

Tourist profile. Historical data (2019 - 2023)

DENMARK

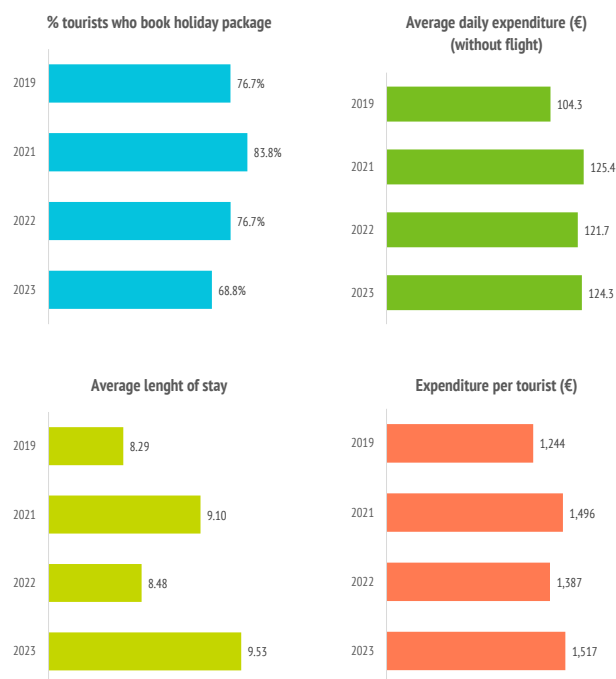


How many are they and how much do they spend?



	2019	2020	2021	2022	2023
TOURISTS					
Tourist arrivals (FRONTUR) (*)	297	109	143	345	305
Tourist arrivals ≥ 16 years old (EGT) (*)	248	93	121	290	255
- book holiday package (*)	190	--	101	223	175
- do not book holiday package (*)	58	--	20	67	79
- % tourists who book holiday package	76.7%	--	83.8%	76.7%	68.8%
Children < 16 years old (FRONTUR - EGT) (*)	50	--	22	55	50
Expenditure per tourist (€)					
- book holiday package	1,310	--	1,502	1,448	1,675
- holiday package	1,051	--	1,229	1,238	1,307
- others	259	--	274	210	367
- do not book holiday package	1,026	--	1,466	1,186	1,170
- flight	312	--	378	377	365
- accommodation	352	--	512	305	394
- others	363	--	576	503	410
Average length of stay	8.29	--	9.10	8.48	9.53
Average daily expenditure (€)	159.7	--	182.6	176.8	181.3
Average daily expenditure (without flight)	104.3	--	125.4	121.7	124.3
Average cost of the flight (€)	422.8	--	458.7	433.0	459.5
Total turnover (≥ 16 years old) (€m)	308	--	180	402	386

(*) Thousands of tourists



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

	2019	2020	2021	2022	2023
Accommodation:					
- Accommodation	93.4%	--	95.8%	86.4%	89.4%
- Additional accommodation expenses	4.0%	--	5.6%	3.5%	4.9%
Transport:					
- National/International Transport	97.0%	--	98.2%	95.4%	95.9%
- Flights between islands	2.2%	--	1.8%	1.8%	3.2%
- Taxi	57.7%	--	58.2%	65.2%	57.4%
- Car rental	17.7%	--	24.7%	21.9%	27.1%
- Public transport	8.0%	--	7.7%	6.9%	8.3%
Food and drink:					
- Food purchases at supermarkets	53.7%	--	48.2%	48.4%	56.1%
- Restaurants	60.3%	--	65.5%	62.3%	66.9%
Leisure:					
- Organized excursions	12.2%	--	15.4%	14.9%	18.5%
- Sport activities	4.0%	--	11.1%	7.0%	6.6%
- Cultural activities	2.2%	--	1.4%	3.1%	1.4%
- Museums	2.0%	--	2.1%	3.2%	2.3%
- Theme Parks	4.1%	--	3.7%	5.6%	4.1%
- Discos and pubs	3.0%	--	4.3%	5.1%	6.4%
- Wellness	4.0%	--	2.7%	3.3%	4.3%
Purchases of goods:					
- Souvenirs	33.7%	--	28.5%	30.3%	34.4%
- Real state	0.0%	--	0.0%	0.1%	0.0%
- Other expenses	0.8%	--	0.5%	0.4%	0.6%
Other:					
- Medical or pharmaceutical expenses	4.6%	--	5.9%	3.6%	8.4%
- Other expenses	8.9%	--	8.4%	8.4%	8.0%

