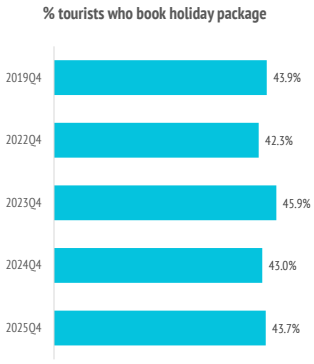
Tourist profile. Historical data (2019 - 2025)

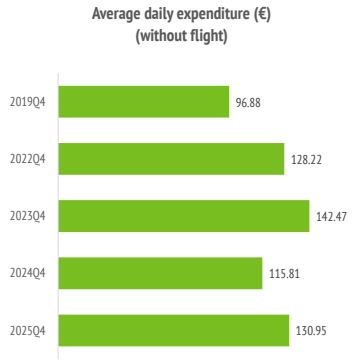
BELGIUM: Fourth Quarter

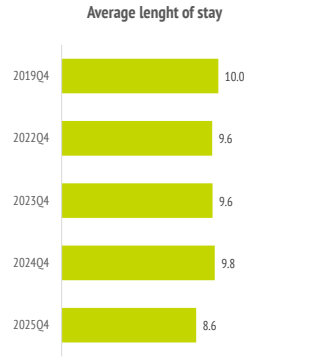
How many are they and how much do they spend?

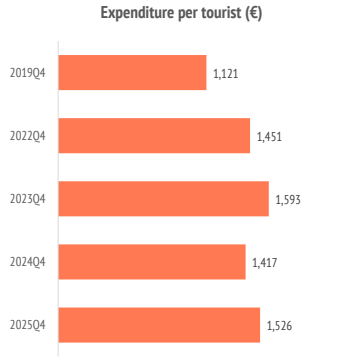
	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**96**	**110**	**119**	**129**	**133**
Tourist arrivals ≥ 16 years old (EGT) (*)	**93**	**102**	**113**	**123**	**127**
- book holiday package (*)	41	43	52	53	56
- do not book holiday package (*)	52	59	61	70	72
- % tourists who book holiday package	43.9%	42.3%	45.9%	43.0%	43.7%
Children < 16 years old (FRONTUR - EGT) (*)	3	7	6	7	6
Expenditure per tourist (€) (group spend / group size)	**1,060**	**1,281**	**1,406**	**1,266**	**1,262**
Expenditure per tourist (€) (group spend / +16)	**1,121**	**1,451**	**1,593**	**1,417**	**1,526**
- book holiday package	1,437	1,698	1,897	1,747	1,868
- holiday package	1,206	1,446	1,669	1,532	1,603
- others	231	251	228	215	265
- do not book holiday package	872	1,270	1,334	1,167	1,261
- flight	224	321	383	344	382
- accommodation	286	406	450	320	399
- others	362	543	501	503	480
Average lenght of stay	**10.0**	**9.6**	**9.6**	**9.8**	**8.6**
- Median	7.0	7.0	7.0	7.0	7.0
Average daily expenditure (€)	**134.12**	**176.64**	**201.38**	**172.84**	**193.72**
- Median	137.84	153.47	178.57	177.71	170.24
Average daily expenditure (without flight)	**96.88**	**128.22**	**142.47**	**115.81**	**130.95**
- Median	101.36	106.98	124.36	118.27	118.59
Average cost of the flight (€)	**291**	**383**	**476**	**451**	**489**
Total turnover (€m)	**105**	**148**	**180**	**174**	**194**
Turnover without flight (€m)	**77**	**109**	**126**	**119**	**132**

(*) Thousands of tourists









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

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Accommodation:					
- Accommodation	73.7%	79.5%	77.9%	76.6%	77.4%
- Additional accommodation expenses	7.8%	4.4%	7.9%	5.3%	8.3%
Transport:					
- National/International Transport	91.9%	94.3%	93.4%	93.2%	94.2%
- Flights between islands	4.7%	5.6%	3.8%	5.4%	6.1%
- Taxi	38.9%	47.1%	49.3%	50.0%	45.4%
- Car rental	26.3%	42.6%	38.2%	38.5%	41.4%
- Public transport	7.4%	11.5%	10.5%	12.8%	17.0%
Food and drink:					
- Food purchases at supermarkets	54.8%	57.5%	54.4%	62.4%	52.8%
- Restaurants	55.1%	65.3%	65.5%	68.0%	71.0%
Leisure:					
- Organized excursions	16.0%	29.1%	24.7%	23.0%	29.8%
- Sport activities	5.6%	10.7%	11.1%	8.5%	6.7%
- Cultural activities	0.1%	3.5%	5.3%	1.8%	1.9%
- Museums	4.8%	5.1%	7.0%	4.1%	6.0%
- Theme Parks	5.4%	11.2%	8.8%	5.1%	10.7%
- Discos and pubs	3.5%	5.8%	4.2%	4.3%	6.2%
- Wellness	3.5%	7.3%	9.6%	5.0%	5.4%
Purchases of goods:					
- Souvenirs	45.7%	38.1%	43.1%	40.8%	43.3%
- Other expenses	1.8%	1.2%	0.4%	0.8%	1.3%
Other:					
- Medical or pharmaceutical expenses	6.2%	10.8%	8.4%	4.4%	7.5%
- Other expenses	3.5%	5.4%	5.3%	3.5%	3.6%

