Canary Islands — LATITUDE OF LIFE

How many are they and how much do they spend? 👤€

	2018Q1	2018Q2	2018Q3	2018Q4	2018
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**186.9**	**42.1**	**49.9**	**162.5**	**441.3**
Tourist arrivals > 15 years old (EGT) (*)	**166.5**	**36.2**	**38.8**	**141.2**	**382.6**
- book holiday package (*)	100.1	--	--	88.8	**225.3**
- do not book holiday package (*)	66.4	--	--	52.5	**157.3**
- % tourists who book holiday package	60.1%	--	--	62.8%	**58.9%**

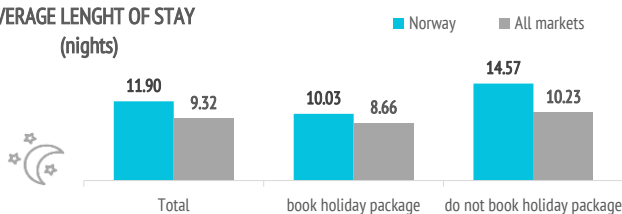(*) Thousand of tourists

RANKING POSITION BY NUMBER OF TOURISTS

9th

RANKING POSITION BY TURNOVER

8th

❝ 76% of Norwegians travel to Gran Canaria.

	2018Q1	2018Q2	2018Q3	2018Q4	2018
Expenditure per tourist (€)	**1,409**	**--**	**--**	**1,313**	**1,400**
- book holiday package	1,416	--	--	1,422	**1,413**
- holiday package	1,085	--	--	1,059	**1,068**
- others	331	--	--	363	**345**
- do not book holiday package	1,398	--	--	1,129	**1,382**
- flight	410	--	--	350	**408**
- accommodation	436	--	--	357	**358**
- others	553	--	--	422	**616**
Average lenght of stay	**13.11**	**--**	**--**	**9.98**	**11.90**
- book holiday package	11.13	--	--	9.15	**10.03**
- do not book holiday package	16.09	--	--	11.40	**14.57**
Average daily expenditure (€)	**137.9**	**--**	**--**	**146.1**	**143.5**
- book holiday package	150.2	--	--	165.2	**157.7**
- do not book holiday package	119.4	--	--	113.8	**123.1**
Total turnover (> 15 years old) (€m)	**235**	**--**	**--**	**185**	**536**
- book holiday package	142	--	--	126	**318**
- do not book holiday package	93	--	--	59	**217**

AVERAGE LENGHT OF STAY (nights)

■ Norway ■ All markets

	Norway	All markets
Total	11.90	9.32
book holiday package	10.03	8.66
do not book holiday package	14.57	10.23

EXPENDITURE PER TOURIST (€)

■ Norway ■ All markets

	Norway	All markets
Total	1,400	1,196
book holiday package	1,413	1,309
do not book holiday package	1,382	1,037

Importance of each factor in the destination choice 👤?

	2018Q1	2018Q2	2018Q3	2018Q4	2018
Climate	86.6%	--	--	86.5%	**85.6%**
Safety	44.3%	--	--	42.1%	**42.7%**
Sea	38.3%	--	--	41.0%	**39.6%**
Accommodation supply	38.2%	--	--	38.0%	**38.8%**
Beaches	36.6%	--	--	38.7%	**38.1%**
Tranquility	30.7%	--	--	35.1%	**33.4%**
Effortless trip	31.0%	--	--	35.0%	**32.1%**
European belonging	26.7%	--	--	31.5%	**27.9%**
Price	25.5%	--	--	25.9%	**27.1%**
Environment	17.4%	--	--	18.9%	**19.1%**
Gastronomy	20.0%	--	--	16.2%	**18.7%**
Landscapes	20.4%	--	--	16.4%	**18.2%**
Hiking trail network	20.0%	--	--	15.2%	**16.4%**
Fun possibilities	10.3%	--	--	12.2%	**12.9%**
Shopping	9.0%	--	--	6.0%	**8.8%**
Nightlife	7.2%	--	--	6.7%	**7.6%**
Authenticity	4.9%	--	--	8.0%	**6.2%**
Exoticism	4.7%	--	--	4.0%	**4.9%**
Culture	2.1%	--	--	4.9%	**4.2%**
Historical heritage	1.2%	--	--	5.4%	**3.6%**

