

TOURIST PROFILE BY SOURCE MARKETS (2019)

CANARY ISLANDS: NORDICS



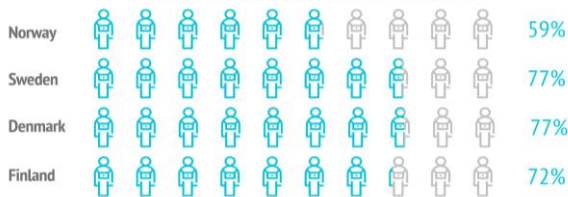
How many are they and how much do they spend?



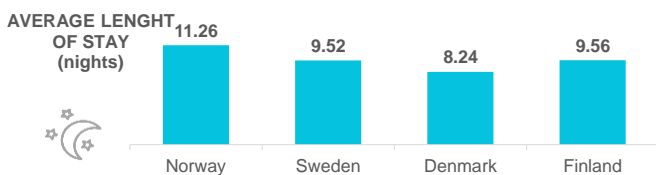
	Norway	Sweden	Denmark	Finland	Nordics
TOURISTS					
Tourist arrivals (FRONTUR) (K)	432	546	297	261	1,536
Tourist arrivals > 15 years old (EGT) (K)	372	457	246	212	1,287
- book holiday package (K)	219	350	190	154	912
- do not book holiday package (K)	152	107	56	59	374
- % tourists who book holiday package	59.0%	76.6%	77.2%	72.3%	70.9%



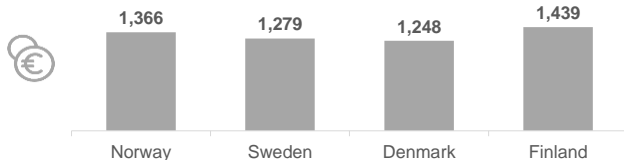
% TOURISTS WHO BOOK HOLIDAY PACKAGE



	Norway	Sweden	Denmark	Finland	Nordics
Expenditure per tourist (€)	1,366	1,279	1,248	1,439	1,325
- book holiday package	1,447	1,304	1,312	1,441	1,363
- holiday package	1,060	1,061	1,054	1,146	1,074
- others	387	243	258	295	289
- do not book holiday package	1,250	1,197	1,032	1,435	1,231
- flight	388	405	317	480	397
- accommodation	364	381	355	436	379
- others	498	411	359	519	455
Average length of stay	11.26	9.52	8.24	9.56	9.79
- book holiday package	9.66	8.65	8.00	8.31	8.70
- do not book holiday package	13.56	12.37	9.07	12.82	12.43
Average daily expenditure (€)	141.5	148.4	160.8	173.0	152.8
- book holiday package	159.8	161.4	172.0	183.3	166.9
- do not book holiday package	115.1	106.1	122.9	146.1	118.6
Total turnover (> 15 years old) (€m)	508	584	307	306	1,705
- book holiday package	317	456	249	221	1,244
- do not book holiday package	190	128	58	84	461



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice



	Norway	Sweden	Denmark	Finland	Nordics
Climate	87.8%	88.6%	81.3%	83.8%	86.2%
Sea	43.4%	49.9%	31.5%	45.8%	43.9%
Safety	41.4%	38.5%	36.8%	43.4%	39.8%
Tranquility	34.9%	36.3%	36.2%	31.9%	35.1%
Beaches	40.7%	38.4%	23.2%	31.0%	35.0%
Accommodation supply	37.1%	28.1%	31.6%	37.9%	33.0%
European belonging	27.7%	29.9%	28.8%	34.1%	29.7%
Price	26.7%	25.8%	28.5%	26.4%	26.7%
Environment	20.1%	27.6%	24.9%	24.1%	24.4%
Effortless trip	35.1%	27.9%	4.1%	9.0%	22.4%
Landscapes	14.7%	18.8%	24.7%	31.2%	20.8%
Gastronomy	17.6%	18.5%	16.8%	15.0%	17.3%
Fun possibilities	12.2%	12.4%	22.1%	7.6%	13.4%
Hiking trail network	14.4%	6.1%	6.8%	18.0%	10.6%
Authenticity	5.4%	11.5%	10.6%	5.4%	8.6%
Exoticism	3.9%	4.7%	13.5%	7.9%	6.6%
Shopping	8.1%	3.4%	6.2%	6.5%	5.8%
Nightlife	6.0%	3.7%	1.9%	2.4%	3.8%
Historical heritage	4.0%	3.7%	2.7%	5.0%	3.8%
Culture	3.7%	4.0%	2.9%	2.5%	3.5%

