

# PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2018)

## NORWAY

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

	Norway	All markets
<b>TOURISTS</b>		
<b>Tourist arrivals (FRONTUR)</b>	<b>441,276</b>	<b>15,559,787</b>
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	<b>382,647</b>	<b>13,485,651</b>
- book holiday package	225,332	7,848,516
- do not book holiday package	157,315	5,637,135
- % tourists who book holiday package	58.9%	58.2%
Share of total tourist	2.8%	100%

RANKING POSITION BY  
NUMBER OF TOURISTS

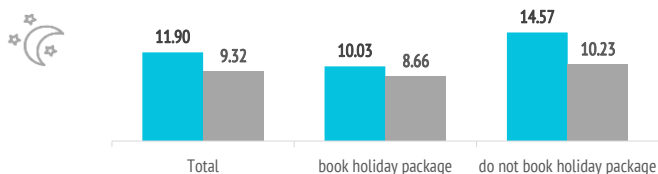
RANKING POSITION BY  
TURNOVER



76% of Norwegians  
travel to Gran Canaria.

	Norway	All markets
<b>Expenditure per tourist (€)</b>	<b>1,400</b>	<b>1,196</b>
- book holiday package	1,413	1,309
- holiday package	1,068	1,064
- others	345	246
- do not book holiday package	1,382	1,037
- flight	408	288
- accommodation	358	350
- others	616	399
<b>Average length of stay</b>	<b>11.90</b>	<b>9.32</b>
- book holiday package	10.03	8.66
- do not book holiday package	14.57	10.23
<b>Average daily expenditure (€)</b>	<b>143.5</b>	<b>143.6</b>
- book holiday package	157.7	159.8
- do not book holiday package	123.1	121.0
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>536</b>	<b>16,124</b>
- book holiday package	318	10,277
- do not book holiday package	217	5,848

AVERAGE LENGTH OF STAY  
(nights)



EXPENDITURE PER TOURIST (€)



### Importance of each factor in the destination choice

	Norway	All markets
Climate	85.6%	78.1%
Safety	42.7%	51.4%
Sea	39.6%	43.3%
Accommodation supply	38.8%	41.7%
Beaches	38.1%	37.1%
Tranquility	33.4%	46.2%
Effortless trip	32.1%	34.8%
European belonging	27.9%	35.8%
Price	27.1%	36.5%
Environment	19.1%	30.6%
Gastronomy	18.7%	22.6%
Landscapes	18.2%	31.6%
Hiking trail network	16.4%	9.0%
Fun possibilities	12.9%	20.7%
Shopping	8.8%	9.6%
Nightlife	7.6%	7.5%
Authenticity	6.2%	19.1%
Exoticism	4.9%	10.5%
Culture	4.2%	7.3%
Historical heritage	3.6%	7.1%

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

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

% TOURISTS WHO CHOOSE CLIMATE

NORWAY  
85.6%



ALL MARKETS  
78.1%

### What is the main motivation for their holidays?

	Norway	All markets
Rest	64.7%	55.1%
Enjoy family time	21.2%	14.7%
Have fun	3.8%	7.8%
Explore the destination	5.6%	18.5%
Practice their hobbies	2.7%	1.8%
Other reasons	1.9%	2.1%

REST



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

	Norway	All markets
The same day	1.4%	0.7%
Between 1 and 30 days	29.2%	23.2%
Between 1 and 2 months	22.7%	23.0%
Between 3 and 6 months	26.4%	32.4%
More than 6 months	20.2%	20.7%

Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports.

