

Tourist profile by source markets (2016)

Canary Islands: Nordics



How many are they and how much do they spend?



	Norway	Sweden	Denmark	Finland	Nordics
Tourist arrivals (> 16 years old)	376,728	508,527	277,863	212,457	1,375,576
Average daily expenditure (€)	139.50	138.09	145.97	134.95	139.58
. in their place of residence	92.74	104.86	110.52	95.96	101.31
. in the Canary Islands	46.75	33.23	35.44	38.99	38.27
Average length of stay	11.54	10.08	8.74	10.33	10.25
Turnover per tourist (€)	1,349	1,254	1,186	1,212	1,260
Total turnover (> 16 years old) (€m)	508	637	330	257	1,733
Turnover: share by source market	29.3%	36.8%	19.0%	14.9%	100%
Tourist arrivals: share by source market	27.4%	37.0%	20.2%	15.4%	100%
Expenditure in the Canary Islands per tourist and trip (€) (*)					
Accommodation (**):	44.96	30.02	23.09	55.14	36.59
- Accommodation	40.51	26.86	20.20	51.09	33.00
- Additional accommodation expenses	4.45	3.16	2.89	4.04	3.59
Transport:	33.25	22.73	19.16	29.64	25.96
- Public transport	7.73	7.88	4.34	6.62	6.93
- Taxi	14.47	6.41	7.81	11.02	9.61
- Car rental	11.05	8.45	7.02	12.00	9.42
Food and drink:	294.37	177.09	189.79	176.76	211.72
- Food purchases at supermarkets	138.41	74.41	81.67	82.50	94.66
- Restaurants	155.96	102.68	108.12	94.26	117.07
Souvenirs:	54.74	41.10	39.07	73.36	49.41
Leisure:	24.35	23.47	15.05	32.10	23.34
- Organized excursions	7.20	8.52	4.55	8.73	7.39
- Leisure, amusement	2.48	2.22	1.08	6.84	2.77
- Trip to other islands	2.79	0.59	1.02	5.46	2.03
- Sporting activities	3.22	4.56	5.37	5.09	4.44
- Cultural activities	2.28	2.74	1.79	1.78	2.27
- Discos and disco-pubs	6.39	4.83	1.23	4.20	4.43
Others:	21.20	11.78	9.34	17.41	14.74
- Wellness	4.59	1.28	0.97	4.37	2.60
- Medical expenses	1.81	2.33	0.18	1.97	1.70
- Other expenses	14.80	8.17	8.19	11.07	10.44

How far in advance do they book their trip?



	Norway	Sweden	Denmark	Finland	Nordics
The same day they leave	0.5%	0.0%	0.7%	0.8%	0.4%
Between 2 and 7 days	9.4%	6.6%	9.4%	6.3%	7.9%
Between 8 and 15 days	5.7%	8.2%	10.1%	11.8%	8.4%
Between 16 and 30 days	16.5%	13.6%	15.9%	17.3%	15.4%
Between 31 and 90 days	34.2%	35.6%	35.0%	30.9%	34.4%
More than 90 days	33.8%	36.0%	28.9%	32.9%	33.5%

What do they book at their place of residence?



	Norway	Sweden	Denmark	Finland	Nordics
Flight only	9.5%	6.9%	3.2%	6.9%	6.8%
Flight and accommodation (room only)	49.3%	30.8%	36.8%	35.8%	37.9%
Flight and accommodation (B&B)	14.2%	18.1%	11.2%	21.8%	16.2%
Flight and accommodation (half board)	8.5%	12.8%	12.6%	14.5%	11.8%
Flight and accommodation (full board)	2.5%	3.2%	5.6%	3.3%	3.5%
Flight and accommodation (all inclusive)	16.0%	28.2%	30.6%	17.8%	23.7%
% Tourists using low-cost airlines	35.7%	22.3%	27.0%	19.2%	26.3%
Other expenses in their place of residence:					
- Car rental	3.5%	6.1%	6.7%	3.3%	5.1%
- Sporting activities	3.0%	2.2%	8.0%	6.2%	4.1%
- Excursions	3.0%	1.6%	6.2%	2.5%	3.0%
- Trip to other islands	0.6%	0.1%	0.4%	0.7%	0.4%

How do they book?



