

TOURIST PROFILE BY ISLAND OF STAY (2019)

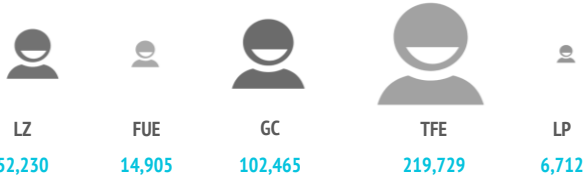
BELGIUM

How many are they and how much do they spend?

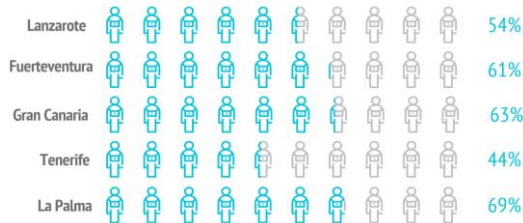


	LZ	FUE	GC	TFE	LP
TOURISTS					
Tourist arrivals (FRONTUR)	52,230	14,905	102,465	219,729	6,712
Tourist arrivals > 15 years old (EGT)	45,178	13,342	91,305	196,817	7,514
- book holiday package	24,510	8,121	57,462	87,299	5,221
- do not book holiday package	20,668	5,222	33,843	109,518	2,293
- % tourists who book holiday package	54.3%	60.9%	62.9%	44.4%	69.5%

TOURISTS

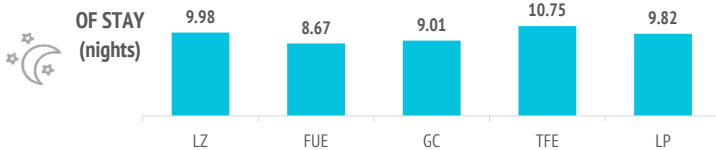


% TOURISTS WHO BOOK HOLIDAY PACKAGE

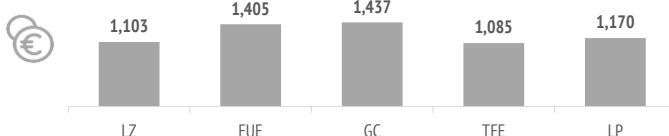


	LZ	FUE	GC	TFE	LP
Expenditure per tourist (€)	1,103	1,405	1,437	1,085	1,170
- book holiday package	1,272	1,679	1,586	1,356	1,263
- holiday package	1,047	1,437	1,327	1,147	982
- others	225	242	259	209	280
- do not book holiday package	903	979	1,184	869	959
- flight	216	239	276	236	237
- accommodation	329	441	580	238	375
- others	359	299	329	395	348
Average length of stay	9.98	8.67	9.01	10.75	9.82
- book holiday package	9.72	9.17	8.92	8.60	9.03
- do not book holiday package	10.29	7.89	9.17	12.46	11.62
Average daily expenditure (€)	130.0	166.9	173.9	123.1	133.2
- book holiday package	147.5	194.4	194.1	162.9	149.8
- do not book holiday package	109.2	124.3	139.8	91.3	95.5
Total turnover (> 15 years old) (€m)	50	19	131	214	9
- book holiday package	31	14	91	118	7
- do not book holiday package	19	5	40	95	2

