

Tourist profile trend (2016)

Norway: Fourth Quarter

How many are they and how much do they spend?



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Tourist arrivals (> 16 years old)	167,010	--	151,943	148,990	150,047
Average daily expenditure (€)	151.75	--	128.45	144.80	151.83
. in their place of residence	103.57	--	82.00	96.66	100.13
. in the Canary Islands	48.18	--	46.45	48.14	51.70
Average length of stay	9.28	--	10.65	9.94	10.15
Turnover per tourist (€)	1,299	--	1,247	1,300	1,345
Total turnover (> 16 years old) (€m)	217	--	189	194	202
Share of total turnover	39.9%	--	35.1%	37.4%	39.7%
Share of total tourist	42.3%	--	34.6%	38.8%	39.8%
Expenditure in the Canary Islands per tourist and trip (€) ^(*)					
Accommodation (**):	30.06	--	37.12	37.88	44.46
- Accommodation	26.02	--	34.80	26.94	39.70
- Additional accommodation expenses	4.04	--	2.32	10.94	4.77
Transport:	28.27	--	26.77	33.09	41.54
- Public transport	4.94	--	5.30	6.54	10.86
- Taxi	13.43	--	14.44	16.49	13.89
- Car rental	9.90	--	7.02	10.07	16.79
Food and drink:	249.95	--	319.74	296.68	278.08
- Food purchases at supermarkets	99.42	--	169.72	117.84	119.49
- Restaurants	150.53	--	150.02	178.84	158.59
Souvenirs:	67.41	--	85.41	49.80	52.46
Leisure:	24.60	--	24.05	20.62	30.51
- Organized excursions	7.67	--	7.83	3.16	9.51
- Leisure, amusement	2.22	--	3.51	5.35	4.81
- Trip to other islands	0.52	--	0.28	0.59	3.64
- Sporting activities	4.28	--	5.99	2.63	2.33
- Cultural activities	0.63	--	0.42	1.59	2.57
- Discos and disco-pubs	9.27	--	6.03	7.31	7.65
Others:	22.13	--	11.64	13.90	19.26
- Wellness	3.27	--	3.70	2.43	9.07
- Medical expenses	2.44	--	0.62	1.51	1.58
- Other expenses	16.41	--	7.32	9.96	8.61

How far in advance do they book their trip?



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
The same day they leave	0.0%	--	0.2%	0.4%	0.3%
Between 2 and 7 days	7.2%	--	12.0%	5.7%	11.6%
Between 8 and 15 days	8.5%	--	9.5%	9.5%	5.3%
Between 16 and 30 days	15.7%	--	13.1%	13.6%	14.4%
Between 31 and 90 days	35.1%	--	33.9%	40.9%	35.9%
More than 90 days	33.5%	--	31.3%	29.8%	32.4%

What do they book at their place of residence?



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Flight only	13.9%	--	10.8%	11.4%	7.0%
Flight and accommodation (room only)	48.1%	--	42.1%	46.3%	56.2%
Flight and accommodation (B&B)	15.3%	--	18.3%	13.0%	14.5%
Flight and accommodation (half board)	4.7%	--	7.6%	9.9%	6.0%
Flight and accommodation (full board)	1.7%	--	2.5%	2.0%	2.3%
Flight and accommodation (all inclusive)	16.3%	--	18.6%	17.4%	14.1%
% Tourists using low-cost airlines	28.5%	--	30.1%	35.1%	33.1%
Other expenses in their place of residence:					
- Car rental	2.3%	--	3.4%	2.6%	4.7%
- Sporting activities	3.0%	--	1.4%	1.5%	1.9%
- Excursions	2.5%	--	1.5%	1.7%	2.3%
- Trip to other islands	0.0%	--	0.9%	0.7%	0.0%

How do they book?



