

TOURIST PROFILE BY MARKETS (2023)

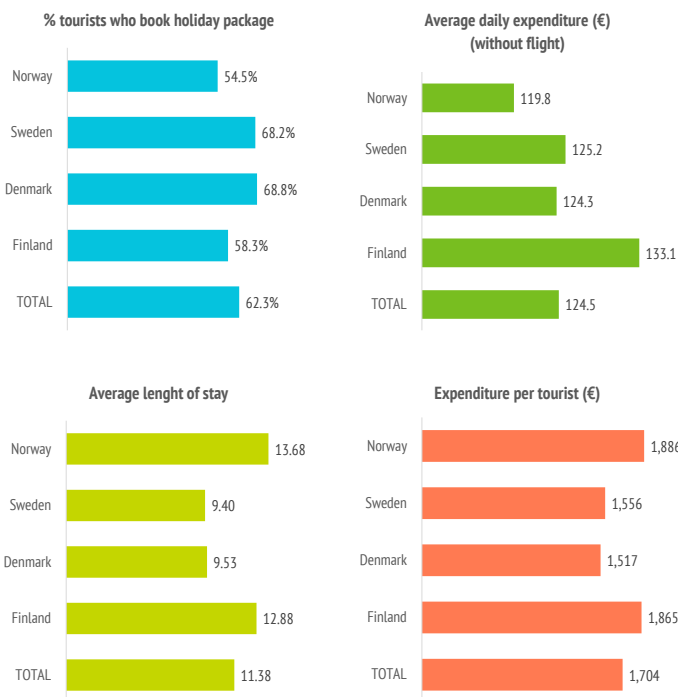
NORDICS



How many are they and how much do they spend?



	Norway	Sweden	Denmark	Finland	TOTAL
TOURISTS					
Tourist arrivals (FRONTUR) (*)	408	382	305	213	1,307
Tourist arrivals ≥ 16 years old (EGT) (*)	359	318	255	182	1,113
- book holiday package (*)	196	217	175	106	694
- do not book holiday package (*)	163	101	79	76	420
- % tourists who book holiday package	54.5%	68.2%	68.8%	58.3%	62.3%
Children < 16 years old (FRONTUR - EGT) (*)	49	63	50	32	193
<i>(*) Thousands of tourists</i>					
Expenditure per tourist (€)					
- book holiday package	1,887	1,690	1,675	1,918	1,777
- holiday package	1,416	1,415	1,307	1,582	1,413
- others	472	275	367	336	363
- do not book holiday package	1,885	1,268	1,170	1,790	1,584
- flight	581	447	365	512	495
- accommodation	567	391	394	669	510
- others	737	429	410	609	578
Average length of stay	13.68	9.40	9.53	12.88	11.38
Average daily expenditure (€)	171.9	186.6	181.3	196.3	182.2
Average daily expenditure (without flight)	119.8	125.2	124.3	133.1	124.5
Average cost of the flight (€)	549.9	501.8	459.5	560.5	517.2
Total turnover (≥ 16 years old) (€m)	677	495	386	339	1,897



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

	Norway	Sweden	Denmark	Finland	TOTAL
Accommodation:					
- Accommodation	78.9%	85.9%	89.4%	90.9%	85.2%
- Additional accommodation expenses	3.9%	3.5%	4.9%	3.3%	3.9%
Transport:					
- National/International Transport	96.7%	96.5%	95.9%	96.6%	96.5%
- Flights between islands	4.5%	1.9%	3.2%	2.9%	3.2%
- Taxi	61.8%	69.5%	57.4%	62.5%	63.1%
- Car rental	17.9%	16.9%	27.1%	31.6%	21.9%
- Public transport	12.5%	13.7%	8.3%	17.1%	12.6%
Food and drink:					
- Food purchases at supermarkets	67.5%	58.8%	56.1%	68.9%	62.6%
- Restaurants	75.4%	63.3%	66.9%	74.8%	69.9%
Leisure:					
- Organized excursions	13.7%	17.0%	18.5%	20.9%	16.9%
- Sport activities	6.1%	7.4%	6.6%	7.9%	6.9%
- Cultural activities	2.1%	1.1%	1.4%	2.2%	1.7%
- Museums	1.3%	1.8%	2.3%	8.0%	2.8%
- Theme Parks	7.3%	5.1%	4.1%	10.7%	6.5%
- Discos and pubs	8.3%	6.6%	6.4%	10.5%	7.7%
- Wellness	8.0%	4.3%	4.3%	8.0%	6.1%
Purchases of goods:					
- Souvenirs	28.8%	34.0%	34.4%	42.1%	33.7%
- Real state	0.6%	0.0%	0.0%	0.2%	0.2%
- Other expenses	1.8%	0.8%	0.6%	0.7%	1.1%
Other:					
- Medical or pharmaceutical expenses	8.0%	7.4%	8.4%	7.0%	7.7%
- Other expenses	6.3%	8.4%	8.0%	7.8%	7.5%

