

## Tourist profile by islands (2017)

### BELGIUM

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



	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourist arrivals (FRONTUR) (thousands)	48,493	15,296	111,387	224,134	7,533
Tourist arrivals (> 16 years old)	42,791	12,547	103,260	196,542	6,675
Average daily expenditure (€)	141.95	146.03	155.60	148.62	--
. in their place of residence	112.47	113.14	118.93	106.43	--
. in the Canary Islands	29.49	32.89	36.67	42.20	--
Average length of stay	8.02	9.40	8.91	10.27	--
Turnover per tourist (€)	1,078	1,223	1,237	1,296	--
Total turnover (€m)	52.3	18.7	138	290	--
Belgian tourist arrivals: share by islands	11.9%	3.8%	27.4%	55.1%	1.9%
Belgian turnover: share by islands	10.5%	3.7%	27.6%	58.2%	--
<b>% tourists who pay in the Canary Islands:</b>					
<b>Accommodation:</b>					
- Accommodation	9.8%	13.6%	12.6%	14.2%	--
- Additional accommodation expenses	6.1%	4.5%	5.4%	9.3%	--
<b>Transport:</b>					
- Public transport	9.0%	15.2%	17.0%	12.1%	--
- Taxi	22.9%	26.1%	26.8%	18.0%	--
- Car rental	35.1%	24.3%	15.9%	19.5%	--
<b>Food and drink:</b>					
- Food purchases at supermarkets	46.0%	37.8%	45.9%	50.6%	--
- Restaurants	47.3%	55.4%	49.0%	49.9%	--
<b>Souvenirs:</b>	57.1%	61.5%	53.3%	54.4%	--
<b>Leisure:</b>					
- Organized excursions	21.4%	17.9%	14.7%	20.2%	--
- Leisure, amusement	7.4%	8.7%	5.7%	7.2%	--
- Trip to other islands	1.9%	9.3%	0.6%	1.9%	--
- Sporting activities	11.1%	20.6%	7.1%	6.4%	--
- Cultural activities	12.6%	15.7%	2.3%	2.3%	--
- Discos and disco-pubs	2.2%	2.9%	4.8%	2.6%	--
<b>Others:</b>					
- Wellness	3.6%	11.2%	5.3%	6.1%	--
- Medical expenses	8.3%	12.3%	5.1%	5.4%	--
- Other expenses	8.8%	21.5%	9.9%	6.9%	--

#### TOURISTS



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



	LZ	FUE	GC	TFE	LP
Flight only	5.6%	5.8%	13.6%	21.0%	--
Flight and accommodation (room only)	16.1%	19.3%	13.3%	21.1%	--
Flight and accommodation (B&B)	7.2%	6.5%	5.1%	4.6%	--
Flight and accommodation (half board)	19.7%	24.5%	25.1%	25.4%	--
Flight and accommodation (full board)	6.7%	1.3%	2.1%	3.9%	--
Flight and accommodation (all inclusive)	44.6%	42.6%	40.7%	24.0%	--
<b>% Tourists using low-cost airlines</b>	40.7%	30.8%	24.7%	30.7%	--
<b>Other expenses in their place of residence:</b>					
- Car rental	12.7%	24.7%	8.0%	13.1%	--
- Sporting activities	8.0%	9.8%	3.5%	3.5%	--
- Excursions	4.3%	8.2%	4.4%	7.5%	--
- Trip to other islands	0.0%	1.4%	1.3%	0.8%	--

#### How do they book?



	LZ	FUE	GC	TFE	LP
<b>Accommodation booking</b>					
<b>Tour Operator</b>	49.2%	45.3%	45.6%	36.3%	--
- Tour Operator's website	52.7%	90.8%	77.3%	76.3%	--
<b>Accommodation</b>	18.5%	8.7%	14.1%	15.1%	--
- Accommodation's website	100.0%	90.4%	87.3%	72.5%	--
<b>Travel agency (High street)</b>	14.3%	21.7%	21.3%	21.8%	--
<b>Online Travel Agency (OTA)</b>	17.1%	20.1%	10.6%	11.1%	--
<b>No need to book accommodation</b>	0.9%	4.3%	8.4%	15.8%	--
<b>Flight booking</b>					
<b>Tour Operator</b>	61.3%	59.6%	54.4%	49.3%	--
- Tour Operator's website	50.3%	78.2%	78.6%	72.1%	--
<b>Airline</b>	24.2%	19.7%	20.7%	25.5%	--
- Airline's website	100.0%	83.6%	90.0%	98.4%	--
<b>Travel agency (High street)</b>	7.5%	13.4%	20.1%	18.7%	--
<b>Online Travel Agency (OTA)</b>	7.0%	7.3%	4.8%	6.5%	--

