

## Tourist profile by islands (2017)

### NETHERLANDS

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



	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourist arrivals (FRONTUR) (thousands)	108	82.4	240	188	26.5
Tourist arrivals (> 16 years old) (thousands)	95.4	72.2	208	167	24.3
Average daily expenditure (€)	122.36	122.02	131.44	135.81	119.56
. in their place of residence	92.54	95.04	94.83	98.09	85.45
. in the Canary Islands	29.82	26.98	36.61	37.72	34.11
Average length of stay	9.16	9.45	9.05	9.02	9.21
Turnover per tourist (€)	1,045	1,085	1,129	1,110	1,011
Total turnover (€m)	113	89.4	271	208	26.8
Dutch tourist arrivals: share by islands	16.8%	12.8%	37.2%	29.1%	4.1%
Dutch turnover: share by islands	15.9%	12.6%	38.2%	29.4%	3.8%
<b>% tourists who pay in the Canary Islands:</b>					
<b>Accommodation:</b>					
- Accommodation	13.5%	7.4%	12.2%	16.4%	14.6%
- Additional accommodation expenses	8.8%	7.7%	7.0%	8.4%	7.7%
<b>Transport:</b>					
- Public transport	18.2%	15.7%	17.2%	12.1%	16.1%
- Taxi	16.7%	14.8%	29.8%	18.5%	11.4%
- Car rental	34.5%	23.1%	15.8%	20.6%	40.8%
<b>Food and drink:</b>					
- Food purchases at supermarkets	65.7%	54.3%	60.4%	59.6%	77.7%
- Restaurants	62.1%	59.9%	60.3%	60.3%	76.7%
<b>Souvenirs:</b>					
	65.4%	65.7%	54.9%	58.9%	48.2%
<b>Leisure:</b>					
- Organized excursions	19.9%	18.0%	18.7%	23.6%	31.6%
- Leisure, amusement	6.3%	7.7%	9.6%	12.3%	4.1%
- Trip to other islands	4.0%	2.1%	1.7%	0.3%	1.8%
- Sporting activities	6.5%	10.5%	6.3%	5.1%	7.3%
- Cultural activities	18.0%	8.0%	3.0%	5.4%	7.3%
- Discos and disco-pubs	2.3%	6.3%	8.1%	4.3%	1.7%
<b>Others:</b>					
- Wellness	5.7%	7.2%	3.7%	3.8%	1.6%
- Medical expenses	3.9%	7.0%	3.6%	2.1%	4.3%
- Other expenses	10.9%	13.9%	7.8%	6.5%	19.4%



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



	LZ	FUE	GC	TFE	LP
Flight only	1.6%	2.4%	2.6%	5.9%	3.6%
Flight and accommodation (room only)	34.5%	30.3%	33.4%	32.6%	52.4%
Flight and accommodation (B&B)	14.1%	3.1%	5.7%	12.9%	12.5%
Flight and accommodation (half board)	11.9%	16.6%	19.9%	24.4%	13.4%
Flight and accommodation (full board)	3.0%	2.4%	2.4%	0.9%	0.0%
Flight and accommodation (all inclusive)	34.9%	45.2%	36.1%	23.3%	18.1%
<b>% Tourists using low-cost airlines</b>	40.1%	32.2%	28.8%	34.5%	38.9%
<b>Other expenses in their place of residence:</b>					
- Car rental	14.7%	15.7%	8.2%	13.3%	40.8%
- Sporting activities	6.1%	4.6%	3.1%	4.5%	2.8%
- Excursions	3.3%	3.4%	3.2%	5.4%	3.2%
- Trip to other islands	0.0%	0.0%	0.3%	0.3%	0.0%

#### How do they book?



	LZ	FUE	GC	TFE	LP
<b>Accommodation booking</b>					
<b>Tour Operator</b>	52.1%	60.1%	48.6%	42.2%	60.8%
- Tour Operator's website	83.5%	91.7%	85.6%	86.0%	90.8%
<b>Accommodation</b>	10.5%	11.9%	9.5%	10.0%	7.4%
- Accommodation's website	95.7%	84.6%	79.2%	78.4%	85.1%
<b>Travel agency (High street)</b>	22.0%	15.2%	27.9%	26.7%	10.8%
<b>Online Travel Agency (OTA)</b>	15.1%	12.3%	13.0%	17.6%	19.6%
<b>No need to book accommodation</b>	0.3%	0.5%	1.1%	3.4%	1.4%
<b>Flight booking</b>					
<b>Tour Operator</b>	54.1%	57.0%	50.8%	46.6%	62.4%
- Tour Operator's website	81.9%	90.5%	83.0%	86.1%	87.5%
<b>Airline</b>	18.4%	15.2%	15.3%	18.8%	16.1%
- Airline's website	95.1%	100.0%	88.0%	100.0%	100.0%
<b>Travel agency (High street)</b>	19.4%	17.7%	25.5%	25.2%	9.3%
<b>Online Travel Agency (OTA)</b>	8.1%	10.2%	8.5%	9.4%	12.2%

