

TOURIST PROFILE BY ISLAND OF STAY (2022)

NORWAY



How many are they and how much do they spend?



	LZ	FUE	GC	TFE	LP
TOURISTS					
Tourist arrivals (FRONTUR)	n.a.	n.a.	n.a.	n.a.	n.a.
Tourist arrivals > 15 years old (EGT)	7,206	3,853	231,208	53,654	--
- book holiday package	4,468	2,664	127,055	42,883	--
- do not book holiday package	2,738	1,189	104,153	10,771	--
- % tourists who book holiday package	62.0%	69.2%	55.0%	79.9%	--



% TOURISTS WHO BOOK HOLIDAY PACKAGE



	LZ	FUE	GC	TFE	LP
Expenditure per tourist (€)	--	--	1,713	2,007	--
- book holiday package	--	--	1,834	2,060	--
- holiday package	--	--	1,462	1,677	--
- others	--	--	372	383	--
- do not book holiday package	--	--	1,566	1,794	--
- flight	--	--	509	508	--
- accommodation	--	--	388	614	--
- others	--	--	669	672	--
Average lenght of stay	--	--	12.23	9.08	--
- book holiday package	--	--	9.71	8.43	--
- do not book holiday package	--	--	15.30	11.65	--
Average daily expenditure (€)	--	--	174.0	249.4	--
- book holiday package	--	--	210.4	265.6	--
- do not book holiday package	--	--	129.7	185.1	--
Total turnover (> 15 years old) (€m)	--	--	396	108	--
- book holiday package	--	--	233	88	--
- do not book holiday package	--	--	163	19	--

Where did they spend their main holiday last year?*

	LZ	FUE	GC	TFE	LP
Didn't have holidays	--	--	57.9%	62.3%	--
Canary Islands	--	--	24.3%	10.1%	--
Other destination	--	--	17.8%	27.6%	--

What other destinations did they consider for this trip?*

	LZ	FUE	GC	TFE	LP
None (I was clear about "this Canary Island")	--	--	56.0%	33.5%	--
Canary Islands (other island)	--	--	20.8%	35.2%	--
Other destination	--	--	23.2%	31.3%	--

*Percentage of valid answers

Source: Encuesta sobre el Gasto Turístico (ISTAC).

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

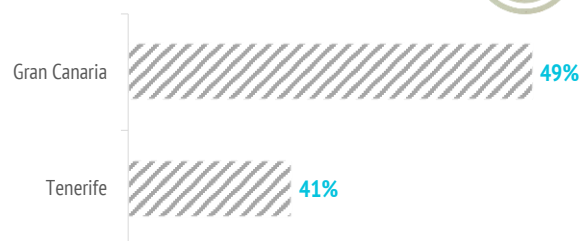
Importance of each factor in the destination choice



	LZ	FUE	GC	TFE	LP
Climate	--	--	88.3%	90.3%	--
Sea	--	--	49.5%	56.9%	--
Beaches	--	--	48.9%	41.2%	--
Safety	--	--	42.5%	43.1%	--
Accommodation supply	--	--	42.4%	43.1%	--
Effortless trip	--	--	39.4%	40.4%	--
European belonging	--	--	34.2%	38.3%	--
Tranquility	--	--	32.6%	30.5%	--
Gastronomy	--	--	25.6%	23.2%	--
Price	--	--	22.1%	23.6%	--
Environment	--	--	21.7%	22.8%	--
Fun possibilities	--	--	20.9%	20.8%	--
Landscapes	--	--	17.5%	16.8%	--
Hiking trail network	--	--	14.1%	3.9%	--
Nightlife	--	--	12.1%	8.6%	--
Shopping	--	--	9.9%	10.5%	--
Culture	--	--	7.2%	8.9%	--
Exoticism	--	--	7.7%	6.6%	--
Authenticity	--	--	7.7%	3.6%	--
Historical heritage	--	--	4.1%	0.9%	--

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 BEACHES



What is the main motivation for their holidays?



