

Tourist profile by country of residence (2015)

Canary Islands: Nordics



How many they are and how much do they spend?



	Norway	Sweden	Denmark	Finland	Nordics
Tourist arrivals (> 16 years old)	407,410	550,792	269,694	213,111	1,441,007
Average daily expenditure (€)	133.80	134.32	137.93	136.44	135.16
. in their place of residence	86.84	99.32	101.33	96.48	95.75
. in the Canary Islands	46.96	35.00	36.60	39.96	39.41
Average length of stay	11.66	9.43	8.42	10.88	10.09
Turnover per tourist (€)	1,301	1,161	1,107	1,256	1,204
Total turnover (> 16 years old) (€m)	530	639	298	268	1,735
Share of nordic turnover	30.5%	36.8%	17.2%	15.4%	100.0%
Share of nordic tourist	28.3%	38.2%	18.7%	14.8%	100.0%
Expenditure in the Canary Islands per tourist and trip (€)					
Accommodation (*) :	50.08	32.86	35.33	60.45	42.27
- Accommodation	43.70	29.52	31.41	55.35	37.70
- Additional accommodation expenses	6.38	3.34	3.92	5.10	4.57
Transport:	32.78	19.32	20.30	25.84	24.27
- Public transport	6.55	4.80	3.41	5.41	5.13
- Taxi	16.74	7.78	5.52	10.12	10.24
- Car rental	9.48	6.73	11.37	10.31	8.91
Food and drink:	303.40	192.71	171.04	200.39	221.09
- Food purchases at supermarkets	140.94	89.70	83.24	96.73	104.02
- Restaurants	162.46	103.01	87.80	103.66	117.07
Souvenirs:	52.51	41.88	49.87	74.05	51.14
Leisure:	27.55	19.96	24.28	32.19	24.72
- Organized excursions	6.63	7.07	9.25	10.44	7.85
- Leisure, amusement	4.37	3.19	3.19	8.00	4.24
- Trip to other islands	1.13	0.64	0.70	1.04	0.85
- Sporting activities	6.44	4.35	4.43	5.46	5.12
- Cultural activities	1.87	1.89	2.69	0.86	1.88
- Discos and disco-pubs	7.11	2.80	4.01	6.38	4.77
Others:	20.38	18.31	5.99	13.13	15.82
- Wellness	3.26	2.04	1.10	3.41	2.41
- Medical expenses	1.72	0.66	0.37	1.03	0.96
- Other expenses	15.40	15.61	4.53	8.70	12.45

How far in advance do they book their trip?



	Norway	Sweden	Denmark	Finland	Nordics
The same day they leave	0.4%	0.6%	0.0%	0.5%	0.4%
Between 2 and 7 days	8.3%	7.0%	7.0%	4.6%	7.0%
Between 8 and 15 days	9.6%	6.2%	8.7%	6.3%	7.6%
Between 16 and 30 days	15.1%	14.4%	14.6%	13.9%	14.6%
Between 31 and 90 days	36.0%	38.1%	37.3%	37.6%	37.3%
More than 90 days	30.7%	33.7%	32.4%	37.2%	33.1%

What do they book at their place of residence?



	Norway	Sweden	Denmark	Finland	Nordics
Flight only	17.8%	6.4%	4.7%	8.7%	9.6%
Flight and accommodation (room only)	43.4%	31.2%	37.9%	36.6%	36.6%
Flight and accommodation (B&B)	13.1%	16.4%	11.5%	18.4%	14.9%
Flight and accommodation (half board)	6.4%	12.0%	7.9%	14.0%	10.0%
Flight and accommodation (full board)	3.2%	2.9%	3.2%	2.7%	3.0%
Flight and accommodation (all inclusive)	16.1%	31.0%	34.8%	19.6%	25.9%
% Tourists using low-cost airlines	40.9%	16.4%	29.6%	20.5%	26.1%
Other expenses in their place of residence:					
- Car rental	2.9%	5.1%	10.7%	3.3%	5.3%
- Sporting activities	1.8%	2.9%	9.7%	3.5%	4.0%
- Excursions	1.8%	1.8%	4.8%	3.5%	2.6%
- Combined trip to other islands	1.0%	0.3%	0.3%	0.4%	0.5%

(*) Bear in mind that 90% of nordic tourists pay the accommodation before travelling.

How do they book?



