

TOURIST PROFILE BY ISLAND OF STAY (2018)

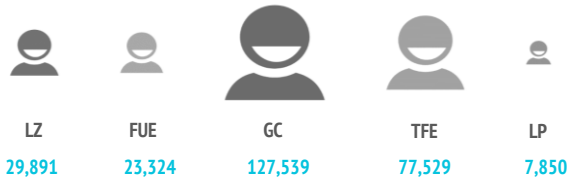
DENMARK



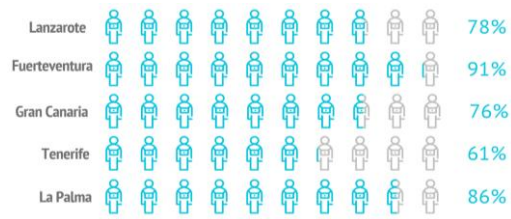
How many are they and how much do they spend?

	LZ	FUE	GC	TFE	LP
TOURISTS					
Tourist arrivals (FRONTUR)	n.d.	n.d.	n.d.	n.d.	n.d.
Tourist arrivals > 15 years old (EGT)	29,891	23,324	127,539	77,529	7,850
- book holiday package	23,448	21,185	97,071	47,022	6,726
- do not book holiday package	6,444	2,139	30,468	30,507	1,123
- % tourists who book holiday package	78.4%	90.8%	76.1%	60.7%	85.7%

TOURISTS

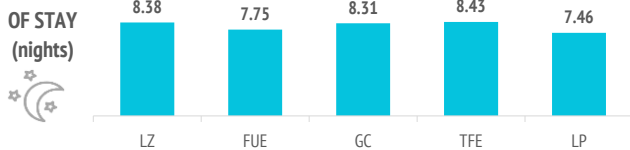


% TOURISTS WHO BOOK HOLIDAY PACKAGE

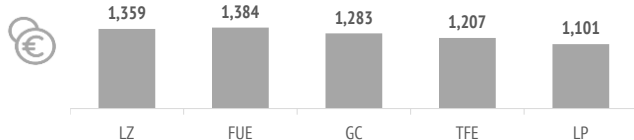


	LZ	FUE	GC	TFE	LP
Expenditure per tourist (€)	1,359	1,384	1,283	1,207	1,101
- book holiday package	1,453	1,087	1,340	1,372	1,015
- holiday package	1,153	921	1,056	1,136	811
- others	300	165	284	236	204
- do not book holiday package	1,019	4,328	1,102	951	1,616
- flight	317	422	337	303	457
- accommodation	443	668	361	351	601
- others	259	3,238	405	298	558
Average length of stay	8.38	7.75	8.31	8.43	7.46
- book holiday package	8.33	7.52	8.34	8.14	7.18
- do not book holiday package	8.56	9.97	8.23	8.87	9.14
Average daily expenditure (€)	173.1	164.4	165.3	153.6	151.4
- book holiday package	180.7	147.8	168.1	176.8	144.7
- do not book holiday package	145.4	328.6	156.3	118.0	191.9
Total turnover (> 15 years old) (€m)	41	32	164	94	9
- book holiday package	34	23	130	65	7
- do not book holiday package	7	9	34	29	2

AVERAGE LENGTH OF STAY



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice

	LZ	FUE	GC	TFE	LP
Climate	60.6%	74.9%	80.6%	83.5%	74.3%
Tranquility	29.3%	37.5%	35.7%	34.1%	23.9%
Safety	36.3%	41.5%	32.1%	31.4%	23.1%
Accommodation supply	26.2%	43.3%	34.5%	26.3%	41.7%
Sea	22.4%	32.3%	31.7%	32.3%	38.7%
European belonging	25.9%	26.4%	29.5%	28.2%	18.0%
Beaches	19.3%	30.2%	29.5%	25.5%	20.6%
Price	25.6%	43.1%	27.1%	22.8%	11.1%
Environment	17.3%	18.9%	19.7%	21.9%	43.9%
Landscapes	13.3%	10.6%	15.5%	26.5%	49.9%
Fun possibilities	33.4%	17.7%	16.8%	17.9%	7.7%
Gastronomy	10.3%	22.6%	16.3%	18.5%	18.3%
Exoticism	2.9%	18.5%	14.6%	12.5%	0.0%
Authenticity	18.4%	12.8%	9.5%	11.6%	16.2%
Hiking trail network	4.6%	3.7%	5.3%	6.2%	28.1%
Shopping	2.4%	0.0%	7.3%	8.1%	4.0%
Effortless trip	3.7%	13.7%	4.7%	7.7%	4.0%
Culture	7.5%	3.0%	3.4%	2.4%	5.4%
Historical heritage	11.5%	1.1%	2.2%	3.7%	0.0%
Nightlife	2.2%	1.1%	3.2%	2.7%	0.0%

