

# TOURIST PROFILE BY QUARTER OF TRIP (2019)

## DENMARK

### How many are they and how much do they spend?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
<b>TOURISTS</b>					
<b>Tourist arrivals (FRONTUR) (*)</b>	<b>127.2</b>	<b>39.5</b>	<b>32.9</b>	<b>97.7</b>	<b>297.3</b>
<b>Tourist arrivals &gt; 15 years old (EGT) (*)</b>	<b>104.7</b>	<b>33.3</b>	<b>25.4</b>	<b>82.7</b>	<b>246.0</b>
- book holiday package (*)	79.1	--	--	64.5	189.9
- do not book holiday package (*)	25.6	--	--	18.1	56.2
- % tourists who book holiday package	75.6%	--	--	78.1%	77.2%

(\*) Thousand of tourists

RANKING POSITION BY  
NUMBER OF TOURISTS

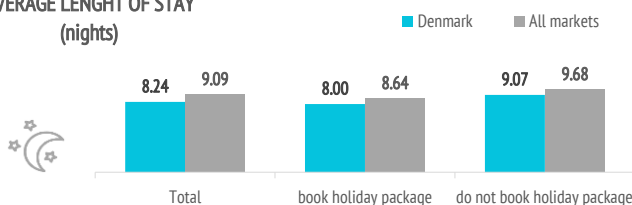
RANKING POSITION BY  
TURNOVER



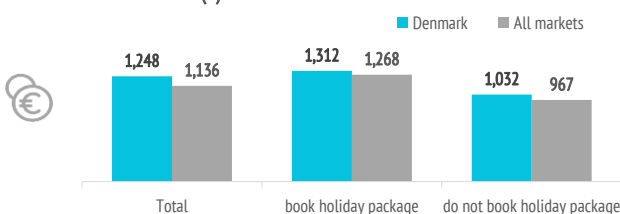
46% of Danes  
travel to Gran  
Canaria.

	2019Q1	2019Q2	2019Q3	2019Q4	2019
<b>Expenditure per tourist (€)</b>	<b>1,197</b>	--	--	<b>1,316</b>	<b>1,248</b>
- book holiday package	1,248	--	--	1,399	1,312
- holiday package	968	--	--	1,187	1,054
- others	280	--	--	212	258
- do not book holiday package	1,039	--	--	1,021	1,032
- flight	302	--	--	321	317
- accommodation	363	--	--	380	355
- others	374	--	--	321	359
<b>Average length of stay</b>	<b>8.41</b>	--	--	<b>7.88</b>	<b>8.24</b>
- book holiday package	8.19	--	--	7.87	8.00
- do not book holiday package	9.08	--	--	7.90	9.07
<b>Average daily expenditure (€)</b>	<b>150.0</b>	--	--	<b>176.5</b>	<b>160.8</b>
- book holiday package	159.3	--	--	187.5	172.0
- do not book holiday package	121.2	--	--	137.4	122.9
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>125</b>	--	--	<b>109</b>	<b>307</b>
- book holiday package	99	--	--	90	249
- do not book holiday package	27	--	--	19	58

### AVERAGE LENGTH OF STAY (nights)



### EXPENDITURE PER TOURIST (€)



### Importance of each factor in the destination choice

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Climate	86.5%	--	--	80.9%	81.3%
Safety	39.4%	--	--	33.6%	36.8%
Tranquility	37.3%	--	--	34.7%	36.2%
Accommodation supply	28.8%	--	--	30.7%	31.6%
Sea	36.3%	--	--	26.7%	31.5%
European belonging	34.9%	--	--	22.7%	28.8%
Price	32.6%	--	--	21.7%	28.5%
Environment	25.1%	--	--	25.2%	24.9%
Landscapes	27.9%	--	--	25.6%	24.7%
Beaches	24.0%	--	--	21.6%	23.2%
Fun possibilities	19.6%	--	--	23.2%	22.1%
Gastronomy	16.2%	--	--	17.2%	16.8%
Exoticism	11.5%	--	--	13.8%	13.5%
Authenticity	9.2%	--	--	11.1%	10.6%
Hiking trail network	8.9%	--	--	5.6%	6.8%
Shopping	4.8%	--	--	5.4%	6.2%
Effortless trip	3.6%	--	--	4.2%	4.1%
Culture	4.2%	--	--	3.1%	2.9%
Historical heritage	3.4%	--	--	2.8%	2.7%
Nightlife	2.4%	--	--	0.5%	1.9%