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

	Norway	Sweden	Denmark	Finland	TOTAL
Expenditure per tourist and trip (€)					
Accommodation:					
- Accommodation	883	779	688	880	806
- Additional accommodation expenses	192	238	220	166	208
Transport:					
- National/International Transport	568	520	479	580	536
- Flights between islands	76	72	92	43	74
- Taxi	107	107	113	131	112
- Car rental	185	109	120	141	140
- Public transport	47	25	27	24	32
Food and drink:					
- Food purchases at supermarkets	180	112	114	133	140
- Restaurants	368	219	267	210	280
Leisure:					
- Organized excursions	86	86	108	97	94
- Sport activities	95	102	80	96	94
- Cultural activities	87	26	60	32	58
- Museums	46	29	42	29	34
- Theme Parks	75	71	61	94	77
- Discos and pubs	114	74	100	88	96
- Wellness	65	69	52	98	71
Purchases of goods:					
- Souvenirs	133	85	99	99	105
- Real state	2,540	25	0	100	2,175
- Other expenses	1,084	381	117	53	681
Other:					
- Medical or pharmaceutical expenses	88	36	71	171	82
- Other expenses	64	61	96	81	74

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.

TOURIST PROFILE BY MARKETS (2023)

NORDICS



What is the main purpose of their trip?

	Norway	Sweden	Denmark	Finland	TOTAL
Holiday, leisure	92.5%	92.0%	92.8%	90.9%	92.2%
Visiting family or friends	5.2%	5.2%	4.3%	3.7%	4.8%
Business and work	0.5%	0.4%	0.7%	1.3%	0.6%
Education and training	0.2%	0.3%	0.1%	0.0%	0.2%
Sports training	0.1%	1.4%	1.4%	1.6%	1.0%
Health or medical care	0.6%	0.1%	0.0%	1.8%	0.5%
Fairs and congresses	0.0%	0.2%	0.0%	0.0%	0.0%
Others	0.8%	0.4%	0.7%	0.7%	0.7%

What is the main motivation for their holidays?

	Norway	Sweden	Denmark	Finland	TOTAL
Rest	63.7%	37.4%	54.3%	61.5%	53.7%
Enjoy family time	22.6%	45.3%	24.6%	21.2%	29.3%
Have fun	4.1%	7.7%	6.2%	3.0%	5.4%
Explore the destination	5.0%	4.7%	9.7%	8.4%	6.5%
Practice their hobbies	2.0%	2.4%	4.1%	4.2%	3.0%
Other reasons	2.5%	2.4%	1.1%	1.6%	2.0%

