

Tourist profile by source markets (2017)

Canary Islands: Nordics

How many are they and how much do they spend?



	Norway	Sweden	Denmark	Finland	Nordics
Tourist arrivals (FRONTUR) (thousands)	467	652	346	272	1,738
Tourist arrivals (> 16 years old) (thousands)	406	520	280	217	1,423
Average daily expenditure (€)	146.71	148.23	146.35	152.03	148.01
. in their place of residence	97.98	111.39	110.80	114.21	107.87
. in the Canary Islands	48.72	36.85	35.55	37.83	40.13
Average length of stay	12.01	9.50	8.39	9.39	9.98
Turnover per tourist (€)	1,497	1,266	1,168	1,258	1,312
Total turnover (€m)	699	826	405	342	2,279
Tourist arrivals: share by source market	26.9%	37.5%	19.9%	15.7%	100%
Turnover: share by source market	30.7%	36.2%	17.7%	15.0%	100%
% tourists who pay in the Canary Islands:					
Accommodation:					
- Accommodation	12.7%	7.9%	6.5%	10.7%	9.4%
- Additional accommodation expenses	3.5%	1.9%	3.3%	7.2%	3.4%
Transport:					
- Public transport	15.8%	14.3%	13.4%	24.6%	16.1%
- Taxi	32.1%	19.5%	19.9%	37.5%	25.9%
- Car rental	13.2%	9.3%	13.1%	17.5%	12.4%
Food and drink:					
- Food purchases at supermarkets	66.7%	59.3%	58.3%	69.9%	62.8%
- Restaurants	76.0%	61.8%	60.1%	69.6%	66.7%
Souvenirs:	38.7%	42.2%	45.4%	64.1%	45.2%
Leisure:					
- Organized excursions	8.6%	11.7%	14.0%	18.1%	12.3%
- Leisure, amusement	6.1%	4.6%	4.4%	13.6%	6.4%
- Trip to other islands	0.9%	1.4%	1.8%	1.6%	1.4%
- Sporting activities	6.1%	4.8%	5.6%	5.8%	5.5%
- Cultural activities	1.0%	0.8%	0.8%	0.6%	3.2%
- Discos and disco-pubs	1.4%	1.3%	0.5%	1.0%	4.1%
Others:					
- Wellness	1.0%	1.6%	0.5%	0.9%	4.0%
- Medical expenses	0.7%	0.8%	0.6%	0.9%	3.0%
- Other expenses	2.3%	3.4%	1.3%	1.1%	8.2%

TOURISTS



● Norway ● Sweden ● Denmark ● Finland

What do they book at their place of residence?



	Norway	Sweden	Denmark	Finland	Nordics
Flight only	12.8%	6.8%	3.5%	6.6%	7.8%
Flight and accommodation (room only)	50.5%	32.7%	36.5%	34.1%	38.7%
Flight and accommodation (B&B)	16.5%	15.7%	8.3%	23.0%	15.5%
Flight and accommodation (half board)	7.8%	12.6%	13.2%	14.0%	11.6%
Flight and accommodation (full board)	1.4%	3.1%	5.0%	3.2%	3.0%
Flight and accommodation (all inclusive)	11.0%	29.2%	33.5%	19.1%	23.3%
% Tourists using low-cost airlines	39.3%	24.7%	26.5%	23.4%	28.8%
Other expenses in their place of residence:					
- Car rental	3.9%	5.3%	10.5%	5.1%	5.9%
- Sporting activities	2.9%	3.1%	6.4%	6.6%	4.2%
- Excursions	1.4%	3.4%	7.6%	3.2%	3.6%
- Trip to other islands	0.4%	0.3%	0.8%	0.7%	0.5%

How do they book?



	Norway	Sweden	Denmark	Finland	Nordics
Accommodation booking					
Tour Operator	57.8%	69.4%	78.9%	73.5%	68.7%
- Tour Operator's website	92.3%	89.4%	88.3%	93.6%	90.5%
Accommodation	15.9%	10.8%	6.4%	6.9%	10.7%
- Accommodation's website	76.6%	83.6%	80.2%	70.7%	79.1%
Travel agency (High street)	5.5%	5.2%	4.2%	2.6%	4.7%
Online Travel Agency (OTA)	10.2%	10.0%	8.4%	13.1%	10.2%
No need to book accommodation	10.7%	4.5%	2.1%	3.9%	5.6%
Flight booking					
Tour Operator	58.3%	73.7%	79.5%	73.4%	70.5%
- Tour Operator's website	92.8%	87.9%	88.6%	93.6%	90.1%
Airline	28.1%	14.7%	7.4%	13.6%	16.9%
- Airline's website	98.3%	98.0%	96.1%	98.6%	98.1%
Travel agency (High street)	5.6%	4.7%	3.9%	2.7%	4.5%
Online Travel Agency (OTA)	7.9%	6.9%	9.2%	10.3%	8.2%

How far in advance do they book their trip?



