

Tourist profile by islands (2017)

DENMARK



How many are they and how much do they spend?



	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourist arrivals (FRONTUR) (thousands)	n.d.	n.d.	n.d.	n.d.	n.d.
Tourist arrivals (> 16 years old)	32,494	25,306	132,290	84,742	4,014
Average daily expenditure (€)	146.37	147.15	146.12	146.70	--
. in their place of residence	114.43	119.44	106.64	112.86	--
. in the Canary Islands	31.94	27.72	39.48	33.84	--
Average length of stay	7.72	7.59	8.47	8.78	--
Turnover per tourist (€)	1,097	1,094	1,184	1,199	--
Total turnover (€m)	35.7	27.7	157	102	--
Danish tourist arrivals: share by islands	11.7%	9.1%	47.4%	30.4%	1.4%
Danish turnover: share by islands	11.1%	8.6%	48.7%	31.6%	--
% tourists who pay in the Canary Islands:					
Accommodation:					
- Accommodation	7.7%	5.5%	5.8%	7.9%	--
- Additional accommodation expenses	4.1%	4.7%	3.3%	2.5%	--
Transport:					
- Public transport	6.9%	12.4%	15.6%	12.4%	--
- Taxi	18.9%	16.8%	25.0%	13.0%	--
- Car rental	22.3%	11.5%	11.2%	12.3%	--
Food and drink:					
- Food purchases at supermarkets	65.0%	51.1%	61.0%	53.1%	--
- Restaurants	66.0%	59.1%	65.4%	49.3%	--
Souvenirs:					
	39.9%	51.5%	45.9%	44.7%	--
Leisure:					
- Organized excursions	20.1%	23.6%	12.5%	10.6%	--
- Leisure, amusement	3.3%	9.2%	3.9%	4.1%	--
- Trip to other islands	1.3%	7.2%	0.7%	2.1%	--
- Sporting activities	9.6%	22.5%	2.9%	3.3%	--
- Cultural activities	8.6%	7.2%	3.2%	3.2%	--
- Discos and disco-pubs	4.3%	3.0%	3.2%	0.5%	--
Others:					
- Wellness	3.5%	6.3%	2.9%	0.6%	--
- Medical expenses	2.1%	3.2%	4.5%	0.5%	--
- Other expenses	10.2%	10.3%	6.2%	5.5%	--



What do they book at their place of residence?



	LZ	FUE	GC	TFE	LP
Flight only	3.0%	1.1%	3.4%	4.1%	--
Flight and accommodation (room only)	32.5%	19.1%	43.9%	33.2%	--
Flight and accommodation (B&B)	9.6%	7.0%	8.1%	7.9%	--
Flight and accommodation (half board)	20.2%	17.3%	9.1%	15.3%	--
Flight and accommodation (full board)	4.7%	7.2%	5.1%	4.5%	--
Flight and accommodation (all inclusive)	30.0%	48.3%	30.4%	35.0%	--
% Tourists using low-cost airlines	23.9%	18.6%	33.6%	17.4%	--
Other expenses in their place of residence:					
- Car rental	6.5%	12.5%	12.0%	9.2%	--
- Sporting activities	28.1%	12.4%	1.4%	2.9%	--
- Excursions	1.9%	4.0%	8.4%	9.4%	--
- Trip to other islands	0.0%	0.0%	0.5%	1.6%	--

* Tourists over 16 years old.

How do they book?



	LZ	FUE	GC	TFE	LP
Accommodation booking					
Tour Operator	85.8%	89.3%	75.5%	79.2%	--
- Tour Operator's website	80.5%	93.1%	90.1%	86.7%	--
Accommodation	5.7%	2.7%	9.0%	3.7%	--
- Accommodation's website	100.0%	100.0%	74.7%	84.7%	--
Travel agency (High street)	6.5%	4.4%	4.3%	3.0%	--
Online Travel Agency (OTA)	0.0%	2.9%	8.0%	13.6%	--
No need to book accommodation	2.0%	0.7%	3.1%	0.6%	--
Flight booking					
Tour Operator	84.4%	88.3%	79.3%	76.0%	--
- Tour Operator's website	76.7%	92.6%	92.0%	86.4%	--
Airline	3.3%	3.1%	9.9%	5.9%	--
- Airline's website	100.0%	100.0%	97.6%	90.1%	--
Travel agency (High street)	9.1%	4.4%	2.5%	4.0%	--
Online Travel Agency (OTA)	3.2%	4.3%	8.3%	14.1%	--

How far in advance do they book their trip?



