

Tourist profile. Historical data (2019 - 2023)

FINLAND



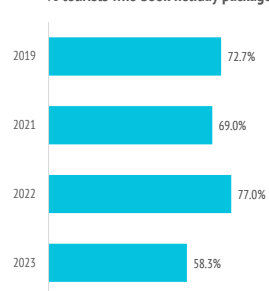
How many are they and how much do they spend?



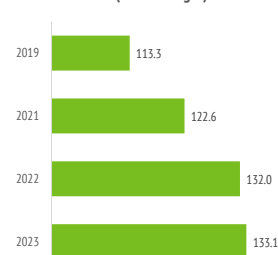
	2019	2020	2021	2022	2023
TOURISTS					
Tourist arrivals (FRONTUR) (*)	261	102	61	176	213
Tourist arrivals ≥ 16 years old (EGT) (*)	211	84	52	145	182
- book holiday package (*)	154	--	36	112	106
- do not book holiday package (*)	58	--	16	33	76
- % tourists who book holiday package	72.7%	--	69.0%	77.0%	58.3%
Children < 16 years old (FRONTUR - EGT) (*)	50	--	9	31	32
Expenditure per tourist (€)					
- book holiday package	1,442	--	1,357	1,658	1,865
- holiday package	1,144	--	1,053	1,345	1,582
- others	296	--	350	313	336
- do not book holiday package	1,448	--	1,255	1,654	1,790
- flight	487	--	327	470	512
- accommodation	445	--	399	596	669
- others	517	--	529	589	609
Average length of stay	9.65	--	9.17	10.76	12.88
Average daily expenditure (€)	172.1	--	173.1	193.4	196.3
Average daily expenditure (without flight)	113.3	--	122.6	132.0	133.1
Average cost of the flight (€)	487.3	--	393.1	509.4	560.5
Total turnover (≥ 16 years old) (€m)	305	--	71	241	339

(*) Thousands of tourists

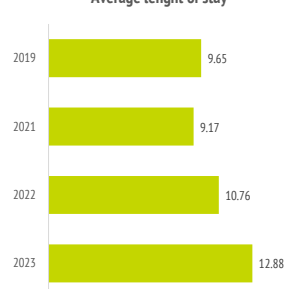
% tourists who book holiday package



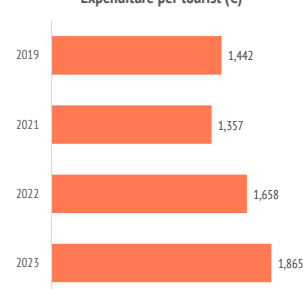
Average daily expenditure (€) (without flight)



Average length of stay



Expenditure per tourist (€)



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

	2019	2020	2021	2022	2023
Accommodation:					
- Accommodation	93.4%	--	90.8%	93.1%	90.9%
- Additional accommodation expenses	7.4%	--	6.2%	4.0%	3.3%
Transport:					
- National/International Transport	98.5%	--	97.2%	97.1%	96.6%
- Flights between islands	2.8%	--	0.9%	3.3%	2.9%
- Taxi	66.8%	--	62.1%	75.3%	62.5%
- Car rental	20.8%	--	27.7%	23.9%	31.6%
- Public transport	15.5%	--	16.9%	15.0%	17.1%
Food and drink:					
- Food purchases at supermarkets	72.5%	--	72.3%	71.8%	68.9%
- Restaurants	67.7%	--	76.8%	69.7%	74.8%
Leisure:					
- Organized excursions	20.1%	--	16.4%	17.7%	20.9%
- Sport activities	5.5%	--	9.4%	6.1%	7.9%
- Cultural activities	2.7%	--	3.1%	2.1%	2.2%
- Museums	5.8%	--	6.1%	6.9%	8.0%
- Theme Parks	9.5%	--	8.8%	10.8%	10.7%
- Discos and pubs	8.0%	--	9.0%	9.7%	10.5%
- Wellness	7.4%	--	8.4%	8.6%	8.0%
Purchases of goods:					
- Souvenirs	57.1%	--	46.3%	46.6%	42.1%
- Real state	0.3%	--	0.0%	0.0%	0.2%
- Other expenses	0.3%	--	0.2%	1.5%	0.7%
Other:					
- Medical or pharmaceutical expenses	5.2%	--	9.5%	7.6%	7.0%
- Other expenses	7.2%	--	6.1%	8.5%	7.8%

