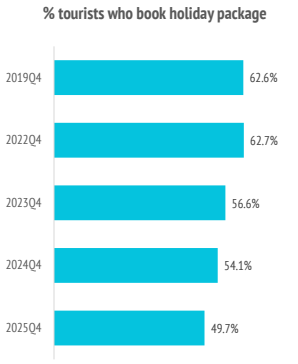
Tourist profile. Historical data (2019 - 2025)

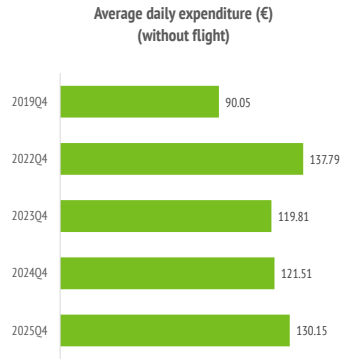
NORWAY: Fourth Quarter

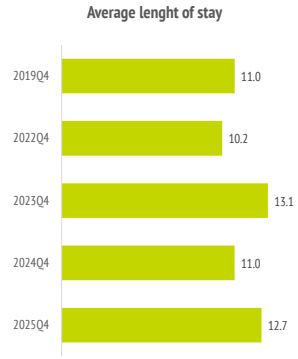
How many are they and how much do they spend?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**154**	**152**	**161**	**164**	**158**
Tourist arrivals ≥ 16 years old (EGT) (*)	**136**	**136**	**144**	**144**	**131**
- book holiday package (*)	85	85	82	78	65
- do not book holiday package (*)	51	51	63	66	66
- % tourists who book holiday package	62.6%	62.7%	56.6%	54.1%	49.7%
Children < 16 years old (FRONTUR - EGT) (*)	18	16	17	19	27
Expenditure per tourist (€) (group spend / group size)	**1,298**	**1,481**	**1,706**	**1,467**	**1,701**
Expenditure per tourist (€) (group spend / +16)	**1,370**	**1,815**	**1,862**	**1,670**	**1,905**
- book holiday package	1,470	2,014	1,950	1,836	1,967
- holiday package	1,075	1,668	1,387	1,341	1,574
- others	395	346	563	495	393
- do not book holiday package	1,202	1,481	1,746	1,474	1,844
- flight	394	549	445	492	604
- accommodation	306	367	595	408	504
- others	502	565	706	574	736
Average lenght of stay	**11.0**	**10.2**	**13.1**	**11.0**	**12.7**
- Median	8.3	7.9	8.0	7.5	8.0
Average daily expenditure (€)	**142.14**	**217.96**	**168.90**	**180.72**	**192.02**
- Median	134.48	194.98	154.86	161.32	198.72
Average daily expenditure (without flight)	**90.05**	**137.79**	**119.81**	**121.51**	**130.15**
- Median	79.62	129.26	108.37	113.05	143.13
Average cost of the flight (€)	**490**	**650**	**498**	**542**	**605**
Total turnover (€m)	**186**	**247**	**268**	**241**	**249**
Turnover without flight (€m)	**120**	**159**	**197**	**163**	**170**

(*) Thousands of tourists









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

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Accommodation:					
- Accommodation	83.0%	81.3%	83.8%	82.6%	77.8%
- Additional accommodation expenses	4.1%	4.5%	4.0%	4.2%	7.1%
Transport:					
- National/International Transport	96.3%	96.2%	97.6%	96.6%	97.8%
- Flights between islands	1.4%	3.0%	5.4%	3.3%	1.4%
- Taxi	57.9%	59.9%	64.0%	60.0%	60.5%
- Car rental	10.7%	14.2%	16.4%	19.1%	15.2%
- Public transport	8.9%	9.2%	14.4%	15.9%	19.1%
Food and drink:					
- Food purchases at supermarkets	61.8%	57.1%	68.7%	70.8%	65.4%
- Restaurants	70.0%	72.4%	71.3%	74.5%	80.8%
Leisure:					
- Organized excursions	6.5%	15.2%	13.5%	15.6%	16.2%
- Sport activities	2.9%	7.8%	3.0%	6.5%	6.3%
- Cultural activities	0.9%	1.4%	1.6%	2.7%	2.4%
- Museums	0.3%	1.6%	1.2%	2.1%	1.1%
- Theme Parks	3.3%	7.2%	8.4%	9.5%	5.0%
- Discos and pubs	4.2%	5.3%	8.4%	8.0%	6.6%
- Wellness	4.0%	8.4%	7.4%	5.9%	7.7%
Purchases of goods:					
- Souvenirs	27.8%	34.3%	30.4%	32.8%	30.1%
- Other expenses	0.5%	0.9%	2.3%	1.2%	0.8%
Other:					
- Medical or pharmaceutical expenses	6.0%	7.0%	7.5%	6.3%	6.1%
- Other expenses	4.8%	5.3%	4.4%	3.2%	7.3%

