

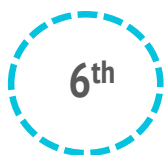
How many are they and how much do they spend?

	Belgium	All markets
TOURISTS		
Tourist arrivals (FRONTUR)	251,126	6,697,165
Tourist arrivals > 15 years old (EGT)	220,484	5,827,892
- book holiday package	95,221	2,549,012
- do not book holiday package	125,264	3,278,880
- % tourists who book holiday package	43.2%	43.7%
Share of total tourist	3.7%	100%

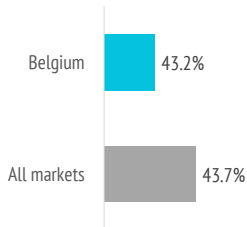
RANKING POSITION BY NUMBER OF TOURISTS



RANKING POSITION BY TURNOVER



% HOLIDAY PACKAGE



62% of Belgians travel to Tenerife.

	Belgium	All markets
Expenditure per tourist (€)	1,370	1,206
- book holiday package	1,495	1,415
- holiday package	1,258	1,135
- others	237	280
- do not book holiday package	1,274	1,044
- flight	323	248
- accommodation	377	369
- others	574	427
Average length of stay	10.38	9.54
- book holiday package	8.17	8.59
- do not book holiday package	12.06	10.28
Average daily expenditure (€)	154.5	144.0
- book holiday package	189.3	172.8
- do not book holiday package	128.1	121.6
Total turnover (> 15 years old) (€m)	302	7,028
- book holiday package	142	3,606
- do not book holiday package	160	3,422

Where did they spend their main holiday last year?*

	Belgium	All markets
Didn't have holiday	33.0%	35.7%
Canary Islands	20.9%	17.6%
Other destination	46.1%	46.8%

What other destinations do they consider for this trip?*

	Belgium	All markets
None	30.6%	29.4%
Canary Islands (other island)	23.9%	25.4%
Other destination	45.5%	45.1%

*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

	Belgium	All markets
Climate	78.8%	76.0%
Tranquility	51.4%	48.5%
Sea	46.9%	52.0%
European belonging	44.7%	40.2%
Landscapes	40.1%	39.1%
Safety	38.4%	49.0%
Accommodation supply	34.1%	37.8%
Beaches	33.9%	44.6%
Price	33.1%	32.4%
Gastronomy	28.1%	27.9%
Environment	26.3%	34.7%
Fun possibilities	22.6%	22.4%
Authenticity	21.1%	24.4%
Exoticism	20.7%	14.5%
Effortless trip	16.5%	34.9%
Hiking trail network	16.2%	12.1%
Shopping	9.4%	8.8%
Historical heritage	6.5%	9.1%
Nightlife	5.1%	8.4%
Culture	5.0%	8.7%

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.

% TOURISTS WHO CHOOSE EXOTICISM

BELGIUM
20.7%



ALL MARKETS
14.5%

What is the main motivation for their holidays?

	Belgium	All markets
Rest	52.6%	50.7%
Enjoy family time	11.4%	14.0%
Have fun	8.4%	7.3%
Explore the destination	23.0%	23.3%
Practice their hobbies	2.8%	2.6%
Other reasons	1.9%	2.1%



Belgium

52.6%

All markets

50.7%

How far in advance do they book their trip?

	Belgium	All markets
The same day	1.0%	1.0%
Between 1 and 30 days	44.4%	42.5%
Between 1 and 2 months	23.6%	26.7%
Between 3 and 6 months	17.2%	18.7%
More than 6 months	13.8%	11.1%

PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2021)

BELGIUM



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

	Belgium	All markets
Previous visits to the Canary Islands	49.4%	45.7%
Friends or relatives	30.0%	30.9%
Internet or social media	44.7%	53.5%
Mass Media	3.0%	2.3%
Travel guides and magazines	7.8%	7.0%
Travel Blogs or Forums	5.8%	8.4%
Travel TV Channels	0.6%	0.5%
Tour Operator or Travel Agency	24.0%	19.4%
Public administrations or similar	1.7%	1.9%
Others	1.4%	2.9%