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

% 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? 🍦

	2018Q1	2018Q2	2018Q3	2018Q4	2018
Rest	69.0%	--	--	64.4%	**64.7%**
Enjoy family time	16.9%	--	--	21.2%	**21.2%**
Have fun	2.8%	--	--	3.8%	**3.8%**
Explore the destination	5.6%	--	--	6.7%	**5.6%**
Practice their hobbies	2.8%	--	--	2.9%	**2.7%**
Other reasons	3.0%	--	--	1.1%	**1.9%**

REST

Norway	64.7%
All markets	55.1%

How far in advance do they book their trip? 📅

	2018Q1	2018Q2	2018Q3	2018Q4	2018
The same day	1.7%	--	--	0.6%	**1.4%**
Between 1 and 30 days	29.0%	--	--	29.9%	**29.2%**
Between 1 and 2 months	23.7%	--	--	24.4%	**22.7%**
Between 3 and 6 months	24.3%	--	--	26.1%	**26.4%**
More than 6 months	21.3%	--	--	19.0%	**20.2%**

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.

Canary Islands
LATITUDE of LIFE

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

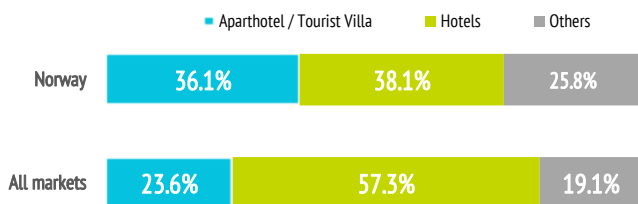|	2018Q1	2018Q2	2018Q3	2018Q4	2018
Previous visits to the Canary Islands	62.6%	--	--	62.7%	**61.7%**
Friends or relatives	24.7%	--	--	25.5%	**26.0%**
Internet or social media	55.4%	--	--	48.7%	**51.0%**
Mass Media	0.7%	--	--	1.5%	**1.0%**
Travel guides and magazines	2.0%	--	--	2.1%	**2.1%**
Travel Blogs or Forums	0.8%	--	--	0.8%	**0.6%**
Travel TV Channels	0.0%	--	--	0.8%	**0.3%**
Tour Operator or Travel Agency	19.5%	--	--	20.9%	**19.9%**
Public administrations or similar	0.2%	--	--	0.0%	**0.2%**
Others	1.7%	--	--	2.4%	**1.7%**

* Multi-choise question

With whom did they book their flight and accommodation? 👁

	2018Q1	2018Q2	2018Q3	2018Q4	2018
Flight					
- Directly with the airline	35.2%	--	--	33.2%	**36.9%**
- Tour Operator or Travel Agency	64.8%	--	--	66.8%	**63.1%**
Accommodation					
- Directly with the accommodation	26.8%	--	--	22.5%	**26.0%**
- Tour Operator or Travel Agency	73.2%	--	--	77.5%	**74.0%**

Where do they stay? 🛏

	2018Q1	2018Q2	2018Q3	2018Q4	2018
1-2-3* Hotel	13.6%	--	--	12.2%	**13.1%**
4* Hotel	20.3%	--	--	24.7%	**21.0%**
5* Hotel / 5* Luxury Hotel	4.3%	--	--	2.9%	**4.0%**
Aparthotel / Tourist Villa	36.8%	--	--	37.6%	**36.1%**
House/room rented in a private dwelli	9.6%	--	--	7.5%	**8.4%**
Private accommodation [(1)]	11.7%	--	--	8.5%	**10.9%**
Others (Cottage, cruise, camping,..)	3.8%	--	--	6.6%	**6.5%**

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

Legend: ■ Aparthotel / Tourist Villa ■ Hotels ■ Others

Norway	36.1%	38.1%	25.8%
All markets	23.6%	57.3%	19.1%

What do they book? 🍽

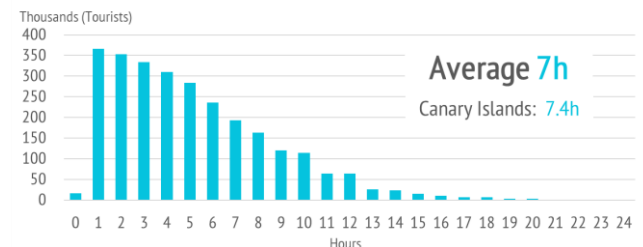|	2018Q1	2018Q2	2018Q3	2018Q4	2018
Room only	48.5%	--	--	56.4%	**52.8%**
Bed and Breakfast	22.4%	--	--	17.0%	**19.6%**
Half board	9.9%	--	--	9.5%	**9.7%**
Full board	1.7%	--	--	2.6%	**1.8%**
All inclusive	17.4%	--	--	14.5%	**16.2%**

❞

52.8% of Norwegians book room only.