Where did they spend their main holiday last year? *

	Norway	Sweden	Denmark	Finland	TOTAL
Didn't have holidays	26.3%	31.3%	12.3%	21.8%	23.7%
Canary Islands	31.9%	27.6%	29.5%	27.9%	29.5%
Other destination	41.8%	41.2%	58.1%	50.3%	46.8%
Balearic Islands	1.5%	0.9%	2.2%	0.8%	1.4%
Rest of Spain	8.7%	8.9%	7.9%	9.5%	8.7%
Italy	4.6%	4.2%	7.5%	6.7%	5.5%
France	2.3%	3.2%	4.0%	3.4%	3.1%
Turkey	1.4%	0.9%	3.6%	0.9%	1.7%
Greece	8.1%	8.0%	11.5%	9.4%	9.1%
Portugal	0.9%	0.8%	2.6%	2.4%	1.5%
Croatia	2.0%	2.4%	1.4%	2.8%	2.1%
Egypt	0.7%	0.1%	0.5%	0.4%	0.4%
Tunisia	0.0%	0.0%	0.1%	0.0%	0.0%
Morocco	0.1%	0.1%	0.4%	0.0%	0.1%
Others	11.5%	11.5%	16.4%	14.1%	13.1%

* Percentage of valid answers

What other destinations did they consider for this trip? *

	Norway	Sweden	Denmark	Finland	TOTAL
None (I was clear about "this Canary Island")	52.1%	49.4%	34.6%	25.4%	42.1%
Canary Islands (other island)	19.4%	24.0%	27.9%	22.6%	23.3%
Other destination	28.5%	26.6%	37.5%	52.0%	34.7%
Balearic Islands	1.1%	1.7%	2.0%	1.0%	1.5%
Rest of Spain	7.2%	5.6%	6.2%	11.5%	7.4%
Italy	3.3%	3.3%	4.2%	5.2%	3.9%
France	1.2%	0.9%	1.2%	3.0%	1.5%
Turkey	1.4%	0.8%	3.0%	1.9%	1.7%
Greece	6.4%	4.4%	8.0%	10.4%	7.0%
Portugal	1.4%	2.6%	4.2%	8.1%	3.7%
Croatia	2.3%	1.4%	1.7%	3.9%	2.2%
Egypt	1.6%	1.7%	4.2%	1.9%	2.3%
Others	2.6%	4.1%	2.7%	4.9%	3.5%

* Percentage of valid answers

Importance of each factor in the destination choice

	Norway	Sweden	Denmark	Finland	TOTAL
Climate	84.2%	86.7%	74.5%	82.1%	82.4%
Sea	42.7%	54.1%	34.4%	52.9%	45.7%
Safety	41.5%	44.3%	35.2%	47.7%	41.9%
Beaches	36.9%	44.6%	25.3%	33.4%	35.9%
Tranquility	33.7%	38.9%	34.0%	33.8%	35.3%
Accommodation supply	35.8%	28.6%	34.3%	36.4%	33.5%
European belonging	28.1%	31.0%	31.3%	34.6%	30.7%
Environment	21.6%	30.2%	28.3%	34.6%	27.7%
Price	24.1%	23.0%	25.4%	23.8%	24.0%
Effortless trip	34.6%	29.4%	6.6%	12.6%	23.2%
Landscapes	15.3%	18.5%	21.7%	40.0%	21.7%
Gastronomy	18.3%	21.3%	14.7%	17.5%	18.2%
Fun possibilities	13.8%	16.7%	21.5%	11.1%	15.9%
Hiking trail network	12.9%	5.7%	12.6%	20.7%	12.0%
Authenticity	6.9%	16.4%	14.7%	8.2%	11.6%
Exoticism	4.8%	5.3%	14.9%	8.2%	7.8%
Shopping	8.9%	6.2%	7.8%	7.7%	7.7%
Nightlife	6.5%	4.3%	2.9%	4.6%	4.8%
Historical heritage	3.4%	2.9%	4.8%	6.6%	4.1%
Culture	3.9%	3.9%	3.3%	5.2%	4.0%

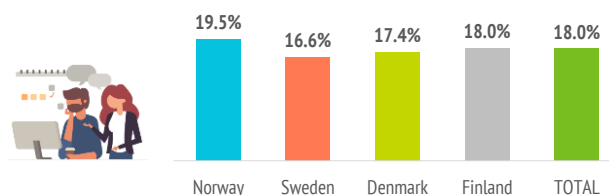
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")

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

How far in advance do they book their trip?

