

Tourist profile. Historical data (2019 - 2025)

BELGIUM: Second Quarter



How many are they and how much do they spend?

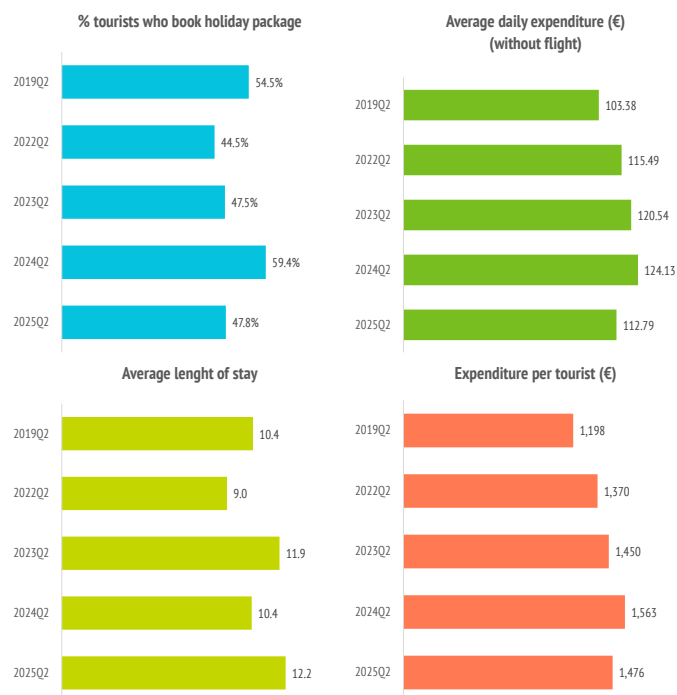


	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
TOURISTS					
Tourist arrivals (FRONTUR) (*)	105	86	106	104	108
Tourist arrivals ≥ 16 years old (EGT) (*)	90	80	88	88	94
- book holiday package (*)	49	36	42	52	45
- do not book holiday package (*)	41	45	46	36	49
- % tourists who book holiday package	54.5%	44.5%	47.5%	59.4%	47.8%
Children < 16 years old (FRONTUR - EGT) (*)	14	6	18	16	14
Expenditure per tourist (€)	1,198	1,370	1,450	1,563	1,476
- book holiday package	1,403	1,648	1,448	1,759	1,517
- holiday package	1,174	1,391	1,213	1,498	1,286
- others	229	257	235	261	231
- do not book holiday package	953	1,147	1,451	1,275	1,439
- flight	250	336	316	343	464
- accommodation	306	369	615	373	285
- others	397	441	520	560	689
Average lenght of stay	10.4	9.0	11.9	10.4	12.2
- Median	7.5	7.0	8.0	8.0	7.9
Average daily expenditure (€)	140.89	167.68	156.59	181.88	161.56
- Median	134.07	158.77	149.59	154.00	166.03
Average daily expenditure (without flight)	103.38	115.49	120.54	124.13	112.79
- Median	104.16	112.25	111.91	112.56	113.36
Average cost of the flight (€)	311.93	422.41	310.21	472.43	463.37
Total turnover (≥ 16 years old) (€m)	108	110	128	138	139
Turnover without flight (≥ 16 years old) (€m)	80	76	100	96	96

(*) Thousands of tourists

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

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Accommodation:					
- Accommodation	78.4%	78.9%	81.7%	83.4%	74.3%
- Additional accommodation expenses	7.1%	10.2%	8.5%	5.5%	6.8%
Transport:					
- National/International Transport	95.7%	93.3%	94.8%	96.8%	95.2%
- Flights between islands	5.0%	3.5%	1.9%	3.0%	5.5%
- Taxi	48.6%	53.1%	59.4%	61.8%	52.3%
- Car rental	28.3%	41.9%	37.1%	29.1%	33.0%
- Public transport	8.6%	12.6%	13.5%	12.4%	12.5%
Food and drink:					
- Food purchases at supermarkets	47.6%	52.5%	62.7%	53.7%	57.6%
- Restaurants	53.3%	70.7%	69.2%	68.7%	66.7%
Leisure:					
- Organized excursions	20.4%	26.8%	27.1%	29.7%	23.9%
- Sport activities	5.0%	8.5%	8.6%	6.8%	8.0%
- Cultural activities	1.6%	1.1%	2.3%	3.7%	4.6%
- Museums	3.1%	5.7%	6.3%	6.2%	3.1%
- Theme Parks	4.1%	7.3%	5.8%	10.5%	11.1%
- Discos and pubs	5.7%	3.3%	6.8%	4.2%	10.5%
- Wellness	6.1%	6.8%	10.7%	9.0%	8.9%
Purchases of goods:					
- Souvenirs	41.1%	44.5%	52.5%	43.0%	42.3%
- Other expenses	1.7%	0.8%	0.5%	2.3%	0.6%
Other:					
- Medical or pharmaceutical expenses	8.2%	7.6%	13.7%	6.8%	8.4%
- Other expenses	2.6%	2.6%	9.3%	0.2%	6.3%



