

TOURIST PROFILE BY QUARTER OF TRIP (2022)

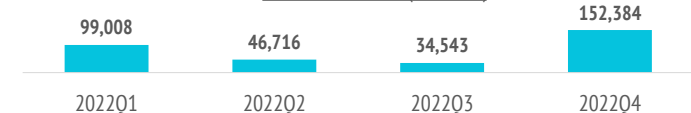
NORWAY

How many are they and how much do they spend?



	2022Q1	2022Q2	2022Q3	2022Q4	2022
TOURISTS					
Tourist arrivals (FRONTUR) (K)	99	47	35	152	333
Tourist arrivals > 15 years old (EGT) (K)	91	40	29	136	296
- book holiday package (K)	58	26	8	85	177
- do not book holiday package (K)	33	14	20	51	119
- % tourists who book holiday package	63.3%	--	--	62.7%	59.8%

TOURIST ARRIVALS (FRONTUR)



Expenditure per tourist (€)	1,710	--	--	1,815	1,760
- book holiday package	1,736	--	--	2,014	1,873
- holiday package	1,358	--	--	1,668	1,502
- others	379	--	--	346	371
- do not book holiday package	1,665	--	--	1,481	1,591
- flight	470	--	--	549	518
- accommodation	528	--	--	367	403
- others	667	--	--	565	670
Average length of stay	12.26	--	--	10.23	11.72
- book holiday package	10.29	--	--	8.60	9.35
- do not book holiday package	15.65	--	--	12.95	15.24
Average daily expenditure (€)	167.0	--	--	218.0	187.1
- book holiday package	181.9	--	--	260.8	222.7
- do not book holiday package	141.3	--	--	145.9	134.0
Total turnover (> 15 years old) (€m)	156	--	--	247	521
- book holiday package	100	--	--	172	332
- do not book holiday package	56	--	--	75	189

What is the main motivation for their holidays?



	2022Q1	2022Q2	2022Q3	2022Q4	2022
Rest	69.1%	--	--	62.3%	65.0%
Enjoy family time	15.4%	--	--	24.9%	21.2%
Have fun	7.6%	--	--	5.5%	5.9%
Explore the destination	4.9%	--	--	4.6%	4.9%
Practice their hobbies	1.8%	--	--	1.3%	1.4%
Other reasons	1.2%	--	--	1.6%	1.6%

Where did they spend their main holiday last year?*

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Didn't have holidays	68.1%	--	--	52.2%	59.0%
Canary Islands	12.6%	--	--	24.1%	21.2%
Other destination	19.3%	--	--	23.7%	19.7%

What other destinations do they consider for this trip?*

	2022Q1	2022Q2	2022Q3	2022Q4	2022
None (I was clear about "this Canary Island")	55.6%	--	--	47.0%	50.2%
Canary Islands (other island)	28.2%	--	--	24.6%	23.8%
Other destination	16.1%	--	--	28.4%	26.0%

*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



	2022Q1	2022Q2	2022Q3	2022Q4	2022
Climate	87.8%	--	--	89.1%	88.2%
Sea	49.0%	--	--	55.0%	51.1%
Beaches	45.7%	--	--	48.2%	47.5%
Safety	42.9%	--	--	42.8%	42.8%
Accommodation supply	46.0%	--	--	39.6%	41.7%
Effortless trip	40.7%	--	--	38.5%	39.6%
European belonging	34.8%	--	--	36.7%	34.9%
Tranquility	29.5%	--	--	34.1%	32.5%
Gastronomy	28.2%	--	--	23.9%	24.9%
Price	22.9%	--	--	22.5%	22.8%
Environment	20.5%	--	--	21.6%	22.0%
Fun possibilities	24.1%	--	--	16.0%	20.6%
Landscapes	18.3%	--	--	15.7%	17.8%
Hiking trail network	12.8%	--	--	9.0%	12.0%
Nightlife	17.5%	--	--	6.5%	11.2%
Shopping	6.3%	--	--	11.5%	9.8%
Culture	14.4%	--	--	5.1%	7.8%
Exoticism	7.9%	--	--	8.6%	7.7%
Authenticity	7.4%	--	--	7.4%	7.5%
Historical heritage	3.1%	--	--	3.5%	3.6%

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?



