

Tourist profile by quarter of trip (2017)

NORWAY

How many are they and how much do they spend?



	Q1	Q2	Q3	Q4	Total
Tourist arrivals (FRONTUR) (thousands)	188	54.0	51.2	174	467
Tourist arrivals (> 16 years old) (thousands)	171	43.5	38.7	153	406
Average daily expenditure (€)	153.56	--	--	150.41	146.71
. in their place of residence	102.09	--	--	101.28	97.98
. in the Canary Islands	51.47	--	--	49.13	48.72
Average length of stay	12.50	--	--	11.38	12.01
Turnover per tourist (€)	1,580	--	--	1,509	1,497
Total turnover (€m)	297	--	--	263	699
Tourist arrivals: share by quarter	40.2%	11.6%	11.0%	37.3%	100%
Turnover: share by quarter	42.4%	--	--	37.6%	100%
<u>% tourists who pay in the Canary Islands:</u>					
Accommodation:					
- Accommodation	13.9%	--	--	11.8%	12.7%
- Additional accommodation expenses	4.6%	--	--	2.7%	3.5%
Transport:					
- Public transport	16.5%	--	--	14.9%	15.8%
- Taxi	33.0%	--	--	32.1%	32.1%
- Car rental	13.5%	--	--	13.8%	13.2%
Food and drink:					
- Food purchases at supermarkets	69.4%	--	--	63.3%	66.7%
- Restaurants	71.0%	--	--	77.6%	76.0%
Souvenirs:	44.4%	--	--	34.4%	38.7%
Leisure:					
- Organized excursions	9.3%	--	--	8.3%	8.6%
- Leisure, amusement	5.3%	--	--	4.8%	6.1%
- Trip to other islands	0.8%	--	--	1.0%	0.9%
- Sporting activities	8.4%	--	--	4.8%	6.1%
- Cultural activities	2.5%	--	--	3.9%	3.4%
- Discos and disco-pubs	6.4%	--	--	2.7%	4.8%
Others:					
- Wellness	4.4%	--	--	3.3%	3.4%
- Medical expenses	3.2%	--	--	1.8%	2.5%
- Other expenses	8.5%	--	--	7.7%	7.9%

2017



+8%
TOURISTS
467,111



+11%
TRAVEL EXPENSES
€1,497



+19%
TURNOVER
€699 MILL

What do they book at their place of residence?



	Q1	Q2	Q3	Q4	Total
Flight only	13.4%	--	--	10.5%	12.8%
Flight and accommodation (room only)	48.8%	--	--	54.5%	50.5%
Flight and accommodation (B&B)	16.8%	--	--	17.0%	16.5%
Flight and accommodation (half board)	7.1%	--	--	7.2%	7.8%
Flight and accommodation (full board)	1.7%	--	--	1.6%	1.4%
Flight and accommodation (all inclusive)	12.3%	--	--	9.3%	11.0%
<u>% Tourists using low-cost airlines</u>	42.3%	--	--	36.3%	39.3%
<u>Other expenses in their place of residence:</u>					
- Car rental	4.2%	--	--	2.5%	3.9%
- Sporting activities	4.2%	--	--	3.1%	2.9%
- Excursions	2.0%	--	--	0.7%	1.4%
- Trip to other islands	0.5%	--	--	0.5%	0.4%

How do they book?



	Q1	Q2	Q3	Q4	Total
<u>Accommodation booking</u>					
Tour Operator	52.6%	--	--	61.7%	57.8%
- Tour Operator's website	88.2%	--	--	98.9%	92.3%
Accommodation	19.2%	--	--	13.3%	15.9%
- Accommodation's website	77.6%	--	--	66.5%	76.6%
Travel agency (High street)	4.4%	--	--	5.6%	5.5%
Online Travel Agency (OTA)	12.2%	--	--	11.1%	10.2%
No need to book accommodation	11.5%	--	--	8.4%	10.7%
<u>Flight booking</u>					
Tour Operator	55.1%	--	--	61.7%	58.3%
- Tour Operator's website	91.9%	--	--	94.8%	92.8%
Airline	32.4%	--	--	22.8%	28.1%
- Airline's website	97.7%	--	--	100.0%	98.3%
Travel agency (High street)	4.2%	--	--	6.9%	5.6%
Online Travel Agency (OTA)	8.3%	--	--	8.6%	7.9%

How far in advance do they book their trip?