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?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Rest	65.3%	--	--	56.7%	60.2%
Enjoy family time	22.1%	--	--	28.6%	25.9%
Have fun	3.0%	--	--	3.0%	3.2%
Explore the destination	8.3%	--	--	6.3%	7.3%
Practice their hobbies	1.0%	--	--	3.6%	2.2%
Other reasons	0.3%	--	--	1.9%	1.1%

### ENJOY FAMILY TIME



Denmark 25.9%

All markets 14.4%

### How far in advance do they book their trip?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
The same day	0.5%	--	--	1.3%	0.6%
Between 1 and 30 days	26.9%	--	--	14.6%	21.7%
Between 1 and 2 months	31.8%	--	--	20.2%	25.8%
Between 3 and 6 months	25.7%	--	--	41.3%	32.8%
More than 6 months	15.0%	--	--	22.6%	19.0%

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.

# TOURIST PROFILE BY QUARTER OF TRIP (2019)

## DENMARK



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

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Previous visits to the Canary Islands	60.6%	--	--	63.5%	<b>60.2%</b>
Friends or relatives	17.6%	--	--	20.7%	<b>20.2%</b>
Internet or social media	56.2%	--	--	42.2%	<b>49.7%</b>
Mass Media	1.9%	--	--	1.0%	<b>1.2%</b>
Travel guides and magazines	6.3%	--	--	5.2%	<b>5.2%</b>
Travel Blogs or Forums	3.5%	--	--	2.0%	<b>2.7%</b>
Travel TV Channels	0.2%	--	--	0.8%	<b>0.4%</b>
Tour Operator or Travel Agency	25.9%	--	--	27.9%	<b>27.4%</b>
Public administrations or similar	0.0%	--	--	0.0%	<b>0.2%</b>
Others	0.9%	--	--	4.8%	<b>2.4%</b>

\* Multi-choice question

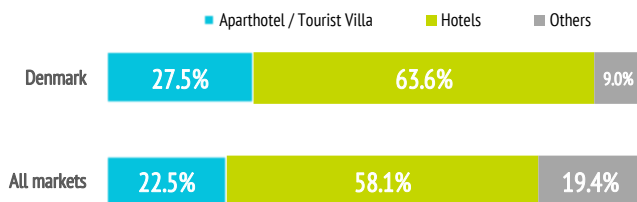
### With whom did they book their flight and accommodation?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
<b>Flight</b>					
- Directly with the airline	20.2%	--	--	23.6%	<b>21.2%</b>
- Tour Operator or Travel Agency	79.8%	--	--	76.4%	<b>78.8%</b>
<b>Accommodation</b>					
- Directly with the accommodation	19.7%	--	--	24.6%	<b>20.9%</b>
- Tour Operator or Travel Agency	80.3%	--	--	75.4%	<b>79.1%</b>

### Where do they stay?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
1-2-3* Hotel	23.0%	--	--	25.6%	<b>24.7%</b>
4* Hotel	33.2%	--	--	34.6%	<b>33.8%</b>
5* Hotel / 5* Luxury Hotel	3.7%	--	--	7.2%	<b>5.1%</b>
Aparthotel / Tourist Villa	32.4%	--	--	22.8%	<b>27.5%</b>
House/room rented in a private dwelling	2.3%	--	--	3.6%	<b>2.6%</b>
Private accommodation <sup>(1)</sup>	0.4%	--	--	1.6%	<b>1.3%</b>
Others (Cottage, cruise, camping,...)	5.0%	--	--	4.7%	<b>5.0%</b>

