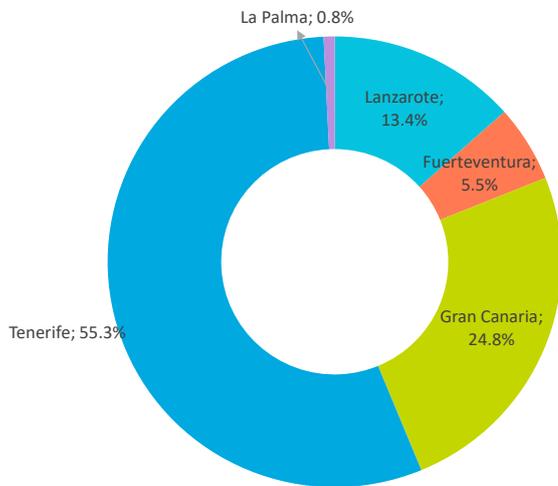


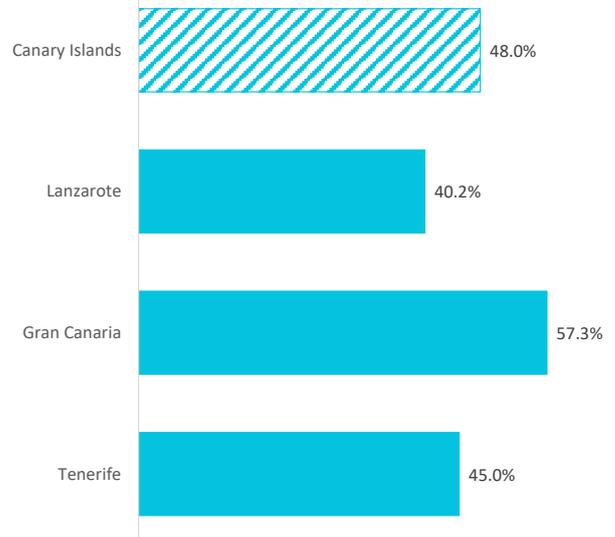
INBOUND TOURISM AND TOURIST EXPENDITURE

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
<b>Tourist arrivals ≥ 16 years old (EGT)</b>	<b>381,986</b>	<b>51,153</b>	<b>20,992</b>	<b>94,640</b>	<b>211,259</b>	<b>2,991</b>
<b>% Tourists</b>	<b>100%</b>	<b>13.4%</b>	<b>5.5%</b>	<b>24.8%</b>	<b>55.3%</b>	<b>0.8%</b>
% tourists who book holiday package	48.0%	40.2%	--	57.3%	45.0%	--
<b>Expenditure per tourist (€)</b>	<b>1,585</b>	<b>1,439</b>	<b>--</b>	<b>1,726</b>	<b>1,570</b>	<b>--</b>
- book holiday package	1,762	1,834	--	1,838	1,718	--
- holiday package	1,498	1,607	--	1,571	1,437	--
- others	264	227	--	267	281	--
- do not book holiday package	1,422	1,173	--	1,575	1,448	--
- flight	381	332	--	391	385	--
- accommodation	478	360	--	704	434	--
- others	562	481	--	480	629	--
<b>Average length of stay</b>	<b>10.97</b>	<b>10.05</b>	<b>--</b>	<b>10.11</b>	<b>11.75</b>	<b>--</b>
<b>Average daily expenditure (€)</b>	<b>182.0</b>	<b>179.8</b>	<b>--</b>	<b>197.0</b>	<b>175.5</b>	<b>--</b>
<b>Average daily expenditure without flight (€)</b>	<b>132.0</b>	<b>128.2</b>	<b>--</b>	<b>147.1</b>	<b>127.4</b>	<b>--</b>
<b>Average cost of the flight (€)</b>	<b>431.6</b>	<b>420.1</b>	<b>--</b>	<b>427.7</b>	<b>425.8</b>	<b>--</b>
<b>Total turnover (≥ 16 years old) (€m)</b>	<b>605</b>	<b>74</b>	<b>--</b>	<b>163</b>	<b>332</b>	<b>--</b>
<b>% Turnover</b>	<b>100%</b>	<b>12.2%</b>	<b>--</b>	<b>27.0%</b>	<b>54.8%</b>	<b>--</b>
<b>Tourist arrivals (FRONTUR)</b>	<b>432,062</b>	<b>59,015</b>	<b>23,819</b>	<b>107,747</b>	<b>236,626</b>	<b>3,278</b>
<b>Passenger arrivals on non-stop flights (AENA)</b>	<b>n.d.</b>	<b>n.d.</b>	<b>n.d.</b>	<b>n.d.</b>	<b>n.d.</b>	<b>n.d.</b>
<b>Children &lt; 16 years old (FRONTUR - EGT)</b>	<b>50,076</b>	<b>7,862</b>	<b>2,827</b>	<b>13,107</b>	<b>25,367</b>	<b>287</b>

