

# TOURIST PROFILE BY MARKETS (2025)

## NORDICS



How many are they and how much do they spend?



	Norway	Sweden	Denmark	Finland	TOTAL
<b>TOURISTS</b>					
<b>Tourist arrivals (FRONTUR) (*)</b>	<b>428</b>	<b>351</b>	<b>302</b>	<b>197</b>	<b>1,278</b>
<b>Tourist arrivals ≥ 16 years old (EGT) (*)</b>	<b>362</b>	<b>298</b>	<b>262</b>	<b>165</b>	<b>1,087</b>
- book holiday package (*)	180	199	184	98	659
- do not book holiday package (*)	182	99	79	67	428
- % tourists who book holiday package	49.6%	66.6%	70.0%	59.1%	60.7%
<b>Children &lt; 16 years old (FRONTUR - EGT) (*)</b>	<b>66</b>	<b>52</b>	<b>40</b>	<b>32</b>	<b>191</b>
<i>(*) Thousands of tourists</i>					
<b>Expenditure per tourist (€)</b>	<b>1,951</b>	<b>1,756</b>	<b>1,638</b>	<b>1,765</b>	<b>1,794</b>
- book holiday package	2,014	1,828	1,747	1,863	1,861
- holiday package	1,550	1,504	1,397	1,500	1,486
- others	464	323	350	363	375
- do not book holiday package	1,889	1,613	1,383	1,622	1,690
- flight	557	544	381	448	504
- accommodation	566	488	518	581	542
- others	767	580	483	593	644
<b>Average length of stay</b>	<b>15.0</b>	<b>11.2</b>	<b>8.9</b>	<b>11.4</b>	<b>12.0</b>
- Median	9.00	7.00	7.00	7.00	7.00
<b>Average daily expenditure (€)</b>	<b>173.52</b>	<b>195.73</b>	<b>197.40</b>	<b>185.58</b>	<b>187.20</b>
- Median	172.49	172.86	180.02	172.15	175.34
<b>Average daily expenditure (without flight)</b>	<b>122.20</b>	<b>134.56</b>	<b>140.72</b>	<b>129.40</b>	<b>131.15</b>
- Median	122.65	122.57	126.80	123.98	124.45
<b>Average cost of the flight (€)</b>	<b>559</b>	<b>542</b>	<b>476</b>	<b>506</b>	<b>526</b>
<b>Total turnover (≥ 16 years old) (€m)</b>	<b>706</b>	<b>523</b>	<b>429</b>	<b>291</b>	<b>1,950</b>
<b>Turnover without flight (≥ 16 years old)(€m)</b>	<b>504</b>	<b>362</b>	<b>305</b>	<b>208</b>	<b>1,378</b>
<b>Passenger arrivals on non-stop flights (AENA) (*)</b>	<b>381</b>	<b>294</b>	<b>341</b>	<b>187</b>	<b>1,203</b>
<i>(*) Thousands of passenger arrivals</i>					

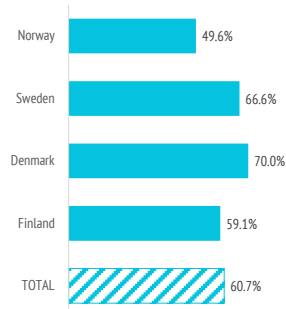
**% Tourists whose spending has been greater than €0 in each item**

