

# Tourist profile by quarter of trip (2016)

## Canary Islands: Norwegian market

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

	Q1	Q2	Q3	Q4	Total
Tourist arrivals (> 16 years old)	165,346	32,519	28,818	150,047	376,728
Average daily expenditure (€)	131.18	126.01	138.27	151.83	139.50
. in their place of residence	88.69	83.08	88.44	100.13	92.74
. in the Canary Islands	42.48	42.93	49.83	51.70	46.75
Average length of stay	12.77	12.20	10.95	10.15	11.54
Turnover per tourist (€)	1,377	1,247	1,324	1,345	1,349
Total turnover (> 16 years old) (€m)	227.7	40.6	38.2	201.7	508.1
Norwegian turnover: share by quarter	44.8%	8.0%	7.5%	39.7%	100%
Norwegian tourist arrivals: share by quarter	43.9%	8.6%	7.6%	39.8%	100%

Expenditure in the Canary Islands per tourist and trip (€) (*)					
<b>Accommodation (**):</b>	41.62	69.78	38.68	44.46	44.96
- Accommodation	37.76	62.51	35.70	39.70	40.51
- Additional accommodation expenses	3.85	7.27	2.98	4.77	4.45
<b>Transport:</b>	29.07	29.82	17.96	41.54	33.25
- Public transport	6.11	5.37	3.36	10.86	7.73
- Taxi	15.49	15.11	10.94	13.89	14.47
- Car rental	7.46	9.35	3.66	16.79	11.05
<b>Food and drink:</b>	321.62	250.75	272.07	278.08	294.37
- Food purchases at supermarkets	165.00	107.72	119.08	119.49	138.41
- Restaurants	156.62	143.04	152.99	158.59	155.96
<b>Souvenirs:</b>	44.53	63.55	115.26	52.46	54.74
<b>Leisure:</b>	18.53	33.24	15.57	30.51	24.35
- Organized excursions	6.18	4.10	4.51	9.51	7.20
- Leisure, amusement	0.71	0.47	2.77	4.81	2.48
- Trip to other islands	3.06	0.00	0.00	3.64	2.79
- Sporting activities	4.22	0.06	5.61	2.33	3.22
- Cultural activities	1.64	5.97	0.27	2.57	2.28
- Discos and disco-pubs	2.73	22.64	2.42	7.65	6.39
<b>Others:</b>	22.55	19.70	25.22	19.26	21.20
- Wellness	1.76	1.75	0.69	9.07	4.59
- Medical expenses	1.30	4.60	2.83	1.58	1.81
- Other expenses	19.49	13.34	21.71	8.61	14.80

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

	Q1	Q2	Q3	Q4	Total
The same day they leave	0.6%	1.3%	0.0%	0.3%	0.5%
Between 2 and 7 days	9.3%	4.5%	3.6%	11.6%	9.4%
Between 8 and 15 days	5.8%	4.1%	8.7%	5.3%	5.7%
Between 16 and 30 days	17.4%	27.9%	10.0%	14.4%	16.5%
Between 31 and 90 days	31.4%	36.6%	38.7%	35.9%	34.2%
More than 90 days	35.6%	25.7%	39.1%	32.4%	33.8%

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

	Q1	Q2	Q3	Q4	Total
Flight only	9.3%	12.6%	20.4%	7.0%	9.5%
Flight and accommodation (room only)	47.7%	31.7%	42.2%	56.2%	49.3%
Flight and accommodation (B&B)	14.5%	11.4%	14.2%	14.5%	14.2%
Flight and accommodation (half board)	10.7%	12.6%	3.8%	6.0%	8.5%
Flight and accommodation (full board)	2.1%	6.4%	1.8%	2.3%	2.5%
Flight and accommodation (all inclusive)	15.6%	25.5%	17.5%	14.1%	16.0%
<b>% Tourists using low-cost airlines</b>	35.6%	54.2%	28.8%	33.1%	35.7%
<b>Other expenses in their place of residence:</b>					
- Car rental	2.0%	5.6%	3.6%	4.7%	3.5%
- Sporting activities	4.6%	0.0%	2.2%	1.9%	3.0%
- Excursions	4.2%	0.0%	2.4%	2.3%	3.0%
- Trip to other islands	1.1%	0.8%	0.0%	0.0%	0.6%

(\*) 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?

