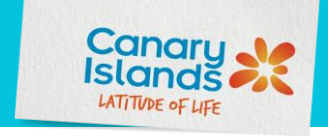


# PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2019)

## BELGIUM



### How many are they and how much do they spend?



	Belgium	All markets
<b>TOURISTS</b>		
<b>Tourist arrivals (FRONTUR)</b>	<b>400,098</b>	<b>15,110,866</b>
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	<b>356,117</b>	<b>13,271,035</b>
- book holiday package	183,837	7,426,022
- do not book holiday package	172,280	5,845,014
- % tourists who book holiday package	51.6%	56.0%
Share of total tourist	2.6%	100%

RANKING POSITION BY  
NUMBER OF TOURISTS

RANKING POSITION BY  
TURNOVER



56% of Belgians  
travel to Tenerife.

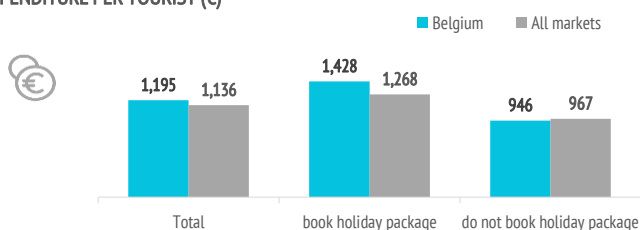


	Belgium	All markets
<b>Expenditure per tourist (€)</b>	<b>1,195</b>	<b>1,136</b>
- book holiday package	1,428	1,268
- holiday package	1,199	1,031
- others	229	237
- do not book holiday package	946	967
- flight	246	263
- accommodation	323	321
- others	377	383
<b>Average length of stay</b>	<b>10.16</b>	<b>9.09</b>
- book holiday package	8.88	8.64
- do not book holiday package	11.52	9.68
<b>Average daily expenditure (€)</b>	<b>138.9</b>	<b>138.9</b>
- book holiday package	171.8	155.4
- do not book holiday package	103.9	117.9
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>426</b>	<b>15,070</b>
- book holiday package	263	9,416
- do not book holiday package	163	5,655

### AVERAGE LENGTH OF STAY (nights)



### EXPENDITURE PER TOURIST (€)



### Importance of each factor in the destination choice



	Belgium	All markets
Climate	72.7%	78.4%
Sea	61.8%	44.4%
Safety	60.2%	51.9%
Beaches	50.7%	37.7%
Tranquility	47.4%	47.6%
Landscapes	43.8%	33.1%
Effortless trip	43.3%	35.2%
Accommodation supply	40.0%	42.9%
European belonging	39.4%	36.1%
Environment	32.1%	33.2%
Gastronomy	29.2%	23.2%
Price	27.4%	37.4%
Authenticity	25.5%	20.3%
Fun possibilities	20.8%	21.1%
Hiking trail network	12.2%	9.6%
Shopping	11.7%	9.4%
Exoticism	11.0%	11.4%
Nightlife	7.5%	8.0%
Culture	7.2%	8.0%
Historical heritage	5.3%	8.2%

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 SEA

BELGIUM

61.8%



ALL MARKETS

44.4%

### What is the main motivation for their holidays?



	Belgium	All markets
Rest	55.6%	55.5%
Enjoy family time	10.2%	14.4%
Have fun	9.0%	8.6%
Explore the destination	20.0%	17.8%
Practice their hobbies	2.2%	1.9%
Other reasons	3.0%	1.8%

### EXPLORE THE ISLANDS



### How far in advance do they book their trip?



	Belgium	All markets
The same day	1.2%	0.7%
Between 1 and 30 days	27.8%	23.8%
Between 1 and 2 months	24.8%	22.8%
Between 3 and 6 months	30.5%	32.7%
More than 6 months	15.7%	20.0%

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.

