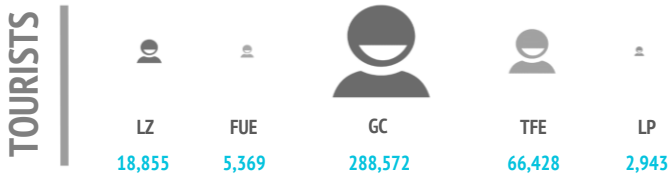


TOURIST PROFILE BY ISLAND OF STAY (2018)

NORWAY

How many are they and how much do they spend?

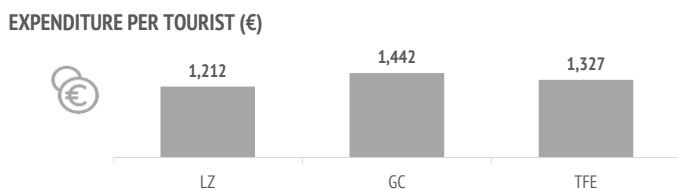
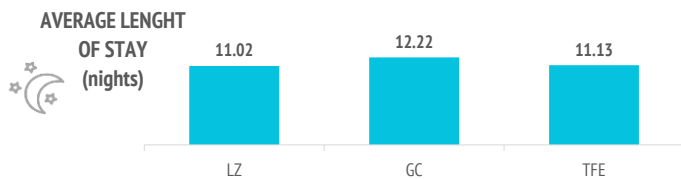
	LZ	FUE	GC	TFE	LP
TOURISTS					
Tourist arrivals (FRONTUR)	n.d.	n.d.	n.d.	n.d.	n.d.
Tourist arrivals > 15 years old (EGT)	18,855	5,369	288,572	66,428	2,943
- book holiday package	14,858	--	167,709	35,875	--
- do not book holiday package	3,997	--	120,863	30,554	--
- % tourists who book holiday package	78.8%	--	58.1%	54.0%	--



% TOURISTS WHO BOOK HOLIDAY PACKAGE



	LZ	FUE	GC	TFE	LP
Expenditure per tourist (€)	1,212	--	1,442	1,327	--
- book holiday package	1,229	--	1,444	1,430	--
- holiday package	978	--	1,090	1,051	--
- others	251	--	354	379	--
- do not book holiday package	1,150	--	1,441	1,206	--
- flight	289	--	424	361	--
- accommodation	435	--	352	383	--
- others	426	--	664	462	--
Average length of stay	11.02	--	12.22	11.13	--
- book holiday package	9.86	--	10.24	9.38	--
- do not book holiday package	15.31	--	14.95	13.18	--
Average daily expenditure (€)	125.3	--	146.1	141.6	--
- book holiday package	130.8	--	161.3	159.7	--
- do not book holiday package	104.7	--	125.0	120.4	--
Total turnover (> 15 years old) (€m)	23	--	416	88	--
- book holiday package	18	--	242	51	--
- do not book holiday package	5	--	174	37	--



Importance of each factor in the destination choice

	LZ	FUE	GC	TFE	LP
Climate	80.7%	--	86.2%	83.8%	--
Safety	42.8%	--	43.4%	40.6%	--
Sea	31.2%	--	40.6%	36.7%	--
Accommodation supply	46.4%	--	40.3%	31.0%	--
Beaches	27.0%	--	39.7%	32.5%	--
Tranquility	32.7%	--	34.0%	31.3%	--
Effortless trip	24.5%	--	33.2%	28.8%	--
European belonging	25.9%	--	29.4%	23.4%	--
Price	26.3%	--	27.2%	25.9%	--
Environment	22.0%	--	17.8%	24.0%	--
Gastronomy	10.5%	--	18.9%	19.8%	--
Landscapes	22.7%	--	16.2%	25.0%	--
Hiking trail network	9.9%	--	17.6%	13.0%	--
Fun possibilities	7.3%	--	12.1%	19.0%	--
Shopping	2.2%	--	8.0%	13.9%	--
Nightlife	3.3%	--	7.0%	11.4%	--
Authenticity	5.4%	--	6.6%	5.9%	--
Exoticism	3.0%	--	4.6%	6.7%	--
Culture	3.0%	--	4.3%	4.2%	--
Historical heritage	3.0%	--	3.1%	6.1%	--

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 BEACHES



What is the main motivation for their holidays?

