

## Tourist profile. Historical data: 2018 - 2022

### NETHERLANDS



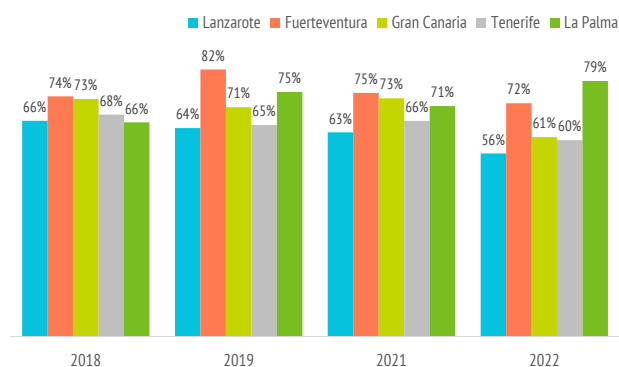
#### How many are they and how much do they spend?



	2018	2019	2020	2021	2022
<b>TOURISTS</b>					
<b>Tourist arrivals (FRONTUR) (*)</b>	<b>620</b>	<b>584</b>	<b>175</b>	<b>315</b>	<b>656</b>
<b>Tourist arrivals &gt; 15 years old (EGT) (*)</b>	<b>535</b>	<b>521</b>	<b>159</b>	<b>277</b>	<b>577</b>
- book holiday package (*)	375	358	93	192	355
- do not book holiday package (*)	159	163	66	85	222
- % tourists who book holiday package	70.2%	68.8%	58.7%	69.2%	61.5%

(\*) Thousands of tourists

#### % OF TOURIST WHO BOOK HOLIDAY PACKAGE



	2018	2019	2020	2021	2022
<b>Expenditure per tourist (€)</b>	<b>1,133</b>	<b>1,121</b>	--	<b>1,222</b>	<b>1,429</b>
- book holiday package	1,251	1,212	--	1,266	1,536
- holiday package	988	957	--	1,007	1,255
- others	263	255	--	260	282
- do not book holiday package	857	922	--	1,123	1,257
- flight	243	245	--	273	356
- accommodation	295	293	--	390	450
- others	318	384	--	461	451
<b>Average lenght of stay</b>	<b>8.91</b>	<b>9.31</b>	--	<b>8.97</b>	<b>9.37</b>
- book holiday package	8.76	8.89	--	8.46	8.65
- do not book holiday package	9.26	10.24	--	10.12	10.52
<b>Average daily expenditure (€)</b>	<b>135.0</b>	<b>131.7</b>	--	<b>147.2</b>	<b>168.6</b>
- book holiday package	147.4	145.8	--	154.6	182.5
- do not book holiday package	105.6	100.5	--	130.4	146.4
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>606</b>	<b>584</b>	--	<b>338</b>	<b>824</b>
- book holiday package	470	434	--	243	545
- do not book holiday package	136	150	--	96	279

#### What is the main purpose of their trip?

	2018	2019	2020	2021	2022
Holiday, leisure	93.7%	95.1%	--	96.1%	94.5%
Visiting family or friends	4.0%	3.2%	--	2.7%	3.9%
Business and work	1.0%	0.5%	--	0.6%	0.8%
Education and training	0.2%	0.1%	--	0.0%	0.0%
Sports training	0.5%	0.6%	--	0.1%	0.3%
Health or medical care	0.2%	0.0%	--	0.0%	0.1%
Fairs and congresses	0.0%	0.1%	--	0.0%	0.0%
Others	0.5%	0.2%	--	0.5%	0.5%

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"

