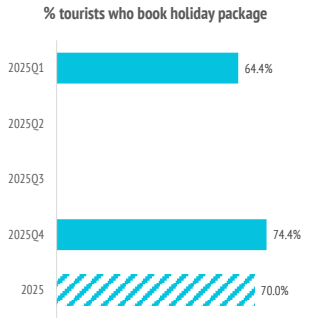
Tourist profile by quarter of trip (2025)

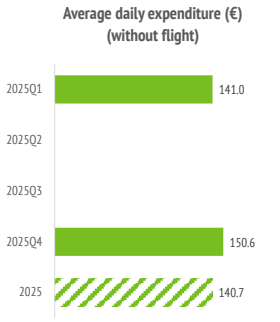
DENMARK

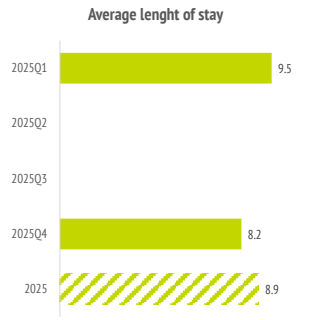
How many are they and how much do they spend?

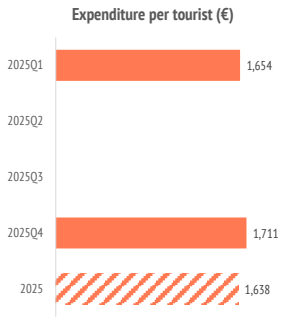
	2025Q1	2025Q2	2025Q3	2025Q4	2025
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**132**	--	--	**93**	**302**
Tourist arrivals ≥ 16 years old (EGT) (*)	**115**	--	--	**82**	**262**
- % tourists who book holiday package	64.4%	--	--	74.4%	**70.0%**
Children < 16 years old (FRONTUR - EGT) *(*)*	17	--	--	11	**40**
Expenditure per tourist (€)	**1,654**	--	--	**1,711**	**1,638**
- book holiday package	1,773	--	--	1,837	**1,747**
- holiday package	1,443	--	--	1,475	**1,397**
- others	330	--	--	362	**350**
- do not book holiday package	1,438	--	--	1,346	**1,383**
- flight	409	--	--	332	**381**
- accommodation	527	--	--	551	**518**
- others	502	--	--	463	**483**
Average lenght of stay	**9.5**	--	--	**8.2**	**8.9**
- Median	7.0	--	--	7.0	**7.0**
Average daily expenditure (€)	**195.0**	--	--	**212.1**	**197.4**
- Median	196.1	--	--	183.8	**180.0**
Average daily expenditure (without flight)	**141.0**	--	--	**150.6**	**140.7**
- Median	138.1	--	--	123.0	**126.8**
Average cost of the flight (€)	**467.8**	--	--	**500.7**	**475.8**
Total turnover (≥ 16 years old) (€m)	**190**	--	--	**141**	**429**
Turnover without flight (≥ 16 years old) (€m)	**136**	--	--	**100**	**305**

(*) Thousands of tourists









% Tourists whose spending has been greater than €0 in each item

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Accommodation:					
- Accommodation	85.7%	--	--	92.2%	**89.2%**
- Additional accommodation expenses	3.8%	--	--	1.6%	**3.1%**
Transport:					
- National/International Transport	95.5%	--	--	95.8%	**96.2%**
- Flights between islands	3.8%	--	--	1.7%	**2.2%**
- Taxi	53.4%	--	--	60.5%	**56.0%**
- Car rental	25.0%	--	--	28.2%	**25.9%**
- Public transport	14.8%	--	--	12.5%	**11.7%**
Food and drink:					
- Food purchases at supermarkets	57.2%	--	--	55.5%	**57.5%**
- Restaurants	72.8%	--	--	69.8%	**72.0%**
Leisure:					
- Organized excursions	21.2%	--	--	27.1%	**20.9%**
- Sport activities	8.0%	--	--	4.2%	**7.1%**
- Cultural activities	2.8%	--	--	3.6%	**3.2%**
- Museums	3.1%	--	--	3.7%	**2.9%**
- Theme Parks	8.7%	--	--	4.8%	**6.4%**
- Discos and pubs	7.1%	--	--	5.8%	**6.9%**
- Wellness	2.0%	--	--	4.1%	**3.1%**
Purchases of goods:					
- Souvenirs	31.2%	--	--	31.6%	**30.7%**
- Other expenses	0.0%	--	--	1.0%	**0.3%**
Other:					
- Medical or pharmaceutical expenses	6.3%	--	--	10.6%	**6.5%**
- Other expenses	5.3%	--	--	13.5%	**7.9%**

