

# TOURIST PROFILE BY QUARTER OF TRIP (2018)

## DENMARK

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



	2018Q1	2018Q2	2018Q3	2018Q4	2018
<b>TOURISTS</b>					
<b>Tourist arrivals (FRONTUR) (*)</b>	<b>148.7</b>	<b>35.3</b>	<b>33.2</b>	<b>103.4</b>	<b>320.7</b>
<b>Tourist arrivals &gt; 15 years old (EGT) (*)</b>	<b>124.7</b>	<b>29.6</b>	<b>26.4</b>	<b>87.1</b>	<b>267.9</b>
- book holiday package (*)	87.8	--	--	65.1	195.9
- do not book holiday package (*)	36.9	--	--	22.0	71.9
- % tourists who book holiday package	70.4%	--	--	74.7%	73.1%

(\*) Thousand of tourists

RANKING POSITION BY  
NUMBER OF TOURISTS

RANKING POSITION BY  
TURNOVER



48% of Danes  
travel to Gran  
Canaria.

	2018Q1	2018Q2	2018Q3	2018Q4	2018
<b>Expenditure per tourist (€)</b>	<b>1,294</b>	--	--	<b>1,257</b>	<b>1,284</b>
- book holiday package	1,293	--	--	1,356	1,323
- holiday package	1,065	--	--	1,115	1,064
- others	228	--	--	242	259
- do not book holiday package	1,297	--	--	963	1,178
- flight	363	--	--	241	327
- accommodation	442	--	--	352	398
- others	493	--	--	370	453
<b>Average length of stay</b>	<b>8.23</b>	--	--	<b>8.58</b>	<b>8.42</b>
- book holiday package	7.99	--	--	8.32	8.16
- do not book holiday package	8.80	--	--	9.33	9.10
<b>Average daily expenditure (€)</b>	<b>168.5</b>	--	--	<b>157.1</b>	<b>162.1</b>
- book holiday package	168.5	--	--	172.9	168.7
- do not book holiday package	168.5	--	--	110.4	143.9
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>161</b>	--	--	<b>109</b>	<b>344</b>
- book holiday package	113	--	--	88	259
- do not book holiday package	48	--	--	21	85

### AVERAGE LENGTH OF STAY (nights)



### EXPENDITURE PER TOURIST (€)



### Importance of each factor in the destination choice



	2018Q1	2018Q2	2018Q3	2018Q4	2018
Climate	81.6%	--	--	81.6%	78.8%
Tranquility	38.2%	--	--	33.4%	34.7%
Safety	30.9%	--	--	34.8%	33.2%
Accommodation supply	36.8%	--	--	29.4%	32.1%
Sea	30.6%	--	--	37.4%	31.4%
European belonging	28.0%	--	--	29.7%	28.2%
Beaches	28.1%	--	--	29.3%	27.1%
Price	27.0%	--	--	28.5%	26.6%
Environment	17.5%	--	--	27.1%	21.1%
Landscapes	17.5%	--	--	22.2%	19.7%
Fun possibilities	18.7%	--	--	12.8%	18.5%
Gastronomy	21.2%	--	--	14.0%	16.9%
Exoticism	12.4%	--	--	12.9%	12.6%
Authenticity	9.3%	--	--	10.4%	11.4%
Hiking trail network	5.9%	--	--	7.8%	6.5%
Shopping	3.6%	--	--	8.9%	6.3%
Effortless trip	6.8%	--	--	5.1%	6.2%
Culture	2.9%	--	--	3.5%	3.5%
Historical heritage	2.3%	--	--	2.7%	3.4%
Nightlife	1.4%	--	--	3.8%	2.7%

Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important") of tourists who indicate that the factor is "very important" in their choice.

### % TOURISTS WHO CHOOSE EXOTICISM

DENMARK  
12.6%



ALL MARKETS  
10.5%

### What is the main motivation for their holidays?



	2018Q1	2018Q2	2018Q3	2018Q4	2018
Rest	65.8%	--	--	62.3%	61.8%
Enjoy family time	22.4%	--	--	22.7%	23.6%
Have fun	1.9%	--	--	3.7%	3.2%
Explore the destination	8.7%	--	--	7.5%	8.0%
Practice their hobbies	0.0%	--	--	1.3%	1.8%
Other reasons	1.1%	--	--	2.4%	1.6%

### ENJOY FAMILY TIME



Denmark 23.6%

All markets 14.7%

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



	2018Q1	2018Q2	2018Q3	2018Q4	2018
The same day	0.6%	--	--	0.0%	0.5%
Between 1 and 30 days	19.9%	--	--	27.5%	22.9%
Between 1 and 2 months	26.3%	--	--	18.1%	21.4%
Between 3 and 6 months	36.8%	--	--	28.7%	34.1%
More than 6 months	16.5%	--	--	25.7%	21.2%

Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports.