	Norway	Sweden	Denmark	Finland	Nordics
The same day they leave	0.1%	0.4%	0.5%	0.1%	0.3%
Between 2 and 7 days	6.3%	6.6%	8.3%	4.9%	6.6%
Between 8 and 15 days	8.6%	6.3%	7.8%	6.7%	7.3%
Between 16 and 30 days	14.5%	11.0%	12.0%	14.3%	12.7%
Between 31 and 90 days	34.9%	41.6%	38.6%	42.0%	39.2%
More than 90 days	35.6%	34.1%	32.7%	31.9%	33.9%

Who are they?



	Norway	Sweden	Denmark	Finland	Nordics
Gender					
Men	53.3%	46.0%	49.8%	43.7%	48.5%
Women	46.7%	54.0%	50.2%	56.3%	51.5%
Age					
Average age (tourists > 16 years old)	52.2	52.1	52.3	48.5	51.6
Standard deviation	16.1	15.1	15.1	14.4	15.4
Age range (> 16 years old)					
16-24 years old	7.0%	4.5%	5.8%	6.4%	5.8%
25-30 years old	6.6%	5.9%	4.9%	6.8%	6.1%
31-45 years old	19.9%	24.0%	21.3%	28.6%	23.0%
46-60 years old	28.6%	31.0%	31.9%	35.0%	31.1%
Over 60 years old	37.9%	34.6%	36.0%	23.2%	34.1%
Occupation					
Business owner or self-employed	15.9%	15.1%	15.6%	11.0%	14.8%
Upper/Middle management employee	31.5%	36.6%	35.5%	37.9%	35.2%
Auxiliary level employee	18.0%	17.7%	10.4%	24.1%	17.4%
Students	4.3%	2.8%	6.2%	5.0%	4.2%
Retired	29.3%	26.8%	30.0%	20.0%	27.0%
Unemployed / unpaid dom. work	1.0%	1.0%	2.2%	2.0%	1.4%
Annual household income level					
€12,000 - €24,000	4.8%	8.7%	8.0%	8.9%	7.5%
€24,001 - €36,000	9.0%	16.6%	8.2%	13.0%	12.4%
€36,001 - €48,000	13.2%	16.8%	11.6%	17.7%	15.0%
€48,001 - €60,000	19.1%	16.9%	13.6%	19.9%	17.5%
€60,001 - €72,000	14.1%	13.9%	15.0%	8.7%	13.3%
€72,001 - €84,000	11.8%	8.9%	10.4%	8.8%	10.0%
More than €84,000	27.9%	18.2%	33.3%	22.8%	24.4%

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Canary Islands: Nordics



Which island do they choose?

Tourists (> 16 years old)	Norway	Sweden	Denmark	Finland	Nordics
- Lanzarote	22,440	21,761	32,494	12,247	88,942
- Fuerteventura	6,152	40,732	25,306	13,229	85,418
- Gran Canaria	288,304	325,163	132,290	102,468	848,226
- Tenerife	86,125	127,022	84,742	88,030	385,919
- La Palma	1,807	2,716	4,014	826	9,364

Where do they stay?

	Norway	Sweden	Denmark	Finland	Nordics
5* Hotel	3.7%	3.9%	1.9%	5.1%	3.6%
4* Hotel	20.9%	32.0%	28.5%	32.0%	28.1%
1-2-3* Hotel	14.6%	18.7%	21.4%	15.3%	17.5%
Apartment	52.1%	40.2%	46.6%	43.7%	45.4%
Property (privately-owned, friends, family)	5.8%	3.0%	1.0%	2.4%	3.3%
Others	3.1%	2.3%	0.6%	1.5%	2.1%

Who do they come with?

	Norway	Sweden	Denmark	Finland	Nordics
Unaccompanied	9.6%	5.1%	6.9%	8.6%	7.3%
Only with partner	47.9%	42.6%	51.2%	40.9%	45.5%
Only with children (under the age of 13)	1.4%	2.0%	1.2%	2.6%	1.8%
Partner + children (under the age of 13)	8.7%	11.6%	10.5%	16.6%	11.3%
Other relatives	5.9%	7.4%	4.0%	5.5%	6.0%
Friends	7.2%	5.0%	4.6%	5.1%	5.6%
Work colleagues	0.5%	0.1%	0.1%	0.0%	0.2%
Other combinations ⁽¹⁾	18.8%	26.1%	21.6%	20.9%	22.3%

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

How do they rate the Canary Islands?

Impression of their stay	Norway	Sweden	Denmark	Finland	Nordics
Good or very good (% tourists)	93.4%	93.0%	93.7%	92.6%	93.2%
Average rating (scale 1-10)	8.86	8.91	8.91	8.63	8.85

How many are loyal to the Canary Islands?

