

TOURIST PROFILE BY ISLAND OF STAY (2019)

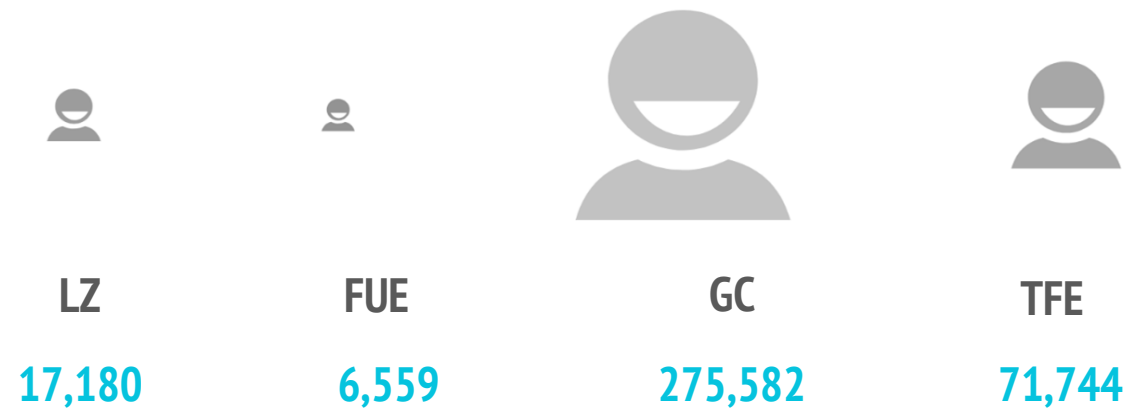
NORWAY

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)	17,180	6,559	275,582	71,744	0
- book holiday package	12,480	--	163,293	38,609	--
- do not book holiday package	4,700	--	112,289	33,135	--
- % tourists who book holiday package	72.6%	--	59.3%	53.8%	--

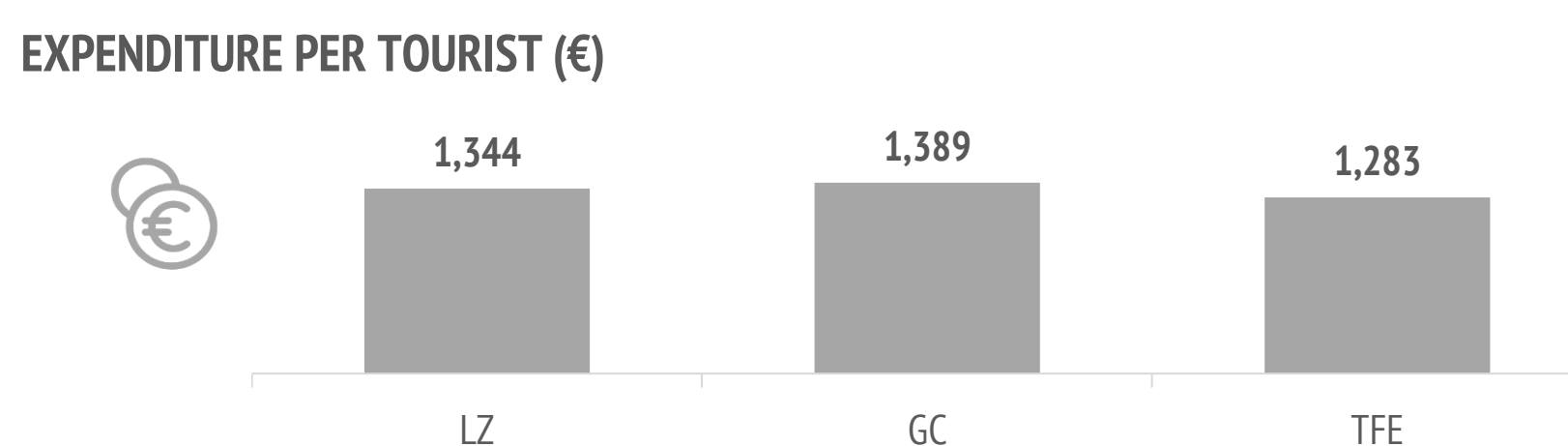
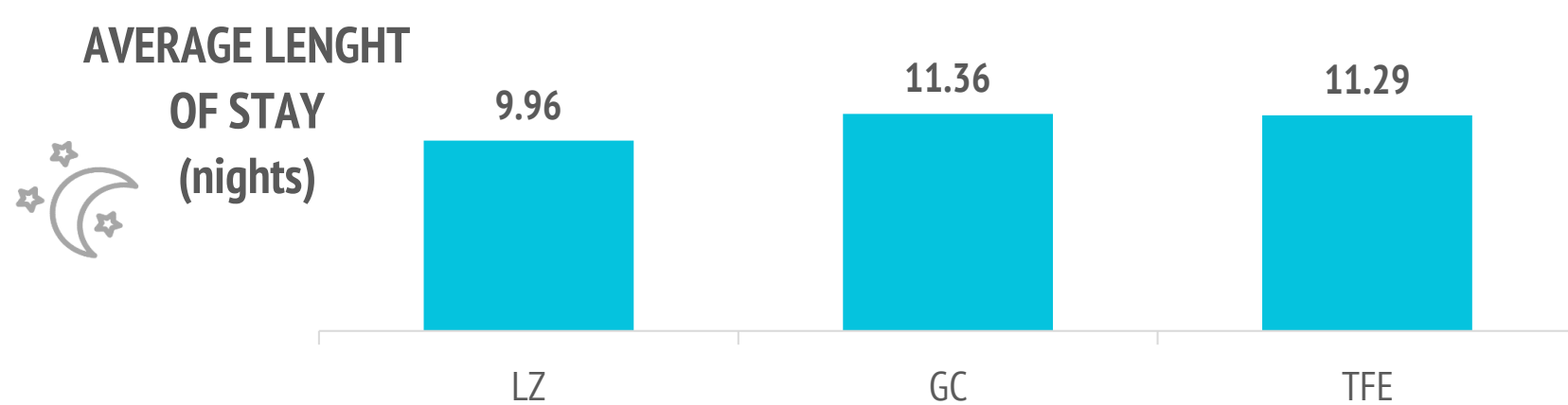
TOURISTS



