

Tourist profile by islands (2017)

NORWAY

How many are they and how much do they spend?



	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourist arrivals (FRONTUR) (thousands)	n.d.	n.d.	n.d.	n.d.	n.d.
Tourist arrivals (> 16 years old)	22,440	6,152	288,304	86,125	1,807
Average daily expenditure (€)	138.87	--	143.32	159.40	--
. in their place of residence	96.13	--	94.21	109.49	--
. in the Canary Islands	42.74	--	49.11	49.91	--
Average length of stay	12.20	--	12.50	10.60	--
Turnover per tourist (€)	1,523	--	1,489	1,527	--
Total turnover (€m)	34.0	--	429	131	--
Norwegian tourist arrivals: share by islands	5.5%	1.5%	71.2%	21.3%	0.4%
Norwegian turnover: share by islands	5.7%	--	72.2%	22.1%	--
<u>% tourists who pay in the Canary Islands:</u>					
Accommodation:					
- Accommodation	12.4%	--	11.7%	14.8%	--
- Additional accommodation expenses	3.4%	--	2.4%	7.7%	--
Transport:					
- Public transport	12.1%	--	17.6%	10.3%	--
- Taxi	26.1%	--	33.8%	28.6%	--
- Car rental	18.5%	--	11.3%	14.8%	--
Food and drink:					
- Food purchases at supermarkets	67.4%	--	68.8%	59.8%	--
- Restaurants	77.3%	--	77.3%	69.4%	--
Souvenirs:					
	38.8%	--	40.1%	35.6%	--
Leisure:					
- Organized excursions	15.3%	--	6.8%	13.7%	--
- Leisure, amusement	6.9%	--	5.1%	9.6%	--
- Trip to other islands	1.6%	--	0.8%	0.3%	--
- Sporting activities	6.7%	--	5.8%	5.1%	--
- Cultural activities	4.0%	--	2.6%	5.7%	--
- Discos and disco-pubs	2.7%	--	5.7%	2.9%	--
Others:					
- Wellness	5.5%	--	3.2%	2.4%	--
- Medical expenses	4.1%	--	2.8%	1.4%	--
- Other expenses	10.1%	--	8.3%	6.3%	--



What do they book at their place of residence?



	LZ	FUE	GC	TFE	LP
Flight only	7.1%	--	14.5%	10.2%	--
Flight and accommodation (room only)	52.2%	--	52.4%	45.0%	--
Flight and accommodation (B&B)	19.0%	--	13.6%	24.9%	--
Flight and accommodation (half board)	3.9%	--	7.7%	8.3%	--
Flight and accommodation (full board)	3.2%	--	1.5%	0.5%	--
Flight and accommodation (all inclusive)	14.5%	--	10.4%	11.2%	--
<u>% Tourists using low-cost airlines</u>	34.9%	--	37.1%	48.4%	--
<u>Other expenses in their place of residence:</u>					
- Car rental	3.9%	--	3.1%	5.6%	--
- Sporting activities	7.7%	--	2.2%	1.1%	--
- Excursions	7.8%	--	0.9%	1.1%	--
- Trip to other islands	0.0%	--	0.0%	0.7%	--

* Tourists over 16 years old.

How do they book?



	LZ	FUE	GC	TFE	LP
Accommodation booking					
Tour Operator	73.1%	--	55.3%	60.9%	--
- Tour Operator's website	86.6%	--	93.8%	88.3%	--
Accommodation	10.5%	--	16.8%	15.1%	--
- Accommodation's website	86.9%	--	74.5%	81.0%	--
Travel agency (High street)	7.0%	--	4.9%	6.5%	--
Online Travel Agency (OTA)	8.6%	--	10.0%	10.9%	--
No need to book accommodation	0.8%	--	13.0%	6.6%	--
Flight booking					
Tour Operator	67.8%	--	56.5%	60.2%	--
- Tour Operator's website	88.9%	--	94.0%	89.0%	--
Airline	17.9%	--	29.6%	26.8%	--
- Airline's website	100.0%	--	98.5%	97.3%	--
Travel agency (High street)	8.8%	--	5.2%	6.0%	--
Online Travel Agency (OTA)	5.5%	--	8.7%	7.0%	--

How far in advance do they book their trip?



