TOURIST PROFILE BY QUARTER OF TRIP (2022)
# NETHERLANDS

Canary Islands
LATITUDE OF LIFE

How many are they and how much do they spend?

TOURISTS	2022Q1	2022Q2	2022Q3	2022Q4	2022
Tourist arrivals (FRONTUR) *(*)*	**157**	**158**	**167**	**175**	**656**
Tourist arrivals > 15 years old (EGT) *(*)*	**142**	**140**	**140**	**154**	**577**
- book holiday package *(*)*	85	91	96	82	**355**
- do not book holiday package *(*)*	57	49	44	72	**222**
- % tourists who book holiday package	60.1%	65.0%	68.5%	53.2%	**61.5%**

(*) Thousand of tourists

TOURISTS

2022Q1	2022Q2	2022Q3	2022Q4
156,980	157,689	166,843	174,773
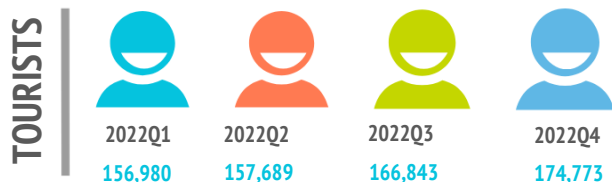
% TOURISTS WHO BOOK HOLIDAY PACKAGE

2022Q1	60%
2022Q2	65%
2022Q3	69%
2022Q4	53%
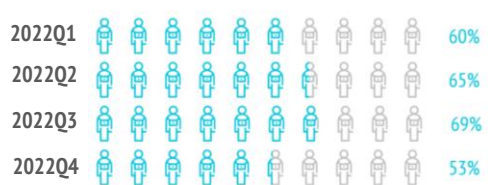
	2022Q1	2022Q2	2022Q3	2022Q4	2022
Expenditure per tourist (€)	**1,372**	**1,424**	**1,567**	**1,360**	**1,429**
- book holiday package	1,451	1,471	1,658	1,556	**1,536**
- holiday package	1,197	1,225	1,333	1,256	**1,255**
- others	254	246	324	300	**282**
- do not book holiday package	1,253	1,337	1,371	1,137	**1,257**
- flight	346	380	360	347	**356**
- accommodation	463	468	515	387	**450**
- others	444	490	496	403	**451**
Average lenght of stay	**9.45**	**9.30**	**9.40**	**9.32**	**9.37**
- book holiday package	8.26	8.54	9.02	8.72	**8.65**
- do not book holiday package	11.23	10.71	10.23	10.00	**10.52**
Average daily expenditure (€)	**170.7**	**174.2**	**172.9**	**157.7**	**168.6**
- book holiday package	185.9	179.2	188.7	175.4	**182.5**
- do not book holiday package	147.9	164.9	138.5	137.6	**146.4**
Total turnover (> 15 years old) (€m)	**195**	**199**	**220**	**210**	**824**
- book holiday package	124	134	159	128	**545**
- do not book holiday package	71	65	60	82	**279**

Where did they spend their main holiday last year?*

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Didn't have holidays	25.2%	33.1%	40.5%	20.8%	**29.6%**
Canary Islands	11.8%	19.4%	12.6%	23.9%	**17.1%**
Other destination	63.0%	47.4%	46.9%	55.2%	**53.3%**

What other destinations do they consider for this trip?*

	2022Q1	2022Q2	2022Q3	2022Q4	2022
None (I was clear about "this Canary Island")	33.3%	23.6%	11.6%	30.4%	**23.7%**
Canary Islands (other island)	30.4%	25.4%	23.3%	24.9%	**25.7%**
Other destination	36.3%	51.0%	65.1%	44.8%	**50.6%**

