

Tourist profile. Historical data: 2018 - 2022

FINLAND



How many are they and how much do they spend?

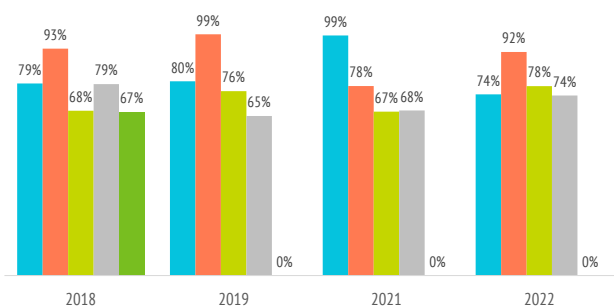


	2018	2019	2020	2021	2022
TOURISTS					
Tourist arrivals (FRONTUR) (*)	275	261	102	61	176
Tourist arrivals > 15 years old (EGT) (*)	220	211	84	52	145
- book holiday package (*)	162	154	65	36	112
- do not book holiday package (*)	58	58	18	16	33
- % tourists who book holiday package	73.7%	72.7%	78.1%	69.0%	77.0%

(*) Thousands of tourists

% OF TOURIST WHO BOOK HOLIDAY PACKAGE

■ Lanzarote ■ Fuerteventura ■ Gran Canaria ■ Tenerife ■ La Palma



	2018	2019	2020	2021	2022
Expenditure per tourist (€)	1,420	1,442	--	1,357	1,658
- book holiday package	1,445	1,440	--	1,403	1,658
- holiday package	1,144	1,144	--	1,053	1,345
- others	301	296	--	350	313
- do not book holiday package	1,350	1,448	--	1,255	1,654
- flight	424	487	--	327	470
- accommodation	397	445	--	399	596
- others	529	517	--	529	589
Average lenght of stay	9.94	9.65	--	9.17	10.76
- book holiday package	8.51	8.36	--	7.88	8.80
- do not book holiday package	13.95	13.07	--	12.04	17.32
Average daily expenditure (€)	166.3	172.1	--	173.1	193.4
- book holiday package	181.2	182.6	--	186.3	204.8
- do not book holiday package	124.5	144.2	--	143.9	155.3
Total turnover (> 15 years old) (€m)	313	305	--	71	241
- book holiday package	235	221	--	50	185
- do not book holiday package	78	83	--	20	55

What is the main purpose of their trip?

	2018	2019	2020	2021	2022
Holiday, leisure	93.3%	96.7%	--	95.9%	93.8%
Visiting family or friends	4.7%	1.4%	--	2.9%	1.9%
Business and work	0.2%	0.2%	--	0.1%	0.9%
Education and training	0.1%	0.0%	--	0.3%	0.0%
Sports training	0.8%	0.5%	--	0.0%	1.3%
Health or medical care	0.3%	1.1%	--	0.2%	0.8%
Fairs and congresses	0.0%	0.0%	--	0.0%	0.0%
Others	0.6%	0.1%	--	0.5%	1.3%

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"

Aspectos más relevantes en la elección de Canarias



	2018	2019	2020	2021	2022
Climate	82.1%	83.6%	--	84.5%	89.6%
Sea	46.0%	45.7%	--	57.0%	59.6%
Safety	40.0%	44.0%	--	44.3%	46.7%
European belonging	28.8%	33.7%	--	37.6%	44.6%
Accommodation supply	32.2%	38.0%	--	38.2%	41.5%
Landscapes	29.9%	30.6%	--	41.1%	41.4%
Beaches	28.3%	31.1%	--	37.7%	35.8%
Environment	27.5%	24.3%	--	31.0%	32.7%
Tranquility	30.9%	32.0%	--	28.2%	32.0%
Price	27.0%	26.6%	--	28.1%	27.4%
Hiking trail network	20.7%	18.6%	--	25.9%	26.3%
Gastronomy	12.5%	14.8%	--	20.5%	22.0%
Effortless trip	11.8%	9.0%	--	10.9%	15.4%
Fun possibilities	6.6%	7.5%	--	15.5%	11.0%
Exoticism	5.7%	7.8%	--	8.3%	9.4%
Authenticity	5.7%	5.3%	--	11.6%	8.2%
Shopping	6.5%	6.6%	--	12.4%	7.8%
Historical heritage	3.5%	5.0%	--	7.1%	7.1%
Culture	3.9%	2.7%	--	3.8%	7.0%
Nightlife	4.2%	2.3%	--	7.4%	5.7%

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.

What is the main motivation for their holidays?