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



	LZ	FUE	GC	TFE	LP
The same day they leave	0.6%	0.0%	0.3%	0.3%	--
Between 2 and 7 days	2.9%	5.8%	5.3%	5.8%	--
Between 8 and 15 days	12.0%	13.0%	10.7%	9.6%	--
Between 16 and 30 days	9.1%	5.0%	11.7%	15.4%	--
Between 31 and 90 days	38.3%	51.5%	31.1%	28.9%	--
More than 90 days	37.2%	24.7%	40.9%	40.0%	--

#### Who are they?



	LZ	FUE	GC	TFE	LP
<b>Gender</b>					
Men	49.0%	48.8%	57.6%	50.8%	--
Women	51.0%	51.2%	42.4%	49.2%	--
<b>Age</b>					
Average age (tourists > 16 years old)	51.0	47.4	47.9	48.8	--
Standard deviation	16.3	13.4	15.0	15.2	--
<b>Age range (&gt; 16 years old)</b>					
16-24 years old	3.0%	3.3%	7.0%	8.4%	--
25-30 years old	10.8%	8.2%	7.4%	6.6%	--
31-45 years old	26.2%	37.3%	29.4%	24.0%	--
46-60 years old	26.2%	37.6%	33.7%	37.2%	--
Over 60 years old	33.7%	13.6%	22.5%	23.9%	--
<b>Occupation</b>					
Business owner or self-employed	16.2%	15.3%	19.1%	22.6%	--
Upper/Middle management employee	40.1%	50.0%	39.7%	31.5%	--
Auxiliary level employee	10.6%	12.6%	16.6%	15.7%	--
Students	0.6%	2.2%	4.8%	4.6%	--
Retired	29.8%	19.9%	19.1%	24.2%	--
Unemployed / unpaid dom. work	2.6%	0.0%	0.7%	1.5%	--
<b>Annual household income level</b>					
€12,000 - €24,000	15.8%	9.4%	10.0%	16.9%	--
€24,001 - €36,000	15.1%	26.2%	24.3%	27.1%	--
€36,001 - €48,000	24.1%	10.7%	16.1%	15.9%	--
€48,001 - €60,000	13.8%	18.3%	17.3%	12.9%	--
€60,001 - €72,000	16.0%	12.3%	10.3%	9.8%	--
€72,001 - €84,000	3.3%	7.7%	6.2%	6.1%	--
More than €84,000	11.9%	15.4%	15.8%	11.3%	--

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#### Which island do they choose?

Tourists (> 16 years old)	LZ	FUE	GC	TFE	LP
- 2013	23,717	22,924	71,013	139,978	5,781
- 2014	25,736	11,426	74,078	158,374	3,543
- 2015	31,990	13,324	82,320	174,755	6,807
- 2016	35,148	15,239	100,151	192,249	8,952
- 2017	42,791	12,547	103,260	196,542	6,675

Share (%)	LZ	FUE	GC	TFE	LP
- 2013	9.0%	8.7%	27.0%	53.1%	2.2%
- 2014	9.4%	4.2%	27.1%	58.0%	1.3%
- 2015	10.3%	4.3%	26.6%	56.5%	2.2%
- 2016	10.0%	4.3%	28.5%	54.7%	2.5%
- 2017	11.8%	3.5%	28.5%	54.3%	1.8%

#### Where do they stay?

	LZ	FUE	GC	TFE	LP
5* Hotel	10.1%	5.5%	14.8%	8.2%	--
4* Hotel	43.6%	65.6%	39.5%	44.0%	--
1-2-3* Hotel	17.0%	10.6%	15.1%	6.5%	--
Apartment	27.9%	12.5%	21.2%	27.4%	--
Property (privately-owned, friends, family)	0.3%	1.0%	6.7%	11.7%	--
Others	1.1%	4.8%	2.6%	2.1%	--

