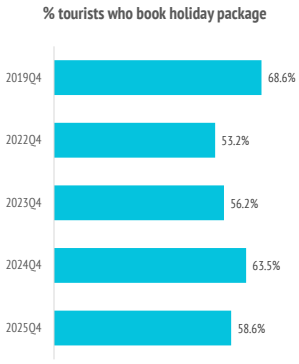
Tourist profile. Historical data (2019 - 2025)

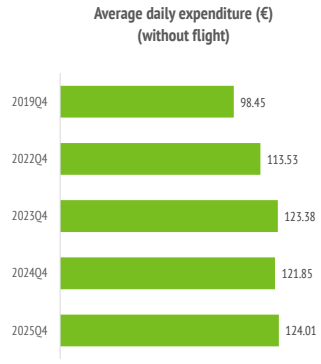
NETHERLANDS: Fourth Quarter

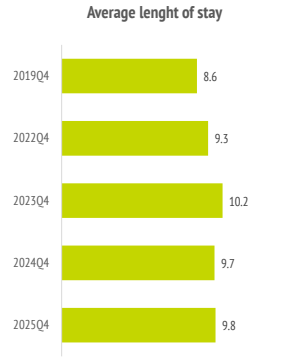
How many are they and how much do they spend?

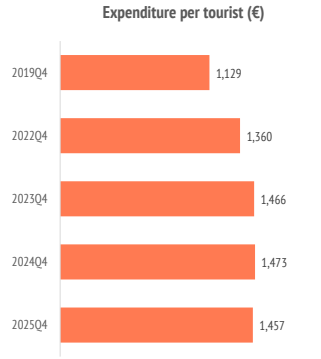
	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**153**	**175**	**188**	**193**	**204**
Tourist arrivals ≥ 16 years old (EGT) (*)	**142**	**154**	**175**	**182**	**191**
- book holiday package (*)	97	82	98	115	112
- do not book holiday package (*)	45	72	77	66	79
- % tourists who book holiday package	68.6%	53.2%	56.2%	63.5%	58.6%
Children < 16 years old (FRONTUR - EGT) (*)	11	20	12	11	13
Expenditure per tourist (€) (group spend / group size)	**1,006**	**1,287**	**1,406**	**1,328**	**1,389**
Expenditure per tourist (€) (group spend / +16)	**1,129**	**1,360**	**1,466**	**1,473**	**1,457**
- book holiday package	1,209	1,556	1,628	1,500	1,611
- holiday package	973	1,256	1,324	1,241	1,305
- others	236	300	305	259	306
- do not book holiday package	953	1,137	1,259	1,426	1,240
- flight	274	347	270	348	355
- accommodation	330	387	473	427	403
- others	349	403	516	652	481
Average lenght of stay	**8.6**	**9.3**	**10.2**	**9.7**	**9.8**
- Median	7.0	7.0	8.0	7.3	7.4
Average daily expenditure (€)	**143.40**	**157.72**	**162.32**	**175.41**	**173.41**
- Median	134.57	146.62	153.65	167.89	160.14
Average daily expenditure (without flight)	**98.45**	**113.53**	**123.38**	**121.85**	**124.01**
- Median	93.53	107.91	112.70	117.54	116.51
Average cost of the flight (€)	**354**	**391**	**340**	**423**	**425**
Total turnover (€m)	**160**	**210**	**257**	**268**	**278**
Turnover without flight (€m)	**110**	**150**	**197**	**191**	**197**

(*) Thousands of tourists









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

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Accommodation:					
- Accommodation	91.1%	81.9%	86.9%	89.3%	89.4%
- Additional accommodation expenses	10.6%	9.8%	8.5%	5.9%	9.9%
Transport:					
- National/International Transport	93.8%	92.6%	94.1%	94.1%	95.4%
- Flights between islands	4.2%	5.4%	2.4%	0.8%	2.3%
- Taxi	62.5%	46.7%	57.9%	57.2%	59.3%
- Car rental	29.3%	38.1%	35.7%	39.2%	35.8%
- Public transport	7.4%	11.2%	11.2%	8.1%	14.4%
Food and drink:					
- Food purchases at supermarkets	61.0%	64.2%	57.7%	60.7%	59.9%
- Restaurants	56.0%	66.2%	64.0%	67.8%	70.9%
Leisure:					
- Organized excursions	24.8%	23.5%	20.2%	25.6%	23.8%
- Sport activities	7.8%	8.1%	11.5%	8.0%	5.4%
- Cultural activities	2.8%	4.8%	2.8%	3.6%	3.3%
- Museums	5.1%	5.6%	6.6%	6.2%	4.5%
- Theme Parks	6.0%	9.4%	6.4%	8.2%	6.1%
- Discos and pubs	3.5%	7.6%	5.5%	4.7%	6.5%
- Wellness	2.4%	4.9%	4.3%	3.8%	6.1%
Purchases of goods:					
- Souvenirs	45.8%	36.4%	41.0%	37.8%	40.5%
- Other expenses	0.0%	0.3%	1.0%	0.5%	0.2%
Other:					
- Medical or pharmaceutical expenses	5.0%	9.5%	12.3%	8.0%	5.8%
- Other expenses	6.1%	7.2%	3.4%	4.7%	5.2%

