

# Profile of Dutch tourist visiting Canary Islands

## 2016



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



	Netherlands	All markets
Tourist arrivals (> 16 years old)	540,656	13,114,359
Average daily expenditure (€)	121.05	135.94
. in their place of residence	86.53	98.03
. in the Canary Islands	34.52	37.90
Average length of stay	9.01	9.36
Turnover per tourist (€)	1,032	1,141
Total turnover (> 16 years old) (€m)	558	14,957
Share of total turnover	3.7%	100%
Share of total tourist	4.1%	100%
<b>Expenditure in the Canary Islands per tourist and trip (€) (*)</b>		
<b>Accommodation (**):</b>	<b>38.10</b>	<b>47.11</b>
- Accommodation	30.66	40.52
- Additional accommodation expenses	7.44	6.60
<b>Transport:</b>	<b>23.96</b>	<b>26.01</b>
- Public transport	3.55	5.14
- Taxi	6.27	6.94
- Car rental	14.15	13.93
<b>Food and drink:</b>	<b>142.61</b>	<b>148.33</b>
- Food purchases at supermarkets	53.62	63.46
- Restaurants	88.98	84.87
<b>Souvenirs:</b>	<b>46.35</b>	<b>53.88</b>
<b>Leisure:</b>	<b>31.00</b>	<b>34.52</b>
- Organized excursions	15.85	14.95
- Leisure, amusement	3.37	4.55
- Trip to other islands	1.43	1.85
- Sporting activities	4.55	5.11
- Cultural activities	2.82	2.04
- Discos and disco-pubs	2.99	6.01
<b>Others:</b>	<b>14.48</b>	<b>13.91</b>
- Wellness	2.82	3.23
- Medical expenses	0.81	1.69
- Other expenses	10.85	8.99

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



	Netherlands	All markets
The same day they leave	0.6%	0.6%
Between 2 and 7 days	6.7%	6.3%
Between 8 and 15 days	9.8%	7.9%
Between 16 and 30 days	12.5%	14.7%
Between 31 and 90 days	37.0%	34.3%
More than 90 days	33.3%	36.2%

### What do they book at their place of residence?



	Netherlands	All markets
Flight only	4.4%	8.8%
Flight and accommodation (room only)	31.1%	25.7%
Flight and accommodation (B&B)	10.6%	8.0%
Flight and accommodation (half board)	20.1%	20.4%
Flight and accommodation (full board)	2.1%	4.3%
Flight and accommodation (all inclusive)	31.7%	32.8%
<b>% Tourists using low-cost airlines</b>	<b>39.8%</b>	<b>48.7%</b>
<b>Other expenses in their place of residence:</b>		
- Car rental	11.8%	11.8%
- Sporting activities	3.3%	5.3%
- Excursions	3.3%	5.7%
- Trip to other islands	0.8%	1.6%

### How do they book?



	Netherlands	All markets
<b>Accommodation booking</b>		
<b>Tour Operator</b>	<b>42.9%</b>	<b>42.3%</b>
- Tour Operator's website	77.8%	78.8%
<b>Accommodation</b>	<b>11.1%</b>	<b>14.7%</b>
- Accommodation's website	85.5%	83.5%
<b>Travel agency (High street)</b>	<b>26.1%</b>	<b>20.5%</b>
<b>Online Travel Agency (OTA)</b>	<b>17.6%</b>	<b>16.5%</b>
<b>No need to book accommodation</b>	<b>2.3%</b>	<b>6.0%</b>

	Netherlands	All markets
<b>Flight booking</b>		
<b>Tour Operator</b>	<b>45.9%</b>	<b>44.6%</b>
- Tour Operator's website	72.4%	76.3%
<b>Airline</b>	<b>18.2%</b>	<b>24.8%</b>
- Airline's website	97.0%	96.2%
<b>Travel agency (High street)</b>	<b>21.6%</b>	<b>19.1%</b>
<b>Online Travel Agency (OTA)</b>	<b>14.3%</b>	<b>11.5%</b>

### Where do they stay?



	Netherlands	All markets
5* Hotel	6.3%	7.1%
4* Hotel	35.8%	39.6%
1-2-3* Hotel	16.7%	14.6%
Apartment	38.8%	31.5%
Property (privately-owned, friends, family)	1.6%	4.6%
Others	0.9%	2.6%

### Who are they?



	Netherlands	All markets
<b>Gender</b>		
Percentage of men	51.5%	48.5%
Percentage of women	48.5%	51.5%

	Netherlands	All markets
<b>Age</b>		
Average age (tourists > 16 years old)	44.6	46.3
Standard deviation	15.9	15.3