	LZ	FUE	GC	TFE	LP
Rest	--	--	67.0%	56.1%	--
Enjoy family time	--	--	20.6%	25.3%	--
Have fun	--	--	5.5%	7.5%	--
Explore the destination	--	--	3.8%	9.1%	--
Practice their hobbies	--	--	1.3%	2.0%	--
Other reasons	--	--	1.8%	--	--

How far in advance do they book their trip?



	LZ	FUE	GC	TFE	LP
The same day	--	--	1.4%	1.2%	--
Between 1 and 30 days	--	--	24.8%	34.5%	--
Between 1 and 2 months	--	--	19.5%	23.2%	--
Between 3 and 6 months	--	--	31.9%	23.3%	--
More than 6 months	--	--	22.4%	17.7%	--

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

	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	--	--	62.9%	54.2%	--
Friends or relatives	--	--	27.8%	27.9%	--
Internet or social media	--	--	38.6%	47.3%	--
Mass Media	--	--	1.4%	1.3%	--
Travel guides and magazines	--	--	1.7%	3.0%	--
Travel Blogs or Forums	--	--	0.6%	2.5%	--
Travel TV Channels	--	--	0.3%	1.0%	--
Tour Operator or Travel Agency	--	--	20.1%	39.0%	--
Public administrations or similar	--	--	0.2%	0.7%	--
Others	--	--	3.7%	0.0%	--

* Multi-choice question

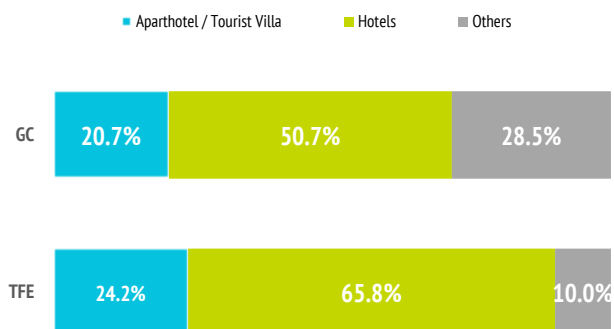
With whom did they book their flight and accommodation?

	LZ	FUE	GC	TFE	LP
Flight					
- Directly with the airline	--	--	43.2%	20.9%	--
- Tour Operator or Travel Agency	--	--	56.8%	79.1%	--
Accommodation					
- Directly with the accommodation	--	--	32.8%	18.3%	--
- Tour Operator or Travel Agency	--	--	67.2%	81.7%	--

Where do they stay?

	LZ	FUE	GC	TFE	LP
1-2-3* Hotel	--	--	20.1%	11.8%	--
4* Hotel	--	--	21.6%	46.7%	--
5* Hotel / 5* Luxury Hotel	--	--	9.0%	7.3%	--
Aparthotel / Tourist Villa	--	--	20.7%	24.2%	--
House/room rented in a private dwelling	--	--	6.3%	4.6%	--
Private accommodation (1)	--	--	11.8%	2.8%	--
Others (Cottage, cruise, camping,...)	--	--	10.4%	2.6%	--

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



What do they book?

	LZ	FUE	GC	TFE	LP
Room only	--	--	47.3%	28.1%	--
Bed and Breakfast	--	--	22.7%	30.8%	--
Half board	--	--	8.1%	9.7%	--
Full board	--	--	2.5%	1.5%	--
All inclusive	--	--	19.4%	29.9%	--