Each aspect is rated individually ("Not important", "Somewhat", "Quite", "Very important")

% of tourists who indicate that the factor is "very important" in their choice.

% TOURISTS WHO CHOOSE HIKING TRAIL NETWORK



What is the main motivation for their holidays?



	Norway	Sweden	Denmark	Finland	Nordics
Rest	70.7%	46.8%	60.2%	72.6%	60.5%
Enjoy family time	17.6%	37.2%	25.9%	18.1%	26.3%
Have fun	2.8%	4.6%	3.2%	2.5%	3.5%
Explore the destination	5.1%	7.0%	7.3%	5.0%	6.2%
Practice their hobbies	2.4%	2.2%	2.2%	1.0%	2.1%
Other reasons	1.5%	2.1%	1.1%	0.8%	1.5%

% TOURISTS TRAVELLING TO ENJOY FAMILY TIME



How far in advance do they book their trip?



	Norway	Sweden	Denmark	Finland	Nordics
The same day	0.8%	0.7%	0.6%	0.2%	0.6%
Between 1 and 30 days	28.9%	27.8%	21.7%	26.2%	26.7%
Between 1 and 2 months	23.8%	23.2%	25.8%	25.4%	24.2%
Between 3 and 6 months	27.2%	32.8%	32.8%	29.7%	30.7%
More than 6 months	19.3%	15.5%	19.0%	18.6%	17.8%

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.

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

	Norway	Sweden	Denmark	Finland	Nordics
Previous visits to the Canary Islands	64.1%	61.1%	60.2%	63.7%	62.2%
Friends or relatives	23.2%	19.1%	20.2%	23.1%	21.1%
Internet or social media	49.0%	48.8%	49.7%	67.5%	52.1%
Mass Media	1.0%	2.1%	1.2%	1.4%	1.5%
Travel guides and magazines	3.0%	6.5%	5.2%	3.4%	4.7%
Travel Blogs or Forums	1.8%	2.4%	2.7%	5.1%	2.7%
Travel TV Channels	0.2%	0.2%	0.4%	0.2%	0.2%
Tour Operator or Travel Agency	24.7%	15.6%	27.4%	23.6%	21.8%
Public administrations or similar	0.1%	0.1%	0.2%	0.0%	0.1%
Others	2.1%	1.6%	2.4%	1.2%	1.9%

* Multi-choice question

With whom did they book their flight and accommodation?

	Norway	Sweden	Denmark	Finland	Nordics
Flight					
- Directly with the airline	34.9%	34.7%	21.2%	24.9%	30.5%
- Tour Operator or Travel Agency	65.1%	65.3%	78.8%	75.1%	69.5%
Accommodation					
- Directly with the accommodation	24.5%	27.9%	20.9%	23.4%	24.8%
- Tour Operator or Travel Agency	75.5%	72.1%	79.1%	76.6%	75.2%

Where do they stay?

	Norway	Sweden	Denmark	Finland	Nordics
1-2-3* Hotel	15.7%	16.0%	24.7%	9.6%	16.5%
4* Hotel	22.6%	33.1%	33.8%	27.7%	29.3%
5* Hotel / 5* Luxury Hotel	5.1%	5.5%	5.1%	4.9%	5.2%
Aparthotel / Tourist Villa	36.8%	36.1%	27.5%	23.4%	32.5%
House/room rented in a private dwelling	6.5%	2.4%	2.6%	3.8%	3.8%
Private accommodation (1)	8.5%	3.0%	1.3%	2.9%	4.3%
Others (Cottage, cruise, camping,...)	4.8%	3.9%	5.0%	27.7%	8.3%

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

What do they book?