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

Expenditure per tourist and trip (€)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Accommodation:	**865**	**817**	**1,046**	**842**	**930**
- Accommodation	686	720	905	711	796
- Additional accommodation expenses	179	97	141	132	135
Transport:	**515**	**931**	**827**	**846**	**860**
- National/International Transport	317	406	510	485	519
- Flights between islands	49	82	78	112	101
- Taxi	55	188	88	93	82
- Car rental	73	183	127	129	115
- Public transport	21	73	25	27	42
Food and drink:	**341**	**331**	**295**	**323**	**322**
- Food purchases at supermarkets	152	110	83	104	95
- Restaurants	189	221	212	219	228
Leisure:	**476**	**442**	**561**	**524**	**459**
- Organized excursions	106	86	113	74	81
- Sport activities	120	88	78	108	85
- Cultural activities	25	42	54	63	27
- Museums	41	31	46	29	20
- Theme Parks	54	44	67	84	83
- Discos and pubs	50	57	116	71	90
- Wellness	81	94	86	95	73
Purchases of goods:	**192**	**224**	**175**	**141**	**387**
- Souvenirs	81	103	119	112	**91**
- Other expenses	111	121	57	28	**296**
Other:	**149**	**138**	**101**	**192**	**131**
- Medical or pharmaceutical expenses	26	60	30	89	**34**
- Other expenses	123	78	71	103	**97**

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: Fourth Quarter

What is the main purpose of their trip?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Holiday, leisure	89.5%	90.8%	92.9%	93.5%	92.3%
Visiting family or friends	8.2%	8.0%	5.4%	4.8%	6.3%
Business and work	1.1%	0.8%	1.2%	0.3%	0.7%
Education and training	0.0%	0.0%	0.0%	0.0%	0.0%
Sports training	0.4%	0.3%	0.5%	1.0%	0.4%
Health or medical care	0.0%	0.0%	0.0%	0.0%	0.3%
Fairs and congresses	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.8%	0.0%	0.0%	0.5%	0.0%

What is the main motivation for their holidays?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Rest	54.7%	45.6%	50.7%	45.8%	45.2%
Enjoy family time	11.9%	12.7%	9.9%	13.5%	16.4%
Have fun	8.8%	9.7%	7.5%	7.1%	10.2%
Explore the destination	20.3%	28.4%	28.1%	27.2%	25.4%
Practice their hobbies	2.9%	2.5%	2.0%	4.4%	2.6%
Other reasons	1.5%	1.2%	1.7%	2.1%	0.1%

Where did they spend their main holiday last year? *

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Didn't have holidays	--	10.0%	8.7%	5.5%	10.4%
Canary Islands	--	34.8%	23.3%	36.8%	27.6%
Other destination	--	55.2%	68.0%	57.7%	62.1%
- Balearic Islands	--	1.4%	2.1%	1.5%	2.1%
- Rest of Spain	--	11.0%	9.2%	10.6%	8.8%
- Italy	--	6.9%	9.7%	5.1%	9.2%
- France	--	13.7%	14.4%	14.1%	12.1%
- Turkey	--	0.5%	3.0%	1.9%	1.8%
- Greece	--	4.8%	7.2%	5.5%	5.6%
- Portugal	--	3.6%	3.5%	2.5%	3.2%
- Croatia	--	1.5%	2.2%	1.5%	2.3%
- Egypt	--	0.4%	0.6%	0.6%	1.7%
- Tunisia	--	0.0%	0.3%	0.8%	0.5%
- Morocco	--	1.0%	0.8%	1.9%	1.8%
- Others	--	10.3%	15.0%	11.6%	13.0%