* Multi-choise question

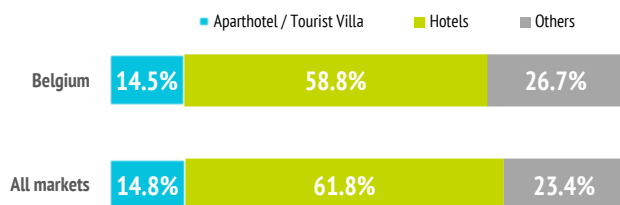
With whom did they book their flight and accommodation?

	Belgium	All markets
Flight		
- Directly with the airline	53.0%	52.8%
- Tour Operator or Travel Agency	47.0%	47.2%
Accommodation		
- Directly with the accommodation	41.2%	39.9%
- Tour Operator or Travel Agency	58.8%	60.1%

Where do they stay?

	Belgium	All markets
1-2-3* Hotel	8.0%	11.5%
4* Hotel	35.0%	39.4%
5* Hotel / 5* Luxury Hotel	15.9%	10.9%
Aparthotel / Tourist Villa	14.5%	14.8%
House/room rented in a private dwelling	7.4%	6.9%
Private accommodation (1)	9.4%	9.9%
Others (Cottage, cruise, camping,...)	9.9%	6.6%

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



What do they book?

	Belgium	All markets
Room only	25.4%	28.1%
Bed and Breakfast	11.5%	15.3%
Half board	24.9%	19.5%
Full board	3.3%	3.2%
All inclusive	34.9%	33.8%

”
24.9% of Belgians book half board.
 (Canary Islands: 19.5%)

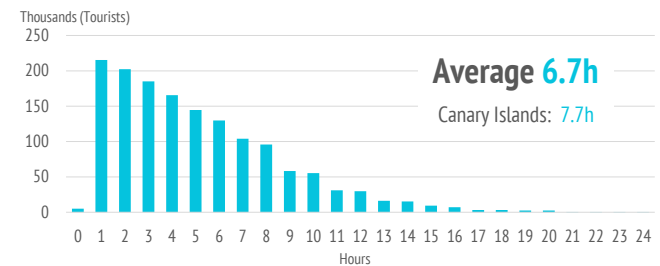
Other expenses

	Belgium	All markets
Restaurants or cafes	64.3%	66.9%
Supermarkets	52.0%	55.6%
Car rental	35.8%	37.3%
Organized excursions	22.1%	23.7%
Taxi, transfer, chauffeur service	49.1%	46.0%
Theme Parks	8.4%	8.6%
Sport activities	7.4%	9.3%
Museums	2.8%	4.7%
Flights between islands	6.2%	6.3%

Activities in the Canary Islands

Outdoor time per day	Belgium	All markets
0 hours	2.3%	2.4%
1 - 2 hours	13.7%	10.0%
3 - 6 hours	36.8%	30.1%
7 - 12 hours	39.8%	47.1%
More than 12 hours	7.3%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Belgium	All markets
Beach	62.1%	75.1%
Walk, wander	75.9%	72.2%
Swimming pool, hotel facilities	66.8%	57.5%
Explore the island on their own	44.4%	52.5%
Swim	34.7%	38.8%
Taste Canarian gastronomy	22.8%	30.2%
Hiking	36.6%	22.5%
Organized excursions	15.0%	16.0%
Sea excursions / whale watching	10.7%	13.5%
Nightlife / concerts / shows	5.7%	12.3%
Theme parks	11.7%	12.2%
Museums / exhibitions	7.7%	10.7%
Wineries / markets / popular festivals	3.9%	10.0%
Other Nature Activities	5.8%	9.5%
Running	7.1%	7.6%
Practice other sports	2.8%	5.9%
Beauty and health treatments	7.9%	5.6%
Surf	3.4%	4.8%
Astronomical observation	2.5%	4.2%
Cycling / Mountain bike	4.3%	4.2%
Scuba Diving	4.4%	4.2%
Golf	2.0%	2.3%
Windsurf / Kitesurf	1.4%	1.5%

* Multi-choise question

PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2021)

BELGIUM

Which island do they choose?

