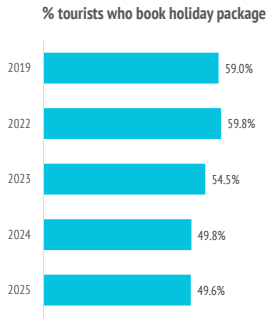
Tourist profile. Historical data (2019 - 2025)

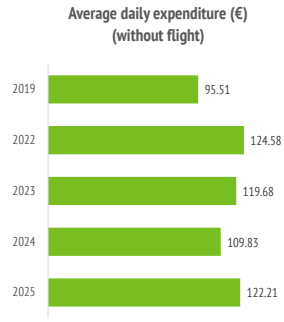
Norway

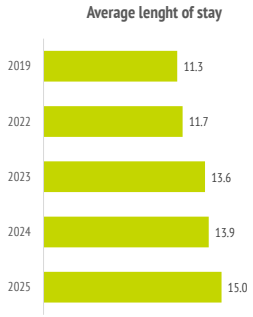
How many are they and how much do they spend?

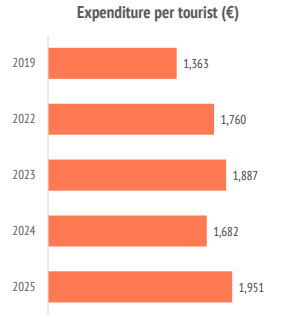
	2019	2022	2023	2024	2025
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**432**	**333**	**408**	**445**	**428**
Tourist arrivals ≥ 16 years old (EGT) (*)	**372**	**296**	**359**	**385**	**362**
- % tourists who book holiday package	59.0%	59.8%	54.5%	49.8%	49.6%
Children < 16 years old (FRONTUR - EGT) (*)	60	37	49	60	66
Expenditure per tourist (€)	**1,363**	**1,760**	**1,887**	**1,682**	**1,951**
- book holiday package	1,448	1,873	1,871	1,843	2,014
- holiday package	1,060	1,502	1,401	1,363	1,550
- others	388	371	469	480	464
- do not book holiday package	1,240	1,591	1,908	1,521	1,889
- flight	387	518	581	457	557
- accommodation	357	403	603	443	566
- others	496	670	723	621	767
Average lenght of stay	**11.3**	**11.7**	**13.6**	**13.9**	**15.0**
- Median	8.3	8.5	8.8	9.0	**9.0**
Average daily expenditure (€)	**140.78**	**187.05**	**172.17**	**160.17**	**173.52**
- Median	124.65	169.86	162.76	148.44	**172.49**
Average daily expenditure (without flight)	**95.51**	**124.58**	**119.68**	**109.83**	**122.21**
- Median	81.13	116.53	111.24	103.50	**122.65**
Average cost of the flight (€)	**423.8**	**563.9**	**552.6**	**500.3**	**558.9**
Total turnover (≥ 16 years old) (€m)	**507**	**521**	**677**	**647**	**706**
Turnover without flight (≥ 16 years old) (€m)	**349**	**354**	**479**	**455**	**504**