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

Expenditure per tourist and trip (€)	2019	2020	2021	2022	2023
Accommodation:					
Accommodation:	711	--	1,000	1,016	908
- Accommodation	537	--	686	661	688
- Additional accommodation expenses	174	--	314	355	220
Transport:					
Transport:	658	--	795	763	832
- National/International Transport	436	--	467	454	479
- Flights between islands	47	--	85	62	92
- Taxi	68	--	106	99	113
- Car rental	79	--	123	122	120
- Public transport	28	--	13	26	27
Food and drink:					
Food and drink:	309	--	329	378	381
- Food purchases at supermarkets	116	--	116	161	114
- Restaurants	193	--	213	218	267
Leisure:					
Leisure:	417	--	537	445	503
- Organized excursions	81	--	86	82	108
- Sport activities	83	--	151	100	80
- Cultural activities	33	--	86	44	60
- Museums	40	--	23	27	42
- Theme Parks	80	--	58	58	61
- Discos and pubs	56	--	61	70	100
- Wellness	44	--	72	63	52
Purchases of goods:					
Purchases of goods:	650	--	238	194	216
- Souvenirs	124	--	95	85	99
- Real state	0	--	0	32	0
- Other expenses	526	--	143	77	117
Other:					
Other:	129	--	93	84	166
- Medical or pharmaceutical expenses	23	--	38	19	71
- Other expenses	105	--	56	65	96

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 is the main purpose of their trip?

	2019	2020	2021	2022	2023
Holiday, leisure	92.9%	--	93.0%	93.0%	92.8%
Visiting family or friends	1.9%	--	1.8%	4.3%	4.3%
Business and work	0.4%	--	0.9%	0.2%	0.7%
Education and training	0.1%	--	0.2%	1.0%	0.1%
Sports training	4.3%	--	3.9%	1.3%	1.4%
Health or medical care	0.0%	--	0.0%	0.0%	0.0%
Fairs and congresses	0.5%	--	0.0%	0.0%	0.0%
Others	0.0%	--	0.1%	0.1%	0.7%

What is the main motivation for their holidays?

	2019	2020	2021	2022	2023
Rest	60.5%	--	59.6%	54.9%	54.3%
Enjoy family time	25.3%	--	26.2%	27.0%	24.6%
Have fun	3.2%	--	2.6%	5.2%	6.2%
Explore the destination	8.0%	--	6.9%	7.4%	9.7%
Practice their hobbies	2.8%	--	4.0%	4.6%	4.1%
Other reasons	0.1%	--	0.7%	0.8%	1.1%

Where did they spend their main holiday last year? *

	2019	2020	2021	2022	2023
Didn't have holidays	--	--	47.7%	34.2%	12.3%
Canary Islands	--	--	16.8%	19.4%	29.5%
Other destination	--	--	35.5%	46.4%	58.1%
Balearic Islands	--	--	0.7%	3.3%	2.2%
Rest of Spain	--	--	3.8%	4.8%	7.9%
Italy	--	--	4.8%	5.7%	7.5%
France	--	--	2.7%	4.6%	4.0%
Turkey	--	--	0.2%	2.3%	3.6%
Greece	--	--	9.1%	11.3%	11.5%
Portugal	--	--	0.9%	2.2%	2.6%
Croatia	--	--	0.7%	1.8%	1.4%
Egypt	--	--	0.2%	0.2%	0.5%
Tunisia	--	--	0.0%	0.0%	0.1%
Morocco	--	--	0.7%	0.0%	0.4%
Others	--	--	11.6%	10.1%	16.4%

