

Profile of tourist visiting the Canary Islands (2017)

BELGIUM



How many are they and how much do they spend?



	Belgium	All markets
Tourist arrivals (FRONTUR)	411,002	15,975,507
Tourist arrivals (> 16 years old)	365,868	13,852,616
Average daily expenditure (€)	149.72	140.18
. in their place of residence	111.13	101.15
. in the Canary Islands	38.59	39.03
Average length of stay	9.61	9.17
Turnover per tourist (€)	1,251	1,155
Total turnover (€m)	514	18,450
Share of total tourist	2.6%	100%
Share of total turnover	2.8%	100%

% tourists who pay in the Canary Islands:

Accommodation:

- Accommodation	13.0%	13.5%
- Additional accommodation expenses	7.8%	6.3%

Transport:

- Public transport	13.5%	14.5%
- Taxi	21.1%	21.2%
- Car rental	20.9%	19.4%

Food and drink:

- Food purchases at supermarkets	48.6%	55.0%
- Restaurants	50.3%	57.3%

Souvenirs:

	54.6%	53.3%
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Leisure:

- Organized excursions	18.8%	17.7%
- Leisure, amusement	6.7%	8.4%
- Trip to other islands	1.8%	2.3%
- Sporting activities	7.8%	6.1%
- Cultural activities	4.1%	4.4%
- Discos and disco-pubs	3.1%	6.1%

Others:

- Wellness	5.6%	4.9%
- Medical expenses	5.9%	4.0%
- Other expenses	8.5%	9.6%



+4%
TOURISTS
411,002



+2%
TRAVEL EXPENSES
€1,251



+6%
TURNOVER
€514 MILL

What do they book at their place of residence?



	Belgium	All markets
Flight only	16.5%	9.3%
Flight and accommodation (room only)	18.2%	26.9%
Flight and accommodation (B&B)	5.1%	8.3%
Flight and accommodation (half board)	24.8%	19.3%
Flight and accommodation (full board)	3.6%	4.4%
Flight and accommodation (all inclusive)	31.8%	31.9%
% Tourists using low-cost airlines	30.1%	50.8%

Other expenses in their place of residence:

- Car rental	12.7%	12.6%
- Sporting activities	4.3%	5.1%
- Excursions	6.3%	6.2%
- Trip to other islands	0.8%	1.5%

How do they book?



	Belgium	All markets
Accommodation booking		
Tour Operator	41.4%	42.4%
- Tour Operator's website	73.9%	80.6%
Accommodation	14.8%	14.6%
- Accommodation's website	81.5%	84.0%
Travel agency (High street)	20.5%	19.3%
Online Travel Agency (OTA)	12.2%	17.3%
No need to book accommodation	11.2%	6.4%

	Belgium	All markets
Flight booking		
Tour Operator	52.8%	44.8%
- Tour Operator's website	71.3%	78.6%
Airline	23.6%	25.8%
- Airline's website	96.0%	97.3%
Travel agency (High street)	17.3%	18.0%
Online Travel Agency (OTA)	6.3%	11.4%

How far in advance do they book their trip?



	Belgium	All markets
The same day they leave	0.3%	0.5%
Between 2 and 7 days	5.2%	5.9%
Between 8 and 15 days	10.2%	7.4%
Between 16 and 30 days	13.3%	13.4%
Between 31 and 90 days	31.5%	34.6%
More than 90 days	39.5%	38.3%

Who are they?



	Belgium	All markets
Gender		
Men	52.9%	48.1%
Women	47.1%	51.9%

Age

Average age (tourists > 16 years old)	48.7	46.9
Standard deviation	15.2	15.5

Age range (> 16 years old)

16-24 years old	7.0%	8.4%
25-30 years old	7.4%	10.2%
31-45 years old	26.3%	27.9%
46-60 years old	35.4%	31.7%
Over 60 years old	24.0%	21.8%

Occupation

Business owner or self-employed	20.4%	23.8%
Upper/Middle management employee	36.3%	35.2%
Auxiliary level employee	15.2%	15.3%
Students	4.1%	5.0%
Retired	22.8%	18.6%
Unemployed / unpaid dom. work	1.3%	2.1%

Annual household income level

€12,000 - €24,000	14.3%	17.9%
€24,001 - €36,000	24.3%	19.3%
€36,001 - €48,000	17.0%	16.1%
€48,001 - €60,000	14.9%	15.1%
€60,001 - €72,000	10.8%	9.3%
€72,001 - €84,000	6.0%	6.3%
More than €84,000	12.9%	16.0%

Which island do they choose?



