

Tourist profile by quarter of trip (2024)

DENMARK



How many are they and how much do they spend?



	2024Q1	2024Q2	2024Q3	2024Q4	2024
TOURISTS					
Tourist arrivals (FRONTUR) (*)	131	--	--	101	295
Tourist arrivals ≥ 16 years old (EGT) (*)	113	--	--	86	250
- book holiday package (*)	80	--	--	58	178
- do not book holiday package (*)	33	--	--	28	72
- % tourists who book holiday package	70.8%	--	--	67.3%	71.2%
Children < 16 years old (FRONTUR - EGT) (*)	19	--	--	15	44
Expenditure per tourist (€)					
- book holiday package	289	--	--	230	253
- holiday package	247	--	--	181	211
- others	42	--	--	49	42
- do not book holiday package	321	--	--	315	293
- flight	134	--	--	77	96
- accommodation	88	--	--	107	91
- others	99	--	--	131	106
Average lenght of stay	10.72	--	--	9.23	9.72
Average daily expenditure (€)	207.2	--	--	191.5	196.5
Average daily expenditure (without flight)	136.8	--	--	130.9	133.0
Average cost of the flight (€)	106.9	--	--	77.1	86.5
Total turnover (≥ 16 years old) (€m)	193	--	--	137	401
Turnover without flight (≥ 16 years old) (€m)	123	--	--	95	269

(*) Thousand of tourists

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

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Accommodation:					
- Accommodation	88.5%	--	--	91.0%	88.5%
- Additional accommodation expenses	3.3%	--	--	6.0%	4.3%
Transport:					
- National/International Transport	97.6%	--	--	93.8%	94.3%
- Flights between islands	1.7%	--	--	4.9%	2.6%
- Taxi	56.5%	--	--	65.8%	60.6%
- Car rental	25.5%	--	--	17.2%	21.0%
- Public transport	9.6%	--	--	12.5%	9.4%
Food and drink:					
- Food purchases at supermarkets	48.1%	--	--	67.6%	57.1%
- Restaurants	60.1%	--	--	64.7%	61.9%
Leisure:					
- Organized excursions	13.3%	--	--	20.7%	15.7%
- Sport activities	4.5%	--	--	6.2%	5.4%
- Cultural activities	2.3%	--	--	5.3%	2.9%
- Museums	4.4%	--	--	1.6%	2.8%
- Theme Parks	2.8%	--	--	8.1%	4.3%
- Discos and pubs	8.7%	--	--	10.7%	8.9%
- Wellness	3.5%	--	--	4.4%	4.4%
Purchases of goods:					
- Souvenirs	28.7%	--	--	38.2%	33.6%
- Real state	0.0%	--	--	0.0%	0.0%
- Other expenses	0.8%	--	--	2.8%	1.3%
Other:					
- Medical or pharmaceutical expenses	3.6%	--	--	3.7%	4.0%
- Other expenses	9.9%	--	--	4.3%	7.1%

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.



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

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Expenditure per tourist and trip (€)					
Accommodation:	1,133	--	--	912	985
- Accommodation	804	--	--	667	736
- Additional accommodation expenses	329	--	--	245	249
Transport:	959	--	--	950	961
- National/International Transport	631	--	--	514	558
- Flights between islands	59	--	--	189	145
- Taxi	107	--	--	93	99
- Car rental	138	--	--	126	132
- Public transport	24	--	--	28	26
Food and drink:	403	--	--	413	407
- Food purchases at supermarkets	127	--	--	154	148
- Restaurants	275	--	--	259	259
Leisure:	333	--	--	650	545
- Organized excursions	81	--	--	100	91
- Sport activities	62	--	--	40	57
- Cultural activities	26	--	--	224	152
- Museums	31	--	--	15	35
- Theme Parks	44	--	--	130	100
- Discos and pubs	49	--	--	68	55
- Wellness	40	--	--	74	53
Purchases of goods:	74	--	--	174	129
- Souvenirs	61	--	--	127	91
- Real state	0	--	--	0	0
- Other expenses	12	--	--	47	38
Other:	104	--	--	210	127
- Medical or pharmaceutical expenses	52	--	--	20	41
- Other expenses	52	--	--	190	85

