

Tourist profile trend (2017)

NORWAY

How many are they and how much do they spend?



	2013	2014	2015	2016	2017
Tourist arrivals (FRONTUR)	528,302	515,439	445,047	433,972	467,111
Tourist arrivals (> 16 years old)	--	439,018	384,007	376,728	406,289
Average daily expenditure (€)	--	77.73	89.49	92.74	97.98
. in their place of residence	--	46.87	46.58	46.75	48.72
Average length of stay	--	11.03	12.00	11.54	12.01
Turnover per tourist (€)	--	1,228	1,350	1,349	1,497
Total turnover (€m)	--	633	601	585	699
Tourist arrivals: year on year change	--	-2.4%	-13.7%	-2.5%	7.6%
Turnover: year on year change	--	--	-5.1%	-2.6%	19.5%
<u>% tourists who pay in the Canary Islands:</u>					
Accommodation:					
- Accommodation	--	11.4%	11.8%	13.0%	12.7%
- Additional accommodation expenses	--	3.7%	3.4%	2.3%	3.5%
Transport:					
- Public transport	--	14.3%	14.9%	17.2%	15.8%
- Taxi	--	28.3%	29.7%	29.5%	32.1%
- Car rental	--	10.5%	10.8%	11.2%	13.2%
Food and drink:					
- Food purchases at supermarkets	--	66.7%	69.4%	68.9%	66.7%
- Restaurants	--	63.3%	62.0%	61.4%	76.0%
Souvenirs:	--	45.1%	39.3%	37.9%	38.7%
Leisure:					
- Organized excursions	--	9.7%	8.2%	8.7%	8.6%
- Leisure, amusement	--	5.8%	6.3%	3.4%	6.1%
- Trip to other islands	--	0.6%	1.2%	2.5%	0.9%
- Sporting activities	--	5.5%	4.4%	4.5%	6.1%
- Cultural activities	--	1.7%	2.8%	3.1%	3.4%
- Discos and disco-pubs	--	5.6%	5.3%	6.4%	4.8%
Others:					
- Wellness	--	4.9%	4.2%	3.4%	3.4%
- Medical expenses	--	1.8%	3.3%	2.7%	2.5%
- Other expenses	--	9.0%	9.5%	9.1%	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?



	2013	2014	2015	2016	2017
Flight only	--	13.5%	14.2%	9.5%	12.8%
Flight and accommodation (room only)	--	44.9%	45.7%	49.3%	50.5%
Flight and accommodation (B&B)	--	15.6%	14.1%	14.2%	16.5%
Flight and accommodation (half board)	--	7.2%	6.8%	8.5%	7.8%
Flight and accommodation (full board)	--	2.3%	3.1%	2.5%	1.4%
Flight and accommodation (all inclusive)	--	16.4%	16.1%	16.0%	11.0%
<u>% Tourists using low-cost airlines</u>	--	35.0%	38.1%	35.7%	39.3%
<u>Other expenses in their place of residence:</u>					
- Car rental	--	3.8%	2.6%	3.5%	3.9%
- Sporting activities	--	2.3%	1.9%	3.0%	2.9%
- Excursions	--	1.4%	1.7%	3.0%	1.4%
- Trip to other islands	--	0.7%	1.0%	0.6%	0.4%

How do they book?



	2013	2014	2015	2016	2017
Accommodation booking					
Tour Operator	--	64.5%	59.0%	59.8%	57.8%
- Tour Operator's website	--	93.2%	93.4%	92.9%	92.3%
Accommodation	--	11.5%	14.4%	14.3%	15.9%
- Accommodation's website	--	72.8%	62.7%	72.4%	76.6%
Travel agency (High street)	--	7.1%	6.6%	7.6%	5.5%
Online Travel Agency (OTA)	--	7.6%	9.9%	10.0%	10.2%
No need to book accommodation	--	9.3%	10.0%	8.3%	10.7%
Flight booking					
Tour Operator	--	65.7%	60.2%	60.4%	58.3%
- Tour Operator's website	--	92.2%	92.5%	90.7%	92.8%
Airline	--	19.1%	25.8%	23.5%	28.1%
- Airline's website	--	97.2%	96.4%	96.3%	98.3%
Travel agency (High street)	--	7.4%	7.2%	6.5%	5.6%
Online Travel Agency (OTA)	--	7.8%	6.8%	9.6%	7.9%

How far in advance do they book their trip?