AVERAGE LENGTH



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice

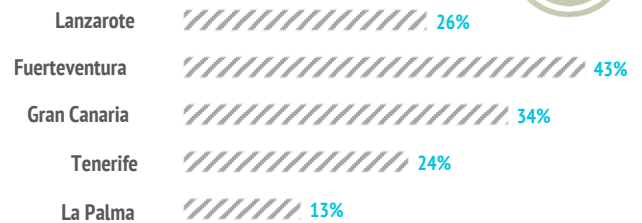


	LZ	FUE	GC	TFE	LP
Climate	79.3%	80.9%	82.9%	77.4%	62.8%
Tranquility	49.8%	37.2%	54.2%	54.4%	58.4%
Sea	35.8%	52.2%	44.6%	40.3%	26.9%
Safety	45.3%	31.3%	40.0%	39.7%	29.6%
European belonging	34.0%	25.7%	41.8%	40.8%	26.8%
Landscapes	48.0%	20.9%	31.5%	33.7%	60.4%
Accommodation supply	28.0%	39.2%	42.4%	31.8%	25.2%
Price	33.4%	19.5%	32.1%	34.2%	34.2%
Beaches	25.9%	42.5%	34.4%	24.0%	12.6%
Environment	32.2%	18.5%	24.9%	24.6%	54.3%
Gastronomy	18.5%	5.3%	28.0%	25.4%	18.2%
Fun possibilities	10.0%	25.0%	24.8%	23.1%	20.2%
Authenticity	26.5%	14.3%	20.0%	19.4%	32.1%
Effortless trip	14.6%	15.0%	22.3%	17.6%	6.2%
Hiking trail network	12.7%	8.8%	13.5%	19.3%	41.6%
Exoticism	15.3%	12.9%	19.3%	16.0%	16.4%
Historical heritage	8.2%	1.9%	8.8%	8.1%	2.2%
Shopping	4.3%	2.6%	6.0%	10.1%	2.9%
Culture	7.8%	1.9%	5.7%	5.4%	1.2%
Nightlife	1.2%	3.5%	5.5%	4.6%	2.8%

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	34.5%	51.3%	66.0%	57.0%	31.2%
Enjoy family time	9.2%	6.1%	11.4%	10.6%	1.4%
Have fun	11.4%	10.1%	8.1%	8.8%	10.4%
Explore the destination	35.5%	27.3%	10.9%	18.7%	49.5%
Practice their hobbies	5.9%	5.3%	0.5%	2.0%	2.2%
Other reasons	3.5%	0.0%	3.1%	2.9%	5.3%

How far in advance do they book their trip?



	LZ	FUE	GC	TFE	LP
The same day	1.0%	1.7%	1.5%	0.8%	6.9%
Between 1 and 30 days	21.6%	29.4%	33.7%	26.7%	25.8%
Between 1 and 2 months	29.9%	15.3%	25.8%	23.7%	26.6%
Between 3 and 6 months	35.3%	41.9%	25.3%	31.0%	26.3%
More than 6 months	12.1%	11.8%	13.7%	17.8%	14.4%

TOURIST PROFILE BY ISLAND OF STAY (2019)

BELGIUM



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

	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	51.4%	44.0%	48.7%	54.4%	38.6%
Friends or relatives	27.2%	16.0%	19.2%	30.3%	11.2%
Internet or social media	60.3%	59.6%	48.0%	40.1%	65.9%
Mass Media	0.4%	1.5%	0.4%	1.0%	5.8%
Travel guides and magazines	18.4%	11.9%	14.0%	11.3%	26.5%
Travel Blogs or Forums	8.3%	6.8%	3.1%	3.3%	12.0%
Travel TV Channels	0.0%	0.0%	1.0%	0.3%	0.0%
Tour Operator or Travel Agency	32.9%	19.4%	28.2%	20.2%	34.5%
Public administrations or similar	0.0%	0.0%	0.6%	0.2%	0.0%
Others	0.7%	0.9%	1.8%	1.7%	0.0%

* Multi-choice question

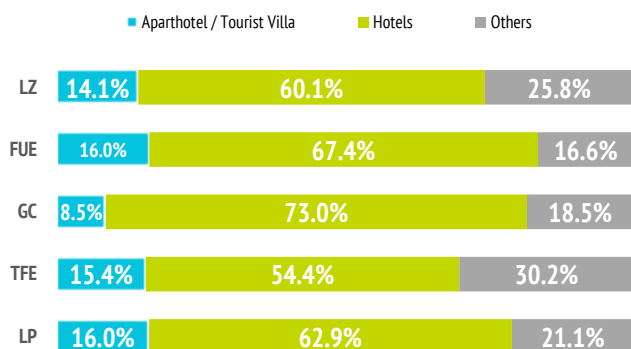
With whom did they book their flight and accommodation?

	LZ	FUE	GC	TFE	LP
Flight					
- Directly with the airline	43.9%	47.6%	35.4%	52.0%	41.5%
- Tour Operator or Travel Agency	56.1%	52.4%	64.6%	48.0%	58.5%
Accommodation					
- Directly with the accommodation	26.0%	33.4%	29.4%	37.5%	32.6%
- Tour Operator or Travel Agency	74.0%	66.6%	70.6%	62.5%	67.4%

Where do they stay?

