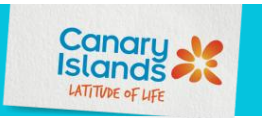


TOURIST PROFILE BY ISLAND OF STAY (2024)

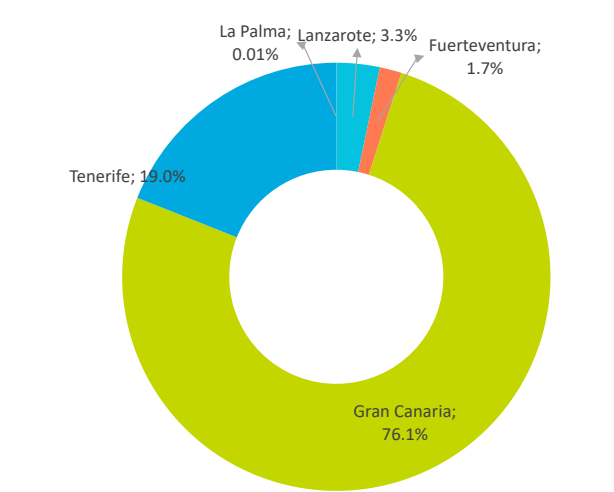
NORWAY



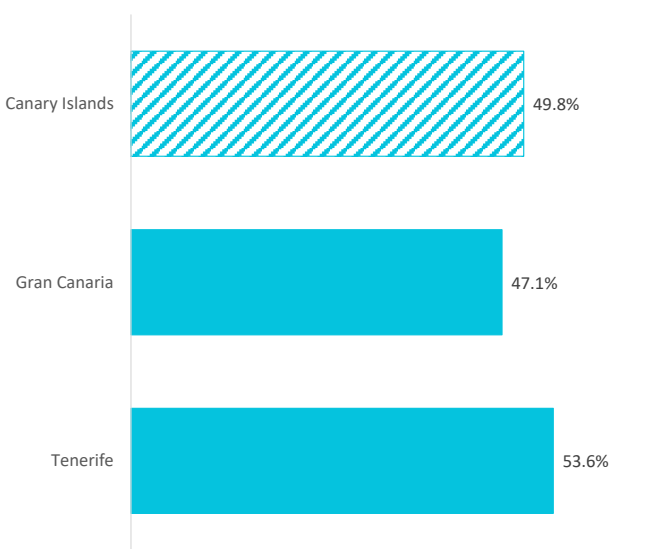
INBOUND TOURISM AND TOURIST EXPENDITURE

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourist arrivals ≥ 16 years old (EGT)	384,929	12,559	6,370	292,757	72,979	57
% Tourists	100%	3.3%	1.7%	76.1%	19.0%	0.0%
% tourists who book holiday package	49.8%	--	--	47.1%	53.6%	--
Expenditure per tourist (€)	1,741	--	--	1,801	1,511	--
- book holiday package	1,893	--	--	1,977	1,641	--
- holiday package	1,382	--	--	1,408	1,246	--
- others	1,245	--	--	1,328	1,026	--
- do not book holiday package	1,590	--	--	1,645	1,360	--
- flight	458	--	--	497	289	--
- accommodation	398	--	--	389	440	--
- others	1,245	--	--	1,328	1,026	--
Average lenght of stay	15.12	--	--	16.08	12.39	--
Average daily expenditure (€)	158.2	--	--	158.3	149.4	--
Average daily expenditure without flight (€)	108.3	--	--	109.3	102.3	--
Average cost of the flight (€)	508.0	--	--	517.7	437.4	--
Total turnover (≥ 16 years old) (€m)	670	--	--	527	110	--
% Turnover	100%	--	--	78.7%	16.5%	--
Turnover without flight (≥ 16 years old) (€m)	474	--	--	376	78	--
Tourist arrivals (FRONTUR)	445,391	n.d.	n.d.	n.d.	n.d.	n.d.
Passenger arrivals on non-stop flights (AENA)	392,340	11,586	4,714	304,631	71,409	n.d.
Children < 16 years old (FRONTUR - EGT)	60,462	n.d.	n.d.	n.d.	n.d.	n.d.

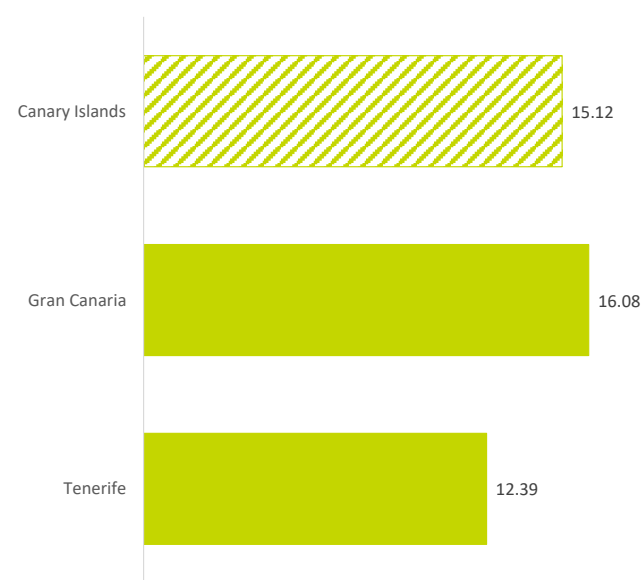
% TOURISTS (≥ 16 years old)



