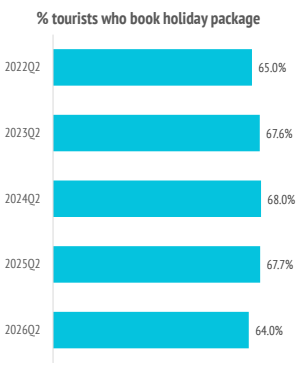
Tourist profile. Historical data (2022 - 2026)

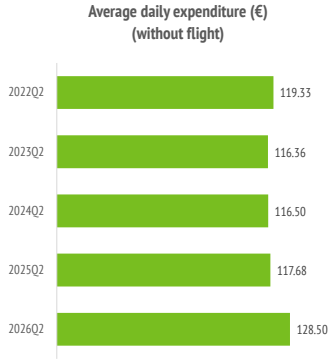
NETHERLANDS: Second Quarter

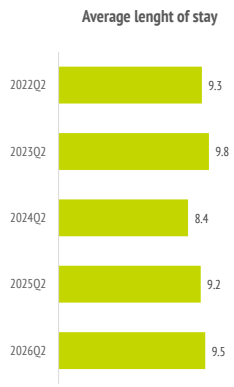
How many are they and how much do they spend?

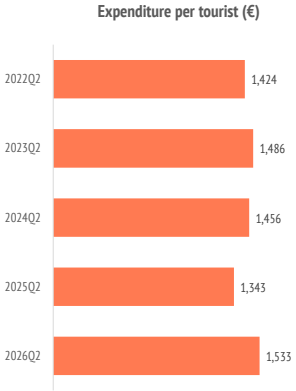
	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**158**	**141**	**174**	**166**	**189**
Tourist arrivals ≥ 16 years old (EGT) (*)	**140**	**122**	**146**	**153**	**161**
- book holiday package (*)	91	82	99	103	103
- do not book holiday package (*)	49	40	47	49	58
- % tourists who book holiday package	65.0%	67.6%	68.0%	67.7%	64.0%
Children < 16 years old (FRONTUR - EGT) (*)	18	19	28	14	28
Expenditure per tourist (€) (group spend / group size)	**1,174**	**1,225**	**1,255**	**1,291**	**1,384**
Expenditure per tourist (€) (group spend / +16)	**1,424**	**1,486**	**1,456**	**1,343**	**1,533**
- book holiday package	1,471	1,526	1,601	1,454	1,600
- holiday package	1,225	1,256	1,294	1,175	1,291
- others	246	271	308	279	309
- do not book holiday package	1,337	1,402	1,147	1,111	1,415
- flight	380	479	367	314	441
- accommodation	468	412	389	368	489
- others	490	511	392	429	485
Average lenght of stay	**9.3**	**9.8**	**8.4**	**9.2**	**9.5**
- Median	8.0	8.0	8.0	8.0	7.9
Average daily expenditure (€)	**174.21**	**176.49**	**183.67**	**162.73**	**175.79**
- Median	152.50	157.57	160.18	152.81	161.06
Average daily expenditure (without flight)	**119.33**	**116.36**	**116.50**	**117.68**	**128.50**
- Median	104.00	107.45	103.95	110.75	121.41
Average cost of the flight (€)	**444**	**517**	**522**	**380**	**428**
Total turnover (€m)	**199**	**181**	**213**	**205**	**246**
Turnover without flight (€m)	**137**	**118**	**137**	**147**	**178**

