Tourist profile by quarter of trip (2015)

Canary Islands: Danish

How many they are and how much do they spend?

	Q1	Q2	Q3	Q4	Total
Tourist arrivals (> 16 years old)	123,539	29,198	32,359	84,598	269,694
Average daily expenditure (€)	133.25	139.31	141.57	142.90	137.93
. in their place of residence	97.41	99.34	103.53	106.89	101.33
. in the Canary Islands	35.84	39.96	38.04	36.01	36.60
Average lenght of stay	8.35	9.02	9.33	7.96	8.42
Turnover per tourist (€)	1,063	1,184	1,242	1,092	1,107
Total turnover (> 16 years old) (€m)	131.3	34.6	40.2	92.3	298.4
Share of danish turnover	44.0%	11.6%	13.5%	30.9%	100%
Share of danish tourist	45.8%	10.8%	12.0%	31.4%	100%
Expenditure in the Canary Islands per tourist and trip (€)					
Accommodation (*):	29.95	88.30	35.01	25.01	35.33
- Accommodation	26.83	76.09	32.50	22.25	31.41
- Additional accommodation expenses	3.12	12.21	2.51	2.76	3.92
Transport:	19.98	38.38	19.25	14.92	20.30
- Public transport	3.43	2.31	3.53	3.71	3.41
- Taxi	5.97	8.77	5.10	3.90	5.52
- Car rental	10.58	27.29	10.62	7.31	11.37
Food and drink:	161.52	236.70	183.22	157.63	171.04
- Food purchases at supermarkets	84.79	118.44	79.46	70.27	83.24
- Restaurants	76.73	118.26	103.76	87.36	87.80
Souvenirs:	51.26	44.07	53.82	48.33	49.87
Leisure:	22.17	26.99	36.53	21.75	24.28
- Organized excursions	8.29	12.25	13.49	7.99	9.25
- Leisure, amusement	2.67	5.26	3.27	3.20	3.19
- Trip to other islands	0.57	2.37	0.00	0.59	0.70
- Sporting activities	3.62	4.51	8.85	3.91	4.43
- Cultural activities	2.66	1.57	0.94	3.81	2.69
- Discos and disco-pubs	4.36	1.03	9.97	2.24	4.01
Others:	3.51	8.26	5.03	9.20	5.99
- Wellness	0.74	1.51	0.93	1.54	1.10
- Medical expenses	0.14	0.02	0.26	0.87	0.37
- Other expenses	2.64	6.73	3.84	6.79	4.53

How far in advance do they book their trip?

	Q1	Q2	Q3	Q4	Total
The same day they leave	0.0%	0.0%	0.0%	0.0%	0.0%
Between 2 and 7 days	6.8%	3.4%	5.0%	9.3%	7.0%
Between 8 and 15 days	9.6%	1.0%	13.6%	8.1%	8.7%
Between 16 and 30 days	13.0%	27.4%	11.1%	13.9%	14.6%
Between 31 and 90 days	33.5%	43.1%	37.2%	40.8%	37.3%
More than 90 days	37.0%	25.1%	33.1%	27.9%	32.4%

What do they book at their place of residence?

	Q1	Q2	Q3	Q4	Total
Flight only	6.9%	3.1%	3.0%	2.9%	4.7%
Flight and accommodation (room only)	40.5%	39.6%	35.3%	34.5%	37.9%
Flight and accommodation (B&B)	11.1%	20.6%	10.9%	9.3%	11.5%
Flight and accommodation (half board)	6.2%	9.5%	11.6%	8.3%	7.9%
Flight and accommodation (full board)	3.0%	3.0%	1.7%	4.1%	3.2%
Flight and accommodation (all inclusive)	32.4%	24.2%	37.5%	40.9%	34.8%
% Tourists using low-cost airlines	34.6%	27.7%	24.1%	25.0%	29.6%
Other expenses in their place of residence:					
- Car rental	13.7%	12.3%	8.7%	6.6%	10.7%
- Sporting activities	7.2%	10.0%	23.2%	7.9%	9.7%
- Excursions	4.3%	4.8%	9.9%	3.6%	4.8%
- Combined trip to other islands	0.0%	0.0%	1.5%	0.5%	0.3%

(*) Bear in mind that 95% of danish tourists pay the accommodation before travelling.

