

# Tourist profile by quarter of trip (2015)

## Canary Islands: Belgian

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



	Q1	Q2	Q3	Q4	Total
Tourist arrivals (> 16 years old)	80,174	82,592	99,866	81,459	344,091
Average daily expenditure (€)	137.01	126.13	127.38	146.03	133.74
. in their place of residence	97.56	90.04	90.80	107.03	96.04
. in the Canary Islands	39.44	36.09	36.58	39.00	37.70
Average length of stay	10.11	10.06	12.16	8.97	10.42
Turnover per tourist (€)	1,188	1,078	1,311	1,164	1,192
Total turnover (> 16 years old) (€m)	95.3	89.0	130.9	94.9	410.0
Share of belgian turnover	23.2%	21.7%	31.9%	23.1%	100%
Share of belgian tourist	23.3%	24.0%	29.0%	23.7%	100%

Expenditure in the Canary Islands per tourist and trip (€)					
<b>Accommodation (*)</b> :	104.39	50.39	51.88	53.66	64.18
- Accommodation	97.60	46.09	35.32	46.76	55.13
- Additional accommodation expenses	6.79	4.30	16.56	6.90	9.05
<b>Transport:</b>	35.62	29.04	24.93	27.01	28.90
- Public transport	10.33	3.21	4.40	7.55	6.24
- Taxi	4.17	5.38	7.84	6.72	6.13
- Car rental	21.12	20.44	12.68	12.74	16.52
<b>Food and drink:</b>	164.91	131.44	200.77	141.44	161.73
- Food purchases at supermarkets	70.96	70.83	94.50	58.76	74.87
- Restaurants	93.95	60.61	106.27	82.68	86.85
<b>Souvenirs:</b>	52.61	63.97	95.74	66.01	71.03
<b>Leisure:</b>	32.48	28.65	37.81	23.67	31.02
- Organized excursions	10.78	12.91	17.53	11.13	13.34
- Leisure, amusement	3.63	2.01	4.13	1.45	2.87
- Trip to other islands	0.96	1.86	0.84	0.89	1.13
- Sporting activities	9.15	4.84	3.05	3.82	5.08
- Cultural activities	2.26	2.66	3.62	1.32	2.53
- Discos and disco-pubs	5.71	4.37	8.63	5.05	6.08
<b>Others:</b>	14.04	10.96	9.41	10.98	11.23
- Wellness	2.84	1.08	1.37	2.57	1.93
- Medical expenses	0.95	3.53	1.61	0.75	1.71
- Other expenses	10.24	6.35	6.43	7.66	7.59

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



	Q1	Q2	Q3	Q4	Total
The same day they leave	0.3%	0.0%	0.0%	0.8%	0.3%
Between 2 and 7 days	7.1%	8.6%	8.1%	5.9%	7.5%
Between 8 and 15 days	8.6%	7.6%	6.1%	4.2%	6.6%
Between 16 and 30 days	19.2%	16.1%	19.4%	15.5%	17.6%
Between 31 and 90 days	38.7%	38.0%	25.5%	40.0%	35.0%
More than 90 days	26.1%	29.8%	40.8%	33.6%	33.1%

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

	Q1	Q2	Q3	Q4	Total
Flight only	19.2%	20.4%	23.0%	14.8%	19.6%
Flight and accommodation (room only)	22.6%	16.5%	19.5%	13.4%	18.1%
Flight and accommodation (B&B)	2.9%	2.9%	1.3%	6.5%	3.3%
Flight and accommodation (half board)	22.4%	24.2%	23.0%	31.2%	25.0%
Flight and accommodation (full board)	3.9%	2.5%	1.8%	5.1%	3.2%
Flight and accommodation (all inclusive)	29.1%	33.5%	31.4%	29.0%	30.8%
<b>% Tourists using low-cost airlines</b>	49.1%	34.9%	38.6%	32.8%	38.8%
<b>Other expenses in their place of residence:</b>					
- Car rental	16.8%	16.5%	10.3%	14.8%	14.4%
- Sporting activities	4.0%	3.3%	7.6%	4.7%	5.0%
- Excursions	6.1%	8.3%	10.2%	5.3%	7.6%
- Combined trip to other islands	0.3%	0.6%	1.1%	0.6%	0.7%

