

## Tourist profile. Historical data (2019 - 2024)

### NORWAY



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



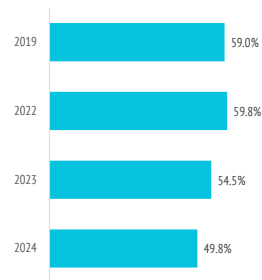
	2019	2021	2022	2023	2024
<b>TOURISTS</b>					
<b>Tourist arrivals (FRONTUR) (*)</b>	<b>432</b>	<b>89</b>	<b>333</b>	<b>408</b>	<b>445</b>
<b>Tourist arrivals ≥ 16 years old (EGT) (*)</b>	<b>372</b>	<b>79</b>	<b>296</b>	<b>359</b>	<b>385</b>
- book holiday package (*)	219	--	177	196	192
- do not book holiday package (*)	152	--	119	163	193
- % tourists who book holiday package	59.0%	--	59.8%	54.5%	49.8%
<b>Children &lt; 16 years old (FRONTUR - EGT) (*)</b>	<b>60</b>	<b>--</b>	<b>37</b>	<b>49</b>	<b>60</b>
<b>Expenditure per tourist (€)</b>					
- book holiday package	1,448	--	1,873	1,887	1,893
- holiday package	1,060	--	1,502	1,416	1,382
- others	388	--	371	472	511
- do not book holiday package	1,240	--	1,591	1,885	1,590
- flight	387	--	518	581	458
- accommodation	357	--	403	567	398
- others	496	--	670	737	734
<b>Average lenght of stay</b>	<b>11.27</b>	<b>--</b>	<b>11.72</b>	<b>13.68</b>	<b>15.12</b>
<b>Average daily expenditure (€)</b>	<b>140.8</b>	<b>--</b>	<b>187.1</b>	<b>171.9</b>	<b>158.2</b>
<b>Average daily expenditure (without flight)</b>	<b>95.5</b>	<b>--</b>	<b>124.6</b>	<b>119.8</b>	<b>108.3</b>
<b>Average cost of the flight (€)</b>	<b>423.8</b>	<b>--</b>	<b>563.9</b>	<b>549.9</b>	<b>508.0</b>
<b>Total turnover (≥ 16 years old) (€m)</b>	<b>507</b>	<b>--</b>	<b>521</b>	<b>677</b>	<b>670</b>
<b>Turnover without flight (≥ 16 years old) (€m)</b>	<b>349</b>	<b>--</b>	<b>354</b>	<b>479</b>	<b>474</b>

(\*) Thousands of tourists

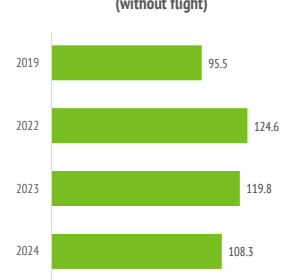
#### % Tourists whose spending has been greater than €0 in each item

	2019	2021	2022	2023	2024
<b>Accommodation:</b>					
- Accommodation	80.5%	--	80.6%	78.9%	76.1%
- Additional accommodation expenses	4.1%	--	4.8%	3.9%	3.6%
<b>Transport:</b>					
- National/International Transport	96.5%	--	96.7%	96.7%	95.0%
- Flights between islands	3.1%	--	2.6%	4.5%	1.9%
- Taxi	53.8%	--	63.0%	61.8%	55.4%
- Car rental	16.6%	--	13.4%	17.9%	18.6%
- Public transport	10.2%	--	11.5%	12.5%	15.4%
<b>Food and drink:</b>					
- Food purchases at supermarkets	63.5%	--	63.3%	67.5%	72.0%
- Restaurants	73.9%	--	72.8%	75.4%	72.3%
<b>Leisure:</b>					
- Organized excursions	8.7%	--	12.9%	13.7%	14.5%
- Sport activities	2.9%	--	5.7%	6.1%	5.8%
- Cultural activities	1.1%	--	1.5%	2.1%	2.2%
- Museums	1.3%	--	2.3%	1.3%	2.1%
- Theme Parks	3.9%	--	6.9%	7.3%	6.7%
- Discos and pubs	6.9%	--	7.3%	8.3%	8.4%
- Wellness	5.5%	--	9.1%	8.0%	6.3%
<b>Purchases of goods:</b>					
- Souvenirs	30.0%	--	32.1%	28.8%	30.4%
- Real state	0.2%	--	0.8%	0.6%	0.4%
- Other expenses	0.3%	--	1.2%	1.8%	1.0%
<b>Other:</b>					
- Medical or pharmaceutical expenses	5.9%	--	7.1%	8.0%	4.4%
- Other expenses	6.1%	--	5.7%	6.3%	4.1%

