

Tourist profile. Historical data (2019 - 2025)

DENMARK: Second Quarter



How many are they and how much do they spend?

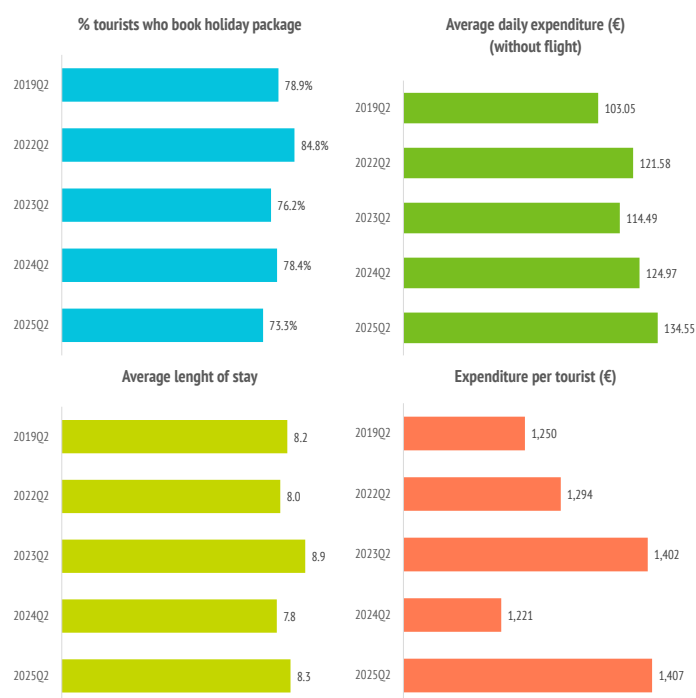


	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
TOURISTS					
Tourist arrivals (FRONTUR) (*)	40	58	38	33	43
Tourist arrivals ≥ 16 years old (EGT) (*)	33	49	31	27	37
- book holiday package (*)	26	42	23	21	27
- do not book holiday package (*)	7	7	7	6	10
- % tourists who book holiday package	78.9%	84.8%	76.2%	78.4%	73.3%
Children < 16 years old (FRONTUR - EGT) (*)	6	9	7	6	7
Expenditure per tourist (€)	1,250	1,294	1,402	1,221	1,407
- book holiday package	1,322	1,289	1,463	1,318	1,461
- holiday package	1,006	1,306	1,183	1,118	1,144
- others	316	-17	280	201	316
- do not book holiday package	979	1,324	1,204	867	1,260
- flight	372	401	381	167	336
- accommodation	281	538	431	181	536
- others	326	386	392	518	388
Average lenght of stay	8.2	8.0	8.9	7.8	8.3
- Median	7.0	7.0	7.0	7.0	7.0
Average daily expenditure (€)	163.11	169.76	174.00	173.61	181.07
- Median	139.65	152.95	158.60	163.04	166.62
Average daily expenditure (without flight)	103.05	121.58	114.49	124.97	134.55
- Median	91.14	103.80	105.62	105.59	123.75
Average cost of the flight (€)	437.07	363.95	482.10	343.64	352.53
Total turnover (≥ 16 years old) (€m)	42	63	43	33	51
Turnover without flight (≥ 16 years old) (€m)	27	46	28	24	39

(*) Thousands of tourists

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

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Accommodation:					
- Accommodation	93.7%	86.4%	92.8%	77.8%	91.1%
- Additional accommodation expenses	2.6%	2.7%	2.5%	3.0%	1.4%
Transport:					
- National/International Transport	99.2%	86.4%	97.4%	84.6%	98.1%
- Flights between islands	1.3%	3.9%	2.1%	0.0%	0.0%
- Taxi	61.0%	55.3%	63.8%	65.8%	61.1%
- Car rental	18.3%	19.3%	21.8%	13.5%	23.3%
- Public transport	3.3%	2.1%	8.6%	5.2%	5.3%
Food and drink:					
- Food purchases at supermarkets	61.8%	50.2%	51.5%	61.2%	49.4%
- Restaurants	66.7%	58.1%	59.5%	61.5%	70.6%
Leisure:					
- Organized excursions	12.2%	14.3%	13.9%	9.0%	11.0%
- Sport activities	4.8%	2.8%	6.8%	2.3%	2.4%
- Cultural activities	1.3%	1.4%	2.5%	0.0%	1.9%
- Museums	0.9%	1.8%	2.6%	0.0%	0.3%
- Theme Parks	5.1%	5.9%	4.7%	0.8%	5.9%
- Discos and pubs	2.0%	2.4%	3.2%	7.2%	8.0%
- Wellness	6.6%	4.1%	2.4%	5.1%	5.5%
Purchases of goods:					
- Souvenirs	33.5%	28.9%	28.0%	38.8%	27.5%
- Other expenses	1.7%	0.0%	0.0%	0.0%	0.0%
Other:					
- Medical or pharmaceutical expenses	3.5%	1.5%	6.1%	2.9%	1.1%
- Other expenses	8.0%	7.0%	8.5%	8.6%	1.6%