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

### How do they book?



	Q1	Q2	Q3	Q4	Total
<b>Accommodation booking</b>					
<b>Tour Operator</b>	32.1%	49.3%	42.7%	43.8%	42.1%
- Tour Operator's website	77.1%	71.8%	53.4%	66.4%	66.3%
<b>Accommodation</b>	23.2%	19.9%	11.4%	14.5%	16.9%
- Accommodation's website	83.3%	62.9%	83.1%	85.2%	77.8%
<b>Travel agency (High street)</b>	14.1%	12.6%	16.6%	19.7%	15.8%
<b>Online Travel Agency (OTA)</b>	18.2%	9.0%	8.9%	12.0%	11.8%
<b>No need to book accommodation</b>	12.4%	9.2%	20.4%	9.9%	13.3%

	Q1	Q2	Q3	Q4	Total
<b>Flight booking</b>					
<b>Tour Operator</b>	39.4%	55.6%	49.0%	50.9%	48.8%
- Tour Operator's website	77.8%	71.5%	50.9%	64.7%	64.7%
<b>Airline</b>	36.5%	28.9%	26.4%	24.5%	28.9%
- Airline's website	100.0%	97.8%	98.4%	95.0%	98.1%
<b>Travel agency (High street)</b>	12.3%	11.7%	15.9%	17.5%	14.4%
<b>Online Travel Agency (OTA)</b>	11.9%	3.8%	8.7%	7.1%	7.9%

### Where do they stay?



	Q1	Q2	Q3	Q4	Total
5* Hotel	8.2%	15.3%	10.4%	14.4%	12.0%
4* Hotel	44.0%	37.6%	38.0%	49.2%	42.0%
1-2-3* Hotel	9.1%	10.2%	7.6%	8.8%	8.9%
Apartment	28.6%	23.7%	22.9%	16.4%	22.8%
Property (privately-owned, friends, family)	7.3%	9.3%	18.1%	10.0%	11.6%
Others	2.9%	4.0%	3.0%	1.2%	2.8%

### How are they?



	Q1	Q2	Q3	Q4	Total
<b>Gender</b>					
Percentage of men	59.0%	48.9%	51.9%	57.9%	54.3%
Percentage of women	41.0%	51.1%	48.1%	42.1%	45.7%

	Q1	Q2	Q3	Q4	Total
<b>Age</b>					
Average age (tourists > 16 years old)	44.1	46.4	48.3	49.5	47.2
Standard deviation	14.0	15.7	15.4	13.7	14.9

	Q1	Q2	Q3	Q4	Total
<b>Age range</b>					
16-24 years old	5.9%	9.3%	6.4%	3.7%	6.4%
25-30 years old	15.5%	14.7%	9.9%	7.3%	11.8%
31-45 years old	37.0%	22.7%	28.8%	23.1%	27.9%
46-60 years old	27.1%	32.6%	27.9%	44.6%	32.8%
Over 60 years old	14.5%	20.7%	27.0%	21.2%	21.2%

	Q1	Q2	Q3	Q4	Total
<b>Occupation</b>					
Business owner or self-employed	25.5%	15.2%	21.4%	22.1%	21.0%
Upper/Middle management employee	40.5%	34.2%	40.6%	38.3%	38.5%
Auxiliary level employee	16.0%	20.7%	11.0%	13.8%	15.2%
Students	4.8%	4.2%	4.7%	1.4%	3.9%
Retired	11.7%	21.9%	21.1%	22.6%	19.4%
Unemployed / unpaid dom. work	1.5%	3.8%	1.3%	1.8%	2.1%