	Norway	Sweden	Denmark	Finland	TOTAL
The same day	0.8%	0.7%	0.5%	0.2%	0.6%
Between 1 and 30 days	26.0%	26.1%	23.0%	21.5%	24.6%
Between 1 and 2 months	21.1%	24.2%	26.6%	23.2%	23.6%
Between 3 and 6 months	32.6%	32.3%	32.4%	37.1%	33.2%
More than 6 months	19.5%	16.6%	17.4%	18.0%	18.0%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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

	Norway	Sweden	Denmark	Finland	TOTAL
Previous visits to the Canary Islands	58.3%	61.2%	55.2%	60.9%	58.8%
Friends or relatives	27.8%	19.3%	20.7%	24.2%	23.1%
Internet or social media	41.6%	39.2%	47.6%	59.2%	45.2%
Mass Media	1.5%	0.8%	1.0%	1.9%	1.3%
Travel guides and magazines	1.9%	3.4%	4.0%	4.6%	3.2%
Travel Blogs or Forums	1.3%	3.3%	4.3%	9.0%	3.8%
Travel TV Channels	0.6%	0.3%	0.0%	0.8%	0.4%
Tour Operator or Travel Agency	21.9%	16.3%	25.7%	27.4%	22.1%
Public administrations or similar	0.1%	0.4%	0.2%	1.1%	0.4%
Others	3.6%	3.8%	1.7%	1.7%	2.9%

* Multi-choice question

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NORDICS

With whom did they book their flight and accommodation?

	Norway	Sweden	Denmark	Finland	TOTAL
Flight					
- Directly with the airline	42.5%	35.7%	26.7%	33.6%	35.5%
- Tour Operator or Travel Agency	57.5%	64.3%	73.3%	66.4%	64.5%
Accommodation					
- Directly with the accommodation	0.0%	0.0%	0.0%	0.0%	0.0%
- Tour Operator or Travel Agency	32.6%	27.0%	23.5%	30.7%	28.5%
- Tour Operator or Travel Agency	67.4%	73.0%	76.5%	69.3%	71.5%

Where does the flight come from?

	Norway	Sweden	Denmark	Finland	TOTAL
Norway	94.5%	2.1%	0.2%	0.8%	31.2%
Denmark	1.7%	14.5%	93.4%	0.0%	26.1%
Sweden	0.5%	79.6%	1.2%	1.4%	23.4%
Finland	0.0%	0.2%	0.0%	91.7%	15.0%
Spanish Mainland	1.2%	2.3%	1.6%	0.9%	1.6%
Germany	1.1%	0.5%	2.4%	1.1%	1.2%
Others	0.9%	0.8%	1.2%	4.1%	1.5%

Where do they stay?

	Norway	Sweden	Denmark	Finland	TOTAL
1-2-3* Hotel	15.7%	15.6%	22.6%	8.8%	16.1%
4* Hotel	26.0%	37.1%	36.3%	26.2%	31.5%
5* Hotel / 5* Luxury Hotel	5.3%	7.8%	5.8%	7.7%	6.5%
Aparthotel / Tourist Villa	24.6%	23.3%	21.6%	17.2%	22.3%
House/room rented in a private dwelling	10.0%	3.2%	4.2%	5.1%	5.9%
Private accommodation (1)	12.3%	7.3%	4.5%	4.1%	7.7%
Others (Cottage, cruise, camping,...)	6.2%	5.8%	5.0%	30.9%	9.9%

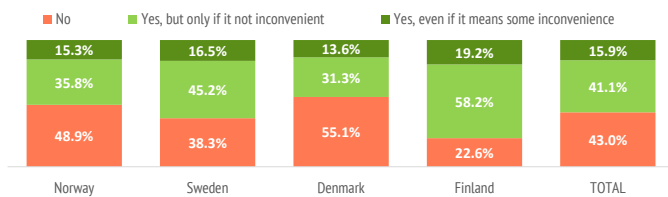
(1) Own property / House of friends or relatives / Free housing exchange / Other private accommodation.

What do they book?