Each aspect is rated individually ("Not important", "Somewhat", "Quite", "Very important")

% of tourists who indicate that the factor is "very important" in their choice.

% TOURISTS WHO CHOOSE BEACHES



What is the main motivation for their holidays?

	LZ	FUE	GC	TFE	LP
Rest	47.9%	64.9%	65.6%	63.9%	23.5%
Enjoy family time	19.8%	20.0%	25.1%	24.1%	14.7%
Have fun	15.6%	2.2%	2.6%	1.0%	0.0%
Explore the destination	4.4%	7.0%	5.5%	9.6%	43.6%
Practice their hobbies	10.5%	3.7%	0.2%	0.0%	10.4%
Other reasons	1.8%	2.3%	1.1%	1.5%	7.8%

How far in advance do they book their trip?

	LZ	FUE	GC	TFE	LP
The same day	0.0%	1.7%	0.5%	0.2%	0.0%
Between 1 and 30 days	19.6%	17.7%	25.2%	24.9%	0.0%
Between 1 and 2 months	14.8%	19.3%	22.8%	23.8%	11.4%
Between 3 and 6 months	25.6%	41.3%	35.4%	31.1%	53.0%
More than 6 months	40.0%	20.0%	16.1%	19.9%	35.7%

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.

TOURIST PROFILE BY ISLAND OF STAY (2018)

DENMARK



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

	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	60.3%	52.0%	53.5%	55.9%	32.8%
Friends or relatives	24.0%	15.3%	17.7%	24.0%	32.6%
Internet or social media	47.3%	61.3%	59.6%	57.5%	60.7%
Mass Media	2.3%	2.1%	1.8%	2.4%	6.4%
Travel guides and magazines	7.2%	7.1%	7.4%	7.2%	13.8%
Travel Blogs or Forums	2.3%	2.9%	2.8%	2.9%	4.1%
Travel TV Channels	0.0%	0.0%	0.7%	0.0%	2.6%
Tour Operator or Travel Agency	24.5%	32.1%	31.9%	21.4%	44.5%
Public administrations or similar	0.0%	0.0%	0.7%	0.0%	1.3%
Others	2.0%	1.7%	4.0%	3.9%	5.9%

* Multi-choise question

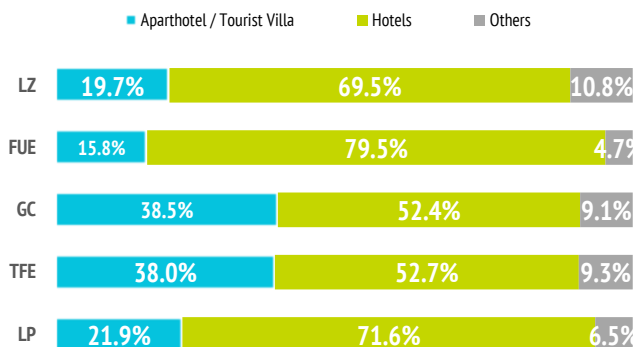
With whom did they book their flight and accommodation?

	LZ	FUE	GC	TFE	LP
Flight					
- Directly with the airline	23.3%	10.7%	16.4%	30.6%	6.5%
- Tour Operator or Travel Agency	76.7%	89.3%	83.6%	69.4%	93.5%
Accommodation					
- Directly with the accommodation	19.7%	6.9%	16.4%	30.7%	8.2%
- Tour Operator or Travel Agency	80.3%	93.1%	83.6%	69.3%	91.8%

Where do they stay?

