

TOURIST PROFILE BY ISLAND OF STAY (2019)

DENMARK

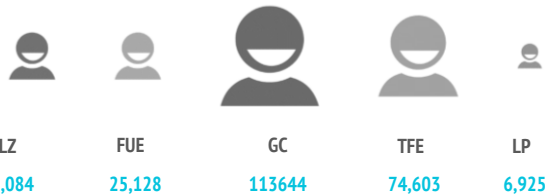
How many are they and how much do they spend?



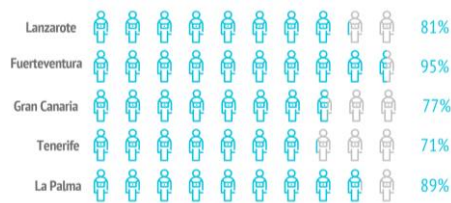
	LZ	FUE	GC	TFE	LP
TOURISTS					
Tourist arrivals (FRONTUR) (*)	n.d.	n.d.	n.d.	n.d.	n.d.
Tourist arrivals > 15 years old (EGT) (*)	25.08	25.13	113.64	74.60	6.92
- book holiday package (*)	20.36	23.75	86.94	52.64	6.18
- do not book holiday package (*)	4.73	1.38	26.70	21.96	0.75
- % tourists who book holiday package	81.2%	94.5%	76.5%	70.6%	89.2%

(*) Thousands of tourists

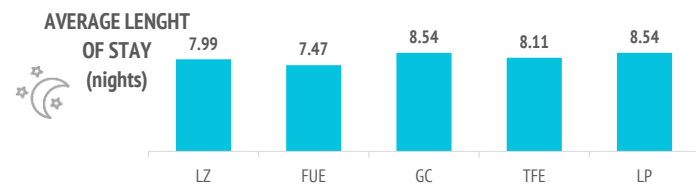
TOURISTS



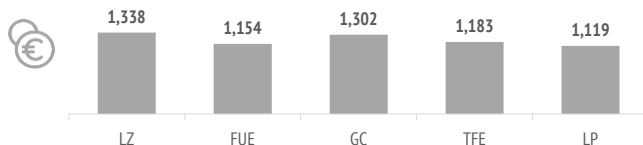
% TOURISTS WHO BOOK HOLIDAY PACKAGE



	LZ	FUE	GC	TFE	LP
Expenditure per tourist (€)	1,338	1,154	1,302	1,183	1,119
- book holiday package	1,388	1,171	1,356	1,292	1,143
- holiday package	1,111	989	1,076	1,041	916
- others	278	182	280	251	227
- do not book holiday package	1,121	848	1,127	922	923
- flight	413	120	384	236	165
- accommodation	417	251	368	334	490
- others	291	477	375	352	268
Average length of stay	7.99	7.47	8.54	8.11	8.54
- book holiday package	7.93	7.46	8.23	7.89	8.04
- do not book holiday package	8.24	7.62	9.53	8.64	12.72
Average daily expenditure (€)	176.6	159.7	164.4	153.8	131.8
- book holiday package	183.1	162.1	174.7	171.6	140.0
- do not book holiday package	148.8	118.7	131.1	111.1	64.7
Total turnover (> 15 years old) (€m)	34	29	148	88	8
- book holiday package	28	28	118	68	7
- do not book holiday package	5	1	30	20	1



EXPENDITURE PER TOURIST (€)



Source: Encuesta sobre el Gasto Turístico (ISTAC).