	Norway	Sweden	Denmark	Finland	TOTAL
<b>Accommodation:</b>					
- Accommodation	79.0%	87.6%	89.2%	90.0%	85.5%
- Additional accommodation expenses	5.3%	4.5%	3.1%	4.7%	4.4%
<b>Transport:</b>					
- National/International Transport	97.4%	96.5%	96.2%	95.8%	96.6%
- Flights between islands	2.4%	2.3%	2.2%	3.1%	2.4%
- Taxi	60.4%	65.5%	56.0%	65.0%	61.4%
- Car rental	17.2%	18.5%	25.9%	27.1%	21.2%
- Public transport	18.2%	18.9%	11.7%	29.6%	18.5%
<b>Food and drink:</b>					
- Food purchases at supermarkets	65.7%	63.0%	57.5%	72.5%	64.0%
- Restaurants	78.4%	66.4%	72.0%	76.2%	73.3%
<b>Leisure:</b>					
- Organized excursions	14.6%	15.7%	20.9%	20.0%	17.2%
- Sport activities	5.1%	6.4%	7.1%	4.6%	5.9%
- Cultural activities	2.5%	1.9%	3.2%	2.8%	2.6%
- Museums	1.8%	2.6%	2.9%	7.7%	3.2%
- Theme Parks	4.9%	4.5%	6.4%	11.9%	6.2%
- Discos and pubs	7.1%	8.6%	6.9%	11.9%	8.2%
- Wellness	8.4%	4.3%	3.1%	9.1%	6.1%
<b>Purchases of goods:</b>					
- Souvenirs	30.8%	36.1%	30.7%	46.8%	34.7%
- Other expenses	0.6%	1.0%	0.3%	0.9%	0.7%
<b>Other:</b>					
- Medical or pharmaceutical expenses	6.0%	6.8%	6.5%	6.1%	6.4%
- Other expenses	4.6%	6.6%	7.9%	5.3%	6.1%

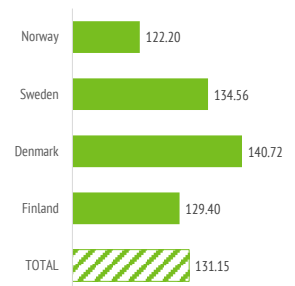
Source: Tourist Expenditure Survey (EGT, ISTAC).

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.

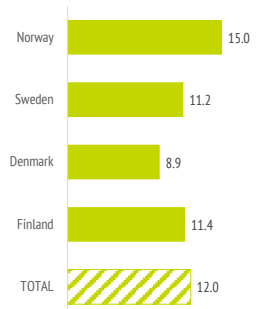
% tourists who book holiday package



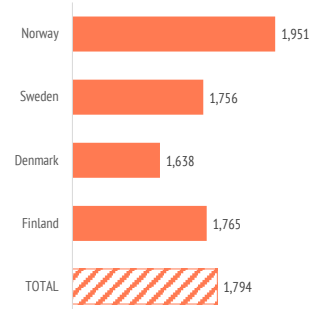
Average daily expenditure (€) (without flight)



Average length of stay



Expenditure per tourist (€)



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

Expenditure per tourist and trip (€)	Norway	Sweden	Denmark	Finland	TOTAL
<b>Accommodation:</b>					
<b>Accommodation:</b>	<b>1,254</b>	<b>1,136</b>	<b>899</b>	<b>957</b>	<b>1,103</b>
- Accommodation	932	849	801	837	861
- Additional accommodation expenses	322	287	98	120	243
<b>Transport:</b>					
<b>Transport:</b>	<b>969</b>	<b>935</b>	<b>824</b>	<b>890</b>	<b>911</b>
- National/International Transport	574	561	495	528	545
- Flights between islands	80	85	83	102	86
- Taxi	117	114	108	97	111
- Car rental	168	141	115	134	139
- Public transport	30	33	23	28	30
<b>Food and drink:</b>					
<b>Food and drink:</b>	<b>587</b>	<b>400</b>	<b>384</b>	<b>373</b>	<b>458</b>
- Food purchases at supermarkets	219	149	131	130	166
- Restaurants	368	251	252	243	292
<b>Leisure:</b>					
<b>Leisure:</b>	<b>634</b>	<b>693</b>	<b>536</b>	<b>478</b>	<b>597</b>
- Organized excursions	115	86	91	99	98
- Sport activities	121	112	89	79	104
- Cultural activities	61	162	89	40	87
- Museums	40	40	36	30	35
- Theme Parks	78	77	69	85	78
- Discos and pubs	106	121	89	76	100
- Wellness	114	95	73	69	95
<b>Purchases of goods:</b>					
<b>Purchases of goods:</b>	<b>454</b>	<b>261</b>	<b>171</b>	<b>356</b>	<b>328</b>
- Souvenirs	127	98	106	90	107
- Other expenses	327	162	65	266	221
<b>Other:</b>					
<b>Other:</b>	<b>205</b>	<b>122</b>	<b>226</b>	<b>170</b>	<b>184</b>
- Medical or pharmaceutical expenses	55	40	36	75	49
- Other expenses	150	82	190	95	135

