

PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2021)

NORWAY



How many are they and how much do they spend?



	Norway	All markets
TOURISTS		
Tourist arrivals (FRONTUR)	88,635	6,697,165
Tourist arrivals > 15 years old (EGT)	79,256	5,827,892
- book holiday package	46,844	2,549,012
- do not book holiday package	32,412	3,278,880
- % tourists who book holiday package	59.1%	43.7%
Share of total tourist	1.3%	100%

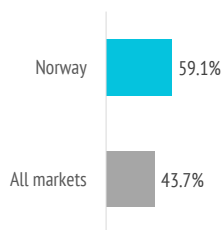
RANKING POSITION
BY NUMBER OF
TOURISTS

13th

RANKING POSITION BY
TURNOVER

13th

% HOLIDAY PACKAGE



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87% of Norwegians travel to Gran Canaria.

Expenditure per tourist (€)	1,590	1,206
- book holiday package	1,676	1,415
- holiday package	1,256	1,135
- others	420	280
- do not book holiday package	1,467	1,044
- flight	454	248
- accommodation	316	369
- others	697	427
Average length of stay	12.15	9.54
- book holiday package	9.12	8.59
- do not book holiday package	16.52	10.28
Average daily expenditure (€)	170.8	144.0
- book holiday package	199.6	172.8
- do not book holiday package	129.1	121.6
Total turnover (> 15 years old) (€m)	126	7,028
- book holiday package	79	3,606
- do not book holiday package	48	3,422

Where did they spend their main holiday last year?*

	Norway	All markets
Didn't have holiday	68.3%	35.7%
Canary Islands	17.7%	17.6%
Other destination	14.0%	46.8%

What other destinations do they consider for this trip?*

	Norway	All markets
None	50.8%	29.4%
Canary Islands (other island)	23.3%	25.4%
Other destination	25.9%	45.1%

*Percentage of valid answers

Source: Encuesta sobre el Gasto Turístico (ISTAC).

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

Importance of each factor in the destination choice



	Norway	All markets
Climate	87.7%	76.0%
Safety	45.1%	49.0%
Sea	44.7%	52.0%
Beaches	44.0%	44.6%
Effortless trip	39.4%	34.9%
European belonging	36.7%	40.2%
Accommodation supply	35.5%	37.8%
Tranquility	33.9%	48.5%
Price	28.2%	32.4%
Environment	22.3%	34.7%
Gastronomy	19.1%	27.9%
Fun possibilities	17.6%	22.4%
Hiking trail network	17.2%	12.1%
Landscapes	14.8%	39.1%
Nightlife	11.8%	8.4%
Authenticity	11.2%	24.4%
Shopping	9.7%	8.8%
Exoticism	7.8%	14.5%
Culture	7.6%	8.7%
Historical heritage	6.6%	9.1%

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.

% TOURISTS WHO CHOOSE CLIMATE

NORWAY
87.7%



ALL MARKETS
76.0%

What is the main motivation for their holidays?



	Norway	All markets
Rest	72.4%	50.7%
Enjoy family time	16.8%	14.0%
Have fun	5.2%	7.3%
Explore the destination	1.8%	23.3%
Practice their hobbies	2.1%	2.6%
Other reasons	1.6%	2.1%

REST



Norway



All markets



How far in advance do they book their trip?



	Norway	All markets
The same day	1.1%	1.0%
Between 1 and 30 days	32.9%	42.5%
Between 1 and 2 months	30.3%	26.7%
Between 3 and 6 months	21.8%	18.7%
More than 6 months	13.9%	11.1%

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NORWAY



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

	Norway	All markets
Previous visits to the Canary Islands	64.6%	45.7%
Friends or relatives	28.6%	30.9%
Internet or social media	41.5%	53.5%
Mass Media	1.3%	2.3%
Travel guides and magazines	2.1%	7.0%
Travel Blogs or Forums	0.7%	8.4%
Travel TV Channels	0.0%	0.5%
Tour Operator or Travel Agency	18.8%	19.4%
Public administrations or similar	0.9%	1.9%
Others	1.2%	2.9%