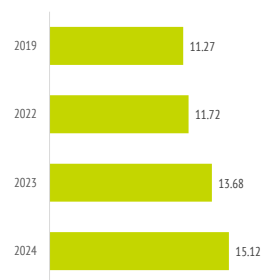
#### % tourists who book holiday package



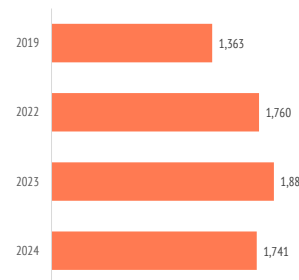
#### Average daily expenditure (€) (without flight)



#### Average lenght of stay



#### Expenditure per tourist (€)



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

Expenditure per tourist and trip (€)	2019	2021	2022	2023	2024
<b>Accommodation:</b>					
- Accommodation	765	--	1,045	1,075	1,024
- Additional accommodation expenses	598	--	809	883	760
- Additional accommodation expenses	167	--	236	192	264
<b>Transport:</b>					
- National/International Transport	737	--	1,010	983	1,025
- National/International Transport	439	--	583	568	535
- Flights between islands	105	--	92	76	150
- Taxi	71	--	111	107	97
- Car rental	99	--	189	185	197
- Public transport	23	--	35	47	46
<b>Food and drink:</b>					
- Food purchases at supermarkets	439	--	452	548	523
- Food purchases at supermarkets	160	--	166	180	225
- Restaurants	279	--	286	368	298
<b>Leisure:</b>					
- Organized excursions	563	--	650	568	546
- Organized excursions	104	--	100	86	148
- Sport activities	60	--	81	95	93
- Cultural activities	65	--	60	87	74
- Museums	33	--	36	46	39
- Theme Parks	113	--	125	75	63
- Discos and pubs	130	--	150	114	70
- Wellness	57	--	99	65	59
<b>Purchases of goods:</b>					
- Souvenirs	2,929	--	1,356	3,758	18,112
- Souvenirs	137	--	152	133	167
- Real state	2,743	--	186	2,540	17,695
- Other expenses	48	--	1,017	1,084	249
<b>Other:</b>					
- Medical or pharmaceutical expenses	138	--	121	151	132
- Medical or pharmaceutical expenses	80	--	53	88	36
- Other expenses	58	--	67	64	95

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. Historical data (2019 - 2024)

### NORWAY



#### What is the main purpose of their trip?

	2019	2021	2022	2023	2024
Holiday, leisure	91.6%	--	94.0%	92.5%	92.1%
Visiting family or friends	5.3%	--	3.0%	5.2%	5.6%
Business and work	1.0%	--	0.7%	0.5%	0.3%
Education and training	0.1%	--	0.1%	0.2%	0.2%
Sports training	0.8%	--	0.2%	0.1%	0.4%
Health or medical care	0.4%	--	0.6%	0.6%	0.8%
Fairs and congresses	0.1%	--	0.0%	0.0%	0.0%
Others	0.7%	--	1.3%	0.8%	0.6%

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

	2019	2021	2022	2023	2024
Rest	70.5%	--	65.0%	63.7%	65.7%
Enjoy family time	17.6%	--	21.2%	22.6%	19.1%
Have fun	2.7%	--	5.9%	4.1%	3.6%
Explore the destination	5.5%	--	5.0%	5.0%	6.1%
Practice their hobbies	2.5%	--	1.4%	2.0%	3.8%
Other reasons	1.2%	--	1.6%	2.5%	1.6%

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

	2019	2021	2022	2023	2024
Didn't have holidays	--	--	59.0%	26.3%	22.2%
Canary Islands	--	--	21.2%	31.9%	36.7%
Other destination	--	--	19.7%	41.8%	41.1%
Balearic Islands	--	--	1.0%	1.5%	1.7%
Rest of Spain	--	--	3.2%	8.7%	7.2%
Italy	--	--	1.5%	4.6%	4.8%
France	--	--	1.3%	2.3%	2.4%
Turkey	--	--	0.7%	1.4%	1.9%
Greece	--	--	2.5%	8.1%	7.7%
Portugal	--	--	0.3%	0.9%	1.7%
Croatia	--	--	1.5%	2.0%	2.2%
Egypt	--	--	0.2%	0.7%	0.6%
Tunisia	--	--	0.2%	0.0%	0.3%
Morocco	--	--	0.0%	0.1%	0.3%
Others	--	--	7.4%	11.5%	10.3%

