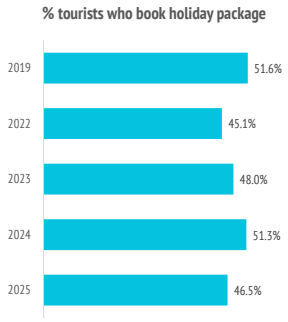
Tourist profile. Historical data (2019 - 2025)

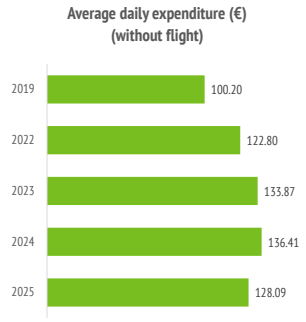
Belgium

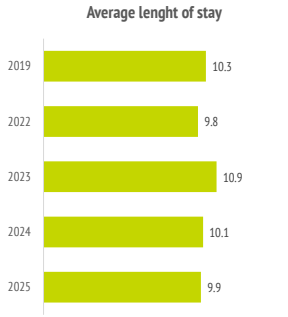
How many are they and how much do they spend?

	2019	2022	2023	2024	2025
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**400**	**408**	**432**	**481**	**488**
Tourist arrivals ≥ 16 years old (EGT) (*)	**356**	**370**	**382**	**429**	**432**
- % tourists who book holiday package	51.6%	45.1%	48.0%	51.3%	46.5%
Children < 16 years old (FRONTUR - EGT) (*)	44	37	50	52	56
Expenditure per tourist (€)	**1,185**	**1,478**	**1,600**	**1,756**	**1,548**
- book holiday package	1,432	1,720	1,773	1,773	1,811
- holiday package	1,199	1,462	1,509	1,649	1,560
- others	233	258	264	124	251
- do not book holiday package	921	1,279	1,441	1,739	1,320
- flight	243	364	385	371	388
- accommodation	301	422	504	354	384
- others	377	493	553	1,014	547
Average lenght of stay	**10.3**	**9.8**	**10.9**	**10.1**	**9.9**
- Median	7.5	7.0	7.6	7.5	**7.0**
Average daily expenditure (€)	**137.04**	**173.76**	**183.96**	**194.93**	**186.14**
- Median	129.84	156.18	166.08	162.82	**181.23**
Average daily expenditure (without flight)	**100.20**	**122.80**	**133.87**	**136.41**	**128.09**
- Median	97.50	112.25	118.76	115.50	**128.00**
Average cost of the flight (€)	**313.4**	**426.8**	**430.5**	**496.0**	**480.1**
Total turnover (≥ 16 years old) (€m)	**422**	**547**	**611**	**753**	**669**
Turnover without flight (≥ 16 years old) (€m)	**310**	**389**	**447**	**540**	**462**

(*) Thousands of tourists









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

	2019	2022	2023	2024	2025
Accommodation:					
- Accommodation	77.5%	80.8%	78.4%	77.3%	77.3%
- Additional accommodation expenses	7.3%	6.5%	7.8%	5.8%	7.7%
Transport:					
- National/International Transport	93.0%	94.9%	93.1%	91.4%	95.6%
- Flights between islands	4.4%	5.1%	4.9%	5.4%	6.0%
- Taxi	46.5%	49.2%	52.1%	50.3%	48.3%
- Car rental	26.7%	37.4%	37.1%	34.8%	36.5%
- Public transport	8.9%	12.6%	11.5%	12.1%	13.3%
Food and drink:					
- Food purchases at supermarkets	52.0%	52.2%	55.7%	56.1%	55.1%
- Restaurants	55.6%	67.2%	68.8%	64.4%	68.0%
Leisure:					
- Organized excursions	19.0%	27.3%	27.3%	28.5%	28.0%
- Sport activities	5.9%	10.2%	10.5%	9.9%	7.3%
- Cultural activities	2.1%	2.1%	3.3%	3.2%	2.8%
- Museums	4.9%	4.9%	7.1%	5.9%	5.9%
- Theme Parks	5.5%	9.9%	9.6%	9.2%	10.2%
- Discos and pubs	4.0%	5.9%	6.6%	5.4%	7.4%
- Wellness	4.5%	6.5%	9.2%	5.9%	7.4%
Purchases of goods:					
- Souvenirs	44.3%	42.0%	45.4%	39.2%	44.5%
- Other expenses	1.0%	0.8%	0.5%	1.4%	1.0%
Other:					
- Medical or pharmaceutical expenses	7.4%	8.9%	10.2%	6.6%	7.5%
- Other expenses	3.4%	4.5%	6.4%	3.5%	4.4%

