

Tourist profile trend (2016)

Norway: First Quarter

How many are they and how much do they spend?



	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Tourist arrivals (> 16 years old)	165,656	--	197,583	166,737	165,346
Average daily expenditure (€)	138.89	--	122.90	127.58	131.18
. in their place of residence	91.10	--	77.73	84.48	88.69
. in the Canary Islands	47.79	--	45.17	43.10	42.48
Average length of stay	11.75	--	11.55	13.30	12.77
Turnover per tourist (€)	1,421	--	1,244	1,353	1,377
Total turnover (> 16 years old) (€m)	235	--	246	226	228
Share of total turnover	43.3%	--	45.6%	43.5%	44.8%
Share of total tourist	41.9%	--	45.0%	43.4%	43.9%

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

	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Accommodation (**):	35.74	--	38.84	63.55	41.62
- Accommodation	29.35	--	35.35	60.16	37.76
- Additional accommodation expenses	6.39	--	3.49	3.39	3.85
Transport:	31.52	--	30.40	30.00	29.07
- Public transport	7.61	--	5.44	7.04	6.11
- Taxi	14.66	--	15.55	14.15	15.49
- Car rental	9.26	--	9.41	8.81	7.46
Food and drink:	299.24	--	291.64	309.83	321.62
- Food purchases at supermarkets	113.61	--	151.67	155.64	165.00
- Restaurants	185.63	--	139.98	154.19	156.62
Souvenirs:	54.35	--	61.23	51.53	44.53
Leisure:	30.98	--	24.33	22.40	18.53
- Organized excursions	9.94	--	9.20	7.98	6.18
- Leisure, amusement	5.63	--	3.10	2.48	0.71
- Trip to other islands	1.50	--	0.63	1.83	3.06
- Sporting activities	5.40	--	3.93	3.39	4.22
- Cultural activities	2.01	--	1.80	1.95	1.64
- Discos and disco-pubs	6.50	--	5.67	4.79	2.73
Others:	47.55	--	30.63	19.98	22.55
- Wellness	4.23	--	1.73	5.09	1.76
- Medical expenses	0.83	--	1.20	2.55	1.30
- Other expenses	42.48	--	27.70	12.34	19.49

How far in advance do they book their trip?



	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
The same day they leave	0.6%	--	0.3%	0.1%	0.6%
Between 2 and 7 days	7.8%	--	10.4%	8.6%	9.3%
Between 8 and 15 days	7.7%	--	9.9%	8.1%	5.8%
Between 16 and 30 days	17.5%	--	17.6%	17.0%	17.4%
Between 31 and 90 days	38.6%	--	29.6%	32.7%	31.4%
More than 90 days	27.8%	--	32.2%	33.4%	35.6%

What do they book at their place of residence?



	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Flight only	9.7%	--	13.8%	14.0%	9.3%
Flight and accommodation (room only)	53.2%	--	47.7%	46.6%	47.7%
Flight and accommodation (B&B)	14.2%	--	13.3%	14.8%	14.5%
Flight and accommodation (half board)	5.9%	--	6.9%	4.9%	10.7%
Flight and accommodation (full board)	2.2%	--	2.3%	3.6%	2.1%
Flight and accommodation (all inclusive)	14.8%	--	16.0%	16.1%	15.6%
% Tourists using low-cost airlines	25.3%	--	37.6%	37.4%	35.6%
Other expenses in their place of residence:					
- Car rental	2.6%	--	3.7%	2.3%	2.0%
- Sporting activities	1.8%	--	2.9%	1.6%	4.6%
- Excursions	0.1%	--	1.6%	1.9%	4.2%
- Trip to other islands	0.1%	--	0.5%	1.4%	1.1%

How do they book?



	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Accommodation booking					
Tour Operator	69.2%	--	62.3%	60.8%	63.0%
- Tour Operator's website	83.6%	--	90.1%	92.6%	92.4%
Accommodation	10.5%	--	13.9%	16.5%	13.4%
- Accommodation's website	67.9%	--	77.8%	60.0%	72.9%
Travel agency (High street)	6.3%	--	5.4%	6.2%	7.2%
Online Travel Agency (OTA)	6.0%	--	9.1%	8.1%	9.8%
No need to book accommodation	8.0%	--	9.2%	8.4%	6.6%

Flight booking

	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Tour Operator	75.9%	--	64.1%	62.5%	61.5%
- Tour Operator's website	84.9%	--	89.1%	91.0%	91.1%
Airline	13.2%	--	22.8%	23.4%	20.9%
- Airline's website	98.8%	--	97.1%	96.5%	96.3%
Travel agency (High street)	5.7%	--	5.7%	7.5%	6.6%
Online Travel Agency (OTA)	5.2%	--	7.3%	6.6%	11.0%

Where do they stay?