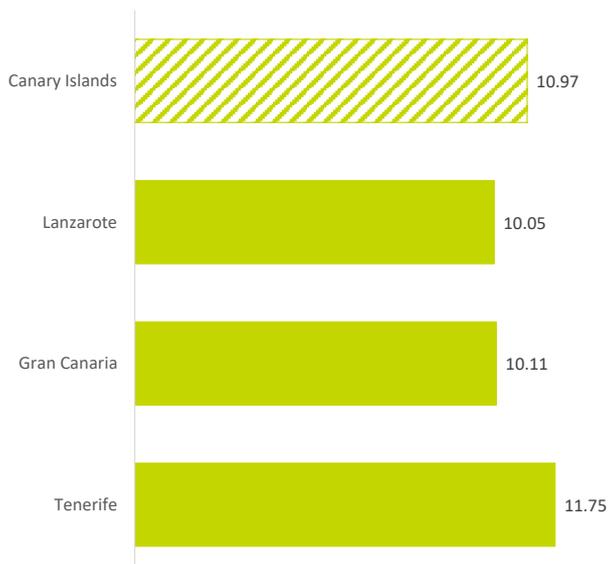
% TOURISTS (≥ 16 years old)



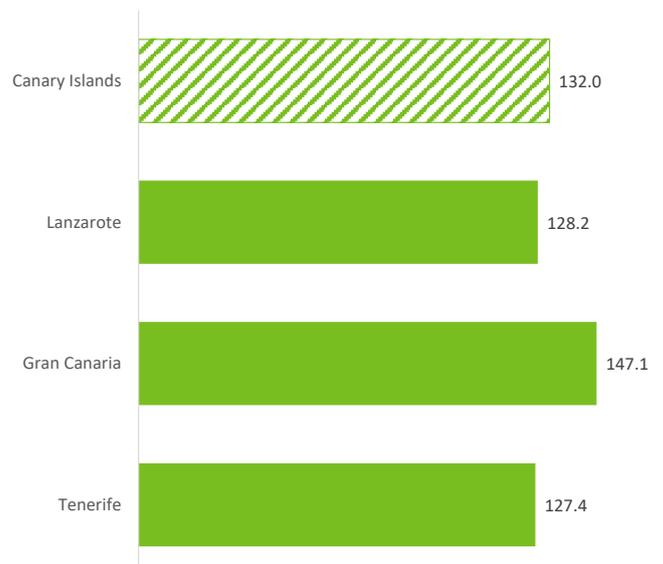
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



AVERAGE LENGTH OF STAY



EXPENDITURE PER TOURIST WITHOUT FLIGHT (€)



# TOURIST PROFILE BY ISLAND OF STAY (2023)

## BELGIUM

### % Tourists whose spending has been greater than €0 in each item

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
<b>Accommodation:</b>						
- Accommodation	76.8%	76.1%	--	89.4%	69.7%	--
- Additional accommodation expenses	7.6%	7.6%	--	8.1%	7.1%	--
<b>Transport:</b>						
- National/International Transport	93.1%	91.0%	--	95.4%	92.0%	--
- Flights between islands	4.9%	8.3%	--	1.7%	4.9%	--
- Taxi	52.3%	42.2%	--	62.5%	51.5%	--
- Car rental	36.5%	49.2%	--	23.0%	38.4%	--
- Public transport	11.8%	8.2%	--	14.3%	12.3%	--
<b>Food and drink:</b>						
- Food purchases at supermarkets	55.4%	63.5%	--	47.2%	57.3%	--
- Restaurants	68.4%	70.9%	--	60.4%	72.1%	--
<b>Leisure:</b>						
- Organized excursions	27.2%	32.0%	--	16.1%	32.2%	--
- Sport activities	10.5%	9.8%	--	4.3%	12.4%	--
- Cultural activities	3.5%	5.6%	--	2.7%	3.5%	--
- Museums	7.0%	25.4%	--	5.0%	3.7%	--
- Theme Parks	9.3%	4.5%	--	3.6%	13.8%	--
- Discos and pubs	6.4%	7.6%	--	10.6%	4.9%	--
- Wellness	9.2%	8.3%	--	6.8%	11.0%	--
<b>Purchases of goods:</b>						
- Souvenirs	44.9%	55.5%	--	42.0%	43.7%	--
- Real estate	0.6%	0.0%	--	1.0%	0.6%	--
- Other purchases	0.6%	0.0%	--	0.6%	0.8%	--
<b>Others:</b>						
- Medical expenses	10.2%	14.2%	--	9.0%	9.4%	--
- Other expenses	6.4%	4.3%	--	5.9%	6.8%	--

### Average expenditure of tourists whose spending has been greater than €0 in each item

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
<b>Expenditure per tourist and trip (€)</b>						
<b>Accommodation:</b>	<b>1,007</b>	<b>858</b>	--	<b>1,130</b>	<b>1,015</b>	--
- Accommodation	898	801	--	1,007	890	--
- Additional accommodation expenses	109	56	--	122	126	--
<b>Transport:</b>	<b>789</b>	<b>696</b>	--	<b>738</b>	<b>837</b>	--
- National/International Transport	464	462	--	448	463	--
- Flights between islands	66	50	--	56	83	--
- Taxi	97	73	--	83	112	--
- Car rental	134	105	--	122	148	--
- Public transport	28	6	--	29	32	--
<b>Food and drink:</b>	<b>333</b>	<b>305</b>	--	<b>296</b>	<b>367</b>	--
- Food purchases at supermarkets	107	109	--	101	113	--
- Restaurants	225	196	--	196	254	--
<b>Leisure:</b>	<b>566</b>	<b>494</b>	--	<b>506</b>	<b>586</b>	--
- Organized excursions	106	76	--	104	114	--
- Sport activities	98	57	--	96	107	--
- Cultural activities	57	55	--	37	63	--
- Museums	38	35	--	26	51	--
- Theme Parks	66	93	--	47	65	--
- Discos and pubs	113	103	--	150	83	--
- Wellness	89	75	--	47	102	--
<b>Purchases of goods:</b>	<b>1,379</b>	<b>82</b>	--	<b>2,883</b>	<b>494</b>	--
- Souvenirs	119	82	--	150	120	--
- Real estate	746	0	--	1,674	51	--
- Other purchases	514	0	--	1,059	322	--
<b>Others:</b>	<b>117</b>	<b>73</b>	--	<b>101</b>	<b>142</b>	--
- Medical expenses	34	7	--	32	45	--
- Other expenses	83	66	--	69	97	--

