

# TOURIST PROFILE BY ISLAND OF STAY (2018)

## BELGIUM

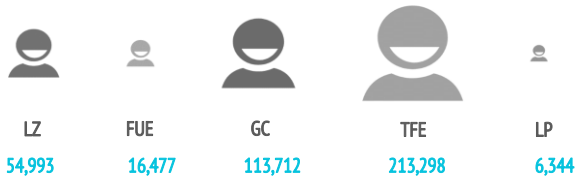


### How many are they and how much do they spend?



	LZ	FUE	GC	TFE	LP
<b>TOURISTS</b>					
<b>Tourist arrivals (FRONTUR)</b>	<b>54,993</b>	<b>16,477</b>	<b>113,712</b>	<b>213,298</b>	<b>6,344</b>
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	<b>46,028</b>	<b>15,765</b>	<b>101,589</b>	<b>187,405</b>	<b>6,514</b>
- book holiday package	29,469	10,060	58,698	95,631	4,656
- do not book holiday package	16,558	5,705	42,891	91,773	1,858
- % tourists who book holiday package	64.0%	63.8%	57.8%	51.0%	71.5%

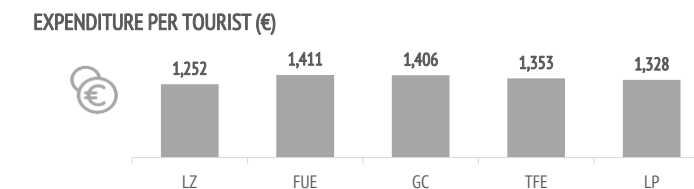
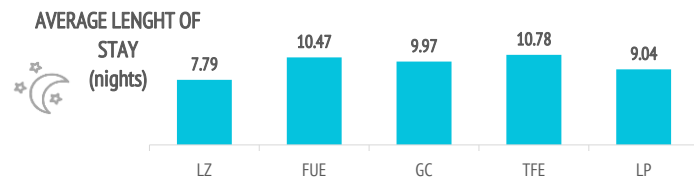
### TOURISTS



### % TOURISTS WHO BOOK HOLIDAY PACKAGE



	LZ	FUE	GC	TFE	LP
<b>Expenditure per tourist (€)</b>	<b>1,252</b>	<b>1,411</b>	<b>1,406</b>	<b>1,353</b>	<b>1,328</b>
- book holiday package	1,444	1,671	1,585	1,592	1,453
- holiday package	1,253	1,437	1,353	1,335	1,215
- others	191	234	233	257	238
- do not book holiday package	909	952	1,160	1,104	1,015
- flight	271	266	249	343	323
- accommodation	335	349	413	327	417
- others	303	337	498	434	275
<b>Average length of stay</b>	<b>7.79</b>	<b>10.47</b>	<b>9.97</b>	<b>10.78</b>	<b>9.04</b>
- book holiday package	8.02	11.79	9.01	8.94	9.32
- do not book holiday package	7.37	8.15	11.27	12.69	8.33
<b>Average daily expenditure (€)</b>	<b>169.2</b>	<b>154.7</b>	<b>164.8</b>	<b>151.1</b>	<b>147.8</b>
- book holiday package	191.5	165.6	195.7	194.0	159.9
- do not book holiday package	129.4	135.4	122.5	106.4	117.4
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>58</b>	<b>22</b>	<b>143</b>	<b>254</b>	<b>9</b>
- book holiday package	43	17	93	152	7
- do not book holiday package	15	5	50	101	2



