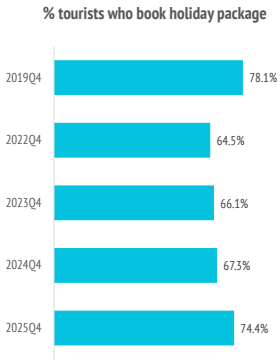
Tourist profile. Historical data (2019 - 2025)

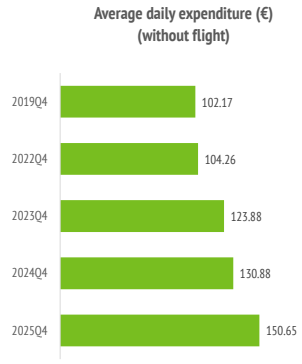
DENMARK: Fourth Quarter

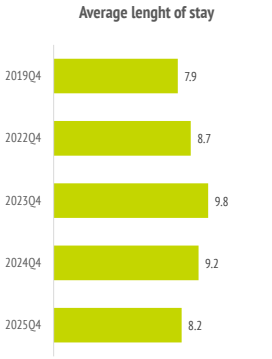
How many are they and how much do they spend?

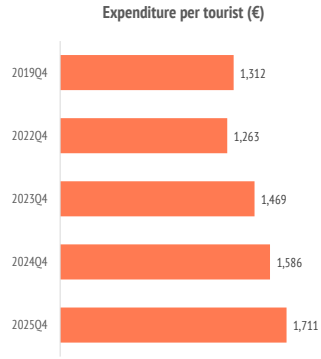
	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**98**	**125**	**103**	**101**	**93**
Tourist arrivals ≥ 16 years old (EGT) (*)	**83**	**105**	**87**	**86**	**82**
- book holiday package (*)	65	68	58	58	61
- do not book holiday package (*)	18	37	29	28	21
- % tourists who book holiday package	78.1%	64.5%	66.1%	67.3%	74.4%
Children < 16 years old (FRONTUR - EGT) (*)	15	20	16	15	11
Expenditure per tourist (€) (group spend / group size)	**1,090**	**1,170**	**1,296**	**1,447**	**1,549**
Expenditure per tourist (€) (group spend / +16)	**1,312**	**1,263**	**1,469**	**1,586**	**1,711**
- book holiday package	1,394	1,378	1,552	1,554	1,837
- holiday package	1,182	1,139	1,225	1,220	1,475
- others	212	240	327	334	362
- do not book holiday package	1,020	1,054	1,306	1,653	1,346
- flight	314	380	386	404	332
- accommodation	373	171	443	562	551
- others	332	503	478	687	463
Average lenght of stay	**7.9**	**8.7**	**9.8**	**9.2**	**8.2**
- Median	7.0	7.0	7.0	7.0	7.0
Average daily expenditure (€)	**175.19**	**160.03**	**181.65**	**191.53**	**212.06**
- Median	152.73	161.00	169.37	181.21	183.84
Average daily expenditure (without flight)	**102.17**	**104.26**	**123.88**	**130.88**	**150.65**
- Median	92.93	105.90	114.98	122.97	122.99
Average cost of the flight (€)	**540**	**446**	**448**	**483**	**501**
Total turnover (€m)	**108**	**133**	**128**	**137**	**141**
Turnover without flight (€m)	**64**	**86**	**89**	**95**	**100**

(*) Thousands of tourists









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

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Accommodation:					
- Accommodation	93.0%	76.4%	91.6%	91.0%	92.2%
- Additional accommodation expenses	5.5%	1.2%	7.6%	6.0%	1.6%
Transport:					
- National/International Transport	97.4%	95.1%	94.9%	93.8%	95.8%
- Flights between islands	3.4%	1.9%	2.7%	4.9%	1.7%
- Taxi	56.4%	61.9%	62.4%	65.8%	60.5%
- Car rental	17.8%	18.8%	27.3%	17.2%	28.2%
- Public transport	6.8%	6.2%	10.5%	12.5%	12.5%
Food and drink:					
- Food purchases at supermarkets	46.9%	48.3%	62.3%	67.6%	55.5%
- Restaurants	50.2%	64.2%	71.8%	64.7%	69.8%
Leisure:					
- Organized excursions	11.1%	14.8%	22.6%	20.7%	27.1%
- Sport activities	2.7%	7.2%	6.0%	6.2%	4.2%
- Cultural activities	1.5%	2.3%	1.4%	5.3%	3.6%
- Museums	1.1%	3.9%	1.2%	1.6%	3.7%
- Theme Parks	2.9%	4.9%	3.4%	8.1%	4.8%
- Discos and pubs	1.9%	6.2%	6.9%	10.7%	5.8%
- Wellness	3.9%	3.4%	3.8%	4.4%	4.1%
Purchases of goods:					
- Souvenirs	34.5%	25.3%	40.6%	38.2%	31.6%
- Other expenses	0.7%	0.8%	1.0%	2.8%	1.0%
Other:					
- Medical or pharmaceutical expenses	2.7%	2.0%	10.0%	3.7%	10.6%
- Other expenses	7.6%	6.2%	9.5%	4.3%	13.5%