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

Expenditure per tourist and trip (€)	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Accommodation:					
- Accommodation	851	839	958	884	814
- Additional accommodation expenses	702	689	876	802	685
- Additional accommodation expenses	149	150	82	82	130
Transport:					
- National/International Transport	655	782	612	835	821
- National/International Transport	326	453	327	488	487
- Flights between islands	140	84	58	99	103
- Taxi	63	91	79	90	79
- Car rental	102	138	115	111	131
- Public transport	24	16	32	46	20
Food and drink:					
- Food purchases at supermarkets	304	287	291	347	362
- Food purchases at supermarkets	103	81	99	137	135
- Restaurants	201	206	192	210	227
Leisure:					
- Organized excursions	558	399	466	522	857
- Organized excursions	91	80	92	84	207
- Sport activities	85	100	100	114	311
- Cultural activities	135	30	26	41	35
- Museums	52	35	29	42	46
- Theme Parks	60	48	49	69	68
- Discos and pubs	75	59	87	93	99
- Wellness	60	47	84	79	91
Purchases of goods:					
- Souvenirs	397	401	1,606	247	171
- Souvenirs	134	96	106	95	141
- Other expenses	263	305	1,500	153	30
Other:					
- Medical or pharmaceutical expenses	68	77	102	162	109
- Medical or pharmaceutical expenses	29	15	23	44	56
- Other expenses	39	62	80	118	53

Source: Encuesta sobre Gasto Turístico (EGT, 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 - 2025)

BELGIUM: Second Quarter



What is the main purpose of their trip?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Holiday, leisure	91.2%	94.4%	95.2%	95.0%	94.4%
Visiting family or friends	6.0%	4.9%	3.1%	3.4%	4.8%
Business and work	0.9%	0.5%	1.3%	0.4%	0.0%
Education and training	0.0%	0.0%	0.0%	0.0%	0.0%
Sports training	0.0%	0.0%	0.0%	1.0%	0.0%
Health or medical care	0.1%	0.2%	0.4%	0.2%	0.4%
Fairs and congresses	1.5%	0.0%	0.0%	0.0%	0.0%
Others	0.3%	0.0%	0.0%	0.0%	0.4%

What is the main motivation for their holidays?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Rest	63.0%	41.6%	51.6%	46.2%	46.2%
Enjoy family time	10.3%	18.9%	10.1%	14.3%	6.7%
Have fun	6.8%	7.5%	5.1%	9.1%	11.0%
Explore the destination	16.3%	29.0%	27.0%	25.9%	27.6%
Practice their hobbies	2.6%	3.0%	3.1%	1.9%	5.8%
Other reasons	1.0%	0.1%	3.2%	2.6%	2.8%

Where did they spend their main holiday last year? *

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Didn't have holidays	--	25.1%	10.8%	6.9%	9.5%
Canary Islands	--	24.9%	30.7%	31.2%	28.7%
Other destination	--	50.0%	58.5%	61.8%	61.8%
- Balearic Islands	--	1.4%	2.2%	1.7%	2.9%
- Rest of Spain	--	5.3%	10.3%	10.1%	9.7%
- Italy	--	7.6%	5.8%	7.7%	6.6%
- France	--	18.8%	16.6%	13.7%	12.0%
- Turkey	--	1.9%	0.7%	2.3%	2.9%
- Greece	--	2.4%	5.0%	7.2%	9.3%
- Portugal	--	2.7%	3.1%	1.9%	4.7%
- Croatia	--	0.8%	2.8%	3.0%	0.8%
- Egypt	--	1.2%	2.5%	2.3%	1.2%
- Tunisia	--	0.0%	0.7%	1.0%	0.4%
- Morocco	--	0.0%	0.0%	1.3%	2.0%
- Others	--	7.9%	8.8%	9.6%	9.3%

