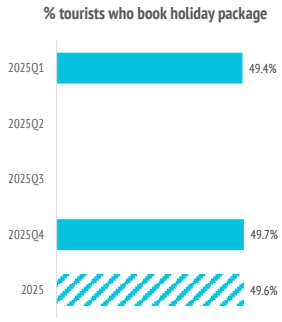
Tourist profile by quarter of trip (2025)

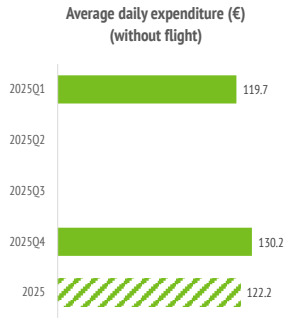
NORWAY

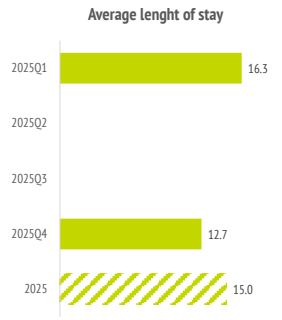
How many are they and how much do they spend?

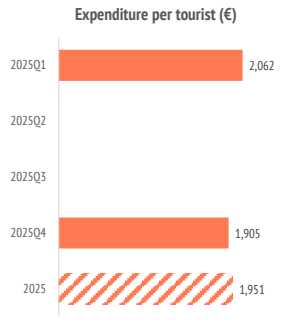
	2025Q1	2025Q2	2025Q3	2025Q4	2025
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**187**	--	--	**158**	**428**
Tourist arrivals ≥ 16 years old (EGT) (*)	**161**	--	--	**131**	**362**
- % tourists who book holiday package	49.4%	--	--	49.7%	**49.6%**
Children < 16 years old (FRONTUR - EGT) *(*)*	26	--	--	27	**66**
Expenditure per tourist (€)	**2,062**	--	--	**1,905**	**1,951**
- book holiday package	2,136	--	--	1,967	**2,014**
- holiday package	1,635	--	--	1,574	**1,550**
- others	501	--	--	393	**464**
- do not book holiday package	1,990	--	--	1,844	**1,889**
- flight	505	--	--	604	**557**
- accommodation	706	--	--	504	**566**
- others	778	--	--	736	**767**
Average lenght of stay	**16.3**	--	--	**12.7**	**15.0**
- Median	9.5	--	--	8.0	**9.0**
Average daily expenditure (€)	**166.2**	--	--	**192.0**	**173.5**
- Median	175.8	--	--	198.7	**172.5**
Average daily expenditure (without flight)	**119.7**	--	--	**130.2**	**122.2**
- Median	124.6	--	--	143.1	**122.6**
Average cost of the flight (€)	**534.4**	--	--	**604.7**	**558.9**
Total turnover (≥ 16 years old) (€m)	**332**	--	--	**249**	**706**
Turnover without flight (≥ 16 years old) (€m)	**246**	--	--	**170**	**504**

(*) Thousands of tourists









% Tourists whose spending has been greater than €0 in each item

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Accommodation:					
- Accommodation	83.2%	--	--	77.8%	**79.0%**
- Additional accommodation expenses	3.7%	--	--	7.1%	**5.3%**
Transport:					
- National/International Transport	97.0%	--	--	97.8%	**97.4%**
- Flights between islands	2.5%	--	--	1.4%	**2.4%**
- Taxi	63.1%	--	--	60.5%	**60.4%**
- Car rental	16.9%	--	--	15.2%	**17.2%**
- Public transport	19.0%	--	--	19.1%	**18.2%**
Food and drink:					
- Food purchases at supermarkets	64.5%	--	--	65.4%	**65.7%**
- Restaurants	76.5%	--	--	80.8%	**78.4%**
Leisure:					
- Organized excursions	11.8%	--	--	16.2%	**14.6%**
- Sport activities	3.8%	--	--	6.3%	**5.1%**
- Cultural activities	2.5%	--	--	2.4%	**2.5%**
- Museums	2.1%	--	--	1.1%	**1.8%**
- Theme Parks	4.2%	--	--	5.0%	**4.9%**
- Discos and pubs	7.8%	--	--	6.6%	**7.1%**
- Wellness	10.5%	--	--	7.7%	**8.4%**
Purchases of goods:					
- Souvenirs	31.9%	--	--	30.1%	**30.8%**
- Other expenses	0.0%	--	--	0.8%	**0.6%**
Other:					
- Medical or pharmaceutical expenses	7.0%	--	--	6.1%	**6.0%**
- Other expenses	3.4%	--	--	7.3%	**4.6%**

