

Tourist profile trend (2015)

Canary Islands: Norwegian



How many they are and how much do they spend?



	2011	2012	2013	2014	2015
Tourist arrivals (> 16 years old)	410,605	432,934	495,396	490,904	407,410
Average daily expenditure (€)	127.77	141.50	127.09	122.54	133.80
- in their place of residence	79.06	93.29	75.10	74.61	86.84
- in the Canary Islands	48.71	48.21	51.99	47.93	46.96
Average length of stay	12.49	10.66	10.74	10.76	11.66
Turnover per tourist (€)	1,287	1,309	1,223	1,193	1,301
Total turnover (> 16 years old) (€m)	529	567	606	586	530
Year on year variation of turnover	--	7.2%	7.0%	-3.4%	-9.5%
Year on year variation of tourist	--	5.4%	14.4%	-0.9%	-17.0%

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

Accommodation (*) :	36.01	31.45	56.42	55.01	50.08
- Accommodation	28.35	26.27	54.70	50.31	43.70
- Additional accommodation expenses	7.66	5.17	1.72	4.70	6.38
Transport:	42.76	28.85	37.25	30.06	32.78
- Public transport	5.48	5.46	9.50	5.68	6.55
- Taxi	22.34	13.51	12.28	15.55	16.74
- Car rental	14.93	9.88	15.48	8.83	9.48
Food and drink:	288.22	277.10	298.73	308.05	303.40
- Food purchases at supermarkets	124.78	110.61	147.68	170.45	140.94
- Restaurants	163.44	166.49	151.05	137.60	162.46
Souvenirs:	57.66	62.35	80.03	70.85	52.51
Leisure:	46.33	31.07	30.61	26.49	27.55
- Organized excursions	10.00	8.60	7.86	8.25	6.63
- Leisure, amusement	5.54	4.79	3.12	3.71	4.37
- Trip to other islands	0.92	1.28	0.80	0.22	1.13
- Sporting activities	9.69	6.04	3.43	5.18	6.44
- Cultural activities	1.90	1.62	1.37	1.24	1.87
- Discos and disco-pubs	18.29	8.73	14.04	7.89	7.11
Others:	55.80	33.12	18.91	21.91	20.38
- Wellness	4.83	4.29	2.71	3.39	3.26
- Medical expenses	2.35	1.76	0.93	1.39	1.72
- Other expenses	48.62	27.07	15.27	17.13	15.40

How far in advance do they book their trip?



	2011	2012	2013	2014	2015
The same day they leave	1.2%	0.6%	0.8%	0.5%	0.4%
Between 2 and 7 days	8.8%	7.5%	13.6%	12.6%	8.3%
Between 8 and 15 days	10.7%	7.5%	9.7%	11.0%	9.6%
Between 16 and 30 days	16.1%	17.1%	16.3%	15.3%	15.1%
Between 31 and 90 days	35.6%	36.2%	30.2%	31.3%	36.0%
More than 90 days	27.7%	31.2%	29.5%	29.3%	30.7%

What do they book at their place of residence?



	2011	2012	2013	2014	2015
Flight only	18.2%	15.1%	18.3%	15.7%	17.8%
Flight and accommodation (room only)	51.8%	48.4%	49.3%	45.0%	43.4%
Flight and accommodation (B&B)	12.2%	13.9%	12.7%	14.4%	13.1%
Flight and accommodation (half board)	3.4%	5.4%	6.9%	5.9%	6.4%
Flight and accommodation (full board)	2.3%	2.1%	2.3%	2.3%	3.2%
Flight and accommodation (all inclusive)	12.2%	15.0%	10.5%	16.6%	16.1%
% Tourists using low-cost airlines	33.3%	30.7%	36.9%	36.3%	40.9%
Other expenses in their place of residence:					
- Car rental	2.9%	2.7%	3.4%	4.1%	2.9%
- Sporting activities	1.6%	3.0%	2.6%	2.4%	1.8%
- Excursions	1.0%	1.4%	1.6%	1.6%	1.8%
- Combined trip to other islands	0.3%	0.1%	0.5%	0.6%	1.0%

(*) Bear in mind that 82% of norwegian tourists in 2015 paid the accommodation before travelling.

How do they book?



	2011	2012	2013	2014	2015
Accommodation booking					
Tour Operator	63.4%	61.5%	61.8%	61.8%	56.0%
- Tour Operator's website	87.5%	87.3%	89.7%	94.2%	94.0%
Accommodation	10.1%	11.9%	10.5%	11.8%	14.4%
- Accommodation's website	55.3%	68.9%	70.4%	74.3%	64.7%
Travel agency (High street)	4.3%	6.0%	7.6%	7.0%	6.3%
Online Travel Agency (OTA)	7.7%	7.9%	9.3%	8.2%	10.1%
No need to book accommodation	14.5%	12.8%	10.8%	11.2%	13.1%

Flight booking

	2011	2012	2013	2014	2015
Tour Operator	69.5%	66.0%	61.8%	64.9%	57.4%
- Tour Operator's website	88.0%	88.4%	91.6%	93.2%	93.6%
Airline	19.5%	20.7%	23.2%	20.1%	28.6%
- Airline's website	96.6%	98.1%	93.3%	98.0%	96.7%
Travel agency (High street)	3.8%	6.1%	7.1%	7.1%	6.7%
Online Travel Agency (OTA)	7.1%	7.2%	7.9%	7.9%	7.3%

Where do they stay?



