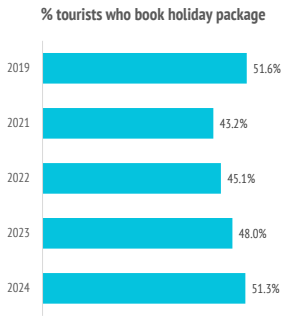
Tourist profile. Historical data (2019 - 2024)

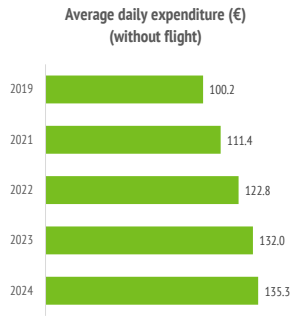
BELGIUM

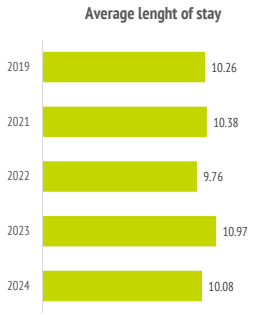
How many are they and how much do they spend?

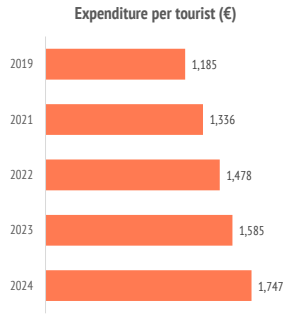
	2019	2021	2022	2023	2024
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**400**	**251**	**408**	**432**	**481**
Tourist arrivals ≥ 16 years old (EGT) (*)	**356**	**220**	**370**	**382**	**429**
- book holiday package (*)	184	95	167	183	220
- do not book holiday package (*)	172	125	203	199	209
- % tourists who book holiday package	51.6%	43.2%	45.1%	48.0%	51.3%
Children < 16 years old (FRONTUR - EGT) (*)	44	31	37	50	52
Expenditure per tourist (€)	**1,185**	**1,336**	**1,478**	**1,585**	**1,747**
- book holiday package	1,432	1,495	1,720	1,762	1,784
- holiday package	1,199	1,258	1,462	1,498	1,658
- others	233	237	258	264	125
- do not book holiday package	921	1,215	1,279	1,422	1,708
- flight	243	323	364	381	361
- accommodation	301	377	422	478	330
- others	377	515	493	562	1,017
Average lenght of stay	**10.26**	**10.38**	**9.76**	**10.97**	**10.08**
Average daily expenditure (€)	**137.0**	**152.1**	**173.8**	**182.0**	**193.2**
Average daily expenditure (without flight)	**100.2**	**111.4**	**122.8**	**132.0**	**135.3**
Average cost of the flight (€)	**313.4**	**357.1**	**426.8**	**431.6**	**490.2**
Total turnover (≥ 16 years old) (€m)	**422**	**295**	**547**	**605**	**749**
Turnover without flight (≥ 16 years old) (€m)	**310**	**216**	**389**	**441**	**539**

