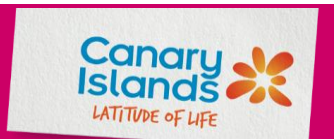


Tourist profile by islands (2016)

Danish market



How many are they and how much do they spend?



How do they book?



	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourist arrivals (> 16 years old)	25,673	20,857	126,098	103,275	75
Average daily expenditure (€)	159.58	--	141.38	150.44	--
. in their place of residence	127.05	--	105.06	112.80	--
. in the Canary Islands	32.53	--	36.32	37.63	--
Average length of stay	7.85	--	8.65	9.11	--
Turnover per tourist (€)	1,214	--	1,131	1,269	--
Total turnover (> 16 years old) (€m)	31.2	--	142.7	131	--
Danish turnover: share by islands	9.5%	--	43.6%	40.1%	--
Danish tourist arrivals: share by islands	9.3%	7.6%	45.7%	37.4%	0.0%

	LZ	FUE	GC	TFE	LP
Accommodation booking					
Tour Operator	44.6%	--	76.6%	75.4%	--
- Tour Operator's website	88.8%	--	94.4%	81.0%	--
Accommodation	13.0%	--	7.9%	4.5%	--
- Accommodation's website	70.8%	--	56.3%	78.4%	--
Travel agency (High street)	33.5%	--	4.3%	2.3%	--
Online Travel Agency (OTA)	7.3%	--	9.2%	16.3%	--
No need to book accommodation	1.6%	--	2.0%	1.4%	--

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

	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Accommodation (**):	32.22	--	16.12	33.72	--
- Accommodation	13.05	--	14.03	33.46	--
- Additional accommodation expenses	19.17	--	2.09	0.26	--
Transport:	17.87	--	23.56	12.58	--
- Public transport	2.14	--	7.25	1.99	--
- Taxi	5.56	--	9.04	3.45	--
- Car rental	10.16	--	7.28	7.14	--
Food and drink:	133.91	--	193.61	219.11	--
- Food purchases at supermarkets	38.94	--	72.74	110.88	--
- Restaurants	94.97	--	120.87	108.23	--
Souvenirs:	28.20	--	39.27	42.49	--
Leisure:	21.81	--	11.02	15.84	--
- Organized excursions	10.63	--	5.21	3.02	--
- Leisure, amusement	2.54	--	1.08	0.87	--
- Trip to other islands	2.72	--	0.55	1.26	--
- Sporting activities	4.54	--	1.31	6.99	--
- Cultural activities	0.86	--	1.22	2.78	--
- Discos and disco-pubs	0.52	--	1.66	0.93	--
Others:	14.60	--	10.44	6.96	--
- Wellness	2.05	--	1.40	0.15	--
- Medical expenses	0.06	--	0.38	0.00	--
- Other expenses	12.49	--	8.66	6.81	--

	LZ	FUE	GC	TFE	LP
Flight booking					
Tour Operator	51.7%	--	82.4%	74.3%	--
- Tour Operator's website	100.0%	--	90.9%	87.1%	--
Airline	5.0%	--	7.2%	8.0%	--
- Airline's website	100.0%	--	100.0%	65.9%	--
Travel agency (High street)	34.0%	--	2.7%	4.8%	--
Online Travel Agency (OTA)	9.3%	--	7.7%	13.0%	--

Where do they stay?



	LZ	FUE	GC	TFE	LP
5* Hotel	0.0%	--	14.1%	1.2%	--
4* Hotel	25.9%	--	21.0%	36.8%	--
1-2-3* Hotel	54.8%	--	20.7%	18.8%	--
Apartment	19.3%	--	43.2%	38.8%	--
Property (privately-owned, friends, family)	0.0%	--	0.5%	2.3%	--
Others	0.0%	--	0.5%	2.1%	--

Who are they?



	LZ	FUE	GC	TFE	LP
Gender					
Percentage of men	53.2%	--	49.2%	54.2%	--
Percentage of women	46.8%	--	50.8%	45.8%	--

	LZ	FUE	GC	TFE	LP
Age					
Average age (tourists > 16 years old)	45.3	--	52.1	52.0	--
Standard deviation	16.2	--	15.2	13.5	--

	LZ	FUE	GC	TFE	LP
Age range (> 16 years old)					
16-24 years old	1.5%	--	4.2%	5.0%	--
25-30 years old	27.2%	--	7.0%	6.0%	--
31-45 years old	25.2%	--	20.4%	14.2%	--
46-60 years old	26.2%	--	34.1%	47.9%	--
Over 60 years old	19.9%	--	34.3%	26.9%	--