### Importance of each factor in the destination choice

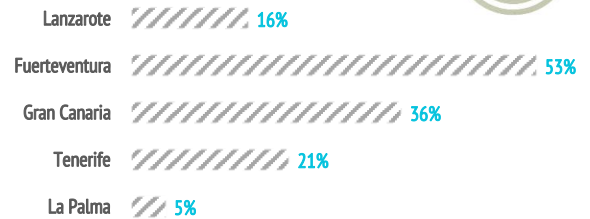


	LZ	FUE	GC	TFE	LP
Climate	76.6%	84.5%	78.4%	74.6%	65.6%
Tranquility	36.4%	56.1%	53.2%	51.2%	59.0%
Safety	28.3%	55.7%	45.7%	42.2%	40.1%
Sea	29.0%	65.4%	42.2%	36.2%	23.3%
Landscapes	39.6%	40.0%	31.7%	38.2%	62.8%
European belonging	18.6%	50.8%	37.5%	37.4%	37.5%
Accommodation supply	32.4%	33.8%	40.3%	32.7%	22.0%
Price	18.8%	28.0%	30.5%	30.1%	17.3%
Environment	24.1%	39.2%	26.1%	28.3%	37.5%
Gastronomy	15.3%	33.1%	28.7%	29.2%	9.6%
Beaches	15.7%	53.3%	35.7%	21.0%	4.8%
Fun possibilities	12.8%	29.2%	25.3%	23.3%	2.7%
Authenticity	14.5%	16.8%	18.6%	19.7%	25.0%
Effortless trip	9.2%	20.0%	20.1%	19.1%	7.6%
Exoticism	9.6%	11.8%	21.3%	17.4%	13.3%
Hiking trail network	6.6%	12.6%	11.1%	18.5%	29.4%
Shopping	1.2%	7.7%	12.1%	12.7%	2.7%
Historical heritage	7.3%	7.3%	7.3%	8.8%	2.8%
Culture	7.6%	4.9%	5.5%	5.6%	1.7%
Nightlife	2.5%	11.6%	7.7%	3.8%	0.0%

Each aspect is rated individually ("Not important", "Somewhat", "Quite", "Very important")

% of tourists who indicate that the factor is "very important" in their choice.

### % TOURISTS WHO CHOOSE BEACHES



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



	LZ	FUE	GC	TFE	LP
Rest	51.0%	57.6%	58.6%	55.4%	43.1%
Enjoy family time	12.1%	9.2%	11.7%	12.5%	5.5%
Have fun	6.4%	3.5%	9.7%	9.6%	2.7%
Explore the destination	27.2%	22.4%	17.8%	20.5%	41.3%
Practice their hobbies	1.7%	6.4%	1.5%	0.6%	2.4%
Other reasons	1.6%	1.0%	0.7%	1.6%	4.9%

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



	LZ	FUE	GC	TFE	LP
The same day	0.0%	0.0%	1.0%	1.9%	0.0%
Between 1 and 30 days	26.8%	25.6%	27.5%	25.8%	28.1%
Between 1 and 2 months	28.7%	26.2%	27.2%	22.0%	15.6%
Between 3 and 6 months	27.7%	31.3%	29.1%	34.4%	31.9%
More than 6 months	16.8%	16.9%	15.2%	15.9%	24.4%

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.

# TOURIST PROFILE BY ISLAND OF STAY (2018)

## BELGIUM



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

	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	45.1%	51.3%	45.9%	50.7%	40.5%
Friends or relatives	19.6%	21.8%	22.8%	31.7%	20.7%
Internet or social media	58.1%	50.8%	47.3%	42.1%	70.9%
Mass Media	0.5%	3.1%	0.3%	0.9%	1.1%
Travel guides and magazines	21.6%	12.0%	10.0%	8.4%	35.7%
Travel Blogs or Forums	5.1%	2.8%	1.7%	2.0%	3.2%
Travel TV Channels	0.0%	0.0%	0.0%	0.2%	0.0%
Tour Operator or Travel Agency	43.0%	15.2%	36.7%	25.7%	37.0%
Public administrations or similar	0.0%	0.0%	0.0%	0.1%	0.0%
Others	2.5%	0.0%	1.9%	2.4%	1.1%

\* Multi-choice question

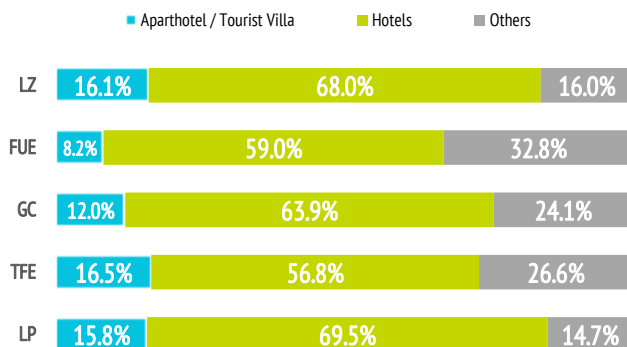
### With whom did they book their flight and accommodation?

