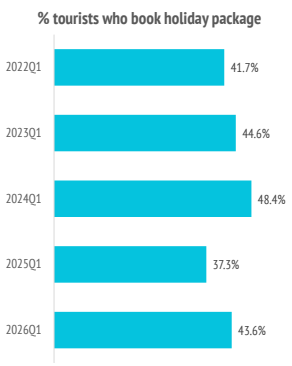
Tourist profile. Historical data (2022 - 2026)

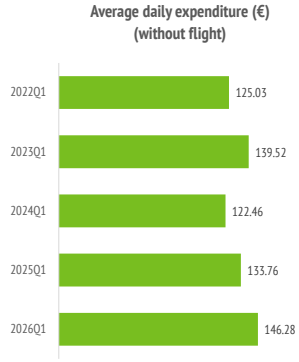
BELGIUM: First Quarter

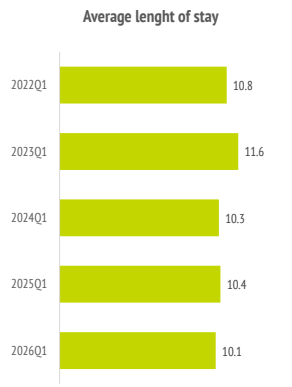
How many are they and how much do they spend?

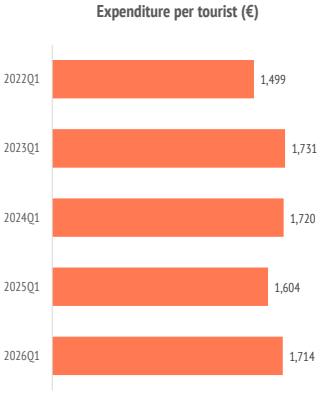
	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**91**	**102**	**124**	**125**	**116**
Tourist arrivals ≥ 16 years old (EGT) (*)	**85**	**93**	**114**	**109**	**109**
- book holiday package (*)	36	42	55	41	47
- do not book holiday package (*)	50	52	59	68	61
- % tourists who book holiday package	41.7%	44.6%	48.4%	37.3%	43.6%
Children < 16 years old (FRONTUR - EGT) (*)	6	8	9	16	7
Expenditure per tourist (€) (group spend / group size)	**1,336**	**1,547**	**1,560**	**1,414**	**1,535**
Expenditure per tourist (€) (group spend / +16)	**1,499**	**1,731**	**1,720**	**1,604**	**1,714**
- book holiday package	1,762	1,871	2,267	1,970	2,027
- holiday package	1,490	1,581	1,946	1,684	1,762
- others	273	290	322	287	264
- do not book holiday package	1,311	1,619	1,206	1,386	1,472
- flight	431	422	384	379	374
- accommodation	391	637	373	477	581
- others	489	560	450	530	518
Average lenght of stay	**10.8**	**11.6**	**10.3**	**10.4**	**10.1**
- Median	7.0	7.4	7.0	7.0	7.0
Average daily expenditure (€)	**175.91**	**189.74**	**191.58**	**190.43**	**201.29**
- Median	155.15	173.33	174.56	197.52	199.69
Average daily expenditure (without flight)	**125.03**	**139.52**	**122.46**	**133.76**	**146.28**
- Median	115.43	117.14	115.18	141.61	145.92
Average cost of the flight (€)	**466**	**438**	**611**	**470**	**456**
Total turnover (€m)	**128**	**162**	**197**	**175**	**187**
Turnover without flight (€m)	**88**	**121**	**127**	**123**	**137**