#### Aspectos más relevantes en la elección de Canarias



	2018	2019	2020	2021	2022
Climate	77.4%	76.0%	--	76.6%	74.5%
Sea	38.6%	38.5%	--	41.8%	37.8%
Tranquility	39.3%	39.7%	--	40.1%	36.9%
Accommodation supply	32.4%	34.0%	--	33.1%	34.7%
Fun possibilities	30.7%	30.9%	--	37.7%	33.9%
Beaches	32.5%	32.5%	--	34.6%	31.4%
European belonging	25.0%	26.2%	--	34.2%	30.7%
Safety	23.9%	26.8%	--	27.3%	29.4%
Landscapes	21.3%	24.1%	--	20.6%	23.6%
Price	24.6%	24.5%	--	22.5%	23.4%
Gastronomy	12.4%	14.6%	--	17.5%	16.3%
Exoticism	14.6%	16.3%	--	15.3%	15.6%
Effortless trip	11.1%	12.4%	--	14.5%	13.7%
Authenticity	11.4%	12.8%	--	10.1%	13.7%
Environment	9.8%	10.0%	--	11.6%	11.3%
Hiking trail network	8.3%	8.8%	--	7.7%	9.3%
Nightlife	4.6%	4.0%	--	5.2%	5.9%
Shopping	3.3%	3.9%	--	5.3%	5.2%
Culture	4.5%	3.6%	--	3.5%	5.1%
Historical heritage	3.8%	3.1%	--	3.9%	4.2%

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 is the main motivation for their holidays?



	2018	2019	2020	2021	2022
Rest	55.4%	54.9%	--	56.8%	47.3%
Enjoy family time	8.5%	9.4%	--	9.2%	13.6%
Have fun	15.3%	15.8%	--	15.0%	16.4%
Explore the destination	16.3%	15.2%	--	15.3%	16.8%
Practice their hobbies	1.6%	1.1%	--	1.9%	2.0%
Other reasons	2.9%	3.5%	--	1.8%	4.0%

#### How far in advance do they book their trip?



	2018	2019	2020	2021	2022
The same day	0.7%	1.4%	--	1.0%	1.6%
Between 1 and 30 days	29.5%	31.9%	--	49.3%	35.0%
Between 1 and 2 months	24.4%	22.7%	--	25.6%	24.5%
Between 3 and 6 months	33.3%	32.2%	--	17.3%	27.5%
More than 6 months	12.0%	11.8%	--	6.8%	11.5%

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



	2018	2019	2020	2021	2022
Previous visits to the Canary Islands	45.2%	45.6%	--	41.2%	40.4%
Friends or relatives	23.9%	24.8%	--	24.4%	24.0%
Internet or social media	61.2%	60.0%	--	61.5%	58.8%
Mass Media	0.9%	1.0%	--	1.6%	1.4%
Travel guides and magazines	12.1%	10.9%	--	6.7%	8.0%
Travel Blogs or Forums	3.6%	4.2%	--	5.1%	4.1%
Travel TV Channels	0.2%	0.6%	--	0.4%	0.4%
Tour Operator or Travel Agency	26.1%	22.6%	--	22.9%	20.7%
Public administrations or similar	0.1%	0.1%	--	3.0%	0.5%
Others	1.4%	2.3%	--	3.4%	3.5%

\* Multi-choice question

## Tourist profile. Historical data: 2018 - 2022

### NETHERLANDS



#### With whom did they book their flight and accommodation?



	2018	2019	2020	2021	2022
<b>Flight</b>					
- Directly with the airline	29.4%	31.1%	--	31.7%	35.2%
- Tour Operator or Travel Agency	70.6%	68.9%	--	68.3%	64.8%
<b>Accommodation</b>					
- Directly with the accommodation	22.0%	25.4%	--	22.2%	28.1%
- Tour Operator or Travel Agency	78.0%	74.6%	--	77.8%	71.9%

