Canary Islands
LATITUDE OF LIFE

How many are they and how much do they spend?

	Denmark	All markets
TOURISTS		
Tourist arrivals (FRONTUR)	**297,297**	**15,110,866**
Tourist arrivals > 15 years old (EGT)	**246,025**	**13,271,035**
- book holiday package	189,867	7,426,022
- do not book holiday package	56,158	5,845,014
- % tourists who book holiday package	77.2%	56.0%
Share of total tourist	2.0%	100%

RANKING POSITION BY NUMBER OF TOURISTS

12th

RANKING POSITION BY TURNOVER

12th

" 46% of Danes travel to Gran Canaria.

	Denmark	All markets
Expenditure per tourist (€)	**1,248**	**1,136**
- book holiday package	1,312	1,268
- holiday package	1,054	1,031
- others	258	237
- do not book holiday package	1,032	967
- flight	317	263
- accommodation	355	321
- others	359	383
Average lenght of stay	**8.24**	**9.09**
- book holiday package	8.00	8.64
- do not book holiday package	9.07	9.68
Average daily expenditure (€)	**160.8**	**138.9**
- book holiday package	172.0	155.4
- do not book holiday package	122.9	117.9
Total turnover (> 15 years old) (€m)	**307**	**15,070**
- book holiday package	249	9,416
- do not book holiday package	58	5,655

AVERAGE LENGHT OF STAY (nights)

■ Denmark ■ All markets

	Total	book holiday package	do not book holiday package
Denmark	8.24	8.00	9.07
All markets	9.09	8.64	9.68

EXPENDITURE PER TOURIST (€)

■ Denmark ■ All markets

	Total	book holiday package	do not book holiday package
Denmark	1,248	1,312	1,032
All markets	1,136	1,268	967

Importance of each factor in the destination choice

	Denmark	All markets
Climate	81.3%	78.4%
Safety	36.8%	51.9%
Tranquility	36.2%	47.6%
Accommodation supply	31.6%	42.9%
Sea	31.5%	44.4%
European belonging	28.8%	36.1%
Price	28.5%	37.4%
Environment	24.9%	33.2%
Landscapes	24.7%	33.1%
Beaches	23.2%	37.7%
Fun possibilities	22.1%	21.1%
Gastronomy	16.8%	23.2%
Exoticism	13.5%	11.4%
Authenticity	10.6%	20.3%
Hiking trail network	6.8%	9.6%
Shopping	6.2%	9.4%
Effortless trip	4.1%	35.2%
Culture	2.9%	8.0%
Historical heritage	2.7%	8.2%
Nightlife	1.9%	8.0%

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
81.3%

ALL MARKETS
78.4%

What is the main motivation for their holidays?

	Denmark	All markets
Rest	60.2%	55.5%
Enjoy family time	25.9%	14.4%
Have fun	3.2%	8.6%
Explore the destination	7.3%	17.8%
Practice their hobbies	2.2%	1.9%
Other reasons	1.1%	1.8%

ENJOY FAMILY TIME

Denmark	25.9%
All markets	14.4%

How far in advance do they book their trip?

	Denmark	All markets
The same day	0.6%	0.7%
Between 1 and 30 days	21.7%	23.8%
Between 1 and 2 months	25.8%	22.8%
Between 3 and 6 months	32.8%	32.7%
More than 6 months	19.0%	20.0%

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

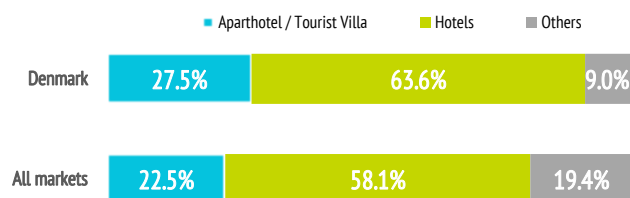|	Denmark	All markets
Previous visits to the Canary Islands	60.2%	51.9%
Friends or relatives	20.2%	27.1%
Internet or social media	49.7%	54.7%
Mass Media	1.2%	1.6%
Travel guides and magazines	5.2%	8.4%
Travel Blogs or Forums	2.7%	5.7%
Travel TV Channels	0.4%	0.8%
Tour Operator or Travel Agency	27.4%	22.6%
Public administrations or similar	0.2%	0.4%
Others	2.4%	2.4%

* Multi-choise question

With whom did they book their flight and accommodation?

	Denmark	All markets
Flight		
- Directly with the airline	21.2%	42.9%
- Tour Operator or Travel Agency	78.8%	57.1%
Accommodation		
- Directly with the accommodation	20.9%	31.5%
- Tour Operator or Travel Agency	79.1%	68.5%

Where do they stay?