	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
5* Hotel	4.3%	--	3.8%	4.5%	6.8%
4* Hotel	24.0%	--	21.5%	24.0%	25.3%
1-2-3* Hotel	19.0%	--	16.0%	16.8%	16.6%
Apartment	46.4%	--	49.2%	47.7%	46.6%
Property (privately-owned, friends, family)	3.2%	--	5.4%	5.4%	3.5%
Others	3.2%	--	4.2%	1.6%	1.1%

Who are they?



	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Gender					
Percentage of men	45.4%	--	53.2%	51.3%	54.5%
Percentage of women	54.6%	--	46.8%	48.7%	45.5%

Age

Average age (tourists > 16 years old)	49.6	--	49.0	52.4	52.2
Standard deviation	15.1	--	16.2	16.5	16.1

Age range (> 16 years old)

16-24 years old	5.9%	--	9.2%	8.4%	4.7%
25-30 years old	9.1%	--	9.2%	5.8%	7.1%
31-45 years old	22.6%	--	21.5%	18.7%	21.9%
46-60 years old	34.6%	--	31.1%	30.1%	27.9%
Over 60 years old	27.8%	--	29.0%	36.9%	38.5%

Occupation

Business owner or self-employed	14.1%	--	12.9%	14.2%	11.5%
Upper/Middle management employee	38.5%	--	37.2%	30.9%	37.4%
Auxiliary level employee	17.5%	--	18.8%	18.0%	17.4%
Students	3.9%	--	7.2%	7.2%	8.4%
Retired	23.4%	--	23.5%	27.3%	24.4%
Unemployed / unpaid dom. work	2.6%	--	0.4%	2.6%	0.8%

Annual household income level

€12,000 - €24,000	4.2%	--	7.7%	4.9%	6.1%
€24,001 - €36,000	9.0%	--	6.4%	8.0%	6.5%
€36,001 - €48,000	16.9%	--	14.9%	15.8%	22.1%
€48,001 - €60,000	16.3%	--	21.5%	22.0%	17.5%
€60,001 - €72,000	12.8%	--	11.9%	12.3%	11.5%
€72,001 - €84,000	9.8%	--	8.8%	10.6%	10.5%
More than €84,000	31.0%	--	28.7%	26.3%	25.9%

(*) 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: First Quarter

Which island do they choose?



Tourists (> 16 years old)	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
- Lanzarote	10,308	--	17,462	11,760	4,619
- Fuerteventura	3,350	--	3,205	3,126	20,933
- Gran Canaria	105,992	--	124,728	100,083	114,897
- Tenerife	45,444	--	51,768	50,807	24,897
- La Palma	0	--	0	255	0

Share (%)	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
- Lanzarote	6.2%	--	8.9%	7.1%	2.8%
- Fuerteventura	2.0%	--	1.6%	1.9%	12.7%
- Gran Canaria	64.2%	--	63.3%	60.3%	69.5%
- Tenerife	27.5%	--	26.3%	30.6%	15.1%
- La Palma	0.0%	--	0.0%	0.2%	0.0%

Who do they come with?



	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Unaccompanied	6.7%	--	9.4%	9.5%	11.2%
Only with partner	49.0%	--	46.6%	53.1%	56.1%
Only with children (under the age of 13)	1.3%	--	2.4%	1.0%	1.7%
Partner + children (under the age of 13)	6.9%	--	7.1%	8.9%	7.2%
Other relatives	6.2%	--	5.8%	5.2%	3.5%
Friends	10.7%	--	7.6%	7.5%	7.4%
Work colleagues	0.2%	--	0.6%	0.2%	0.0%
Other combinations ⁽¹⁾	19.1%	--	20.5%	14.6%	12.9%

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

How do they rate the destination?



