TOURIST PROFILE BY ISLAND OF STAY (2018)
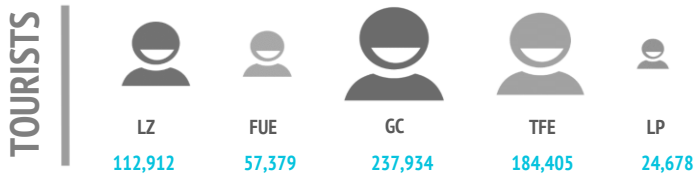# NETHERLANDS

Canary Islands — *LATITUDE OF LIFE*

How many are they and how much do they spend?

TOURISTS	LZ	FUE	GC	TFE	LP
Tourist arrivals (FRONTUR) *(*)*	**112.9**	**57.38**	**237.93**	**184.41**	**24.68**
Tourist arrivals > 15 years old (EGT) *(*)*	**95.11**	**50.73**	**206.74**	**159.45**	**20.71**
- book holiday package *(*)*	64.00	36.66	150.18	108.30	15.12
- do not book holiday package *(*)*	31.11	14.06	56.56	51.15	5.59
- % tourists who book holiday package	67.3%	72.3%	72.6%	67.9%	73.0%

(*) Thousand of tourists

TOURISTS

LZ	FUE	GC	TFE	LP
112,912	57,379	237,934	184,405	24,678

% TOURISTS WHO BOOK HOLIDAY PACKAGE

Lanzarote		67%
Fuerteventura		72%
Gran Canaria		73%
Tenerife		68%
La Palma		73%

	LZ	FUE	GC	TFE	LP
Expenditure per tourist (€)	**1,117**	**1,066**	**1,198**	**1,115**	**1,063**
- book holiday package	1,215	1,099	1,291	1,297	1,109
- holiday package	951	886	1,031	1,010	827
- others	265	213	260	287	282
- do not book holiday package	915	981	952	729	937
- flight	227	334	277	207	280
- accommodation	346	353	342	230	295
- others	342	293	332	292	362
Average lenght of stay	**8.86**	**9.15**	**9.20**	**8.50**	**9.74**
- book holiday package	8.91	9.44	8.73	8.50	9.24
- do not book holiday package	8.73	8.39	10.43	8.48	11.09
Average daily expenditure (€)	**130.5**	**127.1**	**139.8**	**137.4**	**117.9**
- book holiday package	139.3	124.7	151.1	157.5	125.3
- do not book holiday package	112.5	133.4	109.9	94.9	97.8
Total turnover (> 15 years old) (€m)	**106**	**54**	**248**	**178**	**22**
- book holiday package	78	40	194	140	17
- do not book holiday package	28	14	54	37	5

AVERAGE LENGHT OF STAY (nights)

LZ	FUE	GC	TFE	LP
8.86	9.15	9.20	8.50	9.74

EXPENDITURE PER TOURIST (€)
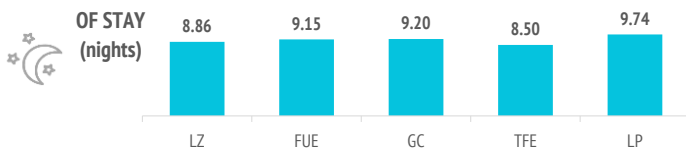
LZ	FUE	GC	TFE	LP
1,117	1,066	1,198	1,115	1,063
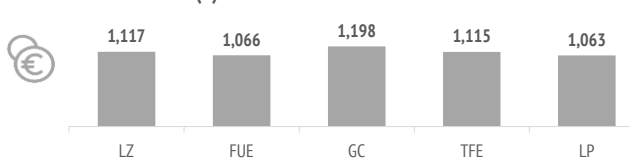
Importance of each factor in the destination choice

