

# Tourist profile trend (2016)

## Canary Islands: Danish market



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



	2012	2013	2014	2015	2016
Tourist arrivals (> 16 years old)	255,805	264,083	261,525	243,696	277,863
Average daily expenditure (€)	134.47	143.47	134.41	140.68	145.97
- in their place of residence	94.52	98.38	96.63	103.73	110.52
- in the Canary Islands	39.96	45.09	37.78	36.95	35.44
Average length of stay	8.43	8.46	8.64	8.52	8.74
Turnover per tourist (€)	1,081	1,154	1,073	1,138	1,186
Total turnover (> 16 years old) (€m)	276	305	281	277	330
Danish turnover: year on year change	--	10.3%	-8.0%	-1.1%	18.8%
Danish tourist arrivals: year on year change	--	3.2%	-1.0%	-6.8%	14.0%

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

<b>Accommodation (**):</b>	23.62	51.36	21.10	35.47	23.09
- Accommodation	20.75	48.26	18.94	31.75	20.20
- Additional accommodation expenses	2.86	3.10	2.16	3.72	2.89
<b>Transport:</b>	22.20	20.34	17.56	20.81	19.16
- Public transport	4.09	5.44	3.12	3.81	4.34
- Taxi	6.95	8.18	4.96	5.43	7.81
- Car rental	11.15	6.72	9.48	11.57	7.02
<b>Food and drink:</b>	183.72	191.14	185.07	175.20	189.79
- Food purchases at supermarkets	81.44	90.15	82.45	84.06	81.67
- Restaurants	102.29	100.99	102.62	91.13	108.12
<b>Souvenirs:</b>	52.08	56.90	50.73	52.00	39.07
<b>Leisure:</b>	28.07	29.65	25.58	24.02	15.05
- Organized excursions	11.79	14.07	9.34	9.15	4.55
- Leisure, amusement	5.90	5.53	2.74	2.77	1.08
- Trip to other islands	0.63	0.32	0.82	0.53	1.02
- Sporting activities	3.49	4.52	6.54	5.40	5.37
- Cultural activities	0.81	2.58	1.24	2.61	1.79
- Discos and disco-pubs	5.45	2.63	4.89	3.55	1.23
<b>Others:</b>	16.69	30.11	9.78	7.00	9.34
- Wellness	2.88	3.57	3.65	1.13	0.97
- Medical expenses	1.26	0.54	1.10	0.38	0.18
- Other expenses	12.55	26.01	5.03	5.49	8.19

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



	2012	2013	2014	2015	2016
The same day they leave	0.4%	0.0%	0.7%	0.0%	0.7%
Between 2 and 7 days	11.2%	16.3%	13.3%	6.7%	9.4%
Between 8 and 15 days	12.0%	15.3%	10.2%	7.6%	10.1%
Between 16 and 30 days	17.6%	14.7%	15.2%	14.6%	15.9%
Between 31 and 90 days	33.2%	27.5%	32.5%	39.6%	35.0%
More than 90 days	25.5%	26.2%	28.0%	31.5%	28.9%

### What do they book at their place of residence?



	2012	2013	2014	2015	2016
Flight only	4.3%	4.3%	3.6%	4.8%	3.2%
Flight and accommodation (room only)	47.1%	43.7%	40.4%	37.7%	36.8%
Flight and accommodation (B&B)	12.4%	10.7%	13.8%	11.2%	11.2%
Flight and accommodation (half board)	7.5%	17.4%	8.4%	8.1%	12.6%
Flight and accommodation (full board)	3.6%	1.4%	4.2%	3.5%	5.6%
Flight and accommodation (all inclusive)	25.0%	22.5%	29.6%	34.6%	30.6%
<b>% Tourists using low-cost airlines</b>	20.8%	25.5%	19.3%	27.4%	27.0%
<b>Other expenses in their place of residence:</b>					
- Car rental	11.3%	7.3%	8.8%	10.3%	6.7%
- Sporting activities	9.6%	9.9%	8.7%	9.8%	8.0%
- Excursions	5.6%	6.3%	5.0%	4.4%	6.2%
- Trip to other islands	0.5%	0.6%	1.6%	0.4%	0.4%

(\*) 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.

### How do they book?



	2012	2013	2014	2015	2016
<b>Accommodation booking</b>					
<b>Tour Operator</b>	84.2%	76.6%	84.7%	78.1%	71.2%
- Tour Operator's website	80.2%	84.0%	84.7%	86.0%	89.3%
<b>Accommodation</b>	3.9%	8.2%	3.5%	6.5%	6.7%
- Accommodation's website	97.1%	81.9%	75.2%	80.6%	65.5%
<b>Travel agency (High street)</b>	2.2%	6.6%	3.3%	2.6%	8.1%
<b>Online Travel Agency (OTA)</b>	7.0%	5.8%	6.3%	10.1%	12.0%
<b>No need to book accommodation</b>	2.8%	2.7%	2.2%	2.7%	2.0%