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

	Belgium	All markets
Previous visits to the Canary Islands	51.8%	51.9%
Friends or relatives	26.0%	27.1%
Internet or social media	46.2%	54.7%
Mass Media	0.9%	1.6%
Travel guides and magazines	13.3%	8.4%
Travel Blogs or Forums	4.1%	5.7%
Travel TV Channels	0.4%	0.8%
Tour Operator or Travel Agency	24.2%	22.6%
Public administrations or similar	0.2%	0.4%
Others	1.5%	2.4%

\* Multi-choice question

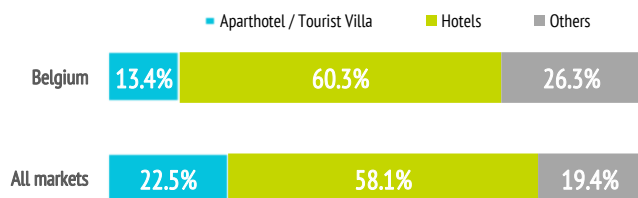
With whom did they book their flight and accommodation?

	Belgium	All markets
<b>Flight</b>		
- Directly with the airline	46.3%	42.9%
- Tour Operator or Travel Agency	53.7%	57.1%
<b>Accommodation</b>		
- Directly with the accommodation	33.5%	31.5%
- Tour Operator or Travel Agency	66.5%	68.5%

Where do they stay?

	Belgium	All markets
1-2-3* Hotel	8.1%	11.5%
4* Hotel	38.2%	37.6%
5* Hotel / 5* Luxury Hotel	14.1%	9.0%
Aparthotel / Tourist Villa	13.4%	22.5%
House/room rented in a private dwelling	8.3%	5.9%
Private accommodation (1)	11.0%	7.2%
Others (Cottage, cruise, camping,...)	7.0%	6.3%

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



What do they book?

	Belgium	All markets
Room only	23.4%	27.9%
Bed and Breakfast	9.9%	12.4%
Half board	27.9%	21.2%
Full board	2.9%	3.6%
All inclusive	35.9%	34.9%

35.9% of Belgians book all inclusive.  
(Canary Islands: 34.9%)

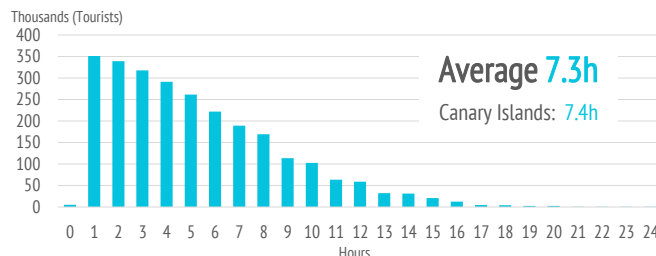
Other expenses

	Belgium	All markets
Restaurants or cafes	55.8%	59.1%
Supermarkets	51.1%	52.1%
Car rental	26.5%	26.3%
Organized excursions	19.3%	20.6%
Taxi, transfer, chauffeur service	47.1%	50.0%
Theme Parks	5.6%	7.5%
Sport activities	5.8%	5.7%
Museums	4.9%	4.6%
Flights between islands	4.1%	4.4%

Activities in the Canary Islands

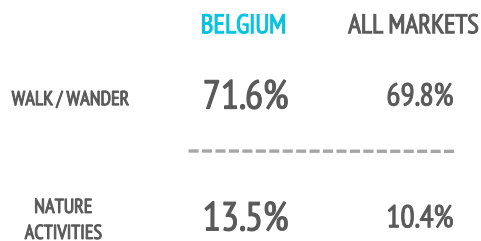
	Belgium	All markets
<b>Outdoor time per day</b>		
0 hours	1.5%	2.1%
1 - 2 hours	9.3%	9.8%
3 - 6 hours	36.2%	32.6%
7 - 12 hours	44.0%	47.1%
More than 12 hours	9.0%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



