

# Tourist profile by quarter of trip (2015)

## Canary Islands: Dutch

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



	Q1	Q2	Q3	Q4	Total
Tourist arrivals (> 16 years old)	108,144	96,879	135,620	122,959	463,602
Average daily expenditure (€)	124.52	114.70	116.56	125.22	120.33
. in their place of residence	86.34	83.63	82.20	88.21	85.06
. in the Canary Islands	38.18	31.07	34.36	37.01	35.27
Average length of stay	9.79	8.85	12.12	8.82	10.02
Turnover per tourist (€)	1,120	949	1,328	1,014	1,117
Total turnover (> 16 years old) (€m)	121.1	92.0	180.1	124.7	517.9
Share of dutch turnover	23.4%	17.8%	34.8%	24.1%	100%
Share of dutch tourist	23.3%	20.9%	29.3%	26.5%	100%

Expenditure in the Canary Islands per tourist and trip (€)					
<b>Accommodation (*)</b> :	51.69	39.13	34.89	35.44	39.84
- Accommodation	44.61	29.25	27.61	29.94	32.54
- Additional accommodation expenses	7.07	9.88	7.27	5.50	7.30
<b>Transport:</b>	37.55	23.81	25.29	25.60	27.92
- Public transport	5.08	2.67	3.70	3.36	3.72
- Taxi	8.47	4.38	8.59	5.21	6.78
- Car rental	24.00	16.75	13.00	17.03	17.42
<b>Food and drink:</b>	177.83	118.86	181.17	158.74	161.42
- Food purchases at supermarkets	77.18	41.91	63.37	64.84	62.50
- Restaurants	100.65	76.95	117.81	93.89	98.92
<b>Souvenirs:</b>	47.27	43.23	45.13	36.91	43.05
<b>Leisure:</b>	31.64	23.77	50.41	30.67	35.23
- Organized excursions	13.48	14.29	25.08	15.69	17.63
- Leisure, amusement	2.20	2.89	9.76	4.00	5.04
- Trip to other islands	1.79	0.49	0.97	0.87	1.03
- Sporting activities	6.19	2.31	3.97	4.51	4.28
- Cultural activities	1.60	2.30	4.05	2.71	2.76
- Discos and disco-pubs	6.37	1.49	6.57	2.90	4.49
<b>Others:</b>	8.08	10.40	9.81	11.93	10.09
- Wellness	1.82	0.96	0.52	2.48	1.44
- Medical expenses	1.58	0.64	1.71	1.99	1.53
- Other expenses	4.68	8.80	7.57	7.46	7.13

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



	Q1	Q2	Q3	Q4	Total
The same day they leave	0.0%	0.4%	0.4%	0.9%	0.5%
Between 2 and 7 days	9.4%	10.0%	5.4%	8.0%	8.0%
Between 8 and 15 days	21.5%	13.2%	17.4%	14.5%	16.7%
Between 16 and 30 days	14.3%	11.4%	12.1%	16.7%	13.7%
Between 31 and 90 days	31.7%	36.8%	24.0%	39.0%	32.5%
More than 90 days	23.1%	28.2%	40.6%	20.8%	28.7%

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



	Q1	Q2	Q3	Q4	Total
Flight only	7.7%	3.6%	4.4%	4.4%	5.0%
Flight and accommodation (room only)	34.6%	26.5%	34.9%	35.2%	33.2%
Flight and accommodation (B&B)	9.5%	11.4%	13.7%	8.0%	10.8%
Flight and accommodation (half board)	19.6%	21.7%	16.5%	18.9%	18.9%
Flight and accommodation (full board)	2.5%	1.8%	1.3%	2.3%	2.0%
Flight and accommodation (all inclusive)	26.0%	35.0%	29.1%	31.2%	30.2%
<b>% Tourists using low-cost airlines</b>	33.4%	30.2%	21.0%	36.3%	29.9%
<b>Other expenses in their place of residence:</b>					
- Car rental	11.9%	12.7%	6.7%	15.1%	11.4%
- Sporting activities	3.0%	4.2%	2.0%	3.8%	3.2%
- Excursions	2.1%	2.3%	4.6%	4.4%	3.5%
- Combined trip to other islands	0.6%	0.6%	1.4%	1.5%	1.1%

### How do they book?



	Q1	Q2	Q3	Q4	Total
<b>Accommodation booking</b>					
<b>Tour Operator</b>	47.4%	57.1%	52.2%	55.8%	53.1%
- Tour Operator's website	86.5%	90.1%	79.7%	87.0%	85.6%
<b>Accommodation</b>	8.9%	6.9%	6.8%	8.6%	7.8%
- Accommodation's website	88.6%	100.0%	84.1%	88.8%	89.7%
<b>Travel agency (High street)</b>	22.7%	21.0%	26.0%	16.6%	21.7%
<b>Online Travel Agency (OTA)</b>	18.4%	13.0%	11.6%	16.3%	14.7%
<b>No need to book accommodation</b>	2.6%	2.0%	3.4%	2.6%	2.7%