	LZ	FUE	GC	TFE	LP
1-2-3* Hotel	47.3%	26.0%	27.0%	14.9%	24.5%
4* Hotel	16.9%	47.5%	22.7%	35.2%	47.0%
5* Hotel / 5* Luxury Hotel	5.3%	6.0%	2.8%	2.6%	0.0%
Aparthotel / Tourist Villa	19.7%	15.8%	38.5%	38.0%	21.9%
House/room rented in a private dwelling	0.0%	2.4%	3.1%	3.2%	3.8%
Private accommodation (1)	1.3%	0.0%	1.1%	2.7%	0.0%
Others (Cottage, cruise, camping,...)	9.5%	2.3%	5.0%	3.4%	2.7%

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



What do they book?

	LZ	FUE	GC	TFE	LP
Room only	34.0%	10.6%	38.9%	34.1%	12.8%
Bed and Breakfast	9.2%	2.0%	15.5%	18.6%	30.1%
Half board	23.0%	17.4%	8.4%	14.8%	21.4%
Full board	6.8%	2.0%	3.3%	1.2%	0.0%
All inclusive	26.9%	68.0%	33.9%	31.3%	35.7%

Other expenses

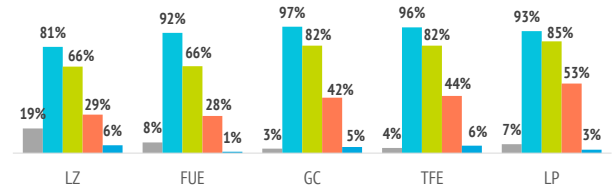
	LZ	FUE	GC	TFE	LP
Restaurants or cafes	71.1%	49.3%	63.5%	57.0%	85.7%
Supermarkets	57.2%	39.8%	53.7%	47.7%	63.7%
Car rental	26.4%	16.7%	16.5%	20.2%	55.0%
Organized excursions	13.6%	7.4%	16.3%	11.6%	28.6%
Taxi, transfer, chauffeur service	48.2%	26.4%	66.5%	44.5%	45.9%
Theme Parks	0.0%	5.7%	5.8%	5.8%	0.0%
Sport activities	7.3%	12.5%	5.1%	2.3%	0.0%
Museums	10.5%	1.6%	1.8%	1.9%	3.0%
Flights between islands	1.0%	0.6%	2.0%	3.0%	2.2%

Activities in the Canary Islands

Outdoor time per day	LZ	FUE	GC	TFE	LP
0 hours	18.8%	8.1%	3.4%	4.0%	6.8%
1 - 2 hours	15.1%	25.5%	14.5%	13.9%	7.8%
3 - 6 hours	36.6%	37.9%	39.8%	38.3%	32.2%
7 - 12 hours	23.4%	27.3%	37.7%	38.0%	50.4%
More than 12 hours	6.0%	1.1%	4.7%	5.7%	2.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

■ 0 hours ■ More than 1 hour ■ More than 3 hours ■ More than 7 hours ■ More than 12 hours



Activities in the Canary Islands	LZ	FUE	GC	TFE	LP
Walk, wander	49.0%	69.6%	76.0%	77.7%	80.2%
Swimming pool, hotel facilities	66.4%	78.0%	66.7%	53.9%	59.3%
Explore the island on their own	43.4%	56.9%	64.1%	57.3%	82.2%
Beach	42.3%	56.0%	56.1%	45.4%	34.1%
Taste Canarian gastronomy	24.3%	20.3%	20.9%	21.6%	39.1%
Organized excursions	20.4%	12.1%	11.9%	20.2%	33.9%
Sport activities	52.2%	27.3%	8.3%	6.8%	8.4%
Nature activities	11.2%	20.0%	8.7%	12.6%	24.4%
Theme parks	0.0%	9.6%	9.2%	18.3%	1.7%
Sea excursions / whale watching	1.2%	0.3%	12.1%	12.0%	2.0%
Wineries / markets / popular festivals	10.8%	10.8%	8.4%	5.5%	12.5%
Nightlife / concerts / shows	7.0%	0.9%	8.1%	7.9%	3.1%
Activities at sea	8.2%	12.2%	7.4%	3.7%	6.5%
Museums / exhibitions	11.6%	7.6%	5.5%	4.4%	29.3%
Beauty and health treatments	6.7%	9.4%	4.7%	4.6%	5.9%
Astronomical observation	3.1%	0.7%	2.6%	2.7%	5.4%