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

Expenditure per tourist and trip (€)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Accommodation:	**620**	**1,040**	**1,121**	**1,091**	**1,119**
- Accommodation	502	852	834	684	896
- Additional accommodation expenses	118	187	287	407	224
Transport:	**812**	**1,028**	**909**	**1,021**	**966**
- National/International Transport	509	675	511	561	618
- Flights between islands	115	68	70	196	53
- Taxi	71	85	101	89	111
- Car rental	91	172	170	135	159
- Public transport	26	27	57	41	25
Food and drink:	**491**	**425**	**617**	**502**	**524**
- Food purchases at supermarkets	172	140	191	181	198
- Restaurants	319	285	426	322	327
Leisure:	**654**	**628**	**573**	**448**	**557**
- Organized excursions	135	100	85	88	132
- Sport activities	61	74	100	92	92
- Cultural activities	40	83	67	33	45
- Museums	50	44	27	47	17
- Theme Parks	150	165	75	65	78
- Discos and pubs	163	102	145	68	82
- Wellness	55	60	74	55	111
Purchases of goods:	**159**	**202**	**667**	**346**	**380**
- Souvenirs	113	132	135	138	**117**
- Other expenses	46	70	532	208	**262**
Other:	**60**	**76**	**228**	**67**	**176**
- Medical or pharmaceutical expenses	19	27	136	36	**60**
- Other expenses	42	49	92	31	**116**

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: Fourth Quarter

What is the main purpose of their trip?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Holiday, leisure	91.8%	93.3%	93.0%	93.2%	93.5%
Visiting family or friends	5.5%	2.9%	5.2%	3.8%	5.3%
Business and work	0.8%	1.1%	0.4%	0.8%	0.0%
Education and training	0.3%	0.0%	0.4%	0.0%	0.0%
Sports training	0.6%	0.2%	0.0%	0.3%	0.7%
Health or medical care	0.2%	0.5%	1.1%	1.0%	0.5%
Fairs and congresses	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.7%	1.9%	0.0%	0.8%	0.0%

What is the main motivation for their holidays?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Rest	76.2%	62.3%	64.8%	63.2%	54.8%
Enjoy family time	16.4%	24.9%	22.4%	20.7%	26.6%
Have fun	2.3%	5.5%	2.5%	3.2%	4.1%
Explore the destination	1.8%	4.6%	5.5%	6.4%	9.7%
Practice their hobbies	1.8%	1.3%	3.1%	4.5%	2.8%
Other reasons	1.4%	1.6%	1.7%	2.1%	1.9%

Where did they spend their main holiday last year? *

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Didn't have holidays	--	52.2%	24.9%	24.9%	23.4%
Canary Islands	--	24.1%	33.1%	36.9%	42.1%
Other destination	--	23.7%	42.0%	38.3%	34.5%
- Balearic Islands	--	1.8%	1.5%	1.3%	0.3%
- Rest of Spain	--	3.4%	8.5%	7.7%	4.7%
- Italy	--	1.6%	4.8%	1.6%	5.0%
- France	--	2.1%	2.1%	2.0%	2.6%
- Turkey	--	1.3%	1.2%	2.3%	3.2%
- Greece	--	3.2%	9.7%	7.5%	5.4%
- Portugal	--	0.2%	0.6%	2.4%	0.6%
- Croatia	--	2.2%	2.4%	2.3%	3.6%
- Egypt	--	0.2%	0.2%	0.7%	0.2%
- Tunisia	--	0.0%	0.0%	0.0%	0.4%
- Morocco	--	0.0%	0.0%	0.8%	0.0%
- Others	--	7.8%	11.0%	9.5%	8.3%

