

Tourist profile trend (2015)

Canary Islands: Dutch



How many they are and how much do they spend?



	2011	2012	2013	2014	2015
Tourist arrivals (> 16 years old)	458,948	444,105	415,053	451,610	463,602
Average daily expenditure (€)	116.02	119.81	120.42	117.73	120.33
- in their place of residence	80.88	83.60	81.90	82.56	85.06
- in the Canary Islands	35.14	36.20	38.52	35.17	35.27
Average length of stay	9.92	10.21	9.11	9.99	10.02
Turnover per tourist (€)	1,044	1,124	1,020	1,050	1,117
Total turnover (> 16 years old) (€m)	479	499	423	474	518
Year on year variation of turnover	--	4.2%	-15.2%	12.0%	9.2%
Year on year variation of tourist	--	-3.2%	-6.5%	8.8%	2.7%

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

Accommodation (*) :	33.20	46.15	52.68	36.95	39.84
- Accommodation	24.09	40.38	43.39	31.73	32.54
- Additional accommodation expenses	9.12	5.77	9.30	5.21	7.30
Transport:	26.53	27.24	26.53	24.62	27.92
- Public transport	5.71	4.19	5.74	3.66	3.72
- Taxi	7.82	7.43	4.57	6.53	6.78
- Car rental	13.00	15.62	16.22	14.44	17.42
Food and drink:	162.88	161.18	131.83	155.22	161.42
- Food purchases at supermarkets	61.74	64.55	49.24	62.85	62.50
- Restaurants	101.14	96.63	82.58	92.37	98.92
Souvenirs:	43.81	49.56	77.99	53.64	43.05
Leisure:	36.45	42.63	36.28	34.75	35.23
- Organized excursions	15.76	20.09	18.59	16.71	17.63
- Leisure, amusement	4.19	4.15	4.02	3.99	5.04
- Trip to other islands	0.63	0.90	0.14	0.84	1.03
- Sporting activities	5.38	3.87	6.37	5.45	4.28
- Cultural activities	3.28	2.93	1.72	3.30	2.76
- Discos and disco-pubs	7.22	10.69	5.43	4.47	4.49
Others:	18.84	23.43	14.14	11.04	10.09
- Wellness	3.02	3.09	1.79	2.38	1.44
- Medical expenses	1.93	1.80	1.86	1.15	1.53
- Other expenses	13.89	18.55	10.50	7.52	7.13

How far in advance do they book their trip?



	2011	2012	2013	2014	2015
The same day they leave	0.4%	0.5%	1.1%	0.5%	0.5%
Between 2 and 7 days	9.2%	9.7%	12.5%	9.4%	8.0%
Between 8 and 15 days	18.0%	17.2%	13.8%	14.8%	16.7%
Between 16 and 30 days	17.0%	14.9%	14.8%	15.4%	13.7%
Between 31 and 90 days	29.7%	31.1%	29.8%	31.6%	32.5%
More than 90 days	25.8%	26.6%	28.1%	28.2%	28.7%

What do they book at their place of residence?



	2011	2012	2013	2014	2015
Flight only	5.5%	5.9%	7.8%	7.1%	5.0%
Flight and accommodation (room only)	38.9%	34.1%	34.6%	32.6%	33.2%
Flight and accommodation (B&B)	9.7%	7.9%	10.1%	11.0%	10.8%
Flight and accommodation (half board)	21.2%	23.0%	19.9%	18.7%	18.9%
Flight and accommodation (full board)	1.2%	2.0%	2.3%	2.2%	2.0%
Flight and accommodation (all inclusive)	23.5%	27.0%	25.2%	28.4%	30.2%
% Tourists using low-cost airlines	24.5%	22.2%	40.2%	31.0%	29.9%
Other expenses in their place of residence:					
- Car rental	11.9%	13.3%	16.0%	11.6%	11.4%
- Sporting activities	4.2%	3.3%	4.9%	3.7%	3.2%
- Excursions	1.8%	1.3%	4.6%	2.4%	3.5%
- Combined trip to other islands	0.3%	0.5%	1.4%	0.3%	1.1%

(*) Bear in mind that 95% of dutch tourists in 2015 paid the accommodation before travelling.

How do they book?



	2011	2012	2013	2014	2015
Accommodation booking					
Tour Operator	58.6%	55.5%	43.3%	54.3%	53.1%
- Tour Operator's website	80.6%	80.4%	79.3%	85.3%	85.6%
Accommodation	6.2%	6.9%	14.8%	9.5%	7.8%
- Accommodation's website	90.3%	67.3%	78.2%	84.7%	89.7%
Travel agency (High street)	22.7%	27.7%	23.7%	22.1%	21.7%
Online Travel Agency (OTA)	9.6%	7.4%	14.6%	10.2%	14.7%
No need to book accommodation	2.8%	2.5%	3.5%	3.9%	2.7%

Flight booking

	2011	2012	2013	2014	2015
Tour Operator	66.0%	61.1%	46.0%	54.5%	54.6%
- Tour Operator's website	72.7%	74.8%	73.0%	81.6%	80.8%
Airline	12.4%	11.4%	24.3%	17.2%	13.7%
- Airline's website	95.8%	95.4%	98.9%	94.9%	97.6%
Travel agency (High street)	16.0%	23.0%	21.3%	20.3%	19.7%
Online Travel Agency (OTA)	5.6%	4.5%	8.4%	8.0%	11.9%

Where do they stay?



