Tourist profile by quarter of trip (2016)
Canary Islands: Danish market

How many are they and how much do they spend?

	Q1	Q2	Q3	Q4	Total
Tourist arrivals (> 16 years old)	127,254	31,767	25,951	92,891	277,863
Average daily expenditure (€)	143.02	127.63	158.69	152.72	145.97
. in their place of residence	105.25	97.48	124.81	118.21	110.52
. in the Canary Islands	37.77	30.15	33.88	34.51	35.44
Average lenght of stay	8.83	8.95	8.87	8.52	8.74
Turnover per tourist (€)	1,171	1,097	1,314	1,202	1,186
Total turnover (> 16 years old) (€m)	149.0	34.8	34.1	111.7	329.6
Danish turnover: share by quarter	45.2%	10.6%	10.3%	33.9%	100%
Danish tourist arrivals: share by quarter	45.8%	11.4%	9.3%	33.4%	100%

Expenditure in the Canary Islands per tourist and trip (€) (*)

	Q1	Q2	Q3	Q4	Total
Accommodation (**):	28.45	34.77	32.23	9.21	23.09
- Accommodation	24.79	34.43	21.12	8.80	20.20
- Additional accommodation expenses	3.66	0.33	11.12	0.41	2.89
Transport:	22.45	7.70	21.72	17.87	19.16
- Public transport	3.39	1.26	3.60	6.89	4.34
- Taxi	11.47	3.67	2.36	5.74	7.81
- Car rental	7.59	2.76	15.76	5.24	7.02
Food and drink:	189.35	164.38	189.08	199.30	189.79
- Food purchases at supermarkets	78.50	89.91	85.82	82.04	81.67
- Restaurants	110.84	74.46	103.25	117.25	108.12
Souvenirs:	42.12	22.44	34.85	41.75	39.07
Leisure:	13.62	18.32	12.59	16.57	15.05
- Organized excursions	3.48	1.71	5.90	6.61	4.55
- Leisure, amusement	1.15	0.00	1.41	1.25	1.08
- Trip to other islands	0.00	2.54	0.78	1.97	1.02
- Sporting activities	5.40	12.84	2.55	3.56	5.37
- Cultural activities	2.16	0.47	0.91	1.99	1.79
- Discos and disco-pubs	1.43	0.76	1.04	1.19	1.23
Others:	8.59	18.91	1.44	9.31	9.34
- Wellness	0.45	0.00	1.19	1.95	0.97
- Medical expenses	0.22	0.05	0.00	0.21	0.18
- Other expenses	7.92	18.86	0.25	7.14	8.19

How far in advance do they book their trip?

	Q1	Q2	Q3	Q4	Total
The same day they leave	0.0%	0.0%	1.0%	1.8%	0.7%
Between 2 and 7 days	10.6%	11.3%	4.3%	8.5%	9.4%
Between 8 and 15 days	14.5%	8.8%	5.7%	5.4%	10.1%
Between 16 and 30 days	15.1%	23.1%	8.0%	17.1%	15.9%
Between 31 and 90 days	33.1%	32.6%	49.4%	34.2%	35.0%
More than 90 days	26.7%	24.2%	31.5%	33.0%	28.9%

What do they book at their place of residence?

	Q1	Q2	Q3	Q4	Total
Flight only	2.9%	5.5%	4.8%	2.4%	3.2%
Flight and accommodation (room only)	35.6%	23.1%	27.9%	45.7%	36.8%
Flight and accommodation (B&B)	10.0%	3.8%	18.7%	13.3%	11.2%
Flight and accommodation (half board)	16.4%	14.3%	4.6%	9.1%	12.6%
Flight and accommodation (full board)	2.4%	8.6%	28.2%	2.4%	5.6%
Flight and accommodation (all inclusive)	32.8%	44.7%	15.8%	27.1%	30.6%
% Tourists using low-cost airlines	21.6%	36.5%	42.1%	26.9%	27.0%
Other expenses in their place of residence:					
- Car rental	4.3%	4.5%	19.5%	6.5%	6.7%
- Sporting activities	4.2%	4.6%	28.3%	7.9%	8.0%
- Excursions	5.8%	1.2%	5.6%	8.7%	6.2%
- Trip to other islands	0.4%	0.0%	0.0%	0.8%	0.4%

How do they book?

