

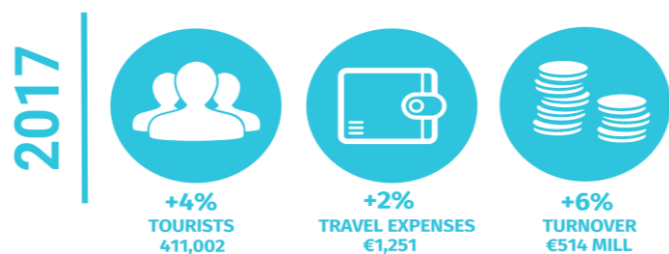
Tourist profile by quarter of trip (2017)

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How many are they and how much do they spend?



	Q1	Q2	Q3	Q4	Total
Tourist arrivals (FRONTUR) (thousands)	96.3	97.1	118	99.2	411
Tourist arrivals (> 16 years old) (thousands)	90.8	83.1	96.9	95.0	366
Average daily expenditure (€)	160.13	145.71	140.72	152.45	149.72
. in their place of residence	120.47	109.68	103.83	110.90	111.13
. in the Canary Islands	39.67	36.03	36.89	41.55	38.59
Average length of stay	10.83	8.83	9.74	9.00	9.61
Turnover per tourist (€)	1,455	1,183	1,209	1,160	1,251
Total turnover (€m)	140	115	143	115	514
Tourist arrivals: share by quarter	23.4%	23.6%	28.8%	24.1%	100%
Turnover: share by quarter	27.3%	22.3%	27.8%	22.4%	100%
<u>% tourists who pay in the Canary Islands:</u>					
Accommodation:					
- Accommodation	14.0%	12.9%	12.5%	12.8%	13.0%
- Additional accommodation expenses	6.3%	6.7%	7.5%	10.8%	7.8%
Transport:					
- Public transport	9.0%	14.9%	13.2%	17.1%	13.5%
- Taxi	19.9%	22.9%	22.6%	19.3%	21.1%
- Car rental	20.3%	19.6%	20.9%	22.7%	20.9%
Food and drink:					
- Food purchases at supermarkets	47.1%	47.0%	49.3%	50.7%	48.6%
- Restaurants	59.2%	48.3%	43.4%	50.6%	50.3%
Souvenirs:	50.0%	55.5%	62.0%	50.6%	54.6%
Leisure:					
- Organized excursions	14.1%	20.2%	25.8%	14.7%	18.8%
- Leisure, amusement	5.5%	6.0%	8.3%	6.7%	6.7%
- Trip to other islands	2.4%	1.2%	2.4%	1.2%	1.8%
- Sporting activities	7.2%	6.3%	9.5%	7.8%	7.8%
- Cultural activities	3.1%	5.8%	4.3%	3.5%	4.1%
- Discos and disco-pubs	2.7%	3.0%	5.7%	1.1%	3.1%
Others:					
- Wellness	4.5%	8.8%	4.3%	5.3%	5.6%
- Medical expenses	5.9%	6.7%	5.4%	5.6%	5.9%
- Other expenses	6.9%	9.0%	8.5%	9.7%	8.5%



What do they book at their place of residence?



	Q1	Q2	Q3	Q4	Total
Flight only	14.9%	12.9%	18.5%	19.3%	16.5%
Flight and accommodation (room only)	22.1%	16.6%	16.4%	17.6%	18.2%
Flight and accommodation (B&B)	7.1%	3.6%	3.1%	6.7%	5.1%
Flight and accommodation (half board)	29.5%	29.2%	22.6%	18.6%	24.8%
Flight and accommodation (full board)	5.0%	5.9%	0.1%	3.8%	3.6%
Flight and accommodation (all inclusive)	21.4%	31.8%	39.4%	34.1%	31.8%
<u>% Tourists using low-cost airlines</u>	29.8%	29.9%	33.4%	27.2%	30.1%
<u>Other expenses in their place of residence:</u>					
- Car rental	15.2%	10.7%	7.8%	17.3%	12.7%
- Sporting activities	4.1%	3.7%	6.5%	2.6%	4.3%
- Excursions	7.6%	6.9%	5.5%	5.3%	6.3%
- Trip to other islands	2.0%	0.7%	0.7%	0.0%	0.8%

How do they book?



	Q1	Q2	Q3	Q4	Total
Accommodation booking					
Tour Operator	36.7%	44.5%	47.2%	36.7%	41.4%
- Tour Operator's website	64.4%	77.6%	76.4%	74.7%	73.9%
Accommodation	17.4%	13.0%	10.9%	18.0%	14.8%
- Accommodation's website	81.5%	82.1%	81.1%	81.5%	81.5%
Travel agency (High street)	21.3%	22.2%	17.4%	21.4%	20.5%
Online Travel Agency (OTA)	15.2%	11.1%	11.9%	10.7%	12.2%
No need to book accommodation	9.3%	9.3%	12.5%	13.3%	11.2%
Flight booking					
Tour Operator	50.6%	55.3%	60.9%	44.6%	52.8%
- Tour Operator's website	67.4%	75.3%	70.0%	72.8%	71.3%
Airline	24.6%	20.9%	19.4%	29.1%	23.6%
- Airline's website	100.0%	89.2%	95.5%	97.3%	96.0%
Travel agency (High street)	18.7%	18.0%	12.0%	20.6%	17.3%
Online Travel Agency (OTA)	6.1%	5.8%	7.7%	5.7%	6.3%

How far in advance do they book their trip?



