

Tourist profile by quarter of trip (2017)

DENMARK



How many are they and how much do they spend?



	Q1	Q2	Q3	Q4	Total
Tourist arrivals (FRONTUR) (thousands)	147	42.6	36.4	120	346
Tourist arrivals (> 16 years old) (thousands)	123	32.9	28.1	95.5	280
Average daily expenditure (€)	141.46	--	--	154.98	146.35
. in their place of residence	106.63	--	--	118.60	110.80
. in the Canary Islands	34.84	--	--	36.38	35.55
Average lenght of stay	8.96	--	--	7.48	8.39
Turnover per tourist (€)	1,195	--	--	1,137	1,168
Total turnover (€m)	176	--	--	137	405
Tourist arrivals: share by quarter	42.5%	12.3%	10.5%	34.7%	100%
Turnover: share by quarter	43.5%	--	--	33.7%	100%

% tourists who pay in the Canary Islands:

Accommodation:

- Accommodation	8.4%	--	--	4.0%	6.5%
- Additional accommodation expenses	4.5%	--	--	2.6%	3.3%

Transport:

- Public transport	15.1%	--	--	11.3%	13.4%
- Taxi	19.3%	--	--	19.2%	19.9%
- Car rental	12.7%	--	--	15.0%	13.1%

Food and drink:

- Food purchases at supermarkets	58.9%	--	--	57.0%	58.3%
- Restaurants	58.4%	--	--	57.7%	60.1%

Souvenirs:	48.5%	--	--	42.9%	45.4%
-------------------	-------	----	----	-------	--------------

Leisure:

- Organized excursions	13.9%	--	--	15.0%	14.0%
- Leisure, amusement	3.9%	--	--	5.8%	4.4%
- Trip to other islands	1.4%	--	--	2.9%	1.8%
- Sporting activities	4.8%	--	--	4.9%	5.6%
- Cultural activities	4.1%	--	--	5.0%	4.2%
- Discos and disco-pubs	2.3%	--	--	3.3%	2.4%

Others:

- Wellness	2.0%	--	--	3.0%	2.5%
- Medical expenses	4.1%	--	--	2.0%	2.8%
- Other expenses	6.4%	--	--	5.5%	6.8%

2017



+5%
TOURISTS
346,206



-1%
TRAVEL EXPENSES
€1,168



+3%
TURNOVER
€405 MILL

What do they book at their place of residence?



	Q1	Q2	Q3	Q4	Total
Flight only	3.9%	--	--	2.5%	3.5%
Flight and accommodation (room only)	37.7%	--	--	34.9%	36.5%
Flight and accommodation (B&B)	8.8%	--	--	9.1%	8.3%
Flight and accommodation (half board)	13.5%	--	--	10.4%	13.2%
Flight and accommodation (full board)	4.9%	--	--	2.7%	5.0%
Flight and accommodation (all inclusive)	31.2%	--	--	40.4%	33.5%
% Tourists using low-cost airlines	22.6%	--	--	24.6%	26.5%
Other expenses in their place of residence:					
- Car rental	9.6%	--	--	10.3%	10.5%
- Sporting activities	4.8%	--	--	3.4%	6.4%
- Excursions	7.1%	--	--	8.6%	7.6%
- Trip to other islands	1.2%	--	--	0.7%	0.8%

How do they book?



Accommodation booking	Q1	Q2	Q3	Q4	Total
Tour Operator	77.1%	--	--	86.2%	78.9%
- Tour Operator's website	89.3%	--	--	89.2%	88.3%
Accommodation	4.9%	--	--	4.5%	6.4%
- Accommodation's website	94.2%	--	--	62.5%	80.2%
Travel agency (High street)	4.3%	--	--	2.8%	4.2%
Online Travel Agency (OTA)	12.2%	--	--	5.3%	8.4%
No need to book accommodation	1.5%	--	--	1.1%	2.1%

Flight booking	Q1	Q2	Q3	Q4	Total
Tour Operator	76.2%	--	--	85.2%	79.5%
- Tour Operator's website	90.8%	--	--	87.2%	88.6%
Airline	8.1%	--	--	5.7%	7.4%
- Airline's website	95.0%	--	--	100.0%	96.1%
Travel agency (High street)	4.7%	--	--	2.4%	3.9%
Online Travel Agency (OTA)	11.0%	--	--	6.7%	9.2%

How far in advance do they book their trip?



