

TOURIST PROFILE BY QUARTER OF TRIP (2019)

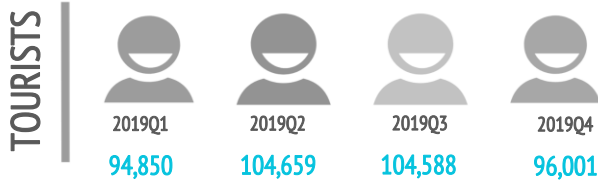
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How many are they and how much do they spend?

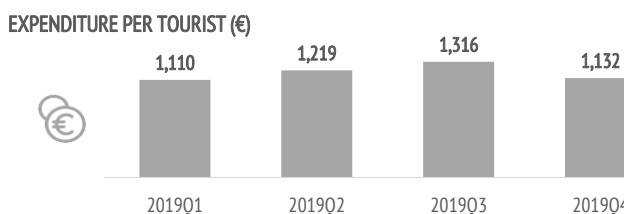
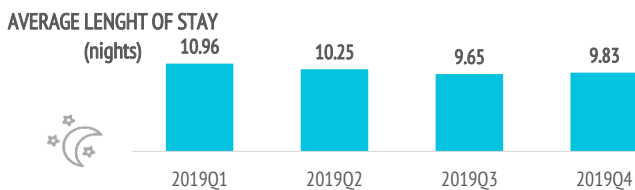


	2019Q1	2019Q2	2019Q3	2019Q4	2019
TOURISTS					
Tourist arrivals (FRONTUR) (*)	94.9	104.7	104.6	96.0	400.1
Tourist arrivals > 15 years old (EGT) (*)	83.2	90.5	89.1	93.4	356.1
- book holiday package (*)	38.4	49.3	55.1	41.0	183.8
- do not book holiday package (*)	44.8	41.2	33.9	52.3	172.3
- % tourists who book holiday package	46.1%	54.5%	61.9%	43.9%	51.6%

(*) Thousand of tourists



	2019Q1	2019Q2	2019Q3	2019Q4	2019
Expenditure per tourist (€)	1,110	1,219	1,316	1,132	1,195
- book holiday package	1,345	1,400	1,506	1,436	1,428
- holiday package	1,100	1,177	1,282	1,205	1,199
- others	245	223	223	231	229
- do not book holiday package	909	1,002	1,009	893	946
- flight	233	255	283	226	246
- accommodation	302	346	348	307	323
- others	373	401	378	361	377
Average length of stay	10.96	10.25	9.65	9.83	10.16
- book holiday package	9.31	8.86	8.72	8.71	8.88
- do not book holiday package	12.37	11.91	11.16	10.71	11.52
Average daily expenditure (€)	123.8	144.1	150.3	136.5	138.9
- book holiday package	156.1	171.8	179.7	175.7	171.8
- do not book holiday package	96.1	111.0	102.6	105.7	103.9
Total turnover (> 15 years old) (€m)	92	110	117	106	426
- book holiday package	52	69	83	59	263
- do not book holiday package	41	41	34	47	163



Importance of each factor in the destination choice



	2019Q1	2019Q2	2019Q3	2019Q4	2019
Climate	85.3%	75.1%	74.1%	81.1%	78.8%
Tranquility	52.6%	51.8%	50.0%	58.6%	53.3%
Sea	37.8%	37.5%	44.1%	43.9%	40.9%
Safety	39.0%	38.9%	41.9%	39.7%	39.9%
European belonging	39.4%	38.8%	36.4%	42.8%	39.4%
Landscapes	31.8%	36.2%	36.0%	35.8%	35.0%
Accommodation supply	31.7%	32.7%	36.6%	34.7%	34.0%
Price	30.0%	34.9%	33.5%	33.6%	33.1%
Beaches	21.2%	25.4%	31.3%	30.1%	27.2%
Environment	22.4%	28.0%	28.6%	25.1%	26.1%
Gastronomy	21.6%	21.9%	27.4%	25.3%	24.1%
Fun possibilities	15.4%	25.7%	27.0%	18.6%	21.7%
Authenticity	19.8%	21.0%	23.0%	19.0%	20.7%
Effortless trip	20.2%	14.1%	19.2%	19.2%	18.1%
Hiking trail network	20.6%	15.0%	9.8%	23.0%	17.1%
Exoticism	15.7%	17.0%	19.3%	14.3%	16.6%
Historical heritage	7.7%	6.5%	8.3%	9.4%	8.0%
Shopping	4.8%	6.6%	10.6%	9.2%	7.9%
Culture	5.6%	5.3%	5.1%	6.9%	5.7%
Nightlife	3.1%	5.3%	5.8%	3.0%	4.3%

