

TOURIST PROFILE BY SOURCE MARKETS (2021)

CANARY ISLANDS: NORDICS

How many are they and how much do they spend?



	Norway	Sweden	Denmark	Finland	Nordics
TOURISTS					
Tourist arrivals (FRONTUR) (K)	89	157	143	61	449
Tourist arrivals > 15 years old (EGT) (K)	79	128	121	52	380
- book holiday package (K)	47	100	101	36	284
- do not book holiday package (K)	32	29	20	16	97
- % tourists who book holiday package	59.1%	77.8%	83.8%	69.0%	74.6%



	Norway	Sweden	Denmark	Finland	Nordics
Expenditure per tourist (€)	1,590	1,502	1,496	1,357	1,499
- book holiday package	1,676	1,492	1,502	1,403	1,515
- holiday package	1,256	1,183	1,229	1,053	1,195
- others	420	309	274	350	320
- do not book holiday package	1,467	1,536	1,466	1,255	1,452
- flight	454	467	378	327	421
- accommodation	316	409	512	399	397
- others	697	661	576	529	634
Average length of stay	12.15	10.91	9.10	9.17	10.36
- book holiday package	9.12	9.08	8.34	7.88	8.67
- do not book holiday package	16.52	17.33	13.05	12.04	15.31
Average daily expenditure (€)	170.8	163.6	182.6	173.1	172.4
- book holiday package	199.6	175.7	189.4	186.3	185.9
- do not book holiday package	129.1	121.4	147.7	143.9	133.1
Total turnover (> 15 years old) (€m)	126	193	180	71	570
- book holiday package	79	149	152	50	430
- do not book holiday package	48	44	29	20	140

Where did they spend their main holiday last year?*

	Norway	Sweden	Denmark	Finland	Nordics
Didn't have holidays	68.3%	57.4%	47.7%	59.9%	57.0%
Canary Islands	17.7%	17.3%	16.8%	12.3%	16.5%
Other destination	14.0%	25.3%	35.5%	27.8%	26.5%

What other destinations do they consider for this trip?*

	Norway	Sweden	Denmark	Finland	Nordics
None	50.8%	49.8%	33.5%	24.0%	40.2%
Canary Islands (other island)	23.3%	25.8%	26.8%	19.0%	24.4%
Other destination	25.9%	24.4%	39.8%	57.0%	35.5%

*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	Sweden	Denmark	Finland	Nordics
Climate	87.7%	88.4%	78.8%	84.5%	84.7%
Sea	44.7%	51.7%	28.1%	57.0%	43.7%
Safety	45.1%	44.9%	29.8%	44.3%	40.2%
Beaches	44.0%	44.2%	27.4%	37.7%	38.1%
European belonging	36.7%	37.3%	32.3%	37.6%	35.7%
Tranquility	33.9%	42.3%	32.9%	28.2%	35.6%
Accommodation supply	35.5%	28.2%	31.3%	38.2%	32.1%
Environment	22.3%	33.2%	22.4%	31.0%	27.3%
Price	28.2%	33.4%	17.8%	28.1%	26.7%
Effortless trip	39.4%	32.0%	6.3%	10.9%	22.7%
Gastronomy	19.1%	28.3%	16.1%	20.5%	21.5%
Landscapes	14.8%	20.0%	17.2%	41.1%	21.0%
Fun possibilities	17.6%	14.1%	18.7%	15.5%	16.5%
Authenticity	11.2%	16.7%	15.5%	11.6%	14.4%
Hiking trail network	17.2%	5.9%	7.7%	25.9%	11.6%
Exoticism	7.8%	10.4%	14.5%	8.3%	10.8%
Shopping	9.7%	7.5%	7.7%	12.4%	8.7%
Nightlife	11.8%	4.3%	3.1%	7.4%	6.0%
Culture	7.6%	5.1%	3.1%	3.8%	4.9%
Historical heritage	6.6%	4.3%	2.2%	7.1%	4.5%

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

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



What is the main motivation for their holidays?