	Q1	Q2	Q3	Q4	Total
The same day they leave	0.0%	--	--	0.8%	0.5%
Between 2 and 7 days	9.4%	--	--	9.7%	8.3%
Between 8 and 15 days	8.2%	--	--	8.4%	7.8%
Between 16 and 30 days	14.1%	--	--	11.6%	12.0%
Between 31 and 90 days	36.1%	--	--	39.6%	38.6%
More than 90 days	32.2%	--	--	29.9%	32.7%

Who are they?



Gender	Q1	Q2	Q3	Q4	Total
Men	49.8%	--	--	53.5%	49.8%
Women	50.2%	--	--	46.5%	50.2%

Age

Average age (tourists > 16 years old)	53.4	--	--	51.0	52.3
Standard deviation	15.2	--	--	14.8	15.1

Age range (> 16 years old)

16-24 years old	5.5%	--	--	5.9%	5.8%
25-30 years old	5.7%	--	--	4.4%	4.9%
31-45 years old	17.7%	--	--	26.3%	21.3%
46-60 years old	29.8%	--	--	30.9%	31.9%
Over 60 years old	41.3%	--	--	32.6%	36.0%

Occupation

Business owner or self-employed	15.4%	--	--	16.8%	15.6%
Upper/Middle management employee	33.4%	--	--	36.2%	35.5%
Auxiliary level employee	9.6%	--	--	10.1%	10.4%
Students	6.5%	--	--	5.3%	6.2%
Retired	33.1%	--	--	28.9%	30.0%
Unemployed / unpaid dom. work	1.9%	--	--	2.6%	2.2%

Annual household income level

€12,000 - €24,000	6.1%	--	--	10.6%	8.0%
€24,001 - €36,000	6.1%	--	--	10.0%	8.2%
€36,001 - €48,000	11.3%	--	--	10.4%	11.6%
€48,001 - €60,000	10.9%	--	--	16.5%	13.6%
€60,001 - €72,000	15.2%	--	--	13.8%	15.0%
€72,001 - €84,000	12.5%	--	--	8.8%	10.4%
More than €84,000	37.9%	--	--	30.0%	33.3%

Tourist profile by quarter of trip (2017)

DENMARK



Which island do they choose?



Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	10,902	--	--	11,819	32,494
- Fuerteventura	8,294	--	--	8,574	25,306
- Gran Canaria	53,555	--	--	49,085	132,290
- Tenerife	49,591	--	--	22,208	84,742
- La Palma	411	--	--	3,453	4,014

Where do they stay?



	Q1	Q2	Q3	Q4	Total
5* Hotel	2.0%	--	--	1.6%	1.9%
4* Hotel	30.9%	--	--	25.8%	28.5%
1-2-3* Hotel	17.7%	--	--	22.9%	21.4%
Apartment	47.9%	--	--	48.9%	46.6%
Property (privately-owned, friends, family)	0.8%	--	--	0.5%	1.0%
Others	0.8%	--	--	0.4%	0.6%

Who do they come with?



	Q1	Q2	Q3	Q4	Total
Unaccompanied	4.7%	--	--	9.5%	6.9%
Only with partner	61.7%	--	--	40.6%	51.2%
Only with children (under the age of 13)	1.4%	--	--	1.7%	1.2%
Partner + children (under the age of 13)	10.1%	--	--	10.9%	10.5%
Other relatives	2.3%	--	--	4.9%	4.0%
Friends	2.5%	--	--	5.9%	4.6%
Work colleagues	0.0%	--	--	0.0%	0.1%
Other combinations ⁽¹⁾	17.2%	--	--	26.5%	21.6%

* Multi-choice question (different situations have been isolated)

How do they rate the Canary Islands?



