

TOURIST PROFILE BY QUARTER OF TRIP (2022)

BELGIUM

How many are they and how much do they spend?

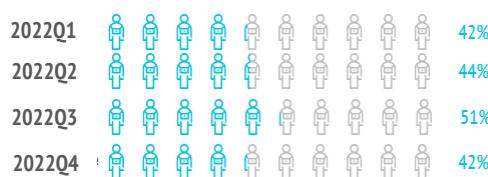
	2022Q1	2022Q2	2022Q3	2022Q4	2022
TOURISTS					
Tourist arrivals (FRONTUR) (*)	91	86	120	110	408
Tourist arrivals > 15 years old (EGT) (*)	85	80	102	102	370
- book holiday package (*)	36	36	52	43	167
- do not book holiday package (*)	50	45	50	59	203
- % tourists who book holiday package	41.7%	44.5%	51.1%	42.3%	45.1%

(*) Thousand of tourists

TOURISTS



% TOURISTS WHO BOOK HOLIDAY PACKAGE



	2022Q1	2022Q2	2022Q3	2022Q4	2022
Expenditure per tourist (€)					
- book holiday package	1,499	1,370	1,571	1,451	1,478
- holiday package	1,762	1,648	1,760	1,698	1,720
- others	1,490	1,391	1,504	1,446	1,462
- do not book holiday package	273	257	255	251	258
- flight	1,311	1,147	1,374	1,270	1,279
- accommodation	431	336	374	321	364
- others	391	369	518	406	422
Average lenght of stay	489	441	482	543	493
Average daily expenditure (€)	10.85	9.02	9.60	9.59	9.76
- book holiday package	7.94	8.01	8.61	8.04	8.19
- do not book holiday package	12.93	9.84	10.64	10.72	11.05
Total turnover (> 15 years old) (€m)	175.9	167.7	173.8	176.6	173.8
- book holiday package	232.9	211.4	210.6	222.1	218.5
- do not book holiday package	135.1	132.7	135.4	143.3	137.0

Where did they spend their main holiday last year?*

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Didn't have holidays	16.6%	25.1%	30.2%	10.0%	20.0%
Canary Islands	16.2%	24.9%	20.2%	34.8%	24.6%
Other destination	67.2%	50.0%	49.6%	55.2%	55.4%

What other destinations do they consider for this trip?*

	2022Q1	2022Q2	2022Q3	2022Q4	2022
None (I was clear about "this Canary Island")	37.3%	28.1%	20.6%	29.6%	28.0%
Canary Islands (other island)	23.7%	24.0%	19.6%	28.8%	23.8%
Other destination	39.0%	47.9%	59.8%	41.6%	48.2%

*Percentage of valid answers

Importance of each factor in the destination choice

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Climate	83.6%	82.0%	62.5%	73.1%	74.6%
Tranquility	43.1%	49.0%	55.5%	45.6%	48.5%
Sea	35.7%	41.9%	42.6%	40.5%	40.3%
Landscapes	36.7%	42.0%	35.2%	45.5%	39.9%
Safety	34.9%	38.9%	46.4%	34.1%	38.7%
European belonging	38.5%	39.7%	35.7%	37.0%	37.6%
Accommodation supply	32.9%	32.3%	41.4%	26.9%	33.5%
Price	18.7%	27.4%	38.2%	28.5%	28.6%
Beaches	25.5%	28.4%	29.0%	26.1%	27.2%
Environment	24.1%	23.9%	28.2%	31.1%	27.1%
Gastronomy	25.1%	24.8%	29.3%	20.4%	24.9%
Fun possibilities	19.4%	22.2%	26.6%	23.2%	23.0%
Authenticity	17.9%	25.5%	25.8%	21.6%	22.8%
Effortless trip	15.3%	18.3%	23.5%	17.9%	18.9%
Exoticism	12.3%	20.5%	21.3%	14.4%	17.1%
Hiking trail network	15.8%	15.2%	11.9%	19.9%	15.8%
Shopping	10.1%	9.8%	9.7%	7.3%	9.2%
Historical heritage	7.9%	8.0%	8.5%	10.4%	8.8%
Culture	4.7%	7.9%	7.0%	8.5%	7.1%
Nightlife	4.5%	3.1%	6.9%	3.4%	4.5%

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?