(*) Thousands of tourists









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

	2019	2021	2022	2023	2024
Accommodation:					
- Accommodation	77.5%	78.5%	80.8%	76.8%	76.2%
- Additional accommodation expenses	7.3%	9.2%	6.5%	7.6%	5.4%
Transport:					
- National/International Transport	93.0%	96.6%	94.9%	93.1%	91.5%
- Flights between islands	4.4%	6.2%	5.1%	4.9%	5.5%
- Taxi	46.5%	49.1%	49.2%	52.3%	48.4%
- Car rental	26.7%	35.8%	37.4%	36.5%	34.5%
- Public transport	8.9%	7.9%	12.6%	11.8%	12.2%
Food and drink:					
- Food purchases at supermarkets	52.0%	52.0%	52.2%	55.4%	56.4%
- Restaurants	55.6%	64.3%	67.2%	68.4%	64.7%
Leisure:					
- Organized excursions	19.0%	22.1%	27.3%	27.2%	27.7%
- Sport activities	5.9%	7.4%	10.2%	10.5%	10.3%
- Cultural activities	2.1%	2.5%	2.1%	3.5%	3.1%
- Museums	4.9%	2.8%	4.9%	7.0%	6.2%
- Theme Parks	5.5%	8.4%	9.9%	9.3%	9.5%
- Discos and pubs	4.0%	4.2%	5.9%	6.4%	5.2%
- Wellness	4.5%	6.0%	6.5%	9.2%	5.5%
Purchases of goods:					
- Souvenirs	44.3%	40.0%	42.0%	44.9%	38.3%
- Real state	0.3%	0.5%	0.5%	0.6%	0.2%
- Other expenses	1.0%	0.5%	0.8%	0.6%	1.8%
Other:					
- Medical or pharmaceutical expenses	7.4%	9.9%	8.9%	10.2%	6.7%
- Other expenses	3.4%	4.2%	4.5%	6.4%	3.7%

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

Expenditure per tourist and trip (€)	2019	2021	2022	2023	2024
Accommodation:	**887**	**833**	**872**	**1,007**	**873**
- Accommodation	698	694	762	898	783
- Additional accommodation expenses	190	139	111	109	90
Transport:	**591**	**679**	**836**	**789**	**863**
- National/International Transport	337	370	450	464	535
- Flights between islands	79	63	87	66	81
- Taxi	64	92	111	97	87
- Car rental	88	128	149	134	126
- Public transport	22	25	40	28	34
Food and drink:	**306**	**320**	**314**	**333**	**339**
- Food purchases at supermarkets	129	110	99	107	130
- Restaurants	177	210	215	225	210
Leisure:	**487**	**534**	**495**	**566**	**572**
- Organized excursions	94	94	91	106	86
- Sport activities	89	114	98	98	119
- Cultural activities	66	72	41	57	82
- Museums	38	29	33	38	44
- Theme Parks	56	57	51	66	71
- Discos and pubs	70	103	95	113	83
- Wellness	75	65	86	89	87
Purchases of goods:	**418**	**6,814**	**375**	**1,379**	**125,173**
- Souvenirs	111	107	122	119	102
- Real state	129	6,433	124	746	125,000
- Other expenses	178	275	129	514	70
Other:	**117**	**157**	**106**	**117**	**147**
- Medical or pharmaceutical expenses	35	78	33	34	61
- Other expenses	82	79	73	83	86

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.

Tourist profile. Historical data (2019 - 2024)

BELGIUM

What is the main purpose of their trip?

	2019	2021	2022	2023	2024
Holiday, leisure	91.9%	92.9%	91.6%	93.2%	92.2%
Visiting family or friends	5.4%	5.4%	6.7%	5.4%	6.4%
Business and work	0.6%	0.8%	0.6%	0.9%	0.2%
Education and training	0.0%	0.5%	0.0%	0.0%	0.0%
Sports training	0.4%	0.1%	0.4%	0.2%	0.8%
Health or medical care	0.1%	0.1%	0.0%	0.2%	0.1%
Fairs and congresses	0.5%	0.0%	0.0%	0.0%	0.0%
Others	1.0%	0.2%	0.6%	0.0%	0.4%

What is the main motivation for their holidays?