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

Importance of each factor in the destination choice

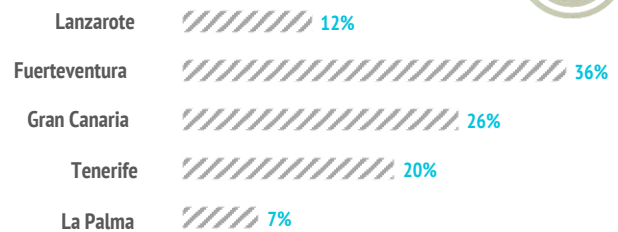


	LZ	FUE	GC	TFE	LP
Climate	72.5%	76.4%	82.9%	83.1%	75.9%
Safety	32.0%	32.4%	39.5%	35.9%	30.0%
Tranquility	23.1%	35.5%	40.9%	32.0%	44.0%
Accommodation supply	25.7%	29.8%	36.6%	27.3%	19.9%
Sea	27.9%	27.0%	32.8%	32.2%	28.8%
European belonging	25.1%	23.2%	33.1%	25.6%	21.9%
Price	17.2%	39.0%	29.9%	28.4%	8.9%
Environment	14.6%	22.4%	21.8%	32.2%	39.8%
Landscapes	19.3%	19.8%	21.5%	30.4%	43.6%
Beaches	12.3%	35.8%	25.8%	19.9%	7.3%
Fun possibilities	33.4%	28.4%	22.7%	17.6%	10.4%
Gastronomy	9.2%	12.8%	17.2%	20.5%	7.9%
Exoticism	6.6%	13.0%	16.0%	12.5%	4.8%
Authenticity	16.5%	7.9%	9.1%	12.8%	3.0%
Hiking trail network	9.1%	6.7%	4.6%	7.9%	19.6%
Shopping	2.1%	1.5%	5.8%	9.9%	0.0%
Effortless trip	5.7%	2.9%	3.5%	5.3%	1.0%
Culture	6.9%	1.1%	2.3%	3.5%	0.0%
Historical heritage	4.1%	1.1%	1.8%	4.4%	0.7%
Nightlife	3.0%	2.2%	2.2%	1.2%	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	31.7%	51.5%	65.1%	64.4%	49.9%
Enjoy family time	31.8%	20.1%	27.6%	24.0%	17.5%
Have fun	2.4%	8.1%	2.5%	3.3%	0.0%
Explore the destination	12.8%	9.2%	4.4%	7.6%	26.5%
Practice their hobbies	13.4%	6.3%	0.4%	0.5%	6.1%
Other reasons	7.9%	4.7%	0.0%	0.2%	0.0%

How far in advance do they book their trip?

	LZ	FUE	GC	TFE	LP
The same day	0.0%	0.0%	0.8%	0.9%	0.0%
Between 1 and 30 days	11.7%	33.5%	21.2%	21.6%	27.3%
Between 1 and 2 months	21.1%	21.1%	28.3%	25.0%	29.6%
Between 3 and 6 months	26.5%	29.2%	33.4%	35.1%	30.6%
More than 6 months	40.8%	16.2%	16.3%	17.5%	12.5%

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

	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	56.3%	61.4%	62.3%	58.4%	55.8%
Friends or relatives	38.3%	16.3%	20.6%	15.5%	12.4%
Internet or social media	40.7%	54.1%	46.9%	52.6%	80.4%
Mass Media	1.3%	0.0%	0.5%	2.4%	5.2%
Travel guides and magazines	2.5%	7.1%	3.5%	7.3%	13.0%
Travel Blogs or Forums	3.8%	0.0%	3.6%	2.1%	1.0%
Travel TV Channels	0.0%	0.9%	0.0%	0.6%	2.4%
Tour Operator or Travel Agency	29.3%	27.5%	31.0%	20.1%	41.5%
Public administrations or similar	1.7%	0.0%	0.0%	0.0%	0.0%
Others	1.5%	3.8%	1.6%	3.8%	0.0%

* Multi-choise question

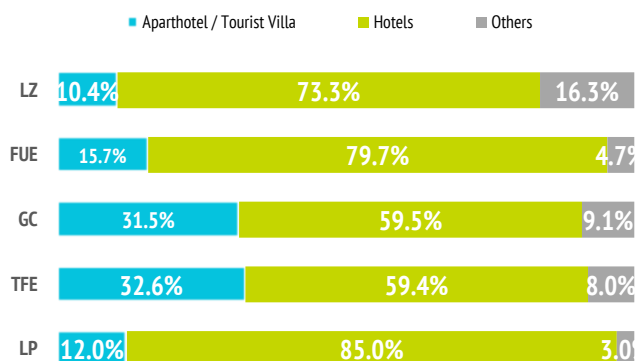
With whom did they book their flight and accommodation?