	LZ	FUE	GC	TFE	LP
1-2-3* Hotel	4.2%	8.6%	15.8%	5.1%	17.6%
4* Hotel	44.0%	48.5%	38.9%	35.8%	45.3%
5* Hotel / 5* Luxury Hotel	11.9%	10.3%	18.4%	13.5%	0.0%
Aparthotel / Tourist Villa	14.1%	16.0%	8.5%	15.4%	16.0%
House/room rented in a private dwelling	10.5%	6.2%	5.5%	9.2%	13.9%
Private accommodation (1)	7.0%	2.2%	5.2%	15.5%	1.3%
Others (Cottage, cruise, camping,...)	8.3%	8.1%	7.8%	5.6%	5.9%

(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	24.1%	28.5%	13.8%	28.2%	21.5%
Bed and Breakfast	7.6%	0.6%	8.0%	12.3%	12.7%
Half board	27.2%	25.0%	30.9%	26.3%	39.6%
Full board	3.7%	0.6%	3.6%	2.5%	0.0%
All inclusive	37.4%	45.2%	43.7%	30.7%	26.2%

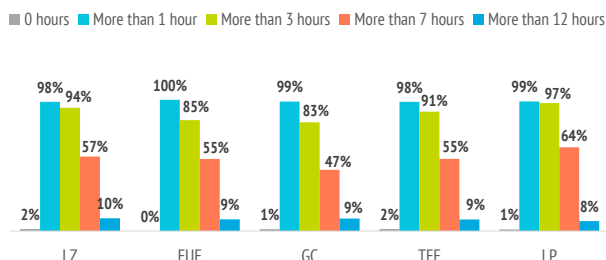
Other expenses

	LZ	FUE	GC	TFE	LP
Restaurants or cafes	57.8%	47.2%	55.7%	55.5%	74.2%
Supermarkets	57.0%	49.9%	52.2%	48.8%	68.4%
Car rental	51.6%	33.0%	19.2%	22.9%	56.8%
Organized excursions	22.6%	17.4%	22.0%	16.5%	44.7%
Taxi, transfer, chauffeur service	46.8%	42.6%	62.5%	40.2%	60.3%
Theme Parks	3.2%	0.0%	7.8%	5.5%	5.0%
Sport activities	7.5%	11.4%	6.1%	4.7%	9.7%
Museums	20.5%	2.2%	5.2%	1.2%	12.2%
Flights between islands	6.1%	6.1%	6.2%	2.4%	6.7%

Activities in the Canary Islands

Outdoor time per day	LZ	FUE	GC	TFE	LP
0 hours	1.6%	0.0%	1.4%	1.6%	1.3%
1 - 2 hours	4.5%	15.5%	15.7%	7.5%	1.2%
3 - 6 hours	37.2%	29.7%	36.3%	35.9%	33.8%
7 - 12 hours	47.0%	45.9%	37.1%	46.2%	56.2%
More than 12 hours	9.7%	8.9%	9.5%	8.8%	7.6%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	LZ	FUE	GC	TFE	LP
Walk, wander	78.5%	62.8%	71.3%	70.3%	91.5%
Swimming pool, hotel facilities	58.7%	60.1%	65.6%	57.4%	47.4%
Beach	60.5%	66.3%	54.9%	44.3%	42.3%
Explore the island on their own	61.4%	54.0%	34.8%	41.2%	84.2%
Taste Canarian gastronomy	17.5%	14.6%	18.7%	19.9%	22.6%
Organized excursions	23.1%	17.6%	16.4%	14.2%	24.7%
Nature activities	12.3%	10.9%	13.0%	13.3%	37.1%
Sport activities	15.1%	17.9%	15.1%	11.6%	12.3%
Sea excursions / whale watching	9.3%	3.1%	11.7%	12.9%	20.7%
Theme parks	2.7%	1.9%	12.2%	12.2%	1.7%
Wineries / markets / popular festivals	22.9%	1.1%	8.2%	7.2%	9.7%
Nightlife / concerts / shows	3.4%	7.4%	12.8%	9.3%	0.0%
Museums / exhibitions	31.9%	6.9%	6.0%	4.2%	22.9%
Activities at sea	8.2%	9.9%	10.1%	7.9%	9.8%
Beauty and health treatments	5.2%	5.0%	6.3%	4.4%	3.0%
Astronomical observation	2.6%	1.8%	2.9%	2.5%	8.7%