## TOURIST PROFILE

## Who are they?

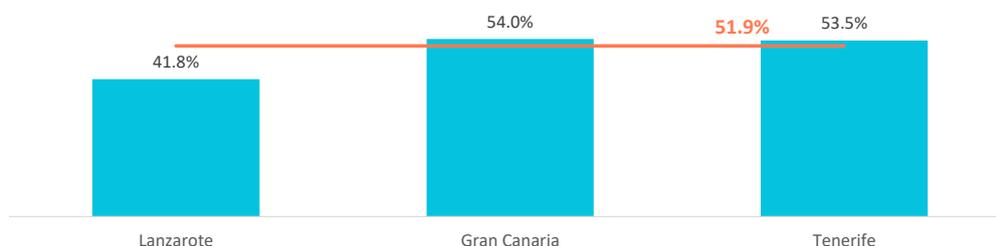
	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
<b>Gender</b>						
Percentage of men	49.5%	45.8%	--	53.7%	48.5%	--
Percentage of women	50.5%	54.2%	--	46.3%	51.5%	--
<b>Age</b>						
Average age (tourists above 16 years old)	50.11	45.07	--	49.55	51.58	--
Standard deviation	16.5	15.7	--	16.7	16.6	--
<b>Age range</b>						
16-24 years old	8.0%	12.2%	--	9.5%	6.8%	--
25-30 years old	7.9%	11.0%	--	6.4%	8.0%	--
31-45 years old	23.4%	29.3%	--	23.6%	21.6%	--
46-60 years old	29.3%	28.1%	--	30.5%	27.9%	--
Over 60 years old	31.3%	19.3%	--	30.0%	35.7%	--
<b>Occupation</b>						
Salaried worker	44.7%	50.9%	--	45.6%	42.3%	--
Self-employed	10.0%	17.0%	--	8.4%	8.8%	--
Unemployed	0.4%	0.3%	--	0.0%	0.5%	--
Business owner	11.8%	8.1%	--	11.6%	12.8%	--
Student	4.6%	8.9%	--	4.5%	3.9%	--
Retired	26.8%	13.4%	--	28.1%	29.9%	--
Unpaid domestic work	0.4%	1.3%	--	0.6%	0.1%	--
Others	1.4%	0.0%	--	1.2%	1.7%	--
<b>Annual household income level</b>						
Less than €25,000	9.0%	13.1%	--	9.0%	8.3%	--
€25,000 - €49,999	43.5%	40.1%	--	45.8%	44.0%	--
€50,000 - €74,999	30.8%	26.9%	--	27.7%	32.4%	--
More than €74,999	16.7%	19.9%	--	17.5%	15.3%	--
<b>Education level</b>						
No studies	0.6%	0.0%	--	0.0%	1.1%	--
Primary education	1.6%	1.4%	--	1.8%	1.7%	--
Secondary education	32.4%	10.9%	--	38.2%	36.2%	--
Higher education	65.4%	87.7%	--	60.0%	61.1%	--

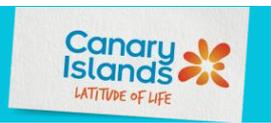
## Who do they come with?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Unaccompanied	8.6%	4.6%	--	9.0%	9.2%	--
Only with partner	51.9%	41.8%	--	54.0%	53.5%	--
Only with children (< 13 years old)	3.6%	5.3%	--	4.3%	1.9%	--
Partner + children (< 13 years old)	5.9%	6.2%	--	6.9%	5.6%	--
Other relatives	7.4%	8.2%	--	6.1%	7.8%	--
Friends	5.5%	6.6%	--	5.8%	5.0%	--
Work colleagues	0.0%	0.3%	--	0.0%	0.0%	--
Organized trip	0.2%	1.0%	--	0.0%	0.1%	--
Other combinations <sup>(2)</sup>	16.9%	26.1%	--	13.8%	16.8%	--
<i>(2) Different situations have been isolated</i>						
<b>Tourists with children</b>	<b>13.4%</b>	<b>18.4%</b>	--	<b>14.4%</b>	<b>10.9%</b>	--
- Between 0 and 2 years old	1.3%	0.3%	--	2.0%	1.0%	--
- Between 3 and 12 years old	11.1%	17.0%	--	11.3%	9.0%	--
- Between 0 -2 and 3-12 years old	1.0%	1.1%	--	1.1%	0.9%	--
<b>Tourists without children</b>	<b>86.6%</b>	<b>81.6%</b>	--	<b>85.6%</b>	<b>89.1%</b>	--
<b>Group composition:</b>						
- 1 person	11.2%	10.5%	--	11.4%	11.0%	--
- 2 people	60.2%	50.3%	--	61.6%	62.3%	--
- 3 people	11.9%	13.3%	--	9.6%	12.7%	--
- 4 or 5 people	13.5%	18.3%	--	14.4%	12.0%	--
- 6 or more people	3.1%	7.6%	--	3.0%	2.0%	--
<b>Average group size:</b>	<b>2.48</b>	<b>2.91</b>	--	<b>2.46</b>	<b>2.40</b>	--

