

Tourist profile. Historical data (2019 - 2024)

NETHERLANDS



How many are they and how much do they spend?



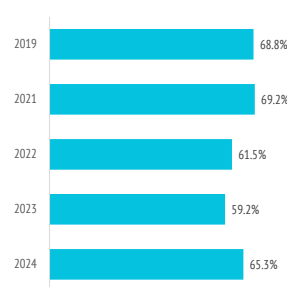
	2019	2021	2022	2023	2024
TOURISTS					
Tourist arrivals (FRONTUR) (*)	584	315	656	658	737
Tourist arrivals ≥ 16 years old (EGT) (*)	521	277	577	587	646
- book holiday package (*)	358	192	355	348	422
- do not book holiday package (*)	163	85	222	240	224
- % tourists who book holiday package	68.8%	69.2%	61.5%	59.2%	65.3%
Children < 16 years old (FRONTUR - EGT) (*)	63	38	80	71	91
Expenditure per tourist (€)					
- book holiday package	1,212	1,266	1,536	1,618	1,601
- holiday package	957	1,007	1,255	1,325	1,299
- others	255	260	282	293	303
- do not book holiday package	922	1,123	1,257	1,252	1,355
- flight	245	273	356	335	381
- accommodation	293	390	450	439	460
- others	384	461	451	478	514
Average lenght of stay	9.31	8.97	9.37	9.74	9.56
Average daily expenditure (€)	131.7	147.2	168.6	171.8	176.3
Average daily expenditure (without flight)	93.3	107.7	119.7	123.0	121.1
Average cost of the flight (€)	325.0	321.4	408.6	413.4	458.7
Total turnover (≥ 16 years old) (€m)	584	338	824	863	980
Turnover without flight (≥ 16 years old) (€m)	415	249	589	620	683

(*) Thousands of tourists

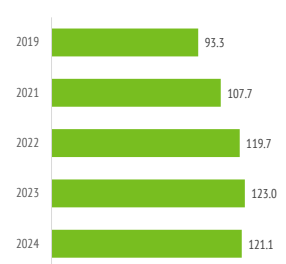
% Tourists whose spending has been greater than €0 in each item

	2019	2021	2022	2023	2024
Accommodation:					
- Accommodation	88.7%	91.6%	88.4%	86.7%	89.2%
- Additional accommodation expenses	10.7%	12.0%	9.6%	9.2%	8.6%
Transport:					
- National/International Transport	93.8%	98.1%	94.7%	93.3%	95.4%
- Flights between islands	4.0%	5.0%	4.7%	4.1%	3.3%
- Taxi	56.1%	62.6%	57.3%	58.9%	47.9%
- Car rental	30.3%	32.4%	37.4%	38.1%	37.5%
- Public transport	9.0%	10.4%	9.2%	11.0%	9.7%
Food and drink:					
- Food purchases at supermarkets	61.9%	61.3%	60.7%	61.6%	63.3%
- Restaurants	61.3%	69.4%	65.9%	64.5%	66.9%
Leisure:					
- Organized excursions	24.0%	26.6%	26.7%	25.8%	26.1%
- Sport activities	6.4%	10.0%	9.1%	11.2%	7.1%
- Cultural activities	3.0%	3.2%	3.4%	3.6%	4.0%
- Museums	5.7%	3.5%	4.7%	6.9%	5.3%
- Theme Parks	8.0%	11.6%	12.4%	11.0%	9.6%
- Discos and pubs	4.9%	7.9%	7.0%	7.5%	6.3%
- Wellness	2.7%	3.6%	5.2%	4.7%	4.8%
Purchases of goods:					
- Souvenirs	45.7%	41.6%	39.9%	42.8%	43.6%
- Real state	1.0%	0.8%	1.1%	0.2%	0.0%
- Other expenses	0.7%	0.7%	0.5%	0.9%	1.0%
Other:					
- Medical or pharmaceutical expenses	6.2%	8.5%	8.9%	9.7%	7.6%
- Other expenses	6.4%	6.6%	5.8%	5.3%	4.8%

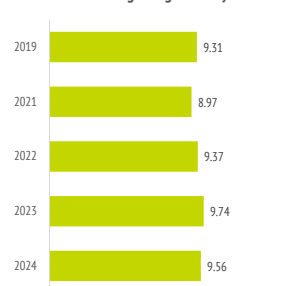
% tourists who book holiday package



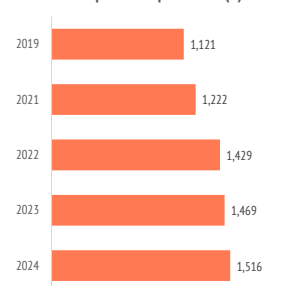
Average daily expenditure (€) (without flight)



