

Tourist profile by quarter of trip (2017)

NETHERLANDS

How many are they and how much do they spend?



	Q1	Q2	Q3	Q4	Total
Tourist arrivals (FRONTUR) (thousands)	153	142	182	171	649
Tourist arrivals (> 16 years old) (thousands)	143	127	149	151	569
Average daily expenditure (€)	134.36	117.48	129.89	134.05	129.35
. in their place of residence	98.84	86.67	95.69	97.34	94.91
. in the Canary Islands	35.52	30.81	34.20	36.71	34.44
Average length of stay	8.85	8.76	9.67	9.19	9.14
Turnover per tourist (€)	1,097	975	1,178	1,125	1,099
Total turnover (€m)	168	138	215	193	712
Tourist arrivals: share by quarter	23.6%	21.9%	28.1%	26.4%	100%
Turnover: share by quarter	23.5%	19.4%	30.2%	27.0%	100%
<u>% tourists who pay in the Canary Islands:</u>					
Accommodation:					
- Accommodation	15.4%	10.3%	12.2%	14.5%	13.2%
- Additional accommodation expenses	6.5%	8.8%	8.4%	7.7%	7.8%
Transport:					
- Public transport	18.6%	13.1%	17.9%	12.9%	15.7%
- Taxi	20.3%	21.4%	24.9%	19.6%	21.6%
- Car rental	22.5%	20.9%	21.2%	24.6%	22.3%
Food and drink:					
- Food purchases at supermarkets	59.5%	62.6%	63.3%	59.2%	61.1%
- Restaurants	59.9%	60.7%	63.5%	61.0%	61.3%
Souvenirs:					
	52.4%	57.1%	64.9%	60.7%	58.9%
Leisure:					
- Organized excursions	14.5%	21.1%	29.5%	17.7%	20.8%
- Leisure, amusement	7.7%	9.3%	12.9%	7.3%	9.3%
- Trip to other islands	2.4%	1.9%	2.5%	0.4%	1.8%
- Sporting activities	7.3%	5.1%	7.6%	6.0%	6.6%
- Cultural activities	7.4%	7.4%	7.7%	5.8%	7.0%
- Discos and disco-pubs	4.0%	3.1%	9.6%	5.0%	5.5%
Others:					
- Wellness	4.5%	5.5%	4.1%	3.8%	4.4%
- Medical expenses	3.4%	3.7%	2.5%	5.1%	3.7%
- Other expenses	9.9%	10.5%	8.8%	7.8%	9.2%

2017



+5%
TOURISTS
648,508



+6%
TRAVEL EXPENSES
€1,099



+11%
TURNOVER
€712MILL

What do they book at their place of residence?



	Q1	Q2	Q3	Q4	Total
Flight only	4.5%	1.7%	1.9%	5.5%	3.5%
Flight and accommodation (room only)	33.5%	34.6%	31.1%	36.4%	33.9%
Flight and accommodation (B&B)	11.2%	9.5%	10.2%	6.5%	9.3%
Flight and accommodation (half board)	17.0%	21.9%	19.7%	18.0%	19.1%
Flight and accommodation (full board)	2.2%	0.6%	2.5%	2.3%	1.9%
Flight and accommodation (all inclusive)	31.6%	31.8%	34.7%	31.3%	32.4%
<u>% Tourists using low-cost airlines</u>	34.5%	34.1%	31.6%	33.2%	33.3%
<u>Other expenses in their place of residence:</u>					
- Car rental	14.3%	12.9%	12.3%	14.0%	13.4%
- Sporting activities	4.0%	4.0%	4.3%	4.4%	4.2%
- Excursions	3.8%	3.7%	5.9%	2.1%	3.9%
- Trip to other islands	0.2%	0.2%	0.5%	0.0%	0.2%

How do they book?



	Q1	Q2	Q3	Q4	Total
<u>Accommodation booking</u>					
Tour Operator	45.0%	48.7%	58.7%	44.3%	49.3%
- Tour Operator's website	87.3%	82.7%	93.1%	81.6%	86.7%
Accommodation	10.0%	9.7%	9.6%	10.8%	10.0%
- Accommodation's website	79.9%	82.5%	78.4%	89.9%	82.8%
Travel agency (High street)	20.9%	26.8%	22.0%	27.1%	24.2%
Online Travel Agency (OTA)	21.8%	14.0%	8.9%	15.4%	14.9%
No need to book accommodation	2.3%	0.8%	0.8%	2.4%	1.6%
<u>Flight booking</u>					
Tour Operator	48.2%	49.3%	59.7%	47.8%	51.3%
- Tour Operator's website	88.3%	82.1%	91.0%	77.8%	85.1%
Airline	19.8%	14.0%	15.1%	18.3%	16.9%
- Airline's website	97.0%	96.1%	94.6%	93.1%	95.2%
Travel agency (High street)	18.9%	26.9%	22.0%	23.2%	22.7%
Online Travel Agency (OTA)	13.0%	9.7%	3.2%	10.7%	9.1%

How far in advance do they book their trip?