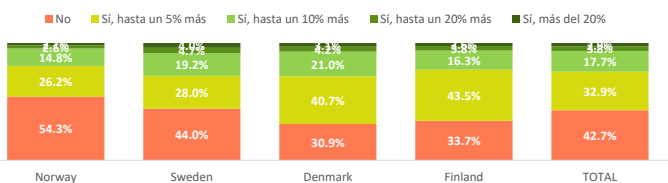
	Norway	Sweden	Denmark	Finland	TOTAL
Room only	51.3%	30.2%	34.3%	34.9%	38.3%
Bed and Breakfast	19.7%	20.4%	17.2%	26.4%	20.4%
Half board	8.8%	13.9%	15.5%	14.0%	12.8%
Full board	2.6%	4.4%	3.9%	11.1%	4.9%
All inclusive	17.6%	31.1%	29.2%	13.7%	23.6%

Sustainable Destination

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

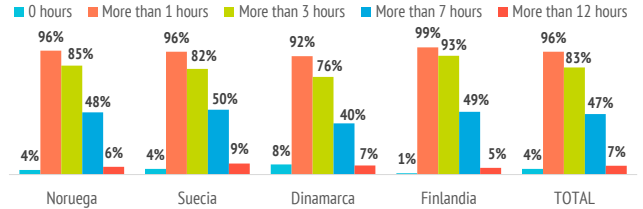


Would they be willing to spend more on travel to reduce their carbon footprint?



Activities in the Canary Islands

Outdoor time per day	Norway	Sweden	Denmark	Finland	TOTAL
0 hours	3.6%	4.4%	7.9%	1.0%	4.4%
1 - 2 hours	11.6%	13.4%	16.1%	6.5%	12.3%
3 - 6 hours	36.4%	31.8%	36.2%	43.6%	36.2%
7 - 12 hours	42.3%	41.8%	32.8%	43.6%	40.2%
More than 12 hours	6.1%	8.6%	7.1%	5.3%	6.9%
Outdoor time per day	6.9	6.9	6.0	7.1	6.7



Activities in the Canary Islands	Norway	Sweden	Denmark	Finland	TOTAL
Walk, wander	75.2%	74.4%	67.5%	84.8%	74.7%
Swimming pool, hotel facilities	62.9%	71.8%	60.1%	69.9%	66.0%
Beach	65.3%	71.3%	53.9%	64.9%	64.3%
Explore the island on their own	32.7%	37.4%	54.5%	52.7%	42.3%
Hiking	34.7%	12.6%	22.3%	14.7%	22.3%
Taste Canarian gastronomy	6.5%	17.6%	18.5%	20.4%	14.7%
Nightlife / concerts / shows	14.9%	10.1%	8.0%	17.6%	12.4%
Wineries / markets / popular festivals	10.3%	18.5%	6.3%	9.6%	11.6%
Organized excursions	8.0%	10.1%	14.0%	13.5%	10.9%
Theme parks	9.6%	5.8%	8.1%	19.6%	9.8%
Running	9.4%	8.4%	8.2%	10.1%	9.0%
Beauty and health treatments	9.3%	4.7%	7.7%	10.6%	7.8%
Sea excursions / whale watching	5.0%	6.9%	7.3%	10.8%	7.0%
Swim	5.5%	4.8%	3.2%	16.2%	6.5%
Museums / exhibitions	3.8%	5.0%	5.9%	11.8%	5.9%
Practice other sports	2.5%	7.7%	6.9%	5.5%	5.5%
Astronomical observation	1.2%	2.0%	3.6%	22.2%	5.4%
Other Nature Activities	2.6%	3.1%	7.5%	11.0%	5.2%
Golf	3.7%	2.4%	3.1%	4.4%	3.3%
Cycling / Mountain bike	2.5%	1.8%	5.4%	3.6%	3.2%
Scuba Diving	1.7%	1.6%	1.7%	1.0%	1.6%
Surf	1.4%	1.8%	1.7%	0.9%	1.5%
Windsurf / Kitesurf	0.4%	0.6%	0.4%	0.9%	0.5%