	Q1	Q2	Q3	Q4	Total
<b>Annual household income level</b>					
€12,000 - €24,000	15.4%	22.0%	22.4%	16.5%	19.3%
€24,001 - €36,000	13.0%	18.7%	24.4%	24.9%	20.3%
€36,001 - €48,000	15.5%	14.9%	23.9%	19.2%	18.6%
€48,001 - €60,000	24.5%	20.4%	10.1%	18.0%	17.9%
€60,001 - €72,000	9.1%	8.5%	6.8%	7.6%	8.0%
€72,001 - €84,000	6.1%	6.0%	3.9%	4.1%	5.0%
More than €84,000	16.3%	9.6%	8.4%	9.7%	10.9%

# Tourist profile by quarter of trip (2015)

## Canary Islands: Belgian

### Which island do they choose?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	8,148	11,507	10,520	8,302	38,477
- Fuerteventura	4,177	4,651	4,777	4,253	17,857
- Gran Canaria	16,081	16,907	25,731	22,200	80,920
- Tenerife	48,254	45,229	57,726	43,601	194,810
- La Palma	1,558	3,461	1,112	2,104	8,235

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	10.4%	14.1%	10.5%	10.3%	11.3%
- Fuerteventura	5.3%	5.7%	4.8%	5.3%	5.2%
- Gran Canaria	20.6%	20.7%	25.8%	27.6%	23.8%
- Tenerife	61.7%	55.3%	57.8%	54.2%	57.2%
- La Palma	2.0%	4.2%	1.1%	2.6%	2.4%

### Who do they come with?



	Q1	Q2	Q3	Q4	Total
Unaccompanied	8.5%	11.8%	11.7%	11.0%	10.8%
Only with partner	52.2%	59.7%	42.0%	54.3%	51.5%
Only with children (under the age of 13)	2.3%	0.9%	4.2%	1.8%	2.4%
Partner + children (under the age of 13)	12.7%	4.4%	12.7%	10.1%	10.1%
Other relatives	5.4%	3.9%	3.3%	3.6%	4.0%
Friends	5.2%	7.8%	4.7%	5.0%	5.6%
Work colleagues	0.0%	0.0%	0.0%	0.4%	0.1%

### How do they value the destination?



Impression of their stay	Q1	Q2	Q3	Q4	Total
Good or very good (% tourists)	93.4%	92.5%	92.9%	95.5%	93.5%
Average rating (scale 1-10)	8.94	8.93	8.78	8.90	8.88

### How many are loyal to the destination?

Percentage of repeat tourists	Q1	Q2	Q3	Q4	Total
Repeat tourists	79.4%	77.0%	77.0%	77.9%	77.8%
In love (more than 10 visits)	17.1%	21.0%	20.8%	16.7%	19.0%

### Where does the flight come from?



Ten main origin countries	Q1	Q2	Q3	Q4	Total
Belgium	84.5%	89.8%	85.4%	87.0%	86.6%
Netherlands	7.9%	2.9%	5.6%	3.1%	4.9%
Spain	2.4%	4.9%	3.9%	5.2%	4.1%
Germany	4.4%	1.8%	3.3%	3.2%	3.2%
Others	0.4%	0.5%	1.7%	0.8%	0.9%
United Kingdom	0.0%	0.0%	0.2%	0.4%	0.2%
France	0.1%	0.0%	0.0%	0.3%	0.1%
Ireland	0.3%	0.0%	0.0%	0.0%	0.1%
Sweden	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	94.0%	90.3%	94.1%	96.4%	93.7%
Tranquillity/rest/relaxation	42.9%	47.7%	41.2%	47.4%	44.6%
Scenery	33.1%	25.6%	22.1%	36.3%	28.9%
Beaches	20.7%	22.6%	22.4%	20.7%	21.6%
Visiting new places	10.5%	15.6%	13.1%	8.1%	11.9%
Price	12.6%	14.7%	9.0%	9.8%	11.4%
Security	8.6%	9.2%	13.7%	12.3%	11.1%
Quality of the environment	10.4%	9.1%	6.9%	10.9%	9.2%
Shopping	4.5%	4.5%	11.0%	5.7%	6.7%
Active tourism	6.7%	9.8%	4.5%	4.7%	6.3%
Suitable destination for children	5.8%	4.7%	8.4%	3.3%	5.7%
Nautical activities	2.4%	3.4%	3.1%	2.4%	2.8%
Nightlife/fun	3.5%	1.4%	2.6%	2.4%	2.5%
Culture	0.4%	0.6%	6.4%	1.0%	2.3%
Rural tourism	1.2%	1.7%	3.0%	2.4%	2.1%
Theme parks	1.1%	1.3%	4.2%	0.3%	1.8%