Average lenght of stay



Expenditure per tourist (€)



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

Expenditure per tourist and trip (€)	2019	2021	2022	2023	2024
Accommodation:					
- Accommodation	626	688	832	855	849
- Additional accommodation expenses	512	570	694	710	705
- Additional accommodation expenses	114	118	137	145	144
Transport:					
- National/International Transport	624	620	750	808	797
- National/International Transport	347	328	431	443	481
- Flights between islands	83	64	59	87	61
- Taxi	78	94	104	120	108
- Car rental	88	113	136	133	122
- Public transport	28	21	20	24	25
Food and drink:					
- Food purchases at supermarkets	261	255	272	285	330
- Food purchases at supermarkets	91	76	84	85	100
- Restaurants	170	179	187	200	230
Leisure:					
- Organized excursions	483	497	497	541	564
- Organized excursions	93	87	90	103	91
- Sport activities	75	86	87	91	173
- Cultural activities	45	53	69	80	46
- Museums	34	28	29	31	27
- Theme Parks	59	48	64	59	77
- Discos and pubs	132	112	99	91	84
- Wellness	46	83	59	87	66
Purchases of goods:					
- Souvenirs	421	394	1,130	238	173
- Souvenirs	86	77	85	97	75
- Real state	190	60	75	74	0
- Other expenses	146	258	970	67	97
Other:					
- Medical or pharmaceutical expenses	126	99	148	208	122
- Medical or pharmaceutical expenses	52	32	59	114	44
- Other expenses	75	67	89	94	78

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 is the main purpose of their trip?

	2019	2021	2022	2023	2024
Holiday, leisure	95.1%	96.1%	94.5%	92.8%	92.9%
Visiting family or friends	3.3%	2.7%	3.9%	4.7%	5.2%
Business and work	0.5%	0.6%	0.8%	1.1%	0.6%
Education and training	0.1%	0.0%	0.1%	0.4%	0.1%
Sports training	0.6%	0.1%	0.3%	0.4%	0.3%
Health or medical care	0.0%	0.0%	0.1%	0.0%	0.3%
Fairs and congresses	0.1%	0.0%	0.0%	0.1%	0.0%
Others	0.1%	0.5%	0.4%	0.5%	0.5%

What is the main motivation for their holidays?

	2019	2021	2022	2023	2024
Rest	54.9%	56.8%	47.3%	47.7%	47.8%
Enjoy family time	9.8%	9.2%	13.7%	12.5%	13.0%
Have fun	15.9%	15.0%	16.4%	18.3%	15.1%
Explore the destination	15.4%	15.6%	16.9%	16.8%	19.5%
Practice their hobbies	1.2%	1.9%	2.3%	1.6%	1.9%
Other reasons	2.7%	1.5%	3.4%	3.2%	2.6%

Where did they spend their main holiday last year? *

	2019	2021	2022	2023	2024
Didn't have holidays	--	46.8%	29.6%	14.3%	9.5%
Canary Islands	--	9.8%	17.1%	21.5%	21.9%
Other destination	--	43.4%	53.3%	64.2%	68.6%
Balearic Islands	--	1.0%	1.9%	1.8%	2.0%
Rest of Spain	--	4.8%	8.5%	10.8%	10.2%
Italy	--	7.5%	6.6%	7.3%	8.1%
France	--	6.6%	7.5%	8.7%	8.5%
Turkey	--	0.6%	1.3%	2.2%	2.5%
Greece	--	3.9%	7.4%	8.5%	10.3%
Portugal	--	2.0%	2.9%	3.4%	2.7%
Croatia	--	1.5%	1.3%	1.9%	2.4%
Egypt	--	0.4%	0.4%	1.4%	1.5%
Tunisia	--	0.0%	0.1%	0.1%	0.2%
Morocco	--	0.3%	0.5%	1.0%	1.0%
Others	--	14.9%	15.0%	17.2%	19.4%