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

Expenditure per tourist and trip (€)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Accommodation:	**639**	**861**	**997**	**797**	**798**
- Accommodation	509	711	776	652	679
- Additional accommodation expenses	131	150	221	145	119
Transport:	**601**	**715**	**701**	**852**	**767**
- National/International Transport	377	422	361	449	445
- Flights between islands	48	48	78	125	104
- Taxi	63	91	109	117	84
- Car rental	89	136	131	130	105
- Public transport	24	19	23	31	28
Food and drink:	**243**	**275**	**306**	**393**	**341**
- Food purchases at supermarkets	79	85	80	132	100
- Restaurants	164	191	226	261	241
Leisure:	**422**	**458**	**570**	**502**	**470**
- Organized excursions	93	87	120	89	75
- Sport activities	82	67	85	78	136
- Cultural activities	37	57	50	55	27
- Museums	36	36	24	30	36
- Theme Parks	45	65	44	74	64
- Discos and pubs	86	100	116	108	71
- Wellness	43	47	131	68	62
Purchases of goods:	**98**	**93**	**228**	**241**	**107**
- Souvenirs	98	80	142	74	**94**
- Other expenses	0	12	86	167	**12**
Other:	**84**	**190**	**190**	**82**	**173**
- Medical or pharmaceutical expenses	31	94	124	22	**54**
- Other expenses	53	96	65	60	**120**

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: Fourth Quarter

What is the main purpose of their trip?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Holiday, leisure	95.9%	90.4%	91.6%	93.1%	92.5%
Visiting family or friends	2.5%	5.6%	6.6%	5.2%	6.9%
Business and work	0.2%	1.8%	0.6%	0.5%	0.4%
Education and training	0.0%	0.3%	0.4%	0.1%	0.0%
Sports training	0.6%	0.7%	0.3%	0.0%	0.2%
Health or medical care	0.0%	0.0%	0.0%	0.0%	0.0%
Fairs and congresses	0.4%	0.0%	0.0%	0.0%	0.0%
Others	0.4%	1.2%	0.3%	1.0%	0.0%

What is the main motivation for their holidays?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Rest	59.1%	47.7%	53.4%	47.6%	51.8%
Enjoy family time	9.5%	11.1%	7.2%	12.9%	11.8%
Have fun	11.4%	15.0%	17.7%	14.6%	18.3%
Explore the destination	14.8%	20.1%	16.4%	20.2%	14.4%
Practice their hobbies	1.8%	1.7%	1.3%	3.0%	1.8%
Other reasons	3.4%	4.4%	4.0%	1.7%	1.9%

Where did they spend their main holiday last year? *

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Didn't have holidays	--	20.8%	14.1%	10.3%	11.9%
Canary Islands	--	23.9%	25.7%	24.1%	29.1%
Other destination	--	55.2%	60.2%	65.6%	59.0%
- Balearic Islands	--	1.7%	1.8%	1.7%	0.9%
- Rest of Spain	--	9.6%	12.6%	12.0%	11.8%
- Italy	--	7.7%	5.6%	7.4%	7.2%
- France	--	6.0%	6.3%	7.8%	5.1%
- Turkey	--	1.7%	1.6%	1.5%	1.2%
- Greece	--	7.7%	7.6%	10.1%	6.0%
- Portugal	--	5.0%	4.3%	2.6%	4.7%
- Croatia	--	0.9%	1.2%	2.8%	2.6%
- Egypt	--	0.4%	1.5%	0.7%	0.6%
- Tunisia	--	0.0%	0.0%	0.0%	0.6%
- Morocco	--	0.2%	0.9%	1.0%	0.6%
- Others	--	14.4%	16.8%	18.1%	17.8%

