

# TOURIST PROFILE BY SOURCE MARKETS (2022)

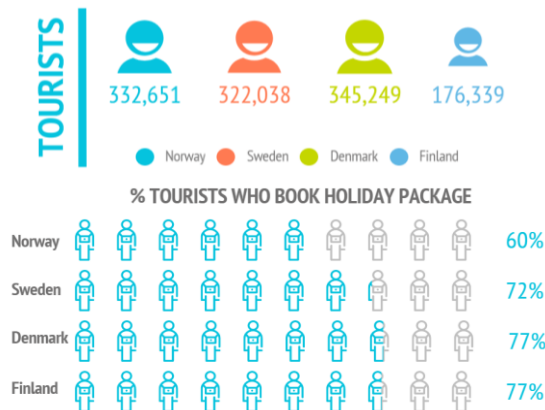
## CANARY ISLANDS: NORDICS

### How many are they and how much do they spend?



	Norway	Sweden	Denmark	Finland	Nordics
<b>TOURISTS</b>					
Tourist arrivals (FRONTUR) (*)	333	322	345	176	1,176
Tourist arrivals > 15 years old (EGT) (*)	296	267	290	145	999
- book holiday package (*)	177	192	223	112	703
- do not book holiday package (*)	119	76	67	33	295
- % tourists who book holiday package	59.8%	71.8%	76.7%	77.0%	70.4%

(\*) Thousands of tourists



	Norway	Sweden	Denmark	Finland	Nordics
<b>Expenditure per tourist (€)</b>	<b>1,760</b>	<b>1,598</b>	<b>1,387</b>	<b>1,658</b>	<b>1,593</b>
- book holiday package	1,873	1,641	1,448	1,658	1,641
- holiday package	1502	1,389	1,238	1,345	1,363
- others	371	252	210	313	279
- do not book holiday package	1,591	1,489	1,186	1,654	1,479
- flight	518	506	377	470	477
- accommodation	403	435	305	596	411
- others	670	548	503	589	591
<b>Average length of stay</b>	<b>11.72</b>	<b>9.94</b>	<b>8.48</b>	<b>10.76</b>	<b>10.16</b>
- book holiday package	9.35	8.85	7.92	8.80	8.67
- do not book holiday package	15.24	12.71	10.33	17.32	13.71
<b>Average daily expenditure (€)</b>	<b>187.1</b>	<b>186.6</b>	<b>176.8</b>	<b>193.4</b>	<b>184.9</b>
- book holiday package	222.7	198.3	189.6	204.8	202.7
- do not book holiday package	134.0	156.9	134.7	155.3	142.4
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>521</b>	<b>427</b>	<b>402</b>	<b>241</b>	<b>1,591</b>
- book holiday package	332	315	322	185	1,154
- do not book holiday package	189	112	80	55	437

### Where did they spend their main holiday last year?\*

	Norway	Sweden	Denmark	Finland	Nordics
Didn't have holidays	59.0%	53.2%	34.2%	53.2%	48.9%
Canary Islands	21.2%	20.4%	19.4%	19.8%	20.2%
Other destination	19.7%	26.4%	46.4%	27.0%	30.8%

### What other destinations do they consider for this trip?\*

	Norway	Sweden	Denmark	Finland	Nordics
None	50.2%	51.5%	34.4%	20.8%	40.2%
Canary Islands (other island)	23.8%	21.8%	28.0%	21.8%	24.2%
Other destination	26.0%	26.7%	37.7%	57.4%	35.6%