	LZ	FUE	GC	TFE	LP
Climate	79.4%	82.6%	79.1%	75.2%	61.1%
Tranquility	36.2%	42.3%	41.0%	38.9%	38.2%
Sea	38.8%	48.2%	36.7%	37.8%	31.7%
Accommodation supply	28.8%	30.0%	36.3%	33.2%	18.4%
Beaches	28.4%	44.1%	33.6%	31.8%	8.7%
Fun possibilities	29.3%	21.7%	32.4%	32.5%	21.9%
European belonging	24.3%	23.9%	26.7%	25.0%	15.9%
Price	24.7%	22.2%	24.7%	26.2%	17.1%
Safety	24.1%	28.1%	21.1%	27.9%	16.6%
Landscapes	24.7%	17.1%	16.9%	20.8%	53.9%
Exoticism	15.0%	9.7%	14.4%	15.5%	13.2%
Gastronomy	12.0%	20.1%	11.0%	12.2%	12.5%
Authenticity	15.1%	8.3%	8.4%	12.0%	29.2%
Effortless trip	13.4%	12.7%	10.3%	10.9%	8.3%
Environment	10.7%	11.3%	7.4%	9.8%	16.5%
Hiking trail network	7.7%	6.4%	5.6%	8.4%	33.3%
Nightlife	1.8%	4.4%	7.7%	2.8%	1.0%
Culture	6.4%	5.1%	3.7%	3.8%	3.1%
Historical heritage	4.6%	4.7%	2.8%	3.7%	3.7%
Shopping	2.1%	3.2%	3.4%	4.6%	0.0%

Each aspect is rated individually ("Not important", "Somewhat", "Quite", "Very important")

% of tourists who indicate that the factor is "very important" in their choice.

% TOURISTS WHO CHOOSE BEACHES

Lanzarote	28%
Fuerteventura	44%
Gran Canaria	34%
Tenerife	32%
La Palma	9%
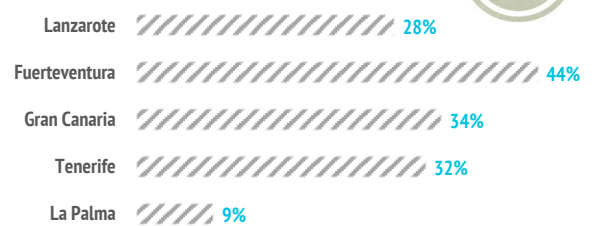
What is the main motivation for their holidays?

	LZ	FUE	GC	TFE	LP
Rest	58.2%	66.6%	57.1%	51.3%	27.8%
Enjoy family time	5.4%	5.3%	9.1%	10.7%	6.5%
Have fun	11.6%	8.0%	18.4%	17.0%	12.6%
Explore the destination	19.9%	11.8%	12.4%	17.0%	41.6%
Practice their hobbies	2.4%	1.9%	1.5%	0.7%	3.8%
Other reasons	2.3%	6.5%	1.5%	3.3%	7.6%

How far in advance do they book their trip?

	LZ	FUE	GC	TFE	LP
The same day	1.0%	1.0%	0.7%	0.9%	0.0%
Between 1 and 30 days	27.7%	36.4%	29.7%	30.1%	18.7%
Between 1 and 2 months	20.2%	32.2%	24.1%	24.1%	27.7%
Between 3 and 6 months	35.0%	20.6%	35.2%	31.8%	40.1%
More than 6 months	16.1%	9.8%	10.4%	13.2%	13.6%

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.

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

	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	50.4%	48.2%	46.9%	41.0%	45.7%
Friends or relatives	22.4%	17.8%	25.7%	23.1%	26.3%
Internet or social media	70.3%	62.6%	54.0%	62.2%	77.4%
Mass Media	0.4%	3.1%	0.6%	0.7%	1.6%
Travel guides and magazines	15.8%	8.3%	8.6%	13.7%	24.1%
Travel Blogs or Forums	4.8%	5.5%	2.7%	2.5%	5.4%
Travel TV Channels	0.0%	0.0%	0.2%	0.3%	1.0%
Tour Operator or Travel Agency	21.1%	22.6%	27.4%	30.2%	18.1%
Public administrations or similar	0.0%	0.0%	0.0%	0.4%	0.0%
Others	0.3%	3.5%	1.3%	1.4%	1.8%