	2022Q1	2022Q2	2022Q3	2022Q4	2022
The same day	0.8%	--	--	1.1%	1.3%
Between 1 and 30 days	39.4%	--	--	19.7%	27.3%
Between 1 and 2 months	15.8%	--	--	20.9%	20.5%
Between 3 and 6 months	27.6%	--	--	32.7%	29.9%
More than 6 months	16.4%	--	--	25.6%	21.0%

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



	2022Q1	2022Q2	2022Q3	2022Q4	2022
Previous visits to the Canary Island	61.9%	--	--	59.0%	61.1%
Friends or relatives	28.4%	--	--	27.0%	27.6%
Internet or social media	42.7%	--	--	42.1%	40.0%
Mass Media	2.2%	--	--	1.7%	1.5%
Travel guides and magazines	1.7%	--	--	2.0%	1.9%
Travel Blogs or Forums	1.5%	--	--	0.5%	1.0%
Travel TV Channels	1.0%	--	--	0.2%	0.4%
Tour Operator or Travel Agency	20.1%	--	--	27.0%	24.0%
Public administrations or similar	0.4%	--	--	0.3%	0.3%
Others	2.7%	--	--	2.6%	3.0%

* Multi-choice question

With whom did they book their flight and accommodation?



	2022Q1	2022Q2	2022Q3	2022Q4	2022
Flight					
- Directly with the airline	42.2%	--	--	31.1%	38.7%
- Tour Operator or Travel Agency	57.8%	--	--	68.9%	61.3%
Accommodation					
- Directly with the accommodation	34.4%	--	--	25.2%	29.3%
- Tour Operator or Travel Agency	65.6%	--	--	74.8%	70.7%

TOURIST PROFILE BY QUARTER OF TRIP (2022)

NORWAY

Where do they stay?



	2022Q1	2022Q2	2022Q3	2022Q4	2022
1-2-3* Hotel	22.8%	--	--	14.5%	18.3%
4* Hotel	27.5%	--	--	29.6%	26.7%
5* Hotel / 5* Luxury Hotel	10.2%	--	--	10.2%	8.6%
Aparthotel / Tourist Villa	21.2%	--	--	20.5%	21.4%
House/room rented in a private dwelli	6.1%	--	--	5.4%	5.9%
Private accommodation ⁽¹⁾	7.3%	--	--	9.7%	10.5%
Others (Cottage, cruise, camping,...)	5.0%	--	--	10.0%	8.6%

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

What do they book?



	2022Q1	2022Q2	2022Q3	2022Q4	2022
Room only	42.2%	--	--	42.5%	42.5%
Bed and Breakfast	25.9%	--	--	21.2%	23.7%
Half board	8.9%	--	--	11.0%	9.3%
Full board	0.7%	--	--	2.7%	2.5%
All inclusive	22.3%	--	--	22.5%	22.1%

Who are they?



	2022Q1	2022Q2	2022Q3	2022Q4	2022
Gender					
Men	50.6%	--	--	50.7%	51.2%
Women	49.4%	--	--	49.3%	48.8%
Age					
Average age (tourist > 15 years old)	48.1	--	--	52.4	50.8
Standard deviation	18.2	--	--	16.4	17.6
Age range (> 15 years old)					
16 - 24 years old	14.2%	--	--	6.6%	10.3%
25 - 30 years old	8.7%	--	--	4.5%	6.8%
31 - 45 years old	20.4%	--	--	24.2%	21.6%
46 - 60 years old	24.9%	--	--	30.0%	25.9%
Over 60 years old	31.8%	--	--	34.6%	35.4%
Occupation					
Salaried worker	56.2%	--	--	51.9%	52.4%
Self-employed	4.6%	--	--	7.1%	5.9%
Unemployed	2.9%	--	--	0.8%	1.4%
Business owner	9.9%	--	--	11.2%	9.8%
Student	2.6%	--	--	1.7%	2.7%
Retired	19.9%	--	--	23.1%	24.5%
Unpaid domestic work	0.0%	--	--	0.5%	0.2%
Others	3.9%	--	--	3.8%	3.2%
Annual household income level					
Less than €25,000	5.0%	--	--	2.0%	3.4%
€25,000 - €49,999	14.2%	--	--	11.2%	13.0%
€50,000 - €74,999	28.4%	--	--	32.4%	30.8%
More than €74,999	52.4%	--	--	54.4%	52.8%
Education level					
No studies	0.4%	--	--	0.0%	0.4%
Primary education	3.8%	--	--	2.8%	2.8%
Secondary education	25.0%	--	--	25.3%	25.6%
Higher education	70.8%	--	--	71.8%	71.2%