\*People who share the main expenses of the trip

**% TOURISTS WHO TRAVEL ONLY WITH PARTNER**



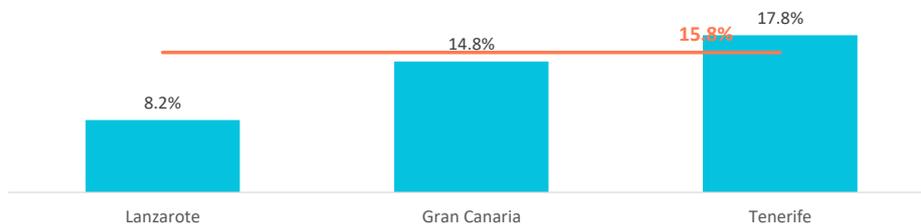


TRIP BOOKING

How far in advance do they book their trip?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
The same day	1.5%	3.9%	--	1.1%	1.2%	--
Between 1 and 30 days	28.4%	19.6%	--	28.9%	30.5%	--
Between 1 and 2 months	23.8%	31.9%	--	26.4%	20.5%	--
Between 3 and 6 months	30.5%	36.4%	--	28.8%	30.0%	--
More than 6 months	15.8%	8.2%	--	14.8%	17.8%	--

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



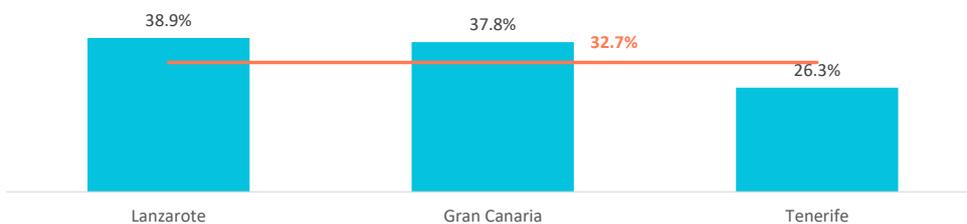
With whom did they book their flight and accommodation?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
<b>Flight</b>						
- Directly with the airline	46.4%	57.7%	--	37.8%	47.8%	--
- Tour Operator or Travel Agency	53.6%	42.3%	--	62.2%	52.2%	--
<b>Accommodation</b>						
- Directly with the accommodation	33.4%	42.4%	--	32.5%	30.8%	--
- Tour Operator or Travel Agency	66.6%	57.6%	--	67.5%	69.2%	--

What do they book?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Room only	20.2%	20.3%	--	18.3%	21.0%	--
Bed and Breakfast	11.8%	10.1%	--	12.6%	12.2%	--
Half board	31.7%	23.7%	--	27.7%	37.6%	--
Full board	3.6%	7.0%	--	3.7%	2.9%	--
All inclusive	32.7%	38.9%	--	37.8%	26.3%	--

% TOURISTS WHO BOOK ALL INCLUSIVE



ACCOMMODATION

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
1-2-3* Hotel	5.7%	5.5%	--	9.4%	3.9%	--
4* Hotel	39.9%	33.8%	--	40.1%	40.5%	--
5* Hotel / 5* Luxury Hotel	13.4%	12.7%	--	21.9%	10.9%	--
Aparthotel / Tourist Villa	10.3%	10.1%	--	9.2%	11.1%	--
House/room rented in a private dwelling	5.9%	11.1%	--	3.7%	5.4%	--
Private accommodation <sup>(1)</sup>	12.4%	11.0%	--	4.0%	17.1%	--
Others (Cottage, cruise, camping,...)	12.5%	15.8%	--	11.6%	11.0%	--

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

TYPE OF ACCOMMODATION



TRIP MOTIVATION AND DESTINATION CHOICE

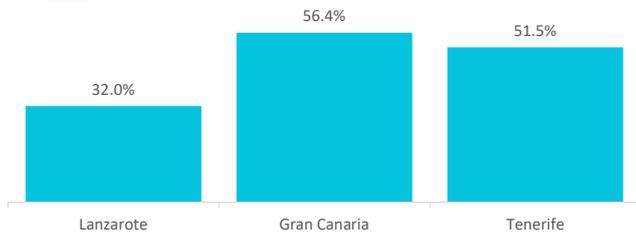
What is the main reason for visiting the Canary Islands?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Holidays	93.2%	94.9%	--	93.8%	92.1%	--
Family reasons	5.4%	5.1%	--	3.8%	6.5%	--
Business	0.9%	0.0%	--	1.3%	1.1%	--
Education and training	0.0%	0.0%	--	0.0%	0.0%	--
Sports training	0.2%	0.0%	--	0.8%	0.0%	--
Health	0.2%	0.0%	--	0.4%	0.2%	--
Conventions and Exhibitions	0.0%	0.0%	--	0.0%	0.1%	--
Others	0.0%	0.0%	--	0.0%	0.0%	--

