

Tourist profile. Historical data (2019 - 2024)

DENMARK



How many are they and how much do they spend?



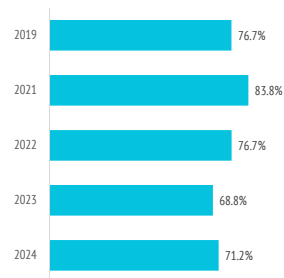
	2019	2021	2022	2023	2024
TOURISTS					
Tourist arrivals (FRONTUR) (*)	297	143	345	305	295
Tourist arrivals ≥ 16 years old (EGT) (*)	248	121	290	255	250
- book holiday package (*)	190	101	223	175	178
- do not book holiday package (*)	58	20	67	79	72
- % tourists who book holiday package	76.7%	83.8%	76.7%	68.8%	71.2%
Children < 16 years old (FRONTUR - EGT) (*)	50	22	55	50	44
Expenditure per tourist (€)					
- book holiday package	1,310	1,502	1,448	1,675	1,606
- holiday package	1,051	1,229	1,238	1,307	1,339
- others	259	274	210	367	268
- do not book holiday package	1,026	1,466	1,186	1,170	1,587
- flight	312	378	377	365	523
- accommodation	352	512	305	394	491
- others	363	576	503	410	573
Average lenght of stay	8.29	9.10	8.48	9.53	9.72
Average daily expenditure (€)	159.7	182.6	176.8	181.3	196.5
Average daily expenditure (without flight)	104.3	125.4	121.7	124.3	133.0
Average cost of the flight (€)	422.8	458.7	433.0	459.5	526.6
Total turnover (≥ 16 years old) (€m)	308	180	402	386	401
Turnover without flight (≥ 16 years old) (€m)	203	125	277	269	269

(*) Thousands of tourists

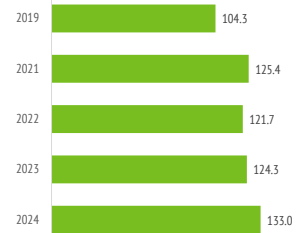
% Tourists whose spending has been greater than €0 in each item

	2019	2021	2022	2023	2024
Accommodation:					
- Accommodation	93.4%	95.8%	86.4%	89.4%	88.5%
- Additional accommodation expenses	4.0%	5.6%	3.5%	4.9%	4.3%
Transport:					
- National/International Transport	97.0%	98.2%	95.4%	95.9%	94.3%
- Flights between islands	2.2%	1.8%	1.8%	3.2%	2.6%
- Taxi	57.7%	58.2%	65.2%	57.4%	60.6%
- Car rental	17.7%	24.7%	21.9%	27.1%	21.0%
- Public transport	8.0%	7.7%	6.9%	8.3%	9.4%
Food and drink:					
- Food purchases at supermarkets	53.7%	48.2%	48.4%	56.1%	57.1%
- Restaurants	60.3%	65.5%	62.3%	66.9%	61.9%
Leisure:					
- Organized excursions	12.2%	15.4%	14.9%	18.5%	15.7%
- Sport activities	4.0%	11.1%	7.0%	6.6%	5.4%
- Cultural activities	2.2%	1.4%	3.1%	1.4%	2.9%
- Museums	2.0%	2.1%	3.2%	2.3%	2.8%
- Theme Parks	4.1%	3.7%	5.6%	4.1%	4.3%
- Discos and pubs	3.0%	4.3%	5.1%	6.4%	8.9%
- Wellness	4.0%	2.7%	3.3%	4.3%	4.4%
Purchases of goods:					
- Souvenirs	33.7%	28.5%	30.3%	34.4%	33.6%
- Real state	0.0%	0.0%	0.1%	0.0%	0.0%
- Other expenses	0.8%	0.5%	0.4%	0.6%	1.3%
Other:					
- Medical or pharmaceutical expenses	4.6%	5.9%	3.6%	8.4%	4.0%
- Other expenses	8.9%	8.4%	8.4%	8.0%	7.1%