* Percentage of valid answers

What other destinations did they consider for this trip? *

	2019	2021	2022	2023	2024
None (I was clear about "this Canary Island")	--	23.4%	23.7%	22.4%	24.9%
Canary Islands (other island)	--	25.7%	25.7%	25.8%	23.7%
Other destination	--	50.9%	50.6%	51.8%	51.3%
Balearic Islands	--	4.9%	3.6%	3.2%	3.4%
Rest of Spain	--	8.4%	9.8%	9.9%	10.6%
Italy	--	4.8%	4.9%	5.6%	5.6%
France	--	1.0%	1.7%	2.1%	2.2%
Turkey	--	2.4%	4.1%	3.9%	3.8%
Greece	--	13.1%	11.3%	11.5%	11.4%
Portugal	--	6.7%	6.7%	6.1%	6.0%
Croatia	--	1.8%	1.9%	2.6%	2.2%
Egypt	--	2.3%	2.6%	2.9%	3.0%
Others	--	5.4%	4.0%	3.9%	3.0%

* Percentage of valid answers

Importance of each factor in the destination choice

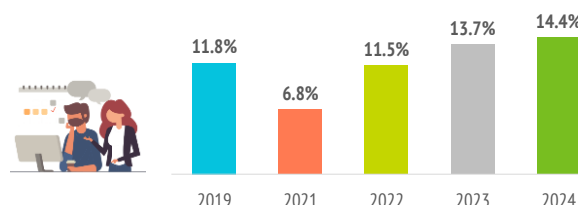
	2019	2021	2022	2023	2024
Climate	76.0%	76.6%	74.5%	70.5%	71.4%
Tranquility	39.7%	40.1%	36.9%	43.4%	43.7%
Sea	38.5%	41.8%	37.8%	37.6%	38.1%
Accommodation supply	34.0%	33.1%	34.7%	36.3%	36.6%
Fun possibilities	30.9%	37.7%	33.9%	38.2%	36.1%
Beaches	32.5%	34.6%	31.4%	32.2%	30.8%
Safety	26.8%	27.3%	29.4%	29.2%	30.6%
European belonging	26.2%	34.2%	30.7%	27.3%	27.5%
Price	24.5%	22.5%	23.4%	23.7%	23.6%
Landscapes	24.1%	20.6%	23.6%	24.5%	22.6%
Gastronomy	14.6%	17.5%	16.3%	16.4%	17.1%
Effortless trip	12.4%	14.5%	13.7%	13.4%	14.9%
Exoticism	16.3%	15.3%	15.6%	15.9%	14.7%
Environment	10.0%	11.6%	11.3%	11.0%	12.7%
Authenticity	12.8%	10.1%	13.7%	13.7%	11.9%
Hiking trail network	8.8%	7.7%	9.3%	9.4%	10.4%
Shopping	3.9%	5.3%	5.2%	5.1%	5.7%
Culture	3.6%	3.5%	5.1%	6.3%	5.1%
Historical heritage	3.1%	3.9%	4.2%	5.9%	4.9%
Nightlife	4.0%	5.2%	5.9%	5.8%	4.7%

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?

	2019	2021	2022	2023	2024
The same day	1.4%	1.0%	1.6%	1.6%	1.0%
Between 1 and 30 days	31.9%	49.3%	35.0%	27.3%	26.3%
Between 1 and 2 months	22.7%	25.6%	24.5%	24.9%	23.4%
Between 3 and 6 months	32.2%	17.3%	27.5%	32.5%	34.9%
More than 6 months	11.8%	6.8%	11.5%	13.7%	14.4%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



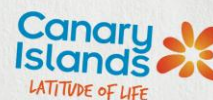
What channels did they use to get information about the trip?

	2019	2021	2022	2023	2024
Previous visits to the Canary Islands	45.6%	41.2%	40.4%	38.7%	38.5%
Friends or relatives	24.8%	24.4%	24.0%	25.6%	24.4%
Internet or social media	60.0%	61.5%	58.8%	57.4%	57.4%
Mass Media	1.0%	1.6%	1.4%	1.2%	1.0%
Travel guides and magazines	10.9%	6.7%	8.0%	6.8%	7.2%
Travel Blogs or Forums	4.2%	5.1%	4.1%	5.2%	3.6%
Travel TV Channels	0.6%	0.4%	0.4%	0.7%	0.7%
Tour Operator or Travel Agency	22.6%	22.9%	20.7%	20.6%	22.3%
Public administrations or similar	0.1%	3.0%	0.5%	0.5%	0.2%
Others	2.3%	3.4%	3.5%	3.8%	3.2%

* Multi-choice question

Tourist profile. Historical data (2019 - 2024)

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With whom did they book their flight and accommodation?