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

# TOURIST PROFILE BY QUARTER OF TRIP (2018)

## DENMARK



### What channels did they use to get information about the trip?

	2018Q1	2018Q2	2018Q3	2018Q4	2018
Previous visits to the Canary Islands	52.8%	--	--	54.7%	<b>54.5%</b>
Friends or relatives	24.6%	--	--	16.7%	<b>20.5%</b>
Internet or social media	58.5%	--	--	58.1%	<b>58.0%</b>
Mass Media	2.7%	--	--	1.7%	<b>2.2%</b>
Travel guides and magazines	9.9%	--	--	5.9%	<b>7.5%</b>
Travel Blogs or Forums	4.1%	--	--	1.1%	<b>2.8%</b>
Travel TV Channels	0.7%	--	--	0.2%	<b>0.4%</b>
Tour Operator or Travel Agency	31.2%	--	--	27.2%	<b>28.2%</b>
Public administrations or similar	0.7%	--	--	0.1%	<b>0.4%</b>
Others	4.7%	--	--	2.8%	<b>3.6%</b>

\* Multi-choice question

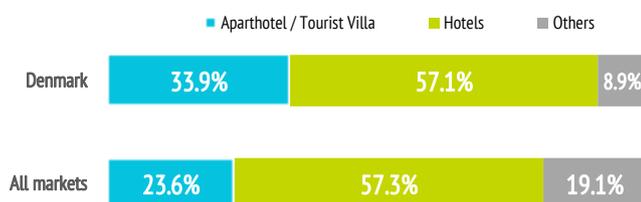
### With whom did they book their flight and accommodation?

	2018Q1	2018Q2	2018Q3	2018Q4	2018
<b>Flight</b>					
- Directly with the airline	22.3%	--	--	17.9%	<b>20.7%</b>
- Tour Operator or Travel Agency	77.7%	--	--	82.1%	<b>79.3%</b>
<b>Accommodation</b>					
- Directly with the accommodation	20.5%	--	--	19.2%	<b>20.1%</b>
- Tour Operator or Travel Agency	79.5%	--	--	80.8%	<b>79.9%</b>

### Where do they stay?

	2018Q1	2018Q2	2018Q3	2018Q4	2018
1-2-3* Hotel	20.9%	--	--	26.0%	<b>25.4%</b>
4* Hotel	33.8%	--	--	22.4%	<b>28.5%</b>
5* Hotel / 5* Luxury Hotel	2.3%	--	--	5.0%	<b>3.2%</b>
Aparthotel / Tourist Villa	33.8%	--	--	39.0%	<b>33.9%</b>
House/room rented in a private dwelling	3.5%	--	--	1.0%	<b>2.8%</b>
Private accommodation <sup>(1)</sup>	2.1%	--	--	0.7%	<b>1.4%</b>
Others (Cottage, cruise, camping,...)	3.4%	--	--	6.0%	<b>4.7%</b>

(1) Own property /House of friends or relatives / Free housing exchange / Other private accommodation.



### What do they book?

	2018Q1	2018Q2	2018Q3	2018Q4	2018
Room only	29.7%	--	--	33.0%	<b>33.8%</b>
Bed and Breakfast	13.8%	--	--	16.2%	<b>14.9%</b>
Half board	11.6%	--	--	11.7%	<b>13.0%</b>
Full board	3.0%	--	--	3.2%	<b>2.9%</b>
All inclusive	41.8%	--	--	35.9%	<b>35.4%</b>

**35.4% of Danes book all inclusive.**  
(Canary Islands: 34.1%)

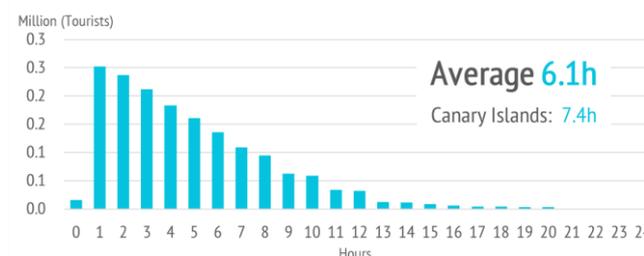
### Other expenses

	2018Q1	2018Q2	2018Q3	2018Q4	TOTAL
Restaurants or cafes	60.4%	--	--	60.6%	<b>62.0%</b>
Supermarkets	47.7%	--	--	47.2%	<b>51.6%</b>
Car rental	23.1%	--	--	14.3%	<b>19.8%</b>
Organized excursions	13.4%	--	--	16.0%	<b>14.2%</b>
Taxi, transfer, chauffeur service	49.5%	--	--	64.7%	<b>53.8%</b>
Theme Parks	5.9%	--	--	4.0%	<b>4.9%</b>
Sport activities	4.3%	--	--	2.2%	<b>5.1%</b>
Museums	3.0%	--	--	3.4%	<b>2.8%</b>
Flights between islands	2.1%	--	--	1.4%	<b>2.1%</b>