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



What is the main motivation for their holidays?



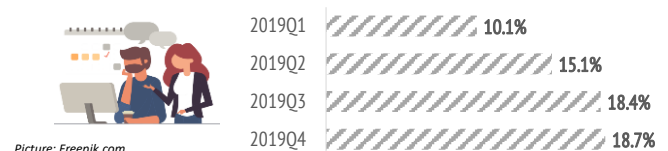
	2019Q1	2019Q2	2019Q3	2019Q4	2019
Rest	55.0%	62.5%	48.0%	57.1%	55.6%
Enjoy family time	8.0%	9.3%	12.8%	10.5%	10.2%
Have fun	7.6%	7.3%	13.1%	8.0%	9.0%
Explore the destination	22.7%	16.1%	21.5%	19.9%	20.0%
Practice their hobbies	3.0%	1.8%	1.8%	2.3%	2.2%
Other reasons	3.8%	3.1%	2.8%	2.2%	3.0%

How far in advance do they book their trip?



	2019Q1	2019Q2	2019Q3	2019Q4	2019
The same day	0.6%	1.7%	1.0%	1.4%	1.2%
Between 1 and 30 days	26.0%	30.1%	32.3%	22.9%	27.8%
Between 1 and 2 months	31.7%	23.7%	20.5%	23.9%	24.8%
Between 3 and 6 months	31.6%	29.4%	27.8%	33.1%	30.5%
More than 6 months	10.1%	15.1%	18.4%	18.7%	15.7%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE



Picture: Freepik.com

TOURIST PROFILE BY QUARTER OF TRIP (2019)

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

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Previous visits to the Canary Islands	55.8%	51.3%	41.7%	58.4%	51.8%
Friends or relatives	25.4%	28.2%	23.7%	26.6%	26.0%
Internet or social media	44.7%	49.0%	46.5%	44.6%	46.2%
Mass Media	1.0%	0.9%	0.7%	1.0%	0.9%
Travel guides and magazines	13.3%	14.7%	15.2%	10.0%	13.3%
Travel Blogs or Forums	3.2%	3.1%	6.1%	4.1%	4.1%
Travel TV Channels	0.4%	0.6%	0.8%	0.0%	0.4%
Tour Operator or Travel Agency	21.6%	26.3%	29.2%	19.5%	24.2%
Public administrations or similar	0.4%	0.6%	0.0%	0.0%	0.2%
Others	0.5%	2.9%	0.3%	2.2%	1.5%

* Multi-choice question

With whom did they book their flight and accommodation?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Flight					
- Directly with the airline	51.0%	43.0%	35.4%	55.9%	46.3%
- Tour Operator or Travel Agency	49.0%	57.0%	64.6%	44.1%	53.7%
Accommodation					
- Directly with the accommodation	41.7%	26.7%	25.7%	40.3%	33.5%
- Tour Operator or Travel Agency	58.3%	73.3%	74.3%	59.7%	66.5%