Other expenses



	2022Q1	2022Q2	2022Q3	2022Q4	TOTAL
Restaurants or cafes	71.6%	--	--	72.4%	72.8%
Supermarkets	61.6%	--	--	57.1%	63.3%
Car rental	11.7%	--	--	14.2%	13.4%
Organized excursions	8.7%	--	--	15.2%	12.9%
Taxi, transfer, chauffeur service	65.8%	--	--	59.9%	63.0%
Theme Parks	5.6%	--	--	7.2%	6.9%
Sport activities	4.8%	--	--	7.8%	5.7%
Museums	2.9%	--	--	1.6%	2.3%
Flights between islands	2.9%	--	--	3.0%	2.6%

Activities in the Canary Islands



Outdoor time per day	2022Q1	2022Q2	2022Q3	2022Q4	2022
0 hours	2.3%	--	--	2.9%	3.2%
1 - 2 hours	11.4%	--	--	11.7%	10.7%
3 - 6 hours	50.3%	--	--	31.1%	38.0%
7 - 12 hours	23.1%	--	--	47.0%	39.8%
More than 12 hours	12.9%	--	--	7.3%	8.2%

Activities in the Canary Islands	2022Q1	2022Q2	2022Q3	2022Q4	2022
Walk, wander	71.6%	--	--	75.2%	74.4%
Beach	61.7%	--	--	68.8%	67.6%
Swimming pool, hotel facilities	59.7%	--	--	67.6%	65.4%
Hiking	33.8%	--	--	36.3%	35.8%
Explore the island on their own	31.2%	--	--	32.0%	31.9%
Swim	17.4%	--	--	9.7%	13.4%
Nightlife / concerts / shows	12.2%	--	--	12.2%	13.3%
Beauty and health treatments	10.7%	--	--	11.7%	12.3%
Theme parks	10.6%	--	--	10.2%	10.3%
Wineries / markets / popular festiv	7.8%	--	--	10.0%	10.1%
Organized excursions	9.0%	--	--	10.0%	9.2%
Running	8.4%	--	--	6.1%	7.4%
Taste Canarian gastronomy	7.9%	--	--	6.8%	6.8%
Sea excursions / whale watching	4.1%	--	--	6.7%	5.7%
Museums / exhibitions	5.2%	--	--	4.3%	4.8%
Practice other sports	4.0%	--	--	5.0%	4.3%
Other Nature Activities	1.6%	--	--	3.7%	3.1%
Golf	3.2%	--	--	1.1%	2.1%
Cycling / Mountain bike	2.7%	--	--	2.5%	2.1%
Surf	2.0%	--	--	2.1%	1.9%
Astronomical observation	1.5%	--	--	2.1%	1.7%
Scuba Diving	0.9%	--	--	2.0%	1.5%
Windsurf / Kitesurf	1.1%	--	--	0.9%	0.8%

* Multi-choise question

Where does the flight come from?



	2022Q1	2022Q2	2022Q3	2022Q4	2022
Norway	97.1%	--	--	94.4%	95.6%
Denmark	0.2%	--	--	3.6%	1.9%
Spanish Mainland	0.5%	--	--	0.8%	0.9%
Germany	1.2%	--	--	0.7%	0.7%
Others	1.0%	--	--	0.5%	0.8%

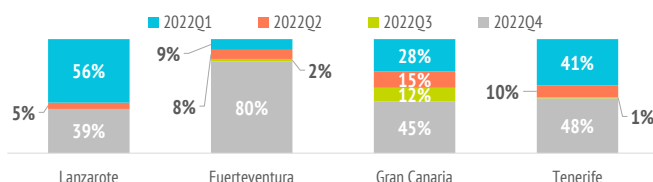
TOURIST PROFILE BY QUARTER OF TRIP (2022)

NORWAY

Which island do they choose?

Tourists (> 15 years old)	2022Q1	2022Q2	2022Q3	2022Q4	2022
Lanzarote	4,012	396	0	2,798	7,206
Fuerteventura	364	304	92	3,093	3,853
Gran Canaria	65,103	33,656	28,026	104,423	231,208
Tenerife	21,823	5,470	563	25,798	53,654
La Palma	0	0	0	0	0

% TOURISTS BY ISLAND AND QUARTER OF TRIP



How many islands do they visit during their trip?

