

PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2018)

DENMARK

How many are they and how much do they spend?



	Denmark	All markets
TOURISTS		
Tourist arrivals (FRONTUR)	320,659	15,559,787
Tourist arrivals > 15 years old (EGT)	267,861	13,485,651
- book holiday package	195,935	7,848,516
- do not book holiday package	71,926	5,637,135
- % tourists who book holiday package	73.1%	58.2%
Share of total tourist	2.1%	100%

RANKING POSITION BY NUMBER OF TOURISTS



RANKING POSITION BY TURNOVER



48% of Danes travel to Gran Canaria.

	Denmark	All markets
Expenditure per tourist (€)	1,284	1,196
- book holiday package	1,323	1,309
- holiday package	1,064	1,064
- others	259	246
- do not book holiday package	1,178	1,037
- flight	327	288
- accommodation	398	350
- others	453	399
Average length of stay	8.42	9.32
- book holiday package	8.16	8.66
- do not book holiday package	9.10	10.23
Average daily expenditure (€)	162.1	143.6
- book holiday package	168.7	159.8
- do not book holiday package	143.9	121.0
Total turnover (> 15 years old) (€m)	344	16,124
- book holiday package	259	10,277
- do not book holiday package	85	5,848

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice



	Denmark	All markets
Climate	78.8%	78.1%
Tranquility	34.7%	46.2%
Safety	33.2%	51.4%
Accommodation supply	32.1%	41.7%
Sea	31.4%	43.3%
European belonging	28.2%	35.8%
Beaches	27.1%	37.1%
Price	26.6%	36.5%
Environment	21.1%	30.6%
Landscapes	19.7%	31.6%
Fun possibilities	18.5%	20.7%
Gastronomy	16.9%	22.6%
Exoticism	12.6%	10.5%
Authenticity	11.4%	19.1%
Hiking trail network	6.5%	9.0%
Shopping	6.3%	9.6%
Effortless trip	6.2%	34.8%
Culture	3.5%	7.3%
Historical heritage	3.4%	7.1%
Nightlife	2.7%	7.5%

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 EXOTICISM

DENMARK

12.6%



ALL MARKETS

10.5%

What is the main motivation for their holidays?



	Denmark	All markets
Rest	61.8%	55.1%
Enjoy family time	23.6%	14.7%
Have fun	3.2%	7.8%
Explore the destination	8.0%	18.5%
Practice their hobbies	1.8%	1.8%
Other reasons	1.6%	2.1%

ENJOY FAMILY TIME



Denmark



All markets



How far in advance do they book their trip?



	Denmark	All markets
The same day	0.5%	0.7%
Between 1 and 30 days	22.9%	23.2%
Between 1 and 2 months	21.4%	23.0%
Between 3 and 6 months	34.1%	32.4%
More than 6 months	21.2%	20.7%

Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports.

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

PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2018)

DENMARK



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

	Denmark	All markets
Previous visits to the Canary Islands	54.5%	50.9%
Friends or relatives	20.5%	27.8%
Internet or social media	58.0%	56.1%
Mass Media	2.2%	1.7%
Travel guides and magazines	7.5%	9.5%
Travel Blogs or Forums	2.8%	5.4%
Travel TV Channels	0.4%	0.7%
Tour Operator or Travel Agency	28.2%	24.7%
Public administrations or similar	0.4%	0.4%
Others	3.6%	2.3%

* Multi-choice question

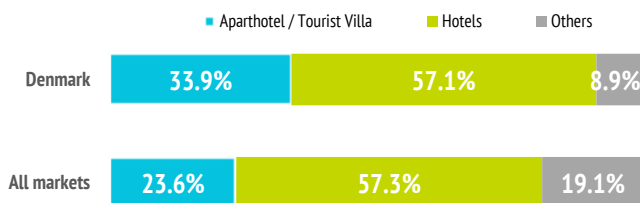
With whom did they book their flight and accommodation?

	Denmark	All markets
Flight		
- Directly with the airline	20.7%	39.5%
- Tour Operator or Travel Agency	79.3%	60.5%
Accommodation		
- Directly with the accommodation	20.1%	28.8%
- Tour Operator or Travel Agency	79.9%	71.2%

Where do they stay?

	Denmark	All markets
1-2-3* Hotel	25.4%	12.8%
4* Hotel	28.5%	37.7%
5* Hotel / 5* Luxury Hotel	3.2%	6.8%
Aparthotel / Tourist Villa	33.9%	23.6%
House/room rented in a private dwelling	2.8%	5.3%
Private accommodation (1)	1.4%	7.0%
Others (Cottage, cruise, camping,...)	4.7%	6.8%

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



What do they book?

