

Tourist profile. Historical data: 2018 - 2022

NORWAY



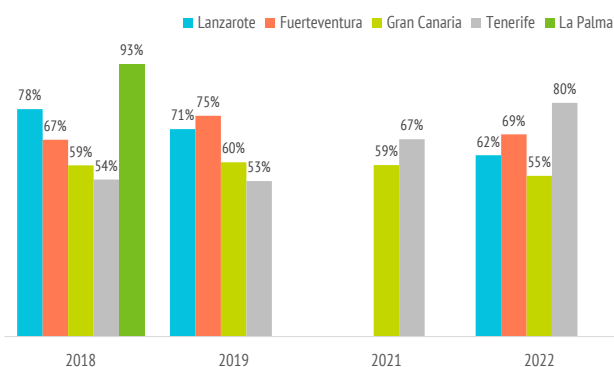
How many are they and how much do they spend?



	2018	2019	2020	2021	2022
TOURISTS					
Tourist arrivals (FRONTUR) (*)	441	432	136	89	333
Tourist arrivals > 15 years old (EGT) (*)	382	372	120	79	296
- book holiday package (*)	225	219	74	47	177
- do not book holiday package (*)	157	152	46	32	119
- % tourists who book holiday package	58.9%	59.0%	61.8%	59.1%	59.8%

(*) Thousands of tourists

% OF TOURIST WHO BOOK HOLIDAY PACKAGE



	2018	2019	2020	2021	2022
Expenditure per tourist (€)	1,350	1,363	--	1,590	1,760
- book holiday package	1,413	1,448	--	1,676	1,873
- holiday package	1,065	1,060	--	1,256	1,502
- others	348	388	--	420	371
- do not book holiday package	1,260	1,240	--	1,467	1,591
- flight	410	387	--	454	518
- accommodation	339	357	--	316	403
- others	511	496	--	697	670
Average length of stay	11.81	11.27	--	12.15	11.72
- book holiday package	10.14	9.70	--	9.12	9.35
- do not book holiday package	14.20	13.51	--	16.52	15.24
Average daily expenditure (€)	140.3	140.8	--	170.8	187.1
- book holiday package	157.0	159.2	--	199.6	222.7
- do not book holiday package	116.4	114.3	--	129.1	134.0
Total turnover (> 15 years old) (€m)	516	507	--	126	521
- book holiday package	319	318	--	79	332
- do not book holiday package	198	189	--	48	189

What is the main purpose of their trip?

	2018	2019	2020	2021	2022
Holiday, leisure	90.0%	91.6%	--	94.3%	94.0%
Visiting family or friends	7.1%	5.2%	--	4.3%	3.0%
Business and work	0.5%	1.0%	--	0.6%	0.7%
Education and training	0.0%	0.1%	--	0.0%	0.1%
Sports training	0.9%	0.3%	--	0.3%	0.2%
Health or medical care	1.1%	0.4%	--	0.4%	0.6%
Fairs and congresses	0.0%	0.1%	--	0.0%	0.0%
Others	0.4%	1.3%	--	0.1%	1.4%

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"

Aspectos más relevantes en la elección de Canarias



	2018	2019	2020	2021	2022
Climate	85.0%	87.9%	--	87.7%	88.2%
Sea	39.6%	43.6%	--	44.7%	51.1%
Beaches	38.2%	40.8%	--	44.0%	47.5%
Safety	42.7%	41.6%	--	45.1%	42.8%
Accommodation supply	38.4%	37.1%	--	35.5%	41.7%
Effortless trip	31.9%	35.4%	--	39.4%	39.6%
European belonging	28.0%	27.6%	--	36.7%	34.9%
Tranquility	33.3%	35.3%	--	33.9%	32.5%
Gastronomy	19.0%	17.5%	--	19.1%	24.9%
Price	26.8%	26.7%	--	28.2%	22.8%
Environment	19.1%	20.3%	--	22.3%	22.0%
Fun possibilities	12.9%	12.1%	--	17.6%	20.6%
Landscapes	17.9%	14.9%	--	14.8%	17.8%
Hiking trail network	16.5%	14.6%	--	17.2%	12.0%
Nightlife	7.4%	5.9%	--	11.8%	11.2%
Shopping	9.2%	8.5%	--	9.7%	9.8%
Culture	4.0%	3.6%	--	7.6%	7.8%
Exoticism	4.8%	4.2%	--	7.8%	7.7%
Authenticity	6.6%	5.9%	--	11.2%	7.5%
Historical heritage	3.6%	4.1%	--	6.6%	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.

What is the main motivation for their holidays?