(*) Thousands of tourists









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

	2019	2022	2023	2024	2025
Accommodation:					
- Accommodation	80.5%	80.6%	80.2%	78.1%	79.0%
- Additional accommodation expenses	4.1%	4.8%	4.0%	3.6%	5.3%
Transport:					
- National/International Transport	96.5%	96.7%	96.6%	94.6%	97.4%
- Flights between islands	3.1%	2.6%	4.4%	2.0%	2.4%
- Taxi	53.8%	63.0%	61.9%	56.5%	60.4%
- Car rental	16.6%	13.4%	17.6%	18.7%	17.2%
- Public transport	10.2%	11.5%	12.6%	15.1%	18.2%
Food and drink:					
- Food purchases at supermarkets	63.5%	63.3%	67.8%	71.2%	65.7%
- Restaurants	73.9%	72.8%	75.1%	73.3%	78.4%
Leisure:					
- Organized excursions	8.7%	12.9%	14.2%	14.4%	14.6%
- Sport activities	2.9%	5.7%	6.1%	6.0%	5.1%
- Cultural activities	1.1%	1.5%	2.0%	2.3%	2.5%
- Museums	1.3%	2.3%	1.2%	2.0%	1.8%
- Theme Parks	3.9%	6.9%	7.6%	6.8%	4.9%
- Discos and pubs	6.9%	7.3%	8.1%	7.6%	7.1%
- Wellness	5.5%	9.1%	7.8%	5.7%	8.4%
Purchases of goods:					
- Souvenirs	30.0%	32.1%	29.2%	30.5%	30.8%
- Other expenses	0.3%	1.2%	1.6%	1.1%	0.6%
Other:					
- Medical or pharmaceutical expenses	5.9%	7.1%	7.8%	4.3%	6.0%
- Other expenses	6.1%	5.7%	6.2%	4.4%	4.6%

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

Expenditure per tourist and trip (€)	2019	2022	2023	2024	2025
Accommodation:	**765**	**1,045**	**1,073**	**1,025**	**1,254**
- Accommodation	598	809	879	765	932
- Additional accommodation expenses	167	236	194	260	322
Transport:	**737**	**1,010**	**984**	**1,024**	**968**
- National/International Transport	439	583	572	529	574
- Flights between islands	105	92	75	142	80
- Taxi	71	111	105	96	117
- Car rental	99	189	182	204	167
- Public transport	23	35	51	53	30
Food and drink:	**439**	**452**	**540**	**516**	**587**
- Food purchases at supermarkets	160	166	180	217	219
- Restaurants	279	286	360	299	368
Leisure:	**563**	**650**	**560**	**546**	**636**
- Organized excursions	104	100	89	117	117
- Sport activities	60	81	92	90	121
- Cultural activities	65	60	84	108	61
- Museums	33	36	46	39	40
- Theme Parks	113	125	75	60	78
- Discos and pubs	130	150	111	73	106
- Wellness	57	99	62	59	114
Purchases of goods:	**185**	**1,169**	**1,248**	**421**	**454**
- Souvenirs	137	152	133	166	127
- Other expenses	48	1,017	1,115	255	327
Other:	**138**	**121**	**138**	**141**	**205**
- Medical or pharmaceutical expenses	80	53	77	39	55
- Other expenses	58	67	61	102	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. Historical data (2019 - 2025)

Norway

What is the main purpose of their trip?

	2019	2022	2023	2024	2025
Holiday, leisure	91.6%	94.0%	93.1%	92.8%	93.8%
Visiting family or friends	5.3%	3.0%	4.7%	5.0%	4.7%
Business and work	1.0%	0.7%	0.5%	0.3%	0.2%
Education and training	0.1%	0.1%	0.2%	0.2%	0.0%
Sports training	0.8%	0.2%	0.1%	0.5%	0.5%
Health or medical care	0.4%	0.6%	0.7%	0.7%	0.5%
Fairs and congresses	0.1%	0.0%	0.0%	0.0%	0.0%
Others	0.7%	1.3%	0.7%	0.5%	0.3%

What is the main motivation for their holidays?

	2019	2022	2023	2024	2025
Rest	70.5%	65.0%	63.8%	65.7%	61.0%
Enjoy family time	17.6%	21.2%	22.5%	19.4%	21.1%
Have fun	2.7%	5.9%	4.1%	3.7%	4.8%
Explore the destination	5.5%	5.0%	5.0%	6.4%	7.7%
Practice their hobbies	2.5%	1.4%	2.1%	3.4%	3.2%
Other reasons	1.2%	1.6%	2.5%	1.5%	2.2%

