

Profile of dutch tourist visiting Canary Islands

2015



How many they are and how much do they spend?



	Netherlands	All markets
Tourist arrivals (> 16 years old)	463,602	12,310,044
Average daily expenditure (€)	120.33	133.60
. in their place of residence	85.06	95.33
. in the Canary Islands	35.27	38.27
Average length of stay	10.02	9.46
Turnover per tourist (€)	1,117	1,125
Total turnover (> 16 years old) (€m)	518	13,854
Share of total turnover	3.7%	100%
Share of total tourist	3.8%	100%

Expenditure in the Canary Islands per tourist and trip (€)

	Netherlands	All markets
Accommodation (*) :	39.84	44.10
- Accommodation	32.54	37.76
- Additional accommodation expenses	7.30	6.33
Transport:	27.92	27.41
- Public transport	3.72	4.99
- Taxi	6.78	7.42
- Car rental	17.42	14.99
Food and drink:	161.42	153.13
- Food purchases at supermarkets	62.50	68.64
- Restaurants	98.92	84.49
Souvenirs:	43.05	55.15
Leisure:	35.23	36.28
- Organized excursions	17.63	14.63
- Leisure, amusement	5.04	5.23
- Trip to other islands	1.03	1.51
- Sporting activities	4.28	5.38
- Cultural activities	2.76	2.18
- Discos and disco-pubs	4.49	7.34
Others:	10.09	15.71
- Wellness	1.44	2.97
- Medical expenses	1.53	1.46
- Other expenses	7.13	11.28

How far in advance do they book their trip?



	Netherlands	All markets
The same day they leave	0.5%	0.6%
Between 2 and 7 days	8.0%	7.3%
Between 8 and 15 days	16.7%	8.9%
Between 16 and 30 days	13.7%	15.4%
Between 31 and 90 days	32.5%	33.9%
More than 90 days	28.7%	33.8%

What do they book at their place of residence?



	Netherlands	All markets
Flight only	5.0%	11.1%
Flight and accommodation (room only)	33.2%	25.5%
Flight and accommodation (B&B)	10.8%	7.6%
Flight and accommodation (half board)	18.9%	18.3%
Flight and accommodation (full board)	2.0%	4.4%
Flight and accommodation (all inclusive)	30.2%	33.2%
% Tourists using low-cost airlines	29.9%	47.1%
Other expenses in their place of residence:		
- Car rental	11.4%	11.5%
- Sporting activities	3.2%	5.4%
- Excursions	3.5%	5.7%
- Combined trip to other islands	1.1%	2.0%

How do they book?



	Netherlands	All markets
Accommodation booking		
Tour Operator	53.1%	42.8%
- Tour Operator's website	85.6%	78.8%
Accommodation	7.8%	14.0%
- Accommodation's website	89.7%	81.9%
Travel agency (High street)	21.7%	19.8%
Online Travel Agency (OTA)	14.7%	15.4%
No need to book accommodation	2.7%	8.0%

Flight booking

	Netherlands	All markets
Tour Operator	54.6%	45.5%
- Tour Operator's website	80.8%	77.7%
Airline	13.7%	24.9%
- Airline's website	97.6%	96.2%
Travel agency (High street)	19.7%	18.6%
Online Travel Agency (OTA)	11.9%	11.0%

Where do they stay?



	Netherlands	All markets
5* Hotel	4.0%	6.8%
4* Hotel	31.1%	37.7%
1-2-3* Hotel	20.2%	15.0%
Apartment	41.7%	30.3%
Property (privately-owned, friends, family)	1.9%	7.0%
Others	1.1%	3.2%

How are they?



	Netherlands	All markets
Gender		
Percentage of men	51.1%	49.8%
Percentage of women	48.9%	50.2%

Age

Average age (tourists > 16 years old)	45.6	44.5
Standard deviation	15.5	14.9

Age range

16-24 years old	11.7%	8.8%
25-30 years old	9.9%	13.1%
31-45 years old	26.2%	32.8%
46-60 years old	33.1%	28.4%
Over 60 years old	19.1%	17.0%

Occupation

Business owner or self-employed	20.2%	23.7%
Upper/Middle management employee	46.5%	37.1%
Auxiliary level employee	10.6%	16.6%
Students	6.8%	5.6%
Retired	12.9%	14.5%
Unemployed / unpaid dom. work	3.0%	2.5%

Annual household income level

€12,000 - €24,000	12.9%	18.3%
€24,001 - €36,000	19.0%	18.9%
€36,001 - €48,000	20.8%	16.9%
€48,001 - €60,000	19.2%	14.6%
€60,001 - €72,000	8.6%	9.2%
€72,001 - €84,000	6.0%	6.1%
More than €84,000	13.6%	16.0%

(*) Bear in mind that 95% of dutch tourists pay the accommodation before travelling.

