

Tourist profile trend (2017)

DENMARK

How many are they and how much do they spend?

	2013	2014	2015	2016	2017
Tourist arrivals (FRONTUR)	305,482	306,799	285,712	330,379	346,206
Tourist arrivals (> 16 years old)	--	261,525	243,696	277,863	279,776
Average daily expenditure (€)	--	134.41	140.68	145.97	146.35
. in their place of residence	--	96.63	103.73	110.52	110.80
. in the Canary Islands	--	37.78	36.95	35.44	35.55
Average length of stay	--	8.64	8.52	8.74	8.39
Turnover per tourist (€)	--	1,073	1,138	1,186	1,168
Total turnover (> 16 years old) (€m)	--	329	325	392	405
Tourist arrivals: year on year change	--	0.4%	-6.9%	15.6%	4.8%
Turnover: year on year change	--	--	-1.2%	20.5%	3.2%
<u>% tourists who pay in the Canary Islands:</u>					
Accommodation:					
- Accommodation	--	6.5%	10.1%	6.8%	6.5%
- Additional accommodation expenses	--	3.2%	4.2%	4.3%	3.3%
Transport:					
- Public transport	--	14.0%	15.6%	11.4%	13.4%
- Taxi	--	21.9%	19.9%	19.0%	19.9%
- Car rental	--	13.6%	16.0%	10.0%	13.1%
Food and drink:					
- Food purchases at supermarkets	--	60.9%	61.3%	58.4%	58.3%
- Restaurants	--	58.7%	53.0%	52.3%	60.1%
Souvenirs:					
	--	50.2%	47.8%	41.5%	45.4%
Leisure:					
- Organized excursions	--	13.4%	12.8%	7.3%	14.0%
- Leisure, amusement	--	5.3%	5.6%	2.9%	4.4%
- Trip to other islands	--	1.7%	0.9%	1.5%	1.8%
- Sporting activities	--	6.0%	6.4%	5.7%	5.6%
- Cultural activities	--	3.9%	4.3%	2.9%	4.2%
- Discos and disco-pubs	--	3.9%	3.2%	2.7%	2.4%
Others:					
- Wellness	--	6.1%	3.4%	1.9%	2.5%
- Medical expenses	--	1.3%	2.2%	1.3%	2.8%
- Other expenses	--	6.9%	7.5%	9.2%	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?

	2013	2014	2015	2016	2017
Flight only	--	3.6%	4.8%	3.2%	3.5%
Flight and accommodation (room only)	--	40.4%	37.7%	36.8%	36.5%
Flight and accommodation (B&B)	--	13.8%	11.2%	11.2%	8.3%
Flight and accommodation (half board)	--	8.4%	8.1%	12.6%	13.2%
Flight and accommodation (full board)	--	4.2%	3.5%	5.6%	5.0%
Flight and accommodation (all inclusive)	--	29.6%	34.6%	30.6%	33.5%
<u>% Tourists using low-cost airlines</u>	--	19.3%	27.4%	27.0%	26.5%
<u>Other expenses in their place of residence:</u>					
- Car rental	--	8.8%	10.3%	6.7%	10.5%
- Sporting activities	--	8.7%	9.8%	8.0%	6.4%
- Excursions	--	5.0%	4.4%	6.2%	7.6%
- Trip to other islands	--	1.6%	0.4%	0.4%	0.8%

How do they book?

	2013	2014	2015	2016	2017
Accommodation booking					
Tour Operator	--	84.7%	78.1%	71.2%	78.9%
- Tour Operator's website	--	84.7%	86.0%	89.3%	88.3%
Accommodation	--	3.5%	6.5%	6.7%	6.4%
- Accommodation's website	--	75.2%	80.6%	65.5%	80.2%
Travel agency (High street)	--	3.3%	2.6%	8.1%	4.2%
Online Travel Agency (OTA)	--	6.3%	10.1%	12.0%	8.4%
No need to book accommodation	--	2.2%	2.7%	2.0%	2.1%
Flight booking					
Tour Operator	--	83.9%	79.7%	74.4%	79.5%
- Tour Operator's website	--	83.3%	86.9%	90.2%	88.6%
Airline	--	6.9%	9.9%	7.9%	7.4%
- Airline's website	--	94.0%	93.0%	87.9%	96.1%
Travel agency (High street)	--	3.5%	3.3%	8.1%	3.9%
Online Travel Agency (OTA)	--	5.8%	7.1%	9.6%	9.2%

How far in advance do they book their trip?