	Denmark	All markets
Room only	33.8%	28.8%
Bed and Breakfast	14.9%	11.7%
Half board	13.0%	22.4%
Full board	2.9%	3.0%
All inclusive	35.4%	34.1%

35.4% of Danes book all inclusive.
(Canary Islands: 34.1%)

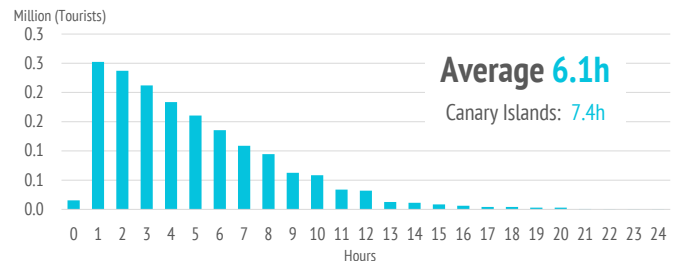
Other expenses

	Denmark	All markets
Restaurants or cafes	62.0%	63.2%
Supermarkets	51.6%	55.9%
Car rental	19.8%	26.6%
Organized excursions	14.2%	21.8%
Taxi, transfer, chauffeur service	53.8%	51.7%
Theme Parks	4.9%	8.8%
Sport activities	5.1%	6.4%
Museums	2.8%	5.0%
Flights between islands	2.1%	4.8%

Activities in the Canary Islands

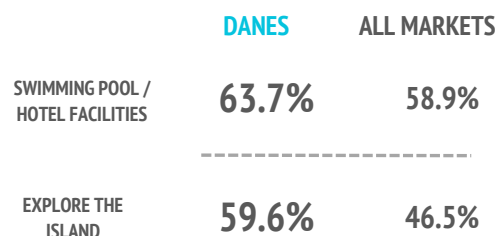
Outdoor time per day	Denmark	All markets
0 hours	5.8%	2.2%
1 - 2 hours	15.1%	10.0%
3 - 6 hours	38.5%	32.6%
7 - 12 hours	35.9%	46.5%
More than 12 hours	4.7%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Denmark	All markets
Walk, wander	73.2%	71.0%
Swimming pool, hotel facilities	63.7%	58.9%
Explore the island on their own	59.6%	46.5%
Beach	50.8%	68.0%
Taste Canarian gastronomy	21.9%	25.4%
Organized excursions	15.8%	17.9%
Sport activities	14.5%	14.3%
Nature activities	11.7%	10.0%
Theme parks	10.5%	15.5%
Sea excursions / whale watching	9.4%	11.3%
Wineries / markets / popular festivals	8.1%	12.0%
Nightlife / concerts / shows	7.1%	15.5%
Activities at sea	6.9%	9.8%
Museums / exhibitions	6.7%	9.8%
Beauty and health treatments	5.3%	5.7%
Astronomical observation	2.6%	3.4%

* Multi-choice question



PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2018)

DENMARK



Which island do they choose?

Tourists (> 15 years old)	Denmark	All markets
Lanzarote	29,891	2,457,120
Fuerteventura	23,324	1,856,705
Gran Canaria	127,539	3,825,110
Tenerife	77,529	4,991,173
La Palma	7,850	249,069

How many islands do they visit during their trip?

	Denmark	All markets
One island	95.8%	90.9%
Two islands	3.9%	7.7%
Three or more islands	0.2%	1.4%

Internet usage during their trip

	Denmark	All markets
Research		
- Tourist package	16.5%	15.4%
- Flights	7.9%	13.0%
- Accommodation	9.0%	17.7%
- Transport	12.1%	15.6%
- Restaurants	19.9%	27.0%
- Excursions	21.2%	26.3%
- Activities	24.8%	31.0%
Book or purchase		
- Tourist package	13.0%	38.1%
- Flights	73.4%	64.4%
- Accommodation	66.5%	54.5%
- Transport	54.9%	44.7%
- Restaurants	9.9%	10.5%
- Excursions	9.2%	11.4%
- Activities	10.4%	12.5%

* Multi-choice question

Internet usage in the Canary Island	Denmark	All markets
Did not use the Internet	6.6%	9.8%
Used the Internet	93.4%	90.2%
- Own Internet connection	33.5%	36.5%
- Free Wifi connection	47.1%	41.1%
Applications*		
- Search for locations or maps	55.3%	60.7%
- Search for destination info	47.2%	44.7%
- Share pictures or trip videos	54.5%	55.6%
- Download tourist apps	9.9%	6.5%
- Others	33.4%	23.9%

* Multi-choice question



47,2% of Danes search for information during their stay in the Canary Islands

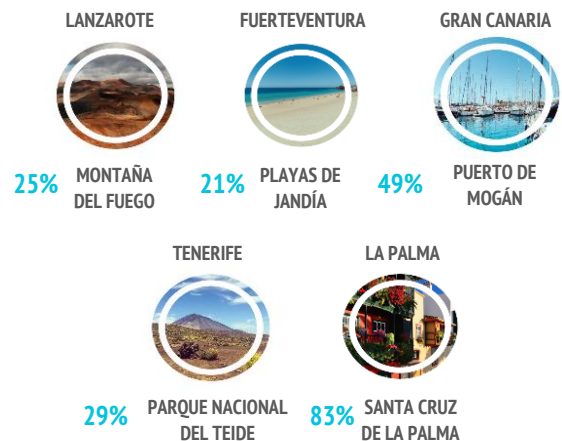
(Canary Islands: 44.7%)



Imagen: Freepik.com

Share by islands	Denmark	All markets
Lanzarote	11.2%	18.4%
Fuerteventura	8.8%	13.9%
Gran Canaria	47.9%	28.6%
Tenerife	29.1%	37.3%
La Palma	2.9%	1.9%

MOST VISITED PLACES IN EACH ISLAND

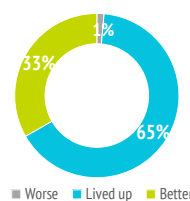


The data refers to % of tourists on each island who have visited the place.

