

PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2018)

NETHERLANDS



How many are they and how much do they spend?



	Netherlands	All markets
TOURISTS		
Tourist arrivals (FRONTUR)	619,539	15,559,787
Tourist arrivals > 15 years old (EGT)	534,642	13,485,651
- book holiday package	375,421	7,848,516
- do not book holiday package	159,221	5,637,135
- % tourists who book holiday package	70.2%	58.2%
Share of total tourist	4.0%	100%

RANKING POSITION BY
NUMBER OF TOURISTS

RANKING POSITION BY
TURNOVER



38.8% of Dutch
travel to Gran
Canaria.

	Netherlands	All markets
Expenditure per tourist (€)	1,140	1,196
- book holiday package	1,253	1,309
- holiday package	988	1,064
- others	265	246
- do not book holiday package	874	1,037
- flight	250	288
- accommodation	306	350
- others	318	399
Average length of stay	8.94	9.32
- book holiday package	8.79	8.66
- do not book holiday package	9.31	10.23
Average daily expenditure (€)	135.2	143.6
- book holiday package	147.2	159.8
- do not book holiday package	107.0	121.0
Total turnover (> 15 years old) (€m)	610	16,124
- book holiday package	470	10,277
- do not book holiday package	139	5,848

AVERAGE LENGTH OF STAY
(nights)

■ Netherlands ■ All markets



EXPENDITURE PER TOURIST (€)

■ Netherlands ■ All markets



Importance of each factor in the destination choice



	Netherlands	All markets
Climate	77.6%	78.1%
Tranquility	39.6%	46.2%
Sea	38.3%	43.3%
Accommodation supply	32.7%	41.7%
Beaches	32.1%	37.1%
Fun possibilities	30.4%	20.7%
European belonging	25.1%	35.8%
Price	24.6%	36.5%
Safety	24.2%	51.4%
Landscapes	21.0%	31.6%
Exoticism	14.3%	10.5%
Gastronomy	12.5%	22.6%
Authenticity	11.5%	19.1%
Effortless trip	11.2%	34.8%
Environment	9.5%	30.6%
Hiking trail network	8.1%	9.0%
Nightlife	4.6%	7.5%
Culture	4.3%	7.3%
Historical heritage	3.6%	7.1%
Shopping	3.4%	9.6%

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

NETEHERLANDS
30.4%



ALL MARKETS
20.7%

What is the main motivation for their holidays?



	Netherlands	All markets
Rest	55.2%	55.1%
Enjoy family time	8.5%	14.7%
Have fun	15.6%	7.8%
Explore the destination	16.3%	18.5%
Practice their hobbies	1.5%	1.8%
Other reasons	2.9%	2.1%

HAVE FUN



How far in advance do they book their trip?



	Netherlands	All markets
The same day	0.8%	0.7%
Between 1 and 30 days	29.7%	23.2%
Between 1 and 2 months	24.3%	23.0%
Between 3 and 6 months	32.9%	32.4%
More than 6 months	12.3%	20.7%

Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports.

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

PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2018)

NETHERLANDS



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

	Netherlands	All markets
Previous visits to the Canary Islands	45.8%	50.9%
Friends or relatives	23.6%	27.8%
Internet or social media	61.0%	56.1%
Mass Media	0.9%	1.7%
Travel guides and magazines	12.0%	9.5%
Travel Blogs or Forums	3.4%	5.4%
Travel TV Channels	0.2%	0.7%
Tour Operator or Travel Agency	26.3%	24.7%
Public administrations or similar	0.1%	0.4%
Others	1.4%	2.3%

* Multi-choice question

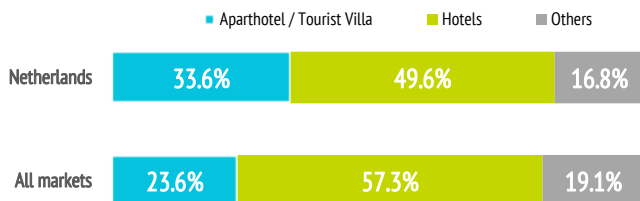
With whom did they book their flight and accommodation? 👁

	Netherlands	All markets
Flight		
- Directly with the airline	29.2%	39.5%
- Tour Operator or Travel Agency	70.8%	60.5%
Accommodation		
- Directly with the accommodation	21.9%	28.8%
- Tour Operator or Travel Agency	78.1%	71.2%

Where do they stay? 🏠

	Netherlands	All markets
1-2-3* Hotel	13.0%	12.8%
4* Hotel	33.1%	37.7%
5* Hotel / 5* Luxury Hotel	3.6%	6.8%
Aparthotel / Tourist Villa	33.6%	23.6%
House/room rented in a private dwelling	3.6%	5.3%
Private accommodation (1)	3.4%	7.0%
Others (Cottage, cruise, camping,...)	9.8%	6.8%

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



What do they book? 🍽

	Netherlands	All markets
Room only	33.0%	28.8%
Bed and Breakfast	14.1%	11.7%
Half board	18.4%	22.4%
Full board	1.5%	3.0%
All inclusive	33.0%	34.1%