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

	Norway	Sweden	Denmark	Finland	TOTAL
Holiday, leisure	93.8%	93.1%	93.2%	94.6%	<b>93.6%</b>
Visiting family or friends	4.7%	4.2%	4.6%	4.1%	<b>4.4%</b>
Business and work	0.2%	0.8%	0.4%	0.6%	<b>0.5%</b>
Education and training	0.0%	0.2%	0.1%	0.3%	<b>0.1%</b>
Sports training	0.5%	0.8%	1.4%	0.4%	<b>0.8%</b>
Health or medical care	0.5%	0.3%	0.0%	0.0%	<b>0.2%</b>
Fairs and congresses	0.0%	0.0%	0.0%	0.0%	<b>0.0%</b>
Others	0.3%	0.6%	0.3%	0.0%	<b>0.4%</b>

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

	Norway	Sweden	Denmark	Finland	TOTAL
Rest	61.0%	38.9%	53.4%	64.8%	<b>53.7%</b>
Enjoy family time	21.1%	40.7%	23.8%	18.8%	<b>26.7%</b>
Have fun	4.8%	7.3%	7.7%	2.3%	<b>5.8%</b>
Explore the destination	7.7%	8.4%	10.0%	9.8%	<b>8.7%</b>
Practice their hobbies	3.2%	2.3%	4.4%	2.2%	<b>3.1%</b>
Other reasons	2.2%	2.4%	0.8%	2.0%	<b>1.9%</b>

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

	Norway	Sweden	Denmark	Finland	TOTAL
Didn't have holidays	0.0%	0.0%	0.0%	0.0%	<b>0.0%</b>
Canary Islands	45.4%	30.3%	29.8%	32.9%	<b>35.3%</b>
Other destination	34.1%	48.2%	58.9%	53.2%	<b>47.3%</b>
- Balearic Islands	1.2%	1.2%	2.4%	0.4%	<b>1.4%</b>
- Rest of Spain	6.6%	8.7%	8.3%	9.6%	<b>8.1%</b>
- Italy	3.9%	5.4%	7.7%	6.2%	<b>5.6%</b>
- France	2.9%	3.0%	5.7%	2.6%	<b>3.6%</b>
- Turkey	1.9%	1.8%	2.8%	2.1%	<b>2.1%</b>
- Greece	6.2%	9.6%	9.3%	12.0%	<b>8.8%</b>
- Portugal	0.9%	2.8%	3.5%	2.9%	<b>2.4%</b>
- Croatia	2.5%	2.4%	1.2%	3.6%	<b>2.3%</b>
- Egypt	0.2%	0.1%	0.5%	0.6%	<b>0.3%</b>
- Tunisia	0.2%	0.0%	0.0%	0.0%	<b>0.1%</b>
- Morocco	0.1%	0.3%	0.8%	0.0%	<b>0.3%</b>
- Others	7.5%	12.8%	16.8%	13.0%	<b>12.2%</b>

\* 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")	54.5%	49.4%	35.2%	20.5%	<b>41.4%</b>
Canary Islands (other island)	23.1%	22.5%	27.7%	21.6%	<b>23.8%</b>
Other destination	22.3%	28.0%	37.1%	57.8%	<b>34.8%</b>
- Balearic Islands	0.3%	1.6%	1.9%	0.9%	<b>1.1%</b>
- Rest of Spain	5.6%	6.0%	6.9%	12.5%	<b>7.4%</b>
- Italy	2.3%	3.0%	4.2%	7.3%	<b>4.0%</b>
- France	1.5%	0.8%	1.9%	3.4%	<b>1.8%</b>
- Turkey	1.8%	1.1%	2.1%	3.9%	<b>2.1%</b>
- Greece	4.9%	5.2%	8.0%	9.9%	<b>6.8%</b>
- Portugal	1.7%	3.1%	5.1%	8.7%	<b>4.3%</b>
- Croatia	1.5%	1.7%	2.0%	3.2%	<b>2.0%</b>
- Egypt	1.1%	3.2%	3.7%	2.9%	<b>2.6%</b>
- Others	1.8%	2.3%	1.4%	5.2%	<b>2.5%</b>