* Percentage of valid answers

What other destinations did they consider for this trip? *

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
None (I was clear about "this Canary Island")	--	28.1%	24.3%	22.3%	29.7%
Canary Islands (other island)	--	24.0%	23.5%	26.1%	19.4%
Other destination	--	47.9%	52.2%	51.6%	50.9%
- Balearic Islands	--	4.7%	4.9%	4.4%	5.1%
- Rest of Spain	--	8.8%	12.8%	9.9%	9.6%
- Italy	--	5.1%	6.5%	5.3%	6.6%
- France	--	3.5%	2.6%	4.3%	4.8%
- Turkey	--	2.9%	2.2%	3.5%	4.0%
- Greece	--	6.6%	10.1%	8.9%	8.2%
- Portugal	--	6.3%	5.6%	6.6%	4.7%
- Croatia	--	1.0%	1.3%	2.1%	2.9%
- Egypt	--	4.3%	2.7%	4.4%	2.3%
- Others	--	4.6%	3.5%	2.2%	2.5%

* Percentage of valid answers

Importance of each factor in the destination choice



	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Climate	74.7%	82.0%	78.7%	78.5%	73.6%
Tranquility	51.2%	49.0%	48.8%	58.5%	49.4%
Safety	37.8%	38.9%	43.4%	38.6%	39.9%
Landscapes	36.6%	42.0%	41.1%	38.0%	37.8%
Accommodation supply	32.5%	32.3%	34.4%	37.9%	36.5%
European belonging	38.8%	39.7%	41.8%	42.5%	34.8%
Price	34.6%	27.4%	32.6%	26.6%	34.7%
Sea	37.9%	41.9%	42.4%	36.0%	34.0%
Gastronomy	20.6%	24.8%	29.3%	28.8%	25.9%
Beaches	24.9%	28.4%	23.6%	25.3%	23.1%
Fun possibilities	24.7%	22.2%	16.7%	22.0%	21.0%
Environment	27.8%	23.9%	31.5%	17.4%	19.3%
Authenticity	21.1%	25.5%	25.7%	16.9%	19.1%
Hiking trail network	14.5%	15.2%	13.3%	14.4%	18.7%
Effortless trip	13.8%	18.3%	24.3%	18.2%	18.6%
Exoticism	16.6%	20.5%	20.8%	13.3%	14.5%
Historical heritage	6.3%	8.0%	11.7%	5.1%	12.8%
Shopping	6.5%	9.8%	13.5%	5.8%	8.3%
Nightlife	5.1%	3.1%	3.8%	3.5%	8.0%
Culture	5.1%	7.9%	6.3%	4.5%	4.7%

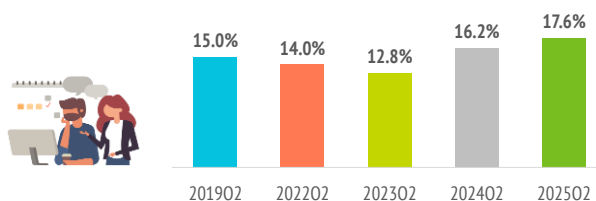
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")
% of tourists who indicate that the factor is "very important" in their choice.

How far in advance do they book their trip?



	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
The same day	1.7%	1.1%	0.2%	2.2%	0.0%
Between 1 and 30 days	29.7%	28.3%	28.6%	26.8%	26.4%
Between 1 and 2 months	23.1%	26.9%	29.5%	22.4%	21.9%
Between 3 and 6 months	30.5%	29.7%	29.0%	32.4%	34.1%
More than 6 months	15.0%	14.0%	12.8%	16.2%	17.6%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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



	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Previous visits to the Canary Islands	52.2%	55.4%	50.0%	45.3%	44.2%
Friends or relatives	29.1%	32.6%	25.8%	24.8%	26.8%
Internet or social media	49.2%	48.8%	49.3%	36.5%	40.9%
Mass Media	0.8%	2.5%	0.4%	1.1%	1.6%
Travel guides and magazines	15.4%	15.7%	7.3%	10.0%	9.4%
Travel Blogs or Forums	2.8%	4.5%	6.6%	4.5%	4.7%
Travel TV Channels	0.6%	0.4%	1.1%	0.0%	0.0%
Tour Operator or Travel Agency	26.1%	25.4%	29.6%	31.2%	26.9%
Public administrations or similar	0.6%	0.0%	0.0%	0.0%	0.0%
Others	3.0%	1.8%	3.2%	2.2%	5.1%