	2018	2019	2020	2021	2022
Rest	64.4%	70.5%	--	72.4%	65.0%
Enjoy family time	21.8%	17.5%	--	16.8%	21.2%
Have fun	3.8%	2.7%	--	5.2%	5.9%
Explore the destination	5.5%	5.4%	--	1.8%	4.9%
Practice their hobbies	2.7%	2.4%	--	2.1%	1.4%
Other reasons	1.8%	1.5%	--	1.6%	1.6%

How far in advance do they book their trip?



	2018	2019	2020	2021	2022
The same day	1.5%	0.8%	--	1.1%	1.3%
Between 1 and 30 days	29.3%	28.7%	--	32.9%	27.3%
Between 1 and 2 months	22.6%	23.7%	--	30.3%	20.5%
Between 3 and 6 months	26.2%	27.3%	--	21.8%	29.9%
More than 6 months	20.4%	19.6%	--	13.9%	21.0%

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



	2018	2019	2020	2021	2022
Previous visits to the Canary Islands	61.6%	63.7%	--	64.6%	61.1%
Friends or relatives	26.4%	23.5%	--	28.6%	27.6%
Internet or social media	50.6%	48.5%	--	41.5%	40.0%
Mass Media	1.0%	1.0%	--	1.3%	1.5%
Travel guides and magazines	2.0%	3.0%	--	2.1%	1.9%
Travel Blogs or Forums	0.6%	1.8%	--	0.7%	1.0%
Travel TV Channels	0.4%	0.2%	--	0.0%	0.4%
Tour Operator or Travel Agency	20.0%	24.3%	--	18.8%	24.0%
Public administrations or similar	0.2%	0.1%	--	0.9%	0.3%
Others	1.6%	2.2%	--	1.2%	3.0%

* Multi-choice question

With whom did they book their flight and accommodation?

	2018	2019	2020	2021	2022
Flight					
- Directly with the airline	36.8%	35.5%	--	38.4%	38.7%
- Tour Operator or Travel Agency	63.2%	64.5%	--	61.6%	61.3%
Accommodation					
- Directly with the accommodation	25.5%	25.1%	--	26.2%	29.3%
- Tour Operator or Travel Agency	74.5%	74.9%	--	73.8%	70.7%

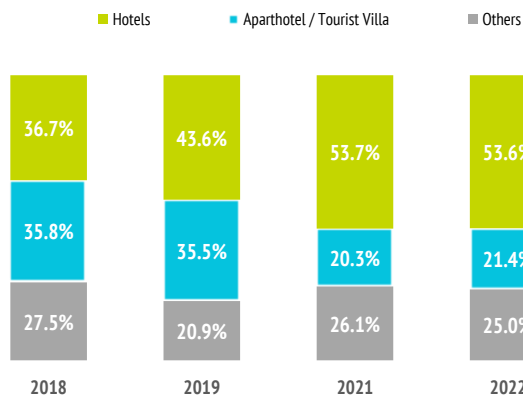
Where does the flight come from?

	2018	2019	2020	2021	2022
Norway	95.3%	96.6%	--	95.3%	95.6%
Denmark	0.2%	1.0%	--	1.0%	1.9%
Mainland Spain	0.8%	0.5%	--	1.0%	0.9%
Germany	0.3%	0.1%	--	0.5%	0.7%
Sweden	0.9%	0.7%	--	0.3%	0.3%
Netherlands	0.3%	0.0%	--	0.1%	0.3%
Others	2.2%	1.1%	--	1.9%	0.3%

Where do they stay?

	2018	2019	2020	2021	2022
1-2-3* Hotel	12.6%	15.5%	--	19.7%	18.3%
4* Hotel	20.4%	23.0%	--	28.6%	26.7%
5* Hotel / 5* Luxury Hotel	3.7%	5.0%	--	5.3%	8.6%
Aparthotel / Tourist Villa	35.8%	35.5%	--	20.3%	21.4%
House/room rented in a private dwelling	9.1%	6.9%	7.4%	10.3%	5.9%
Private accommodation (1)	11.6%	8.8%	7.9%	11.1%	10.5%
Others (Cottage, cruise, camping,...)	6.9%	5.3%	4.8%	4.7%	8.6%

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



What do they book?

