

PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2021)

DENMARK



How many are they and how much do they spend?



	Denmark	All markets
TOURISTS		
Tourist arrivals (FRONTUR)	142,920	6,697,165
Tourist arrivals > 15 years old (EGT)	120,526	5,827,892
- book holiday package	101,004	2,549,012
- do not book holiday package	19,522	3,278,880
- % tourists who book holiday package	83.8%	43.7%
Share of total tourist	2.1%	100%

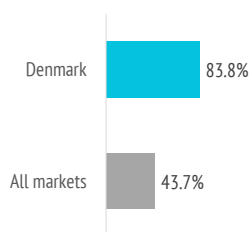
RANKING POSITION
BY NUMBER OF
TOURISTS



RANKING POSITION BY
TURNOVER



% HOLIDAY PACKAGE



42% of Danish travel to Gran Canaria.

Expenditure per tourist (€)	1,496	1,206
- book holiday package	1,502	1,415
- holiday package	1,229	1,135
- others	274	280
- do not book holiday package	1,466	1,044
- flight	378	248
- accommodation	512	369
- others	576	427
Average length of stay	9.10	9.54
- book holiday package	8.34	8.59
- do not book holiday package	13.05	10.28
Average daily expenditure (€)	182.6	144.0
- book holiday package	189.4	172.8
- do not book holiday package	147.7	121.6
Total turnover (> 15 years old) (€m)	180	7,028
- book holiday package	152	3,606
- do not book holiday package	29	3,422

Where did they spend their main holiday last year?*

	Denmark	All markets
Didn't have holiday	47.7%	35.7%
Canary Islands	16.8%	17.6%
Other destination	35.5%	46.8%

What other destinations do they consider for this trip?*

	Denmark	All markets
None	33.5%	29.4%
Canary Islands (other island)	26.8%	25.4%
Other destination	39.8%	45.1%

*Percentage of valid answers

Source: Encuesta sobre el Gasto Turístico (ISTAC).

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

Importance of each factor in the destination choice



	Denmark	All markets
Climate	78.8%	76.0%
Tranquility	32.9%	48.5%
European belonging	32.3%	40.2%
Accommodation supply	31.3%	37.8%
Safety	29.8%	49.0%
Sea	28.1%	52.0%
Beaches	27.4%	44.6%
Environment	22.4%	34.7%
Fun possibilities	18.7%	22.4%
Price	17.8%	32.4%
Landscapes	17.2%	39.1%
Gastronomy	16.1%	27.9%
Authenticity	15.5%	24.4%
Exoticism	14.5%	14.5%
Hiking trail network	7.7%	12.1%
Shopping	7.7%	8.8%
Effortless trip	6.3%	34.9%
Culture	3.1%	8.7%
Nightlife	3.1%	8.4%
Historical heritage	2.2%	9.1%

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.

% TOURISTS WHO CHOOSE CLIMATE

DENMARK
78.8%



ALL MARKETS
76.0%

What is the main motivation for their holidays?



	Denmark	All markets
Rest	59.6%	50.7%
Enjoy family time	26.2%	14.0%
Have fun	2.6%	7.3%
Explore the destination	6.9%	23.3%
Practice their hobbies	3.7%	2.6%
Other reasons	1.0%	2.1%

ENJOY FAMILY
TIME



Denmark



26.2%

All markets



14.0%

How far in advance do they book their trip?



	Denmark	All markets
The same day	0.2%	1.0%
Between 1 and 30 days	28.2%	42.5%
Between 1 and 2 months	25.5%	26.7%
Between 3 and 6 months	28.7%	18.7%
More than 6 months	17.4%	11.1%

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DENMARK



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

	Denmark	All markets
Previous visits to the Canary Islands	54.0%	45.7%
Friends or relatives	17.6%	30.9%
Internet or social media	50.2%	53.5%
Mass Media	1.6%	2.3%
Travel guides and magazines	4.1%	7.0%
Travel Blogs or Forums	3.0%	8.4%
Travel TV Channels	0.3%	0.5%
Tour Operator or Travel Agency	31.7%	19.4%
Public administrations or similar	1.6%	1.9%
Others	2.4%	2.9%

