

## Tourist profile by quarter of trip (2016)

### Canary Islands: Belgian market

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



	Q1	Q2	Q3	Q4	Total
Tourist arrivals (> 16 years old)	84,623	83,624	92,959	93,957	355,163
Average daily expenditure (€)	145.69	135.30	139.47	160.07	145.42
. in their place of residence	106.99	100.00	107.80	121.64	109.43
. in the Canary Islands	38.71	35.30	31.67	38.43	35.99
Average length of stay	10.86	9.43	10.32	9.42	10.00
Turnover per tourist (€)	1,260	1,116	1,275	1,267	1,232
Total turnover (> 16 years old) (€m)	106.7	93.3	118.5	119.0	437.5
Belgian turnover: share of quarter	24.4%	21.3%	27.1%	27.2%	100%
Belgian tourists arrivals: share of quarter	23.8%	23.5%	26.2%	26.5%	100%

Expenditure in the Canary Islands per tourist and trip (€) (**)					
<b>Accommodation (**):</b>	70.75	44.86	41.86	48.24	51.14
- Accommodation	58.74	36.61	28.33	42.46	41.26
- Additional accommodation expenses	12.00	8.25	13.53	5.78	9.88
<b>Transport:</b>	29.69	21.58	19.44	25.93	24.10
- Public transport	7.93	4.17	4.15	5.07	5.30
- Taxi	7.29	3.97	3.03	6.06	5.07
- Car rental	14.46	13.44	12.26	14.81	13.74
<b>Food and drink:</b>	154.41	127.44	108.43	152.79	135.60
- Food purchases at supermarkets	68.85	48.89	49.48	54.35	55.24
- Restaurants	85.57	78.55	58.95	98.45	80.36
<b>Souvenirs:</b>	51.97	72.68	84.04	66.74	69.15
<b>Leisure:</b>	25.08	21.46	36.88	25.53	27.43
- Organized excursions	11.95	11.10	23.74	12.35	14.94
- Leisure, amusement	2.58	2.83	4.30	2.96	3.19
- Trip to other islands	1.18	1.38	0.97	0.44	0.98
- Sporting activities	5.68	3.59	5.75	3.10	4.52
- Cultural activities	2.02	1.74	1.22	1.76	1.68
- Discos and disco-pubs	1.67	0.80	0.90	4.92	2.12
<b>Others:</b>	17.28	8.56	13.91	14.09	13.50
- Wellness	3.13	2.85	3.31	2.22	2.87
- Medical expenses	5.18	2.57	3.47	0.81	2.96
- Other expenses	8.97	3.14	7.13	11.06	7.67

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



	Q1	Q2	Q3	Q4	Total
The same day they leave	0.5%	0.0%	0.6%	0.5%	0.4%
Between 2 and 7 days	4.1%	8.3%	6.9%	5.8%	6.3%
Between 8 and 15 days	12.1%	5.1%	9.0%	3.1%	7.3%
Between 16 and 30 days	14.0%	9.7%	16.7%	16.9%	14.5%
Between 31 and 90 days	34.8%	40.0%	21.1%	36.9%	33.0%
More than 90 days	34.3%	36.9%	45.7%	36.9%	38.6%

#### What do they book at their place of residence?



	Q1	Q2	Q3	Q4	Total
Flight only	14.3%	15.2%	10.4%	11.8%	12.8%
Flight and accommodation (room only)	16.7%	14.6%	12.8%	18.4%	15.6%
Flight and accommodation (B&B)	5.2%	2.0%	2.7%	7.9%	4.5%
Flight and accommodation (half board)	31.0%	32.0%	21.8%	28.3%	28.2%
Flight and accommodation (full board)	5.3%	2.1%	5.5%	4.6%	4.4%
Flight and accommodation (all inclusive)	27.5%	34.1%	46.8%	29.0%	34.4%
<b>% Tourists using low-cost airlines</b>	37.7%	38.5%	21.4%	29.8%	31.6%
<b>Other expenses in their place of residence:</b>					
- Car rental	14.2%	12.7%	11.4%	12.7%	12.7%
- Sporting activities	4.7%	4.2%	4.2%	5.0%	4.5%
- Excursions	7.7%	9.6%	9.6%	6.4%	8.3%
- Trip to other islands	0.7%	0.6%	0.3%	0.9%	0.6%

