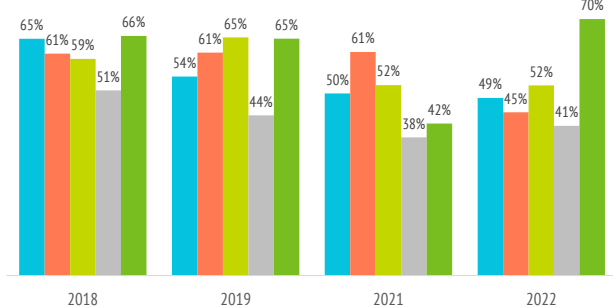


	2018	2019	2020	2021	2022
<b>TOURISTS</b>					
<b>Tourist arrivals (FRONTUR) (*)</b>	<b>409</b>	<b>400</b>	<b>156</b>	<b>251</b>	<b>408</b>
<b>Tourist arrivals &gt; 15 years old (EGT) (*)</b>	<b>360</b>	<b>356</b>	<b>140</b>	<b>220</b>	<b>370</b>
- book holiday package (*)	200	184	54	95	167
- do not book holiday package (*)	160	172	86	125	203
- % tourists who book holiday package	55.5%	51.6%	38.6%	43.2%	45.1%

(\*) Thousands of tourists

#### % OF TOURIST WHO BOOK HOLIDAY PACKAGE

■ Lanzarote ■ Fuerteventura ■ Gran Canaria ■ Tenerife ■ La Palma



	2018	2019	2020	2021	2022
<b>Expenditure per tourist (€)</b>	<b>1,378</b>	<b>1,185</b>	--	<b>1,370</b>	<b>1,478</b>
- book holiday package	1,594	1,432	--	1,495	1,720
- holiday package	1,354	1,199	--	1,258	1,462
- others	240	233	--	237	258
- do not book holiday package	1,108	921	--	1,274	1,279
- flight	329	243	--	323	364
- accommodation	343	301	--	377	422
- others	436	377	--	574	493
<b>Average lenght of stay</b>	<b>10.13</b>	<b>10.26</b>	--	<b>10.38</b>	<b>9.76</b>
- book holiday package	8.91	8.92	--	8.17	8.19
- do not book holiday package	11.66	11.70	--	12.06	11.05
<b>Average daily expenditure (€)</b>	<b>158.4</b>	<b>137.0</b>	--	<b>154.5</b>	<b>173.8</b>
- book holiday package	195.5	171.8	--	189.3	218.5
- do not book holiday package	112.2	99.9	--	128.1	137.0
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>496</b>	<b>422</b>	--	<b>302</b>	<b>547</b>
- book holiday package	318	263	--	142	287
- do not book holiday package	177	159	--	160	260

#### What is the main purpose of their trip?

	2018	2019	2020	2021	2022
Holiday, leisure	92.7%	91.9%	--	92.9%	91.3%
Visiting family or friends	5.5%	5.4%	--	5.4%	6.7%
Business and work	0.4%	0.6%	--	0.8%	0.6%
Education and training	0.2%	0.0%	--	0.5%	0.0%
Sports training	0.4%	0.4%	--	0.1%	0.4%
Health or medical care	0.1%	0.1%	--	0.1%	0.0%
Fairs and congresses	0.2%	0.5%	--	0.0%	0.0%
Others	0.6%	1.1%	--	0.3%	0.9%

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"

