Tourist profile. Historical data: 2018 - 2022

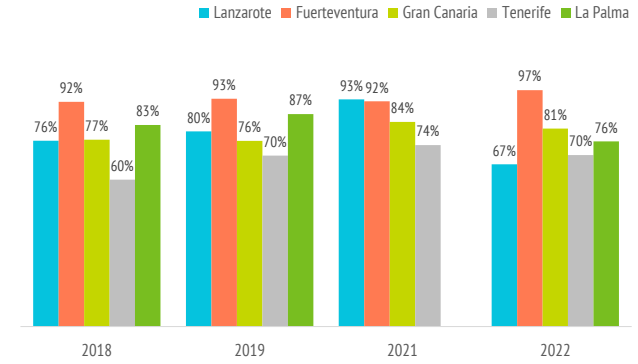
DENMARK

How many are they and how much do they spend?

	2018	2019	2020	2021	2022
TOURISTS					
Tourist arrivals (FRONTUR) *(*)*	**321**	**297**	**109**	**143**	**345**
Tourist arrivals > 15 years old (EGT) *(*)*	**268**	**248**	**93**	**121**	**290**
- book holiday package *(*)*	196	190	70	101	223
- do not book holiday package *(*)*	72	58	23	20	67
- % tourists who book holiday package	73.1%	76.7%	75.7%	83.8%	76.7%

(*) Thousands of tourists

% OF TOURIST WHO BOOK HOLIDAY PACKAGE



	2018	2019	2020	2021	2022
Expenditure per tourist (€)	**1,277**	**1,244**	**--**	**1,496**	**1,387**
- book holiday package	1,326	1,310	--	1,502	1,448
- holiday package	1,067	1,051	--	1,229	1,238
- others	258	259	--	274	210
- do not book holiday package	1,143	1,026	--	1,466	1,186
- flight	332	312	--	378	377
- accommodation	375	352	--	512	305
- others	436	363	--	576	503
Average lenght of stay	**8.36**	**8.29**	**--**	**9.10**	**8.48**
- book holiday package	8.18	8.01	--	8.34	7.92
- do not book holiday package	8.83	9.21	--	13.05	10.33
Average daily expenditure (€)	**162.0**	**159.7**	**--**	**182.6**	**176.8**
- book holiday package	168.9	171.7	--	189.4	189.6
- do not book holiday package	143.2	119.9	--	147.7	134.7
Total turnover (> 15 years old) (€m)	**342**	**308**	**--**	**180**	**402**
- book holiday package	260	249	--	152	322
- do not book holiday package	82	59	--	29	80

What is the main purpose of their trip?

	2018	2019	2020	2021	2022
Holiday, leisure	95.7%	92.5%	--	93.0%	93.0%
Visiting family or friends	1.6%	1.5%	--	1.8%	4.3%
Business and work	0.5%	0.4%	--	0.9%	0.2%
Education and training	0.0%	0.1%	--	0.2%	1.0%
Sports training	1.0%	4.2%	--	3.9%	1.3%
Health or medical care	0.1%	0.0%	--	0.0%	0.0%
Fairs and congresses	0.6%	0.5%	--	0.0%	0.0%
Others	0.6%	0.8%	--	0.1%	0.2%

