How many they are and how much do they spend?

	Q1	Q2	Q3	Q4	Tota
Tourist arrivals (> 16 years old)	123,539	29,198	32,359	84,598	269,69
Average daily expenditure (€)	133.25	139.31	141.57	142.90	137.9
. in their place of residence	97.41	99.34	103.53	106.89	101.3
. in the Canary Islands	35.84	39.96	38.04	36.01	36.6
Average lenght of stay	8.35	9.02	9.33	7.96	8.4
Turnover per tourist (€)	1,063	1,184	1,242	1,092	1,10
Total turnover (> 16 years old) (€m)	131.3	34.6	40.2	92.3	298.
Share of danish turnover	44.0%	11.6%	13.5%	30.9%	1009
Share of danish tourist	45.8%	10.8%	12.0%	31.4%	1009
Expenditure in the Canary Islands per tour	ist and trip (E)			
Accommodation ^(*) :	29.95	88.30	35.01	25.01	35.3
- Accommodation	26.83	76.09	32.50	22.25	31.4
- Additional accommodation expenses	3.12	12.21	2.51	2.76	3.9
Transport:	19.98	38.38	19.25	14.92	20.3
- Public transport	3.43	2.31	3.53	3.71	3.4
- Taxi	5.97	8.77	5.10	3.90	5.5
- Car rental	10.58	27.29	10.62	7.31	11.3
Food and drink:	161.52	236.70	183.22	157.63	171.0
- Food purchases at supermarkets	84.79	118.44	79.46	70.27	83.2
- Restaurants	76.73	118.26	103.76	87.36	87.8
Souvenirs:	51.26	44.07	53.82	48.33	49.8
Leisure:	22.17	26.99	36.53	21.75	24.2
- Organized excursions	8.29	12.25	13.49	7.99	9.2
- Leisure, amusement	2.67	5.26	3.27	3.20	3.1
- Trip to other islands	0.57	2.37	0.00	0.59	0.7
- Sporting activities	3.62	4.51	8.85	3.91	4.4
- Cultural activities	2.66	1.57	0.94	3.81	2.6
- Discos and disco-pubs	4.36	1.03	9.97	2.24	4.0
Others:	3.51	8.26	5.03	9.20	5.9
- Wellness	0.74	1.51	0.93	1.54	1.1
- Medical expenses	0.14	0.02	0.26	0.87	0.3
- Other expenses	2.64	6.73	3.84	6.79	4.5

How far in advance do they book their trip?

Q1	Q2	Q3	Q4	Tota
0.0%	0.0%	0.0%	0.0%	0.0%
6.8%	3.4%	5.0%	9.3%	7.0%
9.6%	1.0%	13.6%	8.1%	8.7%
13.0%	27.4%	11.1%	13.9%	14.6%
33.5%	43.1%	37.2%	40.8%	37.3%
37.0%	25.1%	33.1%	27.9%	32.49
	0.0% 6.8% 9.6% 13.0% 33.5%	0.0% 0.0% 6.8% 3.4% 9.6% 1.0% 13.0% 27.4% 33.5% 43.1%	0.0% 0.0% 0.0% 6.8% 3.4% 5.0% 9.6% 1.0% 13.6% 13.0% 27.4% 11.1% 33.5% 43.1% 37.2%	0.0% 0.0% 0.0% 0.0% 6.8% 3.4% 5.0% 9.3% 9.6% 1.0% 13.6% 8.1% 13.0% 27.4% 11.1% 13.9% 33.5% 43.1% 37.2% 40.8%

What do they book at their place of residence?