Where do they stay?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
1-2-3* Hotel	4.5%	11.0%	9.0%	7.6%	8.1%
4* Hotel	39.6%	38.8%	41.1%	33.5%	38.2%
5* Hotel / 5* Luxury Hotel	12.6%	14.2%	17.0%	12.4%	14.1%
Aparthotel / Tourist Villa	15.8%	11.4%	9.9%	16.6%	13.4%
House/room rented in a private dwelling	11.2%	6.3%	4.7%	11.3%	8.3%
Private accommodation ⁽¹⁾	8.8%	13.3%	10.8%	10.7%	11.0%
Others (Cottage, cruise, camping,...)	7.5%	5.1%	7.5%	7.9%	7.0%

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

What do they book?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Room only	27.1%	21.7%	13.0%	31.6%	23.4%
Bed and Breakfast	13.9%	7.2%	7.7%	11.0%	9.9%
Half board	28.8%	26.4%	31.3%	25.3%	27.9%
Full board	4.5%	3.8%	1.9%	1.6%	2.9%
All inclusive	25.8%	40.9%	46.1%	30.6%	35.9%

”
35.9% of Belgians book all inclusive.



25.8%
2019Q1



46.1%
2019Q3



40.9%
2019Q2



30.6%
2019Q4

Other expenses

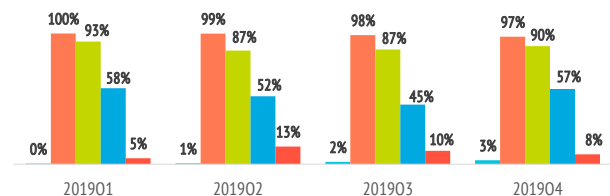
	2019Q1	2019Q2	2019Q3	2019Q4	TOTAL
Restaurants or cafes	61.4%	53.7%	53.7%	54.7%	55.8%
Supermarkets	54.7%	46.6%	50.3%	53.2%	51.1%
Car rental	26.9%	28.5%	24.9%	25.9%	26.5%
Organized excursions	13.2%	21.2%	26.2%	16.4%	19.3%
Taxi, transfer, chauffeur service	40.8%	49.5%	59.0%	39.2%	47.1%
Theme Parks	3.9%	4.4%	8.6%	5.3%	5.6%
Sport activities	6.5%	4.9%	6.4%	5.6%	5.8%
Museums	5.5%	3.3%	6.0%	5.0%	4.9%
Flights between islands	3.7%	4.3%	3.9%	4.4%	4.1%

Activities in the Canary Islands

Outdoor time per day	2019Q1	2019Q2	2019Q3	2019Q4	2019
0 hours	0.5%	0.6%	1.7%	3.0%	1.5%
1 - 2 hours	6.2%	12.9%	11.0%	7.2%	9.3%
3 - 6 hours	35.5%	34.8%	41.9%	32.6%	36.2%
7 - 12 hours	53.3%	38.3%	35.2%	49.7%	44.0%
More than 12 hours	4.6%	13.5%	10.2%	7.5%	9.0%

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	2019Q1	2019Q2	2019Q3	2019Q4	2019
Walk, wander	73.3%	72.0%	67.4%	73.9%	71.6%
Swimming pool, hotel facilities	47.9%	59.1%	73.9%	56.4%	59.5%
Beach	39.4%	50.3%	60.1%	49.1%	49.9%
Explore the island on their own	49.4%	40.3%	42.3%	42.9%	43.6%
Taste Canarian gastronomy	19.5%	17.7%	18.4%	21.3%	19.3%
Organized excursions	10.8%	15.9%	25.0%	13.1%	16.3%
Nature activities	19.4%	13.1%	8.9%	13.2%	13.5%
Sport activities	13.3%	15.0%	10.8%	14.2%	13.4%
Sea excursions / whale watching	4.0%	8.9%	21.6%	12.5%	11.9%
Theme parks	5.4%	9.6%	18.7%	7.3%	10.3%
Wineries / markets / popular festiva	8.9%	6.7%	12.1%	9.8%	9.4%
Nightlife / concerts / shows	6.7%	10.1%	13.5%	6.3%	9.1%
Museums / exhibitions	9.9%	6.6%	9.6%	8.8%	8.7%
Activities at sea	4.8%	7.1%	11.2%	11.0%	8.6%
Beauty and health treatments	3.7%	6.9%	5.3%	3.8%	5.0%
Astronomical observation	0.9%	3.8%	3.6%	2.6%	2.7%

* Multi-choice question



TOURIST PROFILE BY QUARTER OF TRIP (2019)

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Which island do they choose?

