

PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2018)

BELGIUM



How many are they and how much do they spend?



	Belgium	All markets
TOURISTS		
Tourist arrivals (FRONTUR)	409,164	15,559,787
Tourist arrivals > 15 years old (EGT)	359,756	13,485,651
- book holiday package	199,546	7,848,516
- do not book holiday package	160,210	5,637,135
- % tourists who book holiday package	55.5%	58.2%
Share of total tourist	2.6%	100%

RANKING POSITION BY
NUMBER OF TOURISTS

RANKING POSITION BY
TURNOVER



52% of Belgians
travel to Tenerife.

	Belgium	All markets
Expenditure per tourist (€)	1,359	1,196
- book holiday package	1,573	1,309
- holiday package	1,334	1,064
- others	239	246
- do not book holiday package	1,092	1,037
- flight	307	288
- accommodation	353	350
- others	432	399
Average length of stay	10.11	9.32
- book holiday package	8.97	8.66
- do not book holiday package	11.53	10.23
Average daily expenditure (€)	157.7	143.6
- book holiday package	192.6	159.8
- do not book holiday package	114.2	121.0
Total turnover (> 15 years old) (€m)	489	16,124
- book holiday package	314	10,277
- do not book holiday package	175	5,848

AVERAGE LENGTH OF STAY
(nights)

■ Belgium ■ All markets



EXPENDITURE PER TOURIST (€)

■ Belgium ■ All markets



Importance of each factor in the destination choice



	Belgium	All markets
Climate	76.2%	78.1%
Tranquility	50.2%	46.2%
Safety	42.0%	51.4%
Sea	38.0%	43.3%
Landscapes	37.1%	31.6%
European belonging	35.6%	35.8%
Accommodation supply	34.7%	41.7%
Price	28.5%	36.5%
Environment	27.6%	30.6%
Gastronomy	27.2%	22.6%
Beaches	25.6%	37.1%
Fun possibilities	22.3%	20.7%
Authenticity	18.9%	19.1%
Effortless trip	17.9%	34.8%
Exoticism	17.2%	10.5%
Hiking trail network	14.9%	9.0%
Shopping	10.6%	9.6%
Historical heritage	8.0%	7.1%
Culture	5.7%	7.3%
Nightlife	5.0%	7.5%

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
17.2%



ALL MARKETS
10.5%

What is the main motivation for their holidays?



	Belgium	All markets
Rest	55.3%	55.1%
Enjoy family time	12.2%	14.7%
Have fun	8.8%	7.8%
Explore the destination	21.0%	18.5%
Practice their hobbies	1.3%	1.8%
Other reasons	1.4%	2.1%

EXPLORE THE ISLANDS



How far in advance do they book their trip?



	Belgium	All markets
The same day	1.3%	0.7%
Between 1 and 30 days	26.5%	23.2%
Between 1 and 2 months	24.3%	23.0%
Between 3 and 6 months	31.9%	32.4%
More than 6 months	16.0%	20.7%

Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports.

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

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

	Belgium	All markets
Previous visits to the Canary Islands	48.5%	50.9%
Friends or relatives	27.0%	27.8%
Internet or social media	46.8%	56.1%
Mass Media	0.8%	1.7%
Travel guides and magazines	11.4%	9.5%
Travel Blogs or Forums	2.4%	5.4%
Travel TV Channels	0.1%	0.7%
Tour Operator or Travel Agency	30.8%	24.7%
Public administrations or similar	0.1%	0.4%
Others	2.1%	2.3%

* Multi-choice question

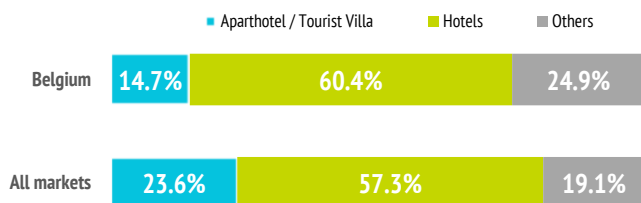
With whom did they book their flight and accommodation?

	Belgium	All markets
Flight		
- Directly with the airline	42.5%	39.5%
- Tour Operator or Travel Agency	57.5%	60.5%
Accommodation		
- Directly with the accommodation	28.7%	28.8%
- Tour Operator or Travel Agency	71.3%	71.2%

Where do they stay?

	Belgium	All markets
1-2-3* Hotel	11.0%	12.8%
4* Hotel	39.2%	37.7%
5* Hotel / 5* Luxury Hotel	10.2%	6.8%
Aparthotel / Tourist Villa	14.7%	23.6%
House/room rented in a private dwelling	5.7%	5.3%
Private accommodation (1)	9.7%	7.0%
Others (Cottage, cruise, camping,...)	9.5%	6.8%

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



What do they book?

