

Profile of Belgian tourist visiting Canary Islands

2016



How many are they and how much do they spend?



	Belgium	All markets
Tourist arrivals (> 16 years old)	355,163	13,114,359
Average daily expenditure (€)	145.42	135.94
. in their place of residence	109.43	98.03
. in the Canary Islands	35.99	37.90
Average length of stay	10.00	9.36
Turnover per tourist (€)	1,232	1,141
Total turnover (> 16 years old) (€m)	438	14,957
Share of total turnover	2.9%	100%
Share of total tourist	2.7%	100%
Expenditure in the Canary Islands per tourist and trip (€) (*)		
Accommodation (**):	51.14	47.11
- Accommodation	41.26	40.52
- Additional accommodation expenses	9.88	6.60
Transport:	24.10	26.01
- Public transport	5.30	5.14
- Taxi	5.07	6.94
- Car rental	13.74	13.93
Food and drink:	135.60	148.33
- Food purchases at supermarkets	55.24	63.46
- Restaurants	80.36	84.87
Souvenirs:	69.15	53.88
Leisure:	27.43	34.52
- Organized excursions	14.94	14.95
- Leisure, amusement	3.19	4.55
- Trip to other islands	0.98	1.85
- Sporting activities	4.52	5.11
- Cultural activities	1.68	2.04
- Discos and disco-pubs	2.12	6.01
Others:	13.50	13.91
- Wellness	2.87	3.23
- Medical expenses	2.96	1.69
- Other expenses	7.67	8.99

How far in advance do they book their trip?



	Belgium	All markets
The same day they leave	0.4%	0.6%
Between 2 and 7 days	6.3%	6.3%
Between 8 and 15 days	7.3%	7.9%
Between 16 and 30 days	14.5%	14.7%
Between 31 and 90 days	33.0%	34.3%
More than 90 days	38.6%	36.2%

What do they book at their place of residence?



	Belgium	All markets
Flight only	12.8%	8.8%
Flight and accommodation (room only)	15.6%	25.7%
Flight and accommodation (B&B)	4.5%	8.0%
Flight and accommodation (half board)	28.2%	20.4%
Flight and accommodation (full board)	4.4%	4.3%
Flight and accommodation (all inclusive)	34.4%	32.8%
% Tourists using low-cost airlines	31.6%	48.7%
Other expenses in their place of residence:		
- Car rental	12.7%	11.8%
- Sporting activities	4.5%	5.3%
- Excursions	8.3%	5.7%
- Trip to other islands	0.6%	1.6%

How do they book?



	Belgium	All markets
Accommodation booking		
Tour Operator	44.7%	42.3%
- Tour Operator's website	72.0%	78.8%
Accommodation	15.5%	14.7%
- Accommodation's website	85.7%	83.5%
Travel agency (High street)	19.3%	20.5%
Online Travel Agency (OTA)	12.2%	16.5%
No need to book accommodation	8.3%	6.0%

	Belgium	All markets
Flight booking		
Tour Operator	53.6%	44.6%
- Tour Operator's website	69.5%	76.3%
Airline	24.2%	24.8%
- Airline's website	95.8%	96.2%
Travel agency (High street)	16.1%	19.1%
Online Travel Agency (OTA)	6.1%	11.5%

Where do they stay?



	Belgium	All markets
5* Hotel	9.7%	7.1%
4* Hotel	50.1%	39.6%
1-2-3* Hotel	10.1%	14.6%
Apartment	22.3%	31.5%
Property (privately-owned, friends, family)	6.0%	4.6%
Others	1.8%	2.6%

Who are they?



	Belgium	All markets
Gender		
Percentage of men	52.5%	48.5%
Percentage of women	47.5%	51.5%

	Belgium	All markets
Age		
Average age (tourists > 16 years old)	49.1	46.3
Standard deviation	15.1	15.3
Age range (> 16 years old)	0.0	0.0
16-24 years old	5.9%	8.2%
25-30 years old	9.5%	11.1%
31-45 years old	24.1%	29.1%
46-60 years old	38.0%	30.9%
Over 60 years old	22.6%	20.7%

	Belgium	All markets
Occupation		
Business owner or self-employed	18.6%	23.1%
Upper/Middle management employee	37.8%	36.1%
Auxiliary level employee	15.4%	15.5%
Students	4.0%	5.1%
Retired	22.8%	18.0%
Unemployed / unpaid dom. work	1.4%	2.2%

	Belgium	All markets
Annual household income level		
€12,000 - €24,000	14.6%	17.8%
€24,001 - €36,000	20.7%	19.4%
€36,001 - €48,000	20.5%	16.9%
€48,001 - €60,000	16.6%	14.6%
€60,001 - €72,000	10.1%	9.5%
€72,001 - €84,000	5.2%	6.0%
More than €84,000	12.4%	15.8%

(*) Expense is prorated among all the tourists (even those who have not spent in destination).