	LZ	FUE	GC	TFE	LP
The same day they leave	4.3%	0.0%	0.0%	0.0%	--
Between 2 and 7 days	5.9%	3.5%	10.9%	7.3%	--
Between 8 and 15 days	6.3%	4.3%	9.2%	7.2%	--
Between 16 and 30 days	9.3%	12.9%	10.8%	14.6%	--
Between 31 and 90 days	39.3%	32.3%	39.7%	39.0%	--
More than 90 days	35.0%	47.0%	29.4%	31.8%	--

Who are they?



	LZ	FUE	GC	TFE	LP
Gender					
Men	64.6%	43.3%	46.5%	50.6%	--
Women	35.4%	56.7%	53.5%	49.4%	--
Age					
Average age (tourists > 16 years old)	49.6	48.2	52.3	54.0	--
Standard deviation	15.6	13.1	15.5	14.4	--
Age range (> 16 years old)					
16-24 years old	9.2%	4.2%	5.7%	5.5%	--
25-30 years old	4.4%	5.3%	6.0%	3.2%	--
31-45 years old	28.5%	30.8%	21.9%	15.5%	--
46-60 years old	28.0%	44.1%	27.2%	37.9%	--
Over 60 years old	29.9%	15.6%	39.2%	37.9%	--
Occupation					
Business owner or self-employed	15.2%	16.3%	15.1%	16.9%	--
Upper/Middle management employee	42.5%	49.6%	34.1%	31.2%	--
Auxiliary level employee	10.5%	14.3%	9.6%	10.8%	--
Students	7.9%	3.5%	5.7%	7.6%	--
Retired	19.0%	15.1%	33.7%	31.3%	--
Unemployed / unpaid dom. work	4.8%	1.2%	1.8%	2.2%	--
Annual household income level					
€12,000 - €24,000	7.8%	3.9%	8.2%	10.2%	--
€24,001 - €36,000	9.1%	4.8%	7.5%	10.0%	--
€36,001 - €48,000	7.6%	8.5%	13.9%	9.4%	--
€48,001 - €60,000	9.7%	11.1%	17.5%	9.0%	--
€60,001 - €72,000	8.4%	13.2%	16.4%	16.2%	--
€72,001 - €84,000	11.9%	10.8%	8.7%	12.9%	--
More than €84,000	45.5%	47.7%	27.8%	32.2%	--

Tourist profile by islands (2017)

DENMARK

Which island do they choose?

Tourists (> 16 years old)	LZ	FUE	GC	TFE	LP
- 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
- 2017	32,494	25,306	132,290	84,742	4,014

Share (%)	LZ	FUE	GC	TFE	LP
- 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%	48.3%	31.1%	0.2%
- 2016	9.3%	7.6%	45.7%	37.4%	0.0%
- 2017	11.7%	9.1%	47.4%	30.4%	1.4%

Where do they stay?

	LZ	FUE	GC	TFE	LP
5* Hotel	1.1%	1.4%	2.2%	2.1%	--
4* Hotel	17.7%	56.3%	19.4%	37.4%	--
1-2-3* Hotel	43.9%	14.8%	18.8%	19.8%	--
Apartment	36.8%	25.6%	58.1%	39.3%	--
Property (privately-owned, friends, family)	0.0%	1.1%	1.0%	1.0%	--
Others	0.5%	0.9%	0.5%	0.5%	--

Why do they choose the Canary Islands?

Aspects influencing the choice	LZ	FUE	GC	TFE	LP
Climate/sun	91.7%	98.6%	95.6%	97.1%	--
Tranquillity/rest/relaxation	37.1%	53.9%	58.2%	45.6%	--
Beaches	19.6%	34.8%	32.1%	21.2%	--
Price	11.7%	25.3%	17.4%	16.6%	--
Scenery	18.7%	6.1%	11.4%	26.6%	--
Security	6.4%	8.2%	12.5%	11.6%	--
Suitable destination for children	11.5%	10.2%	10.0%	6.1%	--
Visiting new places	11.0%	7.6%	3.2%	9.9%	--
Active tourism	19.5%	11.2%	1.7%	4.8%	--
Culture	4.7%	2.4%	1.7%	3.4%	--
Nightlife/fun	0.0%	0.0%	2.5%	3.8%	--
Shopping	0.0%	3.9%	2.1%	2.4%	--
Ease of travel	2.5%	0.0%	1.8%	1.3%	--
Theme parks	1.0%	0.0%	0.5%	2.6%	--
Quality of the environment	1.4%	3.0%	0.7%	0.4%	--
Health-related tourism	1.8%	2.0%	1.3%	0.0%	--

* Multi-choice question

Who do they come with?