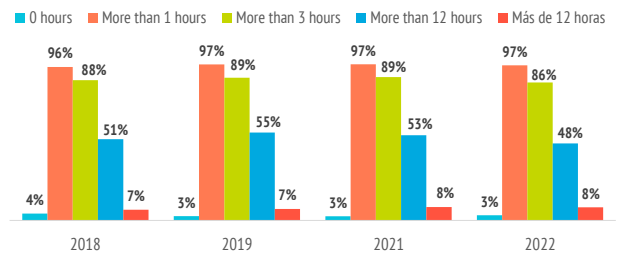
	2018	2019	2020	2021	2022
Room only	53.5%	54.4%	--	47.0%	42.5%
Bed and Breakfast	19.5%	19.8%	--	26.2%	23.7%
Half board	9.7%	10.9%	--	7.4%	9.3%
Full board	1.8%	1.0%	--	1.6%	2.5%
All inclusive	15.5%	13.9%	--	17.9%	22.1%

Other expenses

	2018	2019	2020	2021	2022
Restaurants or cafes	74.0%	73.9%	--	74.2%	72.8%
Supermarkets	65.3%	63.5%	--	68.8%	63.3%
Car rental	13.3%	16.6%	--	16.6%	13.4%
Organized excursions	11.1%	8.7%	--	8.1%	12.9%
Taxi, transfer, chauffeur service	55.2%	53.8%	--	67.0%	63.0%
Theme Parks	5.3%	3.9%	--	6.2%	6.9%
Sport activities	2.8%	2.9%	--	7.8%	5.7%
Museums	3.2%	1.3%	--	2.2%	2.3%
Flights between islands	3.9%	3.1%	--	2.1%	2.6%

Activities in the Canary Islands

Outdoor time per day	2018	2019	2020	2021	2022
0 hours	4.3%	2.6%	--	2.6%	3.2%
1 - 2 hours	8.2%	8.3%	--	8.0%	10.7%
3 - 6 hours	36.8%	34.2%	--	36.2%	38.0%
7 - 12 hours	44.0%	47.7%	--	44.8%	39.8%
More than 12 hours	6.7%	7.1%	--	8.3%	8.2%



Activities in the Canary Islands	2018	2019	2020	2021	2022
Walk, wander	78.5%	77.5%	--	78.2%	74.4%
Beach	60.1%	63.5%	--	65.7%	67.6%
Swimming pool, hotel facilities	59.9%	59.5%	--	56.9%	65.4%
Hiking	--	--	--	38.5%	35.8%
Explore the island on their own	35.1%	37.1%	--	32.7%	31.9%
Swim	--	--	--	37.0%	13.4%
Nightlife / concerts / shows	16.2%	13.7%	--	16.0%	13.3%
Beauty and health treatments	8.4%	7.4%	--	8.0%	12.3%
Theme parks	10.9%	7.7%	--	9.0%	10.3%
Wineries / markets / popular festivals	10.5%	12.6%	--	6.5%	10.1%
Organized excursions	8.3%	7.8%	--	6.0%	9.2%
Running	--	--	--	10.0%	7.4%
Taste Canarian gastronomy	7.2%	6.1%	--	4.9%	6.8%
Sea excursions / whale watching	4.4%	4.7%	--	5.6%	5.7%
Museums / exhibitions	7.9%	4.7%	--	4.3%	4.8%
Practice other sports	--	--	--	6.4%	4.3%
Other Nature Activities	--	--	--	3.2%	3.1%
Golf	--	--	--	4.7%	2.1%
Cycling / Mountain bike	--	--	--	3.4%	2.1%
Surf	--	--	--	2.1%	1.9%
Astronomical observation	0.9%	1.7%	--	1.8%	1.7%
Scuba Diving	--	--	--	1.9%	1.5%
Windsurf / Kitesurf	--	--	--	1.2%	0.8%

* Multi-choice question

Which island do they choose?

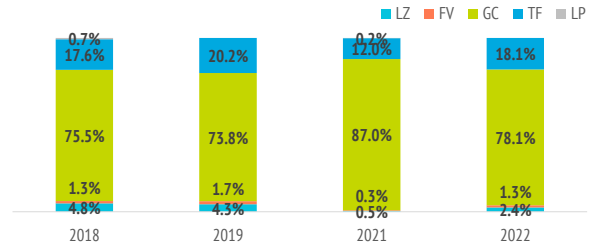
Tourists (> 15 years old)	2018	2019	2020	2021	2022
Lanzarote	18,437	15,947	--	396	7,206
Fuerteventura	5,149	6,479	--	271	3,853
Gran Canaria	288,293	273,849	--	68,930	231,208
Tenerife	67,312	74,793	--	9,516	53,654
La Palma	2,791	0	--	142	0

Share by islands	2018	2019	2020	2021	2022
Lanzarote	4.8%	4.3%	--	0.5%	2.4%
Fuerteventura	1.3%	1.7%	--	0.3%	1.3%
Gran Canaria	75.5%	73.8%	--	87.0%	78.1%
Tenerife	17.6%	20.2%	--	12.0%	18.1%
La Palma	0.7%	0.0%	--	0.2%	0.0%

How many islands do they visit during their trip?

	2018	2019	2020	2021	2022
One island	94.9%	94.9%	--	97.0%	95.7%
Two islands	5.0%	4.8%	--	3.0%	4.2%
Three or more islands	0.1%	0.3%	--	0.0%	0.0%

% TOURISTS BY ISLANDS



How many are loyal to the Canary Islands?