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



### What do they book?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Room only	36.9%	--	--	29.2%	<b>33.9%</b>
Bed and Breakfast	15.0%	--	--	15.6%	<b>15.4%</b>
Half board	13.0%	--	--	13.9%	<b>14.9%</b>
Full board	3.9%	--	--	1.0%	<b>2.5%</b>
All inclusive	31.2%	--	--	40.3%	<b>33.2%</b>

**33.9%** of Danes book room only.  
(Canary Islands: 27.9%)

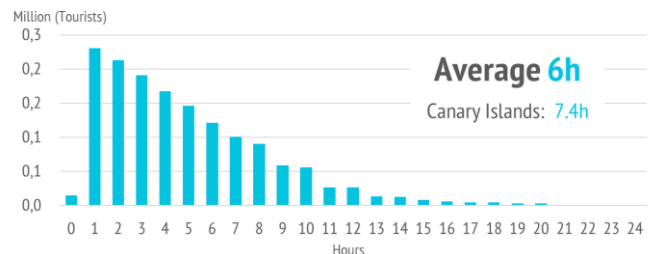
### Other expenses

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Restaurants or cafes	66.0%	--	--	49.3%	<b>59.8%</b>
Supermarkets	53.9%	--	--	46.5%	<b>53.0%</b>
Car rental	17.4%	--	--	16.8%	<b>17.5%</b>
Organized excursions	10.0%	--	--	11.7%	<b>12.2%</b>
Taxi, transfer, chauffeur service	59.5%	--	--	56.5%	<b>57.7%</b>
Theme Parks	4.1%	--	--	2.7%	<b>4.1%</b>
Sport activities	2.4%	--	--	3.1%	<b>3.7%</b>
Museums	2.8%	--	--	1.2%	<b>2.1%</b>
Flights between islands	1.5%	--	--	2.8%	<b>2.1%</b>

### Activities in the Canary Islands

Outdoor time per day	2019Q1	2019Q2	2019Q3	2019Q4	2019
0 hours	2.4%	--	--	9.6%	<b>6.1%</b>
1 - 2 hours	12.6%	--	--	20.7%	<b>16.3%</b>
3 - 6 hours	43.8%	--	--	29.7%	<b>36.6%</b>
7 - 12 hours	37.8%	--	--	33.1%	<b>35.7%</b>
More than 12 hours	3.4%	--	--	6.8%	<b>5.3%</b>

### TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	2019Q1	2019Q2	2019Q3	2019Q4	2019
Walk, wander	70.2%	72.8%	61.9%	58.3%	<b>65.7%</b>
Swimming pool, hotel facilities	57.1%	70.3%	72.6%	59.6%	<b>61.3%</b>
Explore the island on their own	64.3%	45.0%	52.4%	48.4%	<b>55.1%</b>
Beach	48.6%	55.1%	56.5%	52.0%	<b>51.4%</b>
Taste Canarian gastronomy	20.2%	16.8%	21.1%	16.5%	<b>18.6%</b>
Sport activities	10.0%	27.9%	24.8%	15.7%	<b>15.9%</b>
Nature activities	14.3%	11.7%	14.6%	12.2%	<b>13.3%</b>
Organized excursions	13.0%	9.4%	18.1%	9.7%	<b>11.9%</b>
Sea excursions / whale watching	9.8%	4.5%	14.8%	9.5%	<b>9.5%</b>
Activities at sea	7.4%	10.1%	12.0%	8.2%	<b>8.5%</b>
Theme parks	8.5%	9.6%	13.8%	6.3%	<b>8.5%</b>
Nightlife / concerts / shows	7.1%	11.1%	7.7%	5.1%	<b>7.0%</b>
Beauty and health treatments	4.4%	6.2%	10.4%	6.7%	<b>6.0%</b>
Museums / exhibitions	6.1%	5.6%	8.4%	5.1%	<b>5.9%</b>
Wineries/markets/popular festival	3.7%	4.4%	9.5%	5.0%	<b>4.8%</b>
Astronomical observation	2.0%	0.9%	2.1%	3.0%	<b>2.2%</b>