\*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



	Norway	Sweden	Denmark	Finland	Nordics
Climate	88.2%	89.2%	76.1%	89.6%	85.2%
Sea	51.1%	60.1%	31.6%	59.6%	49.1%
Safety	42.8%	45.9%	30.6%	46.7%	40.7%
Beaches	47.5%	47.8%	24.7%	35.8%	39.3%
Accommodation supply	41.7%	31.9%	36.6%	41.5%	37.6%
Tranquility	32.5%	43.1%	33.0%	32.0%	35.4%
European belonging	34.9%	36.3%	29.2%	44.6%	35.0%
Environment	22.0%	36.8%	23.5%	32.7%	28.0%
Effortless trip	39.6%	35.0%	6.7%	15.4%	25.3%
Price	22.8%	23.4%	27.0%	27.4%	24.8%
Landscapes	17.8%	23.4%	20.8%	41.4%	23.6%
Gastronomy	24.9%	24.5%	13.5%	22.0%	21.1%
Fun possibilities	20.6%	16.5%	25.3%	11.0%	19.5%
Hiking trail network	12.0%	9.8%	8.9%	26.3%	12.6%
Authenticity	7.5%	16.1%	13.0%	8.2%	11.5%
Exoticism	7.7%	4.7%	13.6%	9.4%	8.8%
Shopping	9.8%	4.7%	5.4%	7.8%	6.9%
Nightlife	11.2%	3.7%	2.7%	5.7%	5.9%
Culture	7.8%	5.5%	3.2%	7.0%	5.7%
Historical heritage	3.6%	5.0%	2.4%	7.1%	4.1%

Each aspect is rated individually ("Not important", "Somewhat", "Quite", "Very important")

% of tourists who indicate that the factor is "very important" in their choice.



### What is the main motivation for their holidays?



	Norway	Sweden	Denmark	Finland	Nordics
Rest	65.0%	39.5%	54.9%	70.8%	56.0%
Enjoy family time	21.2%	43.9%	27.0%	18.2%	28.5%
Have fun	5.9%	4.3%	5.2%	2.9%	4.8%
Explore the destination	4.9%	6.2%	7.2%	4.7%	5.9%
Practice their hobbies	1.4%	2.5%	4.3%	2.3%	2.7%
Other reasons	1.6%	3.6%	1.3%	1.1%	2.0%



### How far in advance do they book their trip?



	Norway	Sweden	Denmark	Finland	Nordics
The same day	1.3%	0.5%	1.0%	1.2%	1.0%
Between 1 and 30 days	27.3%	30.5%	30.4%	24.4%	28.6%
Between 1 and 2 months	20.5%	22.5%	26.6%	29.7%	24.2%
Between 3 and 6 months	29.9%	29.6%	29.6%	27.3%	29.3%
More than 6 months	21.0%	17.0%	12.4%	17.4%	16.9%

# TOURIST PROFILE BY SOURCE MARKETS (2022)

## CANARY ISLANDS: NORDICS



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

	Norway	Sweden	Denmark	Finland	Nordics
Previous visits to the Canary Islands	61.1%	63.3%	53.3%	61.8%	<b>59.5%</b>
Friends or relatives	27.6%	20.1%	22.1%	26.9%	<b>23.9%</b>
Internet or social media	40.0%	40.2%	49.4%	62.1%	<b>46.0%</b>
Mass Media	1.5%	1.6%	1.4%	1.6%	<b>1.5%</b>
Travel guides and magazines	1.9%	5.9%	2.9%	3.9%	<b>3.6%</b>
Travel Blogs or Forums	1.0%	2.6%	3.5%	7.7%	<b>3.1%</b>
Travel TV Channels	0.4%	0.3%	0.3%	0.4%	<b>0.4%</b>
Tour Operator or Travel Agency	24.0%	17.0%	33.6%	36.4%	<b>26.7%</b>
Public administrations or similar	0.3%	1.5%	2.4%	0.3%	<b>1.2%</b>
Others	3.0%	2.0%	1.4%	0.7%	<b>1.9%</b>

\* Multi-choise question

### With whom did they book their flight and accommodation?

	Norway	Sweden	Denmark	Finland	Nordics
<b>Flight</b>					
- Directly with the airline	38.7%	33.2%	22.3%	20.9%	<b>29.8%</b>
- Tour Operator or Travel Agency	61.3%	66.8%	77.7%	79.1%	<b>70.2%</b>

#### Accommodation

- Directly with the accommodation	29.3%	24.7%	18.5%	18.7%	<b>23.2%</b>
- Tour Operator or Travel Agency	70.7%	75.3%	81.5%	81.3%	<b>76.8%</b>

