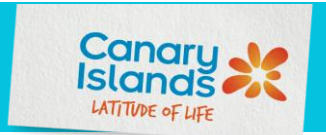


TOURIST PROFILE BY SOURCE MARKETS (2018)

CANARY ISLANDS: NORDICS



How many are they and how much do they spend?



	Norway	Sweden	Denmark	Finland	Nordics
TOURISTS					
Tourist arrivals (FRONTUR) (K)	441	600	321	275	1,637
Tourist arrivals > 15 years old (EGT) (K)	383	494	268	221	1,366
- book holiday package (K)	225	375	196	164	960
- do not book holiday package (K)	157	119	72	57	406
- % tourists who book holiday package	58.9%	75.8%	73.1%	74.1%	70.3%

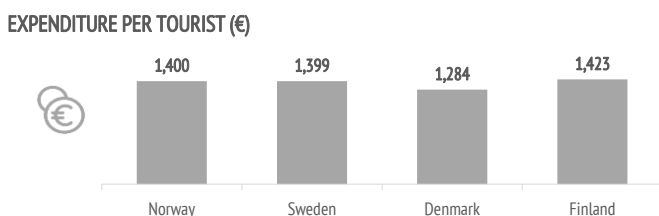
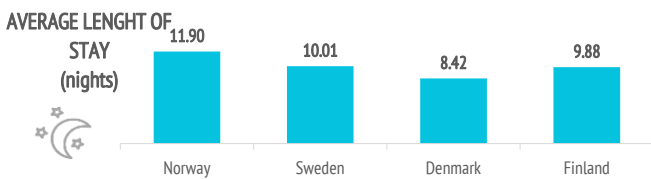
TOURISTS



% TOURISTS WHO BOOK HOLIDAY PACKAGE



	Norway	Sweden	Denmark	Finland	Nordics
Expenditure per tourist (€)	1,400	1,399	1,284	1,423	1,381
- book holiday package	1,413	1,377	1,323	1,447	1,386
- holiday package	1,068	1,124	1,064	1,148	1,103
- others	345	253	259	299	284
- do not book holiday package	1,382	1,468	1,178	1,354	1,367
- flight	408	469	327	421	413
- accommodation	358	521	398	410	420
- others	616	478	453	523	533
Average length of stay	11.90	10.01	8.42	9.88	10.20
- book holiday package	10.03	8.67	8.16	8.49	8.85
- do not book holiday package	14.57	14.21	9.10	13.87	13.40
Average daily expenditure (€)	143.5	159.2	162.1	167.1	156.6
- book holiday package	157.7	168.8	168.7	181.7	168.4
- do not book holiday package	123.1	129.1	143.9	125.3	128.9
Total turnover (> 15 years old) (€m)	536	692	344	314	1,885
- book holiday package	318	516	259	237	1,331
- do not book holiday package	217	175	85	77	555



Importance of each factor in the destination choice



	Norway	Sweden	Denmark	Finland	Nordics
Climate	85.6%	89.6%	78.8%	82.3%	85.2%
Sea	39.6%	47.9%	31.4%	45.7%	42.0%
Safety	42.7%	40.8%	33.2%	40.0%	39.7%
Tranquility	33.4%	39.5%	34.7%	30.9%	35.4%
Beaches	38.1%	38.0%	27.1%	27.9%	34.2%
Accommodation supply	38.8%	28.4%	32.1%	32.0%	32.6%
European belonging	27.9%	28.7%	28.2%	28.8%	28.4%
Price	27.1%	27.2%	26.6%	26.1%	26.9%
Environment	19.1%	28.6%	21.1%	27.5%	24.3%
Effortless trip	32.1%	30.8%	6.2%	11.4%	23.2%
Landscapes	18.2%	17.8%	19.7%	30.2%	20.3%
Gastronomy	18.7%	21.0%	16.9%	11.9%	18.1%
Fun possibilities	12.9%	11.1%	18.5%	6.5%	12.3%
Hiking trail network	16.4%	7.3%	6.5%	20.2%	11.8%
Authenticity	6.2%	12.5%	11.4%	5.2%	9.4%
Exoticism	4.9%	4.9%	12.6%	5.1%	6.4%
Shopping	8.8%	3.4%	6.3%	6.2%	5.9%
Nightlife	7.6%	2.9%	2.7%	4.2%	4.4%
Culture	4.2%	3.4%	3.5%	3.5%	3.7%
Historical heritage	3.6%	3.9%	3.4%	3.3%	3.6%

Each aspect is rated individually ("Not important", "Somewhat", "Quite", "Very important")

% of tourists who indicate that the factor is "very important" in their choice.

