

PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2021)

NETHERLANDS



How many are they and how much do they spend?



	Netherland	All markets
TOURISTS		
Tourist arrivals (FRONTUR)	314,758	6,697,165
Tourist arrivals > 15 years old (EGT)	276,899	5,827,892
- book holiday package	191,584	2,549,012
- do not book holiday package	85,314	3,278,880
- % tourists who book holiday package	69.2%	43.7%
Share of total tourist	4.7%	100%

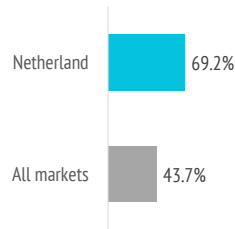
RANKING POSITION
BY NUMBER OF
TOURISTS



RANKING POSITION BY
TURNOVER



% HOLIDAY PACKAGE



40% of Dutch travel to Gran Canaria.

Expenditure per tourist (€)	1,222	1,206
- book holiday package	1,266	1,415
- holiday package	1,007	1,135
- others	260	280
- do not book holiday package	1,123	1,044
- flight	273	248
- accommodation	390	369
- others	461	427
Average length of stay	8.97	9.54
- book holiday package	8.46	8.59
- do not book holiday package	10.12	10.28
Average daily expenditure (€)	147.2	144.0
- book holiday package	154.6	172.8
- do not book holiday package	130.4	121.6
Total turnover (> 15 years old) (€m)	338	7,028
- book holiday package	243	3,606
- do not book holiday package	96	3,422

Where did they spend their main holiday last year?*

	Netherland	All markets
Didn't have holiday	46.8%	35.7%
Canary Islands	9.8%	17.6%
Other destination	43.4%	46.8%

What other destinations do they consider for this trip?*

	Netherland	All markets
None	25.3%	29.4%
Canary Islands (other island)	25.4%	25.4%
Other destination	49.4%	45.1%

*Percentage of valid answers

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.

Importance of each factor in the destination choice



	Netherland	All markets
Climate	76.6%	76.0%
Sea	41.8%	52.0%
Tranquility	40.1%	48.5%
Fun possibilities	37.7%	22.4%
Beaches	34.6%	44.6%
European belonging	34.2%	40.2%
Accommodation supply	33.1%	37.8%
Safety	27.3%	49.0%
Price	22.5%	32.4%
Landscapes	20.6%	39.1%
Gastronomy	17.5%	27.9%
Exoticism	15.3%	14.5%
Effortless trip	14.5%	34.9%
Environment	11.6%	34.7%
Authenticity	10.1%	24.4%
Hiking trail network	7.7%	12.1%
Shopping	5.3%	8.8%
Nightlife	5.2%	8.4%
Historical heritage	3.9%	9.1%
Culture	3.5%	8.7%

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.

% TOURISTS WHO CHOOSE FUN POSSIBILITIES

NETHERLANDS
37.7%



ALL MARKETS
22.4%

What is the main motivation for their holidays?



	Netherland	All markets
Rest	56.8%	50.7%
Enjoy family time	9.2%	14.0%
Have fun	15.0%	7.3%
Explore the destination	15.3%	23.3%
Practice their hobbies	1.9%	2.6%
Other reasons	1.8%	2.1%

HAVE FUN



Netherland 15.0%

All markets 7.3%

How far in advance do they book their trip?



	Netherland	All markets
The same day	1.0%	1.0%
Between 1 and 30 days	49.3%	42.5%
Between 1 and 2 months	25.6%	26.7%
Between 3 and 6 months	17.3%	18.7%
More than 6 months	6.8%	11.1%

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

	Netherlands	All markets
Previous visits to the Canary Islands	41.2%	45.7%
Friends or relatives	24.4%	30.9%
Internet or social media	61.5%	53.5%
Mass Media	1.6%	2.3%
Travel guides and magazines	6.7%	7.0%
Travel Blogs or Forums	5.1%	8.4%
Travel TV Channels	0.4%	0.5%
Tour Operator or Travel Agency	22.9%	19.4%
Public administrations or similar	3.0%	1.9%
Others	3.4%	2.9%

* Multi-choice question

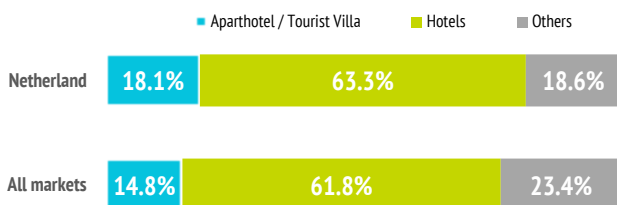
With whom did they book their flight and accommodation?