	Belgium	All markets
<b>Activities in the Canary Islands</b>		
Walk, wander	71.6%	69.8%
Swimming pool, hotel facilities	59.5%	58.2%
Beach	49.9%	66.3%
Explore the island on their own	43.6%	45.2%
Taste Canarian gastronomy	19.3%	24.2%
Organized excursions	16.3%	16.9%
Nature activities	13.5%	10.4%
Sport activities	13.4%	13.4%
Sea excursions / whale watching	11.9%	11.1%
Theme parks	10.3%	14.1%
Wineries / markets / popular festivals	9.4%	11.6%
Nightlife / concerts / shows	9.1%	15.5%
Museums / exhibitions	8.7%	10.1%
Activities at sea	8.6%	10.0%
Beauty and health treatments	5.0%	5.4%
Astronomical observation	2.7%	3.5%

\* Multi-choice question



# PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2019)

## BELGIUM



### Which island do they choose?

Tourists (> 15 years old)	Belgium	All markets
Lanzarote	45,178	2,521,668
Fuerteventura	13,342	1,659,115
Gran Canaria	91,305	3,698,127
Tenerife	196,817	5,040,382
La Palma	7,514	235,409

### How many islands do they visit during their trip?

	Belgium	All markets
One island	90.5%	91.4%
Two islands	8.4%	7.2%
Three or more islands	1.2%	1.4%

### Internet usage during their trip

	Belgium	All markets
<b>Research</b>		
- Tourist package	18.8%	14.8%
- Flights	14.0%	13.0%
- Accommodation	19.3%	16.9%
- Transport	16.5%	15.7%
- Restaurants	25.4%	28.4%
- Excursions	27.1%	26.2%
- Activities	29.4%	30.1%
<b>Book or purchase</b>		
- Tourist package	28.6%	39.4%
- Flights	65.1%	66.7%
- Accommodation	48.6%	57.3%
- Transport	44.2%	47.6%
- Restaurants	10.6%	12.1%
- Excursions	8.2%	13.0%
- Activities	10.8%	14.7%

\* Multi-choise question

Internet usage in the Canary Islanc	Belgium	All markets
<b>Did not use the Internet</b>	<b>8.6%</b>	<b>8.3%</b>
<b>Used the Internet</b>	<b>91.4%</b>	<b>91.7%</b>
- Own Internet connection	30.9%	37.4%
- Free Wifi connection	42.0%	39.5%
<b>Applications*</b>		
- Search for locations or maps	58.9%	61.7%
- Search for destination info	42.9%	44.8%
- Share pictures or trip videos	64.1%	56.0%
- Download tourist apps	9.1%	7.0%
- Others	20.0%	22.6%

\* Multi-choise question



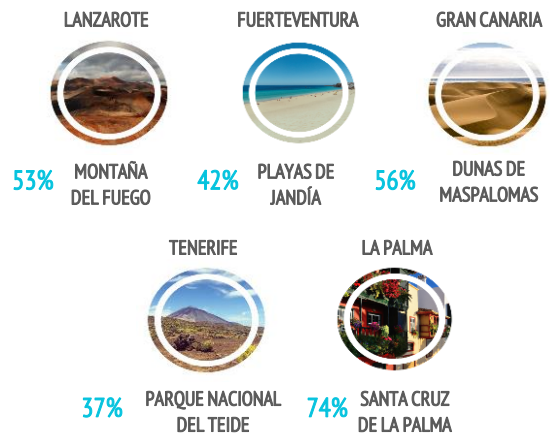
**64.1%** of Belgians share pictures or videos during their stay in the Canary Islands

(Canary Islands: 56%)



Share by islands	Belgium	All markets
Lanzarote	12.8%	19.2%
Fuerteventura	3.8%	12.6%
Gran Canaria	25.8%	28.1%
Tenerife	55.6%	38.3%
La Palma	2.1%	1.8%

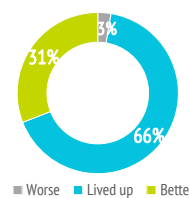
### MOST VISITED PLACES IN EACH ISLAND



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	8.59	8.70
<b>Experience in the Canary Islands</b>		
Worse or much worse than expected	2.6%	2.3%
Lived up to expectations	66.4%	55.6%
Better or much better than expected	30.9%	42.1%
<b>Future intentions (scale 1-10)</b>		
Return to the Canary Islands	8.58	8.73
Recommend visiting the Canary Islanc	8.79	8.95