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DENMARK



What is the main purpose of their trip?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Holiday, leisure	91.1%	--	--	93.3%	92.3%
Visiting family or friends	6.6%	--	--	2.8%	4.2%
Business and work	0.2%	--	--	0.0%	0.1%
Education and training	0.0%	--	--	0.3%	0.3%
Sports training	1.4%	--	--	2.7%	2.6%
Health or medical care	0.0%	--	--	0.0%	0.0%
Fairs and congresses	0.0%	--	--	0.9%	0.3%
Others	0.7%	--	--	0.0%	0.3%

What is the main motivation for their holidays?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Rest	57.7%	--	--	63.0%	60.5%
Enjoy family time	24.6%	--	--	18.7%	21.3%
Have fun	2.8%	--	--	6.5%	4.9%
Explore the destination	7.7%	--	--	7.3%	7.6%
Practice their hobbies	5.0%	--	--	3.6%	4.3%
Other reasons	2.2%	--	--	0.8%	1.5%

Where did they spend their main holiday last year? *

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Didn't have holidays	9.9%	--	--	9.5%	10.9%
Canary Islands	36.3%	--	--	26.2%	29.9%
Other destination	53.9%	--	--	64.2%	59.2%
- Balearic Islands	0.7%	--	--	2.1%	2.1%
- Rest of Spain	10.4%	--	--	11.5%	10.0%
- Italy	7.9%	--	--	7.5%	7.2%
- France	6.2%	--	--	5.1%	4.5%
- Turkey	9.6%	--	--	4.4%	4.0%
- Greece	8.9%	--	--	9.8%	9.9%
- Portugal	1.3%	--	--	2.8%	2.8%
- Croatia	0.0%	--	--	0.7%	1.4%
- Egypt	0.0%	--	--	0.9%	0.6%
- Tunisia	0.0%	--	--	0.0%	0.6%
- Morocco	0.0%	--	--	0.3%	0.1%
- Others	8.8%	--	--	19.2%	16.1%

* Percentage of valid answers

What other destinations did they consider for this trip? *

	2024Q1	2024Q2	2024Q3	2024Q4	2024
None (I was clear about "this Canary Island")	35.9%	--	--	33.7%	35.7%
Canary Islands (other island)	31.8%	--	--	27.5%	27.2%
Other destination	32.3%	--	--	38.8%	37.0%
- Balearic Islands	0.5%	--	--	2.5%	1.5%
- Rest of Spain	7.5%	--	--	10.1%	8.4%
- Italy	3.3%	--	--	4.5%	4.7%
- France	0.6%	--	--	1.0%	1.0%
- Turkey	2.6%	--	--	1.1%	2.4%
- Greece	7.1%	--	--	9.0%	8.3%
- Portugal	3.4%	--	--	3.1%	3.1%
- Croatia	1.8%	--	--	0.6%	1.6%
- Egypt	4.0%	--	--	5.0%	4.2%
- Others	1.5%	--	--	1.9%	1.9%

* Percentage of valid answers

Importance of each factor in the destination choice



	2024Q1	2024Q2	2024Q3	2024Q4	2024
Climate	84.0%	--	--	67.5%	73.3%
Tranquility	36.6%	--	--	38.3%	34.2%
European belonging	39.0%	--	--	36.0%	34.0%
Accommodation supply	31.3%	--	--	35.1%	33.9%
Safety	32.6%	--	--	31.7%	32.1%
Sea	33.1%	--	--	36.3%	31.7%
Beaches	28.1%	--	--	31.8%	28.0%
Environment	23.6%	--	--	29.2%	23.8%
Price	25.6%	--	--	20.8%	23.6%
Fun possibilities	19.8%	--	--	27.7%	23.1%
Landscapes	22.5%	--	--	27.7%	21.3%
Gastronomy	18.7%	--	--	20.2%	18.6%
Authenticity	15.2%	--	--	17.3%	15.5%
Exoticism	17.9%	--	--	12.0%	14.9%
Hiking trail network	9.6%	--	--	9.6%	8.0%
Shopping	7.3%	--	--	8.7%	7.8%
Effortless trip	5.0%	--	--	7.0%	5.4%
Culture	3.3%	--	--	4.3%	3.6%
Nightlife	3.3%	--	--	2.4%	2.9%
Historical heritage	1.8%	--	--	3.9%	2.5%

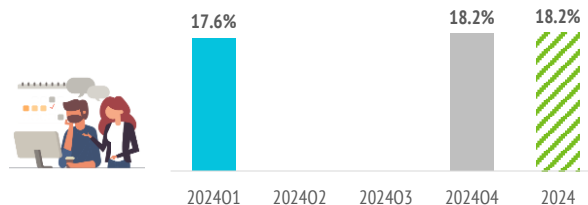
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important" % of tourists who indicate that the factor is "very important" in their choice.

