

How many are they and how much do they spend?

	Norway	All markets
TOURISTS		
Tourist arrivals (FRONTUR)	431,908	15,110,866
Tourist arrivals > 15 years old (EGT)	371,536	13,271,035
- book holiday package	219,197	7,426,022
- do not book holiday package	152,339	5,845,014
- % tourists who book holiday package	59.0%	56.0%
Share of total tourist	2.9%	100%

RANKING POSITION BY
NUMBER OF TOURISTS

RANKING POSITION BY
TURNOVER



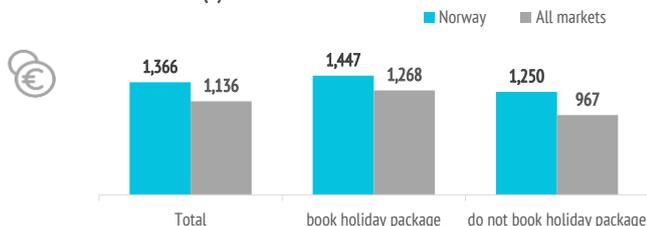
74% of Norwegians travel to Gran Canaria.

	Norway	All markets
Expenditure per tourist (€)		
- book holiday package	1,366	1,136
- holiday package	1,447	1,268
- others	387	237
- do not book holiday package	1,250	967
- flight	388	263
- accommodation	364	321
- others	498	383
Average length of stay		
- book holiday package	11.26	9.09
- do not book holiday package	13.56	9.68
Average daily expenditure (€)		
- book holiday package	141.5	138.9
- do not book holiday package	159.8	155.4
- do not book holiday package	115.1	117.9
Total turnover (> 15 years old) (€m)		
- book holiday package	508	15,070
- do not book holiday package	317	9,416
- do not book holiday package	190	5,655

AVERAGE LENGTH OF STAY
(nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice

	Norway	All markets
Climate	87.8%	78.4%
Sea	43.4%	44.4%
Safety	41.4%	51.9%
Beaches	40.7%	37.7%
Accommodation supply	37.1%	42.9%
Effortless trip	35.1%	35.2%
Tranquility	34.9%	47.6%
European belonging	27.7%	36.1%
Price	26.7%	37.4%
Environment	20.1%	33.2%
Gastronomy	17.6%	23.2%
Landscapes	14.7%	33.1%
Hiking trail network	14.4%	9.6%
Fun possibilities	12.2%	21.1%
Shopping	8.1%	9.4%
Nightlife	6.0%	8.0%
Authenticity	5.4%	20.3%
Historical heritage	4.0%	8.2%
Exoticism	3.9%	11.4%
Culture	3.7%	8.0%

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

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

% TOURISTS WHO CHOOSE CLIMATE

NORWAY
87.8%



ALL MARKETS
78.4%

What is the main motivation for their holidays?

	Norway	All markets
Rest	70.7%	55.5%
Enjoy family time	17.6%	14.4%
Have fun	2.8%	8.6%
Explore the destination	5.1%	17.8%
Practice their hobbies	2.4%	1.9%
Other reasons	1.5%	1.8%

REST



How far in advance do they book their trip?

	Norway	All markets
The same day	0.8%	0.7%
Between 1 and 30 days	28.9%	23.8%
Between 1 and 2 months	23.8%	22.8%
Between 3 and 6 months	27.2%	32.7%
More than 6 months	19.3%	20.0%

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

	Norway	All markets
Previous visits to the Canary Islands	64.1%	51.9%
Friends or relatives	23.2%	27.1%
Internet or social media	49.0%	54.7%
Mass Media	1.0%	1.6%
Travel guides and magazines	3.0%	8.4%
Travel Blogs or Forums	1.8%	5.7%
Travel TV Channels	0.2%	0.8%
Tour Operator or Travel Agency	24.7%	22.6%
Public administrations or similar	0.1%	0.4%
Others	2.1%	2.4%

* Multi-choice question

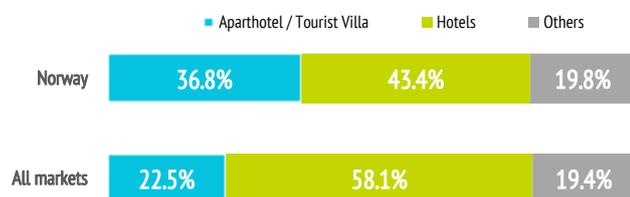
With whom did they book their flight and accommodation?

	Norway	All markets
Flight		
- Directly with the airline	34.9%	42.9%
- Tour Operator or Travel Agency	65.1%	57.1%
Accommodation		
- Directly with the accommodation	24.5%	31.5%
- Tour Operator or Travel Agency	75.5%	68.5%

Where do they stay?