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

Expenditure per tourist and trip (€)	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Accommodation:					
- Accommodation	616	675	773	686	765
- Additional accommodation expenses	491	633	612	618	732
- Additional accommodation expenses	125	42	162	68	33
Transport:					
- National/International Transport	621	817	798	639	573
- National/International Transport	441	421	495	406	359
- Flights between islands	30	63	94	0	0
- Taxi	74	182	80	95	92
- Car rental	68	141	118	111	111
- Public transport	9	9	11	28	11
Food and drink:					
- Food purchases at supermarkets	282	359	339	425	387
- Food purchases at supermarkets	114	121	122	204	126
- Restaurants	168	238	217	221	261
Leisure:					
- Organized excursions	477	440	446	202	940
- Organized excursions	84	88	85	95	85
- Sport activities	72	160	128	20	188
- Cultural activities	36	26	18	0	313
- Museums	6	17	55	0	15
- Theme Parks	58	62	54	19	61
- Discos and pubs	168	43	52	37	147
- Wellness	54	44	54	31	132
Purchases of goods:					
- Souvenirs	465	77	141	83	45
- Souvenirs	226	77	141	83	45
- Other expenses	239	0	0	0	0
Other:					
- Medical or pharmaceutical expenses	67	112	115	201	224
- Medical or pharmaceutical expenses	19	29	29	136	180
- Other expenses	47	82	86	65	44

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: Second Quarter



What is the main purpose of their trip?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Holiday, leisure	91.1%	93.9%	92.7%	92.1%	96.7%
Visiting family or friends	0.6%	1.4%	3.2%	2.0%	0.0%
Business and work	0.0%	0.0%	0.5%	0.0%	0.5%
Education and training	0.0%	1.1%	1.0%	1.4%	0.0%
Sports training	8.4%	2.8%	2.0%	4.5%	2.8%
Health or medical care	0.0%	0.0%	0.0%	0.0%	0.0%
Fairs and congresses	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.0%	0.8%	0.6%	0.0%	0.0%

What is the main motivation for their holidays?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Rest	59.9%	60.4%	52.5%	79.1%	55.4%
Enjoy family time	27.1%	21.6%	25.0%	10.0%	30.4%
Have fun	3.9%	3.9%	11.6%	2.6%	7.2%
Explore the destination	5.3%	6.5%	7.0%	6.1%	3.8%
Practice their hobbies	3.5%	6.2%	3.6%	1.4%	3.3%
Other reasons	0.4%	1.4%	0.3%	0.9%	0.0%

Where did they spend their main holiday last year? *

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Didn't have holidays	--	43.9%	16.3%	9.9%	15.0%
Canary Islands	--	17.9%	30.2%	36.3%	26.7%
Other destination	--	38.2%	53.5%	53.9%	58.3%
- Balearic Islands	--	2.3%	3.2%	0.7%	2.8%
- Rest of Spain	--	5.5%	5.7%	10.4%	5.8%
- Italy	--	2.9%	5.7%	7.9%	5.5%
- France	--	2.3%	4.2%	6.2%	5.8%
- Turkey	--	1.9%	2.8%	9.6%	1.7%
- Greece	--	7.6%	14.8%	8.9%	7.6%
- Portugal	--	3.7%	3.7%	1.3%	4.2%
- Croatia	--	0.0%	3.1%	0.0%	0.9%
- Egypt	--	0.0%	1.1%	0.0%	0.0%
- Tunisia	--	0.0%	0.0%	0.0%	0.0%
- Morocco	--	0.0%	0.0%	0.0%	3.5%
- Others	--	12.1%	9.2%	8.8%	20.5%

