

# Tourist profile trend (2016)

## Netherlands: Third Quarter

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



	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Tourist arrivals (> 16 years old)	109,361	106,389	102,452	114,586	150,406
Average daily expenditure (€)	117.87	119.65	115.74	122.55	122.36
. in their place of residence	82.29	77.92	80.64	87.53	85.40
. in the Canary Islands	35.58	41.73	35.10	35.02	36.97
Average length of stay	10.50	10.29	11.44	10.01	10.00
Turnover per tourist (€)	1,176	1,118	1,128	1,152	1,118
Total turnover (> 16 years old) (€m)	129	119	116	132	168
Share of total turnover	29.1%	27.4%	26.7%	28.9%	30.1%
Share of total tourist	27.8%	26.1%	25.5%	26.9%	27.8%

### Expenditure in the Canary Islands per tourist and trip (€) (\*\*)

	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
<b>Accommodation (**):</b>	36.29	59.21	33.98	27.66	47.44
- Accommodation	28.74	49.04	28.23	22.43	34.20
- Additional accommodation expenses	7.56	10.17	5.75	5.23	13.24
<b>Transport:</b>	27.50	21.15	26.78	23.46	27.01
- Public transport	3.25	1.83	3.94	3.93	5.43
- Taxi	9.42	6.25	9.30	8.72	6.83
- Car rental	14.83	13.07	13.54	10.81	14.74
<b>Food and drink:</b>	158.14	114.57	148.93	155.63	163.25
- Food purchases at supermarkets	57.86	41.81	61.10	56.94	59.73
- Restaurants	100.28	72.75	87.83	98.70	103.52
<b>Souvenirs:</b>	55.11	170.22	66.74	50.80	43.83
<b>Leisure:</b>	63.64	42.65	55.01	52.84	45.30
- Organized excursions	29.78	23.54	31.58	27.92	24.62
- Leisure, amusement	6.25	6.64	4.37	7.59	5.82
- Trip to other islands	0.72	0.00	0.36	1.36	1.89
- Sporting activities	5.05	6.88	4.41	4.89	2.87
- Cultural activities	3.35	2.38	2.68	4.33	2.74
- Discos and disco-pubs	18.48	3.23	11.61	6.75	7.35
<b>Others:</b>	18.38	14.76	14.25	9.74	8.60
- Wellness	1.72	1.32	1.56	0.65	2.33
- Medical expenses	3.03	3.27	0.12	2.01	0.30
- Other expenses	13.63	10.17	12.57	7.09	5.97

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



	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
The same day they leave	0.3%	0.0%	1.5%	0.4%	0.1%
Between 2 and 7 days	7.9%	14.2%	7.3%	4.4%	4.4%
Between 8 and 15 days	16.9%	11.8%	22.7%	19.1%	16.0%
Between 16 and 30 days	12.9%	21.8%	13.9%	12.5%	8.0%
Between 31 and 90 days	21.2%	19.8%	23.5%	21.7%	27.4%
More than 90 days	40.7%	32.4%	31.1%	42.1%	44.1%

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



	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Flight only	4.2%	6.9%	7.1%	2.3%	3.5%
Flight and accommodation (room only)	34.6%	27.6%	31.5%	31.6%	34.4%
Flight and accommodation (B&B)	6.1%	9.4%	9.8%	13.3%	11.5%
Flight and accommodation (half board)	20.8%	14.8%	19.0%	17.9%	18.9%
Flight and accommodation (full board)	1.2%	5.5%	1.9%	2.0%	0.6%
Flight and accommodation (all inclusive)	33.2%	35.8%	30.7%	32.9%	31.1%
<b>% Tourists using low-cost airlines</b>	18.0%	37.4%	28.0%	19.9%	31.9%
<b>Other expenses in their place of residence:</b>					
- Car rental	8.3%	8.4%	6.0%	6.0%	8.5%
- Sporting activities	3.6%	3.8%	3.3%	2.1%	1.0%
- Excursions	2.5%	4.1%	2.1%	4.2%	3.1%
- Trip to other islands	1.0%	0.0%	0.3%	0.7%	1.3%

### How do they book?



	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
<b>Accommodation booking</b>					
<b>Tour Operator</b>	54.3%	48.3%	62.9%	54.0%	40.5%
- Tour Operator's website	84.4%	70.5%	89.6%	86.0%	89.7%
<b>Accommodation</b>	4.5%	12.0%	6.5%	4.9%	8.7%
- Accommodation's website	61.5%	70.6%	85.8%	86.4%	85.2%
<b>Travel agency (High street)</b>	33.8%	20.5%	21.1%	27.7%	28.8%
<b>Online Travel Agency (OTA)</b>	5.3%	13.8%	5.2%	11.8%	18.9%
<b>No need to book accommodation</b>	2.1%	5.4%	4.3%	1.6%	3.2%

### Flight booking

	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
<b>Tour Operator</b>	55.5%	46.9%	60.3%	55.3%	42.1%
- Tour Operator's website	81.7%	71.0%	89.1%	82.6%	84.5%
<b>Airline</b>	10.2%	20.7%	13.2%	10.2%	18.2%
- Airline's website	93.5%	100.0%	89.0%	96.9%	94.3%
<b>Travel agency (High street)</b>	29.5%	23.4%	21.6%	23.4%	24.0%
<b>Online Travel Agency (OTA)</b>	4.8%	9.1%	4.9%	11.1%	15.6%

