

Tourist profile. Historical data (2019 - 2025)

DENMARK: First Quarter



How many are they and how much do they spend?

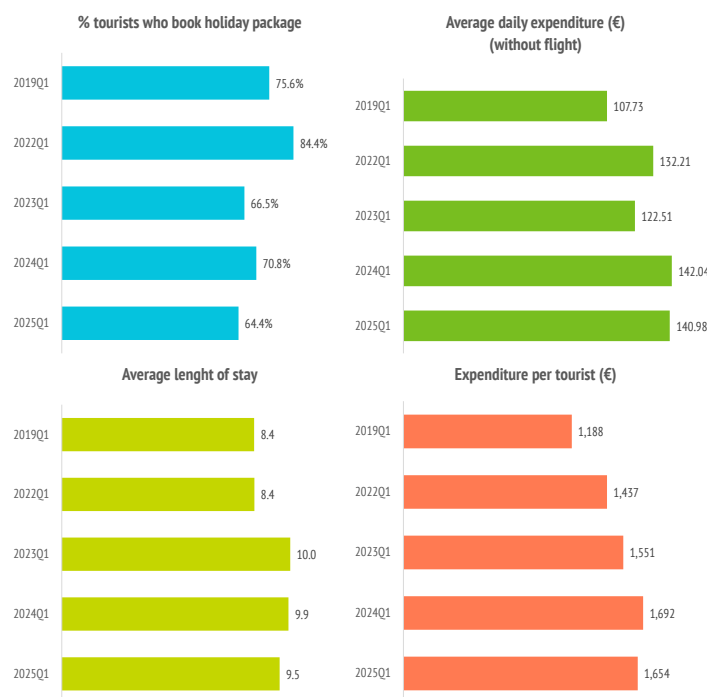


	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
TOURISTS					
Tourist arrivals (FRONTUR) (*)	127	121	134	131	132
Tourist arrivals ≥ 16 years old (EGT) (*)	105	101	113	113	115
- book holiday package (*)	79	85	75	80	74
- do not book holiday package (*)	26	16	38	33	41
- % tourists who book holiday package	75.6%	84.4%	66.5%	70.8%	64.4%
Children < 16 years old (FRONTUR - EGT) (*)	22	20	21	19	17
Expenditure per tourist (€)	1,188	1,437	1,551	1,692	1,654
- book holiday package	1,243	1,480	1,791	1,723	1,773
- holiday package	964	1,228	1,348	1,458	1,443
- others	279	252	442	265	330
- do not book holiday package	1,017	1,206	1,077	1,615	1,438
- flight	299	327	343	580	409
- accommodation	354	436	354	542	527
- others	363	442	379	493	502
Average lenght of stay	8.4	8.4	10.0	9.9	9.5
- Median	7.0	7.0	7.0	7.0	7.0
Average daily expenditure (€)	149.00	186.39	174.68	211.27	194.97
- Median	131.94	160.37	159.90	194.82	196.13
Average daily expenditure (without flight)	107.73	132.21	122.51	142.04	140.98
- Median	87.74	112.80	115.09	128.66	138.09
Average cost of the flight (€)	328.74	418.76	446.65	569.93	467.79
Total turnover (≥ 16 years old) (€m)	124	145	175	190	190
Turnover without flight (≥ 16 years old) (€m)	90	103	125	126	136

(*) Thousands of tourists

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

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Accommodation:					
- Accommodation	94.2%	94.7%	86.8%	90.6%	85.7%
- Additional accommodation expenses	2.8%	4.1%	3.6%	4.2%	3.8%
Transport:					
- National/International Transport	97.0%	98.7%	95.8%	95.8%	95.5%
- Flights between islands	1.4%	0.7%	4.2%	2.1%	3.8%
- Taxi	59.8%	67.4%	51.3%	57.8%	53.4%
- Car rental	17.2%	26.8%	30.9%	24.1%	25.0%
- Public transport	10.2%	10.8%	7.3%	9.6%	14.8%
Food and drink:					
- Food purchases at supermarkets	54.0%	45.8%	53.1%	48.4%	57.2%
- Restaurants	65.8%	58.3%	66.5%	61.4%	72.8%
Leisure:					
- Organized excursions	9.8%	13.6%	15.3%	15.1%	21.2%
- Sport activities	2.5%	6.9%	6.0%	4.3%	8.0%
- Cultural activities	3.3%	5.6%	1.0%	2.3%	2.8%
- Museums	2.7%	3.9%	3.0%	3.7%	3.1%
- Theme Parks	4.0%	6.5%	4.3%	3.4%	8.7%
- Discos and pubs	4.2%	3.7%	7.7%	8.4%	7.1%
- Wellness	2.8%	3.2%	4.7%	4.2%	2.0%
Purchases of goods:					
- Souvenirs	32.4%	35.2%	32.3%	29.2%	31.2%
- Other expenses	0.8%	0.3%	0.6%	1.1%	0.0%
Other:					
- Medical or pharmaceutical expenses	6.1%	3.7%	8.5%	4.5%	6.3%
- Other expenses	9.7%	12.0%	6.2%	11.0%	5.3%