(*) Thousands of tourists









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

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Accommodation:					
- Accommodation	83.3%	79.5%	84.5%	76.8%	82.8%
- Additional accommodation expenses	6.8%	9.8%	8.0%	7.1%	7.1%
Transport:					
- National/International Transport	95.0%	93.5%	96.1%	96.5%	97.7%
- Flights between islands	7.2%	9.8%	5.2%	7.6%	4.3%
- Taxi	48.7%	47.5%	54.9%	37.6%	43.9%
- Car rental	33.4%	45.8%	36.8%	41.1%	40.4%
- Public transport	12.8%	9.8%	12.8%	12.4%	19.9%
Food and drink:					
- Food purchases at supermarkets	52.6%	57.9%	58.6%	57.6%	55.6%
- Restaurants	73.2%	75.1%	67.3%	73.4%	72.6%
Leisure:					
- Organized excursions	25.7%	25.3%	31.5%	26.5%	16.9%
- Sport activities	9.2%	13.6%	13.0%	11.2%	7.2%
- Cultural activities	0.0%	2.5%	2.1%	3.1%	2.9%
- Museums	4.5%	9.8%	6.2%	6.4%	8.4%
- Theme Parks	9.4%	8.3%	10.2%	5.8%	3.9%
- Discos and pubs	3.6%	7.0%	8.3%	5.7%	5.2%
- Wellness	5.6%	8.6%	5.6%	7.0%	5.3%
Purchases of goods:					
- Souvenirs	43.6%	41.2%	36.5%	47.6%	38.6%
- Other expenses	0.8%	0.5%	2.5%	0.7%	2.6%
Other:					
- Medical or pharmaceutical expenses	9.7%	11.2%	9.3%	5.8%	6.8%
- Other expenses	6.1%	4.9%	5.2%	5.1%	6.6%

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

Expenditure per tourist and trip (€)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Accommodation:	**792**	**1,112**	**869**	**955**	**1,059**
- Accommodation	715	1,009	806	864	976
- Additional accommodation expenses	76	103	63	91	84
Transport:	**811**	**811**	**929**	**887**	**794**
- National/International Transport	491	469	636	488	467
- Flights between islands	66	55	63	113	68
- Taxi	93	114	78	94	111
- Car rental	142	149	122	153	127
- Public transport	20	25	30	40	21
Food and drink:	**339**	**335**	**349**	**364**	**353**
- Food purchases at supermarkets	95	99	136	131	113
- Restaurants	244	236	213	233	240
Leisure:	**423**	**466**	**582**	**495**	**550**
- Organized excursions	98	84	74	94	109
- Sport activities	119	128	112	97	116
- Cultural activities	0	34	134	48	47
- Museums	28	28	36	42	49
- Theme Parks	42	65	51	50	67
- Discos and pubs	64	56	114	88	61
- Wellness	71	71	61	77	100
Purchases of goods:	**168**	**153**	**150**	**393**	**413**
- Souvenirs	113	120	92	96	**100**
- Other expenses	56	33	58	297	**313**
Other:	**85**	**105**	**117**	**96**	**148**
- Medical or pharmaceutical expenses	18	44	41	28	**18**
- Other expenses	67	60	76	67	**131**

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 (2022 - 2026)

BELGIUM: First Quarter

What is the main purpose of their trip?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Holiday, leisure	91.6%	93.6%	90.9%	91.0%	93.6%
Visiting family or friends	7.0%	5.4%	7.6%	7.1%	4.7%
Business and work	0.8%	0.6%	0.0%	0.3%	0.7%
Education and training	0.0%	0.0%	0.3%	0.0%	0.0%
Sports training	0.0%	0.0%	0.4%	1.1%	1.0%
Health or medical care	0.0%	0.5%	0.7%	0.4%	0.0%
Fairs and congresses	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.5%	0.0%	0.0%	0.0%	0.0%

What is the main motivation for their holidays?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Rest	51.5%	49.6%	47.0%	39.7%	44.4%
Enjoy family time	11.6%	16.3%	9.4%	16.6%	15.5%
Have fun	6.0%	7.0%	10.4%	7.6%	7.9%
Explore the destination	22.2%	21.1%	26.8%	27.7%	27.5%
Practice their hobbies	4.6%	4.1%	4.3%	5.3%	1.8%
Other reasons	4.2%	1.8%	2.1%	3.1%	2.9%