### Where do they stay?



	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
5* Hotel	2.9%	6.5%	4.8%	2.9%	11.8%
4* Hotel	31.8%	25.0%	32.0%	35.8%	34.7%
1-2-3* Hotel	22.9%	27.3%	19.8%	26.3%	13.2%
Apartment	39.7%	39.2%	37.9%	33.8%	37.4%
Property (privately-owned, friends, family)	1.9%	2.1%	4.8%	1.0%	2.0%
Others	0.7%	0.0%	0.6%	0.2%	0.9%

### Who are they?



	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
<b>Gender</b>					
Percentage of men	48.3%	48.2%	53.4%	51.1%	55.9%
Percentage of women	51.7%	51.8%	46.6%	48.9%	44.1%
<b>Age</b>					
Average age (tourists > 16 years old)	38.0	37.9	35.8	37.0	37.4
Standard deviation	13.6	12.4	13.3	14.6	15.3
<b>Age range (&gt; 16 years old)</b>					
16-24 years old	24.5%	21.3%	28.4%	32.1%	31.2%
25-30 years old	14.6%	14.8%	18.7%	11.1%	13.8%
31-45 years old	25.8%	31.0%	24.0%	22.1%	22.5%
46-60 years old	30.9%	31.1%	25.5%	29.2%	22.8%
Over 60 years old	4.3%	1.7%	3.4%	5.6%	9.6%
<b>Occupation</b>					
Business owner or self-employed	16.3%	9.9%	18.9%	11.0%	22.0%
Upper/Middle management employee	52.1%	51.2%	51.2%	50.1%	43.5%
Auxiliary level employee	13.3%	16.9%	11.3%	13.4%	9.8%
Students	12.1%	19.6%	14.8%	20.4%	18.2%
Retired	2.6%	0.3%	1.0%	2.8%	5.6%
Unemployed / unpaid dom. work	3.6%	2.0%	2.8%	2.3%	0.9%
<b>Annual household income level</b>					
€12,000 - €24,000	20.0%	15.2%	20.8%	23.1%	26.4%
€24,001 - €36,000	22.2%	18.5%	23.7%	21.2%	18.9%
€36,001 - €48,000	17.9%	18.3%	15.3%	17.8%	8.6%
€48,001 - €60,000	16.6%	17.1%	16.9%	18.0%	7.3%
€60,001 - €72,000	8.6%	13.7%	7.2%	7.0%	17.2%
€72,001 - €84,000	4.9%	1.8%	4.5%	3.4%	6.4%
More than €84,000	9.8%	15.4%	11.7%	9.7%	15.3%

(\*) 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.

# Tourist profile trend (2016)

## Netherlands: Third Quarter

### Which island do they choose?



Tourists (> 16 years old)	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
- Lanzarote	15,835	16,389	13,759	16,440	20,812
- Fuerteventura	12,182	11,449	8,828	7,901	12,926
- Gran Canaria	45,707	42,722	42,384	50,618	63,136
- Tenerife	31,610	31,789	34,163	35,692	47,603
- La Palma	3,361	4,040	3,317	3,300	5,208

Share (%)	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
- Lanzarote	14.6%	15.4%	13.4%	14.4%	13.9%
- Fuerteventura	11.2%	10.8%	8.6%	6.9%	8.6%
- Gran Canaria	42.1%	40.2%	41.4%	44.4%	42.2%
- Tenerife	29.1%	29.9%	33.3%	31.3%	31.8%
- La Palma	3.1%	3.8%	3.2%	2.9%	3.5%

### Who do they come with?



	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Unaccompanied	5.7%	8.5%	8.6%	2.2%	5.0%
Only with partner	48.1%	36.7%	49.8%	51.4%	50.9%
Only with children (under the age of 13)	0.8%	0.0%	3.1%	0.5%	2.3%
Partner + children (under the age of 13)	10.9%	11.9%	9.4%	11.8%	12.1%
Other relatives	4.2%	7.5%	2.9%	4.0%	2.7%
Friends	8.0%	7.8%	6.9%	5.8%	5.7%
Work colleagues	0.0%	0.0%	0.3%	0.2%	0.0%
Other combinations <sup>(1)</sup>	22.2%	27.6%	18.9%	24.1%	21.2%

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

### How do they rate the destination?



Impression of their stay	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Good or very good (% tourists)	91.8%	94.4%	92.8%	95.2%	94.4%
Average rating (scale 1-10)	8.41	8.53	8.36	8.53	8.48

### How many are loyal to the destination?

Repeat tourists of the Canary Islands	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Repeat tourists	57.5%	64.3%	53.2%	56.7%	59.4%
In love (at least 10 previous visits)	8.7%	11.1%	7.6%	4.8%	8.9%