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

Expenditure per tourist and trip (€)	2019	2020	2021	2022	2023
Accommodation:					
Accommodation:	766	--	648	873	1,045
- Accommodation	597	--	563	751	880
- Additional accommodation expenses	169	--	86	122	166
Transport:					
Transport:	819	--	739	840	919
- National/International Transport	495	--	404	525	580
- Flights between islands	138	--	105	66	43
- Taxi	75	--	89	110	131
- Car rental	83	--	105	118	141
- Public transport	28	--	37	22	24
Food and drink:					
Food and drink:	290	--	292	322	343
- Food purchases at supermarkets	111	--	104	115	133
- Restaurants	178	--	187	207	210
Leisure:					
Leisure:	420	--	898	441	535
- Organized excursions	70	--	80	103	97
- Sport activities	95	--	148	107	96
- Cultural activities	41	--	25	28	32
- Museums	30	--	35	23	29
- Theme Parks	62	--	55	51	94
- Discos and pubs	63	--	515	76	88
- Wellness	59	--	40	53	98
Purchases of goods:					
Purchases of goods:	230	--	104	166	252
- Souvenirs	111	--	101	103	99
- Real state	33	--	0	0	100
- Other expenses	86	--	4	63	53
Other:					
Other:	123	--	82	102	252
- Medical or pharmaceutical expenses	69	--	28	23	171
- Other expenses	53	--	54	79	81

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.

What is the main purpose of their trip?

	2019	2020	2021	2022	2023
Holiday, leisure	96.7%	--	95.9%	94.0%	90.9%
Visiting family or friends	1.4%	--	3.3%	2.2%	3.7%
Business and work	0.2%	--	0.1%	0.9%	1.3%
Education and training	0.0%	--	0.3%	0.0%	0.0%
Sports training	0.5%	--	0.0%	1.3%	1.6%
Health or medical care	1.1%	--	0.2%	0.8%	1.8%
Fairs and congresses	0.0%	--	0.0%	0.0%	0.0%
Others	0.1%	--	0.2%	0.8%	0.7%

What is the main motivation for their holidays?

	2019	2020	2021	2022	2023
Rest	72.7%	--	67.5%	70.8%	61.5%
Enjoy family time	17.8%	--	14.7%	18.2%	21.2%
Have fun	2.5%	--	2.9%	2.9%	3.0%
Explore the destination	5.3%	--	11.4%	4.8%	8.4%
Practice their hobbies	1.1%	--	3.2%	2.5%	4.2%
Other reasons	0.5%	--	0.2%	0.8%	1.6%

Where did they spend their main holiday last year? *

	2019	2020	2021	2022	2023
Didn't have holidays	--	--	59.9%	53.2%	21.8%
Canary Islands	--	--	12.3%	19.8%	27.9%
Other destination	--	--	27.8%	27.0%	50.3%
Balearic Islands	--	--	0.5%	0.3%	0.8%
Rest of Spain	--	--	3.6%	6.1%	9.5%
Italy	--	--	1.5%	2.4%	6.7%
France	--	--	0.0%	1.0%	3.4%
Turkey	--	--	4.0%	1.1%	0.9%
Greece	--	--	4.9%	5.7%	9.4%
Portugal	--	--	0.6%	0.9%	2.4%
Croatia	--	--	0.0%	0.3%	2.8%
Egypt	--	--	0.3%	0.2%	0.4%
Tunisia	--	--	0.0%	0.0%	0.0%
Morocco	--	--	0.0%	0.0%	0.0%
Others	--	--	12.4%	8.9%	14.1%

* Percentage of valid answers

What other destinations did they consider for this trip? *

	2019	2020	2021	2022	2023
None (I was clear about "this Canary Island")	--	--	24.0%	20.8%	25.4%
Canary Islands (other island)	--	--	19.0%	21.8%	22.6%
Other destination	--	--	57.0%	57.4%	52.0%
Balearic Islands	--	--	2.2%	2.1%	1.0%
Rest of Spain	--	--	11.8%	12.9%	11.5%
Italy	--	--	6.6%	6.7%	5.2%
France	--	--	5.4%	3.7%	3.0%
Turkey	--	--	3.4%	3.4%	1.9%
Greece	--	--	11.5%	9.9%	10.4%
Portugal	--	--	7.1%	6.4%	8.1%
Croatia	--	--	3.4%	5.5%	3.9%
Egypt	--	--	1.1%	2.5%	1.9%
Others	--	--	4.5%	4.3%	4.9%

