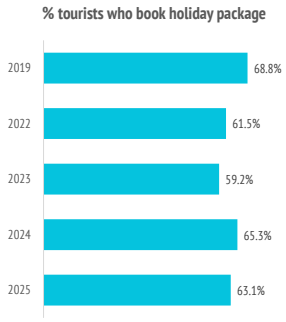
Tourist profile. Historical data (2019 - 2025)

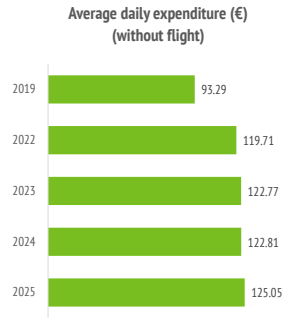
Netherlands

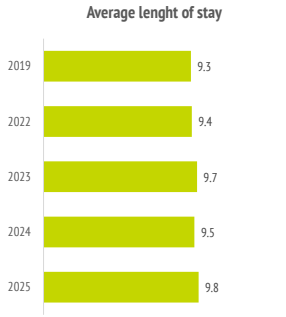
How many are they and how much do they spend?

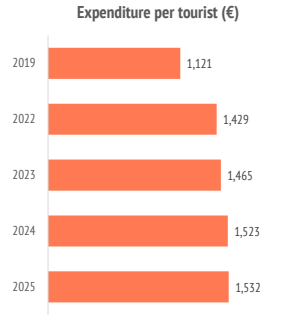
	2019	2022	2023	2024	2025
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**584**	**656**	**658**	**737**	**763**
Tourist arrivals ≥ 16 years old (EGT) (*)	**521**	**577**	**587**	**646**	**682**
- % tourists who book holiday package	68.8%	61.5%	59.2%	65.3%	63.1%
Children < 16 years old (FRONTUR - EGT) (*)	63	80	71	91	81
Expenditure per tourist (€)	**1,121**	**1,429**	**1,465**	**1,523**	**1,532**
- book holiday package	1,212	1,536	1,612	1,606	1,676
- holiday package	957	1,255	1,314	1,299	1,353
- others	255	282	298	307	324
- do not book holiday package	922	1,257	1,251	1,367	1,284
- flight	245	356	330	372	370
- accommodation	293	450	444	475	457
- others	384	451	477	520	457
Average lenght of stay	**9.3**	**9.4**	**9.7**	**9.5**	**9.8**
- Median	8.0	8.0	8.0	8.0	**8.0**
Average daily expenditure (€)	**131.67**	**168.62**	**170.93**	**177.92**	**176.36**
- Median	119.00	153.38	159.62	161.61	**160.89**
Average daily expenditure (without flight)	**93.29**	**119.71**	**122.77**	**122.81**	**125.05**
- Median	84.37	108.80	112.56	114.28	**114.63**
Average cost of the flight (€)	**325.0**	**408.6**	**407.2**	**453.7**	**447.2**
Total turnover (≥ 16 years old) (€m)	**584**	**824**	**860**	**985**	**1,045**
Turnover without flight (≥ 16 years old) (€m)	**415**	**589**	**621**	**691**	**740**