	Norway	Sweden	Denmark	Finland	Nordics
Accommodation booking					
Tour Operator	59.8%	70.3%	71.2%	70.0%	67.6%
- Tour Operator's website	92.9%	83.1%	89.3%	94.9%	88.7%
Accommodation	14.3%	11.4%	6.7%	6.4%	10.4%
- Accommodation's website	72.4%	79.0%	65.5%	66.0%	73.6%
Travel agency (High street)	7.6%	4.6%	8.1%	4.5%	6.1%
Online Travel Agency (OTA)	10.0%	8.9%	12.0%	16.1%	11.0%
No need to book accommodation	8.3%	4.9%	2.0%	2.9%	4.9%

Flight booking

	Norway	Sweden	Denmark	Finland	Nordics
Tour Operator	60.4%	73.3%	74.4%	74.9%	70.3%
- Tour Operator's website	90.7%	80.5%	90.2%	93.1%	87.2%
Airline	23.5%	14.6%	7.9%	10.6%	15.0%
- Airline's website	96.3%	93.4%	87.9%	94.9%	94.2%
Travel agency (High street)	6.5%	5.9%	8.1%	3.8%	6.2%
Online Travel Agency (OTA)	9.6%	6.3%	9.6%	10.7%	8.6%

Where do they stay?



	Norway	Sweden	Denmark	Finland	Nordics
5* Hotel	6.9%	2.7%	6.8%	4.0%	4.9%
4* Hotel	23.2%	31.1%	30.3%	28.0%	28.3%
1-2-3* Hotel	15.3%	17.6%	22.8%	17.6%	18.0%
Apartment	48.0%	44.5%	37.5%	48.4%	44.6%
Property (privately-owned, friends, family)	4.1%	3.0%	1.4%	1.4%	2.8%
Others	2.5%	1.0%	1.0%	0.6%	1.4%

Who are they?



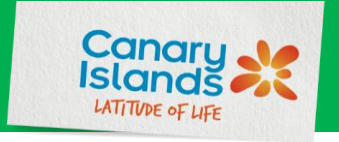
	Norway	Sweden	Denmark	Finland	Nordics
Gender					
Percentage of men	53.0%	47.8%	49.5%	44.3%	49.0%
Percentage of women	47.0%	52.2%	50.5%	55.7%	51.0%
Age					
Average age (tourists > 16 years old)	51.2	52.3	50.6	48.7	51.1
Standard deviation	16.2	14.7	14.8	15.5	15.3
Age range (> 16 years old)					
16-24 years old	6.0%	4.7%	4.6%	9.4%	5.8%
25-30 years old	7.6%	4.5%	8.4%	7.0%	6.5%
31-45 years old	22.5%	23.9%	21.8%	22.4%	22.9%
46-60 years old	28.2%	31.7%	37.0%	34.2%	32.2%
Over 60 years old	35.7%	35.1%	28.2%	27.1%	32.6%
Occupation					
Business owner or self-employed	14.0%	14.3%	20.2%	12.9%	15.1%
Upper/Middle management employee	37.1%	35.7%	44.4%	29.7%	36.8%
Auxiliary level employee	19.5%	18.8%	12.7%	19.8%	18.0%
Students	6.0%	3.2%	3.6%	11.2%	5.3%
Retired	22.1%	27.4%	18.8%	23.3%	23.7%
Unemployed / unpaid dom. work	1.2%	0.6%	0.3%	3.0%	1.1%
Annual household income level					
€12,000 - €24,000	6.9%	7.9%	4.9%	17.0%	8.6%
€24,001 - €36,000	8.6%	14.7%	6.3%	15.0%	11.7%
€36,001 - €48,000	19.0%	21.7%	8.9%	16.1%	18.0%
€48,001 - €60,000	17.3%	19.0%	14.7%	11.7%	16.7%
€60,001 - €72,000	12.9%	11.5%	14.3%	13.4%	12.7%
€72,001 - €84,000	9.6%	7.9%	13.3%	8.6%	9.3%
More than €84,000	25.7%	17.2%	37.6%	18.3%	23.1%

(*) Expense is prorated among all the tourists (even those who have not spent in destination).