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

Expenditure per tourist and trip (€)	2019	2022	2023	2024	2025
Accommodation:	**887**	**872**	**1,015**	**866**	**910**
- Accommodation	698	762	906	777	790
- Additional accommodation expenses	190	111	109	89	120
Transport:	**591**	**836**	**790**	**870**	**873**
- National/International Transport	337	450	462	543	502
- Flights between islands	79	87	67	81	96
- Taxi	64	111	99	89	107
- Car rental	88	149	134	125	133
- Public transport	22	40	28	33	35
Food and drink:	**306**	**314**	**326**	**335**	**342**
- Food purchases at supermarkets	129	99	105	124	118
- Restaurants	177	215	221	211	224
Leisure:	**487**	**495**	**553**	**562**	**573**
- Organized excursions	94	91	104	84	113
- Sport activities	89	98	100	119	144
- Cultural activities	66	41	56	78	42
- Museums	38	33	35	44	33
- Theme Parks	56	51	63	70	69
- Discos and pubs	70	95	109	87	91
- Wellness	75	86	86	80	81
Purchases of goods:	**289**	**251**	**627**	**190**	**288**
- Souvenirs	111	122	119	104	104
- Other expenses	178	129	509	86	185
Other:	**117**	**106**	**112**	**155**	**115**
- Medical or pharmaceutical expenses	35	33	33	57	45
- Other expenses	82	73	79	98	70

Source: Tourist Expenditure Survey (EGT, ISTAC).

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

Tourist profile. Historical data (2019 - 2025)

Belgium

What is the main purpose of their trip?

	2019	2022	2023	2024	2025
Holiday, leisure	91.9%	91.6%	93.8%	92.8%	92.9%
Visiting family or friends	5.4%	6.7%	4.8%	5.5%	5.8%
Business and work	0.6%	0.6%	0.9%	0.2%	0.5%
Education and training	0.0%	0.0%	0.0%	0.1%	0.0%
Sports training	0.4%	0.4%	0.2%	0.8%	0.4%
Health or medical care	0.1%	0.0%	0.2%	0.2%	0.3%
Fairs and congresses	0.5%	0.0%	0.1%	0.0%	0.0%
Others	1.0%	0.6%	0.0%	0.4%	0.1%

What is the main motivation for their holidays?

	2019	2022	2023	2024	2025
Rest	55.2%	47.2%	48.9%	45.6%	45.1%
Enjoy family time	11.0%	14.1%	12.3%	12.6%	14.1%
Have fun	8.9%	9.7%	8.1%	9.7%	9.2%
Explore the destination	20.0%	24.9%	26.2%	27.3%	25.9%
Practice their hobbies	2.8%	2.5%	2.7%	3.1%	3.9%
Other reasons	2.1%	1.6%	1.8%	1.7%	1.8%