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

# PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2018)

## NORWAY



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

	Norway	All markets
Previous visits to the Canary Islands	61.7%	50.9%
Friends or relatives	26.0%	27.8%
Internet or social media	51.0%	56.1%
Mass Media	1.0%	1.7%
Travel guides and magazines	2.1%	9.5%
Travel Blogs or Forums	0.6%	5.4%
Travel TV Channels	0.3%	0.7%
Tour Operator or Travel Agency	19.9%	24.7%
Public administrations or similar	0.2%	0.4%
Others	1.7%	2.3%

\* Multi-choice question

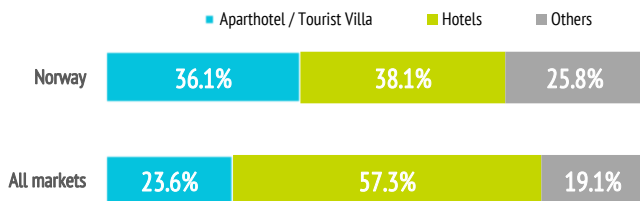
### With whom did they book their flight and accommodation? 👁

	Norway	All markets
<b>Flight</b>		
- Directly with the airline	36.9%	39.5%
- Tour Operator or Travel Agency	63.1%	60.5%
<b>Accommodation</b>		
- Directly with the accommodation	26.0%	28.8%
- Tour Operator or Travel Agency	74.0%	71.2%

### Where do they stay? 🏠

	Norway	All markets
1-2-3* Hotel	13.1%	12.8%
4* Hotel	21.0%	37.7%
5* Hotel / 5* Luxury Hotel	4.0%	6.8%
Aparthotel / Tourist Villa	36.1%	23.6%
House/room rented in a private dwelling	8.4%	5.3%
Private accommodation (1)	10.9%	7.0%
Others (Cottage, cruise, camping,...)	6.5%	6.8%

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



### What do they book? 🍽

	Norway	All markets
Room only	52.8%	28.8%
Bed and Breakfast	19.6%	11.7%
Half board	9.7%	22.4%
Full board	1.8%	3.0%
All inclusive	16.2%	34.1%

”  
**52.8% of Norwegians book room only.**  
 (Canary Islands: 28.8%)

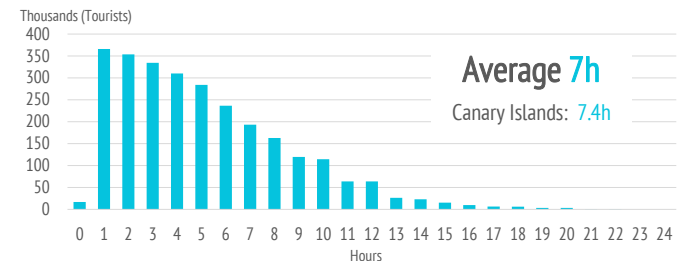
### Other expenses 📍

	Norway	All markets
Restaurants or cafes	73.7%	63.2%
Supermarkets	65.2%	55.9%
Car rental	13.4%	26.6%
Organized excursions	11.2%	21.8%
Taxi, transfer, chauffeur service	55.2%	51.7%
Theme Parks	5.4%	8.8%
Sport activities	3.0%	6.4%
Museums	3.1%	5.0%
Flights between islands	3.8%	4.8%

### Activities in the Canary Islands 🚶

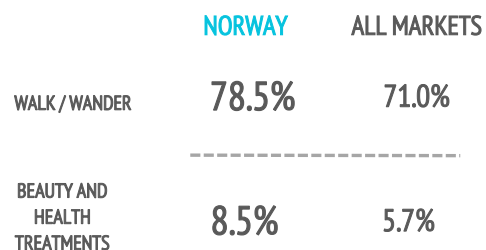
Outdoor time per day	Norway	All markets
0 hours	4.4%	2.2%
1 - 2 hours	8.2%	10.0%
3 - 6 hours	36.9%	32.6%
7 - 12 hours	43.6%	46.5%
More than 12 hours	6.9%	8.7%

### TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Norway	All markets
Walk, wander	78.5%	71.0%
Swimming pool, hotel facilities	60.4%	58.9%
Beach	60.3%	68.0%
Explore the island on their own	35.0%	46.5%
Nightlife / concerts / shows	16.4%	15.5%
Wineries / markets / popular festivals	11.0%	12.0%
Theme parks	10.9%	15.5%
Sport activities	9.7%	14.3%
Nature activities	9.6%	10.0%
Beauty and health treatments	8.5%	5.7%
Organized excursions	8.4%	17.9%
Museums / exhibitions	7.6%	9.8%
Taste Canarian gastronomy	7.1%	25.4%
Sea excursions / whale watching	4.5%	11.3%
Activities at sea	3.6%	9.8%
Astronomical observation	0.9%	3.4%

