

Tourist profile trend (2016)

Denmark: First Quarter

How many are they and how much do they spend?



	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Tourist arrivals (> 16 years old)	113,882	--	120,562	110,410	127,254
Average daily expenditure (€)	131.45	--	136.15	138.27	143.02
. in their place of residence	94.31	--	99.68	101.84	105.25
. in the Canary Islands	37.14	--	36.47	36.43	37.77
Average length of stay	8.52	--	8.99	8.58	8.83
Turnover per tourist (€)	1,065	--	1,115	1,128	1,171
Total turnover (> 16 years old) (€m)	121	--	134	125	149
Share of total turnover	43.9%	--	47.9%	44.9%	45.2%
Share of total tourist	44.5%	--	46.1%	45.3%	45.8%

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

	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Accommodation (**):	18.98	--	21.86	30.57	28.45
- Accommodation	16.66	--	21.13	27.57	24.79
- Additional accommodation expenses	2.31	--	0.73	3.00	3.66
Transport:	23.62	--	16.31	21.43	22.45
- Public transport	3.94	--	3.49	3.72	3.39
- Taxi	7.49	--	4.96	5.67	11.47
- Car rental	12.19	--	7.86	12.04	7.59
Food and drink:	181.08	--	195.50	168.30	189.35
- Food purchases at supermarkets	69.91	--	87.33	83.97	78.50
- Restaurants	111.17	--	108.17	84.33	110.84
Souvenirs:	41.34	--	46.43	56.49	42.12
Leisure:	26.03	--	16.48	20.81	13.62
- Organized excursions	11.13	--	7.89	7.83	3.48
- Leisure, amusement	4.23	--	1.83	2.23	1.15
- Trip to other islands	0.33	--	0.70	0.31	0.00
- Sporting activities	2.95	--	1.93	4.81	5.40
- Cultural activities	0.68	--	1.26	2.49	2.16
- Discos and disco-pubs	6.72	--	2.86	3.13	1.43
Others:	16.20	--	11.35	3.94	8.59
- Wellness	1.82	--	2.87	0.88	0.45
- Medical expenses	0.61	--	0.42	0.17	0.22
- Other expenses	13.78	--	8.07	2.89	7.92

How far in advance do they book their trip?



	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
The same day they leave	0.4%	--	0.8%	0.0%	0.0%
Between 2 and 7 days	10.1%	--	8.6%	5.5%	10.6%
Between 8 and 15 days	13.0%	--	11.2%	7.6%	14.5%
Between 16 and 30 days	16.7%	--	19.2%	12.6%	15.1%
Between 31 and 90 days	35.0%	--	33.4%	39.1%	33.1%
More than 90 days	24.8%	--	26.8%	35.3%	26.7%

What do they book at their place of residence?



	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Flight only	5.1%	--	3.7%	6.0%	2.9%
Flight and accommodation (room only)	46.5%	--	43.5%	40.6%	35.6%
Flight and accommodation (B&B)	11.4%	--	11.5%	11.1%	10.0%
Flight and accommodation (half board)	8.0%	--	9.1%	7.1%	16.4%
Flight and accommodation (full board)	3.6%	--	3.9%	3.5%	2.4%
Flight and accommodation (all inclusive)	25.5%	--	28.3%	31.8%	32.8%
% Tourists using low-cost airlines	21.5%	--	20.4%	30.8%	21.6%
Other expenses in their place of residence:					
- Car rental	11.6%	--	10.2%	13.5%	4.3%
- Sporting activities	5.7%	--	4.4%	6.9%	4.2%
- Excursions	4.5%	--	3.0%	4.0%	5.8%
- Trip to other islands	0.6%	--	0.0%	0.0%	0.4%

How do they book?



	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Accommodation booking					
Tour Operator	83.3%	--	81.6%	74.0%	71.3%
- Tour Operator's website	78.4%	--	84.5%	80.6%	91.2%
Accommodation	3.7%	--	4.5%	9.7%	6.9%
- Accommodation's website	100.0%	--	78.8%	78.9%	53.4%
Travel agency (High street)	0.7%	--	3.7%	1.7%	9.7%
Online Travel Agency (OTA)	9.2%	--	8.2%	11.5%	10.4%
No need to book accommodation	3.2%	--	2.1%	3.0%	1.6%

	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Flight booking					
Tour Operator	83.4%	--	81.8%	77.0%	76.0%
- Tour Operator's website	81.5%	--	82.8%	81.3%	86.6%
Airline	8.4%	--	8.4%	12.6%	5.9%
- Airline's website	94.1%	--	96.8%	97.5%	100.0%
Travel agency (High street)	1.1%	--	3.8%	3.0%	8.6%
Online Travel Agency (OTA)	7.0%	--	5.9%	7.5%	9.6%

Where do they stay?