\* Percentage of valid answers

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

	2019	2021	2022	2023	2024
None (I was clear about "this Canary Island")	--	--	50.2%	52.1%	48.4%
Canary Islands (other island)	--	--	23.8%	19.4%	21.6%
Other destination	--	--	26.0%	28.5%	30.0%
Balearic Islands	--	--	0.9%	1.1%	1.4%
Rest of Spain	--	--	6.3%	7.2%	7.9%
Italy	--	--	3.4%	3.3%	3.5%
France	--	--	0.8%	1.2%	1.1%
Turkey	--	--	1.7%	1.4%	1.7%
Greece	--	--	6.2%	6.4%	6.6%
Portugal	--	--	2.4%	1.4%	2.8%
Croatia	--	--	2.0%	2.3%	1.4%
Egypt	--	--	0.6%	1.6%	2.3%
Others	--	--	1.5%	2.6%	1.3%

\* Percentage of valid answers

#### Importance of each factor in the destination choice



	2019	2021	2022	2023	2024
Climate	87.9%	--	88.2%	84.2%	83.7%
Sea	43.6%	--	51.1%	42.7%	45.8%
Beaches	40.8%	--	47.5%	36.9%	43.6%
Safety	41.6%	--	42.8%	41.5%	41.4%
Accommodation supply	37.1%	--	41.7%	35.8%	39.7%
European belonging	27.6%	--	34.9%	28.1%	35.0%
Tranquility	35.3%	--	32.5%	33.7%	34.7%
Effortless trip	35.4%	--	39.6%	34.6%	33.3%
Price	26.7%	--	22.8%	24.1%	25.5%
Environment	20.3%	--	22.0%	21.6%	25.2%
Gastronomy	17.5%	--	24.9%	18.3%	20.5%
Landscapes	14.9%	--	17.8%	15.3%	19.6%
Fun possibilities	12.1%	--	20.6%	13.8%	16.4%
Hiking trail network	14.6%	--	12.0%	12.9%	14.6%
Authenticity	5.9%	--	7.5%	6.9%	9.2%
Shopping	8.5%	--	9.8%	8.9%	9.0%
Nightlife	5.9%	--	11.2%	6.5%	8.8%
Exoticism	4.2%	--	7.7%	4.8%	6.5%
Culture	3.6%	--	7.8%	3.9%	6.1%
Historical heritage	4.1%	--	3.6%	3.4%	3.6%

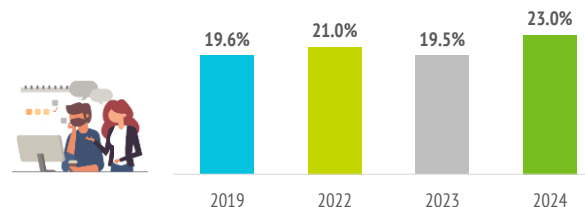
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important"  
% of tourists who indicate that the factor is "very important" in their choice.

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



	2019	2021	2022	2023	2024
The same day	0.8%	--	1.3%	0.8%	0.4%
Between 1 and 30 days	28.7%	--	27.3%	26.0%	25.5%
Between 1 and 2 months	23.7%	--	20.5%	21.1%	24.9%
Between 3 and 6 months	27.3%	--	29.9%	32.6%	26.2%
More than 6 months	19.6%	--	21.0%	19.5%	23.0%

#### % TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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



	2019	2021	2022	2023	2024
Previous visits to the Canary Islands	63.7%	--	61.1%	58.3%	57.9%
Friends or relatives	23.5%	--	27.6%	27.8%	28.9%
Internet or social media	48.5%	--	40.0%	41.6%	39.1%
Mass Media	1.0%	--	1.5%	1.5%	1.1%
Travel guides and magazines	3.0%	--	1.9%	1.9%	1.9%
Travel Blogs or Forums	1.8%	--	1.0%	1.3%	0.7%
Travel TV Channels	0.2%	--	0.4%	0.6%	0.9%
Tour Operator or Travel Agency	24.3%	--	24.0%	21.9%	19.3%
Public administrations or similar	0.1%	--	0.3%	0.1%	0.7%
Others	2.2%	--	3.0%	3.6%	2.5%