Percentage of valid answers

Importance of each factor in the destination choice

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Climate	81.8%	78.6%	62.3%	75.2%	**74.5%**
Sea	33.3%	40.1%	36.8%	40.8%	**37.8%**
Tranquility	29.4%	39.5%	41.9%	37.0%	**36.9%**
Accommodation supply	29.3%	41.0%	37.6%	31.3%	**34.7%**
Fun possibilities	29.3%	35.1%	40.2%	31.4%	**33.9%**
Beaches	28.3%	32.9%	32.7%	31.8%	**31.4%**
European belonging	33.5%	30.7%	28.3%	30.3%	**30.7%**
Safety	22.9%	34.0%	31.4%	29.5%	**29.4%**
Landscapes	19.8%	25.8%	21.4%	27.2%	**23.6%**
Price	19.3%	21.6%	26.1%	26.4%	**23.4%**
Gastronomy	14.0%	17.8%	16.0%	17.4%	**16.3%**
Exoticism	10.5%	14.4%	16.7%	20.4%	**15.6%**
Effortless trip	11.1%	11.6%	15.1%	16.9%	**13.7%**
Authenticity	10.9%	11.9%	15.4%	16.5%	**13.7%**
Environment	9.4%	11.1%	11.9%	12.9%	**11.3%**
Hiking trail network	10.8%	9.9%	7.0%	9.4%	**9.3%**
Nightlife	5.2%	4.9%	8.1%	5.5%	**5.9%**
Shopping	1.5%	6.9%	7.2%	5.4%	**5.2%**
Culture	1.9%	5.3%	4.9%	8.2%	**5.1%**
Historical heritage	3.1%	6.8%	2.5%	4.4%	**4.2%**

Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very import
% of tourists who indicate that the factor is "very important" in their choice.

% TOURISTS WHO CHOOSE ACCOMMODATION SUPPLY

2022Q1	29.3%
2022Q2	41.0%
2022Q3	37.6%
2022Q4	31.3%

What is the main motivation for their holidays?

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Rest	46.0%	51.5%	43.9%	47.7%	**47.3%**
Enjoy family time	14.1%	14.7%	15.1%	10.8%	**13.6%**
Have fun	15.1%	13.0%	22.4%	15.0%	**16.4%**
Explore the destination	15.7%	16.6%	14.5%	20.1%	**16.8%**
Practice their hobbies	3.1%	1.6%	2.7%	0.7%	**2.0%**
Other reasons	6.1%	2.7%	1.4%	5.7%	**4.0%**

How far in advance do they book their trip?

	2022Q1	2022Q2	2022Q3	2022Q4	2022
The same day	2.1%	1.1%	0.6%	2.5%	**1.6%**
Between 1 and 30 days	43.7%	30.6%	30.9%	34.5%	**35.0%**
Between 1 and 2 months	25.4%	25.5%	18.2%	28.5%	**24.5%**
Between 3 and 6 months	22.1%	31.4%	33.7%	23.3%	**27.5%**
More than 6 months	6.7%	11.4%	16.6%	11.2%	**11.5%**

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

2022Q1	6.7%
2022Q2	11.4%
2022Q3	16.6%
2022Q4	11.2%

Picture: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC).

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

What channels did they use to get information about the trip? 🔍

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Previous visits to the Canary Islands	38.9%	42.5%	34.6%	45.1%	**40.4%**
Friends or relatives	22.2%	22.8%	26.6%	24.5%	**24.0%**
Internet or social media	62.6%	54.5%	60.4%	57.9%	**58.8%**
Mass Media	1.4%	1.3%	1.7%	1.3%	**1.4%**
Travel guides and magazines	8.0%	10.2%	8.4%	5.7%	**8.0%**
Travel Blogs or Forums	3.7%	2.2%	5.4%	4.8%	**4.1%**
Travel TV Channels	0.3%	0.2%	0.6%	0.6%	**0.4%**
Tour Operator or Travel Agency	19.1%	23.4%	23.0%	17.6%	**20.7%**
Public administrations or similar	0.7%	0.5%	0.6%	0.2%	**0.5%**
Others	3.7%	3.5%	4.0%	2.9%	**3.5%**