#### Aspectos más relevantes en la elección de Canarias



	2018	2019	2020	2021	2022
Climate	76.2%	78.1%	--	78.8%	74.6%
Tranquility	49.8%	53.2%	--	51.4%	48.5%
Sea	38.2%	40.8%	--	46.9%	40.3%
Landscapes	37.2%	35.2%	--	40.1%	39.9%
Safety	42.3%	39.6%	--	38.4%	38.7%
European belonging	35.6%	39.5%	--	44.7%	37.6%
Accommodation supply	34.6%	34.0%	--	34.1%	33.5%
Price	28.3%	33.5%	--	33.1%	28.6%
Beaches	26.1%	27.4%	--	33.9%	27.2%
Environment	27.9%	26.3%	--	26.3%	27.1%
Gastronomy	27.4%	23.7%	--	28.1%	24.9%
Fun possibilities	22.1%	21.4%	--	22.6%	23.0%
Authenticity	19.0%	20.7%	--	21.1%	22.8%
Effortless trip	17.6%	18.0%	--	16.5%	18.9%
Exoticism	17.4%	16.5%	--	20.7%	17.1%
Hiking trail network	14.9%	17.0%	--	16.2%	15.8%
Shopping	10.5%	7.9%	--	9.4%	9.2%
Historical heritage	8.1%	8.0%	--	6.5%	8.8%
Culture	5.7%	5.7%	--	5.0%	7.1%
Nightlife	5.2%	4.4%	--	5.1%	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.

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



	2018	2019	2020	2021	2022
Rest	55.2%	55.2%	--	52.6%	47.2%
Enjoy family time	12.2%	10.7%	--	11.4%	14.0%
Have fun	8.7%	8.8%	--	8.4%	9.7%
Explore the destination	21.1%	19.9%	--	23.0%	24.8%
Practice their hobbies	1.3%	2.4%	--	2.8%	2.3%
Other reasons	1.5%	3.0%	--	1.9%	1.9%

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



	2018	2019	2020	2021	2022
The same day	1.2%	1.2%	--	1.0%	1.0%
Between 1 and 30 days	27.1%	28.1%	--	44.4%	34.1%
Between 1 and 2 months	23.9%	24.9%	--	23.6%	23.3%
Between 3 and 6 months	31.7%	30.5%	--	17.2%	27.5%
More than 6 months	16.0%	15.2%	--	13.8%	14.1%

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



	2018	2019	2020	2021	2022
Previous visits to the Canary Islands	48.1%	51.7%	--	49.4%	50.5%
Friends or relatives	27.1%	26.5%	--	30.0%	33.2%
Internet or social media	46.3%	45.8%	--	44.7%	47.3%
Mass Media	0.8%	0.8%	--	3.0%	2.0%
Travel guides and magazines	11.5%	13.3%	--	7.8%	11.2%
Travel Blogs or Forums	2.4%	4.0%	--	5.8%	5.3%
Travel TV Channels	0.1%	0.4%	--	0.6%	0.2%
Tour Operator or Travel Agency	30.8%	24.2%	--	24.0%	28.6%
Public administrations or similar	0.1%	0.2%	--	1.7%	0.4%
Others	2.2%	1.5%	--	1.4%	2.1%

\* Multi-choice question

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### BELGIUM



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



	2018	2019	2020	2021	2022
<b>Flight</b>					
- Directly with the airline	42.7%	46.6%	--	53.0%	50.8%
- Tour Operator or Travel Agency	57.3%	53.4%	--	47.0%	49.2%
<b>Accommodation</b>					
- Directly with the accommodation	28.5%	33.0%	--	41.2%	38.2%
- Tour Operator or Travel Agency	71.5%	67.0%	--	58.8%	61.8%

#### Where does the flight come from?



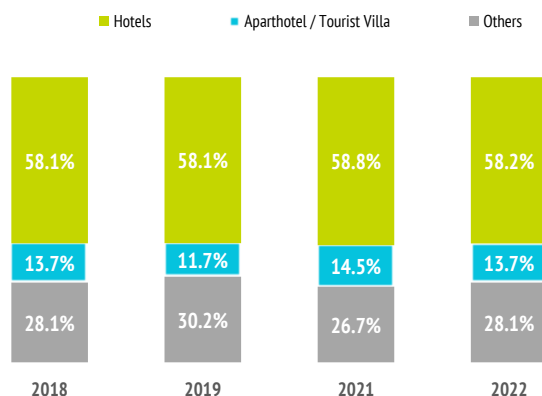
	2018	2019	2020	2021	2022
Belgium	82.0%	83.3%	--	80.5%	80.4%
Netherlands	8.2%	6.9%	--	3.9%	8.4%
Mainland Spain	3.6%	3.1%	--	7.1%	3.6%
Germany	3.1%	2.8%	--	3.9%	2.1%
Luxembourg	1.7%	1.0%	--	2.1%	1.9%
Portugal	0.2%	0.2%	--	0.9%	1.6%
Others	1.3%	2.8%	--	1.6%	2.0%