** Percentage of valid answers*

What other destinations did they consider for this trip? *

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
None (I was clear about "this Canary Island")	--	47.0%	47.1%	44.6%	52.2%
Canary Islands (other island)	--	24.6%	21.9%	19.1%	22.6%
Other destination	--	28.4%	31.0%	36.2%	25.2%
- Balearic Islands	--	1.4%	1.0%	1.9%	0.2%
- Rest of Spain	--	5.8%	8.0%	6.6%	5.3%
- Italy	--	3.6%	4.0%	4.0%	3.5%
- France	--	0.8%	0.7%	1.1%	2.3%
- Turkey	--	2.4%	1.9%	3.1%	3.1%
- Greece	--	7.4%	8.1%	8.0%	5.6%
- Portugal	--	2.6%	0.9%	3.8%	1.2%
- Croatia	--	2.6%	2.3%	1.4%	1.9%
- Egypt	--	0.3%	1.0%	4.3%	1.2%
- Others	--	1.5%	3.0%	2.1%	0.9%

** Percentage of valid answers*

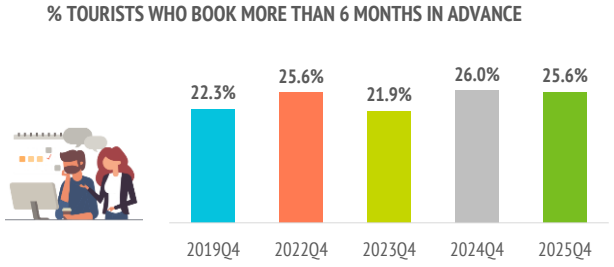
Importance of each factor in the destination choice

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Climate	88.9%	89.1%	84.4%	85.0%	90.4%
Sea	44.1%	55.0%	48.5%	53.6%	46.8%
Beaches	46.5%	48.2%	41.1%	51.2%	45.2%
Safety	42.5%	42.8%	42.0%	43.1%	36.9%
Accommodation supply	41.4%	39.6%	36.7%	45.2%	35.3%
Effortless trip	37.5%	38.5%	31.7%	38.9%	35.1%
Tranquility	37.2%	34.1%	33.1%	41.3%	33.5%
European belonging	29.3%	36.7%	25.4%	38.6%	32.5%
Price	31.5%	22.5%	27.9%	27.1%	23.8%
Environment	22.0%	21.6%	21.5%	24.3%	20.8%
Gastronomy	17.4%	23.9%	20.7%	20.3%	19.7%
Landscapes	12.1%	15.7%	16.6%	20.4%	16.1%
Hiking trail network	19.9%	9.0%	9.7%	12.0%	11.0%
Authenticity	4.1%	7.4%	6.9%	8.3%	10.8%
Exoticism	3.8%	8.6%	4.4%	6.1%	9.2%
Fun possibilities	11.1%	16.0%	13.9%	17.1%	8.8%
Nightlife	7.1%	6.5%	7.1%	8.8%	4.8%
Shopping	9.7%	11.5%	8.8%	7.9%	4.1%
Historical heritage	4.0%	3.5%	3.8%	3.4%	1.5%
Culture	3.2%	5.1%	6.0%	6.0%	0.6%

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?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
The same day	0.5%	1.1%	1.8%	0.2%	2.9%
Between 1 and 30 days	25.5%	19.7%	31.5%	27.4%	25.5%
Between 1 and 2 months	21.2%	20.9%	16.4%	23.0%	19.6%
Between 3 and 6 months	30.6%	32.7%	28.4%	23.4%	26.4%
More than 6 months	22.3%	25.6%	21.9%	26.0%	25.6%



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

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Previous visits to the Canary Islands	66.7%	59.0%	53.6%	54.4%	64.2%
Friends or relatives	18.1%	27.0%	28.1%	29.5%	26.5%
Internet or social media	49.1%	42.1%	40.7%	37.4%	33.7%
Mass Media	0.8%	1.7%	1.6%	1.5%	0.2%
Travel guides and magazines	3.1%	2.0%	2.7%	1.8%	1.6%
Travel Blogs or Forums	1.0%	0.5%	0.7%	1.6%	2.6%
Travel TV Channels	0.0%	0.2%	1.1%	0.0%	0.3%
Tour Operator or Travel Agency	24.6%	27.0%	20.8%	21.8%	23.6%
Public administrations or similar	0.0%	0.3%	0.3%	0.6%	1.6%
Others	2.5%	2.6%	2.6%	2.3%	1.3%

