

Tourist profile trend (2016)

Denmark: Fourth Quarter

How many are they and how much do they spend?



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Tourist arrivals (> 16 years old)	87,620	--	82,558	83,364	92,891
Average daily expenditure (€)	136.43	--	135.05	142.65	152.72
. in their place of residence	94.27	--	95.80	106.68	118.21
. in the Canary Islands	42.16	--	39.25	35.96	34.51
Average length of stay	8.32	--	8.32	8.00	8.52
Turnover per tourist (€)	1,093	--	1,015	1,093	1,202
Total turnover (> 16 years old) (€m)	95.8	--	83.8	91.1	112
Share of total turnover	34.7%	--	29.9%	32.8%	33.9%
Share of total tourist	34.3%	--	31.6%	34.2%	33.4%

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

	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Accommodation (**):	23.53	--	13.02	24.66	9.21
- Accommodation	21.43	--	11.30	22.22	8.80
- Additional accommodation expenses	2.09	--	1.72	2.44	0.41
Transport:	21.22	--	18.74	15.10	17.87
- Public transport	3.73	--	3.19	4.34	6.89
- Taxi	6.62	--	4.88	4.18	5.74
- Car rental	10.88	--	10.66	6.58	5.24
Food and drink:	185.06	--	165.58	158.72	199.30
- Food purchases at supermarkets	93.26	--	76.05	73.04	82.04
- Restaurants	91.80	--	89.52	85.68	117.25
Souvenirs:	67.06	--	59.19	48.08	41.75
Leisure:	28.83	--	38.99	22.06	16.57
- Organized excursions	10.75	--	9.73	7.94	6.61
- Leisure, amusement	9.59	--	3.87	3.08	1.25
- Trip to other islands	0.89	--	0.67	0.43	1.97
- Sporting activities	3.68	--	14.16	4.96	3.56
- Cultural activities	0.36	--	1.23	3.54	1.99
- Discos and disco-pubs	3.57	--	9.33	2.11	1.19
Others:	17.57	--	8.05	10.07	9.31
- Wellness	4.29	--	5.90	1.47	1.95
- Medical expenses	1.58	--	0.01	0.78	0.21
- Other expenses	11.70	--	2.14	7.82	7.14

How far in advance do they book their trip?



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
The same day they leave	0.8%	--	0.0%	0.0%	1.8%
Between 2 and 7 days	11.0%	--	17.5%	9.4%	8.5%
Between 8 and 15 days	12.5%	--	9.4%	7.7%	5.4%
Between 16 and 30 days	17.1%	--	9.6%	14.5%	17.1%
Between 31 and 90 days	31.5%	--	36.4%	41.1%	34.2%
More than 90 days	27.2%	--	27.0%	27.3%	33.0%

What do they book at their place of residence?



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Flight only	3.7%	--	3.4%	4.2%	2.4%
Flight and accommodation (room only)	46.2%	--	37.8%	33.9%	45.7%
Flight and accommodation (B&B)	13.9%	--	16.5%	9.3%	13.3%
Flight and accommodation (half board)	7.1%	--	4.7%	7.6%	9.1%
Flight and accommodation (full board)	3.5%	--	4.7%	4.0%	2.4%
Flight and accommodation (all inclusive)	25.5%	--	32.9%	41.0%	27.1%
% Tourists using low-cost airlines	21.8%	--	16.3%	24.3%	26.9%
Other expenses in their place of residence:					
- Car rental	12.2%	--	9.8%	6.9%	6.5%
- Sporting activities	9.9%	--	7.2%	8.1%	7.9%
- Excursions	6.5%	--	5.5%	3.2%	8.7%
- Trip to other islands	0.0%	--	4.4%	0.8%	0.8%

How do they book?



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Accommodation booking					
Tour Operator	83.4%	--	86.1%	81.2%	73.6%
- Tour Operator's website	81.1%	--	82.7%	88.4%	84.0%
Accommodation	5.4%	--	3.4%	2.8%	6.0%
- Accommodation's website	94.8%	--	63.6%	83.0%	68.9%
Travel agency (High street)	4.1%	--	2.8%	2.5%	1.2%
Online Travel Agency (OTA)	4.8%	--	5.1%	10.9%	16.6%
No need to book accommodation	2.3%	--	2.7%	2.6%	2.6%

	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Flight booking					
Tour Operator	84.3%	--	86.3%	81.6%	73.9%
- Tour Operator's website	80.1%	--	80.7%	91.0%	93.1%
Airline	6.2%	--	5.4%	7.2%	8.5%
- Airline's website	90.1%	--	93.3%	84.6%	66.5%
Travel agency (High street)	5.7%	--	3.0%	2.8%	4.9%
Online Travel Agency (OTA)	3.9%	--	5.2%	8.4%	12.7%

Where do they stay?