	Netherlands	All markets
<b>Age range (&gt; 16 years old)</b>		
16-24 years old	13.4%	8.2%
25-30 years old	11.1%	11.1%
31-45 years old	27.8%	29.1%
46-60 years old	29.2%	30.9%
Over 60 years old	18.6%	20.7%

	Netherlands	All markets
<b>Occupation</b>		
Business owner or self-employed	23.0%	23.1%
Upper/Middle management employee	41.9%	36.1%
Auxiliary level employee	8.8%	15.5%
Students	10.9%	5.1%
Retired	13.2%	18.0%
Unemployed / unpaid dom. work	2.2%	2.2%

	Netherlands	All markets
<b>Annual household income level</b>		
€12,000 - €24,000	14.4%	17.8%
€24,001 - €36,000	17.3%	19.4%
€36,001 - €48,000	15.7%	16.9%
€48,001 - €60,000	15.1%	14.6%
€60,001 - €72,000	12.3%	9.5%
€72,001 - €84,000	7.3%	6.0%
More than €84,000	17.9%	15.8%

(\*) Expense is prorated among all the tourists (even those who have not spent in destination).

(\*\*) Accommodation expenses may seem low because most tourists pay the accommodation before traveling.

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## Which island do they choose?



Tourists (> 16 years old)	Netherlands	All markets
- Lanzarote	85,543	2,328,674
- Fuerteventura	54,698	1,914,107
- Gran Canaria	209,880	3,654,806
- Tenerife	167,653	4,885,901
- La Palma	20,718	221,541

Share (%)	Netherlands	All markets
- Lanzarote	15.9%	17.9%
- Fuerteventura	10.2%	14.7%
- Gran Canaria	39.0%	28.1%
- Tenerife	31.1%	37.6%
- La Palma	3.8%	1.7%

## Who do they come with?



	Netherlands	All markets
Unaccompanied	6.1%	9.1%
Only with partner	47.1%	47.6%
Only with children (under the age of 13)	1.3%	1.5%
Partner + children (under the age of 13)	14.1%	11.8%
Other relatives	5.2%	6.0%
Friends	5.9%	6.1%
Work colleagues	0.2%	0.3%
Other combinations <sup>(1)</sup>	20.2%	17.5%

\* Multi-choice question (different situations have been isolated)

## How do they rate the destination?



Impression of their stay	Netherlands	All markets
Good or very good (% tourists)	94.0%	94.1%
Average rating (scale 1-10)	8.53	8.90

## How many are loyal to the destination?

Repeat tourists of the Canary Islands	Netherlands	All markets
Repeat tourists	70.8%	77.3%
In love (at least 10 previous visits)	12.2%	16.1%

## Where does the flight come from?



Ten main origin markets	Netherlands	All markets
Netherlands	262,199	269,847
Germany	166,770	2,882,932
Belgium	58,795	444,170
Spanish Mainland	43,622	2,164,168
Switzerland	3,475	312,564
Ireland	1,140	431,419
Italy	1,087	346,999
Denmark	548	253,091
United Kingdom	511	4,208,588
Austria	0	113,534

## Tourist arrivals from Netherlands



Source: Encuesta sobre el Gasto Turístico (ISTAC). (1) Combination of some groups previously analyzed.

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

## Why do they choose the Canary Islands?



Aspects influencing the choice	Netherlands	All markets
Climate/sun	94.5%	89.8%
Beaches	38.2%	34.5%
Tranquillity/rest/relaxation	35.1%	36.6%
Scenery	18.9%	21.9%
Price	13.1%	12.7%
Visiting new places	12.9%	14.6%
Scenery	11.8%	11.1%
Suitable destination for children	7.0%	7.5%
Active tourism	5.3%	5.1%
Quality of the environment	4.7%	6.5%
Ease of travel	4.2%	8.9%
Nightlife/fun	4.0%	3.8%
Shopping	4.0%	2.6%
Culture	3.8%	2.6%
Nautical activities	2.3%	2.2%
Theme parks	1.5%	3.0%

\* Multi-choice question

## What did motivate them to come?



Aspects motivating the choice	Netherlands	All markets
Previous visits to the Canary Islands	57.5%	64.1%
Recommendation by friends or relatives	28.0%	34.5%
The Canary Islands television channel	0.1%	0.3%
Other television or radio channels	0.6%	0.8%
Information in the press/magazines/books	4.9%	3.8%
Attendance at a tourism fair	1.4%	0.5%
Tour Operator's brochure or catalogue	6.5%	8.0%
Recommendation by Travel Agency	12.8%	9.7%
Information obtained via the Internet	34.1%	25.8%
Senior Tourism programme	0.0%	0.2%
Others	4.8%	6.1%

\* Multi-choice question

## Seasonal profile of tourist from Netherlands