	Q1	Q2	Q3	Q4	Total
The same day they leave	0.0%	0.4%	0.7%	0.0%	0.3%
Between 2 and 7 days	7.6%	8.8%	8.0%	6.0%	7.6%
Between 8 and 15 days	9.3%	10.2%	17.0%	14.8%	13.0%
Between 16 and 30 days	13.2%	11.7%	11.2%	17.1%	13.3%
Between 31 and 90 days	39.7%	32.3%	20.7%	34.3%	31.6%
More than 90 days	30.2%	36.6%	42.3%	27.8%	34.2%

Who are they?



	Q1	Q2	Q3	Q4	Total
Gender					
Men	47.6%	47.6%	46.7%	44.3%	46.5%
Women	52.4%	52.4%	53.3%	55.7%	53.5%
<u>Age</u>					
Average age (tourists > 16 years old)	51.5	47.1	38.7	51.6	47.2
Standard deviation	13.9	14.7	14.5	16.1	15.8
<u>Age range (> 16 years old)</u>					
16-24 years old	3.9%	7.6%	24.0%	7.9%	11.0%
25-30 years old	4.1%	9.3%	14.8%	7.9%	9.1%
31-45 years old	24.0%	28.4%	21.9%	17.2%	22.6%
46-60 years old	39.8%	32.6%	33.5%	32.4%	34.6%
Over 60 years old	28.3%	22.2%	5.7%	34.6%	22.7%
<u>Occupation</u>					
Business owner or self-employed	23.0%	19.1%	14.1%	17.6%	18.4%
Upper/Middle management employee	41.3%	51.2%	54.2%	41.9%	47.0%
Auxiliary level employee	7.9%	9.6%	10.2%	8.7%	9.1%
Students	2.5%	3.6%	16.0%	3.6%	6.6%
Retired	22.3%	15.3%	4.5%	25.6%	17.0%
Unemployed / unpaid dom. work	2.9%	1.2%	1.0%	2.6%	2.0%
<u>Annual household income level</u>					
€12,000 - €24,000	9.4%	11.2%	21.4%	15.5%	14.6%
€24,001 - €36,000	10.6%	19.0%	22.6%	18.4%	17.7%
€36,001 - €48,000	15.5%	14.6%	17.0%	18.3%	16.4%
€48,001 - €60,000	21.5%	19.4%	13.4%	17.4%	17.8%
€60,001 - €72,000	12.1%	9.7%	7.2%	12.6%	10.4%
€72,001 - €84,000	6.7%	8.2%	4.5%	4.3%	5.8%
More than €84,000	24.3%	18.0%	13.9%	13.4%	17.3%

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Which island do they choose?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	26,713	18,429	21,499	28,726	95,367
- Fuerteventura	17,580	15,124	22,295	17,203	72,203
- Gran Canaria	49,245	48,102	56,882	53,735	207,963
- Tenerife	42,613	38,710	41,847	43,461	166,631
- La Palma	5,422	5,838	6,314	6,772	24,346

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	18.9%	14.6%	14.4%	19.2%	16.8%
- Fuerteventura	12.4%	12.0%	15.0%	11.5%	12.7%
- Gran Canaria	34.8%	38.1%	38.2%	35.8%	36.7%
- Tenerife	30.1%	30.7%	28.1%	29.0%	29.4%
- La Palma	3.8%	4.6%	4.2%	4.5%	4.3%

Where do they stay?

	Q1	Q2	Q3	Q4	Total
5* Hotel	6.6%	4.6%	4.4%	5.9%	5.4%
4* Hotel	35.1%	40.0%	41.2%	35.2%	37.8%
1-2-3* Hotel	13.8%	13.4%	13.6%	14.2%	13.8%
Apartment	41.8%	40.2%	39.5%	41.0%	40.6%
Property (privately-owned, friends, family)	1.0%	0.7%	0.6%	2.0%	1.1%
Others	1.8%	1.1%	0.8%	1.7%	1.3%

Why do they choose the Canary Islands?