Where did they spend their main holiday last year? *

	2019	2022	2023	2024	2025
Didn't have holidays	--	20.0%	9.4%	7.6%	8.6%
Canary Islands	--	24.6%	27.0%	30.0%	27.5%
Other destination	--	55.4%	63.6%	62.4%	63.9%
- Balearic Islands	--	1.9%	2.8%	1.6%	1.8%
- Rest of Spain	--	9.1%	9.9%	11.5%	10.9%
- Italy	--	7.3%	7.5%	6.8%	8.1%
- France	--	15.8%	14.8%	11.7%	12.6%
- Turkey	--	0.9%	2.1%	2.2%	2.6%
- Greece	--	5.2%	6.3%	6.7%	6.8%
- Portugal	--	3.6%	3.4%	2.6%	3.4%
- Croatia	--	1.9%	1.6%	1.8%	1.4%
- Egypt	--	0.4%	1.0%	1.7%	1.1%
- Tunisia	--	0.0%	0.5%	1.2%	0.9%
- Morocco	--	0.7%	0.8%	1.3%	2.0%
- Others	--	8.6%	12.9%	13.3%	12.2%

** Percentage of valid answers*

What other destinations did they consider for this trip? *

	2019	2022	2023	2024	2025
None (I was clear about "this Canary Island")	--	28.0%	28.8%	28.7%	29.1%
Canary Islands (other island)	--	23.8%	22.3%	23.3%	22.5%
Other destination	--	48.2%	48.9%	48.1%	48.4%
- Balearic Islands	--	3.6%	4.1%	3.8%	3.7%
- Rest of Spain	--	9.6%	10.3%	10.6%	10.1%
- Italy	--	5.7%	5.5%	5.2%	5.9%
- France	--	4.0%	2.9%	3.6%	3.7%
- Turkey	--	3.2%	3.4%	3.1%	3.3%
- Greece	--	7.9%	9.8%	7.7%	8.0%
- Portugal	--	5.8%	4.7%	5.3%	5.0%
- Croatia	--	2.1%	2.3%	2.4%	2.2%
- Egypt	--	2.8%	2.8%	4.1%	3.7%
- Others	--	3.5%	3.2%	2.1%	2.8%

** Percentage of valid answers*

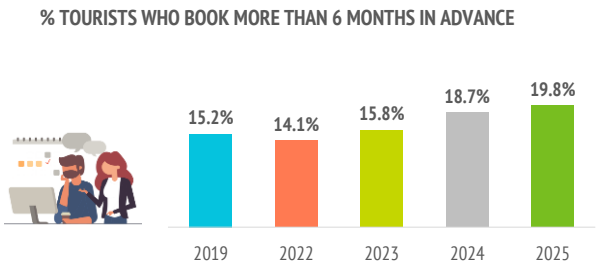
Importance of each factor in the destination choice

	2019	2022	2023	2024	2025
Climate	78.1%	74.6%	75.7%	77.1%	78.0%
Tranquility	53.2%	48.5%	50.4%	53.7%	52.9%
Safety	39.6%	38.7%	44.1%	39.4%	42.0%
Sea	40.8%	40.3%	41.1%	39.6%	40.2%
European belonging	39.5%	37.6%	37.9%	39.6%	40.1%
Landscapes	35.2%	39.9%	39.6%	37.6%	39.9%
Accommodation supply	34.0%	33.5%	37.2%	36.3%	38.5%
Price	33.5%	28.6%	30.9%	31.6%	31.0%
Beaches	27.4%	27.2%	25.6%	27.5%	28.8%
Gastronomy	23.7%	24.9%	26.4%	26.1%	25.8%
Environment	26.3%	27.1%	28.4%	23.7%	25.1%
Authenticity	20.7%	22.8%	21.2%	21.2%	25.1%
Fun possibilities	21.4%	23.0%	20.5%	23.5%	23.8%
Effortless trip	18.0%	18.9%	22.4%	23.4%	21.2%
Exoticism	16.5%	17.1%	18.8%	16.4%	17.9%
Hiking trail network	17.0%	15.8%	16.1%	15.3%	14.8%
Historical heritage	8.0%	8.8%	9.2%	8.3%	10.5%
Shopping	7.9%	9.2%	10.3%	10.8%	9.7%
Culture	5.7%	7.1%	7.8%	5.8%	8.5%
Nightlife	4.4%	4.5%	4.0%	5.2%	5.4%

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.