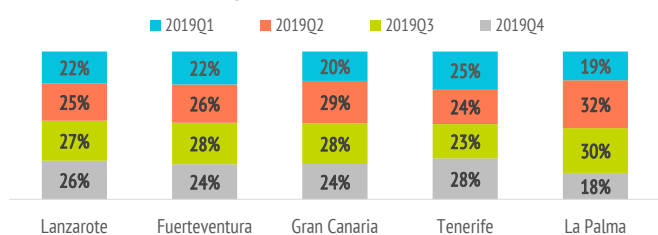
Tourists (> 15 years old)	2019Q1	2019Q2	2019Q3	2019Q4	2019
Lanzarote	9,756	11,386	12,256	11,780	45,178
Fuerteventura	2,976	3,458	3,742	3,166	13,342
Gran Canaria	18,187	26,166	25,173	21,779	91,305
Tenerife	50,086	46,604	45,627	54,500	196,817
La Palma	1,463	2,436	2,275	1,341	7,514

Share by islands	2019Q1	2019Q2	2019Q3	2019Q4	2019
Lanzarote	11.8%	12.6%	13.8%	12.7%	12.8%
Fuerteventura	3.6%	3.8%	4.2%	3.4%	3.8%
Gran Canaria	22.1%	29.1%	28.3%	23.5%	25.8%
Tenerife	60.7%	51.8%	51.2%	58.9%	55.6%
La Palma	1.8%	2.7%	2.6%	1.4%	2.1%

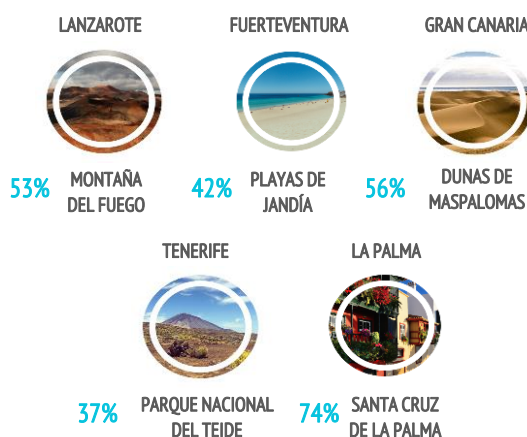
How many islands do they visit during their trip?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
One island	90.3%	90.2%	90.6%	90.7%	90.5%
Two islands	7.8%	8.2%	8.7%	8.7%	8.4%
Three or more islands	1.8%	1.6%	0.6%	0.6%	1.2%

% TOURISTS BY ISLAND AND QUARTER OF TRIP



MOST VISITED PLACES IN EACH ISLAND



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

Internet usage during their trip

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Research					
- Tourist package	17.3%	17.6%	19.7%	20.3%	18.8%
- Flights	10.5%	15.2%	14.6%	15.5%	14.0%
- Accommodation	16.3%	21.2%	21.1%	18.2%	19.3%
- Transport	15.3%	18.0%	16.3%	16.2%	16.5%
- Restaurants	28.6%	23.3%	25.3%	25.1%	25.4%
- Excursions	32.3%	25.1%	28.5%	23.4%	27.1%
- Activities	30.0%	30.6%	31.7%	24.8%	29.4%
Book or purchase					
- Tourist package	29.9%	33.8%	26.2%	24.9%	28.6%
- Flights	69.1%	67.1%	59.0%	65.6%	65.1%
- Accommodation	54.4%	49.4%	44.4%	46.7%	48.6%
- Transport	51.5%	43.4%	44.4%	38.1%	44.2%
- Restaurants	8.4%	11.2%	9.7%	13.0%	10.6%
- Excursions	4.9%	7.4%	10.6%	9.0%	8.2%
- Activities	7.8%	9.7%	12.6%	12.5%	10.8%

