

# PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2021)

## NORWAY

### How many are they and how much do they spend?



	Norway	All markets
<b>TOURISTS</b>		
<b>Tourist arrivals (FRONTUR)</b>	<b>88,635</b>	<b>6,697,165</b>
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	<b>79,256</b>	<b>5,827,892</b>
- book holiday package	46,844	2,549,012
- do not book holiday package	32,412	3,278,880
- % tourists who book holiday package	59.1%	43.7%
Share of total tourist	1.3%	100%

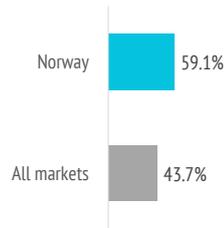
#### RANKING POSITION BY NUMBER OF TOURISTS



#### RANKING POSITION BY TURNOVER



#### % HOLIDAY PACKAGE



87% of Norwegians travel to Gran Canaria.

	Norway	All markets
<b>Expenditure per tourist (€)</b>	<b>1,590</b>	<b>1,206</b>
- book holiday package	1,676	1,415
- holiday package	1,256	1,135
- others	420	280
- do not book holiday package	1,467	1,044
- flight	454	248
- accommodation	316	369
- others	697	427
<b>Average length of stay</b>	<b>12.15</b>	<b>9.54</b>
- book holiday package	9.12	8.59
- do not book holiday package	16.52	10.28
<b>Average daily expenditure (€)</b>	<b>170.8</b>	<b>144.0</b>
- book holiday package	199.6	172.8
- do not book holiday package	129.1	121.6
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>126</b>	<b>7,028</b>
- book holiday package	79	3,606
- do not book holiday package	48	3,422

### Where did they spend their main holiday last year?\*

	Norway	All markets
Didn't have holiday	68.3%	35.7%
Canary Islands	17.7%	17.6%
Other destination	14.0%	46.8%

### What other destinations do they consider for this trip?\*

	Norway	All markets
None	50.8%	29.4%
Canary Islands (other island)	23.3%	25.4%
Other destination	25.9%	45.1%

\*Percentage of valid answers

Source: Encuesta sobre el Gasto Turístico (ISTAC).

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

### Importance of each factor in the destination choice



	Norway	All markets
Climate	87.7%	76.0%
Safety	45.1%	49.0%
Sea	44.7%	52.0%
Beaches	44.0%	44.6%
Effortless trip	39.4%	34.9%
European belonging	36.7%	40.2%
Accommodation supply	35.5%	37.8%
Tranquility	33.9%	48.5%
Price	28.2%	32.4%
Environment	22.3%	34.7%
Gastronomy	19.1%	27.9%
Fun possibilities	17.6%	22.4%
Hiking trail network	17.2%	12.1%
Landscapes	14.8%	39.1%
Nightlife	11.8%	8.4%
Authenticity	11.2%	24.4%
Shopping	9.7%	8.8%
Exoticism	7.8%	14.5%
Culture	7.6%	8.7%
Historical heritage	6.6%	9.1%

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  
87.7%



ALL MARKETS  
76.0%

### What is the main motivation for their holidays?



	Norway	All markets
Rest	72.4%	50.7%
Enjoy family time	16.8%	14.0%
Have fun	5.2%	7.3%
Explore the destination	1.8%	23.3%
Practice their hobbies	2.1%	2.6%
Other reasons	1.6%	2.1%

#### REST



Norway



72.4%

All markets



50.7%

### How far in advance do they book their trip?



	Norway	All markets
The same day	1.1%	1.0%
Between 1 and 30 days	32.9%	42.5%
Between 1 and 2 months	30.3%	26.7%
Between 3 and 6 months	21.8%	18.7%
More than 6 months	13.9%	11.1%

# PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2021)

## NORWAY

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

	Norway	All markets
Previous visits to the Canary Islands	64.6%	45.7%
Friends or relatives	28.6%	30.9%
Internet or social media	41.5%	53.5%
Mass Media	1.3%	2.3%
Travel guides and magazines	2.1%	7.0%
Travel Blogs or Forums	0.7%	8.4%
Travel TV Channels	0.0%	0.5%
Tour Operator or Travel Agency	18.8%	19.4%
Public administrations or similar	0.9%	1.9%
Others	1.2%	2.9%

\* Multi-choise question

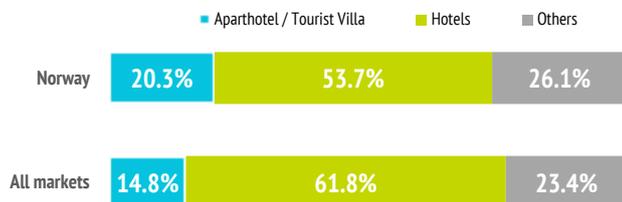
### With whom did they book their flight and accommodation?