\* Percentage of valid answers

### Importance of each factor in the destination choice



	Norway	Sweden	Denmark	Finland	TOTAL
Climate	87.9%	89.3%	73.6%	85.7%	<b>84.5%</b>
Sea	45.2%	54.3%	33.7%	57.5%	<b>46.8%</b>
Safety	39.5%	46.5%	35.1%	53.1%	<b>42.4%</b>
Beaches	41.3%	46.3%	26.1%	37.2%	<b>38.4%</b>
Tranquility	35.1%	45.0%	33.8%	36.9%	<b>37.8%</b>
European belonging	31.3%	40.7%	35.3%	44.4%	<b>36.8%</b>
Accommodation supply	36.7%	28.5%	33.5%	37.2%	<b>33.8%</b>
Environment	22.3%	38.7%	28.9%	35.4%	<b>30.3%</b>
Price	22.5%	32.9%	29.9%	34.0%	<b>28.9%</b>
Landscapes	16.3%	23.3%	25.2%	44.9%	<b>24.7%</b>
Effortless trip	33.1%	34.1%	6.2%	14.7%	<b>24.2%</b>
Gastronomy	19.7%	24.4%	14.9%	25.6%	<b>20.7%</b>
Fun possibilities	11.1%	17.4%	20.3%	12.4%	<b>15.2%</b>
Authenticity	9.6%	18.4%	16.8%	15.7%	<b>14.6%</b>
Hiking trail network	13.1%	8.0%	12.0%	23.0%	<b>12.9%</b>
Exoticism	7.2%	10.1%	14.9%	11.5%	<b>10.5%</b>
Shopping	6.4%	6.0%	7.9%	11.7%	<b>7.4%</b>
Culture	3.2%	5.4%	5.2%	8.7%	<b>5.1%</b>
Nightlife	6.8%	4.4%	2.3%	5.3%	<b>4.8%</b>
Historical heritage	2.3%	4.5%	4.4%	10.3%	<b>4.6%</b>

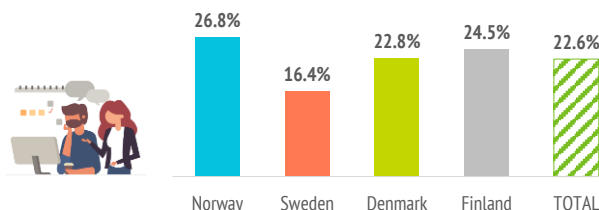
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")  
% of tourists who indicate that the factor is "very important" in their choice.

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



	Norway	Sweden	Denmark	Finland	TOTAL
The same day	1.5%	1.3%	0.4%	0.9%	<b>1.1%</b>
Between 1 and 30 days	22.3%	25.3%	23.0%	24.4%	<b>23.6%</b>
Between 1 and 2 months	20.6%	25.6%	24.8%	20.2%	<b>22.9%</b>
Between 3 and 6 months	28.7%	31.5%	29.0%	30.1%	<b>29.7%</b>
More than 6 months	26.8%	16.4%	22.8%	24.5%	<b>22.6%</b>

#### % 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	63.1%	56.3%	59.1%	60.0%	<b>59.8%</b>
Friends or relatives	27.2%	19.9%	20.8%	31.2%	<b>24.3%</b>
Internet or social media	33.5%	36.7%	42.4%	61.4%	<b>40.8%</b>
Mass Media	0.2%	1.1%	0.8%	1.9%	<b>0.8%</b>
Travel guides and magazines	1.7%	4.5%	1.6%	3.4%	<b>2.7%</b>
Travel Blogs or Forums	1.1%	2.5%	2.3%	5.7%	<b>2.4%</b>
Travel TV Channels	0.5%	0.8%	0.3%	0.9%	<b>0.6%</b>
Tour Operator or Travel Agency	20.6%	16.5%	29.3%	24.4%	<b>22.1%</b>
Public administrations or similar	0.6%	0.2%	0.2%	0.6%	<b>0.4%</b>
Others	1.9%	3.8%	1.7%	2.1%	<b>2.4%</b>