** Percentage of valid answers*

What other destinations did they consider for this trip? *

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
None (I was clear about "this Canary Island")	--	30.4%	23.8%	30.1%	29.0%
Canary Islands (other island)	--	24.9%	28.2%	28.9%	28.1%
Other destination	--	44.8%	48.0%	41.0%	42.9%
- Balearic Islands	--	3.7%	2.4%	2.9%	3.0%
- Rest of Spain	--	10.1%	10.9%	9.7%	8.1%
- Italy	--	3.5%	3.4%	3.0%	5.3%
- France	--	1.1%	2.1%	1.6%	1.6%
- Turkey	--	5.1%	3.2%	2.4%	4.6%
- Greece	--	8.6%	9.2%	9.2%	9.0%
- Portugal	--	6.0%	6.8%	5.8%	4.8%
- Croatia	--	0.6%	2.4%	0.5%	1.3%
- Egypt	--	2.4%	3.9%	2.4%	3.0%
- Others	--	3.8%	3.6%	3.4%	2.3%

** Percentage of valid answers*

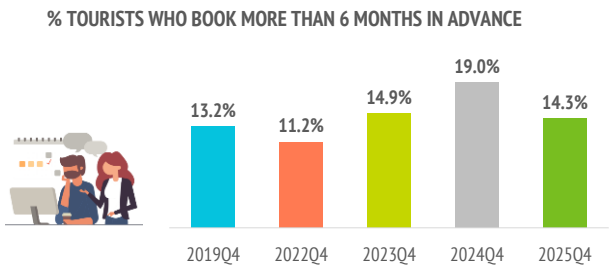
Importance of each factor in the destination choice

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Climate	81.8%	75.2%	73.6%	75.1%	81.4%
Tranquility	44.3%	37.0%	47.5%	39.2%	45.4%
Accommodation supply	34.3%	31.3%	34.5%	35.7%	39.7%
Fun possibilities	28.0%	31.4%	37.6%	33.6%	38.0%
European belonging	28.8%	30.3%	35.2%	25.5%	36.2%
Sea	38.5%	40.8%	39.6%	39.8%	36.0%
Beaches	31.3%	31.8%	35.4%	32.2%	35.0%
Safety	26.8%	29.5%	28.8%	28.3%	32.9%
Landscapes	23.0%	27.2%	23.7%	25.8%	29.4%
Price	24.7%	26.4%	24.6%	21.7%	27.0%
Gastronomy	14.8%	17.4%	16.2%	16.7%	20.2%
Effortless trip	13.6%	16.9%	13.4%	11.7%	17.5%
Exoticism	13.9%	20.4%	19.0%	12.3%	17.3%
Environment	9.4%	12.9%	10.4%	10.4%	13.3%
Authenticity	11.8%	16.5%	13.7%	9.1%	13.2%
Hiking trail network	8.2%	9.4%	10.5%	13.5%	12.5%
Culture	2.6%	8.2%	6.2%	3.5%	7.7%
Historical heritage	1.1%	4.4%	7.1%	2.4%	6.3%
Shopping	3.8%	5.4%	5.2%	5.4%	2.9%
Nightlife	2.3%	5.5%	5.0%	4.5%	2.7%

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?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
The same day	1.3%	2.5%	1.6%	0.7%	1.4%
Between 1 and 30 days	32.2%	34.5%	29.1%	24.1%	24.8%
Between 1 and 2 months	26.3%	28.5%	23.6%	21.0%	28.3%
Between 3 and 6 months	27.0%	23.3%	30.7%	35.3%	31.3%
More than 6 months	13.2%	11.2%	14.9%	19.0%	14.3%



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

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Previous visits to the Canary Islands	46.8%	45.1%	40.5%	42.2%	50.2%
Friends or relatives	22.7%	24.5%	25.1%	20.8%	19.4%
Internet or social media	58.5%	57.9%	54.3%	56.3%	45.4%
Mass Media	2.1%	1.3%	0.4%	1.4%	0.4%
Travel guides and magazines	9.4%	5.7%	5.2%	5.8%	4.6%
Travel Blogs or Forums	2.8%	4.8%	4.3%	3.3%	3.3%
Travel TV Channels	0.7%	0.6%	0.0%	1.6%	0.2%
Tour Operator or Travel Agency	22.5%	17.6%	18.6%	19.5%	21.1%
Public administrations or similar	0.4%	0.2%	0.3%	0.0%	0.3%
Others	3.0%	2.9%	3.0%	2.7%	2.7%