	LZ	FUE	GC	TFE	LP
Flight					
- Directly with the airline	35.5%	9.6%	16.7%	28.7%	4.8%
- Tour Operator or Travel Agency	64.5%	90.4%	83.3%	71.3%	95.2%
Accommodation					
- Directly with the accommodation	36.4%	12.7%	16.9%	25.9%	4.8%
- Tour Operator or Travel Agency	63.6%	87.3%	83.1%	74.1%	95.2%

Where do they stay?

	LZ	FUE	GC	TFE	LP
1-2-3* Hotel	55.7%	23.0%	26.8%	13.1%	10.2%
4* Hotel	15.9%	53.9%	28.0%	38.3%	74.8%
5* Hotel / 5* Luxury Hotel	1.7%	2.8%	4.7%	8.0%	0.0%
Aparthotel / Tourist Villa	10.4%	15.7%	31.5%	32.6%	12.0%
House/room rented in a private dwelling	3.0%	0.0%	2.3%	3.8%	0.7%
Private accommodation (1)	0.0%	2.3%	2.4%	0.0%	0.0%
Others (Cottage, cruise, camping,...)	13.3%	2.3%	4.4%	4.2%	2.3%

(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	42.9%	15.0%	38.2%	32.7%	14.0%
Bed and Breakfast	12.3%	5.2%	16.9%	18.2%	12.1%
Half board	22.2%	30.5%	11.9%	11.5%	16.7%
Full board	5.2%	5.5%	0.8%	3.6%	0.0%
All inclusive	17.4%	43.7%	32.2%	34.1%	57.2%

Other expenses

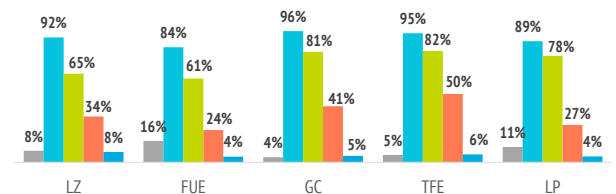
	LZ	FUE	GC	TFE	LP
Restaurants or cafes	68.0%	35.6%	67.6%	53.4%	60.8%
Supermarkets	70.4%	42.5%	58.6%	41.5%	58.5%
Car rental	26.2%	18.8%	17.1%	12.2%	48.7%
Organized excursions	30.9%	7.9%	9.1%	10.5%	28.5%
Taxi, transfer, chauffeur service	56.6%	48.9%	65.0%	49.5%	63.0%
Theme Parks	0.0%	5.9%	6.1%	2.2%	0.0%
Sport activities	6.1%	12.4%	3.6%	0.5%	0.0%
Museums	6.5%	0.9%	1.3%	1.4%	11.2%
Flights between islands	4.5%	3.2%	1.7%	1.0%	5.2%

Activities in the Canary Islands

Outdoor time per day	LZ	FUE	GC	TFE	LP
0 hours	8.4%	15.6%	3.7%	5.4%	11.2%
1 - 2 hours	26.7%	23.0%	15.2%	13.0%	10.7%
3 - 6 hours	31.4%	37.7%	40.0%	31.5%	50.8%
7 - 12 hours	26.0%	19.5%	36.4%	44.3%	23.0%
More than 12 hours	7.6%	4.1%	4.7%	5.8%	4.3%