** Percentage of valid answers*

What other destinations did they consider for this trip? *

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
None (I was clear about "this Canary Island")	--	29.6%	33.7%	41.7%	29.0%
Canary Islands (other island)	--	28.8%	24.4%	23.2%	26.5%
Other destination	--	41.6%	41.9%	35.1%	44.5%
- Balearic Islands	--	3.7%	3.1%	1.9%	2.9%
- Rest of Spain	--	7.6%	7.8%	8.3%	9.4%
- Italy	--	4.4%	5.1%	5.6%	3.7%
- France	--	3.6%	2.9%	2.6%	2.9%
- Turkey	--	2.6%	2.6%	2.7%	3.8%
- Greece	--	6.6%	7.7%	3.7%	7.7%
- Portugal	--	5.6%	4.2%	3.8%	4.6%
- Croatia	--	1.6%	1.3%	1.5%	1.7%
- Egypt	--	3.0%	3.2%	3.8%	4.6%
- Others	--	2.9%	4.0%	1.2%	3.2%

** Percentage of valid answers*

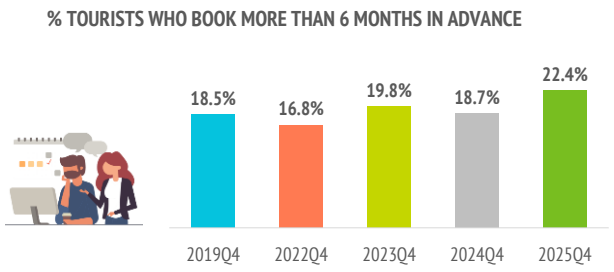
Importance of each factor in the destination choice

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Climate	79.9%	73.1%	78.8%	82.2%	85.3%
Tranquility	57.7%	45.6%	49.5%	51.2%	58.5%
Sea	43.6%	40.5%	40.0%	38.8%	48.9%
Safety	40.1%	34.1%	42.1%	40.3%	47.7%
Landscapes	36.7%	45.5%	40.0%	41.6%	46.9%
European belonging	43.0%	37.0%	40.3%	41.7%	45.7%
Accommodation supply	34.9%	26.9%	38.4%	35.1%	40.8%
Beaches	31.5%	26.1%	27.7%	25.9%	37.3%
Price	35.3%	28.5%	34.7%	35.5%	34.3%
Authenticity	19.1%	21.6%	19.0%	24.3%	32.1%
Environment	26.3%	31.1%	28.4%	33.7%	30.8%
Fun possibilities	18.6%	23.2%	19.8%	21.7%	27.0%
Effortless trip	19.4%	17.9%	21.7%	23.6%	26.0%
Gastronomy	25.3%	20.4%	26.1%	24.8%	25.2%
Exoticism	14.1%	14.4%	20.1%	19.7%	24.8%
Hiking trail network	23.7%	19.9%	17.2%	20.7%	15.9%
Culture	6.9%	8.5%	10.1%	6.0%	13.6%
Shopping	9.3%	7.3%	9.8%	11.1%	11.9%
Historical heritage	9.4%	10.4%	9.6%	9.4%	11.0%
Nightlife	3.8%	3.4%	2.8%	2.6%	5.7%

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?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
The same day	1.6%	0.9%	1.1%	0.5%	1.9%
Between 1 and 30 days	23.6%	26.7%	25.5%	28.2%	26.8%
Between 1 and 2 months	24.4%	25.5%	22.2%	20.8%	25.4%
Between 3 and 6 months	32.0%	30.1%	31.3%	31.9%	23.6%
More than 6 months	18.5%	16.8%	19.8%	18.7%	22.4%



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

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Previous visits to the Canary Islands	57.8%	53.6%	43.5%	46.2%	46.9%
Friends or relatives	27.8%	32.9%	28.7%	34.1%	31.2%
Internet or social media	43.8%	43.6%	40.5%	41.4%	42.1%
Mass Media	1.0%	2.5%	1.3%	1.4%	2.5%
Travel guides and magazines	9.5%	9.9%	9.6%	13.1%	8.2%
Travel Blogs or Forums	4.0%	5.3%	3.9%	5.9%	5.8%
Travel TV Channels	0.0%	0.3%	0.3%	0.5%	0.0%
Tour Operator or Travel Agency	19.4%	28.0%	27.6%	18.7%	19.4%
Public administrations or similar	0.0%	0.4%	0.3%	0.8%	0.0%
Others	2.2%	2.6%	1.5%	2.8%	1.2%