”
33% of Dutch book all inclusive.
 (Canary Islands: 34.1%)

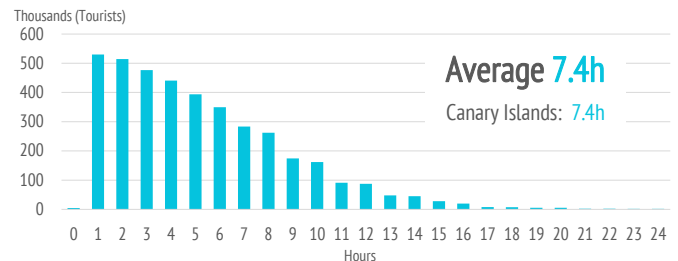
Other expenses 📍

	Netherlands	All markets
Restaurants or cafes	66.5%	63.2%
Supermarkets	64.1%	55.9%
Car rental	33.5%	26.6%
Organized excursions	24.5%	21.8%
Taxi, transfer, chauffeur service	60.9%	51.7%
Theme Parks	7.9%	8.8%
Sport activities	7.1%	6.4%
Museums	5.8%	5.0%
Flights between islands	3.4%	4.8%

Activities in the Canary Islands 🚶

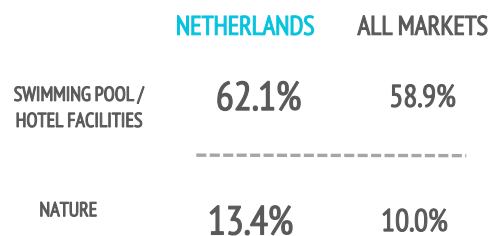
Outdoor time per day	Netherlands	All markets
0 hours	0.9%	2.2%
1 - 2 hours	10.0%	10.0%
3 - 6 hours	36.2%	32.6%
7 - 12 hours	44.1%	46.5%
More than 12 hours	8.9%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Netherlands	All markets
Walk, wander	71.0%	71.0%
Beach	64.3%	68.0%
Swimming pool, hotel facilities	62.1%	58.9%
Explore the island on their own	49.6%	46.5%
Organized excursions	20.0%	17.9%
Taste Canarian gastronomy	16.5%	25.4%
Theme parks	14.1%	15.5%
Nature activities	13.4%	10.0%
Sea excursions / whale watching	12.9%	11.3%
Nightlife / concerts / shows	11.0%	15.5%
Sport activities	10.9%	14.3%
Activities at sea	9.7%	9.8%
Museums / exhibitions	9.6%	9.8%
Wineries / markets / popular festivals	7.6%	12.0%
Astronomical observation	4.5%	3.4%
Beauty and health treatments	4.3%	5.7%

* Multi-choice question



PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2018)

NETHERLANDS



Which island do they choose?

Tourists (> 15 years old)	Netherlands	All markets
Lanzarote	95,110	2,457,120
Fuerteventura	50,726	1,856,705
Gran Canaria	206,742	3,825,110
Tenerife	159,448	4,991,173
La Palma	20,712	249,069

How many islands do they visit during their trip?

	Netherlands	All markets
One island	91.9%	90.9%
Two islands	7.3%	7.7%
Three or more islands	0.8%	1.4%

Internet usage during their trip

	Netherlands	All markets
Research		
- Tourist package	16.5%	15.4%
- Flights	16.4%	13.0%
- Accommodation	21.7%	17.7%
- Transport	16.3%	15.6%
- Restaurants	25.0%	27.0%
- Excursions	22.3%	26.3%
- Activities	28.2%	31.0%
Book or purchase		
- Tourist package	43.4%	38.1%
- Flights	61.3%	64.4%
- Accommodation	55.3%	54.5%
- Transport	46.0%	44.7%
- Restaurants	9.8%	10.5%
- Excursions	10.3%	11.4%
- Activities	10.6%	12.5%

* Multi-choice question

Internet usage in the Canary Island	Netherlands	All markets
Did not use the Internet	5.0%	9.8%
Used the Internet	95.0%	90.2%
- Own Internet connection	40.2%	36.5%
- Free Wifi connection	40.6%	41.1%
Applications*		
- Search for locations or maps	61.5%	60.7%
- Search for destination info	47.7%	44.7%
- Share pictures or trip videos	64.7%	55.6%
- Download tourist apps	6.6%	6.5%
- Others	25.6%	23.9%

* Multi-choice question



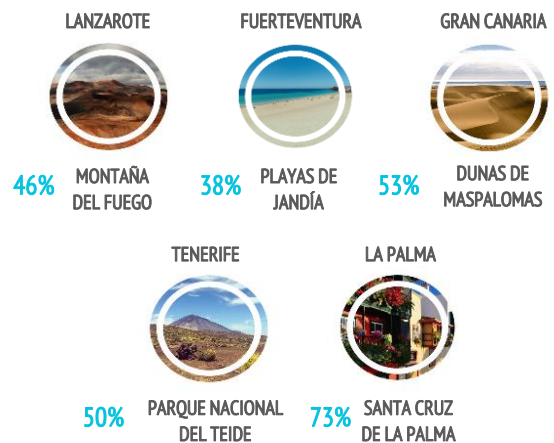
65% of Dutch share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 55.6%)