(Canary Islands: 28.8%)

Other expenses 📍

	2018Q1	2018Q2	2018Q3	2018Q4	TOTAL
Restaurants or cafes	71.3%	--	--	76.9%	**73.7%**
Supermarkets	65.1%	--	--	63.8%	**65.2%**
Car rental	13.9%	--	--	13.1%	**13.4%**
Organized excursions	10.5%	--	--	12.0%	**11.2%**
Taxi, transfer, chauffeur service	52.6%	--	--	58.2%	**55.2%**
Theme Parks	5.5%	--	--	3.8%	**5.4%**
Sport activities	2.8%	--	--	1.1%	**3.0%**
Museums	3.7%	--	--	2.3%	**3.1%**
Flights between islands	4.5%	--	--	3.0%	**3.8%**

Activities in the Canary Islands 🚶

Outdoor time per day	2018Q1	2018Q2	2018Q3	2018Q4	
0 hours	3.3%	--	--	3.9%	**4.4%**
1 - 2 hours	6.3%	--	--	8.1%	**8.2%**
3 - 6 hours	43.0%	--	--	35.8%	**36.9%**
7 - 12 hours	41.2%	--	--	46.6%	**43.6%**
More than 12 hours	6.1%	--	--	5.5%	**6.9%**

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

Thousands (Tourists)
Average 7h
Canary Islands: 7.4h
Hours

Activities in the Canary Islands	2018Q1	2018Q2	2018Q3	2018Q4	2018
Walk, wander	78.7%	78.7%	81.7%	77.3%	**78.5%**
Swimming pool, hotel facilities	60.2%	65.6%	69.6%	56.9%	**60.4%**
Beach	54.9%	60.7%	71.0%	63.7%	**60.3%**
Explore the island on their own	33.9%	39.3%	40.4%	33.8%	**35.0%**
Nightlife / concerts / shows	15.7%	19.0%	17.6%	16.3%	**16.4%**
Wineries/markets/popular festival:	10.3%	8.3%	15.6%	11.1%	**11.0%**
Theme parks	11.4%	7.3%	19.4%	9.0%	**10.9%**
Sport activities	12.6%	11.7%	11.5%	5.2%	**9.7%**
Nature activities	11.2%	8.4%	9.7%	8.0%	**9.6%**
Beauty and health treatments	7.9%	9.5%	12.1%	7.8%	**8.5%**
Organized excursions	9.2%	6.2%	9.6%	7.6%	**8.4%**
Museums / exhibitions	6.3%	5.8%	7.1%	9.8%	**7.6%**
Taste Canarian gastronomy	6.5%	9.7%	8.2%	6.9%	**7.1%**
Sea excursions / whale watching	3.0%	2.7%	10.4%	5.2%	**4.5%**
Activities at sea	2.6%	4.1%	10.3%	2.8%	**3.6%**
Astronomical observation	1.6%	1.0%	1.4%	0.0%	**0.9%**

* Multi-choise question

Swimming pool
Museums
Organized excursions
Beauty and health treatments
Walk
Theme parks
Wineries/markets
Sport activities
Nightlife
Sea excursions
Beach
Activities at sea
Nature activities
Astronomical observation
Explore the island
Taste Canarian gastronomy

Canary Islands LATITUDE OF LIFE

Which island do they choose?

Tourists (> 15 years old)	2018Q1	2018Q2	2018Q3	2018Q4	2018
Lanzarote	8,860	--	--	8,510	**18,855**
Fuerteventura	3,758	--	--	544	**5,369**
Gran Canaria	122,888	--	--	106,187	**288,572**
Tenerife	27,937	--	--	25,660	**66,428**
La Palma	2,623	--	--	320	**2,943**

Share by islands	2018Q1	2018Q2	2018Q3	2018Q4	2018
Lanzarote	5.3%	--	--	6.0%	**4.9%**
Fuerteventura	2.3%	--	--	0.4%	**1.4%**
Gran Canaria	74.0%	--	--	75.2%	**75.5%**
Tenerife	16.8%	--	--	18.2%	**17.4%**
La Palma	1.6%	--	--	0.2%	**0.8%**

How many islands do they visit during their trip?