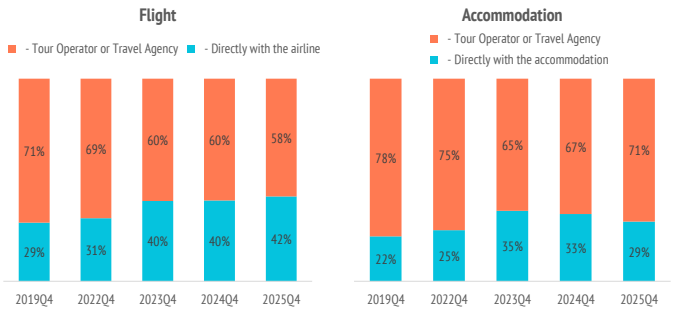
** Multi-choise question*

Tourist profile. Historical data (2019 - 2025)

NORWAY: Fourth Quarter

With whom did they book their flight and accommodation?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Flight					
- Directly with the airline	28.9%	31.1%	39.6%	39.9%	41.9%
- Tour Operator or Travel Agency	71.1%	68.9%	60.4%	60.1%	58.1%
Accommodation					
- Directly with the accommodation	22.2%	25.2%	34.8%	33.2%	29.4%
- Tour Operator or Travel Agency	77.8%	74.8%	65.2%	66.8%	70.6%



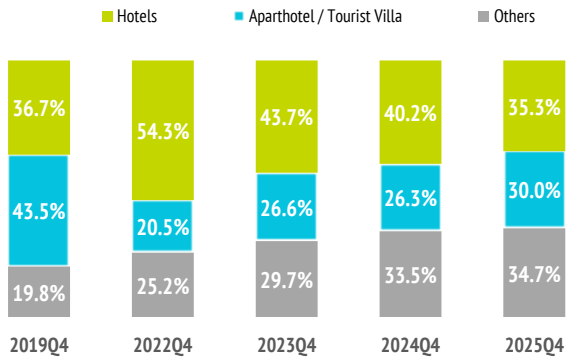
Where does the flight come from?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Norway	97.2%	94.4%	98.8%	94.4%	92.8%
Denmark	1.8%	3.6%	0.0%	0.2%	4.2%
Spanish Mainland	0.0%	0.8%	0.6%	0.0%	1.0%
Poland	0.0%	0.0%	0.0%	0.1%	0.7%
Sweden	0.4%	0.3%	0.3%	4.1%	0.7%
Hungary	0.0%	0.0%	0.0%	0.0%	0.7%
Finland	0.0%	0.0%	0.0%	0.4%	0.0%
Portugal	0.0%	0.0%	0.2%	0.3%	0.0%
United Kingdom	0.5%	0.0%	0.0%	0.4%	0.0%
Switzerland	0.0%	0.1%	0.0%	0.0%	0.0%
Others	0.0%	0.8%	0.1%	0.0%	0.0%

Where do they stay?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
1-2-3* Hotel	13.1%	14.5%	14.9%	13.3%	13.2%
4* Hotel	21.3%	29.6%	25.1%	23.1%	17.9%
5* Hotel / 5* Luxury Hotel	2.3%	10.2%	3.7%	3.9%	4.2%
Aparthotel / Tourist Villa	43.5%	20.5%	26.6%	26.3%	30.0%
House/room rented in a private dwelling	7.3%	5.4%	17.9%	17.8%	14.6%
Private accommodation (1)	6.4%	9.7%	8.3%	10.2%	15.7%
Others (Cottage, cruise, camping,..)	6.1%	10.0%	3.5%	5.5%	4.3%

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

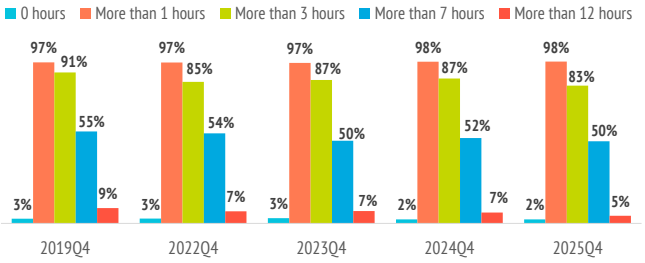


What do they book?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Room only	57.4%	42.5%	54.4%	57.5%	58.8%
Bed and Breakfast	16.4%	21.2%	19.3%	21.8%	16.2%
Half board	11.7%	11.0%	7.6%	5.4%	6.1%
Full board	1.2%	2.7%	2.4%	1.9%	0.6%
All inclusive	13.4%	22.5%	16.4%	13.3%	18.3%