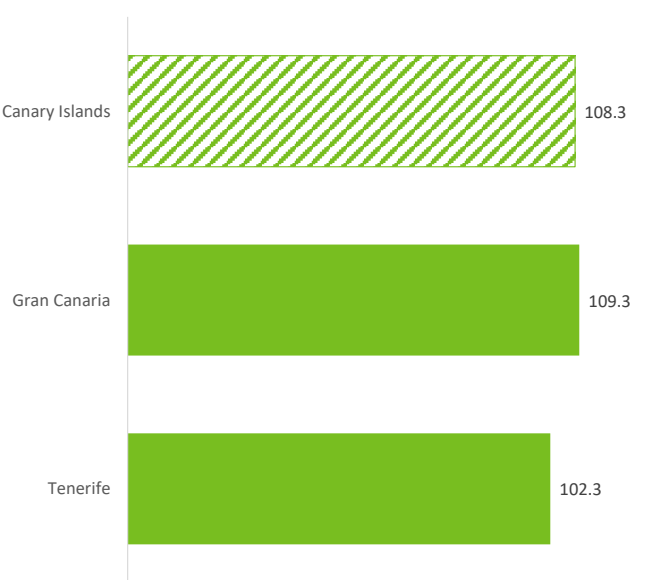
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



AVERAGE LENGHT OF STAY



EXPENDITURE PER TOURIST WITHOUT FLIGHT (€)



## TOURIST PROFILE BY ISLAND OF STAY (2024)

## NORWAY

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
<b>Accommodation:</b>						
- Accommodation	76.1%	--	--	74.3%	80.6%	--
- Additional accommodation expenses	3.6%	--	--	3.4%	5.1%	--
<b>Transport:</b>						
- National/International Transport	95.0%	--	--	96.1%	90.3%	--
- Flights between islands	1.9%	--	--	1.6%	2.0%	--
- Taxi	55.4%	--	--	55.9%	59.0%	--
- Car rental	18.6%	--	--	15.5%	31.5%	--
- Public transport	15.4%	--	--	17.7%	9.5%	--
<b>Food and drink:</b>						
- Food purchases at supermarkets	72.0%	--	--	74.1%	66.6%	--
- Restaurants	72.3%	--	--	73.0%	73.4%	--
<b>Leisure:</b>						
- Organized excursions	14.5%	--	--	11.8%	23.9%	--
- Sport activities	5.8%	--	--	5.0%	8.7%	--
- Cultural activities	2.2%	--	--	2.6%	1.0%	--
- Museums	2.1%	--	--	1.7%	3.3%	--
- Theme Parks	6.7%	--	--	5.0%	14.4%	--
- Discos and pubs	8.4%	--	--	8.2%	10.2%	--
- Wellness	6.3%	--	--	5.7%	7.8%	--
<b>Purchases of goods:</b>						
- Souvenirs	30.4%	--	--	31.8%	25.5%	--
- Real estate	0.4%	--	--	0.5%	0.0%	--
- Other purchases	1.0%	--	--	0.8%	2.0%	--
<b>Others:</b>						
- Medical expenses	4.4%	--	--	4.5%	3.9%	--
- Other expenses	4.1%	--	--	4.2%	4.2%	--

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
<b>Expenditure per tourist and trip (€)</b>						
<b>Accommodation:</b>	1,024	--	--	1,091	823	--
- Accommodation	760	--	--	786	657	--
- Additional accommodation expenses	264	--	--	304	166	--
<b>Transport:</b>	1,025	--	--	1,107	788	--
- National/International Transport	535	--	--	539	485	--
- Flights between islands	150	--	--	195	40	--
- Taxi	97	--	--	98	99	--
- Car rental	197	--	--	225	151	--
- Public transport	46	--	--	21	14	--
<b>Food and drink:</b>	523	--	--	541	487	--
- Food purchases at supermarkets	225	--	--	241	178	--
- Restaurants	298	--	--	299	309	--
<b>Leisure:</b>	546	--	--	567	693	--
- Organized excursions	148	--	--	187	89	--
- Sport activities	93	--	--	80	126	--
- Cultural activities	74	--	--	55	294	--
- Museums	39	--	--	37	27	--
- Theme Parks	63	--	--	72	52	--
- Discos and pubs	70	--	--	77	49	--
- Wellness	59	--	--	59	57	--
<b>Purchases of goods:</b>	18,112	--	--	18,080	390	--
- Souvenirs	167	--	--	175	75	--
- Real estate	17,695	--	--	17,695	0	--
- Other purchases	249	--	--	209	315	--
<b>Others:</b>	132	--	--	145	81	--
- Medical expenses	36	--	--	41	15	--
- Other expenses	95	--	--	104	66	--

## TOURIST PROFILE

## Who are they?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
<b>Gender</b>						
Percentage of men	48.3%	--	--	50.1%	38.9%	--
Percentage of women	51.7%	--	--	49.9%	61.1%	--
<b>Age</b>						
Average age (tourists above 16 years old)	52.52	--	--	52.70	50.36	--
Standard deviation	18.5	--	--	18.4	19.1	--
<b>Age range</b>						
16-24 years old	10.4%	--	--	10.9%	10.5%	--
25-30 years old	7.3%	--	--	6.9%	10.2%	--
31-45 years old	18.7%	--	--	17.4%	23.2%	--
46-60 years old	21.4%	--	--	21.7%	19.3%	--
Over 60 years old	42.2%	--	--	43.2%	36.9%	--
<b>Occupation</b>						
Salaried worker	50.2%	--	--	49.9%	51.5%	--
Self-employed	5.7%	--	--	5.2%	7.8%	--
Unemployed	0.3%	--	--	0.4%	0.0%	--
Business owner	8.2%	--	--	8.9%	6.9%	--
Student	5.2%	--	--	5.4%	4.0%	--
Retired	27.5%	--	--	27.0%	28.2%	--
Unpaid domestic work	0.1%	--	--	0.2%	0.0%	--
Others	2.8%	--	--	3.1%	1.6%	--
<b>Annual household income level</b>						
Less than €25,000	5.1%	--	--	5.4%	4.4%	--
€25,000 - €49,999	13.5%	--	--	13.5%	13.0%	--
€50,000 - €74,999	32.5%	--	--	33.5%	34.2%	--
More than €74,999	49.0%	--	--	47.7%	48.4%	--
<b>Education level</b>						
No studies	0.5%	--	--	0.4%	1.4%	--
Primary education	3.6%	--	--	3.9%	1.5%	--
Secondary education	27.1%	--	--	29.0%	20.2%	--
Higher education	68.8%	--	--	66.7%	76.9%	--