% TOURISTS WHO BOOK HOLIDAY PACKAGE



	LZ	FUE	GC	TFE	LP
Expenditure per tourist (€)	1,344	--	1,389	1,283	--
- book holiday package	1,471	--	1,449	1,425	--
- holiday package	1,201	--	1,063	1,020	--
- others	270	--	386	405	--
- do not book holiday package	1,007	--	1,302	1,117	--
- flight	424	--	386	387	--
- accommodation	212	--	392	284	--
- others	370	--	523	446	--
Average length of stay	9.96	--	11.36	11.29	--
- book holiday package	9.20	--	9.83	8.94	--
- do not book holiday package	11.95	--	13.60	14.02	--
Average daily expenditure (€)	154.2	--	143.2	132.3	--
- book holiday package	171.6	--	158.9	163.3	--
- do not book holiday package	108.0	--	120.4	96.1	--
Total turnover (> 15 years old) (€m)	23	--	383	92	--
- book holiday package	18	--	237	55	--
- do not book holiday package	5	--	146	37	--



Importance of each factor in the destination choice



	LZ	FUE	GC	TFE	LP
Climate	86.7%	--	88.5%	87.5%	--
Sea	40.5%	--	42.5%	47.2%	--
Safety	40.5%	--	42.4%	38.3%	--
Beaches	40.1%	--	42.2%	33.6%	--
Accommodation supply	35.2%	--	37.9%	33.3%	--
Effortless trip	34.2%	--	36.5%	30.6%	--
Tranquility	42.6%	--	35.2%	31.9%	--
European belonging	21.0%	--	27.9%	28.2%	--
Price	27.3%	--	27.5%	22.9%	--
Environment	20.8%	--	17.8%	28.1%	--
Gastronomy	18.2%	--	18.2%	14.8%	--
Landscapes	23.4%	--	12.4%	20.7%	--
Hiking trail network	17.6%	--	14.2%	14.7%	--
Fun possibilities	12.5%	--	11.6%	14.6%	--
Shopping	2.7%	--	7.4%	12.5%	--
Nightlife	0.0%	--	5.9%	7.1%	--
Authenticity	4.5%	--	3.8%	11.4%	--
Historical heritage	4.4%	--	3.1%	6.7%	--
Exoticism	2.7%	--	3.2%	7.1%	--
Culture	1.3%	--	3.4%	5.7%	--

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	70.0%	--	71.9%	67.7%	--
Enjoy family time	17.9%	--	18.1%	16.1%	--
Have fun	1.5%	--	2.1%	5.3%	--
Explore the destination	6.0%	--	4.5%	6.1%	--
Practice their hobbies	3.4%	--	2.6%	1.4%	--
Other reasons	1.2%	--	0.9%	3.3%	--

How far in advance do they book their trip?



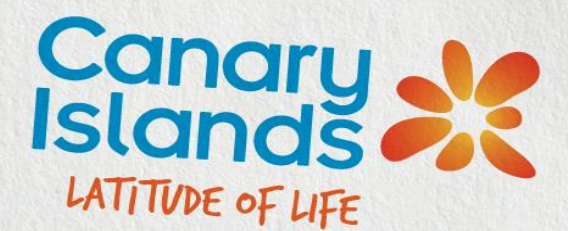
	LZ	FUE	GC	TFE	LP
The same day	2.4%	--	0.6%	1.3%	--
Between 1 and 30 days	28.6%	--	27.2%	35.2%	--
Between 1 and 2 months	24.2%	--	24.2%	22.6%	--
Between 3 and 6 months	28.0%	--	27.0%	26.1%	--
More than 6 months	16.8%	--	20.9%	14.9%	--

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.