	2019	2021	2022	2023	2024
Rest	55.2%	52.6%	47.2%	49.0%	46.1%
Enjoy family time	11.0%	11.4%	14.1%	12.4%	12.7%
Have fun	8.9%	8.4%	9.7%	8.2%	9.4%
Explore the destination	20.0%	23.1%	24.9%	25.9%	26.8%
Practice their hobbies	2.8%	2.8%	2.5%	2.7%	3.3%
Other reasons	2.1%	1.8%	1.6%	1.9%	1.6%

Where did they spend their main holiday last year? *

	2019	2021	2022	2023	2024
Didn't have holidays	--	33.0%	20.0%	9.6%	7.9%
Canary Islands	--	20.9%	24.6%	27.6%	30.2%
Other destination	--	46.1%	55.4%	62.8%	61.9%
Balearic Islands	--	2.0%	1.9%	2.8%	1.6%
Rest of Spain	--	9.3%	9.1%	9.8%	10.8%
Italy	--	5.6%	7.3%	7.6%	6.7%
France	--	15.0%	15.8%	14.5%	11.7%
Turkey	--	0.7%	0.9%	2.0%	2.4%
Greece	--	4.0%	5.2%	6.1%	6.6%
Portugal	--	1.8%	3.6%	3.4%	2.5%
Croatia	--	1.3%	1.9%	1.6%	2.0%
Egypt	--	0.2%	0.4%	1.0%	1.6%
Tunisia	--	0.0%	0.0%	0.5%	1.1%
Morocco	--	0.1%	0.7%	0.8%	1.4%
Others	--	6.2%	8.6%	12.6%	13.4%

** Percentage of valid answers*

What other destinations did they consider for this trip? *

	2019	2021	2022	2023	2024
None (I was clear about "this Canary Island")	--	30.6%	28.0%	29.2%	29.5%
Canary Islands (other island)	--	23.9%	23.8%	22.4%	22.8%
Other destination	--	45.5%	48.2%	48.4%	47.6%
Balearic Islands	--	4.7%	3.6%	4.3%	3.9%
Rest of Spain	--	7.9%	9.6%	10.4%	10.2%
Italy	--	5.0%	5.7%	5.5%	5.3%
France	--	3.1%	4.0%	2.7%	3.7%
Turkey	--	3.4%	3.2%	3.5%	3.2%
Greece	--	9.5%	7.9%	9.4%	7.7%
Portugal	--	4.1%	5.8%	4.6%	5.1%
Croatia	--	2.2%	2.1%	2.3%	2.5%
Egypt	--	2.6%	2.8%	2.8%	3.9%
Others	--	3.0%	3.5%	3.0%	2.0%

** Percentage of valid answers*

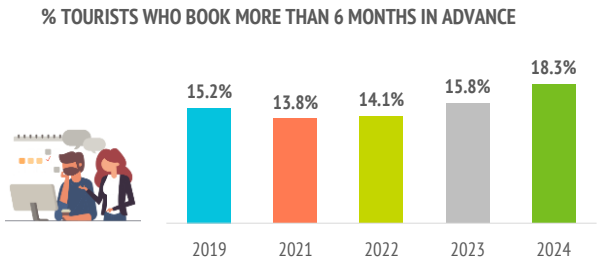
Importance of each factor in the destination choice

	2019	2021	2022	2023	2024
Climate	78.1%	78.8%	74.6%	74.9%	76.4%
Tranquility	53.2%	51.4%	48.5%	50.4%	54.3%
European belonging	39.5%	44.7%	37.6%	38.0%	40.1%
Sea	40.8%	46.9%	40.3%	41.4%	40.0%
Safety	39.6%	38.4%	38.7%	44.3%	39.9%
Landscapes	35.2%	40.1%	39.9%	39.9%	37.3%
Accommodation supply	34.0%	34.1%	33.5%	36.8%	36.3%
Price	33.5%	33.1%	28.6%	30.9%	31.3%
Beaches	27.4%	33.9%	27.2%	25.8%	27.4%
Gastronomy	23.7%	28.1%	24.9%	26.8%	25.5%
Environment	26.3%	26.3%	27.1%	29.1%	24.0%
Fun possibilities	21.4%	22.6%	23.0%	20.3%	23.6%
Effortless trip	18.0%	16.5%	18.9%	22.3%	23.5%
Authenticity	20.7%	21.1%	22.8%	21.8%	21.7%
Exoticism	16.5%	20.7%	17.1%	18.8%	16.4%
Hiking trail network	17.0%	16.2%	15.8%	15.5%	15.8%
Shopping	7.9%	9.4%	9.2%	10.4%	10.9%
Historical heritage	8.0%	6.5%	8.8%	9.3%	8.7%
Culture	5.7%	5.0%	7.1%	7.9%	6.0%
Nightlife	4.4%	5.1%	4.5%	3.9%	5.4%