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



	LZ	FUE	GC	TFE	LP
The same day they leave	0.5%	0.0%	0.4%	0.1%	0.0%
Between 2 and 7 days	8.1%	3.9%	8.1%	8.5%	5.7%
Between 8 and 15 days	10.5%	17.5%	13.9%	11.5%	11.9%
Between 16 and 30 days	14.8%	13.1%	12.3%	14.1%	11.3%
Between 31 and 90 days	35.0%	26.9%	27.6%	35.4%	40.3%
More than 90 days	31.1%	38.6%	37.6%	30.5%	30.7%

#### Who are they?



	LZ	FUE	GC	TFE	LP
<b>Gender</b>					
Men	47.1%	50.3%	44.8%	46.4%	47.3%
Women	52.9%	49.7%	55.2%	53.6%	52.7%
<b>Age</b>					
Average age (tourists > 16 years old)	50.5	48.3	48.0	43.5	49.0
Standard deviation	15.6	14.4	16.7	14.8	13.8
<b>Age range (&gt; 16 years old)</b>					
16-24 years old	6.3%	9.1%	12.8%	13.5%	4.6%
25-30 years old	6.5%	5.5%	8.0%	13.4%	10.2%
31-45 years old	25.8%	21.5%	20.0%	25.0%	18.8%
46-60 years old	32.2%	40.1%	33.3%	33.1%	47.5%
Over 60 years old	29.1%	23.7%	26.0%	14.9%	18.8%
<b>Occupation</b>					
Business owner or self-employed	20.3%	15.7%	16.0%	21.4%	20.6%
Upper/Middle management employee	41.5%	51.9%	45.2%	49.1%	54.7%
Auxiliary level employee	8.8%	7.4%	8.9%	11.1%	5.2%
Students	3.2%	8.4%	7.4%	7.3%	3.9%
Retired	25.8%	16.4%	19.2%	9.2%	13.2%
Unemployed / unpaid dom. work	0.4%	0.2%	3.3%	1.9%	2.5%
<b>Annual household income level</b>					
€12,000 - €24,000	9.3%	14.7%	14.1%	19.8%	6.9%
€24,001 - €36,000	17.8%	16.8%	17.1%	19.7%	11.8%
€36,001 - €48,000	19.5%	12.9%	17.9%	14.5%	16.6%
€48,001 - €60,000	19.4%	16.2%	18.1%	16.8%	19.2%
€60,001 - €72,000	9.8%	15.4%	10.2%	8.3%	12.3%
€72,001 - €84,000	4.7%	8.1%	4.4%	7.1%	6.8%
More than €84,000	19.6%	15.9%	18.2%	13.9%	26.4%

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#### Which island do they choose?

Tourists (> 16 years old)	LZ	FUE	GC	TFE	LP
- 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
- 2017	95,367	72,203	207,963	166,631	24,346

Share (%)	LZ	FUE	GC	TFE	LP
- 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%
- 2017	16.8%	12.7%	36.7%	29.4%	4.3%

#### Where do they stay?

	LZ	FUE	GC	TFE	LP
5* Hotel	2.3%	3.1%	7.4%	6.4%	0.0%
4* Hotel	33.9%	51.9%	30.8%	43.9%	32.6%
1-2-3* Hotel	6.6%	10.4%	22.2%	9.4%	10.7%
Apartment	57.0%	33.6%	37.6%	36.0%	51.1%
Property (privately-owned, friends, family)	0.0%	0.2%	0.7%	2.5%	0.5%
Others	0.2%	0.8%	1.3%	1.7%	5.2%

#### Why do they choose the Canary Islands?

Aspects influencing the choice	LZ	FUE	GC	TFE	LP
Climate/sun	94.9%	97.8%	97.4%	94.9%	94.1%
Tranquillity/rest/relaxation	41.6%	47.3%	38.6%	33.5%	54.8%
Beaches	32.9%	62.6%	45.3%	30.7%	10.6%
Scenery	26.0%	15.0%	17.6%	25.9%	62.5%
Visiting new places	14.2%	12.9%	12.1%	13.1%	12.8%
Price	14.5%	11.1%	12.5%	9.3%	5.7%
Security	7.9%	6.9%	11.2%	8.8%	5.0%
Suitable destination for children	6.7%	6.2%	6.9%	6.8%	2.7%
Shopping	3.0%	1.6%	6.6%	7.2%	0.0%
Active tourism	3.1%	3.0%	1.5%	8.6%	26.5%
Quality of the environment	4.3%	4.3%	2.9%	3.2%	7.0%
Nightlife/fun	0.7%	0.9%	7.2%	2.2%	0.0%
Culture	6.3%	1.6%	2.1%	4.2%	2.2%
Ease of travel	4.9%	1.3%	3.0%	2.2%	0.7%
Nautical activities	1.1%	6.5%	1.9%	3.3%	1.4%
Theme parks	0.0%	0.4%	0.8%	5.0%	0.0%