(*) Thousands of tourists









% Tourists whose spending has been greater than €0 in each item

	2019	2022	2023	2024	2025
Accommodation:					
- Accommodation	88.7%	88.4%	87.4%	89.7%	89.7%
- Additional accommodation expenses	10.7%	9.6%	9.5%	8.6%	9.0%
Transport:					
- National/International Transport	93.8%	94.7%	93.5%	94.9%	95.8%
- Flights between islands	4.0%	4.7%	4.2%	3.5%	3.7%
- Taxi	56.1%	57.3%	58.8%	49.3%	55.4%
- Car rental	30.3%	37.4%	38.4%	38.2%	36.6%
- Public transport	9.0%	9.2%	11.3%	9.5%	10.4%
Food and drink:					
- Food purchases at supermarkets	61.9%	60.7%	62.4%	63.7%	61.2%
- Restaurants	61.3%	65.9%	65.1%	67.5%	68.3%
Leisure:					
- Organized excursions	24.0%	26.7%	25.8%	26.5%	26.3%
- Sport activities	6.4%	9.1%	11.3%	7.6%	6.4%
- Cultural activities	3.0%	3.4%	3.5%	3.9%	4.1%
- Museums	5.7%	4.7%	6.8%	5.3%	4.5%
- Theme Parks	8.0%	12.4%	11.1%	9.3%	8.3%
- Discos and pubs	4.9%	7.0%	7.6%	6.6%	7.5%
- Wellness	2.7%	5.2%	4.4%	4.9%	5.9%
Purchases of goods:					
- Souvenirs	45.7%	39.9%	42.8%	43.3%	40.5%
- Other expenses	0.7%	0.5%	0.8%	1.0%	1.2%
Other:					
- Medical or pharmaceutical expenses	6.2%	8.9%	9.8%	8.0%	6.2%
- Other expenses	6.4%	5.8%	5.4%	5.1%	4.8%

Average expenditure of tourists whose spending has been greater than €0 in each item

Expenditure per tourist and trip (€)	2019	2022	2023	2024	2025
Accommodation:	**626**	**832**	**839**	**857**	**842**
- Accommodation	512	694	698	708	735
- Additional accommodation expenses	114	137	140	149	107
Transport:	**624**	**750**	**807**	**797**	**807**
- National/International Transport	347	431	436	478	467
- Flights between islands	83	59	84	63	77
- Taxi	78	104	128	108	99
- Car rental	88	136	136	122	128
- Public transport	28	20	24	25	35
Food and drink:	**261**	**272**	**288**	**332**	**320**
- Food purchases at supermarkets	91	84	84	100	104
- Restaurants	170	187	203	231	216
Leisure:	**483**	**497**	**539**	**562**	**501**
- Organized excursions	93	90	104	92	87
- Sport activities	75	87	88	170	114
- Cultural activities	45	69	80	46	44
- Museums	34	29	30	27	29
- Theme Parks	59	64	59	75	65
- Discos and pubs	132	99	91	86	90
- Wellness	46	59	86	67	72
Purchases of goods:	**231**	**1,055**	**161**	**171**	**259**
- Souvenirs	86	85	93	75	88
- Other expenses	146	970	68	96	171
Other:	**126**	**148**	**203**	**121**	**148**
- Medical or pharmaceutical expenses	52	59	108	45	56
- Other expenses	75	89	94	76	92

Source: Tourist Expenditure Survey (EGT, ISTAC).

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

Tourist profile. Historical data (2019 - 2025)

Netherlands

What is the main purpose of their trip?

	2019	2022	2023	2024	2025
Holiday, leisure	95.1%	94.5%	93.3%	93.5%	94.1%
Visiting family or friends	3.3%	3.9%	4.2%	4.5%	4.6%
Business and work	0.5%	0.8%	1.0%	0.6%	0.4%
Education and training	0.1%	0.1%	0.4%	0.2%	0.2%
Sports training	0.6%	0.3%	0.5%	0.3%	0.3%
Health or medical care	0.0%	0.1%	0.0%	0.2%	0.2%
Fairs and congresses	0.1%	0.0%	0.1%	0.0%	0.0%
Others	0.1%	0.4%	0.5%	0.6%	0.1%

What is the main motivation for their holidays?