	Netherlands	All markets
Flight		
- Directly with the airline	31.7%	52.8%
- Tour Operator or Travel Agency	68.3%	47.2%
Accommodation		
- Directly with the accommodation	22.2%	39.9%
- Tour Operator or Travel Agency	77.8%	60.1%

Where do they stay?

	Netherlands	All markets
1-2-3* Hotel	14.5%	11.5%
4* Hotel	41.9%	39.4%
5* Hotel / 5* Luxury Hotel	6.9%	10.9%
Aparthotel / Tourist Villa	18.1%	14.8%
House/room rented in a private dwelling	4.9%	6.9%
Private accommodation (1)	3.4%	9.9%
Others (Cottage, cruise, camping,...)	10.2%	6.6%

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



What do they book?

	Netherlands	All markets
Room only	24.9%	28.1%
Bed and Breakfast	15.1%	15.3%
Half board	17.2%	19.5%
Full board	1.6%	3.2%
All inclusive	41.2%	33.8%

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41.2% of Dutch book all inclusive.
 (Canary Islands: 33.8%)

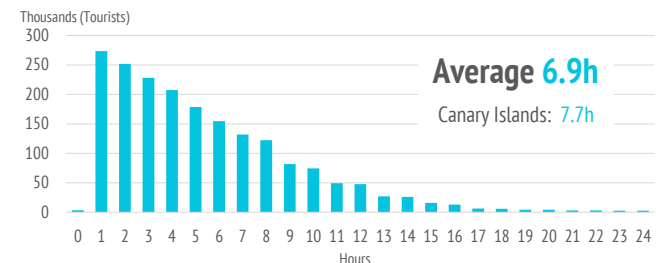
Other expenses

	Netherlands	All markets
Restaurants or cafes	69.4%	66.9%
Supermarkets	61.3%	55.6%
Car rental	32.4%	37.3%
Organized excursions	26.6%	23.7%
Taxi, transfer, chauffeur service	62.6%	46.0%
Theme Parks	11.6%	8.6%
Sport activities	10.0%	9.3%
Museums	3.5%	4.7%
Flights between islands	5.0%	6.3%

Activities in the Canary Islands

Outdoor time per day	Netherlands	All markets
0 hours	1.2%	2.4%
1 - 2 hours	16.4%	10.0%
3 - 6 hours	34.7%	30.1%
7 - 12 hours	37.8%	47.1%
More than 12 hours	9.8%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Netherlands	All markets
Beach	70.6%	75.1%
Walk, wander	71.8%	72.2%
Swimming pool, hotel facilities	68.7%	57.5%
Explore the island on their own	48.9%	52.5%
Swim	49.8%	38.8%
Taste Canarian gastronomy	16.9%	30.2%
Hiking	30.5%	22.5%
Organized excursions	19.6%	16.0%
Sea excursions / whale watching	18.5%	13.5%
Nightlife / concerts / shows	11.6%	12.3%
Theme parks	15.2%	12.2%
Museums / exhibitions	7.8%	10.7%
Wineries / markets / popular festivals	6.7%	10.0%
Other Nature Activities	7.6%	9.5%
Running	20.3%	7.6%
Practice other sports	3.7%	5.9%
Beauty and health treatments	4.0%	5.6%
Surf	3.1%	4.8%
Astronomical observation	4.6%	4.2%
Cycling / Mountain bike	3.9%	4.2%
Scuba Diving	4.2%	4.2%
Golf	1.3%	2.3%
Windsurf / Kitesurf	1.0%	1.5%

* Multi-choice question

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Which island do they choose?

Tourists (> 15 years old)	Netherlands	All markets
Lanzarote	35,892	963,331
Fuerteventura	24,393	843,805
Gran Canaria	110,668	1,545,237
Tenerife	102,053	2,320,313
La Palma	2,093	102,576

How many islands do they visit during their trip?

