

# Tourist profile trend (2017)

## Denmark: First Quarter

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



	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Tourist arrivals (> 16 years old)	--	120,562	110,410	127,254	123,295
Average daily expenditure (€)	--	136.15	138.27	143.02	141.46
. in their place of residence	--	99.68	101.84	105.25	106.63
. in the Canary Islands	--	36.47	36.43	37.77	34.84
Average length of stay	--	8.99	8.58	8.83	8.96
Turnover per tourist (€)	--	1,115	1,128	1,171	1,195
Total turnover (> 16 years old) (€m)	--	134	125	149	147
Share of total turnover	--	47.9%	44.9%	45.2%	--
Share of total tourist	--	46.1%	45.3%	45.8%	--

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

	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
<b>Accommodation (**):</b>	--	21.86	30.57	28.45	25.68
- Accommodation	--	21.13	27.57	24.79	22.82
- Additional accommodation expenses	--	0.73	3.00	3.66	2.87
<b>Transport:</b>	--	16.31	21.43	22.45	21.11
- Public transport	--	3.49	3.72	3.39	4.27
- Taxi	--	4.96	5.67	11.47	5.62
- Car rental	--	7.86	12.04	7.59	11.22
<b>Food and drink:</b>	--	195.50	168.30	189.35	170.92
- Food purchases at supermarkets	--	87.33	83.97	78.50	68.12
- Restaurants	--	108.17	84.33	110.84	102.80
<b>Souvenirs:</b>	--	46.43	56.49	42.12	56.42
<b>Leisure:</b>	--	16.48	20.81	13.62	16.45
- Organized excursions	--	7.89	7.83	3.48	7.73
- Leisure, amusement	--	1.83	2.23	1.15	1.52
- Trip to other islands	--	0.70	0.31	0.00	0.77
- Sporting activities	--	1.93	4.81	5.40	2.63
- Cultural activities	--	1.26	2.49	2.16	2.36
- Discos and disco-pubs	--	2.86	3.13	1.43	1.44
<b>Others:</b>	--	11.35	3.94	8.59	7.38
- Wellness	--	2.87	0.88	0.45	1.38
- Medical expenses	--	0.42	0.17	0.22	1.95
- Other expenses	--	8.07	2.89	7.92	4.05

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



	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
The same day they leave	--	0.8%	0.0%	0.0%	0.0%
Between 2 and 7 days	--	8.6%	5.5%	10.6%	9.4%
Between 8 and 15 days	--	11.2%	7.6%	14.5%	8.2%
Between 16 and 30 days	--	19.2%	12.6%	15.1%	14.1%
Between 31 and 90 days	--	33.4%	39.1%	33.1%	36.1%
More than 90 days	--	26.8%	35.3%	26.7%	32.2%

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



	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Flight only	--	3.7%	6.0%	2.9%	3.9%
Flight and accommodation (room only)	--	43.5%	40.6%	35.6%	37.7%
Flight and accommodation (B&B)	--	11.5%	11.1%	10.0%	8.8%
Flight and accommodation (half board)	--	9.1%	7.1%	16.4%	13.5%
Flight and accommodation (full board)	--	3.9%	3.5%	2.4%	4.9%
Flight and accommodation (all inclusive)	--	28.3%	31.8%	32.8%	31.2%
<b>% Tourists using low-cost airlines</b>	--	20.4%	30.8%	21.6%	22.6%
<b>Other expenses in their place of residence:</b>					
- Car rental	--	10.2%	13.5%	4.3%	9.6%
- Sporting activities	--	4.4%	6.9%	4.2%	4.8%
- Excursions	--	3.0%	4.0%	5.8%	7.1%
- Trip to other islands	--	0.0%	0.0%	0.4%	1.2%

### How do they book?



	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
<b>Accommodation booking</b>					
<b>Tour Operator</b>	--	81.6%	74.0%	71.3%	77.1%
- Tour Operator's website	--	84.5%	80.6%	91.2%	89.3%
<b>Accommodation</b>	--	4.5%	9.7%	6.9%	4.9%
- Accommodation's website	--	78.8%	78.9%	53.4%	94.2%
<b>Travel agency (High street)</b>	--	3.7%	1.7%	9.7%	4.3%
<b>Online Travel Agency (OTA)</b>	--	8.2%	11.5%	10.4%	12.2%
<b>No need to book accommodation</b>	--	2.1%	3.0%	1.6%	1.5%

### Flight booking

	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
<b>Tour Operator</b>	--	81.8%	77.0%	76.0%	76.2%
- Tour Operator's website	--	82.8%	81.3%	86.6%	90.8%
<b>Airline</b>	--	8.4%	12.6%	5.9%	8.1%
- Airline's website	--	96.8%	97.5%	100.0%	95.0%
<b>Travel agency (High street)</b>	--	3.8%	3.0%	8.6%	4.7%
<b>Online Travel Agency (OTA)</b>	--	5.9%	7.5%	9.6%	11.0%