#### Why do they choose the Canary Islands?

Aspects influencing the choice	LZ	FUE	GC	TFE	LP
Climate/sun	96.8%	91.5%	94.3%	96.3%	--
Tranquility/rest/relaxation	47.1%	38.6%	39.7%	41.3%	--
Scenery	30.4%	25.9%	19.7%	30.0%	--
Beaches	22.9%	48.6%	26.7%	20.7%	--
Security	15.6%	10.9%	15.7%	13.9%	--
Visiting new places	14.3%	15.9%	15.4%	10.0%	--
Price	8.4%	12.2%	11.0%	9.8%	--
Quality of the environment	10.0%	5.2%	4.6%	7.9%	--
Active tourism	3.5%	6.0%	5.6%	7.5%	--
Suitable destination for children	8.4%	3.5%	8.0%	5.2%	--
Shopping	1.1%	1.4%	4.7%	7.2%	--
Ease of travel	7.3%	2.1%	3.3%	2.5%	--
Nautical activities	3.0%	5.3%	1.6%	3.6%	--
Nightlife/fun	1.6%	1.1%	3.8%	2.3%	--
Golf	0.0%	0.0%	2.1%	2.4%	--
Theme parks	1.1%	0.0%	0.6%	2.7%	--

\* Multi-choice question

#### Who do they come with?

	LZ	FUE	GC	TFE	LP
Unaccompanied	4.9%	15.3%	9.6%	7.6%	--
Only with partner	47.2%	47.7%	51.3%	50.3%	--
Only with children (under the age of 13)	0.0%	3.4%	1.8%	3.1%	--
Partner + children (under the age of 13)	12.2%	12.0%	12.6%	9.4%	--
Other relatives	2.3%	1.6%	4.0%	4.9%	--
Friends	6.9%	4.4%	3.5%	3.6%	--
Work colleagues	2.1%	0.0%	0.4%	0.2%	--
Other combinations <sup>(1)</sup>	24.4%	15.6%	16.8%	20.9%	--

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

#### How do they rate the Canary Islands?

Impression of their stay	LZ	FUE	GC	TFE	LP
Good or very good (% tourists)	96.4%	93.4%	97.6%	95.2%	--
Average rating (scale 1-10)	8.79	8.78	9.01	9.02	--

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

Repeat tourists of each island	LZ	FUE	GC	TFE	LP
At least 1 previous visit	32.6%	32.2%	51.7%	58.7%	--
At least 10 previous visits	4.0%	1.6%	7.4%	8.9%	--

#### Where does the flight come from?

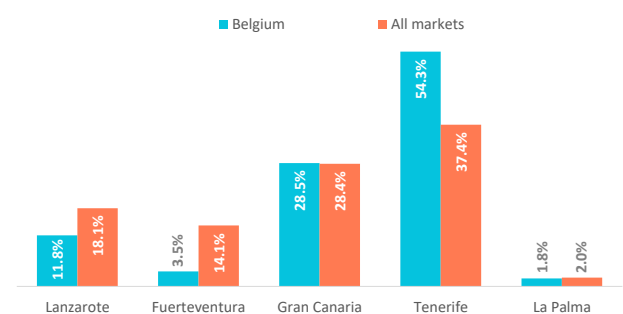
Tourists (> 16 years old)	LZ	FUE	GC	TFE	LP
Belgium	78.9%	63.0%	80.0%	86.2%	--
Netherlands	9.4%	7.5%	8.1%	4.2%	--
Germany	2.6%	15.5%	3.7%	4.0%	--
Spanish Mainland	2.6%	1.8%	4.9%	2.9%	--
France	1.6%	9.7%	0.0%	0.9%	--
United Kingdom	0.0%	0.0%	0.2%	0.2%	--
Italy	0.0%	0.0%	0.0%	0.2%	--
Sweden	0.0%	0.0%	0.3%	0.0%	--
Others	5.0%	2.4%	2.9%	1.5%	--

#### What did motivate them to come?

Prescription sources	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	52.1%	81.0%	59.8%	65.2%	--
Recommendation by friends/relatives	33.4%	23.9%	33.9%	41.2%	--
The Canary Islands television channel	0.0%	0.0%	0.0%	0.2%	--
Other television or radio channels	0.3%	0.0%	0.3%	0.6%	--
Information in press/magazines/books	7.5%	5.7%	2.4%	2.8%	--
Attendance at a tourism fair	0.9%	0.0%	0.3%	0.5%	--
Tour Operator's brochure or catalogue	19.4%	15.1%	12.6%	8.9%	--
Recommendation by Travel Agency	10.1%	10.7%	16.1%	10.1%	--
Information obtained via the Internet	29.3%	18.6%	18.5%	16.0%	--
Senior Tourism programme	0.0%	0.0%	0.3%	0.3%	--
Others	3.2%	4.4%	5.2%	4.0%	--

\* Multi-choice question

#### Share of tourist arrivals by islands



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.