	2013	2014	2015	2016	2017
The same day they leave	--	0.4%	0.3%	0.5%	0.1%
Between 2 and 7 days	--	11.4%	7.8%	9.4%	6.3%
Between 8 and 15 days	--	10.3%	8.8%	5.7%	8.6%
Between 16 and 30 days	--	15.9%	15.3%	16.5%	14.5%
Between 31 and 90 days	--	31.5%	35.9%	34.2%	34.9%
More than 90 days	--	30.5%	31.9%	33.8%	35.6%

Who are they?



	2013	2014	2015	2016	2017
Gender					
Men	--	51.0%	53.5%	53.0%	53.3%
Women	--	49.0%	46.5%	47.0%	46.7%
Age					
Average age (tourists > 16 years old)	--	48.7	51.1	51.2	52.2
Standard deviation	--	15.9	16.1	16.2	16.1
Age range (> 16 years old)					
16-24 years old	--	9.0%	8.7%	6.0%	7.0%
25-30 years old	--	8.5%	5.7%	7.6%	6.6%
31-45 years old	--	22.4%	20.3%	22.5%	19.9%
46-60 years old	--	32.3%	32.1%	28.2%	28.6%
Over 60 years old	--	27.7%	33.2%	35.7%	37.9%
Occupation					
Business owner or self-employed	--	12.7%	14.9%	14.0%	15.9%
Upper/Middle management employee	--	39.6%	34.9%	37.1%	31.5%
Auxiliary level employee	--	19.6%	19.3%	19.5%	18.0%
Students	--	5.5%	6.1%	6.0%	4.3%
Retired	--	21.5%	22.7%	22.1%	29.3%
Unemployed / unpaid dom. work	--	1.1%	2.1%	1.2%	1.0%
Annual household income level					
€12,000 - €24,000	--	5.6%	5.2%	6.9%	4.8%
€24,001 - €36,000	--	7.7%	7.5%	8.6%	9.0%
€36,001 - €48,000	--	15.9%	14.3%	19.0%	13.2%
€48,001 - €60,000	--	18.5%	20.1%	17.3%	19.1%
€60,001 - €72,000	--	12.5%	13.1%	12.9%	14.1%
€72,001 - €84,000	--	9.6%	11.3%	9.6%	11.8%
More than €84,000	--	30.1%	28.6%	25.7%	27.9%

Tourist profile trend (2017)

NORWAY

Which island do they choose?

Tourists (> 16 years old)	2013	2014	2015	2016	2017
- Lanzarote	--	32,765	24,420	16,893	22,440
- Fuerteventura	--	8,165	6,216	30,033	6,152
- Gran Canaria	--	288,517	257,172	274,698	288,304
- Tenerife	--	108,869	94,108	55,104	86,125
- La Palma	--	137	603	0	1,807

Share (%)	2013	2014	2015	2016	2017
- Lanzarote	--	7.5%	6.4%	4.5%	5.5%
- Fuerteventura	--	1.9%	1.6%	8.0%	1.5%
- Gran Canaria	--	65.8%	67.2%	72.9%	71.2%
- Tenerife	--	24.8%	24.6%	14.6%	21.3%
- La Palma	--	0.0%	0.2%	0.0%	0.4%

Where do they stay?

	2013	2014	2015	2016	2017
5* Hotel	--	4.1%	5.7%	6.9%	3.7%
4* Hotel	--	23.9%	24.0%	23.2%	20.9%
1-2-3* Hotel	--	16.6%	16.0%	15.3%	14.6%
Apartment	--	45.4%	45.6%	48.0%	52.1%
Property (privately-owned, friends, family)	--	6.4%	6.4%	4.1%	5.8%
Others	--	3.5%	2.4%	2.5%	3.1%

Why do they choose the Canary Islands?

Aspects influencing the choice	2013	2014	2015	2016	2017
Climate/sun	--	94.6%	94.7%	94.3%	96.6%
Tranquillity/rest/relaxation	--	52.6%	54.2%	52.8%	52.1%
Beaches	--	38.2%	36.6%	39.9%	38.2%
Security	--	8.3%	9.2%	12.8%	13.9%
Scenery	--	10.3%	9.4%	6.9%	9.7%
Active tourism	--	7.1%	8.4%	8.4%	9.6%
Suitable destination for children	--	8.3%	7.4%	6.3%	9.4%
Price	--	15.3%	10.8%	10.1%	8.9%
Visiting new places	--	10.2%	9.0%	8.4%	7.3%
Ease of travel	--	3.0%	4.7%	2.6%	3.7%
Nightlife/fun	--	2.9%	2.2%	5.5%	3.0%
Shopping	--	3.7%	3.2%	1.9%	2.6%
Quality of the environment	--	1.8%	1.9%	1.3%	1.6%
Culture	--	1.3%	1.9%	2.1%	1.4%
Theme parks	--	0.9%	0.6%	2.0%	1.2%
Rural tourism	--	0.3%	0.8%	1.4%	1.2%

* Multi-choice question

Who do they come with?