How far in advance do they book their trip?

	2019	2022	2023	2024	2025
The same day	1.2%	1.0%	1.5%	1.6%	1.1%
Between 1 and 30 days	28.1%	34.1%	28.1%	28.6%	28.4%
Between 1 and 2 months	24.9%	23.3%	24.0%	21.4%	22.5%
Between 3 and 6 months	30.5%	27.5%	30.5%	29.7%	28.2%
More than 6 months	15.2%	14.1%	15.8%	18.7%	19.8%



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

	2019	2022	2023	2024	2025
Previous visits to the Canary Islands	51.7%	50.5%	47.5%	44.1%	43.5%
Friends or relatives	26.5%	33.2%	27.8%	30.1%	28.1%
Internet or social media	45.8%	47.3%	43.9%	42.9%	44.7%
Mass Media	0.8%	2.0%	1.4%	1.3%	1.5%
Travel guides and magazines	13.3%	11.2%	8.8%	11.8%	9.1%
Travel Blogs or Forums	4.0%	5.3%	5.0%	4.6%	4.6%
Travel TV Channels	0.4%	0.2%	0.9%	0.5%	0.2%
Tour Operator or Travel Agency	24.2%	28.6%	28.1%	24.4%	23.6%
Public administrations or similar	0.2%	0.4%	0.2%	0.4%	0.1%
Others	1.5%	2.1%	2.9%	3.0%	3.4%

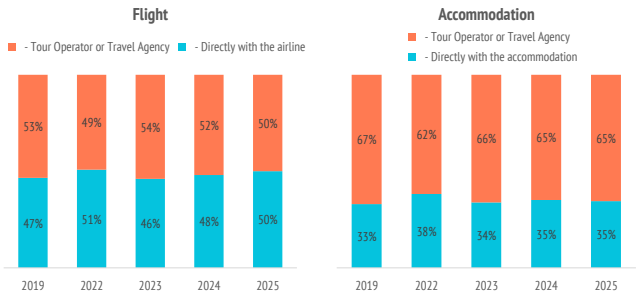
** Multi-choise question*

Tourist profile. Historical data (2019 - 2025)

Belgium

With whom did they book their flight and accommodation?

	2019	2022	2023	2024	2025
Flight					
- Directly with the airline	46.6%	50.8%	46.1%	48.0%	50.1%
- Tour Operator or Travel Agency	53.4%	49.2%	53.9%	52.0%	49.9%
Accommodation					
- Directly with the accommodation	33.0%	38.2%	33.9%	35.1%	34.5%
- Tour Operator or Travel Agency	67.0%	61.8%	66.1%	64.9%	65.5%



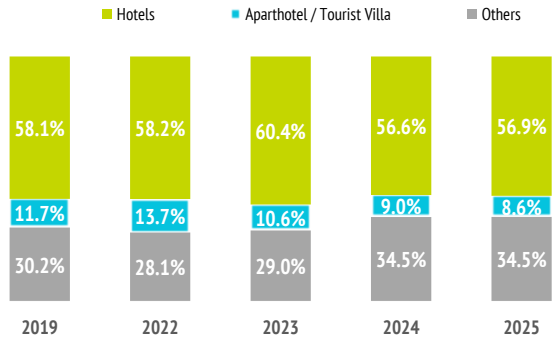
Where are they from?