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Which island do they choose?



Tourists (> 16 years old)	Netherlands	All markets
- Lanzarote	81,748	2,242,245
- Fuerteventura	41,590	1,806,014
- Gran Canaria	174,982	3,447,259
- Tenerife	143,581	4,518,215
- La Palma	17,348	167,100

Share (%)	Netherlands	All markets
- Lanzarote	17.8%	18.4%
- Fuerteventura	9.1%	14.8%
- Gran Canaria	38.1%	28.3%
- Tenerife	31.3%	37.1%
- La Palma	3.8%	1.4%

Who do they come with?



	Netherlands	All markets
Unaccompanied	6.0%	9.8%
Only with partner	53.5%	48.0%
Only with children (under the age of 13)	1.0%	1.4%
Partner + children (under the age of 13)	11.0%	11.8%
Other relatives	5.8%	6.4%
Friends	5.3%	6.1%
Work colleagues	0.1%	0.4%

Why do they choose the Canary Islands?



Aspects influencing the choice	Netherlands	All markets
Climate/sun	95.6%	89.3%
Beaches	41.0%	33.6%
Tranquillity/rest/relaxation	34.9%	37.9%
Scenery	24.7%	22.6%
Price	13.6%	14.1%
Visiting new places	13.6%	14.1%
Security	7.4%	7.5%
Shopping	5.9%	3.0%
Suitable destination for children	5.4%	7.7%
Quality of the environment	4.7%	6.4%
Active tourism	4.6%	5.2%
Nightlife/fun	3.7%	4.3%
Culture	2.4%	2.7%
Nautic activities	1.9%	2.1%
Theme parks	1.7%	3.1%
Ease of travel	1.6%	8.3%

How do they value the destination?



Impression of their stay	Netherlands	All markets
Good or very good (% tourists)	94.0%	93.3%
Average rating (scale 1-10)	8.48	8.84

How many are loyal to the destination?

Percentage of repeat tourists	Netherlands	All markets
Repeat tourists	70.9%	76.4%
In love (more than 10 visits)	12.2%	16.7%

Where does the flight come from?



Ten main origin countries	Netherlands	All markets
Netherlands	360,308	386,532
Germany	57,107	2,561,891
Spain	20,493	1,897,955
Belgium	19,928	359,967
United Kingdom	4,731	3,848,961
France	799	318,592
Poland	236	183,396
Austria	0	78,497
Denmark	0	290,123
Finland	0	202,381

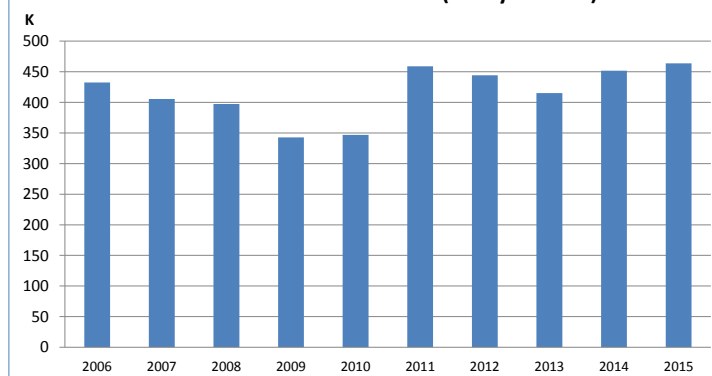
What did motivate them to come?



Aspects motivating the choice	Netherlands	All markets
Previous visits to the Canary Islands	59.4%	64.1%
Recommendation by friends or relatives	28.5%	34.7%
The Canary Islands television channel	0.2%	0.4%
Other television or radio channels	0.3%	0.7%
Information in the press/magazines/books	3.4%	3.7%
Attendance at a tourism fair	1.0%	0.5%
Tour Operator's brochure or catalogue	7.1%	8.2%
Recommendation by Travel Agency	11.8%	9.5%
Information obtained via the Internet	31.9%	25.6%
Senior Tourism programme	0.1%	0.3%
Others	4.9%	6.7%

* Multi-choice question

Dutch market: Tourist arrivals (> 16 years old)



Source: ISTAC (Encuesta sobre el Gasto Turístico).

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

Dutch tourist arrivals (> 16 years old) by quarter

