TOURIST PROFILE BY ISLAND OF STAY (2022)
NETHERLANDS

How many are they and how much do they spend?

	LZ	FUE	GC	TFE	LP
TOURISTS					
Tourist arrivals (FRONTUR) *(*)*	**93**	**64**	**273**	**215**	**8**
Tourist arrivals > 15 years old (EGT) *(*)*	**81**	**57**	**239**	**190**	**7**
- book holiday package *(*)*	46	41	147	115	6
- do not book holiday package *(*)*	35	16	92	75	2
- % tourists who book holiday package	56.4%	71.8%	61.4%	60.4%	78.7%

(*) Thousands of tourists

TOURISTS

80,774	56,992	239,499	18,940	7,328
● Lanzarote	● Fuerteventura	● Gran Canaria	● Tenerife	● La Palma

% TOURISTS WHO BOOK HOLIDAY PACKAGE

Lanzarote	56%
Fuerteventura	72%
Gran Canaria	61%
Tenerife	60%
La Palma	79%

	LZ	FUE	GC	TFE	LP
Expenditure per tourist (€)	**1,286**	**1,345**	**1,535**	**1,380**	**1,364**
- book holiday package	1,451	1,420	1,652	1,471	1,369
- holiday package	1,196	1,202	1,368	1,158	1,095
- others	255	217	284	313	273
- do not book holiday package	1,073	1,156	1,350	1,241	1,346
- flight	315	284	415	317	364
- accommodation	373	528	471	442	542
- others	385	344	465	482	440
Average lenght of stay	**8.15**	**9.55**	**9.64**	**9.44**	**9.31**
- book holiday package	8.00	8.90	8.99	8.36	8.78
- do not book holiday package	8.35	11.22	10.68	11.09	11.26
Average daily expenditure (€)	**171.6**	**156.1**	**172.1**	**167.5**	**154.3**
- book holiday package	186.8	171.2	183.9	184.0	160.3
- do not book holiday package	151.9	117.7	153.3	142.3	132.1
Total turnover (> 15 years old) (€m)	**104**	**77**	**368**	**262**	**10**
- book holiday package	66	58	243	169	8
- do not book holiday package	38	19	125	93	2

Where did they spend their main holiday last year?*

	LZ	FUE	GC	TFE	LP
Didn't have holidays	28.4%	29.3%	30.1%	30.0%	26.8%
Canary Islands	17.4%	21.1%	18.2%	14.5%	14.7%
Other destination	54.1%	49.5%	51.7%	55.5%	58.5%

What other destinations did they consider for this trip?*

	LZ	FUE	GC	TFE	LP
None (I was clear about "this Canary Island")	19.2%	19.8%	25.5%	24.4%	23.9%
Canary Islands (other island)	28.2%	31.2%	24.2%	24.7%	26.5%
Other destination	52.7%	49.0%	50.3%	50.9%	49.7%

*Percentage of valid answers

Importance of each factor in the destination choice

	LZ	FUE	GC	TFE	LP
Climate	72.8%	76.7%	76.8%	72.5%	65.1%
Sea	30.7%	52.0%	37.1%	37.8%	23.5%
Tranquility	37.3%	45.9%	38.9%	31.8%	33.2%
Accommodation supply	26.3%	36.7%	38.1%	34.7%	14.2%
Fun possibilities	29.8%	36.0%	37.5%	31.2%	23.3%
Beaches	25.7%	50.0%	33.2%	27.1%	9.7%
European belonging	29.9%	29.0%	31.4%	31.1%	20.6%
Safety	32.4%	33.2%	31.5%	24.9%	18.4%
Landscapes	24.6%	20.8%	19.2%	28.2%	42.0%
Price	24.3%	22.4%	24.6%	22.0%	24.6%
Gastronomy	15.8%	16.2%	18.0%	14.7%	8.2%
Exoticism	11.5%	10.6%	17.8%	15.8%	23.6%
Effortless trip	16.2%	16.8%	14.1%	11.8%	3.0%
Authenticity	15.7%	12.0%	13.1%	13.7%	21.9%
Environment	12.5%	10.1%	9.8%	12.9%	11.1%
Hiking trail network	6.5%	4.4%	5.4%	15.8%	25.4%
Nightlife	2.3%	3.4%	10.6%	2.6%	0.0%
Shopping	2.4%	3.5%	7.2%	4.6%	2.6%
Culture	6.6%	0.7%	5.7%	5.1%	3.3%
Historical heritage	7.3%	2.7%	4.4%	3.1%	3.4%

Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very impo

% of tourists who indicate that the factor is "very important" in their choice.

% TOURISTS WHO CHOOSE BEACHES

Lanzarote	26%
Fuerteventura	50%
Gran Canaria	33%
Tenerife	27%
La Palma	10%
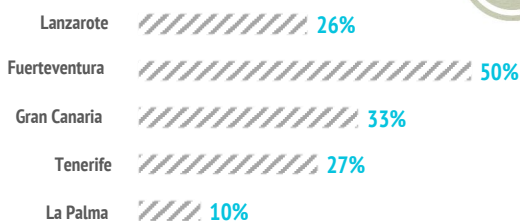
What is the main motivation for their holidays?

	LZ	FUE	GC	TFE	LP
Rest	44.0%	56.6%	49.7%	43.9%	25.8%
Enjoy family time	15.9%	7.3%	14.6%	13.7%	7.5%
Have fun	14.4%	16.3%	18.6%	14.7%	14.4%
Explore the destination	18.9%	12.1%	12.5%	21.1%	41.5%
Practice their hobbies	3.3%	3.0%	0.9%	2.5%	4.4%
Other reasons	3.6%	4.7%	3.6%	4.1%	6.4%

How far in advance do they book their trip?

	LZ	FUE	GC	TFE	LP
The same day	1.6%	0.4%	1.8%	1.7%	-
Between 1 and 30 days	32.9%	36.7%	40.1%	28.4%	51.4%
Between 1 and 2 months	28.3%	23.5%	23.3%	24.8%	27.0%
Between 3 and 6 months	25.6%	28.6%	23.8%	33.2%	18.1%
More than 6 months	11.6%	10.8%	11.1%	11.8%	3.5%

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.

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

	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	43.4%	34.1%	40.4%	40.2%	43.6%
Friends or relatives	24.9%	22.9%	24.5%	23.6%	27.0%
Internet or social media	71.1%	68.2%	51.4%	59.8%	70.6%
Mass Media	0.3%	1.2%	1.2%	2.4%	0.1%
Travel guides and magazines	10.1%	8.2%	5.9%	8.8%	18.7%
Travel Blogs or Forums	4.9%	7.1%	3.1%	3.6%	15.5%
Travel TV Channels	0.0%	0.5%	0.6%	0.5%	0.3%
Tour Operator or Travel Agency	21.0%	25.6%	18.6%	22.0%	17.5%
Public administrations or similar	0.5%	0.0%	0.0%	1.2%	2.7%
Others	3.8%	1.8%	4.3%	2.6%	2.9%

* Multi-choise question

With whom did they book their flight and accommodation? 👁

	LZ	FUE	GC	TFE	LP
Flight					
- Directly with the airline	40.3%	24.3%	35.2%	36.1%	27.0%
- Tour Operator or Travel Agency	59.7%	75.7%	64.8%	63.9%	73.0%
Accommodation					
- Directly with the accommodation	29.3%	20.4%	28.1%	30.2%	19.3%
- Tour Operator or Travel Agency	70.7%	79.6%	71.9%	69.8%	80.7%