Activities in the Canary Islands

Outdoor time per day	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
0 hours	2.8%	2.9%	3.1%	2.4%	2.4%
1 - 2 hours	6.1%	11.7%	10.3%	10.2%	14.5%
3 - 6 hours	35.6%	31.1%	36.7%	35.9%	33.6%
7 - 12 hours	46.2%	47.0%	42.4%	44.9%	45.0%
More than 12 hours	9.2%	7.3%	7.4%	6.6%	4.6%
Outdoor time per day	7.7	7.0	7.2	7.0	6.7



Activities in the Canary Islands	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Walk, wander	76.2%	75.2%	74.6%	75.8%	79.8%
Beach	64.0%	68.8%	72.1%	67.5%	66.0%
Swimming pool, hotel facilities	57.1%	67.6%	61.8%	58.6%	62.8%
Hiking	--	36.3%	35.6%	35.7%	44.1%
Explore the island on their own	31.8%	32.0%	33.4%	39.6%	34.1%
Nightlife / concerts / shows	12.3%	12.2%	16.2%	13.7%	15.7%
Wineries / markets / popular festivals	12.3%	10.0%	10.4%	15.0%	15.3%
Running	--	6.1%	8.2%	9.8%	11.0%
Beauty and health treatments	7.3%	11.7%	7.0%	6.8%	10.0%
Taste Canarian gastronomy	4.1%	6.8%	5.6%	7.9%	10.0%
Swim	--	9.7%	5.7%	6.6%	9.1%
Organized excursions	6.2%	10.0%	8.5%	6.8%	8.6%
Theme parks	5.2%	10.2%	10.4%	15.5%	8.5%
Sea excursions / whale watching	3.9%	6.7%	4.1%	6.9%	8.1%
Other Nature Activities	--	3.7%	2.6%	4.6%	5.2%
Museums / exhibitions	1.8%	4.3%	3.3%	5.7%	4.3%
Scuba Diving	--	2.0%	0.7%	1.4%	3.5%
Cycling / Mountain bike	--	2.5%	1.5%	2.7%	3.5%
Golf	--	1.1%	2.9%	2.5%	3.3%
Practice other sports	--	5.0%	1.9%	5.4%	3.3%
Astronomical observation	--	2.1%	2.0%	1.7%	3.1%
Surf	--	2.1%	1.6%	0.7%	0.6%
Windsurf / Kitesurf	--	0.9%	0.3%	0.5%	0.5%

** Multi-choise question*

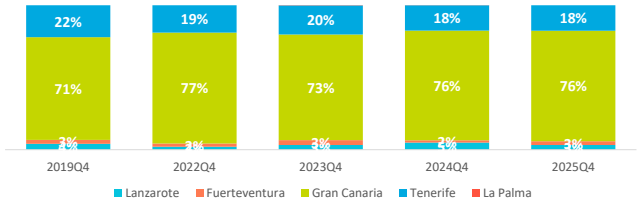
Tourist profile. Historical data (2019 - 2025)

NORWAY: Fourth Quarter

Which island do they choose?

Tourists (≥ 16 year old)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Lanzarote	5,553	2,798	4,647	7,155	4,272
Fuerteventura	3,640	3,093	4,868	2,249	3,432
Gran Canaria	96,610	104,423	105,467	109,609	99,897
Tenerife	30,058	25,798	28,901	25,333	23,073
La Palma	0	0	240	11	0

Share by islands	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Lanzarote	4.1%	2.1%	3.2%	5.0%	3.3%
Fuerteventura	2.7%	2.3%	3.4%	1.6%	2.6%
Gran Canaria	71.1%	76.7%	73.2%	75.9%	76.4%
Tenerife	22.1%	19.0%	20.1%	17.5%	17.7%
La Palma	0.0%	0.0%	0.2%	0.0%	0.0%



How many islands do they visit during their trip?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
One island	96.6%	96.2%	91.9%	93.6%	98.0%
Two islands	3.4%	3.7%	7.1%	5.1%	1.9%
Three or more islands	0.0%	0.1%	0.9%	1.3%	0.2%

How many are loyal to the Canary Islands?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Repeat tourists	87.9%	82.9%	82.0%	79.6%	85.9%
At least 10 previous visits	38.8%	33.9%	34.3%	29.0%	39.3%
Repeat tourists (last 5 years)	81.1%	74.3%	70.1%	72.9%	80.5%
Repeat tourists (last 5 years)(5 or more visits)	38.7%	18.9%	23.8%	22.4%	32.0%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Average rating	8.33	8.55	8.52	8.48	8.69