* Multi-choise question

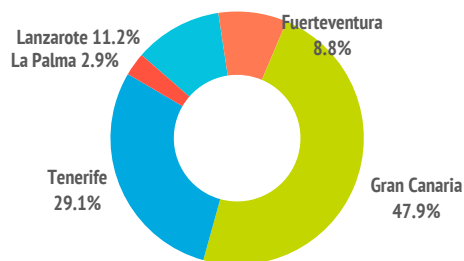
CANARY ISLANDS



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DENMARK

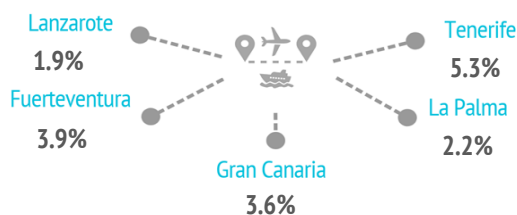
Which island do they choose?



How many islands do they visit during their trip?

	LZ	FUE	GC	TFE	LP
One island	98.1%	96.1%	96.4%	94.7%	97.8%
Two islands	1.9%	3.9%	3.6%	5.3%	2.2%
Three or more islands	0.0%	0.0%	0.0%	0.0%	0.0%

% TOURISTS VISITING MORE THAN ONE ISLAND



Internet usage during their trip

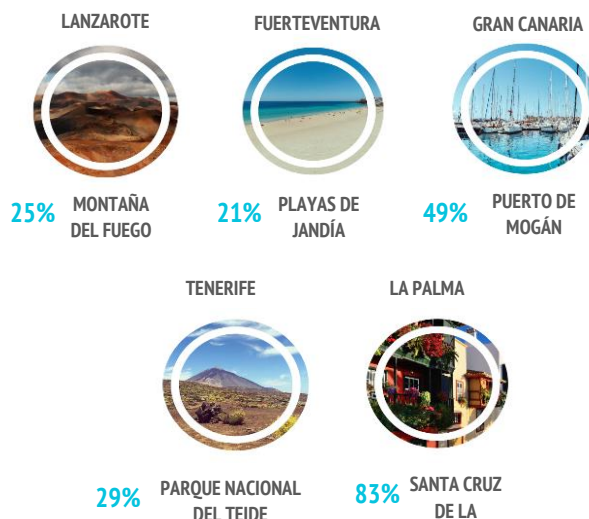
	LZ	FUE	GC	TFE	LP
Research					
- Tourist package	16.3%	19.4%	14.8%	18.5%	18.0%
- Flights	10.5%	7.5%	8.6%	6.5%	3.3%
- Accommodation	11.0%	10.3%	9.6%	7.8%	0.0%
- Transport	12.7%	3.4%	13.3%	13.3%	7.7%
- Restaurants	21.9%	14.3%	20.4%	19.3%	26.4%
- Excursions	17.7%	17.3%	21.0%	23.1%	32.4%
- Activities	27.0%	25.5%	22.6%	26.9%	30.3%
Book or purchase					
- Tourist package	14.1%	24.6%	11.1%	10.4%	27.9%
- Flights	72.2%	71.7%	72.6%	75.9%	66.6%
- Accommodation	67.9%	67.1%	65.5%	66.6%	66.3%
- Transport	48.6%	57.4%	54.1%	55.7%	67.4%
- Restaurants	11.7%	1.2%	8.5%	12.8%	14.3%
- Excursions	8.2%	4.6%	9.6%	10.2%	6.3%
- Activities	20.3%	6.1%	8.5%	9.8%	3.6%

* Multi-choice question

Internet usage in the Canary Islands	LZ	FUE	GC	TFE	LP
Did not use the Internet	2.4%	10.3%	7.6%	4.2%	20.4%
Used the Internet	97.6%	89.7%	92.4%	95.8%	79.6%
- Own Internet connection	19.6%	22.1%	31.7%	44.7%	38.2%
- Free Wifi connection	61.3%	57.9%	48.1%	38.0%	34.4%
Applications*					
- Search for locations or maps	47.5%	46.6%	52.2%	64.8%	58.5%
- Search for destination info	47.9%	39.7%	44.8%	51.4%	57.0%
- Share pictures or trip videos	53.9%	54.8%	51.9%	59.8%	49.5%
- Download tourist apps	23.9%	3.5%	8.1%	9.3%	7.2%
- Others	35.5%	31.3%	37.6%	25.2%	53.2%

