

Tourist profile trend (2015)

Canary Islands: Danish



How many they are and how much do they spend?



	2011	2012	2013	2014	2015
Tourist arrivals (> 16 years old)	287,910	285,470	288,663	301,343	269,694
Average daily expenditure (€)	124.53	134.22	141.71	132.61	137.93
- in their place of residence	87.00	94.36	95.39	94.73	101.33
- in the Canary Islands	37.52	39.86	46.31	37.88	36.60
Average length of stay	8.56	8.34	8.43	8.59	8.42
Turnover per tourist (€)	1,011	1,069	1,141	1,049	1,107
Total turnover (> 16 years old) (€m)	291	305	329	316	298
Year on year variation of turnover	--	4.9%	7.9%	-4.1%	-5.6%
Year on year variation of tourist	--	-0.8%	1.1%	4.4%	-10.5%

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

Accommodation (*):	27.19	26.18	48.02	20.60	35.33
- Accommodation	23.69	23.44	46.60	18.88	31.41
- Additional accommodation expenses	3.50	2.74	1.42	1.72	3.92
Transport:	23.07	21.79	21.48	18.18	20.30
- Public transport	6.68	4.26	5.69	2.58	3.41
- Taxi	7.41	7.79	8.56	4.94	5.52
- Car rental	8.99	9.74	7.23	10.67	11.37
Food and drink:	170.54	178.28	200.87	182.27	171.04
- Food purchases at supermarkets	75.81	76.82	102.65	87.34	83.24
- Restaurants	94.72	101.47	98.22	94.93	87.80
Souvenirs:	40.28	52.60	56.24	51.36	49.87
Leisure:	29.86	27.58	29.08	27.00	24.28
- Organized excursions	10.77	11.24	12.27	9.41	9.25
- Leisure, amusement	3.68	5.29	7.04	2.80	3.19
- Trip to other islands	0.82	0.62	0.44	0.94	0.70
- Sporting activities	4.81	3.73	3.52	5.39	4.43
- Cultural activities	1.25	0.65	2.87	1.22	2.69
- Discos and disco-pubs	8.53	6.05	2.94	7.25	4.01
Others:	19.88	15.77	33.25	9.39	5.99
- Wellness	2.83	2.76	2.81	2.86	1.10
- Medical expenses	0.98	1.75	0.46	1.26	0.37
- Other expenses	16.08	11.26	29.97	5.28	4.53

How far in advance do they book their trip?



	2011	2012	2013	2014	2015
The same day they leave	0.5%	0.6%	0.0%	0.6%	0.0%
Between 2 and 7 days	11.3%	11.3%	17.9%	15.0%	7.0%
Between 8 and 15 days	13.4%	13.1%	15.5%	10.1%	8.7%
Between 16 and 30 days	16.5%	19.2%	15.2%	14.5%	14.6%
Between 31 and 90 days	33.5%	32.1%	25.6%	31.1%	37.3%
More than 90 days	24.8%	23.7%	25.8%	28.7%	32.4%

What do they book at their place of residence?



	2011	2012	2013	2014	2015
Flight only	5.4%	5.4%	5.7%	4.6%	4.7%
Flight and accommodation (room only)	46.5%	45.0%	47.2%	39.3%	37.9%
Flight and accommodation (B&B)	13.1%	12.4%	10.4%	13.5%	11.5%
Flight and accommodation (half board)	10.3%	9.0%	12.2%	8.1%	7.9%
Flight and accommodation (full board)	1.5%	3.2%	1.3%	4.3%	3.2%
Flight and accommodation (all inclusive)	23.2%	25.0%	23.2%	30.2%	34.8%
% Tourists using low-cost airlines	23.0%	21.7%	26.1%	21.4%	29.6%
Other expenses in their place of residence:					
- Car rental	7.8%	10.5%	7.5%	8.8%	10.7%
- Sporting activities	7.6%	10.6%	6.2%	8.6%	9.7%
- Excursions	4.6%	5.8%	7.0%	4.8%	4.8%
- Combined trip to other islands	0.6%	0.6%	0.9%	1.8%	0.3%

(*) Bear in mind that 95% of danish tourists in 2015 paid the accommodation before travelling.

How do they book?



	2011	2012	2013	2014	2015
Accommodation booking					
Tour Operator	83.8%	83.1%	77.2%	84.2%	77.3%
- Tour Operator's website	77.8%	81.1%	84.3%	84.4%	87.0%
Accommodation	5.0%	4.3%	8.4%	3.7%	5.9%
- Accommodation's website	81.6%	98.1%	84.6%	65.4%	83.5%
Travel agency (High street)	1.1%	2.5%	5.9%	2.8%	2.7%
Online Travel Agency (OTA)	7.6%	6.6%	5.1%	6.2%	11.3%
No need to book accommodation	2.5%	3.6%	3.4%	3.1%	2.8%

	2011	2012	2013	2014	2015
Flight booking					
Tour Operator	86.0%	84.0%	76.8%	83.4%	79.2%
- Tour Operator's website	75.8%	81.8%	84.6%	83.9%	88.6%
Airline	6.1%	7.2%	10.3%	8.2%	9.5%
- Airline's website	92.6%	94.0%	#####	91.2%	92.6%
Travel agency (High street)	1.3%	3.1%	5.8%	2.9%	3.4%
Online Travel Agency (OTA)	6.6%	5.7%	7.0%	5.6%	7.8%

Where do they stay?