* Percentage of valid answers

What other destinations did they consider for this trip? *

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
None (I was clear about "this Canary Island")	--	26.7%	29.8%	55.9%	33.8%
Canary Islands (other island)	--	26.9%	26.0%	15.3%	28.1%
Other destination	--	46.4%	44.2%	28.7%	38.2%
- Balearic Islands	--	1.7%	1.6%	1.7%	2.9%
- Rest of Spain	--	9.9%	7.5%	4.2%	5.7%
- Italy	--	3.0%	5.9%	2.7%	2.3%
- France	--	1.9%	0.9%	0.5%	2.9%
- Turkey	--	3.0%	4.6%	6.3%	2.6%
- Greece	--	11.5%	9.2%	6.6%	11.2%
- Portugal	--	6.6%	5.9%	1.5%	6.0%
- Croatia	--	3.1%	0.6%	0.0%	0.0%
- Egypt	--	4.1%	6.6%	1.4%	4.7%
- Others	--	1.7%	1.4%	3.9%	0.0%

* Percentage of valid answers

Importance of each factor in the destination choice

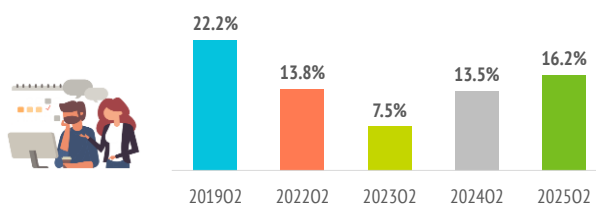
	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Climate	74.0%	76.0%	72.1%	64.1%	81.2%
Sea	33.0%	29.6%	34.4%	18.0%	37.7%
European belonging	26.7%	24.2%	36.2%	19.0%	37.6%
Price	33.0%	22.4%	28.6%	19.7%	37.4%
Accommodation supply	37.7%	30.9%	41.9%	32.4%	35.1%
Safety	36.6%	32.4%	39.8%	33.1%	32.3%
Beaches	23.3%	21.7%	32.6%	20.7%	31.9%
Tranquility	41.4%	37.4%	42.6%	25.2%	27.4%
Environment	22.5%	26.4%	28.4%	13.2%	23.3%
Gastronomy	18.6%	13.6%	17.1%	17.5%	17.4%
Landscapes	14.3%	25.1%	18.8%	7.2%	16.2%
Exoticism	11.5%	11.0%	21.4%	10.1%	15.8%
Hiking trail network	3.5%	7.0%	11.0%	1.7%	15.6%
Authenticity	13.8%	7.4%	16.1%	17.2%	15.5%
Fun possibilities	25.5%	20.4%	23.6%	17.2%	11.8%
Shopping	8.3%	4.2%	9.4%	4.0%	9.3%
Effortless trip	3.6%	7.6%	6.8%	0.0%	5.7%
Historical heritage	0.0%	5.1%	6.8%	1.1%	4.4%
Nightlife	4.2%	0.0%	2.5%	1.4%	3.5%
Culture	0.0%	2.0%	8.5%	1.9%	2.8%

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?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
The same day	0.0%	0.0%	1.0%	2.1%	0.0%
Between 1 and 30 days	16.8%	24.5%	26.6%	28.2%	22.6%
Between 1 and 2 months	27.5%	30.3%	24.9%	19.3%	19.4%
Between 3 and 6 months	33.5%	31.4%	40.1%	37.0%	41.7%
More than 6 months	22.2%	13.8%	7.5%	13.5%	16.2%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Previous visits to the Canary Islands	56.4%	50.2%	49.2%	57.7%	51.8%
Friends or relatives	26.0%	22.8%	19.9%	12.6%	21.5%
Internet or social media	40.2%	47.3%	46.4%	43.6%	39.8%
Mass Media	0.0%	1.1%	0.7%	0.6%	1.7%
Travel guides and magazines	2.9%	3.1%	4.6%	1.2%	0.2%
Travel Blogs or Forums	2.9%	3.4%	2.1%	3.5%	0.2%
Travel TV Channels	0.0%	0.0%	0.0%	0.6%	0.0%
Tour Operator or Travel Agency	30.2%	24.7%	26.5%	35.6%	23.4%
Public administrations or similar	1.6%	1.3%	0.0%	1.4%	0.0%
Others	1.6%	1.9%	1.9%	2.0%	0.7%