Experience in the Canary Islands	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Worse or much worse than expected	0.8%	2.6%	0.9%	4.0%	1.9%
Lived up to expectations	71.1%	62.3%	68.3%	64.8%	61.9%
Better or much better than expected	28.1%	35.1%	30.8%	31.2%	36.2%

Future intentions (scale 0-10)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Return to the Canary Islands	8.77	8.84	8.72	8.71	9.01
Recommend visiting the Canary Islands	8.70	8.80	8.71	8.61	8.96

Who are they?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Gender					
Men	53.7%	50.7%	47.7%	53.1%	55.4%
Women	46.3%	49.3%	52.3%	46.9%	44.6%
Age					
Average age	57.8	52.4	53.3	52.6	54.8
Standard deviation	13.5	16.4	16.4	17.7	17.5
Age range					
16 - 24 years old	1.9%	6.6%	5.7%	10.0%	6.8%
25 - 30 years old	3.5%	4.5%	6.8%	5.6%	4.2%
31 - 45 years old	13.2%	24.2%	22.4%	18.1%	21.3%
46 - 60 years old	31.2%	30.0%	23.7%	25.4%	22.0%
Over 60 years old	50.3%	34.6%	41.5%	40.9%	45.7%
Occupation					
Salaried worker	46.0%	51.9%	56.6%	49.4%	51.5%
Self-employed	9.8%	7.1%	8.1%	5.6%	5.1%
Unemployed	0.2%	0.8%	0.0%	0.7%	0.3%
Business owner	7.3%	11.2%	5.9%	10.1%	6.4%
Student	1.2%	1.7%	1.3%	5.7%	2.2%
Retired	34.5%	23.1%	24.9%	25.1%	34.1%
Unpaid domestic work	0.0%	0.5%	0.0%	0.3%	0.0%
Others	0.9%	3.8%	3.2%	3.0%	0.4%
Annual household income level					
Less than €25,000	3.5%	2.0%	1.6%	4.3%	2.0%
€25,000 - €49,999	19.4%	11.2%	15.9%	13.4%	12.5%
€50,000 - €74,999	36.2%	32.4%	25.5%	28.2%	29.4%
More than €74,999	40.8%	54.4%	57.0%	54.1%	56.0%
Education level					
No studies	0.8%	0.0%	1.2%	1.1%	1.2%
Primary education	2.6%	2.8%	3.1%	3.9%	2.5%
Secondary education	30.4%	25.3%	28.5%	27.6%	29.1%
Higher education	66.2%	71.8%	67.2%	67.5%	67.2%

Who do they come with?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Unaccompanied	11.5%	9.2%	8.7%	9.5%	12.9%
Only with partner	51.7%	38.8%	48.5%	42.0%	46.3%
Only with children (< 13 years old)	2.2%	6.0%	5.0%	4.9%	1.7%
Partner + children (< 13 years old)	4.2%	7.7%	3.5%	5.5%	6.1%
Other relatives	7.9%	9.8%	10.9%	15.0%	9.8%
Friends	6.1%	5.3%	7.6%	7.0%	5.7%
Work colleagues	0.6%	0.4%	0.0%	0.5%	0.2%
Organized trip	0.0%	1.4%	0.0%	0.0%	0.0%
Other combinations (2)	15.8%	21.4%	15.6%	15.5%	17.3%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**8.7%**	**25.0%**	**15.1%**	**19.0%**	**16.1%**
- Between 0 and 2 years old	1.4%	0.0%	1.1%	1.6%	0.2%
- Between 3 and 12 years old	7.0%	23.3%	12.7%	15.6%	14.4%
- Between 0 -2 and 3-12 years old	0.2%	1.7%	1.2%	1.8%	1.6%
Tourists without children	**91.3%**	**75.0%**	**84.9%**	**81.0%**	**83.9%**
Group composition:					
- 1 person	14.8%	13.3%	11.9%	11.8%	17.0%
- 2 people	58.9%	44.7%	61.4%	53.3%	51.2%
- 3 people	7.9%	9.2%	12.7%	10.6%	10.1%
- 4 or 5 people	14.0%	23.4%	10.7%	17.6%	15.9%
- 6 or more people	4.5%	9.4%	3.3%	6.7%	5.8%
Average group size:	**2.47**	**3.21**	**2.45**	**2.80**	**2.67**

**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.