

# Tourist profile by islands (2016)

## Dutch market



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



	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourist arrivals (> 16 years old)	85,543	54,698	209,880	167,653	20,718
Average daily expenditure (€)	126.18	106.20	123.61	120.93	111.47
. in their place of residence	90.38	80.58	90.67	82.27	80.35
. in the Canary Islands	35.79	25.62	32.94	38.66	31.12
Average length of stay	8.54	9.42	9.22	8.75	9.28
Turnover per tourist (€)	1,045	936	1,098	981	956
Total turnover (> 16 years old) (€m)	89.4	51.2	230.5	164	19.81
Dutch turnover: share by islands	16.1%	9.2%	41.5%	29.6%	3.6%
Dutch tourist arrivals: share by islands	15.9%	10.2%	39.0%	31.1%	3.8%

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

	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
<b>Accommodation (**):</b>	72.07	16.07	27.68	38.37	25.65
- Accommodation	51.67	14.75	21.93	34.33	12.85
- Additional accommodation expenses	20.40	1.33	5.75	4.04	12.81
<b>Transport:</b>	30.89	22.76	22.80	20.69	29.81
- Public transport	4.36	2.05	3.58	3.44	2.07
- Taxi	4.24	3.52	8.89	5.47	1.19
- Car rental	22.29	17.18	10.33	11.77	26.54
<b>Food and drink:</b>	145.15	108.60	133.90	159.61	155.12
- Food purchases at supermarkets	43.54	38.95	53.60	60.97	69.71
- Restaurants	101.61	69.65	80.30	98.64	85.42
<b>Souvenirs:</b>	26.64	39.03	57.20	49.16	19.32
<b>Leisure:</b>	31.46	27.80	29.24	34.75	28.34
- Organized excursions	14.74	7.32	15.99	18.36	22.82
- Leisure, amusement	1.07	2.02	2.44	6.40	1.69
- Trip to other islands	3.66	2.41	0.00	1.87	0.65
- Sporting activities	2.33	12.57	4.25	3.92	1.17
- Cultural activities	6.82	3.43	1.57	2.28	2.02
- Discos and disco-pubs	2.83	0.04	5.00	1.93	0.00
<b>Others:</b>	7.70	9.24	21.35	12.36	5.25
- Wellness	3.83	2.02	4.35	1.03	0.00
- Medical expenses	0.19	2.74	0.81	0.55	0.50
- Other expenses	3.68	4.48	16.19	10.78	4.74

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



	LZ	FUE	GC	TFE	LP
The same day they leave	0.1%	0.0%	0.4%	1.3%	0.0%
Between 2 and 7 days	7.8%	4.2%	5.5%	7.1%	19.1%
Between 8 and 15 days	10.2%	4.5%	11.8%	9.0%	6.5%
Between 16 and 30 days	10.2%	22.2%	14.1%	10.0%	2.9%
Between 31 and 90 days	33.7%	48.1%	32.4%	38.5%	55.1%
More than 90 days	38.1%	21.1%	35.8%	34.1%	16.4%

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



	LZ	FUE	GC	TFE	LP
Flight only	1.3%	0.2%	3.6%	7.1%	9.3%
Flight & accommodation (room only)	35.3%	22.5%	25.4%	35.5%	56.5%
Flight & accommodation (B&B)	13.1%	1.1%	10.0%	12.2%	15.7%
Flight & accommodation (half board)	10.8%	25.8%	24.5%	19.5%	7.6%
Flight & accommodation (full board)	2.3%	0.0%	2.8%	2.1%	0.6%
Flight & accommodation (all inclusive)	37.1%	50.3%	33.6%	23.6%	10.2%
<b>% Tourists using low-cost airlines</b>	41.0%	45.1%	34.3%	44.4%	39.9%
<b>Other expenses in their place of residence:</b>					
- Car rental	13.0%	7.7%	7.3%	12.5%	53.8%
- Sporting activities	4.6%	5.9%	1.9%	3.5%	2.6%
- Excursions	2.6%	6.5%	2.4%	4.0%	2.1%
- Trip to other islands	0.2%	0.0%	0.0%	2.4%	0.0%

(\*) 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.

### How do they book?



	LZ	FUE	GC	TFE	LP
<b>Accommodation booking</b>					
<b>Tour Operator</b>	45.7%	55.7%	42.3%	38.5%	40.7%
- Tour Operator's website	81.1%	72.4%	72.0%	84.7%	96.7%
<b>Accommodation</b>	11.7%	9.2%	11.3%	10.8%	12.2%
- Accommodation's website	90.9%	94.7%	81.9%	83.0%	91.1%
<b>Travel agency (High street)</b>	24.8%	24.9%	27.2%	25.9%	27.9%
<b>Online Travel Agency (OTA)</b>	17.4%	10.0%	16.8%	20.9%	18.8%
<b>No need to book accommodation</b>	0.4%	0.3%	2.4%	3.9%	0.4%