### Where do they stay?

	Norway	Sweden	Denmark	Finland	Nordics
1-2-3* Hotel	18.3%	15.6%	23.1%	13.5%	<b>18.3%</b>
4* Hotel	26.7%	38.8%	42.8%	32.2%	<b>35.4%</b>
5* Hotel / 5* Luxury Hotel	8.6%	7.8%	4.4%	5.7%	<b>6.7%</b>
Aparthotel / Tourist Villa	21.4%	22.8%	16.4%	16.5%	<b>19.6%</b>
House/room rented in a private dwelling	5.9%	2.6%	2.9%	1.2%	<b>3.5%</b>
Private accommodation (1)	10.5%	6.6%	3.8%	3.5%	<b>6.5%</b>
Others (Cottage, cruise, camping,...)	8.6%	5.8%	6.6%	27.3%	<b>10.0%</b>

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

### What do they book?

	Norway	Sweden	Denmark	Finland	Nordics
Room only	42.5%	29.2%	27.2%	29.9%	<b>32.4%</b>
Bed and Breakfast	23.7%	20.0%	17.0%	28.1%	<b>21.4%</b>
Half board	9.3%	12.5%	15.9%	12.8%	<b>12.7%</b>
Full board	2.5%	4.3%	4.7%	10.4%	<b>4.9%</b>
All inclusive	22.1%	34.0%	35.2%	18.8%	<b>28.7%</b>

32.4% of nordic tourists book room only



42.5%  
Norway



27.2%  
Denmark



29.2%  
Sweden



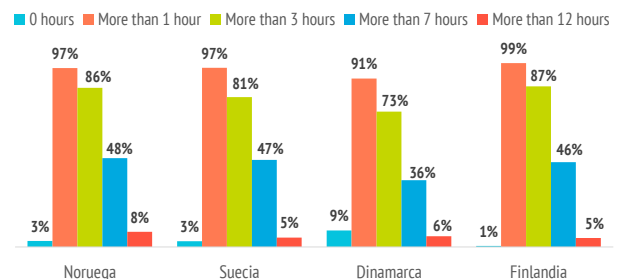
29.9%  
Finland

### Other expenses

	Norway	Sweden	Denmark	Finland	Nordics
Restaurants or cafes	72.8%	63.9%	62.3%	69.7%	<b>66.9%</b>
Supermarkets	63.3%	55.6%	48.4%	71.8%	<b>58.2%</b>
Car rental	13.4%	17.0%	21.9%	23.9%	<b>18.4%</b>
Organized excursions	12.9%	13.0%	14.9%	17.7%	<b>14.2%</b>
Taxi, transfer, chauffeur service	63.0%	65.3%	65.2%	75.3%	<b>66.0%</b>
Theme Parks	6.9%	4.8%	5.6%	10.8%	<b>6.5%</b>
Sport activities	5.7%	5.4%	7.0%	6.1%	<b>6.0%</b>
Museums	2.3%	1.8%	3.2%	6.9%	<b>3.1%</b>
Flights between islands	2.6%	1.9%	1.8%	3.3%	<b>2.3%</b>

### Activities in the Canary Islands

	Norway	Sweden	Denmark	Finland	Nordics
Outdoor time per day					
0 hours	3.2%	3.1%	8.9%	0.6%	<b>4.5%</b>
1 - 2 hours	10.7%	15.8%	17.9%	12.6%	<b>14.4%</b>
3 - 6 hours	38.0%	34.0%	37.0%	41.0%	<b>37.1%</b>
7 - 12 hours	39.8%	42.0%	30.3%	41.0%	<b>37.8%</b>
More than 12 hours	8.2%	5.1%	5.8%	4.9%	<b>6.2%</b>



