

Tourist profile by islands (2016)

Norwegian market



How many are they and how much do they spend?



How do they book?



| | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma | |
|--|-----------|---------------|--------------|----------|----------|--|
| Tourist arrivals (> 16 years old) | 16,893 | 30,033 | 274,698 | 55,104 | 0 | |
| Average daily expenditure (€) | 129.02 | -- | 137.67 | 152.16 | -- | |
| . in their place of residence | 90.41 | -- | 89.24 | 105.63 | -- | |
| . in the Canary Islands | 38.61 | -- | 48.43 | 46.52 | -- | |
| Average length of stay | 9.66 | -- | 12.39 | 9.96 | -- | |
| Turnover per tourist (€) | 1,155 | -- | 1,401 | 1,330 | -- | |
| Total turnover (> 16 years old) (€m) | 19.5 | -- | 384.9 | 73 | -- | |
| Norwegian turnover: share by islands | 3.8% | -- | 75.8% | 14.4% | -- | |
| Norwegian tourist arrivals: share by islands | 4.5% | 8.0% | 72.9% | 14.6% | 0.0% | |

| Accommodation booking | LZ | FUE | GC | TFE | LP |
|--------------------------------------|-------|-----|-------|-------|----|
| Tour Operator | 61.5% | -- | 55.8% | 73.5% | -- |
| - Tour Operator's website | 94.0% | -- | 90.8% | 97.7% | -- |
| Accommodation | 2.8% | -- | 16.3% | 8.8% | -- |
| - Accommodation's website | 0.0% | -- | 73.9% | 31.9% | -- |
| Travel agency (High street) | 10.6% | -- | 8.2% | 6.6% | -- |
| Online Travel Agency (OTA) | 21.4% | -- | 9.4% | 5.8% | -- |
| No need to book accommodation | 3.7% | -- | 10.3% | 5.3% | -- |

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

| | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|-------------------------------------|-----------|---------------|--------------|----------|----------|
| Accommodation (**): | 36.29 | -- | 46.95 | 44.21 | -- |
| - Accommodation | 34.33 | -- | 42.63 | 35.94 | -- |
| - Additional accommodation expenses | 1.96 | -- | 4.32 | 8.26 | -- |
| Transport: | 18.05 | -- | 36.89 | 21.52 | -- |
| - Public transport | 5.72 | -- | 8.70 | 3.38 | -- |
| - Taxi | 8.61 | -- | 16.58 | 5.79 | -- |
| - Car rental | 3.73 | -- | 11.61 | 12.35 | -- |
| Food and drink: | 220.68 | -- | 326.06 | 243.62 | -- |
| - Food purchases at supermarkets | 100.56 | -- | 158.22 | 98.37 | -- |
| - Restaurants | 120.12 | -- | 167.84 | 145.24 | -- |
| Souvenirs: | 39.64 | -- | 62.21 | 37.02 | -- |
| Leisure: | 19.62 | -- | 21.92 | 36.51 | -- |
| - Organized excursions | 8.96 | -- | 5.21 | 16.49 | -- |
| - Leisure, amusement | 0.34 | -- | 1.92 | 7.08 | -- |
| - Trip to other islands | 2.50 | -- | 1.46 | 3.61 | -- |
| - Sporting activities | 0.96 | -- | 2.76 | 7.04 | -- |
| - Cultural activities | 2.57 | -- | 2.47 | 1.05 | -- |
| - Discos and disco-pubs | 4.29 | -- | 8.08 | 1.24 | -- |
| Others: | 7.31 | -- | 16.26 | 58.24 | -- |
| - Wellness | 2.91 | -- | 4.88 | 4.04 | -- |
| - Medical expenses | 2.46 | -- | 1.21 | 5.59 | -- |
| - Other expenses | 1.94 | -- | 10.16 | 48.61 | -- |

| Flight booking | LZ | FUE | GC | TFE | LP |
|------------------------------------|--------|-----|-------|--------|----|
| Tour Operator | 75.1% | -- | 55.1% | 79.2% | -- |
| - Tour Operator's website | 91.4% | -- | 91.3% | 93.9% | -- |
| Airline | 2.5% | -- | 28.4% | 10.3% | -- |
| - Airline's website | 100.0% | -- | 95.9% | 100.0% | -- |
| Travel agency (High street) | 12.8% | -- | 6.7% | 5.6% | -- |
| Online Travel Agency (OTA) | 9.6% | -- | 9.8% | 4.8% | -- |

Where do they stay?