* Multi-choise question

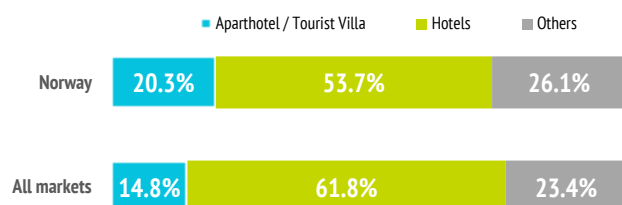
With whom did they book their flight and accommodation?

	Norway	All markets
Flight		
- Directly with the airline	38.4%	52.8%
- Tour Operator or Travel Agency	61.6%	47.2%
Accommodation		
- Directly with the accommodation	26.2%	39.9%
- Tour Operator or Travel Agency	73.8%	60.1%

Where do they stay?

	Norway	All markets
1-2-3* Hotel	19.7%	11.5%
4* Hotel	28.6%	39.4%
5* Hotel / 5* Luxury Hotel	5.3%	10.9%
Aparthotel / Tourist Villa	20.3%	14.8%
House/room rented in a private dwelling	10.3%	6.9%
Private accommodation (1)	11.1%	9.9%
Others (Cottage, cruise, camping,...)	4.7%	6.6%

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



What do they book?

	Norway	All markets
Room only	47.0%	28.1%
Bed and Breakfast	26.2%	15.3%
Half board	7.4%	19.5%
Full board	1.6%	3.2%
All inclusive	17.9%	33.8%

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47% of Norwegians book room only.
 (Canary Islands: 28.1%)

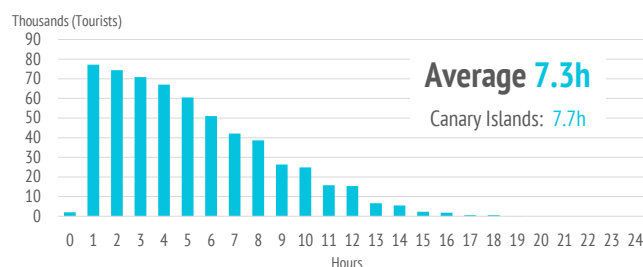
Other expenses

	Norway	All markets
Restaurants or cafes	74.2%	66.9%
Supermarkets	68.8%	55.6%
Car rental	16.6%	37.3%
Organized excursions	8.1%	23.7%
Taxi, transfer, chauffeur service	67.0%	46.0%
Theme Parks	6.2%	8.6%
Sport activities	7.8%	9.3%
Museums	2.2%	4.7%
Flights between islands	2.1%	6.3%

Activities in the Canary Islands

Outdoor time per day	Norway	All markets
0 hours	2.6%	2.4%
1 - 2 hours	8.0%	10.0%
3 - 6 hours	36.2%	30.1%
7 - 12 hours	44.8%	47.1%
More than 12 hours	8.3%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Norway	All markets
Beach	65.7%	75.1%
Walk, wander	78.2%	72.2%
Swimming pool, hotel facilities	56.9%	57.5%
Explore the island on their own	32.7%	52.5%
Swim	37.0%	38.8%
Taste Canarian gastronomy	4.9%	30.2%
Hiking	38.5%	22.5%
Organized excursions	6.0%	16.0%
Sea excursions / whale watching	5.6%	13.5%
Nightlife / concerts / shows	16.0%	12.3%
Theme parks	9.0%	12.2%
Museums / exhibitions	4.3%	10.7%
Wineries / markets / popular festivals	6.5%	10.0%
Other Nature Activities	3.2%	9.5%
Running	10.0%	7.6%
Practice other sports	6.4%	5.9%
Beauty and health treatments	8.0%	5.6%
Surf	2.1%	4.8%
Astronomical observation	1.8%	4.2%
Cycling / Mountain bike	3.4%	4.2%
Scuba Diving	1.9%	4.2%
Golf	4.7%	2.3%
Windsurf / Kitesurf	1.2%	1.5%

* Multi-choise question

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NORWAY



Which island do they choose?

