

Profile of belgian tourist visiting Canary Islands

2015



How many they are and how much do they spend?



	Belgium	All markets
Tourist arrivals (> 16 years old)	344,091	12,310,044
Average daily expenditure (€)	133.74	133.60
. in their place of residence	96.04	95.33
. in the Canary Islands	37.70	38.27
Average length of stay	10.42	9.46
Turnover per tourist (€)	1,192	1,125
Total turnover (> 16 years old) (€m)	410	13,854
Share of total turnover	3.0%	100%
Share of total tourist	2.8%	100%

Expenditure in the Canary Islands per tourist and trip (€)

	Belgium	All markets
Accommodation (*) :	64.18	44.10
- Accommodation	55.13	37.76
- Additional accommodation expenses	9.05	6.33
Transport:	28.90	27.41
- Public transport	6.24	4.99
- Taxi	6.13	7.42
- Car rental	16.52	14.99
Food and drink:	161.73	153.13
- Food purchases at supermarkets	74.87	68.64
- Restaurants	86.85	84.49
Souvenirs:	71.03	55.15
Leisure:	31.02	36.28
- Organized excursions	13.34	14.63
- Leisure, amusement	2.87	5.23
- Trip to other islands	1.13	1.51
- Sporting activities	5.08	5.38
- Cultural activities	2.53	2.18
- Discos and disco-pubs	6.08	7.34
Others:	11.23	15.71
- Wellness	1.93	2.97
- Medical expenses	1.71	1.46
- Other expenses	7.59	11.28

How far in advance do they book their trip?



	Belgium	All markets
The same day they leave	0.3%	0.6%
Between 2 and 7 days	7.5%	7.3%
Between 8 and 15 days	6.6%	8.9%
Between 16 and 30 days	17.6%	15.4%
Between 31 and 90 days	35.0%	33.9%
More than 90 days	33.1%	33.8%

What do they book at their place of residence?



	Belgium	All markets
Flight only	19.6%	11.1%
Flight and accommodation (room only)	18.1%	25.5%
Flight and accommodation (B&B)	3.3%	7.6%
Flight and accommodation (half board)	25.0%	18.3%
Flight and accommodation (full board)	3.2%	4.4%
Flight and accommodation (all inclusive)	30.8%	33.2%
% Tourists using low-cost airlines	38.8%	47.1%
Other expenses in their place of residence:		
- Car rental	14.4%	11.5%
- Sporting activities	5.0%	5.4%
- Excursions	7.6%	5.7%
- Combined trip to other islands	0.7%	2.0%

How do they book?



	Belgium	All markets
Accommodation booking		
Tour Operator	42.1%	42.8%
- Tour Operator's website	66.3%	78.8%
Accommodation	16.9%	14.0%
- Accommodation's website	77.8%	81.9%
Travel agency (High street)	15.8%	19.8%
Online Travel Agency (OTA)	11.8%	15.4%
No need to book accommodation	13.3%	8.0%

Flight booking

	Belgium	All markets
Tour Operator	48.8%	45.5%
- Tour Operator's website	64.7%	77.7%
Airline	28.9%	24.9%
- Airline's website	98.1%	96.2%
Travel agency (High street)	14.4%	18.6%
Online Travel Agency (OTA)	7.9%	11.0%

Where do they stay?



	Belgium	All markets
5* Hotel	12.0%	6.8%
4* Hotel	42.0%	37.7%
1-2-3* Hotel	8.9%	15.0%
Apartment	22.8%	30.3%
Property (privately-owned, friends, family)	11.6%	7.0%
Others	2.8%	3.2%

How are they?



	Belgium	All markets
Gender		
Percentage of men	54.3%	49.8%
Percentage of women	45.7%	50.2%

Age

Average age (tourists > 16 years old)	47.2	44.5
Standard deviation	14.9	14.9

Age range

16-24 years old	6.4%	8.8%
25-30 years old	11.8%	13.1%
31-45 years old	27.9%	32.8%
46-60 years old	32.8%	28.4%
Over 60 years old	21.2%	17.0%

Occupation

Business owner or self-employed	21.0%	23.7%
Upper/Middle management employee	38.5%	37.1%
Auxiliary level employee	15.2%	16.6%
Students	3.9%	5.6%
Retired	19.4%	14.5%
Unemployed / unpaid dom. work	2.1%	2.5%

Annual household income level

€12,000 - €24,000	19.3%	18.3%
€24,001 - €36,000	20.3%	18.9%
€36,001 - €48,000	18.6%	16.9%
€48,001 - €60,000	17.9%	14.6%
€60,001 - €72,000	8.0%	9.2%
€72,001 - €84,000	5.0%	6.1%
More than €84,000	10.9%	16.0%

(*) Bear in mind that 80% of belgian tourists pay the accommodation before travelling.

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Which island do they choose?



