

# Profile of norwegian tourist visiting Canary Islands

## 2015



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



	Norway	All markets
Tourist arrivals (> 16 years old)	407,410	12,310,044
Average daily expenditure (€)	133.80	133.60
. in their place of residence	86.84	95.33
. in the Canary Islands	46.96	38.27
Average length of stay	11.66	9.46
Turnover per tourist (€)	1,301	1,125
Total turnover (> 16 years old) (€m)	530	13,854
Share of total turnover	3.8%	100%
Share of total tourist	3.3%	100%

#### Expenditure in the Canary Islands per tourist and trip (€)

	Norway	All markets
<b>Accommodation (*)</b> :	50.08	44.10
- Accommodation	43.70	37.76
- Additional accommodation expenses	6.38	6.33
<b>Transport:</b>	32.78	27.41
- Public transport	6.55	4.99
- Taxi	16.74	7.42
- Car rental	9.48	14.99
<b>Food and drink:</b>	303.40	153.13
- Food purchases at supermarkets	140.94	68.64
- Restaurants	162.46	84.49
<b>Souvenirs:</b>	52.51	55.15
<b>Leisure:</b>	27.55	36.28
- Organized excursions	6.63	14.63
- Leisure, amusement	4.37	5.23
- Trip to other islands	1.13	1.51
- Sporting activities	6.44	5.38
- Cultural activities	1.87	2.18
- Discos and disco-pubs	7.11	7.34
<b>Others:</b>	20.38	15.71
- Wellness	3.26	2.97
- Medical expenses	1.72	1.46
- Other expenses	15.40	11.28

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



	Norway	All markets
The same day they leave	0.4%	0.6%
Between 2 and 7 days	8.3%	7.3%
Between 8 and 15 days	9.6%	8.9%
Between 16 and 30 days	15.1%	15.4%
Between 31 and 90 days	36.0%	33.9%
More than 90 days	30.7%	33.8%

### What do they book at their place of residence?



	Norway	All markets
Flight only	17.8%	11.1%
Flight and accommodation (room only)	43.4%	25.5%
Flight and accommodation (B&B)	13.1%	7.6%
Flight and accommodation (half board)	6.4%	18.3%
Flight and accommodation (full board)	3.2%	4.4%
Flight and accommodation (all inclusive)	16.1%	33.2%
<b>% Tourists using low-cost airlines</b>	40.9%	47.1%
<b>Other expenses in their place of residence:</b>		
- Car rental	2.9%	11.5%
- Sporting activities	1.8%	5.4%
- Excursions	1.8%	5.7%
- Combined trip to other islands	1.0%	2.0%

### How do they book?



	Norway	All markets
<b>Accommodation booking</b>		
<b>Tour Operator</b>	56.0%	42.8%
- Tour Operator's website	94.0%	78.8%
<b>Accommodation</b>	14.4%	14.0%
- Accommodation's website	64.7%	81.9%
<b>Travel agency (High street)</b>	6.3%	19.8%
<b>Online Travel Agency (OTA)</b>	10.1%	15.4%
<b>No need to book accommodation</b>	13.1%	8.0%

#### Flight booking

	Norway	All markets
<b>Tour Operator</b>	57.4%	45.5%
- Tour Operator's website	93.6%	77.7%
<b>Airline</b>	28.6%	24.9%
- Airline's website	96.7%	96.2%
<b>Travel agency (High street)</b>	6.7%	18.6%
<b>Online Travel Agency (OTA)</b>	7.3%	11.0%

### Where do they stay?



	Norway	All markets
5* Hotel	5.1%	6.8%
4* Hotel	21.9%	37.7%
1-2-3* Hotel	15.1%	15.0%
Apartment	45.2%	30.3%
Property (privately-owned, friends, family)	9.6%	7.0%
Others	3.2%	3.2%

### How are they?



	Norway	All markets
<b>Gender</b>		
Percentage of men	54.7%	49.8%
Percentage of women	45.3%	50.2%

#### Age

	Norway	All markets
Average age (tourists > 16 years old)	49.1	44.5
Standard deviation	16.9	14.9

#### Age range

	Norway	All markets
16-24 years old	10.8%	8.8%
25-30 years old	7.0%	13.1%
31-45 years old	24.3%	32.8%
46-60 years old	27.4%	28.4%
Over 60 years old	30.6%	17.0%

#### Occupation

	Norway	All markets
Business owner or self-employed	15.3%	23.7%
Upper/Middle management employee	33.9%	37.1%
Auxiliary level employee	19.3%	16.6%
Students	8.6%	5.6%
Retired	20.5%	14.5%
Unemployed / unpaid dom. work	2.4%	2.5%

#### Annual household income level

	Norway	All markets
€12,000 - €24,000	6.3%	18.3%
€24,001 - €36,000	7.4%	18.9%
€36,001 - €48,000	14.4%	16.9%
€48,001 - €60,000	19.9%	14.6%
€60,001 - €72,000	13.0%	9.2%
€72,001 - €84,000	10.8%	6.1%
More than €84,000	28.1%	16.0%

(\*) Bear in mind that 82% of norwegian tourists pay the accommodation before travelling.