Tourists (> 15 years old)	Norway	All markets
Lanzarote	396	963,331
Fuerteventura	271	843,805
Gran Canaria	68,930	1,545,237
Tenerife	9,516	2,320,313
La Palma	142	102,576

How many islands do they visit during their trip?

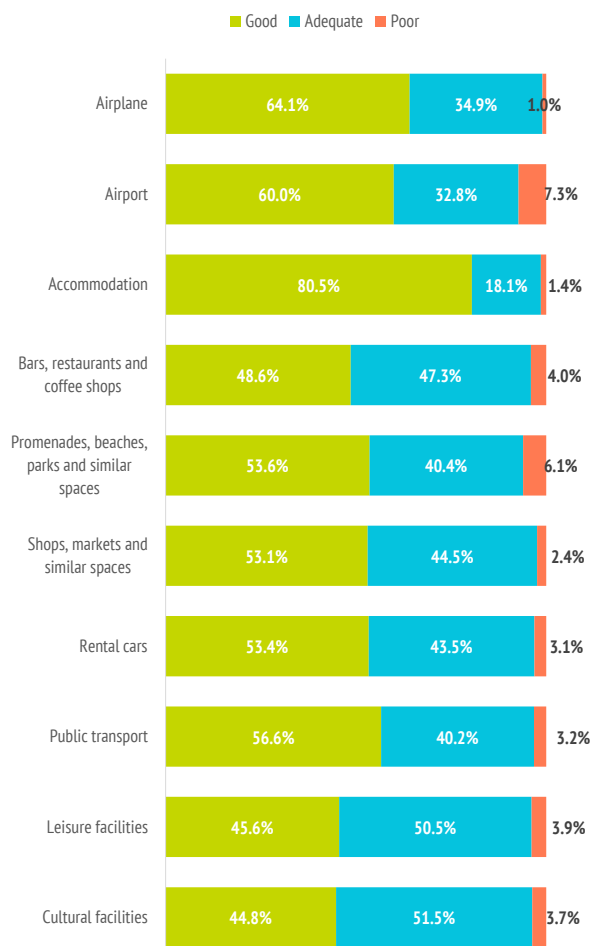
	Norway	All markets
One island	97.0%	90.9%
Two islands	3.0%	7.8%
Three or more islands	0.0%	1.3%

Health safety

Planning the trip: Importance	Norway	All markets
Average rating (scale 0-10)	8.11	7.99

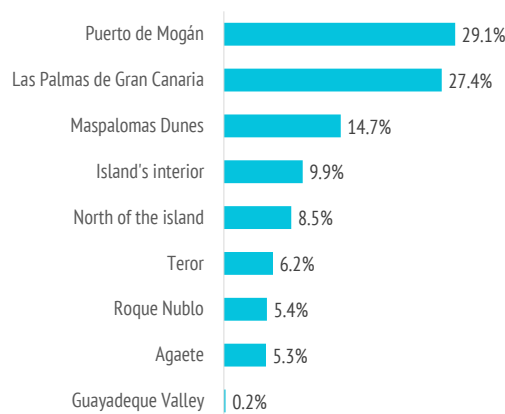
During the stay: Rate	Norway	All markets
Average rating (scale 0-10)	8.43	8.42

HEALTH SAFETY MEASURES (RATE)



Share by islands	Norway	All markets
Lanzarote	0.5%	16.7%
Fuerteventura	0.3%	14.6%
Gran Canaria	87.0%	26.8%
Tenerife	12.0%	40.2%
La Palma	0.2%	1.8%

MOST VISITED PLACES IN GRAN CANARIA



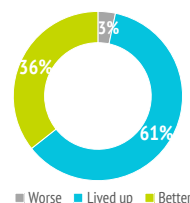
The data refers to % of tourists on each island who have visited the place.

