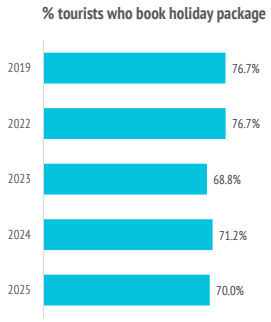
Tourist profile. Historical data (2019 - 2025)

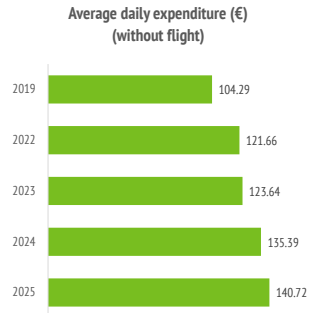
Denmark

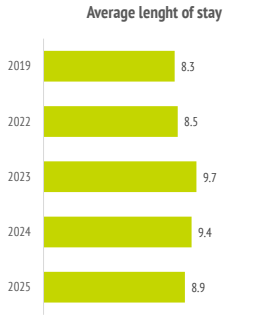
How many are they and how much do they spend?

	2019	2022	2023	2024	2025
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**297**	**345**	**305**	**295**	**302**
Tourist arrivals ≥ 16 years old (EGT) (*)	**248**	**290**	**255**	**250**	**262**
- % tourists who book holiday package	76.7%	76.7%	68.8%	71.2%	70.0%
Children < 16 years old (FRONTUR - EGT) (*)	50	55	50	44	40
Expenditure per tourist (€)	**1,244**	**1,387**	**1,517**	**1,592**	**1,638**
- book holiday package	1,310	1,448	1,668	1,604	1,747
- holiday package	1,051	1,238	1,297	1,329	1,397
- others	259	210	371	275	350
- do not book holiday package	1,026	1,186	1,185	1,561	1,383
- flight	312	377	368	469	381
- accommodation	352	305	402	529	518
- others	363	503	416	563	483
Average lenght of stay	**8.3**	**8.5**	**9.7**	**9.4**	**8.9**
- Median	7.0	7.0	7.0	7.0	**7.0**
Average daily expenditure (€)	**159.66**	**176.82**	**180.45**	**198.36**	**197.40**
- Median	139.65	160.76	162.50	180.15	**180.02**
Average daily expenditure (without flight)	**104.29**	**121.66**	**123.64**	**135.39**	**140.72**
- Median	92.39	107.10	112.81	119.35	**126.80**
Average cost of the flight (€)	**422.8**	**433.0**	**461.4**	**505.9**	**475.8**
Total turnover (≥ 16 years old) (€m)	**308**	**402**	**386**	**399**	**429**
Turnover without flight (≥ 16 years old) (€m)	**203**	**277**	**269**	**272**	**305**

(*) Thousands of tourists









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

	2019	2022	2023	2024	2025
Accommodation:					
- Accommodation	93.4%	86.4%	89.9%	89.4%	89.2%
- Additional accommodation expenses	4.0%	3.5%	4.8%	4.6%	3.1%
Transport:					
- National/International Transport	97.0%	95.4%	95.7%	93.5%	96.2%
- Flights between islands	2.2%	1.8%	3.3%	2.8%	2.2%
- Taxi	57.7%	65.2%	58.1%	61.2%	56.0%
- Car rental	17.7%	21.9%	27.0%	20.4%	25.9%
- Public transport	8.0%	6.9%	8.6%	9.5%	11.7%
Food and drink:					
- Food purchases at supermarkets	53.7%	48.4%	57.1%	57.2%	57.5%
- Restaurants	60.3%	62.3%	67.5%	62.5%	72.0%
Leisure:					
- Organized excursions	12.2%	14.9%	17.9%	16.5%	20.9%
- Sport activities	4.0%	7.0%	6.7%	5.3%	7.1%
- Cultural activities	2.2%	3.1%	1.4%	2.9%	3.2%
- Museums	2.0%	3.2%	2.3%	2.5%	2.9%
- Theme Parks	4.1%	5.6%	4.1%	4.6%	6.4%
- Discos and pubs	3.0%	5.1%	6.5%	8.7%	6.9%
- Wellness	4.0%	3.3%	4.2%	4.7%	3.1%
Purchases of goods:					
- Souvenirs	33.7%	30.3%	34.4%	33.8%	30.7%
- Other expenses	0.8%	0.4%	0.6%	1.4%	0.3%
Other:					
- Medical or pharmaceutical expenses	4.6%	3.6%	8.5%	4.4%	6.5%
- Other expenses	8.9%	8.4%	7.9%	7.5%	7.9%