| | LZ | FUE | GC | TFE | LP |
|---|-------|-----|-------|-------|----|
| 5* Hotel | 2.5% | -- | 5.1% | 13.4% | -- |
| 4* Hotel | 27.1% | -- | 18.5% | 33.4% | -- |
| 1-2-3* Hotel | 7.2% | -- | 17.7% | 11.3% | -- |
| Apartment | 60.7% | -- | 51.4% | 33.8% | -- |
| Property (privately-owned, friends, family) | 1.4% | -- | 4.3% | 6.2% | -- |
| Others | 1.1% | -- | 3.0% | 1.9% | -- |

Who are they?



| Gender | LZ | FUE | GC | TFE | LP |
|---------------------|-------|-----|-------|-------|----|
| Percentage of men | 38.2% | -- | 54.4% | 56.8% | -- |
| Percentage of women | 61.8% | -- | 45.6% | 43.2% | -- |

| Age | LZ | FUE | GC | TFE | LP |
|---------------------------------------|------|-----|------|------|----|
| Average age (tourists > 16 years old) | 54.2 | -- | 53.4 | 45.3 | -- |
| Standard deviation | 15.9 | -- | 16.4 | 13.8 | -- |

| Age range (> 16 years old) | LZ | FUE | GC | TFE | LP |
|----------------------------|-------|-----|-------|-------|----|
| 16-24 years old | 0.0% | -- | 7.3% | 4.5% | -- |
| 25-30 years old | 11.8% | -- | 5.0% | 10.7% | -- |
| 31-45 years old | 19.2% | -- | 17.3% | 39.1% | -- |
| 46-60 years old | 28.7% | -- | 27.8% | 27.6% | -- |
| Over 60 years old | 40.3% | -- | 42.6% | 18.1% | -- |

| Occupation | LZ | FUE | GC | TFE | LP |
|----------------------------------|-------|-----|-------|-------|----|
| Business owner or self-employed | 20.1% | -- | 13.1% | 17.8% | -- |
| Upper/Middle management employee | 26.7% | -- | 34.9% | 41.1% | -- |
| Auxiliary level employee | 23.2% | -- | 16.8% | 32.1% | -- |
| Students | 5.6% | -- | 5.4% | 3.4% | -- |
| Retired | 24.4% | -- | 28.2% | 4.9% | -- |
| Unemployed / unpaid dom. work | 0.0% | -- | 1.6% | 0.7% | -- |

| Annual household income level | LZ | FUE | GC | TFE | LP |
|-------------------------------|-------|-----|-------|-------|----|
| €12,000 - €24,000 | 5.1% | -- | 8.8% | 0.9% | -- |
| €24,001 - €36,000 | 11.0% | -- | 8.7% | 11.2% | -- |
| €36,001 - €48,000 | 10.2% | -- | 14.5% | 18.4% | -- |
| €48,001 - €60,000 | 13.9% | -- | 21.0% | 11.0% | -- |
| €60,001 - €72,000 | 18.4% | -- | 12.6% | 17.3% | -- |
| €72,001 - €84,000 | 13.7% | -- | 10.9% | 7.7% | -- |
| More than €84,000 | 27.7% | -- | 23.5% | 33.5% | -- |

How far in advance do they book their trip?



| | LZ | FUE | GC | TFE | LP |
|-------------------------|-------|-----|-------|-------|----|
| The same day they leave | 0.0% | -- | 0.6% | 0.4% | -- |
| Between 2 and 7 days | 20.4% | -- | 7.5% | 12.1% | -- |
| Between 8 and 15 days | 0.0% | -- | 6.6% | 6.1% | -- |
| Between 16 and 30 days | 16.6% | -- | 17.3% | 15.8% | -- |
| Between 31 and 90 days | 24.4% | -- | 33.1% | 38.1% | -- |
| More than 90 days | 38.6% | -- | 34.9% | 27.5% | -- |

What do they book at their place of residence?



| | LZ | FUE | GC | TFE | LP |
|--|-------|-----|-------|-------|----|
| Flight only | 1.4% | -- | 11.1% | 8.0% | -- |
| Flight & accommodation (room only) | 44.2% | -- | 52.7% | 46.7% | -- |
| Flight & accommodation (B&B) | 23.2% | -- | 13.0% | 24.9% | -- |
| Flight & accommodation (half board) | 2.7% | -- | 7.6% | 4.9% | -- |
| Flight & accommodation (full board) | 14.7% | -- | 2.2% | 2.0% | -- |
| Flight & accommodation (all inclusive) | 13.8% | -- | 13.4% | 13.4% | -- |
| % Tourists using low-cost airlines | 36.1% | -- | 37.0% | 30.4% | -- |
| Other expenses in their place of residence: | | | | | |
| - Car rental | 0.0% | -- | 3.9% | 4.7% | -- |
| - Sporting activities | 11.2% | -- | 1.2% | 2.4% | -- |
| - Excursions | 5.7% | -- | 1.7% | 0.7% | -- |
| - Trip to other islands | 0.0% | -- | 0.7% | 0.7% | -- |

(*) 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.