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Accommodation booking					
Tour Operator	59.2%	--	67.6%	61.5%	59.3%
- Tour Operator's website	90.1%	--	95.3%	95.3%	92.1%
Accommodation	12.7%	--	8.8%	12.1%	15.2%
- Accommodation's website	72.1%	--	60.7%	66.6%	68.6%
Travel agency (High street)	7.9%	--	10.5%	7.6%	7.0%
Online Travel Agency (OTA)	10.1%	--	6.2%	9.9%	11.2%
No need to book accommodation	10.1%	--	6.9%	8.9%	7.4%

	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Flight booking					
Tour Operator	59.4%	--	67.8%	63.3%	61.5%
- Tour Operator's website	90.4%	--	93.3%	95.5%	91.4%
Airline	24.1%	--	14.9%	23.3%	25.6%
- Airline's website	97.6%	--	95.6%	97.8%	94.8%
Travel agency (High street)	8.7%	--	10.0%	7.8%	5.4%
Online Travel Agency (OTA)	7.7%	--	7.3%	5.7%	7.5%

Where do they stay?



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
5* Hotel	5.0%	--	4.8%	7.1%	6.4%
4* Hotel	23.9%	--	27.0%	28.1%	22.6%
1-2-3* Hotel	15.0%	--	17.5%	14.6%	12.7%
Apartment	43.9%	--	43.8%	41.4%	52.0%
Property (privately-owned, friends, family)	6.9%	--	4.6%	5.4%	2.7%
Others	5.4%	--	2.4%	3.3%	3.6%

Who are they?



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Gender					
Percentage of men	48.1%	--	50.1%	55.1%	54.5%
Percentage of women	51.9%	--	49.9%	44.9%	45.5%
Age					
Average age (tourists > 16 years old)	48.1	--	50.7	51.5	50.9
Standard deviation	14.3	--	14.8	15.3	16.5
Age range (> 16 years old)					
16-24 years old	7.1%	--	6.3%	7.3%	7.1%
25-30 years old	7.4%	--	6.8%	5.1%	8.3%
31-45 years old	24.2%	--	19.2%	20.3%	21.5%
46-60 years old	42.8%	--	38.5%	34.5%	27.3%
Over 60 years old	18.5%	--	29.2%	32.8%	35.8%
Occupation					
Business owner or self-employed	17.9%	--	11.2%	15.0%	15.9%
Upper/Middle management employee	44.0%	--	42.5%	38.1%	32.9%
Auxiliary level employee	18.4%	--	20.1%	21.0%	22.7%
Students	6.2%	--	4.3%	3.5%	4.8%
Retired	11.7%	--	20.6%	20.3%	21.8%
Unemployed / unpaid dom. work	1.9%	--	1.3%	2.0%	1.8%
Annual household income level					
€12,000 - €24,000	4.2%	--	4.3%	4.4%	9.2%
€24,001 - €36,000	7.2%	--	9.3%	7.6%	10.1%
€36,001 - €48,000	14.8%	--	17.4%	13.3%	15.7%
€48,001 - €60,000	14.7%	--	16.2%	19.9%	15.8%
€60,001 - €72,000	12.5%	--	12.6%	14.3%	16.4%
€72,001 - €84,000	9.3%	--	9.5%	10.5%	8.7%
More than €84,000	37.3%	--	30.8%	30.0%	24.1%

(*) 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)

Norway: Fourth Quarter

Which island do they choose?



Tourists (> 16 years old)	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
- Lanzarote	12,354	--	12,589	11,443	10,944
- Fuerteventura	6,481	--	2,406	2,129	5,948
- Gran Canaria	92,585	--	96,056	102,622	110,411
- Tenerife	54,591	--	40,748	31,861	22,743
- La Palma	0	--	0	348	0

Share (%)	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
- Lanzarote	7.4%	--	8.3%	7.7%	7.3%
- Fuerteventura	3.9%	--	1.6%	1.4%	4.0%
- Gran Canaria	55.8%	--	63.3%	69.2%	73.6%
- Tenerife	32.9%	--	26.8%	21.5%	15.2%
- La Palma	0.0%	--	0.0%	0.2%	0.0%

Who do they come with?