	2019	2022	2023	2024	2025
Rest	54.9%	47.3%	47.1%	48.4%	49.6%
Enjoy family time	9.8%	13.7%	12.2%	12.5%	10.3%
Have fun	15.9%	16.4%	18.5%	15.1%	17.4%
Explore the destination	15.4%	16.9%	17.4%	19.6%	17.5%
Practice their hobbies	1.2%	2.3%	1.6%	1.8%	2.6%
Other reasons	2.7%	3.4%	3.1%	2.5%	2.6%

Where did they spend their main holiday last year? *

	2019	2022	2023	2024	2025
Didn't have holidays	--	29.6%	14.2%	9.6%	9.4%
Canary Islands	--	17.1%	21.1%	22.0%	27.0%
Other destination	--	53.3%	64.7%	68.4%	63.6%
- Balearic Islands	--	1.9%	1.8%	2.0%	1.6%
- Rest of Spain	--	8.5%	11.4%	10.3%	10.0%
- Italy	--	6.6%	7.2%	8.0%	6.8%
- France	--	7.5%	8.5%	8.4%	6.9%
- Turkey	--	1.3%	2.2%	2.6%	2.6%
- Greece	--	7.4%	8.5%	10.3%	9.6%
- Portugal	--	2.9%	3.5%	3.0%	3.9%
- Croatia	--	1.3%	2.0%	2.4%	1.9%
- Egypt	--	0.4%	1.3%	1.3%	0.8%
- Tunisia	--	0.1%	0.1%	0.2%	0.2%
- Morocco	--	0.5%	1.0%	0.9%	0.7%
- Others	--	15.0%	17.1%	19.1%	18.5%

** Percentage of valid answers*

What other destinations did they consider for this trip? *

	2019	2022	2023	2024	2025
None (I was clear about "this Canary Island")	--	23.7%	22.6%	25.0%	27.1%
Canary Islands (other island)	--	25.7%	25.7%	24.0%	25.3%
Other destination	--	50.6%	51.7%	51.0%	47.6%
- Balearic Islands	--	3.6%	3.2%	3.4%	2.9%
- Rest of Spain	--	9.8%	9.9%	10.6%	9.7%
- Italy	--	4.9%	5.5%	5.5%	5.5%
- France	--	1.7%	2.0%	2.2%	1.6%
- Turkey	--	4.1%	3.7%	3.7%	3.3%
- Greece	--	11.3%	11.6%	11.3%	11.7%
- Portugal	--	6.7%	6.1%	6.0%	6.2%
- Croatia	--	1.9%	2.6%	2.2%	1.8%
- Egypt	--	2.6%	3.0%	3.0%	2.7%
- Others	--	4.0%	4.0%	3.1%	2.2%

** Percentage of valid answers*

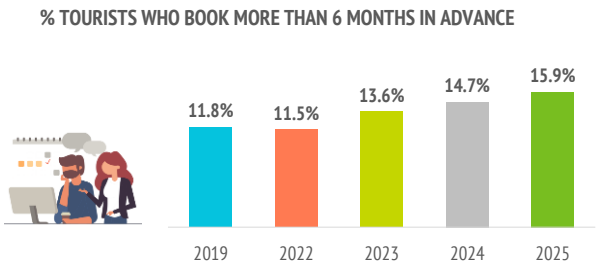
Importance of each factor in the destination choice

	2019	2022	2023	2024	2025
Climate	76.0%	74.5%	70.6%	71.7%	73.7%
Tranquility	39.7%	36.9%	43.0%	44.5%	45.4%
Sea	38.5%	37.8%	37.5%	38.7%	39.0%
Fun possibilities	30.9%	33.9%	38.6%	36.4%	38.3%
Accommodation supply	34.0%	34.7%	36.1%	36.4%	36.5%
Beaches	32.5%	31.4%	32.3%	31.4%	33.9%
Safety	26.8%	29.4%	29.1%	30.5%	31.4%
European belonging	26.2%	30.7%	27.1%	27.5%	31.0%
Landscapes	24.1%	23.6%	24.4%	22.2%	27.1%
Price	24.5%	23.4%	24.0%	23.5%	24.2%
Gastronomy	14.6%	16.3%	16.9%	17.1%	17.2%
Exoticism	16.3%	15.6%	16.0%	15.1%	17.0%
Effortless trip	12.4%	13.7%	13.5%	15.1%	16.9%
Authenticity	12.8%	13.7%	13.4%	12.3%	13.3%
Hiking trail network	8.8%	9.3%	9.2%	10.6%	11.5%
Environment	10.0%	11.3%	10.8%	12.1%	11.2%
Culture	3.6%	5.1%	6.4%	5.2%	6.3%
Historical heritage	3.1%	4.2%	5.8%	4.7%	5.2%
Nightlife	4.0%	5.9%	6.0%	4.6%	4.9%
Shopping	3.9%	5.2%	4.8%	5.8%	4.1%

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

How far in advance do they book their trip?