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

Expenditure per tourist and trip (€)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Accommodation:					
- Accommodation	805	1,213	956	1,103	974
- Additional accommodation expenses	556	713	720	802	868
Transport:					
- National/International Transport	249	500	236	301	106
- National/International Transport	550	748	863	961	837
- Flights between islands	339	424	466	595	490
- Flights between islands	32	88	117	96	97
- Taxi	70	91	120	109	109
- Car rental	87	121	127	140	121
- Public transport	22	23	32	22	21
Food and drink:					
- Food purchases at supermarkets	301	296	447	394	370
- Food purchases at supermarkets	110	108	123	118	127
- Restaurants	191	188	324	276	244
Leisure:					
- Organized excursions	464	514	472	391	461
- Organized excursions	95	85	99	87	100
- Sport activities	102	142	110	101	46
- Cultural activities	36	50	62	29	54
- Museums	22	27	12	31	22
- Theme Parks	117	52	55	47	78
- Discos and pubs	48	61	81	55	100
- Wellness	44	97	54	41	61
Purchases of goods:					
- Souvenirs	1,096	89	307	77	131
- Souvenirs	112	69	93	65	131
- Other expenses	983	20	214	12	0
Other:					
- Medical or pharmaceutical expenses	193	77	237	103	180
- Medical or pharmaceutical expenses	29	16	116	50	44
- Other expenses	164	61	121	53	136

Source: Encuesta sobre Gasto Turístico (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 (2019 - 2025)

DENMARK: First Quarter



What is the main purpose of their trip?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Holiday, leisure	96.5%	96.6%	93.5%	92.9%	92.7%
Visiting family or friends	1.9%	2.5%	4.2%	4.3%	5.3%
Business and work	0.0%	0.0%	0.6%	0.3%	0.6%
Education and training	0.2%	0.0%	0.0%	0.0%	0.0%
Sports training	0.3%	0.9%	1.3%	1.4%	0.7%
Health or medical care	0.0%	0.0%	0.0%	0.0%	0.0%
Fairs and congresses	1.2%	0.0%	0.0%	0.0%	0.0%
Others	0.0%	0.0%	0.3%	1.0%	0.8%

What is the main motivation for their holidays?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Rest	65.1%	59.4%	56.1%	58.0%	55.3%
Enjoy family time	21.8%	23.7%	24.1%	23.0%	22.7%
Have fun	3.1%	5.9%	4.6%	3.8%	6.8%
Explore the destination	8.7%	6.9%	11.5%	7.1%	12.5%
Practice their hobbies	1.1%	2.9%	2.0%	5.7%	2.3%
Other reasons	0.2%	1.1%	1.7%	2.5%	0.4%

Where did they spend their main holiday last year? *

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Didn't have holidays	--	36.6%	10.7%	9.5%	9.1%
Canary Islands	--	13.2%	29.9%	25.8%	29.0%
Other destination	--	50.3%	59.4%	64.7%	62.0%
- Balearic Islands	--	5.9%	2.6%	1.9%	3.0%
- Rest of Spain	--	4.5%	7.9%	12.0%	10.0%
- Italy	--	5.9%	9.6%	7.9%	9.0%
- France	--	4.0%	4.3%	5.1%	6.4%
- Turkey	--	0.8%	2.1%	4.6%	3.2%
- Greece	--	13.2%	9.2%	9.9%	10.3%
- Portugal	--	1.9%	2.4%	3.8%	3.3%
- Croatia	--	0.9%	2.1%	0.8%	1.7%
- Egypt	--	0.0%	0.2%	1.1%	0.0%
- Tunisia	--	0.0%	0.0%	0.0%	0.0%
- Morocco	--	0.0%	0.5%	0.2%	0.0%
- Others	--	13.2%	18.4%	17.3%	15.2%