## Who do they come with?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Unaccompanied	10.4%	--	--	11.3%	8.5%	--
Only with partner	48.9%	--	--	47.0%	54.9%	--
Only with children (< 13 years old)	3.2%	--	--	3.4%	2.6%	--
Partner + children (< 13 years old)	3.8%	--	--	3.4%	3.9%	--
Other relatives	11.9%	--	--	13.3%	7.0%	--
Friends	8.3%	--	--	8.3%	9.6%	--
Work colleagues	0.3%	--	--	0.1%	1.4%	--
Organized trip	0.0%	--	--	0.0%	0.0%	--
Other combinations <sup>(2)</sup>	13.2%	--	--	13.3%	12.0%	--
<sup>(2)</sup> Different situations have been isolated						
<b>Tourists with children</b>	0.3%	--	--	1.0%	0.1%	--
- Between 0 and 2 years old	0.0%	--	--	0.1%	0.0%	--
- Between 3 and 12 years old	0.3%	--	--	0.8%	0.1%	--
- Between 0 -2 and 3-12 years old	0.0%	--	--	0.1%	0.0%	--
<b>Tourists without children</b>	99.7%	--	--	99.0%	99.9%	--
<b>Group composition:</b>						
- 1 person	12.7%	--	--	13.8%	9.4%	--
- 2 people	58.2%	--	--	57.0%	63.7%	--
- 3 people	10.4%	--	--	10.4%	11.2%	--
- 4 or 5 people	13.3%	--	--	13.8%	10.3%	--
- 6 or more people	5.5%	--	--	5.1%	5.5%	--
<b>Average group size:</b>	2.57	--	--	2.56	2.50	--

\*People who share the main expenses of the trip

% TOURISTS WHO  
TRAVEL ONLY  
WITH PARTNER

47.0% 54.9% 48.9%

Gran Canaria

Tenerife

# TOURIST PROFILE BY ISLAND OF STAY (2024)

## NORWAY

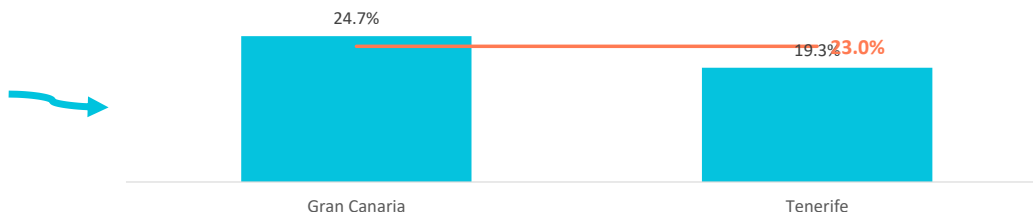


### TRIP BOOKING

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
The same day	0.4%	--	--	0.3%	0.6%	--
Between 1 and 30 days	25.5%	--	--	25.3%	24.8%	--
Between 1 and 2 months	24.9%	--	--	24.0%	27.5%	--
Between 3 and 6 months	26.2%	--	--	25.7%	27.8%	--
More than 6 months	23.0%	--	--	24.7%	19.3%	--

% TOURISTS WHO  
BOOK THEIR TRIP  
WITH MORE THAN 6  
MONTHS



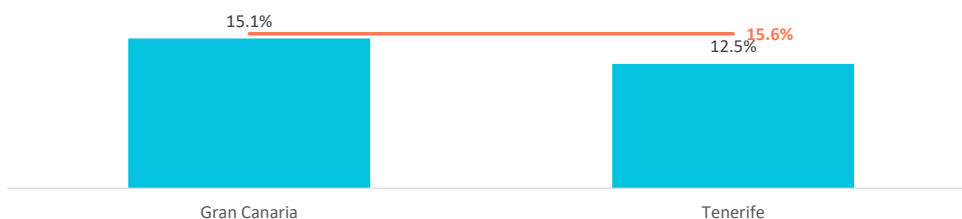
#### With whom did they book their flight and accommodation?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
<b>Flight</b>						
- Directly with the airline	42.5%	--	--	44.8%	37.7%	--
- Tour Operator or Travel Agency	57.5%	--	--	55.2%	62.3%	--
<b>Accommodation</b>						
- Directly with the accommodation	32.6%	--	--	35.6%	25.1%	--
- Tour Operator or Travel Agency	67.4%	--	--	64.4%	74.9%	--

#### What do they book?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Room only	57.5%	--	--	62.9%	44.8%	--
Bed and Breakfast	17.9%	--	--	16.3%	24.7%	--
Half board	7.4%	--	--	5.2%	12.8%	--
Full board	1.6%	--	--	0.5%	5.1%	--
All inclusive	15.6%	--	--	15.1%	12.5%	--