### Where does the flight come from?



Ten main origin countries	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Netherlands	87.3%	43.2%	91.2%	81.3%	60.7%
Germany	6.8%	38.1%	4.3%	11.9%	24.0%
Spanish Mainland	2.0%	6.4%	2.6%	4.3%	7.4%
Belgium	3.2%	12.3%	1.7%	1.9%	6.7%
Others	0.0%	0.0%	0.2%	0.0%	1.2%
France	0.0%	0.0%	0.0%	0.2%	0.0%
Ireland	0.2%	0.0%	0.0%	0.0%	0.0%
Poland	0.5%	0.0%	0.0%	0.0%	0.0%
United Kingdom	0.0%	0.0%	0.0%	0.4%	0.0%
Denmark	0.0%	0.0%	0.0%	0.0%	0.0%

### Why do they choose the Canary Islands?



Aspects influencing the choice	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Climate/sun	94.9%	90.2%	93.7%	96.9%	91.7%
Beaches	50.6%	47.6%	49.8%	47.6%	47.2%
Tranquillity/rest/relaxation	29.7%	36.3%	31.8%	32.8%	29.4%
Visiting new places	16.4%	9.0%	12.8%	17.4%	17.5%
Scenery	17.2%	9.9%	19.6%	21.9%	16.0%
Security	3.1%	3.4%	3.1%	6.8%	13.7%
Price	13.9%	16.6%	15.1%	13.2%	13.6%
Suitable destination for children	6.2%	2.9%	8.3%	7.4%	7.9%
Nightlife/fun	11.0%	7.2%	6.6%	4.9%	7.2%
Shopping	8.0%	2.7%	8.0%	7.8%	5.4%
Culture	3.5%	4.5%	3.2%	4.1%	5.1%
Active tourism	3.9%	6.8%	6.6%	4.8%	4.9%
Ease of travel	1.0%	1.6%	0.7%	0.9%	3.4%
Quality of the environment	4.7%	3.7%	2.2%	5.0%	2.1%
Nautical activities	3.2%	4.5%	4.6%	3.1%	1.9%
Theme parks	1.7%	1.0%	4.2%	3.0%	1.5%

\* Multi-choice question

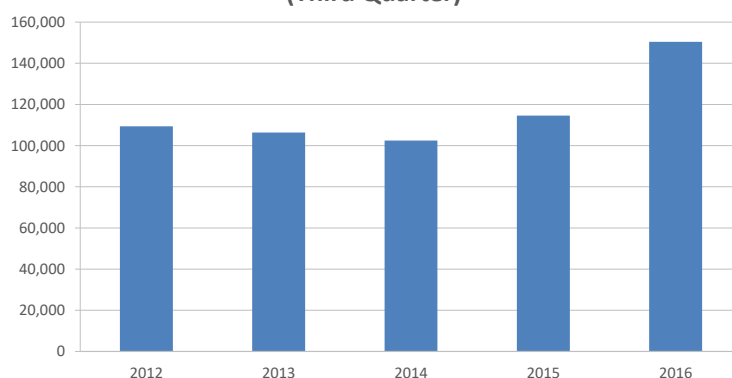
### What did motivate them to come?



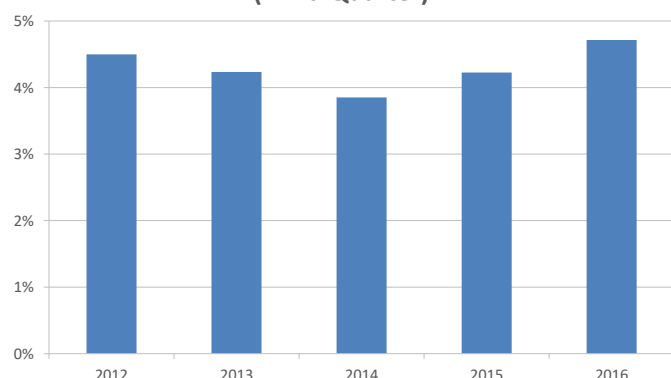
Aspects motivating the choice	2012Q3	2013Q3	2014Q3	2015Q3	2016Q3
Previous visits to the Canary Islands	50.5%	54.5%	44.6%	44.3%	41.9%
Recommendation by friends or relatives	33.9%	26.9%	29.8%	29.5%	35.0%
The Canary Islands television channel	0.9%	0.0%	1.4%	0.8%	0.0%
Other television or radio channels	0.3%	0.0%	1.5%	0.3%	0.5%
Information in the press/magazines/books	4.4%	5.7%	5.0%	2.1%	5.1%
Attendance at a tourism fair	1.1%	1.4%	0.7%	1.1%	0.8%
Tour Operator's brochure or catalogue	10.5%	6.8%	8.6%	13.2%	6.2%
Recommendation by Travel Agency	13.5%	20.6%	12.0%	16.5%	11.1%
Information obtained via the Internet	33.6%	42.8%	40.8%	42.3%	41.9%
Senior Tourism programme	0.0%	0.0%	0.3%	0.2%	0.0%
Others	6.5%	9.1%	5.3%	2.9%	3.3%

\* Multi-choice question

Tourist arrivals trend (> 16 years old)  
(Third Quarter)



Share of tourists (> 16 years old)  
(Third Quarter)



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.