	Q1	Q2	Q3	Q4	Total
<b>Accommodation booking</b>					
<b>Tour Operator</b>	63.0%	44.1%	60.7%	59.3%	59.8%
- Tour Operator's website	92.4%	96.2%	97.5%	92.1%	92.9%
<b>Accommodation</b>	13.4%	21.7%	7.5%	15.2%	14.3%
- Accommodation's website	72.9%	76.2%	93.1%	68.6%	72.4%
<b>Travel agency (High street)</b>	7.2%	6.6%	14.0%	7.0%	7.6%
<b>Online Travel Agency (OTA)</b>	9.8%	14.3%	0.5%	11.2%	10.0%
<b>No need to book accommodation</b>	6.6%	13.2%	17.3%	7.4%	8.3%

	Q1	Q2	Q3	Q4	Total
<b>Flight booking</b>					
<b>Tour Operator</b>	61.5%	45.2%	66.2%	61.5%	60.4%
- Tour Operator's website	91.1%	71.7%	100.0%	91.4%	90.7%
<b>Airline</b>	20.9%	31.6%	17.5%	25.6%	23.5%
- Airline's website	96.3%	100.0%	100.0%	94.8%	96.3%
<b>Travel agency (High street)</b>	6.6%	5.5%	13.6%	5.4%	6.5%
<b>Online Travel Agency (OTA)</b>	11.0%	17.7%	2.8%	7.5%	9.6%

### Where do they stay?

	Q1	Q2	Q3	Q4	Total
5* Hotel	6.8%	10.1%	6.0%	6.4%	6.9%
4* Hotel	25.3%	23.5%	14.2%	22.6%	23.2%
1-2-3* Hotel	16.6%	17.5%	19.1%	12.7%	15.3%
Apartment	46.6%	40.6%	43.2%	52.0%	48.0%
Property (privately-owned, friends, family)	3.5%	5.2%	13.3%	2.7%	4.1%
Others	1.1%	3.2%	4.2%	3.6%	2.5%

### Who are they?

	Q1	Q2	Q3	Q4	Total
<b>Gender</b>					
Percentage of men	54.5%	42.5%	48.0%	54.5%	53.0%
Percentage of women	45.5%	57.5%	52.0%	45.5%	47.0%

Age					
Average age (tourists > 16 years old)	52.2	50.5	48.3	50.9	51.2
Standard deviation	16.1	16.3	15.3	16.5	16.2

Age range (> 16 years old)					
16-24 years old	4.7%	4.7%	8.4%	7.1%	6.0%
25-30 years old	7.1%	10.8%	4.2%	8.3%	7.6%
31-45 years old	21.9%	21.9%	31.6%	21.5%	22.5%
46-60 years old	27.9%	30.0%	32.6%	27.3%	28.2%
Over 60 years old	38.5%	32.6%	23.2%	35.8%	35.7%

Occupation					
Business owner or self-employed	11.5%	18.6%	12.3%	15.9%	14.0%
Upper/Middle management employee	37.4%	41.1%	55.6%	32.9%	37.1%
Auxiliary level employee	17.4%	15.4%	16.1%	22.7%	19.5%
Students	8.4%	2.9%	3.0%	4.8%	6.0%
Retired	24.4%	22.0%	11.4%	21.8%	22.1%
Unemployed / unpaid dom. work	0.8%	0.0%	1.5%	1.8%	1.2%