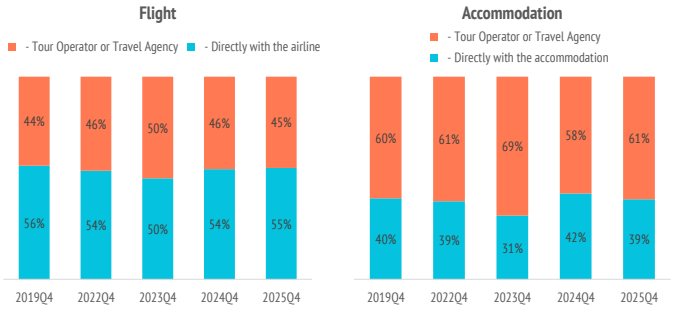
** Multi-choise question*

Tourist profile. Historical data (2019 - 2025)

BELGIUM: Fourth Quarter

With whom did they book their flight and accommodation?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Flight					
- Directly with the airline	56.1%	53.6%	49.8%	54.3%	54.9%
- Tour Operator or Travel Agency	43.9%	46.4%	50.2%	45.7%	45.1%
Accommodation					
- Directly with the accommodation	40.0%	38.5%	31.5%	42.4%	39.5%
- Tour Operator or Travel Agency	60.0%	61.5%	68.5%	57.6%	60.5%



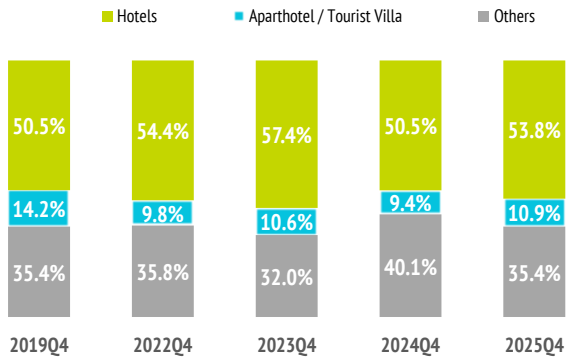
Where does the flight come from?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Belgium	84.1%	81.0%	68.5%	79.1%	78.6%
Spanish Mainland	4.2%	1.3%	5.4%	2.9%	7.8%
Netherlands	5.5%	12.4%	14.2%	5.3%	6.0%
Germany	2.7%	0.6%	2.3%	8.9%	4.6%
Luxembourg	1.2%	1.2%	6.6%	2.2%	2.0%
United Kingdom	0.5%	0.0%	0.0%	0.0%	0.8%
Austria	0.5%	0.0%	0.6%	0.0%	0.0%
France	0.0%	1.1%	0.0%	0.6%	0.0%
Norway	0.2%	0.0%	0.0%	0.0%	0.0%
Portugal	0.3%	2.5%	2.2%	1.0%	0.0%
Others	0.8%	0.0%	0.2%	0.0%	0.3%

Where do they stay?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
1-2-3* Hotel	6.9%	4.1%	3.3%	8.7%	8.2%
4* Hotel	32.4%	36.5%	43.4%	30.9%	33.7%
5* Hotel / 5* Luxury Hotel	11.2%	13.8%	10.6%	11.0%	11.9%
Aparthotel / Tourist Villa	14.2%	9.8%	10.6%	9.4%	10.9%
House/room rented in a private dwelling	13.3%	12.2%	12.5%	21.2%	22.4%
Private accommodation (1)	12.6%	11.5%	11.9%	14.4%	10.0%
Others (Cottage, cruise, camping,..)	9.5%	12.2%	7.6%	4.5%	2.9%

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

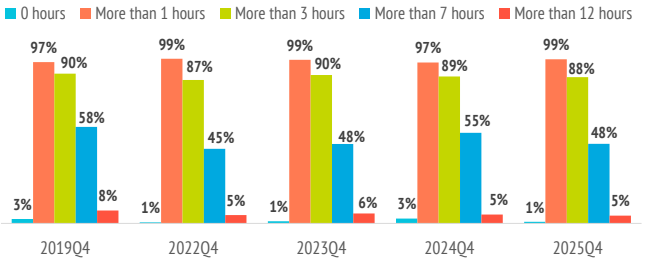


What do they book?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Room only	32.8%	28.5%	22.9%	37.5%	33.4%
Bed and Breakfast	10.7%	7.1%	8.3%	10.7%	10.0%
Half board	24.9%	30.7%	30.2%	17.5%	25.3%
Full board	1.5%	4.3%	5.2%	3.6%	2.1%
All inclusive	30.1%	29.5%	33.4%	30.8%	29.2%