% TOURISTS WHO CHOOSE HIKING TRAIL NETWORK



What is the main motivation for their holidays?



	Norway	Sweden	Denmark	Finland	Nordics
Rest	64.7%	46.7%	61.8%	69.9%	58.5%
Enjoy family time	21.2%	38.3%	23.6%	18.5%	27.4%
Have fun	3.8%	3.5%	3.2%	3.4%	3.5%
Explore the destination	5.6%	6.7%	8.0%	4.2%	6.2%
Practice their hobbies	2.7%	1.6%	1.8%	2.1%	2.0%
Other reasons	1.9%	3.3%	1.6%	1.9%	2.3%

% TOURISTS TRAVELLING TO ENJOY FAMILY TIME



How far in advance do they book their trip?



	Norway	Sweden	Denmark	Finland	Nordics
The same day	1.4%	0.5%	0.5%	0.3%	0.7%
Between 1 and 30 days	29.2%	24.1%	22.9%	21.2%	24.8%
Between 1 and 2 months	22.7%	22.9%	21.4%	22.3%	22.5%
Between 3 and 6 months	26.4%	33.8%	34.1%	32.7%	31.6%
More than 6 months	20.2%	18.7%	21.2%	23.5%	20.4%

Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports.

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

TOURIST PROFILE BY SOURCE MARKETS (2018)

CANARY ISLANDS: NORDICS



What channels did they use to get information about the trip?

	Norway	Sweden	Denmark	Finland	Nordics
Previous visits to the Canary Islands	61.7%	59.6%	54.5%	67.5%	60.5%
Friends or relatives	26.0%	20.2%	20.5%	24.6%	22.6%
Internet or social media	51.0%	49.4%	58.0%	67.9%	54.6%
Mass Media	1.0%	1.6%	2.2%	2.1%	1.6%
Travel guides and magazines	2.1%	5.4%	7.5%	5.8%	4.9%
Travel Blogs or Forums	0.6%	2.8%	2.8%	5.4%	2.6%
Travel TV Channels	0.3%	0.2%	0.4%	0.3%	0.3%
Tour Operator or Travel Agency	19.9%	15.3%	28.2%	26.5%	20.9%
Public administrations or similar	0.2%	0.4%	0.4%	0.0%	0.3%
Others	1.7%	2.4%	3.6%	1.8%	2.4%

* Multi-choice question

With whom did they book their flight and accommodation?

	Norway	Sweden	Denmark	Finland	Nordics
Flight					
- Directly with the airline	36.9%	32.3%	20.7%	21.6%	29.5%
- Tour Operator or Travel Agency	63.1%	67.7%	79.3%	78.4%	70.5%
Accommodation					
- Directly with the accommodation	26.0%	25.5%	20.1%	19.0%	23.4%
- Tour Operator or Travel Agency	74.0%	74.5%	79.9%	81.0%	76.6%

Where do they stay?

	Norway	Sweden	Denmark	Finland	Nordics
1-2-3* Hotel	13.1%	17.4%	25.4%	10.7%	16.7%
4* Hotel	21.0%	34.4%	28.5%	26.2%	28.2%
5* Hotel / 5* Luxury Hotel	4.0%	3.2%	3.2%	3.6%	3.5%
Aparthotel / Tourist Villa	36.1%	34.6%	33.9%	28.7%	34.0%
House/room rented in a private dwelling	8.4%	2.8%	2.8%	4.3%	4.6%
Private accommodation (1)	10.9%	4.3%	1.4%	3.7%	5.5%
Others (Cottage, cruise, camping,...)	6.5%	3.2%	4.7%	22.8%	7.6%

(1) Own property / House of friends or relatives / Free housing exchange / Other private accommodation.