Tourists (> 16 years old)	Belgium	All markets
- Lanzarote	42,791	2,488,213
- Fuerteventura	12,547	1,938,908
- Gran Canaria	103,260	3,900,824
- Tenerife	196,542	5,144,415
- La Palma	6,675	277,952

Share (%)	Belgium	All markets
- Lanzarote	11.8%	18.1%
- Fuerteventura	3.5%	14.1%
- Gran Canaria	28.5%	28.4%
- Tenerife	54.3%	37.4%
- La Palma	1.8%	2.0%

Where do they stay?



	Belgium	All markets
5* Hotel	10.0%	6.8%
4* Hotel	43.6%	38.4%
1-2-3* Hotel	10.3%	14.4%
Apartment	25.2%	32.4%
Property (privately-owned, friends, family)	8.7%	4.8%
Others	2.3%	3.2%

Why do they choose the Canary Islands?



Aspects influencing the choice	Belgium	All markets
Climate/sun	95.4%	89.8%
Tranquillity/rest/relaxation	41.3%	37.2%
Scenery	27.5%	22.9%
Beaches	23.2%	35.1%
Security	14.2%	9.7%
Visiting new places	12.7%	14.7%
Price	10.0%	12.2%
Quality of the environment	7.5%	6.5%
Active tourism	7.1%	5.4%
Suitable destination for children	6.2%	7.6%
Shopping	5.4%	2.5%
Ease of travel	3.2%	8.9%
Nautical activities	3.1%	2.0%
Nightlife/fun	2.6%	3.8%
Golf	1.9%	1.0%
Theme parks	1.7%	3.1%

* Multi-choice question

Who do they come with?



	Belgium	All markets
Unaccompanied	8.3%	8.7%
Only with partner	50.6%	46.8%
Only with children (under the age of 13)	2.3%	1.7%
Partner + children (under the age of 13)	10.6%	11.9%
Other relatives	4.1%	6.0%
Friends	3.9%	6.1%
Work colleagues	0.5%	0.3%
Other combinations ⁽¹⁾	19.7%	18.5%

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

How do they rate the Canary Islands?



Opinion on their stay	Belgium	All markets
Good or very good (% tourists)	96.0%	94.0%
Average rating (scale 1-10)	8.98	8.92

How many are loyal to the Canary Islands?



Repeat tourists	Belgium	All markets
At least 1 previous visit	75.3%	77.3%
At least 10 previous visits	18.0%	16.9%

Where does the flight come from?



Tourists (> 16 years old)	Share	Absolute
Belgium	82.6%	302,109
Netherlands	6.2%	22,675
Germany	4.0%	14,748
Spanish Mainland	3.5%	12,757
France	1.0%	3,706
United Kingdom	0.2%	885
Italy	0.1%	319
Sweden	0.1%	269
Others	2.3%	8,401

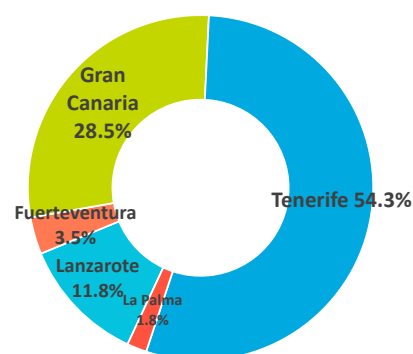
What did motivate them to come?



Prescription sources	Belgium	All markets
Previous visits to the Canary Islands	62.3%	64.9%
Recommendation by friends/relatives	37.3%	35.0%
The Canary Islands television channel	0.1%	0.4%
Other television or radio channels	0.5%	1.0%
Information in press/magazines/books	3.4%	3.8%
Attendance at a tourism fair	0.5%	0.5%
Tour Operator's brochure or catalogue	11.6%	7.2%
Recommendation by Travel Agency	11.8%	9.3%
Information obtained via the Internet	18.7%	25.5%
Senior Tourism programme	0.3%	0.2%
Others	4.3%	5.9%

* Multi-choice question

Share of tourists > 16 years old by islands



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.