	LZ	FUE	GC	TFE	LP
Occupation					
Business owner or self-employed	32.5%	--	15.0%	26.3%	--
Upper/Middle management employee	34.7%	--	44.3%	43.1%	--
Auxiliary level employee	11.2%	--	14.4%	11.6%	--
Students	2.2%	--	3.6%	3.0%	--
Retired	19.4%	--	22.6%	15.8%	--
Unemployed / unpaid dom. work	0.0%	--	0.0%	0.3%	--

	LZ	FUE	GC	TFE	LP
Annual household income level					
€12,000 - €24,000	0.0%	--	6.0%	6.6%	--
€24,001 - €36,000	0.0%	--	6.1%	7.4%	--
€36,001 - €48,000	18.9%	--	8.0%	10.1%	--
€48,001 - €60,000	0.0%	--	16.0%	8.4%	--
€60,001 - €72,000	18.0%	--	13.6%	9.9%	--
€72,001 - €84,000	3.9%	--	13.5%	21.5%	--
More than €84,000	59.2%	--	36.8%	36.1%	--

How far in advance do they book their trip?



	LZ	FUE	GC	TFE	LP
The same day they leave	0.0%	--	0.6%	1.2%	--
Between 2 and 7 days	10.2%	--	11.8%	6.5%	--
Between 8 and 15 days	3.5%	--	15.1%	5.8%	--
Between 16 and 30 days	4.5%	--	16.1%	16.0%	--
Between 31 and 90 days	43.5%	--	34.7%	30.7%	--
More than 90 days	38.3%	--	21.7%	39.8%	--

What do they book at their place of residence?



	LZ	FUE	GC	TFE	LP
Flight only	1.5%	--	2.4%	4.4%	--
Flight & accommodation (room only)	24.2%	--	37.9%	44.2%	--
Flight & accommodation (B&B)	1.9%	--	10.9%	14.7%	--
Flight & accommodation (half board)	15.7%	--	14.8%	9.4%	--
Flight & accommodation (full board)	21.0%	--	4.6%	2.2%	--
Flight & accommodation (all inclusive)	35.6%	--	29.6%	25.0%	--
% Tourists using low-cost airlines	48.4%	--	20.4%	25.9%	--
Other expenses in their place of residence:					
- Car rental	4.0%	--	4.8%	8.3%	--
- Sporting activities	53.4%	--	0.8%	1.4%	--
- Excursions	0.0%	--	5.1%	11.8%	--
- Trip to other islands	0.0%	--	0.0%	0.6%	--

(*) 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 by islands (2016)

Danish market



Which island do they choose?



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

Share (%)	LZ	FUE	GC	TFE	LP
- 2012	7.9%	12.0%	42.2%	37.8%	0.1%
- 2013	7.6%	6.1%	39.1%	46.7%	0.4%
- 2014	11.2%	8.7%	45.8%	34.2%	0.1%
- 2015	11.2%	9.1%	48.4%	31.1%	0.2%
- 2016	9.3%	7.6%	45.7%	37.4%	0.0%

Who do they come with?



	LZ	FUE	GC	TFE	LP
Unaccompanied	4.7%	--	10.1%	3.9%	--
Only with partner	38.7%	--	53.5%	51.8%	--
Only with children (under the age of 13)	0.0%	--	1.2%	0.9%	--
Partner + children (under the age of 13)	10.3%	--	12.4%	7.8%	--
Other relatives	26.6%	--	2.5%	5.4%	--
Friends	5.1%	--	4.6%	3.4%	--
Work colleagues	0.0%	--	0.0%	0.0%	--
Other combinations ⁽¹⁾	14.6%	--	15.6%	26.8%	--

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

How do they rate the destination?



Impression of their stay	LZ	FUE	GC	TFE	LP
Good or very good (% tourists)	100.0%	--	94.1%	92.7%	--
Average rating (scale 1-10)	9.45	--	8.94	8.98	--

How many are loyal to the destination?