	Norway	Sweden	Denmark	Finland	Nordics
Rest	72.4%	45.4%	59.6%	67.5%	58.6%
Enjoy family time	16.8%	34.2%	26.2%	14.7%	25.4%
Have fun	5.2%	7.1%	2.6%	2.9%	4.7%
Explore the destination	1.8%	7.3%	6.9%	11.4%	6.6%
Practice their hobbies	2.1%	3.2%	3.7%	3.2%	3.1%
Other reasons	1.6%	2.8%	1.0%	0.3%	1.6%

% TOURISTS TRAVELLING TO ENJOY FAMILY TIME



How far in advance do they book their trip?



	Norway	Sweden	Denmark	Finland	Nordics
The same day	1.1%	0.5%	0.2%	0.9%	0.6%
Between 1 and 30 days	32.9%	36.2%	28.2%	39.1%	33.4%
Between 1 and 2 months	30.3%	22.7%	25.5%	28.9%	26.0%
Between 3 and 6 months	21.8%	26.8%	28.7%	16.8%	25.0%
More than 6 months	13.9%	13.7%	17.4%	14.3%	15.0%

TOURIST PROFILE BY SOURCE MARKETS (2021)

CANARY ISLANDS: NORDICS

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

	Norway	Sweden	Denmark	Finland	Nordics
Previous visits to the Canary Islands	64.6%	54.9%	54.0%	58.5%	57.1%
Friends or relatives	28.6%	20.7%	17.6%	25.2%	22.0%
Internet or social media	41.5%	40.0%	50.2%	60.8%	46.4%
Mass Media	1.3%	1.6%	1.6%	1.1%	1.5%
Travel guides and magazines	2.1%	4.0%	4.1%	3.1%	3.5%
Travel Blogs or Forums	0.7%	2.3%	3.0%	3.2%	2.3%
Travel TV Channels	0.0%	0.2%	0.3%	0.4%	0.2%
Tour Operator or Travel Agency	18.8%	18.8%	31.7%	20.1%	23.1%
Public administrations or similar	0.9%	1.4%	1.6%	0.6%	1.2%
Others	1.2%	3.2%	2.4%	0.6%	2.2%

* Multi-choice question

With whom did they book their flight and accommodation?

	Norway	Sweden	Denmark	Finland	Nordics
Flight					
- Directly with the airline	38.4%	31.0%	18.4%	27.0%	27.9%
- Tour Operator or Travel Agency	61.6%	69.0%	81.6%	73.0%	72.1%
Accommodation					
- Directly with the accommodation	26.2%	25.5%	17.8%	21.6%	22.5%
- Tour Operator or Travel Agency	73.8%	74.5%	82.2%	78.4%	77.5%

Where do they stay?

	Norway	Sweden	Denmark	Finland	Nordics
1-2-3* Hotel	19.7%	18.7%	25.3%	8.8%	19.7%
4* Hotel	28.6%	39.7%	40.3%	22.1%	35.2%
5* Hotel / 5* Luxury Hotel	5.3%	3.9%	5.3%	6.0%	4.9%
Aparthotel / Tourist Villa	20.3%	22.1%	16.9%	18.8%	19.6%
House/room rented in a private dwelling	10.3%	2.5%	3.3%	3.4%	4.5%
Private accommodation (1)	11.1%	6.4%	1.4%	4.8%	5.6%
Others (Cottage, cruise, camping,...)	4.7%	6.7%	7.6%	36.0%	10.6%

(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	47.0%	31.1%	30.6%	38.3%	34.9%
Bed and Breakfast	26.2%	19.5%	15.8%	24.5%	20.2%
Half board	7.4%	10.3%	13.4%	15.8%	11.6%
Full board	1.6%	4.7%	0.7%	8.4%	3.3%
All inclusive	17.9%	34.4%	39.4%	13.0%	30.0%

30% of tourists book all inclusive.



