

# Tourist profile trend (2016)

## Canary Islands: Norwegian market



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



### How do they book?



	2012	2013	2014	2015	2016
Tourist arrivals (> 16 years old)	395,174	456,492	439,018	384,007	376,728
Average daily expenditure (€)	144.61	127.99	124.59	136.07	139.50
- in their place of residence	96.31	77.46	77.73	89.49	92.74
- in the Canary Islands	48.29	50.53	46.87	46.58	46.75
Average length of stay	10.76	10.93	11.03	12.00	11.54
Turnover per tourist (€)	1,375	1,247	1,228	1,350	1,349
Total turnover (> 16 years old) (€m)	543	569	539	518	508
Norwegian turnover: year on year change	--	4.8%	-5.3%	-3.9%	-2.0%
Norwegian tourist arrivals: year on year change	--	15.5%	-3.8%	-12.5%	-1.9%

	2012	2013	2014	2015	2016
<b>Accommodation booking</b>					
<b>Tour Operator</b>	62.8%	63.0%	64.5%	59.0%	59.8%
- Tour Operator's website	86.7%	93.0%	93.2%	93.4%	92.9%
<b>Accommodation</b>	11.4%	10.0%	11.5%	14.4%	14.3%
- Accommodation's website	69.9%	74.0%	72.8%	62.7%	72.4%
<b>Travel agency (High street)</b>	7.1%	8.1%	7.1%	6.6%	7.6%
<b>Online Travel Agency (OTA)</b>	8.3%	8.8%	7.6%	9.9%	10.0%
<b>No need to book accommodation</b>	10.4%	10.2%	9.3%	10.0%	8.3%

### Expenditure in the Canary Islands per tourist and trip (€) (\*\*)

<b>Accommodation (**):</b>	32.70	67.63	43.21	55.80	44.96
- Accommodation	27.60	65.52	38.44	49.28	40.51
- Additional accommodation expenses	5.10	2.11	4.77	6.52	4.45
<b>Transport:</b>	30.05	36.17	29.29	31.99	33.25
- Public transport	5.95	8.60	5.48	6.75	7.73
- Taxi	13.99	11.67	14.97	15.88	14.47
- Car rental	10.11	15.91	8.84	9.36	11.05
<b>Food and drink:</b>	287.63	285.79	307.07	311.18	294.37
- Food purchases at supermarkets	116.68	145.29	162.64	145.79	138.41
- Restaurants	170.95	140.50	144.43	165.39	155.96
<b>Souvenirs:</b>	63.33	80.11	71.01	53.58	54.74
<b>Leisure:</b>	29.37	28.67	24.47	25.38	24.35
- Organized excursions	8.99	8.06	8.33	6.60	7.20
- Leisure, amusement	4.54	2.78	3.51	4.41	2.48
- Trip to other islands	1.05	0.75	0.38	1.35	2.79
- Sporting activities	5.16	3.20	5.07	4.39	3.22
- Cultural activities	1.46	1.07	1.14	1.90	2.28
- Discos and disco-pubs	8.17	12.81	6.04	6.73	6.39
<b>Others:</b>	35.27	26.71	21.63	18.93	21.20
- Wellness	4.16	2.05	3.45	3.90	4.59
- Medical expenses	1.81	1.26	1.29	1.93	1.81
- Other expenses	29.30	23.41	16.89	13.10	14.80

	2012	2013	2014	2015	2016
<b>Flight booking</b>					
<b>Tour Operator</b>	66.9%	64.5%	65.7%	60.2%	60.4%
- Tour Operator's website	87.6%	92.6%	92.2%	92.5%	90.7%
<b>Airline</b>	18.9%	21.9%	19.1%	25.8%	23.5%
- Airline's website	98.0%	94.5%	97.2%	96.4%	96.3%
<b>Travel agency (High street)</b>	7.1%	7.2%	7.4%	7.2%	6.5%
<b>Online Travel Agency (OTA)</b>	7.2%	6.4%	7.8%	6.8%	9.6%

### Where do they stay?



	2012	2013	2014	2015	2016
5* Hotel	5.2%	4.7%	4.1%	5.7%	6.9%
4* Hotel	22.8%	21.5%	23.9%	24.0%	23.2%
1-2-3* Hotel	16.2%	19.6%	16.6%	16.0%	15.3%
Apartment	44.5%	44.8%	45.4%	45.6%	48.0%
Property (privately-owned, friends, family)	6.3%	8.1%	6.4%	6.4%	4.1%
Others	5.0%	1.3%	3.5%	2.4%	2.5%

### Who are they?



<b>Gender</b>	2012	2013	2014	2015	2016
Percentage of men	47.8%	55.0%	51.0%	53.5%	53.0%
Percentage of women	52.2%	45.0%	49.0%	46.5%	47.0%

<b>Age</b>	2012	2013	2014	2015	2016
Average age (tourists > 16 years old)	47.9	44.3	48.7	51.1	51.2
Standard deviation	14.9	16.4	15.9	16.1	16.2