Average expenditure of tourists whose spending has been greater than €0 in each item

Expenditure per tourist and trip (€)	2025Q1	2025Q2	2025Q3	2025Q4	2025
Accommodation:	**974**	--	--	**910**	**899**
- Accommodation	868	--	--	813	**801**
- Additional accommodation expenses	106	--	--	97	**98**
Transport:	**837**	--	--	**820**	**825**
- National/International Transport	490	--	--	523	**495**
- Flights between islands	97	--	--	39	**83**
- Taxi	109	--	--	119	**109**
- Car rental	121	--	--	112	**116**
- Public transport	21	--	--	27	**23**
Food and drink:	**370**	--	--	**370**	**384**
- Food purchases at supermarkets	127	--	--	110	**131**
- Restaurants	244	--	--	261	**252**
Leisure:	**461**	--	--	**398**	**536**
- Organized excursions	100	--	--	87	**91**
- Sport activities	46	--	--	68	**89**
- Cultural activities	54	--	--	40	**89**
- Museums	22	--	--	48	**36**
- Theme Parks	78	--	--	50	**69**
- Discos and pubs	100	--	--	56	**89**
- Wellness	61	--	--	50	**73**
Purchases of goods:	**131**	--	--	**167**	**171**
- Souvenirs	131	--	--	102	**106**
- Other expenses	0	--	--	65	**65**
Other:	**180**	--	--	**290**	**226**
- Medical or pharmaceutical expenses	44	--	--	24	**36**
- Other expenses	136	--	--	266	**189**

Source: Tourist Expenditure Survey (EGT, ISTAC).

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 (2025)

DENMARK

What is the main purpose of their trip?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Holiday, leisure	92.7%	--	--	90.7%	**93.2%**
Visiting family or friends	5.3%	--	--	6.8%	**4.6%**
Business and work	0.6%	--	--	0.4%	**0.4%**
Education and training	0.0%	--	--	0.4%	**0.1%**
Sports training	0.7%	--	--	1.8%	**1.4%**
Health or medical care	0.0%	--	--	0.0%	**0.0%**
Fairs and congresses	0.0%	--	--	0.0%	**0.0%**
Others	0.8%	--	--	0.0%	**0.3%**

What is the main motivation for their holidays?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Rest	55.3%	--	--	54.7%	**53.4%**
Enjoy family time	22.7%	--	--	20.1%	**23.8%**
Have fun	6.8%	--	--	8.9%	**7.7%**
Explore the destination	12.5%	--	--	8.6%	**10.0%**
Practice their hobbies	2.3%	--	--	5.8%	**4.4%**
Other reasons	0.4%	--	--	2.0%	**0.8%**

Where did they spend their main holiday last year? *

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Didn't have holidays	15.0%	--	--	9.1%	**11.3%**
Canary Islands	26.7%	--	--	29.0%	**29.8%**
Other destination	58.3%	--	--	62.0%	**58.9%**
- Balearic Islands	2.8%	--	--	3.0%	**2.4%**
- Rest of Spain	5.8%	--	--	10.0%	**8.3%**
- Italy	5.5%	--	--	9.0%	**7.7%**
- France	5.8%	--	--	6.4%	**5.7%**
- Turkey	1.7%	--	--	3.2%	**2.8%**
- Greece	7.6%	--	--	10.3%	**9.3%**
- Portugal	4.2%	--	--	3.3%	**3.5%**
- Croatia	0.9%	--	--	1.7%	**1.2%**
- Egypt	0.0%	--	--	0.0%	**0.5%**
- Tunisia	0.0%	--	--	0.0%	**0.0%**
- Morocco	3.5%	--	--	0.0%	**0.8%**
- Others	20.5%	--	--	15.2%	**16.8%**