#### Where does the flight come from?



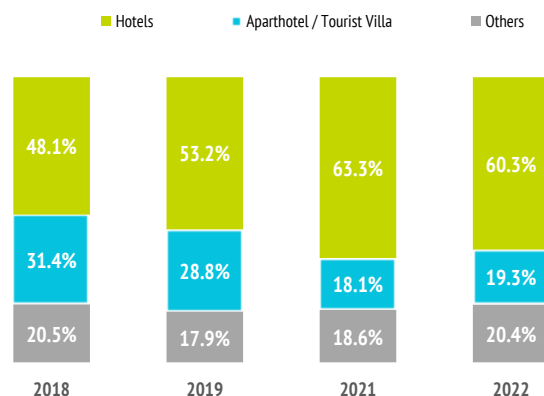
	2018	2019	2020	2021	2022
Netherlands	82.2%	85.5%	--	81.4%	81.0%
Germany	12.9%	9.1%	--	8.0%	10.1%
Belgium	2.1%	2.4%	--	3.5%	3.4%
Mainland Spain	1.6%	1.8%	--	2.5%	2.5%
Portugal	0.1%	0.0%	--	1.5%	1.3%
United Kingdom	0.5%	0.3%	--	1.6%	0.5%
Others	0.6%	0.8%	--	1.6%	1.2%

#### Where do they stay?



	2018	2021	2020	2021	2022
1-2-3* Hotel	12.8%	14.0%	--	14.5%	12.0%
4* Hotel	32.0%	34.2%	--	41.9%	40.8%
5* Hotel / 5* Luxury Hotel	3.3%	5.1%	--	6.9%	7.5%
Aparthotel / Tourist Villa	31.4%	28.8%	--	18.1%	19.3%
House/room rented in a private dwelling	4.4%	4.4%	4.5%	4.9%	5.9%
Private accommodation (1)	3.9%	4.0%	5.5%	3.4%	4.7%
Others (Cottage, cruise, camping,...)	12.2%	9.5%	8.8%	10.2%	9.8%

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



#### What do they book?



	2018	2019	2020	2021	2022
Room only	33.4%	28.7%	--	24.9%	26.0%
Bed and Breakfast	14.2%	15.1%	--	15.1%	15.0%
Half board	17.9%	20.0%	--	17.2%	17.3%
Full board	1.5%	1.9%	--	1.6%	1.3%
All inclusive	33.0%	34.4%	--	41.2%	40.4%

#### Other expenses

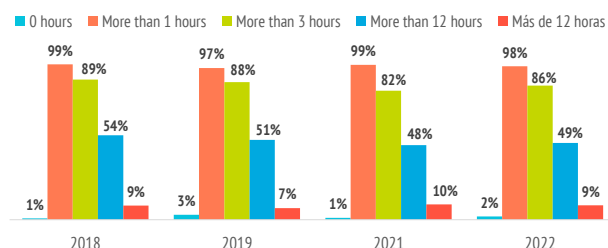


	2018	2019	2020	2021	2022
Restaurants or cafes	66.9%	61.3%	--	69.4%	65.9%
Supermarkets	64.0%	61.9%	--	61.3%	60.7%
Car rental	33.2%	30.3%	--	32.4%	37.4%
Organized excursions	24.6%	24.0%	--	26.6%	26.7%
Taxi, transfer, chauffeur service	60.9%	56.1%	--	62.6%	57.3%
Theme Parks	8.0%	8.0%	--	11.6%	12.4%
Sport activities	7.0%	6.4%	--	10.0%	9.1%
Museums	5.8%	5.7%	--	3.5%	4.7%
Flights between islands	3.3%	4.0%	--	5.0%	4.7%

#### Activities in the Canary Islands



Outdoor time per day	2018	2019	2020	2021	2022
0 hours	0.8%	3.2%	--	1.2%	2.1%
1 - 2 hours	9.7%	9.0%	--	16.4%	12.4%
3 - 6 hours	35.6%	36.8%	--	34.7%	36.6%
7 - 12 hours	44.9%	43.6%	--	37.8%	39.8%
More than 12 hours	9.0%	7.4%	--	9.8%	9.2%