* Multi-choice question

Which is the most visited place 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)	LZ	FUE	GC	TFE	LP
Average rating	8.52	8.32	8.55	8.47	8.68

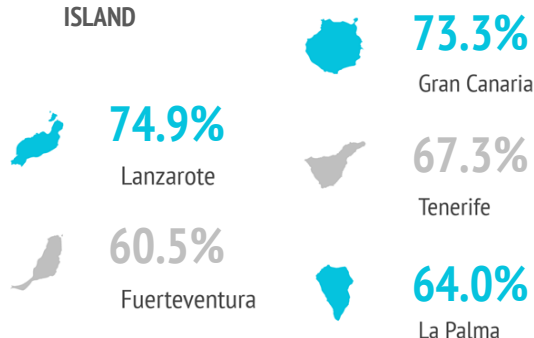
Experience in the Canary Islands	LZ	FUE	GC	TFE	LP
Worse or much worse than expected	3.2%	4.3%	0.7%	0.9%	2.7%
Lived up to expectations	58.7%	72.5%	66.7%	66.1%	48.5%
Better or much better than expected	38.0%	23.1%	32.5%	33.0%	48.9%

Future intentions (scale 1-10)	LZ	FUE	GC	TFE	LP
Return to the Canary Islands	8.80	8.07	8.55	8.53	8.92
Recommend visiting the Canary Islands	8.93	8.52	8.77	8.74	9.17

How many are loyal to the Canary Islands?

	LZ	FUE	GC	TFE	LP
Repeat tourists of the island	74.9%	60.5%	73.3%	67.3%	64.0%
At least 10 previous visits	13.8%	2.1%	17.3%	8.0%	0.0%
Repeat tourists	82.2%	75.9%	77.6%	74.9%	75.4%
At least 10 previous visits	27.8%	15.1%	23.9%	19.1%	6.6%

REPEAT TOURIST OF EACH ISLAND



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DENMARK

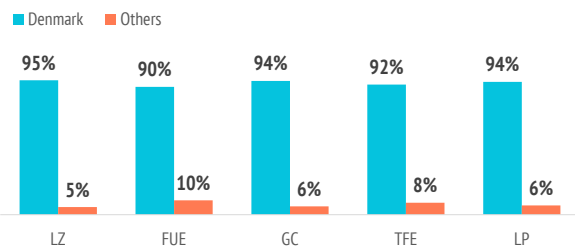


Where does the flight come from?



	LZ	FUE	GC	TFE	LP
Denmark	94.6%	89.9%	94.1%	91.6%	93.5%
Germany	0.0%	9.0%	1.7%	4.2%	3.8%
Spanish Mainland	1.5%	0.0%	2.2%	1.2%	0.0%
Norway	2.0%	0.0%	0.0%	1.9%	0.0%
United Kingdom	1.3%	0.0%	0.6%	0.8%	2.7%
Netherlands	0.6%	0.0%	0.3%	0.0%	0.0%
Sweden	0.0%	1.1%	0.0%	0.3%	0.0%
Others	0.0%	0.0%	1.1%	0.0%	0.0%

SHARE OF TOURIST BY ORIGIN OF THE FLIGHT



Who do they come with?

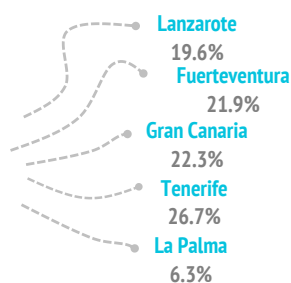
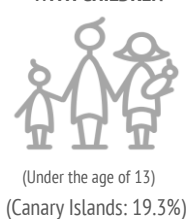