	2019	2022	2023	2024	2025
The same day	1.4%	1.6%	1.7%	1.0%	0.8%
Between 1 and 30 days	31.9%	35.0%	27.2%	26.4%	23.9%
Between 1 and 2 months	22.7%	24.5%	24.5%	23.5%	23.1%
Between 3 and 6 months	32.2%	27.5%	33.0%	34.4%	36.3%
More than 6 months	11.8%	11.5%	13.6%	14.7%	15.9%



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

	2019	2022	2023	2024	2025
Previous visits to the Canary Islands	45.6%	40.4%	38.7%	39.2%	44.4%
Friends or relatives	24.8%	24.0%	25.3%	24.2%	20.5%
Internet or social media	60.0%	58.8%	58.2%	57.7%	52.2%
Mass Media	1.0%	1.4%	1.2%	1.0%	0.9%
Travel guides and magazines	10.9%	8.0%	6.9%	7.2%	5.5%
Travel Blogs or Forums	4.2%	4.1%	5.4%	3.5%	3.6%
Travel TV Channels	0.6%	0.4%	0.7%	0.7%	0.8%
Tour Operator or Travel Agency	22.6%	20.7%	20.8%	22.8%	20.9%
Public administrations or similar	0.1%	0.5%	0.5%	0.2%	0.4%
Others	2.3%	3.5%	3.6%	3.0%	3.1%

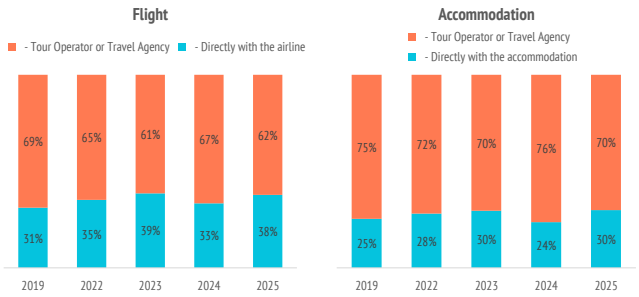
** Multi-choise question*

Tourist profile. Historical data (2019 - 2025)

Netherlands

With whom did they book their flight and accommodation?

	2019	2022	2023	2024	2025
Flight					
- Directly with the airline	31.1%	35.2%	38.6%	33.4%	37.8%
- Tour Operator or Travel Agency	68.9%	64.8%	61.4%	66.6%	62.2%
Accommodation					
- Directly with the accommodation	25.4%	28.1%	29.6%	23.7%	29.9%
- Tour Operator or Travel Agency	74.6%	71.9%	70.4%	76.3%	70.1%



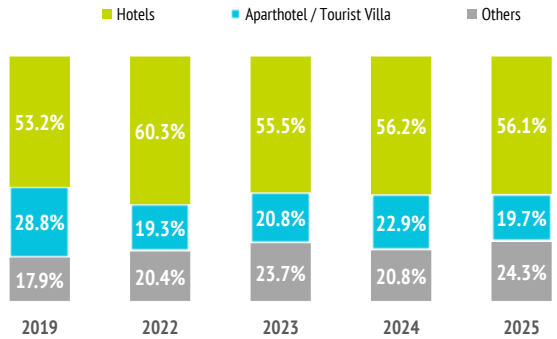
Where are they from?