Average expenditure of tourists whose spending has been greater than €0 in each item

Expenditure per tourist and trip (€)	2025Q1	2025Q2	2025Q3	2025Q4	2025
Accommodation:	**1,663**	--	--	**1,119**	**1,254**
- Accommodation	1,013	--	--	896	**932**
- Additional accommodation expenses	650	--	--	224	**322**
Transport:	**955**	--	--	**966**	**968**
- National/International Transport	551	--	--	618	**574**
- Flights between islands	56	--	--	53	**80**
- Taxi	127	--	--	111	**117**
- Car rental	188	--	--	159	**167**
- Public transport	33	--	--	25	**30**
Food and drink:	**624**	--	--	**524**	**587**
- Food purchases at supermarkets	233	--	--	198	**219**
- Restaurants	391	--	--	327	**368**
Leisure:	**643**	--	--	**557**	**636**
- Organized excursions	98	--	--	132	**117**
- Sport activities	164	--	--	92	**121**
- Cultural activities	51	--	--	45	**61**
- Museums	48	--	--	17	**40**
- Theme Parks	74	--	--	78	**78**
- Discos and pubs	91	--	--	82	**106**
- Wellness	117	--	--	111	**114**
Purchases of goods:	**116**	--	--	**380**	**454**
- Souvenirs	116	--	--	117	**127**
- Other expenses	0	--	--	262	**327**
Other:	**299**	--	--	**176**	**205**
- Medical or pharmaceutical expenses	51	--	--	60	**55**
- Other expenses	248	--	--	116	**150**

Source: Tourist Expenditure Survey (EGT, ISTAC).

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

Tourist profile by quarter of trip (2025)

NORWAY

What is the main purpose of their trip?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Holiday, leisure	93.8%	--	--	93.5%	**93.8%**
Visiting family or friends	5.0%	--	--	5.3%	**4.7%**
Business and work	0.0%	--	--	0.0%	**0.2%**
Education and training	0.0%	--	--	0.0%	**0.0%**
Sports training	0.5%	--	--	0.7%	**0.5%**
Health or medical care	0.2%	--	--	0.5%	**0.5%**
Fairs and congresses	0.0%	--	--	0.0%	**0.0%**
Others	0.5%	--	--	0.0%	**0.3%**

What is the main motivation for their holidays?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Rest	67.1%	--	--	54.8%	**61.0%**
Enjoy family time	19.1%	--	--	26.6%	**21.1%**
Have fun	3.8%	--	--	4.1%	**4.8%**
Explore the destination	4.9%	--	--	9.7%	**7.7%**
Practice their hobbies	3.9%	--	--	2.8%	**3.2%**
Other reasons	1.2%	--	--	1.9%	**2.2%**

Where did they spend their main holiday last year? *

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Didn't have holidays	20.6%	--	--	19.5%	**20.6%**
Canary Islands	53.0%	--	--	45.5%	**45.4%**
Other destination	26.4%	--	--	35.0%	**34.1%**
- Balearic Islands	0.9%	--	--	1.9%	**1.2%**
- Rest of Spain	7.2%	--	--	8.3%	**6.6%**
- Italy	1.3%	--	--	3.8%	**3.9%**
- France	2.5%	--	--	3.7%	**2.9%**
- Turkey	2.3%	--	--	0.9%	**1.9%**
- Greece	6.8%	--	--	6.4%	**6.2%**
- Portugal	0.0%	--	--	1.6%	**0.9%**
- Croatia	2.8%	--	--	2.2%	**2.5%**
- Egypt	0.0%	--	--	0.0%	**0.2%**
- Tunisia	0.0%	--	--	0.0%	**0.2%**
- Morocco	0.0%	--	--	0.2%	**0.1%**
- Others	2.6%	--	--	6.0%	**7.5%**