\* Multi-choice question



# TOURIST PROFILE BY QUARTER OF TRIP (2019)

## DENMARK



### Which island do they choose?

Tourists (> 15 years old)	2019Q1	2019Q2	2019Q3	2019Q4	2019
Lanzarote	6,237	--	--	9,812	<b>25,084</b>
Fuerteventura	10,199	--	--	7,229	<b>25,128</b>
Gran Canaria	53,438	--	--	31,776	<b>113,644</b>
Tenerife	31,852	--	--	29,634	<b>74,603</b>
La Palma	2,501	--	--	4,021	<b>6,925</b>

Share by islands	2019Q1	2019Q2	2019Q3	2019Q4	2019
Lanzarote	6.0%	--	--	11.9%	<b>10.2%</b>
Fuerteventura	9.8%	--	--	8.8%	<b>10.2%</b>
Gran Canaria	51.3%	--	--	38.5%	<b>46.3%</b>
Tenerife	30.6%	--	--	35.9%	<b>30.4%</b>
La Palma	2.4%	--	--	4.9%	<b>2.8%</b>

### How many islands do they visit during their trip?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
One island	95.3%	--	--	95.8%	<b>94.9%</b>
Two islands	4.0%	--	--	3.9%	<b>4.5%</b>
Three or more islands	0.7%	--	--	0.3%	<b>0.6%</b>

### Internet usage during their trip

	2019Q1	2019Q2	2019Q3	2019Q4	2019
<b>Research</b>					
- Tourist package	11.1%	--	--	15.7%	<b>13.7%</b>
- Flights	10.0%	--	--	11.1%	<b>9.6%</b>
- Accommodation	9.3%	--	--	12.4%	<b>9.9%</b>
- Transport	10.5%	--	--	14.5%	<b>12.4%</b>
- Restaurants	24.6%	--	--	22.3%	<b>24.8%</b>
- Excursions	20.3%	--	--	23.8%	<b>23.0%</b>
- Activities	23.0%	--	--	26.6%	<b>26.7%</b>
<b>Book or purchase</b>					
- Tourist package	11.4%	--	--	13.6%	<b>12.9%</b>
- Flights	69.2%	--	--	66.9%	<b>68.8%</b>
- Accommodation	67.2%	--	--	61.1%	<b>64.5%</b>
- Transport	54.8%	--	--	51.0%	<b>53.4%</b>
- Restaurants	9.4%	--	--	12.8%	<b>10.4%</b>
- Excursions	10.4%	--	--	5.2%	<b>9.1%</b>
- Activities	6.5%	--	--	8.9%	<b>10.3%</b>

\* Multi-choise question

Internet usage in the Canary Islands	2019Q1	2019Q2	2019Q3	2019Q4	2019
<b>Did not use the Internet</b>	<b>8.3%</b>	--	--	<b>7.4%</b>	<b>6.3%</b>
<b>Used the Internet</b>	<b>91.7%</b>	--	--	<b>92.6%</b>	<b>93.7%</b>
- Own Internet connection	35.3%	--	--	27.5%	<b>32.1%</b>
- Free Wifi connection	40.2%	--	--	44.8%	<b>44.0%</b>
<b>Applications*</b>					
- Search for locations or maps	58.2%	--	--	59.0%	<b>58.6%</b>
- Search for destination info	51.3%	--	--	49.8%	<b>50.8%</b>
- Share pictures or trip videos	52.0%	--	--	46.8%	<b>51.6%</b>
- Download tourist apps	15.7%	--	--	15.1%	<b>14.5%</b>
- Others	36.3%	--	--	34.6%	<b>33.8%</b>