### Activities in the Canary Islands

Outdoor time per day	2018Q1	2018Q2	2018Q3	2018Q4	2018
0 hours	2.2%	--	--	9.7%	<b>5.8%</b>
1 - 2 hours	16.5%	--	--	13.3%	<b>15.1%</b>
3 - 6 hours	42.2%	--	--	35.2%	<b>38.5%</b>
7 - 12 hours	34.6%	--	--	37.3%	<b>35.9%</b>
More than 12 hours	4.6%	--	--	4.5%	<b>4.7%</b>

### TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	2018Q1	2018Q2	2018Q3	2018Q4	2018
Walk, wander	77.6%	80.0%	67.2%	66.3%	<b>73.2%</b>
Swimming pool, hotel facilities	60.9%	70.0%	81.1%	60.2%	<b>63.7%</b>
Explore the island on their own	65.0%	53.3%	58.2%	54.3%	<b>59.6%</b>
Beach	49.3%	54.8%	49.4%	52.1%	<b>50.8%</b>
Taste Canarian gastronomy	21.9%	26.0%	21.0%	20.6%	<b>21.9%</b>
Organized excursions	17.1%	16.6%	15.0%	14.1%	<b>15.8%</b>
Sport activities	9.3%	22.1%	40.2%	11.6%	<b>14.5%</b>
Nature activities	14.3%	12.0%	4.9%	10.0%	<b>11.7%</b>
Theme parks	11.2%	5.3%	10.2%	11.5%	<b>10.5%</b>
Sea excursions / whale watching	10.9%	9.6%	7.0%	8.1%	<b>9.4%</b>
Wineries/markets/popular festival	9.5%	6.7%	10.3%	6.0%	<b>8.1%</b>
Nightlife / concerts / shows	7.5%	9.4%	11.2%	4.5%	<b>7.1%</b>
Activities at sea	6.6%	8.2%	8.4%	6.6%	<b>6.9%</b>
Museums / exhibitions	7.9%	2.4%	4.9%	7.0%	<b>6.7%</b>
Beauty and health treatments	4.9%	7.1%	6.9%	4.8%	<b>5.3%</b>
Astronomical observation	1.8%	2.2%	1.1%	4.4%	<b>2.6%</b>

\* Multi-choice question



# TOURIST PROFILE BY QUARTER OF TRIP (2018)

## DENMARK



### Which island do they choose?

Tourists (> 15 years old)	2018Q1	2018Q2	2018Q3	2018Q4	2018
Lanzarote	10,175	--	--	10,846	<b>29,891</b>
Fuerteventura	13,328	--	--	2,136	<b>23,324</b>
Gran Canaria	58,116	--	--	45,517	<b>127,539</b>
Tenerife	38,877	--	--	24,702	<b>77,529</b>
La Palma	3,428	--	--	3,004	<b>7,850</b>

Share by islands	2018Q1	2018Q2	2018Q3	2018Q4	2018
Lanzarote	8.2%	--	--	12.6%	<b>11.2%</b>
Fuerteventura	10.8%	--	--	2.5%	<b>8.8%</b>
Gran Canaria	46.9%	--	--	52.8%	<b>47.9%</b>
Tenerife	31.4%	--	--	28.7%	<b>29.1%</b>
La Palma	2.8%	--	--	3.5%	<b>2.9%</b>

### How many islands do they visit during their trip?

	2018Q1	2018Q2	2018Q3	2018Q4	2018
One island	96.1%	--	--	95.7%	<b>95.8%</b>
Two islands	3.9%	--	--	3.6%	<b>3.9%</b>
Three or more islands	0.0%	--	--	0.7%	<b>0.2%</b>