17.9%
Norway



39.4%
Denmark



34.4%
Sweden



13.0%
Finland

Other expenses

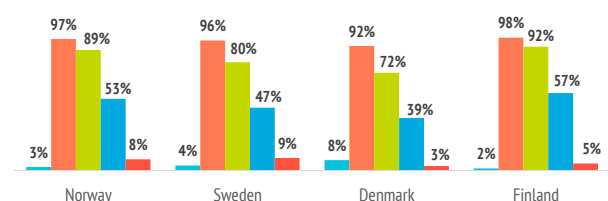
	Norway	Sweden	Denmark	Finland	Nordics
Restaurants or cafes	74.2%	63.6%	65.5%	76.8%	68.2%
Supermarkets	68.8%	63.9%	48.2%	72.3%	61.1%
Car rental	16.6%	16.7%	24.7%	27.7%	20.7%
Organized excursions	8.1%	10.7%	15.4%	16.4%	12.4%
Taxi, transfer, chauffeur service	67.0%	66.7%	58.2%	62.1%	63.4%
Theme Parks	6.2%	3.2%	3.7%	8.8%	4.7%
Sport activities	7.8%	8.2%	11.1%	9.4%	9.2%
Museums	2.2%	1.8%	2.1%	6.1%	2.6%
Flights between islands	2.1%	2.9%	1.8%	0.9%	2.1%

Activities in the Canary Islands

Outdoor time per day	Norway	Sweden	Denmark	Finland	Nordics
0 hours	2.6%	3.7%	7.7%	1.5%	4.4%
1 - 2 hours	8.0%	16.1%	19.9%	6.7%	14.3%
3 - 6 hours	36.2%	33.6%	33.4%	34.4%	34.2%
7 - 12 hours	44.8%	37.3%	35.7%	52.2%	40.4%
More than 12 hours	8.3%	9.3%	3.3%	5.2%	6.6%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

■ 0 hours ■ More than 1 hour ■ More than 3 hours ■ More than 7 hours ■ More than 12 hours

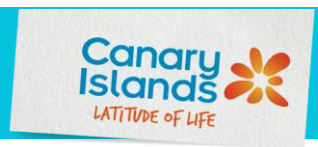


Activities in the Canary Islands	Norway	Sweden	Denmark	Finland	Nordics
Walk, wander	78.2%	77.7%	70.8%	89.0%	77.2%
Swimming pool, hotel facilities	56.9%	68.4%	66.5%	73.0%	66.0%
Beach	65.7%	72.0%	55.3%	70.4%	65.2%
Explore the island on their own	32.7%	39.9%	54.1%	49.3%	44.2%
Swim	37.0%	29.7%	28.9%	53.3%	34.2%
Hiking	38.5%	15.9%	21.3%	14.2%	22.1%
Taste Canarian gastronomy	4.9%	20.8%	17.7%	26.2%	17.2%
Nightlife / concerts / shows	16.0%	10.2%	7.2%	18.8%	11.6%
Running	10.0%	11.4%	11.0%	9.1%	10.7%
Practice other sports	6.4%	12.2%	12.3%	7.2%	10.3%
Organized excursions	6.0%	6.2%	11.8%	16.7%	9.4%
Sea excursions / whale watching	5.6%	5.8%	12.5%	9.2%	8.4%
Wineries / markets / popular festi	6.5%	9.5%	5.2%	5.1%	6.9%
Theme parks	9.0%	3.2%	5.8%	13.2%	6.6%
Beauty and health treatments	8.0%	3.7%	6.0%	13.1%	6.6%
Other Nature Activities	3.2%	5.7%	7.8%	9.5%	6.3%
Museums / exhibitions	4.3%	5.5%	5.8%	11.4%	6.1%
Cycling / Mountain bike	3.4%	3.8%	8.5%	4.1%	5.3%
Astronomical observation	1.8%	1.1%	2.1%	22.8%	4.5%
Golf	4.7%	3.6%	1.9%	4.7%	3.5%
Scuba Diving	1.9%	2.4%	3.3%	2.2%	2.6%
Surf	2.1%	2.0%	3.3%	3.1%	2.6%
Windsurf / Kitesurf	1.2%	0.5%	2.2%	0.4%	1.2%

* Multi-choice question

TOURIST PROFILE BY SOURCE MARKETS (2021)

CANARY ISLANDS: NORDICS



Which island do they choose?