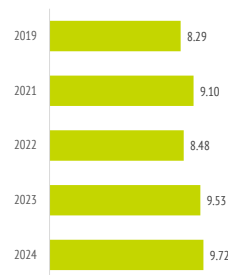
% tourists who book holiday package



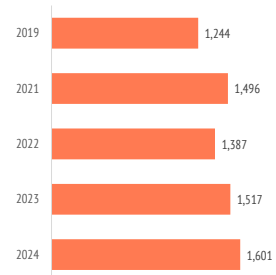
Average daily expenditure (€) (without flight)



Average lenght of stay



Expenditure per tourist (€)



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

Expenditure per tourist and trip (€)	2019	2021	2022	2023	2024
Accommodation:					
- Accommodation	711	1,000	1,016	908	985
- Additional accommodation expenses	537	686	661	688	736
- Additional accommodation expenses	174	314	355	220	249
Transport:					
- National/International Transport	658	795	763	832	961
- National/International Transport	436	467	454	479	558
- Flights between islands	47	85	62	92	145
- Taxi	68	106	99	113	99
- Car rental	79	123	122	120	132
- Public transport	28	13	26	27	26
Food and drink:					
- Food purchases at supermarkets	309	329	378	381	407
- Food purchases at supermarkets	116	116	161	114	148
- Restaurants	193	213	218	267	259
Leisure:					
- Organized excursions	417	537	445	503	545
- Organized excursions	81	86	82	108	91
- Sport activities	83	151	100	80	57
- Cultural activities	33	86	44	60	152
- Museums	40	23	27	42	35
- Theme Parks	80	58	58	61	100
- Discos and pubs	56	61	70	100	55
- Wellness	44	72	63	52	53
Purchases of goods:					
- Souvenirs	650	238	194	216	129
- Souvenirs	124	95	85	99	91
- Real state	0	0	32	0	0
- Other expenses	526	143	77	117	38
Other:					
- Medical or pharmaceutical expenses	129	93	84	166	127
- Medical or pharmaceutical expenses	23	38	19	71	41
- Other expenses	105	56	65	96	85

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.

Tourist profile. Historical data (2019 - 2024)

DENMARK



What is the main purpose of their trip?

	2019	2021	2022	2023	2024
Holiday, leisure	92.9%	93.0%	93.0%	92.8%	92.3%
Visiting family or friends	1.9%	1.8%	4.3%	4.3%	4.2%
Business and work	0.4%	0.9%	0.2%	0.7%	0.1%
Education and training	0.1%	0.2%	1.0%	0.1%	0.3%
Sports training	4.3%	3.9%	1.3%	1.4%	2.6%
Health or medical care	0.0%	0.0%	0.0%	0.0%	0.0%
Fairs and congresses	0.5%	0.0%	0.0%	0.0%	0.3%
Others	0.0%	0.1%	0.1%	0.7%	0.3%

What is the main motivation for their holidays?

	2019	2021	2022	2023	2024
Rest	60.5%	59.6%	54.9%	54.3%	60.5%
Enjoy family time	25.3%	26.2%	27.0%	24.6%	21.3%
Have fun	3.2%	2.6%	5.2%	6.2%	4.9%
Explore the destination	8.0%	6.9%	7.4%	9.7%	7.6%
Practice their hobbies	2.8%	4.0%	4.6%	4.1%	4.3%
Other reasons	0.1%	0.7%	0.8%	1.1%	1.5%