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Which island do they choose?

| Tourist (> 16 years old) | LZ | FUE | GC | TFE | LP |
|--------------------------|--------|--------|---------|---------|-----|
| - 2012 | 25,509 | 10,951 | 242,544 | 114,339 | 0 |
| - 2013 | 55,583 | 36,030 | 308,313 | 55,762 | 804 |
| - 2014 | 32,765 | 8,165 | 288,517 | 108,869 | 137 |
| - 2015 | 24,420 | 6,216 | 257,172 | 94,108 | 603 |
| - 2016 | 16,893 | 30,033 | 274,698 | 55,104 | 0 |

| Share (%) | LZ | FUE | GC | TFE | LP |
|-----------|-------|------|-------|-------|------|
| - 2012 | 6.5% | 2.8% | 61.7% | 29.1% | 0.0% |
| - 2013 | 12.2% | 7.9% | 67.5% | 12.2% | 0.2% |
| - 2014 | 7.5% | 1.9% | 65.8% | 24.8% | 0.0% |
| - 2015 | 6.4% | 1.6% | 67.2% | 24.6% | 0.2% |
| - 2016 | 4.5% | 8.0% | 72.9% | 14.6% | 0.0% |

Who do they come with?

| | LZ | FUE | GC | TFE | LP |
|--|-------|-----|-------|-------|----|
| Unaccompanied | 2.6% | -- | 12.4% | 9.1% | -- |
| Only with partner | 52.5% | -- | 50.3% | 42.8% | -- |
| Only with children (under the age of 13) | 2.3% | -- | 1.7% | 5.9% | -- |
| Partner + children (under the age of 13) | 2.6% | -- | 4.9% | 9.0% | -- |
| Other relatives | 11.4% | -- | 9.1% | 3.9% | -- |
| Friends | 4.3% | -- | 6.0% | 7.9% | -- |
| Work colleagues | 3.5% | -- | 0.2% | 0.0% | -- |
| Other combinations ⁽¹⁾ | 20.8% | -- | 15.4% | 21.5% | -- |

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

How do they rate the destination?

| Impression of their stay | LZ | FUE | GC | TFE | LP |
|--------------------------------|-------|-----|-------|-------|----|
| Good or very good (% tourists) | 94.4% | -- | 88.8% | 90.1% | -- |
| Average rating (scale 1-10) | 8.73 | -- | 8.56 | 8.96 | -- |

How many are loyal to the destination?

| Repeat tourists of each island | LZ | FUE | GC | TFE | LP |
|---------------------------------------|-------|-----|-------|-------|----|
| Repeat tourists | 65.2% | -- | 79.2% | 64.5% | -- |
| In love (at least 10 previous visits) | 16.6% | -- | 15.5% | 8.2% | -- |

Where does the flight come from?

| Ten main origin markets | LZ | FUE | GC | TFE | LP |
|-------------------------|-------|-----|-------|-------|----|
| Noruega | 95.0% | -- | 96.9% | 85.2% | -- |
| Reino Unido | 0.0% | -- | 0.5% | 9.1% | -- |
| Península | 3.6% | -- | 1.1% | 2.9% | -- |
| Suecia | 0.0% | -- | 1.0% | 0.0% | -- |
| Italia | 0.0% | -- | 0.0% | 0.0% | -- |
| Suiza | 0.0% | -- | 0.0% | 1.9% | -- |
| Alemania | 0.0% | -- | 0.0% | 0.9% | -- |
| Dinamarca | 0.0% | -- | 0.3% | 0.0% | -- |
| Polonia | 0.0% | -- | 0.0% | 0.0% | -- |
| Austria | 1.4% | -- | 0.0% | 0.0% | -- |

Why do they choose the Canary Islands?