	2019	2022	2023	2024	2025
Belgium	83.3%	80.4%	79.8%	76.6%	79.5%
Spanish Mainland	3.1%	3.6%	3.6%	3.1%	5.2%
Germany	2.8%	2.1%	2.8%	6.6%	4.8%
Luxembourg	1.0%	1.9%	3.5%	3.7%	3.0%
Portugal	0.2%	1.6%	1.1%	1.0%	0.4%
Switzerland	0.5%	0.1%	0.0%	0.2%	0.3%
United Kingdom	0.2%	0.2%	0.2%	0.0%	0.2%
France	1.4%	1.3%	1.0%	0.9%	0.1%
Ireland	0.0%	0.0%	0.0%	0.0%	0.1%
Austria	0.2%	0.2%	0.2%	0.0%	0.0%
Others	7.5%	8.6%	7.7%	7.9%	6.5%

Where do they stay?

	2019	2022	2023	2024	2025
1-2-3* Hotel	7.7%	6.5%	5.8%	7.8%	8.0%
4* Hotel	37.2%	38.0%	40.9%	37.0%	37.8%
5* Hotel / 5* Luxury Hotel	13.1%	13.6%	13.7%	11.8%	11.1%
Aparthotel / Tourist Villa	11.7%	13.7%	10.6%	9.0%	8.6%
House/room rented in a private dwelling	9.6%	7.3%	8.9%	17.9%	18.4%
Private accommodation (1)	12.6%	9.0%	10.2%	10.6%	13.6%
Others (Cottage, cruise, camping,..)	8.0%	11.9%	9.9%	5.9%	2.5%

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

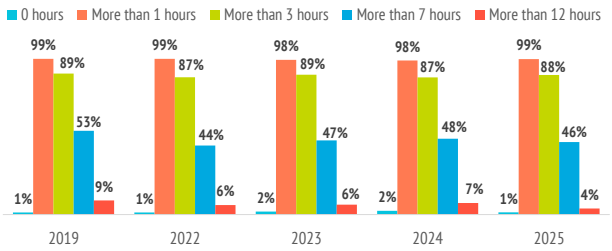


What do they book?

	2019	2022	2023	2024	2025
Room only	24.1%	24.7%	20.7%	28.3%	31.2%
Bed and Breakfast	9.7%	7.6%	11.6%	9.0%	9.5%
Half board	27.8%	29.6%	31.7%	24.6%	24.1%
Full board	2.9%	4.0%	3.5%	3.8%	4.0%
All inclusive	35.5%	34.1%	32.5%	34.2%	31.3%

Activities in the Canary Islands

Outdoor time per day	2019	2022	2023	2024	2025
0 hours	1.3%	1.3%	1.9%	2.4%	1.4%
1 - 2 hours	9.3%	11.7%	9.5%	10.6%	10.1%
3 - 6 hours	36.3%	43.2%	41.6%	38.9%	42.5%
7 - 12 hours	44.2%	37.8%	40.7%	40.8%	42.1%
More than 12 hours	8.9%	6.0%	6.2%	7.3%	3.9%
Outdoor time per day	7.3	6.7	6.8	6.9	6.6



Activities in the Canary Islands	2019	2022	2023	2024	2025
Walk, wander	71.0%	77.9%	81.2%	78.8%	76.8%
Swimming pool, hotel facilities	59.0%	66.9%	66.3%	62.7%	63.8%
Beach	50.2%	59.8%	56.8%	58.8%	57.9%
Explore the island on their own	43.5%	51.3%	50.5%	50.9%	50.5%
Hiking	--	40.2%	43.8%	39.8%	43.9%
Taste Canarian gastronomy	19.2%	24.5%	21.8%	21.3%	21.9%
Organized excursions	16.4%	19.3%	19.2%	19.3%	15.9%
Sea excursions / whale watching	11.9%	15.6%	13.6%	12.9%	13.1%
Theme parks	10.4%	13.4%	12.6%	11.4%	12.9%
Swim	--	16.0%	11.5%	10.8%	11.3%
Museums / exhibitions	8.7%	9.7%	11.0%	11.0%	10.0%
Nightlife / concerts / shows	9.0%	8.1%	9.0%	7.9%	9.4%
Running	--	8.0%	6.7%	6.6%	8.8%
Other Nature Activities	--	7.0%	5.3%	6.6%	8.2%
Wineries / markets / popular festivals	9.4%	7.6%	8.7%	7.6%	7.4%
Beauty and health treatments	5.0%	6.8%	8.4%	9.0%	6.5%
Astronomical observation	2.6%	3.0%	5.0%	4.8%	5.2%
Surf	--	2.6%	2.5%	2.6%	5.0%
Practice other sports	--	4.7%	5.3%	5.0%	4.9%
Scuba Diving	--	3.4%	2.8%	2.9%	3.8%
Cycling / Mountain bike	--	5.5%	3.6%	3.9%	3.0%
Golf	--	1.6%	2.8%	2.5%	2.4%
Windsurf / Kitesurf	--	1.1%	0.6%	0.8%	1.1%