Where did they spend their main holiday last year? *

	2019	2021	2022	2023	2024
Didn't have holidays	--	47.7%	34.2%	12.3%	10.9%
Canary Islands	--	16.8%	19.4%	29.5%	29.9%
Other destination	--	35.5%	46.4%	58.1%	59.2%
Balearic Islands	--	0.7%	3.3%	2.2%	2.1%
Rest of Spain	--	3.8%	4.8%	7.9%	10.0%
Italy	--	4.8%	5.7%	7.5%	7.2%
France	--	2.7%	4.6%	4.0%	4.5%
Turkey	--	0.2%	2.3%	3.6%	4.0%
Greece	--	9.1%	11.3%	11.5%	9.9%
Portugal	--	0.9%	2.2%	2.6%	2.8%
Croatia	--	0.7%	1.8%	1.4%	1.4%
Egypt	--	0.2%	0.2%	0.5%	0.6%
Tunisia	--	0.0%	0.0%	0.1%	0.6%
Morocco	--	0.7%	0.0%	0.4%	0.1%
Others	--	11.6%	10.1%	16.4%	16.1%

* Percentage of valid answers

What other destinations did they consider for this trip? *

	2019	2021	2022	2023	2024
None (I was clear about "this Canary Island")	--	33.5%	34.4%	34.6%	35.7%
Canary Islands (other island)	--	26.8%	28.0%	27.9%	27.2%
Other destination	--	39.8%	37.7%	37.5%	37.0%
Balearic Islands	--	2.8%	2.0%	2.0%	1.5%
Rest of Spain	--	7.6%	7.3%	6.2%	8.4%
Italy	--	3.5%	3.0%	4.2%	4.7%
France	--	1.0%	1.1%	1.2%	1.0%
Turkey	--	1.6%	2.0%	3.0%	2.4%
Greece	--	10.5%	10.3%	8.0%	8.3%
Portugal	--	4.1%	4.7%	4.2%	3.1%
Croatia	--	1.9%	1.5%	1.7%	1.6%
Egypt	--	2.8%	3.1%	4.2%	4.2%
Others	--	3.8%	2.7%	2.7%	1.9%

* Percentage of valid answers

Importance of each factor in the destination choice



	2019	2021	2022	2023	2024
Climate	81.1%	78.8%	76.1%	74.5%	73.3%
Tranquility	36.1%	32.9%	33.0%	34.0%	34.2%
European belonging	28.5%	32.3%	29.2%	31.3%	34.0%
Accommodation supply	31.9%	31.3%	36.6%	34.3%	33.9%
Safety	36.5%	29.8%	30.6%	35.2%	32.1%
Sea	31.6%	28.1%	31.6%	34.4%	31.7%
Beaches	23.8%	27.4%	24.7%	25.3%	28.0%
Environment	24.6%	22.4%	23.5%	28.3%	23.8%
Price	28.0%	17.8%	27.0%	25.4%	23.6%
Fun possibilities	22.2%	18.7%	25.3%	21.5%	23.1%
Landscapes	24.7%	17.2%	20.8%	21.7%	21.3%
Gastronomy	16.7%	16.1%	13.5%	14.7%	18.6%
Authenticity	10.6%	15.5%	13.0%	14.7%	15.5%
Exoticism	13.3%	14.5%	13.6%	14.9%	14.9%
Hiking trail network	6.8%	7.7%	8.9%	12.6%	8.0%
Shopping	6.1%	7.7%	5.4%	7.8%	7.8%
Effortless trip	4.1%	6.3%	6.7%	6.6%	5.4%
Culture	2.9%	3.1%	3.2%	3.3%	3.6%
Nightlife	1.9%	3.1%	2.7%	2.9%	2.9%
Historical heritage	2.7%	2.2%	2.4%	4.8%	2.5%

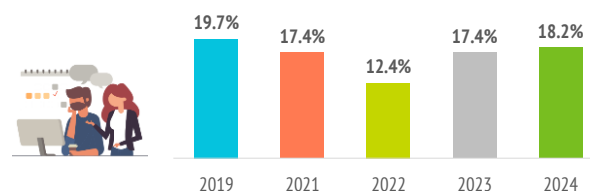
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important"
% of tourists who indicate that the factor is "very important" in their choice.