	2022Q1	2022Q2	2022Q3	2022Q4	2022
One island	93.9%	--	--	96.2%	95.7%
Two islands	6.1%	--	--	3.7%	4.2%
Three or more islands	0.0%	--	--	0.1%	0.0%

Sustainable destination

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

	2022Q1	2022Q2	2022Q3	2022Q4	2022
No	49.8%	--	--	--	48.9%
Yes, even if it means some inconvenience	14.5%	--	--	--	16.1%
Yes, but only if it is not inconvenient	35.7%	--	--	--	35.0%

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

	2022Q1	2022Q2	2022Q3	2022Q4	2022
No	45.2%	--	--	49.4%	48.2%
Yes, up to 5% more	29.4%	--	--	25.5%	26.5%
Yes, up to 10% more	16.3%	--	--	15.8%	16.4%
Yes, up to 20% more	5.3%	--	--	6.0%	5.5%
Yes, over 20% more	3.7%	--	--	3.3%	3.3%

Perception during their stay*	2022Q1	2022Q2	2022Q3	2022Q4	2022
Quality of life on the island	7.9	--	--	7.6	7.8
Tolerance towards tourism	8.5	--	--	8.3	8.4
Cleanliness of the island	7.8	--	--	7.8	7.8
Air quality	8.1	--	--	7.9	8.0
Rational water consumption	7.1	--	--	7.2	7.2
Energy saving	6.6	--	--	6.7	6.7
Use of renewable energy	6.5	--	--	6.6	6.5
Recycling	6.5	--	--	6.5	6.5
Easy to get around by public transport	7.5	--	--	7.4	7.4
Overcrowding in tourist areas	6.8	--	--	6.2	6.5
Supply of local products	6.6	--	--	6.6	6.6

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

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.

Share by islands	2022Q1	2022Q2	2022Q3	2022Q4	2022
Lanzarote	4.4%	1.0%	0.0%	2.1%	2.4%
Fuerteventura	0.4%	0.8%	0.3%	2.3%	1.3%
Gran Canaria	71.3%	84.5%	97.7%	76.7%	78.1%
Tenerife	23.9%	13.7%	2.0%	19.0%	18.1%
La Palma	0.0%	0.0%	0.0%	0.0%	0.0%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2022Q1	2022Q2	2022Q3	2022Q4	2022
Average rating	8.69	--	--	8.55	8.68

Experience in the Canary Islands	2022Q1	2022Q2	2022Q3	2022Q4	2022
Worse or much worse than expected	1.7%	--	--	2.6%	2.1%
Lived up to expectations	55.2%	--	--	62.3%	59.7%
Better or much better than expected	43.1%	--	--	35.1%	38.2%

Future intentions (scale 1-10)	2022Q1	2022Q2	2022Q3	2022Q4	2022
Return to the Canary Islands	8.86	--	--	8.84	8.89
Recommend visiting the Canary Islands	8.88	--	--	8.80	8.91

How many are loyal to the Canary Islands?

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Repeat tourists	81.1%	--	--	82.9%	82.7%
At least 10 previous visits	33.2%	--	--	33.9%	35.5%
Repeat tourists (last 5 years)	72.5%	--	--	74.3%	73.8%
Repeat tourists (last 5 years)(5 or more visits)	13.6%	--	--	18.9%	18.5%

Who do they come with?

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Unaccompanied	11.6%	--	--	9.2%	11.4%
Only with partner	43.5%	--	--	38.8%	41.6%
Only with children (< 13 years old)	3.5%	--	--	6.0%	4.3%
Partner + children (< 13 years old)	3.8%	--	--	7.7%	6.2%
Other relatives	14.5%	--	--	9.8%	11.0%
Friends	8.0%	--	--	5.3%	6.8%
Work colleagues	0.3%	--	--	0.4%	0.3%
Organized trip	0.0%	--	--	1.4%	0.6%
Other combinations ⁽¹⁾	14.8%	--	--	21.4%	17.8%

(1) Different situations have been isolated

Tourists with children	14.3%	--	--	25.0%	19.0%
- Between 0 and 2 years old	0.0%	--	--	0.0%	0.8%
- Between 3 and 12 years old	13.6%	--	--	23.3%	16.9%
- Between 0 - 2 and 3-12 years old	0.7%	--	--	1.7%	1.2%
Tourists without children	85.7%	--	--	75.0%	81.0%

Group composition:					
- 1 person	14.6%	--	--	13.3%	14.5%
- 2 people	56.3%	--	--	44.7%	50.3%
- 3 people	12.8%	--	--	9.2%	10.9%
- 4 or 5 people	13.9%	--	--	23.4%	18.0%
- 6 or more people	2.5%	--	--	9.4%	6.2%
Average group size:	2.45	--	--	3.21	2.80

*People who share the main expenses of the trip