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

Expenditure per tourist and trip (€)	2019	2022	2023	2024	2025
Accommodation:	**711**	**1,016**	**934**	**980**	**899**
- Accommodation	537	661	681	736	801
- Additional accommodation expenses	174	355	253	244	98
Transport:	**658**	**763**	**834**	**950**	**825**
- National/International Transport	436	454	482	541	495
- Flights between islands	47	62	94	151	83
- Taxi	68	99	108	100	109
- Car rental	79	122	122	133	116
- Public transport	28	26	27	25	23
Food and drink:	**309**	**378**	**379**	**404**	**384**
- Food purchases at supermarkets	116	161	116	144	131
- Restaurants	193	218	263	259	252
Leisure:	**417**	**445**	**516**	**563**	**536**
- Organized excursions	81	82	111	93	91
- Sport activities	83	100	79	71	89
- Cultural activities	33	44	63	154	89
- Museums	40	27	40	36	36
- Theme Parks	80	58	61	98	69
- Discos and pubs	56	70	111	58	89
- Wellness	44	63	51	53	73
Purchases of goods:	**650**	**162**	**215**	**128**	**171**
- Souvenirs	124	85	99	92	106
- Other expenses	526	77	117	36	65
Other:	**129**	**84**	**162**	**125**	**226**
- Medical or pharmaceutical expenses	23	19	68	42	36
- Other expenses	105	65	94	84	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. Historical data (2019 - 2025)

Denmark

What is the main purpose of their trip?

	2019	2022	2023	2024	2025
Holiday, leisure	3.4%	0.9%	4.0%	2.4%	2.2%
Visiting family or friends	0.0%	0.0%	0.0%	0.0%	0.6%
Business and work	92.9%	93.0%	92.8%	93.1%	93.2%
Education and training	0.5%	0.0%	0.0%	0.3%	0.0%
Sports training	0.4%	0.2%	0.8%	0.1%	0.4%
Health or medical care	0.5%	0.0%	0.5%	0.5%	0.6%
Fairs and congresses	0.0%	0.1%	0.5%	0.5%	0.3%
Others	1.9%	4.3%	4.1%	3.2%	4.6%

What is the main motivation for their holidays?

	2019	2022	2023	2024	2025
Rest	60.5%	54.9%	55.1%	60.6%	53.4%
Enjoy family time	25.3%	27.0%	24.6%	20.5%	23.8%
Have fun	3.2%	5.2%	6.1%	5.3%	7.7%
Explore the destination	8.0%	7.4%	9.3%	7.3%	10.0%
Practice their hobbies	2.8%	4.6%	3.7%	4.7%	4.4%
Other reasons	0.1%	0.8%	1.3%	1.6%	0.8%

Where did they spend their main holiday last year? *

	2019	2022	2023	2024	2025
Didn't have holidays	--	34.2%	11.9%	10.8%	11.3%
Canary Islands	--	19.4%	29.3%	29.7%	29.8%
Other destination	--	46.4%	58.8%	59.5%	58.9%
- Balearic Islands	--	3.3%	2.3%	2.0%	2.4%
- Rest of Spain	--	4.8%	8.0%	10.3%	8.3%
- Italy	--	5.7%	7.5%	7.3%	7.7%
- France	--	4.6%	4.1%	4.5%	5.7%
- Turkey	--	2.3%	3.4%	4.1%	2.8%
- Greece	--	11.3%	12.1%	9.9%	9.3%
- Portugal	--	2.2%	2.6%	3.2%	3.5%
- Croatia	--	1.8%	1.4%	1.4%	1.2%
- Egypt	--	0.2%	0.5%	0.7%	0.5%
- Tunisia	--	0.0%	0.1%	0.6%	0.0%
- Morocco	--	0.0%	0.4%	0.1%	0.8%
- Others	--	10.1%	16.3%	15.3%	16.8%