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	54.9%	59.8%	69.6%	64.5%	73.0%
Swimming pool, hotel facilities	66.8%	61.4%	66.0%	52.5%	59.7%
Explore the island on their own	41.5%	46.8%	60.0%	52.9%	78.8%
Beach	45.1%	63.3%	52.4%	49.9%	31.7%
Taste Canarian gastronomy	13.2%	11.2%	18.7%	21.9%	26.6%
Sport activities	49.8%	40.0%	7.7%	8.8%	15.0%
Nature activities	19.2%	15.0%	6.9%	17.9%	39.0%
Organized excursions	15.9%	6.5%	10.1%	13.9%	27.2%
Sea excursions / whale watching	4.4%	2.5%	11.3%	10.8%	8.2%
Activities at sea	12.9%	17.3%	5.6%	7.9%	12.3%
Theme parks	1.6%	9.1%	9.7%	9.5%	0.0%
Nightlife / concerts / shows	8.0%	3.6%	9.4%	4.9%	0.0%
Beauty and health treatments	6.3%	1.3%	7.5%	4.6%	13.8%
Museums / exhibitions	15.9%	2.5%	4.0%	5.4%	20.8%
Wineries / markets / popular festi	13.7%	0.4%	4.3%	3.1%	17.4%
Astronomical observation	0.0%	0.0%	2.4%	3.2%	4.5%

* Multi-choise question

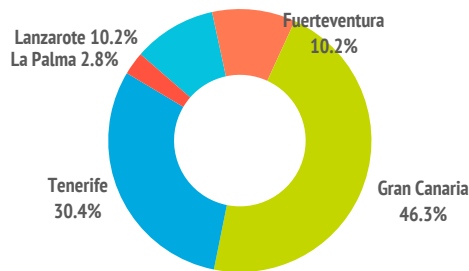
CANARY ISLANDS



TOURIST PROFILE BY ISLAND OF STAY (2019)

DENMARK

Which island do they choose?



Which is the most visited place in each island?

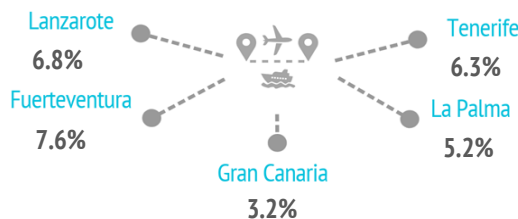


How many islands do they visit during their trip?



	LZ	FUE	GC	TFE	LP
One island	93.2%	92.4%	96.8%	93.7%	94.8%
Two islands	6.8%	5.9%	2.4%	6.3%	5.2%
Three or more islands	0.0%	1.7%	0.8%	0.0%	0.0%

% TOURISTS VISITING MORE THAN ONE 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	8.78	8.48	8.80	8.54	8.74

Experience in the Canary Islands	LZ	FUE	GC	TFE	LP
Worse or much worse than expected	0.0%	2.5%	1.7%	0.5%	0.0%
Lived up to expectations	63.5%	61.0%	68.6%	63.3%	57.7%
Better or much better than expected	36.5%	36.5%	29.7%	36.2%	42.3%

Future intentions (scale 1-10)	LZ	FUE	GC	TFE	LP
Return to the Canary Islands	9.03	8.83	8.81	8.90	9.14
Recommend visiting the Canary Islands	9.17	8.91	8.94	8.95	8.97

How many are loyal to the Canary Islands?



	LZ	FUE	GC	TFE	LP
Repeat tourists of the island	69.9%	67.1%	73.9%	70.4%	75.3%
At least 10 previous visits	9.0%	2.8%	13.7%	11.2%	0.7%
Repeat tourists	74.1%	80.1%	77.3%	75.9%	91.4%
At least 10 previous visits	20.5%	9.4%	22.2%	20.8%	22.8%

Internet usage during their trip



	LZ	FUE	GC	TFE	LP
Research					
- Tourist package	18.5%	12.0%	11.8%	15.6%	15.7%
- Flights	7.2%	9.2%	9.8%	10.4%	8.5%
- Accommodation	5.5%	15.7%	9.9%	10.1%	5.8%
- Transport	7.5%	10.9%	14.1%	11.1%	14.3%
- Restaurants	20.9%	28.5%	22.2%	30.1%	19.7%
- Excursions	20.8%	23.3%	22.6%	23.4%	35.7%
- Activities	26.1%	29.6%	25.6%	26.4%	38.5%
Book or purchase					
- Tourist package	8.7%	19.3%	9.6%	16.8%	21.9%
- Flights	62.2%	62.3%	69.6%	70.4%	79.8%
- Accommodation	57.3%	53.8%	64.8%	68.3%	80.8%
- Transport	43.0%	54.8%	52.8%	57.2%	58.4%
- Restaurants	15.2%	5.9%	10.9%	9.5%	9.1%
- Excursions	7.6%	7.3%	6.6%	14.7%	10.1%
- Activities	18.6%	10.1%	7.8%	11.9%	6.8%