	LZ	FUE	GC	TFE	LP
<b>Flight</b>					
- Directly with the airline	31.5%	42.4%	39.2%	47.3%	31.1%
- Tour Operator or Travel Agency	68.5%	57.6%	60.8%	52.7%	68.9%
<b>Accommodation</b>					
- Directly with the accommodation	25.0%	32.9%	26.6%	30.6%	28.3%
- Tour Operator or Travel Agency	75.0%	67.1%	73.4%	69.4%	71.7%

### Where do they stay?

	LZ	FUE	GC	TFE	LP
1-2-3* Hotel	11.2%	9.8%	17.1%	7.8%	14.0%
4* Hotel	48.5%	44.0%	34.6%	38.5%	55.5%
5* Hotel / 5* Luxury Hotel	8.3%	5.2%	12.2%	10.6%	-
Aparthotel / Tourist Villa	16.1%	8.2%	12.0%	16.5%	15.8%
House/room rented in a private dwelling	4.4%	5.2%	5.6%	6.2%	5.8%
Private accommodation (1)	2.0%	2.6%	8.7%	12.9%	1.1%
Others (Cottage, cruise, camping,...)	9.6%	25.0%	9.9%	7.6%	7.9%

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



### What do they book?

	LZ	FUE	GC	TFE	LP
Room only	15.6%	17.2%	27.3%	26.6%	25.4%
Bed and Breakfast	8.6%	13.0%	6.0%	7.1%	12.9%
Half board	27.7%	28.5%	26.5%	32.5%	23.9%
Full board	6.5%	7.3%	5.3%	2.5%	2.4%
All inclusive	41.5%	34.1%	34.8%	31.3%	35.4%

### Other expenses

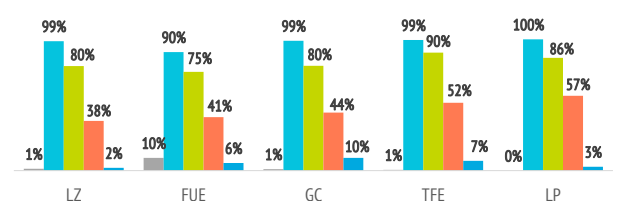
	LZ	FUE	GC	TFE	LP
Restaurants or cafes	62.4%	58.4%	62.9%	59.5%	80.3%
Supermarkets	48.4%	46.2%	56.5%	54.3%	78.5%
Car rental	43.0%	36.2%	20.5%	27.3%	70.1%
Organized excursions	28.3%	25.7%	18.9%	26.0%	47.2%
Taxi, transfer, chauffeur service	43.3%	42.9%	60.1%	47.0%	19.4%
Theme Parks	4.5%	6.2%	9.0%	8.6%	1.9%
Sport activities	9.3%	14.7%	7.1%	7.1%	10.4%
Museums	21.0%	3.0%	1.3%	2.6%	6.0%
Flights between islands	9.5%	10.4%	3.0%	4.4%	5.0%

### Activities in the Canary Islands

Outdoor time per day	LZ	FUE	GC	TFE	LP
0 hours	1.4%	9.7%	1.1%	0.5%	0.0%
1 - 2 hours	19.0%	15.0%	19.1%	9.5%	14.1%
3 - 6 hours	41.8%	34.5%	35.6%	38.3%	28.9%
7 - 12 hours	35.8%	34.9%	34.5%	44.2%	54.0%
More than 12 hours	2.1%	5.8%	9.7%	7.4%	2.9%

### TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

■ 0 hours ■ More than 1 hour ■ More than 3 hours ■ More than 7 hours ■ More than 12 hours



Activities in the Canary Islands	LZ	FUE	GC	TFE	LP
Walk, wander	82.7%	71.9%	76.3%	77.9%	74.2%
Swimming pool, hotel facilities	66.4%	69.8%	68.2%	64.0%	57.6%
Beach	53.4%	81.2%	64.9%	45.0%	51.5%
Explore the island on their own	58.4%	42.8%	39.7%	43.1%	71.0%
Organized excursions	23.4%	15.0%	16.0%	20.5%	36.3%
Taste Canarian gastronomy	17.4%	17.0%	15.3%	21.8%	33.8%
Sport activities	21.4%	20.6%	15.1%	13.0%	7.3%
Nature activities	14.2%	9.4%	11.3%	14.9%	34.3%
Theme parks	6.5%	8.0%	13.9%	16.5%	2.2%
Sea excursions / whale watching	6.7%	6.6%	11.5%	12.7%	30.0%
Activities at sea	9.8%	11.1%	8.5%	9.0%	14.9%
Nightlife / concerts / shows	3.8%	4.0%	16.0%	6.6%	0.0%
Wineries / markets / popular festivals	19.0%	2.1%	5.4%	6.7%	12.6%
Museums / exhibitions	27.3%	3.4%	3.9%	4.4%	17.6%
Beauty and health treatments	4.1%	6.1%	5.4%	8.0%	3.5%
Astronomical observation	6.8%	1.5%	2.8%	5.4%	10.9%

