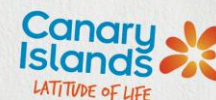


Tourist profile. Historical data (2019 - 2023)

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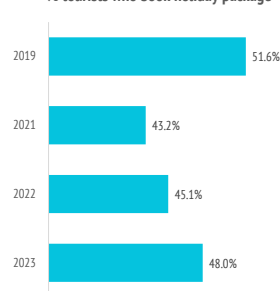
How many are they and how much do they spend?



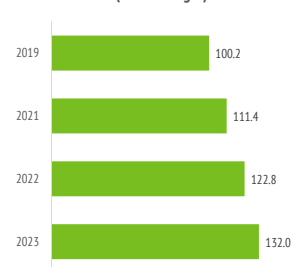
	2019	2020	2021	2022	2023
TOURISTS					
Tourist arrivals (FRONTUR) (*)	400	156	251	408	432
Tourist arrivals ≥ 16 years old (EGT) (*)	356	140	220	370	382
- book holiday package (*)	184	--	95	167	183
- do not book holiday package (*)	172	--	125	203	199
- % tourists who book holiday package	51.6%	--	43.2%	45.1%	48.0%
Children < 16 years old (FRONTUR - EGT) (*)	44	--	31	37	50
Expenditure per tourist (€)					
- book holiday package	1,432	--	1,495	1,720	1,762
- holiday package	1,199	--	1,258	1,462	1,498
- others	233	--	237	258	264
- do not book holiday package	921	--	1,215	1,279	1,422
- flight	243	--	323	364	381
- accommodation	301	--	377	422	478
- others	377	--	515	493	562
Average length of stay	10.26	--	10.38	9.76	10.97
Average daily expenditure (€)	137.0	--	152.1	173.8	182.0
Average daily expenditure (without flight)	100.2	--	111.4	122.8	132.0
Average cost of the flight (€)	313.4	--	357.1	426.8	431.6
Total turnover (≥ 16 years old) (€m)	422	--	295	547	605

(*) Thousands of tourists

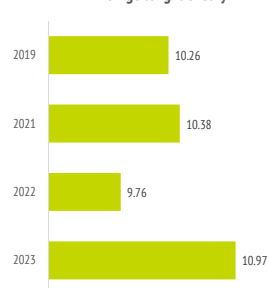
% tourists who book holiday package



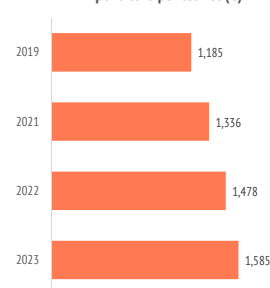
Average daily expenditure (€) (without flight)



Average length of stay



Expenditure per tourist (€)



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

	2019	2020	2021	2022	2023
Accommodation:					
- Accommodation	77.5%	--	78.5%	80.8%	76.8%
- Additional accommodation expenses	7.3%	--	9.2%	6.5%	7.6%
Transport:					
- National/International Transport	93.0%	--	96.6%	94.9%	93.1%
- Flights between islands	4.4%	--	6.2%	5.1%	4.9%
- Taxi	46.5%	--	49.1%	49.2%	52.3%
- Car rental	26.7%	--	35.8%	37.4%	36.5%
- Public transport	8.9%	--	7.9%	12.6%	11.8%
Food and drink:					
- Food purchases at supermarkets	52.0%	--	52.0%	52.2%	55.4%
- Restaurants	55.6%	--	64.3%	67.2%	68.4%
Leisure:					
- Organized excursions	19.0%	--	22.1%	27.3%	27.2%
- Sport activities	5.9%	--	7.4%	10.2%	10.5%
- Cultural activities	2.1%	--	2.5%	2.1%	3.5%
- Museums	4.9%	--	2.8%	4.9%	7.0%
- Theme Parks	5.5%	--	8.4%	9.9%	9.3%
- Discos and pubs	4.0%	--	4.2%	5.9%	6.4%
- Wellness	4.5%	--	6.0%	6.5%	9.2%
Purchases of goods:					
- Souvenirs	44.3%	--	40.0%	42.0%	44.9%
- Real state	0.3%	--	0.5%	0.5%	0.6%
- Other expenses	1.0%	--	0.5%	0.8%	0.6%
Other:					
- Medical or pharmaceutical expenses	7.4%	--	9.9%	8.9%	10.2%
- Other expenses	3.4%	--	4.2%	4.5%	6.4%