How far in advance do they book their trip?



	2019	2021	2022	2023	2024
The same day	0.7%	0.2%	1.0%	0.5%	1.4%
Between 1 and 30 days	21.4%	28.2%	30.4%	23.0%	22.1%
Between 1 and 2 months	25.6%	25.5%	26.6%	26.6%	22.7%
Between 3 and 6 months	32.7%	28.7%	29.6%	32.4%	35.6%
More than 6 months	19.7%	17.4%	12.4%	17.4%	18.2%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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



	2019	2021	2022	2023	2024
Previous visits to the Canary Islands	59.9%	54.0%	53.3%	55.2%	55.5%
Friends or relatives	20.3%	17.6%	22.1%	20.7%	25.3%
Internet or social media	49.1%	50.2%	49.4%	47.6%	43.3%
Mass Media	1.1%	1.6%	1.4%	1.0%	0.9%
Travel guides and magazines	5.2%	4.1%	2.9%	4.0%	5.4%
Travel Blogs or Forums	2.9%	3.0%	3.5%	4.3%	3.3%
Travel TV Channels	0.3%	0.3%	0.3%	0.0%	0.3%
Tour Operator or Travel Agency	26.7%	31.7%	33.6%	25.7%	28.3%
Public administrations or similar	0.2%	1.6%	2.4%	0.2%	0.8%
Others	2.5%	2.4%	1.4%	1.7%	3.4%

* Multi-choice question

Tourist profile. Historical data (2019 - 2024)

DENMARK



With whom did they book their flight and accommodation?

	2019	2021	2022	2023	2024
Flight					
- Directly with the airline	21.7%	18.4%	22.3%	26.7%	23.5%
- Tour Operator or Travel Agency	78.3%	81.6%	77.7%	73.3%	76.5%
Accommodation					
- Directly with the accommodation	21.6%	17.8%	18.5%	23.5%	22.4%
- Tour Operator or Travel Agency	78.4%	82.2%	81.5%	76.5%	77.6%

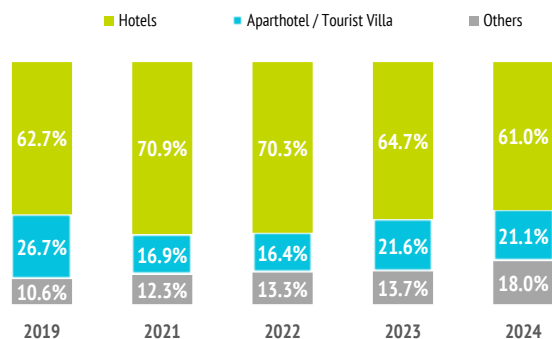
Where does the flight come from?

	2019	2021	2022	2023	2024
Denmark	91.3%	90.8%	92.7%	93.4%	91.6%
Germany	4.6%	2.7%	1.5%	2.4%	3.1%
Spanish Mainland	0.6%	1.5%	2.2%	1.6%	2.1%
Netherlands	0.0%	0.2%	0.0%	0.0%	0.7%
Italy	0.0%	0.0%	0.1%	0.0%	0.6%
United Kingdom	0.4%	0.8%	0.3%	0.4%	0.6%
Sweden	0.7%	3.0%	0.5%	1.2%	0.5%
Switzerland	0.2%	0.0%	1.1%	0.5%	0.5%
Iceland	0.0%	0.0%	0.0%	0.0%	0.1%
Luxembourg	0.0%	0.0%	0.0%	0.0%	0.1%
Others	2.2%	1.0%	1.5%	0.5%	0.1%

Where do they stay?