** Percentage of valid answers*

What other destinations did they consider for this trip? *

	2019	2022	2023	2024	2025
None (I was clear about "this Canary Island")	--	34.4%	34.8%	36.4%	35.2%
Canary Islands (other island)	--	28.0%	28.2%	26.6%	27.7%
Other destination	--	37.7%	37.1%	37.0%	37.1%
- Balearic Islands	--	2.0%	2.0%	1.5%	1.9%
- Rest of Spain	--	7.3%	6.3%	8.6%	6.9%
- Italy	--	3.0%	4.2%	4.6%	4.2%
- France	--	1.1%	1.3%	1.0%	1.9%
- Turkey	--	2.0%	2.9%	2.5%	2.1%
- Greece	--	10.3%	7.8%	8.1%	8.0%
- Portugal	--	4.7%	4.2%	3.1%	5.1%
- Croatia	--	1.5%	1.6%	1.6%	2.0%
- Egypt	--	3.1%	4.2%	4.1%	3.7%
- Others	--	2.7%	2.6%	1.9%	1.4%

** Percentage of valid answers*

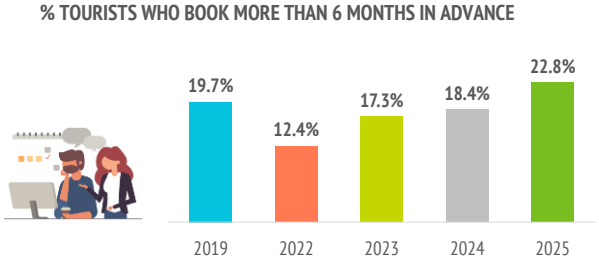
Importance of each factor in the destination choice

	2019	2022	2023	2024	2025
Climate	81.1%	76.1%	75.1%	73.1%	73.6%
European belonging	28.5%	29.2%	30.9%	33.4%	35.3%
Safety	36.5%	30.6%	35.2%	31.8%	35.1%
Tranquility	36.1%	33.0%	34.5%	33.6%	33.8%
Sea	31.6%	31.6%	35.4%	31.2%	33.7%
Accommodation supply	31.9%	36.6%	34.6%	34.6%	33.5%
Price	28.0%	27.0%	24.9%	23.3%	29.9%
Environment	24.6%	23.5%	28.5%	23.4%	28.9%
Beaches	23.8%	24.7%	25.5%	27.6%	26.1%
Landscapes	24.7%	20.8%	21.7%	20.4%	25.2%
Fun possibilities	22.2%	25.3%	21.5%	23.7%	20.3%
Authenticity	10.6%	13.0%	14.9%	14.9%	16.8%
Exoticism	13.3%	13.6%	15.0%	14.4%	14.9%
Gastronomy	16.7%	13.5%	14.9%	17.9%	14.9%
Hiking trail network	6.8%	8.9%	12.6%	7.6%	12.0%
Shopping	6.1%	5.4%	7.9%	7.5%	7.9%
Effortless trip	4.1%	6.7%	6.4%	5.0%	6.2%
Culture	2.9%	3.2%	3.3%	3.5%	5.2%
Historical heritage	2.7%	2.4%	4.9%	2.4%	4.4%
Nightlife	1.9%	2.7%	2.8%	2.6%	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?

	2019	2022	2023	2024	2025
The same day	0.7%	1.0%	0.3%	1.3%	0.4%
Between 1 and 30 days	21.4%	30.4%	23.2%	21.4%	23.0%
Between 1 and 2 months	25.6%	26.6%	26.4%	22.5%	24.8%
Between 3 and 6 months	32.7%	29.6%	32.8%	36.3%	29.0%
More than 6 months	19.7%	12.4%	17.3%	18.4%	22.8%



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

	2019	2022	2023	2024	2025
Previous visits to the Canary Islands	59.9%	53.3%	55.7%	56.3%	59.1%
Friends or relatives	20.3%	22.1%	20.0%	23.9%	20.8%
Internet or social media	49.1%	49.4%	47.7%	43.0%	42.4%
Mass Media	1.1%	1.4%	0.8%	0.9%	0.8%
Travel guides and magazines	5.2%	2.9%	4.2%	5.2%	1.6%
Travel Blogs or Forums	2.9%	3.5%	4.1%	3.6%	2.3%
Travel TV Channels	0.3%	0.3%	0.0%	0.3%	0.3%
Tour Operator or Travel Agency	26.7%	33.6%	25.8%	27.9%	29.3%
Public administrations or similar	0.2%	2.4%	0.3%	0.8%	0.2%
Others	2.5%	1.4%	1.7%	3.2%	1.7%

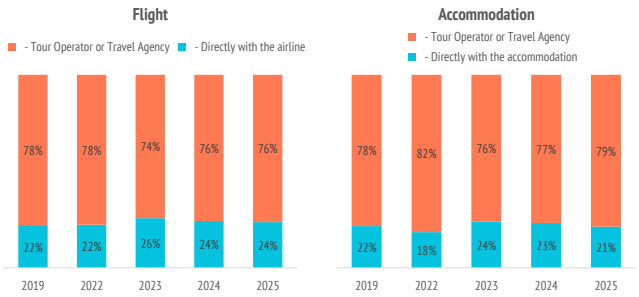
** Multi-choise question*

Tourist profile. Historical data (2019 - 2025)

Denmark

With whom did they book their flight and accommodation?