	Q1	Q2	Q3	Q4	Total
Flight only	6.9%	3.1%	3.0%	2.9%	4.7%
Flight and accommodation (room only)	40.5%	39.6%	35.3%	34.5%	37.9%
Flight and accommodation (B&B)	11.1%	20.6%	10.9%	9.3%	11.5%
Flight and accommodation (half board)	6.2%	9.5%	11.6%	8.3%	7.9%
Flight and accommodation (full board)	3.0%	3.0%	1.7%	4.1%	3.2%
Flight and accommodation (all inclusive)	32.4%	24.2%	37.5%	40.9%	34.8%
% Tourists using low-cost airlines	34.6%	27.7%	24.1%	25.0%	29.6%
Other expenses in their place of residence:					
- Car rental	13.7%	12.3%	8.7%	6.6%	10.7%
- Sporting activities	7.2%	10.0%	23.2%	7.9%	9.7%
- Excursions	4.3%	4.8%	9.9%	3.6%	4.8%
- Combined trip to other islands	0.0%	0.0%	1.5%	0.5%	0.3%

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



How do they book?

Total	Accommodation booking	Q1	Q2	Q3	Q4	Total
269,694	Tour Operator	71.5%	81.2%	84.4%	81.5%	77.3%
137.93	- Tour Operator's website	82.4%	96.7%	89.8%	88.4%	87.0%
101.33	Accommodation	8.7%	4.7%	4.7%	2.7%	5.9%
36.60	- Accommodation's website	82.5%	67.7%	100.0%	86.8%	83.5%
8.42	Travel agency (High street)	2.4%	3.4%	5.0%	2.2%	2.7%
1,107	Online Travel Agency (OTA)	13.5%	8.1%	3.9%	11.8%	11.3%
298.4	No need to book accommodation	3.8%	2.7%	2.0%	1.8%	2.8%
100%						
100%						
	Flight booking	Q1	Q2	Q3	Q4	Total
35.33	Tour Operator	76.0%	86.4%	81.4%	80.8%	79.2%
31.41	- Tour Operator's website	84.3%	94.6%	91.5%	91.4%	88.6%
3.92	Airline	12.3%	6.1%	9.8%	6.5%	9.5%
20.30	- Airline´s website	96.8%	75.5%	100.0%	82.5%	92.6%
3.41	Travel agency (High street)	3.7%	2.8%	5.9%	2.4%	3.4%
5.52	Online Travel Agency (OTA)	8.0%	4.7%	2.8%	10.3%	7.8%
11.37						
171.04						
83.24	Where do they stay?					
03.24	where do they stuy:					T
87.80						
49.87		Q1	Q2	Q3	Q4	Total
24.28	5* Hotel	0.6%	0.7%	1.2%	3.7%	1.7%
9.25	4* Hotel	24.5%	28.9%	32.6%	28.4%	27.2%
3.19	1-2-3* Hotel	25.6%	22.9%	34.0%	24.4%	26.0%
0.70	Apartment	46.7%	44.9%	30.2%	41.7%	43.0%
4.43	Property (privately-owned, friends, family)	2.6%	2.5%	2.0%	1.3%	2.1%
2.69	Others	0.0%	0.0%	0.0%	0.5%	0.1%
4.01	oticis	0.070	0.070	0.070	0.370	0.170
5.99	the second the second					
1.10	How are they?					
0.37					-	
4.53	Gender	Q1	Q2	Q3	Q4	Total
	Percentage of men	50.4%	60.7%	52.5%	56.3%	
			39.3%			53.6%
	Percentage of women	49.6%	33.370	47.5%	43.7%	53.6% 46.4%
C	Age					46.4%
Total	Age Average age (tourists > 16 years old)	44.5	45.4	42.9	49.5	46.4%
0.0%	Age Average age (tourists > 16 years old) Standard deviation					46.4%
0.0% 7.0%	Age Average age (tourists > 16 years old) Standard deviation Age range	44.5 14.0	45.4 14.4	42.9 13.1	49.5 14.3	46.4% 46.0 14.3