* Multi-choise question

With whom did they book their flight and accommodation? 👁

	LZ	FUE	GC	TFE	LP
Flight					
- Directly with the airline	30.7%	30.1%	29.1%	28.1%	30.8%
- Tour Operator or Travel Agency	69.3%	69.9%	70.9%	71.9%	69.2%
Accommodation					
- Directly with the accommodation	21.7%	25.9%	21.7%	20.8%	22.7%
- Tour Operator or Travel Agency	78.3%	74.1%	78.3%	79.2%	77.3%

Where do they stay? 🛏

	LZ	FUE	GC	TFE	LP
1-2-3* Hotel	6.9%	13.6%	19.7%	7.6%	15.9%
4* Hotel	28.7%	43.8%	30.7%	36.1%	28.9%
5* Hotel / 5* Luxury Hotel	4.2%	3.2%	4.2%	3.0%	0.0%
Aparthotel / Tourist Villa	41.8%	27.2%	30.5%	34.9%	32.5%
House/room rented in a private dwelling	5.6%	2.8%	2.3%	4.3%	2.9%
Private accommodation (1)	2.1%	2.3%	3.7%	4.4%	2.4%
Others (Cottage, cruise, camping,..)	10.7%	7.2%	8.9%	9.6%	17.3%

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

■ Aparthotel / Tourist Villa ■ Hotels ■ Others

	Aparthotel / Tourist Villa	Hotels	Others
LZ	41.8%	39.8%	18.5%
FUE	27.2%	60.6%	12.3%
GC	30.5%	54.6%	14.9%
TFE	34.9%	46.7%	18.3%
LP	32.5%	44.8%	22.7%
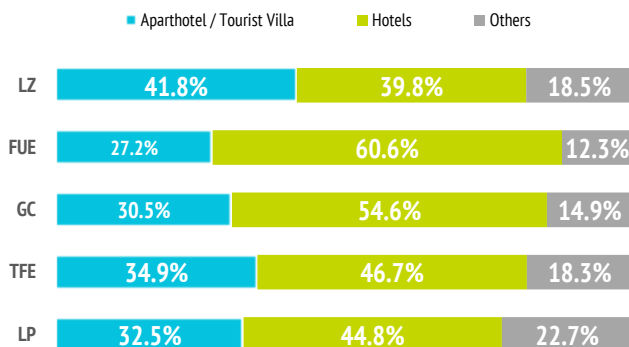
What do they book? 🍽

	LZ	FUE	GC	TFE	LP
Room only	39.3%	31.4%	28.8%	32.9%	50.3%
Bed and Breakfast	16.9%	4.9%	12.1%	17.2%	20.5%
Half board	6.0%	13.9%	23.6%	21.4%	14.6%
Full board	0.4%	2.0%	1.6%	1.8%	0.0%
All inclusive	37.4%	47.8%	33.8%	26.7%	14.7%

Other expenses 📍

	LZ	FUE	GC	TFE	LP
Restaurants or cafes	73.3%	60.8%	65.5%	63.7%	83.6%
Supermarkets	70.9%	60.8%	64.7%	57.9%	83.8%
Car rental	52.0%	40.5%	24.0%	27.1%	75.2%
Organized excursions	32.2%	14.7%	21.9%	26.1%	26.3%
Taxi, transfer, chauffeur service	57.0%	55.4%	69.3%	56.5%	43.4%
Theme Parks	6.5%	6.2%	5.9%	12.9%	2.1%
Sport activities	8.1%	10.1%	6.4%	6.5%	7.3%
Museums	20.7%	3.6%	2.7%	0.6%	15.0%
Flights between islands	3.4%	4.8%	2.7%	4.0%	2.4%