What do they book?

	Norway	Sweden	Denmark	Finland	Nordics
Room only	52.8%	35.9%	33.8%	34.7%	39.5%
Bed and Breakfast	19.6%	17.3%	14.9%	27.0%	19.0%
Half board	9.7%	13.4%	13.0%	12.6%	12.2%
Full board	1.8%	2.1%	2.9%	6.1%	2.9%
All inclusive	16.2%	31.3%	35.4%	19.6%	26.3%

26% of tourists book all inclusive.



16.2%
Norway



35.4%
Denmark



31.3%
Sweden



19.6%
Finland

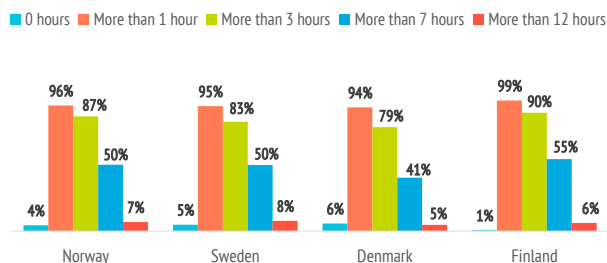
Other expenses

	Norway	Sweden	Denmark	Finland	Nordics
Restaurants or cafes	73.7%	66.9%	62.0%	69.8%	68.3%
Supermarkets	65.2%	60.3%	51.6%	68.3%	61.3%
Car rental	13.4%	14.5%	19.8%	15.7%	15.4%
Organized excursions	11.2%	13.9%	14.2%	21.1%	14.4%
Taxi, transfer, chauffeur service	55.2%	60.4%	53.8%	66.9%	58.7%
Theme Parks	5.4%	3.4%	4.9%	8.9%	5.2%
Sport activities	3.0%	5.5%	5.1%	6.1%	4.8%
Museums	3.1%	1.9%	2.8%	4.9%	2.9%
Flights between islands	3.8%	2.9%	2.1%	3.1%	3.0%

Activities in the Canary Islands

Outdoor time per day	Norway	Sweden	Denmark	Finland	Nordics
0 hours	4.4%	4.9%	5.8%	0.6%	4.2%
1 - 2 hours	8.2%	11.9%	15.1%	9.3%	11.1%
3 - 6 hours	36.9%	33.0%	38.5%	35.4%	35.6%
7 - 12 hours	43.6%	42.4%	35.9%	48.5%	42.5%
More than 12 hours	6.9%	7.8%	4.7%	6.2%	6.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Norway	Sweden	Denmark	Finland	Nordics
Walk, wander	78.5%	76.8%	73.2%	84.3%	77.8%
Swimming pool, hotel facilities	60.4%	72.9%	63.7%	67.1%	66.7%
Beach	60.3%	67.3%	50.8%	58.8%	60.8%
Explore the island on their own	35.0%	35.7%	59.6%	45.5%	41.8%
Taste Canarian gastronomy	7.1%	20.1%	21.9%	21.7%	17.0%
Organized excursions	8.4%	13.1%	15.8%	22.4%	13.8%
Sport activities	9.7%	15.2%	14.5%	16.0%	13.6%
Wineries / markets / popular festivals	11.0%	17.3%	8.1%	10.6%	12.6%
Nightlife / concerts / shows	16.4%	10.3%	7.1%	16.4%	12.4%
Theme parks	10.9%	7.3%	10.5%	17.2%	10.5%
Nature activities	9.6%	9.5%	11.7%	5.5%	9.3%
Museums / exhibitions	7.6%	4.7%	6.7%	8.7%	6.6%
Sea excursions / whale watching	4.5%	5.0%	9.4%	9.0%	6.4%
Beauty and health treatments	8.5%	4.2%	5.3%	9.0%	6.4%
Activities at sea	3.6%	4.5%	6.9%	3.8%	4.6%
Astronomical observation	0.9%	0.9%	2.6%	18.1%	4.0%

* Multi-choice question



TOURIST PROFILE BY SOURCE MARKETS (2018)

CANARY ISLANDS: NORDICS

Which island do they choose?