0.0% 7.0% 8.7%	Age Average age (tourists > 16 years old) Standard deviation Age range 16-24 years old	44.5 14.0 10.5%	45.4 14.4 10.6%	42.9 13.1 6.6%	49.5 14.3 5.8%	46.4% 46.0 14.3 8.6%
0.0% 7.0%	Age Average age (tourists > 16 years old) Standard deviation Age range	44.5 14.0	45.4 14.4	42.9 13.1	49.5 14.3	46.4% 46.0 14.3
0.0% 7.0% 8.7%	Age Average age (tourists > 16 years old) Standard deviation Age range 16-24 years old	44.5 14.0 10.5%	45.4 14.4 10.6%	42.9 13.1 6.6%	49.5 14.3 5.8%	46.4% 46.0 14.3 8.6%
0.0% 7.0% 8.7% 14.6%	Age Average age (tourists > 16 years old) Standard deviation Age range 16-24 years old 25-30 years old	44.5 14.0 10.5% 7.6%	45.4 14.4 10.6% 10.0%	42.9 13.1 6.6% 14.7%	49.5 14.3 5.8% 8.3%	46.4% 46.0 14.3 8.6% 8.9%
0.0% 7.0% 8.7% 14.6% 37.3% 32.4%	Age Average age (tourists > 16 years old) Standard deviation Age range 16-24 years old 25-30 years old 31-45 years old	44.5 14.0 10.5% 7.6% 37.5%	45.4 14.4 10.6% 10.0% 28.3%	42.9 13.1 6.6% 14.7% 39.6%	49.5 14.3 5.8% 8.3% 24.1%	46.4% 46.0 14.3 8.6% 8.9% 32.5%
0.0% 7.0% 8.7% 14.6% 37.3%	Age Average age (tourists > 16 years old) Standard deviation Age range 16-24 years old 25-30 years old 31-45 years old 46-60 years old Over 60 years old	44.5 14.0 10.5% 7.6% 37.5% 29.4%	45.4 14.4 10.6% 10.0% 28.3% 33.6%	42.9 13.1 6.6% 14.7% 39.6% 25.5%	49.5 14.3 5.8% 8.3% 24.1% 36.9%	46.4% 46.0 14.3 8.6% 8.9% 32.5% 31.8%
0.0% 7.0% 8.7% 14.6% 37.3% 32.4%	Age Average age (tourists > 16 years old) Standard deviation Age range 16-24 years old 25-30 years old 31-45 years old 46-60 years old Over 60 years old Occupation	44.5 14.0 10.5% 7.6% 37.5% 29.4% 15.0%	45.4 14.4 10.6% 10.0% 28.3% 33.6% 17.5%	42.9 13.1 6.6% 14.7% 39.6% 25.5% 13.7%	49.5 14.3 5.8% 8.3% 24.1% 36.9%	46.4% 46.0 14.3 8.6% 8.9% 32.5% 31.8% 18.2%
0.0% 7.0% 8.7% 14.6% 37.3% 32.4%	Age Average age (tourists > 16 years old) Standard deviation Age range 16-24 years old 25-30 years old 31-45 years old 46-60 years old Over 60 years old Occupation Business owner or self-employed	44.5 14.0 10.5% 7.6% 37.5% 29.4% 15.0% 22.5%	45.4 14.4 10.6% 10.0% 28.3% 33.6% 17.5%	42.9 13.1 6.6% 14.7% 39.6% 25.5% 13.7% 15.2%	49.5 14.3 5.8% 8.3% 24.1% 36.9% 24.9%	46.4% 46.0 14.3 8.6% 8.9% 32.5% 31.8%
0.0% 7.0% 8.7% 14.6% 37.3% 32.4%	Age Average age (tourists > 16 years old) Standard deviation Age range 16-24 years old 25-30 years old 31-45 years old 46-60 years old Over 60 years old Over 60 years old Upper/Middle management employee	44.5 14.0 10.5% 7.6% 37.5% 29.4% 15.0% 22.5% 42.8%	45.4 14.4 10.6% 10.0% 28.3% 33.6% 17.5% 17.2% 41.8%	42.9 13.1 6.6% 14.7% 39.6% 25.5% 13.7% 15.2% 53.1%	49.5 14.3 5.8% 8.3% 24.1% 36.9% 24.9% 21.5% 37.8%	46.4% 46.0 14.3 8.6% 8.9% 32.5% 31.8% 18.2% 20.7% 42.3%