** Percentage of valid answers*

What other destinations did they consider for this trip? *

	2025Q1	2025Q2	2025Q3	2025Q4	2025
None (I was clear about "this Canary Island")	39.4%	--	--	35.7%	**35.2%**
Canary Islands (other island)	30.7%	--	--	27.1%	**27.7%**
Other destination	29.9%	--	--	37.3%	**37.1%**
- Balearic Islands	2.2%	--	--	0.6%	**1.9%**
- Rest of Spain	6.2%	--	--	6.2%	**6.9%**
- Italy	3.3%	--	--	3.7%	**4.2%**
- France	1.2%	--	--	1.7%	**1.9%**
- Turkey	0.5%	--	--	2.5%	**2.1%**
- Greece	4.9%	--	--	8.7%	**8.0%**
- Portugal	5.7%	--	--	5.1%	**5.1%**
- Croatia	1.0%	--	--	2.1%	**2.0%**
- Egypt	3.6%	--	--	4.5%	**3.7%**
- Others	1.2%	--	--	2.2%	**1.4%**

** Percentage of valid answers*

Importance of each factor in the destination choice

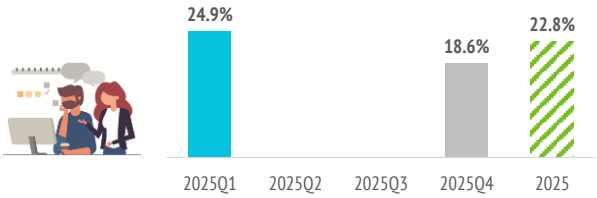
	2025Q1	2025Q2	2025Q3	2025Q4	2025
Climate	82.5%	--	--	64.9%	**73.6%**
Safety	35.6%	--	--	35.2%	**35.1%**
Tranquility	36.8%	--	--	31.7%	**33.8%**
Accommodation supply	33.9%	--	--	30.0%	**33.5%**
Sea	38.6%	--	--	29.7%	**33.7%**
European belonging	39.4%	--	--	27.6%	**35.3%**
Environment	34.0%	--	--	27.5%	**28.9%**
Beaches	27.3%	--	--	25.1%	**26.1%**
Price	30.3%	--	--	23.7%	**29.9%**
Landscapes	32.2%	--	--	22.8%	**25.2%**
Fun possibilities	18.6%	--	--	21.6%	**20.3%**
Hiking trail network	11.2%	--	--	14.1%	**12.0%**
Authenticity	19.9%	--	--	12.9%	**16.8%**
Exoticism	16.2%	--	--	11.9%	**14.9%**
Gastronomy	17.8%	--	--	10.9%	**14.9%**
Effortless trip	1.9%	--	--	10.5%	**6.2%**
Culture	5.1%	--	--	6.8%	**5.2%**
Historical heritage	3.8%	--	--	6.1%	**4.4%**
Shopping	9.2%	--	--	5.2%	**7.9%**
Nightlife	1.4%	--	--	3.5%	**2.3%**

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.

How far in advance do they book their trip?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
The same day	0.5%	--	--	0.7%	**0.4%**
Between 1 and 30 days	21.9%	--	--	24.5%	**23.0%**
Between 1 and 2 months	25.8%	--	--	30.0%	**24.8%**
Between 3 and 6 months	27.0%	--	--	26.2%	**29.0%**
More than 6 months	24.9%	--	--	18.6%	**22.8%**

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Previous visits to the Canary Islands	62.4%	--	--	58.9%	**59.1%**
Friends or relatives	22.0%	--	--	18.6%	**20.8%**
Internet or social media	43.6%	--	--	43.0%	**42.4%**
Mass Media	0.5%	--	--	0.3%	**0.8%**
Travel guides and magazines	1.4%	--	--	1.9%	**1.6%**
Travel Blogs or Forums	1.9%	--	--	4.2%	**2.3%**
Travel TV Channels	0.4%	--	--	0.4%	**0.3%**
Tour Operator or Travel Agency	27.1%	--	--	35.1%	**29.3%**
Public administrations or similar	0.4%	--	--	0.0%	**0.2%**
Others	1.9%	--	--	1.6%	**1.7%**