Annual household income level					
€12,000 - €24,000	6.1%	0.9%	4.0%	9.2%	6.9%
€24,001 - €36,000	6.5%	10.9%	9.3%	10.1%	8.6%
€36,001 - €48,000	22.1%	21.9%	19.0%	15.7%	19.0%
€48,001 - €60,000	17.5%	20.2%	21.8%	15.8%	17.3%
€60,001 - €72,000	11.5%	5.8%	6.9%	16.4%	12.9%
€72,001 - €84,000	10.5%	11.5%	8.2%	8.7%	9.6%
More than €84,000	25.9%	28.8%	30.8%	24.1%	25.7%

# Tourist profile by quarter of trip (2016)

## Canary Islands: Norwegian market



### Which island do they choose?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	4,619	1,330	0	10,944	16,893
- Fuerteventura	20,933	2,456	696	5,948	30,033
- Gran Canaria	114,897	25,235	24,155	110,411	274,698
- Tenerife	24,897	3,497	3,967	22,743	55,104
- La Palma	0	0	0	0	0

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	2.8%	4.1%	0.0%	7.3%	4.5%
- Fuerteventura	12.7%	7.6%	2.4%	4.0%	8.0%
- Gran Canaria	69.5%	77.6%	83.8%	73.6%	72.9%
- Tenerife	15.1%	10.8%	13.8%	15.2%	14.6%
- La Palma	0.0%	0.0%	0.0%	0.0%	0.0%

### Who do they come with?



	Q1	Q2	Q3	Q4	Total
Unaccompanied	11.2%	6.2%	15.9%	12.2%	11.5%
Only with partner	56.1%	53.8%	20.6%	44.5%	48.6%
Only with children (under the age of 13)	1.7%	0.0%	4.4%	2.8%	2.2%
Partner + children (under the age of 13)	7.2%	4.4%	13.7%	4.0%	6.2%
Other relatives	3.5%	14.4%	12.9%	12.2%	8.6%
Friends	7.4%	10.1%	5.3%	6.2%	7.0%
Work colleagues	0.0%	2.1%	0.0%	0.4%	0.3%
Other combinations <sup>(1)</sup>	12.9%	9.0%	27.2%	17.7%	15.6%

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

### How do they rate the destination?



Impression of their stay	Q1	Q2	Q3	Q4	Total
Good or very good (% tourists)	86.9%	89.6%	94.7%	85.9%	87.3%
Average rating (scale 1-10)	8.63	8.96	8.86	8.38	8.57

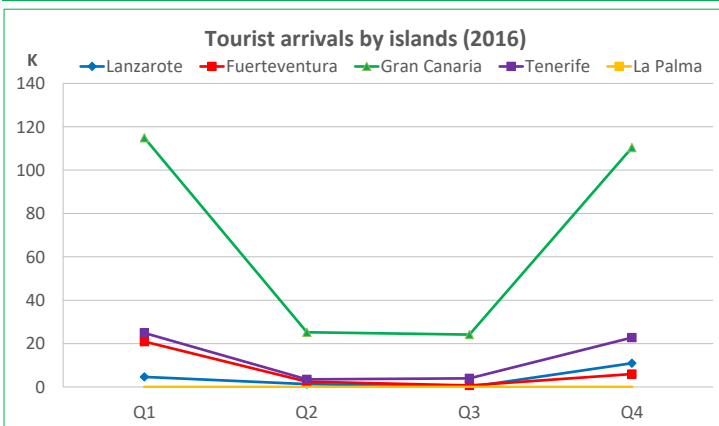
### How many are loyal to the destination?

Repeat tourists of the Canary Islands	Q1	Q2	Q3	Q4	Total
Repeat tourists	92.2%	88.2%	88.6%	89.6%	90.6%
In love (at least 10 previous visits)	28.2%	21.3%	20.9%	24.5%	25.6%