Tourists (> 15 years old)	Norway	Sweden	Denmark	Finland	Nordics
Lanzarote	18,855	24,574	29,891	16,243	89,563
Fuerteventura	5,369	41,887	23,324	10,775	81,354
Gran Canaria	288,572	301,652	127,539	108,475	826,237
Tenerife	66,428	114,518	77,529	82,354	340,829
La Palma	2,943	9,579	7,850	1,963	22,335

Share by islands	Norway	Sweden	Denmark	Finland	Nordics
Lanzarote	4.9%	5.0%	11.2%	7.4%	6.6%
Fuerteventura	1.4%	8.5%	8.8%	4.9%	6.0%
Gran Canaria	75.5%	61.3%	47.9%	49.3%	60.7%
Tenerife	17.4%	23.3%	29.1%	37.5%	25.1%
La Palma	0.8%	1.9%	2.9%	0.9%	1.6%

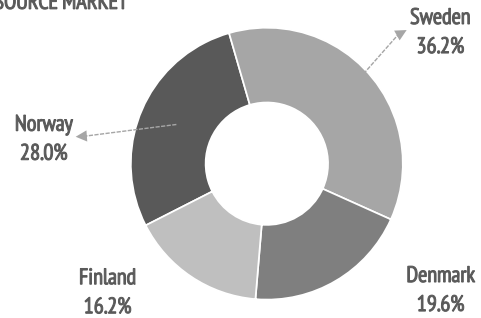
How many islands do they visit during their trip?

	Norway	Sweden	Denmark	Finland	Nordics
One island	95.1%	95.0%	95.8%	93.5%	94.9%
Two islands	4.8%	4.5%	3.9%	6.3%	4.8%
Three or more islands	0.1%	0.5%	0.2%	0.2%	0.3%

% TOURISTS WHO VISIT MORE THAN ONE ISLAND



SHARE OF TOURISTS BY SOURCE MARKET



How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Norway	Sweden	Denmark	Finland	Nordics
Average rating	8.47	8.30	8.51	8.44	8.41

Experience in the Canary Islands	Norway	Sweden	Denmark	Finland	Nordics
Worse or much worse than expected	0.5%	3.8%	1.4%	2.3%	2.2%
Lived up to expectations	69.4%	56.0%	65.3%	68.9%	63.7%
Better or much better than expected	30.1%	40.2%	33.3%	28.9%	34.2%

Future intentions (scale 1-10)	Norway	Sweden	Denmark	Finland	Nordics
Return to the Canary Islands	8.79	8.39	8.54	8.21	8.50
Recommend visiting the Canary Islands	8.81	8.63	8.77	8.48	8.69

How many are loyal to the Canary Islands?

	Norway	Sweden	Denmark	Finland	Nordics
Repeat tourists	87.1%	81.0%	77.3%	83.8%	82.4%
Repeat tourists (last 5 years)	80.5%	71.9%	68.5%	79.2%	74.8%
Repeat tourists (last 5 years) (5 or more visits)	31.3%	21.3%	21.0%	21.3%	24.1%
At least 10 previous visits	32.2%	21.2%	21.7%	24.2%	24.8%

Internet usage during their trip

	Norway	Sweden	Denmark	Finland	Nordics
Research					
- Tourist package	5.6%	8.4%	16.5%	7.0%	8.8%
- Flights	6.8%	8.5%	7.9%	12.4%	8.5%
- Accommodation	7.0%	10.4%	9.0%	16.0%	10.1%
- Transport	9.9%	9.6%	12.1%	15.3%	11.2%
- Restaurants	23.9%	22.3%	19.9%	33.7%	24.0%
- Excursions	20.9%	23.5%	21.2%	27.9%	23.1%
- Activities	23.1%	25.7%	24.8%	39.1%	27.1%
Book or purchase					
- Tourist package	54.4%	62.0%	13.0%	78.4%	54.3%
- Flights	80.2%	77.9%	73.4%	75.0%	77.0%
- Accommodation	61.5%	72.0%	66.5%	67.1%	67.4%
- Transport	50.6%	63.8%	54.9%	57.9%	57.6%
- Restaurants	12.6%	19.8%	9.9%	14.8%	14.9%
- Excursions	10.2%	16.0%	9.2%	17.4%	13.3%
- Activities	13.3%	15.6%	10.4%	16.0%	13.9%