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
5* Hotel	2.4%	--	2.1%	3.4%	1.5%
4* Hotel	26.6%	--	29.2%	26.4%	32.4%
1-2-3* Hotel	25.3%	--	25.6%	25.2%	17.6%
Apartment	43.7%	--	38.5%	41.9%	48.5%
Property (privately-owned, friends, family)	1.7%	--	2.3%	2.3%	0.0%
Others	0.3%	--	2.3%	0.9%	0.0%

Who are they?



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Gender					
Percentage of men	43.3%	--	52.7%	54.8%	61.1%
Percentage of women	56.7%	--	47.3%	45.2%	38.9%

	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Age					
Average age (tourists > 16 years old)	49.4	--	49.1	49.2	48.6
Standard deviation	14.3	--	14.7	14.4	13.3

	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Age range (> 16 years old)					
16-24 years old	6.4%	--	8.2%	6.2%	6.5%
25-30 years old	6.6%	--	4.1%	8.3%	8.2%
31-45 years old	26.2%	--	27.9%	25.0%	18.5%
46-60 years old	33.9%	--	34.9%	35.9%	48.9%
Over 60 years old	26.8%	--	24.9%	24.6%	17.8%

	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Occupation					
Business owner or self-employed	17.7%	--	21.6%	21.1%	20.9%
Upper/Middle management employee	41.2%	--	39.0%	38.3%	51.2%
Auxiliary level employee	13.7%	--	15.3%	11.0%	12.3%
Students	4.5%	--	4.0%	9.4%	7.8%
Retired	21.9%	--	18.7%	19.9%	7.1%
Unemployed / unpaid dom. work	1.1%	--	1.4%	0.3%	0.8%

	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Annual household income level					
€12,000 - €24,000	7.2%	--	6.5%	7.3%	11.3%
€24,001 - €36,000	9.5%	--	9.5%	11.1%	5.4%
€36,001 - €48,000	15.6%	--	12.1%	12.6%	6.4%
€48,001 - €60,000	12.8%	--	15.0%	15.7%	9.3%
€60,001 - €72,000	12.4%	--	8.4%	13.2%	9.8%
€72,001 - €84,000	10.7%	--	9.2%	6.1%	18.8%
More than €84,000	31.8%	--	39.3%	34.0%	39.0%

(*) 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.

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Which island do they choose?



Tourists (> 16 years old)	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
- Lanzarote	8,095	--	7,176	8,890	6,376
- Fuerteventura	8,177	--	6,392	8,733	6,775
- Gran Canaria	34,951	--	41,757	43,832	33,167
- Tenerife	35,107	--	26,015	21,407	45,602
- La Palma	77	--	192	174	0

Share (%)	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
- Lanzarote	9.4%	--	8.8%	10.7%	6.9%
- Fuerteventura	9.5%	--	7.8%	10.5%	7.4%
- Gran Canaria	40.4%	--	51.2%	52.8%	36.1%
- Tenerife	40.6%	--	31.9%	25.8%	49.6%
- La Palma	0.1%	--	0.2%	0.2%	0.0%

Who do they come with?



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Unaccompanied	10.3%	--	7.6%	7.4%	5.4%
Only with partner	50.3%	--	53.5%	34.2%	39.7%
Only with children (under the age of 13)	0.8%	--	1.4%	1.5%	1.3%
Partner + children (under the age of 13)	9.6%	--	7.5%	12.5%	8.6%
Other relatives	7.2%	--	6.8%	12.2%	7.2%
Friends	2.1%	--	4.9%	2.8%	4.0%
Work colleagues	0.0%	--	0.0%	0.0%	0.0%
Other combinations ⁽¹⁾	19.8%	--	18.4%	29.4%	33.8%

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

How do they rate the destination?