	Norway	All markets
<b>Flight</b>		
- Directly with the airline	38.4%	52.8%
- Tour Operator or Travel Agency	61.6%	47.2%
<b>Accommodation</b>		
- Directly with the accommodation	26.2%	39.9%
- Tour Operator or Travel Agency	73.8%	60.1%

### Where do they stay?

	Norway	All markets
1-2-3* Hotel	19.7%	11.5%
4* Hotel	28.6%	39.4%
5* Hotel / 5* Luxury Hotel	5.3%	10.9%
Aparthotel / Tourist Villa	20.3%	14.8%
House/room rented in a private dwelling	10.3%	6.9%
Private accommodation (1)	11.1%	9.9%
Others (Cottage, cruise, camping,...)	4.7%	6.6%

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



### What do they book?

	Norway	All markets
Room only	47.0%	28.1%
Bed and Breakfast	26.2%	15.3%
Half board	7.4%	19.5%
Full board	1.6%	3.2%
All inclusive	17.9%	33.8%

”  
**47% of Norwegians book room only.**  
(Canary Islands: 28.1%)

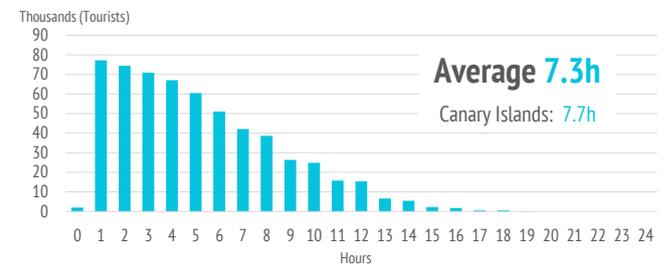
### Other expenses

	Norway	All markets
Restaurants or cafes	74.2%	66.9%
Supermarkets	68.8%	55.6%
Car rental	16.6%	37.3%
Organized excursions	8.1%	23.7%
Taxi, transfer, chauffeur service	67.0%	46.0%
Theme Parks	6.2%	8.6%
Sport activities	7.8%	9.3%
Museums	2.2%	4.7%
Flights between islands	2.1%	6.3%

### Activities in the Canary Islands

	Norway	All markets
<b>Outdoor time per day</b>		
0 hours	2.6%	2.4%
1 - 2 hours	8.0%	10.0%
3 - 6 hours	36.2%	30.1%
7 - 12 hours	44.8%	47.1%
More than 12 hours	8.3%	10.5%

### TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



	Norway	All markets
<b>Activities in the Canary Islands</b>		
Beach	65.7%	75.1%
Walk, wander	78.2%	72.2%
Swimming pool, hotel facilities	56.9%	57.5%
Explore the island on their own	32.7%	52.5%
Swim	37.0%	38.8%
Taste Canarian gastronomy	4.9%	30.2%
Hiking	38.5%	22.5%
Organized excursions	6.0%	16.0%
Sea excursions / whale watching	5.6%	13.5%
Nightlife / concerts / shows	16.0%	12.3%
Theme parks	9.0%	12.2%
Museums / exhibitions	4.3%	10.7%
Wineries / markets / popular festivals	6.5%	10.0%
Other Nature Activities	3.2%	9.5%
Running	10.0%	7.6%
Practice other sports	6.4%	5.9%
Beauty and health treatments	8.0%	5.6%
Surf	2.1%	4.8%
Astronomical observation	1.8%	4.2%
Cycling / Mountain bike	3.4%	4.2%
Scuba Diving	1.9%	4.2%
Golf	4.7%	2.3%
Windsurf / Kitesurf	1.2%	1.5%