** Percentage of valid answers*

What other destinations did they consider for this trip? *

	2025Q1	2025Q2	2025Q3	2025Q4	2025
None (I was clear about "this Canary Island")	60.1%	--	--	52.2%	**54.5%**
Canary Islands (other island)	25.6%	--	--	22.6%	**23.1%**
Other destination	14.4%	--	--	25.2%	**22.3%**
- Balearic Islands	0.0%	--	--	0.2%	**0.3%**
- Rest of Spain	4.5%	--	--	5.3%	**5.6%**
- Italy	0.4%	--	--	3.5%	**2.3%**
- France	0.7%	--	--	2.3%	**1.5%**
- Turkey	0.8%	--	--	3.1%	**1.8%**
- Greece	2.1%	--	--	5.6%	**4.9%**
- Portugal	1.3%	--	--	1.2%	**1.7%**
- Croatia	0.4%	--	--	1.9%	**1.5%**
- Egypt	0.8%	--	--	1.2%	**1.1%**
- Others	3.2%	--	--	0.9%	**1.8%**

** Percentage of valid answers*

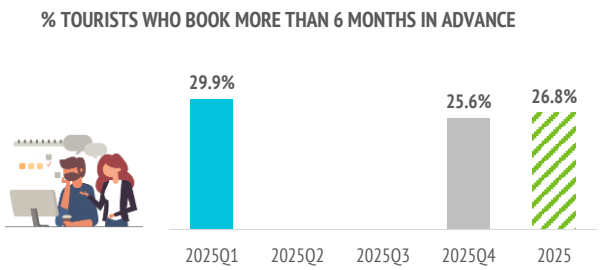
Importance of each factor in the destination choice

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Climate	89.5%	--	--	90.4%	**87.9%**
Sea	44.9%	--	--	46.8%	**45.2%**
Beaches	40.0%	--	--	45.2%	**41.3%**
Safety	41.0%	--	--	36.9%	**39.5%**
Accommodation supply	40.1%	--	--	35.3%	**36.7%**
Effortless trip	30.5%	--	--	35.1%	**33.1%**
Tranquility	36.3%	--	--	33.5%	**35.1%**
European belonging	28.3%	--	--	32.5%	**31.3%**
Price	22.0%	--	--	23.8%	**22.5%**
Environment	24.0%	--	--	20.8%	**22.3%**
Gastronomy	17.7%	--	--	19.7%	**19.7%**
Landscapes	16.0%	--	--	16.1%	**16.3%**
Hiking trail network	16.2%	--	--	11.0%	**13.1%**
Authenticity	8.1%	--	--	10.8%	**9.6%**
Exoticism	5.6%	--	--	9.2%	**7.2%**
Fun possibilities	13.5%	--	--	8.8%	**11.1%**
Nightlife	8.1%	--	--	4.8%	**6.8%**
Shopping	5.8%	--	--	4.1%	**6.4%**
Historical heritage	2.1%	--	--	1.5%	**2.3%**
Culture	3.4%	--	--	0.6%	**3.2%**

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.

How far in advance do they book their trip?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
The same day	0.3%	--	--	2.9%	**1.5%**
Between 1 and 30 days	18.8%	--	--	25.5%	**22.3%**
Between 1 and 2 months	20.0%	--	--	19.6%	**20.6%**
Between 3 and 6 months	30.9%	--	--	26.4%	**28.7%**
More than 6 months	29.9%	--	--	25.6%	**26.8%**



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

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Previous visits to the Canary Islands	64.0%	--	--	64.2%	**63.1%**
Friends or relatives	29.0%	--	--	26.5%	**27.2%**
Internet or social media	33.9%	--	--	33.7%	**33.5%**
Mass Media	0.0%	--	--	0.2%	**0.2%**
Travel guides and magazines	1.7%	--	--	1.6%	**1.7%**
Travel Blogs or Forums	0.0%	--	--	2.6%	**1.1%**
Travel TV Channels	0.0%	--	--	0.3%	**0.5%**
Tour Operator or Travel Agency	19.4%	--	--	23.6%	**20.6%**
Public administrations or similar	0.0%	--	--	1.6%	**0.6%**
Others	2.0%	--	--	1.3%	**1.9%**