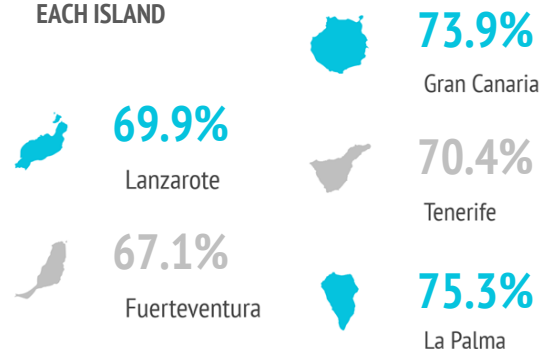
* Multi-choice question

Internet usage in the Canary Islands	LZ	FUE	GC	TFE	LP
Did not use the Internet	9.2%	7.9%	6.1%	5.7%	0.0%
Used the Internet	90.8%	92.1%	93.9%	94.3%	100.0%
- Own Internet connection	26.7%	26.9%	33.3%	33.3%	38.1%
- Free Wifi connection	49.6%	48.8%	45.5%	38.2%	43.0%

Applications*	LZ	FUE	GC	TFE	LP
- Search for locations or maps	55.6%	54.0%	57.5%	61.5%	72.4%
- Search for destination info	59.3%	41.5%	52.5%	46.3%	74.2%
- Share pictures or trip videos	59.4%	47.5%	53.5%	47.3%	51.0%
- Download tourist apps	24.2%	12.4%	15.1%	11.4%	11.4%
- Others	30.6%	40.3%	31.6%	36.3%	31.7%

* Multi-choice question

REPEAT TOURIST OF EACH ISLAND



TOURIST PROFILE BY ISLAND OF STAY (2019)

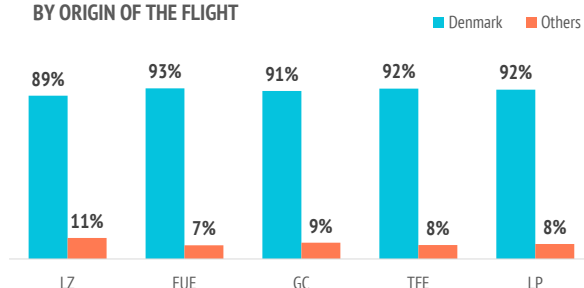
DENMARK

Where does the flight come from?



	LZ	FUE	GC	TFE	LP
Denmark	88.6%	92.6%	91.2%	92.4%	91.9%
Germany	6.2%	6.6%	4.4%	4.0%	3.0%
Portugal	0.0%	0.0%	2.7%	0.0%	0.0%
Sweden	0.0%	0.0%	0.8%	1.2%	0.0%
Norway	3.4%	0.0%	0.2%	0.5%	0.0%
Spanish Mainland	1.8%	0.0%	0.2%	0.8%	0.0%
Others	0.0%	0.9%	0.6%	1.1%	5.1%

SHARE OF TOURIST BY ORIGIN OF THE FLIGHT



Who do they come with?