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

Expenditure per tourist and trip (€)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Accommodation:	**695**	**788**	**918**	**912**	**910**
- Accommodation	535	572	649	667	813
- Additional accommodation expenses	159	216	269	245	97
Transport:	**764**	**711**	**758**	**950**	**820**
- National/International Transport	554	469	472	514	523
- Flights between islands	51	42	68	189	39
- Taxi	60	78	87	93	119
- Car rental	75	90	116	126	112
- Public transport	23	31	15	28	27
Food and drink:	**321**	**450**	**321**	**413**	**370**
- Food purchases at supermarkets	122	248	104	154	110
- Restaurants	199	202	217	259	261
Leisure:	**327**	**437**	**584**	**650**	**398**
- Organized excursions	61	85	133	100	87
- Sport activities	109	84	32	40	68
- Cultural activities	26	37	59	224	40
- Museums	38	24	70	15	48
- Theme Parks	41	58	63	130	50
- Discos and pubs	22	101	170	68	56
- Wellness	29	46	57	74	50
Purchases of goods:	**223**	**194**	**130**	**174**	**167**
- Souvenirs	114	97	93	127	**102**
- Other expenses	109	96	37	47	**65**
Other:	**68**	**78**	**90**	**210**	**290**
- Medical or pharmaceutical expenses	24	29	32	20	**24**
- Other expenses	45	49	58	190	**266**

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: Fourth Quarter

What is the main purpose of their trip?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Holiday, leisure	91.8%	88.9%	91.2%	93.3%	90.7%
Visiting family or friends	3.2%	8.3%	5.1%	2.8%	6.8%
Business and work	1.1%	0.5%	1.1%	0.0%	0.4%
Education and training	0.0%	2.3%	0.0%	0.3%	0.4%
Sports training	4.0%	0.0%	1.7%	2.7%	1.8%
Health or medical care	0.0%	0.0%	0.0%	0.0%	0.0%
Fairs and congresses	0.0%	0.0%	0.0%	0.9%	0.0%
Others	0.0%	0.0%	0.9%	0.0%	0.0%

What is the main motivation for their holidays?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Rest	56.6%	49.1%	54.3%	63.0%	54.7%
Enjoy family time	28.2%	32.1%	24.7%	18.7%	20.1%
Have fun	3.1%	5.7%	6.3%	6.5%	8.9%
Explore the destination	8.0%	9.7%	8.1%	7.3%	8.6%
Practice their hobbies	4.1%	2.8%	5.5%	3.6%	5.8%
Other reasons	0.0%	0.6%	1.2%	0.8%	2.0%

Where did they spend their main holiday last year? *

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Didn't have holidays	--	27.8%	10.5%	11.0%	10.1%
Canary Islands	--	23.4%	27.0%	32.2%	33.0%
Other destination	--	48.8%	62.5%	56.8%	56.9%
- Balearic Islands	--	2.1%	1.2%	3.0%	2.2%
- Rest of Spain	--	3.7%	8.5%	9.5%	8.0%
- Italy	--	6.6%	6.7%	5.6%	7.1%
- France	--	6.0%	4.0%	3.6%	4.2%
- Turkey	--	4.4%	5.1%	2.1%	2.9%
- Greece	--	10.8%	15.5%	10.2%	9.2%
- Portugal	--	2.0%	2.3%	3.4%	3.7%
- Croatia	--	3.8%	0.3%	2.5%	1.1%
- Egypt	--	0.4%	0.6%	0.5%	1.4%
- Tunisia	--	0.0%	0.4%	1.6%	0.0%
- Morocco	--	0.0%	0.5%	0.0%	1.0%
- Others	--	9.0%	17.4%	14.8%	16.1%