** Multi-choise question*

Tourist profile by quarter of trip (2025)

NORWAY

With whom did they book their flight and accommodation?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Flight					
- Directly with the airline	47.8%	--	--	41.9%	**46.2%**
- Tour Operator or Travel Agency	52.2%	--	--	58.1%	**53.8%**
Accommodation					
- Directly with the accommodation	36.9%	--	--	29.4%	**34.1%**
- Tour Operator or Travel Agency	52.2%	--	--	58.1%	**53.8%**

Where are they from?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Norway	96.9%	--	--	92.8%	**93.9%**
Denmark	2.3%	--	--	4.2%	**3.7%**
Spanish Mainland	0.3%	--	--	1.0%	**0.9%**
Sweden	0.1%	--	--	0.7%	**0.5%**
Poland	0.0%	--	--	0.7%	**0.3%**
Hungary	0.0%	--	--	0.7%	**0.2%**
Others	0.4%	--	--	0.0%	**0.5%**

Where do they stay?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
1-2-3* Hotel	11.4%	--	--	13.2%	**12.7%**
4* Hotel	18.1%	--	--	17.9%	**18.9%**
5* Hotel / 5* Luxury Hotel	4.6%	--	--	4.2%	**4.6%**
Aparthotel / Tourist Villa	36.7%	--	--	30.0%	**32.4%**
House/room rented in a private dwelling	17.7%	--	--	14.6%	**14.6%**
Private accommodation (1)	9.4%	--	--	15.7%	**13.9%**
Others (Cottage, cruise, camping,..)	2.0%	--	--	4.3%	**3.0%**

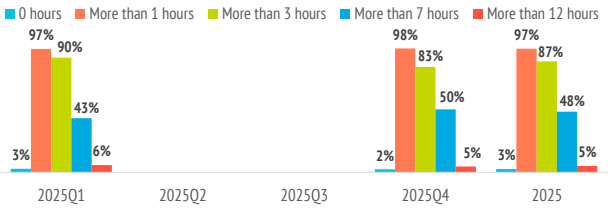
(1) Own property /House of friends or relatives / Free housing exchange / Other private accommodation.

What do they book?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Room only	58.1%	--	--	58.8%	**57.2%**
Bed and Breakfast	15.7%	--	--	16.2%	**17.5%**
Half board	5.7%	--	--	6.1%	**5.9%**
Full board	1.8%	--	--	0.6%	**1.2%**
All inclusive	18.6%	--	--	18.3%	**18.2%**

Activities in the Canary Islands

Outdoor time per day	2025Q1	2025Q2	2025Q3	2025Q4	2025
0 hours	2.8%	--	--	2.4%	**2.5%**
1 - 2 hours	6.9%	--	--	14.5%	**10.0%**
3 - 6 hours	47.7%	--	--	33.6%	**39.7%**
7 - 12 hours	36.9%	--	--	45.0%	**42.8%**
More than 12 hours	5.7%	--	--	4.6%	**5.0%**
Outdoor time per day	6.7	--	--	6.7	**6.8**