	2013	2014	2015	2016	2017
The same day they leave	--	0.7%	0.0%	0.7%	0.5%
Between 2 and 7 days	--	13.3%	6.7%	9.4%	8.3%
Between 8 and 15 days	--	10.2%	7.6%	10.1%	7.8%
Between 16 and 30 days	--	15.2%	14.6%	15.9%	12.0%
Between 31 and 90 days	--	32.5%	39.6%	35.0%	38.6%
More than 90 days	--	28.0%	31.5%	28.9%	32.7%

Who are they?

	2013	2014	2015	2016	2017
Gender					
Men	--	47.8%	53.7%	49.5%	49.8%
Women	--	52.2%	46.3%	50.5%	50.2%
Age					
Average age (tourists > 16 years old)	--	49.1	48.1	50.6	52.3
Standard deviation	--	14.4	14.0	14.8	15.1
Age range (> 16 years old)					
16-24 years old	--	5.9%	7.2%	4.6%	5.8%
25-30 years old	--	7.4%	7.2%	8.4%	4.9%
31-45 years old	--	26.2%	26.8%	21.8%	21.3%
46-60 years old	--	34.9%	37.2%	37.0%	31.9%
Over 60 years old	--	25.6%	21.6%	28.2%	36.0%
Occupation					
Business owner or self-employed	--	19.5%	20.4%	20.2%	15.6%
Upper/Middle management employee	--	41.5%	41.7%	44.4%	35.5%
Auxiliary level employee	--	14.3%	13.4%	12.7%	10.4%
Students	--	4.7%	7.3%	3.6%	6.2%
Retired	--	18.8%	16.4%	18.8%	30.0%
Unemployed / unpaid dom. work	--	1.3%	0.8%	0.3%	2.2%
Annual household income level					
€12,000 - €24,000	--	5.4%	5.5%	4.9%	8.0%
€24,001 - €36,000	--	8.1%	7.0%	6.3%	8.2%
€36,001 - €48,000	--	11.5%	11.1%	8.9%	11.6%
€48,001 - €60,000	--	13.2%	16.5%	14.7%	13.6%
€60,001 - €72,000	--	13.7%	13.0%	14.3%	15.0%
€72,001 - €84,000	--	10.0%	10.3%	13.3%	10.4%
More than €84,000	--	38.1%	36.7%	37.6%	33.3%

Tourist profile trend (2017)

DENMARK

Which island do they choose?

Tourists (> 16 years old)	2013	2014	2015	2016	2017
- Lanzarote	--	29,099	27,309	25,673	32,494
- Fuerteventura	--	22,446	22,226	20,857	25,306
- Gran Canaria	--	118,487	117,461	126,098	132,290
- Tenerife	--	88,558	75,569	103,275	84,742
- La Palma	--	383	374	75	4,014

Where do they stay?

	2013	2014	2015	2016	2017
5* Hotel	--	2.1%	2.0%	6.8%	1.9%
4* Hotel	--	26.8%	27.0%	30.3%	28.5%
1-2-3* Hotel	--	29.6%	27.0%	22.8%	21.4%
Apartment	--	38.2%	41.7%	37.5%	46.6%
Property (privately-owned, friends, family)	--	1.9%	2.1%	1.4%	1.0%
Others	--	1.4%	0.3%	1.0%	0.6%

Who do they come with?

	2013	2014	2015	2016	2017
Unaccompanied	--	7.0%	7.6%	8.5%	6.9%
Only with partner	--	51.2%	39.9%	48.8%	51.2%
Only with children (under the age of 13)	--	2.0%	1.3%	0.9%	1.2%
Partner + children (under the age of 13)	--	10.7%	14.3%	9.9%	10.5%
Other relatives	--	4.9%	6.6%	8.3%	4.0%
Friends	--	4.2%	3.7%	3.9%	4.6%
Work colleagues	--	0.2%	0.2%	0.0%	0.1%
Other combinations ⁽¹⁾	--	19.7%	26.4%	19.8%	21.6%

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

How do they rate the Canary Islands?

Impression of their stay	2013	2014	2015	2016	2017
Good or very good (% tourists)	--	93.1%	91.9%	94.2%	93.7%
Average rating (scale 1-10)	--	8.83	8.72	9.00	8.91

How many are loyal to the Canary Islands?

Repeat tourists	2013	2014	2015	2016	2017
At least 1 previous visit	--	84.4%	83.1%	85.0%	87.0%
At least 10 previous visits	--	14.2%	18.7%	15.2%	19.3%

Where does the flight come from?