Activities in the Canary Islands	2018	2019	2020	2021	2022
Beach	64.6%	64.6%	--	70.6%	71.4%
Walk, wander	71.2%	69.4%	--	71.8%	69.1%
Swimming pool, hotel facilities	61.3%	61.2%	--	68.7%	65.8%
Explore the island on their own	50.0%	44.6%	--	48.9%	50.4%
Hiking	--	--	--	30.5%	34.2%
Organized excursions	20.0%	21.4%	--	19.6%	19.9%
Taste Canarian gastronomy	16.5%	15.8%	--	16.9%	19.3%
Running	--	--	--	20.3%	17.2%
Swim	--	--	--	49.8%	16.3%
Theme parks	14.2%	15.4%	--	15.2%	15.2%
Sea excursions / whale watching	12.9%	12.4%	--	18.5%	14.3%
Nightlife / concerts / shows	11.0%	12.2%	--	11.6%	12.2%
Museums / exhibitions	9.9%	10.3%	--	7.8%	9.3%
Other Nature Activities	--	--	--	7.6%	6.8%
Wineries / markets / popular festivals	7.8%	7.2%	--	6.7%	6.3%
Beauty and health treatments	4.2%	3.7%	--	4.0%	4.9%
Astronomical observation	4.7%	4.7%	--	4.6%	4.6%
Scuba Diving	--	--	--	4.2%	3.8%
Practice other sports	--	--	--	3.7%	3.7%
Surf	--	--	--	3.1%	3.6%
Cycling / Mountain bike	--	--	--	3.9%	2.7%
Windsurf / Kitesurf	--	--	--	1.0%	1.7%
Golf	--	--	--	1.3%	1.6%

\* Multi-choice question

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### NETHERLANDS



#### Which island do they choose?

Tourists (> 15 years old)	2018	2019	2020	2021	2022
Lanzarote	95,125	84,038	--	35,892	80,774
Fuerteventura	49,300	42,561	--	24,393	56,992
Gran Canaria	206,757	208,898	--	110,668	239,499
Tenerife	159,463	162,182	--	102,053	189,940
La Palma	22,071	20,090	--	2,093	7,328

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

	2018	2019	2020	2021	2022
One island	92.1%	92.2%	--	94.5%	93.4%
Two islands	7.1%	7.1%	--	5.2%	5.5%
Three or more islands	0.8%	0.7%	--	0.4%	1.0%

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

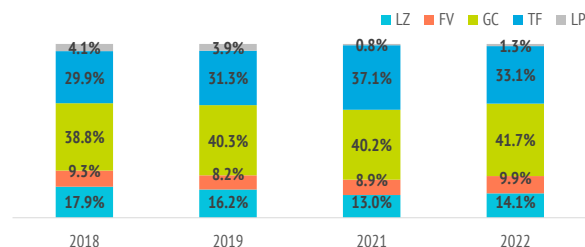
	2018	2019	2020	2021	2022
Repeat tourists	66.6%	67.7%	--	61.6%	63.4%
At least 10 previous visits	13.4%	14.8%	--	13.0%	13.8%
Repeat tourists (last 5 years)	60.2%	62.9%	--	52.3%	56.6%
Repeat tourists (last 5 years) (5 or more)	14.0%	12.4%	--	9.4%	9.4%

#### Who are they?

	2018	2019	2020	2021	2022
<b>Gender</b>					
Men	51.1%	49.8%	--	46.5%	50.8%
Women	48.9%	50.2%	--	53.5%	49.2%
<b>Age</b>					
Average age (tourist > 15 years old)	46.8	48.0	--	43.1	45.8
Standard deviation	15.6	16.0	--	16.7	16.1
<b>Age range (&gt; 15 years old)</b>					
16 - 24 years old	9.5%	9.4%	--	15.0%	12.1%
25 - 30 years old	12.2%	10.3%	--	17.5%	10.2%
31 - 45 years old	22.3%	20.2%	--	22.8%	27.3%
46 - 60 years old	34.5%	35.5%	--	25.8%	28.5%
Over 60 years old	21.4%	24.5%	--	18.8%	21.8%
<b>Occupation</b>					
Salaried worker	49.1%	56.4%	--	62.2%	56.4%
Self-employed	11.8%	10.4%	--	6.9%	12.5%
Unemployed	0.6%	0.6%	--	1.0%	0.3%
Business owner	13.1%	10.2%	--	10.9%	10.3%
Student	5.5%	4.4%	--	5.6%	3.9%
Retired	16.8%	15.2%	--	11.1%	14.4%
Unpaid domestic work	1.3%	1.6%	--	0.2%	1.0%
Others	1.8%	1.2%	--	2.2%	1.0%
<b>Annual household income level</b>					
Less than €25,000	12.9%	15.9%	--	10.7%	10.0%
€25,000 - €49,999	42.0%	39.4%	--	31.7%	29.3%
€50,000 - €74,999	26.9%	25.1%	--	30.8%	32.1%
More than €74,999	18.2%	19.6%	--	26.8%	28.7%
<b>Education level</b>					
No studies	0.9%	0.5%	--	0.7%	0.8%
Primary education	1.4%	0.9%	--	1.2%	0.8%
Secondary education	48.6%	47.1%	--	39.9%	42.0%
Higher education	49.1%	51.5%	--	58.2%	56.4%