	2018	2019	2020	2021	2022
Repeat tourists	87.2%	85.4%	--	85.9%	82.7%
At least 10 previous visits	32.7%	36.1%	--	34.2%	35.5%
Repeat tourists (last 5 years)	80.5%	78.7%	--	78.3%	73.8%
Repeat tourists (last 5 years) (5 or more)	31.5%	36.0%	--	24.4%	18.5%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2018	2019	2020	2021	2022
Average rating	8.46	8.44	--	8.71	8.68
Experience in the Canary Islands					
Worse or much worse than expected	0.5%	1.9%	--	3.3%	2.1%
Lived up to expectations	69.5%	68.7%	--	61.0%	59.7%
Better or much better than expected	30.0%	29.4%	--	35.6%	38.2%

Who are they?

	2018	2019	2020	2021	2022
Gender					
Men	48.5%	51.5%	--	47.6%	51.2%
Women	51.5%	48.5%	--	52.4%	48.8%
Age					
Average age (tourist > 15 years old)	53.6	54.2	--	51.2	50.8
Standard deviation	15.8	15.4	--	16.9	17.6
Age range (> 15 years old)					
16 - 24 years old	5.7%	4.4%	--	10.4%	10.3%
25 - 30 years old	6.0%	5.9%	--	4.8%	6.8%
31 - 45 years old	17.1%	17.7%	--	18.6%	21.6%
46 - 60 years old	29.6%	30.9%	--	29.6%	25.9%
Over 60 years old	41.6%	41.0%	--	36.5%	35.4%
Occupation					
Salaried worker	50.5%	48.1%	--	53.0%	52.4%
Self-employed	6.5%	8.5%	--	4.7%	5.9%
Unemployed	0.8%	0.7%	--	0.2%	1.4%
Business owner	8.9%	8.1%	--	11.2%	9.8%
Student	2.1%	1.8%	--	3.7%	2.7%
Retired	28.6%	31.1%	--	24.4%	24.5%
Unpaid domestic work	0.3%	0.1%	--	0.0%	0.2%
Others	2.2%	1.7%	--	2.9%	3.2%
Annual household income level					
Less than €25,000	4.2%	4.0%	--	4.6%	3.4%
€25,000 - €49,999	21.0%	21.7%	--	19.0%	13.0%
€50,000 - €74,999	32.7%	32.3%	--	25.4%	30.8%
More than €74,999	42.2%	42.0%	--	51.1%	52.8%
Education level					
No studies	1.1%	0.6%	--	0.3%	0.4%
Primary education	4.4%	4.0%	--	4.2%	2.8%
Secondary education	32.1%	31.0%	--	28.9%	25.6%
Higher education	62.4%	64.5%	--	66.7%	71.2%

Future intentions (scale 1-10)	2018	2019	2020	2021	2022
Return to the Canary Islands	8.78	8.80	--	9.00	8.89
Recommend visiting the Canary Islands	8.81	8.74	--	8.91	8.91

Who do they come with?

	2018	2019	2020	2021	2022
Unaccompanied	9.9%	11.7%	--	14.4%	11.4%
Only with partner	50.3%	49.3%	--	48.3%	41.6%
Only with children (< 13 years old)	3.6%	2.5%	--	3.0%	4.3%
Partner + children (< 13 years old)	4.0%	3.8%	--	5.1%	6.2%
Other relatives	9.0%	8.3%	--	8.3%	11.0%
Friends	7.3%	7.0%	--	9.0%	6.8%
Work colleagues	0.6%	0.5%	--	0.0%	0.3%
Organized trip	0.2%	0.4%	--	0.3%	0.6%
Other combinations (1)	15.0%	16.5%	--	11.5%	17.8%
<i>(2) Combinación de algunos de los grupos anteriormente analizados</i>					
Tourists with children	11.9%	11.5%	--	12.7%	19.0%
- Between 0 and 2 years old	1.0%	1.6%	--	0.0%	0.8%
- Between 3 and 12 years old	9.7%	9.0%	--	11.5%	16.9%
- Between 0 -2 and 3-12 years old	1.2%	0.8%	--	1.1%	1.2%
Tourists without children	88.1%	88.5%	--	87.3%	81.0%
Group composition:					
- 1 person	14.4%	15.5%	--	15.5%	14.5%
- 2 people	61.0%	58.6%	--	59.8%	50.3%
- 3 people	7.6%	8.6%	--	9.1%	10.9%
- 4 or 5 people	13.8%	13.7%	--	11.6%	18.0%
- 6 or more people	3.2%	3.7%	--	3.9%	6.2%
Average group size:	2.41	2.43	--	2.43	2.80

*People who share the main expenses of the trip

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.