% TOURISTS WHO  
BOOK ALL  
INCLUSIVE



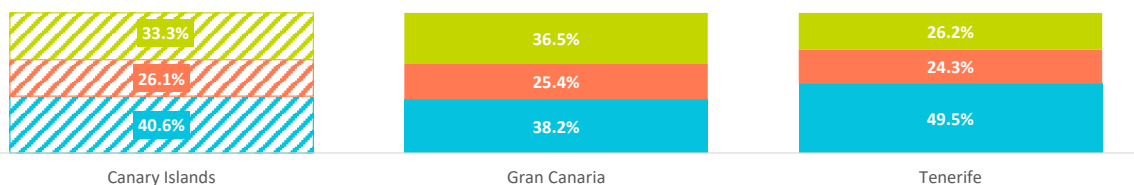
### ACCOMMODATION

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
1-2-3* Hotel	14.5%	--	--	15.4%	14.7%	--
4* Hotel	22.6%	--	--	19.6%	29.7%	--
5* Hotel / 5* Luxury Hotel	3.5%	--	--	3.1%	5.2%	--
Aparthotel / Tourist Villa	26.1%	--	--	25.4%	24.3%	--
House/room rented in a private dwelling	0.0%	--	--	0.0%	0.0%	--
Private accommodation <sup>(1)</sup>	15.0%	--	--	16.3%	11.5%	--
Others (Cottage, cruise, camping,...)	3.3%	--	--	3.9%	1.7%	--

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

#### TYPE OF ACCOMMODATION

Hotels Aparthotel / Tourist Villa Others



## TOURIST PROFILE BY ISLAND OF STAY (2024)

## NORWAY

## TRIP MOTIVATION AND DESTINATION CHOICE

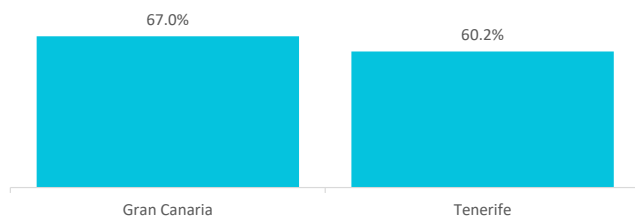
## What is the main reason for visiting the Canary Islands?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Holidays	92.1%	--	--	92.2%	92.5%	--
Family reasons	5.6%	--	--	5.2%	6.4%	--
Business	0.3%	--	--	0.3%	0.5%	--
Education and training	0.2%	--	--	0.3%	0.0%	--
Sports training	0.4%	--	--	0.4%	0.7%	--
Health	0.8%	--	--	1.0%	0.0%	--
Conventions and Exhibitions	0.0%	--	--	0.0%	0.0%	--
Others	0.6%	--	--	0.7%	0.0%	--

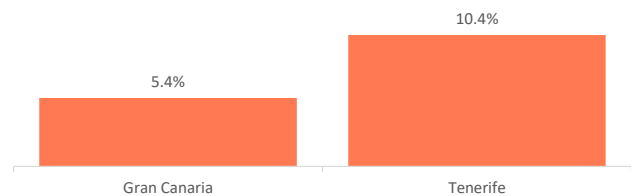
## What is the main motivation for their holidays?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Rest	65.7%	--	--	67.0%	60.2%	--
Enjoy family time	19.1%	--	--	19.2%	18.0%	--
Have fun	3.6%	--	--	3.0%	6.4%	--
Explore the destination	6.1%	--	--	5.4%	10.4%	--
Practice their hobbies	3.8%	--	--	3.4%	5.0%	--
Other reasons	1.6%	--	--	2.0%	0.0%	--

## REST



## EXPLORE THE DESTINATION



## Importance of each factor in the destination choice

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Climate	83.7%	--	--	82.7%	87.2%	--
Safety	45.8%	--	--	45.3%	44.3%	--
Tranquility	43.6%	--	--	44.4%	39.6%	--
Sea	41.4%	--	--	41.2%	39.5%	--
Accommodation supply	39.7%	--	--	38.6%	41.4%	--
Beaches	35.0%	--	--	33.6%	37.9%	--
Effortless trip	34.7%	--	--	33.3%	36.5%	--
Price	33.3%	--	--	33.0%	35.7%	--
European belonging	25.5%	--	--	25.0%	26.2%	--
Landscapes	25.2%	--	--	24.3%	29.7%	--
Environment	20.5%	--	--	18.9%	27.1%	--
Gastronomy	19.6%	--	--	17.5%	28.7%	--
Fun possibilities	16.4%	--	--	16.4%	18.4%	--
Authenticity	14.6%	--	--	14.3%	14.7%	--
Exoticism	9.2%	--	--	8.9%	10.0%	--
Hiking trail network	9.0%	--	--	9.0%	8.3%	--
Shopping	8.8%	--	--	7.6%	12.8%	--
Culture	6.5%	--	--	5.0%	12.2%	--
Historical heritage	6.1%	--	--	5.9%	6.9%	--
Nightlife	3.6%	--	--	3.2%	4.5%	--

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 channels did they use to get information about the trip?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Previous visits to the Canary Islands	57.9%	--	--	59.4%	51.0%	--
Friends or relatives	28.9%	--	--	30.5%	27.2%	--
Internet or social media	39.1%	--	--	36.1%	51.4%	--
Mass Media	1.1%	--	--	0.8%	2.7%	--
Travel guides and magazines	1.9%	--	--	1.9%	2.6%	--
Travel Blogs or Forums	0.7%	--	--	0.7%	0.8%	--
Travel TV Channels	0.9%	--	--	1.2%	0.0%	--
Tour Operator or Travel Agency	19.3%	--	--	17.4%	23.5%	--
Public administrations or similar	0.7%	--	--	0.8%	0.6%	--
Others	2.5%	--	--	3.0%	1.3%	--