	Denmark	All markets
1-2-3* Hotel	24.7%	11.5%
4* Hotel	33.8%	37.6%
5* Hotel / 5* Luxury Hotel	5.1%	9.0%
Aparthotel / Tourist Villa	27.5%	22.5%
House/room rented in a private dwelling	2.6%	5.9%
Private accommodation (1)	1.3%	7.2%
Others (Cottage, cruise, camping,..)	5.0%	6.3%

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

Aparthotel / Tourist Villa ■ Hotels ■ Others

	Aparthotel / Tourist Villa	Hotels	Others
Denmark	27.5%	63.6%	9.0%
All markets	22.5%	58.1%	19.4%

What do they book?

	Denmark	All markets
Room only	33.9%	27.9%
Bed and Breakfast	15.4%	12.4%
Half board	14.9%	21.2%
Full board	2.5%	3.6%
All inclusive	33.2%	34.9%

33.9% of Danes book room only.

(Canary Islands: 27.9%)

Other expenses

	Denmark	All markets
Restaurants or cafes	59.8%	59.1%
Supermarkets	53.0%	52.1%
Car rental	17.5%	26.3%
Organized excursions	12.2%	20.6%
Taxi, transfer, chauffeur service	57.7%	50.0%
Theme Parks	4.1%	7.5%
Sport activities	3.7%	5.7%
Museums	2.1%	4.6%
Flights between islands	2.1%	4.4%

Activities in the Canary Islands

Outdoor time per day	Denmark	All markets
0 hours	6.1%	2.1%
1 - 2 hours	16.3%	9.8%
3 - 6 hours	36.6%	32.6%
7 - 12 hours	35.7%	47.1%
More than 12 hours	5.3%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

Million (Tourists)

Average **6h**
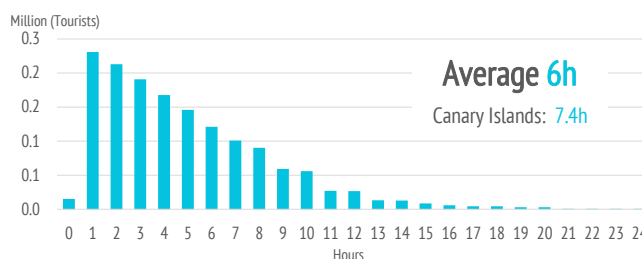
Canary Islands: 7.4h

Activities in the Canary Islands	Denmark	All markets
Walk, wander	65.7%	69.8%
Swimming pool, hotel facilities	61.3%	58.2%
Explore the island on their own	55.1%	45.2%
Beach	51.4%	66.3%
Taste Canarian gastronomy	18.6%	24.2%
Sport activities	15.9%	13.4%
Nature activities	13.3%	10.4%
Organized excursions	11.9%	16.9%
Sea excursions / whale watching	9.5%	11.1%
Activities at sea	8.5%	10.0%
Theme parks	8.5%	14.1%
Nightlife / concerts / shows	7.0%	15.5%
Beauty and health treatments	6.0%	5.4%
Museums / exhibitions	5.9%	10.1%
Wineries / markets / popular festivals	4.8%	11.6%
Astronomical observation	2.2%	3.5%

* Multi-choise question

	DANES	ALL MARKETS	
SWIMMING POOL / HOTEL FACILITIES	61.3%	58.2%	
EXPLORE THE ISLAND	55.1%	45.2%	

Which island do they choose?

Tourists (> 15 years old)	Denmark	All markets
Lanzarote	25,084	2,521,668
Fuerteventura	25,128	1,659,115
Gran Canaria	113,644	3,698,127
Tenerife	74,603	5,040,382
La Palma	6,925	235,409

Share by islands	Denmark	All markets
Lanzarote	10.2%	19.2%
Fuerteventura	10.2%	12.6%
Gran Canaria	46.3%	28.1%
Tenerife	30.4%	38.3%
La Palma	2.8%	1.8%

How many islands do they visit during their trip?

	Denmark	All markets
One island	94.9%	91.4%
Two islands	4.5%	7.2%
Three or more islands	0.6%	1.4%

Internet usage during their trip

	Denmark	All markets
Research		
- Tourist package	13.7%	14.8%
- Flights	9.6%	13.0%
- Accommodation	9.9%	16.9%
- Transport	12.4%	15.7%
- Restaurants	24.8%	28.4%
- Excursions	23.0%	26.2%
- Activities	26.7%	30.1%
Book or purchase		
- Tourist package	12.9%	39.4%
- Flights	68.8%	66.7%
- Accommodation	64.5%	57.3%
- Transport	53.4%	47.6%
- Restaurants	10.4%	12.1%
- Excursions	9.1%	13.0%
- Activities	10.3%	14.7%

* Multi-choise question

Internet usage in the Canary Island	Denmark	All markets
Did not use the Internet	**6.3%**	**8.3%**
Used the Internet	**93.7%**	**91.7%**
- Own Internet connection	32.1%	37.4%
- Free Wifi connection	44.0%	39.5%
Applications*		
- Search for locations or maps	58.6%	61.7%
- Search for destination info	50.8%	44.8%
- Share pictures or trip videos	51.6%	56.0%
- Download tourist apps	14.5%	7.0%
- Others	33.8%	22.6%