Impression of their stay	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Good or very good (% tourists)	93.1%	--	91.5%	92.7%	82.8%
Average rating (scale 1-10)	8.74	--	8.80	8.96	8.50

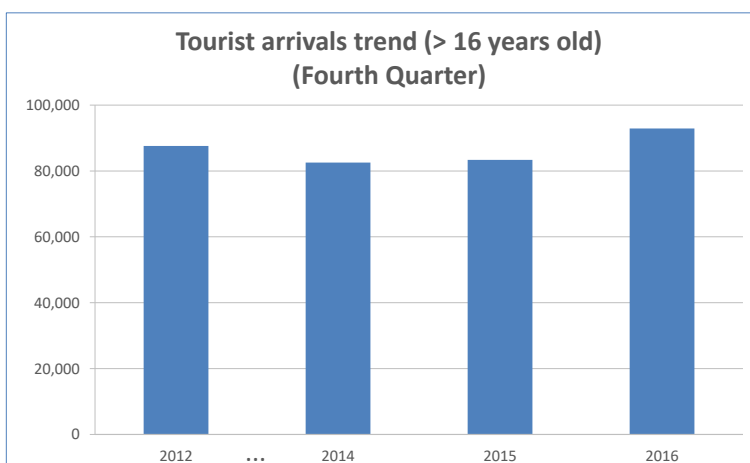
How many are loyal to the destination?

Repeat tourists of the Canary Islands	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Repeat tourists	81.6%	--	85.2%	84.4%	83.9%
In love (at least 10 previous visits)	21.1%	--	13.7%	19.3%	17.7%

Where does the flight come from?



Ten main origin countries	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Denmark	97.4%	--	94.6%	95.0%	82.1%
Spanish Mainland	0.0%	--	1.0%	0.4%	8.2%
Germany	1.9%	--	1.4%	2.3%	7.1%
Switzerland	0.0%	--	0.0%	0.0%	2.1%
Belgium	0.0%	--	0.0%	0.0%	0.5%
Finland	0.4%	--	0.0%	0.0%	0.0%
Italy	0.0%	--	0.0%	0.3%	0.0%
Norway	0.3%	--	1.7%	1.3%	0.0%
United Kingdom	0.0%	--	0.9%	0.3%	0.0%
Sweden	0.0%	--	0.3%	0.3%	0.0%



Why do they choose the Canary Islands?



Aspects influencing the choice	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Climate/sun	97.3%	--	92.7%	97.4%	94.6%
Tranquillity/rest/relaxation	52.8%	--	42.6%	53.3%	50.3%
Beaches	29.1%	--	24.1%	29.5%	18.6%
Visiting new places	6.8%	--	5.8%	5.6%	17.1%
Price	17.1%	--	22.9%	19.3%	16.4%
Scenery	21.1%	--	16.5%	19.6%	14.8%
Security	2.7%	--	4.6%	11.2%	7.8%
Active tourism	5.5%	--	4.5%	4.2%	6.7%
Suitable destination for children	9.5%	--	6.2%	13.3%	5.6%
Shopping	2.7%	--	2.8%	2.0%	5.2%
Quality of the environment	1.2%	--	0.4%	3.4%	4.8%
Ease of travel	1.3%	--	3.0%	0.6%	4.0%
Nightlife/fun	2.4%	--	3.9%	3.1%	3.2%
Culture	1.0%	--	3.3%	2.6%	1.9%
Nautical activities	1.6%	--	0.5%	0.9%	1.7%
Security against natural catastrophes	0.7%	--	1.1%	0.7%	1.3%

* Multi-choice question

What did motivate them to come?



Aspects motivating the choice	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Previous visits to the Canary Islands	74.1%	--	69.2%	73.4%	69.4%
Recommendation by friends or relatives	24.3%	--	29.4%	22.7%	26.6%
The Canary Islands television channel	0.0%	--	0.8%	0.7%	0.0%
Other television or radio channels	0.0%	--	0.2%	0.5%	0.0%
Information in the press/magazines/books	2.6%	--	3.0%	1.3%	3.9%
Attendance at a tourism fair	0.6%	--	0.4%	0.4%	0.0%
Tour Operator's brochure or catalogue	8.4%	--	5.9%	9.2%	4.5%
Recommendation by Travel Agency	4.2%	--	4.2%	3.6%	1.8%
Information obtained via the Internet	30.0%	--	26.0%	34.8%	35.7%
Senior Tourism programme	0.4%	--	0.0%	0.4%	0.0%
Others	5.1%	--	9.3%	2.7%	2.2%

* Multi-choice question

