

PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2019)

NETHERLANDS



How many are they and how much do they spend?



	Netherlands	All markets
TOURISTS		
Tourist arrivals (FRONTUR)	583,955	15,110,866
Tourist arrivals > 15 years old (EGT)	521,016	13,271,035
- book holiday package	358,213	7,426,022
- do not book holiday package	162,803	5,845,014
- % tourists who book holiday package	68.8%	56.0%
Share of total tourist	3.9%	100%

RANKING POSITION BY
NUMBER OF TOURISTS

RANKING POSITION BY
TURNOVER



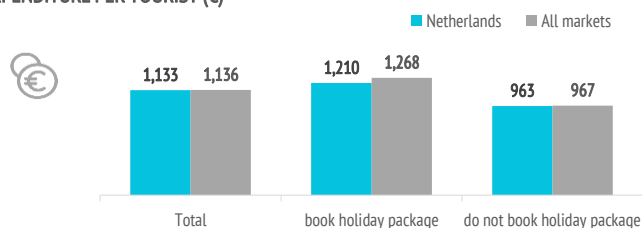
40% of Dutch travel
to Gran Canaria.

Expenditure per tourist (€)	1,133	1,136
- book holiday package	1,210	1,268
- holiday package	956	1,031
- others	255	237
- do not book holiday package	963	967
- flight	246	263
- accommodation	303	321
- others	414	383
Average length of stay	9.30	9.09
- book holiday package	8.91	8.64
- do not book holiday package	10.15	9.68
Average daily expenditure (€)	132.2	138.9
- book holiday package	145.0	155.4
- do not book holiday package	103.9	117.9
Total turnover (> 15 years old) (€m)	590	15,070
- book holiday package	434	9,416
- do not book holiday package	157	5,655

AVERAGE LENGTH OF STAY
(nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice



	Netherlands	All markets
Climate	76.0%	78.4%
Tranquility	39.5%	47.6%
Sea	38.1%	44.4%
Accommodation supply	34.0%	42.9%
Beaches	32.2%	37.7%
Fun possibilities	30.7%	21.1%
Safety	26.5%	51.9%
European belonging	26.3%	36.1%
Price	24.3%	37.4%
Landscapes	23.7%	33.1%
Exoticism	16.0%	11.4%
Gastronomy	14.5%	23.2%
Authenticity	12.5%	20.3%
Effortless trip	12.3%	35.2%
Environment	9.6%	33.2%
Hiking trail network	8.7%	9.6%
Nightlife	3.9%	8.0%
Shopping	3.8%	9.4%
Culture	3.6%	8.0%
Historical heritage	3.1%	8.2%

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
30.7%



ALL MARKETS
21.1%

What is the main motivation for their holidays?



	Netherlands	All markets
Rest	55.3%	55.5%
Enjoy family time	9.2%	14.4%
Have fun	15.9%	8.6%
Explore the destination	15.0%	17.8%
Practice their hobbies	1.1%	1.9%
Other reasons	3.4%	1.8%

HAVE FUN



How far in advance do they book their trip?



	Netherlands	All markets
The same day	1.4%	0.7%
Between 1 and 30 days	31.6%	23.8%
Between 1 and 2 months	22.9%	22.8%
Between 3 and 6 months	32.1%	32.7%
More than 6 months	12.0%	20.0%

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.

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

	Netherlands	All markets
Previous visits to the Canary Islands	45.7%	51.9%
Friends or relatives	24.9%	27.1%
Internet or social media	60.1%	54.7%
Mass Media	0.9%	1.6%
Travel guides and magazines	10.7%	8.4%
Travel Blogs or Forums	4.1%	5.7%
Travel TV Channels	0.6%	0.8%
Tour Operator or Travel Agency	22.7%	22.6%
Public administrations or similar	0.1%	0.4%
Others	2.2%	2.4%

* Multi-choice question

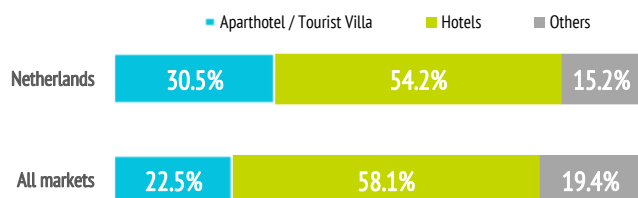
With whom did they book their flight and accommodation?

	Netherlands	All markets
Flight		
- Directly with the airline	30.8%	42.9%
- Tour Operator or Travel Agency	69.2%	57.1%
Accommodation		
- Directly with the accommodation	25.2%	31.5%
- Tour Operator or Travel Agency	74.8%	68.5%

Where do they stay?

	Netherlands	All markets
1-2-3* Hotel	13.9%	11.5%
4* Hotel	35.0%	37.6%
5* Hotel / 5* Luxury Hotel	5.4%	9.0%
Aparthotel / Tourist Villa	30.5%	22.5%
House/room rented in a private dwelling	3.7%	5.9%
Private accommodation (1)	3.6%	7.2%
Others (Cottage, cruise, camping,...)	8.0%	6.3%

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



What do they book?