* Percentage of valid answers

What other destinations did they consider for this trip? *

	2019	2020	2021	2022	2023
None (I was clear about "this Canary Island")	--	--	33.5%	34.4%	34.6%
Canary Islands (other island)	--	--	26.8%	28.0%	27.9%
Other destination	--	--	39.8%	37.7%	37.5%
Balearic Islands	--	--	2.8%	2.0%	2.0%
Rest of Spain	--	--	7.6%	7.3%	6.2%
Italy	--	--	3.5%	3.0%	4.2%
France	--	--	1.0%	1.1%	1.2%
Turkey	--	--	1.6%	2.0%	3.0%
Greece	--	--	10.5%	10.3%	8.0%
Portugal	--	--	4.1%	4.7%	4.2%
Croatia	--	--	1.9%	1.5%	1.7%
Egypt	--	--	2.8%	3.1%	4.2%
Others	--	--	3.8%	2.7%	2.7%

* Percentage of valid answers

Importance of each factor in the destination choice

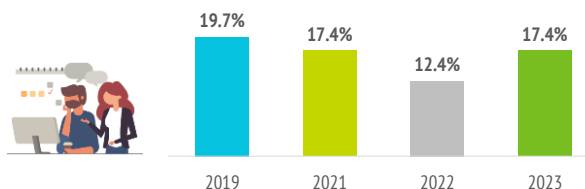
	2019	2020	2021	2022	2023
Climate	81.1%	--	78.8%	76.1%	74.5%
Safety	36.5%	--	29.8%	30.6%	35.2%
Sea	31.6%	--	28.1%	31.6%	34.4%
Accommodation supply	31.9%	--	31.3%	36.6%	34.3%
Tranquility	36.1%	--	32.9%	33.0%	34.0%
European belonging	28.5%	--	32.3%	29.2%	31.3%
Environment	24.6%	--	22.4%	23.5%	28.3%
Price	28.0%	--	17.8%	27.0%	25.4%
Beaches	23.8%	--	27.4%	24.7%	25.3%
Landscapes	24.7%	--	17.2%	20.8%	21.7%
Fun possibilities	22.2%	--	18.7%	25.3%	21.5%
Exoticism	13.3%	--	14.5%	13.6%	14.9%
Gastronomy	16.7%	--	16.1%	13.5%	14.7%
Authenticity	10.6%	--	15.5%	13.0%	14.7%
Hiking trail network	6.8%	--	7.7%	8.9%	12.6%
Shopping	6.1%	--	7.7%	5.4%	7.8%
Effortless trip	4.1%	--	6.3%	6.7%	6.6%
Historical heritage	2.7%	--	2.2%	2.4%	4.8%
Culture	2.9%	--	3.1%	3.2%	3.3%
Nightlife	1.9%	--	3.1%	2.7%	2.9%

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	2020	2021	2022	2023
The same day	0.7%	--	0.2%	1.0%	0.5%
Between 1 and 30 days	21.4%	--	28.2%	30.4%	23.0%
Between 1 and 2 months	25.6%	--	25.5%	26.6%	26.6%
Between 3 and 6 months	32.7%	--	28.7%	29.6%	32.4%
More than 6 months	19.7%	--	17.4%	12.4%	17.4%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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

	2019	2020	2021	2022	2023
Previous visits to the Canary Islands	59.9%	--	54.0%	53.3%	55.2%
Friends or relatives	20.3%	--	17.6%	22.1%	20.7%
Internet or social media	49.1%	--	50.2%	49.4%	47.6%
Mass Media	1.1%	--	1.6%	1.4%	1.0%
Travel guides and magazines	5.2%	--	4.1%	2.9%	4.0%
Travel Blogs or Forums	2.9%	--	3.0%	3.5%	4.3%
Travel TV Channels	0.3%	--	0.3%	0.3%	0.0%
Tour Operator or Travel Agency	26.7%	--	31.7%	33.6%	25.7%
Public administrations or similar	0.2%	--	1.6%	2.4%	0.2%
Others	2.5%	--	2.4%	1.4%	1.7%

* Multi-choice question

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With whom did they book their flight and accommodation?