\* Multi-choice question

# TOURIST PROFILE BY MARKETS (2025)

## NORDICS

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

	Norway	Sweden	Denmark	Finland	TOTAL
<b>Flight</b>					
- Directly with the airline	46.2%	38.0%	23.7%	37.1%	<b>37.1%</b>
- Tour Operator or Travel Agency	53.8%	62.0%	76.3%	62.9%	<b>62.9%</b>
<b>Accommodation</b>					
- Directly with the accommodation	34.1%	28.7%	21.4%	29.9%	<b>28.7%</b>
- Tour Operator or Travel Agency	65.9%	71.3%	78.6%	70.1%	<b>71.3%</b>

### Where does the flight come from?

	Norway	Sweden	Denmark	Finland	TOTAL
Norway	93.9%	2.6%	1.3%	0.1%	<b>32.3%</b>
Denmark	3.7%	15.7%	90.1%	0.0%	<b>27.3%</b>
Sweden	0.5%	77.9%	0.3%	0.6%	<b>21.7%</b>
Finland	0.0%	0.7%	0.0%	95.1%	<b>14.6%</b>
Spanish Mainland	0.9%	1.3%	1.3%	1.9%	<b>1.3%</b>
Germany	0.2%	1.0%	3.3%	0.9%	<b>1.3%</b>
Others	0.8%	0.8%	3.7%	0.7%	<b>1.5%</b>

### Where do they stay?

	Norway	Sweden	Denmark	Finland	TOTAL
1-2-3* Hotel	12.7%	14.8%	17.9%	12.7%	<b>14.5%</b>
4* Hotel	18.9%	33.0%	33.2%	32.1%	<b>28.2%</b>
5* Hotel / 5* Luxury Hotel	4.6%	5.9%	3.5%	5.0%	<b>4.7%</b>
Aparthotel / Tourist Villa	32.4%	25.2%	28.1%	24.7%	<b>28.2%</b>
House/room rented in a private dwelling	14.6%	12.5%	9.6%	19.4%	<b>13.5%</b>
Private accommodation (1)	13.9%	6.8%	6.0%	5.0%	<b>8.7%</b>
Others (Cottage, cruise, camping,...)	3.0%	1.9%	1.7%	1.2%	<b>2.1%</b>

(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	57.2%	39.9%	40.5%	43.1%	<b>45.8%</b>
Bed and Breakfast	17.5%	17.6%	19.7%	24.7%	<b>19.2%</b>
Half board	5.9%	11.2%	12.6%	10.8%	<b>9.9%</b>
Full board	1.2%	2.4%	3.7%	10.0%	<b>3.6%</b>
All inclusive	18.2%	28.9%	23.5%	11.5%	<b>21.4%</b>

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

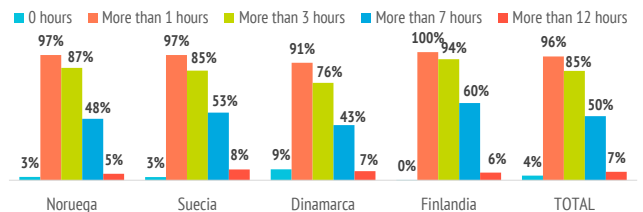
	Norway	Sweden	Denmark	Finland	TOTAL
One island	96.4%	96.2%	95.2%	96.1%	<b>96.0%</b>
Two islands	3.4%	3.6%	4.4%	3.5%	<b>3.7%</b>
Three or more islands	0.3%	0.3%	0.4%	0.4%	<b>0.3%</b>

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

	Norway	Sweden	Denmark	Finland	TOTAL
Repeat tourists	86.1%	78.6%	81.3%	83.1%	<b>82.4%</b>
At least 10 previous visits	40.2%	23.3%	26.5%	26.7%	<b>30.2%</b>
Repeat tourists (last 5 years)	81.2%	67.6%	75.0%	79.8%	<b>75.8%</b>
Repeat tourists (last 5 years) (5 or more vis	30.0%	17.5%	20.8%	20.8%	<b>23.0%</b>

### Activities in the Canary Islands

Outdoor time per day	Norway	Sweden	Denmark	Finland	TOTAL
0 hours	2.5%	2.5%	8.5%	0.3%	<b>3.6%</b>
1 - 2 hours	10.0%	12.2%	15.7%	5.5%	<b>11.3%</b>
3 - 6 hours	39.7%	32.6%	32.8%	34.1%	<b>35.2%</b>
7 - 12 hours	42.8%	44.2%	35.9%	54.2%	<b>43.3%</b>
More than 12 hours	5.0%	8.4%	7.1%	5.9%	<b>6.6%</b>
Outdoor time per day	6.8	7.2	6.2	7.6	<b>6.9</b>



