

Profile of tourist visiting the Canary Islands (2017)

NETHERLANDS



How many are they and how much do they spend?



	Netherlands	All markets
Tourist arrivals (FRONTUR)	648,508	15,975,507
Tourist arrivals (> 16 years old)	569,002	13,852,616
Average daily expenditure (€)	129.35	140.18
. in their place of residence	94.91	101.15
. in the Canary Islands	34.44	39.03
Average length of stay	9.14	9.17
Turnover per tourist (€)	1,099	1,155
Total turnover (€m)	712	18,450
Share of total tourist	4.1%	100%
Share of total turnover	3.9%	100%

% tourists who pay in the Canary Islands:

Accommodation:

- Accommodation	13.2%	13.5%
- Additional accommodation expenses	7.8%	6.3%

Transport:

- Public transport	15.7%	14.5%
- Taxi	21.6%	21.2%
- Car rental	22.3%	19.4%

Food and drink:

- Food purchases at supermarkets	61.1%	55.0%
- Restaurants	61.3%	57.3%

Souvenirs:

	58.9%	53.3%
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Leisure:

- Organized excursions	20.8%	17.7%
- Leisure, amusement	9.3%	8.4%
- Trip to other islands	1.8%	2.3%
- Sporting activities	6.6%	6.1%
- Cultural activities	7.0%	4.4%
- Discos and disco-pubs	5.5%	6.1%

Others:

- Wellness	4.4%	4.9%
- Medical expenses	3.7%	4.0%
- Other expenses	9.2%	9.6%



+5%
TOURISTS
648,508



+6%
TRAVEL EXPENSES
€1,099



+11%
TURNOVER
€712MILL

What do they book at their place of residence?



	Netherlands	All markets
Flight only	3.5%	9.3%
Flight and accommodation (room only)	33.9%	26.9%
Flight and accommodation (B&B)	9.3%	8.3%
Flight and accommodation (half board)	19.1%	19.3%
Flight and accommodation (full board)	1.9%	4.4%
Flight and accommodation (all inclusive)	32.4%	31.9%
% Tourists using low-cost airlines	33.3%	50.8%

Other expenses in their place of residence:

- Car rental	13.4%	12.6%
- Sporting activities	4.2%	5.1%
- Excursions	3.9%	6.2%
- Trip to other islands	0.2%	1.5%

How do they book?



	Netherlands	All markets
Accommodation booking		
Tour Operator	49.3%	42.4%
- Tour Operator's website	86.7%	80.6%
Accommodation	10.0%	14.6%
- Accommodation's website	82.8%	84.0%
Travel agency (High street)	24.2%	19.3%
Online Travel Agency (OTA)	14.9%	17.3%
No need to book accommodation	1.6%	6.4%

	Netherlands	All markets
Flight booking		
Tour Operator	51.3%	44.8%
- Tour Operator's website	85.1%	78.6%
Airline	16.9%	25.8%
- Airline's website	95.2%	97.3%
Travel agency (High street)	22.7%	18.0%
Online Travel Agency (OTA)	9.1%	11.4%

How far in advance do they book their trip?



	Netherlands	All markets
The same day they leave	0.3%	0.5%
Between 2 and 7 days	7.6%	5.9%
Between 8 and 15 days	13.0%	7.4%
Between 16 and 30 days	13.3%	13.4%
Between 31 and 90 days	31.6%	34.6%
More than 90 days	34.2%	38.3%

Who are they?



	Netherlands	All markets
Gender		
Men	46.5%	48.1%
Women	53.5%	51.9%

Age

Average age (tourists > 16 years old)	47.2	46.9
Standard deviation	15.8	15.5

Age range (> 16 years old)

16-24 years old	11.0%	8.4%
25-30 years old	9.1%	10.2%
31-45 years old	22.6%	27.9%
46-60 years old	34.6%	31.7%
Over 60 years old	22.7%	21.8%

Occupation

Business owner or self-employed	18.4%	23.8%
Upper/Middle management employee	47.0%	35.2%
Auxiliary level employee	9.1%	15.3%
Students	6.6%	5.0%
Retired	17.0%	18.6%
Unemployed / unpaid dom. work	2.0%	2.1%

Annual household income level

€12,000 - €24,000	14.6%	17.9%
€24,001 - €36,000	17.7%	19.3%
€36,001 - €48,000	16.4%	16.1%
€48,001 - €60,000	17.8%	15.1%
€60,001 - €72,000	10.4%	9.3%
€72,001 - €84,000	5.8%	6.3%
More than €84,000	17.3%	16.0%

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Which island do they choose?