### Flight booking

	LZ	FUE	GC	TFE	LP
<b>Tour Operator</b>	50.8%	56.3%	46.8%	40.5%	36.1%
- Tour Operator's website	73.7%	73.6%	65.4%	78.9%	88.6%
<b>Airline</b>	20.0%	12.4%	12.0%	24.5%	29.1%
- Airline's website	100.0%	74.6%	95.0%	100.0%	100.0%
<b>Travel agency (High street)</b>	19.3%	20.9%	22.0%	22.4%	25.2%
<b>Online Travel Agency (OTA)</b>	10.0%	10.4%	19.2%	12.6%	9.7%

### Where do they stay?



	LZ	FUE	GC	TFE	LP
5* Hotel	7.1%	5.7%	6.3%	6.9%	0.0%
4* Hotel	29.6%	49.7%	29.7%	42.5%	33.3%
1-2-3* Hotel	9.2%	18.2%	24.4%	11.2%	9.4%
Apartment	53.3%	25.9%	37.6%	35.1%	56.4%
Property (privately-owned, friends, family)	0.4%	0.2%	0.9%	3.3%	0.9%
Others	0.3%	0.2%	1.1%	0.9%	0.0%

### Who are they?



<b>Gender</b>	LZ	FUE	GC	TFE	LP
Percentage of men	55.9%	52.3%	50.7%	51.5%	37.4%
Percentage of women	44.1%	47.7%	49.3%	48.5%	62.6%

### Age

	LZ	FUE	GC	TFE	LP
Average age (tourists > 16 years old)	48.5	42.9	45.6	41.4	48.1
Standard deviation	14.6	14.4	17.0	15.1	13.7

### Age range (> 16 years old)

	LZ	FUE	GC	TFE	LP
16-24 years old	5.1%	9.4%	14.5%	18.5%	7.4%
25-30 years old	11.4%	13.0%	10.3%	11.6%	9.0%
31-45 years old	26.3%	42.0%	25.2%	28.3%	19.3%
46-60 years old	32.8%	22.3%	27.2%	30.0%	42.1%
Over 60 years old	24.4%	13.3%	22.8%	11.5%	22.2%

### Occupation

	LZ	FUE	GC	TFE	LP
Business owner or self-employed	23.2%	22.1%	23.4%	21.9%	26.3%
Upper/Middle management employee	39.0%	54.4%	39.6%	42.0%	45.6%
Auxiliary level employee	11.8%	5.7%	7.7%	10.9%	1.0%
Students	3.5%	10.6%	12.0%	15.0%	2.7%
Retired	20.9%	6.7%	14.9%	8.1%	17.8%
Unemployed / unpaid dom. work	1.7%	0.5%	2.3%	2.1%	6.6%

### Annual household income level

	LZ	FUE	GC	TFE	LP
€12,000 - €24,000	5.7%	12.0%	16.9%	16.8%	21.3%
€24,001 - €36,000	14.1%	19.4%	15.7%	22.5%	7.9%
€36,001 - €48,000	12.7%	13.1%	16.8%	15.1%	30.5%
€48,001 - €60,000	17.3%	18.8%	15.5%	12.0%	10.8%
€60,001 - €72,000	21.8%	8.9%	7.0%	15.8%	6.4%
€72,001 - €84,000	7.5%	6.6%	9.1%	5.3%	4.2%
More than €84,000	20.9%	21.2%	19.0%	12.4%	18.8%

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## Dutch market



### Which island do they choose?

Tourist (> 16 years old)	LZ	FUE	GC	TFE	LP
- 2012	52,167	40,198	163,162	121,761	13,418
- 2013	58,642	45,996	163,600	125,295	13,879
- 2014	60,122	36,203	158,587	133,439	12,615
- 2015	66,270	40,614	170,860	131,287	14,013
- 2016	85,543	54,698	209,880	167,653	20,718

Share (%)	LZ	FUE	GC	TFE	LP
- 2012	13.4%	10.3%	41.8%	31.2%	3.4%
- 2013	14.4%	11.3%	40.2%	30.8%	3.4%
- 2014	15.0%	9.0%	39.6%	33.3%	3.1%
- 2015	15.7%	9.6%	40.4%	31.0%	3.3%
- 2016	15.9%	10.2%	39.0%	31.1%	3.8%

### Who do they come with?

	LZ	FUE	GC	TFE	LP
Unaccompanied	2.5%	6.6%	7.9%	5.0%	8.3%
Only with partner	53.0%	53.2%	43.3%	45.2%	55.3%
Only with children (under the age of 13)	0.5%	0.0%	2.5%	0.9%	0.0%
Partner + children (under the age of 13)	14.3%	17.1%	13.2%	14.5%	12.0%
Other relatives	5.7%	6.0%	5.0%	5.3%	4.0%
Friends	2.2%	5.4%	6.9%	7.4%	0.6%
Work colleagues	0.6%	0.0%	0.0%	0.2%	0.0%
Other combinations <sup>(1)</sup>	21.3%	11.7%	21.2%	21.5%	19.8%