\* Multi-choise question

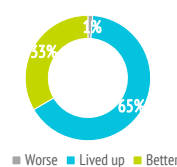
### MOST VISITED PLACES IN EACH ISLAND



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)	2019Q1	2019Q2	2019Q3	2019Q4	2019
Average rating	8.63	--	--	8.66	<b>8.68</b>
<b>Experience in the Canary Islands</b>					
Worse or much worse than expected	0.6%	--	--	2.3%	<b>1.2%</b>
Lived up to expectations	67.1%	--	--	67.6%	<b>65.4%</b>
Better or much better than expected	32.3%	--	--	30.1%	<b>33.4%</b>
<b>Future intentions (scale 1-10)</b>					
Return to the Canary Islands	8.81	--	--	8.93	<b>8.87</b>
Recommend visiting the Canary Islands	8.96	--	--	8.98	<b>8.96</b>



Experience in the Canary Islands



Return to the Canary Islands



Recommend visiting to the Canary Islands

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

(Canary Islands: 7%)



Picture: Freepik.com

### How many are loyal to the Canary Islands?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
<b>Repeat tourists</b>	<b>78.1%</b>	--	--	<b>80.0%</b>	<b>77.2%</b>
Repeat tourists (last 5 years)	72.5%	--	--	77.5%	<b>72.8%</b>
Repeat tourists (last 5 years)(5 or more visits)	18.4%	--	--	26.2%	<b>20.3%</b>
<b>At least 10 previous visits</b>	<b>16.2%</b>	--	--	<b>28.2%</b>	<b>20.3%</b>

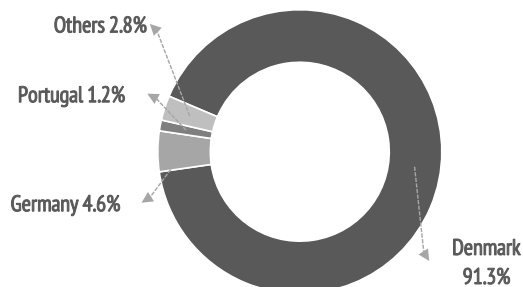
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## DENMARK

### Where does the flight come from?



	2019Q1	2019Q2	2019Q3	2019Q4	2019
Denmark	91.7%	--	--	92.8%	<b>91.3%</b>
Germany	4.0%	--	--	3.8%	<b>4.6%</b>
Portugal	2.4%	--	--	0.0%	<b>1.2%</b>
Sweden	1.9%	--	--	3.4%	<b>2.8%</b>



### Who do they come with?



	2019Q1	2019Q2	2019Q3	2019Q4	2019
Unaccompanied	5.7%	--	--	2.5%	<b>4.3%</b>
Only with partner	52.0%	--	--	39.2%	<b>44.1%</b>
Only with children (< 13 years old)	4.9%	--	--	6.7%	<b>6.1%</b>
Partner + children (< 13 years old)	8.3%	--	--	5.1%	<b>7.0%</b>
Other relatives	10.1%	--	--	15.2%	<b>11.8%</b>
Friends	3.8%	--	--	4.0%	<b>4.9%</b>
Work colleagues	0.0%	--	--	0.8%	<b>0.3%</b>
Organized trip	0.3%	--	--	0.6%	<b>0.5%</b>
Other combinations <sup>(1)</sup>	15.0%	--	--	25.9%	<b>21.0%</b>

(1) Different situations have been isolated

<b>Tourists with children</b>	<b>18.5%</b>	--	--	<b>25.4%</b>	<b>21.7%</b>
- Between 0 and 2 years old	1.9%	--	--	2.3%	1.8%
- Between 3 and 12 years old	15.0%	--	--	19.7%	17.5%
- Between 0-2 and 3-12 years	1.6%	--	--	3.4%	2.5%
<b>Tourists without children</b>	<b>81.5%</b>	--	--	<b>74.6%</b>	<b>78.3%</b>
<b>Group composition:</b>					
- 1 person	9.1%	--	--	5.1%	<b>7.1%</b>
- 2 people	57.5%	--	--	46.9%	<b>51.9%</b>
- 3 people	11.9%	--	--	15.2%	<b>12.5%</b>
- 4 or 5 people	17.6%	--	--	21.3%	<b>20.7%</b>
- 6 or more people	3.9%	--	--	11.0%	<b>7.7%</b>
<b>Average group size:</b>	<b>2.63</b>	--	--	<b>3.35</b>	<b>2.99</b>



21.7% of Danes travel with children.