\* Multi-choice question

## Tourist profile. Historical data (2019 - 2024)

### NORWAY



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

	2019	2021	2022	2023	2024
<b>Flight</b>					
- Directly with the airline	35.5%	--	38.7%	42.5%	42.5%
- Tour Operator or Travel Agency	64.5%	--	61.3%	57.5%	57.5%
<b>Accommodation</b>					
- Directly with the accommodation	25.1%	--	29.3%	32.6%	32.6%
- Tour Operator or Travel Agency	74.9%	--	70.7%	67.4%	67.4%

#### Where does the flight come from?

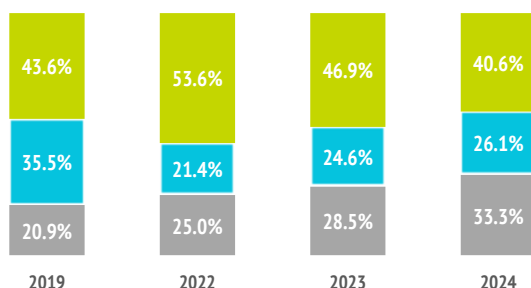
	2019	2021	2022	2023	2024
Norway	96.6%	--	95.6%	94.5%	93.2%
Sweden	0.7%	--	0.3%	0.5%	1.7%
Spanish Mainland	0.5%	--	0.9%	1.2%	1.5%
Denmark	1.0%	--	1.9%	1.7%	1.3%
Germany	0.1%	--	0.7%	1.1%	1.0%
Finland	0.2%	--	0.0%	0.0%	0.4%
United Kingdom	0.9%	--	0.2%	0.4%	0.3%
Hungary	0.0%	--	0.0%	0.0%	0.2%
Portugal	0.0%	--	0.0%	0.1%	0.1%
Netherlands	0.0%	--	0.3%	0.0%	0.1%
Others	0.0%	--	0.1%	0.4%	0.1%

#### Where do they stay?

	2019	2021	2022	2023	2024
1-2-3* Hotel	15.5%	--	18.3%	15.7%	14.5%
4* Hotel	23.0%	--	26.7%	26.0%	22.6%
5* Hotel / 5* Luxury Hotel	5.0%	--	8.6%	5.3%	3.5%
Aparthotel / Tourist Villa	35.5%	--	21.4%	24.6%	26.1%
House/room rented in a private dwelling	6.9%	--	5.9%	10.0%	15.1%
Private accommodation (1)	8.8%	--	10.5%	12.3%	15.0%
Others (Cottage, cruise, camping,...)	5.3%	--	8.6%	6.2%	3.3%

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

Hotels Aparthotel / Tourist Villa Others

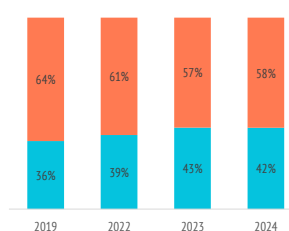


#### What do they book?

	2019	2021	2022	2023	2024
Room only	54.4%	--	42.5%	51.3%	57.5%
Bed and Breakfast	19.8%	--	23.7%	19.7%	17.9%
Half board	10.9%	--	9.3%	8.8%	7.4%
Full board	1.0%	--	2.5%	2.6%	1.6%
All inclusive	13.9%	--	22.1%	17.6%	15.6%

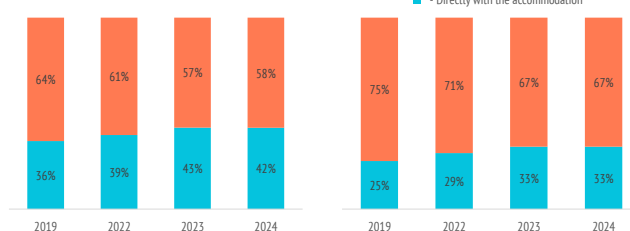
#### Flight

- Tour Operator or Travel Agency - Directly with the airline



#### Accommodation

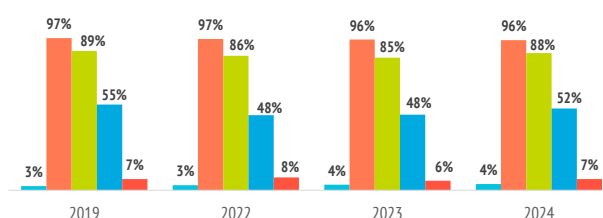
- Tour Operator or Travel Agency - Directly with the accommodation



