

Profile of tourist visiting the Canary Islands (2017)

NORWAY



How many are they and how much do they spend?



	Norway	All markets
Tourist arrivals (FRONTUR)	467,111	15,975,507
Tourist arrivals (> 16 years old)	406,289	13,852,616
Average daily expenditure (€)	146.71	140.18
. in their place of residence	97.98	101.15
. in the Canary Islands	48.72	39.03
Average length of stay	12.01	9.17
Turnover per tourist (€)	1,497	1,155
Total turnover (€m)	699	18,450
Share of total tourist	2.9%	100%
Share of total turnover	3.8%	100%

% tourists who pay in the Canary Islands:

Accommodation:

- Accommodation	12.7%	13.5%
- Additional accommodation expenses	3.5%	6.3%

Transport:

- Public transport	15.8%	14.5%
- Taxi	32.1%	21.2%
- Car rental	13.2%	19.4%

Food and drink:

- Food purchases at supermarkets	66.7%	55.0%
- Restaurants	76.0%	57.3%

Souvenirs:

	38.7%	53.3%
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Leisure:

- Organized excursions	8.6%	17.7%
- Leisure, amusement	6.1%	8.4%
- Trip to other islands	0.9%	2.3%
- Sporting activities	6.1%	6.1%
- Cultural activities	3.4%	4.4%
- Discos and disco-pubs	4.8%	6.1%

Others:

- Wellness	3.4%	4.9%
- Medical expenses	2.5%	4.0%
- Other expenses	7.9%	9.6%



+8%
TOURISTS
467,111



+11%
TRAVEL EXPENSES
€1,497



+19%
TURNOVER
€699 MILL

What do they book at their place of residence?



	Norway	All markets
Flight only	12.8%	9.3%
Flight and accommodation (room only)	50.5%	26.9%
Flight and accommodation (B&B)	16.5%	8.3%
Flight and accommodation (half board)	7.8%	19.3%
Flight and accommodation (full board)	1.4%	4.4%
Flight and accommodation (all inclusive)	11.0%	31.9%
% Tourists using low-cost airlines	39.3%	50.8%

Other expenses in their place of residence:

- Car rental	3.9%	12.6%
- Sporting activities	2.9%	5.1%
- Excursions	1.4%	6.2%
- Trip to other islands	0.4%	1.5%

How do they book?



	Norway	All markets
Accommodation booking		
Tour Operator	57.8%	42.4%
- Tour Operator's website	92.3%	80.6%
Accommodation	15.9%	14.6%
- Accommodation's website	76.6%	84.0%
Travel agency (High street)	5.5%	19.3%
Online Travel Agency (OTA)	10.2%	17.3%
No need to book accommodation	10.7%	6.4%

	Norway	All markets
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Tour Operator	58.3%	44.8%
- Tour Operator's website	92.8%	78.6%
Airline	28.1%	25.8%
- Airline's website	98.3%	97.3%
Travel agency (High street)	5.6%	18.0%
Online Travel Agency (OTA)	7.9%	11.4%

How far in advance do they book their trip?



	Norway	All markets
The same day they leave	0.1%	0.5%
Between 2 and 7 days	6.3%	5.9%
Between 8 and 15 days	8.6%	7.4%
Between 16 and 30 days	14.5%	13.4%
Between 31 and 90 days	34.9%	34.6%
More than 90 days	35.6%	38.3%

Who are they?



	Norway	All markets
Gender		
Men	53.3%	48.1%
Women	46.7%	51.9%

Age

Average age (tourists > 16 years old)	52.2	46.9
Standard deviation	16.1	15.5

Age range (> 16 years old)

16-24 years old	7.0%	8.4%
25-30 years old	6.6%	10.2%
31-45 years old	19.9%	27.9%
46-60 years old	28.6%	31.7%
Over 60 years old	37.9%	21.8%

Occupation

Business owner or self-employed	15.9%	23.8%
Upper/Middle management employee	31.5%	35.2%
Auxiliary level employee	18.0%	15.3%
Students	4.3%	5.0%
Retired	29.3%	18.6%
Unemployed / unpaid dom. work	1.0%	2.1%

Annual household income level

€12,000 - €24,000	4.8%	17.9%
€24,001 - €36,000	9.0%	19.3%
€36,001 - €48,000	13.2%	16.1%
€48,001 - €60,000	19.1%	15.1%
€60,001 - €72,000	14.1%	9.3%
€72,001 - €84,000	11.8%	6.3%
More than €84,000	27.9%	16.0%

Which island do they choose?