\* Multi-choice question

## TOURIST PROFILE BY ISLAND OF STAY (2024)

## NORWAY

## SATISFACTION AND LOYALTY INDICATORS

## Satisfaction

Satisfaction (scale 0-10)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Average rating	8.55	--	--	8.56	8.44	--
Experience in the Canary Islands	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Worse or much worse than expected	2.2%	--	--	2.0%	3.2%	--
Lived up to expectations	67.1%	--	--	70.5%	56.2%	--
Better or much better than expected	30.7%	--	--	27.5%	40.6%	--
Future intentions (scale 1-10)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Return to the Canary Islands	8.74	--	--	8.77	8.53	--
Recommend visiting the Canary Islands	8.68	--	--	8.67	8.63	--

 RETURN TO THE  
CANARY  
ISLANDS

 Canary Islands  
8.74

8.77

8.67

8.53

8.63

Gran Canaria

Tenerife

 RECOMMEND  
VISITING THE  
CANARY ISLANDS

 Canary Islands  
8.68

## How many are loyal to the Canary Islands?

## REPEAT TOURISTS WHO VISIT CANARY ISLANDS BY ISLAND OF STAY IN THIS TRIP

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
First visit	18.8%	--	--	18.1%	22.1%	--
Repeat tourists	81.2%	--	--	81.9%	77.9%	--
At least 10 previous visits	31.5%	--	--	33.3%	24.2%	--
Repeat tourists (last 5 years)	73.9%	--	--	74.7%	69.5%	--
Repeat tourists (last 5 years) (5 or more visits)	21.7%	--	--	23.5%	15.8%	--

## REPEAT TOURIST OF EACH ISLAND BY ISLAND OF STAY IN THIS TRIP

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	25.5%	--	--	68.5%	29.1%	--
Fuerteventura	11.9%	--	--	29.3%	14.7%	--
Gran Canaria	76.1%	--	--	80.1%	19.2%	--
Tenerife	48.4%	--	--	45.3%	70.6%	--
La Palma	5.2%	--	--	100.0%	80.5%	--
CANARY ISLANDS	81.2%	--	--	81.9%	77.9%	--

## How to interpret the table

- Column Canary Islands = refers to the % of repeat norwegian tourists on each island regardless of island of stay in this trip (2024).
- Column each island = refers to the % of repeat norwegian tourists on each island by island of stay in 2024. For example: 80.1% refers to % repeat norwegian tourists who repeat Gran Canaria in 2024 and stay in Gran Canaria in this trip. 45.3% norwegian tourists who stay in Gran Canaria in 2024 and has previously been to Tenerife.
- Row CANARY ISLANDS = refers to the % repeat norwegian tourists by island of stay. For exdample: 78% refers to % norwegian tourists who visit Tenerife in 2024 and has previously been to Canary Islands.

## ISLANDS

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
One island	96.1%	--	--	96.8%	95.2%	--
Two islands	3.3%	--	--	2.4%	4.8%	--
Three or more islands	0.7%	--	--	0.9%	0.0%	--

## Visited islands during their trip (with overnight staying)

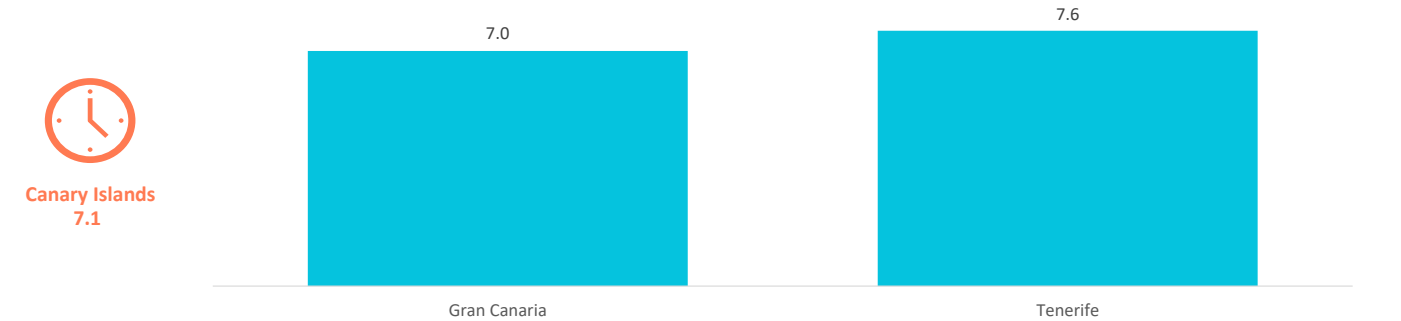
	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	3.9%	--	--	0.9%	0.0%	--
Fuerteventura	1.8%	--	--	0.2%	0.0%	--
Gran Canaria	76.3%	--	--	100%	0.7%	--
Tenerife	19.9%	--	--	1.3%	100%	--
La Gomera	0.2%	--	--	0.2%	0.0%	--
La Palma	0.2%	--	--	0.3%	0.0%	--
El Hierro	0.0%	--	--	0.0%	0.0%	--
Cruise	0.5%	--	--	0.6%	0.0%	--



ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
0 hours	3.9%	--	--	3.6%	4.1%	--
1 - 2 hours	8.3%	--	--	9.3%	4.8%	--
3 - 6 hours	35.5%	--	--	36.4%	30.2%	--
7 - 12 hours	45.2%	--	--	43.8%	53.7%	--
More than 12 hours	7.1%	--	--	7.0%	7.3%	--
Outdoor time per day	7.1	--	--	7.0	7.6	--