Activities in the Canary Islands	Norway	Sweden	Denmark	Finland	TOTAL
Walk, wander	76.0%	78.3%	70.6%	87.5%	<b>77.1%</b>
Swimming pool, hotel facilities	60.5%	66.8%	62.2%	65.1%	<b>63.3%</b>
Beach	59.6%	69.1%	52.6%	69.6%	<b>62.1%</b>
Explore the island on their own	33.4%	36.2%	60.6%	53.6%	<b>43.8%</b>
Hiking	44.6%	15.1%	25.3%	16.8%	<b>27.6%</b>
Taste Canarian gastronomy	8.3%	21.2%	22.6%	30.0%	<b>18.6%</b>
Wineries / markets / popular festivals	14.4%	19.4%	7.1%	14.9%	<b>14.1%</b>
Nightlife / concerts / shows	17.1%	11.4%	9.5%	17.6%	<b>13.8%</b>
Organized excursions	8.8%	9.0%	12.0%	13.6%	<b>10.3%</b>
Running	10.3%	7.1%	10.5%	10.2%	<b>9.4%</b>
Swim	7.2%	7.0%	8.2%	18.6%	<b>9.1%</b>
Theme parks	8.3%	6.2%	7.5%	15.4%	<b>8.6%</b>
Beauty and health treatments	9.7%	5.0%	5.3%	10.2%	<b>7.4%</b>
Museums / exhibitions	5.2%	5.0%	7.7%	13.8%	<b>7.1%</b>
Sea excursions / whale watching	4.6%	7.2%	7.3%	6.9%	<b>6.3%</b>
Astronomical observation	1.9%	2.8%	4.8%	21.2%	<b>5.8%</b>
Other Nature Activities	4.0%	4.9%	6.5%	10.2%	<b>5.8%</b>
Practice other sports	3.0%	5.2%	7.7%	6.1%	<b>5.2%</b>
Cycling / Mountain bike	3.2%	1.0%	6.2%	1.6%	<b>3.1%</b>
Golf	3.0%	2.2%	2.5%	1.6%	<b>2.4%</b>
Scuba Diving	2.2%	1.0%	3.3%	2.7%	<b>2.2%</b>
Surf	1.2%	2.2%	2.6%	2.2%	<b>2.0%</b>
Windsurf / Kitesurf	0.4%	0.4%	1.4%	1.0%	<b>0.7%</b>

\* Multi-choise question

### Which island do they choose?

Tourists (≥ 16 year old)	Norway	Sweden	Denmark	Finland	TOTAL
Lanzarote	10,387	7,467	28,637	7,729	<b>54,221</b>
Fuerteventura	10,549	21,399	24,430	4,958	<b>61,336</b>
Gran Canaria	280,976	208,770	124,419	94,777	<b>708,943</b>
Tenerife	59,475	60,154	78,449	57,438	<b>255,516</b>
La Palma	50	182	6,084	37	<b>6,354</b>

Share by islands	Norway	Sweden	Denmark	Finland	TOTAL
Lanzarote	2.9%	2.5%	10.9%	4.7%	<b>5.0%</b>
Fuerteventura	2.9%	7.2%	9.3%	3.0%	<b>5.6%</b>
Gran Canaria	77.7%	70.1%	47.5%	57.5%	<b>65.3%</b>
Tenerife	16.5%	20.2%	29.9%	34.8%	<b>23.5%</b>
La Palma	0.0%	0.1%	2.3%	0.0%	<b>0.6%</b>

# TOURIST PROFILE BY MARKETS (2025)

## NORDICS



### Transport (Data Q4 2025)

What means of transport have they used during their stay in the Canary Islands?