* Multi-choise question

With whom did they book their flight and accommodation? 👁

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Flight					
- Directly with the airline	39.2%	30.3%	27.1%	43.4%	**35.2%**
- Tour Operator or Travel Agency	60.8%	69.7%	72.9%	56.6%	**64.8%**
Accommodation					
- Directly with the accommodation	33.6%	24.7%	21.4%	32.3%	**28.1%**
- Tour Operator or Travel Agency	66.4%	75.3%	78.6%	67.7%	**71.9%**

Where do they stay? 🛏

	2022Q1	2022Q2	2022Q3	2022Q4	2022
1-2-3* Hotel	12.2%	10.2%	11.9%	13.4%	**12.0%**
4* Hotel	39.9%	42.1%	45.3%	36.5%	**40.8%**
5* Hotel / 5* Luxury Hotel	7.6%	10.3%	7.6%	4.7%	**7.5%**
Aparthotel / Tourist Villa	20.7%	18.8%	18.1%	19.7%	**19.3%**
House/room rented in a private dwelli	5.8%	5.0%	2.4%	10.0%	**5.9%**
Private accommodation [1]	4.2%	2.2%	4.2%	7.9%	**4.7%**
Others (Cottage, cruise, camping,..)	9.5%	11.4%	10.6%	7.8%	**9.8%**

(1) Own property /House of friends or relatives / Free housing exchange / Other private accommodation.

What do they book? 🍽

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Room only	31.0%	20.8%	20.9%	31.4%	**26.0%**
Bed and Breakfast	14.4%	13.2%	16.1%	16.5%	**15.0%**
Half board	16.6%	18.8%	19.5%	14.3%	**17.3%**
Full board	1.0%	1.5%	2.5%	0.0%	**1.3%**
All inclusive	37.0%	45.8%	41.0%	37.8%	**40.4%**

❞

40.4% of turists book **all inclusive**.

37.0% 2022Q1   41.0% 2022Q3

45.8% 2022Q2   **37.8%** 2022Q4

Other expenses 📍

	2022Q1	2022Q2	2022Q3	2022Q4	TOTAL
Restaurants or cafes	68.6%	64.5%	64.2%	66.2%	**65.9%**
Supermarkets	59.4%	55.4%	63.6%	64.2%	**60.7%**
Car rental	41.1%	33.0%	37.3%	38.1%	**37.4%**
Organized excursions	23.6%	24.3%	35.8%	23.5%	**26.7%**
Taxi, transfer, chauffeur service	57.2%	63.8%	62.7%	46.7%	**57.3%**
Theme Parks	10.0%	12.5%	18.2%	9.4%	**12.4%**
Sport activities	11.5%	6.8%	10.1%	8.1%	**9.1%**
Museums	6.5%	3.0%	3.7%	5.6%	**4.7%**
Flights between islands	5.1%	3.6%	4.6%	5.4%	**4.7%**

Activities in the Canary Islands 🚶🏋

Outdoor time per day	2022Q1	2022Q2	2022Q3	2022Q4	2022
0 hours	1.7%	1.1%	3.1%	2.5%	**2.1%**
1 - 2 hours	11.9%	17.3%	10.3%	10.3%	**12.4%**
3 - 6 hours	41.6%	34.5%	40.9%	29.8%	**36.6%**
7 - 12 hours	38.7%	34.2%	38.2%	47.5%	**39.8%**
More than 12 hours	6.1%	13.0%	7.5%	9.9%	**9.2%**