	Norway	Sweden	Denmark	Finland	Nordics
Room only	53.9%	34.8%	33.9%	34.4%	39.6%
Bed and Breakfast	19.6%	14.2%	15.4%	25.4%	17.8%
Half board	11.4%	15.1%	14.9%	14.8%	14.0%
Full board	1.0%	2.6%	2.5%	7.6%	3.0%
All inclusive	14.1%	33.2%	33.2%	17.8%	25.5%

26% of tourists book all inclusive.



14.1%

Norway



33.2%

Denmark



33.2%

Sweden



17.8%

Finland

Other expenses

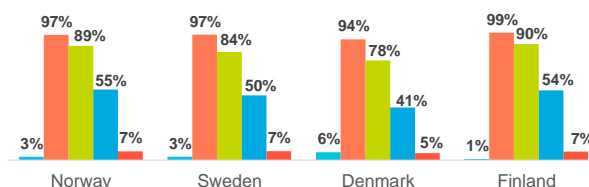
	Norway	Sweden	Denmark	Finland	Nordics
Restaurants or cafes	73.6%	59.3%	59.8%	68.0%	65.0%
Supermarkets	63.3%	57.8%	53.0%	72.5%	60.9%
Car rental	16.8%	14.9%	17.5%	21.2%	17.0%
Organized excursions	8.8%	15.9%	12.2%	20.0%	13.8%
Taxi, transfer, chauffeur service	54.2%	63.4%	57.7%	66.2%	60.1%
Theme Parks	4.0%	3.3%	4.1%	9.5%	4.7%
Sport activities	3.0%	4.1%	3.7%	5.3%	3.9%
Museums	1.2%	2.9%	2.1%	5.3%	2.7%
Flights between islands	2.8%	2.4%	2.1%	2.8%	2.5%

Activities in the Canary Islands

Outdoor time per day	Norway	Sweden	Denmark	Finland	Nordics
0 hours	2.7%	2.6%	6.1%	0.9%	3.0%
1 - 2 hours	8.5%	13.3%	16.3%	8.9%	11.8%
3 - 6 hours	34.1%	33.8%	36.6%	36.0%	34.8%
7 - 12 hours	47.9%	43.4%	35.7%	47.6%	43.9%
More than 12 hours	6.8%	7.0%	5.3%	6.6%	6.5%

TOURISTS BY HOURS A DAY OUT OF THE

0 hours (blue), More than 1 hour (orange), More than 3 hours (green), More than 7 hours (red), More than 12 hours (purple)



Activities in the Canary Islands	Norway	Sweden	Denmark	Finland	Nordics
Walk, wander	77.5%	73.3%	65.7%	88.6%	75.6%
Swimming pool, hotel facilities	60.1%	71.9%	61.3%	75.5%	67.1%
Beach	63.6%	65.4%	51.4%	68.4%	62.7%
Explore the island on their own	37.1%	36.9%	55.1%	50.0%	42.6%
Taste Canarian gastronomy	5.8%	20.0%	18.6%	21.3%	15.8%
Sport activities	7.8%	14.2%	15.9%	17.6%	13.2%
Wineries / markets / popular festi	12.4%	15.8%	4.8%	11.0%	12.0%
Organized excursions	7.6%	11.1%	11.9%	19.8%	11.7%
Nightlife / concerts / shows	13.6%	10.2%	7.0%	16.1%	11.6%
Nature activities	8.7%	10.2%	13.3%	6.8%	9.8%
Theme parks	7.6%	4.8%	8.5%	16.7%	8.3%
Beauty and health treatments	7.6%	5.0%	6.0%	11.2%	7.0%
Sea excursions / whale watching	4.4%	6.4%	9.5%	8.6%	6.8%
Museums / exhibitions	4.5%	6.0%	5.9%	9.4%	6.1%
Astronomical observation	1.5%	1.3%	2.2%	22.7%	5.1%
Activities at sea	3.8%	4.7%	8.5%	2.6%	4.8%

* Multi-choice question



TOURIST PROFILE BY SOURCE MARKETS (2019)

CANARY ISLANDS: NORDICS



Which island do they choose?