TOURIST PROFILE BY ISLAND OF STAY (2019)

NORWAY



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

	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	53.9%	--	67.4%	56.2%	--
Friends or relatives	23.8%	--	24.0%	20.9%	--
Internet or social media	58.8%	--	47.8%	50.6%	--
Mass Media	4.4%	--	1.0%	0.6%	--
Travel guides and magazines	7.1%	--	2.6%	3.6%	--
Travel Blogs or Forums	1.5%	--	1.3%	3.6%	--
Travel TV Channels	0.0%	--	0.2%	0.4%	--
Tour Operator or Travel Agency	33.1%	--	26.7%	15.7%	--
Public administrations or similar	0.0%	--	0.0%	0.6%	--
Others	0.0%	--	2.2%	2.8%	--

* Multi-choise question

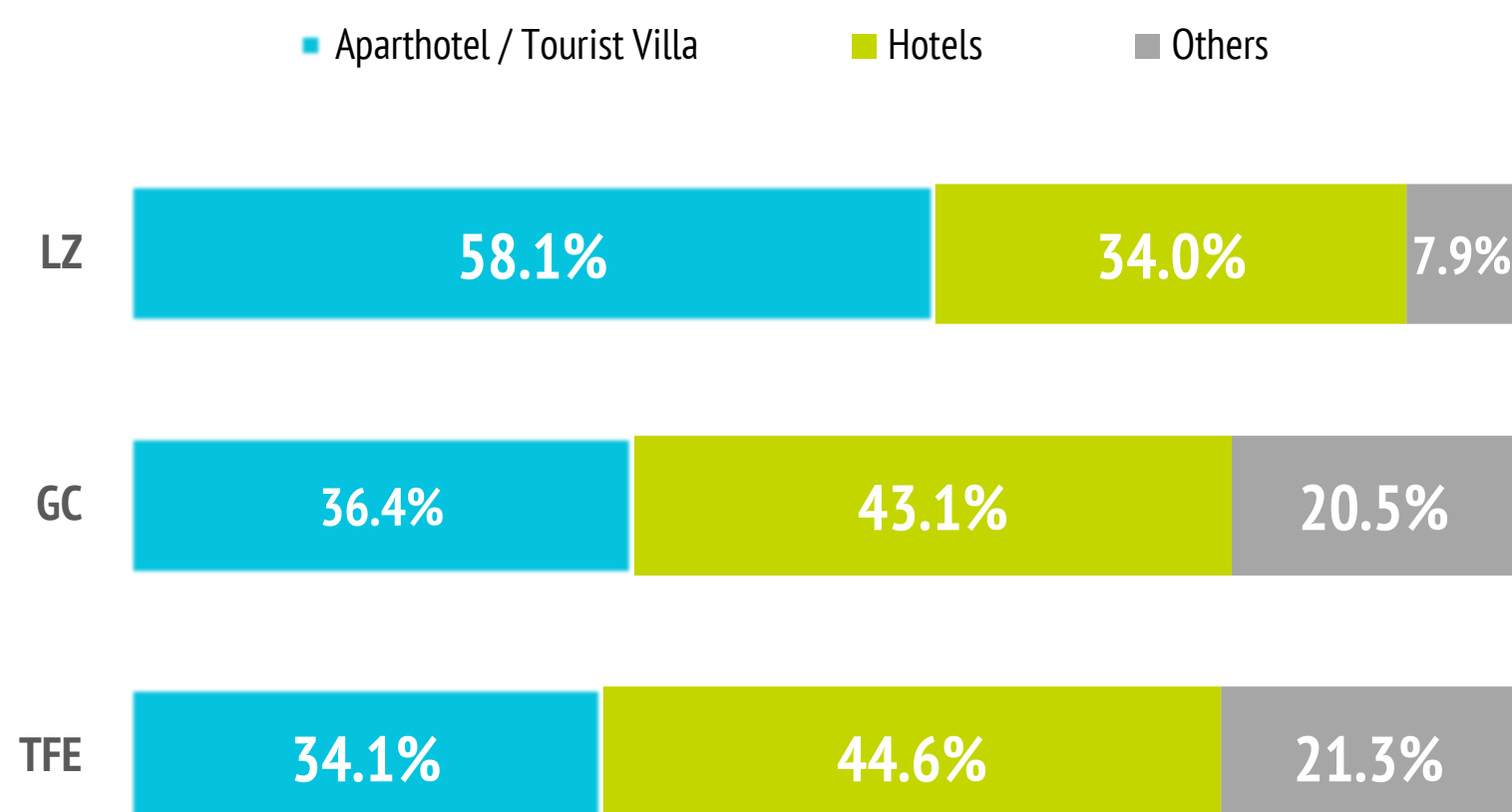
With whom did they book their flight and accommodation? 👁

