NORWAY: First Quarter



How many are they and how much do they spend?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
TOURISTS					
Tourist arrivals (FRONTUR) (*)	186	99	152	197	187
Tourist arrivals ≥ 16 years old (EGT) (*)	158	91	140	174	161
- book holiday package (*)	97	58	85	85	79
do not book holiday package (*)	61	33	56	89	82
- % tourists who book holiday package	61.4%	63.3%	60.3%	48.9%	49.4%
Children < 16 years old (FRONTUR - EGT) (*)	27	8	12	23	26
Expenditure per tourist (€)	1,313	1,710	2,010	1,765	2,062
- book holiday package	1,394	1,736	1,881	1,936	2,136
- holiday package	1,003	1,358	1,488	1,460	1,635
- others	391	379	394	476	501
- do not book holiday package	1,184	1,665	2,205	1,602	1,990
- flight	338	470	743	458	505
- accommodation	387	528	701	513	706
- others	459	667	761	631	778
Average lenght of stay	11.7	12.3	14.3	16.4	16.3
- Median	8.1	9.0	8.6	9.3	9.5
Average daily expenditure $(\mathbf{\epsilon})$	132.20	166.96	187.69	150.97	166.16
- Median	117.87	154.18	185.62	155.62	175.75
Average daily expenditure (without flight)	96.02	118.54	129.69	105.08	119.72
- Median	79.87	114.97	134.01	108.90	124.58
Average cost of the flight (\in)	342.95	476.43	616.59	493.10	534.38
Total turnover (≥ 16 years old) (€m)	208	156	282	308	332
Turnover without flight (≥ 16 years old) (€m) (*) Thousands of tourists	153	113	195	222	246



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

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Accommodation:					
- Accommodation	81.3%	86.4%	79.4%	77.3%	83.2%
- Additional accommodation expenses Transport:	4.4%	3.6%	3.8%	2.6%	3.7%
- National/International Transport	97.6%	97.3%	95.2%	93.9%	97.0%
- Flights between islands	5.3%	2.9%	3.1%	1.5%	2.5%
- Taxi	55.1%	65.8%	61.0%	55.1%	63.1%
- Car rental	19.2%	11.7%	16.7%	18.3%	16.9%
- Public transport	12.2%	15.0%	12.5%	14.0%	19.0%
Food and drink:					
- Food purchases at supermarkets	64.8%	61.6%	66.3%	71.5%	64.5%
- Restaurants	76.4%	71.6%	77.2%	71.2%	76.5%
Leisure:					
- Organized excursions	9.1%	8.7%	14.3%	14.6%	11.8%
- Sport activities	2.1%	4.8%	8.9%	4.1%	3.8%
- Cultural activities	0.5%	2.0%	1.9%	1.6%	2.5%
- Museums	2.0%	2.9%	1.4%	1.3%	2.1%
- Theme Parks	3.9%	5.6%	6.6%	4.1%	4.2%
- Discos and pubs	10.0%	8.0%	8.4%	6.6%	7.8%
- Wellness	6.6%	8.3%	8.1%	5.0%	10.5%
Purchases of goods:					
- Souvenirs	31.7%	28.0%	26.3%	26.3%	31.9%
- Other expenses	0.4%	0.6%	0.9%	1.0%	0.0%
Other:					
- Medical or pharmaceutical expenses	5.0%	7.2%	8.3%	2.2%	7.0%
- Other expenses	6.8%	3.9%	7.7%	5.0%	3.4%

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

Expenditure per tourist and trip (€)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Accommodation:	878	1,128	1,128	1,013	1,663
- Accommodation	649	814	1,009	880	1,013
- Additional accommodation expenses	228	313	120	133	650
Transport:	648	967	1,089	1,030	955
- National/International Transport	351	490	648	525	551
- Flights between islands	98	138	105	59	56
- Taxi	68	104	112	101	127
- Car rental	106	213	174	277	188
- Public transport	24	22	51	68	33
Food and drink:	385	487	493	539	624
- Food purchases at supermarkets	138	183	187	257	233
- Restaurants	248	304	306	282	391
Leisure:	479	538	609	566	643
- Organized excursions	70	87	106	136	98
- Sport activities	78	109	97	36	164
- Cultural activities	18	42	130	210	51
- Museums	39	17	60	20	48
- Theme Parks	105	54	73	50	74
- Discos and pubs	132	166	90	66	91
- Wellness	37	63	52	50	117
Purchases of goods:	192	187	3,547	474	116
- Souvenirs	141	147	124	167	116
- Other expenses	51	40	3,423	307	0
Other:	247	164	109	159	299
- Medical or pharmaceutical expenses	179	93	47	55	51
- Other expenses	68	71	62	104	248

Source: Encuesta sobre Gasto Turístico (EGT, ISTAC).