### Where do they stay?



	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
<b>5* Hotel</b>	--	2.6%	1.3%	12.7%	2.0%
<b>4* Hotel</b>	--	24.3%	26.9%	29.0%	30.9%
<b>1-2-3* Hotel</b>	--	27.9%	26.7%	20.1%	17.7%
<b>Apartment</b>	--	42.4%	42.9%	35.0%	47.9%
<b>Property (privately-owned, friends, family)</b>	--	1.6%	2.1%	2.3%	0.8%
<b>Others</b>	--	1.2%	0.0%	0.9%	0.8%

### Who are they?



	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
<b>Gender</b>					
Percentage of men	--	44.1%	52.1%	43.2%	49.8%
Percentage of women	--	55.9%	47.9%	56.8%	50.2%

### Age

Average age (tourists > 16 years old)	--	51.0	49.2	54.0	53.4
Standard deviation	--	14.1	13.5	14.5	15.2

### Age range (> 16 years old)

16-24 years old	--	4.1%	6.2%	2.7%	5.5%
25-30 years old	--	6.7%	4.8%	4.4%	5.7%
31-45 years old	--	23.5%	26.5%	22.8%	17.7%
46-60 years old	--	35.5%	40.0%	33.0%	29.8%
Over 60 years old	--	30.2%	22.5%	37.1%	41.3%

### Occupation

Business owner or self-employed	--	17.8%	21.5%	17.7%	15.4%
Upper/Middle management employee	--	41.1%	42.1%	39.5%	33.4%
Auxiliary level employee	--	13.0%	16.0%	14.4%	9.6%
Students	--	5.3%	3.4%	1.5%	6.5%
Retired	--	21.5%	16.3%	26.9%	33.1%
Unemployed / unpaid dom. work	--	1.4%	0.6%	0.0%	1.9%

### Annual household income level

€12,000 - €24,000	--	4.4%	2.7%	2.1%	6.1%
€24,001 - €36,000	--	5.3%	4.3%	7.6%	6.1%
€36,001 - €48,000	--	13.0%	12.1%	9.5%	11.3%
€48,001 - €60,000	--	13.4%	17.6%	17.3%	10.9%
€60,001 - €72,000	--	18.2%	15.2%	15.6%	15.2%
€72,001 - €84,000	--	9.3%	11.8%	12.1%	12.5%
More than €84,000	--	36.5%	36.3%	35.8%	37.9%

(\*) 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.

## Tourist profile trend (2017)

### Denmark: First Quarter

#### Which island do they choose?



Tourists (> 16 years old)	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
- Lanzarote	--	10,189	9,500	11,420	10,902
- Fuerteventura	--	10,403	7,994	5,208	8,294
- Gran Canaria	--	53,386	52,238	69,724	53,554
- Tenerife	--	45,322	40,272	40,358	49,590
- La Palma	--	123	200	0	411

Share (%)	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
- Lanzarote	--	8.5%	8.6%	9.0%	8.9%
- Fuerteventura	--	8.7%	7.3%	4.1%	6.8%
- Gran Canaria	--	44.7%	47.4%	55.0%	43.6%
- Tenerife	--	38.0%	36.5%	31.9%	40.4%
- La Palma	--	0.1%	0.2%	0.0%	0.3%

#### Who do they come with?



	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Unaccompanied	--	6.3%	6.0%	7.4%	4.7%
Only with partner	--	55.0%	45.8%	58.4%	61.7%
Only with children (under the age of 13)	--	1.5%	1.3%	0.4%	1.4%
Partner + children (under the age of 13)	--	9.7%	15.2%	12.0%	10.1%
Other relatives	--	4.0%	2.9%	7.1%	2.3%
Friends	--	3.6%	4.5%	4.3%	2.5%
Work colleagues	--	0.0%	0.0%	0.0%	0.0%
Other combinations <sup>(1)</sup>	--	19.8%	24.3%	10.4%	17.2%

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

#### How do they rate the destination?



Impression of their stay	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Good or very good (% tourists)	--	93.7%	91.7%	99.6%	93.3%
Average rating (scale 1-10)	--	8.78	8.51	9.26	8.86

#### How many are loyal to the destination?

Repeat tourists of the Canary Islands	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Repeat tourists	--	86.0%	87.0%	87.6%	88.6%
In love (at least 10 previous visits)	--	14.8%	20.4%	13.3%	18.4%