** Percentage of valid answers*

What other destinations did they consider for this trip? *

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
None (I was clear about "this Canary Island")	--	38.0%	35.5%	33.7%	35.7%
Canary Islands (other island)	--	28.6%	29.0%	27.5%	27.1%
Other destination	--	33.4%	35.5%	38.8%	37.3%
- Balearic Islands	--	1.4%	2.7%	2.5%	0.6%
- Rest of Spain	--	7.0%	6.1%	10.1%	6.2%
- Italy	--	3.2%	2.0%	4.5%	3.7%
- France	--	0.3%	1.5%	1.0%	1.7%
- Turkey	--	1.8%	3.3%	1.1%	2.5%
- Greece	--	10.0%	7.7%	9.0%	8.7%
- Portugal	--	3.4%	4.7%	3.1%	5.1%
- Croatia	--	1.1%	2.1%	0.6%	2.1%
- Egypt	--	3.8%	3.7%	5.0%	4.5%
- Others	--	1.6%	1.6%	1.9%	2.2%

** Percentage of valid answers*

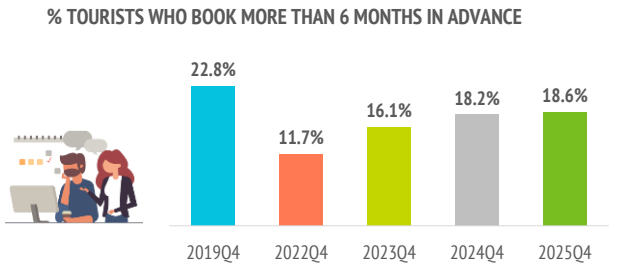
Importance of each factor in the destination choice

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Climate	80.0%	75.3%	75.4%	67.5%	64.9%
Safety	33.2%	23.3%	38.9%	31.7%	35.2%
Tranquility	34.0%	31.5%	38.4%	38.3%	31.7%
Accommodation supply	30.6%	37.8%	35.0%	35.1%	30.0%
Sea	26.4%	34.6%	41.9%	36.3%	29.7%
European belonging	22.1%	23.1%	31.1%	36.0%	27.6%
Environment	24.1%	24.0%	27.2%	29.2%	27.5%
Beaches	22.1%	24.0%	22.1%	31.8%	25.1%
Price	21.3%	27.6%	24.8%	20.8%	23.7%
Landscapes	25.2%	22.3%	20.3%	27.7%	22.8%
Fun possibilities	22.8%	20.2%	19.7%	27.7%	21.6%
Hiking trail network	5.5%	9.8%	12.7%	9.6%	14.1%
Authenticity	11.2%	11.9%	17.6%	17.3%	12.9%
Exoticism	13.4%	12.4%	18.5%	12.0%	11.9%
Gastronomy	17.0%	13.9%	17.1%	20.2%	10.9%
Effortless trip	4.5%	5.4%	7.2%	7.0%	10.5%
Culture	3.0%	3.4%	2.0%	4.3%	6.8%
Historical heritage	2.8%	1.6%	1.4%	3.9%	6.1%
Shopping	5.2%	7.1%	8.0%	8.7%	5.2%
Nightlife	0.5%	2.9%	3.3%	2.4%	3.5%

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?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
The same day	1.2%	2.1%	0.7%	1.8%	0.7%
Between 1 and 30 days	15.1%	33.1%	21.1%	18.9%	24.5%
Between 1 and 2 months	20.1%	23.3%	26.0%	23.8%	30.0%
Between 3 and 6 months	40.7%	29.8%	36.1%	37.4%	26.2%
More than 6 months	22.8%	11.7%	16.1%	18.2%	18.6%



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

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Previous visits to the Canary Islands	63.2%	52.2%	55.1%	57.2%	58.9%
Friends or relatives	20.7%	24.3%	20.4%	27.5%	18.6%
Internet or social media	42.2%	50.3%	47.5%	39.8%	43.0%
Mass Media	0.9%	0.9%	0.9%	2.3%	0.3%
Travel guides and magazines	5.4%	1.0%	4.0%	6.8%	1.9%
Travel Blogs or Forums	2.0%	2.8%	3.3%	5.0%	4.2%
Travel TV Channels	0.7%	0.8%	0.0%	0.6%	0.4%
Tour Operator or Travel Agency	26.7%	28.9%	27.3%	28.0%	35.1%
Public administrations or similar	0.0%	3.9%	0.5%	1.6%	0.0%
Others	4.5%	1.7%	2.1%	2.6%	1.6%