Tourists (> 15 years old)	Belgium	All markets
Lanzarote	21,293	963,331
Fuerteventura	9,803	843,805
Gran Canaria	51,027	1,545,237
Tenerife	135,236	2,320,313
La Palma	2,176	102,576

How many islands do they visit during their trip?

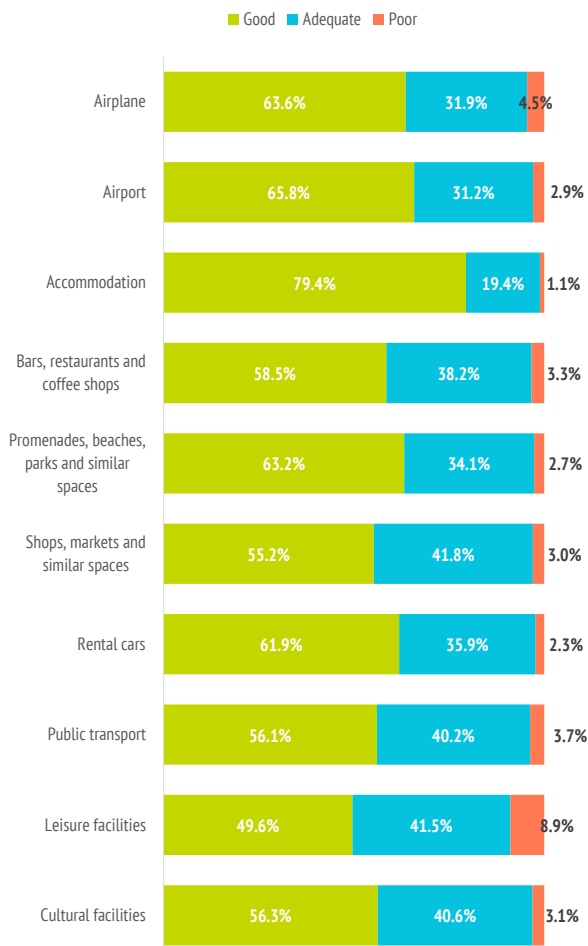
	Belgium	All markets
One island	91.5%	90.9%
Two islands	7.6%	7.8%
Three or more islands	0.9%	1.3%

Health safety

Planning the trip: Importance	Belgium	All markets
Average rating (scale 0-10)	7.82	7.99

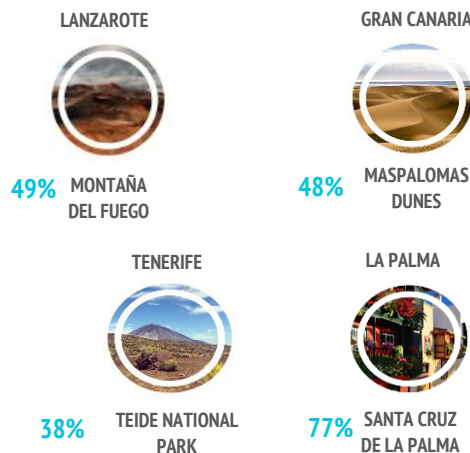
During the stay: Rate	Belgium	All markets
Average rating (scale 0-10)	8.46	8.42

HEALTH SAFETY MEASURES (RATE)



Share by islands	Belgium	All markets
Lanzarote	9.7%	16.7%
Fuerteventura	4.5%	14.6%
Gran Canaria	23.2%	26.8%
Tenerife	61.6%	40.2%
La Palma	1.0%	1.8%

MOST VISITED PLACES IN EACH ISLAND



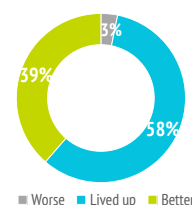
The data refers to % of tourists on each island who have visited the place.