How do they book?

Accommodation booking	Q1	Q2	Q3	Q4	Total
Tour Operator	71.5%	81.2%	84.4%	81.5%	77.3%
- Tour Operator´s website	82.4%	96.7%	89.8%	88.4%	87.0%
Accommodation	8.7%	4.7%	4.7%	2.7%	5.9%
- Accommodation´s website	82.5%	67.7%	100.0%	86.8%	83.5%
Travel agency (High street)	2.4%	3.4%	5.0%	2.2%	2.7%
Online Travel Agency (OTA)	13.5%	8.1%	3.9%	11.8%	11.3%
No need to book accommodation	3.8%	2.7%	2.0%	1.8%	2.8%

Flight booking	Q1	Q2	Q3	Q4	Total
Tour Operator	76.0%	86.4%	81.4%	80.8%	79.2%
- Tour Operator´s website	84.3%	94.6%	91.5%	91.4%	88.6%
Airline	12.3%	6.1%	9.8%	6.5%	9.5%
- Airline´s website	96.8%	75.5%	100.0%	82.5%	92.6%
Travel agency (High street)	3.7%	2.8%	5.9%	2.4%	3.4%
Online Travel Agency (OTA)	8.0%	4.7%	2.8%	10.3%	7.8%

Where do they stay?

	Q1	Q2	Q3	Q4	Total
5* Hotel	0.6%	0.7%	1.2%	3.7%	1.7%
4* Hotel	24.5%	28.9%	32.6%	28.4%	27.2%
1-2-3* Hotel	25.6%	22.9%	34.0%	24.4%	26.0%
Apartment	46.7%	44.9%	30.2%	41.7%	43.0%
Property (privately-owned, friends, family)	2.6%	2.5%	2.0%	1.3%	2.1%
Others	0.0%	0.0%	0.0%	0.5%	0.1%

How are they?

Gender	Q1	Q2	Q3	Q4	Total
Percentage of men	50.4%	60.7%	52.5%	56.3%	53.6%
Percentage of women	49.6%	39.3%	47.5%	43.7%	46.4%
Age					
Average age (tourists > 16 years old)	44.5	45.4	42.9	49.5	46.0
Standard deviation	14.0	14.4	13.1	14.3	14.3
Age range					
16-24 years old	10.5%	10.6%	6.6%	5.8%	8.6%
25-30 years old	7.6%	10.0%	14.7%	8.3%	8.9%
31-45 years old	37.5%	28.3%	39.6%	24.1%	32.5%
46-60 years old	29.4%	33.6%	25.5%	36.9%	31.8%
Over 60 years old	15.0%	17.5%	13.7%	24.9%	18.2%
Occupation					
Business owner or self-employed	22.5%	17.2%	15.2%	21.5%	20.7%
Upper/Middle management employee	42.8%	41.8%	53.1%	37.8%	42.3%
Auxiliary level employee	15.7%	10.7%	14.3%	11.1%	13.5%
Students	6.5%	14.6%	8.0%	9.4%	8.6%
Retired	11.7%	14.2%	7.3%	19.7%	14.1%
Unemployed / unpaid dom. work	0.7%	1.5%	2.2%	0.4%	0.9%
Annual household income level					
€12,000 - €24,000	2.8%	9.6%	7.5%	6.9%	5.4%
€24,001 - €36,000	4.3%	4.0%	6.4%	11.1%	6.7%
€36,001 - €48,000	13.9%	8.0%	2.9%	13.1%	11.7%
€48,001 - €60,000	15.1%	10.3%	20.1%	14.3%	14.9%
€60,001 - €72,000	16.3%	8.9%	7.4%	12.7%	13.3%
€72,001 - €84,000	11.7%	12.4%	18.5%	5.7%	10.6%
More than €84,000	35.9%	46.9%	37.2%	36.2%	37.4%