\* Multi-choice question

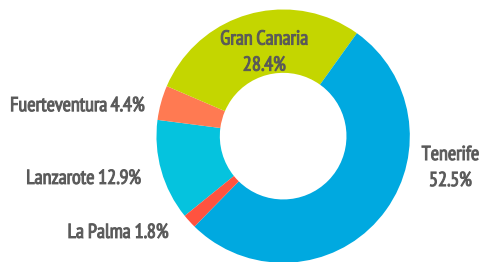
### CANARY ISLANDS



# TOURIST PROFILE BY ISLAND OF STAY (2018)

## BELGIUM

### Which island do they choose?

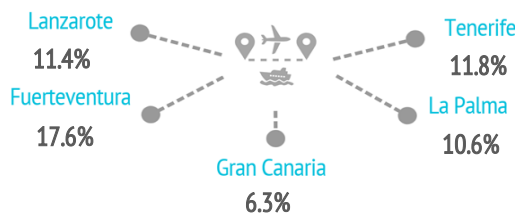


### How many islands do they visit during their trip?



	LZ	FUE	GC	TFE	LP
One island	88.6%	82.4%	93.7%	88.2%	89.4%
Two islands	9.5%	13.7%	5.3%	10.1%	8.4%
Three or more islands	1.9%	3.9%	1.0%	1.6%	2.1%

#### % TOURISTS VISITING MORE THAN ONE ISLAND



### Internet usage during their trip



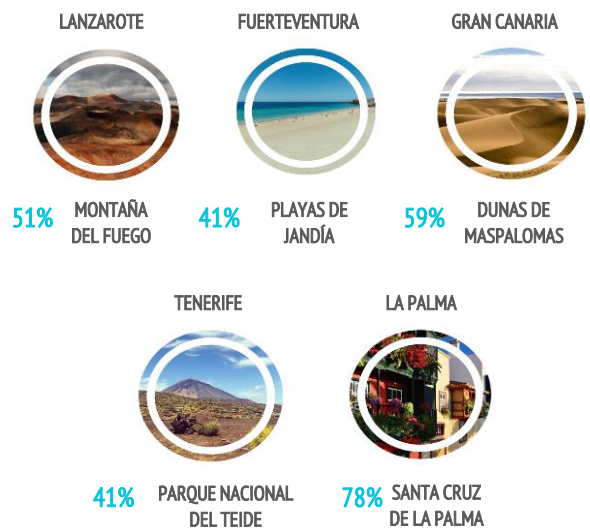
	LZ	FUE	GC	TFE	LP
<b>Research</b>					
- Tourist package	15.3%	13.8%	18.6%	19.1%	7.6%
- Flights	13.6%	19.3%	17.1%	16.6%	10.3%
- Accommodation	18.5%	25.4%	21.1%	22.6%	14.3%
- Transport	13.6%	18.4%	15.3%	18.3%	17.2%
- Restaurants	24.6%	28.0%	25.9%	26.1%	15.4%
- Excursions	30.3%	20.9%	22.6%	27.6%	32.5%
- Activities	39.3%	22.5%	30.3%	33.8%	33.5%
<b>Book or purchase</b>					
- Tourist package	38.2%	36.3%	28.5%	32.4%	53.9%
- Flights	59.7%	52.7%	59.0%	62.7%	64.0%
- Accommodation	55.5%	45.5%	46.3%	40.6%	66.1%
- Transport	44.9%	46.4%	35.0%	39.5%	60.7%
- Restaurants	13.3%	9.9%	7.8%	11.5%	9.3%
- Excursions	11.6%	14.8%	5.5%	10.8%	16.1%
- Activities	7.9%	14.7%	5.8%	9.0%	15.6%