Share by islands	2018	2019	2020	2021	2022
Lanzarote	17.9%	16.2%	--	13.0%	14.1%
Fuerteventura	9.3%	8.2%	--	8.9%	9.9%
Gran Canaria	38.8%	40.3%	--	40.2%	41.7%
Tenerife	29.9%	31.3%	--	37.1%	33.1%
La Palma	4.1%	3.9%	--	0.8%	1.3%

#### % TOURISTS BY ISLANDS



#### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2018	2019	2020	2021	2022
Average rating	8.29	8.33	--	8.51	8.47
<b>Experience in the Canary Islands</b>					
Worse or much worse than expected	2.6%	2.9%	--	2.9%	3.1%
Lived up to expectations	60.3%	59.1%	--	54.5%	55.0%
Better or much better than expected	37.1%	38.0%	--	42.6%	41.9%

Future intentions (scale 1-10)	2018	2019	2020	2021	2022
Return to the Canary Islands	7.89	7.99	--	8.01	8.12
Recommend visiting the Canary Islands	8.32	8.37	--	8.55	8.54

#### Who do they come with?

	2018	2019	2020	2021	2022
Unaccompanied	6.1%	6.9%	--	8.9%	7.8%
Only with partner	54.9%	53.4%	--	54.6%	46.0%
Only with children (< 13 years old)	3.7%	4.2%	--	3.1%	5.5%
Partner + children (< 13 years old)	7.4%	6.6%	--	5.0%	9.1%
Other relatives	7.6%	8.6%	--	7.4%	8.9%
Friends	6.2%	6.3%	--	9.0%	8.9%
Work colleagues	0.6%	0.5%	--	0.2%	0.1%
Organized trip	0.0%	0.4%	--	0.0%	0.0%
Other combinations (1)	13.6%	13.1%	--	11.6%	13.7%
(2) Combinación de algunos de los grupos anteriormente analizados					
<b>Tourists with children</b>	<b>14.7%</b>	<b>14.4%</b>	<b>--</b>	<b>9.9%</b>	<b>19.4%</b>
- Between 0 and 2 years old	1.3%	1.8%	--	1.3%	1.9%
- Between 3 and 12 years old	11.9%	11.5%	--	7.8%	15.9%
- Between 0 -2 and 3-12 years old	1.5%	1.1%	--	0.9%	1.7%
<b>Tourists without children</b>	<b>85.3%</b>	<b>85.6%</b>	<b>--</b>	<b>90.1%</b>	<b>80.6%</b>
<b>Group composition:</b>					
- 1 person	8.5%	9.5%	--	11.0%	9.7%
- 2 people	62.2%	61.2%	--	67.3%	56.5%
- 3 people	9.2%	11.1%	--	9.0%	11.0%
- 4 or 5 people	16.3%	14.4%	--	11.3%	18.4%
- 6 or more people	3.8%	3.7%	--	1.4%	4.5%
<b>Average group size:</b>	<b>2.58</b>	<b>2.53</b>	<b>--</b>	<b>2.29</b>	<b>2.66</b>

\*People who share the main expenses of the trip

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