	2019	2022	2023	2024	2025
Netherlands	85.5%	81.0%	79.3%	81.1%	83.3%
Spanish Mainland	1.8%	2.5%	2.6%	1.9%	2.3%
Belgium	2.4%	3.4%	2.9%	3.2%	1.7%
Czech Republic	0.0%	0.0%	0.1%	0.0%	0.5%
United Kingdom	0.3%	0.5%	1.1%	0.3%	0.1%
Sweden	0.0%	0.0%	0.0%	0.0%	0.1%
France	0.0%	0.1%	0.0%	0.0%	0.1%
Austria	0.1%	0.0%	0.0%	0.1%	0.0%
Denmark	0.2%	0.1%	0.0%	0.0%	0.0%
#N/D	0.0%	0.0%	0.0%	0.1%	0.0%
Others	9.7%	12.5%	14.0%	13.2%	11.8%

Where do they stay?

	2019	2022	2023	2024	2025
1-2-3* Hotel	14.0%	12.0%	11.6%	12.2%	11.8%
4* Hotel	34.2%	40.8%	37.0%	36.6%	36.2%
5* Hotel / 5* Luxury Hotel	5.1%	7.5%	6.8%	7.4%	8.1%
Aparthotel / Tourist Villa	28.8%	19.3%	20.8%	22.9%	19.7%
House/room rented in a private dwelling	4.4%	5.9%	8.9%	14.1%	15.2%
Private accommodation (1)	4.0%	4.7%	4.4%	3.8%	5.1%
Others (Cottage, cruise, camping,..)	9.5%	9.8%	10.5%	3.0%	3.9%

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

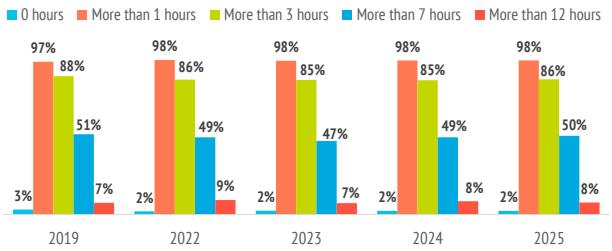


What do they book?

	2019	2022	2023	2024	2025
Room only	28.7%	26.0%	28.0%	29.6%	31.4%
Bed and Breakfast	15.1%	15.0%	16.2%	19.1%	19.5%
Half board	20.0%	17.3%	16.4%	15.4%	17.8%
Full board	1.9%	1.3%	2.0%	1.3%	1.4%
All inclusive	34.4%	40.4%	37.4%	34.7%	29.9%

Activities in the Canary Islands

Outdoor time per day	2019	2022	2023	2024	2025
0 hours	3.2%	2.1%	2.5%	2.4%	2.3%
1 - 2 hours	9.0%	12.4%	12.2%	12.5%	12.0%
3 - 6 hours	36.8%	36.6%	38.7%	36.2%	35.7%
7 - 12 hours	43.6%	39.8%	39.3%	40.5%	42.3%
More than 12 hours	7.4%	9.2%	7.3%	8.5%	7.6%
Outdoor time per day	7.0	7.1	6.9	7.0	7.0



