

Profile of danish tourist visiting Canary Islands

2015



How many they are and how much do they spend?



	Denmark	All markets
Tourist arrivals (> 16 years old)	269,694	12,310,044
Average daily expenditure (€)	137.93	133.60
. in their place of residence	101.33	95.33
. in the Canary Islands	36.60	38.27
Average length of stay	8.42	9.46
Turnover per tourist (€)	1,107	1,125
Total turnover (> 16 years old) (€m)	298	13,854
Share of total turnover	2.2%	100%
Share of total tourist	2.2%	100%

Expenditure in the Canary Islands per tourist and trip (€)

	Denmark	All markets
Accommodation (*) :	35.33	44.10
- Accommodation	31.41	37.76
- Additional accommodation expenses	3.92	6.33
Transport:	20.30	27.41
- Public transport	3.41	4.99
- Taxi	5.52	7.42
- Car rental	11.37	14.99
Food and drink:	171.04	153.13
- Food purchases at supermarkets	83.24	68.64
- Restaurants	87.80	84.49
Souvenirs:	49.87	55.15
Leisure:	24.28	36.28
- Organized excursions	9.25	14.63
- Leisure, amusement	3.19	5.23
- Trip to other islands	0.70	1.51
- Sporting activities	4.43	5.38
- Cultural activities	2.69	2.18
- Discos and disco-pubs	4.01	7.34
Others:	5.99	15.71
- Wellness	1.10	2.97
- Medical expenses	0.37	1.46
- Other expenses	4.53	11.28

How far in advance do they book their trip?



	Denmark	All markets
The same day they leave	0.0%	0.6%
Between 2 and 7 days	7.0%	7.3%
Between 8 and 15 days	8.7%	8.9%
Between 16 and 30 days	14.6%	15.4%
Between 31 and 90 days	37.3%	33.9%
More than 90 days	32.4%	33.8%

What do they book at their place of residence?



	Denmark	All markets
Flight only	4.7%	11.1%
Flight and accommodation (room only)	37.9%	25.5%
Flight and accommodation (B&B)	11.5%	7.6%
Flight and accommodation (half board)	7.9%	18.3%
Flight and accommodation (full board)	3.2%	4.4%
Flight and accommodation (all inclusive)	34.8%	33.2%
% Tourists using low-cost airlines	29.6%	47.1%
Other expenses in their place of residence:		
- Car rental	10.7%	11.5%
- Sporting activities	9.7%	5.4%
- Excursions	4.8%	5.7%
- Combined trip to other islands	0.3%	2.0%

How do they book?



	Denmark	All markets
Accommodation booking		
Tour Operator	77.3%	42.8%
- Tour Operator's website	87.0%	78.8%
Accommodation	5.9%	14.0%
- Accommodation's website	83.5%	81.9%
Travel agency (High street)	2.7%	19.8%
Online Travel Agency (OTA)	11.3%	15.4%
No need to book accommodation	2.8%	8.0%

Flight booking

	Denmark	All markets
Tour Operator	79.2%	45.5%
- Tour Operator's website	88.6%	77.7%
Airline	9.5%	24.9%
- Airline's website	92.6%	96.2%
Travel agency (High street)	3.4%	18.6%
Online Travel Agency (OTA)	7.8%	11.0%

Where do they stay?



	Denmark	All markets
5* Hotel	1.7%	6.8%
4* Hotel	27.2%	37.7%
1-2-3* Hotel	26.0%	15.0%
Apartment	43.0%	30.3%
Property (privately-owned, friends, family)	2.1%	7.0%
Others	0.1%	3.2%

How are they?



	Denmark	All markets
Gender		
Percentage of men	53.6%	49.8%
Percentage of women	46.4%	50.2%

Age

Average age (tourists > 16 years old)	46.0	44.5
Standard deviation	14.3	14.9

Age range

16-24 years old	8.6%	8.8%
25-30 years old	8.9%	13.1%
31-45 years old	32.5%	32.8%
46-60 years old	31.8%	28.4%
Over 60 years old	18.2%	17.0%

Occupation

Business owner or self-employed	20.7%	23.7%
Upper/Middle management employee	42.3%	37.1%
Auxiliary level employee	13.5%	16.6%
Students	8.6%	5.6%
Retired	14.1%	14.5%
Unemployed / unpaid dom. work	0.9%	2.5%

Annual household income level

€12,000 - €24,000	5.4%	18.3%
€24,001 - €36,000	6.7%	18.9%
€36,001 - €48,000	11.7%	16.9%
€48,001 - €60,000	14.9%	14.6%
€60,001 - €72,000	13.3%	9.2%
€72,001 - €84,000	10.6%	6.1%
More than €84,000	37.4%	16.0%

(*) Bear in mind that 95% of danish tourists pay the accommodation before travelling.

Profile of danish tourist visiting Canary Islands

2015



Which island do they choose?