Where did they spend their main holiday last year? *

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Didn't have holidays	16.6%	6.9%	7.7%	4.1%	4.3%
Canary Islands	16.2%	30.4%	21.6%	27.1%	30.9%
Other destination	67.2%	62.7%	70.7%	68.8%	64.8%
- Balearic Islands	2.7%	2.3%	0.9%	0.6%	1.3%
- Rest of Spain	12.0%	11.3%	16.0%	13.3%	10.6%
- Italy	6.5%	7.4%	8.0%	8.6%	8.7%
- France	22.7%	16.0%	9.5%	15.5%	16.8%
- Turkey	0.8%	1.4%	2.5%	1.5%	2.7%
- Greece	4.4%	5.2%	5.7%	4.8%	6.1%
- Portugal	6.6%	4.0%	3.3%	2.2%	2.8%
- Croatia	4.0%	0.6%	1.0%	1.3%	1.1%
- Egypt	0.0%	0.6%	1.5%	1.0%	0.6%
- Tunisia	0.0%	0.0%	1.6%	0.9%	0.2%
- Morocco	0.5%	0.7%	1.2%	2.7%	2.2%
- Others	6.8%	13.3%	19.5%	16.3%	11.7%

** Percentage of valid answers*

What other destinations did they consider for this trip? *

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
None (I was clear about "this Canary Island")	37.3%	37.0%	29.0%	39.9%	35.5%
Canary Islands (other island)	23.7%	25.9%	24.4%	25.7%	29.8%
Other destination	39.0%	37.2%	46.5%	34.4%	34.7%
- Balearic Islands	2.3%	3.1%	4.7%	3.2%	3.0%
- Rest of Spain	10.1%	7.8%	11.2%	7.4%	7.8%
- Italy	2.1%	4.0%	3.6%	4.3%	3.4%
- France	2.7%	3.0%	2.7%	2.8%	3.0%
- Turkey	2.4%	2.8%	2.7%	1.3%	2.4%
- Greece	4.6%	5.2%	5.3%	3.5%	4.8%
- Portugal	4.7%	2.8%	4.5%	5.1%	2.0%
- Croatia	1.5%	2.2%	2.2%	0.4%	1.3%
- Egypt	3.0%	3.4%	5.8%	3.4%	4.6%
- Others	5.4%	2.9%	3.8%	3.0%	2.4%

** Percentage of valid answers*

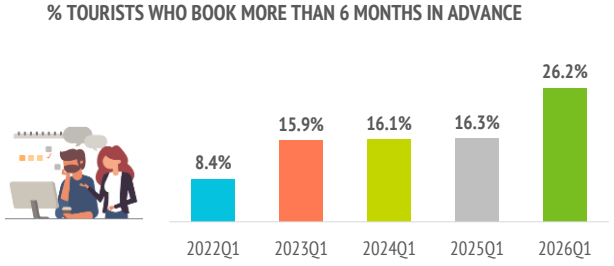
Importance of each factor in the destination choice

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Climate	83.6%	81.0%	81.9%	83.6%	81.0%
Tranquility	43.1%	52.2%	52.0%	48.4%	51.6%
European belonging	38.5%	37.6%	37.5%	45.6%	47.9%
Safety	34.9%	45.5%	34.1%	37.0%	41.7%
Landscapes	36.7%	41.5%	36.1%	40.3%	38.3%
Sea	35.7%	41.1%	44.5%	41.8%	31.9%
Environment	24.1%	28.3%	21.9%	24.7%	31.9%
Accommodation supply	32.9%	38.3%	34.3%	30.0%	31.0%
Effortless trip	15.3%	21.2%	22.9%	14.6%	28.8%
Gastronomy	25.1%	26.3%	24.8%	22.6%	25.1%
Hiking trail network	15.8%	21.0%	12.9%	13.8%	21.8%
Price	18.7%	27.2%	23.9%	24.3%	21.2%
Beaches	25.5%	23.2%	23.3%	30.0%	20.7%
Authenticity	17.9%	21.1%	20.6%	22.2%	19.2%
Fun possibilities	19.4%	17.5%	21.8%	17.6%	16.5%
Exoticism	12.3%	15.3%	13.4%	13.3%	12.7%
Shopping	10.1%	8.6%	10.2%	6.5%	8.9%
Culture	4.7%	8.5%	5.3%	4.8%	8.3%
Historical heritage	7.9%	10.9%	9.0%	9.1%	8.2%
Nightlife	4.5%	2.6%	6.2%	2.2%	2.4%