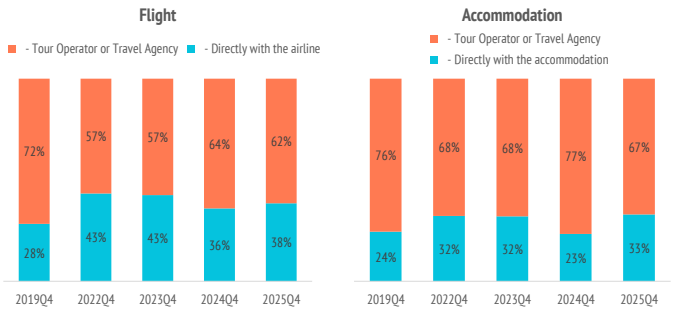
** Multi-choise question*

Tourist profile. Historical data (2019 - 2025)

NETHERLANDS: Fourth Quarter

With whom did they book their flight and accommodation?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Flight					
- Directly with the airline	28.3%	43.4%	42.5%	36.0%	38.5%
- Tour Operator or Travel Agency	71.7%	56.6%	57.5%	64.0%	61.5%
Accommodation					
- Directly with the accommodation	24.5%	32.3%	32.1%	23.4%	33.0%
- Tour Operator or Travel Agency	75.5%	67.7%	67.9%	76.6%	67.0%



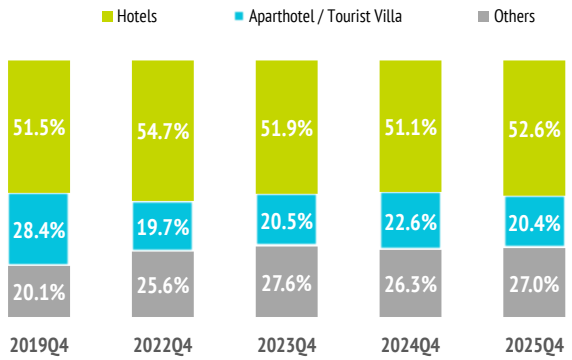
Where does the flight come from?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Netherlands	84.7%	88.7%	82.1%	81.8%	81.2%
Germany	7.6%	5.8%	10.6%	14.0%	13.6%
Spanish Mainland	1.8%	0.5%	1.2%	1.0%	2.5%
Sweden	0.0%	0.0%	0.0%	0.0%	0.4%
Belgium	4.2%	3.6%	3.2%	2.3%	0.4%
United Kingdom	0.3%	0.0%	1.1%	0.2%	0.2%
Denmark	0.7%	0.0%	0.0%	0.0%	0.0%
Finland	0.0%	1.2%	0.2%	0.0%	0.0%
Italy	0.0%	0.0%	0.0%	0.1%	0.0%
Luxembourg	0.2%	0.0%	0.0%	0.0%	0.0%
Others	0.4%	0.3%	1.6%	0.5%	1.8%

Where do they stay?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
1-2-3* Hotel	14.7%	13.4%	11.1%	9.5%	13.6%
4* Hotel	33.0%	36.5%	34.6%	36.2%	30.0%
5* Hotel / 5* Luxury Hotel	3.9%	4.7%	6.1%	5.5%	9.1%
Aparthotel / Tourist Villa	28.4%	19.7%	20.5%	22.6%	20.4%
House/room rented in a private dwelling	5.9%	10.0%	12.6%	17.1%	19.0%
Private accommodation (1)	2.3%	7.9%	4.5%	5.1%	4.6%
Others (Cottage, cruise, camping,..)	11.9%	7.8%	10.5%	4.1%	3.4%

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

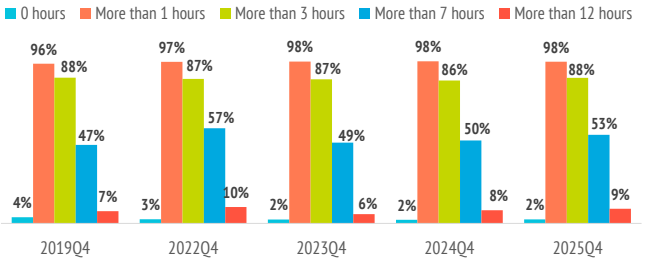


What do they book?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Room only	25.7%	31.4%	29.9%	31.8%	36.1%
Bed and Breakfast	15.7%	16.5%	18.6%	21.5%	18.2%
Half board	21.1%	14.3%	15.9%	11.3%	19.2%
Full board	2.4%	0.0%	1.0%	1.5%	0.9%
All inclusive	35.2%	37.8%	34.6%	33.9%	25.5%