(*) Thousands of tourists









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

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Accommodation:					
- Accommodation	91.0%	89.4%	92.6%	90.6%	88.5%
- Additional accommodation expenses	9.9%	10.5%	10.7%	9.8%	8.8%
Transport:					
- National/International Transport	94.9%	92.9%	95.8%	96.4%	96.0%
- Flights between islands	3.6%	3.1%	4.2%	4.0%	3.8%
- Taxi	63.8%	61.7%	28.1%	54.5%	60.7%
- Car rental	33.0%	38.6%	43.6%	36.0%	38.7%
- Public transport	7.7%	11.2%	10.2%	7.0%	12.6%
Food and drink:					
- Food purchases at supermarkets	55.4%	61.9%	65.1%	59.5%	60.8%
- Restaurants	64.5%	59.3%	69.1%	65.9%	67.5%
Leisure:					
- Organized excursions	24.3%	25.4%	27.7%	32.4%	24.2%
- Sport activities	6.8%	10.7%	6.8%	4.2%	6.8%
- Cultural activities	4.0%	2.7%	4.5%	4.2%	1.8%
- Museums	3.0%	4.2%	5.7%	3.6%	5.8%
- Theme Parks	12.5%	12.7%	9.9%	5.6%	6.2%
- Discos and pubs	5.9%	3.7%	6.7%	8.5%	3.2%
- Wellness	5.3%	6.6%	4.0%	6.0%	2.7%
Purchases of goods:					
- Souvenirs	44.9%	46.1%	44.9%	38.0%	42.4%
- Other expenses	0.5%	0.4%	1.8%	2.1%	1.1%
Other:					
- Medical or pharmaceutical expenses	8.0%	10.0%	6.6%	5.1%	5.6%
- Other expenses	4.9%	9.6%	6.5%	3.6%	2.1%

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

Expenditure per tourist and trip (€)	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Accommodation:	**814**	**720**	**754**	**738**	**937**
- Accommodation	638	625	626	647	759
- Additional accommodation expenses	176	95	128	91	178
Transport:	**817**	**972**	**787**	**699**	**752**
- National/International Transport	468	557	545	394	446
- Flights between islands	84	173	64	54	67
- Taxi	106	95	57	85	103
- Car rental	131	123	105	124	122
- Public transport	29	24	17	41	14
Food and drink:	**256**	**295**	**271**	**293**	**336**
- Food purchases at supermarkets	85	97	66	94	108
- Restaurants	171	197	205	199	227
Leisure:	**656**	**642**	**486**	**417**	**503**
- Organized excursions	94	95	83	78	87
- Sport activities	139	108	98	70	78
- Cultural activities	99	205	46	36	68
- Museums	27	27	21	38	47
- Theme Parks	74	73	75	68	67
- Discos and pubs	138	56	94	78	82
- Wellness	85	77	70	48	75
Purchases of goods:	**530**	**95**	**161**	**333**	**166**
- Souvenirs	82	83	73	75	**93**
- Other expenses	449	13	87	258	**73**
Other:	**154**	**113**	**97**	**67**	**175**
- Medical or pharmaceutical expenses	50	45	15	25	**42**
- Other expenses	103	68	82	42	**133**

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 (2022 - 2026)

NETHERLANDS: Second Quarter

What is the main purpose of their trip?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Holiday, leisure	95.9%	96.1%	95.1%	94.1%	94.1%
Visiting family or friends	2.4%	1.3%	2.1%	4.9%	4.4%
Business and work	1.0%	0.8%	1.1%	0.3%	0.9%
Education and training	0.0%	0.0%	0.1%	0.0%	0.0%
Sports training	0.4%	0.7%	1.2%	0.4%	0.0%
Health or medical care	0.2%	0.0%	0.4%	0.0%	0.0%
Fairs and congresses	0.0%	0.4%	0.0%	0.0%	0.0%
Others	0.0%	0.7%	0.0%	0.3%	0.7%

What is the main motivation for their holidays?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Rest	51.5%	47.5%	48.1%	48.5%	51.6%
Enjoy family time	14.8%	17.5%	14.9%	7.2%	8.8%
Have fun	13.0%	14.0%	15.3%	19.7%	15.9%
Explore the destination	17.1%	15.9%	18.1%	19.3%	19.3%
Practice their hobbies	1.6%	1.0%	1.1%	3.7%	1.0%
Other reasons	2.0%	4.1%	2.5%	1.7%	3.5%