	2019	2022	2023	2024	2025
Flight					
- Directly with the airline	21.7%	22.3%	25.7%	24.2%	23.7%
- Tour Operator or Travel Agency	78.3%	77.7%	74.3%	75.8%	76.3%
Accommodation					
- Directly with the accommodation	21.6%	18.5%	24.0%	23.2%	21.4%
- Tour Operator or Travel Agency	78.4%	81.5%	76.0%	76.8%	78.6%



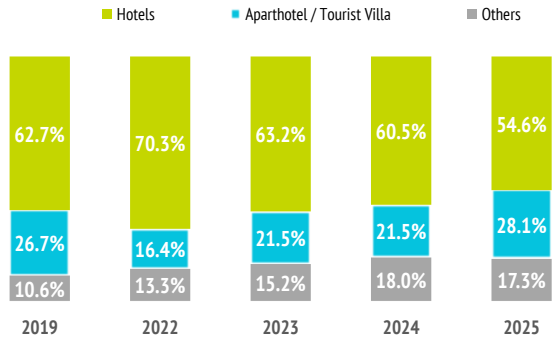
Where are they from?

	2019	2022	2023	2024	2025
Denmark	91.3%	92.7%	93.0%	92.2%	90.1%
Spanish Mainland	0.6%	2.2%	1.7%	2.0%	1.3%
Norway	0.6%	0.0%	0.2%	0.1%	1.3%
United Kingdom	0.4%	0.3%	0.4%	0.6%	1.0%
Portugal	1.2%	0.4%	0.1%	0.0%	0.8%
Netherlands	0.0%	0.0%	0.0%	0.4%	0.7%
Italy	0.0%	0.1%	0.0%	0.6%	0.2%
Poland	0.1%	0.1%	0.0%	0.0%	0.1%
Iceland	0.0%	0.0%	0.0%	0.1%	0.1%
Austria	0.1%	0.2%	0.0%	0.2%	0.0%
Others	5.9%	3.9%	4.6%	3.8%	4.5%

Where do they stay?

	2019	2022	2023	2024	2025
1-2-3* Hotel	25.2%	23.1%	22.7%	18.5%	17.9%
4* Hotel	32.6%	42.8%	34.9%	36.7%	33.2%
5* Hotel / 5* Luxury Hotel	4.9%	4.4%	5.6%	5.3%	3.5%
Aparthotel / Tourist Villa	26.7%	16.4%	21.5%	21.5%	28.1%
House/room rented in a private dwelling	3.2%	2.9%	7.3%	10.6%	9.6%
Private accommodation (1)	1.3%	3.8%	3.8%	3.4%	6.0%
Others (Cottage, cruise, camping,..)	6.0%	6.6%	4.1%	4.0%	1.7%

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

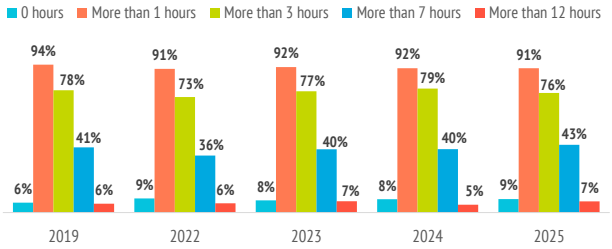


What do they book?

	2019	2022	2023	2024	2025
Room only	34.6%	27.2%	35.7%	39.8%	40.5%
Bed and Breakfast	15.5%	17.0%	17.0%	15.8%	19.7%
Half board	15.0%	15.9%	15.4%	10.4%	12.6%
Full board	2.5%	4.7%	3.6%	3.8%	3.7%
All inclusive	32.5%	35.2%	28.3%	30.2%	23.5%

Activities in the Canary Islands

Outdoor time per day	2019	2022	2023	2024	2025
0 hours	6.3%	8.9%	7.8%	8.5%	8.5%
1 - 2 hours	16.2%	17.9%	15.4%	13.0%	15.7%
3 - 6 hours	36.2%	37.0%	36.7%	38.3%	32.8%
7 - 12 hours	35.7%	30.3%	32.9%	35.3%	35.9%
More than 12 hours	5.6%	5.8%	7.2%	5.0%	7.1%
Outdoor time per day	6.1	5.8	6.1	6.0	6.2