NORWAY: First Quarter



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What is the main purpose of their trip?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Holiday, leisure	91.6%	94.7%	92.8%	93.6%	93.8%
Visiting family or friends	5.3%	3.1%	5.0%	4.9%	5.0%
Business and work	1.1%	0.6%	0.8%	0.0%	0.0%
Education and training	0.0%	0.4%	0.0%	0.0%	0.0%
Sports training	0.4%	0.5%	0.3%	0.5%	0.5%
Health or medical care	0.8%	0.3%	0.2%	0.6%	0.2%
Fairs and congresses	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.9%	0.4%	0.9%	0.5%	0.5%

What is the main motivation for their holidays?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Rest	67.9%	69.1%	62.5%	71.3%	67.1%
Enjoy family time	16.8%	15.4%	20.7%	15.7%	19.1%
Have fun	2.7%	7.6%	6.3%	2.6%	3.8%
Explore the destination	8.6%	5.1%	6.1%	6.4%	4.9%
Practice their hobbies	2.5%	1.8%	2.3%	2.6%	3.9%
Other reasons	1.4%	1.0%	2.1%	1.4%	1.2%

Where did they spend their main holiday last year? *

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Didn't have holidays		68.1%	26.5%	20.1%	19.5%
Canary Islands		12.6%	29.3%	37.0%	45.5%
Other destination		19.3%	44.3%	42.9%	35.0%
- Balearic Islands		0.3%	1.9%	1.8%	1.9%
- Rest of Spain		2.2%	7.6%	7.2%	8.3%
- Italy		1.9%	5.6%	6.1%	3.8%
- France		0.7%	3.3%	2.3%	3.7%
- Turkey		0.2%	2.0%	1.7%	0.9%
- Greece		2.4%	7.2%	6.8%	6.4%
- Portugal		0.5%	1.8%	1.6%	1.6%
- Croatia		0.9%	1.9%	2.5%	2.2%
- Egypt		0.4%	0.8%	0.4%	0.0%
- Tunisia		0.6%	0.0%	0.5%	0.0%
- Morocco		0.0%	0.2%	0.0%	0.2%
- Others		9.2%	11.9%	12.2%	6.0%

^{*} Percentage of valid answers

What other destinations did they consider for this trip? *

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
None (I was clear about "this Canary Island")		55.6%	60.5%	56.3%	60.1%
Canary Islands (other island)		28.2%	21.5%	24.9%	25.6%
Other destination		16.1%	18.0%	18.7%	14.4%
- Balearic Islands		0.4%	0.6%	0.7%	0.0%
- Rest of Spain		5.4%	3.8%	7.7%	4.5%
- Italy		2.2%	2.2%	2.5%	0.4%
- France		0.0%	0.7%	0.3%	0.7%
- Turkey		0.5%	1.1%	0.0%	0.8%
- Greece		2.5%	2.4%	3.5%	2.1%
- Portugal		2.8%	1.7%	2.1%	1.3%
- Croatia		0.0%	1.1%	0.0%	0.4%
- Egypt		1.1%	1.9%	1.4%	0.8%
- Others		1.3%	2.5%	0.4%	3.2%