#### Activities in the Canary Islands

Outdoor time per day	2019	2021	2022	2023	2024
0 hours	2.6%	--	3.2%	3.6%	3.9%
1 - 2 hours	8.3%	--	10.7%	11.6%	8.3%
3 - 6 hours	34.2%	--	38.0%	36.4%	35.5%
7 - 12 hours	47.7%	--	39.8%	42.3%	45.2%
More than 12 hours	7.1%	--	8.2%	6.1%	7.1%
Outdoor time per day	7.5	--	6.8	6.9	7.1

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



Activities in the Canary Islands	2019	2021	2022	2023	2024
Walk, wander	77.5%	--	74.4%	75.2%	75.9%
Beach	63.5%	--	67.6%	65.3%	65.9%
Swimming pool, hotel facilities	59.5%	--	65.4%	62.9%	56.1%
Hiking	--	--	35.8%	34.7%	40.2%
Explore the island on their own	37.1%	--	31.9%	32.7%	37.0%
Nightlife / concerts / shows	13.7%	--	13.3%	14.9%	15.9%
Wineries / markets / popular festivals	12.6%	--	10.1%	10.3%	14.9%
Theme parks	7.7%	--	10.3%	9.6%	13.1%
Running	--	--	7.4%	9.4%	10.0%
Beauty and health treatments	7.4%	--	12.3%	9.3%	9.6%
Swim	--	--	13.4%	5.5%	7.7%
Taste Canarian gastronomy	6.1%	--	6.8%	6.5%	7.4%
Organized excursions	7.8%	--	9.2%	8.0%	7.0%
Sea excursions / whale watching	4.7%	--	5.7%	5.0%	6.3%
Other Nature Activities	--	--	3.1%	2.6%	4.9%
Practice other sports	--	--	4.3%	2.5%	4.4%
Museums / exhibitions	4.7%	--	4.8%	3.8%	4.3%
Golf	--	--	2.1%	3.7%	3.9%
Astronomical observation	1.7%	--	1.7%	1.2%	2.3%
Surf	--	--	1.9%	1.4%	1.9%
Cycling / Mountain bike	--	--	2.1%	2.5%	1.8%
Scuba Diving	--	--	1.5%	1.7%	1.5%
Windsurf / Kitesurf	--	--	0.8%	0.4%	0.8%

\* Multi-choise question

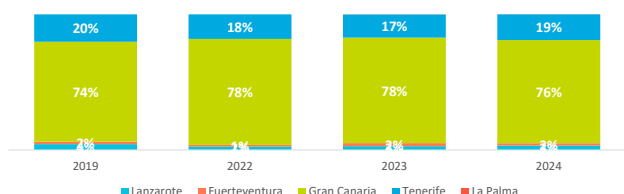
## Tourist profile. Historical data (2019 - 2024)

### NORWAY



#### Which island do they choose?

Tourists (≥ 16 year old)	2019	2021	2022	2023	2024
Lanzarote	15,947	--	7,206	9,941	12,559
Fuerteventura	6,479	--	3,853	7,973	6,370
Gran Canaria	273,849	--	231,208	279,257	292,757
Tenerife	74,793	--	53,654	61,124	72,979
La Palma	0	--	0	302	57



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

	2019	2021	2022	2023	2024
Repeat tourists	85.4%	--	82.7%	84.2%	81.2%
At least 10 previous visits	36.1%	--	35.5%	34.7%	31.5%
Repeat tourists (last 5 years)	78.7%	--	73.8%	74.5%	73.9%
Repeat tourists (last 5 years)(5 or more visits)	36.0%	--	18.5%	21.9%	21.7%