0.0% 7.0% 8.7% 14.6% 37.3% 32.4%	Age Average age (tourists > 16 years old) Standard deviation Age range 16-24 years old 25-30 years old 31-45 years old 46-60 years old Over 60 years old Over 60 years old Upper/Middle management employee Auxiliary level employee	44.5 14.0 10.5% 7.6% 37.5% 29.4% 15.0% 22.5% 42.8% 15.7%	45.4 14.4 10.6% 10.0% 28.3% 33.6% 17.5% 17.2% 41.8% 10.7%	42.9 13.1 6.6% 14.7% 39.6% 25.5% 13.7% 15.2% 53.1% 14.3%	49.5 14.3 5.8% 8.3% 24.1% 36.9% 24.9% 21.5% 37.8% 11.1%	46.4% 46.0 14.3 8.6% 8.9% 32.5% 31.8% 18.2% 20.7% 42.3% 13.5%
0.0% 7.0% 8.7% 14.6% 37.3% 32.4% 14.6% 37.3% Total 4.7% 37.9%	Age Average age (tourists > 16 years old) Standard deviation Age range 16-24 years old 25-30 years old 31-45 years old 46-60 years old Over 60 years old Over 60 years old Upper/Middle management employee	44.5 14.0 10.5% 7.6% 37.5% 29.4% 15.0% 22.5% 42.8%	45.4 14.4 10.6% 10.0% 28.3% 33.6% 17.5% 17.2% 41.8% 10.7% 14.6%	42.9 13.1 6.6% 14.7% 39.6% 25.5% 13.7% 15.2% 53.1% 14.3% 8.0%	49.5 14.3 5.8% 8.3% 24.1% 36.9% 24.9% 21.5% 37.8%	46.4% 46.0 14.3 8.6% 8.9% 32.5% 31.8% 18.2% 20.7% 42.3% 13.5% 8.6%
0.0% 7.0% 8.7% 14.6% 37.3% 32.4% 14.6% 37.3% 4.7% 37.9% 11.5%	Age Average age (tourists > 16 years old) Standard deviation Age range 16-24 years old 25-30 years old 31-45 years old 46-60 years old Over 60 years old Occupation Business owner or self-employed Upper/Middle management employee Auxiliary level employee Students Retired	44.5 14.0 10.5% 7.6% 37.5% 29.4% 15.0% 22.5% 42.8% 15.7% 6.5% 11.7%	45.4 14.4 10.6% 28.3% 33.6% 17.5% 17.2% 41.8% 10.7% 14.6% 14.2%	42.9 13.1 6.6% 14.7% 39.6% 25.5% 13.7% 15.2% 53.1% 14.3% 8.0% 7.3%	49.5 14.3 5.8% 8.3% 24.1% 36.9% 24.9% 21.5% 37.8% 11.1% 9.4% 19.7%	46.4% 46.0 14.3 8.6% 8.9% 32.5% 31.8% 18.2% 20.7% 42.3% 13.5% 8.6% 14.1%
0.0% 7.0% 8.7% 14.6% 37.3% 32.4% 14.6% 37.9% 4.7% 37.9% 11.5% 7.9%	Age Average age (tourists > 16 years old) Standard deviation Age range 16-24 years old 25-30 years old 31-45 years old 46-60 years old Over 60 years old Over 60 years old Upper/Middle management employee Auxiliary level employee Students Retired Unemployed / unpaid dom. work	44.5 14.0 10.5% 7.6% 37.5% 29.4% 15.0% 22.5% 42.8% 15.7% 6.5%	45.4 14.4 10.6% 10.0% 28.3% 33.6% 17.5% 17.2% 41.8% 10.7% 14.6%	42.9 13.1 6.6% 14.7% 39.6% 25.5% 13.7% 15.2% 53.1% 14.3% 8.0%	49.5 14.3 5.8% 8.3% 24.1% 36.9% 24.9% 24.9% 21.5% 37.8% 11.1% 9.4%	46.4% 46.0 14.3 8.6% 8.9% 32.5% 31.8% 18.2% 20.7% 42.3% 13.5% 8.6%