Activities in the Canary Islands	2019	2022	2023	2024	2025
Walk, wander	69.4%	69.1%	68.0%	71.1%	73.5%
Beach	64.6%	71.4%	65.3%	65.4%	63.0%
Swimming pool, hotel facilities	61.2%	65.8%	64.4%	64.3%	62.2%
Explore the island on their own	44.6%	50.4%	50.2%	51.3%	47.6%
Hiking	--	34.2%	35.4%	37.1%	38.8%
Taste Canarian gastronomy	15.8%	19.3%	19.4%	19.6%	21.8%
Running	--	17.2%	18.0%	21.4%	20.3%
Organized excursions	21.4%	19.9%	19.1%	18.8%	17.9%
Swim	--	16.3%	17.8%	14.3%	16.6%
Sea excursions / whale watching	12.4%	14.3%	16.4%	15.0%	12.5%
Theme parks	15.4%	15.2%	15.0%	13.3%	11.5%
Nightlife / concerts / shows	12.2%	12.2%	11.6%	11.1%	10.7%
Museums / exhibitions	10.3%	9.3%	9.2%	10.3%	7.9%
Other Nature Activities	--	6.8%	9.6%	8.3%	7.6%
Beauty and health treatments	3.7%	4.9%	4.6%	4.8%	6.7%
Wineries / markets / popular festivals	7.2%	6.3%	5.9%	5.9%	6.5%
Astronomical observation	4.7%	4.6%	6.8%	5.7%	5.6%
Practice other sports	--	3.7%	3.8%	3.4%	3.0%
Golf	--	1.6%	2.3%	2.7%	2.8%
Cycling / Mountain bike	--	2.7%	2.6%	1.6%	1.9%
Scuba Diving	--	3.8%	4.1%	2.5%	1.9%
Surf	--	3.6%	2.6%	1.8%	1.9%
Windsurf / Kitesurf	--	1.7%	1.5%	0.8%	0.9%

** Multi-choise question*

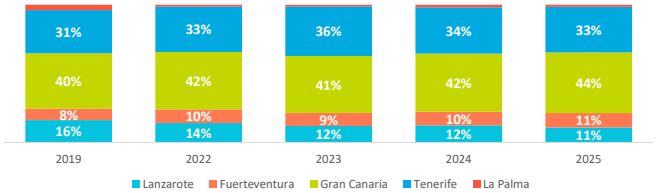
Tourist profile. Historical data (2019 - 2025)

Netherlands

Which island do they choose?

Tourists (≥ 16 year old)	2019	2022	2023	2024	2025
Lanzarote	84,038	80,774	70,125	80,165	73,820
Fuerteventura	42,561	56,992	55,228	63,935	71,689
Gran Canaria	208,898	239,499	242,946	272,355	300,443
Tenerife	162,182	189,940	210,978	217,367	225,622
La Palma	20,090	7,328	7,230	12,148	10,172

Share by islands	2019	2022	2023	2024	2025
Lanzarote	16.2%	14.1%	12.0%	12.4%	10.8%
Fuerteventura	8.2%	9.9%	9.4%	9.9%	10.5%
Gran Canaria	40.3%	41.7%	41.4%	42.2%	44.1%
Tenerife	31.3%	33.1%	36.0%	33.6%	33.1%
La Palma	3.9%	1.3%	1.2%	1.9%	1.5%



How many islands do they visit during their trip?

	2019	2022	2023	2024	2025
One island	92.2%	93.4%	94.0%	94.6%	95.2%
Two islands	7.1%	5.5%	4.6%	4.7%	4.3%
Three or more islands	0.7%	1.0%	1.4%	0.7%	0.5%

How many are loyal to the Canary Islands?

	2019	2022	2023	2024	2025
Repeat tourists	67.7%	63.4%	68.0%	63.9%	68.0%
At least 10 previous visits	14.8%	13.8%	14.1%	11.6%	14.5%
Repeat tourists (last 5 years)	62.9%	56.6%	60.1%	57.0%	61.4%
Repeat tourists (last 5 years)(5 or more visits)	12.4%	9.4%	11.1%	9.9%	15.5%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019	2022	2023	2024	2025
Average rating	8.33	8.47	8.42	8.38	8.44

Experience in the Canary Islands	2019	2022	2023	2024	2025
Worse or much worse than expected	2.9%	3.1%	2.5%	3.2%	2.7%
Lived up to expectations	59.1%	55.0%	57.2%	55.7%	57.8%
Better or much better than expected	38.0%	41.9%	40.3%	41.0%	39.6%

Future intentions (scale 0-10)	2019	2022	2023	2024	2025
Return to the Canary Islands	7.99	8.12	8.10	8.04	8.08
Recommend visiting the Canary Islands	8.37	8.54	8.50	8.45	8.50

Who are they?