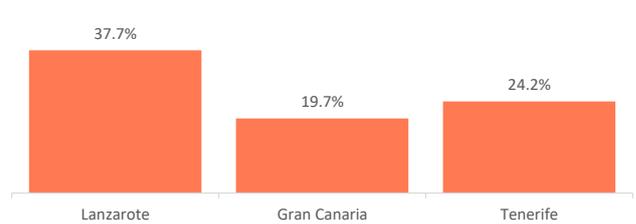
What is the main motivation for their holidays?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Rest	49.0%	32.0%	--	56.4%	51.5%	--
Enjoy family time	12.4%	18.9%	--	9.3%	12.9%	--
Have fun	8.2%	5.9%	--	12.0%	7.1%	--
Explore the destination	25.9%	37.7%	--	19.7%	24.2%	--
Practice their hobbies	2.7%	4.7%	--	0.9%	2.4%	--
Other reasons	1.9%	0.9%	--	1.8%	1.9%	--

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Climate	74.9%	80.5%	--	73.3%	74.1%	--
Safety	50.4%	43.3%	--	54.1%	50.4%	--
Tranquility	44.3%	43.6%	--	46.6%	43.7%	--
Sea	41.4%	41.1%	--	44.3%	39.4%	--
Accommodation supply	39.9%	37.9%	--	36.7%	41.3%	--
Beaches	38.0%	28.6%	--	41.8%	38.6%	--
Effortless trip	36.8%	29.7%	--	42.0%	36.5%	--
Price	30.9%	32.4%	--	33.3%	30.3%	--
European belonging	29.1%	34.1%	--	24.9%	28.6%	--
Landscapes	26.8%	26.6%	--	22.8%	29.3%	--
Environment	25.8%	23.7%	--	32.9%	21.3%	--
Gastronomy	22.3%	25.0%	--	24.0%	21.5%	--
Fun possibilities	21.8%	30.1%	--	19.0%	20.7%	--
Authenticity	20.3%	21.3%	--	22.1%	19.8%	--
Exoticism	18.8%	19.5%	--	19.2%	18.6%	--
Hiking trail network	15.5%	13.1%	--	12.5%	16.8%	--
Shopping	10.4%	8.0%	--	8.9%	11.6%	--
Culture	9.3%	10.3%	--	9.8%	9.6%	--
Historical heritage	7.9%	8.8%	--	8.7%	8.0%	--
Nightlife	3.9%	3.5%	--	6.9%	3.1%	--

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.

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Previous visits to the Canary Islands	46.9%	43.9%	--	43.7%	50.8%	--
Friends or relatives	28.6%	31.2%	--	26.7%	30.9%	--
Internet or social media	43.0%	55.6%	--	42.8%	39.2%	--
Mass Media	1.4%	0.6%	--	1.1%	1.7%	--
Travel guides and magazines	8.3%	18.0%	--	10.0%	5.0%	--
Travel Blogs or Forums	5.0%	9.3%	--	3.9%	3.9%	--
Travel TV Channels	0.9%	0.8%	--	0.6%	0.9%	--
Tour Operator or Travel Agency	28.1%	21.6%	--	32.3%	27.5%	--
Public administrations or similar	0.2%	0.0%	--	0.0%	0.3%	--
Others	2.9%	2.1%	--	3.1%	2.8%	--

\* Multi-choice question

# TOURIST PROFILE BY ISLAND OF STAY (2023)

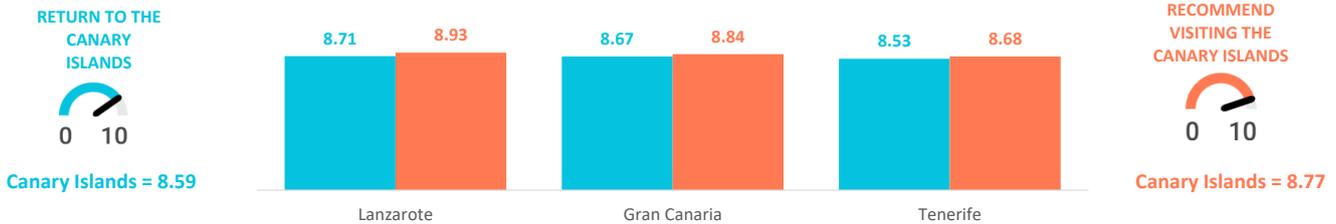
## BELGIUM



### SATISFACTION AND LOYALTY INDICATORS

#### Satisfaction

Satisfaction (scale 0-10)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Average rating	<b>8.68</b>	8.78	--	8.71	8.63	--
<b>Experience in the Canary Islands</b>	<b>Canary Islands</b>	<b>Lanzarote</b>	<b>Fuerteventura</b>	<b>Gran Canaria</b>	<b>Tenerife</b>	<b>La Palma</b>
Worse or much worse than expected	<b>2.8%</b>	1.3%	--	3.1%	3.1%	--
Lived up to expectations	<b>60.3%</b>	55.8%	--	56.9%	63.6%	--
Better or much better than expected	<b>36.8%</b>	43.0%	--	40.0%	33.3%	--
<b>Future intentions (scale 1-10)</b>	<b>Canary Islands</b>	<b>Lanzarote</b>	<b>Fuerteventura</b>	<b>Gran Canaria</b>	<b>Tenerife</b>	<b>La Palma</b>
Return to the Canary Islands	<b>8.59</b>	8.71	--	8.67	8.53	--
Recommend visiting the Canary Islands	<b>8.77</b>	8.93	--	8.84	8.68	--