Tourists (> 16 years old)	Norway	All markets
- Lanzarote	22,440	2,488,213
- Fuerteventura	6,152	1,938,908
- Gran Canaria	288,304	3,900,824
- Tenerife	86,125	5,144,415
- La Palma	1,807	277,952

Share (%)	Norway	All markets
- Lanzarote	5.5%	18.1%
- Fuerteventura	1.5%	14.1%
- Gran Canaria	71.2%	28.4%
- Tenerife	21.3%	37.4%
- La Palma	0.4%	2.0%

Where do they stay?



	Norway	All markets
5* Hotel	3.7%	6.8%
4* Hotel	20.9%	38.4%
1-2-3* Hotel	14.6%	14.4%
Apartment	52.1%	32.4%
Property (privately-owned, friends, family)	5.8%	4.8%
Others	3.1%	3.2%

Why do they choose the Canary Islands?



Aspects influencing the choice	Norway	All markets
Climate/sun	96.6%	89.8%
Tranquillity/rest/relaxation	52.1%	37.2%
Beaches	38.2%	35.1%
Security	13.9%	9.7%
Scenery	9.7%	22.9%
Active tourism	9.6%	5.4%
Suitable destination for children	9.4%	7.6%
Price	8.9%	12.2%
Visiting new places	7.3%	14.7%
Ease of travel	3.7%	8.9%
Nightlife/fun	3.0%	3.8%
Shopping	2.6%	2.5%
Quality of the environment	1.6%	6.5%
Culture	1.4%	2.7%
Theme parks	1.2%	3.1%
Rural tourism	1.2%	1.1%

* Multi-choice question

Who do they come with?



	Norway	All markets
Unaccompanied	9.6%	8.7%
Only with partner	47.9%	46.8%
Only with children (under the age of 13)	1.4%	1.7%
Partner + children (under the age of 13)	8.7%	11.9%
Other relatives	5.9%	6.0%
Friends	7.2%	6.1%
Work colleagues	0.5%	0.3%
Other combinations ⁽¹⁾	18.8%	18.5%

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

How do they rate the Canary Islands?



Opinion on their stay	Norway	All markets
Good or very good (% tourists)	93.4%	94.0%
Average rating (scale 1-10)	8.86	8.92

How many are loyal to the Canary Islands?



Repeat tourists	Norway	All markets
At least 1 previous visit	89.8%	77.3%
At least 10 previous visits	34.4%	16.9%

Where does the flight come from?



Tourists (> 16 years old)	Share	Absolute
Norway	95.1%	386,566
Spanish Mainland	1.9%	7,922
United Kingdom	1.2%	4,872
Sweden	1.0%	3,898
Denmark	0.3%	1,349
Poland	0.1%	586
Germany	0.1%	492
Finland	0.1%	359
Netherlands	0.1%	246
Others	0.0%	0

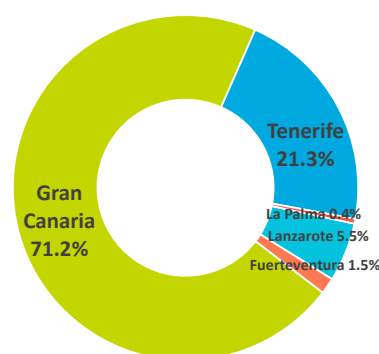
What did motivate them to come?



Prescription sources	Norway	All markets
Previous visits to the Canary Islands	81.9%	64.9%
Recommendation by friends/relatives	27.5%	35.0%
The Canary Islands television channel	0.1%	0.4%
Other television or radio channels	0.2%	1.0%
Information in press/magazines/books	3.1%	3.8%
Attendance at a tourism fair	0.0%	0.5%
Tour Operator's brochure or catalogue	3.7%	7.2%
Recommendation by Travel Agency	2.5%	9.3%
Information obtained via the Internet	27.6%	25.5%
Senior Tourism programme	0.0%	0.2%
Others	6.3%	5.9%

* Multi-choice question

Share of tourists > 16 years old by islands



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.