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

Expenditure per tourist and trip (€)	2019	2020	2021	2022	2023
Accommodation:					
Accommodation:	887	--	833	872	1,007
- Accommodation	698	--	694	762	898
- Additional accommodation expenses	190	--	139	111	109
Transport:					
Transport:	591	--	679	836	789
- National/International Transport	337	--	370	450	464
- Flights between islands	79	--	63	87	66
- Taxi	64	--	92	111	97
- Car rental	88	--	128	149	134
- Public transport	22	--	25	40	28
Food and drink:					
Food and drink:	306	--	320	314	333
- Food purchases at supermarkets	129	--	110	99	107
- Restaurants	177	--	210	215	225
Leisure:					
Leisure:	487	--	534	495	566
- Organized excursions	94	--	94	91	106
- Sport activities	89	--	114	98	98
- Cultural activities	66	--	72	41	57
- Museums	38	--	29	33	38
- Theme Parks	56	--	57	51	66
- Discos and pubs	70	--	103	95	113
- Wellness	75	--	65	86	89
Purchases of goods:					
Purchases of goods:	418	--	6,814	375	1,379
- Souvenirs	111	--	107	122	119
- Real state	129	--	6,433	124	746
- Other expenses	178	--	275	129	514
Other:					
Other:	117	--	157	106	117
- Medical or pharmaceutical expenses	35	--	78	33	34
- Other expenses	82	--	79	73	83

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.

What is the main purpose of their trip?

	2019	2020	2021	2022	2023
Holiday, leisure	91.9%	--	92.9%	91.6%	93.2%
Visiting family or friends	5.4%	--	5.4%	6.7%	5.4%
Business and work	0.6%	--	0.8%	0.6%	0.9%
Education and training	0.0%	--	0.5%	0.0%	0.0%
Sports training	0.4%	--	0.1%	0.4%	0.2%
Health or medical care	0.1%	--	0.1%	0.0%	0.2%
Fairs and congresses	0.5%	--	0.0%	0.0%	0.0%
Others	1.0%	--	0.2%	0.6%	0.0%

What is the main motivation for their holidays?

	2019	2020	2021	2022	2023
Rest	55.2%	--	52.6%	47.2%	49.0%
Enjoy family time	11.0%	--	11.4%	14.1%	12.4%
Have fun	8.9%	--	8.4%	9.7%	8.2%
Explore the destination	20.0%	--	23.1%	24.9%	25.9%
Practice their hobbies	2.8%	--	2.8%	2.5%	2.7%
Other reasons	2.1%	--	1.8%	1.6%	1.9%

Where did they spend their main holiday last year? *

	2019	2020	2021	2022	2023
Didn't have holidays	--	--	33.0%	20.0%	9.6%
Canary Islands	--	--	20.9%	24.6%	27.6%
Other destination	--	--	46.1%	55.4%	62.8%
Balearic Islands	--	--	2.0%	1.9%	2.8%
Rest of Spain	--	--	9.3%	9.1%	9.8%
Italy	--	--	5.6%	7.3%	7.6%
France	--	--	15.0%	15.8%	14.5%
Turkey	--	--	0.7%	0.9%	2.0%
Greece	--	--	4.0%	5.2%	6.1%
Portugal	--	--	1.8%	3.6%	3.4%
Croatia	--	--	1.3%	1.9%	1.6%
Egypt	--	--	0.2%	0.4%	1.0%
Tunisia	--	--	0.0%	0.0%	0.5%
Morocco	--	--	0.1%	0.7%	0.8%
Others	--	--	6.2%	8.6%	12.6%