	LZ	FUE	GC	TFE	LP
Rest	75.1%	--	64.4%	61.4%	--
Enjoy family time	13.0%	--	23.0%	18.4%	--
Have fun	0.0%	--	3.4%	7.1%	--
Explore the destination	5.0%	--	4.6%	8.6%	--
Practice their hobbies	4.1%	--	2.2%	4.4%	--
Other reasons	2.7%	--	2.3%	0.0%	--

How far in advance do they book their trip?

	LZ	FUE	GC	TFE	LP
The same day	3.3%	--	1.1%	2.2%	--
Between 1 and 30 days	33.4%	--	27.9%	30.0%	--
Between 1 and 2 months	18.2%	--	22.5%	25.3%	--
Between 3 and 6 months	22.8%	--	27.4%	25.7%	--
More than 6 months	22.3%	--	21.0%	16.9%	--

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.

TOURIST PROFILE BY ISLAND OF STAY (2018)

NORWAY



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

	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	72.1%	--	64.0%	50.2%	--
Friends or relatives	11.7%	--	26.6%	28.5%	--
Internet or social media	65.2%	--	49.3%	51.1%	--
Mass Media	0.0%	--	1.1%	0.5%	--
Travel guides and magazines	2.8%	--	1.5%	4.2%	--
Travel Blogs or Forums	0.0%	--	0.6%	1.3%	--
Travel TV Channels	0.0%	--	0.4%	0.3%	--
Tour Operator or Travel Agency	21.5%	--	19.9%	19.8%	--
Public administrations or similar	0.0%	--	0.0%	1.0%	--
Others	0.0%	--	1.3%	4.1%	--

* Multi-choice question

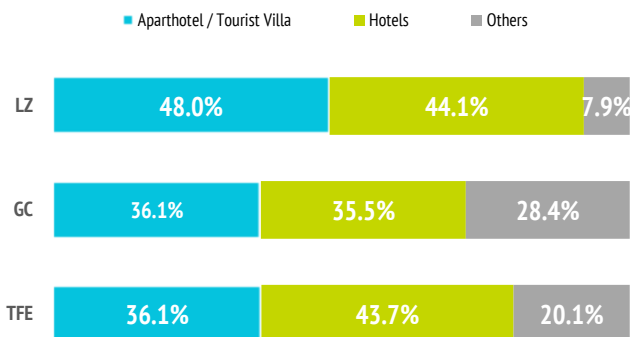
With whom did they book their flight and accommodation? 🗣️

	LZ	FUE	GC	TFE	LP
Flight					
- Directly with the airline	17.9%	--	35.6%	49.5%	--
- Tour Operator or Travel Agency	82.1%	--	64.4%	50.5%	--
Accommodation					
- Directly with the accommodation	16.2%	--	24.5%	36.8%	--
- Tour Operator or Travel Agency	83.8%	--	75.5%	63.2%	--

Where do they stay? 🏠

	LZ	FUE	GC	TFE	LP
1-2-3* Hotel	4.9%	--	13.4%	12.0%	--
4* Hotel	27.3%	--	19.1%	25.7%	--
5* Hotel / 5* Luxury Hotel	11.9%	--	3.1%	6.0%	--
Aparthotel / Tourist Villa	48.0%	--	36.1%	36.1%	--
House/room rented in a private dwelling	3.0%	--	9.2%	6.8%	--
Private accommodation (1)	4.9%	--	12.2%	7.8%	--
Others (Cottage, cruise, camping,...)	0.0%	--	7.1%	5.6%	--