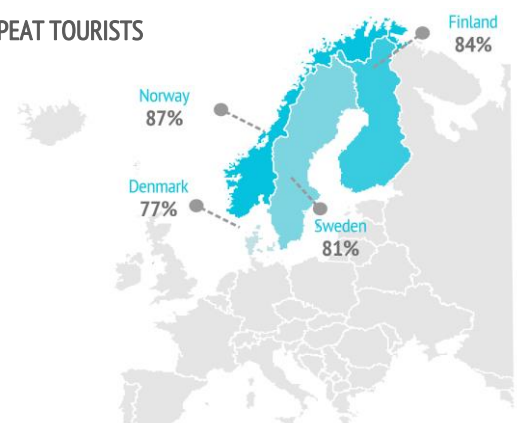
* Multi-choice question

Internet usage in the Canary Islands	Norway	Sweden	Denmark	Finland	Nordics
Did not use the Internet	7.9%	8.8%	6.6%	6.7%	7.8%
Used the Internet	92.1%	91.2%	93.4%	93.3%	92.2%
- Own Internet connection	36.8%	30.6%	33.5%	32.2%	33.2%
- Free Wifi connection	37.8%	45.6%	47.1%	47.7%	44.1%

Applications*	Norway	Sweden	Denmark	Finland	Nordics
- Search for locations or maps	52.1%	55.0%	55.3%	66.8%	56.2%
- Search for destination info	40.8%	52.2%	47.2%	60.0%	49.3%
- Share pictures or trip videos	54.7%	51.6%	54.5%	56.8%	53.9%
- Download tourist apps	6.3%	9.1%	9.9%	13.6%	9.2%
- Others	37.6%	34.6%	33.4%	23.8%	33.4%

* Multi-choice question

REPEAT TOURISTS



TOURIST PROFILE BY SOURCE MARKETS (2018)

CANARY ISLANDS: NORDICS

Where does the flight come from?



	Norway	Sweden	Denmark	Finland	Nordics
Sweden	0.9%	88.1%	0.2%	1.0%	32.4%
Norway	95.4%	2.0%	0.8%	1.1%	27.8%
Denmark	0.2%	7.2%	92.9%	0.1%	20.9%
Finland	0.0%	0.1%	0.0%	94.5%	15.3%
Spanish Mainland	0.7%	1.0%	1.8%	2.0%	1.2%
United Kingdom	1.9%	0.7%	0.7%	0.3%	1.0%
Germany	0.3%	0.1%	2.9%	0.0%	0.7%
Netherlands	0.3%	0.2%	0.2%	0.0%	0.2%
Switzerland	0.0%	0.4%	0.0%	0.0%	0.1%
Poland	0.3%	0.1%	0.0%	0.0%	0.1%
France	0.1%	0.1%	0.0%	0.3%	0.1%
Others	0.0%	0.0%	0.5%	0.5%	0.2%

Who do they come with?



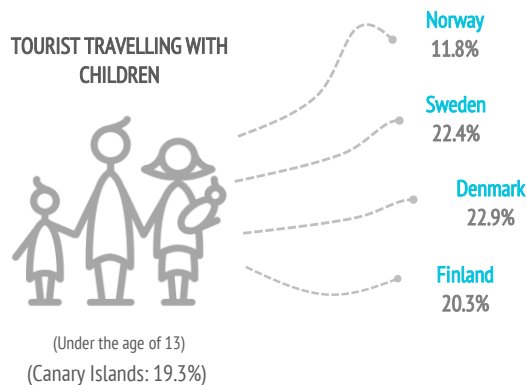
	Norway	Sweden	Denmark	Finland	Nordics
Unaccompanied	9.7%	5.8%	5.0%	7.1%	6.9%
Only with partner	50.6%	46.8%	44.0%	46.9%	47.3%
Only with children (< 13 years old)	3.6%	6.7%	5.2%	9.3%	5.9%
Partner + children (< 13 years old)	3.9%	8.1%	7.7%	3.9%	6.2%
Other relatives	8.9%	6.3%	12.2%	6.9%	8.3%
Friends	7.3%	4.5%	2.8%	6.8%	5.3%
Work colleagues	0.7%	0.1%	0.3%	0.4%	0.4%
Organized trip	0.2%	0.0%	0.4%	0.3%	0.2%
Other combinations (1)	15.1%	21.6%	22.4%	18.5%	19.4%