0.0% 7.0% 8.7% 14.6% 37.3% 32.4% Total 4.7% 37.9% 11.5% 7.9% 3.2%	Age Average age (tourists > 16 years old) Standard deviation Age range 16-24 years old 25-30 years old 31-45 years old 46-60 years old Over 60 years old Occupation Business owner or self-employed Upper/Middle management employee Auxiliary level employee Students Retired Unemployed / unpaid dom. work Annual household income level	44.5 14.0 10.5% 7.6% 37.5% 29.4% 15.0% 22.5% 42.8% 15.7% 6.5% 11.7% 0.7%	45.4 14.4 10.6% 28.3% 33.6% 17.5% 17.2% 41.8% 14.6% 14.6% 14.2% 1.5%	42.9 13.1 6.6% 14.7% 39.6% 25.5% 13.7% 15.2% 53.1% 14.3% 8.0% 7.3% 2.2%	49.5 14.3 5.8% 8.3% 24.1% 36.9% 24.9% 21.5% 37.8% 11.1% 9.4% 19.7% 0.4%	46.4% 46.0 14.3 8.6% 8.9% 32.5% 31.8% 18.2% 20.7% 42.3% 13.5% 8.6% 14.1% 0.9%
0.0% 7.0% 8.7% 14.6% 37.3% 32.4% Total 4.7% 37.9% 11.5% 7.9% 3.2% 34.8%	Age Average age (tourists > 16 years old) Standard deviation Age range 16-24 years old 25-30 years old 31-45 years old 46-60 years old Over 60 years old Occupation Business owner or self-employed Upper/Middle management employee Auxiliary level employee Students Retired Unemployed / unpaid dom. work Annual household income level €12,000 - €24,000	44.5 14.0 10.5% 7.6% 37.5% 29.4% 15.0% 22.5% 42.8% 15.7% 6.5% 11.7% 0.7% 2.8%	45.4 14.4 10.6% 28.3% 33.6% 17.5% 17.2% 41.8% 14.6% 14.6% 14.5% 9.6%	42.9 13.1 6.6% 14.7% 39.6% 25.5% 13.7% 15.2% 53.1% 14.3% 8.0% 7.3% 2.2%	49.5 14.3 5.8% 8.3% 24.1% 36.9% 24.9% 21.5% 37.8% 11.1% 9.4% 19.7% 0.4% 6.9%	46.4% 46.0 14.3 8.6% 8.9% 32.5% 31.8% 18.2% 20.7% 42.3% 13.5% 8.6% 14.1% 0.9% 5.4%
0.0% 7.0% 8.7% 14.6% 37.3% 32.4% Total 4.7% 37.9% 11.5% 7.9% 3.2%	Age Average age (tourists > 16 years old) Standard deviation Age range 16-24 years old 25-30 years old 31-45 years old 46-60 years old Over 60 years old Over 60 years old Upper/Middle management employee Auxiliary level employee Students Retired Unemployed / unpaid dom. work Annual household income level €12,000 - €24,000 €24,001 - €36,000	44.5 14.0 10.5% 7.6% 37.5% 29.4% 15.0% 22.5% 42.8% 15.7% 6.5% 11.7% 0.7% 2.8% 4.3%	45.4 14.4 10.6% 28.3% 33.6% 17.5% 17.2% 41.8% 10.7% 14.6% 14.6% 14.5% 9.6% 4.0%	42.9 13.1 6.6% 14.7% 39.6% 25.5% 13.7% 15.2% 53.1% 14.3% 8.0% 7.3% 2.2% 7.5% 6.4%	49.5 14.3 5.8% 8.3% 24.1% 36.9% 24.9% 21.5% 37.8% 11.1% 9.4% 19.7% 0.4% 6.9% 11.1%	46.4% 46.0 14.3 8.6% 8.9% 32.5% 31.8% 18.2% 20.7% 42.3% 13.5% 8.6% 14.1% 0.9% 5.4% 6.7%
0.0% 7.0% 8.7% 14.6% 37.3% 32.4% 10.5% 7.9% 11.5% 7.9% 3.2% 34.8% 29.6%	AgeAverage age (tourists > 16 years old)Standard deviationAge range16-24 years old25-30 years old31-45 years old46-60 years oldOver 60 years oldOver 60 years oldOver 60 years oldUpper/Middle management employeeAuxiliary level employeeStudentsRetiredUnemployed / unpaid dom. workAnnual household income level€12,000 €24,000€24,001 - €36,000€36,001 - €48,000	44.5 14.0 10.5% 7.6% 37.5% 29.4% 15.0% 22.5% 42.8% 15.7% 6.5% 11.7% 0.7% 2.8% 4.3% 13.9%	45.4 14.4 10.6% 28.3% 33.6% 17.5% 17.2% 41.8% 10.7% 14.6% 14.6% 14.2% 1.5% 9.6% 4.0% 8.0%	42.9 13.1 6.6% 14.7% 39.6% 25.5% 13.7% 15.2% 53.1% 14.3% 8.0% 7.3% 2.2% 7.5% 6.4% 2.9%	49.5 14.3 5.8% 8.3% 24.1% 36.9% 24.9% 21.5% 37.8% 11.1% 9.4% 19.7% 0.4% 6.9% 11.1% 13.1%	46.4% 46.0 14.3 8.6% 8.9% 32.5% 31.8% 18.2% 20.7% 42.3% 13.5% 8.6% 14.1% 0.9% 5.4% 6.7% 11.7%
0.0% 7.0% 8.7% 14.6% 37.3% 32.4% 10.7% 3.2% 3.2% 3.2% 3.2% 29.6%	AgeAverage age (tourists > 16 years old)Standard deviationAge range16-24 years old25-30 years old31-45 years old46-60 years oldOver 60 years oldOver 60 years oldOver 60 years oldUpper/Middle management employeeAuxiliary level employeeStudentsRetiredUnemployed / unpaid dom. workAnnual household income level	44.5 14.0 10.5% 7.6% 37.5% 29.4% 15.0% 22.5% 42.8% 15.7% 6.5% 11.7% 0.7% 2.8% 4.3% 13.9% 15.1%	45.4 14.4 10.6% 28.3% 33.6% 17.5% 17.2% 41.8% 10.7% 14.6% 14.2% 1.5% 9.6% 4.0% 8.0% 10.3%	42.9 13.1 6.6% 14.7% 39.6% 25.5% 13.7% 15.2% 53.1% 14.3% 8.0% 7.3% 2.2% 7.5% 6.4% 2.9% 20.1%	49.5 14.3 5.8% 8.3% 24.1% 36.9% 24.9% 21.5% 37.8% 11.1% 9.4% 19.7% 0.4% 6.9% 11.1% 13.1% 14.3%	46.4% 46.0 14.3 8.6% 8.9% 32.5% 31.8% 18.2% 20.7% 42.3% 13.5% 8.6% 14.1% 0.9% 5.4% 6.7% 11.7% 14.9%
0.0% 7.0% 8.7% 14.6% 37.3% 32.4% 10.5% 7.9% 34.8% 29.6% 10.7% 9.7%	AgeAverage age (tourists > 16 years old)Standard deviationAge range16-24 years old25-30 years old31-45 years old46-60 years oldOver 60 years oldOver 60 years oldOver 60 years oldOver 60 years oldUpper/Middle management employeeAuxiliary level employeeStudentsRetiredUnemployed / unpaid dom. workAnnual household income level€12,000 - €24,000€24,001 - €36,000€36,001 - €48,000€60,001 - €72,000	44.5 14.0 10.5% 7.6% 37.5% 29.4% 15.0% 22.5% 42.8% 15.7% 6.5% 11.7% 0.7% 2.8% 4.3% 13.9% 15.1% 16.3%	45.4 14.4 10.6% 28.3% 33.6% 17.5% 17.2% 41.8% 10.7% 14.6% 14.2% 1.5% 9.6% 4.0% 8.0% 10.3% 8.9%	42.9 13.1 6.6% 14.7% 39.6% 25.5% 13.7% 15.2% 53.1% 14.3% 8.0% 7.3% 2.2% 7.5% 6.4% 2.9% 20.1% 7.4%	49.5 14.3 5.8% 8.3% 24.1% 36.9% 24.9% 21.5% 37.8% 11.1% 9.4% 19.7% 0.4% 6.9% 11.1% 13.1% 14.3% 12.7%	46.4% 46.0 14.3 8.6% 8.9% 32.5% 31.8% 18.2% 20.7% 42.3% 13.5% 8.6% 14.1% 0.9% 5.4% 6.7% 11.7% 14.9% 13.3%
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Which island do they choose?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total	
- Lanzarote	10,678	5,086	5,126	9,604	30,494	
- Fuerteventura	10,233	2,667	4,370	7,369	24,639	
- Gran Canaria	61,860	12,545	14,788	40,372	129,564	
- Tenerife	40,048	8,670	8,075	26,975	83,768	
- La Palma	393	0	0	100	493	