Where do they stay? 🛏

	LZ	FUE	GC	TFE	LP
1-2-3* Hotel	13.3%	10.8%	15.9%	7.4%	0.6%
4* Hotel	38.6%	62.4%	35.5%	41.6%	64.4%
5* Hotel / 5* Luxury Hotel	8.0%	1.9%	8.0%	8.7%	-
Aparthotel / Tourist Villa	22.9%	9.7%	18.5%	21.2%	25.4%
House/room rented in a private dwelling	7.1%	0.4%	6.6%	6.4%	2.2%
Private accommodation (1)	4.4%	5.9%	3.9%	5.5%	0.2%
Others (Cottage, cruise, camping,..)	5.7%	8.9%	11.7%	9.2%	7.2%

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

Legend: ■ Aparthotel / Tourist Villa ■ Hotels ■ Others

	Aparthotel / Tourist Villa	Hotels	Others
LZ	22.9%	59.9%	17.2%
FUE	9.7%	75.1%	15.2%
GC	18.5%	59.4%	22.2%
TFE	21.2%	57.7%	21.1%
LP	25.4%	65.0%	9.6%
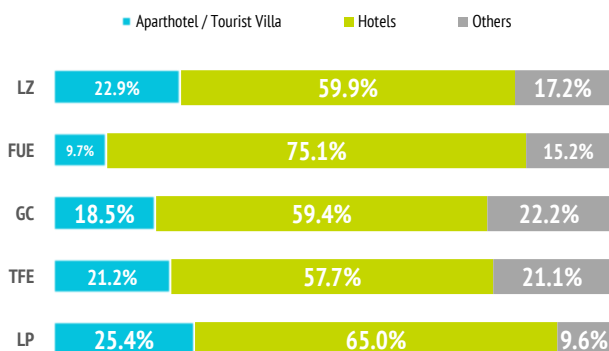
What do they book? 🍽

	LZ	FUE	GC	TFE	LP
Room only	29.6%	11.3%	26.1%	28.2%	36.3%
Bed and Breakfast	9.6%	13.1%	14.2%	18.9%	18.8%
Half board	16.0%	16.0%	13.4%	22.9%	27.4%
Full board	1.1%	0.7%	0.7%	2.3%	-
All inclusive	43.7%	58.9%	45.6%	27.7%	17.5%

Other expenses 📍

	LZ	FUE	GC	TFE	LP
Restaurants or cafes	67.3%	53.2%	65.0%	69.8%	69.1%
Supermarkets	67.4%	57.3%	56.8%	63.1%	77.7%
Car rental	51.3%	31.4%	27.5%	44.1%	75.3%
Organized excursions	32.4%	23.7%	18.1%	35.8%	31.1%
Taxi, transfer, chauffeur service	51.2%	50.5%	61.4%	58.1%	29.2%
Theme Parks	10.8%	2.8%	10.6%	18.8%	2.1%
Sport activities	9.7%	10.1%	7.1%	11.4%	4.6%
Museums	16.5%	1.6%	2.7%	3.1%	7.5%
Flights between islands	5.0%	10.4%	3.8%	3.3%	0.3%

Activities in the Canary Islands 🚶

Outdoor time per day	LZ	FUE	GC	TFE	LP
0 hours	1.0%	3.3%	2.2%	2.0%	2.7%
1 - 2 hours	13.5%	14.4%	13.6%	10.1%	5.8%
3 - 6 hours	40.0%	39.2%	37.1%	33.5%	35.6%
7 - 12 hours	36.1%	35.4%	37.7%	45.1%	44.5%
More than 12 hours	9.4%	7.7%	9.3%	9.3%	11.4%