Where did they spend their main holiday last year? *

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Didn't have holidays	33.1%	15.7%	11.0%	8.2%	10.9%
Canary Islands	19.4%	17.8%	20.7%	27.7%	26.5%
Other destination	47.4%	66.5%	68.3%	64.1%	62.6%
- Balearic Islands	1.5%	1.6%	2.4%	1.4%	4.4%
- Rest of Spain	6.7%	10.4%	7.7%	9.4%	13.2%
- Italy	4.7%	8.7%	8.5%	5.8%	7.7%
- France	7.0%	9.6%	10.5%	7.4%	6.6%
- Turkey	1.0%	2.5%	2.8%	4.8%	1.4%
- Greece	7.2%	9.2%	9.2%	10.7%	6.4%
- Portugal	2.4%	4.5%	3.7%	4.4%	2.9%
- Croatia	1.2%	0.9%	3.1%	1.1%	1.8%
- Egypt	0.0%	0.8%	1.2%	0.5%	1.4%
- Tunisia	0.1%	0.0%	0.0%	0.0%	0.0%
- Morocco	1.1%	0.3%	1.0%	1.0%	1.8%
- Others	14.7%	18.1%	18.3%	17.7%	15.0%

** Percentage of valid answers*

What other destinations did they consider for this trip? *

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
None (I was clear about "this Canary Island")	23.6%	22.5%	25.3%	27.6%	27.2%
Canary Islands (other island)	25.4%	24.1%	22.3%	25.0%	24.7%
Other destination	51.0%	53.3%	52.4%	47.3%	48.1%
- Balearic Islands	4.1%	3.2%	2.8%	2.7%	2.6%
- Rest of Spain	9.1%	9.7%	9.0%	9.3%	10.2%
- Italy	5.4%	5.0%	6.2%	5.7%	4.6%
- France	1.6%	2.2%	2.2%	0.9%	0.9%
- Turkey	3.1%	4.2%	4.7%	3.4%	2.5%
- Greece	13.3%	12.7%	12.7%	13.8%	12.6%
- Portugal	7.2%	6.6%	6.4%	6.7%	7.1%
- Croatia	1.5%	2.7%	2.4%	1.1%	0.8%
- Egypt	1.9%	3.2%	2.5%	2.1%	3.1%
- Others	3.9%	3.8%	3.5%	1.5%	3.7%

** Percentage of valid answers*

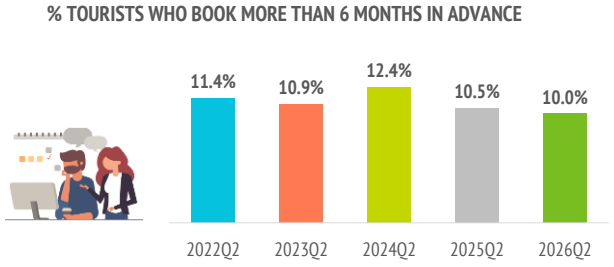
Importance of each factor in the destination choice

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Climate	78.6%	74.0%	69.1%	69.5%	65.6%
Tranquility	39.5%	41.9%	50.8%	46.4%	44.4%
Sea	40.1%	37.1%	36.7%	39.6%	36.4%
Fun possibilities	35.1%	41.0%	43.5%	35.0%	34.2%
Accommodation supply	41.0%	41.4%	38.3%	33.6%	33.3%
European belonging	30.7%	24.7%	29.5%	33.3%	32.5%
Safety	34.0%	28.9%	29.1%	35.7%	31.8%
Landscapes	25.8%	23.8%	20.2%	24.8%	28.7%
Beaches	32.9%	28.9%	29.9%	32.2%	28.7%
Price	21.6%	24.2%	22.2%	27.7%	25.7%
Authenticity	11.9%	12.2%	11.8%	12.9%	19.8%
Gastronomy	17.8%	14.5%	15.4%	17.5%	18.7%
Effortless trip	11.6%	9.6%	13.3%	17.4%	18.1%
Exoticism	14.4%	13.9%	15.8%	17.6%	16.1%
Hiking trail network	9.9%	6.8%	8.3%	12.2%	12.3%
Environment	11.1%	12.6%	9.8%	10.0%	12.1%
Shopping	6.9%	4.1%	7.7%	5.7%	7.4%
Culture	5.3%	5.7%	6.8%	8.4%	5.6%
Historical heritage	6.8%	4.5%	6.6%	5.1%	5.5%
Nightlife	4.9%	3.6%	2.2%	5.6%	3.2%