	2018	2019	2020	2021	2022
Rest	70.3%	72.7%	--	67.5%	70.8%
Enjoy family time	18.3%	17.8%	--	14.7%	18.2%
Have fun	3.2%	2.5%	--	2.9%	2.9%
Explore the destination	4.3%	5.2%	--	11.4%	4.7%
Practice their hobbies	2.0%	0.9%	--	3.2%	2.3%
Other reasons	1.9%	0.9%	--	0.3%	1.1%

How far in advance do they book their trip?



	2018	2019	2020	2021	2022
The same day	0.3%	0.3%	--	0.9%	1.2%
Between 1 and 30 days	21.2%	26.0%	--	39.1%	24.4%
Between 1 and 2 months	22.3%	25.2%	--	28.9%	29.7%
Between 3 and 6 months	32.3%	29.7%	--	16.8%	27.3%
More than 6 months	23.8%	18.8%	--	14.3%	17.4%

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



	2018	2019	2020	2021	2022
Previous visits to the Canary Islands	67.5%	64.1%	--	58.5%	61.8%
Friends or relatives	24.0%	22.1%	--	25.2%	26.9%
Internet or social media	67.4%	67.5%	--	60.8%	62.1%
Mass Media	2.0%	1.4%	--	1.1%	1.6%
Travel guides and magazines	5.9%	3.4%	--	3.1%	3.9%
Travel Blogs or Forums	5.3%	4.9%	--	3.2%	7.7%
Travel TV Channels	0.3%	0.1%	--	0.4%	0.4%
Tour Operator or Travel Agency	25.6%	23.3%	--	20.1%	36.4%
Public administrations or similar	0.0%	0.0%	--	0.6%	0.3%
Others	1.9%	1.2%	--	0.6%	0.7%

* Multi-choice question

Tourist profile. Historical data: 2018 - 2022

FINLAND



With whom did they book their flight and accommodation?



	2018	2019	2020	2021	2022
Flight					
- Directly with the airline	22.1%	24.3%	--	27.0%	20.9%
- Tour Operator or Travel Agency	77.9%	75.7%	--	73.0%	79.1%
Accommodation					
- Directly with the accommodation	18.9%	23.2%	--	21.6%	18.7%
- Tour Operator or Travel Agency	81.1%	76.8%	--	78.4%	81.3%

Where does the flight come from?



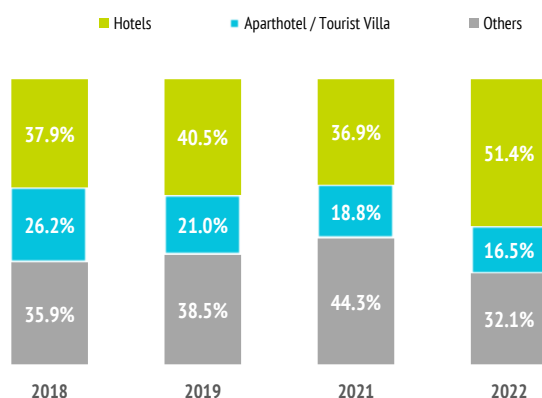
	2018	2019	2020	2021	2022
Finland	94.4%	95.3%	--	95.4%	94.6%
France	0.3%	0.0%	--	0.0%	1.6%
Mainland Spain	2.0%	0.3%	--	1.9%	1.4%
Norway	1.1%	0.7%	--	0.0%	1.0%
Germany	0.0%	0.3%	--	1.7%	0.6%
Sweden	1.1%	1.1%	--	0.8%	0.4%
Others	1.1%	2.3%	--	0.1%	0.6%

Where do they stay?



	2018	2019	2020	2021	2022
1-2-3* Hotel	10.1%	9.4%	--	8.8%	13.5%
4* Hotel	24.3%	26.5%	--	22.1%	32.2%
5* Hotel / 5* Luxury Hotel	3.5%	4.6%	--	6.0%	5.7%
Aparthotel / Tourist Villa	26.2%	21.0%	--	18.8%	16.5%
House/room rented in a private dwelling	4.7%	4.1%	4.4%	3.4%	1.2%
Private accommodation (1)	4.5%	2.9%	2.0%	4.8%	3.5%
Others (Cottage, cruise, camping,...)	26.7%	31.5%	24.0%	36.0%	27.3%

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



What do they book?