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

	LZ	FUE	GC	TFE	LP
0 hours	1%	3%	2%	2%	3%
More than 1 hour	99%	97%	98%	98%	97%
More than 3 hours	85%	82%	84%	88%	92%
More than 7 hours	46%	43%	47%	54%	56%
More than 12 hours	9%	8%	9%	9%	11%
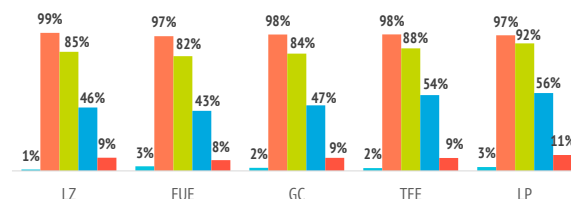
Activities in the Canary Islands	LZ	FUE	GC	TFE	LP
Beach	76.6%	82.2%	69.6%	69.1%	56.3%
Walk, wander	80.3%	68.7%	62.5%	72.3%	79.4%
Swimming pool, hotel facilities	64.5%	66.3%	66.5%	66.2%	60.2%
Explore the island on their own	57.1%	46.3%	46.6%	52.1%	81.6%
Hiking	36.3%	25.6%	30.9%	38.8%	68.2%
Organized excursions	22.3%	18.0%	14.0%	26.7%	23.7%
Taste Canarian gastronomy	24.4%	12.4%	16.6%	22.0%	33.6%
Running	22.7%	13.5%	17.0%	15.9%	28.4%
Swim	18.4%	12.9%	17.9%	14.6%	15.6%
Theme parks	10.3%	7.7%	13.5%	22.1%	0.0%
Sea excursions / whale watching	4.9%	9.3%	12.2%	22.5%	12.4%
Nightlife / concerts / shows	9.4%	8.3%	18.2%	7.5%	3.4%
Museums / exhibitions	21.4%	5.6%	8.8%	5.5%	24.4%
Other Nature Activities	7.1%	8.5%	6.0%	6.9%	17.3%
Wineries / markets / popular festiv	12.9%	3.8%	6.0%	4.5%	4.3%
Beauty and health treatments	5.0%	5.4%	4.7%	5.1%	0.0%
Astronomical observation	2.3%	2.0%	4.5%	6.1%	15.8%
Scuba Diving	5.3%	3.2%	2.6%	4.9%	4.3%
Practice other sports	4.4%	4.8%	3.1%	3.9%	2.0%
Surf	4.1%	6.8%	4.3%	1.9%	0.0%
Cycling / Mountain bike	7.2%	5.6%	0.9%	2.1%	1.1%
Windsurf / Kitesurf	3.3%	2.7%	1.3%	1.4%	0.0%
Golf	0.2%	1.3%	1.9%	2.2%	0.0%

* Multi-choise question

Which island do they choose?

Lanzarote 14.1%
Fuerteventura 9.9%
La Palma 1.3%
Tenerife 33.1%
Gran Canaria 41.7%
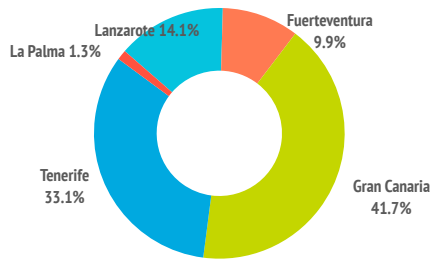
How many islands do they visit during their trip?

	LZ	FUE	GC	TFE	LP
One island	95.3%	94.1%	93.2%	94.0%	90.5%
Two islands	3.5%	4.1%	6.2%	5.0%	8.5%
Three or more islands	1.2%	1.8%	0.6%	1.0%	1.0%

Sustainable destination

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

■ No ■ Yes, even if it means some incovenience (price, time, hassle, etc) ■ Yes, but only if it is not inconvenient

Island	No	Yes, even if...	Yes, but only if...
Lanzarote	47.6%	10.1%	42.2%
Fuerteventura	58.5%	9.2%	32.3%
Gran Canaria	52.1%	12.6%	35.3%
Tenerife	47.0%	15.2%	37.8%
La Palma	39.2%	16.1%	44.7%
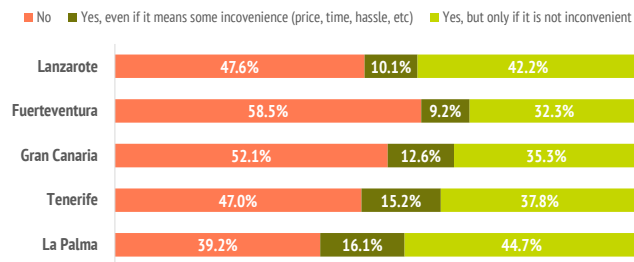
Would they be willing to spend more on travel to reduce their carbon footprint?