Activities in the Canary Islands	Norway	Sweden	Denmark	Finland	Nordics
Walk, wander	74.4%	74.2%	72.7%	87.6%	<b>75.8%</b>
Swimming pool, hotel facilities	65.4%	71.4%	70.2%	75.7%	<b>69.9%</b>
Beach	67.6%	73.1%	54.1%	67.1%	<b>65.1%</b>
Explore the island on their own	31.9%	36.5%	53.2%	53.1%	<b>42.4%</b>
Hiking	35.8%	10.7%	15.6%	14.2%	<b>20.1%</b>
Taste Canarian gastronomy	6.8%	19.4%	18.6%	18.7%	<b>15.3%</b>
Swim	13.4%	8.5%	8.4%	26.5%	<b>12.5%</b>
Nightlife / concerts / shows	13.3%	9.0%	10.5%	14.3%	<b>11.5%</b>
Organized excursions	9.2%	8.0%	12.9%	13.9%	<b>10.6%</b>
Theme parks	10.3%	6.9%	7.9%	16.4%	<b>9.6%</b>
Running	7.4%	8.6%	11.2%	9.7%	<b>9.2%</b>
Wineries / markets / popular festi	10.1%	11.4%	5.7%	9.0%	<b>9.0%</b>
Beauty and health treatments	12.3%	4.8%	6.8%	8.0%	<b>8.1%</b>
Sea excursions / whale watching	5.7%	5.8%	8.9%	9.0%	<b>7.1%</b>
Practice other sports	4.3%	5.5%	9.6%	5.4%	<b>6.3%</b>
Museums / exhibitions	4.8%	4.9%	5.9%	12.5%	<b>6.3%</b>
Astronomical observation	1.7%	1.9%	3.5%	22.0%	<b>5.2%</b>
Other Nature Activities	3.1%	2.8%	3.8%	6.8%	<b>3.8%</b>
Cycling / Mountain bike	2.1%	2.5%	4.3%	3.3%	<b>3.0%</b>
Golf	2.1%	2.8%	2.3%	5.2%	<b>2.8%</b>
Surf	1.9%	1.5%	3.2%	1.5%	<b>2.1%</b>
Windsurf / Kitesurf	0.8%	0.5%	4.1%	0.0%	<b>1.5%</b>
Scuba Diving	1.5%	0.7%	2.4%	1.6%	<b>1.5%</b>

\* Multi-choise question

## TOURIST PROFILE BY SOURCE MARKETS (2022)

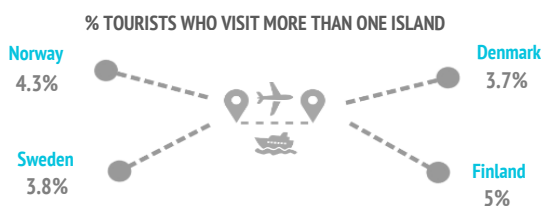
### CANARY ISLANDS: NORDICS

#### Which island do they choose?

Tourists (> 15 years old)	Norway	Sweden	Denmark	Finland	Nordics
Lanzarote	7,206	7,672	44,781	7,339	<b>66,998</b>
Fuerteventura	3,853	15,930	26,586	6,948	<b>53,316</b>
Gran Canaria	231,208	190,800	122,481	80,633	<b>625,122</b>
Tenerife	53,654	51,578	92,745	49,635	<b>247,612</b>
La Palma	0	443	1,796	0	<b>2,240</b>

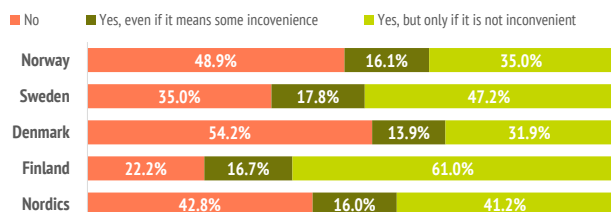
#### How many islands do they visit during their trip?

	Norway	Sweden	Denmark	Finland	Nordics
One island	95.7%	96.2%	96.3%	95.0%	<b>95.9%</b>
Two islands	4.2%	2.6%	3.7%	4.5%	<b>3.7%</b>
Three or more islands	0.0%	1.2%	0.0%	0.5%	<b>0.4%</b>