^{*} Percentage of valid answers

Importance of each factor in the destination choice

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Climate	89.0%	87.8%	87.1%	85.8%	89.5%
Sea	40.5%	49.0%	36.7%	37.3%	44.9%
Safety	38.4%	42.9%	39.2%	41.7%	41.0%
Accommodation supply	31.9%	46.0%	34.4%	40.5%	40.1%
Beaches	35.1%	45.7%	32.3%	36.7%	40.0%
Tranquility	30.7%	29.5%	32.9%	27.7%	36.3%
Effortless trip	34.4%	40.7%	36.2%	32.7%	30.5%
European belonging	24.0%	34.8%	31.1%	29.9%	28.3%
Environment	17.4%	20.5%	16.1%	26.2%	24.0%
Price	24.8%	22.9%	19.1%	25.1%	22.0%
Gastronomy	16.3%	28.2%	20.1%	18.6%	17.7%
Hiking trail network	12.8%	12.8%	16.9%	14.1%	16.2%
Landscapes	14.2%	18.3%	11.8%	16.3%	16.0%
Fun possibilities	9.9%	24.1%	12.4%	12.4%	13.5%
Nightlife	5.0%	17.5%	6.5%	7.4%	8.1%
Authenticity	5.9%	7.4%	6.7%	6.3%	8.1%
Shopping	4.1%	6.3%	7.8%	8.3%	5.8%
Exoticism	2.5%	7.9%	3.6%	5.4%	5.6%
Culture	3.2%	14.4%	2.5%	4.9%	3.4%
Historical heritage	4.2%	3.1%	2.4%	1.8%	2.1%

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?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
The same day	1.4%	0.8%	0.2%	0.0%	0.3%
Between 1 and 30 days	31.7%	39.4%	23.0%	21.4%	18.8%
Between 1 and 2 months	25.5%	15.8%	22.2%	27.8%	20.0%
Between 3 and 6 months	24.0%	27.6%	34.9%	27.1%	30.9%
More than 6 months	17.3%	16.4%	19.7%	23.7%	29.9%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Previous visits to the Canary Islands	60.5%	61.9%	60.2%	62.5%	64.0%
Friends or relatives	29.0%	28.4%	26.1%	26.7%	29.0%
Internet or social media	49.1%	42.7%	39.3%	39.9%	33.9%
Mass Media	1.7%	2.2%	2.1%	0.9%	0.0%
Travel guides and magazines	2.6%	1.7%	1.4%	1.8%	1.7%
Travel Blogs or Forums	1.8%	1.5%	1.7%	0.0%	0.0%
Travel TV Channels	0.4%	1.0%	0.3%	0.7%	0.0%
Tour Operator or Travel Agency	25.6%	20.1%	26.2%	18.3%	19.4%
Public administrations or similar	0.0%	0.4%	0.2%	1.1%	0.0%
Others	1.7%	2.7%	3.0%	1.8%	2.0%

^{*} Multi-choise question

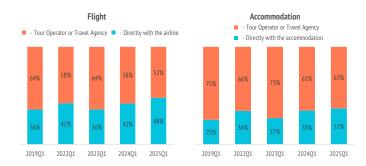
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With whom did they book their flight and accommodation?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Flight					
- Directly with the airline	35.7%	42.2%	35.8%	41.9%	47.8%
- Tour Operator or Travel Agency	64.3%	57.8%	64.2%	58.1%	52.2%
Accommodation					
- Directly with the accommodation	25.3%	34.4%	27.0%	34.6%	36.9%
- Tour Operator or Travel Agency	74.7%	65.6%	73.0%	65.4%	63.1%

Where does the flight come from?



Activities in the Canary Islands

Outdoor time per day

☆卡

2025Q1

4.9%

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Norway	97.2%	97.1%	91.5%	93.8%	96.9%
Denmark	0.5%	0.2%	4.0%	1.6%	2.3%
Germany	0.2%	1.2%	2.4%	2.3%	0.4%
Spanish Mainland	0.7%	0.5%	0.6%	0.9%	0.3%
Sweden	0.8%	0.4%	0.8%	0.6%	0.1%
Austria	0.0%	0.0%	0.0%	0.0%	0.0%
Finland	0.5%	0.0%	0.0%	0.3%	0.0%
Netherlands	0.0%	0.6%	0.0%	0.5%	0.0%
Portugal	0.0%	0.0%	0.1%	0.0%	0.0%
United Kingdom	0.2%	0.0%	0.4%	0.0%	0.0%
Others	0.0%	0.0%	0.2%	0.0%	0.0%

Where do they stay?