Activities in the Canary Islands	2025Q1	2025Q2	2025Q3	2025Q4	2025
Walk, wander	73.1%	--	--	79.8%	**76.0%**
Beach	56.3%	--	--	66.0%	**59.6%**
Swimming pool, hotel facilities	58.2%	--	--	62.8%	**60.5%**
Hiking	48.8%	--	--	44.1%	**44.6%**
Explore the island on their own	34.5%	--	--	34.1%	**33.4%**
Nightlife / concerts / shows	16.9%	--	--	15.7%	**17.1%**
Wineries / markets / popular festivals	13.6%	--	--	15.3%	**14.4%**
Running	8.6%	--	--	11.0%	**10.3%**
Beauty and health treatments	9.7%	--	--	10.0%	**9.7%**
Taste Canarian gastronomy	7.7%	--	--	10.0%	**8.3%**
Swim	5.0%	--	--	9.1%	**7.2%**
Organized excursions	9.3%	--	--	8.6%	**8.8%**
Theme parks	7.4%	--	--	8.5%	**8.3%**
Sea excursions / whale watching	2.0%	--	--	8.1%	**4.6%**
Other Nature Activities	3.1%	--	--	5.2%	**4.0%**
Museums / exhibitions	5.5%	--	--	4.3%	**5.2%**
Scuba Diving	1.4%	--	--	3.5%	**2.2%**
Cycling / Mountain bike	3.2%	--	--	3.5%	**3.2%**
Golf	2.3%	--	--	3.3%	**3.0%**
Practice other sports	2.2%	--	--	3.3%	**3.0%**
Astronomical observation	1.6%	--	--	3.1%	**1.9%**
Surf	1.7%	--	--	0.6%	**1.2%**
Windsurf / Kitesurf	0.4%	--	--	0.5%	**0.4%**

** Multi-choise question*

Tourist tax *(Data available from Q1 2025 to Q3 2025)*

Have they visited any holiday destination in the last five years where they were charged a tourist tax?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Yes	33.5%	--	--	--	**--**
No	48.0%	--	--	--	**--**
Not remember	18.6%	--	--	--	**--**

Do they exclude destinations with tourist tax?	2025Q1	2025Q2	2025Q3	2025Q4	2025
Yes	17.0%	--	--	--	**--**
No	83.0%	--	--	--	**--**

How much would they be willing to pay?	2025Q1	2025Q2	2025Q3	2025Q4	2025
Up to 1 euro	37.8%	--	--	--	**--**
Up to 2 euros	30.3%	--	--	--	**--**
Up to 3 euros	14.8%	--	--	--	**--**
More than 3 euros	17.1%	--	--	--	**--**

Would they be willing to pay a tourist tax for each day of accommodation in the Canary Islands?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Yes	61.3%	--	--	--	**--**
- For any purpose	19.9%	--	--	--	**--**
- Improve living conditions	15.9%	--	--	--	**--**
- Improve economic development	3.3%	--	--	--	**--**
- Improve the environment	13.7%	--	--	--	**--**
- Improve the tourist environment	4.8%	--	--	--	**--**
- Other purposes	3.6%	--	--	--	**--**
Not sure	26.6%	--	--	--	**--**
No	12.1%	--	--	--	**--**

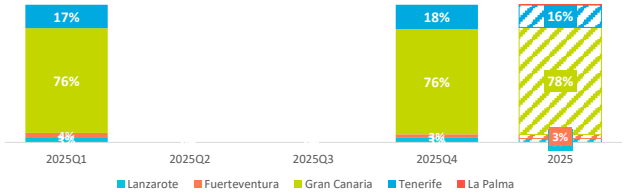
Tourist profile by quarter of trip (2025)

NORWAY

Which island do they choose?

Tourists (≥ 16 year old)	2025Q1	2025Q2	2025Q3	2025Q4	2025
Lanzarote	5,139	--	--	4,272	10,387
Fuerteventura	5,939	--	--	3,432	10,549
Gran Canaria	122,490	--	--	99,897	280,976
Tenerife	27,377	--	--	23,073	59,475
La Palma	0	--	--	0	50

Share by islands	2025Q1	2025Q2	2025Q3	2025Q4	2025
Lanzarote	3.2%	--	--	3.3%	2.9%
Fuerteventura	3.7%	--	--	2.6%	2.9%
Gran Canaria	76.1%	--	--	76.4%	77.7%
Tenerife	17.0%	--	--	17.7%	16.5%
La Palma	0.0%	--	--	0.0%	0.0%



How many are loyal to the Canary Islands?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Repeat tourists	88.8%	--	--	85.9%	86.1%
At least 10 previous visits	40.3%	--	--	39.3%	40.2%
Repeat tourists (last 5 years)	83.7%	--	--	80.5%	81.2%
Repeat tourists (last 5 years)(5 or more visits)	29.5%	--	--	32.0%	30.0%