Activities in the Canary Islands 🚶✝

Outdoor time per day	LZ	FUE	GC	TFE	LP
0 hours	0.6%	0.4%	0.6%	1.3%	2.6%
1 - 2 hours	8.3%	14.2%	11.5%	8.2%	6.3%
3 - 6 hours	38.7%	35.2%	40.7%	29.9%	28.4%
7 - 12 hours	42.9%	42.5%	38.1%	51.7%	54.2%
More than 12 hours	9.4%	7.7%	9.0%	8.9%	8.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

■ 0 hours ■ More than 1 hour ■ More than 3 hours ■ More than 7 hours ■ More than 12 hours

	LZ	FUE	GC	TFE	LP
0 hours	1%	0%	1%	1%	3%
More than 1 hour	99%	100%	99%	99%	97%
More than 3 hours	91%	85%	88%	90%	91%
More than 7 hours	52%	50%	47%	61%	63%
More than 12 hours	9%	8%	9%	9%	9%
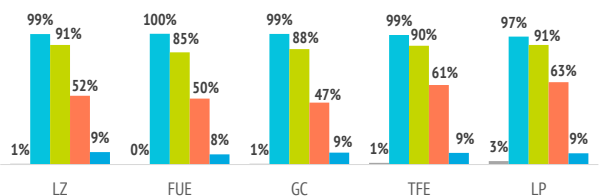
Activities in the Canary Islands	LZ	FUE	GC	TFE	LP
Walk, wander	73.8%	68.4%	67.9%	72.3%	85.6%
Beach	64.1%	73.2%	66.8%	59.9%	56.3%
Swimming pool, hotel facilities	57.4%	54.7%	67.4%	63.4%	42.1%
Explore the island on their own	60.1%	46.6%	43.0%	48.7%	80.5%
Organized excursions	23.4%	12.5%	17.3%	24.4%	17.1%
Taste Canarian gastronomy	18.9%	19.7%	14.6%	14.8%	27.8%
Theme parks	9.5%	7.1%	11.3%	23.8%	5.1%
Nature activities	13.7%	9.5%	9.0%	16.7%	38.8%
Sea excursions / whale watching	4.3%	5.7%	14.0%	18.6%	17.2%
Nightlife / concerts / shows	5.0%	8.0%	16.9%	9.1%	2.2%
Sport activities	16.4%	16.3%	8.4%	9.6%	8.3%
Activities at sea	11.8%	9.1%	8.7%	9.7%	10.9%
Museums / exhibitions	23.7%	13.0%	5.3%	4.5%	17.9%
Wineries / markets / popular festivals	16.8%	4.3%	5.7%	5.6%	9.0%
Astronomical observation	2.4%	2.0%	2.9%	7.5%	13.1%
Beauty and health treatments	1.9%	3.4%	5.8%	4.6%	0.7%

* Multi-choise question

CANARY ISLANDS

Swimming pool
Nightlife
Taste Canarian gastronomy
Museums
Walk
Nature activities
Sea excursions
Theme parks
Organized excursions
Beach
Activities at sea
Sport activities
Wineries/markets
Explore the island
Astronomical observation
Beauty and health treatments

Which island do they choose?

Lanzarote 17.9%
La Palma 3.9%
Fuerteventura 9.5%
Tenerife 29.9%
Gran Canaria 38.8%
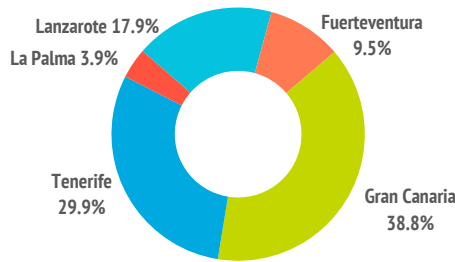
How many islands do they visit during their trip?