	2011	2012	2013	2014	2015
5* Hotel	1.7%	1.7%	2.9%	2.0%	1.7%
4* Hotel	24.6%	26.1%	25.3%	26.5%	27.2%
1-2-3* Hotel	27.2%	25.0%	18.6%	27.6%	26.0%
Apartment	44.5%	43.9%	47.2%	39.1%	43.0%
Property (privately-owned, friends, family)	1.5%	2.6%	4.7%	2.7%	2.1%
Others	0.4%	0.7%	1.5%	2.0%	0.1%

How are they?



	2011	2012	2013	2014	2015
Gender					
Percentage of men	47.2%	47.6%	55.6%	49.2%	53.6%
Percentage of women	52.8%	52.4%	44.4%	50.8%	46.4%

	2011	2012	2013	2014	2015
Age					
Average age (tourists > 16 years old)	46.3	45.5	46.0	46.6	46.0
Standard deviation	14.8	14.8	13.2	15.0	14.3

	2011	2012	2013	2014	2015
Age range					
16-24 years old	7.1%	9.4%	5.3%	8.3%	8.6%
25-30 years old	9.2%	9.2%	5.9%	8.8%	8.9%
31-45 years old	33.4%	34.4%	38.6%	32.7%	32.5%
46-60 years old	29.0%	27.5%	33.1%	27.3%	31.8%
Over 60 years old	21.3%	19.4%	17.1%	22.9%	18.2%

	2011	2012	2013	2014	2015
Occupation					
Business owner or self-employed	16.2%	18.6%	21.6%	18.8%	20.7%
Upper/Middle management employee	43.6%	42.6%	44.0%	42.4%	42.3%
Auxiliary level employee	15.3%	13.0%	13.2%	14.0%	13.5%
Students	6.6%	7.6%	6.6%	6.5%	8.6%
Retired	16.5%	16.7%	12.5%	16.7%	14.1%
Unemployed / unpaid dom. work	1.7%	1.4%	2.2%	1.5%	0.9%

	2011	2012	2013	2014	2015
Annual household income level					
€12,000 - €24,000	5.5%	6.0%	5.9%	6.5%	5.4%
€24,001 - €36,000	7.4%	10.5%	10.7%	8.3%	6.7%
€36,001 - €48,000	13.7%	14.3%	8.6%	12.0%	11.7%
€48,001 - €60,000	14.2%	11.5%	16.4%	13.1%	14.9%
€60,001 - €72,000	13.2%	11.6%	13.9%	12.9%	13.3%
€72,001 - €84,000	9.2%	10.7%	8.5%	10.1%	10.6%
More than €84,000	36.9%	35.4%	36.1%	37.1%	37.4%

Tourist profile trend (2015)

Canary Islands: Danish



Which island do they choose?

Tourists (> 16 years old)	2011	2012	2013	2014	2015
- Lanzarote	29,218	22,101	15,207	29,635	30,494
- Fuerteventura	28,264	30,348	6,541	31,479	24,639
- Gran Canaria	137,915	130,413	128,850	144,774	129,564
- Tenerife	90,583	98,011	135,135	90,465	83,768
- La Palma	508	442	1,566	911	493

Share (%)	2011	2012	2013	2014	2015
- Lanzarote	10.2%	7.9%	5.3%	10.0%	11.3%
- Fuerteventura	9.9%	10.8%	2.3%	10.6%	9.2%
- Gran Canaria	48.1%	46.4%	44.8%	48.7%	48.2%
- Tenerife	31.6%	34.8%	47.0%	30.4%	31.1%
- La Palma	0.2%	0.2%	0.5%	0.3%	0.2%

Who do they come with?



	2011	2012	2013	2014	2015
Unaccompanied	6.3%	6.4%	9.9%	7.3%	7.5%
Only with partner	44.0%	41.7%	42.8%	47.6%	36.5%
Only with children (under the age of 13)	1.2%	1.6%	2.5%	2.5%	1.3%
Partner + children (under the age of 13)	14.0%	16.1%	14.5%	12.6%	16.9%
Other relatives	4.8%	7.5%	6.7%	5.9%	6.7%
Friends	7.4%	4.8%	6.1%	4.8%	4.2%
Work colleagues	0.2%	0.5%	0.7%	0.2%	0.2%

Why do they choose the Canary Islands?