	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
5* Hotel	1.7%	--	2.6%	1.3%	12.7%
4* Hotel	25.4%	--	24.3%	26.9%	29.0%
1-2-3* Hotel	20.0%	--	27.9%	26.7%	20.1%
Apartment	49.5%	--	42.4%	42.9%	35.0%
Property (privately-owned, friends, family)	2.2%	--	1.6%	2.1%	2.3%
Others	1.1%	--	1.2%	0.0%	0.9%

Who are they?



	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Gender					
Percentage of men	49.4%	--	44.1%	52.1%	43.2%
Percentage of women	50.6%	--	55.9%	47.9%	56.8%

	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Age					
Average age (tourists > 16 years old)	49.5	--	51.0	49.2	54.0
Standard deviation	13.3	--	14.1	13.5	14.5

	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Age range (> 16 years old)					
16-24 years old	5.9%	--	4.1%	6.2%	2.7%
25-30 years old	4.0%	--	6.7%	4.8%	4.4%
31-45 years old	26.0%	--	23.5%	26.5%	22.8%
46-60 years old	42.3%	--	35.5%	40.0%	33.0%
Over 60 years old	21.8%	--	30.2%	22.5%	37.1%

	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Occupation					
Business owner or self-employed	20.9%	--	17.8%	21.5%	17.7%
Upper/Middle management employee	43.3%	--	41.1%	42.1%	39.5%
Auxiliary level employee	10.6%	--	13.0%	16.0%	14.4%
Students	4.2%	--	5.3%	3.4%	1.5%
Retired	20.3%	--	21.5%	16.3%	26.9%
Unemployed / unpaid dom. work	0.8%	--	1.4%	0.6%	0.0%

	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Annual household income level					
€12,000 - €24,000	4.4%	--	4.4%	2.7%	2.1%
€24,001 - €36,000	8.6%	--	5.3%	4.3%	7.6%
€36,001 - €48,000	10.8%	--	13.0%	12.1%	9.5%
€48,001 - €60,000	11.3%	--	13.4%	17.6%	17.3%
€60,001 - €72,000	13.4%	--	18.2%	15.2%	15.6%
€72,001 - €84,000	12.8%	--	9.3%	11.8%	12.1%
More than €84,000	38.8%	--	36.5%	36.3%	35.8%

(*) 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)	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
- Lanzarote	5,080	--	10,189	9,500	11,420
- Fuerteventura	12,566	--	10,403	7,994	5,208
- Gran Canaria	53,395	--	53,386	52,238	69,724
- Tenerife	41,321	--	45,322	40,272	40,358
- La Palma	0	--	123	200	0

Share (%)	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
- Lanzarote	4.5%	--	8.5%	8.6%	9.0%
- Fuerteventura	11.2%	--	8.7%	7.3%	4.1%
- Gran Canaria	47.5%	--	44.7%	47.4%	55.0%
- Tenerife	36.8%	--	38.0%	36.5%	31.9%
- La Palma	0.0%	--	0.1%	0.2%	0.0%

Who do they come with?



	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Unaccompanied	3.9%	--	6.3%	6.0%	7.4%
Only with partner	47.9%	--	55.0%	45.8%	58.4%
Only with children (under the age of 13)	1.6%	--	1.5%	1.3%	0.4%
Partner + children (under the age of 13)	15.1%	--	9.7%	15.2%	12.0%
Other relatives	6.7%	--	4.0%	2.9%	7.1%
Friends	3.7%	--	3.6%	4.5%	4.3%
Work colleagues	0.1%	--	0.0%	0.0%	0.0%
Other combinations ⁽¹⁾	21.0%	--	19.8%	24.3%	10.4%

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

How do they rate the destination?



Impression of their stay	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Good or very good (% tourists)	91.0%	--	93.7%	91.7%	99.6%
Average rating (scale 1-10)	8.55	--	8.78	8.51	9.26

How many are loyal to the destination?

