

Profile of Danish tourist visiting Canary Islands

2016



How many are they and how much do they spend?



	Denmark	All markets
Tourist arrivals (> 16 years old)	277,863	13,114,359
Average daily expenditure (€)	145.97	135.94
. in their place of residence	110.52	98.03
. in the Canary Islands	35.44	37.90
Average length of stay	8.74	9.36
Turnover per tourist (€)	1,186	1,141
Total turnover (> 16 years old) (€m)	330	14,957
Share of total turnover	2.2%	100%
Share of total tourist	2.1%	100%
Expenditure in the Canary Islands per tourist and trip (€) (*)		
Accommodation (**):	23.09	47.11
- Accommodation	20.20	40.52
- Additional accommodation expenses	2.89	6.60
Transport:	19.16	26.01
- Public transport	4.34	5.14
- Taxi	7.81	6.94
- Car rental	7.02	13.93
Food and drink:	189.79	148.33
- Food purchases at supermarkets	81.67	63.46
- Restaurants	108.12	84.87
Souvenirs:	39.07	53.88
Leisure:	15.05	34.52
- Organized excursions	4.55	14.95
- Leisure, amusement	1.08	4.55
- Trip to other islands	1.02	1.85
- Sporting activities	5.37	5.11
- Cultural activities	1.79	2.04
- Discos and disco-pubs	1.23	6.01
Others:	9.34	13.91
- Wellness	0.97	3.23
- Medical expenses	0.18	1.69
- Other expenses	8.19	8.99

How far in advance do they book their trip?



	Denmark	All markets
The same day they leave	0.7%	0.6%
Between 2 and 7 days	9.4%	6.3%
Between 8 and 15 days	10.1%	7.9%
Between 16 and 30 days	15.9%	14.7%
Between 31 and 90 days	35.0%	34.3%
More than 90 days	28.9%	36.2%

What do they book at their place of residence?



	Denmark	All markets
Flight only	3.2%	8.8%
Flight and accommodation (room only)	36.8%	25.7%
Flight and accommodation (B&B)	11.2%	8.0%
Flight and accommodation (half board)	12.6%	20.4%
Flight and accommodation (full board)	5.6%	4.3%
Flight and accommodation (all inclusive)	30.6%	32.8%
% Tourists using low-cost airlines	27.0%	48.7%
Other expenses in their place of residence:		
- Car rental	6.7%	11.8%
- Sporting activities	8.0%	5.3%
- Excursions	6.2%	5.7%
- Trip to other islands	0.4%	1.6%

(*) Expense is prorated among all the tourists (even those who have not spent in destination).

(**) Accommodation expenses may seem low because most tourists pay the accommodation before traveling.

How do they book?



	Denmark	All markets
Accommodation booking		
Tour Operator	71.2%	42.3%
- Tour Operator's website	89.3%	78.8%
Accommodation	6.7%	14.7%
- Accommodation's website	65.5%	83.5%
Travel agency (High street)	8.1%	20.5%
Online Travel Agency (OTA)	12.0%	16.5%
No need to book accommodation	2.0%	6.0%

	Denmark	All markets
Flight booking		
Tour Operator	74.4%	44.6%
- Tour Operator's website	90.2%	76.3%
Airline	7.9%	24.8%
- Airline's website	87.9%	96.2%
Travel agency (High street)	8.1%	19.1%
Online Travel Agency (OTA)	9.6%	11.5%

Where do they stay?



	Denmark	All markets
5* Hotel	6.8%	7.1%
4* Hotel	30.3%	39.6%
1-2-3* Hotel	22.8%	14.6%
Apartment	37.5%	31.5%
Property (privately-owned, friends, family)	1.4%	4.6%
Others	1.0%	2.6%

Who are they?



	Denmark	All markets
Gender		
Percentage of men	49.5%	48.5%
Percentage of women	50.5%	51.5%
Age		
Average age (tourists > 16 years old)	50.6	46.3
Standard deviation	14.8	15.3
Age range (> 16 years old)		
16-24 years old	4.6%	8.2%
25-30 years old	8.4%	11.1%
31-45 years old	21.8%	29.1%
46-60 years old	37.0%	30.9%
Over 60 years old	28.2%	20.7%
Occupation		
Business owner or self-employed	20.2%	23.1%
Upper/Middle management employee	44.4%	36.1%
Auxiliary level employee	12.7%	15.5%
Students	3.6%	5.1%
Retired	18.8%	18.0%
Unemployed / unpaid dom. work	0.3%	2.2%
Annual household income level		
€12,000 - €24,000	4.9%	17.8%
€24,001 - €36,000	6.3%	19.4%
€36,001 - €48,000	8.9%	16.9%
€48,001 - €60,000	14.7%	14.6%
€60,001 - €72,000	14.3%	9.5%
€72,001 - €84,000	13.3%	6.0%
More than €84,000	37.6%	15.8%

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Which island do they choose?