* Multi-choice question

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Internet usage in the Canary Islands					
Did not use the Internet	8.8%	9.7%	6.1%	9.7%	8.6%
Used the Internet	91.2%	90.3%	93.9%	90.3%	91.4%
- Own Internet connection	26.7%	32.3%	34.0%	30.5%	30.9%
- Free Wifi connection	44.8%	41.6%	41.0%	40.7%	42.0%
Applications*					
- Search for locations or maps	62.4%	56.6%	57.8%	59.1%	58.9%
- Search for destination info	42.7%	44.2%	42.9%	41.9%	42.9%
- Share pictures or trip videos	58.2%	61.3%	70.9%	65.4%	64.1%
- Download tourist apps	11.2%	9.8%	7.9%	7.7%	9.1%
- Others	20.2%	24.8%	18.2%	16.9%	20.0%

* Multi-choice question

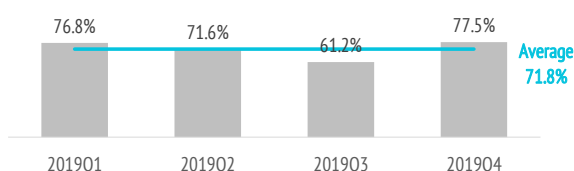
How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q1	2019Q2	2019Q3	2019Q4	2019
Average rating	8.55	8.54	8.58	8.69	8.59
Experience in the Canary Islands					
Worse or much worse than expected	3.7%	1.9%	2.3%	2.7%	2.6%
Lived up to expectations	65.0%	69.9%	64.0%	66.7%	66.4%
Better or much better than expected	31.4%	28.2%	33.7%	30.6%	30.9%
Future intentions (scale 1-10)					
Return to the Canary Islands	8.70	8.32	8.45	8.84	8.58
Recommend visiting the Canary Islands	8.82	8.67	8.79	8.88	8.79

How many are loyal to the Canary Islands?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Repeat tourists	76.8%	71.6%	61.2%	77.5%	71.8%
Repeat tourists (last 5 years)	75.3%	66.6%	58.1%	72.7%	68.1%
Repeat tourists (last 5 years)(5 or more visits)	23.4%	23.5%	17.7%	23.7%	22.1%
At least 10 previous visits	27.3%	23.0%	16.8%	18.6%	21.3%

REPEAT TOURISTS



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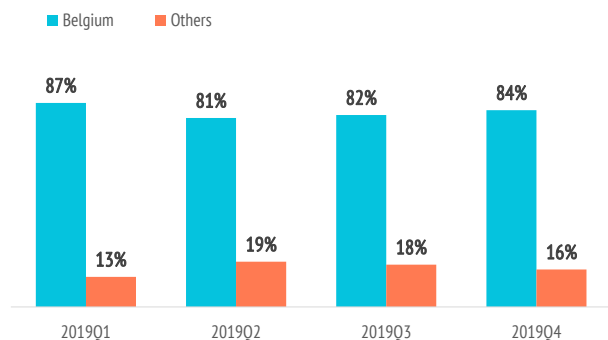
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Where does the flight come from?



	2019Q1	2019Q2	2019Q3	2019Q4	2019
Belgium	87.1%	80.7%	81.9%	84.0%	83.4%
Netherlands	3.1%	12.8%	6.0%	5.8%	7.0%
Spanish Mainland	3.3%	1.4%	2.8%	4.0%	2.9%
Others	6.4%	5.2%	9.3%	6.1%	6.7%

% TOURISTS BY QUARTER OF TRIP



Who do they come with?