	Norway	All markets
1-2-3* Hotel	15.7%	11.5%
4* Hotel	22.6%	37.6%
5* Hotel / 5* Luxury Hotel	5.1%	9.0%
Aparthotel / Tourist Villa	36.8%	22.5%
House/room rented in a private dwelling	6.5%	5.9%
Private accommodation (1)	8.5%	7.2%
Others (Cottage, cruise, camping...)	4.8%	6.3%

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



What do they book?

	Norway	All markets
Room only	53.9%	27.9%
Bed and Breakfast	19.6%	12.4%
Half board	11.4%	21.2%
Full board	1.0%	3.6%
All inclusive	14.1%	34.9%

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54% of Norwegians book room only.
(Canary Islands: 27.9%)

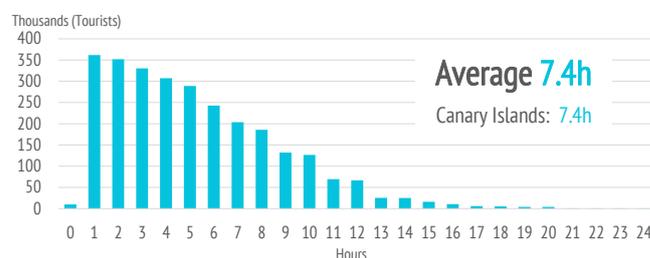
Other expenses

	Norway	All markets
Restaurants or cafes	73.6%	59.1%
Supermarkets	63.3%	52.1%
Car rental	16.8%	26.3%
Organized excursions	8.8%	20.6%
Taxi, transfer, chauffeur service	54.2%	50.0%
Theme Parks	4.0%	7.5%
Sport activities	3.0%	5.7%
Museums	1.2%	4.6%
Flights between islands	2.8%	4.4%

Activities in the Canary Islands

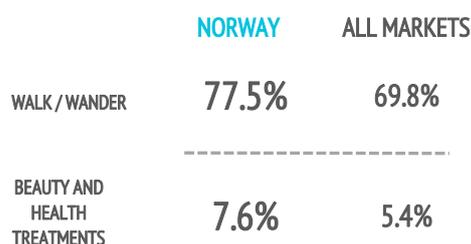
Outdoor time per day	Norway	All markets
0 hours	2.7%	2.1%
1 - 2 hours	8.5%	9.8%
3 - 6 hours	34.1%	32.6%
7 - 12 hours	47.9%	47.1%
More than 12 hours	6.8%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Norway	All markets
Walk, wander	77.5%	69.8%
Beach	63.6%	66.3%
Swimming pool, hotel facilities	60.1%	58.2%
Explore the island on their own	37.1%	45.2%
Nightlife / concerts / shows	13.6%	15.5%
Wineries / markets / popular festivals	12.4%	11.6%
Nature activities	8.7%	10.4%
Sport activities	7.8%	13.4%
Organized excursions	7.6%	16.9%
Beauty and health treatments	7.6%	5.4%
Theme parks	7.6%	14.1%
Taste Canarian gastronomy	5.8%	24.2%
Museums / exhibitions	4.5%	10.1%
Sea excursions / whale watching	4.4%	11.1%
Activities at sea	3.8%	10.0%
Astronomical observation	1.5%	3.5%

* Multi-choice question



Which island do they choose?

Tourists (> 15 years old)	Norway	All markets
Lanzarote	17,180	2,521,668
Fuerteventura	6,559	1,659,115
Gran Canaria	275,582	3,698,127
Tenerife	71,744	5,040,382
La Palma	0	235,409

How many islands do they visit during their trip?

	Norway	All markets
One island	95.2%	91.4%
Two islands	4.5%	7.2%
Three or more islands	0.3%	1.4%

Internet usage during their trip

	Norway	All markets
Research		
- Tourist package	7.2%	14.8%
- Flights	6.4%	13.0%
- Accommodation	8.3%	16.9%
- Transport	11.4%	15.7%
- Restaurants	29.5%	28.4%
- Excursions	20.1%	26.2%
- Activities	21.9%	30.1%
Book or purchase		
- Tourist package	55.7%	39.4%
- Flights	79.2%	66.7%
- Accommodation	61.9%	57.3%
- Transport	54.7%	47.6%
- Restaurants	16.5%	12.1%
- Excursions	12.2%	13.0%
- Activities	14.3%	14.7%

* Multi-choice question

Internet usage in the Canary Island	Norway	All markets
Did not use the Internet	7.2%	8.3%
Used the Internet	92.8%	91.7%
- Own Internet connection	35.4%	37.4%
- Free Wifi connection	37.9%	39.5%
Applications*		
- Search for locations or maps	51.1%	61.7%
- Search for destination info	42.2%	44.8%
- Share pictures or trip videos	52.5%	56.0%
- Download tourist apps	5.8%	7.0%
- Others	36.8%	22.6%