	LZ	FUE	GC	TFE	LP
Unaccompanied	1.7%	2.9%	8.9%	6.4%	--
Only with partner	40.0%	36.6%	51.6%	58.2%	--
Only with children (under the age of 13)	0.0%	0.8%	1.1%	1.7%	--
Partner + children (under the age of 13)	13.5%	14.4%	10.7%	8.7%	--
Other relatives	6.7%	5.9%	5.4%	0.4%	--
Friends	2.9%	5.1%	4.2%	5.7%	--
Work colleagues	0.6%	0.0%	0.0%	0.0%	--
Other combinations ⁽¹⁾	34.6%	34.3%	18.1%	18.9%	--

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

How do they rate the Canary Islands?

Impression of their stay	LZ	FUE	GC	TFE	LP
Good or very good (% tourists)	98.3%	91.1%	92.6%	95.2%	--
Average rating (scale 1-10)	9.25	8.71	8.82	8.97	--

How many are loyal to the Canary Islands?

Repeat tourists of each island	LZ	FUE	GC	TFE	LP
At least 1 previous visit	58.6%	33.2%	73.1%	61.8%	--
At least 10 previous visits	4.7%	1.0%	11.7%	5.8%	--

Where does the flight come from?

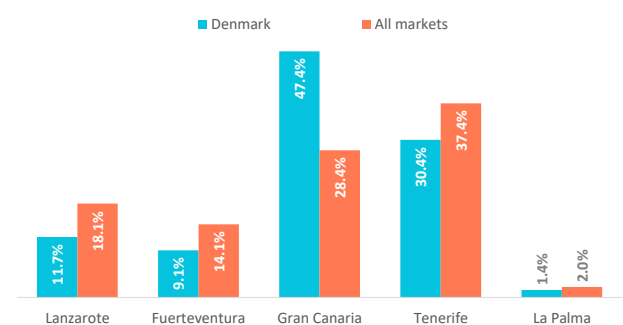
Tourists (> 16 years old)	LZ	FUE	GC	TFE	LP
Denmark	95.2%	94.8%	92.5%	90.3%	--
Spanish Mainland	1.0%	0.0%	4.2%	1.4%	--
Germany	1.1%	2.7%	1.8%	3.4%	--
Sweden	0.0%	1.3%	0.0%	2.3%	--
United Kingdom	0.0%	0.0%	0.2%	2.3%	--
Belgium	2.7%	0.0%	0.0%	0.0%	--
Norway	0.0%	0.0%	0.2%	0.3%	--
Netherlands	0.0%	0.7%	0.0%	0.0%	--
France	0.0%	0.5%	0.0%	0.0%	--
Others	0.0%	0.0%	1.0%	0.0%	--

What did motivate them to come?

Prescription sources	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	76.0%	62.3%	78.1%	75.9%	--
Recommendation by friends/relatives	27.3%	19.6%	24.7%	19.5%	--
The Canary Islands television channel	0.0%	0.0%	0.0%	0.0%	--
Other television or radio channels	0.0%	0.0%	0.3%	0.0%	--
Information in press/magazines/books	4.2%	0.0%	0.6%	2.2%	--
Attendance at a tourism fair	2.3%	2.3%	0.0%	0.7%	--
Tour Operator's brochure or catalogue	4.4%	10.2%	5.2%	10.8%	--
Recommendation by Travel Agency	3.5%	9.3%	2.9%	3.2%	--
Information obtained via the Internet	33.0%	42.0%	35.4%	32.7%	--
Senior Tourism programme	0.0%	0.0%	0.8%	0.0%	--
Others	3.4%	1.9%	4.0%	1.2%	--

* Multi-choice question

Share of tourist arrivals by islands



Tourists over 16 years old.

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.