	2019	2020	2021	2022	2023
Flight					
- Directly with the airline	21.7%	--	18.4%	22.3%	26.7%
- Tour Operator or Travel Agency	78.3%	--	81.6%	77.7%	73.3%
Accommodation					
- Directly with the accommodation	21.6%	--	17.8%	18.5%	23.5%
- Tour Operator or Travel Agency	78.4%	--	82.2%	81.5%	76.5%

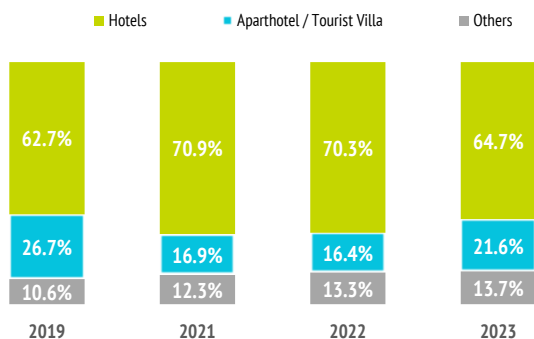
Where does the flight come from?

	2019	2020	2021	2022	2023
Denmark	91.3%	--	90.8%	92.7%	93.4%
Germany	4.6%	--	2.7%	1.5%	2.4%
Spanish Mainland	0.6%	--	1.5%	2.2%	1.6%
Sweden	0.7%	--	3.0%	0.5%	1.2%
Switzerland	0.2%	--	0.0%	1.1%	0.5%
United Kingdom	0.4%	--	0.8%	0.3%	0.4%
Norway	0.6%	--	0.0%	0.0%	0.2%
Belgium	0.0%	--	0.0%	0.1%	0.1%
Portugal	1.2%	--	0.5%	0.4%	0.1%
Austria	0.1%	--	0.0%	0.2%	0.0%
Others	0.4%	--	0.6%	0.9%	0.1%

Where do they stay?

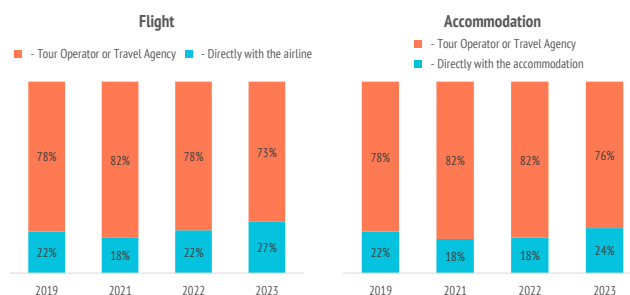
	2019	2020	2021	2022	2023
1-2-3* Hotel	25.2%	--	25.3%	23.1%	22.6%
4* Hotel	32.6%	--	40.3%	42.8%	36.3%
5* Hotel / 5* Luxury Hotel	4.9%	--	5.3%	4.4%	5.8%
Aparthotel / Tourist Villa	26.7%	--	16.9%	16.4%	21.6%
House/room rented in a private dwelling	3.2%	--	3.3%	2.9%	4.2%
Private accommodation (1)	1.3%	--	1.4%	3.8%	4.5%
Others (Cottage, cruise, camping,...)	6.0%	--	7.6%	6.6%	5.0%

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



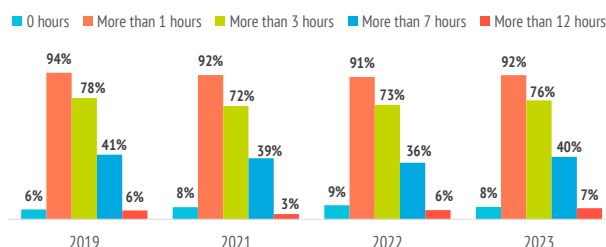
What do they book?

	2019	2020	2021	2022	2023
Room only	34.6%	--	30.6%	27.2%	34.3%
Bed and Breakfast	15.5%	--	15.8%	17.0%	17.2%
Half board	15.0%	--	13.4%	15.9%	15.5%
Full board	2.5%	--	0.7%	4.7%	3.9%
All inclusive	32.5%	--	39.4%	35.2%	29.2%