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Denmark	All markets
Average rating	8.51	8.58
Experience in the Canary Islands		
Worse or much worse than expected	1.4%	2.9%
Lived up to expectations	65.3%	57.4%
Better or much better than expected	33.3%	39.7%

Future intentions (scale 1-10)	Denmark	All markets
Return to the Canary Islands	8.54	8.60
Recommend visiting the Canary Island	8.77	8.86



Experience in the Canary Islands



8.54/10

Return to the Canary Islands

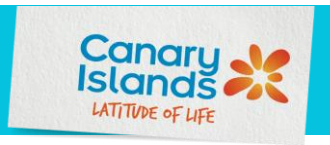


8.77/10

Recommend visiting the Canary Islands

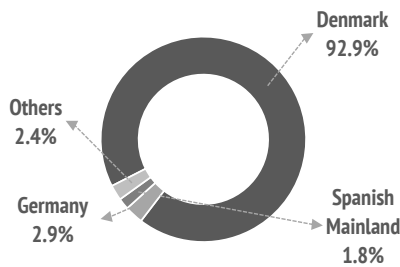
How many are loyal to the Canary Islands?

	Denmark	All markets
Repeat tourists	77.3%	71.0%
Repeat tourists (last 5 years)	68.5%	64.6%
Repeat tourists (last 5 years) (5 or more)	21.0%	18.4%
At least 10 previous visits	21.7%	17.8%



Where does the flight come from? 

	%	Absolute
Denmark	92.9%	248,807
Germany	2.9%	7,809
Spanish Mainland	1.8%	4,750
Norway	0.8%	2,108
United Kingdom	0.7%	1,965
Netherlands	0.2%	526
Others	0.7%	1,896



Who do they come with? 

	Denmark	All markets
Unaccompanied	5.0%	8.9%
Only with partner	44.0%	47.4%
Only with children (< 13 years old)	5.2%	5.9%
Partner + children (< 13 years old)	7.7%	7.2%
Other relatives	12.2%	9.0%
Friends	2.8%	6.3%
Work colleagues	0.3%	0.5%
Organized trip	0.4%	0.2%
Other combinations (1)	22.4%	14.6%

(1) Different situations have been isolated

	Denmark	All markets
Tourists with children	22.9%	19.3%
- Between 0 and 2 years old	2.9%	1.8%
- Between 3 and 12 years old	15.9%	15.8%
- Between 0-2 and 3-12 years	4.2%	1.6%

	Denmark	All markets
Tourists without children	77.1%	80.7%

Group composition:	Denmark	All markets
- 1 person	8.1%	12.4%
- 2 people	50.4%	54.1%
- 3 people	13.5%	12.6%
- 4 or 5 people	18.3%	17.1%
- 6 or more people	9.7%	3.8%
Average group size:	3.04	2.58



(Under the age of 13)

22.9% of Danes travel with children.

(Canary Islands: 19.3%)

Who are they? 

	Denmark	All markets
Gender		
Men	46.8%	48.2%
Women	53.2%	51.8%
Age		
Average age (tourist > 15 years old)	51.1	46.7
Standard deviation	14.9	15.3
Age range (> 15 years old)		
16 - 24 years old	5.6%	7.7%
25 - 30 years old	5.8%	10.8%
31 - 45 years old	24.3%	28.6%
46 - 60 years old	32.6%	31.3%
Over 60 years old	31.7%	21.5%
Occupation		
Salaried worker	55.3%	55.5%
Self-employed	6.9%	11.0%
Unemployed	1.4%	1.1%
Business owner	9.3%	9.2%
Student	2.4%	4.2%
Retired	24.1%	17.3%
Unpaid domestic work	0.0%	0.9%
Others	0.5%	0.8%
Annual household income level		
Less than €25,000	10.1%	17.0%
€25,000 - €49,999	17.4%	36.5%
€50,000 - €74,999	29.0%	25.0%
More than €74,999	43.5%	21.5%
Education level		
No studies	3.9%	4.8%
Primary education	10.4%	2.8%
Secondary education	83.6%	23.1%
Higher education	2.1%	69.3%



8 IN 10 ARE REPEATERS

51 YEARS OLD

AVERAGE AGE

44% ONLY WITH PARTNER



Pictures: Freepik.com

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