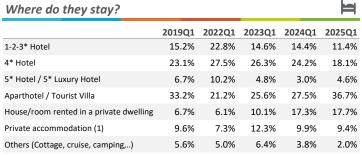
1 - 2 hours	9.7%	11.4%	8.3%	6.3%	6.9%
3 - 6 hours	33.0%	50.3%	33.3%	37.5%	47.7%
7 - 12 hours	48.9%	23.1%	49.4%	41.1%	36.9%
More than 12 hours	5.9%	12.9%	4.2%	10.2%	5.7%
Outdoor time per day	7.3	6.7	7.1	7.2	6.7

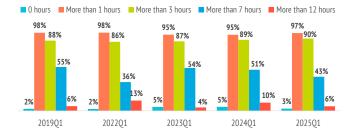
2.5%

2019Q1 2022Q1 2023Q1 2024Q1

4.8%

2.3%





	(1)	Own property /House of friends or relatives	/ Free housing exchange	Other private accommodation.
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Activities in the Canary Islands	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Walk, wander	79.5%	71.6%	75.8%	76.1%	73.1%
Swimming pool, hotel facilities	55.4%	59.7%	63.0%	56.1%	58.2%
Beach	60.8%	61.7%	58.8%	67.3%	56.3%
Hiking		33.8%	33.1%	43.1%	48.8%
Explore the island on their own	39.8%	31.2%	30.9%	35.8%	34.5%
Nightlife / concerts / shows	15.2%	12.2%	13.1%	14.6%	16.9%
Wineries / markets / popular festivals	13.0%	7.8%	9.5%	12.4%	13.6%
Beauty and health treatments	6.0%	10.7%	9.9%	10.5%	9.7%
Organized excursions	9.2%	9.0%	7.6%	7.7%	9.3%
Running		8.4%	9.5%	11.6%	8.6%
Taste Canarian gastronomy	7.1%	7.9%	6.7%	6.4%	7.7%
Theme parks	5.5%	10.6%	7.5%	10.6%	7.4%
Museums / exhibitions	6.1%	5.2%	4.5%	2.5%	5.5%
Swim		17.4%	4.8%	7.2%	5.0%
Cycling / Mountain bike		2.7%	4.2%	1.2%	3.2%
Other Nature Activities		1.6%	3.0%	5.6%	3.1%
Golf		3.2%	4.7%	3.5%	2.3%
Practice other sports		4.0%	2.3%	4.2%	2.2%
Sea excursions / whale watching	5.1%	4.1%	6.6%	3.5%	2.0%
Surf		2.0%	1.6%	2.3%	1.7%
Astronomical observation	2.8%	1.5%	0.9%	2.5%	1.6%
Scuba Diving		0.9%	1.9%	1.2%	1.4%

1.1%

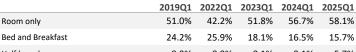
0.6%

0.6%

0.4%

	Hotels	Aparthotel / Touri	st Villa	Others
44.9%	60.5%	45.6%	41.6%	34.2%
33.2%	21.2%	25.6%	27.5%	36.7%
21.9%	18.3%	28.8%	31.0%	29.1%
2019Q1	2022Q1	2023Q1	2024Q1	2025Q1

What do they book?



Bed and Breakfast 15.7% Half board 9.9% 5.7% 8.9% 8.1% 9.1% Full board 0.9% 0.7% 3.0% 1.1% 1.8% 22.3% All inclusive 14.0% 19.0% 16.7% 18.6%

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Windsurf / Kitesurf * Multi-choise question

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Which island do they choose?

1.40 5

Tourists (≥ 16 year old)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Lanzarote	8,614	4,012	4,505	3,993	5,139
Fuerteventura	2,538	364	2,696	3,729	5,939
Gran Canaria	119,690	65,103	112,437	127,036	122,490
Tenerife	27,058	21,823	20,481	39,293	27,377
La Palma	0	0	0	110	0





How many islands do they visit during their trip?



	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
One island	92.7%	93.9%	96.1%	96.8%	96.0%
Two islands	6.7%	6.1%	3.4%	3.2%	4.0%
Three or more islands	0.6%	0.0%	0.5%	0.0%	0.0%

How many are loyal to the Canary Islands?

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	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Repeat tourists	84.4%	81.1%	85.3%	84.9%	88.8%
At least 10 previous visits	32.2%	33.2%	38.8%	31.7%	40.3%
Repeat tourists (last 5 years)	76.9%	72.5%	78.4%	78.8%	83.7%
Repeat tourists (last 5 years)(5 or more visits)	33.5%	13.6%	20.3%	19.6%	29.5%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Average rating	8.45	8.69	8.47	8.62	8.45
Experience in the Canary Islands	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Worse or much worse than expected	3.0%	1.7%	1.3%	1.0%	0.7%
Lived up to expectations	68.5%	55.2%	64.0%	68.1%	68.0%
Better or much better than expected	28.5%	43.1%	34.7%	30.9%	31.2%
Future intentions (scale 0-10)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Return to the Canary Islands	8.79	8.86	8.96	8.88	8.82
Recommend visiting the Canary Islands	8.67	8.88	8.87	8.80	8.85

Who are they?