	LZ	FUE	GC	TFE	LP
Flight					
- Directly with the airline	13.1%	--	34.5%	42.6%	--
- Tour Operator or Travel Agency	86.9%	--	65.5%	57.4%	--
Accommodation					
- Directly with the accommodation	10.4%	--	24.2%	29.2%	--
- Tour Operator or Travel Agency	89.6%	--	75.8%	70.8%	--

Where do they stay? 🏠

	LZ	FUE	GC	TFE	LP
1-2-3* Hotel	3.8%	--	18.9%	7.0%	--
4* Hotel	18.8%	--	19.2%	33.3%	--
5* Hotel / 5* Luxury Hotel	11.3%	--	5.0%	4.3%	--
Aparthotel / Tourist Villa	58.1%	--	36.4%	34.1%	--
House/room rented in a private dwelling	3.2%	--	6.9%	5.6%	--
Private accommodation (1)	0.0%	--	9.0%	9.6%	--
Others (Cottage, cruise, camping,...)	4.7%	--	4.6%	6.1%	--

(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	33.2%	--	57.3%	48.6%	--
Bed and Breakfast	20.9%	--	19.6%	20.3%	--
Half board	9.4%	--	9.8%	17.5%	--
Full board	4.8%	--	0.4%	2.3%	--
All inclusive	31.7%	--	12.9%	11.3%	--

Other expenses 📍

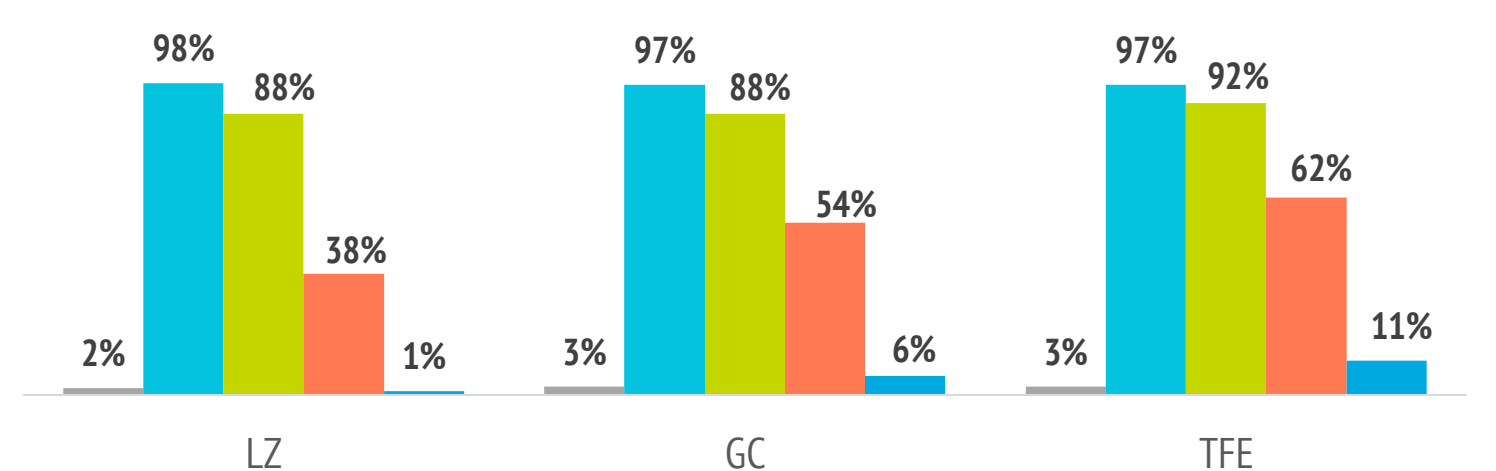
	LZ	FUE	GC	TFE	LP
Restaurants or cafes	57.1%	--	76.9%	65.6%	--
Supermarkets	49.6%	--	66.1%	57.2%	--
Car rental	17.7%	--	16.4%	16.7%	--
Organized excursions	15.5%	--	9.3%	5.8%	--
Taxi, transfer, chauffeur service	58.4%	--	56.5%	46.6%	--
Theme Parks	3.2%	--	4.0%	3.8%	--
Sport activities	1.2%	--	3.4%	1.7%	--
Museums	7.3%	--	1.0%	0.6%	--
Flights between islands	5.7%	--	2.2%	3.8%	--

