

Profile of tourist visiting the Canary Islands (2017)

DENMARK



How many are they and how much do they spend?



	Denmark	All markets
Tourist arrivals (FRONTUR)	346,206	15,975,507
Tourist arrivals (> 16 years old)	279,776	13,852,616
Average daily expenditure (€)	146.35	140.18
. in their place of residence	110.80	101.15
. in the Canary Islands	35.55	39.03
Average length of stay	8.39	9.17
Turnover per tourist (€)	1,168	1,155
Total turnover (€m)	405	18,450
Share of total tourist	2.2%	100%
Share of total turnover	2.2%	100%

% tourists who pay in the Canary Islands:

Accommodation:

- Accommodation	6.5%	13.5%
- Additional accommodation expenses	3.3%	6.3%

Transport:

- Public transport	13.4%	14.5%
- Taxi	19.9%	21.2%
- Car rental	13.1%	19.4%

Food and drink:

- Food purchases at supermarkets	58.3%	55.0%
- Restaurants	60.1%	57.3%

Souvenirs:

	45.4%	53.3%
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Leisure:

- Organized excursions	14.0%	17.7%
- Leisure, amusement	4.4%	8.4%
- Trip to other islands	1.8%	2.3%
- Sporting activities	5.6%	6.1%
- Cultural activities	4.2%	4.4%
- Discos and disco-pubs	2.4%	6.1%

Others:

- Wellness	2.5%	4.9%
- Medical expenses	2.8%	4.0%
- Other expenses	6.8%	9.6%



+5%
TOURISTS
346,206



-1%
TRAVEL EXPENSES
€1,168



+3%
TURNOVER
€405 MILL

What do they book at their place of residence?



	Denmark	All markets
Flight only	3.5%	9.3%
Flight and accommodation (room only)	36.5%	26.9%
Flight and accommodation (B&B)	8.3%	8.3%
Flight and accommodation (half board)	13.2%	19.3%
Flight and accommodation (full board)	5.0%	4.4%
Flight and accommodation (all inclusive)	33.5%	31.9%
% Tourists using low-cost airlines	26.5%	50.8%
Other expenses in their place of residence:		
- Car rental	10.5%	12.6%
- Sporting activities	6.4%	5.1%
- Excursions	7.6%	6.2%
- Trip to other islands	0.8%	1.5%

How do they book?



	Denmark	All markets
Accommodation booking		
Tour Operator	78.9%	42.4%
- Tour Operator's website	88.3%	80.6%
Accommodation	6.4%	14.6%
- Accommodation's website	80.2%	84.0%
Travel agency (High street)	4.2%	19.3%
Online Travel Agency (OTA)	8.4%	17.3%
No need to book accommodation	2.1%	6.4%

	Denmark	All markets
Flight booking		
Tour Operator	79.5%	44.8%
- Tour Operator's website	88.6%	78.6%
Airline	7.4%	25.8%
- Airline's website	96.1%	97.3%
Travel agency (High street)	3.9%	18.0%
Online Travel Agency (OTA)	9.2%	11.4%

How far in advance do they book their trip?



	Denmark	All markets
The same day they leave	0.5%	0.5%
Between 2 and 7 days	8.3%	5.9%
Between 8 and 15 days	7.8%	7.4%
Between 16 and 30 days	12.0%	13.4%
Between 31 and 90 days	38.6%	34.6%
More than 90 days	32.7%	38.3%

Who are they?



	Denmark	All markets
Gender		
Men	49.8%	48.1%
Women	50.2%	51.9%

Age

Average age (tourists > 16 years old)	52.3	46.9
Standard deviation	15.1	15.5

Age range (> 16 years old)

16-24 years old	5.8%	8.4%
25-30 years old	4.9%	10.2%
31-45 years old	21.3%	27.9%
46-60 years old	31.9%	31.7%
Over 60 years old	36.0%	21.8%

Occupation

Business owner or self-employed	15.6%	23.8%
Upper/Middle management employee	35.5%	35.2%
Auxiliary level employee	10.4%	15.3%
Students	6.2%	5.0%
Retired	30.0%	18.6%
Unemployed / unpaid dom. work	2.2%	2.1%

Annual household income level

€12,000 - €24,000	8.0%	17.9%
€24,001 - €36,000	8.2%	19.3%
€36,001 - €48,000	11.6%	16.1%
€48,001 - €60,000	13.6%	15.1%
€60,001 - €72,000	15.0%	9.3%
€72,001 - €84,000	10.4%	6.3%
More than €84,000	33.3%	16.0%

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Which island do they choose?