■ 0 hours ■ More than 1 hour ■ More than 3 hours ■ More than 7 hours ■ More than 12 hours
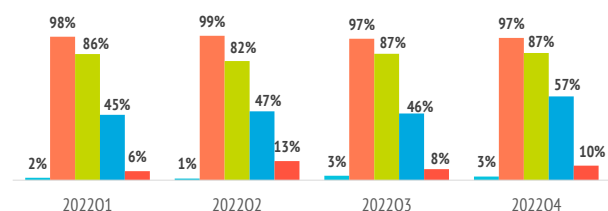
Activities in the Canary Islands	2022Q1	2022Q2	2022Q3	2022Q4	2022
Beach	70.1%	68.0%	73.3%	73.9%	**71.4%**
Walk, wander	72.3%	67.7%	68.4%	68.1%	**69.1%**
Swimming pool, hotel facilities	59.9%	67.7%	77.9%	58.7%	**65.8%**
Explore the island on their own	52.8%	44.5%	54.0%	50.2%	**50.4%**
Hiking	38.0%	33.3%	30.0%	35.4%	**34.2%**
Organized excursions	16.8%	18.1%	26.7%	18.2%	**19.9%**
Taste Canarian gastronomy	20.0%	16.2%	16.3%	24.0%	**19.3%**
Running	15.7%	16.9%	17.5%	18.7%	**17.2%**
Swim	18.7%	14.3%	18.0%	14.3%	**16.3%**
Theme parks	12.5%	16.1%	25.1%	7.8%	**15.2%**
Sea excursions / whale watching	7.9%	16.9%	21.4%	11.5%	**14.3%**
Nightlife / concerts / shows	10.4%	10.7%	15.4%	12.4%	**12.2%**
Museums / exhibitions	8.0%	6.8%	7.9%	14.2%	**9.3%**
Other Nature Activities	7.1%	5.9%	7.4%	6.9%	**6.8%**
Wineries / markets / popular festiv	4.8%	5.3%	6.4%	8.4%	**6.3%**
Beauty and health treatments	4.3%	5.7%	5.1%	4.7%	**4.9%**
Astronomical observation	4.3%	2.9%	6.6%	4.7%	**4.6%**
Scuba Diving	3.5%	3.4%	5.1%	3.2%	**3.8%**
Practice other sports	2.8%	3.5%	3.9%	4.5%	**3.7%**
Surf	3.5%	2.4%	3.6%	4.9%	**3.6%**
Cycling / Mountain bike	5.2%	3.5%	0.7%	1.3%	**2.7%**
Windsurf / Kitesurf	0.8%	2.7%	2.1%	1.3%	**1.7%**
Golf	2.6%	1.3%	1.8%	0.8%	**1.6%**

* Multi-choise question

Which island do they choose?

Tourists (> 15 years old)	2022Q1	2022Q2	2022Q3	2022Q4	2022
Lanzarote	23,441	18,837	16,230	22,266	**80,774**
Fuerteventura	15,317	11,785	14,475	15,415	**56,992**
Gran Canaria	51,730	61,102	62,393	64,274	**239,499**
Tenerife	49,400	45,409	44,703	50,428	**189,940**
La Palma	808	2,276	2,477	1,767	**7,328**

Share by islands	2022Q1	2022Q2	2022Q3	2022Q4	2022
Lanzarote	16.7%	13.5%	11.6%	14.4%	**14.1%**
Fuerteventura	10.9%	8.5%	10.3%	10.0%	**9.9%**
Gran Canaria	36.8%	43.8%	44.5%	41.7%	**41.7%**
Tenerife	35.1%	32.6%	31.9%	32.7%	**33.1%**
La Palma	0.6%	1.6%	1.8%	1.1%	**1.3%**

% TOURISTS BY ISLAND AND QUARTER OF TRIP
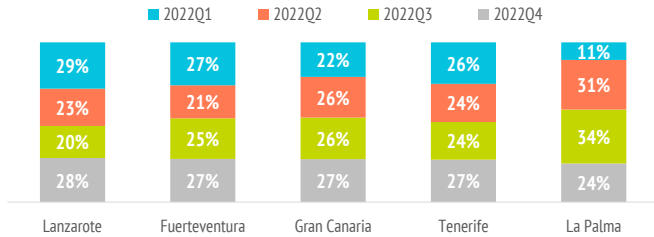
How many islands do they visit during their trip?