	2019	2021	2022	2023	2024
1-2-3* Hotel	25.2%	25.3%	23.1%	22.6%	18.2%
4* Hotel	32.6%	40.3%	42.8%	36.3%	37.5%
5* Hotel / 5* Luxury Hotel	4.9%	5.3%	4.4%	5.8%	5.3%
Aparthotel / Tourist Villa	26.7%	16.9%	16.4%	21.6%	21.1%
House/room rented in a private dwelling	3.2%	3.3%	2.9%	4.2%	9.4%
Private accommodation (1)	1.3%	1.4%	3.8%	4.5%	5.2%
Others (Cottage, cruise, camping,...)	6.0%	7.6%	6.6%	5.0%	3.3%

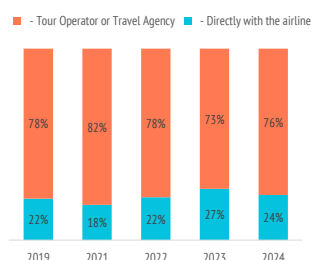
(1) Own property / House of friends or relatives / Free housing exchange / Other private accommodation.



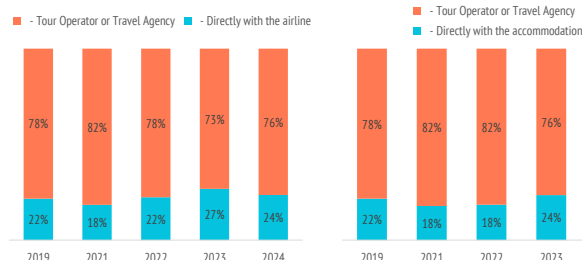
What do they book?

	2019	2021	2022	2023	2024
Room only	34.6%	30.6%	27.2%	34.3%	38.6%
Bed and Breakfast	15.5%	15.8%	17.0%	17.2%	16.0%
Half board	15.0%	13.4%	15.9%	15.5%	10.3%
Full board	2.5%	0.7%	4.7%	3.9%	3.7%
All inclusive	32.5%	39.4%	35.2%	29.2%	31.4%

Flight

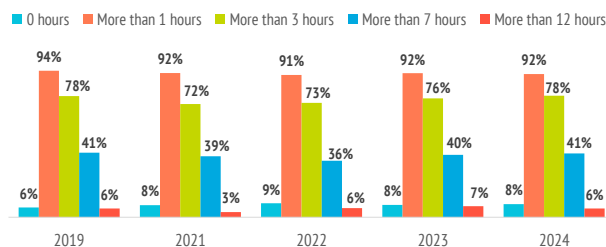


Accommodation



Activities in the Canary Islands

Outdoor time per day	2019	2021	2022	2023	2024
0 hours	6.3%	7.7%	8.9%	7.9%	8.4%
1 - 2 hours	16.2%	19.9%	17.9%	16.1%	13.9%
3 - 6 hours	36.2%	33.4%	37.0%	36.2%	37.0%
7 - 12 hours	35.7%	35.7%	30.3%	32.8%	35.2%
More than 12 hours	5.6%	3.3%	5.8%	7.1%	5.6%
Outdoor time per day	6.1	5.7	5.8	6.0	6.0



Activities in the Canary Islands	2019	2021	2022	2023	2024
Walk, wander	65.6%	70.8%	72.7%	67.5%	65.5%
Swimming pool, hotel facilities	60.6%	66.5%	70.2%	60.1%	60.0%
Beach	51.3%	55.3%	54.1%	53.9%	55.2%
Explore the island on their own	54.8%	54.1%	53.2%	54.5%	54.5%
Taste Canarian gastronomy	18.9%	17.7%	18.6%	18.5%	21.2%
Hiking	--	21.3%	15.6%	22.3%	17.4%
Organized excursions	12.2%	11.8%	12.9%	14.0%	11.3%
Sea excursions / whale watching	9.5%	12.5%	8.9%	7.3%	9.8%
Nightlife / concerts / shows	7.1%	7.2%	10.5%	8.0%	9.8%
Running	--	11.0%	11.2%	8.2%	9.5%
Practice other sports	--	12.3%	9.6%	6.9%	8.4%
Wineries / markets / popular festivals	5.2%	5.2%	5.7%	6.3%	7.8%
Theme parks	8.3%	5.8%	7.9%	8.1%	7.2%
Museums / exhibitions	6.0%	5.8%	5.9%	5.9%	6.6%
Beauty and health treatments	5.8%	6.0%	6.8%	7.7%	6.1%
Other Nature Activities	--	7.8%	3.8%	7.5%	5.7%
Cycling / Mountain bike	--	8.5%	4.3%	5.4%	5.2%
Swim	--	28.9%	8.4%	3.2%	4.7%
Astronomical observation	2.2%	2.1%	3.5%	3.6%	3.7%
Golf	--	1.9%	2.3%	3.1%	2.6%
Scuba Diving	--	3.3%	2.4%	1.7%	1.9%
Windsurf / Kitesurf	--	2.2%	4.1%	0.4%	1.6%
Surf	--	3.3%	3.2%	1.7%	1.6%