* Multi-choise question

> **14.2%** of Danes download tourist apps during their stay in the Canary Islands

(Canary Islands: 7%)

Imagen: Freepik.com

● MOST VISITED PLACES IN EACH ISLAND ●

LANZAROTE
17% MIRADOR DEL RÍO

FUERTEVENTURA
10% DUNAS DE CORRALEJO

GRAN CANARIA
47% PUERTO DE MOGÁN

TENERIFE
30% PARQUE NACIONAL DEL TEIDE

LA PALMA
56% SANTA CRUZ DE LA PALMA

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	8.68	8.70

Experience in the Canary Islands	Denmark	All markets
Worse or much worse than expected	1.2%	2.3%
Lived up to expectations	65.4%	55.6%
Better or much better than expected	33.4%	42.1%

Future intentions (scale 1-10)	Denmark	All markets
Return to the Canary Islands	8.87	8.73
Recommend visiting the Canary Islands	8.96	8.95

1%
33%
65%
■ Worse ■ Lived up ■ Better

8.87/10

8.96/10
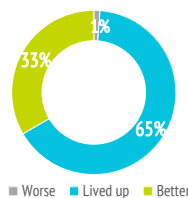
Experience in the Canary Islands

Return to the Canary Islands

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Denmark	All markets
Repeat tourists	**77.2%**	**72.2%**
Repeat tourists (last 5 years)	72.8%	66.7%
Repeat tourists (last 5 years) (5 or mor	20.3%	19.5%
At least 10 previous visits	**20.3%**	**18.6%**

Where does the flight come from? 🌐

	%	Absolute
Denmark	91.3%	224,729
Germany	4.6%	11,373
Portugal	1.2%	3,027
Sweden	0.8%	1,856
Norway	0.6%	1,431
Spanish Mainland	0.5%	1,264
Others	1.0%	2,346

Denmark 91.3%
Others 2.8%
Germany 4.6%
Portugal 1.2%
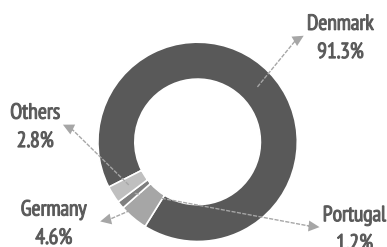
Who do they come with? 👪

	Denmark	All markets
Unaccompanied	4.3%	9.6%
Only with partner	44.1%	48.1%
Only with children (< 13 years old)	6.1%	5.6%
Partner + children (< 13 years old)	7.0%	6.5%
Other relatives	11.8%	9.3%
Friends	4.9%	6.4%
Work colleagues	0.3%	0.5%
Organized trip	0.5%	0.3%
Other combinations (1)	21.0%	13.7%
(1) Different situations have been isolated		
Tourists with children	**21.7%**	**17.7%**
- Between 0 and 2 years old	1.8%	1.6%
- Between 3 and 12 years old	17.5%	14.8%
- Between 0 -2 and 3-12 years	2.5%	1.4%
Tourists without children	**78.3%**	**82.3%**
Group composition:		
- 1 person	7.1%	13.2%
- 2 people	51.9%	55.1%
- 3 people	12.5%	12.0%
- 4 or 5 people	20.7%	16.3%
- 6 or more people	7.7%	3.5%
Average group size:	**2.99**	**2.54**

Who are they? 👤

	Denmark	All markets
Gender		
Men	44.1%	48.6%
Women	55.9%	51.4%
Age		
Average age (tourist > 15 years old)	50.8	47.1
Standard deviation	15.3	15.4
Age range (> 15 years old)		
16 - 24 years old	6.7%	7.3%
25 - 30 years old	6.9%	10.9%
31 - 45 years old	21.0%	28.0%
46 - 60 years old	34.4%	31.8%
Over 60 years old	31.0%	22.1%
Occupation		
Salaried worker	55.8%	55.0%
Self-employed	7.0%	11.5%
Unemployed	0.3%	1.1%
Business owner	12.5%	9.4%
Student	3.6%	3.5%
Retired	19.9%	17.9%
Unpaid domestic work	0.1%	0.8%
Others	0.7%	0.8%
Annual household income level		
Less than €25,000	5.7%	17.5%
€25,000 - €49,999	19.0%	37.5%
€50,000 - €74,999	31.2%	22.8%
More than €74,999	44.2%	22.2%
Education level		
No studies	1.6%	5.0%
Primary education	5.7%	2.6%
Secondary education	12.9%	23.6%
Higher education	79.8%	68.9%

8 IN 10 ARE REPEATERS

51 YEARS OLD AVERAGE AGE

44% ONLY WITH PARTNER

" 21.7% of Danes travel with children.

(Canary Islands: 17.7%)

(Under the age of 13)

Pictures: Freepik.com