Share by islands	Netherlands	All markets
Lanzarote	17.9%	18.4%
Fuerteventura	9.5%	13.9%
Gran Canaria	38.8%	28.6%
Tenerife	29.9%	37.3%
La Palma	3.9%	1.9%

MOST VISITED PLACES IN EACH ISLAND

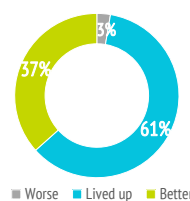


The data refers to % of tourists on each island who have visited the place.

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Netherlands	All markets
Average rating	8.28	8.58
Experience in the Canary Islands		
Worse or much worse than expected	2.7%	2.9%
Lived up to expectations	60.7%	57.4%
Better or much better than expected	36.6%	39.7%

Future intentions (scale 1-10)	Netherlands	All markets
Return to the Canary Islands	7.89	8.60
Recommend visiting the Canary Island	8.32	8.86



Experience in the Canary Islands



Return to the Canary Islands



8.32/10

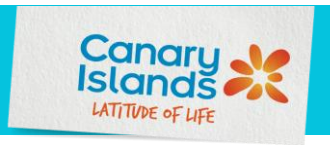
Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Netherlands	All markets
Repeat tourists	67.0%	71.0%
Repeat tourists (last 5 years)	60.5%	64.6%
Repeat tourists (last 5 years) (5 or more)	14.0%	18.4%
At least 10 previous visits	13.8%	17.8%

PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2018)

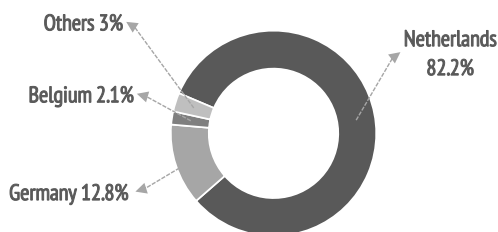
NETHERLANDS



Where does the flight come from?



	%	Absolute
Netherlands	82.2%	439,387
Germany	12.8%	68,399
Belgium	2.1%	11,063
Spanish Mainland	1.6%	8,575
United Kingdom	0.6%	3,198
Austria	0.2%	955
Others	0.6%	3,065



Who do they come with?



	Netherlands	All markets
Unaccompanied	6.1%	8.9%
Only with partner	54.6%	47.4%
Only with children (< 13 years old)	3.8%	5.9%
Partner + children (< 13 years old)	7.4%	7.2%
Other relatives	7.5%	9.0%
Friends	6.3%	6.3%
Work colleagues	0.4%	0.5%
Organized trip	0.0%	0.2%
Other combinations (1)	13.9%	14.6%

(1) Different situations have been isolated

Tourists with children	14.9%	19.3%
- Between 0 and 2 years old	1.3%	1.8%
- Between 3 and 12 years old	12.1%	15.8%
- Between 0 -2 and 3-12 years	1.5%	1.6%
Tourists without children	85.1%	80.7%
Group composition:		
- 1 person	8.2%	12.4%
- 2 people	62.1%	54.1%
- 3 people	9.5%	12.6%
- 4 or 5 people	16.4%	17.1%
- 6 or more people	3.8%	3.8%
Average group size:	2.59	2.58



(Under the age of 13)

14.9% of Dutch travel with children.

(Canary Islands: 19.3%)

Who are they?



	Netherlands	All markets
Gender		
Men	51.0%	48.2%
Women	49.0%	51.8%
Age		
Average age (tourist > 15 years old)	46.9	46.7
Standard deviation	15.6	15.3
Age range (> 15 years old)		
16 - 24 years old	9.4%	7.7%
25 - 30 years old	12.1%	10.8%
31 - 45 years old	22.3%	28.6%
46 - 60 years old	34.6%	31.3%
Over 60 years old	21.6%	21.5%
Occupation		
Salaried worker	49.6%	55.5%
Self-employed	11.5%	11.0%
Unemployed	0.6%	1.1%
Business owner	13.0%	9.2%
Student	5.3%	4.2%
Retired	16.9%	17.3%
Unpaid domestic work	1.4%	0.9%
Others	1.8%	0.8%
Annual household income level		
Less than €25,000	12.6%	17.0%
€25,000 - €49,999	42.3%	36.5%
€50,000 - €74,999	27.3%	25.0%
More than €74,999	17.8%	21.5%
Education level		
No studies	0.9%	4.8%
Primary education	1.4%	2.8%
Secondary education	48.9%	23.1%
Higher education	48.8%	69.3%



7 IN 10 TOURISTS ARE REPEATERS

47 YEARS OLD

AVERAGE AGE

55% ONLY WITH PARTNER



Pictures: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports.

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