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Rest	51.5%	41.6%	49.7%	45.6%	47.2%
Enjoy family time	11.3%	18.9%	13.8%	12.7%	14.0%
Have fun	6.0%	7.5%	14.6%	9.7%	9.7%
Explore the destination	22.0%	29.0%	20.3%	28.4%	24.8%
Practice their hobbies	4.2%	3.0%	0.5%	2.1%	2.3%
Other reasons	5.1%	0.1%	1.1%	1.6%	1.9%

How far in advance do they book their trip?

	2022Q1	2022Q2	2022Q3	2022Q4	2022
The same day	0.7%	1.1%	1.4%	0.9%	1.0%
Between 1 and 30 days	44.5%	28.3%	37.2%	26.7%	34.1%
Between 1 and 2 months	19.4%	26.9%	21.6%	25.5%	23.3%
Between 3 and 6 months	27.1%	29.7%	23.5%	30.1%	27.5%
More than 6 months	8.4%	14.0%	16.3%	16.8%	14.1%

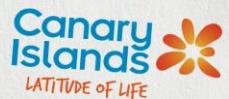
% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE



Picture: Freepik.com

TOURIST PROFILE BY QUARTER OF TRIP (2022)

BELGIUM



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

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Previous visits to the Canary Islands	46.7%	55.4%	46.8%	53.6%	50.5%
Friends or relatives	36.2%	32.6%	31.6%	32.9%	33.2%
Internet or social media	48.7%	48.8%	48.6%	43.6%	47.3%
Mass Media	1.8%	2.5%	1.4%	2.5%	2.0%
Travel guides and magazines	9.9%	15.7%	10.1%	9.9%	11.2%
Travel Blogs or Forums	5.2%	4.5%	6.1%	5.3%	5.3%
Travel TV Channels	0.0%	0.4%	0.0%	0.3%	0.2%
Tour Operator or Travel Agency	28.9%	25.4%	31.5%	28.0%	28.6%
Public administrations or similar	0.5%	0.0%	0.5%	0.4%	0.4%
Others	1.3%	1.8%	2.5%	2.6%	2.1%

* Multi-choice question

With whom did they book their flight and accommodation? 🏡

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Flight					
- Directly with the airline	53.6%	47.8%	48.2%	53.6%	50.8%
- Tour Operator or Travel Agency	46.4%	52.2%	51.8%	46.4%	49.2%
Accommodation					
- Directly with the accommodation	40.9%	40.1%	34.1%	38.5%	38.2%
- Tour Operator or Travel Agency	59.1%	59.9%	65.9%	61.5%	61.8%

Where do they stay? 🏨

	2022Q1	2022Q2	2022Q3	2022Q4	2022
1-2-3* Hotel	6.8%	5.9%	9.3%	4.1%	6.5%
4* Hotel	39.3%	36.1%	40.0%	36.5%	38.0%
5* Hotel / 5* Luxury Hotel	11.7%	15.2%	13.8%	13.8%	13.6%
Aparthotel / Tourist Villa	17.9%	11.9%	15.5%	9.8%	13.7%
House/room rented in a private dwelling	5.1%	6.6%	4.7%	12.2%	7.3%
Private accommodation ⁽¹⁾	8.0%	8.8%	7.5%	11.5%	9.0%
Others (Cottage, cruise, camping,..)	11.2%	15.5%	9.3%	12.2%	11.9%

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

What do they book? 🎯

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Room only	26.2%	23.9%	20.4%	28.5%	24.7%
Bed and Breakfast	8.6%	8.6%	6.5%	7.1%	7.6%
Half board	31.8%	29.4%	26.7%	30.7%	29.6%
Full board	5.6%	3.2%	2.9%	4.3%	4.0%
All inclusive	27.7%	34.9%	43.6%	29.5%	34.1%



34.1% of tourists book all inclusive.