Activities in the Canary Islands	2019	2022	2023	2024	2025
Walk, wander	65.6%	72.7%	68.2%	64.2%	70.6%
Swimming pool, hotel facilities	60.6%	70.2%	60.4%	61.1%	62.2%
Explore the island on their own	54.8%	53.2%	54.7%	54.1%	60.6%
Beach	51.3%	54.1%	54.0%	55.2%	52.6%
Hiking	--	15.6%	22.7%	17.4%	25.3%
Taste Canarian gastronomy	18.9%	18.6%	18.4%	20.0%	22.6%
Organized excursions	12.2%	12.9%	13.7%	11.0%	12.0%
Running	--	11.2%	8.5%	9.7%	10.5%
Nightlife / concerts / shows	7.1%	10.5%	8.0%	9.6%	9.5%
Swim	--	8.4%	3.1%	4.9%	8.2%
Museums / exhibitions	6.0%	5.9%	5.7%	6.6%	7.7%
Practice other sports	--	9.6%	7.0%	8.6%	7.7%
Theme parks	8.3%	7.9%	7.9%	7.2%	7.5%
Sea excursions / whale watching	9.5%	8.9%	7.7%	9.7%	7.3%
Wineries / markets / popular festivals	5.2%	5.7%	6.5%	7.1%	7.1%
Other Nature Activities	--	3.8%	7.3%	5.6%	6.5%
Cycling / Mountain bike	--	4.3%	4.7%	6.1%	6.2%
Beauty and health treatments	5.8%	6.8%	7.7%	6.6%	5.3%
Astronomical observation	2.2%	3.5%	3.8%	3.5%	4.8%
Scuba Diving	--	2.4%	2.0%	2.2%	3.3%
Surf	--	3.2%	1.7%	1.4%	2.6%
Golf	--	2.3%	3.1%	2.4%	2.5%
Windsurf / Kitesurf	--	4.1%	0.4%	1.5%	1.4%

** Multi-choise question*

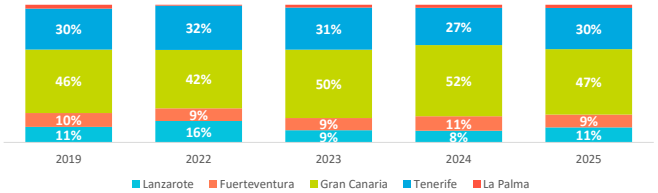
Tourist profile. Historical data (2019 - 2025)

Denmark

Which island do they choose?

Tourists (≥ 16 year old)	2019	2022	2023	2024	2025
Lanzarote	27,880	44,781	22,532	21,206	28,637
Fuerteventura	24,879	26,586	22,433	26,277	24,430
Gran Canaria	113,840	122,481	126,126	129,348	124,419
Tenerife	73,347	92,745	77,764	67,926	78,449
La Palma	6,992	1,796	5,227	5,488	6,084

Share by islands	2019	2022	2023	2024	2025
Lanzarote	11.3%	15.5%	8.9%	8.5%	10.9%
Fuerteventura	10.1%	9.2%	8.8%	10.5%	9.3%
Gran Canaria	46.1%	42.5%	49.6%	51.7%	47.5%
Tenerife	29.7%	32.2%	30.6%	27.1%	29.9%
La Palma	2.8%	0.6%	2.1%	2.2%	2.3%



How many islands do they visit during their trip?

	2019	2022	2023	2024	2025
One island	94.8%	96.3%	95.5%	94.9%	95.2%
Two islands	4.6%	3.7%	4.3%	4.1%	4.4%
Three or more islands	0.6%	0.0%	0.2%	0.9%	0.4%

How many are loyal to the Canary Islands?