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	2021	2022	2023	2024
The same day	1.2%	1.0%	1.0%	1.5%	1.8%
Between 1 and 30 days	28.1%	44.4%	34.1%	28.4%	29.2%
Between 1 and 2 months	24.9%	23.6%	23.3%	23.8%	21.0%
Between 3 and 6 months	30.5%	17.2%	27.5%	30.5%	29.7%
More than 6 months	15.2%	13.8%	14.1%	15.8%	18.3%



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

	2019	2021	2022	2023	2024
Previous visits to the Canary Islands	51.7%	49.4%	50.5%	46.9%	45.0%
Friends or relatives	26.5%	30.0%	33.2%	28.6%	29.7%
Internet or social media	45.8%	44.7%	47.3%	43.0%	42.5%
Mass Media	0.8%	3.0%	2.0%	1.4%	1.4%
Travel guides and magazines	13.3%	7.8%	11.2%	8.3%	11.7%
Travel Blogs or Forums	4.0%	5.8%	5.3%	5.0%	4.6%
Travel TV Channels	0.4%	0.6%	0.2%	0.9%	0.5%
Tour Operator or Travel Agency	24.2%	24.0%	28.6%	28.1%	24.2%
Public administrations or similar	0.2%	1.7%	0.4%	0.2%	0.4%
Others	1.5%	1.4%	2.1%	2.9%	3.1%

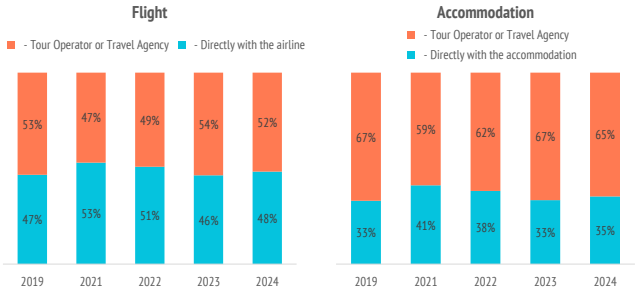
** Multi-choise question*

Tourist profile. Historical data (2019 - 2024)

BELGIUM

With whom did they book their flight and accommodation?

	2019	2021	2022	2023	2024
Flight					
- Directly with the airline	46.6%	53.0%	50.8%	46.4%	48.3%
- Tour Operator or Travel Agency	53.4%	47.0%	49.2%	53.6%	51.7%
Accommodation					
- Directly with the accommodation	33.0%	41.2%	38.2%	33.4%	35.3%
- Tour Operator or Travel Agency	67.0%	58.8%	61.8%	66.6%	64.7%



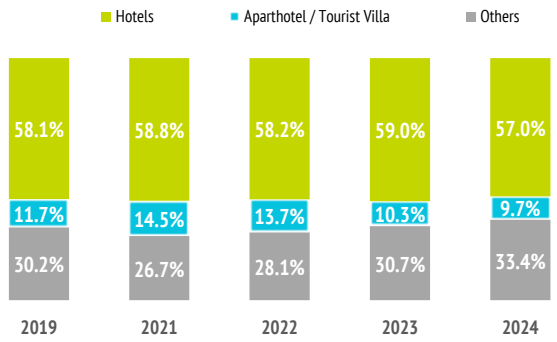
Where does the flight come from?