\* Multi-choice question



# PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2018)

## NORWAY



### Which island do they choose?

Tourists (> 15 years old)	Norway	All markets
Lanzarote	18,855	2,457,120
Fuerteventura	5,369	1,856,705
Gran Canaria	288,572	3,825,110
Tenerife	66,428	4,991,173
La Palma	2,943	249,069

### How many islands do they visit during their trip?

	Norway	All markets
One island	95.1%	90.9%
Two islands	4.8%	7.7%
Three or more islands	0.1%	1.4%

### Internet usage during their trip

	Norway	All markets
<b>Research</b>		
- Tourist package	5.6%	15.4%
- Flights	6.8%	13.0%
- Accommodation	7.0%	17.7%
- Transport	9.9%	15.6%
- Restaurants	23.9%	27.0%
- Excursions	20.9%	26.3%
- Activities	23.1%	31.0%
<b>Book or purchase</b>		
- Tourist package	54.4%	38.1%
- Flights	80.2%	64.4%
- Accommodation	61.5%	54.5%
- Transport	50.6%	44.7%
- Restaurants	12.6%	10.5%
- Excursions	10.2%	11.4%
- Activities	13.3%	12.5%

\* Multi-choice question

Internet usage in the Canary Island	Norway	All markets
<b>Did not use the Internet</b>	<b>7.9%</b>	<b>9.8%</b>
<b>Used the Internet</b>	<b>92.1%</b>	<b>90.2%</b>
- Own Internet connection	36.8%	36.5%
- Free Wifi connection	37.8%	41.1%
<b>Applications*</b>		
- Search for locations or maps	52.1%	60.7%
- Search for destination info	40.8%	44.7%
- Share pictures or trip videos	54.7%	55.6%
- Download tourist apps	6.3%	6.5%
- Others	37.6%	23.9%

\* Multi-choice question



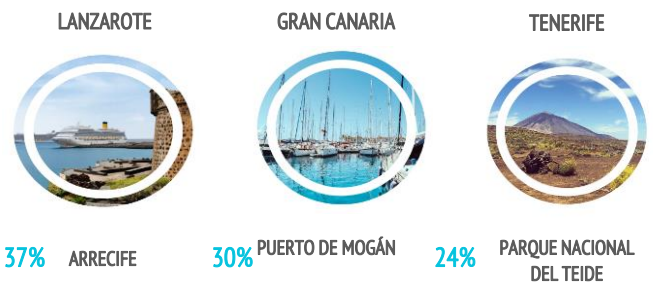
**55% of Norwegians share pictures or trip videos during their stay in the Canary Islands**

(Canary Islands: 55.6%)



Share by islands	Norway	All markets
Lanzarote	4.9%	18.4%
Fuerteventura	1.4%	13.9%
Gran Canaria	75.5%	28.6%
Tenerife	17.4%	37.3%
La Palma	0.8%	1.9%

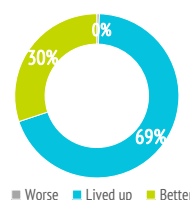
### MOST VISITED PLACES IN EACH ISLAND



The data refers to % of tourists on each island who have visited the place.

### How do they rate the Canary Islands?

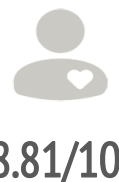
Satisfaction (scale 0-10)	Norway	All markets
Average rating	8.47	8.58
<b>Experience in the Canary Islands</b>		
Worse or much worse than expected	0.5%	2.9%
Lived up to expectations	69.4%	57.4%
Better or much better than expected	30.1%	39.7%
<b>Future intentions (scale 1-10)</b>		
Return to the Canary Islands	8.79	8.60
Recommend visiting the Canary Island	8.81	8.86