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Norway	All markets
Average rating	8.71	8.86

Experience in the Canary Islands	Norway	All markets
Worse or much worse than expected	3.3%	2.7%
Lived up to expectations	61.0%	51.4%
Better or much better than expected	35.6%	45.9%

Future intentions (scale 1-10)	Norway	All markets
Return to the Canary Islands	9.00	8.86
Recommend visiting the Canary Island	8.91	9.10



Experience in the Canary Islands



9.00/10

Return to the Canary Islands



8.91/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Norway	All markets
Repeat tourists	85.9%	68.0%
Repeat tourists (last 5 years)	78.3%	61.9%
Repeat tourists (last 5 years) (5 or more)	24.4%	15.0%
At least 10 previous visits	34.2%	18.3%

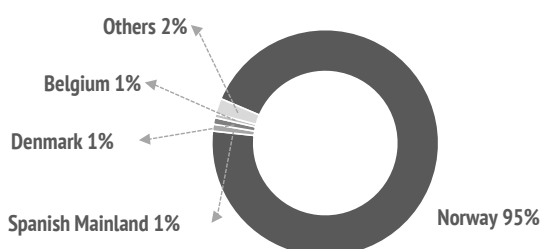
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Where does the flight come from?



	%	Absolute
Norway	95.3%	75,537
Spanish Mainland	1.0%	766
Denmark	1.0%	755
Belgium	0.6%	460
Germany	0.5%	418
Finland	0.4%	355
Others	1.2%	965



Who do they come with?



	Norway	All markets
Unaccompanied	14.4%	13.5%
Only with partner	48.3%	48.2%
Only with children (< 13 years old)	3.0%	3.9%
Partner + children (< 13 years old)	5.1%	4.9%
Other relatives	8.3%	8.4%
Friends	9.0%	8.5%
Work colleagues	0.0%	0.8%
Organized trip	0.3%	0.2%
Other combinations (1)	11.5%	11.5%
<i>(1) Different situations have been isolated</i>		
Tourists with children	12.7%	12.5%
- Between 0 and 2 years old	0.0%	1.2%
- Between 3 and 12 years old	11.5%	10.2%
- Between 0 -2 and 3-12 years	1.1%	1.0%
Tourists without children	87.3%	87.5%
Group composition:		
- 1 person	15.5%	16.5%
- 2 people	59.8%	56.7%
- 3 people	9.1%	10.7%
- 4 or 5 people	11.6%	13.6%
- 6 or more people	3.9%	2.5%
Average group size:	2.43	2.37

*People who share the main expenses of the trip



(Under the age of 13)

12.7% of Norwegians
travel with children.

(Canary Islands: 12.5%)

Who are they?



	Norway	All markets
Gender		
Men	47.6%	49.6%
Women	52.4%	50.4%
Age		
Average age (tourist > 15 years old)	51.2	43.3
Standard deviation	16.9	15.6
Age range (> 15 years old)		
16 - 24 years old	10.4%	11.9%
25 - 30 years old	4.8%	14.8%
31 - 45 years old	18.6%	30.2%
46 - 60 years old	29.6%	26.6%
Over 60 years old	36.5%	16.4%
Occupation		
Salaried worker	53.0%	57.8%
Self-employed	4.7%	11.1%
Unemployed	0.2%	1.7%
Business owner	11.2%	10.0%
Student	3.7%	5.9%
Retired	24.4%	12.2%
Unpaid domestic work	0.0%	0.5%
Others	2.9%	0.9%
Annual household income level		
Less than €25,000	4.6%	16.1%
€25,000 - €49,999	19.0%	37.0%
€50,000 - €74,999	25.4%	23.4%
More than €74,999	51.1%	23.5%
Education level		
No studies	0.3%	2.2%
Primary education	4.2%	2.2%
Secondary education	28.9%	18.8%
Higher education	66.7%	76.9%



8 IN 10 TOURISTS ARE
REPEATERS

51 YEARS OLD
AVERAGE AGE

**48% ONLY WITH
PARTNER**



Pictures: Freepik.com