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### Which island do they choose?



Tourists (> 16 years old)	Norway	All markets
- Lanzarote	22,062	2,242,245
- Fuerteventura	7,060	1,806,014
- Gran Canaria	292,579	3,447,259
- Tenerife	82,519	4,518,215
- La Palma	1,239	167,100

Share (%)	Norway	All markets
- Lanzarote	5.4%	18.4%
- Fuerteventura	1.7%	14.8%
- Gran Canaria	72.2%	28.3%
- Tenerife	20.4%	37.1%
- La Palma	0.3%	1.4%

### Who do they come with?



	Norway	All markets
Unaccompanied	11.5%	9.8%
Only with partner	46.3%	48.0%
Only with children (under the age of 13)	1.1%	1.4%
Partner + children (under the age of 13)	9.5%	11.8%
Other relatives	6.6%	6.4%
Friends	7.6%	6.1%
Work colleagues	0.3%	0.4%

### Why do they choose the Canary Islands?



Aspects influencing the choice	Norway	All markets
Climate/sun	94.0%	89.3%
Tranquility/rest/relaxation	53.2%	37.9%
Beaches	38.1%	33.6%
Price	10.8%	14.1%
Security	9.2%	7.5%
Scenery	9.0%	22.6%
Suitable destination for children	8.7%	7.7%
Visiting new places	8.1%	14.1%
Active tourism	7.8%	5.2%
Ease of travel	4.5%	8.3%
Shopping	3.1%	3.0%
Nightlife/fun	2.2%	4.3%
Health-related tourism	2.2%	0.6%
Quality of the environment	2.1%	6.4%
Culture	1.7%	2.7%
Golf	1.4%	1.1%

### How do they value the destination?



Impression of their stay	Norway	All markets
Good or very good (% tourists)	88.3%	93.3%
Average rating (scale 1-10)	8.57	8.84

### How many are loyal to the destination?

Percentage of repeat tourists	Norway	All markets
Repeat tourists	90.7%	76.4%
In love (more than 10 visits)	28.6%	16.7%

### Where does the flight come from?



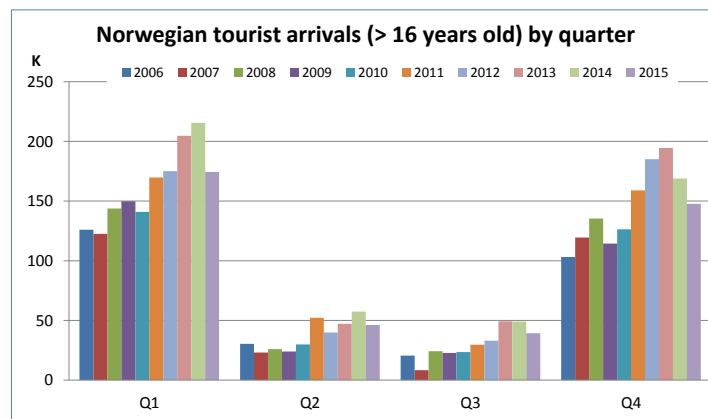
Ten main origin countries	Norway	All markets
Norway	391,210	410,416
United Kingdom	3,739	3,848,961
Spain	3,368	1,897,955
Sweden	2,651	500,342
Denmark	2,430	290,123
Others	1,156	214,665
Germany	1,043	2,561,891
Poland	641	183,396
Netherlands	586	386,532
Switzerland	458	243,535

### What did motivate them to come?



Aspects motivating the choice	Norway	All markets
Previous visits to the Canary Islands	81.3%	64.1%
Recommendation by friends or relatives	26.9%	34.7%
The Canary Islands television channel	0.1%	0.4%
Other television or radio channels	0.5%	0.7%
Information in the press/magazines/books	2.6%	3.7%
Attendance at a tourism fair	0.0%	0.5%
Tour Operator's brochure or catalogue	4.7%	8.2%
Recommendation by Travel Agency	2.8%	9.5%
Information obtained via the Internet	26.4%	25.6%
Senior Tourism programme	0.1%	0.3%
Others	7.1%	6.7%

\* Multi-choice question



Source: ISTAC (Encuesta sobre el Gasto Turístico).

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