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?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
The same day	0.7%	1.7%	1.2%	2.0%	0.7%
Between 1 and 30 days	44.5%	24.0%	32.7%	27.9%	19.4%
Between 1 and 2 months	19.4%	27.0%	21.2%	25.9%	23.1%
Between 3 and 6 months	27.1%	31.3%	28.8%	28.0%	30.6%
More than 6 months	8.4%	15.9%	16.1%	16.3%	26.2%



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

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Previous visits to the Canary Islands	46.7%	55.5%	42.5%	47.3%	56.5%
Friends or relatives	36.2%	27.0%	33.0%	30.0%	27.2%
Internet or social media	48.7%	40.4%	47.1%	46.6%	36.3%
Mass Media	1.8%	0.8%	1.1%	0.9%	0.8%
Travel guides and magazines	9.9%	9.1%	14.1%	10.5%	7.1%
Travel Blogs or Forums	5.2%	4.2%	4.7%	3.7%	4.5%
Travel TV Channels	0.0%	0.3%	0.7%	0.0%	0.0%
Tour Operator or Travel Agency	28.9%	26.5%	22.5%	19.9%	19.9%
Public administrations or similar	0.5%	0.0%	0.0%	0.2%	0.9%
Others	1.3%	2.2%	2.9%	3.6%	2.2%

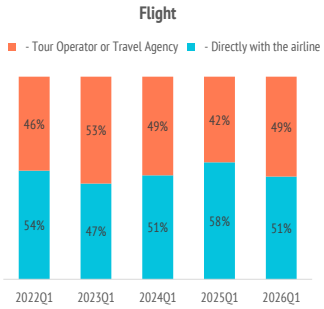
** Multi-choise question*

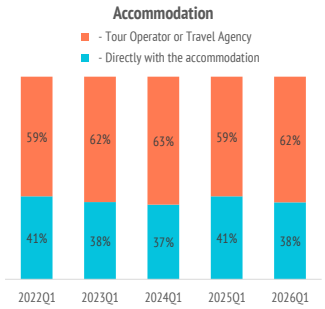
Tourist profile. Historical data (2022 - 2026)

BELGIUM: First Quarter

With whom did they book their flight and accommodation?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Flight					
- Directly with the airline	53.6%	47.3%	51.3%	57.7%	50.7%
- Tour Operator or Travel Agency	46.4%	52.7%	48.7%	42.3%	49.3%
Accommodation					
- Directly with the accommodation	40.9%	38.1%	36.8%	41.0%	38.0%
- Tour Operator or Travel Agency	59.1%	61.9%	63.2%	59.0%	62.0%