How far in advance do they book their trip?



	2024Q1	2024Q2	2024Q3	2024Q4	2024
The same day	1.3%	--	--	1.8%	1.4%
Between 1 and 30 days	22.6%	--	--	18.9%	22.1%
Between 1 and 2 months	24.5%	--	--	23.8%	22.7%
Between 3 and 6 months	34.0%	--	--	37.4%	35.6%
More than 6 months	17.6%	--	--	18.2%	18.2%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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



	2024Q1	2024Q2	2024Q3	2024Q4	2024
Previous visits to the Canary Islands	54.4%	--	--	57.2%	55.5%
Friends or relatives	28.0%	--	--	27.5%	25.3%
Internet or social media	46.2%	--	--	39.8%	43.3%
Mass Media	0.1%	--	--	2.3%	0.9%
Travel guides and magazines	4.9%	--	--	6.8%	5.4%
Travel Blogs or Forums	2.0%	--	--	5.0%	3.3%
Travel TV Channels	0.0%	--	--	0.6%	0.3%
Tour Operator or Travel Agency	27.6%	--	--	28.0%	28.3%
Public administrations or similar	0.0%	--	--	1.6%	0.8%
Others	4.0%	--	--	2.6%	3.4%

* Multi-choice question

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DENMARK



With whom did they book their flight and accommodation?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Flight					
- Directly with the airline	24.8%	--	--	24.5%	23.5%
- Tour Operator or Travel Agency	75.2%	--	--	75.5%	76.5%
Accommodation					
- Directly with the accommodation	23.5%	--	--	24.3%	22.4%
- Tour Operator or Travel Agency	76.5%	--	--	75.7%	77.6%

Where does the flight come from?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Denmark	92.4%	--	--	93.2%	91.6%
Germany	3.2%	--	--	3.4%	3.1%
Spanish Mainland	1.9%	--	--	2.0%	2.1%
Netherlands	1.6%	--	--	0.0%	0.7%
Italy	0.0%	--	--	0.0%	0.6%
United Kingdom	0.0%	--	--	0.6%	0.6%
Others	0.9%	--	--	0.8%	1.3%

Where do they stay?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
1-2-3* Hotel	14.4%	--	--	18.5%	18.2%
4* Hotel	37.7%	--	--	32.6%	37.5%
5* Hotel / 5* Luxury Hotel	8.0%	--	--	3.1%	5.3%
Aparthotel / Tourist Villa	21.3%	--	--	22.0%	21.1%
House/room rented in a private dwelling	7.8%	--	--	15.1%	9.4%
Private accommodation (1)	9.6%	--	--	1.4%	5.2%
Others (Cottage, cruise, camping,...)	1.3%	--	--	7.2%	3.3%

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

What do they book?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Room only	31.7%	--	--	48.5%	38.6%
Bed and Breakfast	14.8%	--	--	14.9%	16.0%
Half board	7.9%	--	--	7.0%	10.3%
Full board	5.0%	--	--	3.9%	3.7%
All inclusive	40.6%	--	--	25.7%	31.4%

Tourist tax (Data available from Q2 2024)

Have they visited any holiday destination in the last five years where they were charged a tourist tax?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Yes	--	--	--	42.5%	44.0%
No	--	--	--	28.9%	27.8%
Not remember	--	--	--	28.6%	28.2%

Do they exclude destinations with tourist tax?