* Multi-choice question

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BELGIUM: Second Quarter



With whom did they book their flight and accommodation?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Flight					
- Directly with the airline	43.1%	47.8%	42.5%	38.4%	49.1%
- Tour Operator or Travel Agency	56.9%	52.2%	57.5%	61.6%	50.9%
Accommodation					
- Directly with the accommodation	25.3%	40.1%	34.9%	27.3%	29.9%
- Tour Operator or Travel Agency	74.7%	59.9%	65.1%	72.7%	70.1%

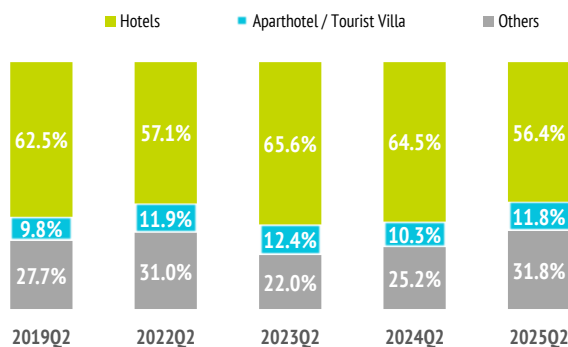
Where does the flight come from?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Belgium	80.7%	75.5%	84.7%	64.8%	80.4%
Luxembourg	0.8%	2.9%	3.3%	3.1%	5.0%
Germany	1.3%	3.5%	3.0%	10.3%	4.9%
Spanish Mainland	1.4%	3.5%	3.4%	4.8%	4.0%
Netherlands	12.7%	10.5%	3.2%	13.9%	3.4%
Portugal	0.3%	1.9%	0.9%	1.1%	1.2%
Others	0.0%	0.0%	0.0%	0.0%	0.6%
Switzerland	0.5%	0.0%	0.0%	0.6%	0.5%
Austria	0.0%	1.1%	0.0%	0.0%	0.0%
France	1.3%	0.5%	1.5%	1.4%	0.0%
Others	0.9%	0.6%	0.0%	0.0%	0.0%

Where do they stay?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
1-2-3* Hotel	10.7%	5.9%	5.3%	7.2%	8.4%
4* Hotel	38.3%	36.1%	45.7%	46.6%	38.1%
5* Hotel / 5* Luxury Hotel	13.5%	15.2%	14.5%	10.7%	10.0%
Aparthotel / Tourist Villa	9.8%	11.9%	12.4%	10.3%	11.8%
House/room rented in a private dwelling	7.2%	6.6%	5.0%	14.4%	13.1%
Private accommodation (1)	15.3%	8.8%	8.8%	7.8%	15.6%
Others (Cottage, cruise, camping,...)	5.2%	15.5%	8.1%	3.1%	3.1%

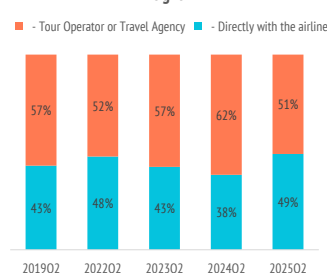
(1) Own property /House of friends or relatives / Free housing exchange / Other private accommodation.



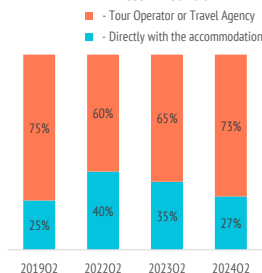
What do they book?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Room only	22.2%	23.9%	17.4%	24.2%	28.1%
Bed and Breakfast	6.8%	8.6%	14.9%	9.3%	8.1%
Half board	26.8%	29.4%	32.5%	27.0%	25.5%
Full board	3.7%	3.2%	2.2%	3.3%	5.7%
All inclusive	40.5%	34.9%	33.0%	36.2%	32.6%

Flight

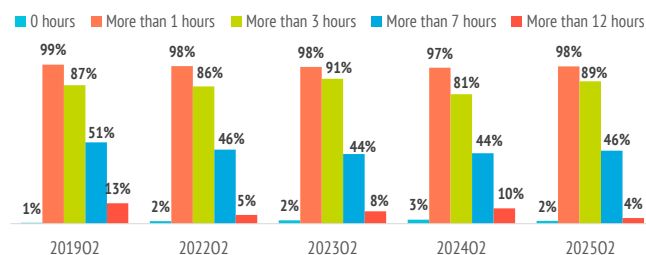


Accommodation



Activities in the Canary Islands

Outdoor time per day	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
0 hours	0.6%	1.6%	2.1%	2.5%	1.7%
1 - 2 hours	12.9%	12.6%	7.4%	16.6%	9.4%
3 - 6 hours	35.8%	39.5%	47.1%	36.9%	43.3%
7 - 12 hours	38.1%	40.8%	35.8%	34.4%	42.1%
More than 12 hours	12.7%	5.5%	7.7%	9.6%	3.5%
Outdoor time per day	7.4	6.9	6.8	6.6	6.4