* Multi-choise question

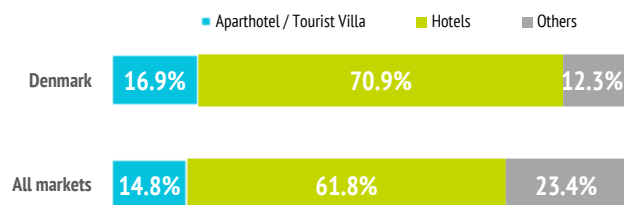
With whom did they book their flight and accommodation?

	Denmark	All markets
Flight		
- Directly with the airline	18.4%	52.8%
- Tour Operator or Travel Agency	81.6%	47.2%
Accommodation		
- Directly with the accommodation	17.8%	39.9%
- Tour Operator or Travel Agency	82.2%	60.1%

Where do they stay?

	Denmark	All markets
1-2-3* Hotel	25.3%	11.5%
4* Hotel	40.3%	39.4%
5* Hotel / 5* Luxury Hotel	5.3%	10.9%
Aparthotel / Tourist Villa	16.9%	14.8%
House/room rented in a private dwelling	3.3%	6.9%
Private accommodation (1)	1.4%	9.9%
Others (Cottage, cruise, camping,...)	7.6%	6.6%

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



What do they book?

	Denmark	All markets
Room only	30.6%	28.1%
Bed and Breakfast	15.8%	15.3%
Half board	13.4%	19.5%
Full board	0.7%	3.2%
All inclusive	39.4%	33.8%

39.4% of Danish book all inclusive.

(Canary Islands: 33.8%)

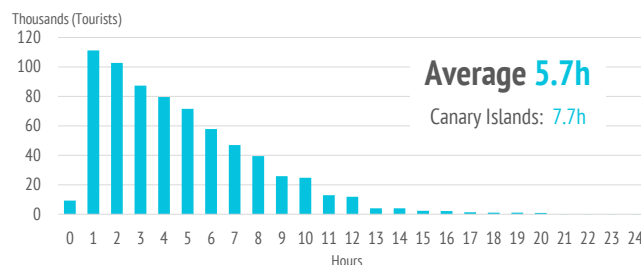
Other expenses

	Denmark	All markets
Restaurants or cafes	65.5%	66.9%
Supermarkets	48.2%	55.6%
Car rental	24.7%	37.3%
Organized excursions	15.4%	23.7%
Taxi, transfer, chauffeur service	58.2%	46.0%
Theme Parks	3.7%	8.6%
Sport activities	11.1%	9.3%
Museums	2.1%	4.7%
Flights between islands	1.8%	6.3%

Activities in the Canary Islands

Outdoor time per day	Denmark	All markets
0 hours	7.7%	2.4%
1 - 2 hours	19.9%	10.0%
3 - 6 hours	33.4%	30.1%
7 - 12 hours	35.7%	47.1%
More than 12 hours	3.3%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Denmark	All markets
Beach	55.3%	75.1%
Walk, wander	70.8%	72.2%
Swimming pool, hotel facilities	66.5%	57.5%
Explore the island on their own	54.1%	52.5%
Swim	28.9%	38.8%
Taste Canarian gastronomy	17.7%	30.2%
Hiking	21.3%	22.5%
Organized excursions	11.8%	16.0%
Sea excursions / whale watching	12.5%	13.5%
Nightlife / concerts / shows	7.2%	12.3%
Theme parks	5.8%	12.2%
Museums / exhibitions	5.8%	10.7%
Wineries / markets / popular festivals	5.2%	10.0%
Other Nature Activities	7.8%	9.5%
Running	11.0%	7.6%
Practice other sports	12.3%	5.9%
Beauty and health treatments	6.0%	5.6%
Surf	3.3%	4.8%
Astronomical observation	2.1%	4.2%
Cycling / Mountain bike	8.5%	4.2%
Scuba Diving	3.3%	4.2%
Golf	1.9%	2.3%
Windsurf / Kitesurf	2.2%	1.5%

* Multi-choise question

PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2021)

DENMARK



Which island do they choose?