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?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
The same day	1.1%	1.2%	1.8%	0.4%	1.0%
Between 1 and 30 days	30.6%	25.4%	24.0%	19.3%	32.0%
Between 1 and 2 months	25.5%	23.4%	23.1%	25.0%	20.9%
Between 3 and 6 months	31.4%	39.1%	38.8%	44.8%	36.2%
More than 6 months	11.4%	10.9%	12.4%	10.5%	10.0%



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

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Previous visits to the Canary Islands	42.5%	40.0%	37.5%	45.2%	37.0%
Friends or relatives	22.8%	22.3%	27.7%	20.9%	20.0%
Internet or social media	54.5%	61.3%	56.2%	53.3%	53.3%
Mass Media	1.3%	2.7%	0.7%	2.8%	1.5%
Travel guides and magazines	10.2%	8.2%	10.8%	3.0%	6.9%
Travel Blogs or Forums	2.2%	4.9%	4.1%	4.7%	2.9%
Travel TV Channels	0.2%	0.5%	0.3%	0.8%	0.0%
Tour Operator or Travel Agency	23.4%	21.4%	29.2%	18.4%	19.5%
Public administrations or similar	0.5%	0.9%	0.5%	0.0%	0.0%
Others	3.5%	4.2%	3.3%	3.2%	2.6%

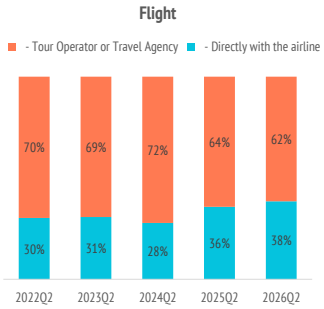
** Multi-choise question*

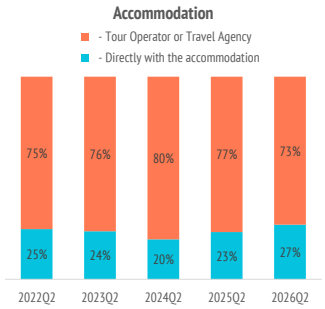
Tourist profile. Historical data (2022 - 2026)

NETHERLANDS: Second Quarter

With whom did they book their flight and accommodation?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Flight					
- Directly with the airline	30.3%	30.7%	27.8%	35.8%	38.5%
- Tour Operator or Travel Agency	69.7%	69.3%	72.2%	64.2%	61.5%
Accommodation					
- Directly with the accommodation	24.7%	23.7%	19.7%	23.3%	26.9%
- Tour Operator or Travel Agency	75.3%	76.3%	80.3%	76.7%	73.1%