27.7%
2022Q1



43.6%
2022Q3



34.9%
2022Q2



29.5%
2022Q4

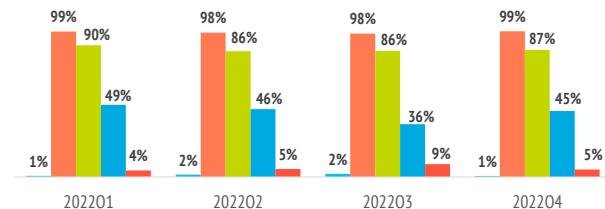
Other expenses

	2022Q1	2022Q2	2022Q3	2022Q4	TOTAL
Restaurants or cafes	73.2%	70.7%	61.5%	65.3%	67.2%
Supermarkets	52.6%	52.5%	46.1%	57.5%	52.2%
Car rental	33.4%	41.9%	32.2%	42.6%	37.4%
Organized excursions	25.7%	26.8%	27.3%	29.1%	27.3%
Taxi, transfer, chauffeur service	48.7%	53.1%	48.6%	47.1%	49.2%
Theme Parks	9.4%	7.3%	11.0%	11.2%	9.9%
Sport activities	9.2%	8.5%	11.8%	10.7%	10.2%
Museums	4.5%	5.7%	4.3%	5.1%	4.9%
Flights between islands	7.2%	3.5%	4.2%	5.6%	5.1%

Activities in the Canary Islands

Outdoor time per day	2022Q1	2022Q2	2022Q3	2022Q4	2022
0 hours	0.8%	1.6%	2.2%	0.7%	1.3%
1 - 2 hours	9.3%	12.6%	11.8%	12.8%	11.7%
3 - 6 hours	40.6%	39.5%	50.0%	41.6%	43.2%
7 - 12 hours	44.8%	40.8%	27.3%	40.0%	37.8%
More than 12 hours	4.5%	5.5%	8.7%	5.0%	6.0%

■ 0 hours ■ More than 1 hour ■ More than 3 hours ■ More than 7 hours ■ More than 12 hours



Activities in the Canary Islands	2022Q1	2022Q2	2022Q3	2022Q4	2022
Walk, wander	75.0%	79.0%	77.3%	80.2%	77.9%
Swimming pool, hotel facilities	65.9%	62.9%	76.8%	61.0%	66.9%
Beach	54.0%	53.0%	63.7%	65.9%	59.8%
Explore the island on their own	46.2%	50.8%	47.7%	59.6%	51.3%
Hiking	39.2%	40.8%	39.7%	41.1%	40.2%
Taste Canarian gastronomy	17.9%	27.7%	23.8%	28.2%	24.5%
Organized excursions	16.7%	19.7%	23.4%	17.2%	19.3%
Swim	21.2%	13.0%	19.5%	10.6%	16.0%
Sea excursions / whale watching	13.1%	17.3%	19.5%	12.6%	15.6%
Theme parks	9.4%	11.4%	15.9%	15.9%	13.4%
Museums / exhibitions	8.3%	7.4%	10.5%	11.7%	9.7%
Nightlife / concerts / shows	7.2%	4.8%	12.8%	6.7%	8.1%
Running	6.5%	9.6%	8.1%	7.8%	8.0%
Wineries / markets / popular festiv	6.6%	10.3%	7.9%	6.0%	7.6%
Other Nature Activities	4.5%	10.7%	6.1%	7.0%	7.0%
Beauty and health treatments	4.7%	7.7%	7.3%	7.2%	6.8%
Cycling / Mountain bike	7.6%	6.6%	3.5%	4.9%	5.5%
Practice other sports	3.2%	5.0%	5.5%	4.8%	4.7%
Scuba Diving	1.0%	2.5%	6.5%	3.1%	3.4%
Astronomical observation	3.2%	2.1%	3.4%	3.2%	3.0%
Surf	2.1%	1.6%	3.2%	3.4%	2.6%
Golf	0.7%	0.3%	1.7%	3.1%	1.6%
Windsurf / Kitesurf	1.0%	0.3%	2.0%	0.9%	1.1%