Accommodation booking	Q1	Q2	Q3	Q4	Total
Tour Operator	71.3%	70.4%	63.6%	73.6%	71.2%
- Tour Operator´s website	91.2%	98.1%	85.5%	84.0%	89.3%
Accommodation	6.9%	9.1%	5.8%	6.0%	6.7%
- Accommodation´s website	53.4%	88.7%	82.1%	68.9%	65.5%
Travel agency (High street)	9.7%	8.1%	23.1%	1.2%	8.1%
Online Travel Agency (OTA)	10.4%	11.4%	4.7%	16.6%	12.0%
No need to book accommodation	1.6%	0.9%	2.7%	2.6%	2.0%

Flight booking	Q1	Q2	Q3	Q4	Total
Tour Operator	76.0%	73.9%	69.2%	73.9%	74.4%
- Tour Operator´s website	86.6%	98.5%	86.9%	93.1%	90.2%
Airline	5.9%	15.4%	6.5%	8.5%	7.9%
- Airline´s website	100.0%	100.0%	100.0%	66.5%	87.9%
Travel agency (High street)	8.6%	3.1%	23.3%	4.9%	8.1%
Online Travel Agency (OTA)	9.6%	7.7%	1.0%	12.7%	9.6%

Where do they stay?

	Q1	Q2	Q3	Q4	Total
5* Hotel	12.7%	4.5%	0.0%	1.5%	6.8%
4* Hotel	29.0%	33.7%	25.3%	32.4%	30.3%
1-2-3* Hotel	20.1%	35.0%	39.9%	17.6%	22.8%
Apartment	35.0%	22.6%	28.7%	48.5%	37.5%
Property (privately-owned, friends, family)	2.3%	0.8%	3.1%	0.0%	1.4%
Others	0.9%	3.2%	3.0%	0.0%	1.0%

Who are they?

Gender	Q1	Q2	Q3	Q4	Total
Percentage of men	43.2%	44.9%	43.8%	61.1%	49.5%
Percentage of women	56.8%	55.1%	56.2%	38.9%	50.5%
Age					
Average age (tourists > 16 years old)	54.0	51.4	40.2	48.6	50.6
Standard deviation	14.5	14.9	14.8	13.3	14.8
Age range (> 16 years old)					
16-24 years old	2.7%	0.9%	11.4%	6.5%	4.6%
25-30 years old	4.4%	6.6%	31.1%	8.2%	8.4%
31-45 years old	22.8%	29.1%	19.9%	18.5%	21.8%
46-60 years old	33.0%	29.2%	23.4%	48.9%	37.0%
Over 60 years old	37.1%	34.3%	14.1%	17.8%	28.2%
Occupation					
Business owner or self-employed	17.7%	29.8%	19.1%	20.9%	20.2%
Upper/Middle management employee	39.5%	41.2%	54.5%	51.2%	44.4%
Auxiliary level employee	14.4%	9.0%	9.4%	12.3%	12.7%
Students	1.5%	1.2%	5.3%	7.8%	3.6%
Retired	26.9%	18.9%	10.6%	7.1%	18.8%
Unemployed / unpaid dom. work	0.0%	0.0%	1.1%	0.8%	0.3%
Annual household income level					
€12,000 - €24,000	2.1%	1.6%	3.8%	11.3%	4.9%
€24,001 - €36,000	7.6%	2.7%	6.7%	5.4%	6.3%
€36,001 - €48,000	9.5%	5.5%	17.8%	6.4%	8.9%
€48,001 - €60,000	17.3%	10.7%	22.6%	9.3%	14.7%
€60,001 - €72,000	15.6%	24.9%	8.2%	9.8%	14.3%
€72,001 - €84,000	12.1%	6.1%	11.2%	18.8%	13.3%
More than €84,000	35.8%	48.4%	29.7%	39.0%	37.6%

(*) Expense is prorated among all the tourists (even those who have not spent in destination).

