

Tourist profile by quarter of trip (2015)

Canary Islands: Norwegian



How many they are and how much do they spend?



	Q1	Q2	Q3	Q4	Total
Tourist arrivals (> 16 years old)	174,364	46,119	39,276	147,651	407,410
Average daily expenditure (€)	124.27	136.67	132.02	144.62	133.80
. in their place of residence	80.59	86.58	80.48	95.99	86.84
. in the Canary Islands	43.68	50.10	51.54	48.63	46.96
Average length of stay	12.20	14.30	12.05	10.10	11.66
Turnover per tourist (€)	1,232	1,426	1,409	1,314	1,301
Total turnover (> 16 years old) (€m)	214.8	65.7	55.3	194.0	529.9
Share of norwegian turnover	40.5%	12.4%	10.4%	36.6%	100%
Share of norwegian tourist	42.8%	11.3%	9.6%	36.2%	100%

Expenditure in the Canary Islands per tourist and trip (€)					
Accommodation (*) :	46.54	66.52	78.96	41.43	50.08
- Accommodation	43.88	59.86	76.52	29.71	43.70
- Additional accommodation expenses	2.66	6.66	2.44	11.72	6.38
Transport:	29.63	35.69	37.15	34.44	32.78
- Public transport	6.16	9.83	2.91	6.97	6.55
- Taxi	14.31	17.92	24.54	17.19	16.74
- Car rental	9.17	7.94	9.70	10.28	9.48
Food and drink:	290.34	331.35	334.24	301.91	303.40
- Food purchases at supermarkets	145.69	171.74	164.86	119.35	140.94
- Restaurants	144.64	159.61	169.38	182.56	162.46
Souvenirs:	50.96	46.66	71.87	51.01	52.51
Leisure:	24.22	39.90	56.92	19.80	27.55
- Organized excursions	8.06	12.01	7.90	2.92	6.63
- Leisure, amusement	2.69	5.80	7.49	5.08	4.37
- Trip to other islands	1.22	2.49	1.27	0.55	1.13
- Sporting activities	3.97	9.59	27.51	2.77	6.44
- Cultural activities	1.80	3.19	1.76	1.57	1.87
- Discos and disco-pubs	6.49	6.81	10.98	6.91	7.11
Others:	19.48	33.39	30.26	14.76	20.38
- Wellness	3.78	2.53	4.66	2.51	3.26
- Medical expenses	2.07	1.65	0.76	1.59	1.72
- Other expenses	13.63	29.21	24.83	10.66	15.40

How far in advance do they book their trip?



	Q1	Q2	Q3	Q4	Total
The same day they leave	0.4%	0.5%	0.0%	0.5%	0.4%
Between 2 and 7 days	10.2%	9.5%	11.5%	4.9%	8.3%
Between 8 and 15 days	8.8%	7.0%	14.2%	10.0%	9.6%
Between 16 and 30 days	15.6%	13.9%	21.0%	13.3%	15.1%
Between 31 and 90 days	34.8%	37.2%	24.4%	40.1%	36.0%
More than 90 days	30.2%	31.9%	28.9%	31.2%	30.7%

What do they book at their place of residence?



	Q1	Q2	Q3	Q4	Total
Flight only	19.1%	21.4%	27.8%	12.6%	17.8%
Flight and accommodation (room only)	43.2%	40.6%	37.5%	46.0%	43.4%
Flight and accommodation (B&B)	13.2%	13.8%	13.9%	12.5%	13.1%
Flight and accommodation (half board)	3.9%	6.0%	5.6%	9.7%	6.4%
Flight and accommodation (full board)	3.8%	3.1%	4.7%	2.1%	3.2%
Flight and accommodation (all inclusive)	16.8%	15.2%	10.4%	17.2%	16.1%
% Tourists using low-cost airlines	42.9%	46.5%	44.9%	35.8%	40.9%
Other expenses in their place of residence:					
- Car rental	2.7%	3.6%	5.0%	2.3%	2.9%
- Sporting activities	1.8%	2.3%	3.2%	1.4%	1.8%
- Excursions	2.1%	1.1%	1.3%	1.7%	1.8%
- Combined trip to other islands	1.5%	0.0%	0.7%	0.7%	1.0%

How do they book?



	Q1	Q2	Q3	Q4	Total
Accommodation booking					
Tour Operator	56.9%	50.9%	40.3%	60.5%	56.0%
- Tour Operator's website	93.5%	92.2%	89.8%	95.8%	94.0%
Accommodation	15.7%	11.1%	21.2%	12.3%	14.4%
- Accommodation's website	62.1%	48.3%	82.2%	66.0%	64.7%
Travel agency (High street)	5.8%	3.9%	7.4%	7.4%	6.3%
Online Travel Agency (OTA)	8.6%	16.6%	10.4%	9.7%	10.1%
No need to book accommodation	13.1%	17.6%	20.8%	10.0%	13.1%

	Q1	Q2	Q3	Q4	Total
Flight booking					
Tour Operator	60.0%	53.8%	34.3%	61.6%	57.4%
- Tour Operator's website	93.1%	90.2%	87.9%	96.1%	93.6%
Airline	26.6%	33.8%	47.5%	24.3%	28.6%
- Airline's website	97.7%	96.0%	91.8%	98.2%	96.7%
Travel agency (High street)	6.4%	5.3%	5.0%	8.0%	6.7%
Online Travel Agency (OTA)	7.0%	7.0%	13.2%	6.2%	7.3%

Where do they stay?