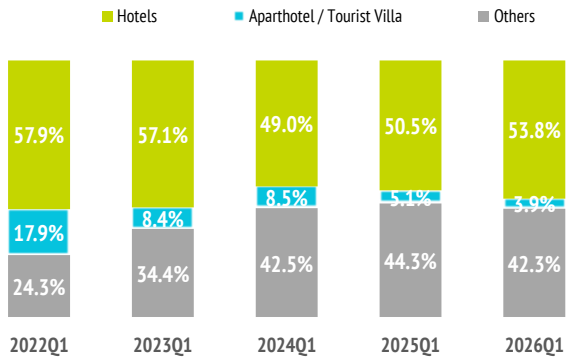
Where does the flight come from?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Belgium	79.8%	84.2%	79.2%	72.0%	83.4%
Luxembourg	1.0%	1.5%	5.1%	3.0%	5.3%
Netherlands	5.4%	4.0%	6.1%	8.8%	5.1%
Spanish Mainland	8.2%	3.0%	2.7%	6.4%	3.0%
Germany	3.3%	4.1%	4.8%	7.4%	1.7%
Portugal	0.8%	0.2%	1.7%	0.6%	0.8%
Czech Republic	0.0%	0.0%	0.0%	0.0%	0.7%
Switzerland	0.3%	0.0%	0.0%	0.8%	0.0%
France	0.6%	2.3%	0.3%	0.0%	0.0%
Others	0.2%	0.0%	0.0%	1.0%	0.0%

Where do they stay?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
1-2-3* Hotel	6.8%	7.8%	8.0%	7.0%	9.7%
4* Hotel	39.3%	34.1%	27.9%	34.8%	32.1%
5* Hotel / 5* Luxury Hotel	11.7%	15.2%	13.1%	8.7%	12.1%
Aparthotel / Tourist Villa	17.9%	8.4%	8.5%	5.1%	3.9%
House/room rented in a private dwelling	5.1%	8.7%	23.6%	24.0%	22.3%
Private accommodation (1)	8.0%	10.7%	6.8%	16.4%	14.3%
Others (Cottage, cruise, camping,..)	11.2%	15.1%	12.1%	4.0%	5.6%

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

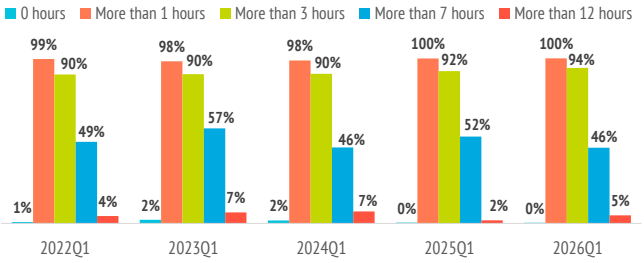


What do they book?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Room only	26.2%	26.8%	30.2%	39.4%	37.0%
Bed and Breakfast	8.6%	11.4%	9.1%	13.1%	11.4%
Half board	31.8%	35.3%	26.8%	21.6%	22.4%
Full board	5.6%	1.6%	4.1%	3.7%	2.7%
All inclusive	27.7%	24.9%	29.8%	22.2%	26.3%

Activities in the Canary Islands

Outdoor time per day	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
0 hours	0.8%	2.2%	1.7%	0.5%	0.4%
1 - 2 hours	9.3%	7.8%	8.0%	7.6%	5.7%
3 - 6 hours	40.6%	32.7%	44.4%	39.6%	48.2%
7 - 12 hours	44.8%	50.7%	38.7%	50.6%	40.8%
More than 12 hours	4.5%	6.6%	7.2%	1.8%	4.8%
Outdoor time per day	6.9	7.1	7.0	6.9	6.8