\* Multi-choise question

# PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2021)

## NORWAY

### Which island do they choose?

Tourists (> 15 years old)	Norway	All markets
Lanzarote	396	963,331
Fuerteventura	271	843,805
Gran Canaria	68,930	1,545,237
Tenerife	9,516	2,320,313
La Palma	142	102,576

### How many islands do they visit during their trip?

	Norway	All markets
One island	97.0%	90.9%
Two islands	3.0%	7.8%
Three or more islands	0.0%	1.3%

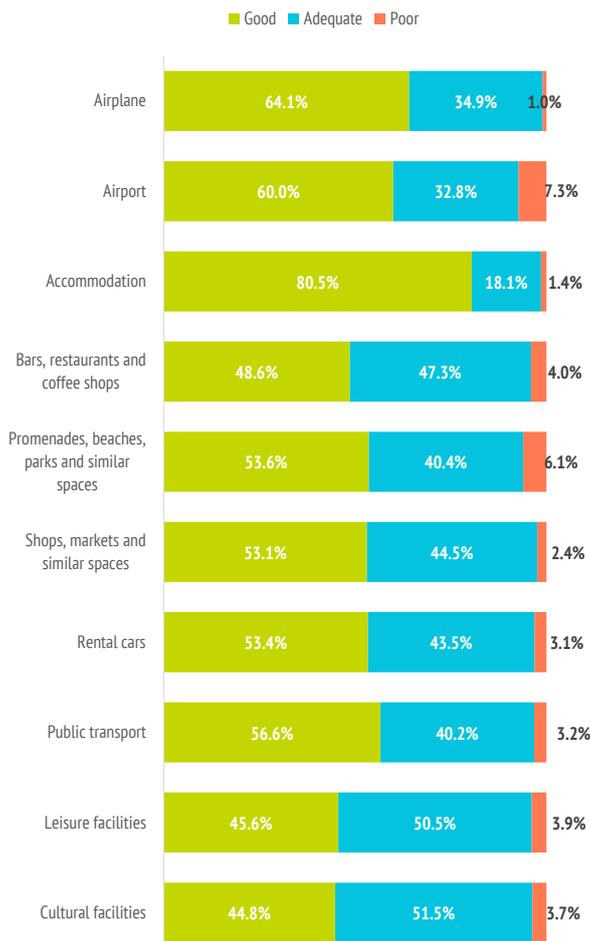
### Health safety

Planning the trip: Importance	Norway	All markets
Average rating (scale 0-10)	8.11	7.99

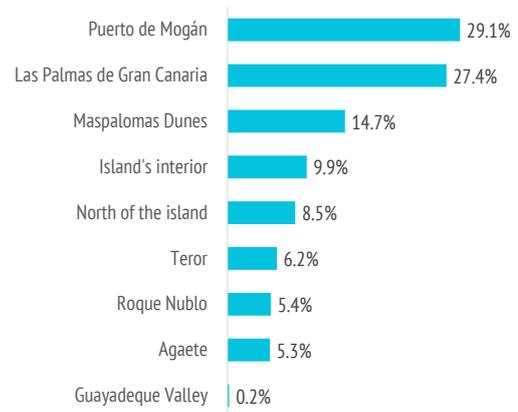
During the stay: Rate	Norway	All markets
Average rating (scale 0-10)	8.43	8.42

### HEALTH SAFETY MEASURES (RATE)



Share by islands	Norway	All markets
Lanzarote	0.5%	16.7%
Fuerteventura	0.3%	14.6%
Gran Canaria	87.0%	26.8%
Tenerife	12.0%	40.2%
La Palma	0.2%	1.8%

### MOST VISITED PLACES IN GRAN CANARIA



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

### How do they rate the Canary Islands?

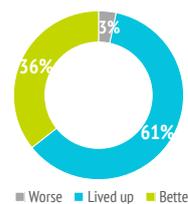
Satisfaction (scale 0-10)	Norway	All markets
Average rating	8.71	8.86

Experience in the Canary Islands	Norway	All markets
Worse or much worse than expected	3.3%	2.7%
Lived up to expectations	61.0%	51.4%
Better or much better than expected	35.6%	45.9%