* Multi-choice question

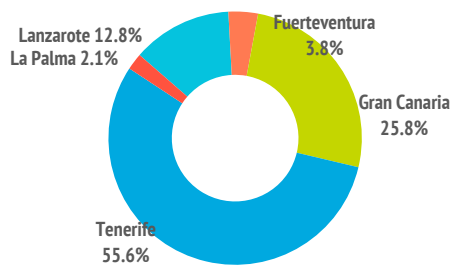
CANARY ISLANDS



TOURIST PROFILE BY ISLAND OF STAY (2019)

BELGIUM

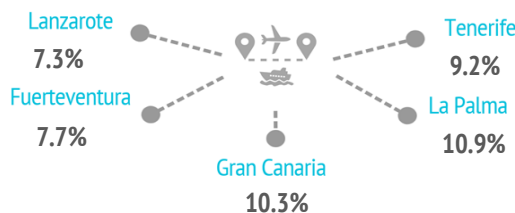
Which island do they choose?



How many islands do they visit during their trip?

	LZ	FUE	GC	TFE	LP
One island	92.7%	92.3%	89.7%	90.8%	89.1%
Two islands	4.8%	7.7%	9.6%	8.5%	8.0%
Three or more islands	2.5%	0.0%	0.7%	0.7%	3.0%

% TOURISTS VISITING MORE THAN ONE ISLAND



Internet usage during their trip

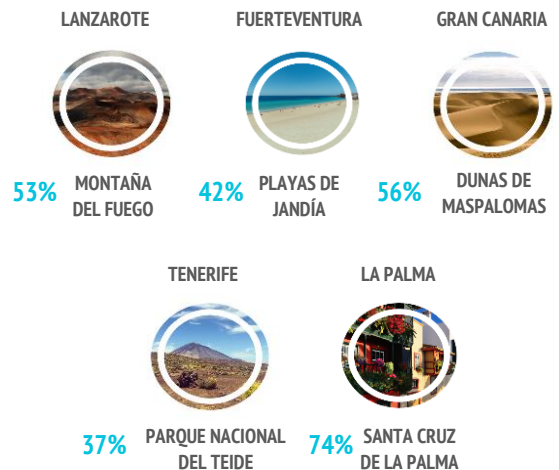
	LZ	FUE	GC	TFE	LP
Research					
- Tourist package	15.4%	19.5%	19.6%	19.6%	12.5%
- Flights	10.5%	9.8%	17.5%	13.5%	18.0%
- Accommodation	17.2%	14.6%	19.4%	20.1%	24.8%
- Transport	13.2%	11.8%	20.7%	15.5%	14.4%
- Restaurants	25.6%	23.5%	22.4%	26.8%	21.7%
- Excursions	25.0%	27.7%	26.9%	27.4%	32.7%
- Activities	33.2%	39.4%	28.8%	27.6%	37.6%
Book or purchase					
- Tourist package	24.3%	28.2%	34.3%	26.2%	39.1%
- Flights	64.6%	67.1%	59.7%	67.4%	65.4%
- Accommodation	55.1%	65.4%	51.3%	43.1%	61.3%
- Transport	50.6%	51.8%	37.8%	43.9%	64.7%
- Restaurants	8.7%	14.5%	7.0%	12.6%	16.3%
- Excursions	7.2%	8.1%	7.4%	8.2%	17.4%
- Activities	10.6%	15.7%	10.4%	10.2%	9.1%

* Multi-choice question

Internet usage in the Canary Islands	LZ	FUE	GC	TFE	LP
Did not use the Internet	4.8%	7.7%	7.0%	10.0%	9.5%
Used the Internet	95.2%	92.3%	93.0%	90.0%	90.5%
- Own Internet connection	38.5%	25.5%	25.7%	31.8%	35.5%
- Free Wifi connection	38.4%	58.0%	48.7%	38.6%	47.3%
Applications*					
- Search for locations or maps	66.1%	72.9%	52.2%	58.3%	82.4%
- Search for destination info	46.6%	51.4%	42.2%	41.0%	60.8%
- Share pictures or trip videos	69.9%	65.9%	66.4%	61.8%	64.1%
- Download tourist apps	6.5%	11.1%	7.5%	10.7%	2.6%
- Others	19.4%	14.3%	24.7%	18.6%	15.3%

* 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.