* Multi-choise question

Perception of the following sustainability measures during their stay *

	Norway	Sweden	Denmark	Finland	TOTAL
Quality of life on the island	7.51	7.74	7.72	8.27	7.75
Tolerance towards tourism	8.39	8.31	8.45	8.53	8.40
Cleanliness of the island	7.46	7.95	8.15	8.30	7.89
Air quality	7.87	7.88	8.31	8.59	8.09
Rational water consumption	7.25	7.34	7.51	8.06	7.47
Energy saving	6.73	6.76	6.79	7.63	6.90
Use of renewable energy	6.64	6.77	7.01	7.66	6.93
Recycling	6.12	6.47	6.55	7.44	6.54
Easy to get around by public transport	7.38	7.15	7.03	7.80	7.30
Overcrowding in tourist areas	6.32	6.35	6.47	6.99	6.47
Supply of local products	6.48	6.51	6.79	7.56	6.74

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

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Which island do they choose?

Tourists (≥ 16 year old)	Norway	Sweden	Denmark	Finland	TOTAL
Lanzarote	9,941	12,587	22,993	7,780	53,301
Fuerteventura	7,973	14,443	22,658	8,973	54,046
Gran Canaria	279,257	218,511	124,806	90,478	713,051
Tenerife	61,124	72,265	78,484	73,889	285,762
La Palma	302	144	5,086	349	5,881

How many islands do they visit during their trip?

	Norway	Sweden	Denmark	Finland	TOTAL
One island	94.0%	95.5%	95.4%	96.6%	95.2%
Two islands	5.5%	4.1%	4.4%	3.4%	4.5%
Three or more islands	0.6%	0.4%	0.2%	0.0%	0.4%

How many are loyal to the Canary Islands?

	Norway	Sweden	Denmark	Finland	TOTAL
Repeat tourists	84.2%	84.3%	77.7%	80.2%	82.1%
At least 10 previous visits	34.7%	26.9%	24.4%	27.0%	28.8%
Repeat tourists (last 5 years)	74.5%	70.8%	68.6%	76.7%	72.5%
Repeat tourists (last 5 years) (5 or more)	21.9%	16.1%	18.7%	15.0%	18.4%

Who are they?

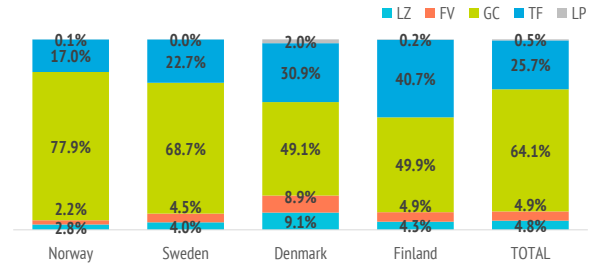
	Norway	Sweden	Denmark	Finland	TOTAL
Gender					
Men	47.9%	48.0%	49.3%	46.3%	48.0%
Women	52.1%	52.0%	50.7%	53.7%	52.0%
Age					
Average age (tourist > 15 years old)	53.4	52.2	51.5	48.8	51.9
Standard deviation	16.9	16.9	17.4	17.3	17.1
Age range (> 15 years old)					
16 - 24 years old	6.7%	8.6%	8.7%	12.1%	8.6%
25 - 30 years old	6.5%	4.9%	8.2%	6.2%	6.4%
31 - 45 years old	20.3%	21.8%	18.2%	24.9%	21.0%
46 - 60 years old	25.0%	29.1%	28.1%	27.1%	27.2%
Over 60 years old	41.5%	35.7%	36.8%	29.6%	36.8%
Occupation					
Salaried worker	51.4%	41.5%	53.6%	52.2%	49.2%
Self-employed	9.3%	7.3%	7.6%	7.1%	8.0%
Unemployed	0.5%	0.6%	0.1%	0.3%	0.4%
Business owner	7.2%	15.2%	7.3%	7.0%	9.5%
Student	1.6%	5.5%	4.5%	7.8%	4.4%
Retired	28.0%	29.8%	26.5%	24.9%	27.6%
Unpaid domestic work	0.0%	0.0%	0.1%	0.3%	0.1%
Others	2.0%	0.2%	0.3%	0.3%	0.8%
Annual household income level					
Less than €25,000	2.6%	7.7%	6.0%	8.6%	5.8%
€25,000 - €49,999	14.2%	29.5%	22.3%	30.4%	23.1%
€50,000 - €74,999	27.2%	29.5%	28.9%	26.6%	28.2%
More than €74,999	56.0%	33.3%	42.7%	34.5%	42.9%
Education level					
No studies	0.9%	1.2%	2.4%	0.3%	1.3%
Primary education	3.0%	4.3%	4.0%	6.1%	4.1%
Secondary education	25.4%	31.8%	13.6%	32.5%	25.7%
Higher education	70.7%	62.7%	80.0%	61.1%	69.0%