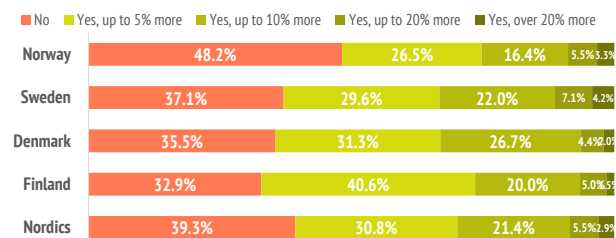


#### Sustainable destination

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



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

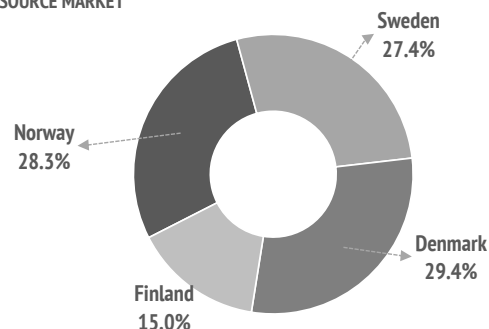


Perception during their stay*	Norway	Sweden	Denmark	Finland	Nordics
Quality of life on the island	7.8	7.7	7.8	8.4	<b>7.8</b>
Tolerance towards tourism	8.4	8.4	8.5	8.8	<b>8.5</b>
Cleanliness of the island	7.8	7.9	8.5	8.6	<b>8.1</b>
Air quality	8.0	8.2	8.3	8.8	<b>8.3</b>
Rational water consumption	7.2	7.2	7.2	8.0	<b>7.3</b>
Energy saving	6.7	6.6	6.6	7.7	<b>6.8</b>
Use of renewable energy	6.5	6.7	7.0	7.7	<b>6.9</b>
Recycling	6.5	6.7	6.8	8.0	<b>6.9</b>
Easy to get around by public transport	7.4	7.1	6.8	7.8	<b>7.2</b>
Overcrowding in tourist areas	6.5	6.3	6.6	7.3	<b>6.6</b>
Supply of local products	6.6	6.6	6.7	7.6	<b>6.8</b>

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

Share by islands	Norway	Sweden	Denmark	Finland	Nordics
Lanzarote	2.4%	2.9%	15.5%	5.1%	<b>6.7%</b>
Fuerteventura	1.3%	6.0%	9.2%	4.8%	<b>5.4%</b>
Gran Canaria	78.1%	71.6%	42.5%	55.8%	<b>62.8%</b>
Tenerife	18.1%	19.4%	32.2%	34.3%	<b>24.9%</b>
La Palma	0.0%	0.2%	0.6%	0.0%	<b>0.2%</b>

#### SHARE OF TOURISTS BY SOURCE MARKET



#### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Norway	Sweden	Denmark	Finland	Nordics
Average rating	8.68	8.78	8.77	8.74	<b>8.74</b>

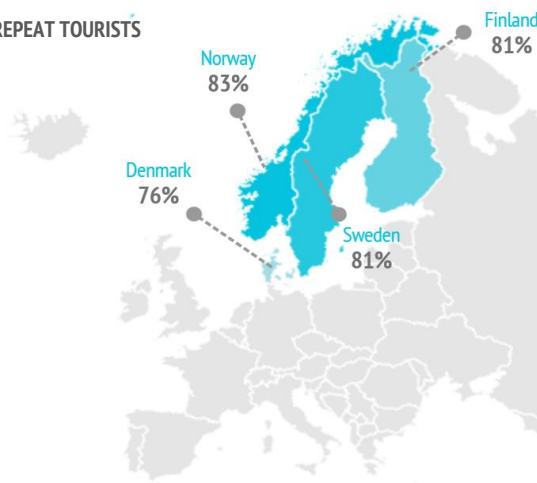
Experience in the Canary Islands	Norway	Sweden	Denmark	Finland	Nordics
Worse or much worse than expected	2.1%	2.0%	1.9%	1.1%	<b>1.9%</b>
Lived up to expectations	59.7%	57.1%	64.6%	62.4%	<b>60.8%</b>
Better or much better than expected	38.2%	41.0%	33.5%	36.5%	<b>37.3%</b>

Future intentions (scale 1-10)	Norway	Sweden	Denmark	Finland	Nordics
Return to the Canary Islands	8.89	8.86	8.94	8.53	<b>8.84</b>
Recommend visiting the Canary Islands	8.91	9.02	9.05	8.82	<b>8.97</b>