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



What do they book? 🍽️

	LZ	FUE	GC	TFE	LP
Room only	39.1%	--	55.2%	52.2%	--
Bed and Breakfast	18.7%	--	19.1%	23.2%	--
Half board	20.8%	--	7.8%	11.2%	--
Full board	6.0%	--	1.7%	1.4%	--
All inclusive	15.4%	--	16.3%	12.0%	--

Other expenses 📍

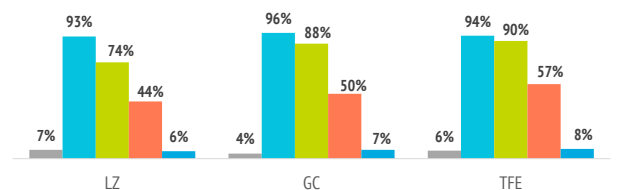
	LZ	FUE	GC	TFE	LP
Restaurants or cafes	78.0%	--	75.5%	64.3%	--
Supermarkets	52.5%	--	68.0%	58.4%	--
Car rental	26.8%	--	11.9%	13.6%	--
Organized excursions	17.1%	--	9.1%	17.3%	--
Taxi, transfer, chauffeur service	75.5%	--	56.7%	47.5%	--
Theme Parks	2.9%	--	5.9%	4.4%	--
Sport activities	2.3%	--	3.2%	1.7%	--
Museums	22.9%	--	2.1%	0.6%	--
Flights between islands	7.7%	--	3.0%	4.3%	--

Activities in the Canary Islands 🚶

Outdoor time per day	LZ	FUE	GC	TFE	LP
0 hours	6.7%	--	3.9%	6.1%	--
1 - 2 hours	19.6%	--	8.3%	4.0%	--
3 - 6 hours	29.9%	--	38.2%	33.0%	--
7 - 12 hours	38.0%	--	42.9%	49.4%	--
More than 12 hours	5.7%	--	6.7%	7.5%	--

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



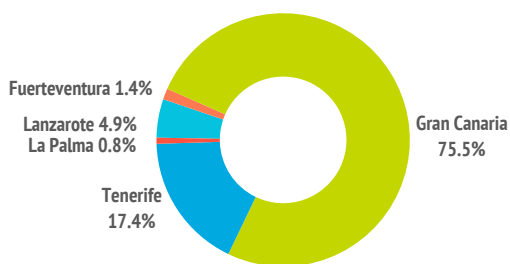
Activities in the Canary Islands	LZ	FUE	GC	TFE	LP
Walk, wander	83.4%	--	78.7%	74.9%	--
Swimming pool, hotel facilities	59.1%	--	61.1%	56.1%	--
Beach	55.6%	--	62.2%	54.2%	--
Explore the island on their own	44.9%	--	33.6%	37.3%	--
Nightlife / concerts / shows	4.9%	--	16.8%	19.1%	--
Wineries / markets / popular festivals	19.8%	--	10.2%	12.0%	--
Theme parks	10.8%	--	9.5%	17.7%	--
Sport activities	9.7%	--	9.6%	8.5%	--
Nature activities	5.6%	--	8.7%	13.5%	--
Beauty and health treatments	7.3%	--	9.3%	6.1%	--
Organized excursions	12.2%	--	7.0%	11.3%	--
Museums / exhibitions	15.8%	--	6.8%	7.1%	--
Taste Canarian gastronomy	7.8%	--	7.2%	5.9%	--
Sea excursions / whale watching	2.4%	--	4.8%	4.3%	--
Activities at sea	0.0%	--	2.7%	8.0%	--
Astronomical observation	3.3%	--	0.6%	1.1%	--

* Multi-choice question

CANARY ISLANDS



Which island do they choose?



How many islands do they visit during their trip?