	2019	2021	2022	2023	2024
Flight					
- Directly with the airline	31.1%	31.7%	35.2%	38.7%	34.3%
- Tour Operator or Travel Agency	68.9%	68.3%	64.8%	61.3%	65.7%
Accommodation					
- Directly with the accommodation	25.4%	22.2%	28.1%	29.0%	23.7%
- Tour Operator or Travel Agency	74.6%	77.8%	71.9%	71.0%	76.3%

Where does the flight come from?

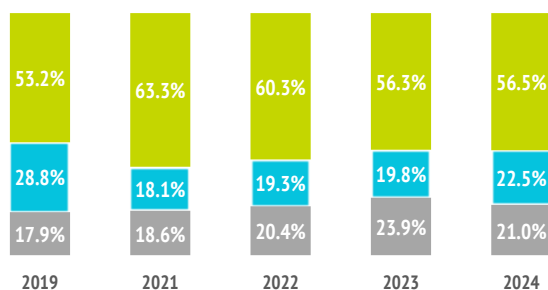
	2019	2021	2022	2023	2024
Netherlands	85.5%	81.4%	81.0%	79.2%	81.4%
Germany	9.1%	8.0%	10.1%	12.8%	12.2%
Belgium	2.4%	3.5%	3.4%	2.8%	3.3%
Spanish Mainland	1.8%	2.5%	2.5%	2.6%	1.6%
Portugal	0.0%	1.5%	1.3%	0.8%	0.3%
United Kingdom	0.3%	1.6%	0.5%	1.2%	0.3%
Slovakia	0.0%	0.0%	0.0%	0.0%	0.3%
Ireland	0.0%	0.0%	0.0%	0.0%	0.2%
Italy	0.0%	0.0%	0.3%	0.1%	0.1%
Austria	0.1%	0.1%	0.0%	0.0%	0.1%
Others	0.7%	1.4%	0.9%	0.5%	0.2%

Where do they stay?

	2019	2021	2022	2023	2024
1-2-3* Hotel	14.0%	14.5%	12.0%	11.8%	12.2%
4* Hotel	34.2%	41.9%	40.8%	37.6%	37.0%
5* Hotel / 5* Luxury Hotel	5.1%	6.9%	7.5%	6.9%	7.3%
Aparthotel / Tourist Villa	28.8%	18.1%	19.3%	19.8%	22.5%
House/room rented in a private dwelling	4.4%	4.9%	5.9%	5.4%	13.5%
Private accommodation (1)	4.0%	3.4%	4.7%	5.2%	5.3%
Others (Cottage, cruise, camping,...)	9.5%	10.2%	9.8%	13.3%	2.2%

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

Hotels Aparthotel / Tourist Villa Others

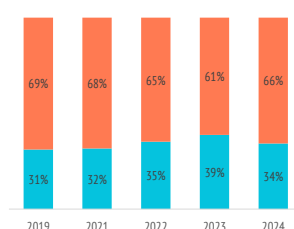


What do they book?

	2019	2021	2022	2023	2024
Room only	28.7%	24.9%	26.0%	26.2%	29.9%
Bed and Breakfast	15.1%	15.1%	15.0%	16.2%	18.6%
Half board	20.0%	17.2%	17.3%	17.0%	15.3%
Full board	1.9%	1.6%	1.3%	2.2%	1.2%
All inclusive	34.4%	41.2%	40.4%	38.5%	34.9%

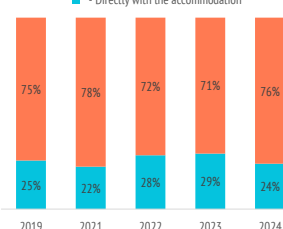
Flight

- Tour Operator or Travel Agency - Directly with the airline



Accommodation

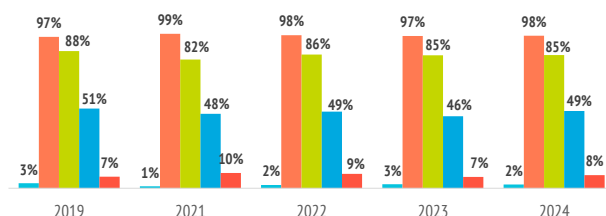
- Tour Operator or Travel Agency - Directly with the accommodation



Activities in the Canary Islands

Outdoor time per day	2019	2021	2022	2023	2024
0 hours	3.2%	1.2%	2.1%	2.5%	2.4%
1 - 2 hours	9.0%	16.4%	12.4%	12.4%	12.4%
3 - 6 hours	36.8%	34.7%	36.6%	39.0%	35.7%
7 - 12 hours	43.6%	37.8%	39.8%	38.8%	41.0%
More than 12 hours	7.4%	9.8%	9.2%	7.2%	8.4%
Outdoor time per day	7.0	6.9	7.1	6.8	7.0