* Percentage of valid answers

What other destinations did they consider for this trip? *

	2019	2020	2021	2022	2023
None (I was clear about "this Canary Island")	--	--	30.6%	28.0%	29.2%
Canary Islands (other island)	--	--	23.9%	23.8%	22.4%
Other destination	--	--	45.5%	48.2%	48.4%
Balearic Islands	--	--	4.7%	3.6%	4.3%
Rest of Spain	--	--	7.9%	9.6%	10.4%
Italy	--	--	5.0%	5.7%	5.5%
France	--	--	3.1%	4.0%	2.7%
Turkey	--	--	3.4%	3.2%	3.5%
Greece	--	--	9.5%	7.9%	9.4%
Portugal	--	--	4.1%	5.8%	4.6%
Croatia	--	--	2.2%	2.1%	2.3%
Egypt	--	--	2.6%	2.8%	2.8%
Others	--	--	3.0%	3.5%	3.0%

* Percentage of valid answers

Importance of each factor in the destination choice

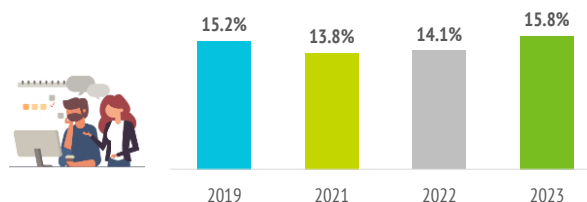
	2019	2020	2021	2022	2023
Climate	78.1%	--	78.8%	74.6%	74.9%
Tranquility	53.2%	--	51.4%	48.5%	50.4%
Safety	39.6%	--	38.4%	38.7%	44.3%
Sea	40.8%	--	46.9%	40.3%	41.4%
Landscapes	35.2%	--	40.1%	39.9%	39.9%
European belonging	39.5%	--	44.7%	37.6%	38.0%
Accommodation supply	34.0%	--	34.1%	33.5%	36.8%
Price	33.5%	--	33.1%	28.6%	30.9%
Environment	26.3%	--	26.3%	27.1%	29.1%
Gastronomy	23.7%	--	28.1%	24.9%	26.8%
Beaches	27.4%	--	33.9%	27.2%	25.8%
Effortless trip	18.0%	--	16.5%	18.9%	22.3%
Authenticity	20.7%	--	21.1%	22.8%	21.8%
Fun possibilities	21.4%	--	22.6%	23.0%	20.3%
Exoticism	16.5%	--	20.7%	17.1%	18.8%
Hiking trail network	17.0%	--	16.2%	15.8%	15.5%
Shopping	7.9%	--	9.4%	9.2%	10.4%
Historical heritage	8.0%	--	6.5%	8.8%	9.3%
Culture	5.7%	--	5.0%	7.1%	7.9%
Nightlife	4.4%	--	5.1%	4.5%	3.9%

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?

	2019	2020	2021	2022	2023
The same day	1.2%	--	1.0%	1.0%	1.5%
Between 1 and 30 days	28.1%	--	44.4%	34.1%	28.4%
Between 1 and 2 months	24.9%	--	23.6%	23.3%	23.8%
Between 3 and 6 months	30.5%	--	17.2%	27.5%	30.5%
More than 6 months	15.2%	--	13.8%	14.1%	15.8%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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

	2019	2020	2021	2022	2023
Previous visits to the Canary Islands	51.7%	--	49.4%	50.5%	46.9%
Friends or relatives	26.5%	--	30.0%	33.2%	28.6%
Internet or social media	45.8%	--	44.7%	47.3%	43.0%
Mass Media	0.8%	--	3.0%	2.0%	1.4%
Travel guides and magazines	13.3%	--	7.8%	11.2%	8.3%
Travel Blogs or Forums	4.0%	--	5.8%	5.3%	5.0%
Travel TV Channels	0.4%	--	0.6%	0.2%	0.9%
Tour Operator or Travel Agency	24.2%	--	24.0%	28.6%	28.1%
Public administrations or similar	0.2%	--	1.7%	0.4%	0.2%
Others	1.5%	--	1.4%	2.1%	2.9%

* Multi-choice question

Tourist profile. Historical data (2019 - 2023)

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With whom did they book their flight and accommodation?

