

# Profile of Norwegian tourist visiting Canary Islands

## 2016



### How many are they and how much do they spend?



	Norway	All markets
Tourist arrivals (> 16 years old)	376,728	13,114,359
Average daily expenditure (€)	139.50	135.94
. in their place of residence	92.74	98.03
. in the Canary Islands	46.75	37.90
Average length of stay	11.54	9.36
Turnover per tourist (€)	1,349	1,141
Total turnover (> 16 years old) (€m)	508	14,957
Share of total turnover	3.4%	100%
Share of total tourist	2.9%	100%
<b>Expenditure in the Canary Islands per tourist and trip (€) (*)</b>		
<b>Accommodation (**):</b>	<b>44.96</b>	<b>47.11</b>
- Accommodation	40.51	40.52
- Additional accommodation expenses	4.45	6.60
<b>Transport:</b>	<b>33.25</b>	<b>26.01</b>
- Public transport	7.73	5.14
- Taxi	14.47	6.94
- Car rental	11.05	13.93
<b>Food and drink:</b>	<b>294.37</b>	<b>148.33</b>
- Food purchases at supermarkets	138.41	63.46
- Restaurants	155.96	84.87
<b>Souvenirs:</b>	<b>54.74</b>	<b>53.88</b>
<b>Leisure:</b>	<b>24.35</b>	<b>34.52</b>
- Organized excursions	7.20	14.95
- Leisure, amusement	2.48	4.55
- Trip to other islands	2.79	1.85
- Sporting activities	3.22	5.11
- Cultural activities	2.28	2.04
- Discos and disco-pubs	6.39	6.01
<b>Others:</b>	<b>21.20</b>	<b>13.91</b>
- Wellness	4.59	3.23
- Medical expenses	1.81	1.69
- Other expenses	14.80	8.99

### How far in advance do they book their trip?



	Norway	All markets
The same day they leave	0.5%	0.6%
Between 2 and 7 days	9.4%	6.3%
Between 8 and 15 days	5.7%	7.9%
Between 16 and 30 days	16.5%	14.7%
Between 31 and 90 days	34.2%	34.3%
More than 90 days	33.8%	36.2%

### What do they book at their place of residence?



	Norway	All markets
Flight only	9.5%	8.8%
Flight and accommodation (room only)	49.3%	25.7%
Flight and accommodation (B&B)	14.2%	8.0%
Flight and accommodation (half board)	8.5%	20.4%
Flight and accommodation (full board)	2.5%	4.3%
Flight and accommodation (all inclusive)	16.0%	32.8%
<b>% Tourists using low-cost airlines</b>	<b>35.7%</b>	<b>48.7%</b>
<b>Other expenses in their place of residence:</b>		
- Car rental	3.5%	11.8%
- Sporting activities	3.0%	5.3%
- Excursions	3.0%	5.7%
- Trip to other islands	0.6%	1.6%

(\*) 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.

### How do they book?



	Norway	All markets
<b>Accommodation booking</b>		
<b>Tour Operator</b>	<b>59.8%</b>	<b>42.3%</b>
- Tour Operator's website	92.9%	78.8%
<b>Accommodation</b>	<b>14.3%</b>	<b>14.7%</b>
- Accommodation's website	72.4%	83.5%
<b>Travel agency (High street)</b>	<b>7.6%</b>	<b>20.5%</b>
<b>Online Travel Agency (OTA)</b>	<b>10.0%</b>	<b>16.5%</b>
<b>No need to book accommodation</b>	<b>8.3%</b>	<b>6.0%</b>

	Norway	All markets
<b>Flight booking</b>		
<b>Tour Operator</b>	<b>60.4%</b>	<b>44.6%</b>
- Tour Operator's website	90.7%	76.3%
<b>Airline</b>	<b>23.5%</b>	<b>24.8%</b>
- Airline's website	96.3%	96.2%
<b>Travel agency (High street)</b>	<b>6.5%</b>	<b>19.1%</b>
<b>Online Travel Agency (OTA)</b>	<b>9.6%</b>	<b>11.5%</b>

### Where do they stay?



	Norway	All markets
<b>5* Hotel</b>	<b>6.9%</b>	<b>7.1%</b>
<b>4* Hotel</b>	<b>23.2%</b>	<b>39.6%</b>
<b>1-2-3* Hotel</b>	<b>15.3%</b>	<b>14.6%</b>
<b>Apartment</b>	<b>48.0%</b>	<b>31.5%</b>
<b>Property (privately-owned, friends, family)</b>	<b>4.1%</b>	<b>4.6%</b>
<b>Others</b>	<b>2.5%</b>	<b>2.6%</b>