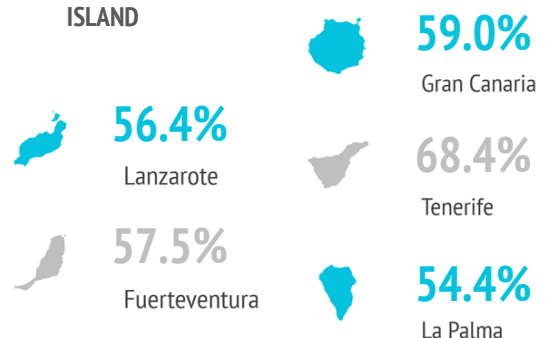
How do they rate the Canary Islands?

Satisfaction (scale 0-10)	LZ	FUE	GC	TFE	LP
Average rating	8.62	8.39	8.66	8.56	8.69
Experience in the Canary Islands					
Worse or much worse than expected	0.0%	4.9%	2.5%	3.3%	0.0%
Lived up to expectations	64.3%	49.3%	61.9%	71.1%	51.8%
Better or much better than expected	35.7%	45.8%	35.5%	25.6%	48.2%
Future intentions (scale 1-10)					
Return to the Canary Islands	8.54	8.46	8.62	8.57	8.54
Recommend visiting the Canary Islands	8.76	8.91	8.86	8.74	8.92

How many are loyal to the Canary Islands?

	LZ	FUE	GC	TFE	LP
Repeat tourists of the island	56.4%	57.5%	59.0%	68.4%	54.4%
At least 10 previous visits	3.4%	2.9%	9.7%	19.5%	1.6%
Repeat tourists	70.7%	71.5%	69.9%	73.3%	65.7%
At least 10 previous visits	10.3%	13.8%	18.4%	26.0%	8.0%

REPEAT TOURIST OF EACH ISLAND



TOURIST PROFILE BY ISLAND OF STAY (2019)

BELGIUM

Where does the flight come from?



	LZ	FUE	GC	TFE	LP
Belgium	80.3%	72.9%	78.0%	87.7%	73.2%
Netherlands	9.1%	12.4%	8.6%	4.9%	17.5%
Spanish Mailnad	1.7%	1.2%	5.5%	1.8%	9.3%
Germany	1.8%	5.5%	4.2%	2.3%	0.0%
France	3.5%	1.5%	0.0%	1.5%	0.0%
Luxembourg	1.8%	2.8%	2.5%	0.0%	0.0%
Switzerland	1.3%	0.6%	0.0%	0.6%	0.0%
Portugal	0.0%	0.0%	0.7%	0.1%	0.0%
Austria	0.0%	3.1%	0.0%	0.2%	0.0%
United Kingdom	0.6%	0.0%	0.0%	0.2%	0.0%
Italy	0.0%	0.0%	0.0%	0.3%	0.0%
Sweden	0.0%	0.0%	0.0%	0.2%	0.0%
Finland	0.0%	0.0%	0.3%	0.0%	0.0%
Norway	0.0%	0.0%	0.2%	0.0%	0.0%
Others	0.0%	0.0%	0.0%	0.2%	0.0%

Who do they come with?



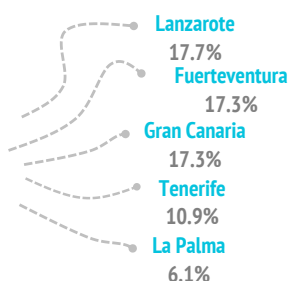
	LZ	FUE	GC	TFE	LP
Unaccompanied	5.4%	12.6%	11.0%	8.4%	6.3%
Only with partner	51.5%	50.4%	56.0%	58.7%	66.9%
Only with children (< 13 years old)	6.1%	3.2%	6.5%	2.5%	0.0%
Partner + children (< 13 years old)	7.4%	7.6%	6.3%	5.5%	1.2%
Other relatives	5.3%	5.2%	4.6%	6.2%	4.9%
Friends	5.2%	6.1%	4.5%	4.2%	4.2%
Work colleagues	0.0%	0.0%	1.0%	0.0%	0.0%
Organized trip	0.0%	0.0%	0.0%	0.0%	0.0%
Other combinations ⁽¹⁾	19.1%	15.0%	10.0%	14.5%	16.4%