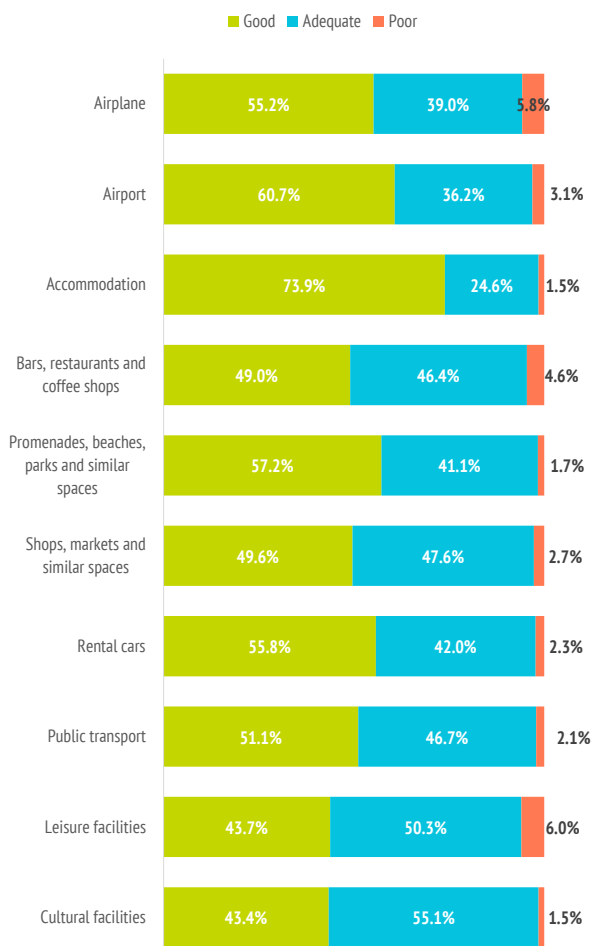
	Netherlands	All markets
One island	94.5%	90.9%
Two islands	5.2%	7.8%
Three or more islands	0.4%	1.3%

Health safety

Planning the trip: Importance	Netherlands	All markets
Average rating (scale 0-10)	7.49	7.99

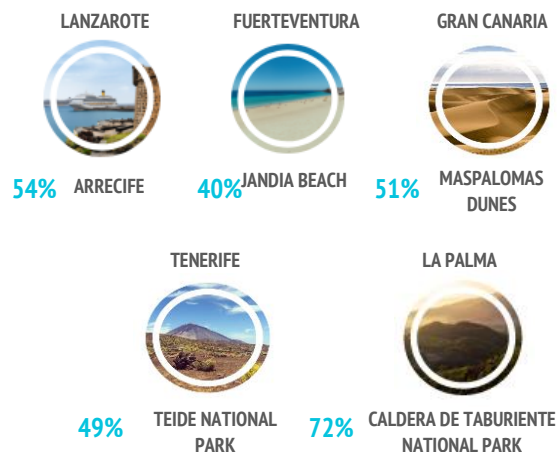
During the stay: Rate	Netherlands	All markets
Average rating (scale 0-10)	8.22	8.42

HEALTH SAFETY MEASURES (RATE)



Share by islands	Netherlands	All markets
Lanzarote	13.0%	16.7%
Fuerteventura	8.9%	14.6%
Gran Canaria	40.2%	26.8%
Tenerife	37.1%	40.2%
La Palma	0.8%	1.8%

MOST VISITED PLACES IN EACH ISLAND



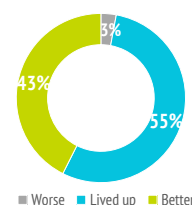
The data refers to % of tourists on each island who have visited the place.