(**) Accommodation expenses may seem low because most tourists pay the accommodation before traveling.

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Which island do they choose?



Tourists (> 16 years old)	Belgium	All markets
- Lanzarote	35,148	2,328,674
- Fuerteventura	15,239	1,914,107
- Gran Canaria	100,151	3,654,806
- Tenerife	192,249	4,885,901
- La Palma	8,952	221,541

Share (%)	Belgium	All markets
- Lanzarote	10.0%	17.9%
- Fuerteventura	4.3%	14.7%
- Gran Canaria	28.5%	28.1%
- Tenerife	54.7%	37.6%
- La Palma	2.5%	1.7%

Who do they come with?



	Belgium	All markets
Unaccompanied	8.0%	9.1%
Only with partner	52.0%	47.6%
Only with children (under the age of 13)	1.0%	1.5%
Partner + children (under the age of 13)	10.4%	11.8%
Other relatives	3.7%	6.0%
Friends	6.3%	6.1%
Work colleagues	0.1%	0.3%
Other combinations ⁽¹⁾	18.6%	17.5%

* Multi-choice question (different situations have been isolated)

How do they rate the destination?



Impression of their stay	Belgium	All markets
Good or very good (% tourists)	96.0%	94.1%
Average rating (scale 1-10)	9.01	8.90

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Belgium	All markets
Repeat tourists	75.1%	77.3%
In love (at least 10 previous visits)	18.2%	16.1%

Where does the flight come from?



Ten main origin markets	Belgium	All markets
Belgium	321,772	444,170
Spanish Mainland	14,331	2,164,168
Germany	7,405	2,882,932
Netherlands	4,070	269,847
France	1,134	227,689
United Kingdom	640	4,208,588
Ireland	239	431,419
Austria	0	113,534
Denmark	0	253,091
Finland	0	196,957

Why do they choose the Canary Islands?



Aspects influencing the choice	Belgium	All markets
Climate/sun	96.9%	89.8%
Tranquility/rest/relaxation	45.0%	36.6%
Scenery	28.2%	21.9%
Beaches	20.7%	34.5%
Security	15.1%	11.1%
Visiting new places	12.7%	14.6%
Price	10.5%	12.7%
Quality of the environment	7.5%	6.5%
Shopping	6.8%	2.6%
Active tourism	5.9%	5.1%
Suitable destination for children	4.0%	7.5%
Ease of travel	3.0%	8.9%
Nautical activities	2.9%	2.2%
Culture	2.2%	2.6%
Nightlife/fun	2.1%	3.8%
Rural tourism	1.7%	1.0%

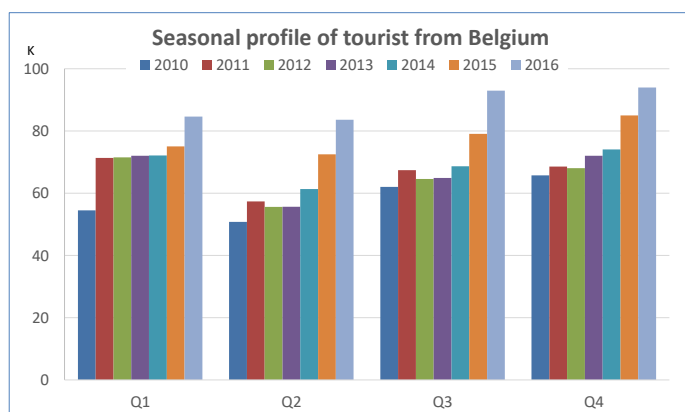
* Multi-choice question

What did motivate them to come?



Aspects motivating the choice	Belgium	All markets
Previous visits to the Canary Islands	61.9%	64.1%
Recommendation by friends or relatives	35.7%	34.5%
The Canary Islands television channel	0.5%	0.3%
Other television or radio channels	0.2%	0.8%
Information in the press/magazines/books	3.1%	3.8%
Attendance at a tourism fair	0.8%	0.5%
Tour Operator's brochure or catalogue	12.9%	8.0%
Recommendation by Travel Agency	11.1%	9.7%
Information obtained via the Internet	20.4%	25.8%
Senior Tourism programme	0.2%	0.2%
Others	3.5%	6.1%

* Multi-choice question



Source: Encuesta sobre el Gasto Turístico (ISTAC). (1) Combination of some groups previously analyzed.

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.