	2011	2012	2013	2014	2015
5* Hotel	2.5%	4.9%	4.4%	3.5%	5.1%
4* Hotel	16.5%	21.6%	18.7%	21.5%	21.9%
1-2-3* Hotel	15.8%	15.1%	13.8%	15.9%	15.1%
Apartment	52.6%	44.3%	51.4%	47.6%	45.2%
Property (privately-owned, friends, family)	7.9%	8.2%	8.6%	7.7%	9.6%
Others	4.7%	5.8%	3.0%	3.9%	3.2%

How are they?



Gender	2011	2012	2013	2014	2015
Percentage of men	47.6%	47.6%	54.1%	51.0%	54.7%
Percentage of women	52.4%	52.4%	45.9%	49.0%	45.3%

Age

Average age (tourists > 16 years old)	46.4	44.9	43.2	45.5	49.1
Standard deviation	15.3	15.3	17.0	16.7	16.9

Age range

16-24 years old	8.7%	10.2%	18.7%	13.0%	10.8%
25-30 years old	9.6%	11.6%	11.6%	11.0%	7.0%
31-45 years old	32.5%	31.3%	27.8%	27.9%	24.3%
46-60 years old	27.2%	28.7%	22.6%	24.2%	27.4%
Over 60 years old	22.0%	18.2%	19.4%	23.9%	30.6%

Occupation

Business owner or self-employed	14.5%	16.5%	19.0%	11.7%	15.3%
Upper/Middle management employee	36.7%	41.3%	31.4%	38.8%	33.9%
Auxiliary level employee	20.9%	19.3%	21.2%	19.9%	19.3%
Students	7.6%	7.4%	11.4%	8.7%	8.6%
Retired	18.1%	13.6%	14.8%	19.7%	20.5%
Unemployed / unpaid dom. work	2.2%	2.0%	2.1%	1.2%	2.4%

Annual household income level

€12,000 - €24,000	5.4%	5.1%	7.0%	7.2%	6.3%
€24,001 - €36,000	7.9%	8.6%	7.9%	8.3%	7.4%
€36,001 - €48,000	14.4%	15.2%	11.0%	16.5%	14.4%
€48,001 - €60,000	20.2%	15.2%	20.6%	18.4%	19.9%
€60,001 - €72,000	13.4%	11.8%	14.1%	12.3%	13.0%
€72,001 - €84,000	9.2%	10.5%	9.4%	8.8%	10.8%
More than €84,000	29.5%	33.6%	30.2%	28.5%	28.1%

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Which island do they choose?

Tourists (> 16 years old)	2011	2012	2013	2014	2015
- Lanzarote	31,000	31,799	30,398	34,908	22,062
- Fuerteventura	9,666	9,560	7,921	10,693	7,060
- Gran Canaria	286,661	288,351	391,709	338,404	292,579
- Tenerife	81,935	100,023	62,925	105,729	82,519
- La Palma	85	0	2,443	125	1,239

Share (%)	2011	2012	2013	2014	2015
- Lanzarote	7.6%	7.4%	6.1%	7.1%	5.4%
- Fuerteventura	2.4%	2.2%	1.6%	2.2%	1.7%
- Gran Canaria	70.0%	67.1%	79.1%	69.1%	72.2%
- Tenerife	20.0%	23.3%	12.7%	21.6%	20.4%
- La Palma	0.0%	0.0%	0.5%	0.0%	0.3%

Who do they come with?



	2011	2012	2013	2014	2015
Unaccompanied	9.4%	9.1%	14.1%	11.1%	11.5%
Only with partner	44.0%	41.1%	35.7%	42.0%	46.3%
Only with children (under the age of 13)	1.9%	2.4%	0.9%	2.2%	1.1%
Partner + children (under the age of 13)	10.7%	10.6%	8.7%	9.0%	9.5%
Other relatives	6.6%	7.6%	7.6%	7.0%	6.6%
Friends	9.0%	7.4%	11.3%	8.9%	7.6%
Work colleagues	0.8%	0.5%	0.6%	0.4%	0.3%

Why do they choose the Canary Islands?