	Norway	Sweden	Denmark	Finland	Nordics
Accommodation booking					
Tour Operator	56.0%	76.8%	77.3%	74.9%	71.1%
- Tour Operator's website	94.0%	85.4%	87.0%	90.0%	88.2%
Accommodation	14.4%	7.3%	5.9%	6.1%	8.7%
- Accommodation's website	64.7%	81.6%	83.5%	89.2%	75.3%
Travel agency (High street)	6.3%	5.3%	2.7%	4.8%	5.0%
Online Travel Agency (OTA)	10.1%	5.7%	11.3%	8.9%	8.4%
No need to book accommodation	13.1%	4.9%	2.8%	5.3%	6.8%

	Norway	Sweden	Denmark	Finland	Nordics
Flight booking					
Tour Operator	57.4%	78.8%	79.2%	75.0%	72.4%
- Tour Operator's website	93.6%	85.5%	88.6%	89.9%	88.5%
Airline	28.6%	10.9%	9.5%	12.5%	15.8%
- Airline's website	96.7%	95.7%	92.6%	97.0%	96.0%
Travel agency (High street)	6.7%	5.6%	3.4%	4.5%	5.3%
Online Travel Agency (OTA)	7.3%	4.7%	7.8%	8.0%	6.5%

Where do they stay?



	Norway	Sweden	Denmark	Finland	Nordics
5* Hotel	5.1%	4.4%	1.7%	4.5%	4.1%
4* Hotel	21.9%	31.6%	27.2%	25.8%	27.2%
1-2-3* Hotel	15.1%	17.5%	26.0%	17.8%	18.4%
Apartment	45.2%	41.5%	43.0%	48.4%	43.9%
Property (privately-owned, friends, family)	9.6%	3.5%	2.1%	3.1%	4.9%
Others	3.2%	1.5%	0.1%	0.5%	1.6%

How are they?



	Norway	Sweden	Denmark	Finland	Nordics
Gender					
Percentage of men	54.7%	47.8%	53.6%	46.7%	50.7%
Percentage of women	45.3%	52.2%	46.4%	53.3%	49.3%
Age					
Average age (tourists > 16 years old)	49.1	49.4	46.0	46.9	48.3
Standard deviation	16.9	15.8	14.3	14.9	15.7
Age range					
16-24 years old	10.8%	6.8%	8.6%	9.8%	8.7%
25-30 years old	7.0%	8.6%	8.9%	5.0%	7.7%
31-45 years old	24.3%	26.6%	32.5%	33.3%	28.1%
46-60 years old	27.4%	28.9%	31.8%	30.0%	29.2%
Over 60 years old	30.6%	29.1%	18.2%	22.0%	26.4%
Occupation					
Business owner or self-employed	15.3%	13.3%	20.7%	11.6%	15.0%
Upper/Middle management employee	33.9%	36.8%	42.3%	33.7%	36.6%
Auxiliary level employee	19.3%	23.7%	13.5%	28.1%	21.2%
Students	8.6%	4.8%	8.6%	6.4%	6.8%
Retired	20.5%	20.3%	14.1%	17.6%	18.7%
Unemployed / unpaid dom. work	2.4%	1.1%	0.9%	2.7%	1.7%
Annual household income level					
€12,000 - €24,000	6.3%	11.0%	5.4%	10.9%	8.7%
€24,001 - €36,000	7.4%	17.3%	6.7%	15.1%	12.4%
€36,001 - €48,000	14.4%	19.4%	11.7%	17.0%	16.3%
€48,001 - €60,000	19.9%	16.6%	14.9%	16.5%	17.2%
€60,001 - €72,000	13.0%	12.7%	13.3%	10.2%	12.5%
€72,001 - €84,000	10.8%	9.6%	10.6%	10.6%	10.3%
More than €84,000	28.1%	13.4%	37.4%	19.6%	22.6%

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Canary Islands: Nordics



Which island do they choose?



Tourists (> 16 years old)	Norway	Sweden	Denmark	Finland	Nordics	Share (%)	Norway	Sweden	Denmark	Finland	Nordics
- Lanzarote	22,062	39,157	30,494	11,110	102,822	- Lanzarote	5.4%	7.1%	11.3%	5.3%	7.2%
- Fuerteventura	7,060	45,664	24,639	10,502	87,865	- Fuerteventura	1.7%	8.3%	9.2%	5.0%	6.1%
- Gran Canaria	292,579	337,023	129,564	106,628	865,795	- Gran Canaria	72.2%	61.4%	48.2%	50.6%	60.4%
- Tenerife	82,519	126,158	83,768	81,786	374,230	- Tenerife	20.4%	23.0%	31.1%	38.8%	26.1%
- La Palma	1,239	1,068	493	781	3,581	- La Palma	0.3%	0.2%	0.2%	0.4%	0.2%

Who do they come with?



	Norway	Sweden	Denmark	Finland	Nordics
Unaccompanied	11.5%	6.7%	7.5%	8.5%	8.5%
Only with partner	46.3%	47.1%	36.5%	41.8%	44.1%
Only with children (under the age of 13)	1.1%	1.3%	1.3%	0.9%	1.2%
Partner + children (under the age of 13)	9.5%	11.3%	16.9%	18.2%	12.8%
Other relatives	6.6%	8.8%	6.7%	4.7%	7.2%
Friends	7.6%	5.9%	4.2%	7.2%	6.2%
Work colleagues	0.3%	0.4%	0.2%	0.0%	0.3%

How do they value the destination?