* Multi-choice question

TOURIST PROFILE BY QUARTER OF TRIP (2022)

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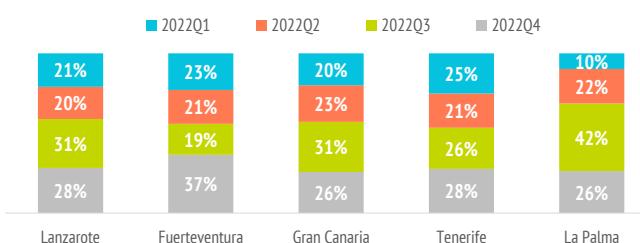


Which island do they choose?

Tourists (> 15 years old)	2022Q1	2022Q2	2022Q3	2022Q4	2022
Lanzarote	9,360	9,027	13,698	12,623	44,708
Fuerteventura	3,917	3,616	3,310	6,233	17,076
Gran Canaria	18,909	21,643	29,751	24,281	94,584
Tenerife	52,799	45,035	54,050	58,153	210,037
La Palma	329	728	1,426	884	3,367

Share by islands	2022Q1	2022Q2	2022Q3	2022Q4	2022
Lanzarote	11.0%	11.3%	13.4%	12.4%	12.1%
Fuerteventura	4.6%	4.5%	3.2%	6.1%	4.6%
Gran Canaria	22.2%	27.0%	29.1%	23.8%	25.6%
Tenerife	61.9%	56.3%	52.9%	56.9%	56.8%
La Palma	0.4%	0.9%	1.4%	0.9%	0.9%

% TOURISTS BY ISLAND AND QUARTER OF TRIP

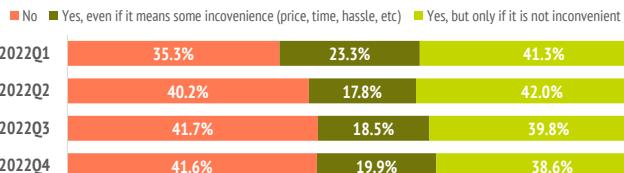


How many islands do they visit during their trip?

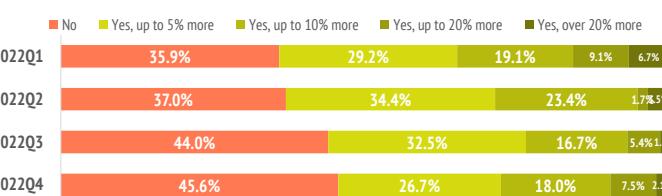
	2022Q1	2022Q2	2022Q3	2022Q4	2022
One island	90.6%	95.1%	92.6%	91.9%	92.5%
Two islands	8.5%	3.9%	6.4%	6.0%	6.2%
Three or more islands	0.9%	0.9%	1.0%	2.1%	1.3%

Sustainable destination

When booking a trip, do they tend to choose the most sustainable options?



Would they be willing to spend more on travel to reduce their carbon footprint?



Perception during their stay*	2022Q1	2022Q2	2022Q3	2022Q4	2022
Quality of life on the island	7.9	8.1	8.1	8.1	8.1
Tolerance towards tourism	8.5	8.4	8.3	8.4	8.4
Cleanliness of the island	8.4	8.4	8.3	8.2	8.3
Air quality	8.3	8.4	8.3	8.3	8.3
Rational water consumption	7.4	7.3	7.6	7.4	7.4
Energy saving	7.0	6.9	7.0	7.0	7.0
Use of renewable energy	7.2	7.0	7.1	7.1	7.1
Recycling	7.1	7.1	7.3	7.0	7.2
Easy to get around by public transport	7.4	7.4	7.4	7.3	7.4
Overcrowding in tourist areas	7.1	6.8	6.7	6.6	6.8
Supply of local products	7.3	7.3	7.0	7.3	7.2