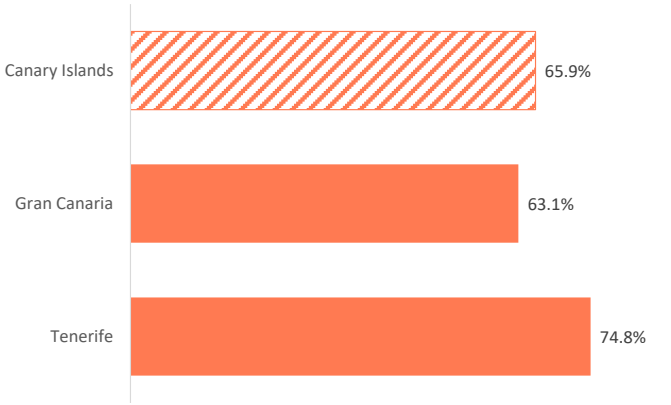
Activities in the Canary Islands

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Walk, wander	75.9%	--	--	73.2%	84.4%	--
Beach	65.9%	--	--	63.1%	74.8%	--
Swimming pool, hotel facilities	56.1%	--	--	56.6%	52.3%	--
Explore the island on their own	40.2%	--	--	40.8%	39.1%	--
Taste Canarian gastronomy	37.0%	--	--	32.9%	49.3%	--
Hiking	15.9%	--	--	16.8%	15.0%	--
Organized excursions	14.9%	--	--	14.7%	17.9%	--
Nightlife / concerts / shows	13.1%	--	--	11.8%	20.4%	--
Theme parks	10.0%	--	--	10.7%	8.1%	--
Sea excursions / whale watching	9.6%	--	--	8.3%	14.5%	--
Wineries / markets / popular festivals	7.7%	--	--	6.8%	11.0%	--
Museums / exhibitions	7.4%	--	--	6.6%	11.7%	--
Other Nature Activities	7.0%	--	--	3.7%	18.2%	--
Swim	6.3%	--	--	5.3%	12.1%	--
Beauty and health treatments	4.9%	--	--	4.8%	6.0%	--
Running	4.4%	--	--	5.1%	2.0%	--
Practice other sports	4.3%	--	--	4.2%	4.2%	--
Astronomical observation	3.9%	--	--	4.3%	2.5%	--
Cycling / Mountain bike	2.3%	--	--	2.0%	4.0%	--
Surf	1.9%	--	--	1.6%	3.0%	--
Scuba Diving	1.8%	--	--	1.6%	2.1%	--
Golf	1.5%	--	--	0.8%	3.8%	--
Windsurf / Kitesurf	0.8%	--	--	1.0%	0.0%	--

WALK, WANDER



BEACH



## TOURIST PROFILE BY ISLAND OF STAY (2024)

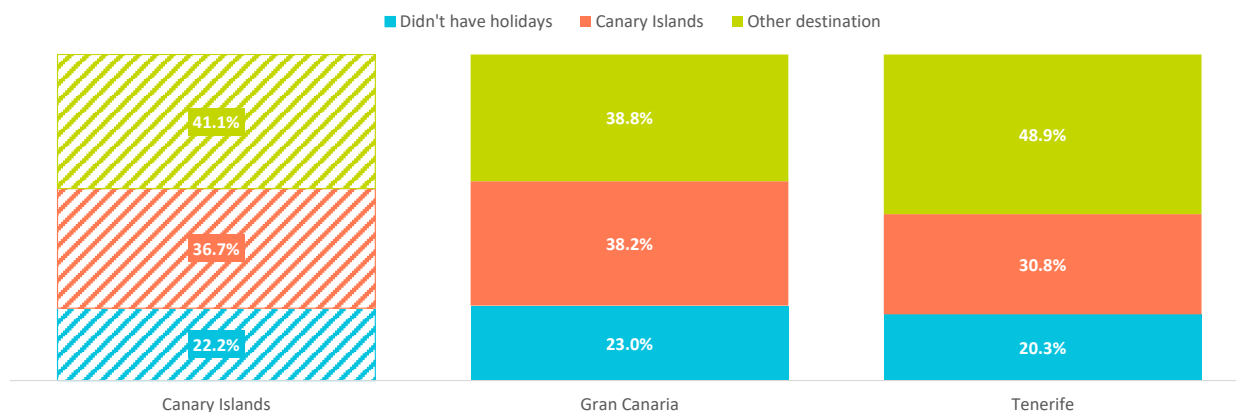
## NORWAY

## COMPETITORS

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Didn't have holidays	22.2%	--	--	23.0%	20.3%	--
Canary Islands	36.7%	--	--	38.2%	30.8%	--
Other destination	41.1%	--	--	38.8%	48.9%	--
- Balearic Islands	1.7%	--	--	1.6%	2.1%	--
- Rest of Spain	7.2%	--	--	6.8%	9.3%	--
- Italy	4.8%	--	--	4.6%	4.8%	--
- France	2.4%	--	--	2.2%	3.7%	--
- Turkey	1.9%	--	--	1.5%	3.4%	--
- Greece	7.7%	--	--	7.1%	8.3%	--
- Portugal	1.7%	--	--	1.3%	2.7%	--
- Croatia	2.2%	--	--	1.6%	4.9%	--
- Egypt	0.6%	--	--	0.6%	0.5%	--
- Tunisia	0.3%	--	--	0.5%	0.0%	--
- Morocco	0.3%	--	--	0.3%	0.5%	--
- Others	10.3%	--	--	10.7%	8.7%	--