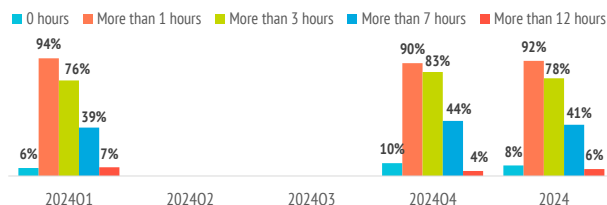
	2024Q1	2024Q2	2024Q3	2024Q4	2024
Yes	--	--	--	12.0%	13.6%
No	--	--	--	88.0%	86.4%

How much would they be willing to pay?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Up to 1 euro	--	--	--	35.0%	36.4%
Up to 2 euros	--	--	--	24.8%	27.0%
Up to 3 euros	--	--	--	18.5%	18.5%
More than 3 euros	--	--	--	21.7%	18.0%

Activities in the Canary Islands

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Outdoor time per day					
0 hours	6.3%	--	--	10.2%	8.4%
1 - 2 hours	17.6%	--	--	7.0%	13.9%
3 - 6 hours	37.5%	--	--	39.0%	37.0%
7 - 12 hours	31.6%	--	--	39.8%	35.2%
More than 12 hours	6.9%	--	--	4.0%	5.6%
Outdoor time per day	6.0	--	--	6.2	6.0



Activities in the Canary Islands	2024Q1	2024Q2	2024Q3	2024Q4	2024
Walk, wander	65.1%	--	--	69.2%	65.5%
Swimming pool, hotel facilities	58.1%	--	--	53.8%	60.0%
Beach	56.0%	--	--	56.9%	55.2%
Explore the island on their own	58.7%	--	--	50.7%	54.5%
Taste Canarian gastronomy	26.0%	--	--	16.7%	21.2%
Hiking	17.3%	--	--	20.1%	17.4%
Organized excursions	11.9%	--	--	12.1%	11.3%
Sea excursions / whale watching	7.4%	--	--	12.9%	9.8%
Nightlife / concerts / shows	9.3%	--	--	11.6%	9.8%
Running	8.8%	--	--	10.1%	9.5%
Practice other sports	7.7%	--	--	7.8%	8.4%
Wineries / markets / popular festivals	9.9%	--	--	7.7%	7.8%
Theme parks	8.3%	--	--	6.3%	7.2%
Museums / exhibitions	6.7%	--	--	8.2%	6.6%
Beauty and health treatments	5.4%	--	--	7.3%	6.1%
Other Nature Activities	6.4%	--	--	5.5%	5.7%
Cycling / Mountain bike	3.3%	--	--	4.5%	5.2%
Swim	3.5%	--	--	4.8%	4.7%
Astronomical observation	3.6%	--	--	4.2%	3.7%
Golf	4.0%	--	--	1.8%	2.6%
Scuba Diving	2.0%	--	--	1.2%	1.9%
Windsurf / Kitesurf	2.0%	--	--	0.5%	1.6%
Surf	2.5%	--	--	0.6%	1.6%

* Multi-choice question

Would they be willing to pay a tourist tax for each day of accommodation in the Canary Islands?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Yes	--	--	--	60.7%	33.3%
- For any purpose	--	--	--	15.8%	8.4%
- Improve living conditions	--	--	--	11.1%	5.2%
- Improve economic development	--	--	--	4.7%	2.2%
- Improve the environment	--	--	--	20.8%	11.6%
- Improve the tourist environment	--	--	--	3.7%	2.4%
- Other purposes	--	--	--	4.5%	3.5%
Not sure	--	--	--	27.9%	14.5%
No	--	--	--	11.4%	7.2%

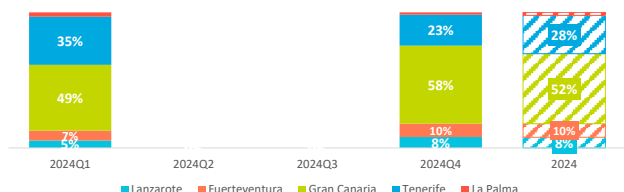
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Which island do they choose?

Tourists (≥ 16 year old)	2024Q1	2024Q2	2024Q3	2024Q4	2024
Lanzarote	6,160	--	--	6,940	19,611
Fuerteventura	8,181	--	--	8,609	25,269
Gran Canaria	54,512	--	--	49,724	129,117
Tenerife	39,793	--	--	19,712	70,658
La Palma	3,634	--	--	1,460	5,560



How many are loyal to the Canary Islands?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Repeat tourists	76.8%	--	--	79.6%	78.2%
At least 10 previous visits	21.5%	--	--	32.6%	25.9%
Repeat tourists (last 5 years)	69.4%	--	--	76.9%	71.4%
Repeat tourists (last 5 years) (5 or more)	15.2%	--	--	24.3%	18.5%