Tourists (> 15 years old)	Norway	Sweden	Denmark	Finland	Nordics
Lanzarote	17,180	22,440	25,084	11,506	76,210
Fuerteventura	6,559	30,007	25,128	8,782	70,476
Gran Canaria	275,582	292,346	113,644	108,769	790,341
Tenerife	71,744	102,390	74,603	81,864	330,602
La Palma	0	7,454	6,925	122	14,500

Share by islands	Norway	Sweden	Denmark	Finland	Nordics
Lanzarote	4.6%	4.9%	10.2%	5.5%	5.9%
Fuerteventura	1.8%	6.6%	10.2%	4.2%	5.5%
Gran Canaria	74.3%	64.3%	46.3%	51.5%	61.6%
Tenerife	19.3%	22.5%	30.4%	38.8%	25.8%
La Palma	0.0%	1.6%	2.8%	0.1%	1.1%

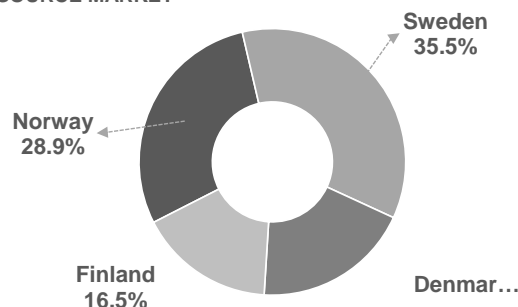
How many islands do they visit during their trip?

	Norway	Sweden	Denmark	Finland	Nordics
One island	95.2%	95.4%	94.9%	95.2%	95.2%
Two islands	4.5%	4.1%	4.5%	4.8%	4.4%
Three or more islands	0.3%	0.5%	0.6%	0.0%	0.4%

% TOURISTS WHO VISIT MORE THAN ONE ISLAND



SHARE OF TOURISTS BY SOURCE MARKET



Internet usage during their trip

	Norway	Sweden	Denmark	Finland	Nordics
Research					
- Tourist package	7.2%	8.0%	13.7%	7.5%	8.7%
- Flights	6.4%	9.1%	9.6%	8.0%	8.3%
- Accommodation	8.3%	9.7%	9.9%	11.9%	9.8%
- Transport	11.4%	10.2%	12.4%	12.1%	11.3%
- Restaurants	29.5%	24.0%	24.8%	33.1%	27.2%
- Excursions	20.1%	24.7%	23.0%	31.2%	24.3%
- Activities	21.9%	26.5%	26.7%	36.8%	27.2%
Book or purchase					
- Tourist package	55.7%	60.5%	12.9%	76.7%	53.8%
- Flights	79.2%	76.9%	68.8%	81.3%	76.4%
- Accommodation	61.9%	70.7%	64.5%	76.3%	68.0%
- Transport	54.7%	63.9%	53.4%	65.0%	59.4%
- Restaurants	16.5%	16.7%	10.4%	19.6%	15.7%
- Excursions	12.2%	15.7%	9.1%	17.4%	13.6%
- Activities	14.3%	14.8%	10.3%	18.9%	14.4%

* Multi-choice question

Internet usage in the Canary Islands	Norway	Sweden	Denmark	Finland	Nordics
Did not use the Internet	7.2%	8.0%	6.3%	4.2%	6.8%
Used the Internet	92.8%	92.0%	93.7%	95.8%	93.2%
- Own Internet connection	35.4%	31.1%	32.1%	39.8%	34.0%
- Free Wifi connection	37.9%	44.2%	44.0%	41.2%	41.9%
Applications*					
- Search for locations or maps	51.1%	55.0%	58.6%	70.6%	57.2%
- Search for destination info	42.2%	51.4%	50.8%	62.9%	50.6%
- Share pictures or trip videos	52.5%	50.7%	51.6%	54.7%	52.1%
- Download tourist apps	5.8%	8.2%	14.5%	11.9%	9.3%
- Others	36.8%	31.7%	33.8%	19.6%	31.5%