### Where does the flight come from?



Ten main origin markets	Q1	Q2	Q3	Q4	Total
Norway	98.3%	81.8%	88.7%	93.3%	94.2%
United Kingdom	0.4%	2.8%	5.2%	2.2%	1.7%
Spanish Mainland	0.9%	7.8%	2.6%	0.3%	1.4%
Sweden	0.4%	0.0%	0.0%	2.1%	1.0%
Italy	0.0%	7.6%	0.0%	0.0%	0.7%
Switzerland	0.0%	0.0%	0.0%	0.7%	0.3%
Germany	0.0%	0.0%	0.0%	0.7%	0.3%
Denmark	0.0%	0.0%	0.0%	0.6%	0.2%
Poland	0.0%	0.0%	2.4%	0.0%	0.2%
Austria	0.0%	0.0%	0.0%	0.2%	0.1%



### Why do they choose the Canary Islands?



Aspects influencing the choice	Q1	Q2	Q3	Q4	Total
Climate/sun	96.3%	94.5%	89.9%	92.8%	94.3%
Tranquillity/rest/relaxation	51.0%	41.8%	51.0%	57.5%	52.8%
Beaches	35.7%	54.4%	29.5%	43.3%	39.9%
Scenery	14.0%	17.4%	18.8%	9.3%	12.8%
Price	11.7%	4.8%	9.0%	9.8%	10.1%
Visiting new places	7.4%	5.6%	8.1%	10.2%	8.4%
Active tourism	11.1%	3.6%	6.2%	6.8%	8.4%
Scenery	9.9%	9.4%	5.1%	3.4%	6.9%
Suitable destination for children	7.6%	1.3%	11.5%	5.0%	6.3%
Nightlife/fun	7.2%	10.6%	1.9%	3.2%	5.5%
Nautical activities	3.2%	0.6%	1.3%	2.8%	2.6%
Ease of travel	3.7%	1.8%	2.1%	1.7%	2.6%
Culture	2.5%	1.2%	0.0%	2.2%	2.1%
Theme parks	2.5%	0.6%	3.5%	1.6%	2.0%
Shopping	1.8%	2.5%	2.7%	1.6%	1.9%
Health-related tourism	2.3%	0.6%	2.0%	1.4%	1.8%

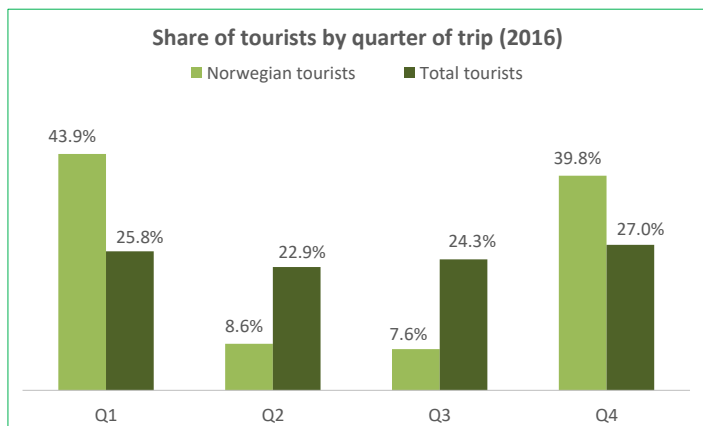
\* Multi-choice question

### What did motivate them to come?



Aspects motivating the choice	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	80.3%	69.4%	74.6%	77.5%	77.8%
Recommendation by friends or relatives	27.5%	36.9%	26.2%	27.3%	28.1%
The Canary Islands television channel	0.0%	2.5%	0.0%	0.0%	0.2%
Other television or radio channels	0.2%	0.0%	0.0%	0.7%	0.3%
Information in the press/magazines/books	2.7%	3.0%	2.9%	2.8%	2.8%
Attendance at a tourism fair	0.3%	0.0%	1.1%	0.5%	0.4%
Tour Operator's brochure or catalogue	5.9%	2.7%	5.6%	6.7%	5.9%
Recommendation by Travel Agency	3.4%	2.1%	2.2%	4.4%	3.6%
Information obtained via the Internet	30.9%	18.9%	19.0%	25.7%	26.9%
Senior Tourism programme	0.0%	0.0%	0.0%	0.0%	0.0%
Others	5.3%	8.9%	5.1%	5.1%	5.5%

\* Multi-choice question



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.