* Multi-choice question

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With whom did they book their flight and accommodation?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Flight					
- Directly with the airline	16.8%	18.3%	22.3%	19.9%	28.2%
- Tour Operator or Travel Agency	83.2%	81.7%	77.7%	80.1%	71.8%
Accommodation					
- Directly with the accommodation	16.4%	18.5%	21.7%	17.7%	22.9%
- Tour Operator or Travel Agency	83.6%	81.5%	78.3%	82.3%	77.1%

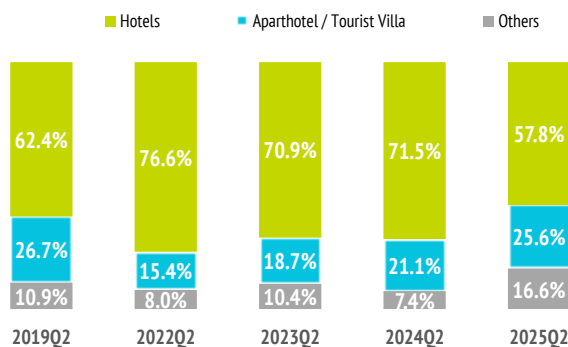
Where does the flight come from?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Denmark	85.7%	90.4%	89.4%	90.2%	84.5%
Norway	0.3%	0.0%	0.0%	0.0%	7.1%
Germany	9.8%	4.1%	3.4%	0.0%	5.5%
Spanish Mainland	0.0%	0.0%	2.2%	4.0%	2.9%
Austria	0.0%	0.8%	0.0%	0.0%	0.0%
France	0.9%	0.0%	0.0%	0.0%	0.0%
Italy	0.0%	0.7%	0.0%	5.8%	0.0%
Others	0.0%	0.0%	0.7%	0.0%	0.0%
Portugal	0.9%	2.2%	0.7%	0.0%	0.0%
United Kingdom	0.0%	0.0%	1.0%	0.0%	0.0%
Others	2.3%	1.8%	2.6%	0.0%	0.0%

Where do they stay?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
1-2-3* Hotel	26.2%	31.2%	19.2%	25.5%	16.8%
4* Hotel	33.2%	41.0%	43.9%	43.9%	41.0%
5* Hotel / 5* Luxury Hotel	2.9%	4.5%	7.8%	2.1%	0.0%
Aparthotel / Tourist Villa	26.7%	15.4%	18.7%	21.1%	25.6%
House/room rented in a private dwelling	1.9%	5.5%	4.5%	2.1%	9.5%
Private accommodation (1)	1.6%	0.0%	2.6%	4.0%	2.6%
Others (Cottage, cruise, camping,...)	7.4%	2.4%	3.3%	1.4%	4.4%

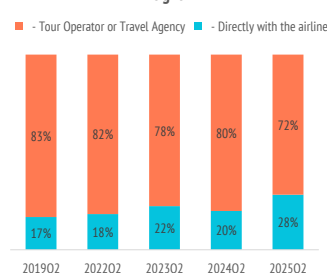
(1) Own property /House of friends or relatives / Free housing exchange / Other private accommodation.



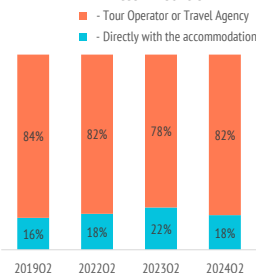
What do they book?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Room only	40.2%	23.9%	22.0%	36.3%	40.9%
Bed and Breakfast	12.8%	22.0%	20.0%	19.3%	16.5%
Half board	16.7%	19.4%	19.4%	26.0%	8.4%
Full board	3.1%	8.2%	2.4%	0.8%	3.1%
All inclusive	27.1%	26.5%	36.2%	17.7%	31.2%

Flight

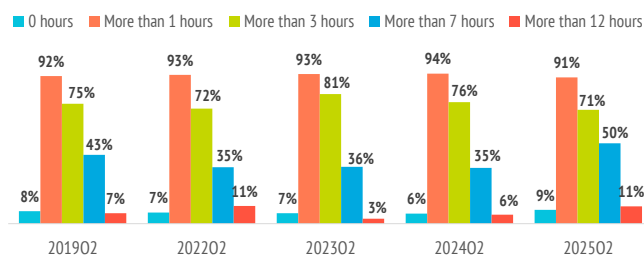


Accommodation



Activities in the Canary Islands

Outdoor time per day	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
0 hours	7.8%	7.0%	6.5%	6.3%	8.6%
1 - 2 hours	17.3%	21.1%	12.5%	17.8%	20.2%
3 - 6 hours	31.9%	36.6%	45.5%	41.1%	20.9%
7 - 12 hours	36.5%	24.2%	32.4%	29.3%	39.4%
More than 12 hours	6.5%	11.1%	3.1%	5.6%	10.9%
Outdoor time per day	6.2	6.2	5.9	5.6	6.7