Where did they spend their main holiday last year? *

	2019	2022	2023	2024	2025
Didn't have holidays	--	59.0%	26.7%	22.8%	20.6%
Canary Islands	--	21.2%	31.5%	36.1%	45.4%
Other destination	--	19.7%	41.7%	41.1%	34.1%
- Balearic Islands	--	1.0%	1.5%	1.6%	1.2%
- Rest of Spain	--	3.2%	8.6%	7.2%	6.6%
- Italy	--	1.5%	4.8%	4.5%	3.9%
- France	--	1.3%	2.3%	2.2%	2.9%
- Turkey	--	0.7%	1.3%	1.9%	1.9%
- Greece	--	2.5%	8.2%	7.9%	6.2%
- Portugal	--	0.3%	1.0%	1.6%	0.9%
- Croatia	--	1.5%	1.9%	2.3%	2.5%
- Egypt	--	0.2%	0.6%	0.7%	0.2%
- Tunisia	--	0.2%	0.0%	0.2%	0.2%
- Morocco	--	0.0%	0.1%	0.3%	0.1%
- Others	--	7.4%	11.4%	10.6%	7.5%

** Percentage of valid answers*

What other destinations did they consider for this trip? *

	2019	2022	2023	2024	2025
None (I was clear about "this Canary Island")	--	50.2%	50.8%	47.2%	54.5%
Canary Islands (other island)	--	23.8%	19.5%	21.8%	23.1%
Other destination	--	26.0%	29.7%	31.0%	22.3%
- Balearic Islands	--	0.9%	1.0%	1.4%	0.3%
- Rest of Spain	--	6.3%	7.1%	8.2%	5.6%
- Italy	--	3.4%	3.7%	3.7%	2.3%
- France	--	0.8%	1.4%	1.1%	1.5%
- Turkey	--	1.7%	1.4%	1.7%	1.8%
- Greece	--	6.2%	6.7%	6.8%	4.9%
- Portugal	--	2.4%	1.5%	3.1%	1.7%
- Croatia	--	2.0%	2.5%	1.4%	1.5%
- Egypt	--	0.6%	1.7%	2.4%	1.1%
- Others	--	1.5%	2.7%	1.3%	1.8%

** Percentage of valid answers*

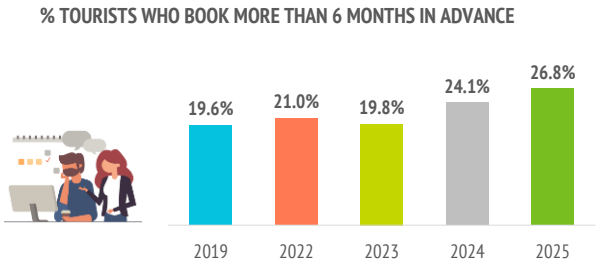
Importance of each factor in the destination choice

	2019	2022	2023	2024	2025
Climate	87.9%	88.2%	84.4%	84.0%	87.9%
Sea	43.6%	51.1%	42.4%	45.6%	45.2%
Beaches	40.8%	47.5%	37.0%	44.6%	41.3%
Safety	41.6%	42.8%	41.3%	42.8%	39.5%
Accommodation supply	37.1%	41.7%	35.7%	42.2%	36.7%
Tranquility	35.3%	32.5%	33.1%	34.6%	35.1%
Effortless trip	35.4%	39.6%	34.6%	35.3%	33.1%
European belonging	27.6%	34.9%	27.9%	34.4%	31.3%
Price	26.7%	22.8%	24.6%	26.4%	22.5%
Environment	20.3%	22.0%	21.4%	25.6%	22.3%
Gastronomy	17.5%	24.9%	18.3%	21.1%	19.7%
Landscapes	14.9%	17.8%	14.8%	19.0%	16.3%
Hiking trail network	14.6%	12.0%	13.3%	13.5%	13.1%
Fun possibilities	12.1%	20.6%	13.9%	16.9%	11.1%
Authenticity	5.9%	7.5%	6.8%	9.2%	9.6%
Exoticism	4.2%	7.7%	4.7%	6.8%	7.2%
Nightlife	5.9%	11.2%	6.9%	8.8%	6.8%
Shopping	8.5%	9.8%	8.7%	9.4%	6.4%
Culture	3.6%	7.8%	4.3%	6.2%	3.2%
Historical heritage	4.1%	3.6%	3.3%	3.8%	2.3%

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?