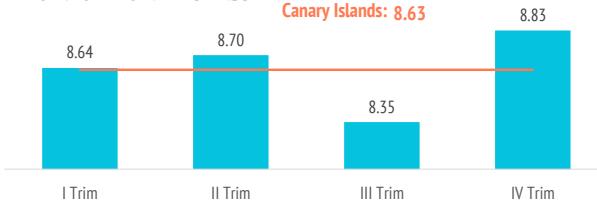
How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2022Q1	2022Q2	2022Q3	2022Q4	2022
Average rating	8.68	8.67	8.54	8.81	8.68

Experience in the Canary Islands	2022Q1	2022Q2	2022Q3	2022Q4	2022
Worse or much worse than expected	2.5%	2.5%	4.3%	1.5%	2.7%
Lived up to expectations	61.5%	58.7%	65.1%	59.4%	61.3%
Better or much better than expected	36.0%	38.8%	30.6%	39.1%	36.0%

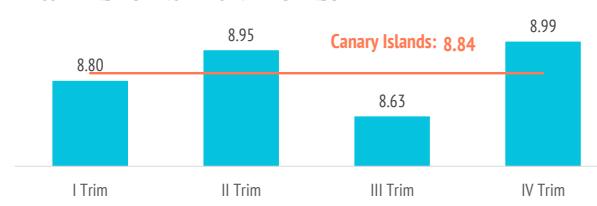
Future intentions (scale 1-10)	2022Q1	2022Q2	2022Q3	2022Q4	2022
Return to the Canary Islands	8.64	8.70	8.35	8.83	8.63
Recommend visiting the Canary Islands	8.80	8.95	8.63	8.99	8.84

RETURN TO THE CANARY ISLANDS



Canary Islands: 8.63

RECOMMEND VISITING THE CANARY ISLANDS

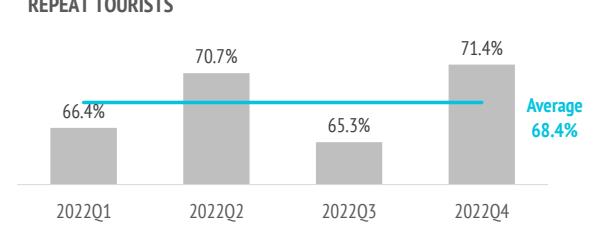


Canary Islands: 8.84

How many are loyal to the Canary Islands?

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Repeat tourists	66.4%	70.7%	65.3%	71.4%	68.4%
At least 10 previous visits	19.9%	23.9%	19.6%	27.1%	22.7%
Repeat tourists (last 5 years)	64.5%	67.6%	60.2%	66.4%	64.5%
Repeat tourists (last 5 years)(5 or more visits)	19.1%	15.5%	16.2%	23.7%	18.8%

REPEAT TOURISTS

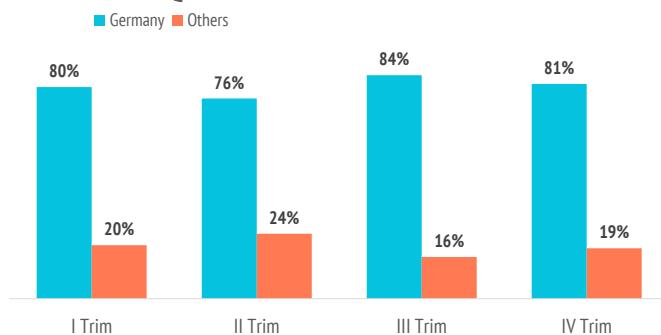


* Scale 0 - 10 (0 = Not important and 10 = Very important)

Where does the flight come from?

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Belgium	79.8%	75.5%	84.3%	81.0%	80.4%
Netherlands	5.4%	10.5%	5.4%	12.4%	8.4%
Spanish Mainland	8.2%	3.5%	2.1%	1.3%	3.6%
Germany	3.3%	3.5%	1.4%	0.6%	2.1%
Others	3.3%	7.0%	6.9%	4.7%	5.5%

% TOURISTS BY QUARTER OF TRIP



Who do they come with?