#### How do they book?



	Q1	Q2	Q3	Q4	Total
<b>Accommodation booking</b>					
<b>Tour Operator</b>	44.9%	44.2%	47.1%	42.4%	44.7%
- Tour Operator's website	68.0%	70.0%	85.1%	63.0%	72.0%
<b>Accommodation</b>	16.7%	15.1%	11.2%	19.2%	15.5%
- Accommodation's website	79.0%	87.0%	89.2%	87.8%	85.7%
<b>Travel agency (High street)</b>	18.7%	16.7%	21.9%	19.6%	19.3%
<b>Online Travel Agency (OTA)</b>	12.0%	12.7%	11.4%	12.8%	12.2%
<b>No need to book accommodation</b>	7.8%	11.3%	8.3%	6.1%	8.3%

	Q1	Q2	Q3	Q4	Total
<b>Flight booking</b>					
<b>Tour Operator</b>	55.2%	52.9%	50.2%	56.2%	53.6%
- Tour Operator's website	70.6%	67.9%	79.9%	60.8%	69.5%
<b>Airline</b>	22.4%	27.5%	23.8%	23.3%	24.2%
- Airline's website	98.4%	92.7%	93.8%	99.1%	95.8%
<b>Travel agency (High street)</b>	15.6%	13.4%	21.4%	13.7%	16.1%
<b>Online Travel Agency (OTA)</b>	6.7%	6.2%	4.6%	6.8%	6.1%

#### Where do they stay?



	Q1	Q2	Q3	Q4	Total
5* Hotel	10.6%	9.3%	8.9%	10.1%	9.7%
4* Hotel	50.3%	48.6%	53.1%	48.4%	50.1%
1-2-3* Hotel	9.4%	9.5%	7.5%	13.8%	10.1%
Apartment	21.1%	24.5%	21.4%	22.4%	22.3%
Property (privately-owned, friends, family)	5.9%	6.4%	7.0%	4.5%	6.0%
Others	2.7%	1.8%	2.2%	0.8%	1.8%

#### Who are they?



	Q1	Q2	Q3	Q4	Total
<b>Gender</b>					
Percentage of men	49.1%	53.1%	52.2%	55.3%	52.5%
Percentage of women	50.9%	46.9%	47.8%	44.7%	47.5%

	Q1	Q2	Q3	Q4	Total
<b>Age</b>					
Average age (tourists > 16 years old)	52.2	50.1	44.5	50.2	49.1
Standard deviation	15.3	14.2	15.8	13.8	15.1

Age range (> 16 years old)					
16-24 years old	4.6%	5.1%	9.8%	3.9%	5.9%
25-30 years old	6.4%	9.6%	15.2%	6.3%	9.5%
31-45 years old	23.2%	17.6%	27.1%	27.9%	24.1%
46-60 years old	35.2%	45.2%	33.0%	38.9%	38.0%
Over 60 years old	30.6%	22.5%	14.9%	23.0%	22.6%

Occupation					
Business owner or self-employed	19.5%	18.2%	14.1%	22.0%	18.6%
Upper/Middle management employee	35.4%	31.4%	44.9%	39.4%	37.8%
Auxiliary level employee	9.4%	19.0%	19.8%	14.3%	15.4%
Students	3.3%	4.8%	6.7%	1.5%	4.0%
Retired	30.4%	25.4%	13.6%	21.4%	22.8%
Unemployed / unpaid dom. work	2.1%	1.3%	0.9%	1.4%	1.4%

Annual household income level					
€12,000 - €24,000	15.1%	14.8%	14.7%	13.9%	14.6%
€24,001 - €36,000	19.6%	24.0%	18.6%	20.7%	20.7%
€36,001 - €48,000	19.9%	22.4%	24.7%	15.8%	20.5%
€48,001 - €60,000	13.8%	13.6%	23.2%	16.1%	16.6%
€60,001 - €72,000	10.2%	8.3%	8.1%	13.2%	10.1%
€72,001 - €84,000	3.6%	7.4%	2.7%	6.7%	5.2%
More than €84,000	17.7%	9.5%	8.0%	13.6%	12.4%

(\*) Expense is prorated among all the tourists (even those who have not spent in destination).