Tourists (> 15 years old)	Norway	Sweden	Denmark	Finland	Nordics
Lanzarote	396	6,876	18,820	2,083	28,175
Fuerteventura	271	12,534	16,174	1,808	30,788
Gran Canaria	68,930	81,361	49,545	31,930	231,766
Tenerife	9,516	27,557	34,039	15,879	86,991
La Palma	142	2	388	136	668

Share by islands	Norway	Sweden	Denmark	Finland	Nordics
Lanzarote	0.5%	5.4%	15.8%	4.0%	7.4%
Fuerteventura	0.3%	9.8%	13.6%	3.5%	8.1%
Gran Canaria	87.0%	63.4%	41.6%	61.6%	61.3%
Tenerife	12.0%	21.5%	28.6%	30.6%	23.0%
La Palma	0.2%	0.0%	0.3%	0.3%	0.2%

How many islands do they visit during their trip?

	Norway	Sweden	Denmark	Finland	Nordics
One island	97.0%	96.5%	96.2%	96.6%	96.5%
Two islands	3.0%	3.1%	3.3%	3.4%	3.2%
Three or more islands	0.0%	0.3%	0.5%	0.0%	0.3%

% TOURISTS WHO VISIT MORE THAN ONE ISLAND



Health safety

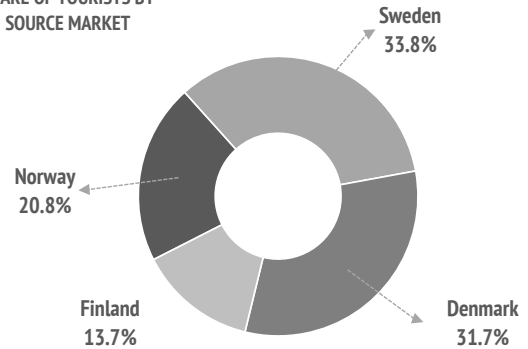
Planning the trip: Importance	Norway	Sweden	Denmark	Finland	Nordics
Average rating (scale 0-10)	8.11	7.76	7.65	8.30	7.87

During the stay: Rate	Norway	Sweden	Denmark	Finland	Nordics
Average rating (scale 0-10)	8.22	8.73	8.43	8.51	8.43

HEALTH SAFETY MEASURES (RATE)



SHARE OF TOURISTS BY SOURCE MARKET



How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Norway	Sweden	Denmark	Finland	Nordics
Average rating	8.71	8.75	8.78	8.76	8.75

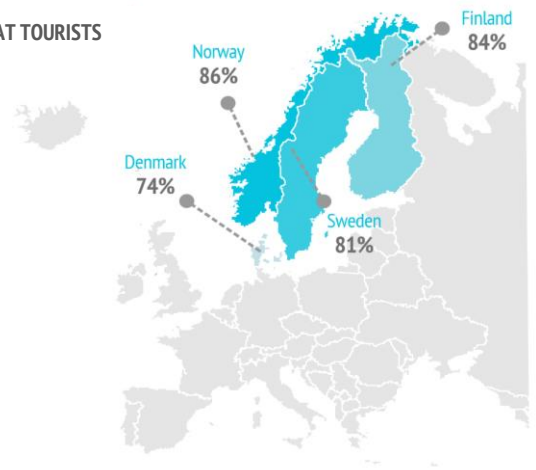
Experience in the Canary Islands	Norway	Sweden	Denmark	Finland	Nordics
Worse or much worse than expected	3.3%	3.2%	2.2%	1.1%	2.6%
Lived up to expectations	61.0%	52.6%	62.5%	59.5%	58.4%
Better or much better than expected	35.6%	44.2%	35.3%	39.4%	38.9%