Aspects influencing the choice	2011	2012	2013	2014	2015
Climate/sun	95.3%	94.4%	96.1%	94.0%	94.0%
Tranquility/rest/relaxation	51.3%	53.9%	46.1%	53.5%	53.2%
Beaches	36.7%	37.5%	36.7%	38.4%	38.1%
Price	12.3%	12.0%	13.9%	16.6%	10.8%
Security	7.5%	5.8%	6.7%	8.2%	9.2%
Scenery	7.7%	6.9%	9.0%	9.5%	9.0%
Suitable destination for children	11.4%	10.9%	9.9%	9.4%	8.7%
Visiting new places	9.8%	10.0%	9.2%	9.9%	8.1%
Active tourism	7.2%	6.7%	7.0%	6.4%	7.8%
Ease of travel	2.7%	4.2%	5.0%	2.6%	4.5%
Shopping	3.8%	4.1%	3.8%	3.5%	3.1%
Nightlife/fun	5.6%	3.2%	11.0%	3.0%	2.2%
Rural tourism	2.5%	1.8%	1.6%	1.1%	2.2%
Quality of the environment	1.6%	2.6%	1.0%	1.8%	2.1%
Culture	1.5%	1.5%	2.3%	1.4%	1.7%
Nautical activities	1.6%	1.5%	3.1%	1.4%	1.2%

How do they value the destination?



Impression of their stay	2011	2012	2013	2014	2015
Good or very good (% tourists)	89.7%	89.8%	89.1%	91.5%	88.3%
Average rating (scale 1-10)	8.62	8.65	8.65	8.71	8.57

How many are loyal to the destination?

Percentage of repeat tourists	2011	2012	2013	2014	2015
Repeat tourists	86.2%	83.5%	87.1%	84.5%	90.7%
In love (more than 10 visits)	24.1%	18.4%	26.3%	23.5%	28.6%

Where does the flight come from?

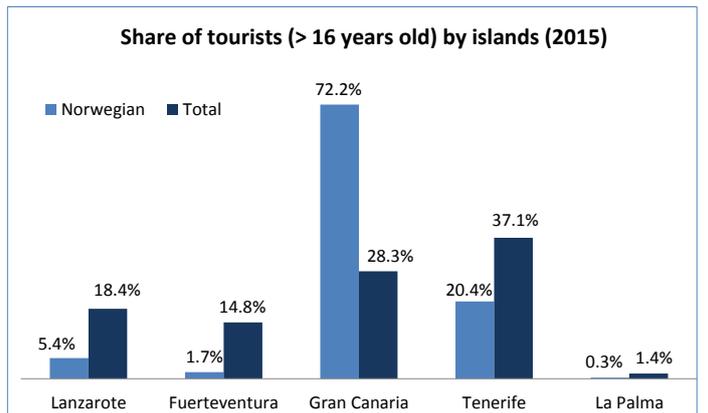
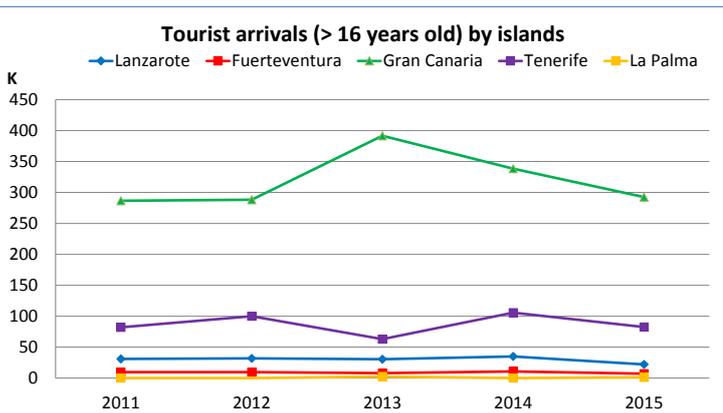


Ten main origin countries	2011	2012	2013	2014	2015
Norway	396,082	415,251	463,487	477,566	391,210
United Kingdom	875	1,647	3,375	2,710	3,739
Spain	2,339	4,540	14,265	2,616	3,368
Sweden	2,931	3,007	1,100	1,971	2,651
Denmark	5,201	4,336	5,374	2,203	2,430
Others	456	0	3,769	0	1,156
Germany	1,852	1,924	3,105	2,346	1,043
Poland	616	0	0	0	641
Netherlands	0	398	0	590	586
Switzerland	253	234	921	0	458

What did motivate them to come?



Aspects motivating the choice	2011	2012	2013	2014	2015
Previous visits to the Canary Islands	76.1%	72.8%	73.2%	74.7%	81.3%
Recommendation by friends or relatives	27.9%	33.8%	27.0%	29.4%	26.9%
The Canary Islands television channel	0.1%	0.0%	0.0%	0.4%	0.1%
Other television or radio channels	0.9%	0.0%	0.6%	0.3%	0.5%
Information in the press/magazines/books	3.3%	3.5%	3.9%	2.5%	2.6%
Attendance at a tourism fair	0.6%	0.5%	0.3%	0.2%	0.0%
Tour Operator's brochure or catalogue	6.6%	7.7%	8.5%	5.0%	4.7%
Recommendation by Travel Agency	4.0%	4.5%	2.4%	3.9%	2.8%
Information obtained via the Internet	30.1%	27.9%	33.6%	31.4%	26.4%
Senior Tourism programme	0.1%	0.2%	0.0%	0.1%	0.1%
Others	8.7%	9.8%	8.7%	7.7%	7.1%



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.