(\*\*) Accommodation expenses may seem low because most tourists pay the accommodation before traveling.

# Tourist profile by quarter of trip (2016)

## Canary Islands: Belgian market



### Which island do they choose?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	8,818	7,154	9,252	9,924	35,148
- Fuerteventura	3,974	3,492	3,741	4,032	15,239
- Gran Canaria	19,682	23,790	30,536	26,143	100,151
- Tenerife	47,621	47,188	46,431	51,009	192,249
- La Palma	3,214	1,619	1,973	2,145	8,952

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	10.6%	8.6%	10.1%	10.6%	10.0%
- Fuerteventura	4.8%	4.2%	4.1%	4.3%	4.3%
- Gran Canaria	23.6%	28.6%	33.2%	28.0%	28.5%
- Tenerife	57.2%	56.7%	50.5%	54.7%	54.7%
- La Palma	3.9%	1.9%	2.1%	2.3%	2.5%

### Who do they come with?



	Q1	Q2	Q3	Q4	Total
Unaccompanied	8.3%	9.3%	4.4%	10.1%	8.0%
Only with partner	56.6%	56.7%	50.1%	45.8%	52.0%
Only with children (under the age of 13)	0.3%	1.4%	1.8%	0.3%	1.0%
Partner + children (under the age of 13)	7.8%	7.9%	13.9%	11.4%	10.4%
Other relatives	4.8%	3.0%	3.5%	3.5%	3.7%
Friends	7.1%	7.9%	4.2%	6.4%	6.3%
Work colleagues	0.3%	0.0%	0.0%	0.0%	0.1%
Other combinations <sup>(1)</sup>	14.9%	13.9%	22.2%	22.5%	18.6%

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

### How do they rate the destination?



Impression of their stay	Q1	Q2	Q3	Q4	Total
Good or very good (% tourists)	94.0%	98.7%	94.2%	97.1%	96.0%
Average rating (scale 1-10)	8.95	9.13	8.90	9.05	9.01

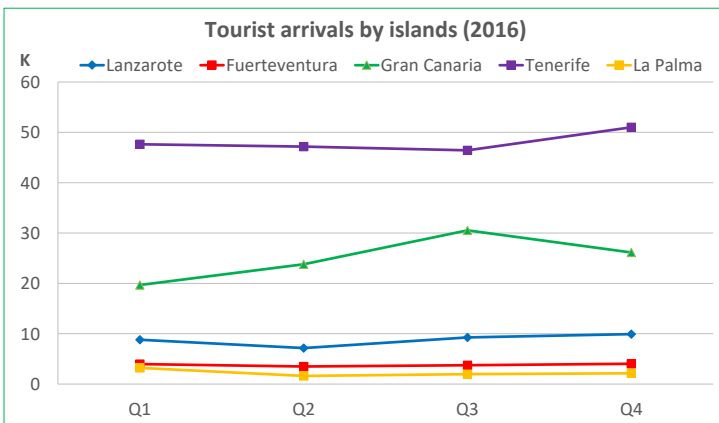
### How many are loyal to the destination?