Activities in the Canary Islands	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Walk, wander	71.2%	79.0%	82.0%	79.4%	75.2%
Swimming pool, hotel facilities	58.2%	62.9%	66.4%	67.5%	66.1%
Beach	50.5%	53.0%	52.5%	53.9%	49.6%
Hiking	--	40.8%	48.8%	39.7%	48.7%
Explore the island on their own	39.6%	50.8%	48.8%	46.1%	46.4%
Taste Canarian gastronomy	17.4%	27.7%	20.9%	18.8%	22.9%
Organized excursions	15.7%	19.7%	16.6%	18.1%	15.9%
Sea excursions / whale watching	8.6%	17.3%	9.0%	14.7%	14.7%
Nightlife / concerts / shows	9.8%	4.8%	5.9%	3.6%	10.0%
Theme parks	9.5%	11.4%	9.1%	9.9%	8.5%
Wineries / markets / popular festivals	6.8%	10.3%	9.6%	5.6%	8.5%
Museums / exhibitions	6.4%	7.4%	11.6%	8.7%	8.5%
Swim	--	13.0%	13.0%	10.1%	7.5%
Beauty and health treatments	7.0%	7.7%	9.1%	6.9%	5.9%
Practice other sports	--	5.0%	2.6%	3.5%	5.2%
Other Nature Activities	--	10.7%	3.5%	8.4%	5.2%
Running	--	9.6%	4.0%	6.6%	4.6%
Cycling / Mountain bike	--	6.6%	2.5%	6.4%	4.4%
Astronomical observation	3.6%	2.1%	4.6%	3.0%	3.6%
Golf	--	0.3%	2.1%	1.0%	2.6%
Scuba Diving	--	2.5%	2.6%	2.1%	2.4%
Surf	--	1.6%	0.8%	0.5%	1.1%
Windsurf / Kitesurf	--	0.3%	0.2%	0.2%	--

* Multi-choise question

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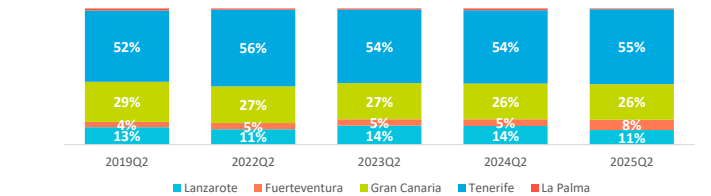
BELGIUM: Second Quarter

Canary Islands

LATITUDE OF LIFE

Which island do they choose?

Tourists (≥ 16 year old)	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Lanzarote	11,386	9,027	12,274	12,036	10,078
Fuerteventura	3,458	3,616	4,033	4,308	7,233
Gran Canaria	26,166	21,643	23,310	23,070	24,545
Tenerife	46,604	45,035	47,242	47,303	51,857
La Palma	1,331	728	767	1,153	605



How many are loyal to the Canary Islands?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Repeat tourists	72.3%	70.7%	72.6%	70.1%	69.9%
At least 10 previous visits	23.1%	23.9%	22.6%	24.1%	20.4%
Repeat tourists (last 5 years)	66.9%	67.6%	68.1%	60.8%	62.6%
Repeat tourists (last 5 years)(5 or more visits)	23.6%	15.5%	23.6%	19.3%	24.1%