#### How many are loyal to the Canary Islands?

	Norway	Sweden	Denmark	Finland	Nordics
<b>Repeat tourists</b>	<b>82.7%</b>	<b>81.5%</b>	<b>75.9%</b>	<b>80.9%</b>	<b>80.2%</b>
Repeat tourists (last 5 years)	73.8%	73.0%	66.9%	78.9%	<b>72.3%</b>
Repeat tourists (last 5 years) (5 or more visits)	18.5%	17.4%	10.8%	14.1%	<b>15.3%</b>
<b>At least 10 previous visits</b>	<b>35.5%</b>	<b>30.2%</b>	<b>21.9%</b>	<b>23.7%</b>	<b>28.4%</b>

#### REPEAT TOURISTS



# TOURIST PROFILE BY SOURCE MARKETS (2022)

## CANARY ISLANDS: NORDICS

### Where does the flight come from?



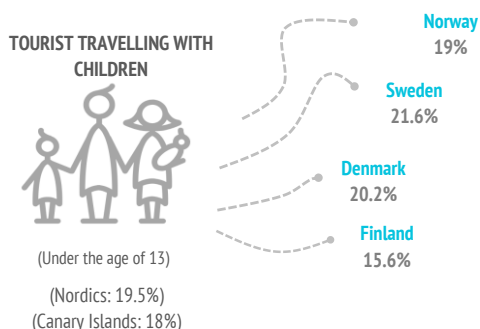
	Norway	Sweden	Denmark	Finland	Nordics
Denmark	1.9%	8.1%	92.7%	0.2%	<b>29.7%</b>
Norway	95.6%	1.7%	0.0%	1.0%	<b>28.9%</b>
Sweden	0.3%	85.7%	0.5%	0.4%	<b>23.3%</b>
Finland	0.0%	1.4%	0.0%	94.6%	<b>14.1%</b>
Spanish Mainland	0.9%	0.9%	2.2%	1.4%	<b>1.4%</b>
Germany	0.7%	0.8%	1.5%	0.6%	<b>0.9%</b>
Switzerland	0.1%	0.4%	1.1%	0.0%	<b>0.5%</b>
United Kingdom	0.2%	0.5%	0.3%	0.1%	<b>0.3%</b>
France	0.0%	0.0%	0.2%	1.6%	<b>0.3%</b>
Portugal	0.0%	0.3%	0.4%	0.2%	<b>0.2%</b>
Netherlands	0.3%	0.1%	0.0%	0.0%	<b>0.1%</b>
Austria	0.0%	0.1%	0.2%	0.1%	<b>0.1%</b>
Italy	0.0%	0.1%	0.1%	0.0%	<b>0.1%</b>
Poland	0.0%	0.0%	0.1%	0.0%	<b>0.0%</b>
Belgium	0.0%	0.0%	0.1%	0.0%	<b>0.0%</b>
Others	0.0%	0.0%	0.5%	0.0%	<b>0.1%</b>

### Who do they come with?



	Norway	Sweden	Denmark	Finland	Nordics
Unaccompanied	11.4%	10.9%	9.0%	7.6%	<b>10.0%</b>
Only with partner	41.6%	43.4%	44.7%	47.2%	<b>43.8%</b>
Only with children (< 13 years old)	4.3%	5.6%	5.9%	6.5%	<b>5.4%</b>
Partner + children (< 13 years old)	6.2%	9.9%	6.4%	5.0%	<b>7.1%</b>
Other relatives	11.0%	7.4%	11.2%	8.6%	<b>9.8%</b>
Friends	6.8%	3.4%	5.1%	7.0%	<b>5.4%</b>
Work colleagues	0.3%	0.2%	0.3%	0.0%	<b>0.2%</b>
Organized trip	0.6%	0.1%	0.6%	0.0%	<b>0.4%</b>
Other combinations (1)	17.8%	19.0%	16.8%	18.1%	<b>17.9%</b>
<i>(1) Different situations have been isolated</i>					
<b>Tourists with children</b>	<b>19.0%</b>	<b>21.6%</b>	<b>20.2%</b>	<b>15.6%</b>	<b>19.5%</b>
- Between 0 and 2 years old	0.8%	1.1%	2.5%	0.9%	1.4%
- Between 3 and 12 years old	16.9%	19.4%	15.2%	13.6%	16.6%
- Between 0 -2 and 3-12 years old	1.2%	1.1%	2.5%	1.1%	1.5%
<b>Tourists without children</b>	<b>81.0%</b>	<b>78.4%</b>	<b>79.8%</b>	<b>84.4%</b>	<b>80.5%</b>
<b>Group composition:</b>					
- 1 person	14.5%	12.8%	11.1%	10.0%	<b>12.4%</b>
- 2 people	50.3%	50.0%	54.8%	57.3%	<b>52.6%</b>
- 3 people	10.9%	12.2%	10.1%	12.9%	<b>11.3%</b>
- 4 or 5 people	18.0%	18.9%	14.9%	16.2%	<b>17.1%</b>
- 6 or more people	6.2%	6.1%	8.9%	3.6%	<b>6.6%</b>
<b>Average group size:</b>	<b>2.80</b>	<b>2.81</b>	<b>2.87</b>	<b>2.55</b>	<b>2.78</b>