Activities in the Canary Islands

Outdoor time per day	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
0 hours	2.7%	0.7%	1.3%	2.9%	0.9%
1 - 2 hours	7.0%	12.8%	9.2%	8.4%	10.8%
3 - 6 hours	32.1%	41.6%	41.6%	34.0%	40.3%
7 - 12 hours	50.4%	40.0%	41.9%	49.3%	43.3%
More than 12 hours	7.8%	5.0%	6.0%	5.4%	4.7%
Outdoor time per day	7.4	6.8	7.0	7.1	6.9



Activities in the Canary Islands	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Walk, wander	72.2%	80.2%	81.6%	77.0%	76.1%
Swimming pool, hotel facilities	56.6%	61.0%	63.1%	52.4%	61.7%
Beach	50.0%	65.9%	60.2%	51.6%	60.7%
Explore the island on their own	42.6%	59.6%	49.5%	49.3%	51.6%
Hiking	--	41.1%	45.0%	40.8%	44.8%
Taste Canarian gastronomy	20.7%	28.2%	23.6%	23.8%	23.2%
Organized excursions	13.4%	17.2%	16.4%	16.0%	15.4%
Sea excursions / whale watching	12.9%	12.6%	11.0%	8.2%	14.6%
Theme parks	7.5%	15.9%	11.0%	8.4%	14.4%
Swim	--	10.6%	6.8%	7.8%	13.3%
Running	--	7.8%	5.1%	4.2%	12.2%
Museums / exhibitions	8.6%	11.7%	9.9%	9.8%	9.7%
Nightlife / concerts / shows	6.6%	6.7%	7.8%	7.7%	9.2%
Other Nature Activities	--	7.0%	5.5%	5.9%	8.4%
Wineries / markets / popular festivals	9.8%	6.0%	10.1%	6.3%	7.6%
Beauty and health treatments	3.7%	7.2%	6.9%	7.3%	6.4%
Surf	--	3.4%	3.2%	2.7%	5.8%
Astronomical observation	2.6%	3.2%	5.9%	5.3%	5.7%
Practice other sports	--	4.8%	4.5%	2.9%	5.0%
Scuba Diving	--	3.1%	3.2%	2.1%	4.9%
Cycling / Mountain bike	--	4.9%	3.0%	4.0%	3.5%
Golf	--	3.1%	1.3%	2.1%	2.9%
Windsurf / Kitesurf	--	0.9%	0.4%	0.3%	1.1%

** Multi-choise question*

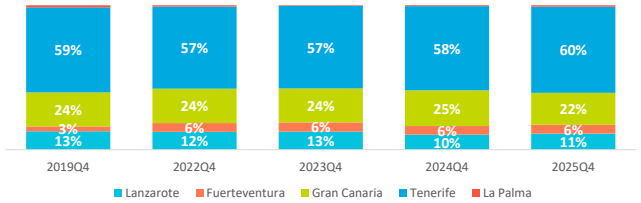
Tourist profile. Historical data (2019 - 2025)

BELGIUM: Fourth Quarter

Which island do they choose?

Tourists (≥ 16 year old)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Lanzarote	11,780	12,623	14,149	12,731	14,150
Fuerteventura	3,166	6,233	7,050	7,333	7,765
Gran Canaria	21,779	24,281	26,517	30,402	28,158
Tenerife	54,500	58,153	64,170	71,474	75,831
La Palma	1,341	884	497	718	1,204

Share by islands	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Lanzarote	12.7%	12.4%	12.6%	10.4%	11.1%
Fuerteventura	3.4%	6.1%	6.3%	6.0%	6.1%
Gran Canaria	23.5%	23.8%	23.6%	24.8%	22.2%
Tenerife	58.9%	56.9%	57.1%	58.3%	59.7%
La Palma	1.4%	0.9%	0.4%	0.6%	0.9%



How many islands do they visit during their trip?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
One island	89.7%	91.9%	93.2%	92.5%	93.5%
Two islands	9.8%	6.0%	5.9%	6.0%	6.2%
Three or more islands	0.5%	2.1%	1.0%	1.5%	0.3%

How many are loyal to the Canary Islands?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Repeat tourists	77.5%	71.4%	67.0%	71.9%	73.9%
At least 10 previous visits	18.1%	27.1%	20.0%	18.4%	19.7%
Repeat tourists (last 5 years)	73.3%	66.4%	60.7%	67.6%	66.2%
Repeat tourists (last 5 years)(5 or more visits)	23.6%	23.7%	19.1%	22.3%	26.1%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Average rating	8.71	8.81	8.68	8.66	8.78