	LZ	FUE	GC	TFE	LP
One island	90.7%	--	96.0%	94.1%	--
Two islands	9.3%	--	3.9%	5.9%	--
Three or more islands	0.0%	--	0.1%	0.0%	--

% TOURISTS VISITING MORE THAN ONE ISLAND



Internet usage during their trip



	LZ	FUE	GC	TFE	LP
Research					
- Tourist package	8.9%	--	4.8%	7.4%	--
- Flights	1.0%	--	6.6%	7.9%	--
- Accommodation	1.1%	--	5.9%	11.7%	--
- Transport	1.5%	--	9.5%	12.4%	--
- Restaurants	19.7%	--	24.0%	22.2%	--
- Excursions	18.2%	--	18.5%	27.7%	--
- Activities	13.9%	--	21.8%	27.3%	--
Book or purchase					
- Tourist package	57.7%	--	54.8%	48.5%	--
- Flights	73.0%	--	81.3%	76.9%	--
- Accommodation	56.3%	--	61.4%	61.1%	--
- Transport	43.9%	--	52.8%	41.9%	--
- Restaurants	3.6%	--	13.7%	10.9%	--
- Excursions	15.4%	--	8.3%	15.5%	--
- Activities	14.4%	--	12.8%	15.2%	--

* Multi-choice question

Internet usage in the Canary Islands	LZ	FUE	GC	TFE	LP
Did not use the Internet	7.1%	--	7.2%	9.4%	--
Used the Internet	92.9%	--	92.8%	90.6%	--
- Own Internet connection	24.8%	--	36.5%	42.0%	--
- Free Wifi connection	50.2%	--	38.6%	31.0%	--
Applications*					
- Search for locations or maps	59.4%	--	49.5%	60.6%	--
- Search for destination info	41.3%	--	40.3%	42.3%	--
- Share pictures or trip videos	53.4%	--	54.3%	56.7%	--
- Download tourist apps	6.0%	--	5.6%	10.5%	--
- Others	32.7%	--	38.8%	32.4%	--

* Multi-choice question

Which is the most visited place 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)	LZ	FUE	GC	TFE	LP
Average rating	8.43	--	8.45	8.59	--

Experience in the Canary Islands	LZ	FUE	GC	TFE	LP
Worse or much worse than expected	0.0%	--	0.4%	1.0%	--
Lived up to expectations	82.0%	--	69.4%	65.2%	--
Better or much better than expected	18.0%	--	30.2%	33.8%	--

Future intentions (scale 1-10)	LZ	FUE	GC	TFE	LP
Return to the Canary Islands	9.22	--	8.78	8.70	--
Recommend visiting the Canary Islands	9.06	--	8.80	8.82	--

BETTER OR MUCH BETTER EXPERIENCE THAN EXPECTED



How many are loyal to the Canary Islands?



	LZ	FUE	GC	TFE	LP
Repeat tourists of the island	83.6%	--	85.6%	70.2%	--
At least 10 previous visits	13.3%	--	27.0%	8.5%	--
Repeat tourists	91.2%	--	89.1%	78.3%	--
At least 10 previous visits	36.6%	--	34.7%	22.0%	--

REPEAT TOURIST OF EACH ISLAND



TOURIST PROFILE BY ISLAND OF STAY (2018)

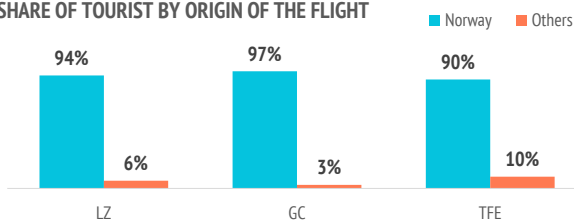
NORWAY

Where does the flight come from?



	LZ	FUE	GC	TFE	LP
Norway	93.6%	--	97.0%	90.2%	--
United Kingdom	5.6%	--	0.7%	5.7%	--
Sweden	0.0%	--	1.1%	0.0%	--
Spanish Mainland	0.0%	--	0.5%	1.5%	--
Germanu	0.0%	--	0.2%	0.6%	--
Netherlands	0.0%	--	0.1%	1.0%	--
Poland	0.8%	--	0.2%	0.5%	--
Denmark	0.0%	--	0.1%	0.6%	--
France	0.0%	--	0.0%	0.0%	--
Finland	0.0%	--	0.0%	0.0%	--

SHARE OF TOURIST BY ORIGIN OF THE FLIGHT



Who do they come with?