	2019	2020	2021	2022	2023
Flight					
- Directly with the airline	46.6%	--	53.0%	50.8%	46.4%
- Tour Operator or Travel Agency	53.4%	--	47.0%	49.2%	53.6%
Accommodation					
- Directly with the accommodation	33.0%	--	41.2%	38.2%	33.4%
- Tour Operator or Travel Agency	67.0%	--	58.8%	61.8%	66.6%

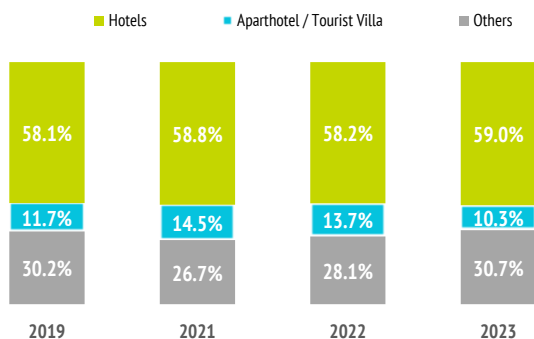
Where does the flight come from?

	2019	2020	2021	2022	2023
Belgium	83.3%	--	80.5%	80.4%	80.1%
Netherlands	6.9%	--	3.9%	8.4%	6.7%
Spanish Mainland	3.1%	--	7.1%	3.6%	3.9%
Luxembourg	1.0%	--	2.1%	1.9%	3.6%
Germany	2.8%	--	3.9%	2.1%	2.6%
France	1.4%	--	0.7%	1.3%	1.0%
Portugal	0.2%	--	0.9%	1.6%	1.0%
#N/D	0.0%	--	0.0%	0.0%	0.2%
United Kingdom	0.2%	--	0.1%	0.2%	0.2%
Austria	0.2%	--	0.0%	0.2%	0.2%
Others	1.1%	--	0.8%	0.2%	0.5%

Where do they stay?

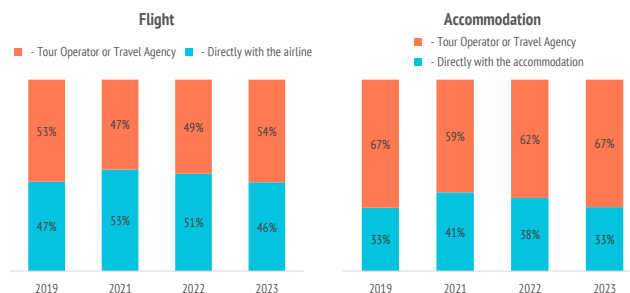
	2019	2020	2021	2022	2023
1-2-3* Hotel	7.7%	--	8.0%	6.5%	5.7%
4* Hotel	37.2%	--	35.0%	38.0%	39.9%
5* Hotel / 5* Luxury Hotel	13.1%	--	15.9%	13.6%	13.4%
Aparthotel / Tourist Villa	11.7%	--	14.5%	13.7%	10.3%
House/room rented in a private dwelling	9.6%	--	7.4%	7.3%	5.9%
Private accommodation (1)	12.6%	--	9.4%	9.0%	12.4%
Others (Cottage, cruise, camping,...)	8.0%	--	9.9%	11.9%	12.5%

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



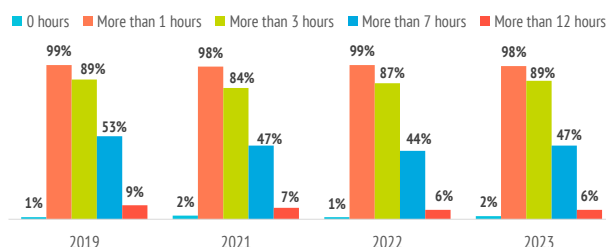
What do they book?

	2019	2020	2021	2022	2023
Room only	24.1%	--	25.4%	24.7%	20.2%
Bed and Breakfast	9.7%	--	11.5%	7.6%	11.8%
Half board	27.8%	--	24.9%	29.6%	31.7%
Full board	2.9%	--	3.3%	4.0%	3.6%
All inclusive	35.5%	--	34.9%	34.1%	32.7%