(1) Different situations have been isolated

Tourists with children	Norway	Sweden	Denmark	Finland	Nordics
- Between 0 and 2 years old	1.0%	1.4%	2.9%	2.1%	1.7%
- Between 3 and 12 years old	9.5%	18.7%	15.9%	17.5%	15.4%
- Between 0 -2 and 3-12 years old	1.3%	2.2%	4.2%	0.8%	2.1%
Tourists without children	88.2%	77.6%	77.1%	79.7%	80.8%

Group composition:

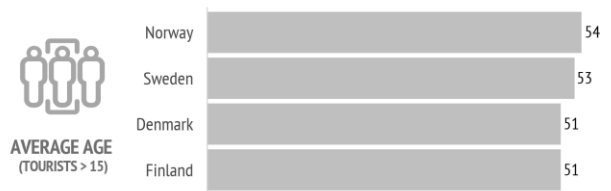
- 1 person	14.3%	9.2%	8.1%	12.4%	10.9%
- 2 people	61.3%	53.7%	50.4%	53.0%	55.1%
- 3 people	7.7%	10.2%	13.5%	10.8%	10.3%
- 4 or 5 people	13.5%	20.9%	18.3%	19.0%	18.0%
- 6 or more people	3.2%	5.9%	9.7%	4.8%	5.7%
Average group size:	2.41	2.80	3.04	2.67	2.72



Who are they?



	Norway	Sweden	Denmark	Finland	Nordics
Gender					
Men	48.0%	46.7%	46.8%	45.1%	46.8%
Women	52.0%	53.3%	53.2%	54.9%	53.2%
Age					
Average age (tourist > 15 years old)	53.8	53.0	51.1	51.2	52.5
Standard deviation	15.8	15.0	14.9	14.3	15.1
Age range (> 15 years old)					
16 - 24 years old	5.8%	4.3%	5.6%	4.3%	5.0%
25 - 30 years old	5.9%	3.9%	5.8%	5.6%	5.1%
31 - 45 years old	16.9%	22.6%	24.3%	24.4%	21.6%
46 - 60 years old	29.5%	33.8%	32.6%	34.5%	32.4%
Over 60 years old	42.0%	35.4%	31.7%	31.3%	35.9%
Occupation					
Salaried worker	50.5%	45.4%	55.3%	50.2%	49.6%
Self-employed	6.6%	9.2%	6.9%	6.1%	7.5%
Unemployed	0.9%	0.5%	1.4%	2.5%	1.1%
Business owner	9.0%	13.3%	9.3%	10.7%	10.9%
Student	1.9%	3.2%	2.4%	4.0%	2.8%
Retired	28.7%	27.3%	24.1%	25.9%	26.9%
Unpaid domestic work	0.3%	0.3%	0.0%	0.3%	0.2%
Others	2.2%	0.7%	0.5%	0.3%	1.0%
Annual household income level					
Less than €25,000	3.9%	7.6%	10.1%	8.2%	7.2%
€25,000 - €49,999	21.3%	36.9%	17.4%	34.2%	28.3%
€50,000 - €74,999	32.9%	35.0%	29.0%	32.1%	32.8%
More than €74,999	42.0%	20.5%	43.5%	25.5%	31.8%
Education level					
No studies	1.1%	1.2%	2.1%	1.1%	1.3%
Primary education	4.5%	4.6%	3.9%	6.7%	4.8%
Secondary education	32.0%	37.0%	10.4%	39.9%	30.8%
Higher education	62.5%	57.2%	83.6%	52.3%	63.1%



Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports.

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