#### Where does the flight come from?



Ten main origin markets	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Denmark	--	93.9%	89.2%	84.4%	93.5%
Spanish Mainland	--	0.3%	0.3%	1.7%	2.5%
Sweden	--	0.3%	0.0%	0.4%	1.9%
Germany	--	3.7%	9.5%	10.7%	1.3%
United Kingdom	--	1.7%	0.1%	1.4%	0.6%
Norway	--	0.0%	0.6%	0.9%	0.2%
France	--	0.0%	0.0%	0.0%	0.1%
Austria	--	0.1%	0.0%	0.0%	0.0%
Netherlands	--	0.0%	0.3%	0.5%	0.0%
Switzerland	--	0.0%	0.0%	0.0%	0.0%

#### Why do they choose the Canary Islands?



Aspects influencing the choice	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Climate/sun	--	97.5%	94.7%	92.2%	96.7%
Tranquillity/rest/relaxation	--	49.6%	53.1%	43.8%	51.3%
Beaches	--	19.7%	21.1%	30.8%	23.2%
Scenery	--	16.4%	17.3%	17.5%	17.7%
Price	--	21.9%	15.5%	6.9%	16.6%
Security	--	7.3%	8.0%	15.9%	14.0%
Suitable destination for children	--	8.5%	10.1%	8.5%	5.7%
Visiting new places	--	5.8%	5.3%	6.8%	5.7%
Active tourism	--	7.3%	7.2%	5.7%	4.8%
Shopping	--	2.0%	2.9%	1.4%	2.8%
Culture	--	2.3%	2.8%	2.8%	2.7%
Nightlife/fun	--	1.3%	2.6%	0.8%	2.3%
Ease of travel	--	1.2%	2.1%	2.6%	1.7%
Golf	--	1.1%	2.8%	1.2%	1.4%
Security against natural catastrophes	--	0.8%	0.9%	1.8%	1.2%
Health-related tourism	--	0.7%	2.2%	0.8%	0.5%

\* Multi-choice question

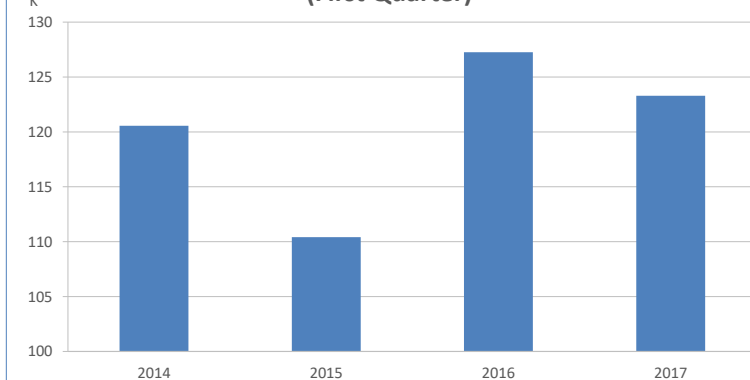
#### What did motivate them to come?



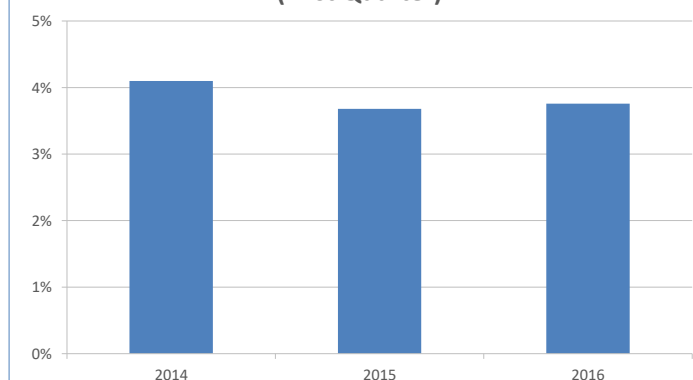
Aspects motivating the choice	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Previous visits to the Canary Islands	--	76.4%	77.8%	69.6%	79.8%
Recommendation by friends or relatives	--	25.0%	25.0%	29.7%	19.2%
The Canary Islands television channel	--	0.3%	0.0%	0.0%	0.0%
Other television or radio channels	--	0.3%	0.4%	0.0%	0.0%
Information in the press/magazines/books	--	2.5%	1.7%	1.1%	1.1%
Attendance at a tourism fair	--	0.7%	0.3%	0.0%	0.0%
Tour Operator's brochure or catalogue	--	7.1%	6.7%	10.9%	7.5%
Recommendation by Travel Agency	--	4.1%	2.9%	2.4%	4.8%
Information obtained via the Internet	--	31.9%	29.3%	26.8%	33.4%
Senior Tourism programme	--	0.6%	0.3%	0.0%	0.5%
Others	--	5.0%	4.3%	6.6%	3.5%

\* Multi-choice question

Tourist arrivals trend (> 16 years old)  
(First Quarter)



Share of tourists (> 16 years old)  
(First Quarter)



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.