Activities in the Canary Islands 🚶

Outdoor time per day	LZ	FUE	GC	TFE	LP
0 hours	2.2%	--	2.7%	2.7%	--
1 - 2 hours	9.6%	--	9.0%	5.7%	--
3 - 6 hours	50.2%	--	34.2%	29.7%	--
7 - 12 hours	36.8%	--	48.0%	51.2%	--
More than 12 hours	1.2%	--	6.1%	10.7%	--

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	88.6%	--	77.9%	74.4%	--
Beach	54.3%	--	64.9%	60.1%	--
Swimming pool, hotel facilities	59.0%	--	62.1%	53.7%	--
Explore the island on their own	38.4%	--	36.6%	38.4%	--
Nightlife / concerts / shows	5.0%	--	14.4%	12.8%	--
Wineries / markets / popular festivi	15.0%	--	12.5%	11.4%	--
Nature activities	7.7%	--	8.0%	10.4%	--
Sport activities	13.6%	--	7.8%	4.9%	--
Organized excursions	14.9%	--	6.6%	10.3%	--
Beauty and health treatments	2.7%	--	7.4%	8.3%	--
Theme parks	5.1%	--	6.8%	11.1%	--
Taste Canarian gastronomy	8.8%	--	5.0%	8.0%	--
Museums / exhibitions	6.2%	--	4.2%	5.6%	--
Sea excursions / whale watching	3.4%	--	4.6%	4.4%	--
Activities at sea	6.5%	--	3.4%	4.7%	--
Astronomical observation	0.0%	--	1.6%	1.5%	--

* Multi-choise question

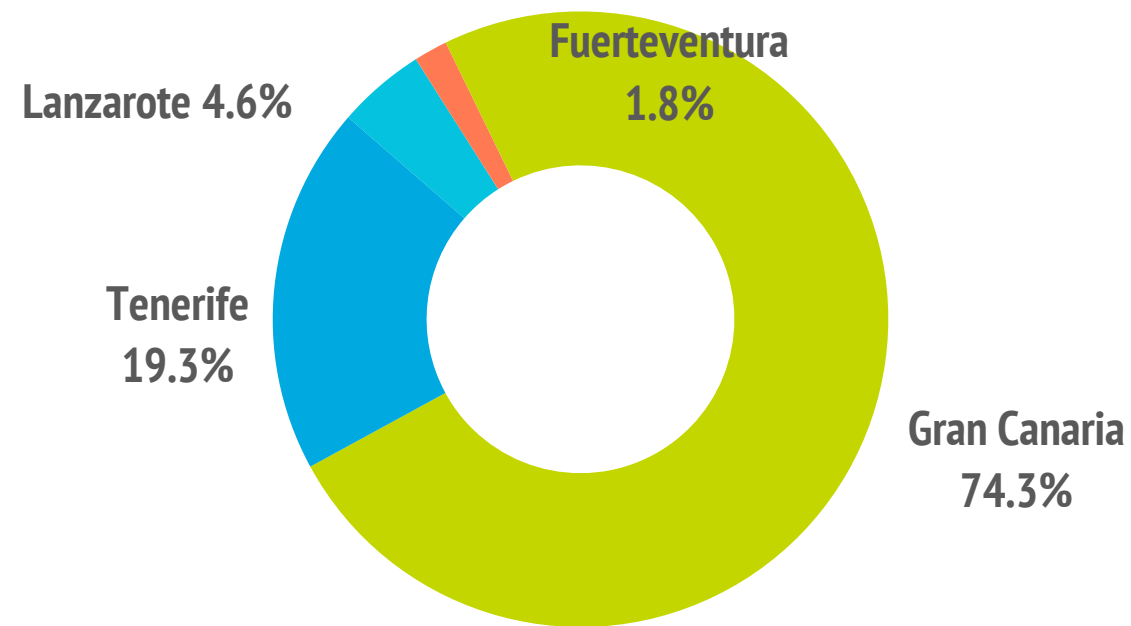
CANARY ISLANDS



TOURIST PROFILE BY ISLAND OF STAY (2019)

NORWAY

Which island do they choose?