	2018Q1	2018Q2	2018Q3	2018Q4	2018
One island	94.5%	--	--	96.4%	**95.1%**
Two islands	5.5%	--	--	3.6%	**4.8%**
Three or more islands	0.0%	--	--	0.0%	**0.1%**

Internet usage during their trip

	2018Q1	2018Q2	2018Q3	2018Q4	2018
Research					
- Tourist package	5.9%	--	--	4.9%	**5.6%**
- Flights	7.0%	--	--	8.9%	**6.8%**
- Accommodation	6.4%	--	--	8.0%	**7.0%**
- Transport	11.4%	--	--	9.0%	**9.9%**
- Restaurants	23.2%	--	--	25.7%	**23.9%**
- Excursions	20.9%	--	--	20.6%	**20.9%**
- Activities	24.2%	--	--	23.0%	**23.1%**
Book or purchase					
- Tourist package	54.3%	--	--	57.6%	**54.4%**
- Flights	79.4%	--	--	76.0%	**80.2%**
- Accommodation	62.1%	--	--	61.4%	**61.5%**
- Transport	49.3%	--	--	49.9%	**50.6%**
- Restaurants	13.7%	--	--	10.3%	**12.6%**
- Excursions	12.1%	--	--	5.8%	**10.2%**
- Activities	14.5%	--	--	6.4%	**13.3%**

* Multi-choise question

Internet usage in the Canary Islands	2018Q1	2018Q2	2018Q3	2018Q4	2018
Did not use the Internet	**8.6%**	**--**	**--**	**6.3%**	**7.9%**
Used the Internet	**91.4%**	**--**	**--**	**93.7%**	**92.1%**
- Own Internet connection	36.9%	--	--	37.4%	**36.8%**
- Free Wifi connection	36.3%	--	--	38.6%	**37.8%**
Applications*					
- Search for locations or maps	51.5%	--	--	50.7%	**52.1%**
- Search for destination info	41.3%	--	--	34.0%	**40.8%**
- Share pictures or trip videos	53.4%	--	--	54.3%	**54.7%**
- Download tourist apps	5.9%	--	--	6.1%	**6.3%**
- Others	41.1%	--	--	35.9%	**37.6%**

* Multi-choise question

54.7% of Norwegians sahre pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 55.6%)

• MOST VISITED PLACES IN EACH ISLAND •

LANZAROTE

37% ARRECIFE

GRAN CANARIA

30% PUERTO DE MOGÁN

TENERIFE

**24%** 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)	2018Q1	2018Q2	2018Q3	2018Q4	2018
Average rating	8.41	--	--	8.49	**8.47**

Experience in the Canary Islands	2018Q1	2018Q2	2018Q3	2018Q4	2018
Worse or much worse than expected	0.3%	--	--	0.6%	**0.5%**
Lived up to expectations	72.8%	--	--	66.4%	**69.4%**
Better or much better than expected	27.0%	--	--	32.9%	**30.1%**

Future intentions (scale 1-10)	2018Q1	2018Q2	2018Q3	2018Q4	2018
Return to the Canary Islands	8.83	--	--	8.71	**8.79**
Recommend visiting the Canary Islands	8.79	--	--	8.81	**8.81**

■ Worse ■ Live to up ■ Better
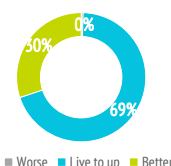
Experience in the Canary Islands

8.79/10

Return to the Canary Islands

8.81/10

Recommend visiting to the Canary Islands

How many are loyal to the Canary Islands?

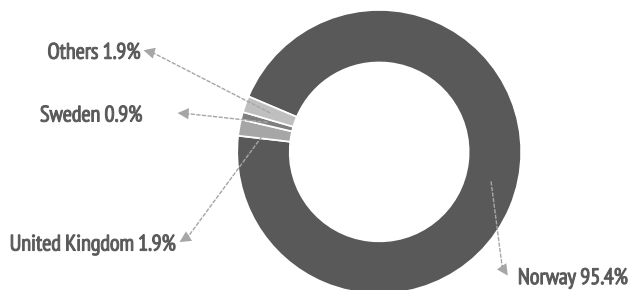|	2018Q1	2018Q2	2018Q3	2018Q4	2018
Repeat tourists	**86.2%**	**--**	**--**	**89.8%**	**87.1%**
Repeat tourists (last 5 years)	79.1%	--	--	84.6%	**80.5%**
Repeat tourists (last 5 years)(5 or more visits)	31.7%	--	--	30.0%	**31.3%**
At least 10 previous visits	**30.5%**	**--**	**--**	**34.7%**	**32.2%**