	2013	2014	2015	2016	2017
Unaccompanied	--	9.8%	10.1%	11.5%	9.6%
Only with partner	--	46.6%	50.1%	48.6%	47.9%
Only with children (under the age of 13)	--	2.0%	1.1%	2.2%	1.4%
Partner + children (under the age of 13)	--	7.9%	8.4%	6.2%	8.7%
Other relatives	--	6.2%	6.7%	8.6%	5.9%
Friends	--	8.1%	7.0%	7.0%	7.2%
Work colleagues	--	0.3%	0.2%	0.3%	0.5%
Other combinations ⁽¹⁾	--	19.1%	16.4%	15.6%	18.8%

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

How do they rate the Canary Islands?

Impression of their stay	2013	2014	2015	2016	2017
Good or very good (% tourists)	--	91.5%	89.2%	87.3%	93.4%
Average rating (scale 1-10)	--	8.75	8.60	8.57	8.86

How many are loyal to the Canary Islands?

Repeat tourists	2013	2014	2015	2016	2017
At least 1 previous visit	--	86.6%	91.2%	90.6%	89.8%
At least 10 previous visits	--	23.9%	29.3%	25.6%	34.4%

Where does the flight come from?

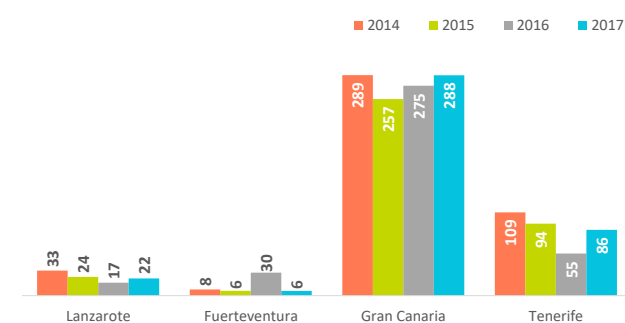
Tourists (> 16 years old)	2013	2014	2015	2016	2017
Norway	--	97.4%	96.1%	94.2%	95.1%
Spanish Mainland	--	0.5%	0.8%	1.4%	1.9%
United Kingdom	--	0.6%	0.8%	1.7%	1.2%
Sweden	--	0.4%	0.6%	1.0%	1.0%
Denmark	--	0.5%	0.6%	0.2%	0.3%
Poland	--	0.0%	0.2%	0.2%	0.1%
Germany	--	0.3%	0.3%	0.3%	0.1%
Finland	--	0.0%	0.1%	0.0%	0.1%
Netherlands	--	0.2%	0.1%	0.0%	0.1%
Others	--	0.1%	0.4%	1.1%	0.0%

What did motivate them to come?

Prescription sources	2013	2014	2015	2016	2017
Previous visits to the Canary Islands	--	77.0%	82.2%	77.8%	81.9%
Recommendation by friends/relatives	--	28.2%	25.6%	28.1%	27.5%
The Canary Islands television channel	--	0.4%	0.1%	0.2%	0.1%
Other television or radio channels	--	0.3%	0.4%	0.3%	0.2%
Information in press/magazines/books	--	2.7%	2.8%	2.8%	3.1%
Attendance at a tourism fair	--	0.3%	0.0%	0.4%	0.0%
Tour Operator's brochure or catalogue	--	5.7%	5.1%	5.9%	3.7%
Recommendation by Travel Agency	--	3.8%	2.9%	3.6%	2.5%
Information obtained via the Internet	--	30.6%	26.9%	26.9%	27.6%
Senior Tourism programme	--	0.2%	0.2%	0.0%	0.0%
Others	--	6.9%	6.3%	5.5%	6.3%

* Multi-choice question

Tourist arrivals by islands (thousands)



Tourists over 16 years old.

Source: Encuesta sobre el Gasto Turístico (ISTAC). (1) Combination of some groups previously analyzed. The information of 2013 is not shown due to sample failure.

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