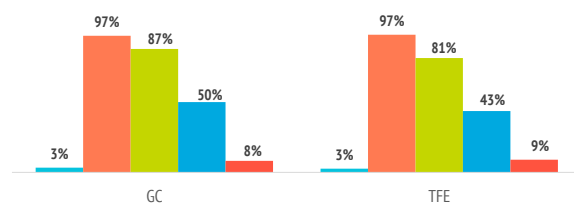
Other expenses

	LZ	FUE	GC	TFE	LP
Restaurants or cafes	--	--	75.7%	62.6%	--
Supermarkets	--	--	64.5%	58.0%	--
Car rental	--	--	10.7%	22.8%	--
Organized excursions	--	--	11.7%	18.7%	--
Taxi, transfer, chauffeur service	--	--	61.8%	72.7%	--
Theme Parks	--	--	5.5%	14.2%	--
Sport activities	--	--	4.3%	10.2%	--
Museums	--	--	1.7%	3.0%	--
Flights between islands	--	--	2.2%	4.0%	--

Activities in the Canary Islands

	LZ	FUE	GC	TFE	LP
Outdoor time per day					
0 hours	--	--	3.3%	2.6%	--
1 - 2 hours	--	--	9.3%	16.4%	--
3 - 6 hours	--	--	37.6%	37.5%	--
7 - 12 hours	--	--	41.6%	34.5%	--
More than 12 hours	--	--	8.1%	9.0%	--

■ 0 hours
 ■ More than 1 hour
 ■ More than 3 hours
 ■ More than 7 hours
 ■ More than 12 hours



Activities in the Canary Islands	LZ	FUE	GC	TFE	LP
Walk, wander	--	--	71.9%	86.3%	--
Beach	--	--	65.3%	76.8%	--
Swimming pool, hotel facilities	--	--	62.7%	74.5%	--
Hiking	--	--	36.9%	33.7%	--
Explore the island on their own	--	--	29.9%	41.7%	--
Swim	--	--	13.7%	11.0%	--
Nightlife / concerts / shows	--	--	14.0%	12.1%	--
Beauty and health treatments	--	--	11.3%	17.4%	--
Theme parks	--	--	9.0%	17.8%	--
Wineries / markets / popular festi	--	--	10.7%	6.3%	--
Organized excursions	--	--	6.4%	20.8%	--
Running	--	--	7.3%	6.7%	--
Taste Canarian gastronomy	--	--	5.0%	10.9%	--
Sea excursions / whale watching	--	--	4.7%	10.7%	--
Museums / exhibitions	--	--	4.4%	5.1%	--
Practice other sports	--	--	3.9%	5.6%	--
Other Nature Activities	--	--	3.1%	3.0%	--
Golf	--	--	2.3%	1.5%	--
Cycling / Mountain bike	--	--	1.8%	2.2%	--
Surf	--	--	1.2%	3.5%	--
Astronomical observation	--	--	1.8%	1.9%	--
Scuba Diving	--	--	1.5%	0.4%	--
Windsurf / Kitesurf	--	--	0.4%	1.4%	--

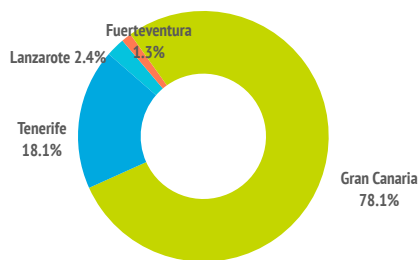
* Multi-choice question

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Which island do they choose?



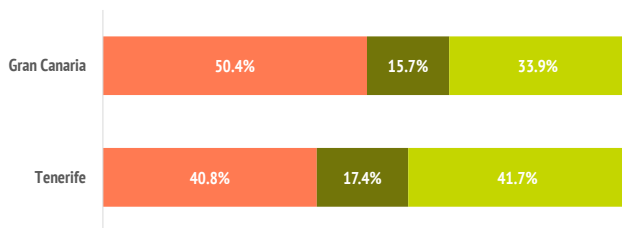
How many islands do they visit during their trip?