	2022Q1	2022Q2	2022Q3	2022Q4	2022
One island	93.6%	94.8%	92.8%	92.6%	**93.4%**
Two islands	5.4%	4.9%	6.9%	5.0%	**5.5%**
Three or more islands	1.0%	0.3%	0.3%	2.4%	**1.0%**

Sustainable destination

When booking a trip, do they tend to choose the most sustainable options?

Legend: No | Yes, even if it means some incovenience (price, time, hassle, etc) | Yes, but only if it is not inconvenient

	No	Yes, even if...	Yes, but only if...
2022Q1	54.3%	12.6%	33.1%
2022Q2	49.9%	12.3%	37.8%
2022Q3	50.4%	13.8%	35.8%
2022Q4	46.8%	12.8%	40.3%

Would they be willing to spend more on travel to reduce their carbon footprint?

Legend: No | Yes, up to 5% more | Yes, up to 10% more | Yes, up to 20% more | Yes, over 20% more

	No	Yes up to 5%	Yes up to 10%	Yes up to 20%	Yes over 20%
2022Q1	35.1%	27.3%	22.5%	9.0%	6.1%
2022Q2	35.9%	27.5%	25.0%	7.5%	4.1%
2022Q3	44.3%	29.8%	19.0%	5.2%	1.7%
2022Q4	38.6%	29.3%	22.7%	5.9%	3.5%

Perception during their stay*	2022Q1	2022Q2	2022Q3	2022Q4	2022
Quality of life on the island	7.9	7.9	7.8	8.0	**7.9**
Tolerance towards tourism	8.1	8.2	8.3	8.1	**8.2**
Cleanliness of the island	8.0	7.9	7.9	7.8	**7.9**
Air quality	8.0	8.2	7.9	8.0	**8.0**
Rational water consumption	7.2	7.3	7.4	7.4	**7.3**
Energy saving	6.8	6.8	7.1	7.1	**6.9**
Use of renewable energy	7.0	6.9	7.0	6.9	**6.9**
Recycling	7.0	7.0	7.3	7.0	**7.1**
Easy to get around by public transport	7.2	7.2	7.7	7.5	**7.4**
Overcrowding in tourist areas	6.7	6.7	6.9	6.7	**6.8**
Supply of local products	7.0	6.9	7.1	7.2	**7.0**

* Scale 0 - 10 (0 = Not important and 10 = Very important)

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2022Q1	2022Q2	2022Q3	2022Q4	2022
Average rating	8.48	8.53	8.35	8.51	**8.47**

Experience in the Canary Islands	2022Q1	2022Q2	2022Q3	2022Q4	2022
Worse or much worse than expected	3.7%	2.7%	3.9%	2.1%	**3.1%**
Lived up to expectations	52.6%	53.4%	56.7%	57.2%	**55.0%**
Better or much better than expected	43.7%	43.9%	39.5%	40.6%	**41.9%**

Future intentions (scale 1-10)	2022Q1	2022Q2	2022Q3	2022Q4	2022
Return to the Canary Islands	8.21	8.10	7.83	8.32	**8.12**
Recommend visiting the Canary Islands	8.51	8.57	8.38	8.68	**8.54**