Where does the flight come from? 🌐

	2018Q1	2018Q2	2018Q3	2018Q4	2018
Norway	95.5%	--	--	98.7%	**95.4%**
United Kingdom	0.9%	--	--	0.8%	**1.9%**
Sweden	1.2%	--	--	0.0%	**0.9%**
Others	2.5%	--	--	0.5%	**1.9%**

Others 1.9%
Sweden 0.9%
United Kingdom 1.9%
Norway 95.4%

Who do they come with? 👪

	2018Q1	2018Q2	2018Q3	2018Q4	2018
Unaccompanied	6.6%	--	--	11.2%	**9.7%**
Only with partner	53.9%	--	--	52.8%	**50.6%**
Only with children (< 13 years old)	3.1%	--	--	1.5%	**3.6%**
Partner + children (< 13 years old)	4.5%	--	--	2.8%	**3.9%**
Other relatives	7.2%	--	--	8.9%	**8.9%**
Friends	8.1%	--	--	7.4%	**7.3%**
Work colleagues	1.0%	--	--	0.3%	**0.7%**
Organized trip	0.5%	--	--	0.0%	**0.2%**
Other combinations [1]	15.1%	--	--	15.1%	**15.1%**

(1) Different situations have been isolated

	2018Q1	2018Q2	2018Q3	2018Q4	2018
Tourists with children	**11.6%**	**--**	**--**	**7.8%**	**11.8%**
- Between 0 and 2 years old	1.0%	--	--	0.7%	**1.0%**
- Between 3 and 12 years old	9.1%	--	--	6.9%	**9.5%**
- Between 0 -2 and 3-12 years	1.6%	--	--	0.3%	**1.3%**
Tourists without children	**88.4%**	**--**	**--**	**92.2%**	**88.2%**
Group composition:					
- 1 person	11.6%	--	--	16.1%	**14.3%**
- 2 people	65.1%	--	--	62.3%	**61.3%**
- 3 people	6.8%	--	--	6.4%	**7.7%**
- 4 or 5 people	13.5%	--	--	12.8%	**13.5%**
- 6 or more people	3.0%	--	--	2.5%	**3.2%**
Average group size:	**2.40**	**--**	**--**	**2.31**	**2.41**

11.8% of Norwegians travel witch children.
(under the age of 13)

Who are they? 🧍

	2018Q1	2018Q2	2018Q3	2018Q4	2018
Gender					
Men	44.6%	--	--	52.7%	**48.0%**
Women	55.4%	--	--	47.3%	**52.0%**
Age					
Average age (tourist > 15 years old)	55.4	--	--	55.3	**53.8**
Standard deviation	15.8	--	--	14.6	**15.8**
Age range (> 15 years old)					
16 - 24 years old	5.7%	--	--	3.1%	**5.8%**
25 - 30 years old	3.4%	--	--	6.6%	**5.9%**
31 - 45 years old	17.3%	--	--	12.6%	**16.9%**
46 - 60 years old	27.6%	--	--	31.7%	**29.5%**
Over 60 years old	45.9%	--	--	45.9%	**42.0%**
Occupation					
Salaried worker	44.2%	--	--	53.8%	**50.5%**
Self-employed	5.8%	--	--	8.6%	**6.6%**
Unemployed	0.5%	--	--	0.0%	**0.9%**
Business owner	9.6%	--	--	7.5%	**9.0%**
Student	1.0%	--	--	1.7%	**1.9%**
Retired	36.5%	--	--	26.0%	**28.7%**
Unpaid domestic work	0.2%	--	--	0.2%	**0.3%**
Others	2.3%	--	--	2.2%	**2.2%**
Annual household income level					
Less than €25,000	4.2%	--	--	1.4%	**3.9%**
€25,000 - €49,999	19.6%	--	--	25.0%	**21.3%**
€50,000 - €74,999	35.4%	--	--	25.8%	**32.9%**
More than €74,999	40.8%	--	--	47.8%	**42.0%**
Education level					
No studies	1.3%	--	--	0.8%	**1.1%**
Primary education	4.6%	--	--	5.3%	**4.5%**
Secondary education	31.2%	--	--	29.8%	**32.0%**
Higher education	63.0%	--	--	64.1%	**62.5%**

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.

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