Experience in the Canary Islands



Return to the Canary Islands



8.79/10

Recommend visiting the Canary Islands

### How many are loyal to the Canary Islands?

	Belgium	All markets
<b>Repeat tourists</b>	<b>71.8%</b>	<b>72.2%</b>
Repeat tourists (last 5 years)	68.1%	66.7%
Repeat tourists (last 5 years) (5 or mc)	22.1%	19.5%
<b>At least 10 previous visits</b>	<b>21.3%</b>	<b>18.6%</b>

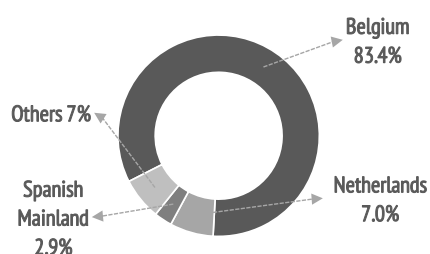
# PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2019)

## BELGIUM

### Where does the flight come from?



	%	Absolute
Belgium	83.4%	296,951
Netherlands	7.0%	24,903
Spanish Mainland	2.9%	10,265
Germany	2.8%	9,934
France	1.3%	4,642
Luxembourg	1.0%	3,470
Others	1.7%	5,953



### Who do they come with?



	Belgium	All markets
Unaccompanied	8.9%	9.6%
Only with partner	56.8%	48.1%
Only with children (< 13 years old)	4.0%	5.6%
Partner + children (< 13 years old)	5.9%	6.5%
Other relatives	5.6%	9.3%
Friends	4.4%	6.4%
Work colleagues	0.2%	0.5%
Organized trip	0.0%	0.3%
Other combinations (1)	14.2%	13.7%

(1) Different situations have been isolated

Tourists with children	Belgium	All markets
- Between 0 and 2 years old	1.5%	1.6%
- Between 3 and 12 years old	10.5%	14.8%
- Between 0-2 and 3-12 years	1.4%	1.4%

Tourists without children	Belgium	All markets
	86.5%	82.3%

Group composition:	Belgium	All markets
- 1 person	12.5%	13.2%
- 2 people	62.2%	55.1%
- 3 people	10.3%	12.0%
- 4 or 5 people	13.1%	16.3%
- 6 or more people	2.0%	3.5%
<b>Average group size:</b>	<b>2.39</b>	<b>2.54</b>



(Under the age of 13)

13.5% of Belgian travel with children.

(Canary Islands: 17.7%)

### Who are they?



	Belgium	All markets
<b>Gender</b>		
Men	51.8%	48.6%
Women	48.2%	51.4%
<b>Age</b>		
Average age (tourist > 15 years old)	50.7	47.1
Standard deviation	15.2	15.4
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	5.1%	7.3%
25 - 30 years old	7.6%	10.9%
31 - 45 years old	22.9%	28.0%
46 - 60 years old	34.9%	31.8%
Over 60 years old	29.4%	22.1%
<b>Occupation</b>		
Salaried worker	44.9%	55.0%
Self-employed	7.9%	11.5%
Unemployed	0.2%	1.1%
Business owner	13.4%	9.4%
Student	2.9%	3.5%
Retired	28.4%	17.9%
Unpaid domestic work	0.4%	0.8%
Others	1.9%	0.8%
<b>Annual household income level</b>		
Less than €25,000	11.2%	17.5%
€25,000 - €49,999	43.5%	37.5%
€50,000 - €74,999	28.6%	22.8%
More than €74,999	16.6%	22.2%
<b>Education level</b>		
No studies	1.2%	5.0%
Primary education	1.2%	2.6%
Secondary education	32.3%	23.6%
Higher education	65.3%	68.9%



7 IN 10 ARE REPEATERS

51 YEARS OLD  
AVERAGE AGE

57% ONLY WITH PARTNER



Pictures: Freepik.com