	Netherlands	All markets
Room only	28.5%	27.9%
Bed and Breakfast	15.0%	12.4%
Half board	20.4%	21.2%
Full board	1.9%	3.6%
All inclusive	34.2%	34.9%

”
34.2% of Dutch book all inclusive.
 (Canary Islands: 34.9%)

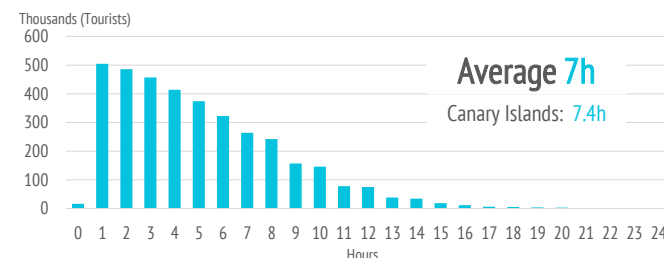
Other expenses

	Netherlands	All markets
Restaurants or cafes	61.1%	59.1%
Supermarkets	62.0%	52.1%
Car rental	30.2%	26.3%
Organized excursions	24.2%	20.6%
Taxi, transfer, chauffeur service	56.2%	50.0%
Theme Parks	7.8%	7.5%
Sport activities	6.2%	5.7%
Museums	5.8%	4.6%
Flights between islands	3.9%	4.4%

Activities in the Canary Islands

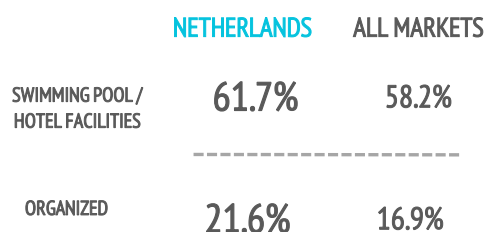
Outdoor time per day	Netherlands	All markets
0 hours	3.1%	2.1%
1 - 2 hours	9.1%	9.8%
3 - 6 hours	37.2%	32.6%
7 - 12 hours	43.3%	47.1%
More than 12 hours	7.3%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Netherlands	All markets
Walk, wander	69.6%	69.8%
Beach	64.4%	66.3%
Swimming pool, hotel facilities	61.7%	58.2%
Explore the island on their own	44.6%	45.2%
Organized excursions	21.6%	16.9%
Taste Canarian gastronomy	15.7%	24.2%
Theme parks	15.3%	14.1%
Nature activities	12.8%	10.4%
Sea excursions / whale watching	12.4%	11.1%
Nightlife / concerts / shows	12.1%	15.5%
Sport activities	10.7%	13.4%
Museums / exhibitions	10.3%	10.1%
Activities at sea	8.8%	10.0%
Wineries / markets / popular festivals	6.9%	11.6%
Astronomical observation	4.5%	3.5%
Beauty and health treatments	3.6%	5.4%

* Multi-choice question



PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2019)

NETHERLANDS



Which island do they choose?

Tourists (> 15 years old)	Netherlands	All markets
Lanzarote	84,038	2,521,668
Fuerteventura	42,561	1,659,115
Gran Canaria	208,898	3,698,127
Tenerife	162,182	5,040,382
La Palma	20,219	235,409

How many islands do they visit during their trip?

	Netherlands	All markets
One island	92.3%	91.4%
Two islands	7.0%	7.2%
Three or more islands	0.7%	1.4%

Internet usage during their trip

	Netherlands	All markets
Research		
- Tourist package	15.0%	14.8%
- Flights	16.3%	13.0%
- Accommodation	21.4%	16.9%
- Transport	16.4%	15.7%
- Restaurants	25.8%	28.4%
- Excursions	26.2%	26.2%
- Activities	31.6%	30.1%
Book or purchase		
- Tourist package	47.6%	39.4%
- Flights	62.0%	66.7%
- Accommodation	58.0%	57.3%
- Transport	48.4%	47.6%
- Restaurants	10.7%	12.1%
- Excursions	13.1%	13.0%
- Activities	13.1%	14.7%

* Multi-choise question

Internet usage in the Canary Islanc	Netherlands	All markets
Did not use the Internet	5.7%	8.3%
Used the Internet	94.3%	91.7%
- Own Internet connection	38.4%	37.4%
- Free Wifi connection	40.1%	39.5%
Applications*		
- Search for locations or maps	62.9%	61.7%
- Search for destination info	51.0%	44.8%
- Share pictures or trip videos	65.0%	56.0%
- Download tourist apps	8.4%	7.0%
- Others	25.8%	22.6%