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

##### REPEAT TOURISTS WHO VISIT CANARY ISLANDS BY ISLAND OF STAY IN THIS TRIP

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
First visit	<b>28.7%</b>	29.0%	--	31.0%	27.5%	--
Repeat tourists	<b>71.3%</b>	71.0%	--	69.0%	72.5%	--
At least 10 previous visits	<b>19.4%</b>	16.0%	--	15.6%	22.7%	--
Repeat tourists (last 5 years)	<b>64.9%</b>	65.4%	--	62.9%	65.9%	--
Repeat tourists (last 5 years) (5 or more visits)	<b>19.9%</b>	16.5%	--	19.1%	21.1%	--

##### REPEAT TOURIST OF EACH ISLAND BY ISLAND OF STAY IN THIS TRIP

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	31.2%	<b>58.8%</b>	--	20.5%	28.4%	--
Fuerteventura	15.5%	13.8%	--	15.1%	17.0%	--
Gran Canaria	45.2%	9.4%	--	<b>61.3%</b>	24.7%	--
Tenerife	57.2%	9.8%	--	21.1%	<b>66.4%</b>	--
La Palma	9.9%	15.6%	--	10.7%	27.7%	--
CANARY ISLANDS	<b>71.3%</b>	71.0%	--	69.0%	72.5%	--

#### How to interpret the table

- Column **Canary Islands** = refers to the % of **repeat belgian tourists** on each island regardless of island of stay in this trip (2023).
- Column **each island** = refers to the % of **repeat belgian tourist** on each island by island of stay in 2023. For example: 61.3% refers to % **repeat belgian tourist** who repeat Gran Canaria in 2023 and stay in Gran Canaria in this trip. 21.1% **belgian tourist** who stay in Gran Canaria in 2023 and has previously been to Tenerife.
- Row **CANARY ISLANDS** = refers to the % **repeat belgian tourists** by island of stay. For exdample: 72.5% refers to % **belgian tourist** who visit Tenerife in 2023 and has previously been to Canary Islands.

### ISLANDS

#### How many islands do they visit during their trip?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
One island	<b>92.6%</b>	90.4%	--	93.9%	93.0%	--
Two islands	<b>6.0%</b>	8.2%	--	4.1%	6.1%	--
Three or more islands	<b>1.4%</b>	1.4%	--	2.0%	0.9%	--

#### Visited islands during their trip (with overnight staying)

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	<b>14.1%</b>	<b>100%</b>	--	1.7%	0.2%	--
Fuerteventura	<b>6.1%</b>	3.1%	--	0.2%	0.1%	--
Gran Canaria	<b>25.6%</b>	0.9%	--	<b>100%</b>	0.9%	--
Tenerife	<b>56.3%</b>	0.9%	--	2.3%	<b>100%</b>	--
La Gomera	<b>0.7%</b>	0.0%	--	0.3%	1.0%	--
La Palma	<b>1.3%</b>	0.5%	--	0.0%	0.6%	--
El Hierro	<b>0.0%</b>	0.0%	--	0.0%	0.0%	--
Cruise	<b>0.1%</b>	0.0%	--	0.0%	0.0%	--

ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
0 hours	2.0%	2.6%	--	2.4%	1.5%	--
1 - 2 hours	9.4%	9.1%	--	13.9%	8.0%	--
3 - 6 hours	41.5%	47.4%	--	43.8%	39.4%	--
7 - 12 hours	41.1%	33.6%	--	33.3%	45.3%	--
More than 12 hours	6.0%	7.3%	--	6.7%	5.8%	--
<b>Outdoor time per day</b>	<b>6.7</b>	<b>6.5</b>	<b>--</b>	<b>6.1</b>	<b>7.0</b>	<b>--</b>