Tourists (> 15 years old)	Denmark	All markets
Lanzarote	18,820	963,331
Fuerteventura	16,174	843,805
Gran Canaria	49,545	1,545,237
Tenerife	34,039	2,320,313
La Palma	388	102,576

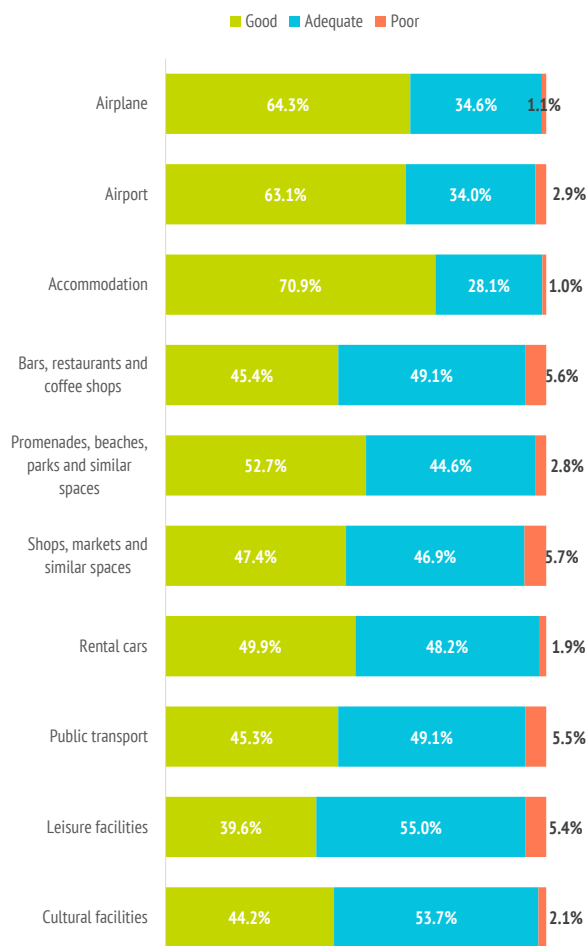
How many islands do they visit during their trip?

	Denmark	All markets
One island	96.2%	90.9%
Two islands	3.3%	7.8%
Three or more islands	0.5%	1.3%

Health safety

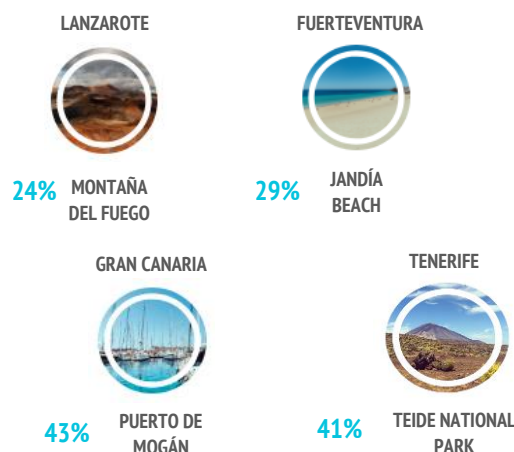
Planning the trip: Importance	Denmark	All markets
Average rating (scale 0-10)	7.65	7.99
During the stay: Rate	Denmark	All markets
Average rating (scale 0-10)	8.22	8.42

HEALTH SAFETY MEASURES (RATE)



Share by islands	Denmark	All markets
Lanzarote	15.8%	16.7%
Fuerteventura	13.6%	14.6%
Gran Canaria	41.6%	26.8%
Tenerife	28.6%	40.2%
La Palma	0.3%	1.8%

MOST VISITED PLACES IN EACH ISLAND



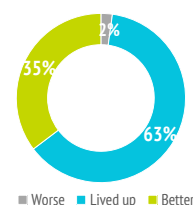
The data refers to % of tourists on each island who have visited the place.