	Q1	Q2	Q3	Q4	Total
5* Hotel	3.1%	6.2%	5.9%	6.8%	5.1%
4* Hotel	20.9%	14.3%	15.4%	27.1%	21.9%
1-2-3* Hotel	15.1%	15.8%	16.3%	14.6%	15.1%
Apartment	47.8%	48.2%	43.4%	41.6%	45.2%
Property (privately-owned, friends, family)	10.5%	12.7%	15.4%	6.1%	9.6%
Others	2.7%	2.8%	3.5%	3.8%	3.2%

How are they?



	Q1	Q2	Q3	Q4	Total
Gender					
Percentage of men	51.6%	59.0%	55.4%	56.9%	54.7%
Percentage of women	48.4%	41.0%	44.6%	43.1%	45.3%

	Q1	Q2	Q3	Q4	Total
Age					
Average age (tourists > 16 years old)	46.0	48.3	52.6	52.0	49.1
Standard deviation	17.5	17.5	16.6	15.2	16.9

	Q1	Q2	Q3	Q4	Total
Age range					
16-24 years old	15.0%	11.7%	6.9%	6.5%	10.8%
25-30 years old	9.1%	9.4%	3.1%	4.8%	7.0%
31-45 years old	28.6%	22.3%	23.9%	20.1%	24.3%
46-60 years old	22.1%	24.2%	28.8%	34.2%	27.4%
Over 60 years old	25.3%	32.4%	37.4%	34.4%	30.6%

	Q1	Q2	Q3	Q4	Total
Occupation					
Business owner or self-employed	14.8%	14.4%	18.3%	15.6%	15.3%
Upper/Middle management employee	30.6%	34.2%	34.6%	37.5%	33.9%
Auxiliary level employee	20.0%	17.7%	16.4%	19.7%	19.3%
Students	13.4%	9.9%	5.3%	3.5%	8.6%
Retired	18.2%	23.8%	23.1%	21.5%	20.5%
Unemployed / unpaid dom. work	3.1%	0.0%	2.3%	2.3%	2.4%

	Q1	Q2	Q3	Q4	Total
Annual household income level					
€12,000 - €24,000	7.7%	4.1%	10.0%	4.6%	6.3%
€24,001 - €36,000	7.8%	3.5%	10.4%	7.4%	7.4%
€36,001 - €48,000	14.9%	14.9%	13.6%	14.0%	14.4%
€48,001 - €60,000	21.1%	12.6%	25.4%	19.4%	19.9%
€60,001 - €72,000	12.5%	16.6%	6.2%	14.4%	13.0%
€72,001 - €84,000	10.1%	15.1%	10.6%	10.1%	10.8%
More than €84,000	25.9%	33.3%	23.7%	30.1%	28.1%

(*) Bear in mind that 82% of norwegian tourists pay the accommodation before travelling.

Tourist profile by quarter of trip (2015)

Canary Islands: Norwegian



Which island do they choose?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	12,121	2,269	0	7,673	22,062
- Fuerteventura	3,518	269	756	2,518	7,060
- Gran Canaria	115,417	35,016	34,279	107,868	292,579
- Tenerife	41,890	8,373	4,242	28,014	82,519
- La Palma	440	0	0	799	1,239

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	7.0%	4.9%	0.0%	5.2%	5.4%
- Fuerteventura	2.0%	0.6%	1.9%	1.7%	1.7%
- Gran Canaria	66.6%	76.2%	87.3%	73.4%	72.2%
- Tenerife	24.2%	18.2%	10.8%	19.1%	20.4%
- La Palma	0.3%	0.0%	0.0%	0.5%	0.3%

Who do they come with?



	Q1	Q2	Q3	Q4	Total
Unaccompanied	12.6%	10.6%	14.4%	9.7%	11.5%
Only with partner	44.1%	45.8%	31.2%	53.2%	46.3%
Only with children (under the age of 13)	1.3%	0.3%	0.9%	1.3%	1.1%
Partner + children (under the age of 13)	12.0%	9.8%	8.3%	6.8%	9.5%
Other relatives	5.2%	7.0%	10.4%	7.0%	6.6%
Friends	8.4%	6.3%	9.1%	6.5%	7.6%
Work colleagues	0.1%	0.0%	2.0%	0.2%	0.3%

How do they value the destination?