Experience in the Canary Islands



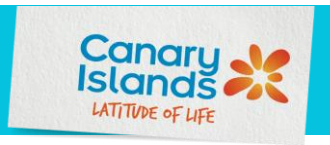
Return to the Canary Islands



Recommend visiting the Canary Islands

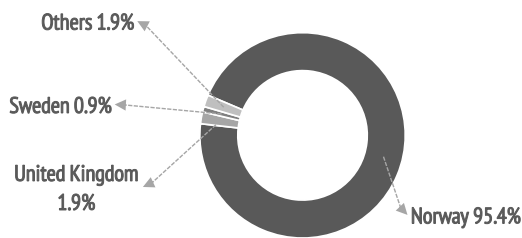
### How many are loyal to the Canary Islands?

	Norway	All markets
<b>Repeat tourists</b>	<b>87.1%</b>	<b>71.0%</b>
Repeat tourists (last 5 years)	80.5%	64.6%
Repeat tourists (last 5 years) (5 or mor	31.3%	18.4%
<b>At least 10 previous visits</b>	<b>32.2%</b>	<b>17.8%</b>



Where does the flight come from? 

	%	Absolute
Norway	95.4%	365,152
United Kingdom	1.9%	7,112
Sweden	0.9%	3,281
Spanish Mainland	0.7%	2,713
Germany	0.3%	1,308
Netherlands	0.3%	1,066
Others	0.5%	2,015



Who do they come with? 

	Norway	All markets
Unaccompanied	9.7%	8.9%
Only with partner	50.6%	47.4%
Only with children (< 13 years old)	3.6%	5.9%
Partner + children (< 13 years old)	3.9%	7.2%
Other relatives	8.9%	9.0%
Friends	7.3%	6.3%
Work colleagues	0.7%	0.5%
Organized trip	0.2%	0.2%
Other combinations (1)	15.1%	14.6%

(1) Different situations have been isolated

<b>Tourists with children</b>	<b>11.8%</b>	<b>19.3%</b>
- Between 0 and 2 years old	1.0%	1.8%
- Between 3 and 12 years old	9.5%	15.8%
- Between 0 -2 and 3-12 years	1.3%	1.6%
<b>Tourists without children</b>	<b>88.2%</b>	<b>80.7%</b>
<b>Group composition:</b>		
- 1 person	14.3%	12.4%
- 2 people	61.3%	54.1%
- 3 people	7.7%	12.6%
- 4 or 5 people	13.5%	17.1%
- 6 or more people	3.2%	3.8%
<b>Average group size:</b>	<b>2.41</b>	<b>2.58</b>



(Under the age of 13)

11.8% of Norwegians travel with children.

(Canary Islands: 19.3%)

Who are they? 

	Norway	All markets
<b>Gender</b>		
Men	48.0%	48.2%
Women	52.0%	51.8%
<b>Age</b>		
Average age (tourist > 15 years old)	53.8	46.7
Standard deviation	15.8	15.3
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	5.8%	7.7%
25 - 30 years old	5.9%	10.8%
31 - 45 years old	16.9%	28.6%
46 - 60 years old	29.5%	31.3%
Over 60 years old	42.0%	21.5%
<b>Occupation</b>		
Salaried worker	50.5%	55.5%
Self-employed	6.6%	11.0%
Unemployed	0.9%	1.1%
Business owner	9.0%	9.2%
Student	1.9%	4.2%
Retired	28.7%	17.3%
Unpaid domestic work	0.3%	0.9%
Others	2.2%	0.8%
<b>Annual household income level</b>		
Less than €25,000	3.9%	17.0%
€25,000 - €49,999	21.3%	36.5%
€50,000 - €74,999	32.9%	25.0%
More than €74,999	42.0%	21.5%
<b>Education level</b>		
No studies	1.1%	4.8%
Primary education	4.5%	2.8%
Secondary education	32.0%	23.1%
Higher education	62.5%	69.3%



9 IN 10 TOURISTS ARE REPEATERS

54 YEARS OLD

AVERAGE AGE

51% ONLY WITH PARTNER



Pictures: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports.

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