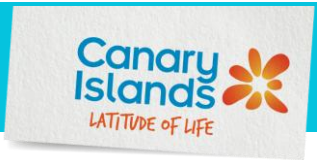


Activities in the Canary Islands	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Walk, wander	73.5%	76.1%	62.2%	60.8%	71.5%
Swimming pool, hotel facilities	70.9%	72.8%	66.0%	67.8%	65.1%
Beach	54.5%	48.4%	51.7%	46.3%	59.1%
Explore the island on their own	45.2%	52.6%	53.7%	54.0%	46.1%
Taste Canarian gastronomy	17.1%	19.8%	22.4%	23.7%	28.2%
Hiking	--	17.9%	13.7%	12.6%	19.2%
Running	--	7.0%	7.5%	5.4%	12.1%
Swim	--	5.5%	4.1%	3.5%	11.8%
Wineries / markets / popular festivals	5.3%	3.4%	8.1%	2.4%	9.3%
Sea excursions / whale watching	4.5%	7.9%	9.0%	5.7%	7.0%
Nightlife / concerts / shows	11.5%	5.1%	6.0%	9.0%	6.5%
Astronomical observation	0.9%	4.6%	1.5%	1.2%	6.5%
Other Nature Activities	--	5.7%	7.1%	1.5%	6.3%
Practice other sports	--	10.6%	7.9%	5.2%	5.6%
Organized excursions	9.5%	13.9%	10.0%	6.5%	5.3%
Beauty and health treatments	6.1%	6.6%	5.6%	3.4%	5.1%
Museums / exhibitions	5.8%	4.7%	9.5%	0.4%	5.0%
Scuba Diving	--	0.8%	2.8%	0.8%	4.8%
Theme parks	9.3%	7.5%	11.7%	4.4%	4.0%
Cycling / Mountain bike	--	3.5%	1.7%	7.8%	3.2%
Windsurf / Kitesurf	--	3.3%	0.6%	1.7%	0.9%
Golf	--	3.9%	1.6%	--	0.7%
Surf	--	2.7%	0.5%	--	--

* Multi-choise question

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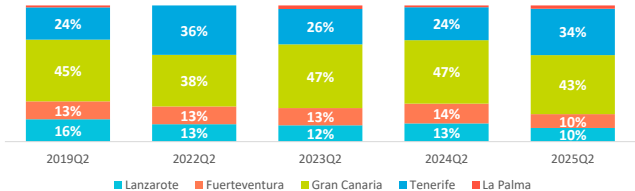
DENMARK: Second Quarter



Which island do they choose?



Tourists (≥ 16 year old)	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Lanzarote	5,474	6,227	3,670	3,601	3,660
Fuerteventura	4,354	6,338	3,835	3,876	3,691
Gran Canaria	15,110	18,497	14,262	12,530	15,840
Tenerife	7,887	17,699	7,918	6,484	12,436
La Palma	472	0	811	366	870



How many are loyal to the Canary Islands?



	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Repeat tourists	77.1%	73.6%	70.1%	86.5%	80.4%
At least 10 previous visits	15.8%	21.0%	24.4%	31.6%	24.8%
Repeat tourists (last 5 years)	71.7%	57.9%	61.8%	76.9%	76.5%
Repeat tourists (last 5 years)(5 or more visits)	13.6%	11.0%	15.5%	20.2%	24.0%

Who are they?