	2019	2021	2022	2023	2024
Belgium	83.3%	80.5%	80.4%	80.1%	76.5%
Netherlands	6.9%	3.9%	8.4%	6.7%	8.1%
Germany	2.8%	3.9%	2.1%	2.6%	6.4%
Luxembourg	1.0%	2.1%	1.9%	3.6%	3.5%
Spanish Mainland	3.1%	7.1%	3.6%	3.9%	3.3%
France	1.4%	0.7%	1.3%	1.0%	1.0%
Portugal	0.2%	0.9%	1.6%	1.0%	0.9%
Switzerland	0.5%	0.2%	0.1%	0.0%	0.2%
Slovakia	0.0%	0.0%	0.0%	0.2%	0.0%
Austria	0.2%	0.0%	0.2%	0.2%	0.0%
Others	0.8%	0.7%	0.4%	0.7%	0.1%

Where do they stay?

	2019	2021	2022	2023	2024
1-2-3* Hotel	7.7%	8.0%	6.5%	5.7%	7.7%
4* Hotel	37.2%	35.0%	38.0%	39.9%	37.5%
5* Hotel / 5* Luxury Hotel	13.1%	15.9%	13.6%	13.4%	11.8%
Aparthotel / Tourist Villa	11.7%	14.5%	13.7%	10.3%	9.7%
House/room rented in a private dwelling	9.6%	7.4%	7.3%	5.9%	16.7%
Private accommodation (1)	12.6%	9.4%	9.0%	12.4%	12.3%
Others (Cottage, cruise, camping,..)	8.0%	9.9%	11.9%	12.5%	4.3%

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

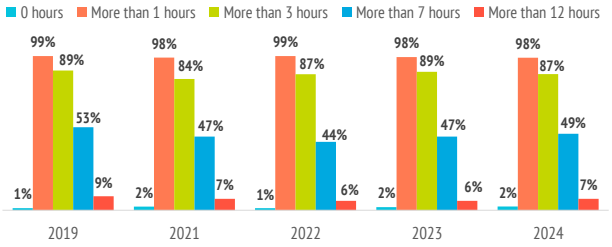


What do they book?

	2019	2021	2022	2023	2024
Room only	24.1%	25.4%	24.7%	20.2%	29.0%
Bed and Breakfast	9.7%	11.5%	7.6%	11.8%	9.1%
Half board	27.8%	24.9%	29.6%	31.7%	24.3%
Full board	2.9%	3.3%	4.0%	3.6%	3.4%
All inclusive	35.5%	34.9%	34.1%	32.7%	34.2%

Activities in the Canary Islands

Outdoor time per day	2019	2021	2022	2023	2024
0 hours	1.3%	2.3%	1.3%	2.0%	2.4%
1 - 2 hours	9.3%	13.7%	11.7%	9.4%	10.5%
3 - 6 hours	36.3%	36.8%	43.2%	41.5%	38.2%
7 - 12 hours	44.2%	39.8%	37.8%	41.1%	41.6%
More than 12 hours	8.9%	7.3%	6.0%	6.0%	7.3%
Outdoor time per day	7.3	6.7	6.7	6.7	6.9