	2011	2012	2013	2014	2015
5* Hotel	5.2%	6.3%	8.3%	5.0%	4.0%
4* Hotel	28.5%	34.2%	31.4%	34.4%	31.1%
1-2-3* Hotel	18.0%	16.9%	17.4%	18.2%	20.2%
Apartment	45.6%	39.8%	38.4%	38.0%	41.7%
Property (privately-owned, friends, family)	2.0%	1.4%	1.7%	2.8%	1.9%
Others	0.8%	1.4%	2.7%	1.6%	1.1%

How are they?



	2011	2012	2013	2014	2015
Gender					
Percentage of men	48.5%	49.1%	56.3%	51.7%	51.1%
Percentage of women	51.5%	50.9%	43.7%	48.3%	48.9%

Age

Average age (tourists > 16 years old)	44.5	45.9	42.7	43.6	45.6
Standard deviation	15.1	15.0	13.7	14.8	15.5

Age range

16-24 years old	9.6%	7.9%	10.9%	11.1%	11.7%
25-30 years old	14.7%	12.6%	10.4%	13.4%	9.9%
31-45 years old	27.8%	28.1%	38.3%	31.6%	26.2%
46-60 years old	30.8%	31.8%	29.4%	29.1%	33.1%
Over 60 years old	17.0%	19.6%	11.0%	14.9%	19.1%

Occupation

Business owner or self-employed	20.9%	19.0%	20.9%	21.9%	20.2%
Upper/Middle management employee	47.8%	46.8%	45.4%	51.2%	46.5%
Auxiliary level employee	10.1%	9.3%	13.4%	8.8%	10.6%
Students	5.3%	5.4%	9.3%	5.5%	6.8%
Retired	13.6%	17.2%	8.3%	10.6%	12.9%
Unemployed / unpaid dom. work	2.3%	2.4%	2.7%	1.9%	3.0%

Annual household income level

€12,000 - €24,000	14.5%	13.1%	13.6%	11.5%	12.9%
€24,001 - €36,000	19.4%	21.2%	17.5%	18.8%	19.0%
€36,001 - €48,000	20.2%	19.8%	16.6%	18.8%	20.8%
€48,001 - €60,000	17.0%	17.4%	18.3%	17.0%	19.2%
€60,001 - €72,000	8.2%	9.2%	9.3%	11.1%	8.6%
€72,001 - €84,000	5.8%	5.9%	5.2%	6.1%	6.0%
More than €84,000	14.9%	13.3%	19.5%	16.8%	13.6%

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Which island do they choose?

Tourists (> 16 years old)	2011	2012	2013	2014	2015
- Lanzarote	67,446	54,537	76,954	81,913	81,748
- Fuerteventura	51,663	41,602	42,012	47,706	41,590
- Gran Canaria	190,180	182,669	152,177	168,632	174,982
- Tenerife	125,087	140,074	115,633	138,121	143,581
- La Palma	20,917	22,390	27,407	13,630	17,348

Share (%)	2011	2012	2013	2014	2015
- Lanzarote	14.8%	12.4%	18.6%	18.2%	17.8%
- Fuerteventura	11.3%	9.4%	10.1%	10.6%	9.1%
- Gran Canaria	41.8%	41.4%	36.7%	37.5%	38.1%
- Tenerife	27.5%	31.7%	27.9%	30.7%	31.3%
- La Palma	4.6%	5.1%	6.6%	3.0%	3.8%

Who do they come with?



	2011	2012	2013	2014	2015
Unaccompanied	5.4%	6.0%	10.6%	9.4%	6.0%
Only with partner	55.7%	55.5%	41.8%	48.1%	53.5%
Only with children (under the age of 13)	1.5%	0.8%	1.8%	1.7%	1.0%
Partner + children (under the age of 13)	9.6%	9.5%	12.6%	13.4%	11.0%
Other relatives	6.7%	4.2%	6.4%	4.3%	5.8%
Friends	7.3%	6.9%	6.4%	5.0%	5.3%
Work colleagues	0.1%	0.4%	0.3%	0.1%	0.1%

Why do they choose the Canary Islands?