	Q1	Q2	Q3	Q4	Total
<b>Flight booking</b>					
<b>Tour Operator</b>	47.3%	62.1%	55.3%	54.1%	54.6%
- Tour Operator's website	77.9%	83.8%	76.3%	85.7%	80.8%
<b>Airline</b>	17.8%	11.5%	10.5%	15.5%	13.7%
- Airline's website	97.1%	97.7%	97.6%	98.1%	97.6%
<b>Travel agency (High street)</b>	20.3%	17.2%	22.8%	17.9%	19.7%
<b>Online Travel Agency (OTA)</b>	14.6%	9.2%	11.3%	12.5%	11.9%

### Where do they stay?



	Q1	Q2	Q3	Q4	Total
5* Hotel	3.7%	5.8%	2.2%	4.8%	4.0%
4* Hotel	30.9%	38.5%	27.6%	29.2%	31.1%
1-2-3* Hotel	21.4%	17.3%	21.4%	20.0%	20.2%
Apartment	39.6%	35.9%	45.7%	44.0%	41.7%
Property (privately-owned, friends, family)	2.2%	1.4%	2.8%	1.3%	1.9%
Others	2.3%	1.1%	0.4%	0.8%	1.1%

### How are they?



	Q1	Q2	Q3	Q4	Total
<b>Gender</b>					
Percentage of men	54.0%	44.8%	52.0%	52.6%	51.1%
Percentage of women	46.0%	55.2%	48.0%	47.4%	48.9%

	Q1	Q2	Q3	Q4	Total
<b>Age</b>					
Average age (tourists > 16 years old)	47.8	46.6	41.5	47.6	45.6
Standard deviation	15.7	14.7	16.1	14.3	15.5

	Q1	Q2	Q3	Q4	Total
<b>Age range</b>					
16-24 years old	9.3%	7.2%	21.9%	6.0%	11.7%
25-30 years old	9.7%	8.8%	10.5%	10.3%	9.9%
31-45 years old	28.0%	31.5%	22.4%	24.7%	26.2%
46-60 years old	27.1%	31.4%	32.8%	40.1%	33.1%
Over 60 years old	25.9%	21.1%	12.4%	18.9%	19.1%

	Q1	Q2	Q3	Q4	Total
<b>Occupation</b>					
Business owner or self-employed	23.8%	19.9%	14.7%	23.9%	20.2%
Upper/Middle management employee	40.3%	50.9%	48.9%	45.2%	46.5%
Auxiliary level employee	10.2%	8.1%	12.8%	10.3%	10.6%
Students	3.2%	3.3%	14.3%	4.0%	6.8%
Retired	18.3%	15.0%	5.7%	14.9%	12.9%
Unemployed / unpaid dom. work	4.2%	2.8%	3.5%	1.7%	3.0%

	Q1	Q2	Q3	Q4	Total
<b>Annual household income level</b>					
€12,000 - €24,000	8.5%	9.2%	19.1%	12.7%	12.9%
€24,001 - €36,000	17.5%	18.9%	21.3%	17.9%	19.0%
€36,001 - €48,000	28.6%	19.0%	19.7%	17.3%	20.8%
€48,001 - €60,000	18.6%	19.2%	19.2%	19.7%	19.2%
€60,001 - €72,000	9.3%	9.1%	6.4%	9.8%	8.6%
€72,001 - €84,000	5.2%	6.9%	3.8%	8.1%	6.0%
More than €84,000	12.3%	17.7%	10.7%	14.4%	13.6%

(\*) Bear in mind that 95% of dutch tourists pay the accommodation before travelling.

# Tourist profile by quarter of trip (2015)

## Canary Islands: Dutch

### Which island do they choose?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	18,330	18,141	23,837	21,440	81,748
- Fuerteventura	11,547	10,872	7,599	11,572	41,590
- Gran Canaria	40,012	34,443	52,605	47,922	174,982
- Tenerife	30,771	28,589	47,331	36,890	143,581
- La Palma	5,947	4,478	2,877	4,046	17,348

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	17.2%	18.8%	17.8%	17.6%	17.8%
- Fuerteventura	10.8%	11.3%	5.7%	9.5%	9.1%
- Gran Canaria	37.5%	35.7%	39.2%	39.3%	38.1%
- Tenerife	28.9%	29.6%	35.3%	30.3%	31.3%
- La Palma	5.6%	4.6%	2.1%	3.3%	3.8%

### Who do they come with?

	Q1	Q2	Q3	Q4	Total
Unaccompanied	11.1%	6.6%	2.6%	4.9%	6.0%
Only with partner	60.1%	50.4%	45.8%	58.4%	53.5%
Only with children (under the age of 13)	0.7%	2.2%	0.6%	0.8%	1.0%
Partner + children (under the age of 13)	7.1%	14.6%	12.7%	9.8%	11.0%
Other relatives	6.3%	7.8%	3.4%	6.4%	5.8%
Friends	6.8%	5.1%	4.9%	4.6%	5.3%
Work colleagues	0.0%	0.3%	0.2%	0.0%	0.1%