■ No ■ Yes, up to 5% more ■ Yes, up to 10% more ■ Yes, up to 20% more ■ Yes, over 20% more

Island	No	up to 5%	up to 10%	up to 20%	over 20%
Lanzarote	32.8%	28.6%	25.7%	10.6%	2.3%
Fuerteventura	32.3%	30.8%	24.9%	6.1%	5.9%
Gran Canaria	44.8%	26.7%	21.3%	4.6%	2.6%
Tenerife	35.5%	30.0%	20.8%	8.2%	5.5%
La Palma	22.7%	33.7%	29.6%	8.7%	5.2%
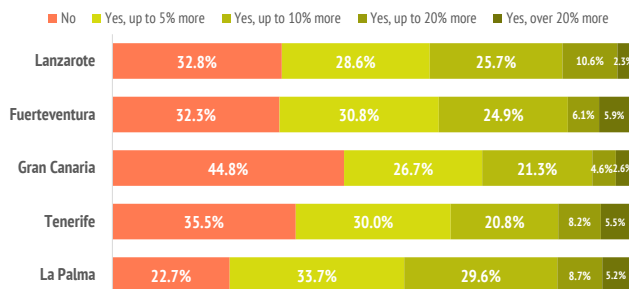
Perception during their stay*	LZ	FUE	GC	TFE	LP
Quality of life on the island	7.91	7.64	7.89	7.92	8.07
Tolerance towards tourism	8.09	8.04	8.26	8.20	8.23
Cleanliness of the island	8.30	7.97	7.71	7.89	8.23
Air quality	8.37	8.09	7.90	8.03	8.39
Rational water consumption	7.39	7.22	7.37	7.32	7.53
Energy saving	6.94	6.91	7.00	6.90	7.00
Use of renewable energy	6.85	6.99	7.01	6.87	6.83
Recycling	7.04	7.07	7.09	7.05	7.07
Easy to get around by public transport	7.01	7.17	7.58	7.37	7.39
Overcrowding in tourist areas	6.72	6.58	6.70	6.93	6.95
Supply of local products	6.95	7.02	7.00	7.12	7.33

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

Which is the most visited place on each island?

LANZAROTE
48% MONTAÑA DE FUEGO / RUTA VOLCANES

FUERTEVENTURA
35% PLAYAS DE JANDÍA

GRAN CANARIA
51% LAS PALMAS DE GRAN CANARIA

TENERIFE
54% PARQUE NACIONAL DEL TEIDE

LA PALMA
79% SANTA CRUZ DE LA PALMA

The data refers to % of tourists on each island who have visited the place.

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	LZ	FUE	GC	TFE	LP
Average rating	8.52	8.41	8.47	8.46	8.41

Experience in the Canary Islands	LZ	FUE	GC	TFE	LP
Worse or much worse than expected	3.1%	4.8%	2.5%	3.2%	6.5%
Lived up to expectations	50.6%	57.5%	57.2%	54.0%	43.0%
Better or much better than expected	46.3%	37.7%	40.3%	42.8%	50.5%

Future intentions (scale 1-10)	LZ	FUE	GC	TFE	LP
Return to the Canary Islands	8.29	8.03	8.12	8.06	8.00
Recommend visiting the Canary Island	8.69	8.38	8.50	8.55	8.62

How many are loyal to the Canary Islands?