** Multi-choise question*

Tourist profile by quarter of trip (2025)

DENMARK

With whom did they book their flight and accommodation?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Flight					
- Directly with the airline	26.0%	--	--	20.2%	**23.7%**
- Tour Operator or Travel Agency	74.0%	--	--	79.8%	**76.3%**
Accommodation					
- Directly with the accommodation	21.6%	--	--	22.3%	**21.4%**
- Tour Operator or Travel Agency	74.0%	--	--	79.8%	**76.3%**

Where are they from?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Denmark	90.8%	--	--	93.7%	**90.1%**
Germany	4.3%	--	--	1.1%	**3.3%**
Spanish Mainland	0.1%	--	--	1.0%	**1.3%**
Sweden	0.0%	--	--	0.8%	**0.3%**
Portugal	0.9%	--	--	0.7%	**0.8%**
Italy	0.0%	--	--	0.6%	**0.2%**
Iceland	3.9%	--	--	2.0%	**4.0%**

Where do they stay?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
1-2-3* Hotel	16.6%	--	--	19.5%	**17.9%**
4* Hotel	27.5%	--	--	33.7%	**33.2%**
5* Hotel / 5* Luxury Hotel	3.2%	--	--	6.1%	**3.5%**
Aparthotel / Tourist Villa	31.7%	--	--	27.4%	**28.1%**
House/room rented in a private dwelling	12.8%	--	--	6.4%	**9.6%**
Private accommodation (1)	7.8%	--	--	5.0%	**6.0%**
Others (Cottage, cruise, camping,..)	0.5%	--	--	1.9%	**1.7%**

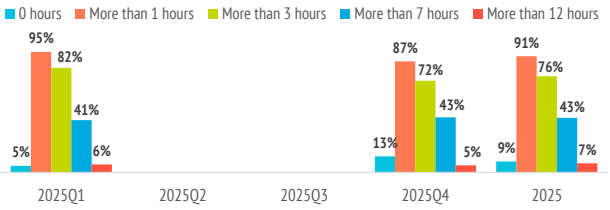
(1) Own property /House of friends or relatives / Free housing exchange / Other private accommodation.

What do they book?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Room only	38.2%	--	--	39.8%	**40.5%**
Bed and Breakfast	20.9%	--	--	20.9%	**19.7%**
Half board	13.2%	--	--	13.0%	**12.6%**
Full board	2.0%	--	--	7.0%	**3.7%**
All inclusive	25.7%	--	--	19.3%	**23.5%**

Activities in the Canary Islands

Outdoor time per day	2025Q1	2025Q2	2025Q3	2025Q4	2025
0 hours	5.0%	--	--	12.6%	**8.5%**
1 - 2 hours	12.6%	--	--	15.2%	**15.7%**
3 - 6 hours	41.3%	--	--	28.9%	**32.8%**
7 - 12 hours	34.9%	--	--	37.8%	**35.9%**
More than 12 hours	6.2%	--	--	5.5%	**7.1%**
Outdoor time per day	6.3	--	--	6.1	**6.2**