Aspectos más relevantes en la elección de Canarias

	2018	2019	2020	2021	2022
Climate	78.2%	81.1%	--	78.8%	76.1%
Accommodation supply	31.7%	31.9%	--	31.3%	36.6%
Tranquility	33.9%	36.1%	--	32.9%	33.0%
Sea	31.0%	31.6%	--	28.1%	31.6%
Safety	32.2%	36.5%	--	29.8%	30.6%
European belonging	27.6%	28.5%	--	32.3%	29.2%
Price	26.5%	28.0%	--	17.8%	27.0%
Fun possibilities	18.4%	22.2%	--	18.7%	25.3%
Beaches	27.3%	23.8%	--	27.4%	24.7%
Environment	20.8%	24.6%	--	22.4%	23.5%
Landscapes	19.9%	24.7%	--	17.2%	20.8%
Exoticism	12.6%	13.3%	--	14.5%	13.6%
Gastronomy	16.4%	16.7%	--	16.1%	13.5%
Authenticity	11.4%	10.6%	--	15.5%	13.0%
Hiking trail network	6.4%	6.8%	--	7.7%	8.9%
Effortless trip	6.3%	4.1%	--	6.3%	6.7%
Shopping	6.1%	6.1%	--	7.7%	5.4%
Culture	3.5%	2.9%	--	3.1%	3.2%
Nightlife	2.8%	1.9%	--	3.1%	2.7%
Historical heritage	3.2%	2.7%	--	2.2%	2.4%

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.

What is the main motivation for their holidays?

	2018	2019	2020	2021	2022
Rest	61.2%	60.5%	--	59.6%	54.9%
Enjoy family time	24.2%	25.3%	--	26.2%	27.0%
Have fun	3.4%	3.2%	--	2.6%	5.2%
Explore the destination	8.0%	7.4%	--	6.9%	7.2%
Practice their hobbies	1.5%	2.3%	--	3.7%	4.3%
Other reasons	1.6%	1.3%	--	1.0%	1.3%

How far in advance do they book their trip?

	2018	2019	2020	2021	2022
The same day	0.5%	0.7%	--	0.2%	1.0%
Between 1 and 30 days	23.0%	21.4%	--	28.2%	30.4%
Between 1 and 2 months	21.4%	25.6%	--	25.5%	26.6%
Between 3 and 6 months	34.5%	32.7%	--	28.7%	29.6%
More than 6 months	20.6%	19.7%	--	17.4%	12.4%

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

	2018	2019	2020	2021	2022
Previous visits to the Canary Islands	54.3%	59.9%	--	54.0%	53.3%
Friends or relatives	20.6%	20.3%	--	17.6%	22.1%
Internet or social media	58.0%	49.1%	--	50.2%	49.4%
Mass Media	2.1%	1.1%	--	1.6%	1.4%
Travel guides and magazines	7.4%	5.2%	--	4.1%	2.9%
Travel Blogs or Forums	2.8%	2.9%	--	3.0%	3.5%
Travel TV Channels	0.4%	0.3%	--	0.3%	0.3%
Tour Operator or Travel Agency	28.4%	26.7%	--	31.7%	33.6%
Public administrations or similar	0.4%	0.2%	--	1.6%	2.4%
Others	4.0%	2.5%	--	2.4%	1.4%

** Multi-choise question*

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

Tourist profile. Historical data: 2018 - 2022

DENMARK

With whom did they book their flight and accommodation?

	2018	2019	2020	2021	2022
Flight					
- Directly with the airline	21.3%	21.7%	--	18.4%	22.3%
- Tour Operator or Travel Agency	78.7%	78.3%	--	81.6%	77.7%
Accommodation					
- Directly with the accommodation	20.1%	21.6%	--	17.8%	18.5%
- Tour Operator or Travel Agency	79.9%	78.4%	--	82.2%	81.5%

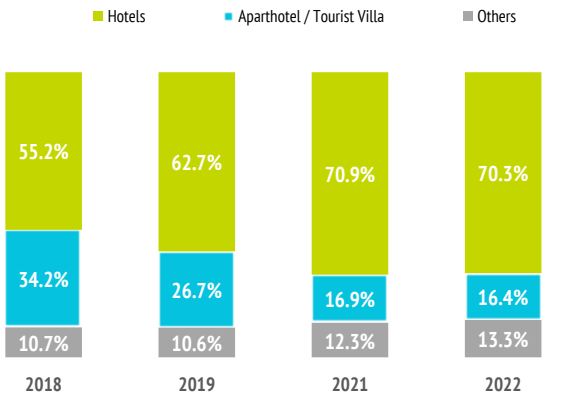
Where does the flight come from?