#### Where do they stay?



	2018	2021	2020	2021	2022
1-2-3* Hotel	10.5%	7.7%	--	8.0%	6.5%
4* Hotel	38.0%	37.2%	--	35.0%	38.0%
5* Hotel / 5* Luxury Hotel	9.7%	13.1%	--	15.9%	13.6%
Aparthotel / Tourist Villa	13.7%	11.7%	--	14.5%	13.7%
House/room rented in a private dwelling	6.2%	9.6%	8.7%	7.4%	7.3%
Private accommodation (1)	10.8%	12.6%	11.0%	9.4%	9.0%
Others (Cottage, cruise, camping,...)	11.2%	8.0%	8.6%	9.9%	11.9%

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



#### What do they book?



	2018	2019	2020	2021	2022
Room only	25.2%	24.1%	--	25.4%	24.7%
Bed and Breakfast	7.2%	9.7%	--	11.5%	7.6%
Half board	29.7%	27.8%	--	24.9%	29.6%
Full board	4.3%	2.9%	--	3.3%	4.0%
All inclusive	33.6%	35.5%	--	34.9%	34.1%

#### Other expenses

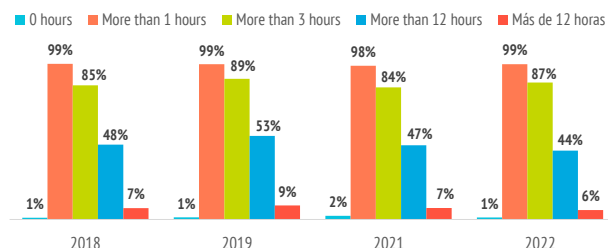


	2018	2019	2020	2021	2022
Restaurants or cafes	61.1%	55.6%	--	64.3%	67.2%
Supermarkets	54.2%	52.0%	--	52.0%	52.2%
Car rental	28.8%	26.7%	--	35.8%	37.4%
Organized excursions	24.5%	19.0%	--	22.1%	27.3%
Taxi, transfer, chauffeur service	49.4%	46.5%	--	49.1%	49.2%
Theme Parks	8.0%	5.5%	--	8.4%	9.9%
Sport activities	8.0%	5.9%	--	7.4%	10.2%
Museums	4.8%	4.9%	--	2.8%	4.9%
Flights between islands	5.3%	4.4%	--	6.2%	5.1%

#### Activities in the Canary Islands



Outdoor time per day	2018	2019	2020	2021	2022
0 hours	1.1%	1.3%	--	2.3%	1.3%
1 - 2 hours	13.7%	9.3%	--	13.7%	11.7%
3 - 6 hours	37.7%	36.3%	--	36.8%	43.2%
7 - 12 hours	40.4%	44.2%	--	39.8%	37.8%
More than 12 hours	7.2%	8.9%	--	7.3%	6.0%