Activities in the Canary Islands

Outdoor time per day	2019	2020	2021	2022	2023
0 hours	6.3%	--	7.7%	8.9%	7.9%
1 - 2 hours	16.2%	--	19.9%	17.9%	16.1%
3 - 6 hours	36.2%	--	33.4%	37.0%	36.2%
7 - 12 hours	35.7%	--	35.7%	30.3%	32.8%
More than 12 hours	5.6%	--	3.3%	5.8%	7.1%
Outdoor time per day	6.1	--	5.7	5.8	6.0



Activities in the Canary Islands	2019	2020	2021	2022	2023
Walk, wander	65.6%	--	70.8%	72.7%	67.5%
Swimming pool, hotel facilities	60.6%	--	66.5%	70.2%	60.1%
Explore the island on their own	54.8%	--	54.1%	53.2%	54.5%
Beach	51.3%	--	55.3%	54.1%	53.9%
Hiking	--	--	21.3%	15.6%	22.3%
Taste Canarian gastronomy	18.9%	--	17.7%	18.6%	18.5%
Organized excursions	12.2%	--	11.8%	12.9%	14.0%
Running	--	--	11.0%	11.2%	8.2%
Theme parks	8.3%	--	5.8%	7.9%	8.1%
Nightlife / concerts / shows	7.1%	--	7.2%	10.5%	8.0%
Beauty and health treatments	5.8%	--	6.0%	6.8%	7.7%
Other Nature Activities	--	--	7.8%	3.8%	7.5%
Sea excursions / whale watching	9.5%	--	12.5%	8.9%	7.3%
Practice other sports	--	--	12.3%	9.6%	6.9%
Wineries / markets / popular festivals	5.2%	--	5.2%	5.7%	6.3%
Museums / exhibitions	6.0%	--	5.8%	5.9%	5.9%
Cycling / Mountain bike	--	--	8.5%	4.3%	5.4%
Astronomical observation	2.2%	--	2.1%	3.5%	3.6%
Swim	--	--	28.9%	8.4%	3.2%
Golf	--	--	1.9%	2.3%	3.1%
Scuba Diving	--	--	3.3%	2.4%	1.7%
Surf	--	--	3.3%	3.2%	1.7%
Windsurf / Kitesurf	--	--	2.2%	4.1%	0.4%

* Multi-choice question

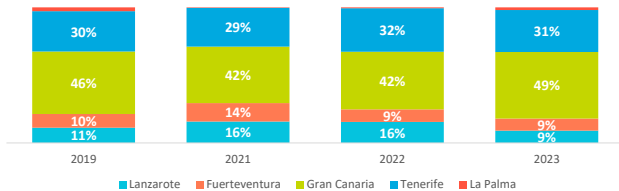
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Which island do they choose?

Tourists (≥ 16 year old)	2019	2020	2021	2022	2023
Lanzarote	27,880	--	18,820	44,781	22,993
Fuerteventura	24,879	--	16,174	26,586	22,658
Gran Canaria	113,840	--	49,545	122,481	124,806
Tenerife	73,347	--	34,039	92,745	78,484
La Palma	6,992	--	388	1,796	5,086



How many are loyal to the Canary Islands?

	2019	2020	2021	2022	2023
Repeat tourists	77.0%	--	74.3%	75.9%	77.7%
At least 10 previous visits	20.5%	--	23.9%	21.9%	24.4%
Repeat tourists (last 5 years)	72.6%	--	66.8%	66.9%	68.6%
Repeat tourists (last 5 years)(5 or more visits)	20.8%	--	13.0%	10.8%	18.7%

Who are they?