### Why do they choose the Canary Islands?

Aspects influencing the choice	Q1	Q2	Q3	Q4	Total
Climate/sun	93.7%	95.1%	96.4%	96.9%	95.6%
Beaches	30.3%	39.0%	47.5%	44.7%	41.0%
Tranquillity/rest/relaxation	36.1%	36.6%	31.7%	36.0%	34.9%
Scenery	29.1%	20.2%	20.3%	29.0%	24.7%
Price	13.0%	16.6%	12.2%	13.4%	13.6%
Visiting new places	7.8%	14.9%	18.7%	12.0%	13.6%
Security	5.0%	7.3%	5.9%	11.3%	7.4%
Shopping	5.7%	6.0%	6.9%	4.8%	5.9%
Suitable destination for children	2.7%	6.6%	7.8%	4.1%	5.4%
Quality of the environment	3.9%	2.6%	6.7%	4.7%	4.7%
Active tourism	5.2%	4.1%	4.8%	4.2%	4.6%
Nightlife/fun	4.5%	2.1%	5.9%	1.7%	3.7%
Culture	1.5%	2.3%	2.9%	2.6%	2.4%
Nautical activities	2.1%	1.4%	2.8%	1.1%	1.9%
Theme parks	0.8%	1.7%	2.8%	1.3%	1.7%
Ease of travel	2.2%	2.9%	0.7%	1.2%	1.6%

### How do they value the destination?

Impression of their stay	Q1	Q2	Q3	Q4	Total
Good or very good (% tourists)	92.4%	97.1%	94.3%	92.5%	94.0%
Average rating (scale 1-10)	8.38	8.54	8.57	8.42	8.48

### How many are loyal to the destination?

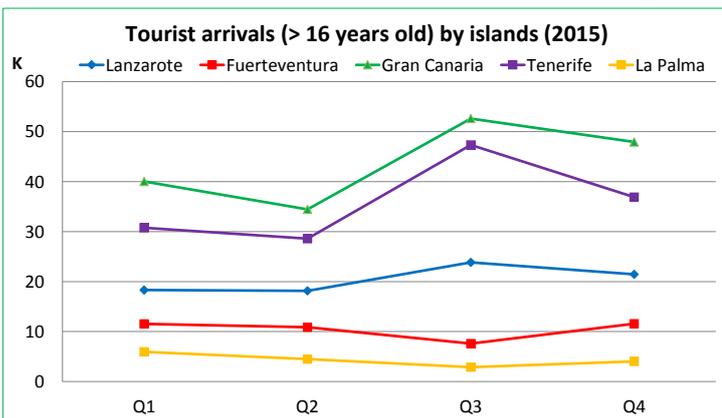
Percentage of repeat tourists	Q1	Q2	Q3	Q4	Total
Repeat tourists	78.7%	73.1%	58.1%	76.4%	70.9%
In love (more than 10 visits)	17.4%	12.4%	8.0%	12.2%	12.2%

### Where does the flight come from?

Ten main origin countries	Q1	Q2	Q3	Q4	Total
Germany	79.5%	79.2%	76.0%	76.9%	77.7%
Belgium	9.0%	8.6%	15.5%	14.6%	12.3%
Spain	6.2%	3.0%	4.0%	4.4%	4.4%
France	5.3%	4.9%	3.6%	3.7%	4.3%
Netherlands	0.0%	4.3%	0.2%	0.2%	1.0%
Poland	0.0%	0.0%	0.6%	0.0%	0.2%
United Kingdom	0.0%	0.0%	0.0%	0.2%	0.1%
Denmark	0.0%	0.0%	0.0%	0.0%	0.0%
Finland	0.0%	0.0%	0.0%	0.0%	0.0%
Ireland	0.0%	0.0%	0.0%	0.0%	0.0%

### What did motivate them to come?

Aspects motivating the choice	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	68.9%	60.5%	46.3%	64.7%	59.4%
Recommendation by friends or relatives	27.4%	31.8%	30.0%	25.3%	28.5%
The Canary Islands television channel	0.6%	0.0%	0.3%	0.0%	0.2%
Other television or radio channels	0.2%	0.3%	0.2%	0.3%	0.3%
Information in the press/magazines/books	3.8%	2.7%	2.5%	4.7%	3.4%
Attendance at a tourism fair	1.7%	0.6%	1.1%	0.5%	1.0%
Tour Operator's brochure or catalogue	4.5%	5.4%	11.4%	6.0%	7.1%
Recommendation by Travel Agency	10.1%	9.5%	16.8%	9.6%	11.8%
Information obtained via the Internet	19.8%	36.2%	36.6%	34.0%	31.9%
Senior Tourism programme	0.0%	0.0%	0.2%	0.0%	0.1%
Others	6.7%	4.7%	3.5%	5.1%	4.9%



Source: ISTAC (Encuesta sobre el Gasto Turístico).

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.