Who are they?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Gender					
Men	45.2%	--	--	55.4%	50.8%
Women	54.8%	--	--	44.6%	49.2%
Age					
Average age	57.9	--	--	54.8	56.2
Standard deviation	17.6	--	--	17.5	17.5
Age range					
16 - 24 years old	6.2%	--	--	6.8%	5.9%
25 - 30 years old	3.2%	--	--	4.2%	4.4%
31 - 45 years old	17.1%	--	--	21.3%	19.2%
46 - 60 years old	18.2%	--	--	22.0%	20.9%
Over 60 years old	55.4%	--	--	45.7%	49.5%
Occupation					
Salaried worker	42.4%	--	--	51.5%	48.1%
Self-employed	4.0%	--	--	5.1%	4.8%
Unemployed	0.0%	--	--	0.3%	0.2%
Business owner	4.4%	--	--	6.4%	4.9%
Student	2.4%	--	--	2.2%	2.1%
Retired	44.3%	--	--	34.1%	38.4%
Unpaid domestic work	0.5%	--	--	0.0%	0.2%
Others	1.9%	--	--	0.4%	1.2%
Annual household income level					
Less than €25,000	3.1%	--	--	2.0%	2.7%
€25,000 - €49,999	12.9%	--	--	12.5%	13.9%
€50,000 - €74,999	32.1%	--	--	29.4%	31.0%
More than €74,999	51.9%	--	--	56.0%	52.4%
Education level					
No studies	0.7%	--	--	1.2%	0.9%
Primary education	3.2%	--	--	2.5%	3.3%
Secondary education	26.5%	--	--	29.1%	27.6%
Higher education	69.5%	--	--	67.2%	68.2%

How many islands do they visit during their trip?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
One island	96.0%	--	--	98.0%	96.4%
Two islands	4.0%	--	--	1.9%	3.4%
Three or more islands	0.0%	--	--	0.2%	0.3%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2025Q1	2025Q2	2025Q3	2025Q4	2025
Average rating	8.45	--	--	8.69	8.58

Experience in the Canary Islands	2025Q1	2025Q2	2025Q3	2025Q4	2025
Worse or much worse than expected	0.7%	--	--	1.9%	1.6%
Lived up to expectations	68.0%	--	--	61.9%	66.0%
Better or much better than expected	31.2%	--	--	36.2%	32.4%

Future intentions (scale 0-10)	2025Q1	2025Q2	2025Q3	2025Q4	2025
Return to the Canary Islands	8.82	--	--	9.01	8.90
Recommend visiting the Canary Islands	8.85	--	--	8.96	8.89

Who do they come with?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Unaccompanied	9.4%	--	--	12.9%	11.9%
Only with partner	49.8%	--	--	46.3%	47.8%
Only with children (< 13 years old)	2.1%	--	--	1.7%	2.4%
Partner + children (< 13 years old)	4.9%	--	--	6.1%	5.2%
Other relatives	7.3%	--	--	9.8%	8.1%
Friends	9.4%	--	--	5.7%	7.9%
Work colleagues	0.0%	--	--	0.2%	0.1%
Organized trip	0.4%	--	--	0.0%	0.2%
Other combinations (2)	16.6%	--	--	17.3%	16.5%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**13.5%**	**--**	**--**	**16.1%**	**14.3%**
- Between 0 and 2 years old	2.2%	--	--	0.2%	1.1%
- Between 3 and 12 years old	11.3%	--	--	14.4%	12.4%
- Between 0 -2 and 3-12 years old	0.0%	--	--	1.6%	0.7%
Tourists without children	**86.5%**	**--**	**--**	**83.9%**	**85.7%**
Group composition:					
- 1 person	11.8%	--	--	17.0%	15.2%
- 2 people	62.5%	--	--	51.2%	56.9%
- 3 people	7.3%	--	--	10.1%	9.0%
- 4 or 5 people	14.1%	--	--	15.9%	14.6%
- 6 or more people	4.3%	--	--	5.8%	4.3%
Average group size:	**2.49**	**--**	**--**	**2.67**	**2.52**

**People who share the main expenses of the trip*

Source: Tourist Expenditure Survey (EGT, ISTAC).

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