* Percentage of valid answers

What other destinations did they consider for this trip? *

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
None (I was clear about "this Canary Island")	--	39.8%	42.6%	37.4%	39.4%
Canary Islands (other island)	--	31.8%	32.3%	30.5%	30.7%
Other destination	--	28.4%	25.2%	32.1%	29.9%
- Balearic Islands	--	1.5%	0.8%	0.5%	2.2%
- Rest of Spain	--	5.0%	4.2%	7.9%	6.2%
- Italy	--	1.3%	2.0%	3.2%	3.3%
- France	--	1.0%	0.1%	0.6%	1.2%
- Turkey	--	1.4%	1.5%	2.8%	0.5%
- Greece	--	5.9%	5.3%	6.5%	4.9%
- Portugal	--	4.8%	2.4%	3.4%	5.7%
- Croatia	--	0.0%	0.2%	1.7%	1.0%
- Egypt	--	2.9%	4.5%	3.9%	3.6%
- Others	--	4.6%	4.3%	1.6%	1.2%

* Percentage of valid answers

Importance of each factor in the destination choice

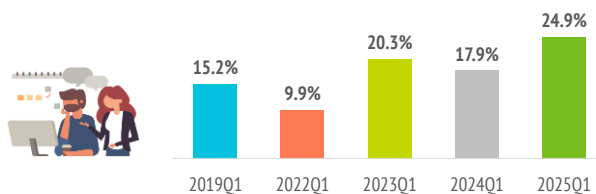
	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Climate	81.1%	78.8%	76.1%	74.5%	73.3%
Tranquility	36.1%	32.9%	33.0%	34.0%	34.2%
European belonging	28.5%	32.3%	29.2%	31.3%	34.0%
Accommodation supply	31.9%	31.3%	36.6%	34.3%	33.9%
Safety	36.5%	29.8%	30.6%	35.2%	32.1%
Sea	31.6%	28.1%	31.6%	34.4%	31.7%
Beaches	23.8%	27.4%	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?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
The same day	0.6%	0.0%	0.0%	1.2%	0.5%
Between 1 and 30 days	26.4%	32.4%	24.4%	21.2%	21.9%
Between 1 and 2 months	31.5%	29.3%	27.7%	24.0%	25.8%
Between 3 and 6 months	26.2%	28.4%	27.6%	35.8%	27.0%
More than 6 months	15.2%	9.9%	20.3%	17.9%	24.9%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Previous visits to the Canary Islands	60.6%	53.5%	60.6%	56.2%	62.4%
Friends or relatives	17.7%	18.2%	19.9%	24.8%	22.0%
Internet or social media	55.6%	52.1%	47.9%	45.7%	43.6%
Mass Media	1.6%	2.2%	0.6%	0.1%	0.5%
Travel guides and magazines	6.6%	5.1%	5.1%	4.6%	1.4%
Travel Blogs or Forums	3.5%	4.5%	5.9%	2.6%	1.9%
Travel TV Channels	0.2%	0.0%	0.0%	0.0%	0.4%
Tour Operator or Travel Agency	26.0%	42.6%	24.9%	26.7%	27.1%
Public administrations or similar	0.0%	2.1%	0.0%	0.0%	0.4%
Others	1.0%	0.7%	1.1%	3.7%	1.9%

* Multi-choice question

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With whom did they book their flight and accommodation?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Flight					
- Directly with the airline	20.0%	17.1%	28.1%	26.3%	26.0%
- Tour Operator or Travel Agency	80.0%	82.9%	71.9%	73.7%	74.0%
Accommodation					
- Directly with the accommodation	19.6%	14.6%	23.3%	25.4%	21.6%
- Tour Operator or Travel Agency	80.4%	85.4%	76.7%	74.6%	78.4%

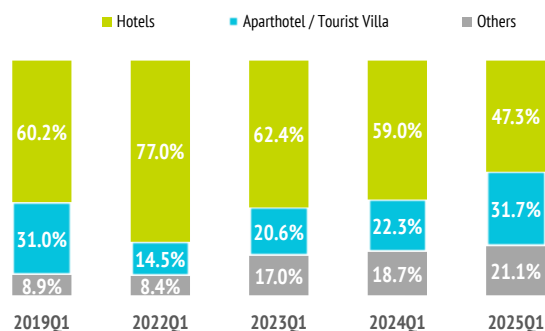
Where does the flight come from?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
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?