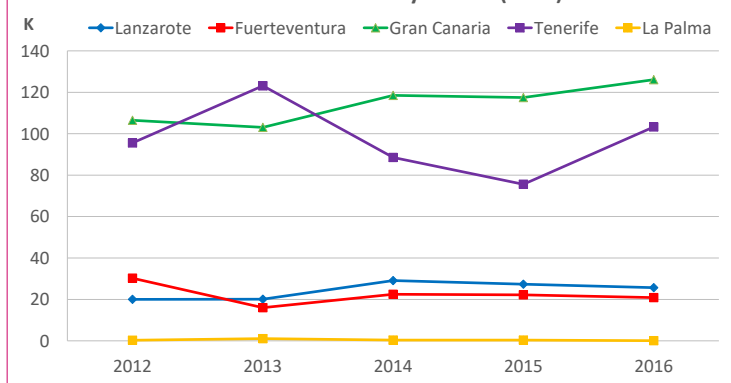
Repeat tourists of each island	LZ	FUE	GC	TFE	LP
Repeat tourists	52.3%	--	67.2%	68.7%	--
In love (at least 10 previous visits)	4.3%	--	4.8%	0.0%	--

Where does the flight come from?



Ten main origin markets	LZ	FUE	GC	TFE	LP
Denmark	79.1%	--	85.0%	79.0%	--
Germany	14.4%	--	7.5%	13.0%	--
Spanish Mainland	0.0%	--	5.1%	6.1%	--
United Kingdom	2.1%	--	1.5%	0.0%	--
Switzerland	0.0%	--	0.0%	1.9%	--
Norway	0.0%	--	0.9%	0.0%	--
Netherlands	2.3%	--	0.0%	0.0%	--
Sweden	2.1%	--	0.0%	0.0%	--
Belgium	0.0%	--	0.0%	0.0%	--
Ireland	0.0%	--	0.0%	0.0%	--

Tourist arrivals trend by islands (2016)



Why do they choose the Canary Islands?



Aspects influencing the choice	LZ	FUE	GC	TFE	LP
Climate/sun	69.4%	--	93.0%	95.1%	--
Tranquillity/rest/relaxation	23.9%	--	51.3%	50.4%	--
Beaches	4.6%	--	31.4%	23.0%	--
Scenery	3.6%	--	13.0%	24.8%	--
Security	7.3%	--	18.3%	8.5%	--
Price	3.8%	--	10.8%	13.2%	--
Visiting new places	6.0%	--	8.9%	12.8%	--
Suitable destination for children	6.9%	--	9.7%	5.6%	--
Active tourism	25.6%	--	2.1%	4.7%	--
Quality of the environment	9.6%	--	0.7%	3.5%	--
Shopping	0.0%	--	1.8%	6.1%	--
Ease of travel	9.0%	--	0.8%	3.6%	--
Culture	4.0%	--	1.4%	2.2%	--
Nautical activities	1.5%	--	0.9%	0.5%	--
Nightlife/fun	0.0%	--	1.9%	1.9%	--
Security against natural catastrophes	1.5%	--	1.9%	0.4%	--

* Multi-choice question

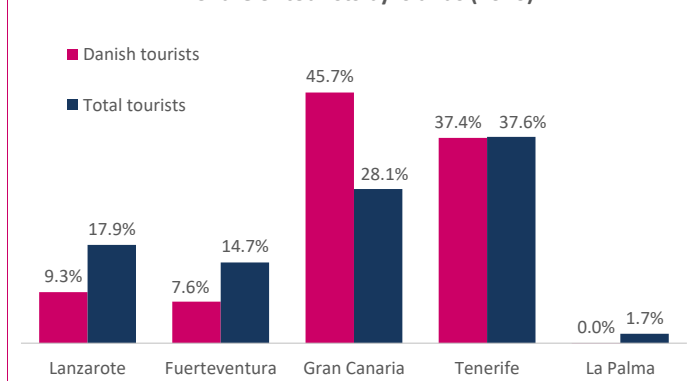
What did motivate them to come?



Aspects motivating the choice	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	57.6%	--	68.7%	75.2%	--
Recommendation by friends or relatives	21.8%	--	28.1%	25.8%	--
The Canary Islands television channel	0.0%	--	0.0%	0.0%	--
Other television or radio channels	0.0%	--	0.0%	0.0%	--
Information in the press/magazines/books	24.6%	--	1.3%	3.4%	--
Attendance at a tourism fair	0.0%	--	0.2%	0.0%	--
Tour Operator's brochure or catalogue	10.1%	--	6.7%	3.9%	--
Recommendation by Travel Agency	0.0%	--	3.5%	1.6%	--
Information obtained via the Internet	20.4%	--	29.3%	30.9%	--
Senior Tourism programme	0.0%	--	0.0%	0.0%	--
Others	10.0%	--	5.8%	2.8%	--

* Multi-choice question

Share of tourists by islands (2016)



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.