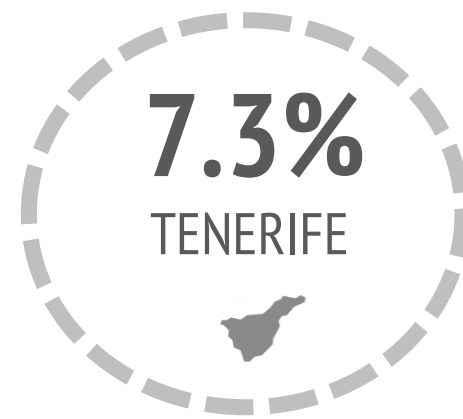
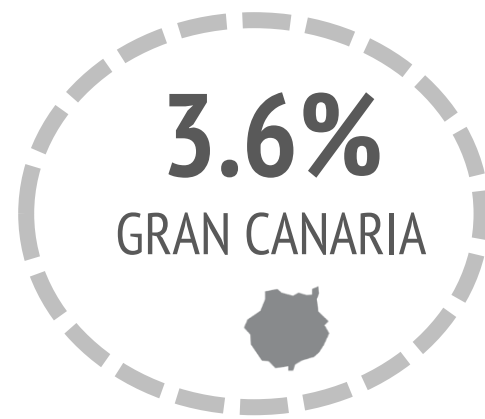
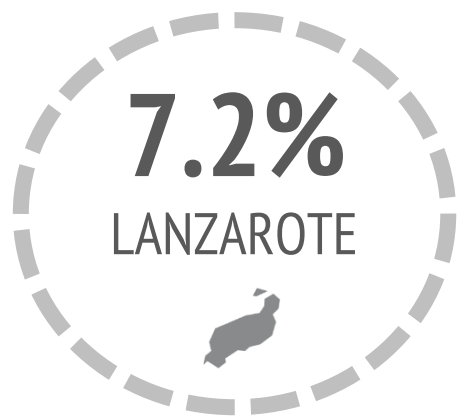


How many islands do they visit during their trip?



	LZ	FUE	GC	TFE	LP
One island	92.8%	--	96.4%	92.7%	--
Two islands	7.2%	--	3.3%	7.3%	--
Three or more islands	0.0%	--	0.4%	0.0%	--

% TOURISTS VISITING MORE THAN ONE ISLAND



Internet usage during their trip



	LZ	FUE	GC	TFE	LP
Research					
- Tourist package	17.1%	--	7.1%	4.8%	--
- Flights	11.7%	--	4.7%	11.2%	--
- Accommodation	12.3%	--	6.4%	13.5%	--
- Transport	10.6%	--	11.4%	12.8%	--
- Restaurants	33.4%	--	30.2%	26.2%	--
- Excursions	17.1%	--	19.6%	22.8%	--
- Activities	27.4%	--	21.6%	23.2%	--
Book or purchase					
- Tourist package	60.1%	--	55.0%	56.2%	--
- Flights	65.0%	--	82.0%	71.5%	--
- Accommodation	56.8%	--	63.4%	57.4%	--
- Transport	37.6%	--	55.1%	53.0%	--
- Restaurants	12.0%	--	14.0%	27.4%	--
- Excursions	19.8%	--	9.0%	22.9%	--
- Activities	12.8%	--	12.8%	19.6%	--

* Multi-choice question

Internet usage in the Canary Islands	LZ	FUE	GC	TFE	LP
Did not use the Internet	6.4%	--	6.5%	9.6%	--
Used the Internet	93.6%	--	93.5%	90.4%	--
- Own Internet connection	29.1%	--	36.0%	35.1%	--
- Free Wifi connection	52.9%	--	39.1%	28.5%	--
Applications*					
- Search for locations or maps	51.7%	--	49.6%	54.4%	--
- Search for destination info	34.7%	--	41.0%	46.4%	--
- Share pictures or trip videos	52.6%	--	52.4%	52.5%	--
- Download tourist apps	3.7%	--	6.3%	3.6%	--
- Others	39.4%	--	36.7%	38.7%	--

* Multi-choice question

Which is the most visited place in each island?

LANZAROTE



20%
MONTAÑA DEL FUEGO

GRAN CANARIA



33%
PUERTO DE MOGÁN

TENERIFE



26%
PARQUE NACIONAL DEL TEIDE

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	8.49	--	8.49	8.23	--

Experience in the Canary Islands	LZ	FUE	GC	TFE	LP
Worse or much worse than expected	3.5%	--	1.9%	1.4%	--
Lived up to expectations	67.7%	--	69.6%	69.0%	--
Better or much better than expected	28.9%	--	28.5%	29.5%	--

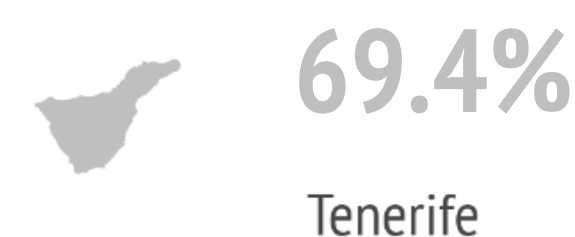
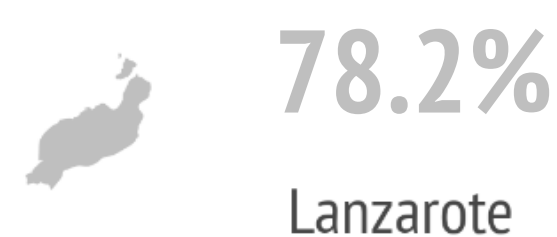
Future intentions (scale 1-10)	LZ	FUE	GC	TFE	LP
Return to the Canary Islands	8.92	--	8.84	8.66	--
Recommend visiting the Canary Island:	8.98	--	8.75	8.66	--

How many are loyal to the Canary Islands?