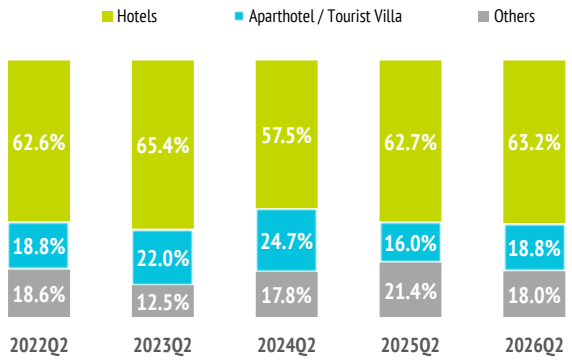
Where does the flight come from?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Netherlands	77.3%	71.9%	79.5%	85.3%	87.3%
Germany	12.4%	18.6%	14.1%	8.4%	6.3%
Spanish Mainland	2.6%	3.6%	2.6%	1.9%	3.4%
Belgium	3.5%	3.1%	2.3%	3.0%	1.4%
Portugal	2.6%	1.0%	0.7%	0.7%	1.2%
Italy	0.2%	0.0%	0.0%	0.0%	0.4%
France	0.0%	0.2%	0.2%	0.3%	0.0%
United Kingdom	0.8%	1.4%	0.7%	0.0%	0.0%
Switzerland	0.5%	0.0%	0.0%	0.4%	0.0%
Hungary	0.0%	0.4%	0.0%	0.0%	0.0%
Others	0.0%	0.0%	0.0%	0.0%	0.0%

Where do they stay?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
1-2-3* Hotel	10.2%	13.7%	10.3%	15.4%	11.8%
4* Hotel	42.1%	42.6%	34.7%	39.1%	42.1%
5* Hotel / 5* Luxury Hotel	10.3%	9.1%	12.4%	8.2%	9.3%
Aparthotel / Tourist Villa	18.8%	22.0%	24.7%	16.0%	18.8%
House/room rented in a private dwelling	5.0%	1.8%	14.7%	15.2%	9.6%
Private accommodation (1)	2.2%	3.0%	2.0%	4.2%	6.6%
Others (Cottage, cruise, camping,..)	11.4%	7.8%	1.1%	2.0%	1.8%

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

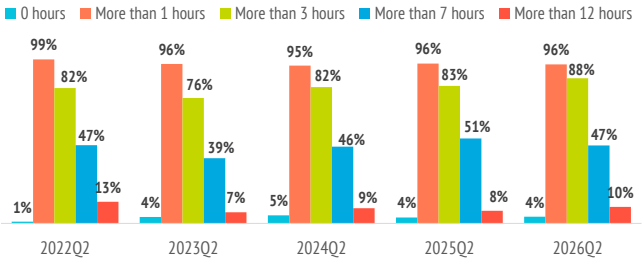


What do they book?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Room only	20.8%	20.4%	29.2%	30.2%	27.4%
Bed and Breakfast	13.2%	15.2%	18.2%	17.3%	15.4%
Half board	18.8%	19.0%	16.3%	18.1%	19.4%
Full board	1.5%	1.8%	1.4%	1.9%	1.2%
All inclusive	45.8%	43.6%	35.0%	32.5%	36.6%

Activities in the Canary Islands

Outdoor time per day	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
0 hours	1.1%	3.8%	4.8%	3.5%	4.0%
1 - 2 hours	17.3%	20.5%	12.9%	13.5%	8.4%
3 - 6 hours	34.5%	36.3%	35.9%	31.7%	40.5%
7 - 12 hours	34.2%	32.6%	37.2%	43.6%	37.1%
More than 12 hours	13.0%	6.8%	9.2%	7.6%	9.9%
Outdoor time per day	7.0	6.0	6.8	7.0	7.0