Activities in the Canary Islands	2019	2021	2022	2023	2024
Walk, wander	71.0%	75.9%	77.9%	81.0%	78.4%
Swimming pool, hotel facilities	59.0%	66.8%	66.9%	65.9%	61.2%
Beach	50.2%	62.1%	59.8%	56.9%	58.8%
Explore the island on their own	43.5%	44.4%	51.3%	50.8%	50.4%
Hiking	--	36.6%	40.2%	43.3%	39.4%
Taste Canarian gastronomy	19.2%	22.8%	24.5%	21.8%	21.6%
Organized excursions	16.4%	15.0%	19.3%	19.3%	18.8%
Sea excursions / whale watching	11.9%	10.7%	15.6%	13.5%	13.1%
Theme parks	10.4%	11.7%	13.4%	12.4%	11.2%
Museums / exhibitions	8.7%	7.7%	9.7%	10.5%	11.1%
Swim	--	34.7%	16.0%	11.3%	10.5%
Beauty and health treatments	5.0%	7.9%	6.8%	8.2%	8.8%
Nightlife / concerts / shows	9.0%	5.7%	8.1%	8.8%	7.8%
Wineries / markets / popular festivals	9.4%	3.9%	7.6%	8.3%	7.1%
Running	--	7.1%	8.0%	6.4%	6.6%
Other Nature Activities	--	5.8%	7.0%	5.2%	6.6%
Practice other sports	--	2.8%	4.7%	5.3%	5.3%
Astronomical observation	2.6%	2.5%	3.0%	4.9%	4.8%
Cycling / Mountain bike	--	4.3%	5.5%	3.7%	4.0%
Scuba Diving	--	4.4%	3.4%	2.9%	3.4%
Surf	--	3.4%	2.6%	2.5%	3.0%
Golf	--	2.0%	1.6%	2.8%	2.4%
Windsurf / Kitesurf	--	1.4%	1.1%	0.6%	0.7%

** Multi-choise question*

Tourist profile. Historical data (2019 - 2024)

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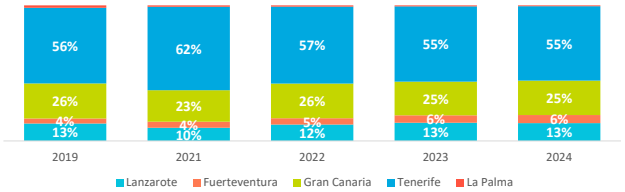
Which island do they choose?

Tourists (≥ 16 year old)	2019	2021	2022	2023	2024
Lanzarote	45,267	21,293	44,708	51,153	56,329
Fuerteventura	13,106	9,803	17,076	20,992	25,206
Gran Canaria	91,394	51,027	94,584	94,640	108,978
Tenerife	196,906	135,236	210,037	211,259	234,709
La Palma	6,201	2,176	3,367	2,991	2,734

Share by islands	2019	2021	2022	2023	2024
Lanzarote	12.8%	9.7%	12.1%	13.4%	13.2%
Fuerteventura	3.7%	4.5%	4.6%	5.5%	5.9%
Gran Canaria	25.9%	23.2%	25.6%	24.8%	25.5%
Tenerife	55.8%	61.6%	56.8%	55.4%	54.8%
La Palma	1.8%	1.0%	0.9%	0.8%	0.6%



How many are loyal to the Canary Islands?

	2019	2021	2022	2023	2024
Repeat tourists	72.0%	68.0%	68.4%	71.3%	69.3%
At least 10 previous visits	21.4%	22.6%	22.7%	19.4%	18.9%
Repeat tourists (last 5 years)	68.5%	60.6%	64.5%	64.9%	63.5%
Repeat tourists (last 5 years)(5 or more visits)	22.3%	20.5%	18.8%	19.9%	19.5%

Who are they?