Tourists (> 16 years old)	2013	2014	2015	2016	2017
Denmark	--	93.7%	90.6%	80.6%	92.2%
Spanish Mainland	--	0.7%	0.5%	4.8%	2.6%
Germany	--	3.2%	6.7%	11.2%	2.5%
Sweden	--	0.3%	0.3%	0.2%	0.8%
United Kingdom	--	1.3%	0.8%	1.7%	0.8%
Belgium	--	0.0%	0.0%	0.2%	0.3%
Norway	--	0.5%	0.7%	0.4%	0.2%
Netherlands	--	0.0%	0.1%	0.2%	0.1%
France	--	0.0%	0.0%	0.0%	0.0%
Others	--	0.3%	0.3%	0.7%	0.5%

Share (%)	2013	2014	2015	2016	2017
- Lanzarote	--	11.2%	11.2%	9.3%	11.7%
- Fuerteventura	--	8.7%	9.1%	7.6%	9.1%
- Gran Canaria	--	45.8%	48.4%	45.7%	47.4%
- Tenerife	--	34.2%	31.1%	37.4%	30.4%
- La Palma	--	0.1%	0.2%	0.0%	1.4%

Why do they choose the Canary Islands?

Aspects influencing the choice	2013	2014	2015	2016	2017
Climate/sun	--	95.2%	94.9%	91.8%	95.8%
Tranquillity/rest/relaxation	--	45.2%	51.1%	45.7%	51.3%
Beaches	--	21.9%	23.7%	26.6%	27.2%
Price	--	21.5%	17.4%	11.8%	16.9%
Scenery	--	16.2%	17.4%	15.9%	16.8%
Security	--	5.6%	8.5%	12.7%	10.9%
Suitable destination for children	--	9.0%	12.1%	7.6%	9.0%
Visiting new places	--	6.4%	5.7%	9.9%	6.9%
Active tourism	--	8.1%	7.5%	6.3%	5.9%
Culture	--	2.3%	3.0%	2.0%	2.6%
Nightlife/fun	--	2.6%	2.8%	1.5%	2.3%
Shopping	--	2.2%	2.5%	3.1%	2.2%
Ease of travel	--	1.7%	2.1%	2.5%	1.6%
Theme parks	--	0.9%	0.9%	0.8%	1.2%
Quality of the environment	--	1.9%	2.3%	3.4%	1.0%
Health-related tourism	--	1.5%	1.9%	0.4%	1.0%

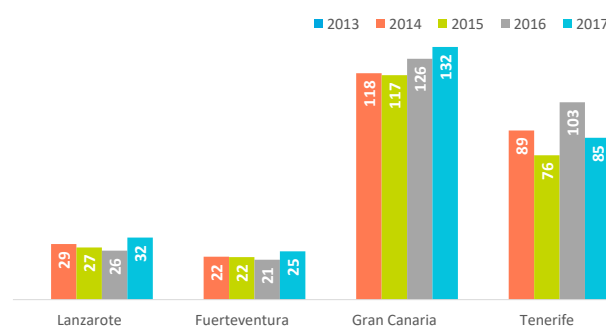
* Multi-choise question

What did motivate them to come?

Prescription sources	2013	2014	2015	2016	2017
Previous visits to the Canary Islands	--	72.4%	72.2%	67.8%	75.4%
Recommendation by friends/relatives	--	26.7%	25.0%	28.3%	23.0%
The Canary Islands television channel	--	0.4%	0.4%	0.0%	0.0%
Other television or radio channels	--	0.2%	0.4%	0.0%	0.1%
Information in press/magazines/books	--	2.4%	1.7%	4.2%	1.5%
Attendance at a tourism fair	--	0.7%	0.6%	0.1%	0.7%
Tour Operator's brochure or catalogue	--	7.1%	8.4%	7.3%	7.3%
Recommendation by Travel Agency	--	4.4%	3.6%	2.2%	3.7%
Information obtained via the Internet	--	30.4%	31.9%	30.0%	35.0%
Senior Tourism programme	--	0.3%	0.3%	0.0%	0.4%
Others	--	6.8%	4.4%	4.8%	3.0%

* Multi-choise question

Tourist arrivals by islands (thousands)



Tourists over 16 years old.

Source: Encuesta sobre el Gasto Turístico (ISTAC). (1) Combination of some groups previously analyzed. The information of 2013 is not shown due to sample failure.

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