Activities in the Canary Islands	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Walk, wander	67.7%	67.4%	69.9%	70.7%	71.4%
Beach	68.0%	67.0%	62.9%	59.4%	63.4%
Swimming pool, hotel facilities	67.7%	74.6%	72.2%	62.2%	62.4%
Explore the island on their own	44.5%	48.3%	51.5%	41.9%	47.5%
Hiking	33.3%	28.6%	35.7%	35.1%	46.5%
Running	16.9%	14.6%	20.1%	18.0%	20.2%
Taste Canarian gastronomy	16.2%	16.6%	21.3%	20.5%	19.2%
Organized excursions	18.1%	18.7%	17.8%	20.7%	18.3%
Swim	14.3%	15.2%	15.6%	13.9%	16.6%
Sea excursions / whale watching	16.9%	15.0%	18.3%	13.3%	13.4%
Other Nature Activities	5.9%	7.0%	5.5%	5.2%	12.2%
Theme parks	16.1%	17.4%	11.8%	8.4%	10.9%
Wineries / markets / popular festivals	5.3%	3.9%	4.9%	6.8%	10.7%
Nightlife / concerts / shows	10.7%	8.0%	9.0%	11.7%	9.2%
Museums / exhibitions	6.8%	6.6%	9.0%	5.0%	8.5%
Surf	2.4%	3.5%	2.0%	1.9%	4.3%
Beauty and health treatments	5.7%	5.9%	4.0%	7.6%	4.2%
Astronomical observation	2.9%	3.5%	6.2%	6.2%	3.5%
Golf	1.3%	1.2%	2.0%	1.5%	2.3%
Practice other sports	3.5%	2.9%	3.6%	3.5%	2.3%
Scuba Diving	3.4%	4.6%	0.3%	0.1%	1.7%
Cycling / Mountain bike	3.5%	2.1%	1.2%	1.7%	1.6%
Windsurf / Kitesurf	2.7%	1.2%	0.2%	1.3%	0.6%

** Multi-choise question*

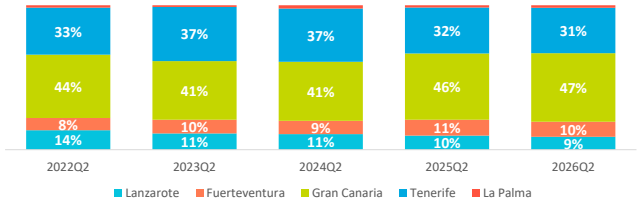
Tourist profile. Historical data (2022 - 2026)

NETHERLANDS: Second Quarter

Which island do they choose?

Tourists (≥ 16 year old)	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Lanzarote	18,837	13,720	15,822	14,907	14,381
Fuerteventura	11,785	11,586	13,465	16,714	16,807
Gran Canaria	61,102	49,406	59,650	69,989	76,228
Tenerife	45,409	45,644	53,886	48,578	50,590
La Palma	2,276	1,388	3,315	2,300	2,764

Share by islands	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Lanzarote	13.5%	11.3%	10.8%	9.8%	8.9%
Fuerteventura	8.5%	9.5%	9.2%	11.0%	10.5%
Gran Canaria	43.8%	40.6%	40.8%	45.9%	47.4%
Tenerife	32.6%	37.5%	36.9%	31.9%	31.5%
La Palma	1.6%	1.1%	2.3%	1.5%	1.7%



How many islands do they visit during their trip?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
One island	94.8%	95.5%	95.4%	95.1%	94.9%
Two islands	4.9%	3.5%	4.3%	4.8%	4.5%
Three or more islands	0.3%	1.0%	0.2%	0.0%	0.6%

How many are loyal to the Canary Islands?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Repeat tourists	67.8%	65.0%	62.7%	70.0%	67.7%
At least 10 previous visits	13.4%	10.0%	10.9%	16.0%	18.1%
Repeat tourists (last 5 years)	57.3%	54.9%	56.0%	60.0%	62.3%
Repeat tourists (last 5 years)(5 or more visits)	10.4%	7.1%	8.2%	15.8%	16.8%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Average rating	8.53	8.48	8.26	8.46	8.53

Experience in the Canary Islands	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Worse or much worse than expected	2.7%	3.0%	4.3%	2.5%	2.5%
Lived up to expectations	53.4%	55.8%	54.5%	57.4%	55.2%
Better or much better than expected	43.9%	41.2%	41.1%	40.1%	42.3%

Future intentions (scale 0-10)	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Return to the Canary Islands	8.10	8.07	7.85	7.91	8.44
Recommend visiting the Canary Islands	8.57	8.48	8.28	8.46	8.68