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Unaccompanied	8.5%	4.8%	9.1%	8.2%	7.8%
Only with partner	51.1%	41.9%	47.6%	47.8%	47.2%
Only with children (< 13 years old)	4.4%	5.2%	4.7%	2.1%	4.0%
Partner + children (< 13 years old)	7.7%	10.3%	7.5%	6.7%	7.9%
Other relatives	6.2%	7.8%	7.8%	14.5%	9.3%
Friends	7.0%	8.8%	6.2%	3.5%	6.2%
Work colleagues	0.2%	0.0%	0.0%	0.0%	0.0%
Organized trip	0.7%	0.0%	0.0%	0.4%	0.3%
Other combinations ⁽¹⁾	14.2%	21.3%	17.1%	16.8%	17.2%

(1) Different situations have been isolated

16% of tourists travel with children.



2022Q1	13.7%
2022Q2	20.6%
2022Q3	14.2%
2022Q4	15.2%

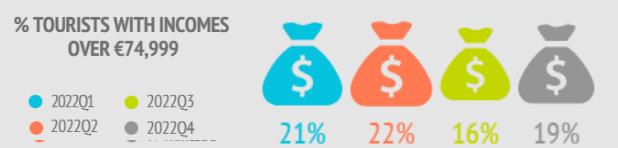
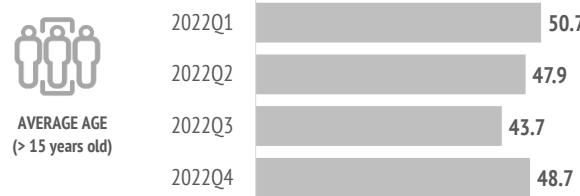
(under the age of 13)

Source: Encuesta sobre el Gasto Turístico (ISTAC).

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

Who are they?

	2022Q1	2022Q2	2022Q3	2022Q4	2022
<u>Gender</u>					
Men	47.7%	50.1%	52.8%	51.5%	50.7%
Women	52.3%	49.9%	47.2%	48.5%	49.3%
<u>Age</u>					
Average age (tourist > 15 years old)	50.7	47.9	43.7	48.7	47.6
Standard deviation	14.9	15.1	16.0	14.4	15.3
<u>Age range (> 15 years old)</u>					
16 - 24 years old	4.3%	6.5%	16.9%	5.9%	8.7%
25 - 30 years old	6.3%	8.6%	11.3%	7.4%	8.5%
31 - 45 years old	28.1%	29.0%	25.0%	28.4%	27.5%
46 - 60 years old	30.6%	35.1%	30.2%	37.0%	33.2%
Over 60 years old	30.7%	20.8%	16.7%	21.3%	22.1%
<u>Occupation</u>					
Salaried worker	41.3%	50.8%	53.8%	54.8%	50.5%
Self-employed	20.7%	10.6%	7.8%	11.2%	12.3%
Unemployed	0.3%	1.3%	0.7%	0.4%	0.6%
Business owner	15.4%	10.2%	13.0%	15.6%	13.7%
Student	0.0%	8.1%	8.3%	2.9%	4.8%
Retired	20.6%	16.2%	15.6%	13.8%	16.4%
Unpaid domestic work	0.3%	0.5%	0.4%	0.6%	0.4%
Others	1.4%	2.5%	0.4%	0.8%	1.2%
<u>Annual household income level</u>					
Less than €25,000	12.9%	12.5%	15.7%	13.6%	13.8%
€25,000 - €49,999	39.9%	48.1%	38.5%	39.4%	41.1%
€50,000 - €74,999	26.4%	17.7%	29.5%	27.6%	25.7%
More than €74,999	20.8%	21.7%	16.4%	19.4%	19.4%
<u>Education level</u>					
No studies	0.9%	0.0%	0.0%	0.2%	0.3%
Primary education	0.3%	1.8%	0.6%	0.2%	0.7%
Secondary education	25.3%	33.6%	38.2%	30.1%	32.0%
Higher education	73.5%	64.6%	61.2%	69.5%	67.1%



% SALARIED WORKER TOURISTS