Activities in the Canary Islands

Outdoor time per day	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
0 hours	3.7%	2.5%	2.4%	2.2%	2.4%
1 - 2 hours	8.4%	10.3%	10.7%	11.6%	9.7%
3 - 6 hours	40.6%	29.8%	38.3%	36.2%	34.5%
7 - 12 hours	40.0%	47.5%	43.1%	42.2%	44.6%
More than 12 hours	7.3%	9.9%	5.6%	7.9%	8.8%
Outdoor time per day	6.8	7.7	7.1	7.1	7.3



Activities in the Canary Islands	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Walk, wander	69.0%	68.1%	65.0%	69.5%	73.5%
Beach	64.3%	73.9%	62.5%	61.8%	61.3%
Swimming pool, hotel facilities	58.8%	58.7%	53.3%	55.9%	54.8%
Explore the island on their own	42.8%	50.2%	46.2%	51.9%	46.9%
Hiking	--	35.4%	37.9%	38.5%	36.7%
Taste Canarian gastronomy	14.0%	24.0%	21.0%	20.7%	24.8%
Running	--	18.7%	15.7%	21.2%	20.7%
Swim	--	14.3%	15.8%	10.5%	16.3%
Organized excursions	20.2%	18.2%	15.8%	18.3%	13.9%
Sea excursions / whale watching	9.6%	11.5%	15.3%	16.2%	9.6%
Museums / exhibitions	8.7%	14.2%	9.3%	10.6%	9.2%
Other Nature Activities	--	6.9%	7.6%	9.0%	8.1%
Theme parks	14.5%	7.8%	9.0%	11.7%	7.9%
Nightlife / concerts / shows	11.3%	12.4%	7.7%	9.5%	6.7%
Beauty and health treatments	2.8%	4.7%	5.3%	4.4%	6.7%
Astronomical observation	4.0%	4.7%	7.6%	6.6%	5.8%
Wineries / markets / popular festivals	7.8%	8.4%	2.1%	5.4%	5.7%
Golf	--	0.8%	1.5%	2.2%	2.4%
Practice other sports	--	4.5%	2.5%	4.4%	2.0%
Scuba Diving	--	3.2%	4.1%	2.7%	1.7%
Surf	--	4.9%	2.3%	1.6%	0.9%
Windsurf / Kitesurf	--	1.3%	1.5%	2.2%	0.6%
Cycling / Mountain bike	--	1.3%	4.4%	1.3%	0.4%

** Multi-choise question*

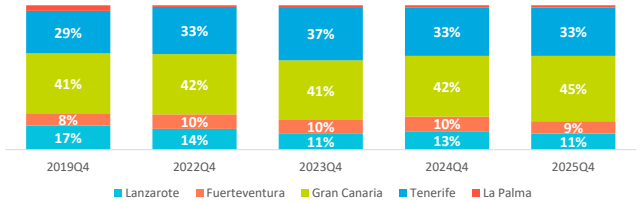
Tourist profile. Historical data (2019 - 2025)

NETHERLANDS: Fourth Quarter

Which island do they choose?

Tourists (≥ 16 year old)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Lanzarote	23,618	22,266	19,230	23,215	21,201
Fuerteventura	11,927	15,415	16,695	18,428	16,356
Gran Canaria	58,473	64,274	72,359	76,448	86,305
Tenerife	41,468	50,428	64,465	60,640	63,649
La Palma	5,445	1,767	2,144	3,075	3,047

Share by islands	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Lanzarote	16.8%	14.4%	11.0%	12.8%	11.1%
Fuerteventura	8.5%	10.0%	9.5%	10.1%	8.6%
Gran Canaria	41.5%	41.7%	41.4%	42.0%	45.3%
Tenerife	29.4%	32.7%	36.9%	33.4%	33.4%
La Palma	3.9%	1.1%	1.2%	1.7%	1.6%



How many are loyal to the Canary Islands?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Repeat tourists	69.0%	65.9%	69.6%	66.7%	70.9%
At least 10 previous visits	12.0%	16.2%	18.6%	13.5%	19.0%
Repeat tourists (last 5 years)	63.1%	64.2%	61.4%	59.7%	67.3%
Repeat tourists (last 5 years)(5 or more visits)	8.7%	11.9%	14.0%	13.3%	20.5%