	2019	2022	2023	2024	2025
The same day	0.8%	1.3%	0.9%	0.4%	1.5%
Between 1 and 30 days	28.7%	27.3%	25.8%	25.2%	22.3%
Between 1 and 2 months	23.7%	20.5%	20.9%	25.0%	20.6%
Between 3 and 6 months	27.3%	29.9%	32.6%	25.3%	28.7%
More than 6 months	19.6%	21.0%	19.8%	24.1%	26.8%



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

	2019	2022	2023	2024	2025
Previous visits to the Canary Islands	63.7%	61.1%	58.3%	57.8%	63.1%
Friends or relatives	23.5%	27.6%	27.2%	28.6%	27.2%
Internet or social media	48.5%	40.0%	41.4%	38.4%	33.5%
Mass Media	1.0%	1.5%	1.6%	1.2%	0.2%
Travel guides and magazines	3.0%	1.9%	2.0%	2.4%	1.7%
Travel Blogs or Forums	1.8%	1.0%	1.3%	0.7%	1.1%
Travel TV Channels	0.2%	0.4%	0.6%	0.5%	0.5%
Tour Operator or Travel Agency	24.3%	24.0%	22.5%	20.1%	20.6%
Public administrations or similar	0.1%	0.3%	0.2%	0.8%	0.6%
Others	2.2%	3.0%	3.4%	2.4%	1.9%

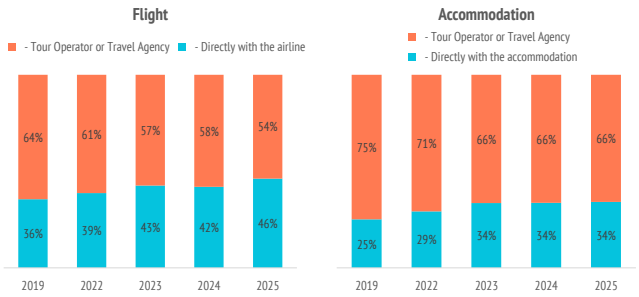
** Multi-choise question*

Tourist profile. Historical data (2019 - 2025)

Norway

With whom did they book their flight and accommodation?

	2019	2022	2023	2024	2025
Flight					
- Directly with the airline	35.5%	38.7%	42.6%	42.0%	46.2%
- Tour Operator or Travel Agency	64.5%	61.3%	57.4%	58.0%	53.8%
Accommodation					
- Directly with the accommodation	25.1%	29.3%	33.6%	33.7%	34.1%
- Tour Operator or Travel Agency	74.9%	70.7%	66.4%	66.3%	65.9%



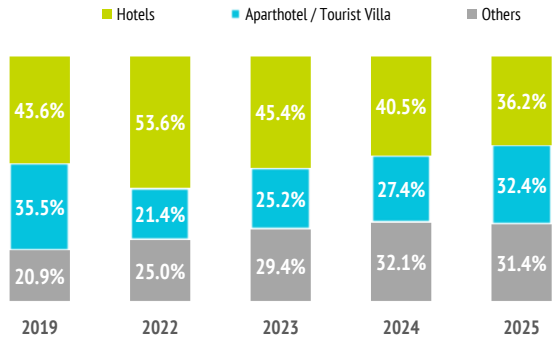
Where are they from?