Tourists (> 16 years old)	Denmark	All markets
- Lanzarote	30,494	2,242,245
- Fuerteventura	24,639	1,806,014
- Gran Canaria	129,564	3,447,259
- Tenerife	83,768	4,518,215
- La Palma	493	167,100

Share (%)	Denmark	All markets
- Lanzarote	11.3%	18.4%
- Fuerteventura	9.2%	14.8%
- Gran Canaria	48.2%	28.3%
- Tenerife	31.1%	37.1%
- La Palma	0.2%	1.4%

Who do they come with?



	Denmark	All markets
Unaccompanied	7.5%	9.8%
Only with partner	36.5%	48.0%
Only with children (under the age of 13)	1.3%	1.4%
Partner + children (under the age of 13)	16.9%	11.8%
Other relatives	6.7%	6.4%
Friends	4.2%	6.1%
Work colleagues	0.2%	0.4%

Why do they choose the Canary Islands?



Aspects influencing the choice	Denmark	All markets
Climate/sun	95.1%	89.3%
Tranquillity/rest/relaxation	51.0%	37.9%
Beaches	22.9%	33.6%
Price	18.4%	14.1%
Scenery	17.2%	22.6%
Suitable destination for children	14.1%	7.7%
Security	8.7%	7.5%
Active tourism	7.4%	5.2%
Visiting new places	6.0%	14.1%
Culture	2.9%	2.7%
Ease of travel	2.8%	8.3%
Nightlife/fun	2.7%	4.3%
Shopping	2.4%	3.0%
Quality of the environment	2.1%	6.4%
Health-related tourism	1.7%	0.6%
Security against natural catastrophes	1.1%	0.6%

How do they value the destination?



Impression of their stay	Denmark	All markets
Good or very good (% tourists)	92.1%	93.3%
Average rating (scale 1-10)	8.72	8.84

How many are loyal to the destination?

Percentage of repeat tourists	Denmark	All markets
Repeat tourists	82.6%	76.4%
In love (more than 10 visits)	16.8%	16.7%

Where does the flight come from?



Ten main origin countries	Denmark	All markets
Denmark	242,792	290,123
Germany	19,631	2,561,891
Norway	2,165	410,416
United Kingdom	1,930	3,848,961
Spain	1,382	1,897,955
Sweden	714	500,342
Netherlands	485	386,532
Others	305	214,665
Italy	293	288,542
Austria	0	78,497

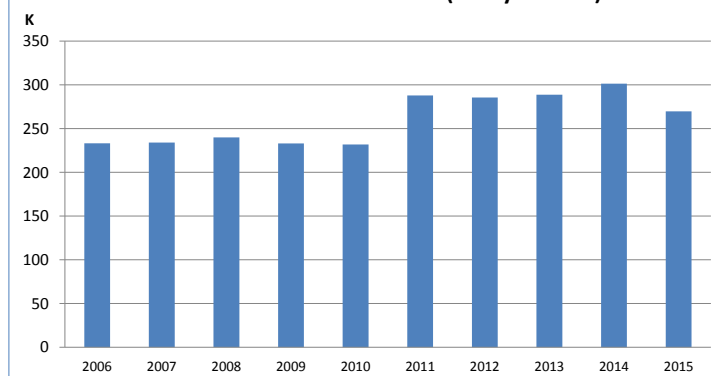
What did motivate them to come?



Aspects motivating the choice	Denmark	All markets
Previous visits to the Canary Islands	70.6%	64.1%
Recommendation by friends or relatives	27.3%	34.7%
The Canary Islands television channel	0.4%	0.4%
Other television or radio channels	0.3%	0.7%
Information in the press/magazines/books	1.7%	3.7%
Attendance at a tourism fair	0.7%	0.5%
Tour Operator's brochure or catalogue	8.8%	8.2%
Recommendation by Travel Agency	3.5%	9.5%
Information obtained via the Internet	32.0%	25.6%
Senior Tourism programme	0.3%	0.3%
Others	4.9%	6.7%

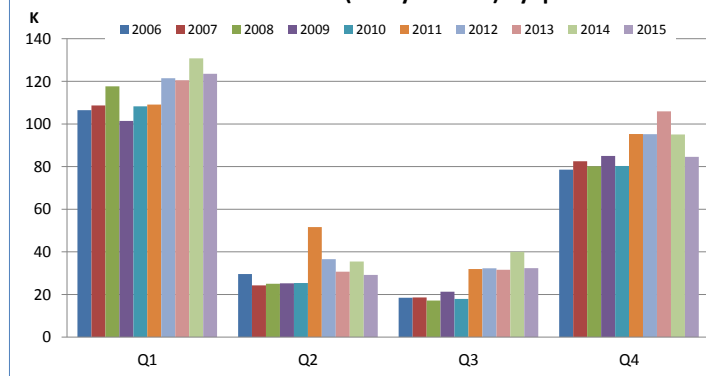
* Multi-choice question

Danish market: Tourist arrivals (> 16 years old)



Source: ISTAC (Encuesta sobre el Gasto Turístico).

Danish tourist arrivals (> 16 years old) by quarter



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