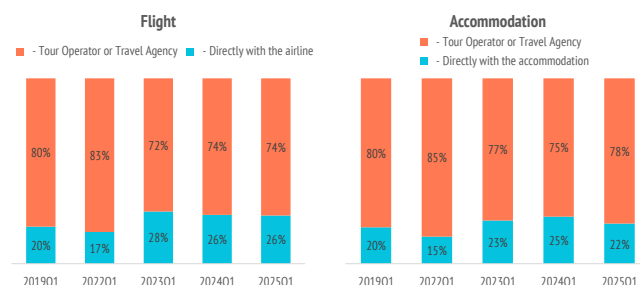
	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
1-2-3* Hotel	23.0%	25.2%	24.3%	15.1%	16.6%
4* Hotel	33.5%	48.3%	33.9%	35.8%	27.5%
5* Hotel / 5* Luxury Hotel	3.7%	3.6%	4.2%	8.1%	3.2%
Aparthotel / Tourist Villa	31.0%	14.5%	20.6%	22.3%	31.7%
House/room rented in a private dwelling	2.7%	2.4%	5.1%	10.4%	12.8%
Private accommodation (1)	0.5%	2.7%	6.0%	5.5%	7.8%
Others (Cottage, cruise, camping,...)	5.7%	3.3%	5.9%	2.7%	0.5%

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



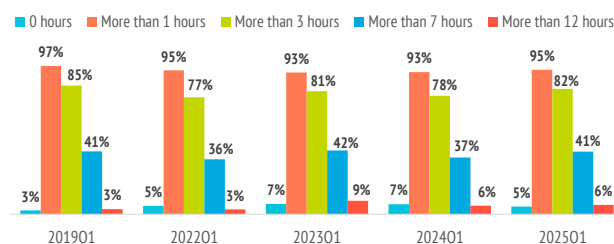
What do they book?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Room only	36.8%	21.8%	38.1%	34.7%	38.2%
Bed and Breakfast	15.0%	17.6%	15.3%	14.5%	20.9%
Half board	13.4%	11.9%	13.7%	8.4%	13.2%
Full board	3.8%	2.6%	2.0%	5.1%	2.0%
All inclusive	31.1%	46.1%	30.9%	37.4%	25.7%



Activities in the Canary Islands

Outdoor time per day	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
0 hours	2.5%	5.4%	6.8%	6.6%	5.0%
1 - 2 hours	12.9%	17.7%	12.3%	15.6%	12.6%
3 - 6 hours	43.3%	40.7%	39.0%	40.5%	41.3%
7 - 12 hours	38.0%	32.9%	33.1%	31.7%	34.9%
More than 12 hours	3.4%	3.2%	8.8%	5.6%	6.2%
Outdoor time per day	6.2	5.7	6.4	5.9	6.3



Activities in the Canary Islands	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
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

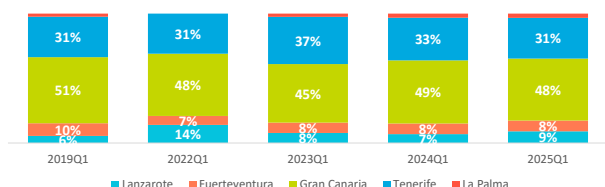
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DENMARK: First Quarter



Which island do they choose?

Tourists (≥ 16 year old)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Lanzarote	5,754	13,967	8,689	7,755	10,403
Fuerteventura	10,203	6,839	9,065	9,189	9,531
Gran Canaria	53,155	47,889	50,847	54,743	54,915
Tenerife	32,605	30,809	41,124	37,061	36,084
La Palma	2,467	0	2,759	3,562	3,720



How many are loyal to the Canary Islands?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Repeat tourists	77.4%	73.9%	81.3%	77.3%	83.1%
At least 10 previous visits	16.3%	19.7%	24.2%	21.1%	23.4%
Repeat tourists (last 5 years)	72.0%	65.5%	72.0%	68.9%	75.5%
Repeat tourists (last 5 years)(5 or more visits)	18.6%	9.1%	19.8%	15.2%	19.7%