	2019	2022	2023	2024	2025
Repeat tourists	77.0%	75.9%	77.4%	78.4%	81.3%
At least 10 previous visits	20.5%	21.9%	25.0%	25.8%	26.5%
Repeat tourists (last 5 years)	72.6%	66.9%	68.8%	71.2%	75.0%
Repeat tourists (last 5 years)(5 or more visits)	20.8%	10.8%	18.9%	18.5%	20.8%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019	2022	2023	2024	2025
Average rating	8.68	8.77	8.70	8.64	8.71

Experience in the Canary Islands	2019	2022	2023	2024	2025
Worse or much worse than expected	1.2%	1.9%	1.8%	3.3%	2.8%
Lived up to expectations	65.1%	64.6%	64.4%	63.2%	60.2%
Better or much better than expected	33.8%	33.5%	33.8%	33.4%	37.0%

Future intentions (scale 0-10)	2019	2022	2023	2024	2025
Return to the Canary Islands	8.88	8.94	8.75	8.85	8.94
Recommend visiting the Canary Islands	8.96	9.05	8.86	8.84	9.03

Who are they?

	2019	2022	2023	2024	2025
Gender					
Men	44.0%	49.3%	48.5%	53.2%	50.7%
Women	56.0%	50.7%	51.5%	46.8%	49.3%
Age					
Average age	50.9	49.5	51.5	50.1	52.5
Standard deviation	15.4	16.8	17.5	17.5	16.9
Age range					
16 - 24 years old	6.9%	9.9%	8.9%	10.9%	7.4%
25 - 30 years old	7.0%	7.9%	8.3%	6.5%	5.4%
31 - 45 years old	20.7%	21.6%	18.0%	23.1%	21.1%
46 - 60 years old	34.0%	30.0%	27.3%	26.5%	28.5%
Over 60 years old	31.4%	30.6%	37.5%	33.0%	37.5%
Occupation					
Salaried worker	55.4%	52.6%	52.8%	56.4%	54.0%
Self-employed	7.0%	9.9%	7.8%	7.5%	5.1%
Unemployed	0.3%	1.8%	0.1%	1.3%	1.4%
Business owner	12.4%	9.2%	7.3%	10.4%	7.6%
Student	3.8%	4.1%	4.7%	2.9%	2.5%
Retired	20.3%	21.9%	26.8%	21.3%	28.6%
Unpaid domestic work	0.1%	0.0%	0.1%	0.0%	0.0%
Others	0.6%	0.4%	0.3%	0.2%	0.7%
Annual household income level					
Less than €25,000	5.5%	8.1%	6.0%	5.1%	5.6%
€25,000 - €49,999	19.1%	20.6%	22.2%	19.0%	19.9%
€50,000 - €74,999	31.1%	32.2%	28.9%	29.1%	25.2%
More than €74,999	44.3%	39.0%	42.9%	46.8%	49.3%
Education level					
No studies	1.6%	1.5%	2.2%	2.7%	1.5%
Primary education	5.6%	2.5%	4.0%	2.7%	4.4%
Secondary education	12.7%	10.2%	13.5%	11.1%	12.7%
Higher education	80.1%	85.8%	80.3%	83.5%	81.4%

Who do they come with?

	2019	2022	2023	2024	2025
Unaccompanied	4.3%	9.0%	6.7%	8.5%	6.9%
Only with partner	44.0%	44.7%	53.1%	43.1%	50.3%
Only with children (< 13 years old)	5.8%	5.9%	3.6%	4.1%	3.7%
Partner + children (< 13 years old)	6.9%	6.4%	5.8%	6.3%	6.0%
Other relatives	11.9%	11.2%	10.3%	10.4%	9.2%
Friends	5.2%	5.1%	4.7%	6.8%	7.3%
Work colleagues	0.2%	0.3%	0.1%	0.8%	0.2%
Organized trip	0.7%	0.6%	0.4%	0.1%	0.3%
Other combinations (2)	20.9%	16.8%	15.3%	20.0%	16.2%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**21.2%**	**20.2%**	**14.8%**	**17.4%**	**16.9%**
- Between 0 and 2 years old	1.7%	2.5%	1.0%	1.8%	0.8%
- Between 3 and 12 years old	17.0%	15.2%	12.2%	13.7%	13.6%
- Between 0 -2 and 3-12 years old	2.4%	2.5%	1.6%	1.8%	2.5%
Tourists without children	**78.8%**	**79.8%**	**85.2%**	**82.6%**	**83.1%**
Group composition:					
- 1 person	7.4%	11.1%	9.2%	11.8%	8.2%
- 2 people	51.7%	54.8%	61.5%	51.5%	59.6%
- 3 people	12.4%	10.1%	10.1%	11.5%	9.3%
- 4 or 5 people	20.5%	14.9%	16.5%	18.2%	17.3%
- 6 or more people	7.9%	8.9%	2.8%	7.1%	5.7%
Average group size:	**3.00**	**2.87**	**2.55**	**2.85**	**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.