\* Multi-choice question

Internet usage in the Canary Islands	LZ	FUE	GC	TFE	LP
<b>Did not use the Internet</b>	<b>4.9%</b>	<b>5.6%</b>	<b>6.0%</b>	<b>9.5%</b>	<b>7.6%</b>
<b>Used the Internet</b>	<b>95.1%</b>	<b>94.4%</b>	<b>94.0%</b>	<b>90.5%</b>	<b>92.4%</b>
- Own Internet connection	32.3%	29.7%	26.5%	27.6%	37.2%
- Free Wifi connection	47.1%	54.0%	49.2%	45.5%	39.2%
<b>Applications*</b>					
- Search for locations or maps	61.8%	53.0%	53.3%	56.4%	74.4%
- Search for destination info	53.0%	33.9%	40.0%	41.9%	52.3%
- Share pictures or trip videos	60.7%	68.6%	62.6%	66.8%	62.7%
- Download tourist apps	5.9%	13.3%	4.1%	7.0%	6.4%
- Others	26.7%	13.0%	28.4%	19.5%	22.3%

\* Multi-choice question

### Which is the most visited place in each island?



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

### How do they rate the Canary Islands?



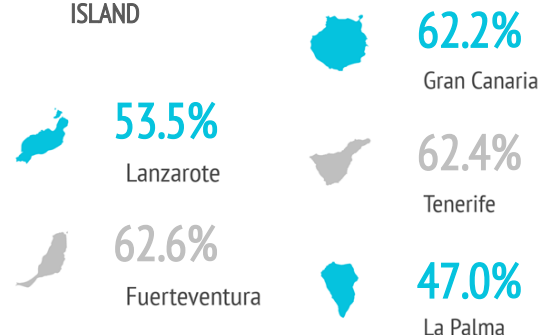
Satisfaction (scale 0-10)	LZ	FUE	GC	TFE	LP
Average rating	8.48	8.38	8.63	8.55	8.51
<b>Experience in the Canary Islands</b>					
Worse or much worse than expected	3.4%	9.8%	4.7%	2.7%	0.0%
Lived up to expectations	60.8%	57.7%	61.8%	64.6%	52.5%
Better or much better than expected	35.7%	32.5%	33.5%	32.7%	47.5%
<b>Future intentions (scale 1-10)</b>					
Return to the Canary Islands	8.22	8.59	8.60	8.61	8.62
Recommend visiting the Canary Islands	8.57	8.77	8.79	8.83	8.80

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



	LZ	FUE	GC	TFE	LP
Repeat tourists of the island	53.5%	62.6%	62.2%	62.4%	47.0%
At least 10 previous visits	5.9%	8.2%	13.0%	15.4%	1.1%
Repeat tourists	65.9%	75.0%	69.0%	68.6%	57.8%
At least 10 previous visits	10.3%	27.8%	19.4%	19.3%	2.2%

### REPEAT TOURIST OF EACH ISLAND



# TOURIST PROFILE BY ISLAND OF STAY (2018)

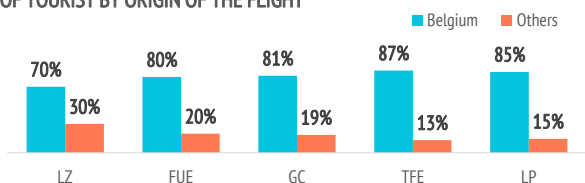
## BELGIUM

### Where does the flight come from?



	LZ	FUE	GC	TFE	LP
Belgium	69.7%	79.9%	81.2%	86.7%	85.2%
Netherlands	14.9%	7.7%	10.4%	5.0%	7.4%
Spanish Mainland	5.6%	4.7%	2.5%	2.9%	5.8%
Germany	2.8%	4.4%	2.2%	3.5%	1.6%
France	0.6%	1.5%	0.9%	0.4%	0.0%
Norwat	0.0%	0.0%	0.5%	0.0%	0.0%
Switzerland	1.0%	0.0%	0.0%	0.0%	0.0%
Italy	1.0%	0.0%	0.0%	0.0%	0.0%
Sweden	0.0%	1.8%	0.0%	0.0%	0.0%
Denmark	0.0%	0.0%	0.2%	0.0%	0.0%
United Kingdom	0.5%	0.0%	0.0%	0.0%	0.0%
Others	4.1%	0.0%	2.1%	1.5%	0.0%