Impression of their stay	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Good or very good (% tourists)	87.1%	--	91.3%	87.5%	86.9%
Average rating (scale 1-10)	8.54	--	8.77	8.54	8.63

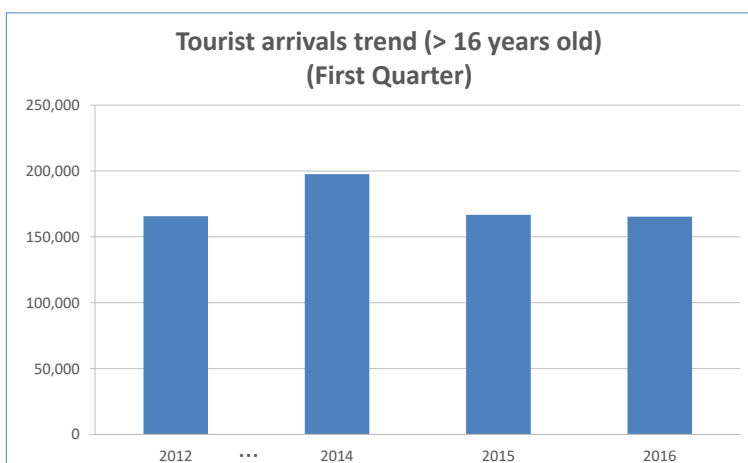
How many are loyal to the destination?

Repeat tourists of the Canary Islands	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Repeat tourists	86.7%	--	88.4%	92.3%	92.2%
In love (at least 10 previous visits)	23.4%	--	24.9%	29.0%	28.2%

Where does the flight come from?



Ten main origin countries	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Norway	97.4%	--	98.7%	96.6%	98.3%
Spanish Mainland	0.4%	--	0.2%	0.7%	0.9%
United Kingdom	0.5%	--	0.1%	0.3%	0.4%
Sweden	0.3%	--	0.1%	1.0%	0.4%
Germany	0.4%	--	0.0%	0.0%	0.0%
Belgium	0.2%	--	0.0%	0.0%	0.0%
Denmark	0.8%	--	0.8%	0.7%	0.0%
Finland	0.0%	--	0.0%	0.2%	0.0%
Netherlands	0.0%	--	0.0%	0.2%	0.0%
Austria	0.0%	--	0.0%	0.0%	0.0%



Why do they choose the Canary Islands?



Aspects influencing the choice	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Climate/sun	96.0%	--	95.5%	94.3%	96.3%
Tranquillity/rest/relaxation	56.4%	--	50.5%	55.5%	51.0%
Beaches	33.5%	--	34.1%	32.2%	35.7%
Security	7.3%	--	8.6%	8.6%	14.0%
Price	11.2%	--	16.3%	11.8%	11.7%
Active tourism	11.0%	--	9.3%	10.3%	11.1%
Scenery	6.3%	--	11.5%	12.0%	9.9%
Suitable destination for children	8.1%	--	8.4%	8.0%	7.6%
Visiting new places	11.3%	--	10.1%	9.6%	7.4%
Nightlife/fun	2.3%	--	2.4%	2.0%	7.2%
Ease of travel	3.6%	--	3.1%	3.9%	3.7%
Nautical activities	1.3%	--	1.2%	1.3%	3.2%
Culture	1.5%	--	1.3%	2.0%	2.5%
Theme parks	1.7%	--	0.3%	0.7%	2.5%
Health-related tourism	2.3%	--	1.3%	1.3%	2.3%
Shopping	4.1%	--	3.4%	3.4%	1.8%

* Multi-choice question

What did motivate them to come?



Aspects motivating the choice	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Previous visits to the Canary Islands	78.8%	--	79.1%	83.6%	80.3%
Recommendation by friends or relatives	30.0%	--	28.0%	27.3%	27.5%
The Canary Islands television channel	0.0%	--	0.3%	0.0%	0.0%
Other television or radio channels	0.1%	--	0.2%	0.4%	0.2%
Information in the press/magazines/books	2.5%	--	4.0%	4.3%	2.7%
Attendance at a tourism fair	0.0%	--	0.2%	0.0%	0.3%
Tour Operator's brochure or catalogue	10.1%	--	4.8%	5.2%	5.9%
Recommendation by Travel Agency	4.0%	--	3.1%	3.1%	3.4%
Information obtained via the Internet	29.2%	--	32.9%	26.6%	30.9%
Senior Tourism programme	0.2%	--	0.3%	0.3%	0.0%
Others	7.4%	--	6.5%	4.7%	5.3%

* Multi-choice question