	Q1	Q2	Q3	Q4	Total
The same day they leave	0.0%	0.9%	0.4%	0.0%	0.3%
Between 2 and 7 days	4.9%	5.7%	6.5%	3.9%	5.2%
Between 8 and 15 days	6.6%	8.0%	16.9%	8.6%	10.2%
Between 16 and 30 days	10.8%	14.7%	16.0%	11.7%	13.3%
Between 31 and 90 days	31.2%	31.1%	25.1%	38.6%	31.5%
More than 90 days	46.6%	39.6%	35.2%	37.1%	39.5%

Who are they?



	Q1	Q2	Q3	Q4	Total
Gender					
Men	53.3%	49.9%	52.2%	55.7%	52.9%
Women	46.7%	50.1%	47.8%	44.3%	47.1%
<u>Age</u>					
Average age (tourists > 16 years old)	53.1	49.3	42.2	50.7	48.7
Standard deviation	14.9	14.6	15.2	13.7	15.2
<u>Age range (> 16 years old)</u>					
16-24 years old	3.9%	5.0%	15.2%	3.4%	7.0%
25-30 years old	4.2%	6.1%	14.8%	4.0%	7.4%
31-45 years old	23.7%	29.0%	26.1%	26.4%	26.3%
46-60 years old	33.2%	35.2%	30.9%	42.1%	35.4%
Over 60 years old	34.9%	24.7%	12.9%	24.1%	24.0%
<u>Occupation</u>					
Business owner or self-employed	21.2%	18.0%	15.7%	26.0%	20.4%
Upper/Middle management employee	32.4%	41.8%	38.8%	33.0%	36.3%
Auxiliary level employee	9.4%	10.3%	27.0%	13.8%	15.2%
Students	3.6%	3.2%	8.7%	1.1%	4.1%
Retired	32.7%	24.4%	8.7%	25.0%	22.8%
Unemployed / unpaid dom. work	0.8%	2.4%	1.1%	1.0%	1.3%
<u>Annual household income level</u>					
€12,000 - €24,000	16.1%	10.0%	15.3%	15.4%	14.3%
€24,001 - €36,000	22.3%	27.7%	28.1%	19.8%	24.3%
€36,001 - €48,000	17.4%	19.1%	16.9%	14.8%	17.0%
€48,001 - €60,000	12.0%	11.2%	19.0%	16.9%	14.9%
€60,001 - €72,000	13.4%	13.0%	6.8%	10.2%	10.8%
€72,001 - €84,000	8.5%	4.7%	3.7%	6.9%	6.0%
More than €84,000	10.5%	14.3%	10.3%	15.9%	12.9%

Tourist profile by quarter of trip (2017)

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Which island do they choose?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	10,166	8,554	12,849	11,223	42,791
- Fuerteventura	2,743	3,568	3,077	3,158	12,547
- Gran Canaria	22,677	24,322	30,370	25,891	103,260
- Tenerife	53,088	43,677	48,464	51,313	196,542
- La Palma	1,294	1,832	2,110	1,439	6,675

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	11.3%	10.4%	13.3%	12.1%	11.8%
- Fuerteventura	3.0%	4.4%	3.2%	3.4%	3.5%
- Gran Canaria	25.2%	29.7%	31.4%	27.8%	28.5%
- Tenerife	59.0%	53.3%	50.0%	55.2%	54.3%
- La Palma	1.4%	2.2%	2.2%	1.5%	1.8%

Where do they stay?

	Q1	Q2	Q3	Q4	Total
5* Hotel	10.4%	13.3%	9.4%	7.3%	10.0%
4* Hotel	46.0%	44.3%	42.4%	41.9%	43.6%
1-2-3* Hotel	6.8%	10.8%	11.4%	12.1%	10.3%
Apartment	25.3%	21.4%	26.6%	26.9%	25.2%
Property (privately-owned, friends, family)	7.8%	8.6%	8.7%	9.5%	8.7%
Others	3.7%	1.7%	1.5%	2.3%	2.3%

Why do they choose the Canary Islands?