** Multi-choise question*

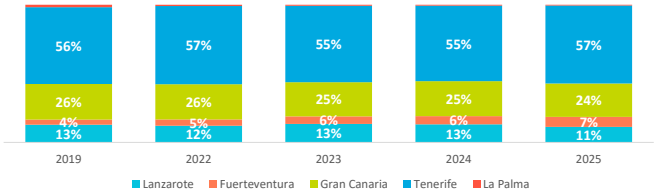
Tourist profile. Historical data (2019 - 2025)

Belgium

Which island do they choose?

Tourists (≥ 16 year old)	2019	2022	2023	2024	2025
Lanzarote	45,267	44,708	51,153	56,329	48,803
Fuerteventura	13,106	17,076	20,992	25,206	31,145
Gran Canaria	91,394	94,584	94,640	108,978	104,747
Tenerife	196,906	210,037	211,259	234,709	244,152
La Palma	6,201	3,367	2,991	2,734	2,440

Share by islands	2019	2022	2023	2024	2025
Lanzarote	12.8%	12.1%	13.4%	13.2%	11.3%
Fuerteventura	3.7%	4.6%	5.5%	5.9%	7.2%
Gran Canaria	25.9%	25.6%	24.8%	25.5%	24.3%
Tenerife	55.8%	56.8%	55.4%	54.8%	56.6%
La Palma	1.8%	0.9%	0.8%	0.6%	0.6%



How many islands do they visit during their trip?

	2019	2022	2023	2024	2025
One island	89.8%	92.5%	92.5%	91.1%	91.0%
Two islands	9.0%	6.2%	6.1%	7.6%	8.1%
Three or more islands	1.2%	1.3%	1.4%	1.3%	0.8%

How many are loyal to the Canary Islands?

	2019	2022	2023	2024	2025
Repeat tourists	72.0%	68.4%	71.5%	68.2%	70.3%
At least 10 previous visits	21.4%	22.7%	19.6%	19.0%	19.7%
Repeat tourists (last 5 years)	68.5%	64.5%	65.2%	62.3%	63.4%
Repeat tourists (last 5 years)(5 or more visits)	22.3%	18.8%	19.9%	18.8%	22.6%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019	2022	2023	2024	2025
Average rating	8.60	8.68	8.67	8.62	8.61

Experience in the Canary Islands	2019	2022	2023	2024	2025
Worse or much worse than expected	2.6%	2.7%	2.8%	2.8%	2.7%
Lived up to expectations	66.1%	61.3%	60.5%	57.1%	65.6%
Better or much better than expected	31.3%	36.0%	36.7%	40.2%	31.7%

Future intentions (scale 0-10)	2019	2022	2023	2024	2025
Return to the Canary Islands	8.59	8.63	8.57	8.51	8.53
Recommend visiting the Canary Islands	8.79	8.84	8.76	8.77	8.76

Who are they?