	LZ	FUE	GC	TFE	LP
Repeat tourists of the island	78.2%	--	85.3%	69.4%	--
At least 10 previous visits	25.9%	--	30.0%	15.5%	--
Repeat tourists	87.4%	--	88.7%	73.8%	--
At least 10 previous visits	40.8%	--	38.5%	28.8%	--

REPEAT TOURIST OF EACH ISLAND



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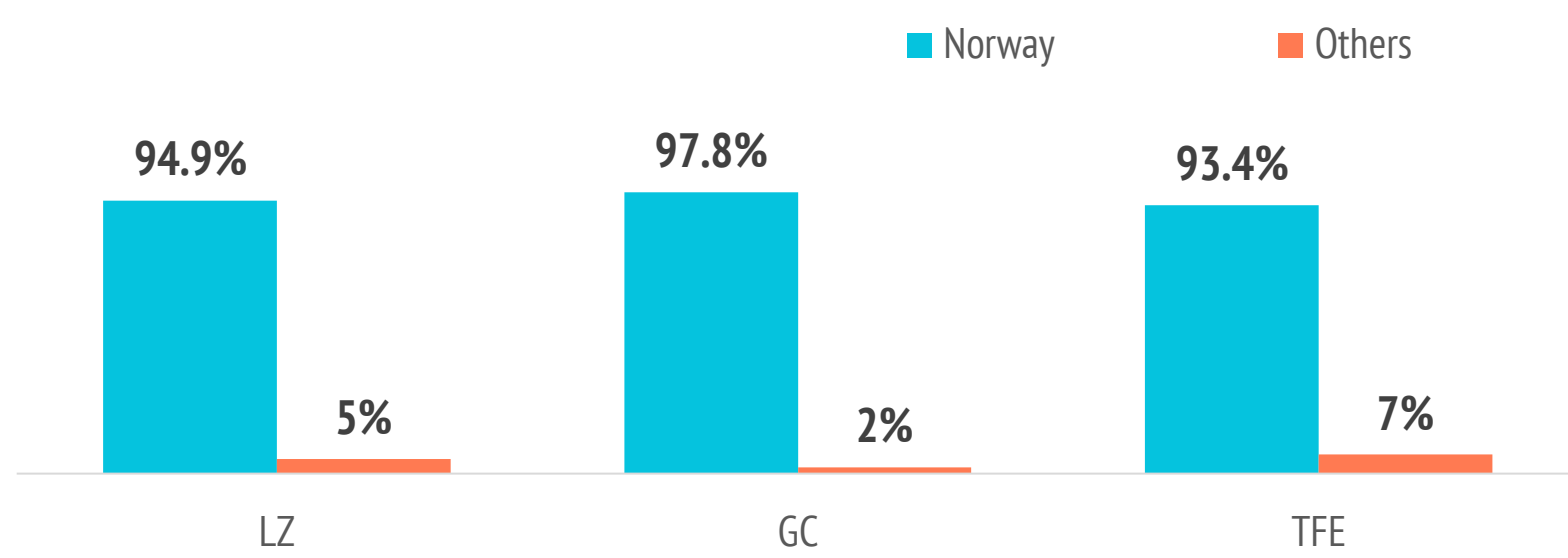
NORWAY

Where does the flight come from?



	LZ	FUE	GC	TFE	LP
Norway	94.9%	--	97.8%	93.4%	--
Denmark	1.2%	--	1.0%	0.9%	--
United Kingdom	2.3%	--	0.0%	3.6%	--
Sweden	1.6%	--	0.9%	0.0%	--
Spanish Mainland	0.0%	--	0.3%	1.1%	--
Finland	0.0%	--	0.0%	1.0%	--
Germany	0.0%	--	0.1%	0.0%	--

SHARE OF TOURIST BY ORIGIN OF THE FLIGHT



Who do they come with?



	LZ	FUE	GC	TFE	LP
Unaccompanied	14.0%	--	11.1%	12.9%	--
Only with partner	50.7%	--	48.7%	51.8%	--
Only with children (< 13 years old)	6.2%	--	2.4%	2.1%	--
Partner + children (< 13 years old)	0.0%	--	3.3%	5.3%	--
Other relatives	7.3%	--	8.2%	7.6%	--
Friends	3.8%	--	7.8%	5.5%	--
Work colleagues	0.0%	--	0.5%	0.6%	--
Organized trip	0.0%	--	0.5%	0.0%	--
Other combinations ⁽¹⁾	18.0%	--	17.5%	14.2%	--