	Belgium	All markets
Room only	24.7%	28.8%
Bed and Breakfast	7.4%	11.7%
Half board	29.8%	22.4%
Full board	4.1%	3.0%
All inclusive	33.9%	34.1%

33.9% of Belgians book all inclusive.
(Canary Islands: 34.1%)

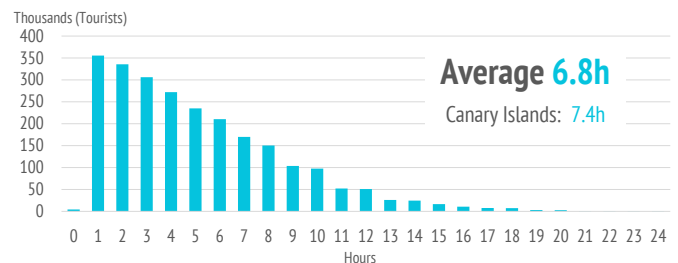
Other expenses

	Belgium	All markets
Restaurants or cafes	61.2%	63.2%
Supermarkets	54.0%	55.9%
Car rental	28.7%	26.6%
Organized excursions	24.5%	21.8%
Taxi, transfer, chauffeur service	49.6%	51.7%
Theme Parks	7.9%	8.8%
Sport activities	7.7%	6.4%
Museums	4.7%	5.0%
Flights between islands	5.0%	4.8%

Activities in the Canary Islands

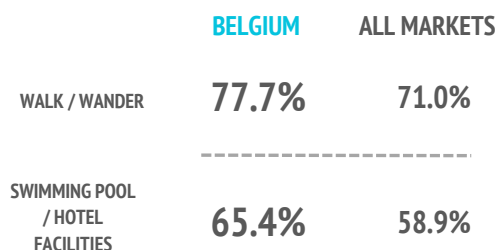
Outdoor time per day	Belgium	All markets
0 hours	1.2%	2.2%
1 - 2 hours	13.7%	10.0%
3 - 6 hours	37.8%	32.6%
7 - 12 hours	40.0%	46.5%
More than 12 hours	7.2%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Belgium	All markets
Walk, wander	77.7%	71.0%
Swimming pool, hotel facilities	65.4%	58.9%
Beach	53.3%	68.0%
Explore the island on their own	44.8%	46.5%
Organized excursions	19.6%	17.9%
Taste Canarian gastronomy	19.6%	25.4%
Sport activities	14.8%	14.3%
Nature activities	14.0%	10.0%
Theme parks	13.7%	15.5%
Sea excursions / whale watching	11.6%	11.3%
Activities at sea	9.3%	9.8%
Nightlife / concerts / shows	8.6%	15.5%
Wineries / markets / popular festivals	7.9%	12.0%
Museums / exhibitions	7.5%	9.8%
Beauty and health treatments	6.6%	5.7%
Astronomical observation	4.7%	3.4%

* Multi-choice question



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Which island do they choose?

Tourists (> 15 years old)	Belgium	All markets
Lanzarote	46,028	2,457,120
Fuerteventura	15,765	1,856,705
Gran Canaria	101,589	3,825,110
Tenerife	187,405	4,991,173
La Palma	6,514	249,069

How many islands do they visit during their trip?

	Belgium	All markets
One island	89.2%	90.9%
Two islands	9.0%	7.7%
Three or more islands	1.9%	1.4%

Internet usage during their trip

	Belgium	All markets
Research		
- Tourist package	18.0%	15.4%
- Flights	16.3%	13.0%
- Accommodation	21.5%	17.7%
- Transport	16.7%	15.6%
- Restaurants	25.7%	27.0%
- Excursions	26.2%	26.3%
- Activities	32.9%	31.0%
Book or purchase		
- Tourist package	32.8%	38.1%
- Flights	60.9%	64.4%
- Accommodation	45.2%	54.5%
- Transport	40.0%	44.7%
- Restaurants	10.6%	10.5%
- Excursions	9.7%	11.4%
- Activities	8.4%	12.5%

* Multi-choice question

Internet usage in the Canary Island	Belgium	All markets
Did not use the Internet	7.8%	9.8%
Used the Internet	92.2%	90.2%
- Own Internet connection	28.2%	36.5%
- Free Wifi connection	46.9%	41.1%
Applications*		
- Search for locations or maps	56.4%	60.7%
- Search for destination info	42.7%	44.7%
- Share pictures or trip videos	64.9%	55.6%
- Download tourist apps	6.3%	6.5%
- Others	22.7%	23.9%

* Multi-choice question



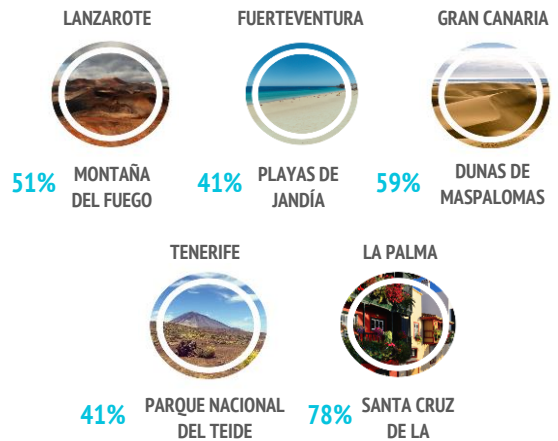
65% of Belgians share pictures or videos during their stay in the Canary Islands