	Q1	Q2	Q3	Q4	Total
The same day they leave	0.2%	--	--	0.2%	0.1%
Between 2 and 7 days	8.2%	--	--	3.8%	6.3%
Between 8 and 15 days	7.7%	--	--	7.9%	8.6%
Between 16 and 30 days	11.8%	--	--	15.2%	14.5%
Between 31 and 90 days	34.5%	--	--	39.7%	34.9%
More than 90 days	37.6%	--	--	33.2%	35.6%

Who are they?



	Q1	Q2	Q3	Q4	Total
Gender					
Men	51.3%	--	--	51.6%	53.3%
Women	48.7%	--	--	48.4%	46.7%
<u>Age</u>					
Average age (tourists > 16 years old)	50.2	--	--	55.1	52.2
Standard deviation	16.1	--	--	14.9	16.1
<u>Age range (> 16 years old)</u>					
16-24 years old	6.8%	--	--	4.9%	7.0%
25-30 years old	6.7%	--	--	5.3%	6.6%
31-45 years old	27.0%	--	--	14.0%	19.9%
46-60 years old	29.6%	--	--	29.3%	28.6%
Over 60 years old	29.9%	--	--	46.6%	37.9%
<u>Occupation</u>					
Business owner or self-employed	19.6%	--	--	13.4%	15.9%
Upper/Middle management employee	34.9%	--	--	27.4%	31.5%
Auxiliary level employee	17.2%	--	--	18.8%	18.0%
Students	4.7%	--	--	3.6%	4.3%
Retired	22.0%	--	--	36.6%	29.3%
Unemployed / unpaid dom. work	1.6%	--	--	0.2%	1.0%
<u>Annual household income level</u>					
€12,000 - €24,000	3.7%	--	--	3.3%	4.8%
€24,001 - €36,000	9.3%	--	--	10.2%	9.0%
€36,001 - €48,000	11.0%	--	--	14.6%	13.2%
€48,001 - €60,000	19.7%	--	--	19.8%	19.1%
€60,001 - €72,000	13.4%	--	--	15.3%	14.1%
€72,001 - €84,000	12.6%	--	--	10.3%	11.8%
More than €84,000	30.3%	--	--	26.6%	27.9%

Tourist profile by quarter of trip (2017)

NORWAY

Which island do they choose?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	10,857	--	--	9,117	22,440
- Fuerteventura	4,037	--	--	2,115	6,152
- Gran Canaria	118,604	--	--	109,973	288,304
- Tenerife	36,315	--	--	30,142	86,125
- La Palma	159	--	--	1,602	1,807

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	6.4%	--	--	6.0%	5.5%
- Fuerteventura	2.4%	--	--	1.4%	1.5%
- Gran Canaria	69.8%	--	--	71.9%	71.2%
- Tenerife	21.4%	--	--	19.7%	21.3%
- La Palma	0.1%	--	--	1.0%	0.4%

Where do they stay?

	Q1	Q2	Q3	Q4	Total
5* Hotel	3.4%	--	--	4.2%	3.7%
4* Hotel	21.7%	--	--	18.5%	20.9%
1-2-3* Hotel	11.2%	--	--	17.4%	14.6%
Apartment	52.2%	--	--	54.2%	52.1%
Property (privately-owned, friends, family)	6.8%	--	--	3.6%	5.8%
Others	4.7%	--	--	2.1%	3.1%

Why do they choose the Canary Islands?