Aspects influencing the choice	Q1	Q2	Q3	Q4	Total
Climate/sun	96.0%	96.1%	96.3%	96.0%	96.1%
Tranquillity/rest/relaxation	38.9%	34.2%	41.7%	42.6%	39.6%
Beaches	32.7%	43.2%	47.3%	35.1%	39.5%
Scenery	27.0%	23.1%	19.1%	24.0%	23.3%
Visiting new places	10.5%	15.1%	15.9%	10.2%	12.8%
Price	11.3%	10.6%	14.0%	9.5%	11.4%
Security	10.7%	12.4%	7.6%	6.2%	9.1%
Suitable destination for children	7.4%	10.4%	5.8%	3.2%	6.6%
Shopping	3.9%	3.7%	4.9%	8.0%	5.2%
Active tourism	6.9%	4.5%	3.7%	5.7%	5.2%
Quality of the environment	3.3%	4.7%	3.5%	3.0%	3.6%
Nightlife/fun	3.4%	2.6%	3.7%	4.1%	3.5%
Culture	2.6%	3.9%	5.9%	1.0%	3.4%
Ease of travel	5.0%	2.4%	0.5%	3.1%	2.7%
Nautical activities	1.7%	2.3%	3.7%	3.0%	2.7%
Theme parks	1.8%	0.9%	2.9%	1.5%	1.8%

* Multi-chose question

Who do they come with?

	Q1	Q2	Q3	Q4	Total
Unaccompanied	6.2%	4.3%	3.5%	6.2%	5.1%
Only with partner	47.8%	48.3%	45.8%	58.5%	50.2%
Only with children (under the age of 13)	2.9%	2.3%	2.9%	0.7%	2.2%
Partner + children (under the age of 13)	12.5%	16.2%	13.5%	7.5%	12.3%
Other relatives	4.5%	5.3%	8.2%	5.3%	5.9%
Friends	4.9%	4.3%	8.0%	4.7%	5.5%
Work colleagues	0.0%	0.0%	0.0%	0.0%	0.0%
Other combinations ⁽¹⁾	21.1%	19.4%	18.1%	17.1%	18.9%

* Multi-chose question (different situations have been isolated)

How do they rate the Canary Islands?

Impression of their stay	Q1	Q2	Q3	Q4	Total
Good or very good (% tourists)	92.8%	94.8%	93.8%	95.9%	94.3%
Average rating (scale 1-10)	8.52	8.59	8.58	8.65	8.59

How many are loyal to the Canary Islands?

Repeat tourists	Q1	Q2	Q3	Q4	Total
At least 1 previous visit	81.8%	73.1%	60.8%	78.2%	73.5%
At least 10 previous visits	15.5%	12.3%	5.0%	16.0%	12.2%

Where does the flight come from?

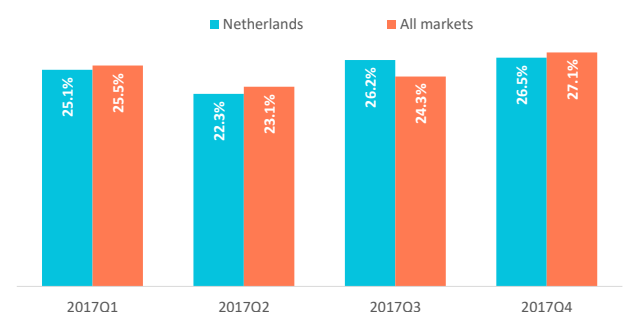
Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
Netherlands	65.5%	76.1%	86.4%	87.9%	79.3%
Germany	27.7%	14.4%	10.6%	8.5%	15.2%
Spanish Mainland	3.1%	4.1%	0.8%	2.7%	2.6%
Belgium	3.1%	4.8%	1.8%	0.3%	2.4%
United Kingdom	0.4%	0.1%	0.4%	0.0%	0.2%
Finland	0.0%	0.0%	0.0%	0.3%	0.1%
Austria	0.2%	0.0%	0.0%	0.1%	0.1%
Switzerland	0.0%	0.2%	0.0%	0.0%	0.1%
Others	0.0%	0.3%	0.0%	0.2%	0.1%

What did motivate them to come?

Prescription sources	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	69.7%	63.8%	49.4%	66.5%	62.2%
Recommendation by friends/relatives	26.9%	29.4%	29.4%	27.8%	28.3%
The Canary Islands television channel	1.0%	0.9%	0.8%	0.3%	0.7%
Other television or radio channels	0.0%	0.1%	2.3%	0.2%	0.7%
Information in press/magazines/books	3.8%	2.8%	4.0%	1.6%	3.0%
Attendance at a tourism fair	0.6%	2.3%	1.1%	0.7%	1.1%
Tour Operator's brochure or catalogue	5.2%	6.8%	6.0%	5.6%	5.9%
Recommendation by Travel Agency	9.6%	12.7%	16.2%	10.7%	12.3%
Information obtained via the Internet	28.6%	33.4%	41.9%	26.6%	32.6%
Senior Tourism programme	0.0%	0.0%	0.3%	0.0%	0.1%
Others	4.9%	1.8%	3.6%	4.9%	3.9%

* Multi-chose question

Share of tourist arrivals by quarters



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.