Who do they come with?

					(1, 1, 1)
	Q1	Q2	Q3	Q4	Total
Unaccompanied	6.6%	12.1%	9.2%	6.8%	7.5%
Only with partner	38.7%	37.9%	30.1%	35.3%	36.5%
Only with children (under the age of 13)	1.4%	0.0%	1.9%	1.3%	1.3%
Partner + children (under the age of 13)	19.7%	13.1%	21.7%	12.2%	16.9%
Other relatives	3.9%	6.5%	4.7%	11.6%	6.7%
Friends	5.5%	4.2%	2.8%	2.6%	4.2%
Work colleagues	0.0%	2.1%	0.0%	0.0%	0.2%

How do they value the destination?

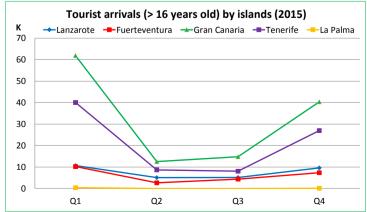
Impression of their stay	Q1	Q2	Q3	Q4	Total
Good or very good (% tourists)	92.0%	90.9%	91.9%	92.8%	92.1%
Average rating (scale 1-10)	8.55	8.81	8.64	8.96	8.72

How many are loyal to the destination?

Percentage of repeat tourists	Q1	Q2	Q3	Q4	Total
Repeat tourists	86.4%	72.8%	70.8%	84.9%	82.6%
In love (more than 10 visits)	17.2%	11.3%	14.2%	18.9%	16.8%

Where does the flight come from?