Tourists (> 16 years old)	Denmark	All markets
- Lanzarote	32,494	2,488,213
- Fuerteventura	25,306	1,938,908
- Gran Canaria	132,290	3,900,824
- Tenerife	84,742	5,144,415
- La Palma	4,014	277,952

Share (%)	Denmark	All markets
- Lanzarote	11.7%	18.1%
- Fuerteventura	9.1%	14.1%
- Gran Canaria	47.4%	28.4%
- Tenerife	30.4%	37.4%
- La Palma	1.4%	2.0%

Where do they stay?



	Denmark	All markets
5* Hotel	1.9%	6.8%
4* Hotel	28.5%	38.4%
1-2-3* Hotel	21.4%	14.4%
Apartment	46.6%	32.4%
Property (privately-owned, friends, family)	1.0%	4.8%
Others	0.6%	3.2%

Why do they choose the Canary Islands?



Aspects influencing the choice	Denmark	All markets
Climate/sun	95.8%	89.8%
Tranquillity/rest/relaxation	51.3%	37.2%
Beaches	27.2%	35.1%
Price	16.9%	12.2%
Scenery	16.8%	22.9%
Security	10.9%	9.7%
Suitable destination for children	9.0%	7.6%
Visiting new places	6.9%	14.7%
Active tourism	5.9%	5.4%
Culture	2.6%	2.7%
Nightlife/fun	2.3%	3.8%
Shopping	2.2%	2.5%
Ease of travel	1.6%	8.9%
Theme parks	1.2%	3.1%
Quality of the environment	1.0%	6.5%
Health-related tourism	1.0%	0.5%

* Multi-choice question

Who do they come with?



	Denmark	All markets
Unaccompanied	6.9%	8.7%
Only with partner	51.2%	46.8%
Only with children (under the age of 13)	1.2%	1.7%
Partner + children (under the age of 13)	10.5%	11.9%
Other relatives	4.0%	6.0%
Friends	4.6%	6.1%
Work colleagues	0.1%	0.3%
Other combinations ⁽¹⁾	21.6%	18.5%

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

How do they rate the Canary Islands?



Opinion on their stay	Denmark	All markets
Good or very good (% tourists)	93.7%	94.0%
Average rating (scale 1-10)	8.91	8.92

How many are loyal to the Canary Islands?



Repeat tourists	Denmark	All markets
At least 1 previous visit	87.0%	77.3%
At least 10 previous visits	19.3%	16.9%

Where does the flight come from?



	Share	Absolute
Denmark	92.2%	257,993
Spanish Mainland	2.6%	7,342
Germany	2.5%	6,898
Sweden	0.8%	2,299
United Kingdom	0.8%	2,160
Belgium	0.3%	869
Norway	0.2%	544
Netherlands	0.1%	165
France	0.0%	137
Others	0.5%	1,368

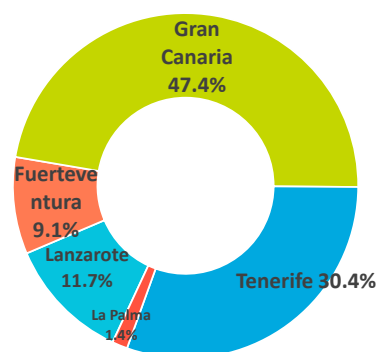
What did motivate them to come?



Prescription sources	Denmark	All markets
Previous visits to the Canary Islands	75.4%	64.9%
Recommendation by friends/relatives	23.0%	35.0%
The Canary Islands television channel	0.0%	0.4%
Other television or radio channels	0.1%	1.0%
Information in press/magazines/books	1.5%	3.8%
Attendance at a tourism fair	0.7%	0.5%
Tour Operator's brochure or catalogue	7.3%	7.2%
Recommendation by Travel Agency	3.7%	9.3%
Information obtained via the Internet	35.0%	25.5%
Senior Tourism programme	0.4%	0.2%
Others	3.0%	5.9%

* Multi-choice question

Share of tourists > 16 years old by islands



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.