	LZ	FUE	GC	TFE	LP
Repeat tourists of the island	56.3%	44.4%	56.0%	55.4%	55.9%
At least 10 previous visits	3.7%	5.7%	10.7%	4.1%	1.9%
Repeat tourists	70.4%	61.4%	62.3%	61.9%	68.2%
At least 10 previous visits	13.7%	13.2%	15.9%	11.4%	3.7%

REPEAT TOURIST OF EACH ISLAND

56% Gran Canaria
56.3% Lanzarote
55.4% Tenerife
44.4% Fuerteventura
55.9% La Palma
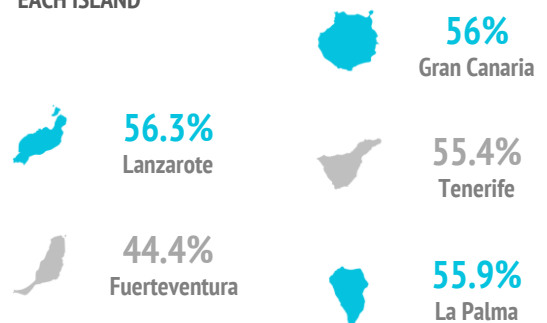
Where does the flight come from? 🌐

	LZ	FUE	GC	TFE	LP
Netherlands	92.1%	89.4%	78.4%	77.5%	84.5%
Germany	6.0%	4.1%	13.6%	8.7%	12.0%
Belgium	0.1%	2.3%	2.8%	6.1%	2.5%
Mainland Spain	-	1.5%	2.6%	3.8%	0.7%
Portugal	-	-	1.8%	1.6%	-
United Kingdom	1.1%	1.1%	-	0.7%	-
Finland	-	-	0.7%	-	-

SHARE OF TOURIST BY ORIGIN OF THE FLIGHT

Legend: Netherlands, Germany, Others

	LZ	FUE	GC	TFE	LP
Others	2%	6%	8%	14%	3%
Germany	6%	4%	14%	9%	12%
Netherlands	92%	89%	78%	78%	84%
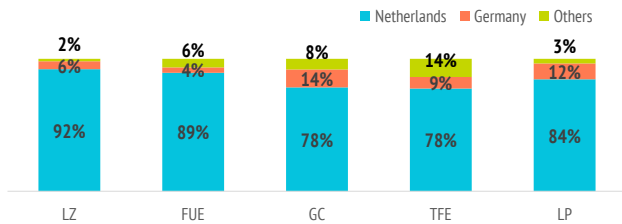
Who do they come with? 🚶‍♂️

	LZ	FUE	GC	TFE	LP
Unaccompanied	6.0%	11.5%	9.5%	5.1%	7.7%
Only with partner	41.6%	51.0%	43.3%	49.8%	49.6%
Only with children (< 13 years old)	6.7%	4.7%	7.4%	2.7%	6.5%
Partner + children (< 13 years old)	12.4%	5.3%	7.6%	10.2%	16.8%
Other relatives	8.8%	6.6%	8.3%	10.6%	5.7%
Friends	7.2%	7.8%	12.0%	6.0%	5.5%
Work colleagues	0.0%	0.0%	0.2%	0.1%	0.0%
Organized trip	0.0%	0.0%	0.0%	0.1%	0.0%
Other combinations [1]	17.1%	13.1%	11.6%	15.3%	8.2%

(1) Different situations have been isolated

	LZ	FUE	GC	TFE	LP
Tourists with children	**25.1%**	**13.3%**	**20.4%**	**17.2%**	**25.5%**
- Between 0 and 2 years old	2.3%	3.1%	1.8%	1.5%	0.3%
- Between 3 and 12 years old	21.8%	9.3%	16.2%	14.5%	25.2%
- Between 0 -2 and 3-12 years	1.0%	1.0%	2.4%	1.2%	0.0%
Tourists without children	**74.9%**	**86.7%**	**79.6%**	**82.8%**	**74.5%**
Group composition:					
- 1 person	7.7%	14.0%	12.3%	6.0%	7.7%
- 2 people	49.1%	62.0%	54.9%	60.3%	55.3%
- 3 people	11.6%	6.6%	11.7%	11.0%	12.7%
- 4 or 5 people	26.1%	13.5%	16.3%	18.7%	23.3%
- 6 or more people	5.5%	3.9%	4.8%	4.0%	0.9%
Average group size:	**2.86**	**2.40**	**2.62**	**2.71**	**2.58**