Who are they?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Gender					
Men	56.5%	50.1%	47.7%	47.8%	54.3%
Women	43.5%	49.9%	52.3%	52.2%	45.7%
Age					
Average age	51.3	47.9	53.6	51.2	53.2
Standard deviation	14.9	15.1	15.6	15.4	16.0
Age range					
16 - 24 years old	4.3%	6.5%	3.5%	5.6%	3.8%
25 - 30 years old	8.7%	8.6%	7.6%	7.4%	7.7%
31 - 45 years old	19.6%	29.0%	20.3%	22.3%	23.0%
46 - 60 years old	36.5%	35.1%	27.8%	33.2%	21.8%
Over 60 years old	30.9%	20.8%	40.7%	31.5%	43.7%
Occupation					
Salaried worker	50.5%	50.8%	39.3%	52.6%	38.7%
Self-employed	6.5%	10.6%	11.6%	7.6%	9.1%
Unemployed	0.1%	1.3%	0.0%	0.9%	0.0%
Business owner	10.9%	10.2%	11.1%	7.2%	10.5%
Student	2.9%	8.1%	0.5%	2.2%	0.4%
Retired	25.2%	16.2%	34.2%	28.5%	39.0%
Unpaid domestic work	0.3%	0.5%	1.0%	0.2%	0.0%
Others	3.6%	2.5%	2.3%	0.9%	2.2%
Annual household income level					
Less than €25,000	11.0%	12.5%	8.5%	9.8%	7.4%
€25,000 - €49,999	45.4%	48.1%	51.3%	39.7%	47.4%
€50,000 - €74,999	26.5%	17.7%	26.6%	35.6%	28.4%
More than €74,999	17.1%	21.7%	13.7%	14.9%	16.8%
Education level					
No studies	0.2%	0.0%	0.1%	0.6%	0.7%
Primary education	0.4%	1.8%	2.6%	1.5%	1.2%
Secondary education	30.9%	33.6%	36.5%	34.8%	37.6%
Higher education	68.5%	64.6%	60.8%	63.1%	60.4%

Source: Encuesta sobre Gasto Turístico (EGT, 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	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Lanzarote	12.8%	11.3%	14.0%	13.7%	10.7%
Fuerteventura	3.9%	4.5%	4.6%	4.9%	7.7%
Gran Canaria	29.4%	27.0%	26.6%	26.3%	26.0%
Tenerife	52.4%	56.3%	53.9%	53.8%	55.0%
La Palma	1.5%	0.9%	0.9%	1.3%	0.6%

How many islands do they visit during their trip?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
One island	88.8%	95.1%	97.1%	92.4%	88.8%
Two islands	9.2%	3.9%	1.0%	7.0%	9.2%
Three or more islands	1.9%	0.9%	1.8%	0.6%	2.0%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Average rating	8.54	8.67	8.77	8.75	8.56

Experience in the Canary Islands	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Worse or much worse than expected	1.9%	2.5%	0.7%	1.2%	2.7%
Lived up to expectations	69.3%	58.7%	65.5%	62.6%	69.3%
Better or much better than expected	28.8%	38.8%	33.7%	36.2%	28.1%

Future intentions (scale 0-10)	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Return to the Canary Islands	8.32	8.70	8.64	8.58	8.34
Recommend visiting the Canary Islands	8.68	8.95	8.86	8.91	8.61

Who do they come with?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Unaccompanied	13.8%	4.8%	8.5%	7.9%	10.3%
Only with partner	55.0%	41.9%	61.5%	52.6%	57.9%
Only with children (< 13 years old)	3.5%	5.2%	2.1%	4.2%	4.7%
Partner + children (< 13 years old)	4.1%	10.3%	3.9%	9.3%	2.6%
Other relatives	5.9%	7.8%	5.9%	5.8%	7.3%
Friends	3.1%	8.8%	6.8%	5.3%	7.4%
Work colleagues	0.7%	0.0%	0.0%	0.0%	0.0%
Organized trip	0.0%	0.0%	0.6%	0.2%	0.7%
Other combinations (2)	13.9%	21.3%	10.6%	14.7%	9.1%
(2) Combination of some of the groups previously analyzed					
Tourists with children	10.1%	20.6%	7.3%	17.8%	11.0%
- Between 0 and 2 years old	1.7%	0.5%	0.7%	1.5%	1.2%
- Between 3 and 12 years old	7.4%	19.4%	6.6%	15.6%	8.8%
- Between 0 - 2 and 3-12 years old	0.9%	0.7%	0.0%	0.7%	1.1%
Tourists without children	89.9%	79.4%	92.7%	82.2%	89.0%
Group composition:					
- 1 person	16.3%	9.1%	12.4%	9.3%	14.8%
- 2 people	63.5%	50.9%	69.5%	60.7%	64.5%
- 3 people	8.2%	14.4%	10.5%	13.7%	8.9%
- 4 or 5 people	9.8%	22.4%	6.5%	12.9%	10.5%
- 6 or more people	2.1%	3.2%	1.1%	3.4%	1.3%
Average group size:	2.27	2.71	2.16	2.52	2.25

*People who share the main expenses of the trip