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Denmark	All markets
Average rating	8.78	8.86

Experience in the Canary Islands	Denmark	All markets
Worse or much worse than expected	2.2%	2.7%
Lived up to expectations	62.5%	51.4%
Better or much better than expected	35.3%	45.9%

Future intentions (scale 1-10)	Denmark	All markets
Return to the Canary Islands	8.79	8.86
Recommend visiting the Canary Island	8.95	9.10



Experience in the Canary Islands

8.79/10

Return to the Canary Islands



8.95/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Denmark	All markets
Repeat tourists	74.3%	68.0%
Repeat tourists (last 5 years)	66.8%	61.9%
Repeat tourists (last 5 years) (5 or more)	13.0%	15.0%
At least 10 previous visits	23.9%	18.3%

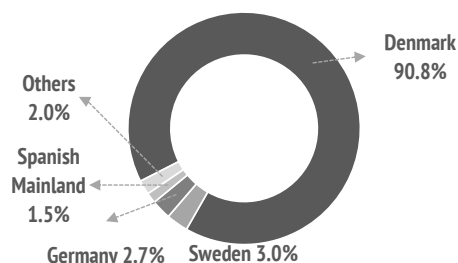
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DENMARK

Where does the flight come from?



	%	Absolute
Denmark	90.8%	109,385
Sweden	3.0%	3,672
Germany	2.7%	3,305
Spanish Mainland	1.5%	1,765
United Kingdom	0.8%	1,021
Others	1.1%	1,378



Who do they come with?



	Denmark	All markets
Unaccompanied	7.9%	13.5%
Only with partner	46.1%	48.2%
Only with children (< 13 years old)	5.7%	3.9%
Partner + children (< 13 years old)	5.8%	4.9%
Other relatives	15.5%	8.4%
Friends	6.2%	8.5%
Work colleagues	0.2%	0.8%
Organized trip	0.0%	0.2%
Other combinations (1)	12.6%	11.5%

(1) Different situations have been isolated

Tourists with children	18.8%	12.5%
- Between 0 and 2 years old	1.4%	1.2%
- Between 3 and 12 years old	15.4%	10.2%
- Between 0 -2 and 3-12 years	2.0%	1.0%
Tourists without children	81.2%	87.5%
Group composition:		
- 1 person	10.6%	16.5%
- 2 people	56.5%	56.7%
- 3 people	8.0%	10.7%
- 4 or 5 people	17.3%	13.6%
- 6 or more people	7.6%	2.5%
Average group size:	2.80	2.37

*People who share the main expenses of the trip



(Under the age of 13)

18.8% of Danish travel with children.

(Canary Islands: 12.5%)

Who are they?



	Denmark	All markets
Gender		
Men	50.3%	49.6%
Women	49.7%	50.4%
Age		
Average age (tourist > 15 years old)	48.3	43.3
Standard deviation	15.7	15.6
Age range (> 15 years old)		
16 - 24 years old	8.9%	11.9%
25 - 30 years old	9.2%	14.8%
31 - 45 years old	22.1%	30.2%
46 - 60 years old	34.1%	26.6%
Over 60 years old	25.7%	16.4%
Occupation		
Salaried worker	60.3%	57.8%
Self-employed	7.8%	11.1%
Unemployed	0.6%	1.7%
Business owner	8.0%	10.0%
Student	6.4%	5.9%
Retired	15.7%	12.2%
Unpaid domestic work	0.0%	0.5%
Others	1.2%	0.9%
Annual household income level		
Less than €25,000	5.7%	16.1%
€25,000 - €49,999	19.6%	37.0%
€50,000 - €74,999	28.2%	23.4%
More than €74,999	46.5%	23.5%
Education level		
No studies	0.8%	2.2%
Primary education	3.2%	2.2%
Secondary education	16.5%	18.8%
Higher education	79.6%	76.9%



7 IN 10 ARE
REPEATERS

48 YEARS OLD
AVERAGE AGE

46% ONLY WITH
PARTNER



Pictures: Freepik.com