Activities in the Canary Islands	2025Q1	2025Q2	2025Q3	2025Q4	2025
Walk, wander	73.4%	--	--	66.6%	**70.6%**
Swimming pool, hotel facilities	58.2%	--	--	62.2%	**62.2%**
Explore the island on their own	64.1%	--	--	60.5%	**60.6%**
Beach	53.8%	--	--	46.5%	**52.6%**
Hiking	26.2%	--	--	28.3%	**25.3%**
Taste Canarian gastronomy	20.8%	--	--	18.7%	**22.6%**
Organized excursions	15.4%	--	--	12.1%	**12.0%**
Swim	5.2%	--	--	9.5%	**8.2%**
Running	9.3%	--	--	9.2%	**10.5%**
Nightlife / concerts / shows	11.7%	--	--	8.6%	**9.5%**
Museums / exhibitions	6.8%	--	--	8.4%	**7.7%**
Cycling / Mountain bike	4.2%	--	--	7.9%	**6.2%**
Practice other sports	5.7%	--	--	7.3%	**7.7%**
Beauty and health treatments	4.1%	--	--	6.9%	**5.3%**
Theme parks	9.7%	--	--	6.7%	**7.5%**
Other Nature Activities	6.2%	--	--	6.2%	**6.5%**
Wineries / markets / popular festivals	7.6%	--	--	5.8%	**7.1%**
Sea excursions / whale watching	7.7%	--	--	5.7%	**7.3%**
Scuba Diving	2.0%	--	--	4.4%	**3.3%**
Golf	3.1%	--	--	2.4%	**2.5%**
Astronomical observation	6.9%	--	--	2.2%	**4.8%**
Windsurf / Kitesurf	1.1%	--	--	1.9%	**1.4%**
Surf	3.8%	--	--	1.6%	**2.6%**

** Multi-choise question*

Tourist tax *(Data available from Q1 2025 to Q3 2025)*

Have they visited any holiday destination in the last five years where they were charged a tourist tax?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Yes	52.8%	--	--	--	**--**
No	26.3%	--	--	--	**--**
Not remember	20.8%	--	--	--	**--**

Do they exclude destinations with tourist tax?	2025Q1	2025Q2	2025Q3	2025Q4	2025
Yes	9.6%	--	--	--	**--**
No	90.4%	--	--	--	**--**

How much would they be willing to pay?	2025Q1	2025Q2	2025Q3	2025Q4	2025
Up to 1 euro	30.0%	--	--	--	**--**
Up to 2 euros	26.3%	--	--	--	**--**
Up to 3 euros	25.2%	--	--	--	**--**
More than 3 euros	18.4%	--	--	--	**--**

Would they be willing to pay a tourist tax for each day of accommodation in the Canary Islands?

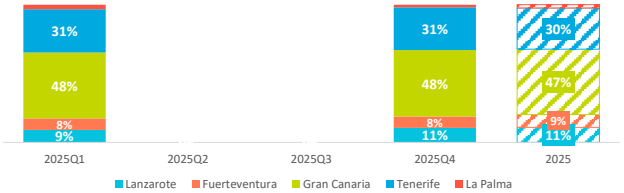
	2025Q1	2025Q2	2025Q3	2025Q4	2025
Yes	64.5%	--	--	--	**--**
- For any purpose	16.7%	--	--	--	**--**
- Improve living conditions	6.3%	--	--	--	**--**
- Improve economic development	5.1%	--	--	--	**--**
- Improve the environment	23.7%	--	--	--	**--**
- Improve the tourist environment	8.3%	--	--	--	**--**
- Other purposes	4.4%	--	--	--	**--**
Not sure	23.6%	--	--	--	**--**
No	11.9%	--	--	--	**--**

Tourist profile by quarter of trip (2025)

DENMARK

Which island do they choose?

Tourists (≥ 16 year old)	2025Q1	2025Q2	2025Q3	2025Q4	2025
Lanzarote	10,403	--	--	8,655	28,637
Fuerteventura	9,531	--	--	6,789	24,430
Gran Canaria	54,915	--	--	39,667	124,419
Tenerife	36,084	--	--	25,581	78,449
La Palma	3,720	--	--	1,494	6,084



Share by islands	2025Q1	2025Q2	2025Q3	2025Q4	2025
Lanzarote	9.1%	--	--	10.5%	10.9%
Fuerteventura	8.3%	--	--	8.3%	9.3%
Gran Canaria	47.9%	--	--	48.3%	47.5%
Tenerife	31.5%	--	--	31.1%	29.9%
La Palma	3.2%	--	--	1.8%	2.3%

How many are loyal to the Canary Islands?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Repeat tourists	83.1%	--	--	80.8%	81.3%
At least 10 previous visits	23.4%	--	--	30.2%	26.5%
Repeat tourists (last 5 years)	75.5%	--	--	74.4%	75.0%
Repeat tourists (last 5 years)(5 or more visits)	19.7%	--	--	23.5%	20.8%