Who are they?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Gender					
Men	48.3%	51.9%	51.1%	44.7%	48.6%
Women	51.7%	48.1%	48.9%	55.3%	51.4%
Age					
Average age	50.9	46.9	50.1	49.2	50.8
Standard deviation	14.9	16.8	16.8	16.9	17.9
Age range					
16 - 24 years old	4.1%	9.8%	7.2%	8.5%	8.1%
25 - 30 years old	9.8%	14.1%	10.9%	12.2%	11.1%
31 - 45 years old	17.1%	24.6%	20.0%	22.8%	20.9%
46 - 60 years old	40.5%	24.6%	28.4%	25.4%	21.0%
Over 60 years old	28.6%	26.9%	33.5%	31.2%	38.8%
Occupation					
Salaried worker	57.6%	57.2%	48.5%	57.6%	55.3%
Self-employed	10.7%	13.4%	12.7%	9.7%	6.9%
Unemployed	0.8%	0.1%	0.4%	0.8%	1.5%
Business owner	11.3%	9.8%	9.5%	8.3%	8.5%
Student	1.2%	3.2%	3.6%	2.3%	1.3%
Retired	15.5%	15.4%	22.2%	20.1%	24.3%
Unpaid domestic work	1.9%	0.0%	0.2%	0.0%	0.7%
Others	1.0%	0.9%	2.8%	1.3%	1.6%
Annual household income level					
Less than €25,000	17.6%	9.8%	5.7%	5.9%	9.3%
€25,000 - €49,999	36.1%	33.1%	28.2%	35.0%	31.7%
€50,000 - €74,999	23.5%	29.9%	35.2%	28.9%	27.0%
More than €74,999	22.9%	27.3%	30.8%	30.2%	32.0%
Education level					
No studies	0.8%	0.3%	1.4%	1.1%	0.4%
Primary education	0.4%	0.2%	1.9%	1.1%	1.9%
Secondary education	52.2%	49.4%	43.0%	44.0%	52.5%
Higher education	46.7%	50.2%	53.7%	53.8%	45.3%

How many islands do they visit during their trip?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
One island	91.3%	92.6%	95.1%	95.8%	96.7%
Two islands	7.8%	5.0%	2.9%	3.5%	2.5%
Three or more islands	0.9%	2.4%	2.0%	0.7%	0.8%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Average rating	8.40	8.51	8.46	8.43	8.50

Experience in the Canary Islands	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Worse or much worse than expected	1.7%	2.1%	1.4%	2.6%	2.6%
Lived up to expectations	58.6%	57.2%	60.5%	58.3%	61.6%
Better or much better than expected	39.7%	40.6%	38.0%	39.1%	35.8%

Future intentions (scale 0-10)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Return to the Canary Islands	8.11	8.32	8.35	8.24	8.44
Recommend visiting the Canary Islands	8.47	8.68	8.59	8.62	8.65

Who do they come with?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Unaccompanied	7.3%	12.7%	13.5%	8.1%	9.1%
Only with partner	53.6%	53.3%	60.1%	49.3%	60.2%
Only with children (< 13 years old)	2.9%	2.0%	1.8%	4.1%	1.4%
Partner + children (< 13 years old)	6.0%	3.2%	3.3%	6.6%	4.1%
Other relatives	10.3%	7.7%	6.7%	11.0%	7.0%
Friends	5.7%	11.2%	6.0%	6.1%	6.6%
Work colleagues	0.4%	0.1%	0.0%	0.3%	0.6%
Organized trip	0.5%	0.1%	0.0%	0.0%	0.2%
Other combinations (2)	13.4%	9.7%	8.6%	14.4%	10.9%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**14.2%**	**8.4%**	**6.4%**	**15.3%**	**6.9%**
- Between 0 and 2 years old	0.8%	2.0%	3.2%	1.6%	1.4%
- Between 3 and 12 years old	12.6%	4.8%	2.9%	12.3%	4.9%
- Between 0 -2 and 3-12 years old	0.8%	1.6%	0.4%	1.3%	0.6%
Tourists without children	**85.8%**	**91.6%**	**93.6%**	**84.7%**	**93.1%**
Group composition:					
- 1 person	10.7%	14.5%	15.5%	8.9%	11.0%
- 2 people	60.4%	65.1%	65.7%	61.3%	67.3%
- 3 people	8.0%	6.3%	8.7%	10.5%	10.6%
- 4 or 5 people	16.0%	10.7%	7.4%	14.7%	8.7%
- 6 or more people	4.9%	3.4%	2.8%	4.6%	2.4%
Average group size:	**2.59**	**2.34**	**2.23**	**2.64**	**2.33**

**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.