Future intentions (scale 1-10)	Norway	Sweden	Denmark	Finland	Nordics
Return to the Canary Islands	9.00	8.88	8.79	8.44	8.82
Recommend visiting the Canary Islands	8.91	9.06	8.95	8.71	8.95

How many are loyal to the Canary Islands?

	Norway	Sweden	Denmark	Finland	Nordics
Repeat tourists	85.9%	80.6%	74.3%	79.3%	79.5%
Repeat tourists (last 5 years)	78.3%	70.9%	66.8%	75.4%	71.8%
Repeat tourists (last 5 years) (5 or more visits)	24.4%	15.8%	13.0%	14.1%	16.5%
At least 10 previous visits	34.2%	25.0%	23.9%	23.1%	26.3%

REPEAT TOURISTS



TOURIST PROFILE BY SOURCE MARKETS (2021)

CANARY ISLANDS: NORDICS

Where does the flight come from?



	Norway	Sweden	Denmark	Finland	Nordics
Sweden	0.3%	91.7%	3.0%	0.8%	32.1%
Denmark	1.0%	5.7%	90.8%	0.0%	30.9%
Norway	95.3%	0.2%	0.0%	0.0%	20.0%
Finland	0.4%	0.7%	0.0%	95.4%	13.4%
Germany	0.5%	0.6%	2.7%	1.7%	1.4%
Spanish Mainland	1.0%	0.2%	1.5%	1.9%	1.0%
United Kingdom	0.4%	0.3%	0.8%	0.0%	0.5%
Portugal	0.1%	0.0%	0.5%	0.0%	0.2%
Switzerland	0.3%	0.2%	0.0%	0.0%	0.1%
Belgium	0.6%	0.0%	0.0%	0.0%	0.1%
Netherlands	0.1%	0.0%	0.2%	0.1%	0.1%
Others	0.0%	0.4%	0.5%	0.0%	0.3%

Who do they come with?



	Norway	Sweden	Denmark	Finland	Nordics
Unaccompanied	14.4%	13.9%	7.9%	11.2%	11.7%
Only with partner	48.3%	44.0%	46.1%	50.8%	46.5%
Only with children (< 13 years old)	3.0%	3.1%	5.7%	7.8%	4.6%
Partner + children (< 13 years old)	5.1%	7.0%	5.8%	2.5%	5.6%
Other relatives	8.3%	4.2%	15.5%	7.6%	9.1%
Friends	9.0%	8.9%	6.2%	7.1%	7.8%
Work colleagues	0.0%	0.2%	0.2%	0.4%	0.2%
Organized trip	0.3%	0.1%	0.0%	0.0%	0.1%
Other combinations (1)	11.5%	18.5%	12.6%	12.6%	14.4%

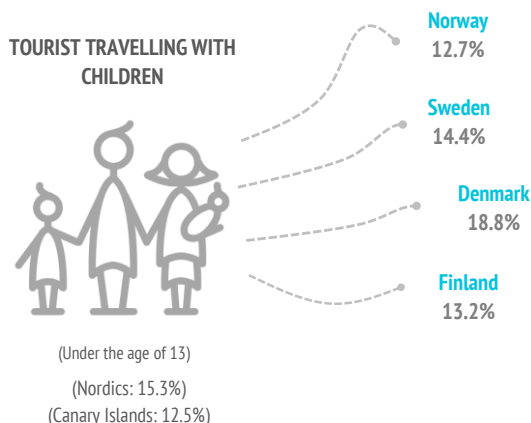
(1) Different situations have been isolated