(**) Accommodation expenses may seem low because most tourists pay the accommodation before traveling.

Tourist profile by source markets (2016)

Canary Islands: Nordics



Which island do they choose?



Tourists (> 16 years old)	Norway	Sweden	Denmark	Finland	Nordics
- Lanzarote	16,893	37,564	25,673	9,107	89,237
- Fuerteventura	30,033	27,354	20,857	11,763	90,008
- Gran Canaria	274,698	307,592	126,098	99,318	807,706
- Tenerife	55,104	133,909	103,275	90,007	382,294
- La Palma	0	682	75	847	1,605

Share (%)	Norway	Sweden	Denmark	Finland	Nordics
- Lanzarote	4.5%	7.4%	9.3%	4.3%	6.5%
- Fuerteventura	8.0%	5.4%	7.6%	5.6%	6.6%
- Gran Canaria	72.9%	60.7%	45.7%	47.1%	58.9%
- Tenerife	14.6%	26.4%	37.4%	42.6%	27.9%
- La Palma	0.0%	0.1%	0.0%	0.4%	0.1%

Who do they come with?



	Norway	Sweden	Denmark	Finland	Nordics
Unaccompanied	11.5%	7.1%	8.5%	7.0%	8.6%
Only with partner	48.6%	42.4%	48.8%	49.6%	46.5%
Only with children (under the age of 13)	2.2%	2.0%	0.9%	1.6%	1.8%
Partner + children (under the age of 13)	6.2%	10.7%	9.9%	10.1%	9.2%
Other relatives	8.6%	7.5%	8.3%	5.4%	7.6%
Friends	7.0%	5.6%	3.9%	5.9%	5.7%
Work colleagues	0.3%	0.4%	0.0%	0.3%	0.3%
Other combinations ⁽¹⁾	15.6%	24.4%	19.8%	19.9%	20.4%

* Multi-choice question (different situations have been isolated)

Why do they choose the Canary Islands?



Aspects influencing the choice	Norway	Sweden	Denmark	Finland	Nordics
Climate/sun	94.3%	95.7%	91.8%	95.4%	94.5%
Tranquillity/rest/relaxation	52.8%	52.3%	45.7%	33.4%	48.2%
Beaches	39.9%	35.4%	26.6%	34.3%	34.7%
Security	12.8%	12.1%	12.7%	21.4%	13.8%
Scenery	6.9%	9.7%	15.9%	21.2%	12.0%
Price	10.1%	9.7%	11.8%	14.1%	10.9%
Visiting new places	8.4%	10.6%	9.9%	13.4%	10.3%
Suitable destination for children	6.3%	10.6%	7.6%	8.6%	8.5%
Active tourism	8.4%	6.4%	6.3%	5.2%	6.7%
Ease of travel	2.6%	6.9%	2.5%	11.1%	5.5%
Quality of the environment	1.3%	5.3%	3.4%	3.8%	3.6%
Shopping	1.9%	4.0%	3.1%	6.3%	3.6%
Nightlife/fun	5.5%	1.7%	1.5%	2.6%	2.8%
Nautical activities	2.6%	0.6%	2.0%	4.0%	2.0%
Culture	2.1%	1.8%	2.0%	0.6%	1.7%
Security against natural catastrophes	1.5%	1.6%	1.2%	1.2%	1.4%

* Multi-choice question

How do they rate the destination?



Impression of their stay	Norway	Sweden	Denmark	Finland	Nordics
Good or very good (% tourists)	87.3%	93.1%	94.2%	89.8%	91.2%
Average rating (scale 1-10)	8.57	8.90	9.00	8.44	8.75

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Norway	Sweden	Denmark	Finland	Nordics
Repeat tourists	90.6%	84.1%	85.0%	85.5%	86.2%
In love (at least 10 previous visits)	25.6%	14.5%	15.2%	15.0%	17.7%

Where does the flight come from?