	2019	2022	2023	2024	2025
Gender					
Men	52.1%	50.7%	49.5%	50.6%	53.7%
Women	47.9%	49.3%	50.5%	49.4%	46.3%
Age					
Average age	50.8	47.6	50.1	49.8	49.6
Standard deviation	15.2	15.3	16.4	16.6	16.5
Age range					
16 - 24 years old	5.0%	8.7%	8.0%	7.8%	6.9%
25 - 30 years old	7.6%	8.5%	7.8%	8.5%	8.5%
31 - 45 years old	22.8%	27.5%	23.8%	24.8%	26.4%
46 - 60 years old	34.6%	33.2%	29.0%	28.2%	26.2%
Over 60 years old	30.0%	22.1%	31.5%	30.8%	32.0%
Occupation					
Salaried worker	44.7%	50.5%	44.5%	45.2%	43.9%
Self-employed	7.9%	12.3%	10.0%	10.5%	11.8%
Unemployed	0.2%	0.6%	0.3%	0.6%	0.4%
Business owner	13.3%	13.7%	12.1%	10.2%	9.5%
Student	2.8%	4.8%	4.4%	4.1%	5.0%
Retired	28.5%	16.4%	27.0%	27.7%	27.5%
Unpaid domestic work	0.4%	0.4%	0.4%	0.6%	0.3%
Others	2.1%	1.2%	1.3%	1.2%	1.6%
Annual household income level					
Less than €25,000	11.5%	13.8%	9.0%	10.7%	9.3%
€25,000 - €49,999	43.5%	41.1%	43.1%	39.9%	40.7%
€50,000 - €74,999	28.5%	25.7%	30.8%	30.9%	28.5%
More than €74,999	16.6%	19.4%	17.1%	18.5%	21.6%
Education level					
No studies	1.2%	0.3%	0.5%	1.0%	0.5%
Primary education	1.2%	0.7%	1.6%	1.7%	1.6%
Secondary education	32.5%	32.0%	32.0%	31.8%	32.8%
Higher education	65.2%	67.1%	65.9%	65.4%	65.1%

Who do they come with?

	2019	2022	2023	2024	2025
Unaccompanied	9.1%	7.8%	8.3%	9.4%	8.3%
Only with partner	56.4%	47.2%	51.8%	52.7%	51.5%
Only with children (< 13 years old)	3.8%	4.0%	3.6%	3.9%	4.6%
Partner + children (< 13 years old)	5.8%	7.9%	6.1%	7.1%	8.1%
Other relatives	5.3%	9.3%	7.6%	8.6%	8.9%
Friends	4.7%	6.2%	5.1%	4.5%	4.7%
Work colleagues	0.3%	0.0%	0.1%	0.1%	0.1%
Organized trip	0.0%	0.3%	0.2%	0.4%	0.2%
Other combinations (2)	14.5%	17.2%	17.2%	13.5%	13.5%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**13.3%**	**15.8%**	**13.7%**	**16.3%**	**18.4%**
- Between 0 and 2 years old	1.5%	0.7%	1.3%	0.9%	1.9%
- Between 3 and 12 years old	10.3%	14.4%	11.4%	14.2%	15.0%
- Between 0 -2 and 3-12 years old	1.5%	0.7%	1.0%	1.1%	1.5%
Tourists without children	**86.7%**	**84.2%**	**86.3%**	**83.7%**	**81.6%**
Group composition:					
- 1 person	12.7%	11.1%	11.0%	10.2%	10.7%
- 2 people	62.1%	56.8%	60.1%	61.3%	57.7%
- 3 people	10.0%	12.9%	12.1%	10.0%	12.2%
- 4 or 5 people	13.2%	16.1%	13.6%	14.9%	15.1%
- 6 or more people	2.0%	3.0%	3.2%	3.5%	4.3%
Average group size:	**2.39**	**2.53**	**2.49**	**2.51**	**2.58**

**People who share the main expenses of the trip*

Source: Tourist Expenditure Survey (EGT, ISTAC).

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