Tourist profile by quarter of trip (2015)

Canary Islands: Danish

Which island do they choose?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	10,678	5,086	5,126	9,604	30,494
- Fuerteventura	10,233	2,667	4,370	7,369	24,639
- Gran Canaria	61,860	12,545	14,788	40,372	129,564
- Tenerife	40,048	8,670	8,075	26,975	83,768
- La Palma	393	0	0	100	493

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	8.7%	17.6%	15.8%	11.4%	11.3%
- Fuerteventura	8.3%	9.2%	13.5%	8.7%	9.2%
- Gran Canaria	50.2%	43.3%	45.7%	47.8%	48.2%
- Tenerife	32.5%	29.9%	25.0%	32.0%	31.1%
- La Palma	0.3%	0.0%	0.0%	0.1%	0.2%

Who do they come with?

	Q1	Q2	Q3	Q4	Total
Unaccompanied	6.6%	12.1%	9.2%	6.8%	7.5%
Only with partner	38.7%	37.9%	30.1%	35.3%	36.5%
Only with children (under the age of 13)	1.4%	0.0%	1.9%	1.3%	1.3%
Partner + children (under the age of 13)	19.7%	13.1%	21.7%	12.2%	16.9%
Other relatives	3.9%	6.5%	4.7%	11.6%	6.7%
Friends	5.5%	4.2%	2.8%	2.6%	4.2%
Work colleagues	0.0%	2.1%	0.0%	0.0%	0.2%

How do they value the destination?

Impression of their stay	Q1	Q2	Q3	Q4	Total
Good or very good (% tourists)	92.0%	90.9%	91.9%	92.8%	92.1%
Average rating (scale 1-10)	8.55	8.81	8.64	8.96	8.72

How many are loyal to the destination?

Percentage of repeat tourists	Q1	Q2	Q3	Q4	Total
Repeat tourists	86.4%	72.8%	70.8%	84.9%	82.6%
In love (more than 10 visits)	17.2%	11.3%	14.2%	18.9%	16.8%

Where does the flight come from?

Ten main origin countries	Q1	Q2	Q3	Q4	Total
Denmark	87.7%	84.7%	89.5%	95.5%	90.0%
Germany	10.3%	9.1%	7.6%	2.1%	7.3%
Norway	1.0%	0.0%	0.0%	1.2%	0.8%
United Kingdom	0.2%	3.6%	1.2%	0.2%	0.7%
Spain	0.4%	0.8%	1.2%	0.3%	0.5%
Sweden	0.0%	0.8%	0.6%	0.3%	0.3%
Netherlands	0.4%	0.0%	0.0%	0.0%	0.2%
Others	0.0%	1.0%	0.0%	0.0%	0.1%
Italy	0.0%	0.0%	0.0%	0.3%	0.1%
Austria	0.0%	0.0%	0.0%	0.0%	0.0%

Why do they choose the Canary Islands?