Impression of their stay	Q1	Q2	Q3	Q4	Total
Good or very good (% tourists)	93.3%	--	--	92.0%	93.7%
Average rating (scale 1-10)	8.86	--	--	8.87	8.91

How many are loyal to the Canary Islands?



Repeat tourists	Q1	Q2	Q3	Q4	Total
At least 1 previous visit	88.6%	--	--	85.4%	87.0%
At least 10 previous visits	18.4%	--	--	18.4%	19.3%

Where does the flight come from?



Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
Denmark	93.5%	--	--	95.9%	92.2%
Spanish Mainland	2.5%	--	--	1.8%	2.6%
Germany	1.3%	--	--	1.0%	2.5%
Sweden	1.9%	--	--	0.0%	0.8%
United Kingdom	0.6%	--	--	0.0%	0.8%
Belgium	0.0%	--	--	0.0%	0.3%
Norway	0.2%	--	--	0.0%	0.2%
Netherlands	0.0%	--	--	0.2%	0.1%
France	0.1%	--	--	0.0%	0.0%
Others	0.0%	--	--	1.1%	0.5%

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	8.9%	--	--	12.4%	11.7%
- Fuerteventura	6.8%	--	--	9.0%	9.1%
- Gran Canaria	43.6%	--	--	51.6%	47.4%
- Tenerife	40.4%	--	--	23.3%	30.4%
- La Palma	0.3%	--	--	3.6%	1.4%

Why do they choose the Canary Islands?



Aspects influencing the choice	Q1	Q2	Q3	Q4	Total
Climate/sun	96.7%	--	--	96.0%	95.8%
Tranquillity/rest/relaxation	51.3%	--	--	56.0%	51.3%
Beaches	23.2%	--	--	32.5%	27.2%
Price	16.6%	--	--	16.3%	16.9%
Scenery	17.7%	--	--	18.8%	16.8%
Security	14.0%	--	--	8.8%	10.9%
Suitable destination for children	5.7%	--	--	12.6%	9.0%
Visiting new places	5.7%	--	--	8.9%	6.9%
Active tourism	4.8%	--	--	4.1%	5.9%
Culture	2.7%	--	--	2.7%	2.6%
Nightlife/fun	2.3%	--	--	1.6%	2.3%
Shopping	2.8%	--	--	2.0%	2.2%
Ease of travel	1.7%	--	--	1.5%	1.6%
Theme parks	0.2%	--	--	0.7%	1.2%
Quality of the environment	0.4%	--	--	2.1%	1.0%
Health-related tourism	0.5%	--	--	1.6%	1.0%

* Multi-choice question

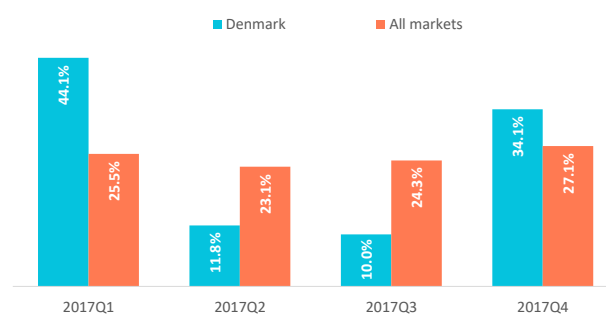
What did motivate them to come?



Prescription sources	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	79.8%	--	--	71.3%	75.4%
Recommendation by friends/relatives	19.2%	--	--	26.9%	23.0%
The Canary Islands television channel	0.0%	--	--	0.0%	0.0%
Other television or radio channels	0.0%	--	--	0.0%	0.1%
Information in press/magazines/books	1.1%	--	--	1.3%	1.5%
Attendance at a tourism fair	0.0%	--	--	1.4%	0.7%
Tour Operator's brochure or catalogue	7.5%	--	--	7.5%	7.3%
Recommendation by Travel Agency	4.8%	--	--	2.6%	3.7%
Information obtained via the Internet	33.4%	--	--	40.8%	35.0%
Senior Tourism programme	0.5%	--	--	0.5%	0.4%
Others	3.5%	--	--	1.3%	3.0%

* Multi-choice question

Share of tourist arrivals by quarters



Tourists over 16 years old.

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.