	2018	2019	2020	2021	2022
Denmark	92.4%	91.3%	--	90.8%	92.7%
Mainland Spain	1.8%	0.6%	--	1.5%	2.2%
Germany	3.3%	4.6%	--	2.7%	1.5%
Switzerland	0.0%	0.2%	--	0.0%	1.1%
Sweden	0.2%	0.7%	--	3.0%	0.5%
Portugal	0.6%	1.2%	--	0.5%	0.4%
Others	1.8%	1.4%	--	1.5%	1.5%

Where do they stay?

	2018	2019	2020	2021	2022
1-2-3* Hotel	24.7%	25.2%	--	25.3%	23.1%
4* Hotel	27.4%	32.6%	--	40.3%	42.8%
5* Hotel / 5* Luxury Hotel	3.1%	4.9%	--	5.3%	4.4%
Aparthotel / Tourist Villa	34.2%	26.7%	--	16.9%	16.4%
House/room rented in a private dwelling	3.1%	3.2%	4.5%	3.3%	2.9%
Private accommodation (1)	1.8%	1.3%	3.9%	1.4%	3.8%
Others (Cottage, cruise, camping,..)	5.8%	6.0%	1.0%	7.6%	6.6%

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



What do they book?

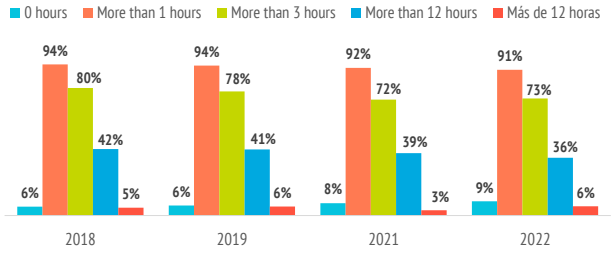
	2018	2019	2020	2021	2022
Room only	34.7%	34.6%	--	30.6%	27.2%
Bed and Breakfast	14.9%	15.5%	--	15.8%	17.0%
Half board	12.3%	15.0%	--	13.4%	15.9%
Full board	3.1%	2.5%	--	0.7%	4.7%
All inclusive	35.1%	32.5%	--	39.4%	35.2%

Other expenses

	2018	2019	2020	2021	2022
Restaurants or cafes	62.3%	60.3%	--	65.5%	62.3%
Supermarkets	52.0%	53.7%	--	48.2%	48.4%
Car rental	19.7%	17.7%	--	24.7%	21.9%
Organized excursions	14.2%	12.2%	--	15.4%	14.9%
Taxi, transfer, chauffeur service	54.1%	57.7%	--	58.2%	65.2%
Theme Parks	5.3%	4.1%	--	3.7%	5.6%
Sport activities	5.0%	4.0%	--	11.1%	7.0%
Museums	2.6%	2.0%	--	2.1%	3.2%
Flights between islands	2.3%	2.2%	--	1.8%	1.8%

Activities in the Canary Islands

Outdoor time per day	2018	2019	2020	2021	2022
0 hours	5.5%	6.3%	--	7.7%	8.9%
1 - 2 hours	14.8%	16.2%	--	19.9%	17.9%
3 - 6 hours	38.2%	36.2%	--	33.4%	37.0%
7 - 12 hours	36.6%	35.7%	--	35.7%	30.3%
More than 12 hours	4.9%	5.6%	--	3.3%	5.8%