### Internet usage during their trip

	2018Q1	2018Q2	2018Q3	2018Q4	2018
<b>Research</b>					
- Tourist package	15.7%	--	--	17.2%	<b>16.5%</b>
- Flights	5.7%	--	--	11.3%	<b>7.9%</b>
- Accommodation	7.1%	--	--	11.8%	<b>9.0%</b>
- Transport	11.4%	--	--	14.5%	<b>12.1%</b>
- Restaurants	18.9%	--	--	20.0%	<b>19.9%</b>
- Excursions	21.8%	--	--	21.2%	<b>21.2%</b>
- Activities	25.2%	--	--	25.6%	<b>24.8%</b>
<b>Book or purchase</b>					
- Tourist package	12.3%	--	--	12.8%	<b>13.0%</b>
- Flights	77.4%	--	--	65.7%	<b>73.4%</b>
- Accommodation	72.8%	--	--	57.6%	<b>66.5%</b>
- Transport	56.3%	--	--	49.7%	<b>54.9%</b>
- Restaurants	8.4%	--	--	12.2%	<b>9.9%</b>
- Excursions	9.8%	--	--	8.0%	<b>9.2%</b>
- Activities	8.1%	--	--	11.0%	<b>10.4%</b>

\* Multi-choice question

Internet usage in the Canary Islands	2018Q1	2018Q2	2018Q3	2018Q4	2018
<b>Did not use the Internet</b>	<b>6.8%</b>	--	--	<b>4.8%</b>	<b>6.6%</b>
<b>Used the Internet</b>	<b>93.2%</b>	--	--	<b>95.2%</b>	<b>93.4%</b>
- Own Internet connection	38.3%	--	--	31.6%	<b>33.5%</b>
- Free Wifi connection	43.6%	--	--	47.6%	<b>47.1%</b>
<b>Applications*</b>					
- Search for locations or maps	56.8%	--	--	53.4%	<b>55.3%</b>
- Search for destination info	45.5%	--	--	50.5%	<b>47.2%</b>
- Share pictures or trip videos	52.1%	--	--	57.2%	<b>54.5%</b>
- Download tourist apps	9.1%	--	--	9.4%	<b>9.9%</b>
- Others	34.2%	--	--	32.2%	<b>33.4%</b>

\* Multi-choice question



**47.2%** of Danes search for information during their stay in the Canary Islands

(Canary Islands: 44.7%)



Imagen: Freepik.com

### MOST VISITED PLACES IN EACH ISLAND

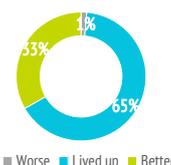


The data refers to % of tourists on each island who have visited the place.

### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2018Q1	2018Q2	2018Q3	2018Q4	2018
Average rating	8.35	--	--	8.61	<b>8.51</b>
<b>Experience in the Canary Islands</b>					
Worse or much worse than expected	2.0%	--	--	1.1%	<b>1.4%</b>
Lived up to expectations	68.4%	--	--	64.4%	<b>65.3%</b>
Better or much better than expected	29.6%	--	--	34.6%	<b>33.3%</b>

Future intentions (scale 1-10)	2018Q1	2018Q2	2018Q3	2018Q4	2018
Return to the Canary Islands	8.25	--	--	8.77	<b>8.54</b>
Recommend visiting the Canary Islands	8.59	--	--	8.89	<b>8.77</b>



Experience in the Canary Islands



**8.54/10**

Return to the Canary Islands



**8.77/10**

Recommend visiting to the Canary Islands

### How many are loyal to the Canary Islands?

	2018Q1	2018Q2	2018Q3	2018Q4	2018
<b>Repeat tourists</b>	<b>76.7%</b>	--	--	<b>76.9%</b>	<b>77.3%</b>
Repeat tourists (last 5 years)	65.9%	--	--	72.2%	<b>68.5%</b>
Repeat tourists (last 5 years)(5 or more visits)	21.5%	--	--	21.3%	<b>21.0%</b>
<b>At least 10 previous visits</b>	<b>18.2%</b>	--	--	<b>24.1%</b>	<b>21.7%</b>

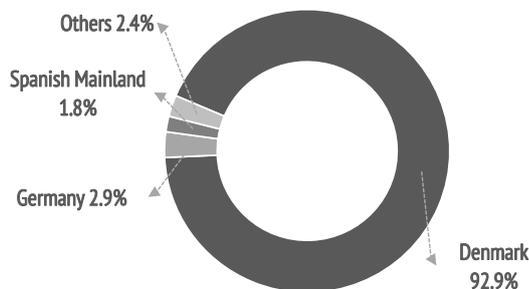
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## DENMARK

### Where does the flight come from?



	2018Q1	2018Q2	2018Q3	2018Q4	2018
Denmark	95.1%	--	--	91.3%	<b>92.9%</b>
Germany	2.0%	--	--	4.4%	<b>2.9%</b>
Spanish Mainland	0.5%	--	--	2.9%	<b>1.8%</b>
Others	2.4%	--	--	1.4%	<b>2.4%</b>