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Belgium	All markets
Average rating	8.77	8.86

Experience in the Canary Islands	Belgium	All markets
Worse or much worse than expected	3.2%	2.7%
Lived up to expectations	58.2%	51.4%
Better or much better than expected	38.6%	45.9%

Future intentions (scale 1-10)	Belgium	All markets
Return to the Canary Islands	8.67	8.86
Recommend visiting the Canary Island	8.86	9.10



Experience in the Canary Islands

8.67/10

Return to the Canary Islands

8.86/10

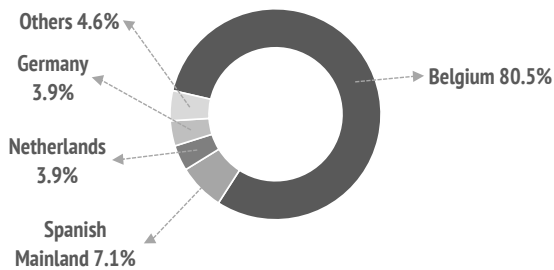
Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Belgium	All markets
Repeat tourists	68.0%	68.0%
Repeat tourists (last 5 years)	60.6%	61.9%
Repeat tourists (last 5 years) (5 or mor	20.5%	15.0%
At least 10 previous visits	22.6%	18.3%

Where does the flight come from?

	%	Absolute
Belgium	80.5%	177,454
Spanish Mainland	7.1%	15,685
Netherlands	3.9%	8,672
Germany	3.9%	8,532
Luxembourg	2.1%	4,566
Portugal	0.9%	2,085
Others	1.6%	3,489



Who do they come with?

	Belgium	All markets
Unaccompanied	8.1%	13.5%
Only with partner	52.4%	48.2%
Only with children (< 13 years old)	3.5%	3.9%
Partner + children (< 13 years old)	6.3%	4.9%
Other relatives	9.9%	8.4%
Friends	7.5%	8.5%
Work colleagues	0.1%	0.8%
Organized trip	0.0%	0.2%
Other combinations (1)	12.3%	11.5%
<i>(1) Different situations have been isolated</i>		
Tourists with children	12.0%	12.5%
- Between 0 and 2 years old	1.5%	1.2%
- Between 3 and 12 years old	9.8%	10.2%
- Between 0 -2 and 3-12 years	0.7%	1.0%
Tourists without children	88.0%	87.5%
Group composition:		
- 1 person	10.4%	16.5%
- 2 people	60.2%	56.7%
- 3 people	13.1%	10.7%
- 4 or 5 people	13.7%	13.6%
- 6 or more people	2.6%	2.5%
Average group size:	2.46	2.37

*People who share the main expenses of the trip



(Under the age of 13)

12% of Belgians travel with children.

(Canary Islands: 12.5%)

Who are they?

	Belgium	All markets
Gender		
Men	48.3%	49.6%
Women	51.7%	50.4%
Age		
Average age (tourist > 15 years old)	46.3	43.3
Standard deviation	16.0	15.6
Age range (> 15 years old)		
16 - 24 years old	8.4%	11.9%
25 - 30 years old	12.4%	14.8%
31 - 45 years old	29.1%	30.2%
46 - 60 years old	28.2%	26.6%
Over 60 years old	21.9%	16.4%
Occupation		
Salaried worker	47.9%	57.8%
Self-employed	10.7%	11.1%
Unemployed	1.3%	1.7%
Business owner	15.4%	10.0%
Student	4.7%	5.9%
Retired	19.0%	12.2%
Unpaid domestic work	0.1%	0.5%
Others	0.8%	0.9%
Annual household income level		
Less than €25,000	10.4%	16.1%
€25,000 - €49,999	42.3%	37.0%
€50,000 - €74,999	29.1%	23.4%
More than €74,999	18.2%	23.5%
Education level		
No studies	1.3%	2.2%
Primary education	1.1%	2.2%
Secondary education	26.5%	18.8%
Higher education	71.1%	76.9%



7 IN 10 ARE REPEATERS

46 YEARS OLD AVERAGE AGE

52% ONLY WITH PARTNER



Pictures: Freepik.com