Activities in the Canary Islands	2018	2019	2020	2021	2022
Walk, wander	73.2%	65.6%	--	70.8%	72.7%
Swimming pool, hotel facilities	62.9%	60.6%	--	66.5%	70.2%
Beach	51.6%	51.3%	--	55.3%	54.1%
Explore the island on their own	59.2%	54.8%	--	54.1%	53.2%
Taste Canarian gastronomy	22.1%	18.9%	--	17.7%	18.6%
Hiking	--	--	--	21.3%	15.6%
Organized excursions	15.5%	12.2%	--	11.8%	12.9%
Running	--	--	--	11.0%	11.2%
Nightlife / concerts / shows	7.4%	7.1%	--	7.2%	10.5%
Practice other sports	--	--	--	12.3%	9.6%
Sea excursions / whale watching	9.3%	9.5%	--	12.5%	8.9%
Swim	--	--	--	28.9%	8.4%
Theme parks	10.9%	8.3%	--	5.8%	7.9%
Beauty and health treatments	5.0%	5.8%	--	6.0%	6.8%
Museums / exhibitions	6.9%	6.0%	--	5.8%	5.9%
Wineries / markets / popular festivals	8.2%	5.2%	--	5.2%	5.7%
Cycling / Mountain bike	--	--	--	8.5%	4.3%
Windsurf / Kitesurf	--	--	--	2.2%	4.1%
Other Nature Activities	--	--	--	7.8%	3.8%
Astronomical observation	2.5%	2.2%	--	2.1%	3.5%
Surf	--	--	--	3.3%	3.2%
Scuba Diving	--	--	--	3.3%	2.4%
Golf	--	--	--	1.9%	2.3%

** Multi-choise question*

Tourist profile. Historical data: 2018 - 2022

DENMARK

Which island do they choose?

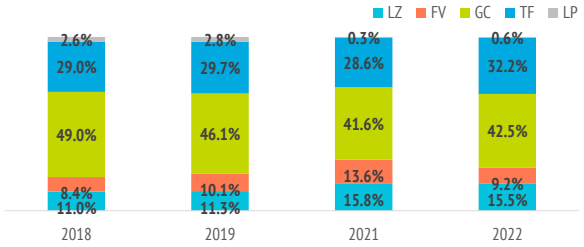
Tourists (> 15 years old)	2018	2019	2020	2021	2022
Lanzarote	29,305	27,880	--	18,820	44,781
Fuerteventura	22,422	24,879	--	16,174	26,586
Gran Canaria	130,618	113,840	--	49,545	122,481
Tenerife	77,326	73,347	--	34,039	92,745
La Palma	7,009	6,992	--	388	1,796

Share by islands	2018	2019	2020	2021	2022
Lanzarote	11.0%	11.3%	--	15.8%	15.5%
Fuerteventura	8.4%	10.1%	--	13.6%	9.2%
Gran Canaria	49.0%	46.1%	--	41.6%	42.5%
Tenerife	29.0%	29.7%	--	28.6%	32.2%
La Palma	2.6%	2.8%	--	0.3%	0.6%

How many islands do they visit during their trip?

	2018	2019	2020	2021	2022
One island	95.9%	94.8%	--	96.2%	96.3%
Two islands	4.0%	4.6%	--	3.3%	3.7%
Three or more islands	0.1%	0.6%	--	0.5%	0.0%

% TOURISTS BY ISLANDS



How many are loyal to the Canary Islands?

	2018	2019	2020	2021	2022
Repeat tourists	76.9%	77.0%	--	74.3%	75.9%
At least 10 previous visits	21.3%	20.5%	--	23.9%	21.9%
Repeat tourists (last 5 years)	68.1%	72.6%	--	66.8%	66.9%
Repeat tourists (last 5 years) (5 or more	20.6%	20.8%	--	13.0%	10.8%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2018	2019	2020	2021	2022
Average rating	8.51	8.68	--	8.78	8.77

Experience in the Canary Islands	2018	2019	2020	2021	2022
Worse or much worse than expected	1.3%	1.2%	--	2.2%	1.9%
Lived up to expectations	65.9%	65.1%	--	62.5%	64.6%
Better or much better than expected	32.8%	33.8%	--	35.3%	33.5%

Future intentions (scale 1-10)	2018	2019	2020	2021	2022
Return to the Canary Islands	8.56	8.88	--	8.79	8.94
Recommend visiting the Canary Islands	8.78	8.96	--	8.95	9.05

Who are they?