Repeat tourists of the Canary Islands	Q1	Q2	Q3	Q4	Total
Repeat tourists	80.4%	73.1%	66.3%	80.7%	75.1%
In love (at least 10 previous visits)	20.7%	24.7%	9.8%	18.4%	18.2%

### Where does the flight come from?



Ten main origin markets	Q1	Q2	Q3	Q4	Total
Belgium	90.4%	93.7%	90.6%	88.0%	90.6%
Spanish Mainland	2.2%	4.0%	3.2%	6.5%	4.0%
Germany	3.6%	1.2%	1.7%	1.9%	2.1%
Netherlands	0.6%	0.5%	1.8%	1.6%	1.1%
France	0.0%	0.2%	0.0%	1.1%	0.3%
United Kingdom	0.0%	0.0%	0.4%	0.3%	0.2%
Ireland	0.3%	0.0%	0.0%	0.0%	0.1%
Sweden	0.0%	0.0%	0.0%	0.0%	0.0%
Italy	0.0%	0.0%	0.0%	0.0%	0.0%
Norway	0.0%	0.0%	0.0%	0.0%	0.0%



### Why do they choose the Canary Islands?



Aspects influencing the choice	Q1	Q2	Q3	Q4	Total
Climate/sun	97.1%	95.5%	97.5%	97.5%	96.9%
Tranquillity/rest/relaxation	44.8%	48.1%	41.9%	45.6%	45.0%
Scenery	32.8%	25.3%	27.0%	27.9%	28.2%
Beaches	21.2%	17.4%	24.5%	19.4%	20.7%
Security	12.7%	14.6%	16.9%	16.1%	15.1%
Visiting new places	9.9%	12.6%	19.0%	9.2%	12.7%
Price	12.3%	10.5%	10.3%	9.2%	10.5%
Quality of the environment	7.2%	7.3%	8.1%	7.2%	7.5%
Shopping	5.2%	7.4%	8.3%	6.0%	6.8%
Active tourism	9.3%	5.0%	4.1%	5.2%	5.9%
Suitable destination for children	2.6%	3.8%	4.0%	5.4%	4.0%
Ease of travel	1.7%	2.4%	4.0%	3.6%	3.0%
Nautical activities	2.0%	1.4%	5.1%	2.9%	2.9%
Culture	2.3%	2.3%	2.0%	2.2%	2.2%
Nightlife/fun	0.8%	2.3%	3.8%	1.4%	2.1%
Rural tourism	1.2%	3.5%	0.4%	1.7%	1.7%

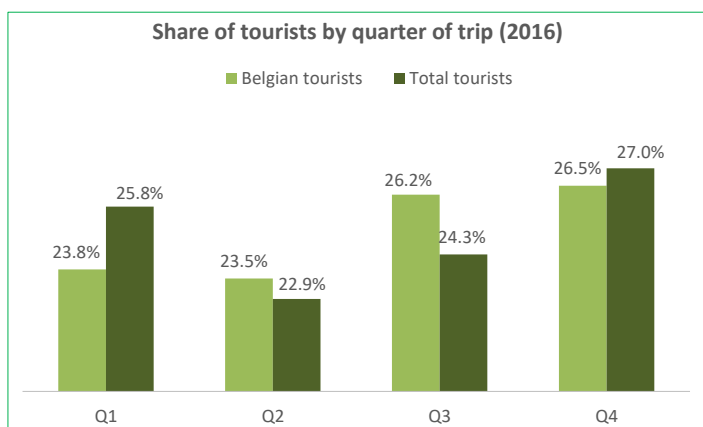
\* Multi-choice question

### What did motivate them to come?



Aspects motivating the choice	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	68.1%	62.4%	49.6%	68.2%	61.9%
Recommendation by friends or relatives	34.0%	38.0%	38.1%	32.8%	35.7%
The Canary Islands television channel	0.0%	0.5%	0.2%	1.2%	0.5%
Other television or radio channels	0.2%	0.1%	0.0%	0.6%	0.2%
Information in the press/magazines/books	3.3%	2.0%	3.1%	3.8%	3.1%
Attendance at a tourism fair	0.3%	1.2%	1.0%	0.7%	0.8%
Tour Operator's brochure or catalogue	10.9%	13.7%	16.4%	10.6%	12.9%
Recommendation by Travel Agency	10.3%	7.6%	14.1%	12.1%	11.1%
Information obtained via the Internet	19.3%	15.9%	27.1%	18.9%	20.4%
Senior Tourism programme	0.0%	0.8%	0.0%	0.0%	0.2%
Others	3.2%	4.0%	4.7%	2.2%	3.5%

\* Multi-choice question



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.