<b>Age range (&gt; 16 years old)</b>	2012	2013	2014	2015	2016
16-24 years old	7.9%	15.5%	9.0%	8.7%	6.0%
25-30 years old	8.7%	10.4%	8.5%	5.7%	7.6%
31-45 years old	24.6%	26.4%	22.4%	20.3%	22.5%
46-60 years old	37.6%	28.9%	32.3%	32.1%	28.2%
Over 60 years old	21.3%	18.7%	27.7%	33.2%	35.7%

<b>Occupation</b>	2012	2013	2014	2015	2016
Business owner or self-employed	16.6%	21.5%	12.7%	14.9%	14.0%
Upper/Middle management employee	41.2%	33.6%	39.6%	34.9%	37.1%
Auxiliary level employee	18.2%	19.2%	19.6%	19.3%	19.5%
Students	5.7%	9.0%	5.5%	6.1%	6.0%
Retired	16.5%	13.8%	21.5%	22.7%	22.1%
Unemployed / unpaid dom. work	1.9%	2.9%	1.1%	2.1%	1.2%

<b>Annual household income level</b>	2012	2013	2014	2015	2016
€12,000 - €24,000	4.5%	5.6%	5.6%	5.2%	6.9%
€24,001 - €36,000	7.9%	7.0%	7.7%	7.5%	8.6%
€36,001 - €48,000	15.1%	8.6%	15.9%	14.3%	19.0%
€48,001 - €60,000	15.9%	23.4%	18.5%	20.1%	17.3%
€60,001 - €72,000	12.2%	17.0%	12.5%	13.1%	12.9%
€72,001 - €84,000	10.0%	9.1%	9.6%	11.3%	9.6%
More than €84,000	34.4%	29.3%	30.1%	28.6%	25.7%

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



	2012	2013	2014	2015	2016
The same day they leave	0.6%	0.6%	0.4%	0.3%	0.5%
Between 2 and 7 days	7.3%	15.7%	11.4%	7.8%	9.4%
Between 8 and 15 days	7.4%	10.1%	10.3%	8.8%	5.7%
Between 16 and 30 days	16.5%	15.4%	15.9%	15.3%	16.5%
Between 31 and 90 days	36.7%	31.1%	31.5%	35.9%	34.2%
More than 90 days	31.5%	27.0%	30.5%	31.9%	33.8%

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



	2012	2013	2014	2015	2016
Flight only	12.9%	16.4%	13.5%	14.2%	9.5%
Flight and accommodation (room only)	49.8%	44.3%	44.9%	45.7%	49.3%
Flight and accommodation (B&B)	14.4%	12.7%	15.6%	14.1%	14.2%
Flight and accommodation (half board)	5.5%	8.7%	7.2%	6.8%	8.5%
Flight and accommodation (full board)	1.9%	1.9%	2.3%	3.1%	2.5%
Flight and accommodation (all inclusive)	15.5%	16.0%	16.4%	16.1%	16.0%
<b>% Tourists using low-cost airlines</b>	27.9%	39.2%	35.0%	38.1%	35.7%
<b>Other expenses in their place of residence:</b>					
- Car rental	2.6%	4.3%	3.8%	2.6%	3.5%
- Sporting activities	2.7%	2.1%	2.3%	1.9%	3.0%
- Excursions	1.5%	2.7%	1.4%	1.7%	3.0%
- Trip to other islands	0.0%	0.7%	0.7%	1.0%	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.

# Tourist profile trend (2016)

## Canary Islands: Norwegian market



### Which island do they choose?

Tourists (> 16 years old)	2012	2013	2014	2015	2016
- Lanzarote	25,509	55,583	32,765	24,420	16,893
- Fuerteventura	10,951	36,030	8,165	6,216	30,033
- Gran Canaria	242,544	308,313	288,517	257,172	274,698
- Tenerife	114,339	55,762	108,869	94,108	55,104
- La Palma	0	804	137	603	0

Share (%)	2012	2013	2014	2015	2016
- Lanzarote	6.5%	12.2%	7.5%	6.4%	4.5%
- Fuerteventura	2.8%	7.9%	1.9%	1.6%	8.0%
- Gran Canaria	61.7%	67.5%	65.8%	67.2%	72.9%
- Tenerife	29.1%	12.2%	24.8%	24.6%	14.6%
- La Palma	0.0%	0.2%	0.0%	0.2%	0.0%

### Who do they come with?

	2012	2013	2014	2015	2016
Unaccompanied	9.0%	17.0%	9.8%	10.1%	11.5%
Only with partner	44.1%	38.5%	46.6%	50.1%	48.6%
Only with children (under the age of 13)	1.8%	0.8%	2.0%	1.1%	2.2%
Partner + children (under the age of 13)	9.1%	8.3%	7.9%	8.4%	6.2%
Other relatives	6.7%	6.8%	6.2%	6.7%	8.6%
Friends	7.9%	9.5%	8.1%	7.0%	7.0%
Work colleagues	0.4%	0.7%	0.3%	0.2%	0.3%
Other combinations <sup>(1)</sup>	20.9%	18.5%	19.1%	16.4%	15.6%