Activities in the Canary Islands

Outdoor time per day	2019	2020	2021	2022	2023
0 hours	1.3%	--	2.3%	1.3%	2.0%
1 - 2 hours	9.3%	--	13.7%	11.7%	9.4%
3 - 6 hours	36.3%	--	36.8%	43.2%	41.5%
7 - 12 hours	44.2%	--	39.8%	37.8%	41.1%
More than 12 hours	8.9%	--	7.3%	6.0%	6.0%
Outdoor time per day	7.3	--	6.7	6.7	6.7



Activities in the Canary Islands	2019	2020	2021	2022	2023
Walk, wander	71.0%	--	75.9%	77.9%	81.0%
Swimming pool, hotel facilities	59.0%	--	66.8%	66.9%	65.9%
Beach	50.2%	--	62.1%	59.8%	56.9%
Explore the island on their own	43.5%	--	44.4%	51.3%	50.8%
Hiking	--	--	36.6%	40.2%	43.3%
Taste Canarian gastronomy	19.2%	--	22.8%	24.5%	21.8%
Organized excursions	16.4%	--	15.0%	19.3%	19.3%
Sea excursions / whale watching	11.9%	--	10.7%	15.6%	13.5%
Theme parks	10.4%	--	11.7%	13.4%	12.4%
Swim	--	--	34.7%	16.0%	11.3%
Museums / exhibitions	8.7%	--	7.7%	9.7%	10.5%
Nightlife / concerts / shows	9.0%	--	5.7%	8.1%	8.8%
Wineries / markets / popular festivals	9.4%	--	3.9%	7.6%	8.3%
Beauty and health treatments	5.0%	--	7.9%	6.8%	8.2%
Running	--	--	7.1%	8.0%	6.4%
Practice other sports	--	--	2.8%	4.7%	5.3%
Other Nature Activities	--	--	5.8%	7.0%	5.2%
Astronomical observation	2.6%	--	2.5%	3.0%	4.9%
Cycling / Mountain bike	--	--	4.3%	5.5%	3.7%
Scuba Diving	--	--	4.4%	3.4%	2.9%
Golf	--	--	2.0%	1.6%	2.8%
Surf	--	--	3.4%	2.6%	2.5%
Windsurf / Kitesurf	--	--	1.4%	1.1%	0.6%

* Multi-choice question

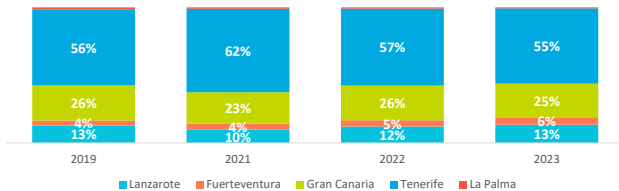
Tourist profile. Historical data (2019 - 2023)

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Which island do they choose?

Tourists (≥ 16 year old)	2019	2020	2021	2022	2023
Lanzarote	45,267	--	21,293	44,708	51,153
Fuerteventura	13,106	--	9,803	17,076	20,992
Gran Canaria	91,394	--	51,027	94,584	94,640
Tenerife	196,906	--	135,236	210,037	211,259
La Palma	6,201	--	2,176	3,367	2,991



How many are loyal to the Canary Islands?

	2019	2020	2021	2022	2023
Repeat tourists	72.0%	--	68.0%	68.4%	71.3%
At least 10 previous visits	21.4%	--	22.6%	22.7%	19.4%
Repeat tourists (last 5 years)	68.5%	--	60.6%	64.5%	64.9%
Repeat tourists (last 5 years)(5 or more visits)	22.3%	--	20.5%	18.8%	19.9%

Who are they?