Who are they?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Gender					
Men	50.6%	--	--	59.2%	50.7%
Women	49.4%	--	--	40.8%	49.3%
Age					
Average age	53.8	--	--	52.9	52.5
Standard deviation	16.8	--	--	17.8	16.9
Age range					
16 - 24 years old	7.2%	--	--	6.3%	7.4%
25 - 30 years old	6.6%	--	--	5.6%	5.4%
31 - 45 years old	15.4%	--	--	24.6%	21.1%
46 - 60 years old	27.4%	--	--	24.6%	28.5%
Over 60 years old	43.4%	--	--	38.9%	37.5%
Occupation					
Salaried worker	54.6%	--	--	47.2%	54.0%
Self-employed	5.9%	--	--	3.6%	5.1%
Unemployed	1.2%	--	--	2.7%	1.4%
Business owner	6.2%	--	--	9.8%	7.6%
Student	3.4%	--	--	0.5%	2.5%
Retired	28.7%	--	--	35.3%	28.6%
Unpaid domestic work	0.0%	--	--	0.0%	0.0%
Others	0.1%	--	--	0.9%	0.7%
Annual household income level					
Less than €25,000	6.8%	--	--	4.6%	5.6%
€25,000 - €49,999	22.6%	--	--	21.2%	19.9%
€50,000 - €74,999	20.5%	--	--	28.1%	25.2%
More than €74,999	50.1%	--	--	46.1%	49.3%
Education level					
No studies	2.5%	--	--	0.0%	1.5%
Primary education	3.7%	--	--	5.0%	4.4%
Secondary education	12.6%	--	--	16.8%	12.7%
Higher education	81.3%	--	--	78.1%	81.4%

How many islands do they visit during their trip?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
One island	92.4%	--	--	95.8%	95.2%
Two islands	6.6%	--	--	4.2%	4.4%
Three or more islands	1.0%	--	--	0.0%	0.4%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2025Q1	2025Q2	2025Q3	2025Q4	2025
Average rating	8.62	--	--	8.76	8.71

Experience in the Canary Islands	2025Q1	2025Q2	2025Q3	2025Q4	2025
Worse or much worse than expected	2.0%	--	--	3.3%	2.8%
Lived up to expectations	64.1%	--	--	65.0%	60.2%
Better or much better than expected	33.9%	--	--	31.7%	37.0%

Future intentions (scale 0-10)	2025Q1	2025Q2	2025Q3	2025Q4	2025
Return to the Canary Islands	8.96	--	--	8.89	8.94
Recommend visiting the Canary Islands	9.05	--	--	9.07	9.03

Who do they come with?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Unaccompanied	6.1%	--	--	8.6%	6.9%
Only with partner	48.7%	--	--	54.0%	50.3%
Only with children (< 13 years old)	3.5%	--	--	3.8%	3.7%
Partner + children (< 13 years old)	7.2%	--	--	3.0%	6.0%
Other relatives	8.6%	--	--	10.5%	9.2%
Friends	9.1%	--	--	5.7%	7.3%
Work colleagues	0.2%	--	--	0.0%	0.2%
Organized trip	0.4%	--	--	0.3%	0.3%
Other combinations (2)	16.3%	--	--	14.1%	16.2%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**18.1%**	**--**	**--**	**13.3%**	**16.9%**
- Between 0 and 2 years old	1.3%	--	--	0.0%	0.8%
- Between 3 and 12 years old	14.1%	--	--	10.4%	13.6%
- Between 0 -2 and 3-12 years old	2.6%	--	--	2.9%	2.5%
Tourists without children	**81.9%**	**--**	**--**	**86.7%**	**83.1%**
Group composition:					
- 1 person	8.3%	--	--	9.0%	8.2%
- 2 people	55.7%	--	--	64.7%	59.6%
- 3 people	9.3%	--	--	9.8%	9.3%
- 4 or 5 people	21.4%	--	--	10.8%	17.3%
- 6 or more people	5.3%	--	--	5.7%	5.7%
Average group size:	**2.79**	**--**	**--**	**2.67**	**2.78**

**People who share the main expenses of the trip*

Source: Tourist Expenditure Survey (EGT, ISTAC).

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