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

### How do they rate the destination?

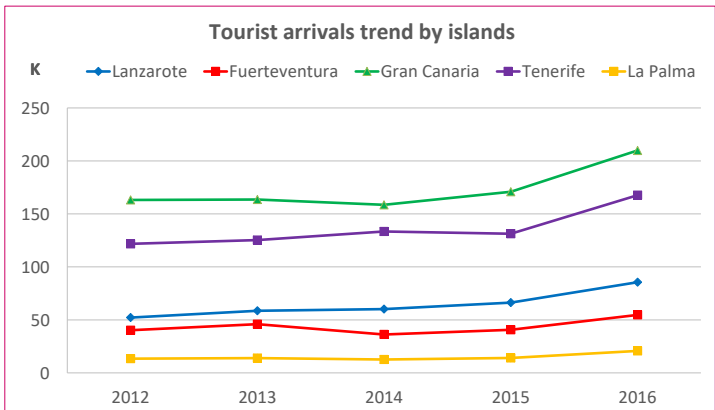
Impression of their stay	LZ	FUE	GC	TFE	LP
Good or very good (% tourists)	91.1%	94.3%	92.9%	96.3%	99.2%
Average rating (scale 1-10)	8.42	8.42	8.51	8.61	8.87

### How many are loyal to the destination?

Repeat tourists of each island	LZ	FUE	GC	TFE	LP
Repeat tourists	33.5%	35.2%	48.0%	46.2%	32.7%
In love (at least 10 previous visits)	3.5%	2.6%	5.9%	3.2%	8.8%

### Where does the flight come from?

Ten main origin markets	LZ	FUE	GC	TFE	LP
Netherlands	78.2%	39.0%	47.1%	39.7%	37.8%
Germany	14.1%	43.5%	31.3%	36.3%	15.5%
Belgium	5.0%	3.8%	10.0%	17.1%	11.5%
Spanish Mainland	1.2%	6.4%	10.0%	6.3%	35.1%
Switzerland	0.0%	6.4%	0.0%	0.0%	0.0%
Ireland	0.9%	0.6%	0.0%	0.0%	0.0%
Italy	0.0%	0.2%	0.0%	0.6%	0.0%
Denmark	0.0%	0.0%	0.3%	0.0%	0.0%
United Kingdom	0.6%	0.0%	0.0%	0.0%	0.0%
Norway	0.0%	0.0%	0.0%	0.0%	0.0%



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.

### Why do they choose the Canary Islands?

Aspects influencing the choice	LZ	FUE	GC	TFE	LP
Climate/sun	95.3%	96.1%	94.0%	95.4%	88.5%
Beaches	31.6%	52.4%	45.4%	32.4%	5.6%
Tranquillity/rest/relaxation	37.0%	30.2%	33.9%	33.6%	64.7%
Scenery	23.3%	7.0%	8.6%	24.6%	87.1%
Price	17.9%	16.1%	9.6%	15.2%	5.5%
Visiting new places	16.3%	18.4%	10.7%	13.1%	6.2%
Security	9.4%	10.0%	15.9%	9.8%	2.3%
Suitable destination for children	6.4%	8.9%	8.4%	5.9%	0.0%
Active tourism	4.0%	1.8%	2.9%	7.0%	26.4%
Quality of the environment	7.3%	5.3%	3.3%	5.4%	3.2%
Ease of travel	9.4%	6.2%	2.6%	3.3%	0.7%
Nightlife/fun	1.0%	0.5%	7.1%	3.5%	0.0%
Shopping	0.2%	0.0%	4.6%	7.0%	1.2%
Culture	7.9%	6.3%	1.6%	3.4%	4.4%
Nautical activities	0.5%	7.8%	2.6%	1.4%	0.6%
Theme parks	0.0%	0.0%	1.0%	3.6%	0.0%

\* Multi-choice question

### What did motivate them to come?

Aspects motivating the choice	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	48.8%	54.7%	60.2%	59.6%	56.1%
Recommendation by friends or relatives	29.1%	27.0%	25.2%	30.0%	39.2%
The Canary Islands television channel	0.0%	0.0%	0.0%	0.2%	0.0%
Other television or radio channels	0.7%	0.0%	1.3%	0.0%	0.6%
Information in the press/magazines/books	8.2%	2.5%	5.4%	1.6%	16.2%
Attendance at a tourism fair	2.1%	0.6%	0.8%	2.1%	0.0%
Tour Operator's brochure or catalogue	12.3%	8.9%	6.9%	2.8%	2.5%
Recommendation by Travel Agency	17.9%	13.6%	11.6%	11.7%	11.6%
Information obtained via the Internet	37.5%	45.1%	32.0%	32.9%	23.0%
Senior Tourism programme	0.0%	0.0%	0.0%	0.0%	0.0%
Others	4.2%	4.7%	6.5%	3.7%	1.2%

\* Multi-choice question