	2019	2020	2021	2022	2023
Gender					
Men	52.1%	--	48.3%	50.7%	49.5%
Women	47.9%	--	51.7%	49.3%	50.5%
Age					
Average age	50.8	--	46.3	47.6	50.1
Standard deviation	15.2	--	16.0	15.3	16.5
Age range					
16 - 24 years old	5.0%	--	8.4%	8.7%	8.0%
25 - 30 years old	7.6%	--	12.4%	8.5%	7.9%
31 - 45 years old	22.8%	--	29.1%	27.5%	23.4%
46 - 60 years old	34.6%	--	28.2%	33.2%	29.3%
Over 60 years old	30.0%	--	21.9%	22.1%	31.3%
Occupation					
Salaried worker	44.7%	--	47.9%	50.5%	44.7%
Self-employed	7.9%	--	10.7%	12.3%	10.0%
Unemployed	0.2%	--	1.3%	0.6%	0.4%
Business owner	13.3%	--	15.4%	13.7%	11.8%
Student	2.8%	--	4.7%	4.8%	4.6%
Retired	28.5%	--	19.0%	16.4%	26.8%
Unpaid domestic work	0.4%	--	0.1%	0.4%	0.4%
Others	2.1%	--	0.8%	1.2%	1.4%
Annual household income level					
Less than €25,000	11.5%	--	10.4%	13.8%	9.0%
€25,000 - €49,999	43.5%	--	42.3%	41.1%	43.5%
€50,000 - €74,999	28.5%	--	29.1%	25.7%	30.8%
More than €74,999	16.6%	--	18.2%	19.4%	16.7%
Education level					
No studies	1.2%	--	1.3%	0.3%	0.6%
Primary education	1.2%	--	1.1%	0.7%	1.6%
Secondary education	32.5%	--	26.5%	32.0%	32.4%
Higher education	65.2%	--	71.1%	67.1%	65.4%

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.

Share by islands	2019	2020	2021	2022	2023
Lanzarote	12.8%	--	9.7%	12.1%	13.4%
Fuerteventura	3.7%	--	4.5%	4.6%	5.5%
Gran Canaria	25.9%	--	23.2%	25.6%	24.8%
Tenerife	55.8%	--	61.6%	56.8%	55.4%
La Palma	1.8%	--	1.0%	0.9%	0.8%

How many islands do they visit during their trip?

	2019	2020	2021	2022	2023
One island	89.8%	--	91.5%	92.5%	92.6%
Two islands	9.0%	--	7.6%	6.2%	6.0%
Three or more islands	1.2%	--	0.9%	1.3%	1.4%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019	2020	2021	2022	2023
Average rating	8.60	--	8.77	8.68	8.68

Experience in the Canary Islands	2019	2020	2021	2022	2023
Worse or much worse than expected	2.6%	--	3.2%	2.7%	2.8%
Lived up to expectations	66.1%	--	58.2%	61.3%	60.3%
Better or much better than expected	31.3%	--	38.6%	36.0%	36.8%

Future intentions (scale 1-10)	2019	2020	2021	2022	2023
Return to the Canary Islands	8.59	--	8.67	8.63	8.59
Recommend visiting the Canary Islands	8.79	--	8.86	8.84	8.77

Who do they come with?

	2019	2020	2021	2022	2023
Unaccompanied	9.1%	--	8.1%	7.8%	8.6%
Only with partner	56.4%	--	52.4%	47.2%	51.9%
Only with children (< 13 years old)	3.8%	--	3.5%	4.0%	3.6%
Partner + children (< 13 years old)	5.8%	--	6.3%	7.9%	5.9%
Other relatives	5.3%	--	9.9%	9.3%	7.4%
Friends	4.7%	--	7.5%	6.2%	5.5%
Work colleagues	0.3%	--	0.1%	0.0%	0.0%
Organized trip	0.0%	--	0.0%	0.3%	0.2%
Other combinations (2)	14.5%	--	12.3%	17.2%	16.9%

(2) Combination of some of the groups previously analyzed

Tourists with children	2019	2020	2021	2022	2023
- Between 0 and 2 years old	1.5%	--	1.5%	0.7%	1.3%
- Between 3 and 12 years old	10.3%	--	9.8%	14.4%	11.1%
- Between 0 -2 and 3-12 years old	1.5%	--	0.7%	0.7%	1.0%
Tourists without children	86.7%	--	88.0%	84.2%	86.6%
Group composition:					
- 1 person	12.7%	--	10.4%	11.1%	11.2%
- 2 people	62.1%	--	60.2%	56.8%	60.2%
- 3 people	10.0%	--	13.1%	12.9%	11.9%
- 4 or 5 people	13.2%	--	13.7%	16.1%	13.5%
- 6 or more people	2.0%	--	2.6%	3.0%	3.1%
Average group size:	2.39	--	2.46	2.53	2.48

*People who share the main expenses of the trip