	2018	2019	2020	2021	2022
Room only	34.9%	34.4%	--	38.3%	29.9%
Bed and Breakfast	26.9%	25.7%	--	24.5%	28.1%
Half board	12.8%	14.3%	--	15.8%	12.8%
Full board	6.1%	7.5%	--	8.4%	10.4%
All inclusive	19.3%	18.1%	--	13.0%	18.8%

Other expenses

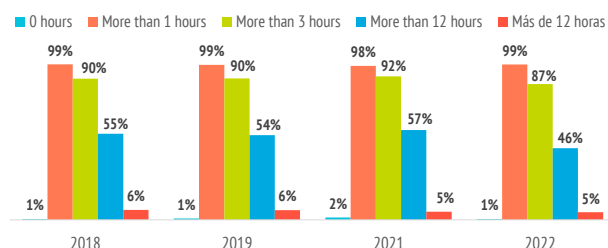


	2018	2019	2020	2021	2022
Restaurants or cafes	70.3%	67.7%	--	76.8%	69.7%
Supermarkets	69.2%	72.5%	--	72.3%	71.8%
Car rental	15.5%	20.8%	--	27.7%	23.9%
Organized excursions	21.3%	20.1%	--	16.4%	17.7%
Taxi, transfer, chauffeur service	67.2%	66.8%	--	62.1%	75.3%
Theme Parks	9.3%	9.5%	--	8.8%	10.8%
Sport activities	6.0%	5.5%	--	9.4%	6.1%
Museums	4.7%	5.8%	--	6.1%	6.9%
Flights between islands	3.1%	2.8%	--	0.9%	3.3%

Activities in the Canary Islands



Outdoor time per day	2018	2019	2020	2021	2022
0 hours	0.5%	0.9%	--	1.5%	0.6%
1 - 2 hours	9.2%	8.6%	--	6.7%	12.6%
3 - 6 hours	35.2%	36.3%	--	34.4%	41.0%
7 - 12 hours	48.8%	48.0%	--	52.2%	41.0%
More than 12 hours	6.4%	6.2%	--	5.2%	4.9%



Activities in the Canary Islands	2018	2019	2020	2021	2022
Walk, wander	84.6%	88.8%	--	89.0%	87.6%
Swimming pool, hotel facilities	66.8%	74.9%	--	73.0%	75.7%
Beach	59.9%	68.0%	--	70.4%	67.1%
Explore the island on their own	45.4%	49.9%	--	49.3%	53.1%
Swim	--	--	--	53.3%	26.5%
Astronomical observation	18.2%	22.5%	--	22.8%	22.0%
Taste Canarian gastronomy	21.6%	21.9%	--	26.2%	18.7%
Theme parks	17.2%	16.1%	--	13.2%	16.4%
Nightlife / concerts / shows	16.5%	16.5%	--	18.8%	14.3%
Hiking	--	--	--	14.2%	14.2%
Organized excursions	22.3%	19.9%	--	16.7%	13.9%
Museums / exhibitions	9.0%	9.6%	--	11.4%	12.5%
Running	--	--	--	9.1%	9.7%
Wineries / markets / popular festivals	10.4%	11.0%	--	5.1%	9.0%
Sea excursions / whale watching	9.3%	8.4%	--	9.2%	9.0%
Beauty and health treatments	8.9%	11.1%	--	13.1%	8.0%
Other Nature Activities	--	--	--	9.5%	6.8%
Practice other sports	--	--	--	7.2%	5.4%
Golf	--	--	--	4.7%	5.2%
Cycling / Mountain bike	--	--	--	4.1%	3.3%
Scuba Diving	--	--	--	2.2%	1.6%
Surf	--	--	--	3.1%	1.5%
Windsurf / Kitesurf	--	--	--	0.4%	--

* Multi-choice question

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Which island do they choose?

Tourists (> 15 years old)	2018	2019	2020	2021	2022
Lanzarote	17,110	12,283	--	2,083	7,339
Fuerteventura	9,605	8,936	--	1,808	6,948
Gran Canaria	108,399	107,789	--	31,930	80,633
Tenerife	83,198	80,723	--	15,879	49,635
La Palma	1,673	80	--	136	0

How many islands do they visit during their trip?

	2018	2019	2020	2021	2022
One island	93.2%	95.0%	--	96.6%	95.0%
Two islands	6.5%	5.0%	--	3.4%	4.5%
Three or more islands	0.3%	0.0%	--	0.0%	0.5%

How many are loyal to the Canary Islands?

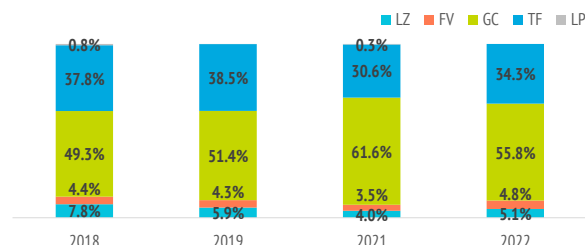
	2018	2019	2020	2021	2022
Repeat tourists	84.5%	84.1%	--	79.3%	80.9%
At least 10 previous visits	24.5%	22.6%	--	23.1%	23.7%
Repeat tourists (last 5 years)	80.1%	81.8%	--	75.4%	78.9%
Repeat tourists (last 5 years) (5 or more)	21.8%	21.1%	--	14.1%	14.1%

Who are they?