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

### How do they rate the destination?

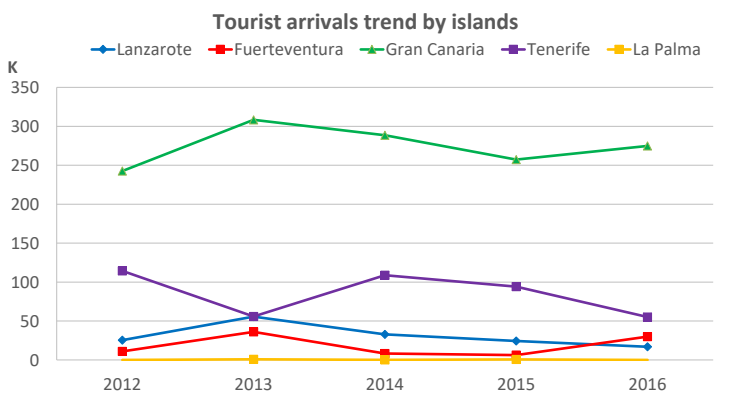
Impression of their stay	2012	2013	2014	2015	2016
Good or very good (% tourists)	90.4%	91.7%	91.5%	89.2%	87.3%
Average rating (scale 1-10)	8.67	8.67	8.75	8.60	8.57

### How many are loyal to the destination?

Repeat tourists of the Canary Islands	2012	2013	2014	2015	2016
Repeat tourists	85.4%	86.1%	86.6%	91.2%	90.6%
In love (at least 10 previous visits)	20.3%	26.9%	23.9%	29.3%	25.6%

### Where does the flight come from?

Ten main origin countries	2012	2013	2014	2015	2016
Norway	379,165	423,157	427,776	369,061	354,695
United Kingdom	2,197	3,520	2,795	3,173	6,383
Spanish Mainland	3,793	17,919	2,109	3,225	5,314
Sweden	3,356	842	1,762	2,325	3,673
Italy	0	0	0	0	2,456
Switzerland	289	607	0	452	1,038
Germany	1,840	2,186	1,283	1,091	1,004
Denmark	2,939	5,244	2,183	2,279	922
Poland	0	0	0	777	696
Austria	0	0	0	0	236



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.

### Why do they choose the Canary Islands?

Aspects influencing the choice	2012	2013	2014	2015	2016
Climate/sun	95.2%	95.0%	94.6%	94.7%	94.3%
Tranquillity/rest/relaxation	53.8%	46.3%	52.6%	54.2%	52.8%
Beaches	37.7%	37.1%	38.2%	36.6%	39.9%
Security	5.4%	6.5%	8.3%	9.2%	12.8%
Price	12.0%	10.8%	15.3%	10.8%	10.1%
Visiting new places	10.5%	11.2%	10.2%	9.0%	8.4%
Active tourism	7.8%	7.5%	7.1%	8.4%	8.4%
Scenery	6.9%	8.2%	10.3%	9.4%	6.9%
Suitable destination for children	9.3%	8.1%	8.3%	7.4%	6.3%
Nightlife/fun	3.3%	9.7%	2.9%	2.2%	5.5%
Nautical activities	1.1%	2.6%	1.3%	1.0%	2.6%
Ease of travel	3.6%	5.1%	3.0%	4.7%	2.6%
Culture	1.8%	2.4%	1.3%	1.9%	2.1%
Theme parks	1.6%	0.7%	0.9%	0.6%	2.0%
Shopping	4.1%	3.8%	3.7%	3.2%	1.9%
Health-related tourism	1.8%	1.8%	1.3%	2.0%	1.8%

\* Multi-choice question

### What did motivate them to come?

Aspects motivating the choice	2012	2013	2014	2015	2016
Previous visits to the Canary Islands	75.0%	72.6%	77.0%	82.2%	77.8%
Recommendation by friends or relatives	30.7%	26.4%	28.2%	25.6%	28.1%
The Canary Islands television channel	0.0%	0.0%	0.4%	0.1%	0.2%
Other television or radio channels	0.0%	0.3%	0.3%	0.4%	0.3%
Information in the press/magazines/books	3.5%	3.9%	2.7%	2.8%	2.8%
Attendance at a tourism fair	0.5%	0.4%	0.3%	0.0%	0.4%
Tour Operator's brochure or catalogue	8.3%	7.2%	5.7%	5.1%	5.9%
Recommendation by Travel Agency	4.8%	2.4%	3.8%	2.9%	3.6%
Information obtained via the Internet	27.4%	37.8%	30.6%	26.9%	26.9%
Senior Tourism programme	0.2%	0.0%	0.2%	0.2%	0.0%
Others	9.1%	9.0%	6.9%	6.3%	5.5%

\* Multi-choice question