	2012	2013	2014	2015	2016
<b>Flight booking</b>					
<b>Tour Operator</b>	84.0%	78.2%	83.9%	79.7%	74.4%
- Tour Operator's website	80.3%	84.7%	83.3%	86.9%	90.2%
<b>Airline</b>	7.0%	8.3%	6.9%	9.9%	7.9%
- Airline's website	90.7%	100.0%	94.0%	93.0%	87.9%
<b>Travel agency (High street)</b>	2.8%	6.1%	3.5%	3.3%	8.1%
<b>Online Travel Agency (OTA)</b>	6.2%	7.4%	5.8%	7.1%	9.6%

### Where do they stay?



	2012	2013	2014	2015	2016
<b>5* Hotel</b>	1.8%	3.0%	2.1%	2.0%	6.8%
<b>4* Hotel</b>	25.7%	31.5%	26.8%	27.0%	30.3%
<b>1-2-3* Hotel</b>	25.3%	22.8%	29.6%	27.0%	22.8%
<b>Apartment</b>	44.8%	38.5%	38.2%	41.7%	37.5%
<b>Property (privately-owned, friends, family)</b>	1.9%	3.1%	1.9%	2.1%	1.4%
<b>Others</b>	0.6%	1.2%	1.4%	0.3%	1.0%

### Who are they?



	2012	2013	2014	2015	2016
<b>Gender</b>					
Percentage of men	46.9%	56.8%	47.8%	53.7%	49.5%
Percentage of women	53.1%	43.2%	52.2%	46.3%	50.5%

	2012	2013	2014	2015	2016
<b>Age</b>					
Average age (tourists > 16 years old)	47.9	46.6	49.1	48.1	50.6
Standard deviation	14.4	12.8	14.4	14.0	14.8

	2012	2013	2014	2015	2016
<b>Age range (&gt; 16 years old)</b>					
16-24 years old	7.6%	5.2%	5.9%	7.2%	4.6%
25-30 years old	7.2%	4.5%	7.4%	7.2%	8.4%
31-45 years old	27.2%	36.7%	26.2%	26.8%	21.8%
46-60 years old	36.3%	36.6%	34.9%	37.2%	37.0%
Over 60 years old	21.7%	17.0%	25.6%	21.6%	28.2%

	2012	2013	2014	2015	2016
<b>Occupation</b>					
Business owner or self-employed	17.9%	22.4%	19.5%	20.4%	20.2%
Upper/Middle management employee	43.3%	42.4%	41.5%	41.7%	44.4%
Auxiliary level employee	12.3%	16.2%	14.3%	13.4%	12.7%
Students	6.8%	5.1%	4.7%	7.3%	3.6%
Retired	18.8%	11.3%	18.8%	16.4%	18.8%
Unemployed / unpaid dom. work	0.9%	2.6%	1.3%	0.8%	0.3%

	2012	2013	2014	2015	2016
<b>Annual household income level</b>					
€12,000 - €24,000	6.1%	7.0%	5.4%	5.5%	4.9%
€24,001 - €36,000	8.7%	9.0%	8.1%	7.0%	6.3%
€36,001 - €48,000	13.5%	7.4%	11.5%	11.1%	8.9%
€48,001 - €60,000	12.0%	15.7%	13.2%	16.5%	14.7%
€60,001 - €72,000	12.7%	12.6%	13.7%	13.0%	14.3%
€72,001 - €84,000	11.4%	9.7%	10.0%	10.3%	13.3%
More than €84,000	35.5%	38.6%	38.1%	36.7%	37.6%

# Tourist profile trend (2016)

## Canary Islands: Danish market



### Which island do they choose?

Tourists (> 16 years old)	2012	2013	2014	2015	2016
- Lanzarote	20,013	20,135	29,099	27,309	25,673
- Fuerteventura	30,235	16,011	22,446	22,226	20,857
- Gran Canaria	106,477	103,063	118,487	117,461	126,098
- Tenerife	95,553	123,131	88,558	75,569	103,275
- La Palma	273	1,072	383	374	75

Share (%)	2012	2013	2014	2015	2016
- Lanzarote	7.9%	7.6%	11.2%	11.2%	9.3%
- Fuerteventura	12.0%	6.1%	8.7%	9.1%	7.6%
- Gran Canaria	42.2%	39.1%	45.8%	48.4%	45.7%
- Tenerife	37.8%	46.7%	34.2%	31.1%	37.4%
- La Palma	0.1%	0.4%	0.1%	0.2%	0.0%

### Who do they come with?



	2012	2013	2014	2015	2016
Unaccompanied	6.2%	10.6%	7.0%	7.6%	8.5%
Only with partner	47.5%	43.8%	51.2%	39.9%	48.8%
Only with children (under the age of 13)	1.2%	1.7%	2.0%	1.3%	0.9%
Partner + children (under the age of 13)	13.7%	13.7%	10.7%	14.3%	9.9%
Other relatives	7.2%	7.1%	4.9%	6.6%	8.3%
Friends	3.4%	4.9%	4.2%	3.7%	3.9%
Work colleagues	0.2%	0.9%	0.2%	0.2%	0.0%
Other combinations <sup>(1)</sup>	20.4%	17.5%	19.7%	26.4%	19.8%