RETURN TO THE CANARY ISLANDS
Canary Islands: 8.12
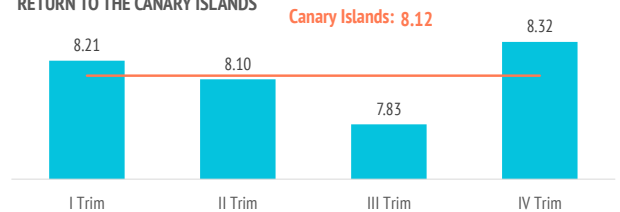
RECOMMEND VISITING THE CANARY ISLANDS
Canary Islands: 8.54
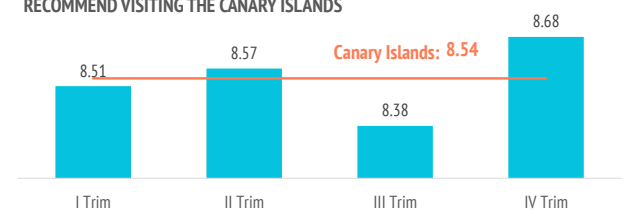
How many are loyal to the Canary Islands?

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Repeat tourists	64.4%	67.8%	55.3%	65.9%	63.4%
At least 10 previous visits	14.8%	13.4%	10.6%	16.2%	13.8%
Repeat tourists (last 5 years)	55.8%	57.3%	48.6%	64.2%	56.6%
Repeat tourists (last 5 years)(5 or more visits)	10.2%	10.4%	5.0%	11.9%	9.4%

REPEAT TOURISTS

Canary Islands — LATITUDE OF LIFE
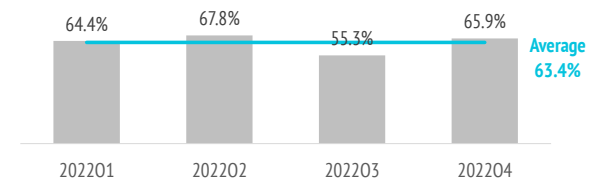
Where does the flight come from? 🌐

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Netherlands	78.2%	77.3%	79.1%	88.7%	**81.0%**
Germany	12.9%	12.4%	9.7%	5.8%	**10.1%**
Belgium	1.9%	3.5%	4.7%	3.6%	**3.4%**
Spanish Mainland	3.8%	2.6%	3.2%	0.5%	**2.5%**
Others	3.2%	4.1%	3.4%	1.4%	**3.0%**

% TOURISTS BY QUARTER OF TRIP

Legend: ■ Netherlands ■ Others

	I Trim	II Trim	III Trim	IV Trim
Netherlands	78%	77%	79%	89%
Others	22%	23%	21%	11%
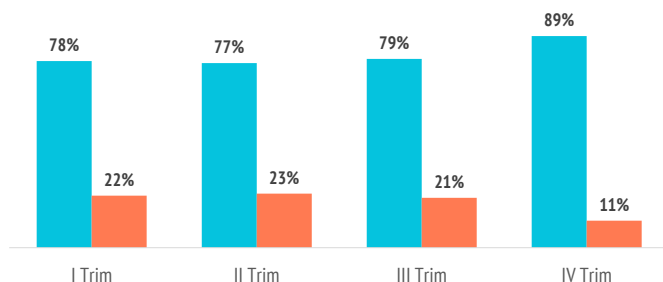
Who do they come with? 👥

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Unaccompanied	6.6%	6.5%	4.9%	12.7%	**7.8%**
Only with partner	40.5%	45.4%	44.2%	53.3%	**46.0%**
Only with children (< 13 years old)	8.3%	4.8%	7.3%	2.0%	**5.5%**
Partner + children (< 13 years old)	9.9%	12.5%	11.4%	3.2%	**9.1%**
Other relatives	10.1%	11.3%	6.6%	7.7%	**8.9%**
Friends	8.3%	6.8%	9.0%	11.2%	**8.9%**
Work colleagues	0.0%	0.3%	0.0%	0.1%	**0.1%**
Organized trip	0.0%	0.0%	0.0%	0.1%	**0.0%**
Other combinations [1]	16.3%	12.5%	16.6%	9.7%	**13.7%**