* Multi-choice question



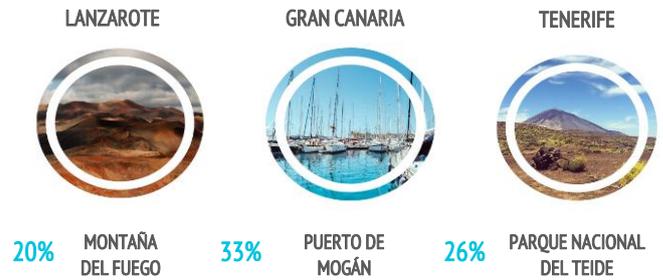
53% of Norwegians share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 56%)



Share by islands	Norway	All markets
Lanzarote	4.6%	19.2%
Fuerteventura	1.8%	12.6%
Gran Canaria	74.3%	28.1%
Tenerife	19.3%	38.3%
La Palma	0.0%	1.8%

MOST VISITED PLACES IN EACH ISLAND



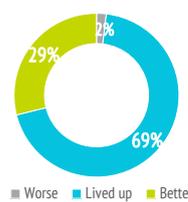
The data refers to % of tourists on each island who have visited the place.

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Norway	All markets
Average rating	8.44	8.70

Experience in the Canary Islands	Norway	All markets
Worse or much worse than expected	1.9%	2.3%
Lived up to expectations	69.2%	55.6%
Better or much better than expected	28.9%	42.1%

Future intentions (scale 1-10)	Norway	All markets
Return to the Canary Islands	8.80	8.73
Recommend visiting the Canary Island	8.74	8.95



Experience in the Canary Islands



Return to the Canary Islands



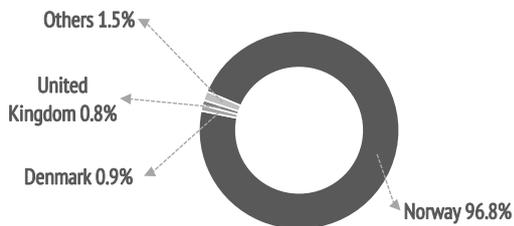
Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Norway	All markets
Repeat tourists	85.6%	72.2%
Repeat tourists (last 5 years)	78.8%	66.7%
Repeat tourists (last 5 years) (5 or mor	36.3%	19.5%
At least 10 previous visits	36.2%	18.6%

Where does the flight come from?

	%	Absolute
Norway	96.8%	359,467
Denmark	0.9%	3,475
United Kingdom	0.8%	3,119
Sweden	0.8%	2,853
Spanish Mainland	0.4%	1,621
Finland	0.2%	717
Others	0.1%	285



Who do they come with?

	Norway	All markets
Unaccompanied	11.6%	9.6%
Only with partner	49.3%	48.1%
Only with children (< 13 years old)	2.5%	5.6%
Partner + children (< 13 years old)	3.7%	6.5%
Other relatives	8.3%	9.3%
Friends	7.1%	6.4%
Work colleagues	0.5%	0.5%
Organized trip	0.4%	0.3%
Other combinations (1)	16.7%	13.7%

(1) Different situations have been isolated

Tourists with children	11.4%	17.7%
- Between 0 and 2 years old	1.5%	1.6%
- Between 3 and 12 years old	9.1%	14.8%
- Between 0 -2 and 3-12 years	0.8%	1.4%
Tourists without children	88.6%	82.3%
Group composition:		
- 1 person	15.2%	13.2%
- 2 people	59.1%	55.1%
- 3 people	8.4%	12.0%
- 4 or 5 people	13.6%	16.3%
- 6 or more people	3.7%	3.5%
Average group size:	2.43	2.54



(Under the age of 13)

11.4% of Norwegians travel with children.

(Canary Islands: 17.7%)

Who are they?

	Norway	All markets
Gender		
Men	51.0%	48.6%
Women	49.0%	51.4%
Age		
Average age (tourist > 15 years old)	54.4	47.1
Standard deviation	15.3	15.4
Age range (> 15 years old)		
16 - 24 years old	4.4%	7.3%
25 - 30 years old	5.4%	10.9%
31 - 45 years old	17.7%	28.0%
46 - 60 years old	31.1%	31.8%
Over 60 years old	41.4%	22.1%
Occupation		
Salaried worker	47.7%	55.0%
Self-employed	8.5%	11.5%
Unemployed	0.7%	1.1%
Business owner	8.3%	9.4%
Student	1.9%	3.5%
Retired	31.2%	17.9%
Unpaid domestic work	0.1%	0.8%
Others	1.7%	0.8%
Annual household income level		
Less than €25,000	3.9%	17.5%
€25,000 - €49,999	21.7%	37.5%
€50,000 - €74,999	31.9%	22.8%
More than €74,999	42.4%	22.2%
Education level		
No studies	0.6%	5.0%
Primary education	3.9%	2.6%
Secondary education	31.0%	23.6%
Higher education	64.4%	68.9%



9 IN 10 TOURISTS ARE REPEATERS

54 YEARS OLD

AVERAGE AGE

49% ONLY WITH PARTNER



Pictures: Freepik.com