	2019	2022	2023	2024	2025
Gender					
Men	49.8%	50.8%	50.3%	47.9%	49.9%
Women	50.2%	49.2%	49.7%	52.1%	50.1%
Age					
Average age	48.0	45.8	44.8	46.7	48.9
Standard deviation	16.0	16.1	17.0	17.2	18.0
Age range					
16 - 24 years old	9.4%	12.1%	16.0%	12.4%	11.8%
25 - 30 years old	10.3%	10.2%	11.0%	11.5%	9.3%
31 - 45 years old	20.2%	27.3%	24.4%	26.2%	23.8%
46 - 60 years old	35.5%	28.5%	25.9%	22.9%	21.6%
Over 60 years old	24.5%	21.8%	22.7%	26.9%	33.5%
Occupation					
Salaried worker	56.4%	56.4%	55.8%	57.0%	54.8%
Self-employed	10.4%	12.5%	10.3%	8.5%	8.5%
Unemployed	0.6%	0.3%	0.8%	0.8%	1.0%
Business owner	10.2%	10.3%	10.5%	8.2%	8.0%
Student	4.4%	3.9%	6.5%	4.0%	2.9%
Retired	15.2%	14.4%	14.4%	19.1%	21.7%
Unpaid domestic work	1.6%	1.0%	0.2%	0.3%	1.3%
Others	1.2%	1.0%	1.6%	2.1%	1.7%
Annual household income level					
Less than €25,000	15.9%	10.0%	10.2%	10.8%	8.2%
€25,000 - €49,999	39.4%	29.3%	32.1%	29.8%	28.0%
€50,000 - €74,999	25.1%	32.1%	29.7%	32.5%	30.1%
More than €74,999	19.6%	28.7%	28.0%	26.9%	33.6%
Education level					
No studies	0.5%	0.8%	1.0%	1.1%	0.6%
Primary education	0.9%	0.8%	1.5%	0.8%	1.2%
Secondary education	47.1%	42.0%	40.1%	43.6%	45.8%
Higher education	51.5%	56.4%	57.4%	54.5%	52.5%

Who do they come with?

	2019	2022	2023	2024	2025
Unaccompanied	6.9%	7.8%	8.8%	8.8%	9.3%
Only with partner	53.4%	46.0%	48.7%	49.9%	56.3%
Only with children (< 13 years old)	4.2%	5.5%	4.5%	4.3%	2.6%
Partner + children (< 13 years old)	6.6%	9.1%	7.7%	7.3%	4.6%
Other relatives	8.6%	8.9%	8.3%	10.5%	8.4%
Friends	6.3%	8.9%	6.7%	6.0%	5.7%
Work colleagues	0.5%	0.1%	0.1%	0.4%	0.6%
Organized trip	0.4%	0.0%	0.0%	0.1%	0.1%
Other combinations (2)	13.1%	13.7%	15.1%	12.8%	12.3%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**14.4%**	**19.4%**	**16.1%**	**15.4%**	**10.0%**
- Between 0 and 2 years old	1.8%	1.9%	2.1%	1.9%	1.6%
- Between 3 and 12 years old	11.5%	15.9%	12.8%	12.5%	7.7%
- Between 0 -2 and 3-12 years old	1.1%	1.7%	1.2%	1.0%	0.7%
Tourists without children	**85.6%**	**80.6%**	**83.9%**	**84.6%**	**90.0%**
Group composition:					
- 1 person	9.5%	9.7%	10.4%	10.0%	10.8%
- 2 people	61.2%	56.5%	57.1%	61.0%	64.5%
- 3 people	11.1%	11.0%	12.4%	10.6%	9.1%
- 4 or 5 people	14.4%	18.4%	15.7%	15.1%	12.6%
- 6 or more people	3.7%	4.5%	4.4%	3.3%	2.9%
Average group size:	**2.53**	**2.66**	**2.61**	**2.56**	**2.41**

**People who share the main expenses of the trip*

Source: Tourist Expenditure Survey (EGT, ISTAC).

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