Who are they?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Gender					
Men	39.5%	50.0%	50.8%	48.7%	50.6%
Women	60.5%	50.0%	49.2%	51.3%	49.4%
Age					
Average age	53.4	49.6	53.7	49.3	53.8
Standard deviation	14.4	16.6	16.7	16.8	16.8
Age range					
16 - 24 years old	4.5%	12.0%	8.2%	9.1%	7.2%
25 - 30 years old	5.3%	5.0%	3.6%	7.4%	6.6%
31 - 45 years old	19.5%	21.4%	15.7%	26.1%	15.4%
46 - 60 years old	34.6%	32.9%	31.6%	26.7%	27.4%
Over 60 years old	36.1%	28.6%	41.0%	30.7%	43.4%
Occupation					
Salaried worker	54.1%	53.6%	50.0%	54.7%	54.6%
Self-employed	6.0%	10.5%	9.5%	6.4%	5.9%
Unemployed	0.0%	1.9%	0.0%	1.7%	1.2%
Business owner	13.3%	11.3%	5.4%	10.3%	6.2%
Student	2.0%	4.6%	4.6%	4.3%	3.4%
Retired	24.3%	18.0%	30.5%	22.3%	28.7%
Unpaid domestic work	0.3%	0.1%	0.0%	0.0%	0.0%
Others	0.0%	0.0%	0.0%	0.3%	0.1%
Annual household income level					
Less than €25,000	2.3%	5.6%	5.3%	4.1%	6.8%
€25,000 - €49,999	29.1%	17.6%	22.9%	16.7%	22.6%
€50,000 - €74,999	27.7%	30.9%	32.1%	24.4%	20.5%
More than €74,999	40.9%	46.0%	39.7%	54.8%	50.1%
Education level					
No studies	1.6%	1.2%	0.2%	1.7%	2.5%
Primary education	4.1%	1.4%	3.9%	3.3%	3.7%
Secondary education	13.0%	10.8%	13.7%	8.5%	12.6%
Higher education	81.4%	86.7%	82.2%	86.5%	81.3%

Share by islands	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Lanzarote	5.5%	14.0%	7.7%	6.9%	9.1%
Fuerteventura	9.8%	6.9%	8.1%	8.2%	8.3%
Gran Canaria	51.0%	48.1%	45.2%	48.7%	47.9%
Tenerife	31.3%	31.0%	36.6%	33.0%	31.5%
La Palma	2.4%	0.0%	2.5%	3.2%	3.2%

How many islands do they visit during their trip?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
One island	95.3%	96.9%	96.1%	95.1%	92.4%
Two islands	4.0%	3.1%	3.5%	3.7%	6.6%
Three or more islands	0.7%	0.0%	0.5%	1.2%	1.0%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Average rating	8.61	8.91	8.85	8.71	8.62

Experience in the Canary Islands	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Worse or much worse than expected	0.6%	0.7%	0.6%	1.7%	2.0%
Lived up to expectations	67.1%	60.9%	66.5%	66.2%	64.1%
Better or much better than expected	32.3%	38.4%	32.9%	32.1%	33.9%

Future intentions (scale 0-10)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Return to the Canary Islands	8.80	9.00	8.92	8.84	8.96
Recommend visiting the Canary Islands	8.95	9.16	9.07	8.84	9.05

Who do they come with?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Unaccompanied	5.6%	7.2%	5.9%	9.2%	6.1%
Only with partner	51.9%	47.5%	59.9%	41.0%	48.7%
Only with children (< 13 years old)	4.7%	6.8%	2.8%	4.0%	3.5%
Partner + children (< 13 years old)	8.0%	7.6%	5.5%	9.6%	7.2%
Other relatives	10.1%	9.3%	6.3%	9.4%	8.6%
Friends	4.0%	5.9%	4.3%	3.8%	9.1%
Work colleagues	0.0%	0.4%	0.0%	0.8%	0.2%
Organized trip	0.8%	0.4%	0.0%	0.1%	0.4%
Other combinations (2)	14.9%	14.9%	15.3%	22.0%	16.3%

(2) Combination of some of the groups previously analyzed

Tourists with children	18.1%	20.5%	13.2%	22.1%	18.1%
- Between 0 and 2 years old	1.9%	0.8%	1.1%	2.5%	1.3%
- Between 3 and 12 years old	14.6%	18.0%	10.6%	17.8%	14.1%
- Between 0-2 and 3-12 years old	1.6%	1.7%	1.5%	1.8%	2.6%
Tourists without children	81.9%	79.5%	86.8%	77.9%	81.9%
Group composition:					
- 1 person	9.5%	9.4%	8.1%	11.4%	8.3%
- 2 people	57.4%	58.6%	65.5%	47.9%	55.7%
- 3 people	11.7%	7.4%	7.6%	11.7%	9.3%
- 4 or 5 people	17.5%	16.8%	15.7%	21.0%	21.4%
- 6 or more people	3.9%	7.7%	3.1%	8.0%	5.3%
Average group size:	2.62	2.76	2.55	3.01	2.79

*People who share the main expenses of the trip

Source: Encuesta sobre Gasto Turístico (EGT, ISTAC).

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.