Tourists (> 16 years old)	Netherlands	All markets
- Lanzarote	95,367	2,488,213
- Fuerteventura	72,203	1,938,908
- Gran Canaria	207,963	3,900,824
- Tenerife	166,631	5,144,415
- La Palma	24,346	277,952

Share (%)	Netherlands	All markets
- Lanzarote	16.8%	18.1%
- Fuerteventura	12.7%	14.1%
- Gran Canaria	36.7%	28.4%
- Tenerife	29.4%	37.4%
- La Palma	4.3%	2.0%

Where do they stay?



	Netherlands	All markets
5* Hotel	5.4%	6.8%
4* Hotel	37.8%	38.4%
1-2-3* Hotel	13.8%	14.4%
Apartment	40.6%	32.4%
Property (privately-owned, friends, family)	1.1%	4.8%
Others	1.3%	3.2%

Why do they choose the Canary Islands?



Aspects influencing the choice	Netherlands	All markets
Climate/sun	96.1%	89.8%
Tranquillity/rest/relaxation	39.6%	37.2%
Beaches	39.5%	35.1%
Scenery	23.3%	22.9%
Visiting new places	12.8%	14.7%
Price	11.4%	12.2%
Security	9.1%	9.7%
Suitable destination for children	6.6%	7.6%
Shopping	5.2%	2.5%
Active tourism	5.2%	5.4%
Quality of the environment	3.6%	6.5%
Nightlife/fun	3.5%	3.8%
Culture	3.4%	2.7%
Ease of travel	2.7%	8.9%
Nautical activities	2.7%	2.0%
Theme parks	1.8%	3.1%

* Multi-choice question

Who do they come with?



	Netherlands	All markets
Unaccompanied	5.1%	8.7%
Only with partner	50.2%	46.8%
Only with children (under the age of 13)	2.2%	1.7%
Partner + children (under the age of 13)	12.3%	11.9%
Other relatives	5.9%	6.0%
Friends	5.5%	6.1%
Work colleagues	0.0%	0.3%
Other combinations ⁽¹⁾	18.9%	18.5%

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

How do they rate the Canary Islands?



Opinion on their stay	Netherlands	All markets
Good or very good (% tourists)	94.3%	94.0%
Average rating (scale 1-10)	8.59	8.92

How many are loyal to the Canary Islands?



Repeat tourists	Netherlands	All markets
At least 1 previous visit	73.5%	77.3%
At least 10 previous visits	12.2%	16.9%

Where does the flight come from?



Tourists (> 16 years old)	Share	Absolute
Netherlands	79.3%	451,052
Germany	15.2%	86,306
Spanish Mainland	2.6%	15,014
Belgium	2.4%	13,595
United Kingdom	0.2%	1,302
Finland	0.1%	463
Austria	0.1%	372
Switzerland	0.1%	308
Others	0.1%	591

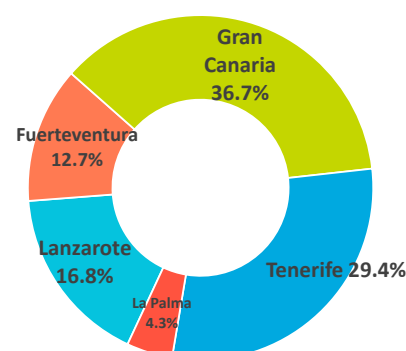
What did motivate them to come?



Prescription sources	Netherlands	All markets
Previous visits to the Canary Islands	62.2%	64.9%
Recommendation by friends/relatives	28.3%	35.0%
The Canary Islands television channel	0.7%	0.4%
Other television or radio channels	0.7%	1.0%
Information in press/magazines/books	3.0%	3.8%
Attendance at a tourism fair	1.1%	0.5%
Tour Operator's brochure or catalogue	5.9%	7.2%
Recommendation by Travel Agency	12.3%	9.3%
Information obtained via the Internet	32.6%	25.5%
Senior Tourism programme	0.1%	0.2%
Others	3.9%	5.9%

* Multi-choice question

Share of tourists > 16 years old by islands



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.