### Who do they come with?



	2018Q1	2018Q2	2018Q3	2018Q4	2018
Unaccompanied	5.1%	--	--	6.5%	<b>5.0%</b>
Only with partner	46.8%	--	--	39.0%	<b>44.0%</b>
Only with children (< 13 years old)	5.0%	--	--	4.8%	<b>5.2%</b>
Partner + children (< 13 years old)	7.8%	--	--	6.5%	<b>7.7%</b>
Other relatives	12.0%	--	--	14.4%	<b>12.2%</b>
Friends	2.7%	--	--	2.0%	<b>2.8%</b>
Work colleagues	0.0%	--	--	1.0%	<b>0.3%</b>
Organized trip	0.3%	--	--	0.3%	<b>0.4%</b>
Other combinations <sup>(1)</sup>	20.2%	--	--	25.4%	<b>22.4%</b>

(1) Different situations have been isolated

<b>Tourists with children</b>	<b>22.5%</b>	--	--	<b>21.6%</b>	<b>22.9%</b>
- Between 0 and 2 years old	2.6%	--	--	2.6%	2.9%
- Between 3 and 12 years old	16.2%	--	--	15.0%	15.9%
- Between 0-2 and 3-12 years	3.7%	--	--	4.1%	4.2%
<b>Tourists without children</b>	<b>77.5%</b>	--	--	<b>78.4%</b>	<b>77.1%</b>
<b>Group composition:</b>					
- 1 person	7.2%	--	--	10.2%	<b>8.1%</b>
- 2 people	52.7%	--	--	48.9%	<b>50.4%</b>
- 3 people	12.8%	--	--	12.7%	<b>13.5%</b>
- 4 or 5 people	19.3%	--	--	16.5%	<b>18.3%</b>
- 6 or more people	8.0%	--	--	11.6%	<b>9.7%</b>
<b>Average group size:</b>	<b>2.97</b>	--	--	<b>3.15</b>	<b>3.04</b>



22.9% of Danes travel with children.

(under the age of 13)

### Who are they?



	2018Q1	2018Q2	2018Q3	2018Q4	2018
<b>Gender</b>					
Men	47.1%	--	--	44.4%	<b>46.8%</b>
Women	52.9%	--	--	55.6%	<b>53.2%</b>
<b>Age</b>					
Average age (tourist > 15 years old)	51.1	--	--	53.2	<b>51.1</b>
Standard deviation	14.7	--	--	13.6	<b>14.9</b>
<b>Age range (&gt; 15 years old)</b>					
16 - 24 years old	5.7%	--	--	2.4%	<b>5.6%</b>
25 - 30 years old	4.8%	--	--	4.9%	<b>5.8%</b>
31 - 45 years old	25.8%	--	--	20.8%	<b>24.3%</b>
46 - 60 years old	32.4%	--	--	36.9%	<b>32.6%</b>
Over 60 years old	31.2%	--	--	35.0%	<b>31.7%</b>
<b>Occupation</b>					
Salaried worker	57.4%	--	--	54.5%	<b>55.3%</b>
Self-employed	7.3%	--	--	6.2%	<b>6.9%</b>
Unemployed	2.0%	--	--	0.3%	<b>1.4%</b>
Business owner	7.6%	--	--	12.6%	<b>9.3%</b>
Student	1.0%	--	--	1.6%	<b>2.4%</b>
Retired	24.0%	--	--	24.7%	<b>24.1%</b>
Unpaid domestic work	0.6%	--	--	0.0%	<b>0.5%</b>
Others	0.0%	--	--	0.0%	<b>0.0%</b>
<b>Annual household income level</b>					
Less than €25,000	5.6%	--	--	13.7%	<b>10.1%</b>
€25,000 - €49,999	21.0%	--	--	13.5%	<b>17.4%</b>
€50,000 - €74,999	25.0%	--	--	36.5%	<b>29.0%</b>
More than €74,999	48.4%	--	--	36.3%	<b>43.5%</b>
<b>Education level</b>					
No studies	2.6%	--	--	1.6%	<b>2.1%</b>
Primary education	4.7%	--	--	2.8%	<b>3.9%</b>
Secondary education	10.5%	--	--	8.9%	<b>10.4%</b>
Higher education	82.2%	--	--	86.7%	<b>83.6%</b>



8 IN 10 ARE  
**REPEATERS**

**51 YEARS OLD**  
AVERAGE AGE

**44% ONLY WITH  
PARTNER**



Pictures: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports.

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