Aspects influencing the choice	Q1	Q2	Q3	Q4	Total
Climate/sun	95.7%	95.4%	94.2%	96.4%	95.4%
Tranquillity/rest/relaxation	41.5%	39.1%	39.3%	45.3%	41.3%
Scenery	32.1%	28.8%	27.4%	22.1%	27.5%
Beaches	17.5%	26.4%	28.4%	20.6%	23.2%
Security	15.2%	14.2%	13.6%	14.0%	14.2%
Visiting new places	7.2%	11.6%	17.4%	13.9%	12.7%
Price	8.6%	11.4%	12.6%	7.3%	10.0%
Quality of the environment	7.8%	10.2%	2.6%	10.0%	7.5%
Active tourism	9.0%	4.9%	5.3%	9.3%	7.1%
Suitable destination for children	7.4%	4.2%	5.1%	7.9%	6.2%
Shopping	2.7%	5.5%	7.5%	5.8%	5.4%
Ease of travel	2.3%	4.4%	2.3%	3.9%	3.2%
Nautical activities	2.0%	2.1%	4.4%	3.7%	3.1%
Nightlife/fun	1.5%	2.2%	5.2%	1.3%	2.6%
Golf	2.9%	0.7%	1.1%	2.7%	1.9%
Theme parks	0.7%	0.4%	3.1%	2.5%	1.7%

* Multi-choice question

Who do they come with?

	Q1	Q2	Q3	Q4	Total
Unaccompanied	9.1%	6.4%	8.8%	8.7%	8.3%
Only with partner	53.3%	52.0%	46.2%	51.4%	50.6%
Only with children (under the age of 13)	2.0%	1.4%	3.4%	2.3%	2.3%
Partner + children (under the age of 13)	11.7%	8.4%	12.3%	9.8%	10.6%
Other relatives	5.0%	5.8%	3.6%	2.3%	4.1%
Friends	2.0%	5.6%	3.6%	4.3%	3.9%
Work colleagues	0.0%	0.6%	0.8%	0.5%	0.5%
Other combinations ⁽¹⁾	16.9%	19.8%	21.3%	20.7%	19.7%

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

How do they rate the Canary Islands?

Impression of their stay	Q1	Q2	Q3	Q4	Total
Good or very good (% tourists)	96.5%	94.3%	96.5%	96.4%	96.0%
Average rating (scale 1-10)	9.05	9.00	8.85	9.03	8.98

How many are loyal to the Canary Islands?

Repeat tourists	Q1	Q2	Q3	Q4	Total
At least 1 previous visit	80.7%	79.7%	64.8%	77.1%	75.3%
At least 10 previous visits	24.3%	17.6%	12.5%	18.0%	18.0%

Where does the flight come from?

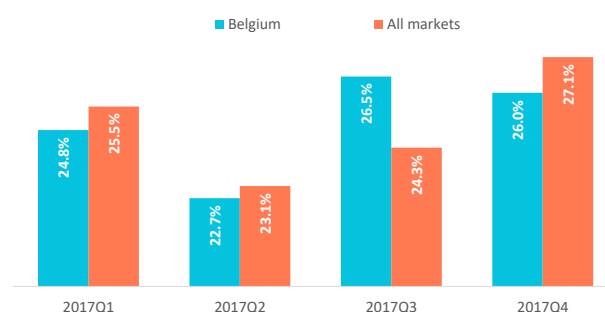
Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
Belgium	85.4%	74.2%	85.1%	84.7%	82.6%
Netherlands	3.2%	11.3%	5.8%	5.0%	6.2%
Germany	4.7%	3.7%	5.1%	2.7%	4.0%
Spanish Mainland	4.6%	3.3%	0.4%	5.7%	3.5%
France	0.5%	1.0%	1.4%	1.1%	1.0%
United Kingdom	0.2%	0.4%	0.4%	0.0%	0.2%
Italy	0.0%	0.4%	0.0%	0.0%	0.1%
Sweden	0.3%	0.0%	0.0%	0.0%	0.1%
Others	1.1%	5.8%	1.8%	0.9%	2.3%

What did motivate them to come?

Prescription sources	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	71.3%	64.9%	52.8%	61.1%	62.3%
Recommendation by friends/relatives	32.0%	32.6%	43.7%	39.8%	37.3%
The Canary Islands television channel	0.0%	0.0%	0.3%	0.0%	0.1%
Other television or radio channels	0.4%	0.5%	0.9%	0.0%	0.5%
Information in press/magazines/books	6.9%	2.6%	2.9%	1.4%	3.4%
Attendance at a tourism fair	0.3%	0.8%	1.0%	0.0%	0.5%
Tour Operator's brochure or catalogue	7.7%	12.6%	16.6%	9.3%	11.6%
Recommendation by Travel Agency	8.9%	10.2%	12.8%	14.8%	11.8%
Information obtained via the Internet	14.9%	21.2%	24.0%	14.7%	18.7%
Senior Tourism programme	0.0%	0.4%	0.0%	0.7%	0.3%
Others	3.9%	5.6%	4.1%	3.8%	4.3%

* Multi-choice question

Share of tourist arrivals by quarters



Tourists over 16 years old.

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.