(1) Different situations have been isolated

Tourists with children	17.7%	17.3%	17.3%	10.9%	6.1%
- Between 0 and 2 years old	1.5%	1.8%	1.0%	1.8%	0.0%
- Between 3 and 12 years old	14.1%	14.4%	15.1%	7.6%	4.7%
- Between 0 -2 and 3-12 years	2.1%	1.1%	1.1%	1.5%	1.4%
Tourists without children	82.3%	82.7%	82.7%	89.1%	93.9%

Group composition:					
- 1 person	9.0%	21.3%	12.8%	12.5%	11.0%
- 2 people	58.4%	45.0%	61.1%	64.9%	70.2%
- 3 people	8.9%	10.4%	11.5%	10.1%	5.9%
- 4 or 5 people	20.8%	18.7%	11.1%	11.7%	12.9%
- 6 or more people	2.9%	4.5%	3.6%	0.9%	0.0%
Average group size:	2.62	2.52	2.49	2.28	2.22

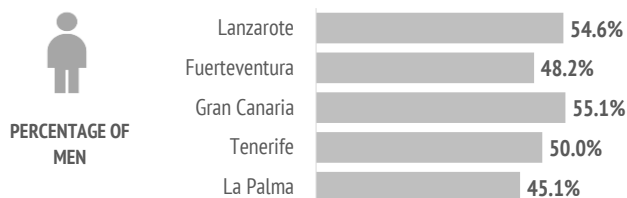
TOURIST TRAVELLING WITH CHILDREN



Who are they?



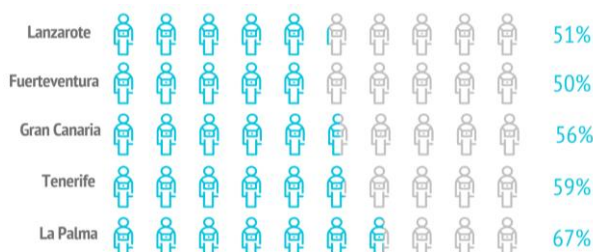
	LZ	FUE	GC	TFE	LP
Gender					
Men	54.6%	48.2%	55.1%	50.0%	45.1%
Women	45.4%	51.8%	44.9%	50.0%	54.9%
Age					
Average age (tourist > 15 years old)	49.1	48.5	49.1	52.0	49.1
Standard deviation	15.8	15.2	14.4	15.3	14.8
Age range (> 15 years old)					
16 - 24 years old	6.6%	7.9%	5.6%	4.3%	4.4%
25 - 30 years old	8.1%	4.9%	8.7%	7.0%	13.9%
31 - 45 years old	27.5%	31.1%	23.1%	21.8%	15.9%
46 - 60 years old	33.3%	35.9%	40.5%	32.1%	49.6%
Over 60 years old	24.5%	20.1%	22.1%	34.7%	16.1%
Occupation					
Salaried worker	46.7%	59.8%	46.8%	41.6%	67.7%
Self-employed	7.4%	7.8%	8.1%	8.1%	2.5%
Unemployed	0.0%	0.8%	0.0%	0.3%	0.0%
Business owner	14.6%	7.6%	18.1%	11.6%	8.2%
Student	3.2%	5.4%	2.5%	2.6%	3.4%
Retired	26.4%	16.0%	24.1%	32.5%	18.2%
Unpaid domestic work	0.4%	2.6%	0.0%	0.5%	0.0%
Others	1.4%	0.0%	0.5%	2.8%	0.0%
Annual household income level					
Less than €25,000	11.7%	9.6%	12.1%	10.8%	12.1%
€25,000 - €49,999	37.5%	46.1%	40.7%	46.3%	45.4%
€50,000 - €74,999	31.1%	19.6%	32.1%	26.4%	34.6%
More than €74,999	19.8%	24.7%	15.1%	16.5%	7.9%
Education level					
No studies	2.4%	0.0%	1.4%	1.0%	0.0%
Primary education	0.4%	0.0%	1.1%	1.5%	1.7%
Secondary education	18.6%	15.5%	29.7%	38.1%	25.0%
Higher education	78.6%	84.5%	67.8%	59.4%	73.2%



% OF TOURISTS WITH INCOMES OVER €74,999



% OF TOURISTS TRAVELLING ONLY WITH PARTNER



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.