	LZ	FUE	GC	TFE	LP
One island	92.5%	86.0%	94.8%	90.1%	94.5%
Two islands	7.2%	12.6%	4.4%	9.5%	5.5%
Three or more islands	0.3%	1.4%	0.8%	0.4%	0.0%

% TOURISTS VISITNG MORE THAN ONE ISLAND

Lanzarote 7.5%
Fuerteventura 14.0%
Gran Canaria 5.2%
Tenerife 9.9%
La Palma 5.5%
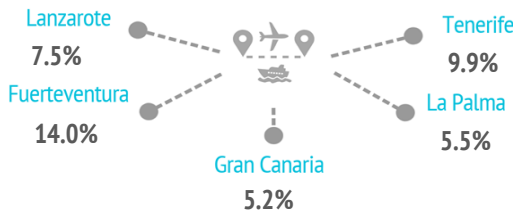
Internet usage during their trip

	LZ	FUE	GC	TFE	LP
Research					
- Tourist package	15.6%	22.6%	16.5%	15.9%	12.2%
- Flights	17.0%	26.2%	15.7%	14.8%	12.2%
- Accommodation	22.8%	31.0%	20.4%	20.7%	16.2%
- Transport	17.5%	25.7%	16.0%	13.3%	15.3%
- Restaurants	33.1%	32.1%	20.5%	23.3%	32.5%
- Excursions	27.1%	27.7%	19.2%	22.4%	19.6%
- Activities	34.6%	34.8%	23.1%	28.4%	34.1%
Book or purchase					
- Tourist package	43.9%	41.8%	41.7%	43.8%	57.9%
- Flights	67.4%	58.6%	58.7%	60.1%	73.1%
- Accommodation	63.2%	51.3%	50.7%	55.4%	68.8%
- Transport	52.9%	44.3%	39.8%	48.0%	61.5%
- Restaurants	14.0%	7.0%	8.7%	8.7%	14.9%
- Excursions	12.2%	4.6%	9.5%	11.8%	9.3%
- Activities	14.2%	4.1%	10.4%	10.1%	13.4%

* Multi-choice question

Internet usage in the Canary Islands	LZ	FUE	GC	TFE	LP
Did not use the Internet	**3.7%**	**6.7%**	**5.8%**	**4.5%**	**2.3%**
Used the Internet	**96.3%**	**93.3%**	**94.2%**	**95.5%**	**97.7%**
- Own Internet connection	42.9%	38.1%	37.1%	42.6%	45.9%
- Free Wifi connection	41.4%	39.6%	44.1%	36.4%	38.4%
Applications*					
- Search for locations or maps	70.6%	60.6%	56.5%	61.1%	75.4%
- Search for destination info	52.9%	40.8%	46.0%	47.7%	58.9%
- Share pictures or trip videos	64.5%	60.0%	66.5%	62.3%	75.8%
- Download tourist apps	7.3%	8.4%	6.4%	5.9%	7.5%
- Others	25.9%	31.8%	24.7%	23.6%	32.5%

* Multi-choice question

Which is the most visited place in each island?

LANZAROTE — 46% MONTAÑA DEL FUEGO

FUERTEVENTURA — 38% PLAYAS DE JANDÍA

GRAN CANARIA — 53% DUNAS DE MASPALOMAS

TENERIFE — 50% PARQUE NACIONAL DEL TEIDE

LA PALMA — 73% SANTA CRUZ DE LA

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)	LZ	FUE	GC	TFE	LP
Average rating	8.37	8.27	8.19	8.34	8.52

Experience in the Canary Islands	LZ	FUE	GC	TFE	LP
Worse or much worse than expected	0.3%	2.2%	4.3%	2.2%	2.6%
Lived up to expectations	62.7%	65.0%	62.3%	57.1%	53.2%
Better or much better than expected	37.0%	32.8%	33.4%	40.7%	44.2%

Future intentions (scale 1-10)	LZ	FUE	GC	TFE	LP
Return to the Canary Islands	7.89	7.99	7.78	7.95	8.37
Recommend visiting the Canary Island	8.42	8.30	8.18	8.37	8.89

How many are loyal to the Canary Islands?