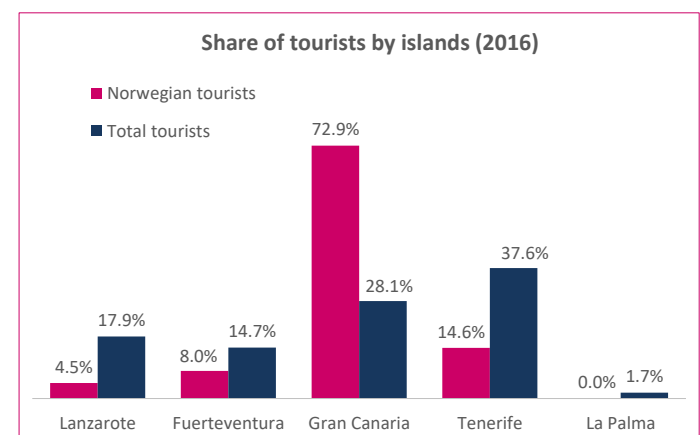
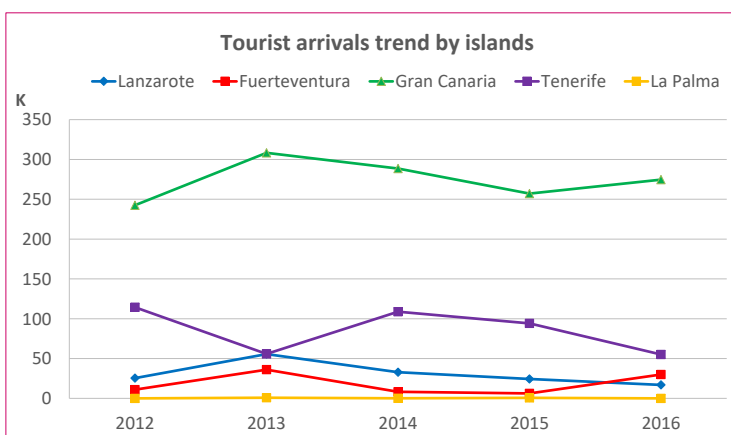
| Aspects influencing the choice | LZ | FUE | GC | TFE | LP |
|--------------------------------|-------|-----|-------|-------|----|
| Clima/Sol | 97.8% | -- | 93.4% | 95.1% | -- |
| Tranquilidad/descanso/relax | 52.8% | -- | 52.4% | 52.2% | -- |
| Playas | 34.8% | -- | 39.9% | 37.8% | -- |
| Seguridad | 24.0% | -- | 13.3% | 5.9% | -- |
| Precio | 12.3% | -- | 8.5% | 10.1% | -- |
| Conocer nuevos lugares | 9.3% | -- | 8.2% | 12.2% | -- |
| Oferta de turismo activo | 10.2% | -- | 8.8% | 9.2% | -- |
| Paisajes | 4.3% | -- | 6.2% | 10.3% | -- |
| Un lugar adecuado para niños | 4.7% | -- | 5.0% | 15.1% | -- |
| Ambiente nocturno/diversión | 0.0% | -- | 4.9% | 1.7% | -- |
| Actividades Náuticas | 2.9% | -- | 1.7% | 1.5% | -- |
| Facilidades de traslado | 9.2% | -- | 2.4% | 3.2% | -- |
| Oferta cultural | 0.0% | -- | 2.3% | 1.7% | -- |
| Parques de ocio | 0.0% | -- | 1.0% | 8.7% | -- |
| Compras | 0.0% | -- | 2.3% | 1.1% | -- |
| Turismo de salud | 11.2% | -- | 1.5% | 0.5% | -- |

* Multi-choice question

What did motivate them to come?

| Aspects motivating the choice | LZ | FUE | GC | TFE | LP |
|--|-------|-----|-------|-------|----|
| Previous visits to the Canary Islands | 75.0% | -- | 79.6% | 76.4% | -- |
| Recommendation by friends or relatives | 22.2% | -- | 27.0% | 25.3% | -- |
| The Canary Islands television channel | 0.0% | -- | 0.3% | 0.0% | -- |
| Other television or radio channels | 0.0% | -- | 0.4% | 0.5% | -- |
| Information in the press/magazines/books | 2.1% | -- | 3.4% | 1.3% | -- |
| Attendance at a tourism fair | 0.0% | -- | 0.4% | 0.8% | -- |
| Tour Operator's brochure or catalogue | 6.6% | -- | 6.0% | 5.7% | -- |
| Recommendation by Travel Agency | 12.6% | -- | 2.8% | 6.4% | -- |
| Information obtained via the Internet | 36.7% | -- | 23.5% | 26.9% | -- |
| Senior Tourism programme | 0.0% | -- | 0.0% | 0.0% | -- |
| Others | 0.0% | -- | 6.6% | 4.6% | -- |

* Multi-choice question



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.