	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Gender					
Men	51.5%	50.6%	49.7%	43.5%	45.2%
Women	48.5%	49.4%	50.3%	56.5%	54.8%
Age					
Average age	53.8	48.1	55.8	52.6	57.9
Standard deviation	15.6	18.2	16.7	18.8	17.6
Age range					
16 - 24 years old	4.4%	14.2%	5.3%	10.7%	6.2%
25 - 30 years old	6.5%	8.7%	3.8%	7.1%	3.2%
31 - 45 years old	18.4%	20.4%	18.3%	19.7%	17.1%
46 - 60 years old	33.1%	24.9%	27.2%	20.2%	18.2%
Over 60 years old	37.6%	31.8%	45.4%	42.4%	55.4%
Occupation					
Salaried worker	47.0%	56.2%	46.6%	51.2%	42.4%
Self-employed	7.4%	4.6%	9.3%	4.5%	4.0%
Unemployed	1.2%	2.9%	0.5%	0.0%	0.0%
Business owner	8.2%	9.9%	8.9%	7.3%	4.4%
Student	1.6%	2.6%	1.5%	4.0%	2.4%
Retired	32.2%	19.9%	32.4%	30.8%	44.3%
Unpaid domestic work	0.2%	0.0%	0.0%	0.0%	0.5%
Others	2.2%	3.9%	0.8%	2.2%	1.9%
Annual household income level					
Less than €25,000	4.3%	5.0%	3.3%	5.0%	3.1%
€25,000 - €49,999	24.5%	14.2%	10.1%	12.8%	12.9%
€50,000 - €74,999	32.2%	28.4%	25.8%	34.6%	32.1%
More than €74,999	39.0%	52.4%	60.7%	47.6%	51.9%
Education level					
No studies	0.7%	0.4%	0.4%	0.7%	0.7%
Primary education	4.5%	3.8%	2.4%	3.4%	3.2%
Secondary education	34.8%	25.0%	24.1%	29.5%	26.5%
Higher education	60.1%	70.8%	73.1%	66.5%	69.5%

Who do they come with?

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	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Unaccompanied	10.9%	11.6%	9.7%	9.6%	9.4%
Only with partner	54.3%	43.5%	47.3%	52.8%	49.8%
Only with children (< 13 years old)	2.0%	3.5%	4.1%	2.3%	2.1%
Partner + children (< 13 years old)	2.9%	3.8%	6.9%	3.0%	4.9%
Other relatives	7.1%	14.5%	10.1%	12.1%	7.3%
Friends	7.3%	8.0%	3.1%	7.0%	9.4%
Work colleagues	0.4%	0.3%	0.2%	0.4%	0.0%
Organized trip	0.0%	0.0%	0.0%	0.0%	0.4%
Other combinations (2) (2) Combination of some of the groups previously of	15.2% analyzed	14.8%	18.6%	12.8%	16.6%
Tourists with children	11.3%	14.3%	18.3%	11.0%	13.5%
- Between 0 and 2 years old	2.2%	0.0%	1.7%	0.3%	2.2%
- Between 3 and 12 years old	8.0%	13.6%	15.8%	10.0%	11.3%
- Between 0 -2 and 3-12 years old	1.1%	0.7%	0.9%	0.6%	0.0%
Tourists without children	88.7%	85.7%	81.7%	89.0%	86.5%
Group composition:					
- 1 person	13.9%	14.6%	13.7%	12.5%	11.8%
- 2 people	63.8%	56.3%	54.8%	59.2%	62.5%
- 3 people	8.1%	12.8%	9.6%	11.4%	7.3%
- 4 or 5 people	11.7%	13.9%	15.8%	10.9%	14.1%
- 6 or more people	2.6%	2.5%	6.1%	6.1%	4.3%
Average group size:	2.35	2.45	2.61	2.53	2.49
*People who share the main expenses of the trip					