					X
Ten main origin countries	Q1	Q2	Q3	Q4	Total
Denmark	87.7%	84.7%	89.5%	95.5%	90.0%
Germany	10.3%	9.1%	7.6%	2.1%	7.3%
Norway	1.0%	0.0%	0.0%	1.2%	0.8%
United Kingdom	0.2%	3.6%	1.2%	0.2%	0.7%
Spain	0.4%	0.8%	1.2%	0.3%	0.5%
Sweden	0.0%	0.8%	0.6%	0.3%	0.3%
Netherlands	0.4%	0.0%	0.0%	0.0%	0.2%
Others	0.0%	1.0%	0.0%	0.0%	0.1%
Italy	0.0%	0.0%	0.0%	0.3%	0.1%
Austria	0.0%	0.0%	0.0%	0.0%	0.0%



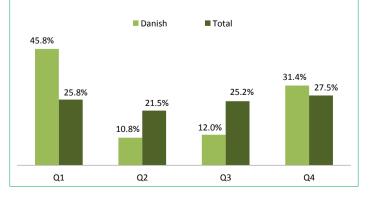
Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	8.7%	17.6%	15.8%	11.4%	11.3%
- Fuerteventura	8.3%	9.2%	13.5%	8.7%	9.2%
- Gran Canaria	50.2%	43.3%	45.7%	47.8%	48.2%
- Tenerife	32.5%	29.9%	25.0%	32.0%	31.1%
- La Palma	0.3%	0.0%	0.0%	0.1%	0.2%

Why do they choose the Canary Islands?									
Aspects influencing the choice	Q1	Q2	Q3	Q4	Tota				
Climate/sun	95.1%	94.0%	88.6%	98.1%	95.1%				
Tranquillity/rest/relaxation	52.8%	45.7%	45.4%	52.1%	51.0%				
Beaches	21.7%	24.5%	14.0%	27.4%	22.9%				
Price	18.0%	17.6%	17.6%	19.6%	18.4%				
Scenery	16.9%	15.0%	12.1%	20.3%	17.2%				
Suitable destination for children	13.3%	13.3%	20.4%	13.0%	14.1%				
Security	8.3%	2.0%	9.3%	11.6%	8.7%				
Active tourism	7.4%	10.9%	12.3%	4.2%	7.4%				
Visiting new places	5.2%	10.1%	4.9%	6.3%	6.0%				
Culture	2.4%	4.3%	4.1%	2.8%	2.9%				
Ease of travel	3.1%	7.4%	3.2%	0.6%	2.8%				
Nightlife/fun	2.6%	1.4%	2.7%	3.1%	2.7%				
Shopping	2.7%	0.8%	4.0%	1.9%	2.4%				
Quality of the environment	1.9%	2.3%	0.0%	3.2%	2.1%				
Health-related tourism	1.8%	1.6%	0.6%	2.0%	1.7%				
Security against natural catastrophes * Multi-choise question	0.9%	1.4%	2.5%	0.6%	1.1%				

What did motivate them to come?

Aspects motivating the choice	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	75.5%	60.3%	51.5%	74.1%	70.6%
Recommendation by friends or relatives	30.2%	30.2%	25.9%	22.5%	27.3%
The Canary Islands television channel	0.0%	1.4%	0.0%	0.8%	0.4%
Other television or radio channels	0.2%	0.8%	0.0%	0.3%	0.3%
Information in the press/magazines/books	1.7%	2.8%	1.1%	1.4%	1.7%
Attendance at a tourism fair	0.5%	0.0%	3.0%	0.3%	0.7%
Tour Operator's brochure or catalogue	6.6%	5.8%	18.0%	9.5%	8.8%
Recommendation by Travel Agency	2.9%	3.1%	7.4%	3.1%	3.5%
Information obtained via the Internet	29.2%	36.9%	30.6%	34.9%	32.0%
Senior Tourism programme	0.4%	0.0%	0.0%	0.3%	0.3%
Others	5.0%	5.2%	10.9%	2.4%	4.9%

Share of tourists (> 16 years old) by quarter (2015)





Canar Island

ATITUDE OF LIFE

Source: ISTAC (Encuesta sobre el Gasto Turístico).
Note: Tourists under 16 years old are evoluded. In ord

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