Future intentions (scale 1-10)	Norway	All markets
Return to the Canary Islands	9.00	8.86
Recommend visiting the Canary Island	8.91	9.10



Experience in the Canary Islands

9.00/10

Return to the Canary Islands

8.91/10

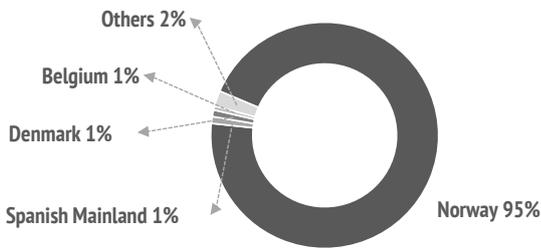
Recommend visiting the Canary Islands

### How many are loyal to the Canary Islands?

	Norway	All markets
<b>Repeat tourists</b>	<b>85.9%</b>	<b>68.0%</b>
Repeat tourists (last 5 years)	78.3%	61.9%
Repeat tourists (last 5 years) (5 or more)	24.4%	15.0%
<b>At least 10 previous visits</b>	<b>34.2%</b>	<b>18.3%</b>

Where does the flight come from?

	%	Absolute
Norway	95.3%	75,537
Spanish Mainland	1.0%	766
Denmark	1.0%	755
Belgium	0.6%	460
Germany	0.5%	418
Finland	0.4%	355
Others	1.2%	965



Who do they come with?

	Norway	All markets
Unaccompanied	14.4%	13.5%
Only with partner	48.3%	48.2%
Only with children (< 13 years old)	3.0%	3.9%
Partner + children (< 13 years old)	5.1%	4.9%
Other relatives	8.3%	8.4%
Friends	9.0%	8.5%
Work colleagues	0.0%	0.8%
Organized trip	0.3%	0.2%
Other combinations (1)	11.5%	11.5%
<i>(1) Different situations have been isolated</i>		
<b>Tourists with children</b>	<b>12.7%</b>	<b>12.5%</b>
- Between 0 and 2 years old	0.0%	1.2%
- Between 3 and 12 years old	11.5%	10.2%
- Between 0 -2 and 3-12 years	1.1%	1.0%
<b>Tourists without children</b>	<b>87.3%</b>	<b>87.5%</b>
<b>Group composition:</b>		
- 1 person	15.5%	16.5%
- 2 people	59.8%	56.7%
- 3 people	9.1%	10.7%
- 4 or 5 people	11.6%	13.6%
- 6 or more people	3.9%	2.5%
<b>Average group size:</b>	<b>2.43</b>	<b>2.37</b>

\*People who share the main expenses of the trip



(Under the age of 13)

12.7% of Norwegians travel with children.

(Canary Islands: 12.5%)

Who are they?

	Norway	All markets
<b>Gender</b>		
Men	47.6%	49.6%
Women	52.4%	50.4%
<b>Age</b>		
Average age (tourist > 15 years old)	51.2	43.3
Standard deviation	16.9	15.6
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	10.4%	11.9%
25 - 30 years old	4.8%	14.8%
31 - 45 years old	18.6%	30.2%
46 - 60 years old	29.6%	26.6%
Over 60 years old	36.5%	16.4%
<b>Occupation</b>		
Salaried worker	53.0%	57.8%
Self-employed	4.7%	11.1%
Unemployed	0.2%	1.7%
Business owner	11.2%	10.0%
Student	3.7%	5.9%
Retired	24.4%	12.2%
Unpaid domestic work	0.0%	0.5%
Others	2.9%	0.9%
<b>Annual household income level</b>		
Less than €25,000	4.6%	16.1%
€25,000 - €49,999	19.0%	37.0%
€50,000 - €74,999	25.4%	23.4%
More than €74,999	51.1%	23.5%
<b>Education level</b>		
No studies	0.3%	2.2%
Primary education	4.2%	2.2%
Secondary education	28.9%	18.8%
Higher education	66.7%	76.9%



8 IN 10 TOURISTS ARE REPEATERS

51 YEARS OLD

AVERAGE AGE

48% ONLY WITH PARTNER



Pictures: Freepik.com