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Netherlands	All markets
Average rating	8.51	8.86

Experience in the Canary Islands	Netherlands	All markets
Worse or much worse than expected	2.9%	2.7%
Lived up to expectations	54.5%	51.4%
Better or much better than expected	42.6%	45.9%

Future intentions (scale 1-10)	Netherlands	All markets
Return to the Canary Islands	8.01	8.86
Recommend visiting the Canary Island	8.55	9.10



Experience in the Canary Islands

8.01/10

Return to the Canary Islands



8.55/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Netherlands	All markets
Repeat tourists	61.6%	68.0%
Repeat tourists (last 5 years)	52.3%	61.9%
Repeat tourists (last 5 years) (5 or more)	9.4%	15.0%
At least 10 previous visits	13.0%	18.3%

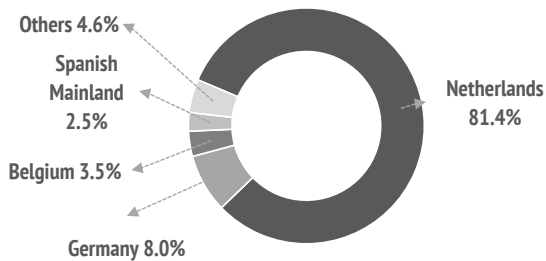
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Where does the flight come from?



	%	Absolute
Netherlands	81.4%	225,415
Germany	8.0%	22,244
Belgium	3.5%	9,554
Spanish Mainland	2.5%	7,046
United Kingdom	1.6%	4,329
Portugal	1.5%	4,017
Others	1.6%	4,292



Who do they come with?



	Netherlands	All markets
Unaccompanied	8.9%	13.5%
Only with partner	54.6%	48.2%
Only with children (< 13 years old)	3.1%	3.9%
Partner + children (< 13 years old)	5.0%	4.9%
Other relatives	7.4%	8.4%
Friends	9.0%	8.5%
Work colleagues	0.2%	0.8%
Organized trip	0.0%	0.2%
Other combinations (1)	11.6%	11.5%

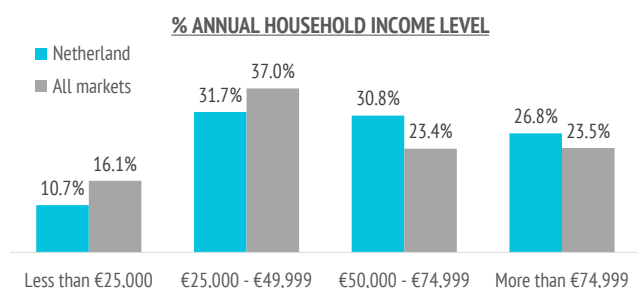
(1) Different situations have been isolated

Tourists with children	Netherlands	All markets
- Between 0 and 2 years old	1.3%	1.2%
- Between 3 and 12 years old	7.8%	10.2%
- Between 0 -2 and 3-12 years	0.9%	1.0%

Tourists without children	Netherlands	All markets
	90.1%	87.5%

Group composition:	Netherlands	All markets
- 1 person	11.0%	16.5%
- 2 people	67.3%	56.7%
- 3 people	9.0%	10.7%
- 4 or 5 people	11.3%	13.6%
- 6 or more people	1.4%	2.5%
Average group size:	2.29	2.37

*People who share the main expenses of the trip



Who are they?



	Netherlands	All markets
Gender		
Men	46.5%	49.6%
Women	53.5%	50.4%
Age		
Average age (tourist > 15 years old)	43.1	43.3
Standard deviation	16.7	15.6
Age range (> 15 years old)		
16 - 24 years old	15.0%	11.9%
25 - 30 years old	17.5%	14.8%
31 - 45 years old	22.8%	30.2%
46 - 60 years old	25.8%	26.6%
Over 60 years old	18.8%	16.4%
Occupation		
Salaried worker	62.2%	57.8%
Self-employed	6.9%	11.1%
Unemployed	1.0%	1.7%
Business owner	10.9%	10.0%
Student	5.6%	5.9%
Retired	11.1%	12.2%
Unpaid domestic work	0.2%	0.5%
Others	2.2%	0.9%
Annual household income level		
Less than €25,000	10.7%	16.1%
€25,000 - €49,999	31.7%	37.0%
€50,000 - €74,999	30.8%	23.4%
More than €74,999	26.8%	23.5%
Education level		
No studies	0.7%	2.2%
Primary education	1.2%	2.2%
Secondary education	39.9%	18.8%
Higher education	58.2%	76.9%



6 IN 10 TOURISTS ARE
REPEATERS

43 YEARS OLD

AVERAGE AGE

**55% ONLY WITH
PARTNER**



Pictures: Freepik.com