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	Norway	Sweden	Denmark	Finland	TOTAL
Lanzarote	2.8%	4.0%	9.1%	4.3%	4.8%
Fuerteventura	2.2%	4.5%	8.9%	4.9%	4.9%
Gran Canaria	77.9%	68.7%	49.1%	49.9%	64.1%
Tenerife	17.0%	22.7%	30.9%	40.7%	25.7%
La Palma	0.1%	0.0%	2.0%	0.2%	0.5%

% TOURISTS BY ISLANDS



How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Norway	Sweden	Denmark	Finland	TOTAL
Average rating	8.56	8.66	8.71	8.63	8.63

Experience in the Canary Islands	Norway	Sweden	Denmark	Finland	TOTAL
Worse or much worse than expected	1.6%	3.9%	1.8%	2.3%	2.4%
Lived up to expectations	65.9%	51.1%	63.8%	65.2%	61.1%
Better or much better than expected	32.5%	45.0%	34.5%	32.5%	36.5%

Future intentions (scale 1-10)	Norway	Sweden	Denmark	Finland	TOTAL
Return to the Canary Islands	8.86	8.51	8.76	8.45	8.67
Recommend visiting the Canary Islands	8.84	8.83	8.82	8.73	8.82

Who do they come with?

	Norway	Sweden	Denmark	Finland	TOTAL
Unaccompanied	10.0%	7.4%	6.4%	10.6%	8.5%
Only with partner	47.5%	42.5%	53.7%	43.1%	46.8%
Only with children (< 13 years old)	4.5%	5.9%	3.5%	8.1%	5.3%
Partner + children (< 13 years old)	5.6%	8.1%	6.0%	4.0%	6.1%
Other relatives	10.3%	6.9%	9.6%	8.0%	8.8%
Friends	5.4%	5.9%	4.8%	5.8%	5.5%
Work colleagues	0.1%	0.4%	0.1%	0.2%	0.2%
Organized trip	0.0%	0.2%	0.4%	0.5%	0.2%
Other combinations (2)	16.6%	22.8%	15.4%	19.8%	18.6%

(2) Combination of some of the groups previously analyzed

Tourists with children	Norway	Sweden	Denmark	Finland	TOTAL
- Between 0 and 2 years old	1.4%	1.0%	1.0%	1.0%	1.1%
- Between 3 and 12 years old	14.5%	17.7%	11.9%	15.7%	15.0%
- Between 0-2 and 3-12 years old	1.4%	1.7%	1.7%	1.1%	1.5%
Tourists without children	82.7%	79.5%	85.4%	82.2%	82.3%

Group composition:

- 1 person	12.7%	9.7%	8.8%	13.0%	11.0%
- 2 people	57.2%	50.9%	61.6%	50.9%	55.4%
- 3 people	10.6%	11.2%	10.5%	12.7%	11.1%
- 4 or 5 people	13.8%	21.7%	16.4%	20.1%	17.7%
- 6 or more people	5.7%	6.5%	2.8%	3.3%	4.9%

Average group size:	Norway	Sweden	Denmark	Finland	TOTAL
	2.60	2.95	2.56	2.62	2.69

*People who share the main expenses of the trip