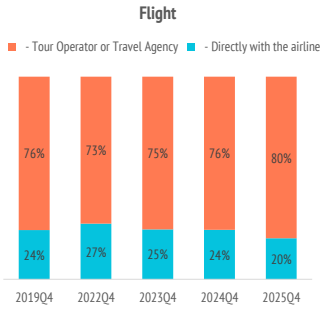
** Multi-choise question*

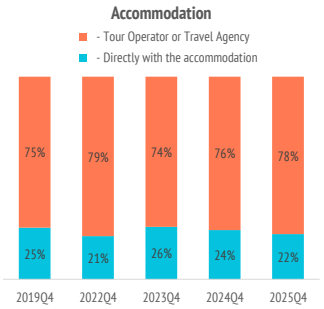
Tourist profile. Historical data (2019 - 2025)

DENMARK: Fourth Quarter

With whom did they book their flight and accommodation?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Flight					
- Directly with the airline	24.3%	27.5%	24.6%	24.5%	20.2%
- Tour Operator or Travel Agency	75.7%	72.5%	75.4%	75.5%	79.8%
Accommodation					
- Directly with the accommodation	25.5%	21.3%	25.9%	24.3%	22.3%
- Tour Operator or Travel Agency	74.5%	78.7%	74.1%	75.7%	77.7%





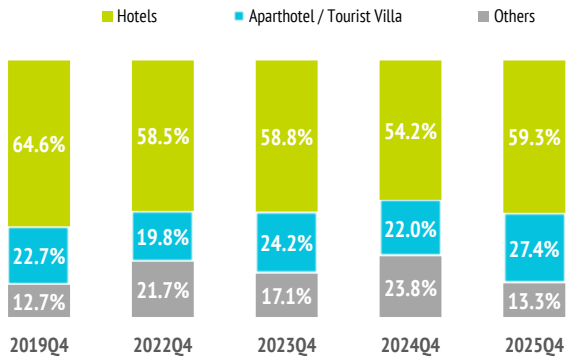
Where does the flight come from?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Denmark	92.3%	91.8%	93.5%	93.2%	93.7%
Netherlands	0.0%	0.0%	0.0%	0.0%	2.0%
Germany	4.3%	0.3%	2.3%	3.4%	1.1%
Spanish Mainland	0.3%	3.1%	2.0%	2.0%	1.0%
Sweden	1.1%	1.1%	0.3%	0.4%	0.8%
Portugal	0.0%	0.0%	0.0%	0.0%	0.7%
Iceland	0.0%	0.0%	0.0%	0.4%	0.0%
Norway	1.0%	0.0%	0.0%	0.0%	0.0%
United Kingdom	0.2%	0.0%	0.0%	0.6%	0.0%
Switzerland	0.0%	2.4%	1.5%	0.0%	0.0%
Others	0.6%	1.3%	0.3%	0.0%	0.6%

Where do they stay?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
1-2-3* Hotel	25.3%	12.6%	23.7%	18.5%	19.5%
4* Hotel	32.4%	41.0%	27.5%	32.6%	33.7%
5* Hotel / 5* Luxury Hotel	6.8%	4.9%	7.5%	3.1%	6.1%
Aparthotel / Tourist Villa	22.7%	19.8%	24.2%	22.0%	27.4%
House/room rented in a private dwelling	4.3%	2.6%	12.6%	15.1%	6.4%
Private accommodation (1)	2.0%	7.6%	2.5%	1.4%	5.0%
Others (Cottage, cruise, camping,..)	6.4%	11.5%	2.1%	7.2%	1.9%

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

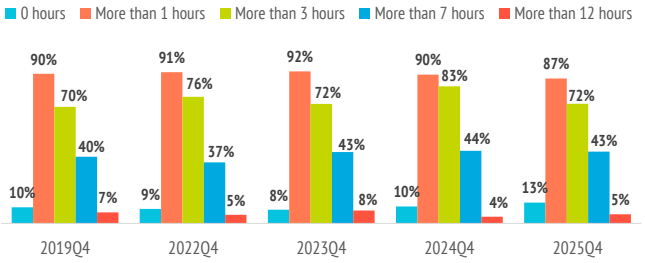


What do they book?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Room only	30.0%	32.6%	39.2%	48.5%	39.8%
Bed and Breakfast	16.0%	13.5%	17.1%	14.9%	20.9%
Half board	13.5%	17.4%	16.5%	7.0%	13.0%
Full board	0.9%	4.0%	3.7%	3.9%	7.0%
All inclusive	39.6%	32.5%	23.5%	25.7%	19.3%