	2019	2020	2021	2022	2023
Gender					
Men	44.0%	--	50.3%	49.3%	49.3%
Women	56.0%	--	49.7%	50.7%	50.7%
Age					
Average age	50.9	--	48.3	49.5	51.5
Standard deviation	15.4	--	15.7	16.8	17.4
Age range					
16 - 24 years old	6.9%	--	8.9%	9.9%	8.7%
25 - 30 years old	7.0%	--	9.2%	7.9%	8.2%
31 - 45 years old	20.7%	--	22.1%	21.6%	18.2%
46 - 60 years old	34.0%	--	34.1%	30.0%	28.1%
Over 60 years old	31.4%	--	25.7%	30.6%	36.8%
Occupation					
Salaried worker	55.4%	--	60.3%	52.6%	53.6%
Self-employed	7.0%	--	7.8%	9.9%	7.6%
Unemployed	0.3%	--	0.6%	1.8%	0.1%
Business owner	12.4%	--	8.0%	9.2%	7.3%
Student	3.8%	--	6.4%	4.1%	4.5%
Retired	20.3%	--	15.7%	21.9%	26.5%
Unpaid domestic work	0.1%	--	0.0%	0.0%	0.1%
Others	0.6%	--	1.2%	0.4%	0.3%
Annual household income level					
Less than €25,000	5.5%	--	5.7%	8.1%	6.0%
€25,000 - €49,999	19.1%	--	19.6%	20.6%	22.3%
€50,000 - €74,999	31.1%	--	28.2%	32.2%	28.9%
More than €74,999	44.3%	--	46.5%	39.0%	42.7%
Education level					
No studies	1.6%	--	0.8%	1.5%	2.4%
Primary education	5.6%	--	3.2%	2.5%	4.0%
Secondary education	12.7%	--	16.5%	10.2%	13.6%
Higher education	80.1%	--	79.6%	85.8%	80.0%

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.

Share by islands	2019	2020	2021	2022	2023
Lanzarote	11.3%	--	15.8%	15.5%	9.1%
Fuerteventura	10.1%	--	13.6%	9.2%	8.9%
Gran Canaria	46.1%	--	41.6%	42.5%	49.1%
Tenerife	29.7%	--	28.6%	32.2%	30.9%
La Palma	2.8%	--	0.3%	0.6%	2.0%

How many islands do they visit during their trip?

	2019	2020	2021	2022	2023
One island	94.8%	--	96.2%	96.3%	95.4%
Two islands	4.6%	--	3.3%	3.7%	4.4%
Three or more islands	0.6%	--	0.5%	0.0%	0.2%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019	2020	2021	2022	2023
Average rating	8.68	--	8.78	8.77	8.71

Experience in the Canary Islands	2019	2020	2021	2022	2023
Worse or much worse than expected	1.2%	--	2.2%	1.9%	1.8%
Lived up to expectations	65.1%	--	62.5%	64.6%	63.8%
Better or much better than expected	33.8%	--	35.3%	33.5%	34.5%

Future intentions (scale 1-10)	2019	2020	2021	2022	2023
Return to the Canary Islands	8.88	--	8.79	8.94	8.76
Recommend visiting the Canary Islands	8.96	--	8.95	9.05	8.82

Who do they come with?

	2019	2020	2021	2022	2023
Unaccompanied	4.3%	--	7.9%	9.0%	6.4%
Only with partner	44.0%	--	46.1%	44.7%	53.7%
Only with children (< 13 years old)	5.8%	--	5.7%	5.9%	3.5%
Partner + children (< 13 years old)	6.9%	--	5.8%	6.4%	6.0%
Other relatives	11.9%	--	15.5%	11.2%	9.6%
Friends	5.2%	--	6.2%	5.1%	4.8%
Work colleagues	0.2%	--	0.2%	0.3%	0.1%
Organized trip	0.7%	--	0.0%	0.6%	0.4%
Other combinations (2)	20.9%	--	12.6%	16.8%	15.4%

(2) Combination of some of the groups previously analyzed

Tourists with children	21.2%	--	18.8%	20.2%	14.6%
- Between 0 and 2 years old	1.7%	--	1.4%	2.5%	1.0%
- Between 3 and 12 years old	17.0%	--	15.4%	15.2%	11.9%
- Between 0 -2 and 3-12 years old	2.4%	--	2.0%	2.5%	1.7%
Tourists without children	78.8%	--	81.2%	79.8%	85.4%
Group composition:					
- 1 person	7.4%	--	10.6%	11.1%	8.8%
- 2 people	51.7%	--	56.5%	54.8%	61.6%
- 3 people	12.4%	--	8.0%	10.1%	10.5%
- 4 or 5 people	20.5%	--	17.3%	14.9%	16.4%
- 6 or more people	7.9%	--	7.6%	8.9%	2.8%
Average group size:	3.00	--	2.80	2.87	2.56

*People who share the main expenses of the trip