\*People who share the main expenses of the trip



### Who are they?



	Norway	Sweden	Denmark	Finland	Nordics
<b>Gender</b>					
Men	51.2%	45.3%	49.3%	42.1%	<b>47.7%</b>
Women	48.8%	54.7%	50.7%	57.9%	<b>52.3%</b>
<b>Age</b>					
Average age (tourist > 15 years old)	50.8	53.4	49.5	50.7	<b>51.1</b>
Standard deviation	17.6	16.5	16.8	16.8	<b>17.0</b>
<b>Age range (&gt; 15 years old)</b>					
16 - 24 years old	10.3%	6.6%	9.9%	10.3%	<b>9.2%</b>
25 - 30 years old	6.8%	4.6%	7.9%	5.8%	<b>6.4%</b>
31 - 45 years old	21.6%	20.8%	21.6%	19.9%	<b>21.1%</b>
46 - 60 years old	25.9%	29.9%	30.0%	30.6%	<b>28.8%</b>
Over 60 years old	35.4%	38.1%	30.6%	33.4%	<b>34.4%</b>
<b>Occupation</b>					
Salaried worker	52.4%	42.2%	52.6%	48.3%	<b>49.2%</b>
Self-employed	5.9%	8.4%	9.9%	7.7%	<b>8.0%</b>
Unemployed	1.4%	0.8%	1.8%	1.6%	<b>1.4%</b>
Business owner	9.8%	15.3%	9.2%	8.5%	<b>10.9%</b>
Student	2.7%	4.7%	4.1%	8.4%	<b>4.5%</b>
Retired	24.5%	28.2%	21.9%	25.3%	<b>24.9%</b>
Unpaid domestic work	0.2%	0.1%	0.0%	0.2%	<b>0.1%</b>
Others	3.2%	0.3%	0.4%	0.0%	<b>1.2%</b>
<b>Annual household income level</b>					
Less than €25,000	3.4%	6.5%	8.1%	8.1%	<b>6.3%</b>
€25,000 - €49,999	13.0%	29.6%	20.6%	32.3%	<b>22.5%</b>
€50,000 - €74,999	30.8%	30.1%	32.2%	26.4%	<b>30.4%</b>
More than €74,999	52.8%	33.8%	39.0%	33.3%	<b>40.9%</b>
<b>Education level</b>					
No studies	0.4%	1.1%	1.5%	0.4%	<b>0.9%</b>
Primary education	2.8%	4.2%	2.5%	5.3%	<b>3.5%</b>
Secondary education	25.6%	30.8%	10.2%	41.1%	<b>24.7%</b>
Higher education	71.2%	63.8%	85.8%	53.2%	<b>70.8%</b>



**AVERAGE AGE**  
(TOURISTS > 15)

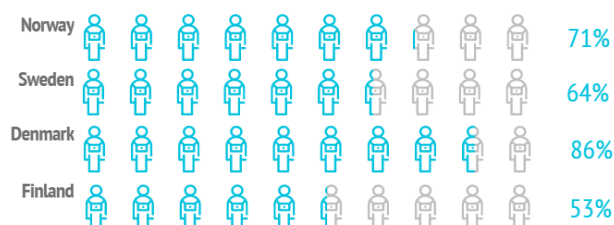


**% OF TOURISTS WITH INCOMES OVER €74,999**

● Norway ● Sweden ● Denmark ● Finland



**% OF TOURISTS WITH HIGHER EDUCATION**



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.