Aspects influencing the choice	2011	2012	2013	2014	2015
Climate/sun	94.8%	94.0%	92.6%	94.5%	95.6%
Beaches	39.0%	39.2%	39.1%	41.4%	41.0%
Tranquillity/rest/relaxation	39.3%	35.6%	35.8%	35.4%	34.9%
Scenery	24.1%	22.6%	20.2%	26.2%	24.7%
Price	13.5%	13.1%	16.0%	13.4%	13.6%
Visiting new places	10.6%	12.7%	8.1%	11.2%	13.6%
Security	5.1%	2.5%	3.9%	4.7%	7.4%
Shopping	6.8%	7.1%	3.3%	5.3%	5.9%
Suitable destination for children	6.2%	6.1%	7.2%	7.8%	5.4%
Quality of the environment	5.0%	5.9%	6.0%	3.5%	4.7%
Active tourism	3.5%	3.8%	5.4%	4.7%	4.6%
Nightlife/fun	4.4%	6.0%	5.3%	3.4%	3.7%
Culture	2.5%	2.9%	3.1%	3.0%	2.4%
Nautical activities	2.4%	2.0%	2.2%	3.4%	1.9%
Theme parks	0.8%	1.0%	1.3%	1.6%	1.7%
Ease of travel	1.5%	1.3%	3.1%	2.3%	1.6%

* Multi-choice question

How do they value the destination?



Impression of their stay	2011	2012	2013	2014	2015
Good or very good (% tourists)	93.0%	92.1%	91.9%	94.4%	94.0%
Average rating (scale 1-10)	8.38	8.39	8.46	8.50	8.48

How many are loyal to the destination?

Percentage of repeat tourists	2011	2012	2013	2014	2015
Repeat tourists	73.2%	71.2%	71.4%	69.8%	70.9%
In love (more than 10 visits)	13.0%	13.4%	14.8%	14.1%	12.2%

Where does the flight come from?



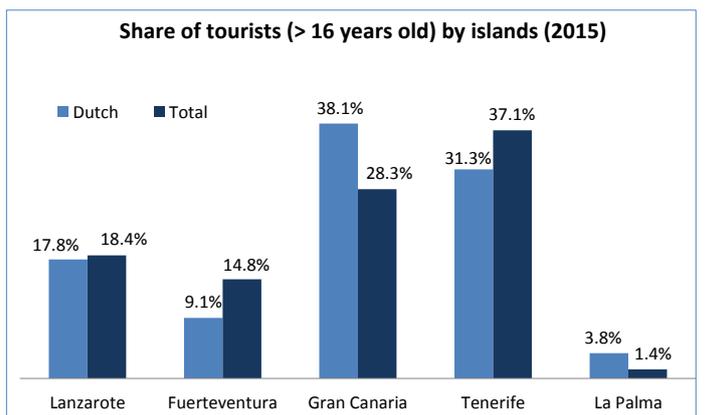
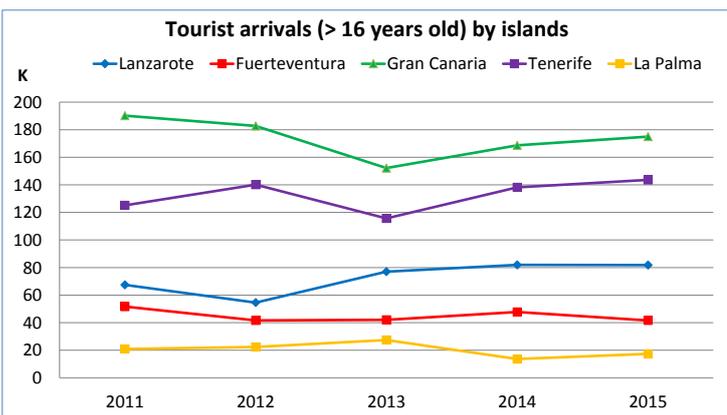
Ten main origin countries	2011	2012	2013	2014	2015
Netherlands	356,674	365,822	155,383	362,950	360,308
Germany	59,008	35,708	176,040	51,676	57,107
Spain	17,049	18,970	36,800	13,785	20,493
Belgium	23,103	22,226	45,543	20,158	19,928
United Kingdom	706	0	308	1,615	4,731
France	0	0	0	0	799
Poland	0	567	0	0	236
Denmark	313	0	0	0	0
Ireland	351	138	0	0	0
Norway	480	0	0	0	0

What did motivate them to come?



Aspects motivating the choice	2011	2012	2013	2014	2015
Previous visits to the Canary Islands	62.2%	62.6%	60.4%	59.5%	59.4%
Recommendation by friends or relatives	28.3%	27.2%	30.0%	26.9%	28.5%
The Canary Islands television channel	0.4%	0.6%	0.2%	0.2%	0.2%
Other television or radio channels	0.1%	0.7%	0.2%	0.7%	0.3%
Information in the press/magazines/books	5.5%	5.8%	4.3%	4.8%	3.4%
Attendance at a tourism fair	0.6%	0.6%	2.5%	0.5%	1.0%
Tour Operator's brochure or catalogue	9.2%	8.9%	6.4%	6.5%	7.1%
Recommendation by Travel Agency	12.6%	12.9%	13.6%	11.8%	11.8%
Information obtained via the Internet	31.9%	31.1%	31.0%	32.4%	31.9%
Senior Tourism programme	0.2%	0.0%	0.0%	0.1%	0.1%
Others	6.2%	5.5%	9.1%	4.8%	4.9%

* Multi-choice question



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.