	LZ	FUE	GC	TFE	LP
Repeat tourists of the island	61.1%	55.2%	61.0%	54.8%	52.6%
At least 10 previous visits	3.0%	5.1%	11.7%	3.1%	2.6%
Repeat tourists	72.1%	69.6%	67.0%	62.4%	73.8%
At least 10 previous visits	14.6%	11.7%	17.7%	9.1%	11.9%

REPEAT TOURIST OF EACH ISLAND

Gran Canaria 61.0%
Lanzarote 61.1%
Tenerife 54.8%
Fuerteventura 55.2%
La Palma 52.6%
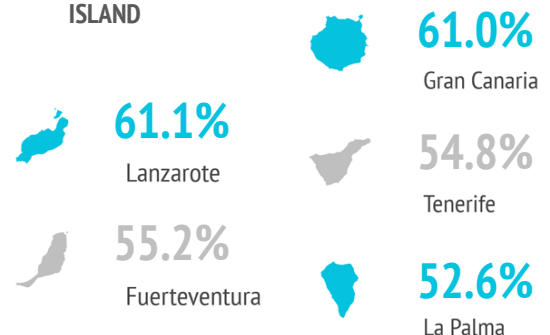
Where does the flight come from? 🌐

	LZ	FUE	GC	TFE	LP
Netherlands	88.3%	85.2%	82.8%	75.4%	93.4%
Germany	7.4%	12.7%	12.5%	17.8%	2.1%
Belgium	1.8%	0.0%	1.7%	3.5%	1.2%
Spanish Mainland	0.0%	1.4%	1.5%	2.5%	3.0%
United Kingdom	2.0%	0.7%	0.3%	0.2%	0.3%
Austria	0.0%	0.0%	0.5%	0.0%	0.0%
Switzerland	0.0%	0.0%	0.2%	0.2%	0.0%
France	0.0%	0.0%	0.3%	0.0%	0.0%
Italy	0.5%	0.0%	0.0%	0.0%	0.0%
Czech Republic	0.0%	0.0%	0.0%	0.2%	0.0%
Poland	0.0%	0.0%	0.0%	0.2%	0.0%
Others	0.0%	0.0%	0.3%	0.0%	0.0%

SHARE OF TOURIST BY ORIGIN OF THE FLIGHT

■ Netherlands ■ Others

	LZ	FUE	GC	TFE	LP
Netherlands	88%	85%	83%	75%	93%
Others	12%	15%	17%	25%	7%
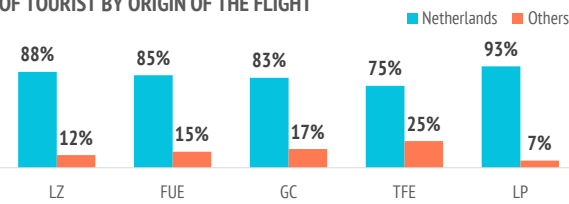
Who do they come with? 👥

	LZ	FUE	GC	TFE	LP
Unaccompanied	4.6%	7.4%	7.7%	4.8%	2.9%
Only with partner	54.9%	56.5%	52.9%	55.2%	59.3%
Only with children (< 13 years old)	5.2%	3.1%	3.3%	3.8%	3.0%
Partner + children (< 13 years old)	9.5%	2.9%	7.5%	7.0%	11.2%
Other relatives	8.2%	7.7%	6.9%	8.3%	5.9%
Friends	6.2%	7.2%	8.5%	3.9%	1.3%
Work colleagues	0.0%	0.0%	0.8%	0.1%	1.1%
Organized trip	0.0%	0.0%	0.0%	0.0%	0.0%
Other combinations (1)	11.4%	15.2%	12.4%	16.8%	15.3%