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

### How do they rate the destination?



Impression of their stay	2012	2013	2014	2015	2016
Good or very good (% tourists)	92.8%	92.7%	93.1%	91.9%	94.2%
Average rating (scale 1-10)	8.68	8.77	8.83	8.72	9.00

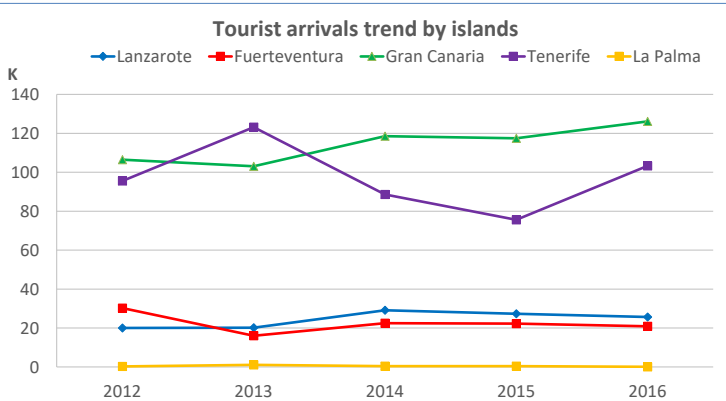
### How many are loyal to the destination?

Repeat tourists of the Canary Islands	2012	2013	2014	2015	2016
Repeat tourists	83.0%	75.8%	84.4%	83.1%	85.0%
In love (at least 10 previous visits)	17.5%	15.2%	14.2%	18.7%	15.2%

### Where does the flight come from?



Ten main origin countries	2012	2013	2014	2015	2016
Denmark	245,614	208,739	245,141	220,687	223,860
Germany	7,713	45,884	8,269	16,416	31,166
Spanish Mainland	143	2,519	1,785	1,189	13,285
United Kingdom	275	1,250	3,272	1,893	4,857
Switzerland	168	0	466	0	1,927
Norway	298	1,045	1,417	1,761	1,143
Netherlands	0	0	0	341	600
Sweden	1,075	0	864	658	527
Belgium	207	0	0	0	499
Austria	0	2,038	92	0	0



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.

### Why do they choose the Canary Islands?



Aspects influencing the choice	2012	2013	2014	2015	2016
Climate/sun	96.2%	97.7%	95.2%	94.9%	91.8%
Tranquillity/rest/relaxation	53.5%	48.8%	45.2%	51.1%	45.7%
Beaches	28.2%	24.8%	21.9%	23.7%	26.6%
Scenery	19.4%	14.2%	16.2%	17.4%	15.9%
Security	5.2%	6.2%	5.6%	8.5%	12.7%
Price	18.3%	18.7%	21.5%	17.4%	11.8%
Visiting new places	5.6%	8.0%	6.4%	5.7%	9.9%
Suitable destination for children	10.5%	11.5%	9.0%	12.1%	7.6%
Active tourism	6.1%	9.0%	8.1%	7.5%	6.3%
Quality of the environment	1.4%	2.4%	1.9%	2.3%	3.4%
Shopping	2.3%	1.2%	2.2%	2.5%	3.1%
Ease of travel	2.1%	5.5%	1.7%	2.1%	2.5%
Culture	1.9%	2.6%	2.3%	3.0%	2.0%
Nautical activities	1.4%	1.2%	0.8%	0.9%	2.0%
Nightlife/fun	2.7%	3.4%	2.6%	2.8%	1.5%
Security against natural catastrophes	1.1%	0.5%	0.7%	1.2%	1.2%

\* Multi-choice question

### What did motivate them to come?



Aspects motivating the choice	2012	2013	2014	2015	2016
Previous visits to the Canary Islands	74.6%	61.7%	72.4%	72.2%	67.8%
Recommendation by friends or relatives	24.8%	30.8%	26.7%	25.0%	28.3%
The Canary Islands television channel	0.0%	0.5%	0.4%	0.4%	0.0%
Other television or radio channels	0.4%	0.0%	0.2%	0.4%	0.0%
Information in the press/magazines/books	2.6%	5.0%	2.4%	1.7%	4.2%
Attendance at a tourism fair	1.0%	0.4%	0.7%	0.6%	0.1%
Tour Operator's brochure or catalogue	9.4%	9.3%	7.1%	8.4%	7.3%
Recommendation by Travel Agency	2.9%	8.2%	4.4%	3.6%	2.2%
Information obtained via the Internet	32.6%	33.0%	30.4%	31.9%	30.0%
Senior Tourism programme	0.6%	0.0%	0.3%	0.3%	0.0%
Others	4.5%	5.6%	6.8%	4.4%	4.8%

\* Multi-choice question