Activities in the Canary Islands

Outdoor time per day	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
0 hours	9.8%	8.8%	8.3%	10.2%	12.6%
1 - 2 hours	20.0%	14.9%	19.7%	7.0%	15.2%
3 - 6 hours	30.0%	39.6%	29.0%	39.0%	28.9%
7 - 12 hours	33.6%	31.6%	35.3%	39.8%	37.8%
More than 12 hours	6.6%	5.2%	7.8%	4.0%	5.5%
Outdoor time per day	5.8	5.9	6.1	6.2	6.1



Activities in the Canary Islands	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Walk, wander	57.8%	74.3%	74.6%	69.2%	66.6%
Swimming pool, hotel facilities	58.6%	67.1%	62.3%	53.8%	62.2%
Explore the island on their own	48.5%	52.5%	58.4%	50.7%	60.5%
Beach	52.3%	53.1%	57.5%	56.9%	46.5%
Hiking	--	15.4%	25.1%	20.1%	28.3%
Taste Canarian gastronomy	17.3%	16.9%	18.2%	16.7%	18.7%
Organized excursions	9.8%	10.9%	12.1%	12.1%	12.1%
Swim	--	1.8%	3.5%	4.8%	9.5%
Running	--	10.9%	11.1%	10.1%	9.2%
Nightlife / concerts / shows	5.3%	15.1%	10.4%	11.6%	8.6%
Museums / exhibitions	5.1%	7.3%	6.2%	8.2%	8.4%
Cycling / Mountain bike	--	1.6%	6.2%	4.5%	7.9%
Practice other sports	--	7.8%	6.1%	7.8%	7.3%
Beauty and health treatments	6.4%	7.0%	6.5%	7.3%	6.9%
Theme parks	6.4%	7.0%	6.8%	6.3%	6.7%
Other Nature Activities	--	2.7%	9.6%	5.5%	6.2%
Wineries / markets / popular festivals	5.0%	7.6%	7.6%	7.7%	5.8%
Sea excursions / whale watching	9.2%	7.3%	7.1%	12.9%	5.7%
Scuba Diving	--	1.2%	3.1%	1.2%	4.4%
Golf	--	1.0%	0.7%	1.8%	2.4%
Astronomical observation	3.0%	4.1%	3.9%	4.2%	2.2%
Windsurf / Kitesurf	--	3.2%	0.7%	0.5%	1.9%
Surf	--	3.3%	3.3%	0.6%	1.6%

** Multi-choise question*

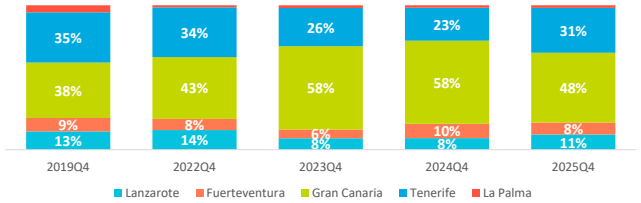
Tourist profile. Historical data (2019 - 2025)

DENMARK: Fourth Quarter

Which island do they choose?

Tourists (≥ 16 year old)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Lanzarote	10,468	14,336	6,901	6,940	8,655
Fuerteventura	7,666	8,096	5,231	8,609	6,789
Gran Canaria	31,567	45,160	50,231	49,724	39,667
Tenerife	28,702	36,273	22,954	19,712	25,581
La Palma	4,054	1,492	1,658	1,460	1,494

Share by islands	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Lanzarote	12.7%	13.6%	7.9%	8.0%	10.5%
Fuerteventura	9.3%	7.7%	6.0%	10.0%	8.3%
Gran Canaria	38.3%	42.9%	57.8%	57.5%	48.3%
Tenerife	34.8%	34.4%	26.4%	22.8%	31.1%
La Palma	4.9%	1.4%	1.9%	1.7%	1.8%



How many islands do they visit during their trip?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
One island	95.3%	96.3%	95.0%	93.0%	95.8%
Two islands	4.4%	3.7%	5.0%	6.2%	4.2%
Three or more islands	0.3%	0.0%	0.0%	0.7%	0.0%

How many are loyal to the Canary Islands?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Repeat tourists	80.0%	78.8%	73.7%	79.6%	80.8%
At least 10 previous visits	28.2%	24.8%	26.3%	32.6%	30.2%
Repeat tourists (last 5 years)	77.3%	71.9%	65.5%	76.9%	74.4%
Repeat tourists (last 5 years)(5 or more visits)	26.3%	12.1%	19.1%	24.3%	23.5%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Average rating	8.67	8.71	8.57	8.54	8.76