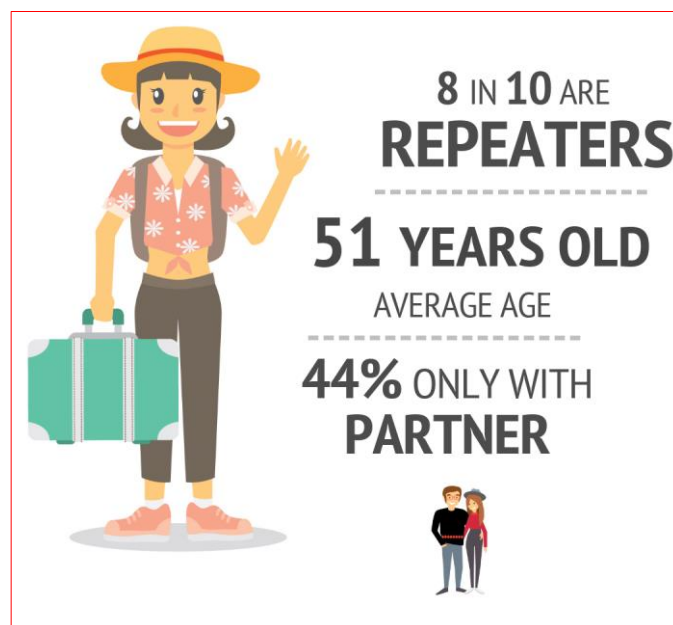
(under the age of 13)

(Canary Islands: 17.7%)

### Who are they?



	2019Q1	2019Q2	2019Q3	2019Q4	2019
<b>Gender</b>					
Men	40.0%	--	--	50.0%	<b>44.1%</b>
Women	60.0%	--	--	50.0%	<b>55.9%</b>
<b>Age</b>					
Average age (tourist > 15 years old)	53.2	--	--	51.2	<b>50.8</b>
Standard deviation	14.5	--	--	15.6	<b>15.3</b>
<b>Age range (&gt; 15 years old)</b>					
16 - 24 years old	4.6%	--	--	7.3%	<b>6.7%</b>
25 - 30 years old	5.6%	--	--	5.2%	<b>6.9%</b>
31 - 45 years old	19.6%	--	--	20.7%	<b>21.0%</b>
46 - 60 years old	34.1%	--	--	32.6%	<b>34.4%</b>
Over 60 years old	36.2%	--	--	34.3%	<b>31.0%</b>
<b>Occupation</b>					
Salaried worker	54.0%	--	--	53.7%	<b>55.8%</b>
Self-employed	6.1%	--	--	11.4%	<b>7.0%</b>
Unemployed	0.0%	--	--	1.0%	<b>0.3%</b>
Business owner	12.8%	--	--	10.9%	<b>12.5%</b>
Student	2.2%	--	--	3.5%	<b>3.6%</b>
Retired	24.5%	--	--	18.4%	<b>19.9%</b>
Unpaid domestic work	0.3%	--	--	0.0%	<b>0.1%</b>
Others	0.0%	--	--	1.1%	<b>0.7%</b>
<b>Annual household income level</b>					
Less than €25,000	2.5%	--	--	9.4%	<b>5.7%</b>
€25,000 - €49,999	29.3%	--	--	9.2%	<b>19.0%</b>
€50,000 - €74,999	27.7%	--	--	38.6%	<b>31.2%</b>
More than €74,999	40.5%	--	--	42.9%	<b>44.2%</b>
<b>Education level</b>					
No studies	1.5%	--	--	2.8%	<b>1.6%</b>
Primary education	4.0%	--	--	9.6%	<b>5.7%</b>
Secondary education	13.2%	--	--	13.4%	<b>12.9%</b>
Higher education	81.3%	--	--	74.2%	<b>79.8%</b>



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