	LZ	FUE	GC	TFE	LP
The same day they leave	0.0%	--	0.1%	0.3%	--
Between 2 and 7 days	8.9%	--	6.3%	5.7%	--
Between 8 and 15 days	6.9%	--	9.0%	6.5%	--
Between 16 and 30 days	13.0%	--	16.3%	8.0%	--
Between 31 and 90 days	32.6%	--	34.9%	36.3%	--
More than 90 days	38.7%	--	33.4%	43.1%	--

Who are they?



	LZ	FUE	GC	TFE	LP
Gender					
Men	60.0%	--	51.4%	58.2%	--
Women	40.0%	--	48.6%	41.8%	--
Age					
Average age (tourists > 16 years old)	57.2	--	51.7	52.2	--
Standard deviation	16.9	--	16.5	14.6	--
Age range (> 16 years old)					
16-24 years old	4.4%	--	7.5%	6.5%	--
25-30 years old	5.0%	--	7.3%	5.0%	--
31-45 years old	18.9%	--	20.0%	19.8%	--
46-60 years old	22.7%	--	27.0%	34.9%	--
Over 60 years old	49.1%	--	38.2%	33.8%	--
Occupation					
Business owner or self-employed	17.6%	--	16.2%	15.4%	--
Upper/Middle management employee	27.2%	--	30.1%	35.3%	--
Auxiliary level employee	9.4%	--	17.8%	22.3%	--
Students	2.2%	--	4.9%	3.1%	--
Retired	43.6%	--	29.8%	23.1%	--
Unemployed / unpaid dom. work	0.0%	--	1.2%	0.8%	--
Annual household income level					
€12,000 - €24,000	4.8%	--	4.6%	6.3%	--
€24,001 - €36,000	13.1%	--	9.7%	5.9%	--
€36,001 - €48,000	10.9%	--	13.5%	12.0%	--
€48,001 - €60,000	16.0%	--	20.2%	17.7%	--
€60,001 - €72,000	14.7%	--	12.6%	18.3%	--
€72,001 - €84,000	15.9%	--	12.4%	9.3%	--
More than €84,000	24.6%	--	27.0%	30.5%	--

Tourist profile by islands (2017)

NORWAY

Which island do they choose?

Tourists (> 16 years old)	LZ	FUE	GC	TFE	LP
- 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
- 2017	22,440	6,152	288,304	86,125	1,807

Share (%)	LZ	FUE	GC	TFE	LP
- 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%
- 2017	5.5%	1.5%	71.2%	21.3%	0.4%

Where do they stay?

	LZ	FUE	GC	TFE	LP
5* Hotel	1.5%	--	4.0%	3.4%	--
4* Hotel	28.0%	--	16.8%	30.3%	--
1-2-3* Hotel	1.6%	--	14.7%	16.8%	--
Apartment	64.9%	--	54.3%	43.0%	--
Property (privately-owned, friends, family)	2.6%	--	7.0%	3.2%	--
Others	1.4%	--	3.2%	3.4%	--

Why do they choose the Canary Islands?

Aspects influencing the choice	LZ	FUE	GC	TFE	LP
Climate/sun	98.8%	--	96.6%	96.2%	--
Tranquillity/rest/relaxation	48.6%	--	53.3%	49.1%	--
Beaches	33.3%	--	38.7%	38.9%	--
Security	14.9%	--	14.9%	11.2%	--
Scenery	15.9%	--	6.9%	16.6%	--
Active tourism	12.6%	--	9.7%	7.0%	--
Suitable destination for children	4.8%	--	9.1%	11.4%	--
Price	10.1%	--	9.6%	6.8%	--
Visiting new places	13.2%	--	5.8%	10.7%	--
Ease of travel	3.2%	--	3.6%	4.7%	--
Nightlife/fun	0.0%	--	3.7%	1.8%	--
Shopping	0.0%	--	2.3%	4.6%	--
Quality of the environment	2.1%	--	0.8%	4.1%	--
Culture	3.4%	--	1.1%	2.0%	--
Theme parks	0.0%	--	0.6%	3.6%	--
Rural tourism	1.8%	--	0.9%	1.8%	--

Who do they come with?