(**) Accommodation expenses may seem low because most tourists pay the accommodation before traveling.

Which island do they choose?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	11,420	2,483	5,394	6,376	25,673
- Fuerteventura	5,208	5,521	3,354	6,775	20,857
- Gran Canaria	69,724	13,695	9,512	33,167	126,098
- Tenerife	40,358	10,068	7,247	45,602	103,275
- La Palma	0	0	75	0	75

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	9.0%	7.8%	21.1%	6.9%	9.3%
- Fuerteventura	4.1%	17.4%	13.1%	7.4%	7.6%
- Gran Canaria	55.0%	43.1%	37.2%	36.1%	45.7%
- Tenerife	31.9%	31.7%	28.3%	49.6%	37.4%
- La Palma	0.0%	0.0%	0.3%	0.0%	0.0%

Who do they come with?

	Q1	Q2	Q3	Q4	Total
Unaccompanied	7.4%	26.1%	3.0%	5.4%	8.5%
Only with partner	58.4%	45.9%	38.0%	39.7%	48.8%
Only with children (under the age of 13)	0.4%	1.0%	1.2%	1.3%	0.9%
Partner + children (under the age of 13)	12.0%	4.6%	11.0%	8.6%	9.9%
Other relatives	7.1%	1.3%	26.4%	7.2%	8.3%
Friends	4.3%	3.1%	2.2%	4.0%	3.9%
Work colleagues	0.0%	0.0%	0.0%	0.0%	0.0%
Other combinations [1]	10.4%	18.0%	18.1%	33.8%	19.8%

Multi-choise question (different situations have been isolated)

How do they rate the destination?

Impression of their stay	Q1	Q2	Q3	Q4	Total
Good or very good (% tourists)	99.6%	98.6%	92.9%	82.8%	94.2%
Average rating (scale 1-10)	9.26	9.12	8.93	8.50	9.00

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Q1	Q2	Q3	Q4	Total
Repeat tourists	87.6%	83.0%	78.3%	83.9%	85.0%
In love (at least 10 previous visits)	13.3%	19.1%	11.1%	17.7%	15.2%

Where does the flight come from?

Ten main origin markets	Q1	Q2	Q3	Q4	Total
Denmark	84.4%	53.9%	88.9%	82.1%	80.6%
Germany	10.7%	27.4%	8.7%	7.1%	11.2%
Spanish Mainland	1.7%	10.3%	1.0%	8.2%	4.8%
United Kingdom	1.4%	8.4%	1.4%	0.0%	1.7%
Switzerland	0.0%	0.0%	0.0%	2.1%	0.7%
Norway	0.9%	0.0%	0.0%	0.0%	0.4%
Netherlands	0.5%	0.0%	0.0%	0.0%	0.2%
Sweden	0.4%	0.0%	0.0%	0.0%	0.2%
Belgium	0.0%	0.0%	0.0%	0.5%	0.2%
Ireland	0.0%	0.0%	0.0%	0.0%	0.0%
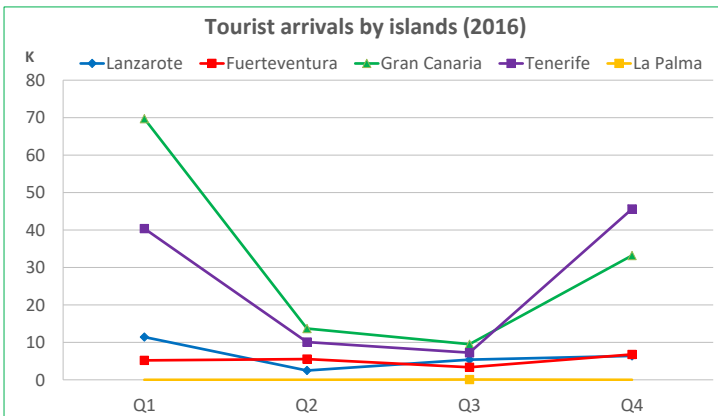
Why do they choose the Canary Islands?