	2019	2022	2023	2024	2025
Norway	96.6%	95.6%	94.6%	92.9%	93.9%
Spanish Mainland	0.5%	0.9%	1.2%	1.7%	0.9%
Sweden	0.7%	0.3%	0.5%	1.8%	0.5%
Poland	0.0%	0.0%	0.2%	0.1%	0.3%
Germany	0.1%	0.7%	1.1%	1.1%	0.2%
Austria	0.0%	0.0%	0.0%	0.0%	0.1%
Others	0.0%	0.0%	0.0%	0.0%	0.1%
Netherlands	0.0%	0.3%	0.0%	0.2%	0.0%
Belgium	0.0%	0.0%	0.1%	0.0%	0.0%
Finland	0.2%	0.0%	0.0%	0.3%	0.0%
Others	1.9%	2.1%	2.3%	1.8%	4.0%

Where do they stay?

	2019	2022	2023	2024	2025
1-2-3* Hotel	15.5%	18.3%	15.4%	14.5%	12.7%
4* Hotel	23.0%	26.7%	25.0%	22.5%	18.9%
5* Hotel / 5* Luxury Hotel	5.0%	8.6%	5.1%	3.4%	4.6%
Aparthotel / Tourist Villa	35.5%	21.4%	25.2%	27.4%	32.4%
House/room rented in a private dwelling	6.9%	5.9%	13.2%	16.7%	14.6%
Private accommodation (1)	8.8%	10.5%	10.7%	11.2%	13.9%
Others (Cottage, cruise, camping,..)	5.3%	8.6%	5.5%	4.2%	3.0%

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

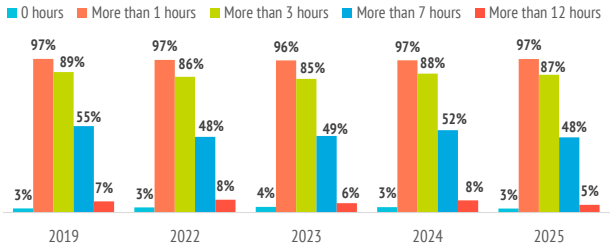


What do they book?

	2019	2022	2023	2024	2025
Room only	54.4%	42.5%	52.1%	57.5%	57.2%
Bed and Breakfast	19.8%	23.7%	19.8%	18.3%	17.5%
Half board	10.9%	9.3%	8.6%	7.7%	5.9%
Full board	1.0%	2.5%	2.5%	1.4%	1.2%
All inclusive	13.9%	22.1%	16.9%	15.1%	18.2%

Activities in the Canary Islands

Outdoor time per day	2019	2022	2023	2024	2025
0 hours	2.6%	3.2%	3.6%	3.5%	2.5%
1 - 2 hours	8.3%	10.7%	11.7%	8.5%	10.0%
3 - 6 hours	34.2%	38.0%	36.2%	35.9%	39.7%
7 - 12 hours	47.7%	39.8%	42.6%	44.5%	42.8%
More than 12 hours	7.1%	8.2%	6.0%	7.7%	5.0%
Outdoor time per day	7.5	6.8	6.8	7.1	6.8