Aspects influencing the choice	Q1	Q2	Q3	Q4	Total
Climate/sun	97.2%	--	--	96.6%	96.6%
Tranquillity/rest/relaxation	51.1%	--	--	55.2%	52.1%
Beaches	34.4%	--	--	43.3%	38.2%
Security	12.4%	--	--	14.3%	13.9%
Scenery	11.3%	--	--	7.4%	9.7%
Active tourism	10.5%	--	--	8.9%	9.6%
Suitable destination for children	12.5%	--	--	3.7%	9.4%
Price	8.8%	--	--	8.6%	8.9%
Visiting new places	6.0%	--	--	9.3%	7.3%
Ease of travel	4.8%	--	--	3.2%	3.7%
Nightlife/fun	2.7%	--	--	2.6%	3.0%
Shopping	3.0%	--	--	2.0%	2.6%
Quality of the environment	2.2%	--	--	0.9%	1.6%
Culture	1.5%	--	--	1.5%	1.4%
Theme parks	1.3%	--	--	0.7%	1.2%
Rural tourism	1.0%	--	--	0.0%	1.2%

* Multi-choice question

Who do they come with?

	Q1	Q2	Q3	Q4	Total
Unaccompanied	10.5%	--	--	9.3%	9.6%
Only with partner	41.8%	--	--	53.8%	47.9%
Only with children (under the age of 13)	2.5%	--	--	0.4%	1.4%
Partner + children (under the age of 13)	10.8%	--	--	3.9%	8.7%
Other relatives	6.9%	--	--	5.0%	5.9%
Friends	6.6%	--	--	8.4%	7.2%
Work colleagues	0.0%	--	--	0.9%	0.5%
Other combinations ⁽¹⁾	21.0%	--	--	18.2%	18.8%

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

How do they rate the Canary Islands?

Impression of their stay	Q1	Q2	Q3	Q4	Total
Good or very good (% tourists)	93.9%	--	--	92.3%	93.4%
Average rating (scale 1-10)	8.79	--	--	8.84	8.86

How many are loyal to the Canary Islands?

Repeat tourists	Q1	Q2	Q3	Q4	Total
At least 1 previous visit	90.0%	--	--	92.5%	89.8%
At least 10 previous visits	32.8%	--	--	35.4%	34.4%

Where does the flight come from?

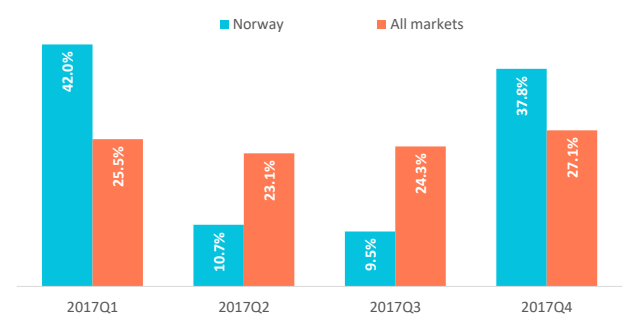
Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
Norway	94.6%	--	--	98.1%	95.1%
Spanish Mainland	2.2%	--	--	1.0%	1.9%
United Kingdom	0.6%	--	--	0.2%	1.2%
Sweden	1.7%	--	--	0.5%	1.0%
Denmark	0.5%	--	--	0.0%	0.3%
Poland	0.0%	--	--	0.0%	0.1%
Germany	0.3%	--	--	0.0%	0.1%
Finland	0.0%	--	--	0.2%	0.1%
Netherlands	0.1%	--	--	0.0%	0.1%

What did motivate them to come?

Prescription sources	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	80.8%	--	--	85.6%	81.9%
Recommendation by friends/relatives	29.9%	--	--	21.5%	27.5%
The Canary Islands television channel	0.0%	--	--	0.0%	0.1%
Other television or radio channels	0.0%	--	--	0.5%	0.2%
Information in press/magazines/books	3.8%	--	--	3.1%	3.1%
Attendance at a tourism fair	0.0%	--	--	0.0%	0.0%
Tour Operator's brochure or catalogue	2.7%	--	--	4.0%	3.7%
Recommendation by Travel Agency	2.2%	--	--	1.0%	2.5%
Information obtained via the Internet	24.9%	--	--	32.2%	27.6%
Senior Tourism programme	0.0%	--	--	0.0%	0.0%
Others	7.2%	--	--	4.8%	6.3%

* Multi-choice question

Share of tourist arrivals by quarters



Tourists over 16 years old.

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.