Activities in the Canary Islands	2018	2019	2020	2021	2022
Walk, wander	77.5%	71.0%	--	75.9%	77.9%
Swimming pool, hotel facilities	64.7%	59.0%	--	66.8%	66.9%
Beach	53.5%	50.2%	--	62.1%	59.8%
Explore the island on their own	44.7%	43.5%	--	44.4%	51.3%
Hiking	--	--	--	36.6%	40.2%
Taste Canarian gastronomy	20.0%	19.2%	--	22.8%	24.5%
Organized excursions	19.8%	16.4%	--	15.0%	19.3%
Swim	--	--	--	34.7%	16.0%
Sea excursions / whale watching	11.5%	11.9%	--	10.7%	15.6%
Theme parks	13.9%	10.4%	--	11.7%	13.4%
Museums / exhibitions	7.7%	8.7%	--	7.7%	9.7%
Nightlife / concerts / shows	8.5%	9.0%	--	5.7%	8.1%
Running	--	--	--	7.1%	8.0%
Wineries / markets / popular festivals	8.0%	9.4%	--	3.9%	7.6%
Other Nature Activities	--	--	--	5.8%	7.0%
Beauty and health treatments	6.5%	5.0%	--	7.9%	6.8%
Cycling / Mountain bike	--	--	--	4.3%	5.5%
Practice other sports	--	--	--	2.8%	4.7%
Scuba Diving	--	--	--	4.4%	3.4%
Astronomical observation	4.6%	2.6%	--	2.5%	3.0%
Surf	--	--	--	3.4%	2.6%
Golf	--	--	--	2.0%	1.6%
Windsurf / Kitesurf	--	--	--	1.4%	1.1%

\* Multi-choice question

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#### Which island do they choose?

Tourists (> 15 years old)	2018	2019	2020	2021	2022
Lanzarote	46,826	45,267	--	21,293	44,708
Fuerteventura	14,603	13,106	--	9,803	17,076
Gran Canaria	101,682	91,394	--	51,027	94,584
Tenerife	187,607	196,906	--	135,236	210,037
La Palma	5,729	6,201	--	2,176	3,367

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

	2018	2019	2020	2021	2022
One island	88.9%	89.8%	--	91.5%	92.5%
Two islands	9.1%	9.0%	--	7.6%	6.2%
Three or more islands	2.1%	1.2%	--	0.9%	1.3%

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

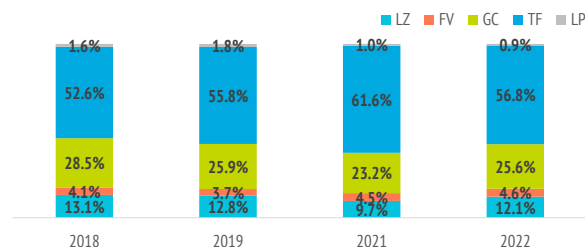
	2018	2019	2020	2021	2022
Repeat tourists	68.5%	72.0%	--	68.0%	68.4%
At least 10 previous visits	18.2%	21.4%	--	22.6%	22.7%
Repeat tourists (last 5 years)	63.5%	68.5%	--	60.6%	64.5%
Repeat tourists (last 5 years) (5 or more)	22.6%	22.3%	--	20.5%	18.8%

#### Who are they?

	2018	2019	2020	2021	2022
<b>Gender</b>					
Men	50.0%	52.1%	--	48.3%	50.7%
Women	50.0%	47.9%	--	51.7%	49.3%
<b>Age</b>					
Average age (tourist > 15 years old)	48.5	50.8	--	46.3	47.6
Standard deviation	14.6	15.2	--	16.0	15.3
<b>Age range (&gt; 15 years old)</b>					
16 - 24 years old	4.2%	5.0%	--	8.4%	8.7%
25 - 30 years old	9.4%	7.6%	--	12.4%	8.5%
31 - 45 years old	28.5%	22.8%	--	29.1%	27.5%
46 - 60 years old	34.1%	34.6%	--	28.2%	33.2%
Over 60 years old	23.8%	30.0%	--	21.9%	22.1%
<b>Occupation</b>					
Salaried worker	40.5%	44.7%	--	47.9%	50.5%
Self-employed	10.8%	7.9%	--	10.7%	12.3%
Unemployed	1.4%	0.2%	--	1.3%	0.6%
Business owner	19.4%	13.3%	--	15.4%	13.7%
Student	3.3%	2.8%	--	4.7%	4.8%
Retired	21.5%	28.5%	--	19.0%	16.4%
Unpaid domestic work	0.9%	0.4%	--	0.1%	0.4%
Others	2.2%	2.1%	--	0.8%	1.2%
<b>Annual household income level</b>					
Less than €25,000	19.6%	11.5%	--	10.4%	13.8%
€25,000 - €49,999	44.7%	43.5%	--	42.3%	41.1%
€50,000 - €74,999	21.8%	28.5%	--	29.1%	25.7%
More than €74,999	14.0%	16.6%	--	18.2%	19.4%
<b>Education level</b>					
No studies	0.9%	1.2%	--	1.3%	0.3%
Primary education	2.3%	1.2%	--	1.1%	0.7%
Secondary education	33.4%	32.5%	--	26.5%	32.0%
Higher education	63.4%	65.2%	--	71.1%	67.1%