Repeat tourists of the Canary Islands	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Repeat tourists	87.2%	--	86.0%	87.0%	87.6%
In love (at least 10 previous visits)	16.9%	--	14.8%	20.4%	13.3%

Where does the flight come from?



Ten main origin countries	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Denmark	95.9%	--	93.9%	89.2%	84.4%
Germany	3.1%	--	3.7%	9.5%	10.7%
Spanish Mainland	0.0%	--	0.3%	0.3%	1.7%
United Kingdom	0.0%	--	1.7%	0.1%	1.4%
Norway	0.0%	--	0.0%	0.6%	0.9%
Netherlands	0.0%	--	0.0%	0.3%	0.5%
Sweden	0.9%	--	0.3%	0.0%	0.4%
Austria	0.0%	--	0.1%	0.0%	0.0%
Switzerland	0.1%	--	0.0%	0.0%	0.0%
Belgium	0.0%	--	0.0%	0.0%	0.0%



Why do they choose the Canary Islands?



Aspects influencing the choice	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Climate/sun	96.4%	--	97.5%	94.7%	92.2%
Tranquillity/rest/relaxation	56.5%	--	49.6%	53.1%	43.8%
Beaches	27.4%	--	19.7%	21.1%	30.8%
Scenery	19.5%	--	16.4%	17.3%	17.5%
Security	7.4%	--	7.3%	8.0%	15.9%
Suitable destination for children	9.8%	--	8.5%	10.1%	8.5%
Price	18.3%	--	21.9%	15.5%	6.9%
Visiting new places	5.7%	--	5.8%	5.3%	6.8%
Active tourism	5.3%	--	7.3%	7.2%	5.7%
Culture	2.6%	--	2.3%	2.8%	2.8%
Ease of travel	2.2%	--	1.2%	2.1%	2.6%
Quality of the environment	2.0%	--	3.2%	2.1%	1.8%
Security against natural catastrophes	1.4%	--	0.8%	0.9%	1.8%
Shopping	1.5%	--	2.0%	2.9%	1.4%
Golf	0.1%	--	1.1%	2.8%	1.2%
Health-related tourism	1.2%	--	0.7%	2.2%	0.8%

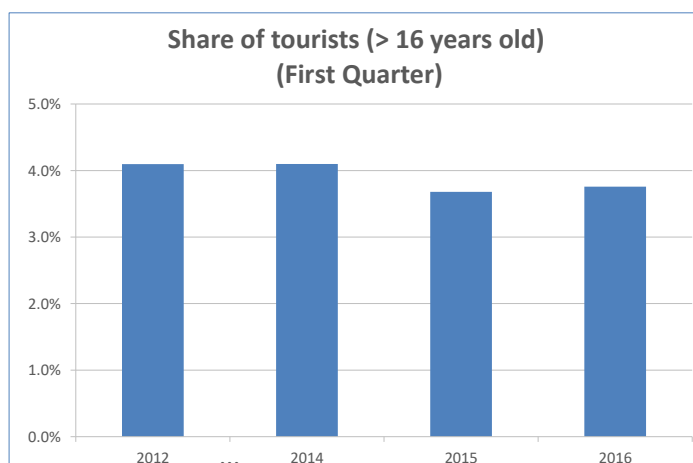
* Multi-choice question

What did motivate them to come?



Aspects motivating the choice	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Previous visits to the Canary Islands	79.5%	--	76.4%	77.8%	69.6%
Recommendation by friends or relatives	22.3%	--	25.0%	25.0%	29.7%
The Canary Islands television channel	0.0%	--	0.3%	0.0%	0.0%
Other television or radio channels	0.3%	--	0.3%	0.4%	0.0%
Information in the press/magazines/books	2.1%	--	2.5%	1.7%	1.1%
Attendance at a tourism fair	1.3%	--	0.7%	0.3%	0.0%
Tour Operator's brochure or catalogue	10.5%	--	7.1%	6.7%	10.9%
Recommendation by Travel Agency	1.7%	--	4.1%	2.9%	2.4%
Information obtained via the Internet	33.1%	--	31.9%	29.3%	26.8%
Senior Tourism programme	1.1%	--	0.6%	0.3%	0.0%
Others	3.8%	--	5.0%	4.3%	6.6%

* Multi-choice question



Source: Encuesta sobre el Gasto Turístico (ISTAC). The information of 2013 is not shown due to sample failure. (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.