Tourists (> 16 years old)	Belgium	All markets
- Lanzarote	38,477	2,242,245
- Fuerteventura	17,857	1,806,014
- Gran Canaria	80,920	3,447,259
- Tenerife	194,810	4,518,215
- La Palma	8,235	167,100

Share (%)	Belgium	All markets
- Lanzarote	11.3%	18.4%
- Fuerteventura	5.2%	14.8%
- Gran Canaria	23.8%	28.3%
- Tenerife	57.2%	37.1%
- La Palma	2.4%	1.4%

Who do they come with?



	Belgium	All markets
Unaccompanied	10.8%	9.8%
Only with partner	51.5%	48.0%
Only with children (under the age of 13)	2.4%	1.4%
Partner + children (under the age of 13)	10.1%	11.8%
Other relatives	4.0%	6.4%
Friends	5.6%	6.1%
Work colleagues	0.1%	0.4%

Why do they choose the Canary Islands?



Aspects influencing the choice	Belgium	All markets
Climate/sun	93.7%	89.3%
Tranquillity/rest/relaxation	44.6%	37.9%
Scenery	28.9%	22.6%
Beaches	21.6%	33.6%
Visiting new places	11.9%	14.1%
Price	11.4%	14.1%
Security	11.1%	7.5%
Quality of the environment	9.2%	6.4%
Shopping	6.7%	3.0%
Active tourism	6.3%	5.2%
Suitable destination for children	5.7%	7.7%
Nautical activities	2.8%	2.1%
Nightlife/fun	2.5%	4.3%
Culture	2.3%	2.7%
Rural tourism	2.1%	1.0%
Theme parks	1.8%	3.1%

How do they value the destination?



Impression of their stay	Belgium	All markets
Good or very good (% tourists)	93.5%	93.3%
Average rating (scale 1-10)	8.88	8.84

How many are loyal to the destination?

Percentage of repeat tourists	Belgium	All markets
Repeat tourists	77.8%	76.4%
In love (more than 10 visits)	19.0%	16.7%

Where does the flight come from?



Ten main origin countries	Belgium	All markets
Belgium	298,006	359,967
Netherlands	16,791	386,532
Spain	14,159	1,897,955
Germany	10,997	2,561,891
Others	3,014	214,665
United Kingdom	529	3,848,961
France	358	318,592
Ireland	238	400,647
Austria	0	78,497
Denmark	0	290,123

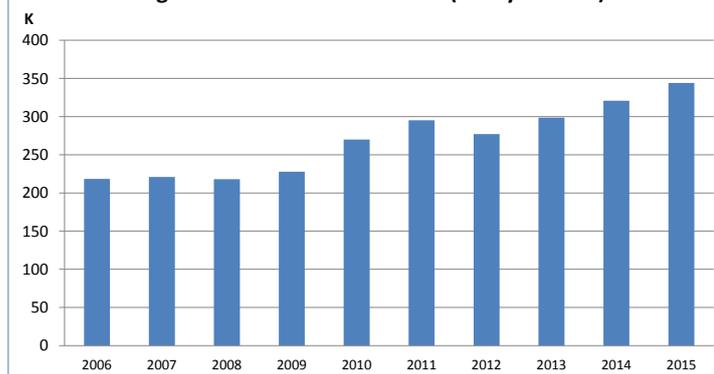
What did motivate them to come?



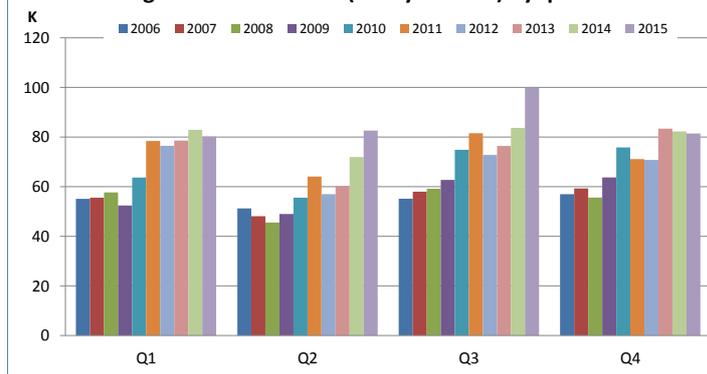
Aspects motivating the choice	Belgium	All markets
Previous visits to the Canary Islands	64.6%	64.1%
Recommendation by friends or relatives	35.1%	34.7%
The Canary Islands television channel	0.7%	0.4%
Other television or radio channels	0.6%	0.7%
Information in the press/magazines/books	5.2%	3.7%
Attendance at a tourism fair	0.7%	0.5%
Tour Operator's brochure or catalogue	11.0%	8.2%
Recommendation by Travel Agency	10.2%	9.5%
Information obtained via the Internet	18.8%	25.6%
Senior Tourism programme	0.0%	0.3%
Others	4.2%	6.7%

* Multi-choice question

Belgian market: Tourist arrivals (> 16 years old)



Belgian tourist arrivals (> 16 years old) by quarter



Source: ISTAC (Encuesta sobre el Gasto Turístico).

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.