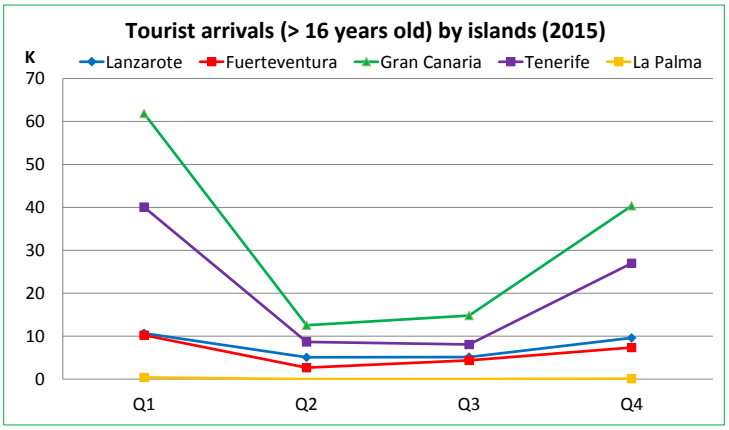
Aspects influencing the choice	Q1	Q2	Q3	Q4	Total
Climate/sun	95.1%	94.0%	88.6%	98.1%	95.1%
Tranquillity/rest/relaxation	52.8%	45.7%	45.4%	52.1%	51.0%
Beaches	21.7%	24.5%	14.0%	27.4%	22.9%
Price	18.0%	17.6%	17.6%	19.6%	18.4%
Scenery	16.9%	15.0%	12.1%	20.3%	17.2%
Suitable destination for children	13.3%	13.3%	20.4%	13.0%	14.1%
Security	8.3%	2.0%	9.3%	11.6%	8.7%
Active tourism	7.4%	10.9%	12.3%	4.2%	7.4%
Visiting new places	5.2%	10.1%	4.9%	6.3%	6.0%
Culture	2.4%	4.3%	4.1%	2.8%	2.9%
Ease of travel	3.1%	7.4%	3.2%	0.6%	2.8%
Nightlife/fun	2.6%	1.4%	2.7%	3.1%	2.7%
Shopping	2.7%	0.8%	4.0%	1.9%	2.4%
Quality of the environment	1.9%	2.3%	0.0%	3.2%	2.1%
Health-related tourism	1.8%	1.6%	0.6%	2.0%	1.7%
Security against natural catastrophes	0.9%	1.4%	2.5%	0.6%	1.1%

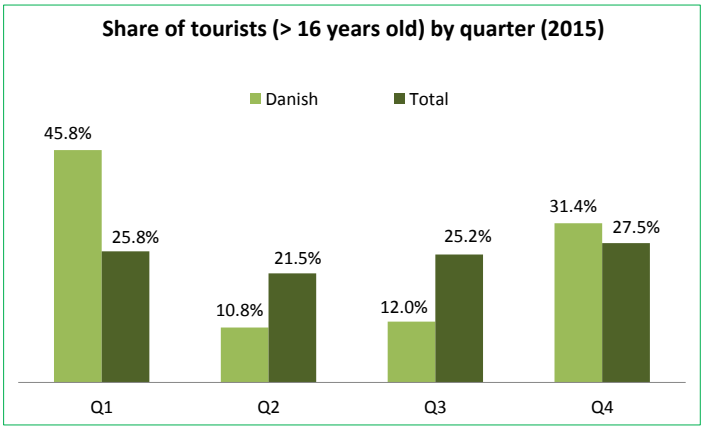
** Multi-choise question*

What did motivate them to come?

Aspects motivating the choice	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	75.5%	60.3%	51.5%	74.1%	70.6%
Recommendation by friends or relatives	30.2%	30.2%	25.9%	22.5%	27.3%
The Canary Islands television channel	0.0%	1.4%	0.0%	0.8%	0.4%
Other television or radio channels	0.2%	0.8%	0.0%	0.3%	0.3%
Information in the press/magazines/books	1.7%	2.8%	1.1%	1.4%	1.7%
Attendance at a tourism fair	0.5%	0.0%	3.0%	0.3%	0.7%
Tour Operator's brochure or catalogue	6.6%	5.8%	18.0%	9.5%	8.8%
Recommendation by Travel Agency	2.9%	3.1%	7.4%	3.1%	3.5%
Information obtained via the Internet	29.2%	36.9%	30.6%	34.9%	32.0%
Senior Tourism programme	0.4%	0.0%	0.0%	0.3%	0.3%
Others	5.0%	5.2%	10.9%	2.4%	4.9%

** Multi-choise question*





Source: ISTAC (Encuesta sobre el Gasto Turístico).

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable " and "No answer" have been excluded.