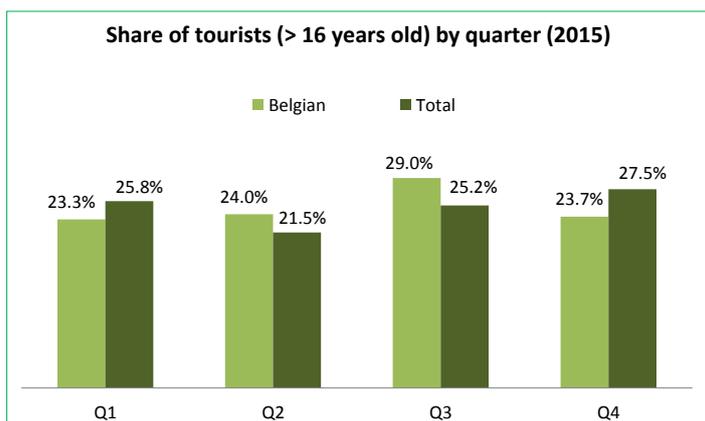
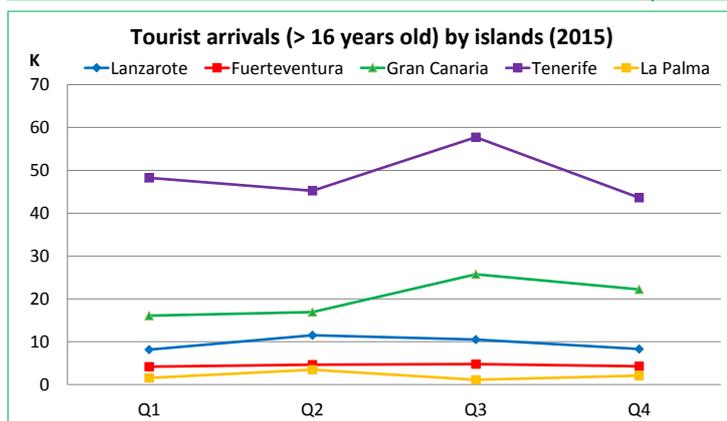
\* Multi-choice question

### What did motivate them to come?



Aspects motivating the choice	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	66.3%	59.8%	66.3%	65.7%	64.6%
Recommendation by friends or relatives	38.9%	32.3%	35.1%	34.3%	35.1%
The Canary Islands television channel	0.6%	0.6%	1.3%	0.0%	0.7%
Other television or radio channels	0.6%	0.7%	0.3%	0.6%	0.6%
Information in the press/magazines/books	6.3%	4.1%	4.5%	5.9%	5.2%
Attendance at a tourism fair	1.3%	0.3%	0.4%	0.8%	0.7%
Tour Operator's brochure or catalogue	8.4%	9.8%	13.1%	12.2%	11.0%
Recommendation by Travel Agency	6.8%	13.0%	12.6%	7.9%	10.2%
Information obtained via the Internet	17.4%	18.9%	20.5%	17.9%	18.8%
Senior Tourism programme	0.0%	0.0%	0.0%	0.0%	0.0%
Others	3.8%	5.2%	4.3%	3.3%	4.2%

\* Multi-choice question



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.