* Multi-choise question

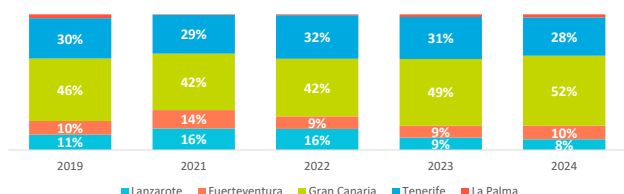
Tourist profile. Historical data (2019 - 2024)

DENMARK



Which island do they choose?

Tourists (≥ 16 year old)	2019	2021	2022	2023	2024
Lanzarote	27,880	18,820	44,781	22,993	19,611
Fuerteventura	24,879	16,174	26,586	22,658	25,269
Gran Canaria	113,840	49,545	122,481	124,806	129,117
Tenerife	73,347	34,039	92,745	78,484	70,658
La Palma	6,992	388	1,796	5,086	5,560



How many are loyal to the Canary Islands?

	2019	2021	2022	2023	2024
Repeat tourists	77.0%	74.3%	75.9%	77.7%	78.2%
At least 10 previous visits	20.5%	23.9%	21.9%	24.4%	25.9%
Repeat tourists (last 5 years)	72.6%	66.8%	66.9%	68.6%	71.4%
Repeat tourists (last 5 years)(5 or more visits)	20.8%	13.0%	10.8%	18.7%	18.5%

Who are they?

	2019	2021	2022	2023	2024
Gender					
Men	44.0%	50.3%	49.3%	49.3%	52.6%
Women	56.0%	49.7%	50.7%	50.7%	47.4%
Age					
Average age	50.9	48.3	49.5	51.5	49.9
Standard deviation	15.4	15.7	16.8	17.4	17.7
Age range					
16 - 24 years old	6.9%	8.9%	9.9%	8.7%	11.5%
25 - 30 years old	7.0%	9.2%	7.9%	8.2%	6.9%
31 - 45 years old	20.7%	22.1%	21.6%	18.2%	22.6%
46 - 60 years old	34.0%	34.1%	30.0%	28.1%	25.8%
Over 60 years old	31.4%	25.7%	30.6%	36.8%	33.2%
Occupation					
Salaried worker	55.4%	60.3%	52.6%	53.6%	55.2%
Self-employed	7.0%	7.8%	9.9%	7.6%	8.0%
Unemployed	0.3%	0.6%	1.8%	0.1%	1.6%
Business owner	12.4%	8.0%	9.2%	7.3%	10.3%
Student	3.8%	6.4%	4.1%	4.5%	3.0%
Retired	20.3%	15.7%	21.9%	26.5%	21.6%
Unpaid domestic work	0.1%	0.0%	0.0%	0.1%	0.0%
Others	0.6%	1.2%	0.4%	0.3%	0.2%
Annual household income level					
Less than €25,000	5.5%	5.7%	8.1%	6.0%	5.9%
€25,000 - €49,999	19.1%	19.6%	20.6%	22.3%	18.8%
€50,000 - €74,999	31.1%	28.2%	32.2%	28.9%	28.5%
More than €74,999	44.3%	46.5%	39.0%	42.7%	46.8%
Education level					
No studies	1.6%	0.8%	1.5%	2.4%	2.7%
Primary education	5.6%	3.2%	2.5%	4.0%	2.6%
Secondary education	12.7%	16.5%	10.2%	13.6%	11.8%
Higher education	80.1%	79.6%	85.8%	80.0%	82.9%