	LZ	FUE	GC	TFE	LP
Unaccompanied	2.7%	--	10.3%	8.7%	--
Only with partner	64.6%	--	50.4%	45.9%	--
Only with children (< 13 years old)	0.0%	--	4.2%	2.6%	--
Partner + children (< 13 years old)	3.9%	--	4.0%	3.8%	--
Other relatives	2.8%	--	7.9%	14.8%	--
Friends	10.1%	--	7.4%	6.4%	--
Work colleagues	0.0%	--	0.5%	1.5%	--
Organized trip	0.0%	--	0.0%	1.1%	--
Other combinations ⁽¹⁾	15.9%	--	15.3%	15.2%	--

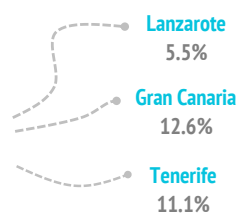
(1) Different situations have been isolated

Tourists with children	5.5%	--	12.6%	11.1%	--
- Between 0 and 2 years old	1.2%	--	1.0%	0.8%	--
- Between 3 and 12 years old	3.4%	--	9.9%	10.3%	--
- Between 0-2 and 3-12 years	0.8%	--	1.6%	0.0%	--
Tourists without children	94.5%	--	87.4%	88.9%	--
Group composition:					
- 1 person	5.0%	--	13.5%	19.9%	--
- 2 people	70.5%	--	62.1%	53.8%	--
- 3 people	2.6%	--	7.4%	10.9%	--
- 4 or 5 people	18.3%	--	13.9%	11.4%	--
- 6 or more people	3.6%	--	3.0%	3.9%	--
Average group size:	2.54	--	2.41	2.37	--

TOURIST TRAVELLING WITH CHILDREN



(Under the age of 13)
(Canary Islands: 19.3%)



Who are they?



	LZ	FUE	GC	TFE	LP
Gender					
Men	56.5%	--	48.6%	44.5%	--
Women	43.5%	--	51.4%	55.5%	--
Age					
Average age (tourist > 15 years old)	63.5	--	53.8	50.3	--
Standard deviation	10.2	--	15.8	16.2	--
Age range (> 15 years old)					
16 - 24 years old	0.4%	--	5.4%	9.1%	--
25 - 30 years old	0.0%	--	5.7%	8.3%	--
31 - 45 years old	8.0%	--	17.3%	18.6%	--
46 - 60 years old	21.0%	--	29.3%	33.2%	--
Over 60 years old	70.6%	--	42.3%	30.8%	--
Occupation					
Salaried worker	31.7%	--	50.1%	57.9%	--
Self-employed	9.1%	--	6.4%	5.9%	--
Unemployed	0.0%	--	0.9%	1.0%	--
Business owner	4.2%	--	9.3%	9.8%	--
Student	0.0%	--	1.8%	2.8%	--
Retired	50.6%	--	29.1%	20.8%	--
Unpaid domestic work	1.7%	--	0.2%	0.3%	--
Others	2.7%	--	2.3%	1.4%	--
Annual household income level					
Less than €25,000	0.0%	--	4.3%	3.3%	--
€25,000 - €49,999	30.2%	--	20.5%	21.6%	--
€50,000 - €74,999	32.7%	--	33.5%	29.1%	--
More than €74,999	37.1%	--	41.7%	46.0%	--
Education level					
No studies	1.7%	--	1.0%	1.6%	--
Primary education	10.3%	--	4.1%	4.2%	--
Secondary education	29.2%	--	32.8%	30.0%	--
Higher education	58.8%	--	62.1%	64.2%	--



AVERAGE AGE (> 15 years old)



% OF TOURISTS WITH INCOMES OVER €74,999



% OF TOURISTS TRAVELLING ONLY WITH PARTNER



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.