Experience in the Canary Islands	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Worse or much worse than expected	2.5%	1.5%	3.7%	1.7%	1.3%
Lived up to expectations	66.6%	59.4%	59.0%	60.8%	67.2%
Better or much better than expected	30.9%	39.1%	37.3%	37.5%	31.4%

Future intentions (scale 0-10)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Return to the Canary Islands	8.86	8.83	8.49	8.75	8.67
Recommend visiting the Canary Islands	8.89	8.99	8.73	8.90	9.03

Who are they?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Gender					
Men	48.9%	51.5%	50.5%	55.5%	55.4%
Women	51.1%	48.5%	49.5%	44.5%	44.6%
Age					
Average age	51.4	48.7	50.9	53.2	50.0
Standard deviation	14.7	14.4	15.6	16.7	16.0
Age range					
16 - 24 years old	2.8%	5.9%	3.1%	4.1%	4.0%
25 - 30 years old	8.8%	7.4%	10.6%	7.4%	9.2%
31 - 45 years old	21.4%	28.4%	22.5%	22.3%	29.6%
46 - 60 years old	36.7%	37.0%	32.0%	26.1%	25.0%
Over 60 years old	30.3%	21.3%	31.8%	40.1%	32.2%
Occupation					
Salaried worker	47.9%	54.8%	53.9%	35.0%	44.8%
Self-employed	8.8%	11.2%	6.2%	11.1%	16.7%
Unemployed	0.3%	0.4%	0.2%	0.8%	0.0%
Business owner	8.8%	15.6%	8.6%	8.7%	8.7%
Student	1.4%	2.9%	2.1%	3.1%	3.4%
Retired	30.3%	13.8%	28.1%	37.9%	25.6%
Unpaid domestic work	0.0%	0.6%	0.0%	1.3%	0.2%
Others	2.5%	0.8%	1.0%	2.0%	0.6%
Annual household income level					
Less than €25,000	12.8%	13.6%	8.1%	12.7%	4.6%
€25,000 - €49,999	38.2%	39.4%	43.2%	41.9%	40.5%
€50,000 - €74,999	30.2%	27.6%	33.7%	29.9%	31.4%
More than €74,999	18.9%	19.4%	15.0%	15.5%	23.5%
Education level					
No studies	1.3%	0.2%	1.1%	2.0%	0.2%
Primary education	1.0%	0.2%	2.5%	1.5%	0.9%
Secondary education	23.4%	30.1%	34.5%	27.2%	35.7%
Higher education	74.3%	69.5%	61.9%	69.3%	63.2%

Who do they come with?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Unaccompanied	7.7%	8.2%	10.9%	10.9%	8.7%
Only with partner	59.1%	47.8%	48.9%	56.3%	50.1%
Only with children (< 13 years old)	1.5%	2.1%	3.7%	3.6%	4.2%
Partner + children (< 13 years old)	6.5%	6.7%	5.9%	3.7%	13.4%
Other relatives	5.6%	14.5%	8.1%	10.0%	7.7%
Friends	5.3%	3.5%	4.7%	2.6%	2.9%
Work colleagues	0.0%	0.0%	0.2%	0.0%	0.0%
Organized trip	0.0%	0.4%	0.2%	0.9%	0.3%
Other combinations (2)	14.3%	16.8%	17.5%	12.0%	12.7%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**9.8%**	**15.2%**	**13.7%**	**12.9%**	**24.3%**
- Between 0 and 2 years old	0.0%	0.6%	0.7%	0.7%	2.7%
- Between 3 and 12 years old	8.8%	13.5%	11.4%	10.6%	21.1%
- Between 0 -2 and 3-12 years old	0.9%	1.1%	1.7%	1.5%	0.6%
Tourists without children	**90.2%**	**84.8%**	**86.3%**	**87.1%**	**75.7%**
Group composition:					
- 1 person	13.9%	10.4%	14.3%	11.1%	9.0%
- 2 people	62.1%	59.3%	55.8%	65.3%	55.7%
- 3 people	8.4%	11.3%	11.4%	4.9%	12.7%
- 4 or 5 people	13.9%	14.8%	14.9%	14.9%	17.7%
- 6 or more people	1.7%	4.1%	3.6%	3.8%	4.8%
Average group size:	**2.35**	**2.56**	**2.53**	**2.45**	**2.72**

**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.