(Canary Islands: 55.6%)



Share by islands	Belgium	All markets
Lanzarote	12.9%	18.4%
Fuerteventura	4.4%	13.9%
Gran Canaria	28.4%	28.6%
Tenerife	52.5%	37.3%
La Palma	1.8%	1.9%

MOST VISITED PLACES IN EACH ISLAND

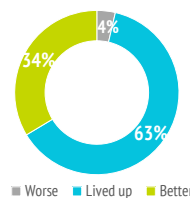


The data refers to % of tourists on each island who have visited the place.

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Belgium	All markets
Average rating	8.55	8.58
Experience in the Canary Islands		
Worse or much worse than expected	3.6%	2.9%
Lived up to expectations	62.8%	57.4%
Better or much better than expected	33.6%	39.7%

Future intentions (scale 1-10)	Belgium	All markets
Return to the Canary Islands	8.55	8.60
Recommend visiting the Canary Island	8.78	8.86



Experience in the Canary Islands



Return to the Canary Islands



Recommend visiting the Canary Islands

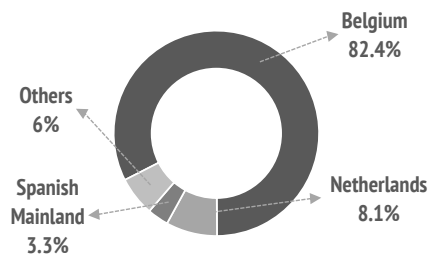
How many are loyal to the Canary Islands?

	Belgium	All markets
Repeat tourists	68.7%	71.0%
Repeat tourists (last 5 years)	63.6%	64.6%
Repeat tourists (last 5 years) (5 or more)	22.5%	18.4%
At least 10 previous visits	18.2%	17.8%

Where does the flight come from?



	%	Absolute
Belgium	82.4%	296,453
Netherlands	8.1%	29,056
Spanish Mainland	3.3%	12,017
Germany	3.1%	11,153
France	0.6%	2,129
Norway	0.1%	517
Others	2.3%	8,430



Who do they come with?



	Belgium	All markets
Unaccompanied	9.0%	8.9%
Only with partner	51.8%	47.4%
Only with children (< 13 years old)	6.2%	5.9%
Partner + children (< 13 years old)	5.5%	7.2%
Other relatives	7.0%	9.0%
Friends	5.6%	6.3%
Work colleagues	0.2%	0.5%
Organized trip	0.1%	0.2%
Other combinations (1)	14.7%	14.6%

(1) Different situations have been isolated

Tourists with children	16.5%	19.3%
- Between 0 and 2 years old	1.6%	1.8%
- Between 3 and 12 years old	13.6%	15.8%
- Between 0 -2 and 3-12 years	1.4%	1.6%
Tourists without children	83.5%	80.7%
Group composition:		
- 1 person	13.1%	12.4%
- 2 people	56.9%	54.1%
- 3 people	12.4%	12.6%
- 4 or 5 people	14.1%	17.1%
- 6 or more people	3.5%	3.8%
Average group size:	2.50	2.58



(Under the age of 13)

16.5% of Belgian travel with children.

(Canary Islands: 19.3%)

Who are they?



	Belgium	All markets
Gender		
Men	50.1%	48.2%
Women	49.9%	51.8%
Age		
Average age (tourist > 15 years old)	48.5	46.7
Standard deviation	14.6	15.3
Age range (> 15 years old)		
16 - 24 years old	4.4%	7.7%
25 - 30 years old	9.2%	10.8%
31 - 45 years old	28.5%	28.6%
46 - 60 years old	34.1%	31.3%
Over 60 years old	23.7%	21.5%
Occupation		
Salaried worker	40.6%	55.5%
Self-employed	10.8%	11.0%
Unemployed	1.4%	1.1%
Business owner	19.1%	9.2%
Student	3.3%	4.2%
Retired	21.6%	17.3%
Unpaid domestic work	0.9%	0.9%
Others	2.2%	0.8%
Annual household income level		
Less than €25,000	19.4%	17.0%
€25,000 - €49,999	44.5%	36.5%
€50,000 - €74,999	21.9%	25.0%
More than €74,999	14.2%	21.5%
Education level		
No studies	0.9%	4.8%
Primary education	2.3%	2.8%
Secondary education	33.4%	23.1%
Higher education	63.5%	69.3%



7 IN 10 ARE REPEATERS

48 YEARS OLD
AVERAGE AGE

52% ONLY WITH PARTNER



Pictures: Freepik.com

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