	LZ	FUE	GC	TFE	LP
One island	--	--	96.3%	95.0%	--
Two islands	--	--	3.7%	5.0%	--
Three or more islands	--	--	0.0%	--	--

Sustainable destination

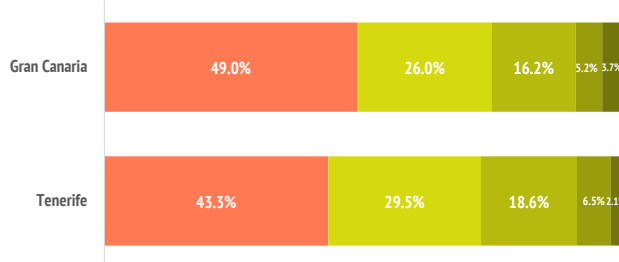
When booking a trip, do they tend to choose the most sustainable options?

■ No ■ Yes, even if it means some inconvenience (price, time, hassle, etc) ■ Yes, but only if it is not inconvenient



Would they be willing to spend more on travel to reduce their carbon footprint?

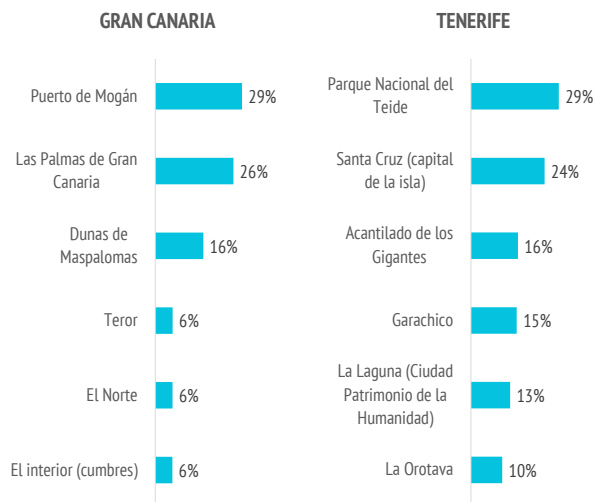
■ No ■ Yes, up to 5% more ■ Yes, up to 10% more ■ Yes, up to 20% more ■ Yes, over 20% more



Perception during their stay*	LZ	FUE	GC	TFE	LP
Quality of life on the island	--	--	7.68	8.09	--
Tolerance towards tourism	--	--	8.43	8.38	--
Cleanliness of the island	--	--	7.70	8.24	--
Air quality	--	--	7.95	8.20	--
Rational water consumption	--	--	7.18	7.19	--
Energy saving	--	--	6.68	6.71	--
Use of renewable energy	--	--	6.55	6.20	--
Recycling	--	--	6.51	6.64	--
Easy to get around by public transport	--	--	7.52	7.27	--
Overcrowding in tourist areas	--	--	6.47	6.70	--
Supply of local products	--	--	6.55	6.79	--

* Scale 0 - 10 (0 = Not important and 10 = Very important)

Which is the most visited place on 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)	LZ	FUE	GC	TFE	LP
Average rating	--	--	8.70	8.68	--

Experience in the Canary Islands	LZ	FUE	GC	TFE	LP
Worse or much worse than expected	--	--	2.3%	1.6%	--
Lived up to expectations	--	--	62.8%	43.2%	--
Better or much better than expected	--	--	34.9%	55.2%	--

Future intentions (scale 1-10)	LZ	FUE	GC	TFE	LP
Return to the Canary Islands	--	--	8.92	8.73	--
Recommend visiting the Canary Islands	--	--	8.94	8.76	--

How many are loyal to the Canary Islands?

	LZ	FUE	GC	TFE	LP
Repeat tourists of the island	--	--	81.4%	65.2%	--
At least 10 previous visits	--	--	33.3%	7.0%	--
Repeat tourists	--	--	84.6%	73.9%	--
At least 10 previous visits	--	--	39.0%	19.2%	--

REPEAT TOURIST OF EACH ISLAND



81.4%
Gran Canaria



65.2%
Tenerife

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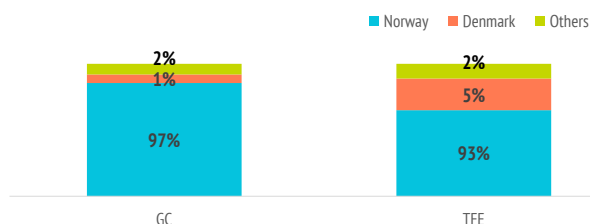


Where does the flight come from?