	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Gender					
Men	41.8%	44.3%	47.3%	55.0%	41.7%
Women	58.2%	55.7%	52.7%	45.0%	58.3%
Age					
Average age	48.5	51.5	49.4	55.5	51.3
Standard deviation	14.8	16.1	18.5	16.4	15.8
Age range					
16 - 24 years old	7.3%	5.3%	8.8%	8.7%	7.3%
25 - 30 years old	7.1%	5.2%	15.1%	0.0%	1.6%
31 - 45 years old	26.7%	26.9%	19.9%	18.8%	28.0%
46 - 60 years old	37.4%	22.8%	21.6%	27.8%	35.4%
Over 60 years old	21.5%	39.9%	34.6%	44.8%	27.8%
Occupation					
Salaried worker	59.9%	55.0%	54.8%	43.7%	62.8%
Self-employed	0.6%	3.4%	6.6%	7.8%	6.5%
Unemployed	0.0%	0.0%	0.0%	2.0%	0.0%
Business owner	18.8%	7.4%	8.1%	5.1%	5.2%
Student	5.5%	1.2%	7.2%	0.0%	0.0%
Retired	12.7%	30.6%	22.4%	40.9%	25.5%
Unpaid domestic work	0.0%	0.0%	0.0%	0.0%	0.0%
Others	2.4%	2.4%	0.9%	0.6%	0.0%
Annual household income level					
Less than €25,000	5.9%	5.9%	6.2%	10.8%	2.8%
€25,000 - €49,999	18.0%	18.4%	16.8%	30.9%	9.8%
€50,000 - €74,999	26.2%	36.6%	25.8%	36.8%	27.6%
More than €74,999	50.0%	39.1%	51.2%	21.6%	59.8%
Education level					
No studies	0.0%	1.8%	8.8%	2.0%	0.0%
Primary education	3.3%	4.0%	3.9%	2.1%	7.0%
Secondary education	11.2%	11.6%	9.7%	21.8%	5.4%
Higher education	85.5%	82.6%	77.7%	74.0%	87.6%

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.

Share by islands	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Lanzarote	16.4%	12.8%	12.0%	13.4%	10.0%
Fuerteventura	13.1%	13.0%	12.6%	14.4%	10.1%
Gran Canaria	45.4%	37.9%	46.8%	46.7%	43.4%
Tenerife	23.7%	36.3%	26.0%	24.1%	34.1%
La Palma	1.4%	0.0%	2.7%	1.4%	2.4%

How many islands do they visit during their trip?



	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
One island	92.1%	95.9%	95.2%	98.4%	100.0%
Two islands	6.5%	4.1%	4.8%	0.6%	0.0%
Three or more islands	1.4%	0.0%	0.0%	1.0%	0.0%

How do they rate the Canary Islands?



Satisfaction (scale 0-10)	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Average rating	8.77	8.75	8.64	8.57	8.68

Experience in the Canary Islands	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Worse or much worse than expected	0.0%	1.9%	1.5%	7.4%	4.1%
Lived up to expectations	64.9%	62.9%	56.5%	67.1%	51.7%
Better or much better than expected	35.1%	35.3%	42.0%	25.5%	44.1%

Future intentions (scale 0-10)	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Return to the Canary Islands	9.01	8.87	8.61	8.95	8.91
Recommend visiting the Canary Islands	9.02	8.91	8.73	8.98	8.88

Who do they come with?



	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Unaccompanied	3.0%	5.1%	9.2%	9.0%	7.4%
Only with partner	33.1%	46.0%	52.8%	60.1%	57.7%
Only with children (< 13 years old)	10.5%	3.4%	8.0%	1.9%	2.1%
Partner + children (< 13 years old)	6.4%	9.0%	9.1%	2.1%	7.5%
Other relatives	9.7%	8.9%	6.8%	7.4%	8.9%
Friends	9.2%	8.6%	5.3%	9.6%	4.6%
Work colleagues	0.0%	0.0%	0.0%	0.0%	0.5%
Organized trip	1.6%	0.0%	0.0%	0.6%	0.5%
Other combinations (2)	26.5%	19.0%	8.9%	9.3%	10.8%

(2) Combination of some of the groups previously analyzed

Tourists with children	25.8%	24.8%	19.1%	8.6%	18.1%
- Between 0 and 2 years old	1.1%	1.9%	2.6%	1.3%	0.5%
- Between 3 and 12 years old	20.5%	19.4%	16.5%	6.2%	14.9%
- Between 0 - 2 and 3-12 years old	4.1%	3.5%	0.0%	1.1%	2.8%
Tourists without children	74.2%	75.2%	80.9%	91.4%	81.9%
Group composition:					
- 1 person	5.4%	7.2%	9.2%	15.4%	8.4%
- 2 people	45.6%	54.0%	63.3%	64.4%	61.1%
- 3 people	9.0%	10.7%	15.3%	6.9%	9.1%
- 4 or 5 people	26.1%	17.9%	11.3%	9.6%	15.8%
- 6 or more people	13.9%	10.2%	1.0%	3.8%	5.7%
Average group size:	3.40	3.00	2.36	2.36	2.79

*People who share the main expenses of the trip