(1) Different situations have been isolated

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Tourists with children	**23.6%**	**23.2%**	**23.5%**	**8.4%**	**19.4%**
- Between 0 and 2 years old	1.5%	2.0%	2.0%	2.0%	**1.9%**
- Between 3 and 12 years old	20.4%	19.7%	19.7%	4.8%	**15.9%**
- Between 0 -2 and 3-12 years	1.7%	1.5%	1.8%	1.6%	**1.7%**
Tourists without children	**76.4%**	**76.8%**	**76.5%**	**91.6%**	**80.6%**
Group composition:					
- 1 person	9.4%	8.6%	5.9%	14.5%	**9.7%**
- 2 people	49.8%	56.0%	54.2%	65.1%	**56.5%**
- 3 people	10.8%	10.6%	16.6%	6.3%	**11.0%**
- 4 or 5 people	24.4%	19.1%	20.0%	10.7%	**18.4%**
- 6 or more people	5.6%	5.7%	3.3%	3.4%	**4.5%**
Average group size:	**2.82**	**2.82**	**2.67**	**2.34**	**2.66**

*People who share the main expenses of the trip

" 19% of tourists travel with children.

(under the age of 13)

2022Q1	23.6%
2022Q2	23.2%
2022Q3	23.5%
2022Q4	8.4%

Who are they? 🧍

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Gender					
Men	55.5%	47.8%	48.0%	51.9%	**50.8%**
Women	44.5%	52.2%	52.0%	48.1%	**49.2%**
Age					
Average age (tourist > 15 years old)	46.9	48.2	41.1	46.9	**45.8**
Standard deviation	15.4	14.9	16.1	16.8	**16.1**
Age range (> 15 years old)					
16 - 24 years old	11.6%	6.4%	20.9%	9.8%	**12.1%**
25 - 30 years old	5.8%	7.6%	13.1%	14.1%	**10.2%**
31 - 45 years old	30.0%	29.6%	25.4%	24.6%	**27.3%**
46 - 60 years old	29.7%	33.6%	26.4%	24.6%	**28.5%**
Over 60 years old	23.0%	22.7%	14.2%	26.9%	**21.8%**
Occupation					
Salaried worker	49.0%	57.6%	61.9%	57.2%	**56.4%**
Self-employed	15.6%	10.6%	10.2%	13.4%	**12.5%**
Unemployed	0.3%	0.5%	0.5%	0.1%	**0.3%**
Business owner	13.7%	9.8%	8.1%	9.8%	**10.3%**
Student	4.3%	1.7%	6.6%	3.2%	**3.9%**
Retired	13.8%	17.7%	10.7%	15.4%	**14.4%**
Unpaid domestic work	2.4%	0.7%	1.0%	0.0%	**1.0%**
Others	0.9%	1.3%	1.0%	0.9%	**1.0%**
Annual household income level					
Less than €25,000	7.4%	9.3%	13.5%	9.8%	**10.0%**
€25,000 - €49,999	28.2%	26.8%	28.7%	33.1%	**29.3%**
€50,000 - €74,999	28.7%	30.2%	39.7%	29.9%	**32.1%**
More than €74,999	35.7%	33.7%	18.2%	27.3%	**28.7%**
Education level					
No studies	1.1%	1.2%	0.5%	0.3%	**0.8%**
Primary education	1.1%	1.0%	1.1%	0.2%	**0.8%**
Secondary education	33.1%	42.7%	42.4%	49.4%	**42.0%**
Higher education	64.7%	55.2%	56.0%	50.2%	**56.4%**

AVERAGE AGE (> 15 years old)

2022Q1	46.9
2022Q2	48.2
2022Q3	41.1
2022Q4	46.9

% TOURISTS WITH INCOMES OVER €74,999

Legend: ● 2022Q1 ● 2022Q3 ● 2022Q2 ● 2022Q4

2022Q1	2022Q2	2022Q3	2022Q4
36%	34%	18%	27%

% SALARIED WORKER TOURISTS

2022Q1	49%
2022Q2	58%
2022Q3	62%
2022Q4	57%

Source: Encuesta sobre el Gasto Turístico (ISTAC).

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