	LZ	FUE	GC	TFE	LP
Unaccompanied	4.7%	0.0%	5.1%	6.0%	2.0%
Only with partner	37.1%	58.4%	45.4%	38.2%	67.4%
Only with children (< 13 years old)	6.6%	7.0%	5.0%	4.6%	2.8%
Partner + children (< 13 years old)	9.1%	5.6%	6.3%	10.5%	3.4%
Other relatives	8.9%	6.0%	13.2%	14.7%	0.0%
Friends	1.5%	4.0%	3.3%	2.2%	2.2%
Work colleagues	2.1%	0.0%	0.2%	0.0%	0.0%
Organized trip	2.6%	0.0%	0.0%	0.0%	3.6%
Other combinations ⁽¹⁾	27.4%	19.1%	21.4%	23.8%	18.5%

(1) Different situations have been isolated

Tourists with children	19.6%	21.9%	22.3%	26.7%	6.3%
- Between 0 and 2 years old	0.0%	0.0%	4.1%	2.4%	3.4%
- Between 3 and 12 years old	11.9%	14.8%	15.0%	20.4%	2.8%
- Between 0-2 and 3-12 years	7.7%	7.0%	3.2%	3.8%	0.0%
Tourists without children	80.4%	78.1%	77.7%	73.3%	93.7%
Group composition:					
- 1 person	9.4%	2.0%	7.4%	9.3%	14.2%
- 2 people	39.4%	59.9%	53.5%	46.3%	61.1%
- 3 people	19.0%	7.4%	13.2%	14.4%	9.4%
- 4 or 5 people	19.9%	21.6%	18.1%	17.5%	15.3%
- 6 or more people	12.4%	9.0%	7.8%	12.5%	0.0%
Average group size:	3.11	2.98	2.93	3.26	2.29

TOURIST TRAVELLING WITH CHILDREN



Who are they?



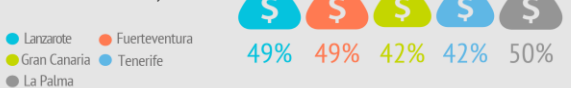
	LZ	FUE	GC	TFE	LP
Gender					
Men	55.3%	44.3%	47.5%	43.3%	40.1%
Women	44.7%	55.7%	52.5%	56.7%	59.9%
Age					
Average age (tourist > 15 years old)	51.2	52.8	51.7	49.0	59.6
Standard deviation	16.0	14.8	15.4	13.6	11.5
Age range (> 15 years old)					
16 - 24 years old	7.5%	4.4%	6.5%	4.5%	0.0%
25 - 30 years old	6.6%	3.1%	6.0%	6.7%	0.0%
31 - 45 years old	26.0%	28.6%	21.0%	27.7%	16.3%
46 - 60 years old	26.3%	24.2%	33.1%	36.3%	34.8%
Over 60 years old	33.6%	39.7%	33.4%	24.8%	48.9%
Occupation					
Salaried worker	46.3%	57.1%	54.8%	60.0%	46.2%
Self-employed	4.9%	1.9%	7.7%	7.4%	5.3%
Unemployed	0.0%	3.9%	0.7%	2.6%	0.0%
Business owner	12.2%	3.3%	10.9%	7.6%	10.3%
Student	7.7%	3.3%	1.4%	1.9%	0.0%
Retired	28.9%	30.6%	23.8%	19.8%	38.2%
Unpaid domestic work	0.0%	0.0%	0.7%	0.7%	0.0%
Others	0.0%	0.0%	0.0%	0.0%	0.0%
Annual household income level					
Less than €25,000	12.9%	7.6%	9.3%	12.0%	4.0%
€25,000 - €49,999	17.4%	25.1%	16.9%	15.1%	25.3%
€50,000 - €74,999	20.5%	18.3%	32.3%	30.4%	21.0%
More than €74,999	49.3%	49.0%	41.6%	42.5%	49.8%
Education level					
No studies	0.0%	0.0%	2.5%	3.2%	0.0%
Primary education	2.4%	6.4%	4.9%	2.0%	5.7%
Secondary education	10.8%	6.8%	10.9%	11.0%	6.6%
Higher education	86.8%	86.8%	81.7%	83.8%	87.6%



AVERAGE AGE (> 15 years old)



% OF TOURISTS WITH INCOMES OVER €74,999



% OF TOURISTS TRAVELLING ONLY WITH PARTNER



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.