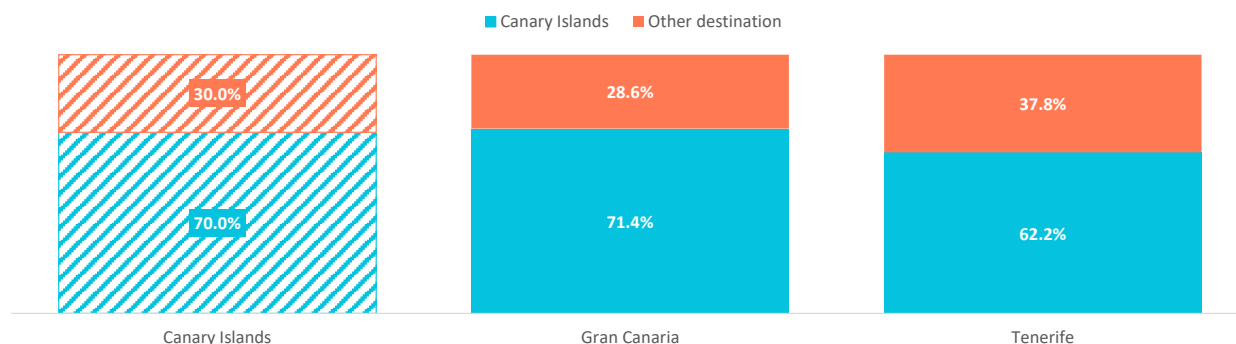
\* Percentage of valid answers



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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
None (I was clear about "this Canary Island")	48.4%	--	--	50.7%	41.1%	--
Canary Islands (other island)	21.6%	--	--	20.7%	21.2%	--
Other destination	30.0%	--	--	28.6%	37.8%	--
- Balearic Islands	1.4%	--	--	1.3%	1.3%	--
- Rest of Spain	7.9%	--	--	6.8%	13.4%	--
- Italy	3.5%	--	--	3.1%	5.9%	--
- France	1.1%	--	--	1.2%	0.9%	--
- Turkey	1.7%	--	--	1.9%	1.3%	--
- Greece	6.6%	--	--	6.1%	8.3%	--
- Portugal	2.8%	--	--	2.9%	3.3%	--
- Croatia	1.4%	--	--	1.7%	0.8%	--
- Egypt	2.3%	--	--	2.3%	2.0%	--
- Others	1.3%	--	--	1.2%	0.6%	--

\* Percentage of valid answers





# TOURIST PROFILE BY ISLAND OF STAY (2024)

## NORWAY



### FLIGHT ORIGIN

Where does the flight come from?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Norway	93.2%	--	--	95.1%	85.9%	--
Sweden	1.7%	--	--	0.1%	8.6%	--
Denmark	1.3%	--	--	1.7%	0.0%	--
Germany	1.0%	--	--	0.5%	3.4%	--
Finland	0.4%	--	--	0.2%	1.3%	--
Others	2.4%	--	--	2.4%	0.8%	--

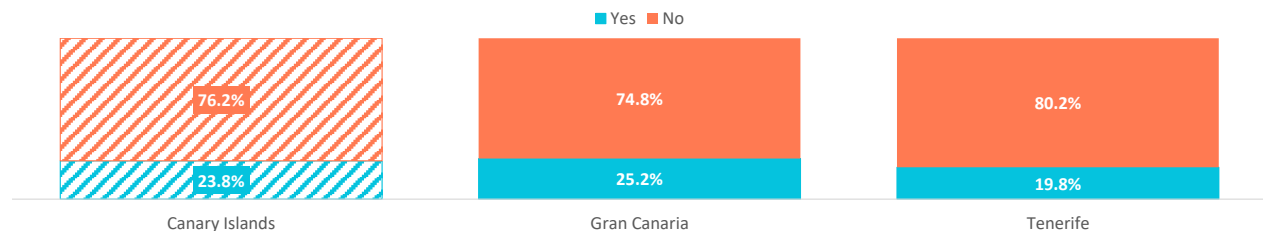
### TOURIST TAX (Data available from Q2 2024)

Have they visited any holiday destination in the last five years where they were charged a tourist tax?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Yes	32.5%	--	--	30.3%	35.5%	--
No	45.4%	--	--	46.9%	42.0%	--
Not remember	22.0%	--	--	22.8%	22.5%	--

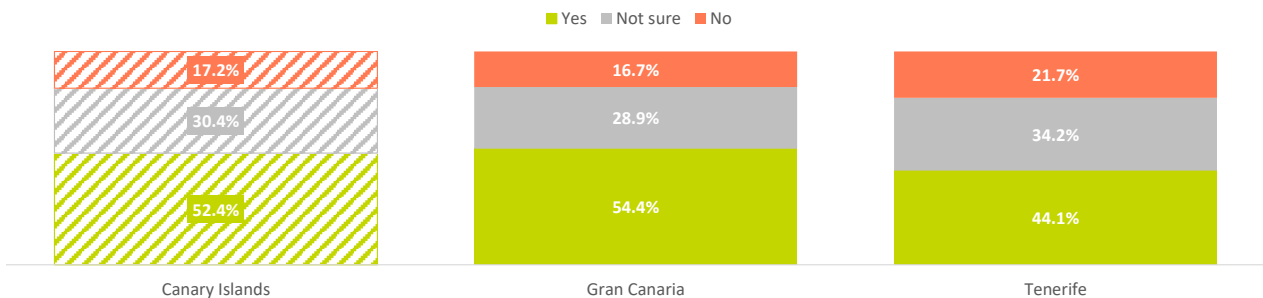
When choosing a travel destination, do they usually exclude those that charge a tourist tax?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Yes	23.8%	--	--	25.2%	19.8%	--
No	76.2%	--	--	74.8%	80.2%	--