Activities in the Canary Islands	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Walk, wander	75.0%	77.9%	78.2%	81.2%	77.5%
Explore the island on their own	46.2%	51.4%	54.5%	55.3%	54.7%
Beach	54.0%	52.0%	60.4%	54.9%	47.3%
Swimming pool, hotel facilities	65.9%	57.2%	60.5%	54.8%	45.1%
Hiking	39.2%	45.7%	39.6%	48.4%	44.2%
Taste Canarian gastronomy	17.9%	20.1%	21.8%	25.0%	27.6%
Organized excursions	16.7%	16.0%	19.5%	12.7%	11.3%
Museums / exhibitions	8.3%	9.6%	12.3%	10.0%	9.1%
Swim	21.2%	10.2%	8.6%	12.0%	7.8%
Other Nature Activities	4.5%	5.1%	5.6%	10.3%	7.6%
Practice other sports	3.2%	9.9%	6.7%	5.1%	6.8%
Running	6.5%	9.1%	8.4%	10.5%	5.8%
Astronomical observation	3.2%	4.6%	6.5%	8.1%	5.7%
Cycling / Mountain bike	7.6%	6.2%	2.3%	2.5%	5.2%
Wineries / markets / popular festivals	6.6%	5.1%	9.8%	6.0%	5.2%
Beauty and health treatments	4.7%	10.6%	8.6%	8.2%	5.1%
Theme parks	9.4%	11.4%	11.9%	12.7%	5.0%
Sea excursions / whale watching	13.1%	9.7%	11.3%	7.2%	4.5%
Nightlife / concerts / shows	7.2%	8.1%	9.0%	8.7%	3.3%
Surf	2.1%	2.8%	3.5%	10.4%	2.3%
Golf	0.7%	6.1%	3.9%	3.3%	1.4%
Scuba Diving	1.0%	1.1%	3.3%	2.6%	0.8%
Windsurf / Kitesurf	1.0%	1.2%	0.6%	3.0%	--

** Multi-choise question*

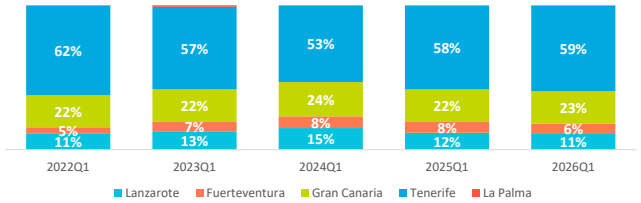
Tourist profile. Historical data (2022 - 2026)

BELGIUM: First Quarter

Which island do they choose?

Tourists (≥ 16 year old)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Lanzarote	9,360	11,843	17,088	12,688	12,441
Fuerteventura	3,917	6,461	9,254	8,616	7,060
Gran Canaria	18,909	20,683	26,986	23,984	24,567
Tenerife	52,799	53,201	60,492	63,070	64,382
La Palma	329	1,031	118	242	314

Share by islands	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Lanzarote	11.0%	12.7%	15.0%	11.7%	11.4%
Fuerteventura	4.6%	6.9%	8.1%	7.9%	6.5%
Gran Canaria	22.2%	22.2%	23.7%	22.1%	22.6%
Tenerife	61.9%	57.1%	53.1%	58.1%	59.2%
La Palma	0.4%	1.1%	0.1%	0.2%	0.3%



How many islands do they visit during their trip?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
One island	90.6%	87.5%	90.7%	88.3%	95.1%
Two islands	8.5%	10.4%	8.6%	10.5%	4.1%
Three or more islands	0.9%	2.1%	0.7%	1.2%	0.8%

How many are loyal to the Canary Islands?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Repeat tourists	66.4%	76.8%	67.0%	76.1%	79.7%
At least 10 previous visits	19.9%	19.6%	19.1%	24.8%	28.4%
Repeat tourists (last 5 years)	64.5%	70.8%	61.5%	70.0%	76.7%
Repeat tourists (last 5 years)(5 or more visits)	19.1%	20.2%	20.0%	24.9%	35.1%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Average rating	8.68	8.62	8.45	8.44	8.52

Experience in the Canary Islands	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Worse or much worse than expected	2.5%	2.1%	3.8%	1.8%	2.1%
Lived up to expectations	61.5%	62.1%	50.3%	69.4%	73.9%
Better or much better than expected	36.0%	35.8%	45.9%	28.8%	24.0%

Future intentions (scale 0-10)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Return to the Canary Islands	8.64	8.67	8.53	8.73	8.70
Recommend visiting the Canary Islands	8.80	8.76	8.69	8.69	8.79