(1) Different situations have been isolated

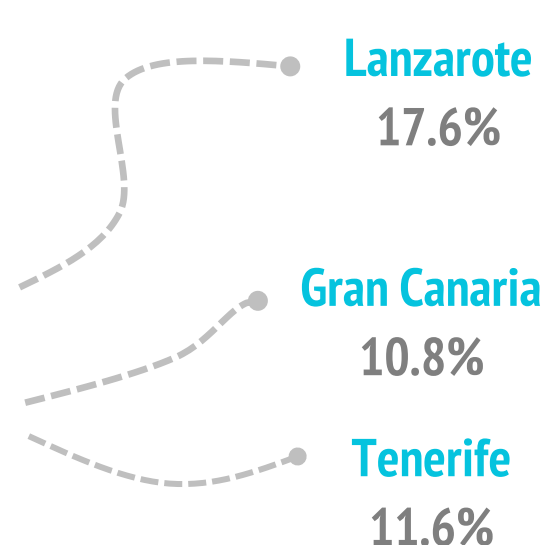
Tourists with children	LZ	FUE	GC	TFE	LP
Tourists with children	17.6%	--	10.8%	11.6%	--
- Between 0 and 2 years old	1.5%	--	1.4%	1.5%	--
- Between 3 and 12 years old	15.1%	--	8.7%	9.0%	--
- Between 0 -2 and 3-12 years c	1.1%	--	0.7%	1.1%	--

Tourists without children	LZ	FUE	GC	TFE	LP
Tourists without children	82.4%	--	89.2%	88.4%	--
Group composition:					
- 1 person	19.3%	--	14.1%	18.5%	--
- 2 people	56.5%	--	60.4%	54.8%	--
- 3 people	5.0%	--	9.2%	6.8%	--
- 4 or 5 people	11.5%	--	13.3%	14.7%	--
- 6 or more people	7.7%	--	3.1%	5.2%	--
Average group size:	2.60	--	2.42	2.42	--

TOURIST TRAVELLING WITH CHILDREN



(Under the age of 13)



Who are they?



	LZ	FUE	GC	TFE	LP
Gender					
Men	51.0%	--	48.3%	60.6%	--
Women	49.0%	--	51.7%	39.4%	--
Age					
Average age (tourist > 15 years old)	57.5	--	54.5	53.1	--
Standard deviation	15.1	--	15.2	15.5	--
Age range (> 15 years old)					
16 - 24 years old	1.3%	--	5.1%	2.7%	--
25 - 30 years old	2.8%	--	4.4%	10.3%	--
31 - 45 years old	20.3%	--	17.3%	17.7%	--
46 - 60 years old	27.9%	--	32.0%	28.0%	--
Over 60 years old	47.7%	--	41.2%	41.3%	--
Occupation					
Salaried worker	43.8%	--	47.1%	51.0%	--
Self-employed	8.2%	--	8.0%	11.0%	--
Unemployed	0.0%	--	0.7%	0.8%	--
Business owner	5.0%	--	8.7%	6.3%	--
Student	0.0%	--	2.1%	1.3%	--
Retired	43.0%	--	31.2%	29.6%	--
Unpaid domestic work	0.0%	--	0.1%	0.0%	--
Others	0.0%	--	2.2%	0.0%	--
Annual household income level					
Less than €25,000	0.6%	--	4.2%	3.3%	--
€25,000 - €49,999	15.3%	--	22.4%	21.0%	--
€50,000 - €74,999	23.6%	--	30.9%	38.8%	--
More than €74,999	60.5%	--	42.4%	36.9%	--
Education level					
No studies	0.0%	--	0.8%	0.0%	--
Primary education	5.0%	--	4.0%	3.7%	--
Secondary education	24.8%	--	32.7%	27.0%	--
Higher education	70.3%	--	62.5%	69.3%	--

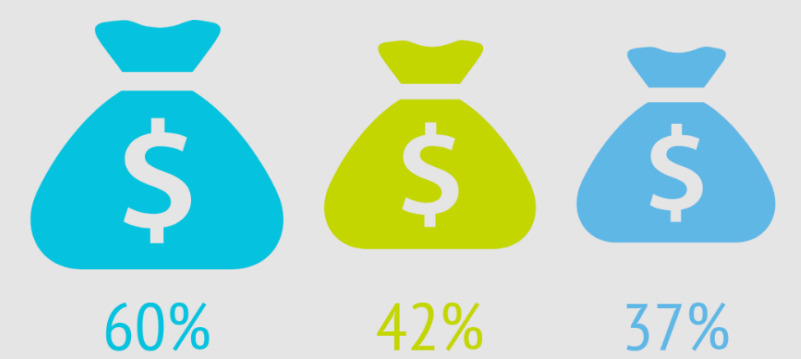


AVERAGE AGE (> 15 years old)



% OF TOURISTS WITH INCOMES OVER €74,999

- Lanzarote
- Gran Canaria
- Tenerife



% OF TOURISTS TRAVELLING ONLY WITH PARTNER