Activities in the Canary Islands	2019	2022	2023	2024	2025
Walk, wander	77.5%	74.4%	75.4%	75.7%	76.0%
Swimming pool, hotel facilities	59.5%	65.4%	63.3%	58.7%	60.5%
Beach	63.5%	67.6%	65.5%	65.8%	59.6%
Hiking	--	35.8%	35.1%	39.0%	44.6%
Explore the island on their own	37.1%	31.9%	32.8%	36.3%	33.4%
Nightlife / concerts / shows	13.7%	13.3%	14.7%	15.4%	17.1%
Wineries / markets / popular festivals	12.6%	10.1%	10.7%	14.2%	14.4%
Running	--	7.4%	9.8%	10.4%	10.3%
Beauty and health treatments	7.4%	12.3%	9.2%	8.6%	9.7%
Organized excursions	7.8%	9.2%	8.2%	6.8%	8.8%
Taste Canarian gastronomy	6.1%	6.8%	6.4%	7.0%	8.3%
Theme parks	7.7%	10.3%	10.0%	13.5%	8.3%
Swim	--	13.4%	5.4%	7.1%	7.2%
Museums / exhibitions	4.7%	4.8%	4.0%	4.5%	5.2%
Sea excursions / whale watching	4.7%	5.7%	5.1%	5.8%	4.6%
Other Nature Activities	--	3.1%	2.6%	4.9%	4.0%
Cycling / Mountain bike	--	2.1%	2.6%	1.9%	3.2%
Practice other sports	--	4.3%	2.3%	4.4%	3.0%
Golf	--	2.1%	3.6%	3.7%	3.0%
Scuba Diving	--	1.5%	1.7%	1.6%	2.2%
Astronomical observation	1.7%	1.7%	1.2%	2.0%	1.9%
Surf	--	1.9%	1.3%	1.5%	1.2%
Windsurf / Kitesurf	--	0.8%	0.3%	0.7%	0.4%

** Multi-choise question*

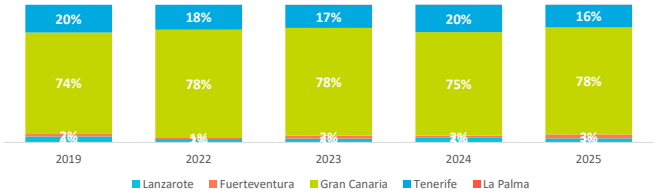
Tourist profile. Historical data (2019 - 2025)

Norway

Which island do they choose?

Tourists (≥ 16 year old)	2019	2022	2023	2024	2025
Lanzarote	15,947	7,206	9,931	12,991	10,387
Fuerteventura	6,479	3,853	7,704	5,978	10,549
Gran Canaria	273,849	231,208	280,675	289,142	280,976
Tenerife	74,793	53,654	59,989	76,477	59,475
La Palma	0	0	340	121	50

Share by islands	2019	2022	2023	2024	2025
Lanzarote	4.3%	2.4%	2.8%	3.4%	2.9%
Fuerteventura	1.7%	1.3%	2.1%	1.6%	2.9%
Gran Canaria	73.8%	78.1%	78.3%	75.2%	77.7%
Tenerife	20.2%	18.1%	16.7%	19.9%	16.5%
La Palma	0.0%	0.0%	0.1%	0.0%	0.0%



How many islands do they visit during their trip?

	2019	2022	2023	2024	2025
One island	94.9%	95.7%	93.8%	95.8%	96.4%
Two islands	4.8%	4.2%	5.7%	3.5%	3.4%
Three or more islands	0.3%	0.0%	0.6%	0.7%	0.3%

How many are loyal to the Canary Islands?

	2019	2022	2023	2024	2025
Repeat tourists	85.4%	82.7%	84.2%	81.9%	86.1%
At least 10 previous visits	36.1%	35.5%	34.8%	31.0%	40.2%
Repeat tourists (last 5 years)	78.7%	73.8%	74.3%	74.3%	81.2%
Repeat tourists (last 5 years)(5 or more visits)	36.0%	18.5%	21.5%	20.4%	30.0%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019	2022	2023	2024	2025
Average rating	8.44	8.68	8.57	8.55	8.58

Experience in the Canary Islands	2019	2022	2023	2024	2025
Worse or much worse than expected	1.9%	2.1%	1.6%	2.3%	1.6%
Lived up to expectations	68.7%	59.7%	65.9%	66.3%	66.0%
Better or much better than expected	29.4%	38.2%	32.5%	31.4%	32.4%

Future intentions (scale 0-10)	2019	2022	2023	2024	2025
Return to the Canary Islands	8.80	8.89	8.86	8.76	8.90
Recommend visiting the Canary Islands	8.74	8.91	8.84	8.68	8.89

Who are they?