Who are they?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Gender					
Men	47.7%	48.6%	51.4%	51.3%	51.2%
Women	52.3%	51.4%	48.6%	48.7%	48.8%
Age					
Average age	50.7	52.0	50.0	50.3	54.8
Standard deviation	14.9	16.6	16.9	17.3	17.2
Age range					
16 - 24 years old	4.3%	7.5%	6.9%	8.0%	5.2%
25 - 30 years old	6.3%	3.9%	9.5%	7.2%	6.2%
31 - 45 years old	28.1%	26.4%	25.5%	25.4%	20.7%
46 - 60 years old	30.6%	26.0%	27.7%	23.5%	25.1%
Over 60 years old	30.7%	36.3%	30.3%	35.9%	42.7%
Occupation					
Salaried worker	41.3%	34.9%	43.7%	43.0%	35.7%
Self-employed	20.7%	12.8%	11.9%	15.4%	11.8%
Unemployed	0.3%	0.0%	0.0%	0.3%	1.3%
Business owner	15.4%	13.1%	15.0%	8.2%	14.5%
Student	0.0%	5.0%	3.0%	4.1%	1.9%
Retired	20.6%	31.6%	25.2%	27.6%	34.1%
Unpaid domestic work	0.3%	0.5%	0.5%	0.0%	0.5%
Others	1.4%	2.1%	0.6%	1.5%	0.2%
Annual household income level					
Less than €25,000	12.9%	10.7%	8.2%	13.0%	12.6%
€25,000 - €49,999	39.9%	40.7%	39.1%	34.2%	29.8%
€50,000 - €74,999	26.4%	29.0%	31.8%	20.0%	38.4%
More than €74,999	20.8%	19.5%	20.9%	32.9%	19.3%
Education level					
No studies	0.9%	0.2%	0.3%	0.7%	0.1%
Primary education	0.3%	0.3%	2.2%	1.2%	0.5%
Secondary education	25.3%	25.6%	29.3%	24.9%	29.7%
Higher education	73.5%	73.9%	68.1%	73.3%	69.7%

Who do they come with?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Unaccompanied	8.5%	7.6%	8.8%	7.3%	5.8%
Only with partner	51.1%	51.0%	53.8%	52.6%	55.3%
Only with children (< 13 years old)	4.4%	3.4%	2.9%	3.6%	6.3%
Partner + children (< 13 years old)	7.7%	8.3%	4.8%	5.4%	5.3%
Other relatives	6.2%	7.2%	10.5%	9.0%	6.4%
Friends	7.0%	5.6%	6.4%	3.9%	4.1%
Work colleagues	0.2%	0.0%	0.5%	0.5%	0.0%
Organized trip	0.7%	0.0%	0.3%	0.0%	0.0%
Other combinations (2)	14.2%	16.9%	12.1%	17.8%	16.8%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**13.7%**	**18.1%**	**13.9%**	**17.4%**	**14.9%**
- Between 0 and 2 years old	1.2%	1.3%	0.5%	2.6%	2.7%
- Between 3 and 12 years old	12.1%	15.1%	12.0%	12.4%	11.8%
- Between 0 -2 and 3-12 years old	0.5%	1.7%	1.4%	2.4%	0.4%
Tourists without children	**86.3%**	**81.9%**	**86.1%**	**82.6%**	**85.1%**
Group composition:					
- 1 person	14.1%	9.5%	9.4%	11.3%	7.4%
- 2 people	58.0%	56.4%	61.9%	55.8%	63.6%
- 3 people	13.5%	10.4%	6.6%	12.4%	12.8%
- 4 or 5 people	11.9%	19.1%	19.0%	12.2%	14.4%
- 6 or more people	2.4%	4.6%	3.1%	8.3%	1.9%
Average group size:	**2.40**	**2.72**	**2.59**	**2.70**	**2.44**

**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.