Tourists (> 16 years old)	Denmark	All markets
- Lanzarote	25,673	2,328,674
- Fuerteventura	20,857	1,914,107
- Gran Canaria	126,098	3,654,806
- Tenerife	103,275	4,885,901
- La Palma	75	221,541

Share (%)	Denmark	All markets
- Lanzarote	9.3%	17.9%
- Fuerteventura	7.6%	14.7%
- Gran Canaria	45.7%	28.1%
- Tenerife	37.4%	37.6%
- La Palma	0.0%	1.7%

Who do they come with?



	Denmark	All markets
Unaccompanied	8.5%	9.1%
Only with partner	48.8%	47.6%
Only with children (under the age of 13)	0.9%	1.5%
Partner + children (under the age of 13)	9.9%	11.8%
Other relatives	8.3%	6.0%
Friends	3.9%	6.1%
Work colleagues	0.0%	0.3%
Other combinations ⁽¹⁾	19.8%	17.5%

* Multi-choice question (different situations have been isolated)

How do they rate the destination?



Impression of their stay	Denmark	All markets
Good or very good (% tourists)	94.2%	94.1%
Average rating (scale 1-10)	9.00	8.90

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Denmark	All markets
Repeat tourists	85.0%	77.3%
In love (at least 10 previous visits)	15.2%	16.1%

Where does the flight come from?



Ten main origin markets	Denmark	All markets
Denmark	223,860	253,091
Germany	31,166	2,882,932
Spanish Mainland	13,285	2,164,168
United Kingdom	4,857	4,208,588
Switzerland	1,927	312,564
Norway	1,143	393,235
Netherlands	600	269,847
Sweden	527	420,877
Belgium	499	444,170
Austria	0	113,534



Why do they choose the Canary Islands?



Aspects influencing the choice	Denmark	All markets
Climate/sun	91.8%	89.8%
Tranquility/rest/relaxation	45.7%	36.6%
Beaches	26.6%	34.5%
Scenery	15.9%	21.9%
Security	12.7%	11.1%
Price	11.8%	12.7%
Visiting new places	9.9%	14.6%
Suitable destination for children	7.6%	7.5%
Active tourism	6.3%	5.1%
Quality of the environment	3.4%	6.5%
Shopping	3.1%	2.6%
Ease of travel	2.5%	8.9%
Culture	2.0%	2.6%
Nautical activities	2.0%	2.2%
Nightlife/fun	1.5%	3.8%
Security against natural catastrophes	1.2%	0.8%

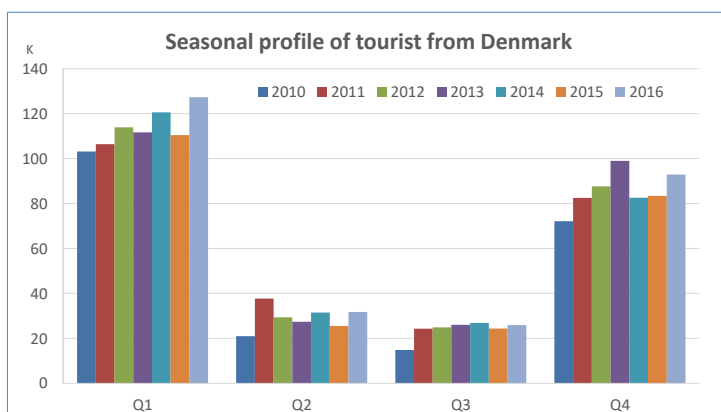
* Multi-choice question

What did motivate them to come?



Aspects motivating the choice	Denmark	All markets
Previous visits to the Canary Islands	67.8%	64.1%
Recommendation by friends or relatives	28.3%	34.5%
The Canary Islands television channel	0.0%	0.3%
Other television or radio channels	0.0%	0.8%
Information in the press/magazines/books	4.2%	3.8%
Attendance at a tourism fair	0.1%	0.5%
Tour Operator's brochure or catalogue	7.3%	8.0%
Recommendation by Travel Agency	2.2%	9.7%
Information obtained via the Internet	30.0%	25.8%
Senior Tourism programme	0.0%	0.2%
Others	4.8%	6.1%

* Multi-choice question



Source: Encuesta sobre el Gasto Turístico (ISTAC). (1) Combination of some groups previously analyzed.

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