	2019	2022	2023	2024	2025
Gender					
Men	51.5%	51.2%	47.8%	48.5%	50.8%
Women	48.5%	48.8%	52.2%	51.5%	49.2%
Age					
Average age	54.2	50.8	53.5	52.1	56.2
Standard deviation	15.4	17.6	17.0	18.6	17.5
Age range					
16 - 24 years old	4.4%	10.3%	6.8%	11.2%	5.9%
25 - 30 years old	5.9%	6.8%	6.3%	7.1%	4.4%
31 - 45 years old	17.7%	21.6%	20.3%	19.0%	19.2%
46 - 60 years old	30.9%	25.9%	24.9%	21.7%	20.9%
Over 60 years old	41.0%	35.4%	41.7%	41.0%	49.5%
Occupation					
Salaried worker	48.1%	52.4%	51.5%	50.5%	48.1%
Self-employed	8.5%	5.9%	9.0%	5.9%	4.8%
Unemployed	0.7%	1.4%	0.5%	0.3%	0.2%
Business owner	8.1%	9.8%	7.1%	8.2%	4.9%
Student	1.8%	2.7%	1.7%	5.1%	2.1%
Retired	31.1%	24.5%	28.1%	27.1%	38.4%
Unpaid domestic work	0.1%	0.2%	0.0%	0.1%	0.2%
Others	1.7%	3.2%	2.1%	2.8%	1.2%
Annual household income level					
Less than €25,000	4.0%	3.4%	2.6%	4.8%	2.7%
€25,000 - €49,999	21.7%	13.0%	14.3%	13.0%	13.9%
€50,000 - €74,999	32.3%	30.8%	27.2%	31.8%	31.0%
More than €74,999	42.0%	52.8%	55.9%	50.3%	52.4%
Education level					
No studies	0.6%	0.4%	1.0%	0.7%	0.9%
Primary education	4.0%	2.8%	3.1%	3.8%	3.3%
Secondary education	31.0%	25.6%	25.7%	27.5%	27.6%
Higher education	64.5%	71.2%	70.2%	68.0%	68.2%

Who do they come with?

	2019	2022	2023	2024	2025
Unaccompanied	11.7%	11.4%	9.4%	10.1%	11.9%
Only with partner	49.3%	41.6%	48.1%	48.2%	47.8%
Only with children (< 13 years old)	2.5%	4.3%	4.3%	3.4%	2.4%
Partner + children (< 13 years old)	3.8%	6.2%	5.7%	4.2%	5.2%
Other relatives	8.3%	11.0%	10.5%	12.2%	8.1%
Friends	7.0%	6.8%	5.2%	7.8%	7.9%
Work colleagues	0.5%	0.3%	0.1%	0.4%	0.1%
Organized trip	0.4%	0.6%	0.0%	0.0%	0.2%
Other combinations (2)	16.5%	17.8%	16.7%	13.7%	16.5%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**11.5%**	**19.0%**	**17.3%**	**14.2%**	**14.3%**
- Between 0 and 2 years old	1.6%	0.8%	1.4%	1.3%	1.1%
- Between 3 and 12 years old	9.0%	16.9%	14.5%	11.8%	12.4%
- Between 0 -2 and 3-12 years old	0.8%	1.2%	1.4%	1.1%	0.7%
Tourists without children	**88.5%**	**81.0%**	**82.7%**	**85.8%**	**85.7%**
Group composition:					
- 1 person	15.5%	14.5%	12.3%	12.4%	15.2%
- 2 people	58.6%	50.3%	57.5%	57.4%	56.9%
- 3 people	8.6%	10.9%	10.7%	11.1%	9.0%
- 4 or 5 people	13.7%	18.0%	13.9%	13.2%	14.6%
- 6 or more people	3.7%	6.2%	5.5%	5.9%	4.3%
Average group size:	**2.43**	**2.80**	**2.61**	**2.60**	**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.