Share by islands	2019	2021	2022	2023	2024
Lanzarote	11.3%	15.8%	15.5%	9.1%	7.8%
Fuerteventura	10.1%	13.6%	9.2%	8.9%	10.1%
Gran Canaria	46.1%	41.6%	42.5%	49.1%	51.6%
Tenerife	29.7%	28.6%	32.2%	30.9%	28.2%
La Palma	2.8%	0.3%	0.6%	2.0%	2.2%

How many islands do they visit during their trip?

	2019	2021	2022	2023	2024
One island	94.8%	96.2%	96.3%	95.4%	94.8%
Two islands	4.6%	3.3%	3.7%	4.4%	4.2%
Three or more islands	0.6%	0.5%	0.0%	0.2%	1.0%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019	2021	2022	2023	2024
Average rating	8.68	8.78	8.77	8.71	8.64

Experience in the Canary Islands	2019	2021	2022	2023	2024
Worse or much worse than expected	1.2%	2.2%	1.9%	1.8%	3.4%
Lived up to expectations	65.1%	62.5%	64.6%	63.8%	62.4%
Better or much better than expected	33.8%	35.3%	33.5%	34.5%	34.2%

Future intentions (scale 1-10)	2019	2021	2022	2023	2024
Return to the Canary Islands	8.88	8.79	8.94	8.76	8.85
Recommend visiting the Canary Islands	8.96	8.95	9.05	8.82	8.85

Who do they come with?

	2019	2021	2022	2023	2024
Unaccompanied	4.3%	7.9%	9.0%	6.4%	9.4%
Only with partner	44.0%	46.1%	44.7%	53.7%	43.2%
Only with children (< 13 years old)	5.8%	5.7%	5.9%	3.5%	4.1%
Partner + children (< 13 years old)	6.9%	5.8%	6.4%	6.0%	6.2%
Other relatives	11.9%	15.5%	11.2%	9.6%	9.9%
Friends	5.2%	6.2%	5.1%	4.8%	6.7%
Work colleagues	0.2%	0.2%	0.3%	0.1%	0.8%
Organized trip	0.7%	0.0%	0.6%	0.4%	0.1%
Other combinations (2)	20.9%	12.6%	16.8%	15.4%	19.5%

(2) Combination of some of the groups previously analyzed

Tourists with children	21.2%	18.8%	20.2%	14.6%	16.6%
- Between 0 and 2 years old	1.7%	1.4%	2.5%	1.0%	1.8%
- Between 3 and 12 years old	17.0%	15.4%	15.2%	11.9%	13.0%
- Between 0 -2 and 3-12 years old	2.4%	2.0%	2.5%	1.7%	1.9%

Tourists without children	78.8%	81.2%	79.8%	85.4%	83.4%
---------------------------	-------	-------	-------	-------	-------

Group composition:					
- 1 person	7.4%	10.6%	11.1%	8.8%	12.6%
- 2 people	51.7%	56.5%	54.8%	61.6%	51.3%
- 3 people	12.4%	8.0%	10.1%	10.5%	10.3%
- 4 or 5 people	20.5%	17.3%	14.9%	16.4%	18.6%
- 6 or more people	7.9%	7.6%	8.9%	2.8%	7.1%

Average group size:	3.00	2.80	2.87	2.56	2.84
---------------------	------	------	------	------	------

*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.