	LZ	FUE	GC	TFE	LP
Unaccompanied	2.9%	5.2%	4.2%	4.6%	4.2%
Only with partner	27.4%	44.4%	46.2%	44.5%	61.9%
Only with children (< 13 years old)	8.4%	6.5%	6.7%	4.4%	4.9%
Partner + children (< 13 years old)	11.1%	9.7%	5.3%	8.2%	0.0%
Other relatives	11.0%	15.5%	11.8%	11.6%	3.8%
Friends	12.1%	1.2%	5.3%	2.7%	9.0%
Work colleagues	0.0%	0.0%	0.0%	0.9%	0.0%
Organized trip	1.7%	0.0%	0.0%	1.1%	0.0%
Other combinations ⁽¹⁾	25.5%	17.6%	20.5%	21.9%	16.1%

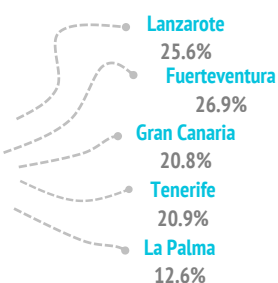
(1) Different situations have been isolated

Tourists with children	25.6%	26.9%	20.8%	20.9%	12.6%
- Between 0 and 2 years old	0.0%	3.2%	2.0%	1.8%	0.0%
- Between 3 and 12 years old	22.1%	22.4%	16.2%	16.8%	10.1%
- Between 0-2 and 3-12 years	3.5%	1.3%	2.7%	2.4%	2.4%

Tourists without children	74.4%	73.1%	79.2%	79.1%	87.4%
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Group composition:					
- 1 person	8.2%	6.4%	5.6%	9.6%	4.2%
- 2 people	32.9%	46.8%	55.1%	52.5%	77.2%
- 3 people	15.2%	9.0%	11.8%	14.2%	8.4%
- 4 or 5 people	22.9%	27.0%	21.3%	18.3%	7.7%
- 6 or more people	20.7%	10.9%	6.2%	5.4%	2.4%
Average group size:	3.86	3.46	2.92	2.73	2.37

TOURIST TRAVELLING WITH CHILDREN



Who are they?



	LZ	FUE	GC	TFE	LP
Gender					
Men	41.9%	50.6%	41.5%	46.4%	47.9%
Women	58.1%	49.4%	58.5%	53.6%	52.1%
Age					
Average age (tourist > 15 years old)	47.9	53.0	50.5	50.8	59.3
Standard deviation	16.9	14.9	15.7	14.1	10.2
Age range (> 15 years old)					
16 - 24 years old	12.2%	2.4%	8.2%	4.6%	0.0%
25 - 30 years old	8.1%	8.2%	7.2%	6.1%	2.0%
31 - 45 years old	25.7%	21.6%	19.1%	23.4%	4.9%
46 - 60 years old	22.9%	31.8%	33.7%	40.0%	39.2%
Over 60 years old	31.1%	36.0%	31.7%	25.9%	53.9%
Occupation					
Salaried worker	52.0%	51.3%	56.0%	57.9%	60.2%
Self-employed	4.4%	8.9%	5.4%	8.9%	13.4%
Unemployed	0.0%	0.0%	0.3%	0.4%	2.3%
Business owner	13.1%	13.8%	13.1%	11.8%	5.0%
Student	5.4%	3.2%	2.6%	5.2%	0.0%
Retired	22.0%	22.7%	22.4%	14.5%	19.2%
Unpaid domestic work	0.0%	0.0%	0.3%	0.0%	0.0%
Others	3.0%	0.0%	0.0%	1.2%	0.0%

Annual household income level					
Less than €25,000	7.5%	2.6%	6.4%	5.7%	0.0%
€25,000 - €49,999	12.7%	23.2%	19.1%	19.0%	22.8%
€50,000 - €74,999	30.0%	29.3%	32.2%	31.1%	30.0%
More than €74,999	49.9%	44.8%	42.4%	44.2%	47.1%
Education level					
No studies	0.0%	0.0%	2.0%	2.1%	0.0%
Primary education	3.4%	6.6%	4.3%	8.3%	6.3%
Secondary education	10.0%	9.9%	14.6%	12.7%	9.5%
Higher education	86.6%	83.5%	79.1%	76.9%	84.3%



AVERAGE AGE (> 15 years old)



% OF TOURISTS WITH INCOMES OVER €74,999



% OF TOURISTS TRAVELLING ONLY WITH PARTNER