	2019Q1	2019Q2	2019Q3	2019Q4	2019
Unaccompanied	6.6%	13.9%	7.7%	7.2%	8.9%
Only with partner	68.9%	54.8%	44.6%	59.5%	56.8%
Only with children (< 13 years old)	3.7%	3.7%	7.0%	1.6%	4.0%
Partner + children (< 13 years old)	3.0%	4.1%	9.4%	6.9%	5.9%
Other relatives	4.6%	5.9%	5.6%	6.1%	5.6%
Friends	3.2%	3.0%	6.6%	4.9%	4.4%
Work colleagues	0.4%	0.6%	0.0%	0.0%	0.2%
Organized trip	0.0%	0.0%	0.0%	0.0%	0.0%
Other combinations ⁽¹⁾	9.6%	13.9%	19.2%	13.8%	14.2%

(1) Different situations have been isolated

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Tourists with children	9.6%	10.5%	23.6%	10.1%	13.5%
- Between 0 and 2 years old	2.4%	1.7%	2.1%	0.0%	1.5%
- Between 3 and 12 years old	4.6%	7.9%	20.1%	9.2%	10.5%
- Between 0-2 and 3-12 years	2.5%	0.9%	1.5%	1.0%	1.4%
Tourists without children	90.4%	89.5%	76.4%	89.9%	86.5%
Group composition:					
- 1 person	9.8%	16.5%	9.8%	13.5%	12.5%
- 2 people	72.3%	63.0%	52.3%	61.9%	62.2%
- 3 people	6.4%	8.4%	17.3%	8.9%	10.3%
- 4 or 5 people	10.4%	9.8%	17.9%	14.1%	13.1%
- 6 or more people	1.2%	2.2%	2.8%	1.6%	2.0%
Average group size:	2.24	2.29	2.65	2.36	2.39



13.5% of Belgians travel with children.



Who are they?



	2019Q1	2019Q2	2019Q3	2019Q4	2019
Gender					
Men	53.7%	56.5%	48.1%	48.9%	51.8%
Women	46.3%	43.5%	51.9%	51.1%	48.2%
Age					
Average age (tourist > 15 years old)	55.1	51.1	45.4	51.6	50.7
Standard deviation	14.4	15.0	15.2	14.7	15.2
Age range (> 15 years old)					
16 - 24 years old	2.7%	4.2%	10.6%	3.0%	5.1%
25 - 30 years old	3.6%	8.9%	9.2%	8.4%	7.6%
31 - 45 years old	19.4%	20.3%	30.6%	21.4%	22.9%
46 - 60 years old	32.5%	37.2%	32.4%	37.0%	34.9%
Over 60 years old	41.8%	29.3%	17.2%	30.2%	29.4%
Occupation					
Salaried worker	34.3%	51.6%	45.4%	47.3%	44.9%
Self-employed	4.9%	6.6%	11.4%	8.5%	7.9%
Unemployed	0.4%	0.1%	0.0%	0.3%	0.2%
Business owner	16.2%	11.0%	18.0%	8.7%	13.4%
Student	1.4%	2.8%	5.9%	1.5%	2.9%
Retired	39.5%	24.9%	18.9%	31.1%	28.4%
Unpaid domestic work	1.1%	0.3%	0.3%	0.0%	0.4%
Others	2.2%	2.7%	0.0%	2.6%	1.9%
Annual household income level					
Less than €25,000	13.1%	11.0%	9.3%	11.6%	11.2%
€25,000 - €49,999	49.2%	45.1%	42.7%	37.8%	43.5%
€50,000 - €74,999	25.8%	26.2%	30.6%	31.7%	28.6%
More than €74,999	11.9%	17.7%	17.3%	18.9%	16.6%
Education level					
No studies	0.8%	0.2%	2.6%	1.2%	1.2%
Primary education	2.3%	0.5%	0.9%	1.1%	1.2%
Secondary education	41.6%	30.2%	34.9%	23.5%	32.3%
Higher education	55.2%	69.2%	61.5%	74.2%	65.3%



AVERAGE AGE (> 15 years old)



% OF TOURISTS WITH INCOMES OVER €74,999



% SALARIED WORKED TOURISTS