	LZ	FUE	GC	TFE	LP
Unaccompanied	5.7%	--	11.4%	5.7%	--
Only with partner	55.7%	--	47.5%	45.8%	--
Only with children (under the age of 13)	0.0%	--	1.7%	1.0%	--
Partner + children (under the age of 13)	9.0%	--	8.0%	11.1%	--
Other relatives	11.9%	--	6.0%	4.1%	--
Friends	10.4%	--	7.1%	6.0%	--
Work colleagues	0.0%	--	0.7%	0.0%	--
Other combinations ⁽¹⁾	7.3%	--	17.6%	26.3%	--

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

How do they rate the Canary Islands?

Impression of their stay	LZ	FUE	GC	TFE	LP
Good or very good (% tourists)	94.7%	--	93.2%	95.1%	--
Average rating (scale 1-10)	8.93	--	8.86	8.88	--

How many are loyal to the Canary Islands?

Repeat tourists of each island	LZ	FUE	GC	TFE	LP
At least 1 previous visit	61.1%	--	83.2%	71.1%	--
At least 10 previous visits	14.2%	--	25.7%	11.1%	--

Where does the flight come from?

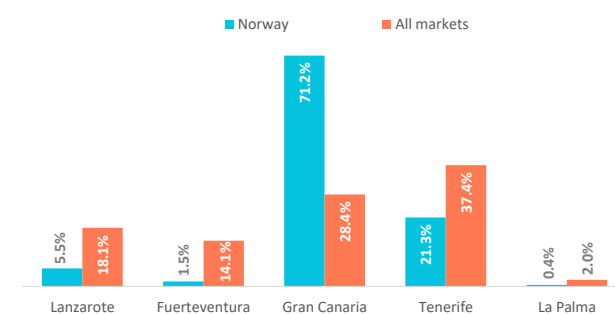
Tourists (> 16 years old)	LZ	FUE	GC	TFE	LP
Norway	96.9%	--	96.8%	90.2%	--
Spanish Mainland	0.0%	--	1.7%	2.7%	--
United Kingdom	3.1%	--	0.3%	3.8%	--
Sweden	0.0%	--	0.7%	1.9%	--
Denmark	0.0%	--	0.5%	0.0%	--
Poland	0.0%	--	0.0%	0.7%	--
Germany	0.0%	--	0.0%	0.0%	--
Finland	0.0%	--	0.0%	0.4%	--
Netherlands	0.0%	--	0.0%	0.3%	--

What did motivate them to come?

Prescription sources	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	77.9%	--	83.1%	80.4%	--
Recommendation by friends/relatives	26.3%	--	28.2%	26.8%	--
The Canary Islands television channel	0.0%	--	0.2%	0.0%	--
Other television or radio channels	0.0%	--	0.3%	0.0%	--
Information in press/magazines/books	10.5%	--	2.1%	4.2%	--
Attendance at a tourism fair	0.0%	--	0.0%	0.0%	--
Tour Operator's brochure or catalogue	10.5%	--	2.7%	4.3%	--
Recommendation by Travel Agency	1.9%	--	1.9%	3.7%	--
Information obtained via the Internet	28.6%	--	26.1%	30.5%	--
Senior Tourism programme	0.0%	--	0.0%	0.0%	--
Others	7.3%	--	6.4%	5.9%	--

* Multi-choice question

Share of tourist arrivals by islands



Tourists over 16 years old.

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.