0 hours More than 1 hours More than 3 hours More than 7 hours More than 12 hours



Activities in the Canary Islands	2019	2021	2022	2023	2024
Walk, wander	69.4%	71.8%	69.1%	67.2%	70.6%
Beach	64.6%	70.6%	71.4%	65.5%	65.1%
Swimming pool, hotel facilities	61.2%	68.7%	65.8%	63.9%	63.4%
Explore the island on their own	44.6%	48.9%	50.4%	49.5%	51.1%
Hiking	--	30.5%	34.2%	35.3%	36.4%
Running	--	20.3%	17.2%	18.3%	20.9%
Taste Canarian gastronomy	15.8%	16.9%	19.3%	19.1%	19.6%
Organized excursions	21.4%	19.6%	19.9%	19.4%	18.6%
Sea excursions / whale watching	12.4%	18.5%	14.3%	16.0%	14.8%
Swim	--	49.8%	16.3%	17.7%	14.3%
Theme parks	15.4%	15.2%	15.2%	14.4%	13.4%
Nightlife / concerts / shows	12.2%	11.6%	12.2%	11.3%	11.0%
Museums / exhibitions	10.3%	7.8%	9.3%	9.0%	10.2%
Other Nature Activities	--	7.6%	6.8%	9.6%	8.1%
Wineries / markets / popular festivals	7.2%	6.7%	6.3%	5.9%	6.1%
Astronomical observation	4.7%	4.6%	4.6%	6.9%	5.9%
Beauty and health treatments	3.7%	4.0%	4.9%	4.7%	4.8%
Practice other sports	--	3.7%	3.7%	3.8%	3.4%
Scuba Diving	--	4.2%	3.8%	3.8%	2.4%
Golf	--	1.3%	1.6%	2.4%	2.4%
Surf	--	3.1%	3.6%	2.5%	1.9%
Cycling / Mountain bike	--	3.9%	2.7%	2.7%	1.7%
Windsurf / Kitesurf	--	1.0%	1.7%	1.5%	0.8%

* Multi-choise question

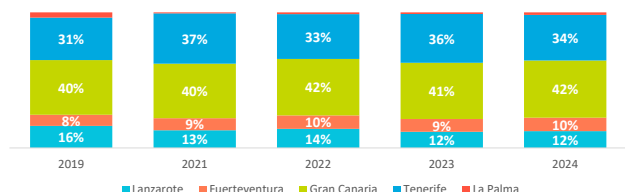
Tourist profile. Historical data (2019 - 2024)

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Which island do they choose?

Tourists (≥ 16 year old)	2019	2021	2022	2023	2024
Lanzarote	84,038	35,892	80,774	70,125	80,165
Fuerteventura	42,561	24,393	56,992	55,228	63,935
Gran Canaria	208,898	110,668	239,499	242,946	272,355
Tenerife	162,182	102,053	189,940	210,978	217,367
La Palma	20,090	2,093	7,328	7,230	12,148



How many are loyal to the Canary Islands?

	2019	2021	2022	2023	2024
Repeat tourists	67.7%	61.6%	63.4%	68.0%	63.8%
At least 10 previous visits	14.8%	13.0%	13.8%	14.3%	11.5%
Repeat tourists (last 5 years)	62.9%	52.3%	56.6%	59.8%	57.0%
Repeat tourists (last 5 years)(5 or more visits)	12.4%	9.4%	9.4%	11.3%	9.8%

Who are they?