Tourists with children	12.7%	14.4%	18.8%	13.2%	15.3%
- Between 0 and 2 years old	0.0%	0.8%	1.4%	1.0%	0.8%
- Between 3 and 12 years old	11.5%	12.0%	15.4%	10.9%	12.8%
- Between 0 -2 and 3-12 years old	1.1%	1.7%	2.0%	1.2%	1.6%
Tourists without children	87.3%	85.6%	81.2%	86.8%	84.7%

Group composition:

- 1 person	15.5%	16.4%	10.6%	11.8%	13.7%
- 2 people	59.8%	54.2%	56.5%	59.6%	56.8%
- 3 people	9.1%	13.0%	8.0%	6.4%	9.7%
- 4 or 5 people	11.6%	12.2%	17.3%	19.2%	14.6%
- 6 or more people	3.9%	4.3%	7.6%	2.9%	5.1%
Average group size:	2.43	2.48	2.80	2.54	2.58

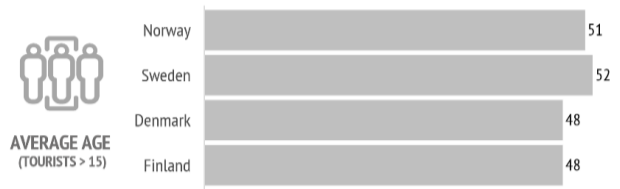
*People who share the main expenses of the trip



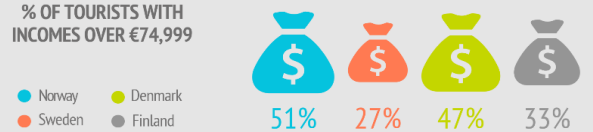
Who are they?



	Norway	Sweden	Denmark	Finland	Nordics
Gender					
Men	47.6%	45.7%	50.3%	45.3%	47.5%
Women	52.4%	54.3%	49.7%	54.7%	52.5%
Age					
Average age (tourist > 15 years old)	51.2	52.0	48.3	48.3	50.2
Standard deviation	16.9	16.2	15.7	16.7	16.3
Age range (> 15 years old)					
16 - 24 years old	10.4%	7.6%	8.9%	12.6%	9.3%
25 - 30 years old	4.8%	3.8%	9.2%	4.6%	5.8%
31 - 45 years old	18.6%	22.2%	22.1%	28.7%	22.3%
46 - 60 years old	29.6%	32.4%	34.1%	22.9%	31.1%
Over 60 years old	36.5%	34.1%	25.7%	31.1%	31.5%
Occupation					
Salaried worker	53.0%	37.9%	60.3%	42.2%	48.7%
Self-employed	4.7%	9.5%	7.8%	9.4%	7.9%
Unemployed	0.2%	1.2%	0.6%	6.3%	1.5%
Business owner	11.2%	21.1%	8.0%	10.7%	13.4%
Student	3.7%	3.1%	6.4%	6.7%	4.8%
Retired	24.4%	26.6%	15.7%	24.6%	22.4%
Unpaid domestic work	0.0%	0.0%	0.0%	0.0%	0.0%
Others	2.9%	0.7%	1.2%	0.0%	1.2%
Annual household income level					
Less than €25,000	4.6%	5.0%	5.7%	10.1%	5.8%
€25,000 - €49,999	19.0%	33.3%	19.6%	36.7%	26.4%
€50,000 - €74,999	25.4%	34.8%	28.2%	20.0%	28.7%
More than €74,999	51.1%	26.9%	46.5%	33.2%	39.0%
Education level					
No studies	0.3%	4.1%	0.8%	0.5%	1.8%
Primary education	4.2%	2.9%	3.2%	9.1%	4.1%
Secondary education	28.9%	29.7%	16.5%	35.1%	26.1%
Higher education	66.7%	63.3%	79.6%	55.2%	68.1%



% OF TOURISTS WITH INCOMES OVER €74,999



% OF TOURISTS WITH HIGHER EDUCATION