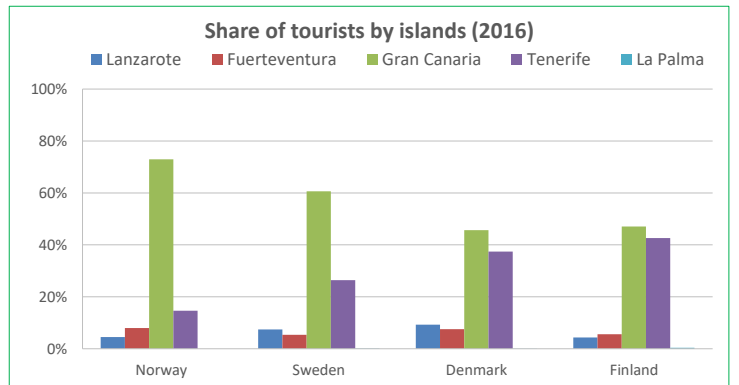
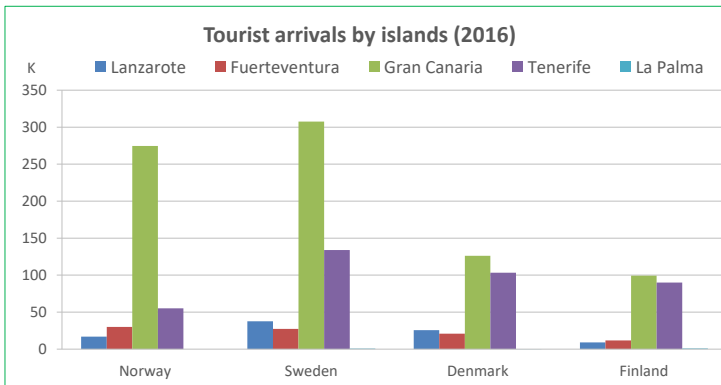
Ten main source markets	Norway	Sweden	Denmark	Finland	Nordics
Sweden	1.0%	81.6%	0.2%	0.1%	30.5%
Norway	94.2%	6.0%	0.4%	0.9%	28.2%
Denmark	0.2%	4.9%	80.6%	0.1%	18.2%
Finland	0.0%	0.0%	0.0%	92.2%	14.2%
Germany	0.3%	1.6%	11.2%	1.0%	3.1%
Spanish Mainland	1.4%	2.4%	4.8%	2.7%	2.7%
United Kingdom	1.7%	2.6%	1.7%	2.9%	2.2%
Switzerland	0.3%	0.2%	0.7%	0.0%	0.3%
Italy	0.7%	0.1%	0.0%	0.0%	0.2%
Belgium	0.0%	0.4%	0.2%	0.0%	0.2%

What did motivate them to come?



Aspects motivating the choice	Norway	Sweden	Denmark	Finland	Nordics
Previous visits to the Canary Islands	77.8%	73.1%	67.8%	75.0%	73.6%
Recommendation by friends or relatives	28.1%	30.0%	28.3%	27.7%	28.8%
The Canary Islands television channel	0.2%	0.3%	0.0%	0.1%	0.2%
Other television or radio channels	0.3%	0.3%	0.0%	0.1%	0.2%
Information in the press/magazines/books	2.8%	3.4%	4.2%	2.8%	3.3%
Attendance at a tourism fair	0.4%	0.1%	0.1%	0.7%	0.3%
Tour Operator's brochure or catalogue	5.9%	9.4%	7.3%	6.8%	7.6%
Recommendation by Travel Agency	3.6%	6.5%	2.2%	2.2%	4.2%
Information obtained via the Internet	26.9%	30.0%	30.0%	44.0%	31.3%
Senior Tourism programme	0.0%	0.0%	0.0%	0.0%	0.0%
Others	5.5%	4.1%	4.8%	6.0%	4.9%

* Multi-choice question



Source: Encuesta sobre el Gasto Turístico (ISTAC). (1) Combination of some groups previously analyzed.

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