Repeat tourists	Norway	Sweden	Denmark	Finland	Nordics
At least 1 previous visit	89.8%	87.2%	87.0%	87.4%	87.9%
At least 10 previous visits	34.4%	18.6%	19.3%	17.2%	23.0%

Where does the flight come from?

Tourists (> 16 years old)	Norway	Sweden	Denmark	Finland	Nordics
Sweden	1.0%	83.6%	0.8%	2.0%	31.3%
Norway	95.1%	2.8%	0.2%	1.1%	28.4%
Denmark	0.3%	9.0%	92.2%	0.0%	21.5%
Finland	0.1%	0.5%	0.0%	93.3%	14.4%
Spanish Mainland	1.9%	1.4%	2.6%	0.9%	1.7%
United Kingdom	1.2%	1.4%	0.8%	1.5%	1.2%
Germany	0.1%	0.6%	2.5%	0.7%	0.8%
Belgium	0.0%	0.1%	0.3%	0.1%	0.1%
Poland	0.1%	0.1%	0.0%	0.1%	0.1%
Others	0.1%	0.7%	0.6%	0.2%	0.4%

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.

Share (%)	Norway	Sweden	Denmark	Finland	Nordics
- Lanzarote	5.5%	4.2%	11.7%	5.6%	6.3%
- Fuerteventura	1.5%	7.9%	9.1%	6.1%	6.0%
- Gran Canaria	71.2%	62.8%	47.4%	47.3%	59.8%
- Tenerife	21.3%	24.6%	30.4%	40.6%	27.2%
- La Palma	0.4%	0.5%	1.4%	0.4%	0.7%

Why do they choose the Canary Islands?

Aspects influencing the choice	Norway	Sweden	Denmark	Finland	Nordics
Climate/sun	96.6%	95.3%	95.8%	92.8%	95.4%
Tranquillity/rest/relaxation	52.1%	55.1%	51.3%	35.7%	50.5%
Beaches	38.2%	39.3%	27.2%	30.4%	35.3%
Security	13.9%	10.2%	10.9%	19.5%	12.8%
Price	8.9%	13.1%	16.9%	12.0%	12.5%
Scenery	9.7%	9.2%	16.8%	19.4%	12.4%
Suitable destination for children	9.4%	10.3%	9.0%	16.4%	10.7%
Visiting new places	7.3%	9.0%	6.9%	15.7%	9.1%
Active tourism	9.6%	6.1%	5.9%	3.6%	6.7%
Ease of travel	3.7%	5.4%	1.6%	10.8%	5.0%
Shopping	2.6%	3.6%	2.2%	5.5%	3.3%
Quality of the environment	1.6%	4.9%	1.0%	3.7%	3.0%
Nightlife/fun	3.0%	1.8%	2.3%	2.8%	2.4%
Culture	1.4%	1.5%	2.6%	2.1%	1.8%
Golf	1.2%	1.7%	0.9%	1.5%	1.3%
Theme parks	1.2%	0.8%	1.2%	1.8%	1.2%

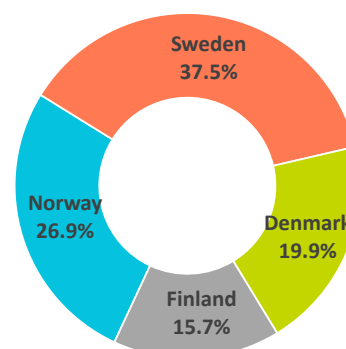
* Multi-choice question

What did motivate them to come?

Prescription sources	Norway	Sweden	Denmark	Finland	Nordics
Previous visits to the Canary Islands	81.9%	77.8%	75.4%	75.1%	78.1%
Recommendation by friends/relatives	27.5%	32.3%	23.0%	27.6%	28.4%
The Canary Islands television channel	0.1%	0.5%	0.0%	0.0%	0.2%
Other television or radio channels	0.2%	0.1%	0.1%	0.3%	0.2%
Information in press/magazines/books	3.1%	4.2%	1.5%	2.8%	3.1%
Attendance at a tourism fair	0.0%	0.4%	0.7%	0.5%	0.4%
Tour Operator's brochure or catalogue	3.7%	8.1%	7.3%	10.0%	7.0%
Recommendation by Travel Agency	2.5%	4.8%	3.7%	2.6%	3.6%
Information obtained via the Internet	27.6%	25.9%	35.0%	41.6%	30.6%
Senior Tourism programme	0.0%	0.3%	0.4%	0.0%	0.2%
Others	6.3%	5.6%	3.0%	5.8%	5.3%

* Multi-choice question

Nordics: share of tourists.



Tourists over 16 years old.