	Norway	Sweden	Denmark	Finland	TOTAL
Rental vehicle	19.8%	30.3%	34.8%	35.2%	<b>28.7%</b>
Public transport	49.5%	33.9%	29.7%	43.4%	<b>39.9%</b>
Taxi / Private hire vehicle	53.8%	34.1%	31.5%	54.2%	<b>43.8%</b>
Organised excursions with transport	9.6%	9.0%	18.6%	10.9%	<b>11.5%</b>
Bicycle	3.3%	0.4%	3.6%	3.1%	<b>2.5%</b>
On foot	14.2%	30.7%	17.3%	15.8%	<b>19.8%</b>

\* Multi-choice question

What factors influenced their choice of transport?

	Norway	Sweden	Denmark	Finland	TOTAL
No other alternative	10.8%	12.2%	13.7%	7.6%	<b>11.2%</b>
Comfort and convenience	41.5%	58.3%	58.6%	53.8%	<b>52.0%</b>
Price	31.7%	33.3%	25.5%	41.8%	<b>32.8%</b>
Accessibility	44.9%	33.0%	32.5%	47.2%	<b>39.5%</b>
Environmental impact	3.9%	7.2%	5.4%	6.4%	<b>5.6%</b>
Safety	15.7%	12.6%	8.8%	14.4%	<b>13.2%</b>
Available travel time	10.4%	9.7%	8.1%	16.1%	<b>10.8%</b>
Punctuality	12.0%	5.6%	6.9%	8.4%	<b>8.5%</b>
Flexible timetable	15.1%	15.2%	16.1%	20.2%	<b>16.3%</b>

\* Multi-choice question

### Who are they?



	Norway	Sweden	Denmark	Finland	TOTAL
<b>Gender</b>					
Men	50.8%	48.6%	50.7%	46.6%	<b>49.5%</b>
Women	49.2%	51.4%	49.3%	53.4%	<b>50.5%</b>
<b>Age</b>					
Average age (tourist > 15 years old)	56.2	53.2	52.5	50.0	<b>53.5</b>
Standard deviation	17.5	17.0	16.9	17.1	<b>17.3</b>
<b>Age range (&gt; 15 years old)</b>					
16 - 24 years old	5.9%	7.3%	7.4%	8.9%	<b>7.1%</b>
25 - 30 years old	4.4%	5.1%	5.4%	6.5%	<b>5.2%</b>
31 - 45 years old	19.2%	22.3%	21.1%	27.3%	<b>21.8%</b>
46 - 60 years old	20.9%	24.9%	28.5%	21.6%	<b>23.9%</b>
Over 60 years old	49.5%	40.4%	37.5%	35.7%	<b>42.0%</b>
<b>Occupation</b>					
Salaried worker	48.1%	41.8%	54.0%	55.5%	<b>49.0%</b>
Self-employed	4.8%	7.2%	5.1%	4.5%	<b>5.5%</b>
Unemployed	0.2%	2.8%	1.4%	1.3%	<b>1.4%</b>
Business owner	4.9%	13.3%	7.6%	5.8%	<b>8.0%</b>
Student	2.1%	3.2%	2.5%	6.6%	<b>3.2%</b>
Retired	38.4%	31.0%	28.6%	25.7%	<b>32.1%</b>
Unpaid domestic work	0.2%	0.0%	0.0%	0.5%	<b>0.2%</b>
Others	1.2%	0.7%	0.7%	0.0%	<b>0.7%</b>
<b>Annual household income level</b>					
Less than €25,000	2.7%	6.9%	5.6%	7.0%	<b>5.2%</b>
€25,000 - €49,999	13.9%	30.5%	19.9%	32.2%	<b>22.7%</b>
€50,000 - €74,999	31.0%	30.2%	25.2%	30.8%	<b>29.4%</b>
More than €74,999	52.4%	32.4%	49.3%	30.0%	<b>42.8%</b>
<b>Education level</b>					
No studies	0.9%	1.6%	1.5%	0.5%	<b>1.2%</b>
Primary education	3.3%	5.2%	4.4%	3.2%	<b>4.1%</b>
Secondary education	27.6%	28.2%	12.7%	36.6%	<b>25.5%</b>
Higher education	68.2%	65.0%	81.4%	59.6%	<b>69.2%</b>

Source: Tourist Expenditure Survey (EGT, ISTAC).

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.

Did you experience any difficulties with transport during their stay in the Canary Islands?