### Who are they?



	Norway	All markets
<b>Gender</b>		
Percentage of men	53.0%	48.5%
Percentage of women	47.0%	51.5%
<b>Age</b>		
Average age (tourists > 16 years old)	51.2	46.3
Standard deviation	16.2	15.3
<b>Age range (&gt; 16 years old)</b>		
16-24 years old	6.0%	8.2%
25-30 years old	7.6%	11.1%
31-45 years old	22.5%	29.1%
46-60 years old	28.2%	30.9%
Over 60 years old	35.7%	20.7%
<b>Occupation</b>		
Business owner or self-employed	14.0%	23.1%
Upper/Middle management employee	37.1%	36.1%
Auxiliary level employee	19.5%	15.5%
Students	6.0%	5.1%
Retired	22.1%	18.0%
Unemployed / unpaid dom. work	1.2%	2.2%
<b>Annual household income level</b>		
€12,000 - €24,000	6.9%	17.8%
€24,001 - €36,000	8.6%	19.4%
€36,001 - €48,000	19.0%	16.9%
€48,001 - €60,000	17.3%	14.6%
€60,001 - €72,000	12.9%	9.5%
€72,001 - €84,000	9.6%	6.0%
More than €84,000	25.7%	15.8%

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## Which island do they choose?



Tourists (> 16 years old)	Norway	All markets
- Lanzarote	16,893	2,328,674
- Fuerteventura	30,033	1,914,107
- Gran Canaria	274,698	3,654,806
- Tenerife	55,104	4,885,901
- La Palma	0	221,541

Share (%)	Norway	All markets
- Lanzarote	4.5%	17.9%
- Fuerteventura	8.0%	14.7%
- Gran Canaria	72.9%	28.1%
- Tenerife	14.6%	37.6%
- La Palma	0.0%	1.7%

## Who do they come with?



	Norway	All markets
Unaccompanied	11.5%	9.1%
Only with partner	48.6%	47.6%
Only with children (under the age of 13)	2.2%	1.5%
Partner + children (under the age of 13)	6.2%	11.8%
Other relatives	8.6%	6.0%
Friends	7.0%	6.1%
Work colleagues	0.3%	0.3%
Other combinations <sup>(1)</sup>	15.6%	17.5%

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

## How do they rate the destination?



Impression of their stay	Norway	All markets
Good or very good (% tourists)	87.3%	94.1%
Average rating (scale 1-10)	8.57	8.90

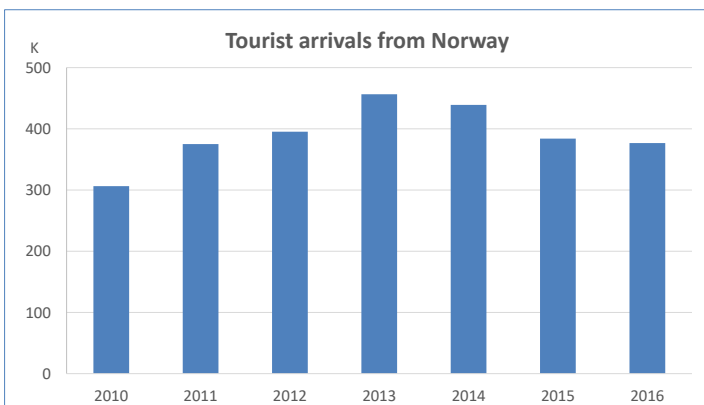
## How many are loyal to the destination?

Repeat tourists of the Canary Islands	Norway	All markets
Repeat tourists	90.6%	77.3%
In love (at least 10 previous visits)	25.6%	16.1%

## Where does the flight come from?



Ten main origin markets	Norway	All markets
Norway	354,695	393,235
United Kingdom	6,383	4,208,588
Spanish Mainland	5,314	2,164,168
Sweden	3,673	420,877
Italy	2,456	346,999
Switzerland	1,038	312,564
Germany	1,004	2,882,932
Denmark	922	253,091
Poland	696	106,860
Austria	236	113,534



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.

## Why do they choose the Canary Islands?



Aspects influencing the choice	Norway	All markets
Climate/sun	94.3%	89.8%
Tranquility/rest/relaxation	52.8%	36.6%
Beaches	39.9%	34.5%
Security	12.8%	11.1%
Price	10.1%	12.7%
Visiting new places	8.4%	14.6%
Active tourism	8.4%	5.1%
Scenery	6.9%	21.9%
Suitable destination for children	6.3%	7.5%
Nightlife/fun	5.5%	3.8%
Nautical activities	2.6%	2.2%
Ease of travel	2.6%	8.9%
Culture	2.1%	2.6%
Theme parks	2.0%	3.0%
Shopping	1.9%	2.6%
Health-related tourism	1.8%	0.6%

\* Multi-choice question

## What did motivate them to come?



Aspects motivating the choice	Norway	All markets
Previous visits to the Canary Islands	77.8%	64.1%
Recommendation by friends or relatives	28.1%	34.5%
The Canary Islands television channel	0.2%	0.3%
Other television or radio channels	0.3%	0.8%
Information in the press/magazines/books	2.8%	3.8%
Attendance at a tourism fair	0.4%	0.5%
Tour Operator's brochure or catalogue	5.9%	8.0%
Recommendation by Travel Agency	3.6%	9.7%
Information obtained via the Internet	26.9%	25.8%
Senior Tourism programme	0.0%	0.2%
Others	5.5%	6.1%

\* Multi-choice question