### SHARE OF TOURIST BY ORIGIN OF THE FLIGHT



### Who do they come with?



	LZ	FUE	GC	TFE	LP
Unaccompanied	4.9%	8.8%	9.6%	9.8%	2.6%
Only with partner	46.2%	55.1%	50.8%	53.1%	64.2%
Only with children (< 13 years old)	4.9%	5.8%	8.5%	5.3%	3.6%
Partner + children (< 13 years old)	10.9%	8.7%	3.9%	4.4%	10.6%
Other relatives	6.2%	5.6%	6.2%	7.6%	7.9%
Friends	6.2%	3.8%	6.2%	5.5%	4.7%
Work colleagues	0.0%	0.0%	0.6%	0.0%	0.0%
Organized trip	0.0%	0.0%	0.0%	0.1%	0.0%
Other combinations <sup>(1)</sup>	20.6%	12.2%	14.1%	14.2%	6.3%

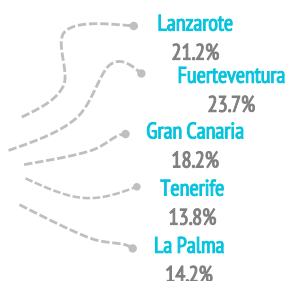
(1) Different situations have been isolated

Tourists with children	21.2%	23.7%	18.2%	13.8%	14.2%
- Between 0 and 2 years old	2.4%	3.4%	2.1%	1.0%	0.0%
- Between 3 and 12 years old	18.2%	18.8%	14.5%	11.3%	14.2%
- Between 0-2 and 3-12 years	0.7%	1.5%	1.6%	1.5%	0.0%

Tourists without children	78.8%	76.3%	81.8%	86.2%	85.8%
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Group composition:					
- 1 person	6.5%	8.8%	12.1%	16.0%	2.6%
- 2 people	52.2%	52.3%	56.2%	58.0%	73.0%
- 3 people	17.7%	19.9%	14.0%	9.9%	8.2%
- 4 or 5 people	18.8%	19.0%	14.4%	12.3%	14.6%
- 6 or more people	4.8%	0.0%	3.3%	3.7%	1.6%
<b>Average group size:</b>	<b>2.88</b>	<b>2.54</b>	<b>2.50</b>	<b>2.41</b>	<b>2.41</b>

### TOURIST TRAVELLING WITH CHILDREN



### Who are they?



	LZ	FUE	GC	TFE	LP
<b>Gender</b>					
Men	56.8%	52.3%	53.5%	47.0%	45.1%
Women	43.2%	47.7%	46.5%	53.0%	54.9%
<b>Age</b>					
Average age (tourist > 15 years old)	47.0	48.3	47.2	49.6	47.5
Standard deviation	14.1	13.0	15.1	14.6	11.6
<b>Age range (&gt; 15 years old)</b>					
16 - 24 years old	2.7%	2.8%	5.7%	4.3%	4.6%
25 - 30 years old	10.7%	6.1%	9.1%	9.5%	3.9%
31 - 45 years old	34.6%	33.6%	31.9%	24.4%	32.6%
46 - 60 years old	33.0%	34.0%	29.6%	36.6%	44.8%
Over 60 years old	19.0%	23.5%	23.6%	25.2%	14.1%
<b>Occupation</b>					
Salaried worker	40.2%	45.8%	41.0%	40.1%	47.9%
Self-employed	12.8%	21.1%	9.0%	10.4%	10.2%
Unemployed	0.0%	1.2%	3.0%	1.0%	0.0%
Business owner	21.0%	15.6%	20.6%	18.1%	21.3%
Student	2.4%	4.0%	4.1%	2.8%	4.6%
Retired	18.6%	11.1%	19.8%	24.4%	13.5%
Unpaid domestic work	3.1%	0.0%	0.8%	0.5%	2.6%
Others	1.8%	1.1%	1.7%	2.8%	0.0%
<b>Annual household income level</b>					
Less than €25,000	13.9%	11.3%	20.5%	21.3%	9.2%
€25,000 - €49,999	43.6%	47.1%	47.2%	42.9%	47.2%
€50,000 - €74,999	29.3%	20.7%	18.9%	22.0%	20.1%
More than €74,999	13.2%	20.9%	13.3%	13.8%	23.5%
<b>Education level</b>					
No studies	0.6%	1.0%	0.8%	1.1%	0.0%
Primary education	0.6%	0.0%	2.2%	2.9%	0.9%
Secondary education	25.7%	19.9%	31.9%	37.8%	27.6%
Higher education	73.1%	79.1%	65.1%	58.2%	71.5%



### % OF TOURISTS WITH INCOMES OVER €74,999



### % OF TOURISTS TRAVELLING ONLY WITH PARTNER



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.