Aspects influencing the choice	2011	2012	2013	2014	2015
Climate/sun	96.9%	95.9%	97.7%	95.0%	95.1%
Tranquillity/rest/relaxation	52.1%	52.8%	46.6%	43.9%	51.0%
Beaches	27.4%	27.2%	26.4%	22.8%	22.9%
Price	15.2%	19.0%	20.1%	23.4%	18.4%
Scenery	18.1%	19.0%	14.8%	15.3%	17.2%
Suitable destination for children	13.3%	12.3%	13.4%	10.8%	14.1%
Security	8.3%	5.4%	6.0%	5.6%	8.7%
Active tourism	6.3%	7.0%	5.5%	7.4%	7.4%
Visiting new places	5.3%	5.0%	9.1%	6.2%	6.0%
Culture	2.6%	1.7%	2.3%	2.5%	2.9%
Ease of travel	1.8%	1.9%	4.5%	1.6%	2.8%
Nightlife/fun	4.0%	2.5%	3.9%	3.0%	2.7%
Shopping	4.0%	2.5%	2.0%	2.1%	2.4%
Quality of the environment	1.4%	1.2%	1.7%	2.0%	2.1%
Golf	1.4%	0.5%	2.4%	1.3%	1.1%
Nautical activities	1.2%	1.6%	1.9%	0.7%	0.8%

* Multi-choice question

How do they value the destination?



Impression of their stay	2011	2012	2013	2014	2015
Good or very good (% tourists)	95.1%	92.4%	93.3%	93.0%	92.1%
Average rating (scale 1-10)	8.85	8.70	8.78	8.83	8.72

How many are loyal to the destination?

Percentage of repeat tourists	2011	2012	2013	2014	2015
Repeat tourists	76.4%	81.3%	73.7%	81.7%	82.6%
In love (more than 10 visits)	14.1%	17.1%	16.4%	13.8%	16.8%

What did motivate them to come?



Aspects motivating the choice	2011	2012	2013	2014	2015
Previous visits to the Canary Islands	67.0%	71.8%	60.7%	69.0%	70.6%
Recommendation by friends or relatives	28.9%	27.9%	30.7%	28.8%	27.3%
The Canary Islands television channel	0.0%	0.0%	0.6%	0.4%	0.4%
Other television or radio channels	0.5%	0.3%	0.0%	0.2%	0.3%
Information in the press/magazines/books	2.5%	2.7%	4.7%	2.3%	1.7%
Attendance at a tourism fair	0.4%	0.8%	0.3%	0.6%	0.7%
Tour Operator's brochure or catalogue	13.6%	10.5%	9.9%	6.7%	8.8%
Recommendation by Travel Agency	4.6%	2.8%	6.5%	4.6%	3.5%
Information obtained via the Internet	35.7%	32.8%	34.2%	31.4%	32.0%
Senior Tourism programme	0.1%	0.8%	0.0%	0.3%	0.3%
Others	6.3%	5.0%	6.4%	8.3%	4.9%

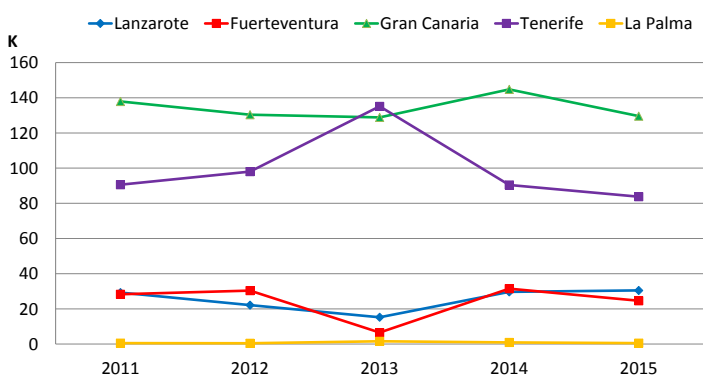
* Multi-choice question

Where does the flight come from?

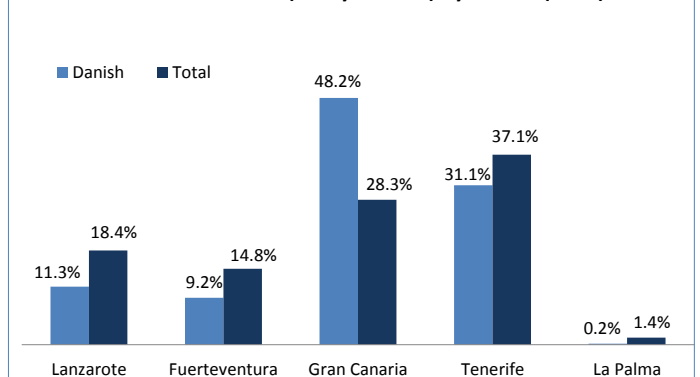


Ten main origin countries	2011	2012	2013	2014	2015
Denmark	265,498	272,735	241,089	279,974	242,792
Germany	9,600	9,132	37,559	10,580	19,631
Norway	1,241	342	855	1,494	2,165
United Kingdom	2,634	351	833	5,038	1,930
Spain	3,322	345	3,703	2,309	1,382
Sweden	1,300	1,602	0	823	714
Netherlands	0	0	0	0	485
Others	1,421	0	2,691	0	305
Italy	0	0	0	0	293
Austria	0	0	1,933	270	0

Tourist arrivals (> 16 years old) by islands



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



Source: ISTAC (Encuesta sobre el Gasto Turístico).

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