Impression of their stay	Q1	Q2	Q3	Q4	Total
Good or very good (% tourists)	85.0%	90.3%	93.8%	90.0%	88.3%
Average rating (scale 1-10)	8.46	8.63	8.69	8.64	8.57

How many are loyal to the destination?

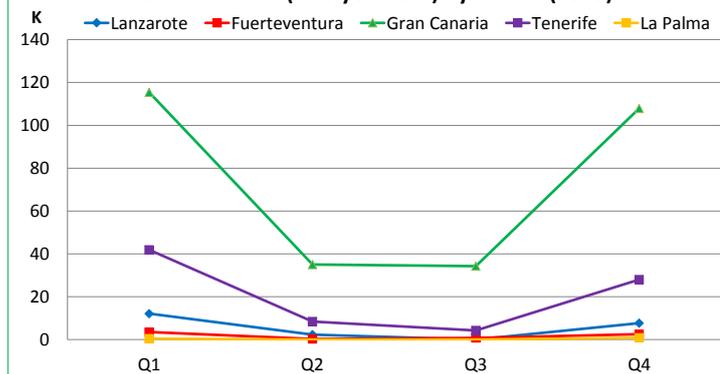
Percentage of repeat tourists	Q1	Q2	Q3	Q4	Total
Repeat tourists	90.4%	89.5%	91.8%	91.2%	90.7%
In love (more than 10 visits)	25.3%	31.8%	31.0%	30.8%	28.6%

Where does the flight come from?



Ten main origin countries	Q1	Q2	Q3	Q4	Total
Norway	96.7%	92.5%	91.9%	97.4%	96.0%
United Kingdom	0.3%	3.8%	2.5%	0.3%	0.9%
Spain	0.8%	1.3%	0.0%	1.0%	0.8%
Sweden	0.7%	0.0%	3.1%	0.1%	0.7%
Denmark	0.7%	0.5%	0.6%	0.5%	0.6%
Others	0.3%	0.9%	0.6%	0.0%	0.3%
Germany	0.0%	0.0%	0.7%	0.5%	0.3%
Poland	0.0%	0.0%	0.6%	0.3%	0.2%
Netherlands	0.3%	0.0%	0.0%	0.0%	0.1%
Switzerland	0.0%	1.0%	0.0%	0.0%	0.1%

Tourist arrivals (> 16 years old) by islands (2015)



Source: ISTAC (Encuesta sobre el Gasto Turístico).

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

Why do they choose the Canary Islands?



Aspects influencing the choice	Q1	Q2	Q3	Q4	Total
Climate/sun	92.6%	97.3%	95.1%	94.3%	94.0%
Tranquillity/rest/relaxation	54.2%	57.8%	41.6%	53.8%	53.2%
Beaches	36.3%	39.4%	42.8%	38.7%	38.1%
Price	11.9%	11.5%	9.7%	9.6%	10.8%
Security	8.7%	7.7%	10.5%	9.8%	9.2%
Scenery	10.9%	6.5%	9.8%	7.3%	9.0%
Suitable destination for children	11.4%	10.0%	9.2%	5.0%	8.7%
Visiting new places	8.8%	5.4%	4.0%	9.3%	8.1%
Active tourism	8.8%	7.9%	4.7%	7.4%	7.8%
Ease of travel	3.1%	4.4%	8.6%	5.0%	4.5%
Shopping	3.4%	4.8%	1.7%	2.6%	3.1%
Nightlife/fun	2.2%	2.2%	2.0%	2.3%	2.2%
Health-related tourism	1.4%	1.1%	4.4%	2.8%	2.2%
Quality of the environment	1.4%	1.2%	7.4%	1.7%	2.1%
Culture	1.7%	0.0%	3.7%	1.6%	1.7%
Golf	0.8%	3.0%	2.5%	1.3%	1.4%

* Multi-choice question

What did motivate them to come?



Aspects motivating the choice	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	80.9%	82.8%	77.3%	82.3%	81.3%
Recommendation by friends or relatives	31.0%	26.7%	28.2%	21.8%	26.9%
The Canary Islands television channel	0.0%	0.7%	0.0%	0.0%	0.1%
Other television or radio channels	0.6%	0.0%	0.6%	0.4%	0.5%
Information in the press/magazines/books	3.5%	1.8%	4.2%	1.4%	2.6%
Attendance at a tourism fair	0.0%	0.0%	0.0%	0.0%	0.0%
Tour Operator's brochure or catalogue	4.7%	2.9%	5.0%	5.2%	4.7%
Recommendation by Travel Agency	2.8%	1.8%	3.5%	2.8%	2.8%
Information obtained via the Internet	27.2%	29.0%	14.3%	28.0%	26.4%
Senior Tourism programme	0.1%	0.0%	0.0%	0.2%	0.1%
Others	5.6%	8.5%	12.9%	6.7%	7.1%

* Multi-choice question

Share of tourists (> 16 years old) by quarter (2015)