(1) Different situations have been isolated

	LZ	FUE	GC	TFE	LP
Tourists with children	**19.6%**	**7.0%**	**13.9%**	**15.4%**	**19.2%**
- Between 0 and 2 years old	1.8%	0.5%	1.0%	1.4%	2.9%
- Between 3 and 12 years old	16.9%	5.4%	11.2%	12.4%	14.1%
- Between 0 -2 and 3-12 years	0.8%	1.2%	1.8%	1.6%	2.3%
Tourists without children	**80.4%**	**93.0%**	**86.1%**	**84.6%**	**80.8%**
Group composition:					
- 1 person	5.4%	10.0%	10.2%	6.9%	6.5%
- 2 people	61.5%	67.2%	60.7%	62.2%	63.8%
- 3 people	11.9%	9.7%	8.1%	9.9%	8.9%
- 4 or 5 people	17.5%	12.6%	16.1%	17.2%	16.4%
- 6 or more people	3.6%	0.5%	4.8%	3.8%	4.3%
Average group size:	**2.64**	**2.32**	**2.58**	**2.64**	**2.76**

Who are they? 👤

	LZ	FUE	GC	TFE	LP
Gender					
Men	55.5%	51.7%	52.5%	47.1%	45.3%
Women	44.5%	48.3%	47.5%	52.9%	54.7%
Age					
Average age (tourist > 15 years old)	46.8	50.6	46.8	45.3	49.3
Standard deviation	14.9	15.8	16.4	14.7	14.4
Age range (> 15 years old)					
16 - 24 years old	8.1%	4.5%	11.0%	10.4%	4.7%
25 - 30 years old	12.8%	11.0%	12.4%	12.3%	7.7%
31 - 45 years old	23.2%	21.0%	21.2%	23.3%	26.9%
46 - 60 years old	33.7%	29.1%	33.1%	38.2%	37.1%
Over 60 years old	22.2%	34.4%	22.4%	15.8%	23.5%
Occupation					
Salaried worker	52.1%	42.2%	48.1%	52.4%	49.1%
Self-employed	10.6%	14.6%	11.6%	10.5%	14.5%
Unemployed	0.9%	1.2%	0.4%	0.6%	0.0%
Business owner	12.0%	8.2%	13.2%	15.6%	9.0%
Student	6.1%	2.8%	6.2%	4.7%	2.2%
Retired	16.2%	28.3%	16.9%	12.5%	23.9%
Unpaid domestic work	0.8%	0.4%	1.6%	1.9%	0.7%
Others	1.3%	2.4%	2.0%	1.7%	0.6%
Annual household income level					
Less than €25,000	8.3%	10.5%	14.1%	15.1%	4.1%
€25,000 - €49,999	46.0%	39.5%	41.4%	41.6%	44.7%
€50,000 - €74,999	29.2%	26.9%	26.2%	27.8%	28.0%
More than €74,999	16.6%	23.2%	18.3%	15.5%	23.1%
Education level					
No studies	2.3%	0.7%	0.4%	0.8%	0.5%
Primary education	0.6%	3.9%	1.8%	0.9%	0.0%
Secondary education	40.8%	39.2%	52.5%	53.9%	34.6%
Higher education	56.3%	56.2%	45.3%	44.4%	64.9%

AVERAGE AGE (> 15 years olf)

Lanzarote	46.8
Fuerteventura	50.6
Gran Canaria	46.8
Tenerife	45.3
La Palma	49.3

% OF TOURISTS WITH INCOMES OVER €74,999

● Lanzarote ● Fuerteventura ● Gran Canaria ● Tenerife ● La Palma

Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
17%	23%	18%	16%	23%

TOURIST TRAVELLING WITH CHILDREN

Lanzarote	19.6%
Fuerteventura	7.0%
Gran Canaria	13.9%
Tenerife	15.4%
La Palma	19.2%

(Under the age of 13)
(Canary Islands: 19.3%)
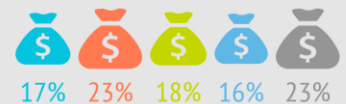
% OF TOURISTS TRAVELLING ONLY WITH PARTNER

Lanzarote	55%
Fuerteventura	57%
Gran Canaria	53%
Tenerife	55%
La Palma	59%

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.