Who are they?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Gender					
Men	47.8%	44.5%	50.4%	48.5%	45.6%
Women	52.2%	55.5%	49.6%	51.5%	54.4%
Age					
Average age	48.2	45.4	46.0	50.4	48.8
Standard deviation	14.9	15.7	16.7	17.5	17.6
Age range					
16 - 24 years old	6.4%	12.5%	12.5%	8.8%	9.0%
25 - 30 years old	7.6%	9.7%	9.8%	8.2%	11.2%
31 - 45 years old	29.6%	30.4%	30.8%	25.1%	27.1%
46 - 60 years old	33.6%	25.9%	20.7%	21.6%	19.4%
Over 60 years old	22.7%	21.4%	26.1%	36.3%	33.3%
Occupation					
Salaried worker	57.6%	60.5%	57.1%	58.0%	46.5%
Self-employed	10.6%	11.1%	10.1%	6.4%	10.1%
Unemployed	0.5%	0.0%	1.0%	1.1%	0.7%
Business owner	9.8%	8.7%	8.0%	6.7%	12.0%
Student	1.7%	3.0%	3.6%	1.7%	5.7%
Retired	17.7%	15.7%	17.0%	22.1%	24.2%
Unpaid domestic work	0.7%	0.5%	0.8%	1.4%	0.2%
Others	1.3%	0.5%	2.4%	2.5%	0.8%
Annual household income level					
Less than €25,000	9.3%	7.1%	10.3%	5.1%	7.3%
€25,000 - €49,999	26.8%	34.0%	22.9%	27.1%	20.0%
€50,000 - €74,999	30.2%	31.4%	40.5%	33.8%	30.0%
More than €74,999	33.7%	27.5%	26.3%	34.0%	42.7%
Education level					
No studies	1.2%	0.0%	0.3%	1.0%	0.9%
Primary education	1.0%	1.2%	0.5%	1.2%	0.0%
Secondary education	42.7%	43.0%	45.3%	42.0%	43.7%
Higher education	55.2%	55.9%	53.8%	55.8%	55.4%

Who do they come with?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Unaccompanied	6.5%	5.2%	11.7%	10.9%	11.5%
Only with partner	45.4%	42.6%	43.5%	55.5%	52.2%
Only with children (< 13 years old)	4.8%	4.6%	4.7%	1.5%	3.9%
Partner + children (< 13 years old)	12.5%	13.0%	10.3%	2.7%	7.5%
Other relatives	11.3%	10.0%	12.8%	10.0%	10.0%
Friends	6.8%	4.4%	4.4%	8.1%	7.0%
Work colleagues	0.3%	0.0%	0.4%	0.8%	0.5%
Organized trip	0.0%	0.0%	0.0%	0.0%	0.0%
Other combinations (2)	12.5%	20.0%	12.1%	10.5%	7.5%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**23.2%**	**25.2%**	**20.0%**	**6.6%**	**15.6%**
- Between 0 and 2 years old	2.0%	2.4%	1.4%	2.0%	0.6%
- Between 3 and 12 years old	19.7%	21.4%	17.0%	4.4%	13.5%
- Between 0 -2 and 3-12 years old	1.5%	1.5%	1.6%	0.2%	1.5%
Tourists without children	**76.8%**	**74.8%**	**80.0%**	**93.4%**	**84.4%**
Group composition:					
- 1 person	8.6%	6.5%	12.7%	12.4%	12.2%
- 2 people	56.0%	52.7%	54.9%	65.9%	61.1%
- 3 people	10.6%	11.7%	10.3%	10.5%	10.3%
- 4 or 5 people	19.1%	22.4%	16.9%	9.0%	15.1%
- 6 or more people	5.7%	6.7%	5.2%	2.3%	1.2%
Average group size:	**2.82**	**2.94**	**2.78**	**2.29**	**2.37**

**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.