Would they be willing to pay a tourist tax for each day of accommodation in the Canary Islands?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Yes	52.4%	--	--	54.4%	44.1%	--
- For any purpose	15.3%	--	--	15.7%	13.2%	--
- Improve living conditions	9.2%	--	--	10.0%	3.7%	--
- Improve economic development	3.3%	--	--	4.0%	1.5%	--
- Improve the environment	14.5%	--	--	13.8%	18.1%	--
- Improve the tourist environment	4.5%	--	--	5.1%	2.2%	--
- Other purposes	5.5%	--	--	5.9%	5.5%	--
Not sure	30.4%	--	--	28.9%	34.2%	--
No	17.2%	--	--	16.7%	21.7%	--



How much would they be willing to pay?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Up to 1 euro	39.5%	--	--	39.0%	40.8%	--
Up to 2 euros	30.1%	--	--	30.1%	29.9%	--
Up to 3 euros	17.5%	--	--	17.6%	16.9%	--
More than 3 euros	12.9%	--	--	13.3%	12.4%	--

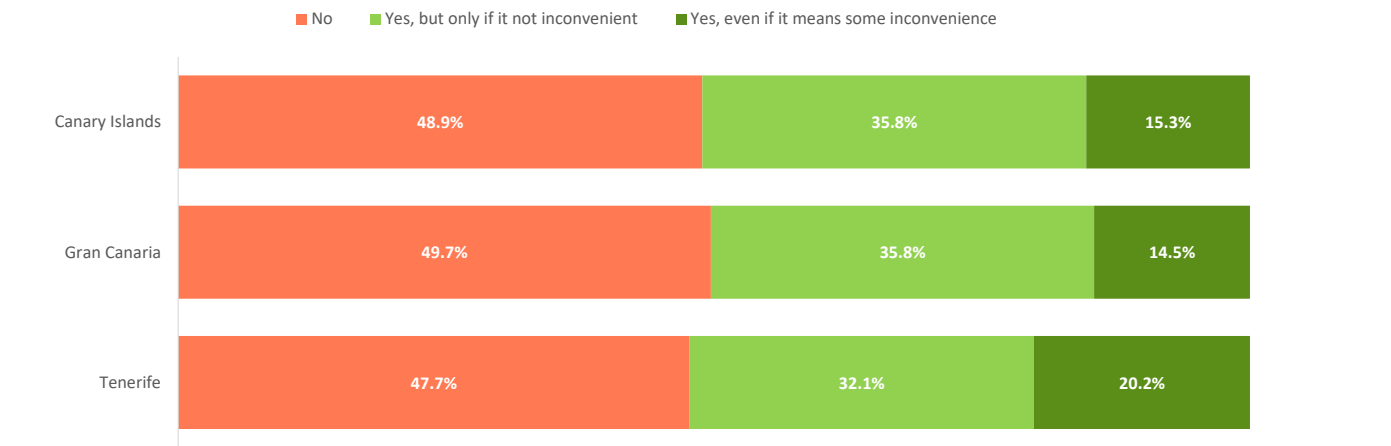
TOURIST PROFILE BY ISLAND OF STAY (2024)

NORWAY

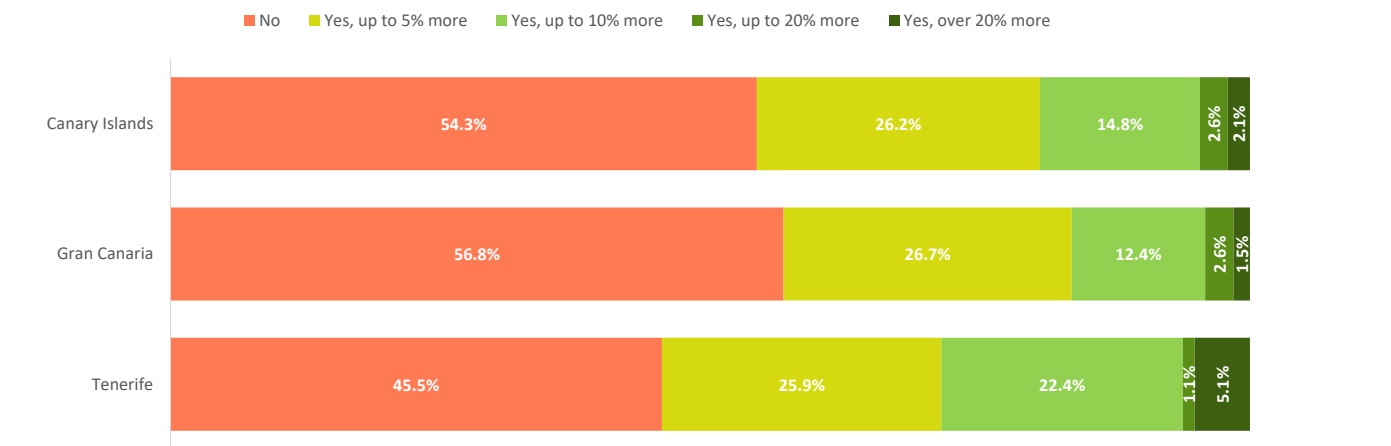


SUSTAINABLE DESTINATION (DATA = 2023)

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?



Percepcion of the following sustainability measures during their stay \*

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Quality of life on the island	7.5	--	--	7.5	7.5	--
Tolerance towards tourism	8.4	--	--	8.4	8.2	--
Cleanliness of the island	7.5	--	--	7.4	7.5	--
Air quality	7.9	--	--	7.8	7.7	--
Rational water consumption	7.2	--	--	7.3	7.2	--
Energy saving	6.7	--	--	6.7	6.8	--
Use of renewable energy	6.6	--	--	6.7	6.2	--
Recycling	6.1	--	--	6.2	5.7	--
Easy to get around by public transport	7.4	--	--	7.5	7.0	--
Overcrowding in tourist areas	6.3	--	--	6.4	6.1	--
Supply of local products	6.5	--	--	6.4	6.4	--

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