*People who share the main expenses of the trip
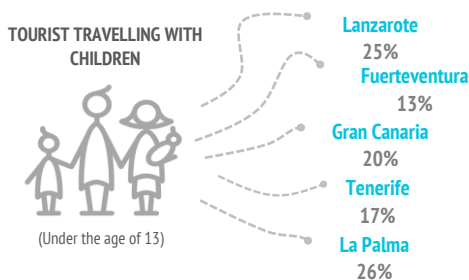
TOURIST TRAVELLING WITH CHILDREN
(Under the age of 13)

- **Lanzarote** 25%
- **Fuerteventura** 13%
- **Gran Canaria** 20%
- **Tenerife** 17%
- **La Palma** 26%

Who are they? 👤

	LZ	FUE	GC	TFE	LP
Gender					
Men	56.6%	53.6%	54.3%	43.3%	51.8%
Women	43.4%	46.4%	45.7%	56.7%	48.2%
Age					
Average age (tourist > 15 years old)	47.0	45.8	44.6	46.7	47.3
Standard deviation	14.5	15.9	16.7	15.9	15.1
Age range (> 15 years old)					
16 - 24 years old	6.8%	11.6%	16.3%	9.6%	8.9%
25 - 30 years old	7.4%	14.1%	10.1%	10.8%	5.0%
31 - 45 years old	32.8%	18.7%	26.7%	27.8%	35.4%
46 - 60 years old	32.8%	33.8%	26.1%	27.9%	26.9%
Over 60 years old	20.2%	21.8%	20.8%	23.9%	23.8%
Occupation					
Salaried worker	63.6%	57.5%	55.8%	53.7%	60.0%
Self-employed	8.9%	10.2%	12.3%	15.2%	7.2%
Unemployed	0.8%	0.9%	0.2%	0.1%	2.6%
Business owner	10.7%	9.2%	11.1%	9.4%	6.7%
Student	1.3%	4.3%	5.6%	2.8%	5.2%
Retired	13.2%	14.3%	13.7%	16.0%	15.9%
Unpaid domestic work	0.7%	2.5%	0.7%	1.2%	1.0%
Others	0.7%	1.1%	0.7%	1.6%	1.3%
Annual household income level					
Less than €25,000	7.2%	7.8%	12.8%	8.4%	9.1%
€25,000 - €49,999	27.4%	32.2%	30.6%	27.9%	26.9%
€50,000 - €74,999	32.6%	32.1%	31.1%	33.0%	39.2%
More than €74,999	32.8%	27.9%	25.5%	30.7%	24.8%
Education level					
No studies	1.7%	0.5%	1.0%	0.2%	0.0%
Primary education	0.9%	1.1%	1.0%	0.5%	0.0%
Secondary education	29.0%	37.9%	47.8%	41.8%	40.7%
Higher education	68.4%	60.5%	50.2%	57.5%	59.3%

AVERAGE AGE (> 15 years old)

Lanzarote	47
Fuerteventura	46
Gran Canaria	45
Tenerife	47
La Palma	47

% OF TOURISTS WITH INCOMES OVER €74,999

- Lanzarote: 33%
- Fuerteventura: 28%
- Gran Canaria: 26%
- Tenerife: 31%
- La Palma: 25%

% OF TOURISTS TRAVEL ONLY WITH PARTNER

- Lanzarote: 42%
- Fuerteventura: 51%
- Gran Canaria: 43%
- Tenerife: 50%
- La Palma: 50%

Source: Encuesta sobre el Gasto Turístico (ISTAC).

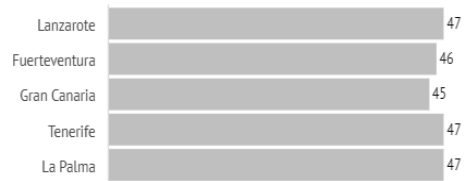Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.