	2018	2019	2020	2021	2022
Gender					
Men	45.3%	44.7%	--	45.3%	42.1%
Women	54.7%	55.3%	--	54.7%	57.9%
Age					
Average age (tourist > 15 years old)	51.4	50.8	--	48.3	50.7
Standard deviation	14.2	14.3	--	16.7	16.8
Age range (> 15 years old)					
16 - 24 years old	4.1%	5.3%	--	12.6%	10.3%
25 - 30 years old	5.4%	5.3%	--	4.6%	5.8%
31 - 45 years old	24.0%	25.6%	--	28.7%	19.9%
46 - 60 years old	35.1%	36.6%	--	22.9%	30.6%
Over 60 years old	31.5%	27.2%	--	31.1%	33.4%
Occupation					
Salaried worker	49.8%	52.0%	--	42.2%	48.3%
Self-employed	6.5%	5.9%	--	9.4%	7.7%
Unemployed	2.6%	2.2%	--	6.3%	1.6%
Business owner	10.8%	11.9%	--	10.7%	8.5%
Student	3.7%	2.8%	--	6.7%	8.4%
Retired	26.0%	24.5%	--	24.6%	25.3%
Unpaid domestic work	0.3%	0.7%	--	0.0%	0.2%
Others	0.3%	0.0%	--	0.0%	0.0%
Annual household income level					
Less than €25,000	8.0%	8.8%	--	10.1%	8.1%
€25,000 - €49,999	34.8%	31.1%	--	36.7%	32.3%
€50,000 - €74,999	31.6%	28.9%	--	20.0%	26.4%
More than €74,999	25.6%	31.2%	--	33.2%	33.3%
Education level					
No studies	1.2%	0.0%	--	0.5%	0.4%
Primary education	6.7%	6.3%	--	9.1%	5.3%
Secondary education	40.4%	46.5%	--	35.1%	41.1%
Higher education	51.6%	47.2%	--	55.2%	53.2%

Share by islands	2018	2019	2020	2021	2022
Lanzarote	7.8%	5.9%	--	4.0%	5.1%
Fuerteventura	4.4%	4.3%	--	3.5%	4.8%
Gran Canaria	49.3%	51.4%	--	61.6%	55.8%
Tenerife	37.8%	38.5%	--	30.6%	34.3%
La Palma	0.8%	0.0%	--	0.3%	0.0%

% TOURISTS BY ISLANDS



How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2018	2019	2020	2021	2022
Average rating	8.44	8.42	--	8.76	8.74
Experience in the Canary Islands					
Worse or much worse than expected	2.3%	3.3%	--	1.1%	1.1%
Lived up to expectations	69.2%	68.0%	--	59.5%	62.4%
Better or much better than expected	28.5%	28.7%	--	39.4%	36.5%

Future intentions (scale 1-10)	2018	2019	2020	2021	2022
Return to the Canary Islands	8.24	8.40	--	8.44	8.53
Recommend visiting the Canary Islands	8.50	8.65	--	8.71	8.82

Who do they come with?

	2018	2019	2020	2021	2022
Unaccompanied	7.1%	8.1%	--	11.2%	7.6%
Only with partner	46.9%	48.0%	--	50.8%	47.2%
Only with children (< 13 years old)	9.4%	12.4%	--	7.8%	6.5%
Partner + children (< 13 years old)	3.7%	3.7%	--	2.5%	5.0%
Other relatives	7.0%	4.9%	--	7.6%	8.6%
Friends	6.6%	4.3%	--	7.1%	7.0%
Work colleagues	0.3%	0.0%	--	0.4%	0.0%
Organized trip	0.3%	0.1%	--	0.0%	0.0%
Other combinations (1)	18.7%	18.5%	--	12.6%	18.1%
<i>(2) Combinación de algunos de los grupos anteriormente analizados</i>					
Tourists with children	20.3%	19.8%	--	13.2%	15.6%
- Between 0 and 2 years old	1.9%	0.8%	--	1.0%	0.9%
- Between 3 and 12 years old	17.6%	17.4%	--	10.9%	13.6%
- Between 0 -2 and 3-12 years old	0.9%	1.5%	--	1.2%	1.1%
Tourists without children	79.7%	80.2%	--	86.8%	84.4%
Group composition:					
- 1 person	12.3%	12.0%	--	11.8%	10.0%
- 2 people	53.0%	53.9%	--	59.6%	57.3%
- 3 people	11.0%	10.9%	--	6.4%	12.9%
- 4 or 5 people	19.0%	20.9%	--	19.2%	16.2%
- 6 or more people	4.8%	2.4%	--	2.9%	3.6%
Average group size:	2.67	2.58	--	2.54	2.55

*People who share the main expenses of the trip

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.