* Multi-choise question



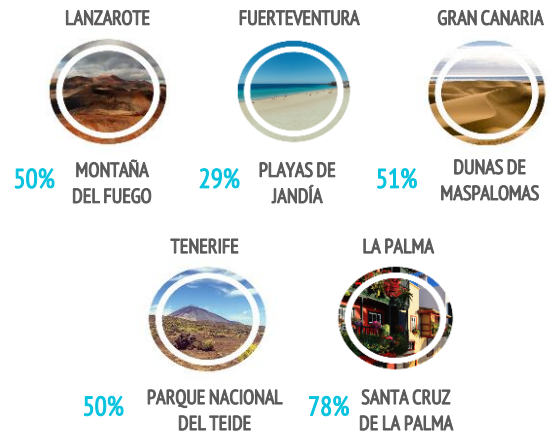
65% of Dutch share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 56%)



Share by islands	Netherlands	All markets
Lanzarote	16.2%	19.2%
Fuerteventura	8.2%	12.6%
Gran Canaria	40.3%	28.1%
Tenerife	31.3%	38.3%
La Palma	3.9%	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	8.33	8.70
Experience in the Canary Islands		
Worse or much worse than expected	2.7%	2.3%
Lived up to expectations	59.1%	55.6%
Better or much better than expected	38.2%	42.1%

Future intentions (scale 1-10)	Netherlands	All markets
Return to the Canary Islands	7.98	8.73
Recommend visiting the Canary Islanc	8.38	8.95



Experience in the Canary Islands



Return to the Canary Islands



8.38/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Netherlands	All markets
Repeat tourists	67.8%	72.2%
Repeat tourists (last 5 years)	62.9%	66.7%
Repeat tourists (last 5 years) (5 or mc)	12.5%	19.5%
At least 10 previous visits	14.9%	18.6%

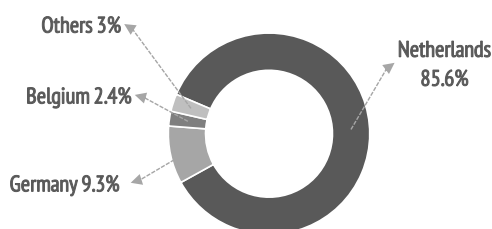
PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2019)

NETHERLANDS

Where does the flight come from?



	%	Absolute
Netherlands	85.6%	445,827
Germany	9.3%	48,286
Belgium	2.4%	12,375
Spanish Mainland	1.8%	9,249
United Kingdom	0.3%	1,422
Denmark	0.2%	817
Others	0.6%	3,041



Who do they come with?



	Netherlands	All markets
Unaccompanied	6.6%	9.6%
Only with partner	53.5%	48.1%
Only with children (< 13 years old)	4.2%	5.6%
Partner + children (< 13 years old)	6.6%	6.5%
Other relatives	8.6%	9.3%
Friends	6.4%	6.4%
Work colleagues	0.5%	0.5%
Organized trip	0.3%	0.3%
Other combinations (1)	13.1%	13.7%

(1) Different situations have been isolated

Tourists with children	14.3%	17.7%
- Between 0 and 2 years old	1.8%	1.6%
- Between 3 and 12 years old	11.4%	14.8%
- Between 0-2 and 3-12 years	1.1%	1.4%
Tourists without children	85.7%	82.3%
Group composition:		
- 1 person	9.2%	13.2%
- 2 people	61.5%	55.1%
- 3 people	11.2%	12.0%
- 4 or 5 people	14.5%	16.3%
- 6 or more people	3.7%	3.5%
Average group size:	2.53	2.54



(Under the age of 13)

14.3% of Dutch travel with children.

(Canary Islands: 17.7%)

Who are they?



	Netherlands	All markets
Gender		
Men	49.4%	48.6%
Women	50.6%	51.4%
Age		
Average age (tourist > 15 years old)	48.1	47.1
Standard deviation	16.0	15.4
Age range (> 15 years old)		
16 - 24 years old	9.5%	7.3%
25 - 30 years old	10.2%	10.9%
31 - 45 years old	20.2%	28.0%
46 - 60 years old	35.3%	31.8%
Over 60 years old	24.8%	22.1%
Occupation		
Salaried worker	56.3%	55.0%
Self-employed	10.5%	11.5%
Unemployed	0.6%	1.1%
Business owner	10.0%	9.4%
Student	4.3%	3.5%
Retired	15.5%	17.9%
Unpaid domestic work	1.6%	0.8%
Others	1.3%	0.8%
Annual household income level		
Less than €25,000	15.6%	17.5%
€25,000 - €49,999	39.6%	37.5%
€50,000 - €74,999	25.5%	22.8%
More than €74,999	19.3%	22.2%
Education level		
No studies	0.5%	5.0%
Primary education	0.9%	2.6%
Secondary education	47.4%	23.6%
Higher education	51.1%	68.9%



7 IN 10 TOURISTS ARE REPEATERS

48 YEARS OLD

AVERAGE AGE

54% ONLY WITH PARTNER



Pictures: Freepik.com