	2018	2019	2020	2021	2022
Gender					
Men	46.7%	44.0%	--	50.3%	49.3%
Women	53.3%	56.0%	--	49.7%	50.7%
Age					
Average age (tourist > 15 years old)	51.0	50.9	--	48.3	49.5
Standard deviation	14.9	15.4	--	15.7	16.8
Age range (> 15 years old)					
16 - 24 years old	5.9%	6.9%	--	8.9%	9.9%
25 - 30 years old	6.1%	7.0%	--	9.2%	7.9%
31 - 45 years old	23.4%	20.7%	--	22.1%	21.6%
46 - 60 years old	33.5%	34.0%	--	34.1%	30.0%
Over 60 years old	31.1%	31.4%	--	25.7%	30.6%
Occupation					
Salaried worker	56.0%	55.4%	--	60.3%	52.6%
Self-employed	6.9%	7.0%	--	7.8%	9.9%
Unemployed	1.3%	0.3%	--	0.6%	1.8%
Business owner	9.5%	12.4%	--	8.0%	9.2%
Student	2.4%	3.8%	--	6.4%	4.1%
Retired	23.4%	20.3%	--	15.7%	21.9%
Unpaid domestic work	0.0%	0.1%	--	0.0%	0.0%
Others	0.5%	0.6%	--	1.2%	0.4%
Annual household income level					
Less than €25,000	10.2%	5.5%	--	5.7%	8.1%
€25,000 - €49,999	17.4%	19.1%	--	19.6%	20.6%
€50,000 - €74,999	29.0%	31.1%	--	28.2%	32.2%
More than €74,999	43.4%	44.3%	--	46.5%	39.0%
Education level					
No studies	2.0%	1.6%	--	0.8%	1.5%
Primary education	4.1%	5.6%	--	3.2%	2.5%
Secondary education	10.3%	12.7%	--	16.5%	10.2%
Higher education	83.6%	80.1%	--	79.6%	85.8%

Who do they come with?

	2018	2019	2020	2021	2022
Unaccompanied	5.0%	4.3%	--	7.9%	9.0%
Only with partner	43.7%	44.0%	--	46.1%	44.7%
Only with children (< 13 years old)	5.2%	5.8%	--	5.7%	5.9%
Partner + children (< 13 years old)	7.7%	6.9%	--	5.8%	6.4%
Other relatives	12.2%	11.9%	--	15.5%	11.2%
Friends	3.0%	5.2%	--	6.2%	5.1%
Work colleagues	0.3%	0.2%	--	0.2%	0.3%
Organized trip	0.4%	0.7%	--	0.0%	0.6%
Other combinations (1)	22.4%	20.9%	--	12.6%	16.8%
(2) Combinación de algunos de los grupos anteriormente analizados					
Tourists with children	**22.9%**	**21.2%**	**--**	**18.8%**	**20.2%**
- Between 0 and 2 years old	2.7%	1.7%	--	1.4%	2.5%
- Between 3 and 12 years old	16.2%	17.0%	--	15.4%	15.2%
- Between 0 -2 and 3-12 years old	4.1%	2.4%	--	2.0%	2.5%
Tourists without children	**77.1%**	**78.8%**	**--**	**81.2%**	**79.8%**
Group composition:					
- 1 person	8.2%	7.4%	--	10.6%	11.1%
- 2 people	50.3%	51.7%	--	56.5%	54.8%
- 3 people	13.5%	12.4%	--	8.0%	10.1%
- 4 or 5 people	18.2%	20.5%	--	17.3%	14.9%
- 6 or more people	9.8%	7.9%	--	7.6%	8.9%
Average group size:	**3.05**	**3.00**	**--**	**2.80**	**2.87**

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

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.