Share by islands	2018	2019	2020	2021	2022
Lanzarote	13.1%	12.8%	--	9.7%	12.1%
Fuerteventura	4.1%	3.7%	--	4.5%	4.6%
Gran Canaria	28.5%	25.9%	--	23.2%	25.6%
Tenerife	52.6%	55.8%	--	61.6%	56.8%
La Palma	1.6%	1.8%	--	1.0%	0.9%

#### % TOURISTS BY ISLANDS



#### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2018	2019	2020	2021	2022
Average rating	8.55	8.60	--	8.77	8.68
<b>Experience in the Canary Islands</b>					
Worse or much worse than expected	3.6%	2.6%	--	3.2%	2.7%
Lived up to expectations	62.9%	66.1%	--	58.2%	61.3%
Better or much better than expected	33.5%	31.3%	--	38.6%	36.0%

Future intentions (scale 1-10)	2018	2019	2020	2021	2022
Return to the Canary Islands	8.53	8.59	--	8.67	8.63
Recommend visiting the Canary Islands	8.77	8.79	--	8.86	8.84

#### Who do they come with?

	2018	2019	2020	2021	2022
Unaccompanied	9.2%	9.1%	--	8.1%	7.8%
Only with partner	51.6%	56.4%	--	52.4%	47.2%
Only with children (< 13 years old)	6.1%	3.8%	--	3.5%	4.0%
Partner + children (< 13 years old)	5.5%	5.8%	--	6.3%	7.9%
Other relatives	7.1%	5.3%	--	9.9%	9.3%
Friends	5.8%	4.7%	--	7.5%	6.2%
Work colleagues	0.2%	0.3%	--	0.1%	0.0%
Organized trip	0.1%	0.0%	--	0.0%	0.3%
Other combinations (1)	14.5%	14.5%	--	12.3%	17.2%
(2) Combinación de algunos de los grupos anteriormente analizados					
<b>Tourists with children</b>	<b>16.4%</b>	<b>13.3%</b>	--	<b>12.0%</b>	<b>15.8%</b>
- Between 0 and 2 years old	1.6%	1.5%	--	1.5%	0.7%
- Between 3 and 12 years old	13.5%	10.3%	--	9.8%	14.4%
- Between 0 -2 and 3-12 years old	1.4%	1.5%	--	0.7%	0.7%
<b>Tourists without children</b>	<b>83.6%</b>	<b>86.7%</b>	--	<b>88.0%</b>	<b>84.2%</b>
<b>Group composition:</b>					
- 1 person	13.4%	12.7%	--	10.4%	11.1%
- 2 people	57.0%	62.1%	--	60.2%	56.8%
- 3 people	12.4%	10.0%	--	13.1%	12.9%
- 4 or 5 people	13.8%	13.2%	--	13.7%	16.1%
- 6 or more people	3.4%	2.0%	--	2.6%	3.0%
<b>Average group size:</b>	<b>2.48</b>	<b>2.39</b>	--	<b>2.46</b>	<b>2.53</b>

\*People who share the main expenses of the trip

Source: Encuesta sobre el Gasto Turístico (ISTAC).

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