Who are they?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Gender					
Men	47.3%	--	--	57.1%	52.6%
Women	52.7%	--	--	42.9%	47.4%
Age					
Average age	48.9	--	--	51.6	49.9
Standard deviation	17.3	--	--	18.2	17.7
Age range					
16 - 24 years old	10.6%	--	--	11.2%	11.5%
25 - 30 years old	8.3%	--	--	6.3%	6.9%
31 - 45 years old	24.8%	--	--	19.5%	22.6%
46 - 60 years old	25.1%	--	--	25.6%	25.8%
Over 60 years old	31.2%	--	--	37.5%	33.2%
Occupation					
Salaried worker	52.2%	--	--	59.1%	55.2%
Self-employed	7.4%	--	--	6.6%	8.0%
Unemployed	2.5%	--	--	0.9%	1.6%
Business owner	10.1%	--	--	12.0%	10.3%
Student	4.3%	--	--	2.6%	3.0%
Retired	23.1%	--	--	18.8%	21.6%
Unpaid domestic work	0.0%	--	--	0.0%	0.0%
Others	0.3%	--	--	0.0%	0.2%
Annual household income level					
Less than €25,000	5.8%	--	--	4.5%	5.9%
€25,000 - €49,999	16.3%	--	--	18.7%	18.8%
€50,000 - €74,999	23.2%	--	--	32.4%	28.5%
More than €74,999	54.6%	--	--	44.4%	46.8%
Education level					
No studies	1.9%	--	--	4.9%	2.7%
Primary education	3.0%	--	--	2.0%	2.6%
Secondary education	9.9%	--	--	9.5%	11.8%
Higher education	85.2%	--	--	83.6%	82.9%

Share by islands	2024Q1	2024Q2	2024Q3	2024Q4	2024
Lanzarote	5.5%	--	--	8.0%	7.8%
Fuerteventura	7.3%	--	--	10.0%	10.1%
Gran Canaria	48.5%	--	--	57.5%	51.6%
Tenerife	35.4%	--	--	22.8%	28.2%
La Palma	3.2%	--	--	1.7%	2.2%

How many islands do they visit during their trip?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
One island	94.8%	--	--	93.0%	94.8%
Two islands	3.9%	--	--	6.2%	4.2%
Three or more islands	1.4%	--	--	0.7%	1.0%

How do they rate the Canary Islands?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Satisfaction (scale 0-10)					
Average rating	8.72	--	--	8.54	8.64

Experience in the Canary Islands	2024Q1	2024Q2	2024Q3	2024Q4	2024
Worse or much worse than expected	1.9%	--	--	3.3%	3.4%
Lived up to expectations	64.4%	--	--	59.4%	62.4%
Better or much better than expected	33.7%	--	--	37.3%	34.2%

Future intentions (scale 1-10)	2024Q1	2024Q2	2024Q3	2024Q4	2024
Return to the Canary Islands	8.83	--	--	8.90	8.85
Recommend visiting the Canary Islands	8.87	--	--	8.78	8.85

Who do they come with?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Unaccompanied	11.2%	--	--	8.0%	9.4%
Only with partner	41.3%	--	--	41.5%	43.2%
Only with children (< 13 years old)	4.1%	--	--	5.0%	4.1%
Partner + children (< 13 years old)	9.2%	--	--	4.1%	6.2%
Other relatives	8.4%	--	--	9.9%	9.9%
Friends	3.7%	--	--	10.5%	6.7%
Work colleagues	0.9%	--	--	1.1%	0.8%
Organized trip	0.1%	--	--	0.0%	0.1%
Other combinations (2)	21.1%	--	--	19.8%	19.5%

(2) Combination of some of the groups previously analyzed

Tourists with children	20.2%	--	--	14.9%	16.6%
- Between 0 and 2 years old	2.3%	--	--	1.6%	1.8%
- Between 3 and 12 years old	16.1%	--	--	11.6%	13.0%
- Between 0 -2 and 3-12 years old	1.8%	--	--	1.8%	1.9%
Tourists without children	79.8%	--	--	85.1%	83.4%
Group composition:					
- 1 person	13.3%	--	--	11.4%	12.6%
- 2 people	47.6%	--	--	54.8%	51.3%
- 3 people	9.2%	--	--	12.3%	10.3%
- 4 or 5 people	22.0%	--	--	15.4%	18.6%
- 6 or more people	8.1%	--	--	6.1%	7.1%
Average group size:	3.00	--	--	2.68	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.