Canary Islands  
6.7



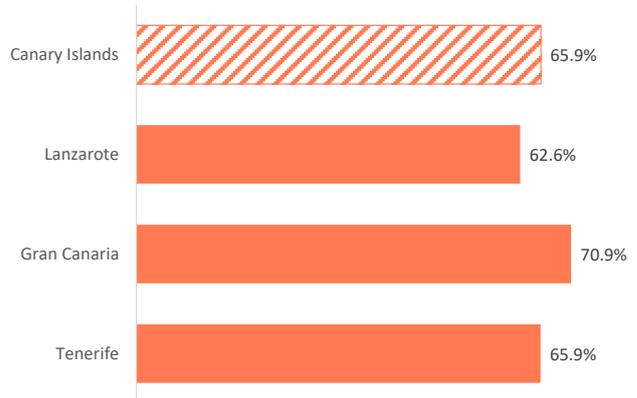
Activities in the Canary Islands

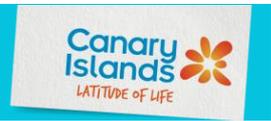
	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Walk, wander	81.0%	80.1%	--	76.9%	84.0%	--
Beach	65.9%	62.6%	--	70.9%	65.9%	--
Swimming pool, hotel facilities	56.9%	65.8%	--	60.0%	51.7%	--
Explore the island on their own	50.8%	64.4%	--	44.2%	50.2%	--
Taste Canarian gastronomy	43.3%	45.6%	--	42.8%	43.8%	--
Hiking	21.8%	20.6%	--	15.3%	25.9%	--
Organized excursions	19.3%	18.7%	--	15.1%	22.8%	--
Nightlife / concerts / shows	13.5%	8.4%	--	10.7%	17.0%	--
Theme parks	12.4%	8.8%	--	6.5%	17.0%	--
Sea excursions / whale watching	11.3%	8.5%	--	12.4%	11.9%	--
Wineries / markets / popular festivals	10.5%	35.0%	--	11.2%	4.7%	--
Museums / exhibitions	8.8%	13.0%	--	11.5%	6.8%	--
Other Nature Activities	8.3%	23.9%	--	3.4%	7.0%	--
Swim	8.2%	6.4%	--	8.0%	8.9%	--
Beauty and health treatments	6.4%	8.7%	--	6.7%	6.2%	--
Running	5.3%	6.2%	--	3.8%	5.5%	--
Practice other sports	5.2%	9.2%	--	4.3%	4.5%	--
Astronomical observation	4.9%	4.2%	--	1.5%	6.8%	--
Cycling / Mountain bike	3.7%	9.8%	--	1.2%	3.8%	--
Surf	2.9%	7.6%	--	0.7%	2.9%	--
Scuba Diving	2.8%	2.4%	--	1.1%	3.7%	--
Golf	2.5%	5.7%	--	0.4%	1.3%	--
Windsurf / Kitesurf	0.6%	0.0%	--	0.0%	1.0%	--

WALK, WANDER



BEACH



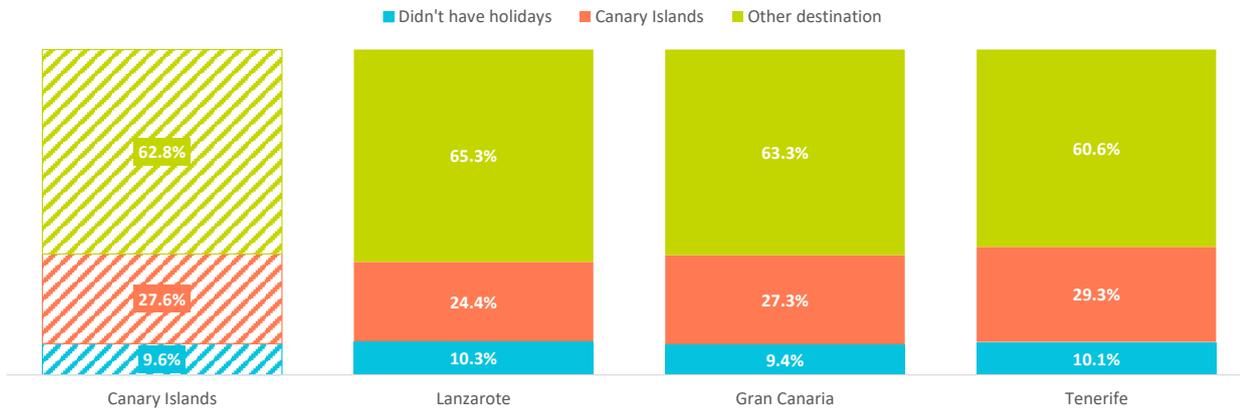


COMPETITORS

Where did they spend their main holiday last year? \*

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Didn't have holidays	9.6%	10.3%	--	9.4%	10.1%	--
Canary Islands	27.6%	24.4%	--	27.3%	29.3%	--
Other destination	62.8%	65.3%	--	63.3%	60.6%	--
Balearic Islands	2.8%	5.5%	--	3.3%	2.1%	--
Rest of Spain	9.8%	14.1%	--	8.1%	9.1%	--
Italy	7.6%	7.7%	--	7.3%	8.1%	--
France	14.5%	14.9%	--	15.0%	14.1%	--
Turkey	2.0%	1.4%	--	3.0%	2.0%	--
Greece	6.1%	6.2%	--	8.4%	4.9%	--
Portugal	3.4%	3.2%	--	4.1%	2.8%	--
Croatia	1.6%	0.0%	--	1.5%	2.1%	--
Egypt	1.0%	0.2%	--	1.8%	0.6%	--
Tunisia	0.5%	1.3%	--	0.3%	0.4%	--
Morocco	0.8%	0.3%	--	1.2%	0.8%	--
Others	12.6%	10.4%	--	9.3%	13.7%	--