\* Multi-choice question

#### Who do they come with?

	LZ	FUE	GC	TFE	LP
Unaccompanied	5.6%	2.0%	5.6%	5.3%	5.0%
Only with partner	49.5%	45.5%	49.8%	50.4%	68.3%
Only with children (under the age of 13)	1.4%	2.3%	2.0%	3.1%	0.3%
Partner + children (under the age of 13)	14.2%	18.4%	11.9%	9.8%	7.6%
Other relatives	5.1%	7.2%	6.2%	5.7%	3.6%
Friends	5.6%	6.6%	5.9%	5.0%	2.1%
Work colleagues	0.0%	0.0%	0.0%	0.0%	0.0%
Other combinations <sup>(1)</sup>	18.6%	18.0%	18.6%	20.7%	13.1%

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

#### How do they rate the Canary Islands?

Impression of their stay	LZ	FUE	GC	TFE	LP
Good or very good (% tourists)	92.6%	97.4%	93.5%	94.5%	98.1%
Average rating (scale 1-10)	8.53	8.72	8.54	8.59	8.74

#### How many are loyal to the Canary Islands?

Repeat tourists of each island	LZ	FUE	GC	TFE	LP
At least 1 previous visit	37.3%	33.3%	49.6%	44.9%	29.7%
At least 10 previous visits	1.4%	2.9%	6.8%	3.3%	0.7%

#### Where does the flight come from?

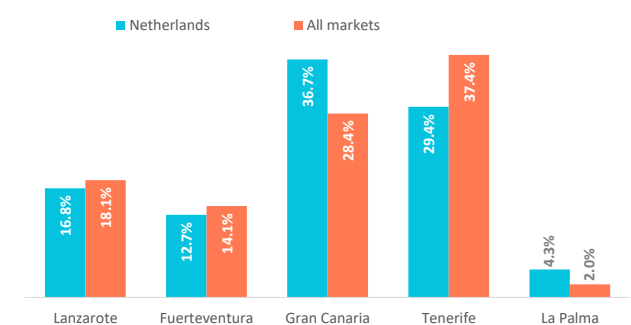
Tourists (> 16 years old)	LZ	FUE	GC	TFE	LP
Netherlands	88.7%	77.3%	81.2%	71.5%	87.8%
Germany	9.0%	18.4%	14.4%	19.8%	4.6%
Spanish Mainland	0.3%	0.9%	1.6%	4.8%	7.4%
Belgium	1.6%	2.2%	2.3%	3.3%	0.3%
United Kingdom	0.0%	0.7%	0.1%	0.4%	0.0%
Finland	0.0%	0.0%	0.2%	0.0%	0.0%
Austria	0.0%	0.5%	0.0%	0.0%	0.0%
Switzerland	0.3%	0.0%	0.0%	0.0%	0.0%
Others	0.0%	0.0%	0.2%	0.2%	0.0%

#### What did motivate them to come?

Prescription sources	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	62.6%	63.6%	64.1%	60.2%	56.4%
Recommendation by friends/relatives	30.3%	20.6%	27.3%	31.9%	28.0%
The Canary Islands television channel	0.0%	0.7%	1.5%	0.2%	0.0%
Other television or radio channels	1.5%	0.0%	0.9%	0.2%	0.7%
Information in press/magazines/books	3.2%	2.7%	2.5%	3.1%	7.8%
Attendance at a tourism fair	0.3%	2.2%	0.7%	1.9%	0.0%
Tour Operator's brochure or catalogue	6.6%	7.5%	5.5%	5.0%	7.8%
Recommendation by Travel Agency	10.3%	7.9%	14.6%	13.5%	6.4%
Information obtained via the Internet	31.5%	45.9%	30.8%	27.6%	46.3%
Senior Tourism programme	0.5%	0.0%	0.0%	0.0%	0.0%
Others	2.9%	2.8%	3.7%	5.2%	2.6%

\* Multi-choice question

#### Share of tourist arrivals by islands



Tourists over 16 years old.

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.