Experience in the Canary Islands	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Worse or much worse than expected	2.2%	2.2%	3.2%	3.3%	3.3%
Lived up to expectations	66.6%	67.5%	64.2%	59.4%	65.0%
Better or much better than expected	31.1%	30.3%	32.6%	37.3%	31.7%

Future intentions (scale 0-10)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Return to the Canary Islands	8.95	9.00	8.61	8.90	8.89
Recommend visiting the Canary Islands	8.98	9.08	8.64	8.78	9.07

Who are they?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Gender					
Men	50.5%	51.1%	42.9%	57.1%	59.2%
Women	49.5%	48.9%	57.1%	42.9%	40.8%
Age					
Average age	51.4	50.1	51.4	51.6	52.9
Standard deviation	15.8	17.3	17.6	18.2	17.8
Age range					
16 - 24 years old	7.5%	9.1%	8.5%	11.2%	6.3%
25 - 30 years old	5.6%	11.0%	9.1%	6.3%	5.6%
31 - 45 years old	20.2%	16.5%	19.1%	19.5%	24.6%
46 - 60 years old	31.5%	30.9%	24.4%	25.6%	24.6%
Over 60 years old	35.2%	32.5%	38.9%	37.5%	38.9%
Occupation					
Salaried worker	53.1%	45.4%	51.7%	59.1%	47.2%
Self-employed	11.6%	12.2%	6.6%	6.6%	3.6%
Unemployed	1.0%	3.1%	0.3%	0.9%	2.7%
Business owner	10.3%	9.4%	9.4%	12.0%	9.8%
Student	3.7%	4.1%	3.7%	2.6%	0.5%
Retired	19.4%	25.7%	28.5%	18.8%	35.3%
Unpaid domestic work	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.9%	0.1%	0.0%	0.0%	0.9%
Annual household income level					
Less than €25,000	9.1%	10.3%	6.7%	4.5%	4.6%
€25,000 - €49,999	9.9%	22.4%	22.8%	18.7%	21.2%
€50,000 - €74,999	39.0%	37.5%	26.8%	32.4%	28.1%
More than €74,999	42.0%	29.9%	43.8%	44.4%	46.1%
Education level					
No studies	2.7%	1.8%	2.3%	4.9%	0.0%
Primary education	9.3%	2.0%	3.3%	2.0%	5.0%
Secondary education	13.7%	10.2%	14.3%	9.5%	16.8%
Higher education	74.3%	85.9%	80.1%	83.6%	78.1%

Who do they come with?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Unaccompanied	3.0%	13.1%	7.0%	8.0%	8.6%
Only with partner	39.5%	44.9%	47.4%	41.5%	54.0%
Only with children (< 13 years old)	6.5%	4.4%	2.8%	5.0%	3.8%
Partner + children (< 13 years old)	5.1%	3.4%	3.3%	4.1%	3.0%
Other relatives	15.6%	15.5%	16.9%	9.9%	10.5%
Friends	4.1%	3.9%	5.1%	10.5%	5.7%
Work colleagues	0.7%	0.5%	0.0%	1.1%	0.0%
Organized trip	0.5%	1.1%	1.1%	0.0%	0.3%
Other combinations (2)	24.9%	13.1%	16.3%	19.8%	14.1%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**24.8%**	**15.5%**	**13.8%**	**14.9%**	**13.3%**
- Between 0 and 2 years old	2.4%	5.0%	0.2%	1.6%	0.0%
- Between 3 and 12 years old	18.9%	8.8%	11.0%	11.6%	10.4%
- Between 0 -2 and 3-12 years old	3.4%	1.7%	2.6%	1.8%	2.9%
Tourists without children	**75.2%**	**84.5%**	**86.2%**	**85.1%**	**86.7%**
Group composition:					
- 1 person	5.7%	15.4%	10.7%	11.4%	9.0%
- 2 people	46.9%	56.2%	57.0%	54.8%	64.7%
- 3 people	15.4%	11.6%	11.0%	12.3%	9.8%
- 4 or 5 people	20.3%	6.7%	18.4%	15.4%	10.8%
- 6 or more people	11.7%	10.1%	2.9%	6.1%	5.7%
Average group size:	**3.37**	**2.78**	**2.59**	**2.68**	**2.67**

**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.