* Multi-choice question

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Norway	Sweden	Denmark	Finland	Nordics
Average rating	8.44	8.54	8.68	8.42	8.52

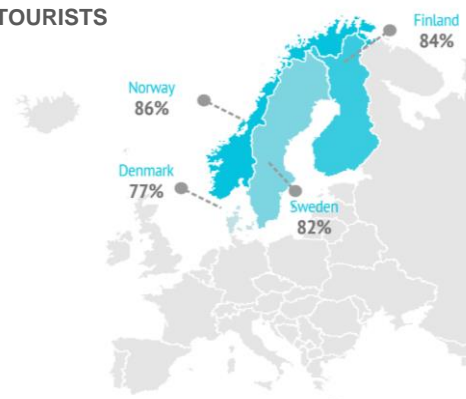
Experience in the Canary Islands	Norway	Sweden	Denmark	Finland	Nordics
Worse or much worse than expected	1.9%	1.8%	1.2%	3.4%	2.0%
Lived up to expectations	69.2%	55.9%	65.4%	67.6%	63.5%
Better or much better than expected	28.9%	42.3%	33.4%	29.0%	34.5%

Future intentions (scale 1-10)	Norway	Sweden	Denmark	Finland	Nordics
Return to the Canary Islands	8.80	8.32	8.87	8.39	8.58
Recommend visiting the Canary Islands	8.74	8.74	8.96	8.65	8.77

How many are loyal to the Canary Islands?

	Norway	Sweden	Denmark	Finland	Nordics
Repeat tourists	85.6%	81.7%	77.2%	83.5%	82.2%
Repeat tourists (last 5 years)	78.8%	77.2%	72.8%	81.1%	77.5%
Repeat tourists (last 5 years) (5 or more visits)	36.3%	21.8%	20.3%	20.6%	25.5%
At least 10 previous visits	36.2%	21.9%	20.3%	22.2%	25.8%

REPEAT TOURISTS



TOURIST PROFILE BY SOURCE MARKETS (2019)

CANARY ISLANDS: NORDICS

Where does the flight come from?



	Norway	Sweden	Denmark	Finland	Nordics
Sweden	0.8%	88.0%	0.8%	1.2%	31.8%
Norway	96.8%	1.6%	0.6%	1.0%	28.8%
Denmark	0.9%	8.4%	91.3%	0.0%	20.7%
Finland	0.2%	0.0%	0.0%	94.8%	15.7%
Germany	0.1%	0.6%	4.6%	0.3%	1.1%
United Kingdom	0.8%	0.4%	0.3%	1.0%	0.6%
Spanish Mainland	0.4%	0.6%	0.5%	0.4%	0.5%
Portugal	0.0%	0.0%	1.2%	0.3%	0.3%
Netherlands	0.0%	0.1%	0.0%	0.5%	0.1%
Italy	0.0%	0.1%	0.0%	0.2%	0.1%
Poland	0.0%	0.1%	0.1%	0.0%	0.1%
Others	0.0%	0.1%	0.5%	0.4%	0.2%

Who are they?