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Unaccompanied	10.6%	--	9.4%	9.8%	12.2%
Only with partner	39.7%	--	53.0%	51.8%	44.5%
Only with children (under the age of 13)	2.2%	--	0.9%	1.4%	2.8%
Partner + children (under the age of 13)	8.2%	--	7.1%	7.1%	4.0%
Other relatives	7.9%	--	6.9%	7.4%	12.2%
Friends	6.0%	--	7.2%	6.6%	6.2%
Work colleagues	0.8%	--	0.2%	0.2%	0.4%
Other combinations ⁽¹⁾	24.5%	--	15.2%	15.7%	17.7%

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

How do they rate the destination?



Impression of their stay	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Good or very good (% tourists)	92.1%	--	92.4%	90.1%	85.9%
Average rating (scale 1-10)	8.75	--	8.76	8.65	8.38

How many are loyal to the destination?

Repeat tourists of the Canary Islands	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Repeat tourists	85.1%	--	86.5%	90.8%	89.6%
In love (at least 10 previous visits)	17.9%	--	25.1%	29.7%	24.5%

Where does the flight come from?



Ten main origin countries	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Norway	95.3%	--	99.2%	97.3%	93.3%
United Kingdom	0.7%	--	0.4%	0.3%	2.2%
Sweden	1.5%	--	0.0%	0.1%	2.1%
Switzerland	0.2%	--	0.0%	0.0%	0.7%
Germany	0.2%	--	0.0%	0.5%	0.7%
Denmark	0.3%	--	0.2%	0.4%	0.6%
Spanish Mainland	1.3%	--	0.0%	1.1%	0.3%
Austria	0.0%	--	0.0%	0.0%	0.2%
Finland	0.4%	--	0.0%	0.0%	0.0%
Netherlands	0.2%	--	0.0%	0.0%	0.0%



Why do they choose the Canary Islands?



Aspects influencing the choice	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Climate/sun	94.4%	--	95.8%	94.5%	92.8%
Tranquillity/rest/relaxation	54.8%	--	54.8%	52.7%	57.5%
Beaches	37.6%	--	43.1%	39.4%	43.3%
Visiting new places	9.1%	--	11.2%	9.8%	10.2%
Price	12.3%	--	15.4%	9.7%	9.8%
Security	4.0%	--	7.5%	9.7%	9.3%
Active tourism	6.2%	--	4.9%	7.3%	6.8%
Suitable destination for children	9.0%	--	3.2%	5.4%	5.0%
Scenery	7.8%	--	10.0%	7.8%	3.4%
Nightlife/fun	2.7%	--	3.2%	2.2%	3.2%
Nautical activities	1.1%	--	0.8%	0.8%	2.8%
Security against natural catastrophes	0.9%	--	1.0%	1.3%	2.7%
Rural tourism	0.9%	--	0.6%	0.0%	2.2%
Culture	1.0%	--	1.6%	1.9%	2.2%
Ease of travel	1.7%	--	3.3%	5.2%	1.7%
Shopping	3.5%	--	4.1%	2.6%	1.6%

* Multi-choice question

What did motivate them to come?



Aspects motivating the choice	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Previous visits to the Canary Islands	72.7%	--	75.8%	81.6%	77.5%
Recommendation by friends or relatives	31.2%	--	27.3%	22.1%	27.3%
The Canary Islands television channel	0.0%	--	0.6%	0.0%	0.0%
Other television or radio channels	0.0%	--	0.5%	0.4%	0.7%
Information in the press/magazines/books	4.2%	--	1.9%	1.3%	2.8%
Attendance at a tourism fair	0.8%	--	0.2%	0.0%	0.5%
Tour Operator's brochure or catalogue	6.5%	--	6.7%	5.3%	6.7%
Recommendation by Travel Agency	6.0%	--	5.7%	3.1%	4.4%
Information obtained via the Internet	26.5%	--	27.2%	28.1%	25.7%
Senior Tourism programme	0.2%	--	0.2%	0.2%	0.0%
Others	10.0%	--	6.5%	6.6%	5.1%

* Multi-choice question



Source: Encuesta sobre el Gasto Turístico (ISTAC). The information of 2013 is not shown due to sample failure. (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.