	Norway	Sweden	Denmark	Finland	TOTAL
Yes	7.5%	4.7%	5.8%	8.6%	<b>6.6%</b>
- Infrequent service	0.9%	0.8%	1.7%	1.1%	<b>1.1%</b>
- Confusing or insufficient info.	2.7%	2.3%	2.8%	3.0%	<b>2.7%</b>
- Accessibility barriers	0.2%	0.4%	0.1%	0.0%	<b>0.2%</b>
- Delays or cancellations	5.0%	1.5%	1.2%	2.7%	<b>2.8%</b>
- High fares	0.0%	0.4%	1.0%	1.4%	<b>0.6%</b>
- Difficulties booking systems	1.5%	0.6%	1.9%	0.6%	<b>1.1%</b>
- Poor connections	0.0%	0.2%	0.5%	0.0%	<b>0.1%</b>
- Others	0.3%	0.2%	0.5%	2.2%	<b>0.7%</b>
No	92.5%	95.3%	94.2%	91.4%	<b>93.4%</b>

\* The breakdown of the response 'Yes, they have had difficulties with transport during their stay in the Canary Islands'

corresponds to a multi-response question. Percentages are calculated based on the total number of tourists.

### How do they rate the Canary Islands?



Satisfaction (scale 0-10)	Norway	Sweden	Denmark	Finland	TOTAL
Average rating	8.58	8.60	8.71	8.69	<b>8.64</b>
<b>Experience in the Canary Islands</b>					
Worse or much worse than expected	1.6%	3.1%	2.8%	1.9%	<b>2.4%</b>
Lived up to expectations	66.0%	53.3%	60.2%	60.5%	<b>60.3%</b>
Better or much better than expected	32.4%	43.6%	37.0%	37.6%	<b>37.3%</b>
<b>Future intentions (scale 0-10)</b>					
Return to the Canary Islands	8.90	8.55	8.94	8.67	<b>8.78</b>
Recommend visiting the Canary Islands	8.89	8.83	9.03	8.79	<b>8.89</b>

### Who do they come with?



	Norway	Sweden	Denmark	Finland	TOTAL
Unaccompanied	11.9%	9.6%	6.9%	8.9%	<b>9.6%</b>
Only with partner	47.8%	43.4%	50.3%	50.6%	<b>47.6%</b>
Only with children (< 13 years old)	2.4%	5.2%	3.7%	8.9%	<b>4.5%</b>
Partner + children (< 13 years old)	5.2%	7.7%	6.0%	4.0%	<b>5.9%</b>
Other relatives	8.1%	6.2%	9.2%	4.5%	<b>7.3%</b>
Friends	7.9%	7.1%	7.3%	7.4%	<b>7.5%</b>
Work colleagues	0.1%	0.4%	0.2%	0.2%	<b>0.2%</b>
Organized trip	0.2%	0.3%	0.3%	0.0%	<b>0.2%</b>
Other combinations (2)	16.5%	20.1%	16.2%	15.6%	<b>17.3%</b>
<i>(2) Combination of some of the groups previously analyzed</i>					
<b>Tourists with children</b>					
- Between 0 and 2 years old	1.1%	0.8%	0.8%	1.9%	<b>1.1%</b>
- Between 3 and 12 years old	12.4%	17.4%	13.6%	16.6%	<b>14.7%</b>
- Between 0 - 2 and 3-12 years old	0.7%	2.0%	2.5%	1.1%	<b>1.6%</b>
<b>Tourists without children</b>	<b>85.7%</b>	<b>79.8%</b>	<b>83.1%</b>	<b>80.4%</b>	<b>82.6%</b>
<b>Group composition:</b>					
- 1 person	15.2%	13.1%	8.2%	10.3%	<b>12.2%</b>
- 2 people	56.9%	51.0%	59.6%	59.0%	<b>56.2%</b>
- 3 people	9.0%	10.0%	9.3%	8.2%	<b>9.2%</b>
- 4 or 5 people	14.6%	18.8%	17.3%	15.9%	<b>16.6%</b>
- 6 or more people	4.3%	7.1%	5.7%	6.6%	<b>5.8%</b>
<b>Average group size:</b>	<b>2.52</b>	<b>2.78</b>	<b>2.78</b>	<b>2.75</b>	<b>2.69</b>

\* People who share the main expenses of the trip