	Norway	Sweden	Denmark	Finland	Nordics
Gender					
Men	51.0%	46.0%	44.1%	45.0%	46.9%
Women	49.0%	54.0%	55.9%	55.0%	53.1%
Age					
Average age (tourist > 15 years old)	54.4	53.6	50.8	50.4	52.8
Standard deviation	15.3	15.3	15.3	14.3	15.2
Age range (> 15 years old)					
16 - 24 years old	4.4%	4.6%	6.7%	5.4%	5.1%
25 - 30 years old	5.4%	5.6%	6.9%	5.6%	5.8%
31 - 45 years old	17.7%	18.6%	21.0%	26.3%	20.1%
46 - 60 years old	31.1%	32.7%	34.4%	36.5%	33.2%
Over 60 years old	41.4%	38.5%	31.0%	26.2%	35.9%
Occupation					
Salaried worker	47.7%	36.7%	55.8%	53.0%	46.2%
Self-employed	8.5%	7.7%	7.0%	6.0%	7.5%
Unemployed	0.7%	0.4%	0.3%	2.2%	0.8%
Business owner	8.3%	14.4%	12.5%	11.8%	11.8%
Student	1.9%	3.2%	3.6%	3.0%	2.9%
Retired	31.2%	36.8%	19.9%	23.5%	29.8%
Unpaid domestic work	0.1%	0.6%	0.1%	0.6%	0.4%
Others	1.7%	0.1%	0.7%	0.0%	0.7%
Annual household income level					
Less than €25,000	3.9%	9.5%	5.7%	8.6%	7.0%
€25,000 - €49,999	21.7%	29.7%	19.0%	31.4%	25.6%
€50,000 - €74,999	31.9%	32.4%	31.2%	28.6%	31.4%
More than €74,999	42.4%	28.3%	44.2%	31.4%	35.9%
Education level					
No studies	0.6%	1.3%	1.6%	0.0%	0.9%
Primary education	3.9%	5.8%	5.7%	6.1%	5.3%
Secondary education	31.0%	36.1%	12.9%	46.0%	31.8%
Higher education	64.4%	56.8%	79.8%	47.9%	62.0%

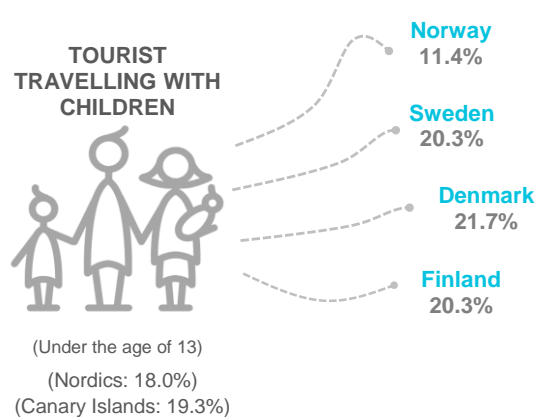
Who do they come with?



	Norway	Sweden	Denmark	Finland	Nordics
Unaccompanied	11.6%	7.1%	4.3%	8.5%	8.1%
Only with partner	49.3%	47.4%	44.1%	47.6%	47.3%
Only with children (< 13 years old)	2.5%	6.6%	6.1%	12.5%	6.3%
Partner + children (< 13 years old)	3.7%	7.6%	7.0%	3.9%	5.7%
Other relatives	8.3%	6.6%	11.8%	5.0%	7.8%
Friends	7.1%	5.9%	4.9%	4.3%	5.8%
Work colleagues	0.5%	0.4%	0.3%	0.0%	0.3%
Organized trip	0.4%	0.4%	0.5%	0.1%	0.4%
Other combinations (1)	16.7%	18.1%	21.0%	18.2%	18.3%

(1) Different situations have been isolated

Tourists with children	11.4%	20.3%	21.7%	20.3%	18.0%
- Between 0 and 2 years old	1.5%	1.3%	1.8%	0.8%	1.4%
- Between 3 and 12 years old	9.1%	17.8%	17.5%	17.9%	15.3%
- Between 0-2 and 3-12 years old	0.8%	1.1%	2.5%	1.6%	1.4%
Tourists without children	88.6%	79.7%	78.3%	79.7%	82.0%
Group composition:					
- 1 person	15.2%	10.2%	7.1%	12.1%	11.4%
- 2 people	59.1%	56.2%	51.9%	53.5%	55.7%
- 3 people	8.4%	9.7%	12.5%	10.8%	10.0%
- 4 or 5 people	13.6%	19.1%	20.7%	21.2%	18.2%
- 6 or more people	3.7%	4.8%	7.7%	2.4%	4.6%
Average group size:	2.43	2.71	2.99	2.59	2.67



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.