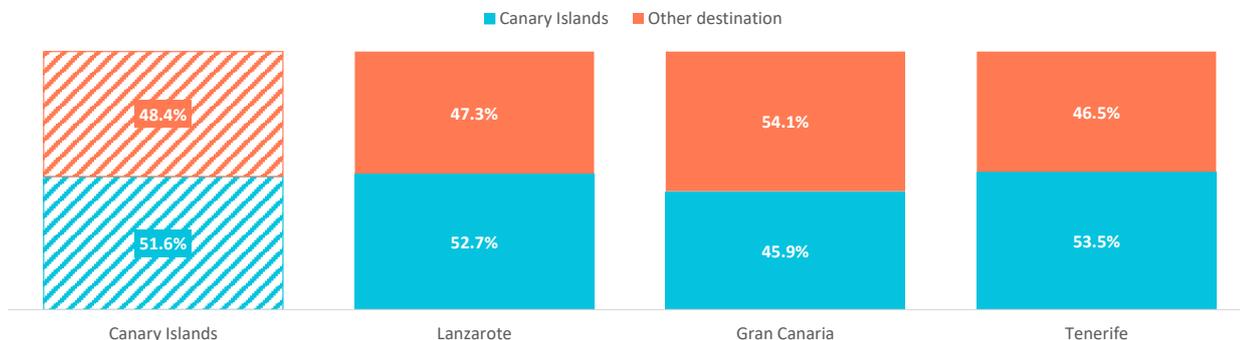
\* Percentage of valid answers



What other destinations did they consider for this trip? \*

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
None (I was clear about "this Canary Island")	29.2%	24.6%	--	22.4%	33.4%	--
Canary Islands (other island)	22.4%	28.1%	--	23.5%	20.1%	--
Other destination	48.4%	47.3%	--	54.1%	46.5%	--
Balearic Islands	4.3%	9.4%	--	4.0%	3.3%	--
Rest of Spain	10.4%	10.4%	--	12.9%	9.7%	--
Italy	5.5%	4.7%	--	5.0%	6.1%	--
France	2.7%	0.6%	--	3.2%	3.0%	--
Turkey	3.5%	1.1%	--	4.2%	3.8%	--
Greece	9.4%	11.8%	--	10.2%	8.6%	--
Portugal	4.6%	4.0%	--	5.3%	4.5%	--
Croatia	2.3%	1.0%	--	2.9%	2.5%	--
Egypt	2.8%	3.5%	--	3.5%	2.2%	--
Others	3.0%	0.9%	--	2.9%	3.0%	--

\* Percentage of valid answers



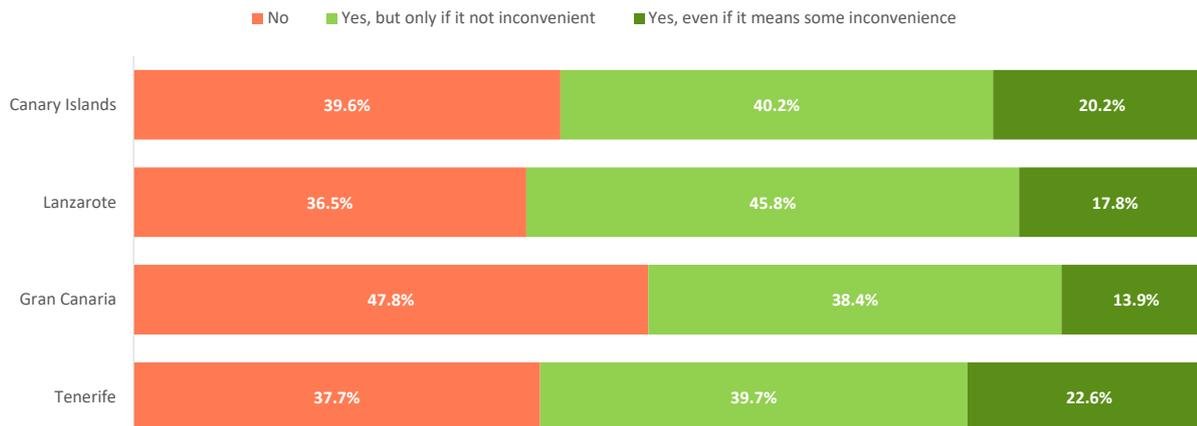
# TOURIST PROFILE BY ISLAND OF STAY (2023)

## BELGIUM



### 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 of the following sustainability measures during their stay \*

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Quality of life on the island	8.0	8.1	--	7.9	8.0	--
Tolerance towards tourism	8.3	8.4	--	8.4	8.2	--
Cleanliness of the island	8.1	8.4	--	8.2	8.0	--
Air quality	8.3	8.7	--	8.2	8.2	--
Rational water consumption	7.6	7.8	--	7.6	7.6	--
Energy saving	7.1	7.1	--	7.2	7.2	--
Use of renewable energy	7.0	6.7	--	7.4	7.0	--
Recycling	7.1	6.8	--	7.1	7.2	--
Easy to get around by public transport	7.4	6.9	--	7.6	7.6	--
Overcrowding in tourist areas	6.7	6.6	--	6.8	6.7	--
Supply of local products	7.3	7.3	--	7.2	7.4	--

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

### FLIGHT ORIGIN

Where does the flight come from?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Belgium	80.1%	68.8%	--	76.5%	87.0%	--
Netherlands	6.7%	9.8%	--	10.5%	3.7%	--
Spanish Mainland	3.9%	4.9%	--	4.5%	2.2%	--
Luxembourg	3.6%	8.8%	--	3.2%	2.6%	--
Germany	2.6%	1.6%	--	2.2%	2.3%	--
Others	3.0%	6.2%	--	3.1%	2.1%	--

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.