	LZ	FUE	GC	TFE	LP
Norway	--	--	97.1%	93.0%	--
Denmark	--	--	1.3%	4.8%	--
Mainland Spain	--	--	0.6%	1.2%	--
Germany	--	--	0.5%	--	--
Sweden	--	--	0.2%	0.5%	--
Netherlands	--	--	0.1%	0.2%	--
United Kingdom	--	--	0.2%	0.4%	--

SHARE OF TOURIST BY ORIGIN OF THE FLIGHT



Who do they come with?



	LZ	FUE	GC	TFE	LP
Unaccompanied	--	--	12.3%	5.3%	--
Only with partner	--	--	43.0%	37.1%	--
Only with children (< 13 years old)	--	--	3.4%	7.6%	--
Partner + children (< 13 years old)	--	--	5.9%	7.4%	--
Other relatives	--	--	9.5%	18.7%	--
Friends	--	--	7.4%	4.5%	--
Work colleagues	--	--	0.4%	0.0%	--
Organized trip	--	--	0.8%	0.0%	--
Other combinations ⁽¹⁾	--	--	17.4%	19.4%	--

(1) Different situations have been isolated

Tourists with children	--	--	16.6%	30.0%	--
- Between 0 and 2 years old	--	--	1.0%	0.0%	--
- Between 3 and 12 years old	--	--	14.4%	28.4%	--
- Between 0-2 and 3-12 years	--	--	1.2%	1.6%	--
Tourists without children	--	--	83.4%	70.0%	--
Group composition:					
- 1 person	--	--	15.8%	7.7%	--
- 2 people	--	--	51.7%	43.4%	--
- 3 people	--	--	10.2%	15.2%	--
- 4 or 5 people	--	--	15.9%	27.5%	--
- 6 or more people	--	--	6.4%	6.3%	--
Average group size:	--	--	2.76	3.07	--

*People who share the main expenses of the trip

TOURIST TRAVELLING WITH CHILDREN



Who are they?



	LZ	FUE	GC	TFE	LP
Gender					
Men	--	--	53.1%	42.8%	--
Women	--	--	46.9%	57.2%	--
Age					
Average age (tourist > 15 years old)	--	--	51.9	45.4	--
Standard deviation	--	--	18.2	13.8	--
Age range (> 15 years old)					
16 - 24 years old	--	--	11.1%	8.0%	--
25 - 30 years old	--	--	6.9%	7.6%	--
31 - 45 years old	--	--	18.4%	34.9%	--
46 - 60 years old	--	--	23.5%	34.3%	--
Over 60 years old	--	--	40.1%	15.1%	--
Occupation					
Salaried worker	--	--	50.1%	63.4%	--
Self-employed	--	--	5.7%	6.9%	--
Unemployed	--	--	0.9%	3.8%	--
Business owner	--	--	8.9%	12.5%	--
Student	--	--	2.6%	2.4%	--
Retired	--	--	28.9%	6.0%	--
Unpaid domestic work	--	--	0.2%	0.0%	--
Others	--	--	2.6%	5.1%	--
Annual household income level					
Less than €25,000	--	--	4.1%	0.3%	--
€25,000 - €49,999	--	--	14.7%	5.0%	--
€50,000 - €74,999	--	--	31.4%	25.3%	--
More than €74,999	--	--	49.9%	69.4%	--
Education level					
No studies	--	--	0.4%	0.0%	--
Primary education	--	--	3.0%	2.6%	--
Secondary education	--	--	27.6%	19.3%	--
Higher education	--	--	69.0%	78.1%	--



% OF TOURISTS TRAVEL ONLY WITH PARTNER



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