	2019	2021	2022	2023	2024
Gender					
Men	52.1%	48.3%	50.7%	49.5%	50.7%
Women	47.9%	51.7%	49.3%	50.5%	49.3%
Age					
Average age	50.8	46.3	47.6	50.1	49.9
Standard deviation	15.2	16.0	15.3	16.5	16.7
Age range					
16 - 24 years old	5.0%	8.4%	8.7%	8.0%	8.0%
25 - 30 years old	7.6%	12.4%	8.5%	7.9%	8.4%
31 - 45 years old	22.8%	29.1%	27.5%	23.4%	24.6%
46 - 60 years old	34.6%	28.2%	33.2%	29.3%	28.1%
Over 60 years old	30.0%	21.9%	22.1%	31.3%	30.9%
Occupation					
Salaried worker	44.7%	47.9%	50.5%	44.7%	45.7%
Self-employed	7.9%	10.7%	12.3%	10.0%	11.0%
Unemployed	0.2%	1.3%	0.6%	0.4%	0.6%
Business owner	13.3%	15.4%	13.7%	11.8%	9.6%
Student	2.8%	4.7%	4.8%	4.6%	4.1%
Retired	28.5%	19.0%	16.4%	26.8%	27.4%
Unpaid domestic work	0.4%	0.1%	0.4%	0.4%	0.6%
Others	2.1%	0.8%	1.2%	1.4%	1.1%
Annual household income level					
Less than €25,000	11.5%	10.4%	13.8%	9.0%	10.9%
€25,000 - €49,999	43.5%	42.3%	41.1%	43.5%	39.4%
€50,000 - €74,999	28.5%	29.1%	25.7%	30.8%	31.9%
More than €74,999	16.6%	18.2%	19.4%	16.7%	17.8%
Education level					
No studies	1.2%	1.3%	0.3%	0.6%	1.0%
Primary education	1.2%	1.1%	0.7%	1.6%	2.0%
Secondary education	32.5%	26.5%	32.0%	32.4%	31.1%
Higher education	65.2%	71.1%	67.1%	65.4%	66.0%

How many islands do they visit during their trip?

	2019	2021	2022	2023	2024
One island	89.8%	91.5%	92.5%	92.6%	91.0%
Two islands	9.0%	7.6%	6.2%	6.0%	7.7%
Three or more islands	1.2%	0.9%	1.3%	1.4%	1.3%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019	2021	2022	2023	2024
Average rating	8.60	8.77	8.68	8.68	8.60

Experience in the Canary Islands	2019	2021	2022	2023	2024
Worse or much worse than expected	2.6%	3.2%	2.7%	2.8%	2.9%
Lived up to expectations	66.1%	58.2%	61.3%	60.3%	57.3%
Better or much better than expected	31.3%	38.6%	36.0%	36.8%	39.8%

Future intentions (scale 1-10)	2019	2021	2022	2023	2024
Return to the Canary Islands	8.59	8.67	8.63	8.59	8.50
Recommend visiting the Canary Islands	8.79	8.86	8.84	8.77	8.75

Who do they come with?

	2019	2021	2022	2023	2024
Unaccompanied	9.1%	8.1%	7.8%	8.6%	10.2%
Only with partner	56.4%	52.4%	47.2%	51.9%	52.5%
Only with children (< 13 years old)	3.8%	3.5%	4.0%	3.6%	3.7%
Partner + children (< 13 years old)	5.8%	6.3%	7.9%	5.9%	6.9%
Other relatives	5.3%	9.9%	9.3%	7.4%	7.9%
Friends	4.7%	7.5%	6.2%	5.5%	4.3%
Work colleagues	0.3%	0.1%	0.0%	0.0%	0.0%
Organized trip	0.0%	0.0%	0.3%	0.2%	0.4%
Other combinations (2)	14.5%	12.3%	17.2%	16.9%	14.1%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**13.3%**	**12.0%**	**15.8%**	**13.4%**	**16.1%**
- Between 0 and 2 years old	1.5%	1.5%	0.7%	1.3%	0.9%
- Between 3 and 12 years old	10.3%	9.8%	14.4%	11.1%	13.9%
- Between 0 -2 and 3-12 years old	1.5%	0.7%	0.7%	1.0%	1.2%
Tourists without children	**86.7%**	**88.0%**	**84.2%**	**86.6%**	**83.9%**
Group composition:					
- 1 person	12.7%	10.4%	11.1%	11.2%	11.1%
- 2 people	62.1%	60.2%	56.8%	60.2%	61.3%
- 3 people	10.0%	13.1%	12.9%	11.9%	10.0%
- 4 or 5 people	13.2%	13.7%	16.1%	13.5%	14.0%
- 6 or more people	2.0%	2.6%	3.0%	3.1%	3.6%
Average group size:	**2.39**	**2.46**	**2.53**	**2.48**	**2.49**

**People who share the main expenses of the trip*

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.