	2019	2021	2022	2023	2024
Gender					
Men	49.8%	46.5%	50.8%	50.4%	47.7%
Women	50.2%	53.5%	49.2%	49.6%	52.3%
Age					
Average age	48.0	43.1	45.8	44.8	46.7
Standard deviation	16.0	16.7	16.1	16.9	17.2
Age range					
16 - 24 years old	9.4%	15.0%	12.1%	16.0%	12.5%
25 - 30 years old	10.3%	17.5%	10.2%	10.6%	11.1%
31 - 45 years old	20.2%	22.8%	27.3%	24.8%	26.3%
46 - 60 years old	35.5%	25.8%	28.5%	26.0%	23.2%
Over 60 years old	24.5%	18.8%	21.8%	22.6%	26.9%
Occupation					
Salaried worker	56.4%	62.2%	56.4%	55.8%	56.9%
Self-employed	10.4%	6.9%	12.5%	10.2%	8.3%
Unemployed	0.6%	1.0%	0.3%	0.8%	0.9%
Business owner	10.2%	10.9%	10.3%	10.3%	8.0%
Student	4.4%	5.6%	3.9%	6.5%	4.0%
Retired	15.2%	11.1%	14.4%	14.7%	19.5%
Unpaid domestic work	1.6%	0.2%	1.0%	0.2%	0.3%
Others	1.2%	2.2%	1.0%	1.5%	2.1%
Annual household income level					
Less than €25,000	15.9%	10.7%	10.0%	10.2%	11.7%
€25,000 - €49,999	39.4%	31.7%	29.3%	31.9%	29.7%
€50,000 - €74,999	25.1%	30.8%	32.1%	30.5%	31.9%
More than €74,999	19.6%	26.8%	28.7%	27.3%	26.8%
Education level					
No studies	0.5%	0.7%	0.8%	1.0%	1.0%
Primary education	0.9%	1.2%	0.8%	1.4%	0.7%
Secondary education	47.1%	39.9%	42.0%	40.1%	43.6%
Higher education	51.5%	58.2%	56.4%	57.5%	54.6%

Share by islands	2019	2021	2022	2023	2024
Lanzarote	16.2%	13.0%	14.1%	12.0%	12.4%
Fuerteventura	8.2%	8.9%	9.9%	9.4%	9.9%
Gran Canaria	40.3%	40.2%	41.7%	41.4%	42.2%
Tenerife	31.3%	37.1%	33.1%	36.0%	33.6%
La Palma	3.9%	0.8%	1.3%	1.2%	1.9%

How many islands do they visit during their trip?

	2019	2021	2022	2023	2024
One island	92.2%	94.5%	93.4%	94.1%	94.8%
Two islands	7.1%	5.2%	5.5%	4.4%	4.5%
Three or more islands	0.7%	0.4%	1.0%	1.5%	0.7%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019	2021	2022	2023	2024
Average rating	8.33	8.51	8.47	8.42	8.38

Experience in the Canary Islands	2019	2021	2022	2023	2024
Worse or much worse than expected	2.9%	2.9%	3.1%	2.4%	3.1%
Lived up to expectations	59.1%	54.5%	55.0%	57.1%	55.9%
Better or much better than expected	38.0%	42.6%	41.9%	40.5%	41.0%

Future intentions (scale 1-10)	2019	2021	2022	2023	2024
Return to the Canary Islands	7.99	8.01	8.12	8.12	8.04
Recommend visiting the Canary Islands	8.37	8.55	8.54	8.50	8.46

Who do they come with?

	2019	2021	2022	2023	2024
Unaccompanied	6.9%	8.9%	7.8%	9.1%	9.6%
Only with partner	53.4%	54.6%	46.0%	48.8%	49.4%
Only with children (< 13 years old)	4.2%	3.1%	5.5%	4.6%	4.2%
Partner + children (< 13 years old)	6.6%	5.0%	9.1%	7.8%	7.2%
Other relatives	8.6%	7.4%	8.9%	8.3%	10.4%
Friends	6.3%	9.0%	8.9%	6.4%	6.1%
Work colleagues	0.5%	0.2%	0.1%	0.1%	0.3%
Organized trip	0.4%	0.0%	0.0%	0.0%	0.1%
Other combinations (2)	13.1%	11.6%	13.7%	14.9%	12.7%

(2) Combination of some of the groups previously analyzed

Tourists with children	14.4%	9.9%	19.4%	16.2%	15.4%
- Between 0 and 2 years old	1.8%	1.3%	1.9%	2.1%	1.9%
- Between 3 and 12 years old	11.5%	7.8%	15.9%	12.8%	12.5%
- Between 0 -2 and 3-12 years old	1.1%	0.9%	1.7%	1.2%	1.0%
Tourists without children	85.6%	90.1%	80.6%	83.8%	84.6%
Group composition:					
- 1 person	9.5%	11.0%	9.7%	10.9%	10.5%
- 2 people	61.2%	67.3%	56.5%	57.0%	60.8%
- 3 people	11.1%	9.0%	11.0%	12.4%	10.6%
- 4 or 5 people	14.4%	11.3%	18.4%	15.5%	14.7%
- 6 or more people	3.7%	1.4%	4.5%	4.1%	3.3%
Average group size:	2.53	2.29	2.66	2.59	2.55

*People who share the main expenses of the trip

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.