Aspects influencing the choice	Q1	Q2	Q3	Q4	Total
Climate/sun	92.2%	94.4%	76.9%	94.6%	91.8%
Tranquillity/rest/relaxation	43.8%	46.0%	38.8%	50.3%	45.7%
Beaches	30.8%	29.8%	30.8%	18.6%	26.6%
Scenery	17.5%	8.0%	22.0%	14.8%	15.9%
Security	15.9%	15.1%	11.2%	7.8%	12.7%
Price	6.9%	23.9%	4.9%	16.4%	11.8%
Visiting new places	6.8%	7.3%	2.5%	17.1%	9.9%
Suitable destination for children	8.5%	5.6%	12.9%	5.6%	7.6%
Active tourism	5.7%	9.9%	3.4%	6.7%	6.3%
Quality of the environment	1.8%	8.2%	0.7%	4.8%	3.4%
Shopping	1.4%	5.2%	1.0%	5.2%	3.1%
Ease of travel	2.6%	0.0%	0.0%	4.0%	2.5%
Culture	2.8%	0.0%	0.9%	1.9%	2.0%
Nautical activities	0.4%	10.7%	0.0%	1.7%	2.0%
Nightlife/fun	0.8%	0.0%	1.3%	3.2%	1.5%
Security against natural catastrophes	1.8%	0.0%	0.0%	1.3%	1.2%

Multi-choise question

What did motivate them to come?

Aspects motivating the choice	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	69.6%	68.9%	52.0%	69.4%	67.8%
Recommendation by friends or relatives	29.7%	31.1%	23.6%	26.6%	28.3%
The Canary Islands television channel	0.0%	0.0%	0.0%	0.0%	0.0%
Other television or radio channels	0.0%	0.0%	0.0%	0.0%	0.0%
Information in the press/magazines/books	1.1%	3.5%	20.8%	3.9%	4.2%
Attendance at a tourism fair	0.0%	0.0%	1.0%	0.0%	0.1%
Tour Operator's brochure or catalogue	10.9%	1.6%	7.0%	4.5%	7.3%
Recommendation by Travel Agency	2.4%	3.4%	0.8%	1.8%	2.2%
Information obtained via the Internet	26.8%	28.4%	28.1%	35.7%	30.0%
Senior Tourism programme	0.0%	0.0%	0.0%	0.0%	0.0%
Others	6.6%	7.5%	1.5%	2.2%	4.8%

Multi-choise question

Tourist arrivals by islands (2016)

Share of tourists by quarter of trip (2016)
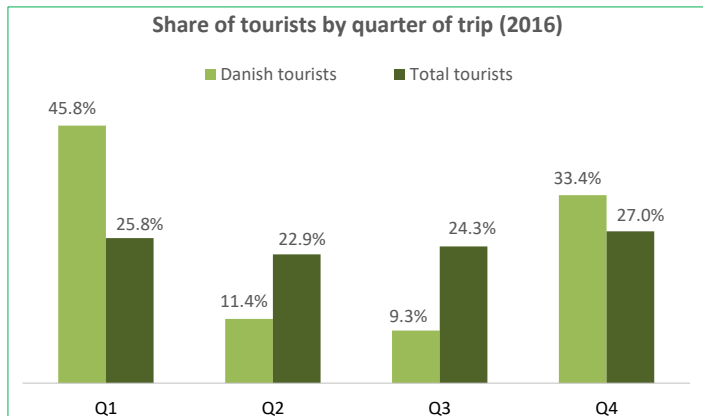
Source: Encuesta sobre el Gasto Turístico (ISTAC). (1) Combination of some groups previously analyzed.

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