Impression of their stay	Norway	Sweden	Denmark	Finland	Nordics
Good or very good (% tourists)	88.3%	90.5%	92.1%	91.3%	90.3%
Average rating (scale 1-10)	8.57	8.72	8.72	8.51	8.64

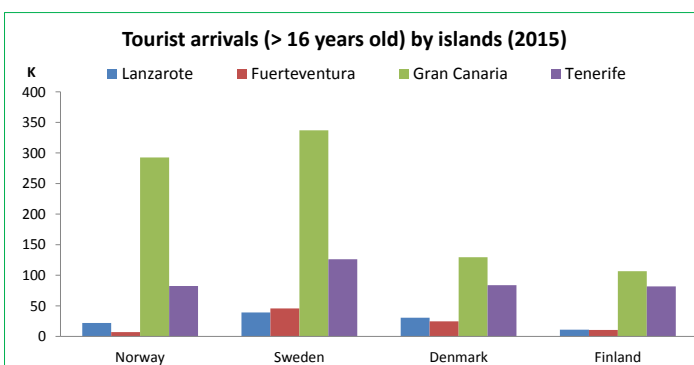
How many are loyal to the destination?

Percentage of repeat tourists	Norway	Sweden	Denmark	Finland	Nordics
Repeat tourists	90.7%	85.7%	82.6%	85.8%	86.6%
In love (more than 10 visits)	28.6%	17.5%	16.8%	16.9%	20.4%

Where does the flight come from?



Ten main source markets	Norway	Sweden	Denmark	Finland	Nordics
Sweden	0.7%	89.1%	0.3%	2.4%	34.6%
Norway	96.0%	1.9%	0.8%	0.5%	28.1%
Denmark	0.6%	7.5%	90.0%	0.9%	20.0%
Finland	0.0%	0.0%	0.0%	93.4%	13.8%
Germany	0.3%	0.2%	7.3%	0.1%	1.5%
United Kingdom	0.9%	0.4%	0.7%	0.7%	0.7%
Spain	0.8%	0.4%	0.5%	1.1%	0.7%
Others	0.3%	0.2%	0.1%	0.3%	0.2%
Netherlands	0.1%	0.1%	0.2%	0.3%	0.1%
Poland	0.2%	0.1%	0.0%	0.0%	0.1%



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.

Why do they choose the Canary Islands?



Aspects influencing the choice	Norway	Sweden	Denmark	Finland	Nordics
Climate/sun	94.0%	94.5%	95.1%	92.6%	94.2%
Tranquillity/rest/relaxation	53.2%	56.9%	51.0%	30.5%	50.8%
Beaches	38.1%	33.7%	22.9%	34.4%	33.0%
Price	10.8%	13.1%	18.4%	15.7%	13.8%
Suitable destination for children	8.7%	12.6%	14.1%	16.9%	12.4%
Scenery	9.0%	8.3%	17.2%	19.1%	11.8%
Visiting new places	8.1%	11.2%	6.0%	11.0%	9.3%
Security	9.2%	7.3%	8.7%	15.0%	9.2%
Active tourism	7.8%	5.2%	7.4%	6.0%	6.4%
Ease of travel	4.5%	5.1%	2.8%	12.1%	5.5%
Shopping	3.1%	3.4%	2.4%	6.7%	3.6%
Quality of the environment	2.1%	4.3%	2.1%	4.5%	3.3%
Nightlife/fun	2.2%	3.2%	2.7%	5.4%	3.1%
Golf	1.4%	2.8%	1.1%	1.6%	1.9%
Culture	1.7%	1.8%	2.9%	0.8%	1.8%
Health-related tourism	2.2%	1.1%	1.7%	0.6%	1.4%

* Multi-choice question

What did motivate them to come?



Aspects motivating the choice	Norway	Sweden	Denmark	Finland	Nordics
Previous visits to the Canary Islands	81.3%	76.2%	70.6%	75.1%	76.4%
Recommendation by friends or relatives	26.9%	29.2%	27.3%	31.3%	28.5%
The Canary Islands television channel	0.1%	0.1%	0.4%	0.0%	0.1%
Other television or radio channels	0.5%	0.1%	0.3%	0.7%	0.3%
Information in the press/magazines/books	2.6%	3.0%	1.7%	3.2%	2.7%
Attendance at a tourism fair	0.0%	0.2%	0.7%	0.7%	0.3%
Tour Operator's brochure or catalogue	4.7%	10.5%	8.8%	9.3%	8.4%
Recommendation by Travel Agency	2.8%	5.2%	3.5%	3.1%	3.9%
Information obtained via the Internet	26.4%	29.3%	32.0%	41.3%	30.8%
Senior Tourism programme	0.1%	0.0%	0.3%	0.0%	0.1%
Others	7.1%	6.1%	4.9%	6.7%	6.2%

* Multi-choice question