#### Who are they?

	2019	2021	2022	2023	2024
<b>Gender</b>					
Men	51.5%	--	51.2%	47.9%	48.3%
Women	48.5%	--	48.8%	52.1%	51.7%
<b>Age</b>					
Average age	54.2	--	50.8	53.4	52.5
Standard deviation	15.4	--	17.6	16.9	18.5
<b>Age range</b>					
16 - 24 years old	4.4%	--	10.3%	6.7%	10.4%
25 - 30 years old	5.9%	--	6.8%	6.5%	7.3%
31 - 45 years old	17.7%	--	21.6%	20.3%	18.7%
46 - 60 years old	30.9%	--	25.9%	25.0%	21.4%
Over 60 years old	41.0%	--	35.4%	41.5%	42.2%
<b>Occupation</b>					
Salaried worker	48.1%	--	52.4%	51.4%	50.2%
Self-employed	8.5%	--	5.9%	9.3%	5.7%
Unemployed	0.7%	--	1.4%	0.5%	0.3%
Business owner	8.1%	--	9.8%	7.2%	8.2%
Student	1.8%	--	2.7%	1.6%	5.2%
Retired	31.1%	--	24.5%	28.0%	27.5%
Unpaid domestic work	0.1%	--	0.2%	0.0%	0.1%
Others	1.7%	--	3.2%	2.0%	2.8%
<b>Annual household income level</b>					
Less than €25,000	4.0%	--	3.4%	2.6%	5.1%
€25,000 - €49,999	21.7%	--	13.0%	14.2%	13.5%
€50,000 - €74,999	32.3%	--	30.8%	27.2%	32.5%
More than €74,999	42.0%	--	52.8%	56.0%	49.0%
<b>Education level</b>					
No studies	0.6%	--	0.4%	0.9%	0.5%
Primary education	4.0%	--	2.8%	3.0%	3.6%
Secondary education	31.0%	--	25.6%	25.4%	27.1%
Higher education	64.5%	--	71.2%	70.7%	68.8%

Share by islands	2019	2021	2022	2023	2024
Lanzarote	4.3%	--	2.4%	2.8%	3.3%
Fuerteventura	1.7%	--	1.3%	2.2%	1.7%
Gran Canaria	73.8%	--	78.1%	77.9%	76.1%
Tenerife	20.2%	--	18.1%	17.0%	19.0%
La Palma	0.0%	--	0.0%	0.1%	0.0%

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

	2019	2021	2022	2023	2024
One island	94.9%	--	95.7%	94.0%	96.1%
Two islands	4.8%	--	4.2%	5.5%	3.3%
Three or more islands	0.3%	--	0.0%	0.6%	0.7%

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

Satisfaction (scale 0-10)	2019	2021	2022	2023	2024
Average rating	8.44	--	8.68	8.56	8.55

Experience in the Canary Islands	2019	2021	2022	2023	2024
Worse or much worse than expected	1.9%	--	2.1%	1.6%	2.2%
Lived up to expectations	68.7%	--	59.7%	65.9%	67.1%
Better or much better than expected	29.4%	--	38.2%	32.5%	30.7%

Future intentions (scale 1-10)	2019	2021	2022	2023	2024
Return to the Canary Islands	8.80	--	8.89	8.86	8.74
Recommend visiting the Canary Islands	8.74	--	8.91	8.84	8.68

#### Who do they come with?

	2019	2021	2022	2023	2024
Unaccompanied	11.7%	--	11.4%	10.0%	10.4%
Only with partner	49.3%	--	41.6%	47.5%	48.9%
Only with children (< 13 years old)	2.5%	--	4.3%	4.5%	3.2%
Partner + children (< 13 years old)	3.8%	--	6.2%	5.6%	3.8%
Other relatives	8.3%	--	11.0%	10.3%	11.9%
Friends	7.0%	--	6.8%	5.4%	8.3%
Work colleagues	0.5%	--	0.3%	0.1%	0.3%
Organized trip	0.4%	--	0.6%	0.0%	0.0%
Other combinations (2)	16.5%	--	17.8%	16.6%	13.2%

(2) Combination of some of the groups previously analyzed

Tourists with children	11.5%	--	19.0%	17.3%	13.6%
- Between 0 and 2 years old	1.6%	--	0.8%	1.4%	1.3%
- Between 3 and 12 years old	9.0%	--	16.9%	14.5%	11.4%
- Between 0 -2 and 3-12 years old	0.8%	--	1.2%	1.4%	0.9%
Tourists without children	88.5%	--	81.0%	82.7%	86.4%
<b>Group composition:</b>					
- 1 person	15.5%	--	14.5%	12.7%	12.7%
- 2 people	58.6%	--	50.3%	57.2%	58.2%
- 3 people	8.6%	--	10.9%	10.6%	10.4%
- 4 or 5 people	13.7%	--	18.0%	13.8%	13.3%
- 6 or more people	3.7%	--	6.2%	5.7%	5.5%
Average group size:	2.43	--	2.80	2.60	2.57

\*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.