* Percentage of valid answers

Importance of each factor in the destination choice

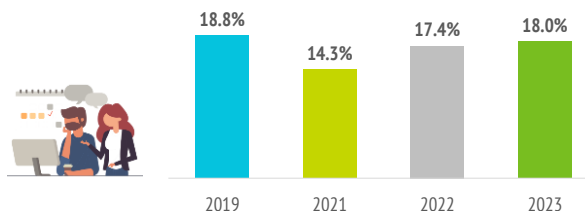
	2019	2020	2021	2022	2023
Climate	83.6%	--	84.5%	89.6%	82.1%
Sea	45.7%	--	57.0%	59.6%	52.9%
Safety	44.0%	--	44.3%	46.7%	47.7%
Landscapes	30.6%	--	41.1%	41.4%	40.0%
Accommodation supply	38.0%	--	38.2%	41.5%	36.4%
Environment	24.3%	--	31.0%	32.7%	34.6%
European belonging	33.7%	--	37.6%	44.6%	34.6%
Tranquility	32.0%	--	28.2%	32.0%	33.8%
Beaches	31.1%	--	37.7%	35.8%	33.4%
Price	26.6%	--	28.1%	27.4%	23.8%
Hiking trail network	18.6%	--	25.9%	26.3%	20.7%
Gastronomy	14.8%	--	20.5%	22.0%	17.5%
Effortless trip	9.0%	--	10.9%	15.4%	12.6%
Fun possibilities	7.5%	--	15.5%	11.0%	11.1%
Authenticity	5.3%	--	11.6%	8.2%	8.2%
Exoticism	7.8%	--	8.3%	9.4%	8.2%
Shopping	6.6%	--	12.4%	7.8%	7.7%
Historical heritage	5.0%	--	7.1%	7.1%	6.6%
Culture	2.7%	--	3.8%	7.0%	5.2%
Nightlife	2.3%	--	7.4%	5.7%	4.6%

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?

	2019	2020	2021	2022	2023
The same day	0.3%	--	0.9%	1.2%	0.2%
Between 1 and 30 days	26.0%	--	39.1%	24.4%	21.5%
Between 1 and 2 months	25.2%	--	28.9%	29.7%	23.2%
Between 3 and 6 months	29.7%	--	16.8%	27.3%	37.1%
More than 6 months	18.8%	--	14.3%	17.4%	18.0%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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

	2019	2020	2021	2022	2023
Previous visits to the Canary Islands	64.1%	--	58.5%	61.8%	60.9%
Friends or relatives	22.1%	--	25.2%	26.9%	24.2%
Internet or social media	67.5%	--	60.8%	62.1%	59.2%
Mass Media	1.4%	--	1.1%	1.6%	1.9%
Travel guides and magazines	3.4%	--	3.1%	3.9%	4.6%
Travel Blogs or Forums	4.9%	--	3.2%	7.7%	9.0%
Travel TV Channels	0.1%	--	0.4%	0.4%	0.8%
Tour Operator or Travel Agency	23.3%	--	20.1%	36.4%	27.4%
Public administrations or similar	0.0%	--	0.6%	0.3%	1.1%
Others	1.2%	--	0.6%	0.7%	1.7%

* Multi-choice question

Tourist profile. Historical data (2019 - 2023)

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With whom did they book their flight and accommodation?

	2019	2020	2021	2022	2023
Flight					
- Directly with the airline	24.3%	--	27.0%	20.9%	33.6%
- Tour Operator or Travel Agency	75.7%	--	73.0%	79.1%	66.4%
Accommodation					
- Directly with the accommodation	23.2%	--	21.6%	18.7%	30.7%
- Tour Operator or Travel Agency	76.8%	--	78.4%	81.3%	69.3%

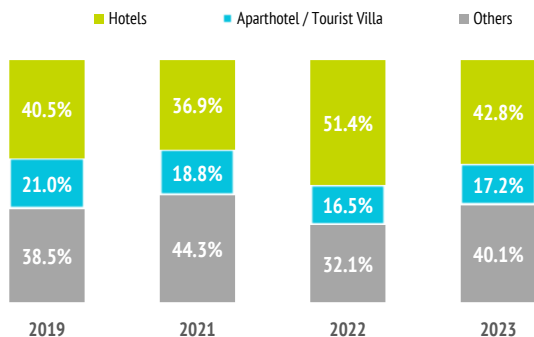
Where does the flight come from?

	2019	2020	2021	2022	2023
Finland	95.3%	--	95.4%	94.6%	91.7%
Sweden	1.1%	--	0.8%	0.4%	1.4%
Portugal	0.3%	--	0.0%	0.2%	1.3%
Germany	0.3%	--	1.7%	0.6%	1.1%
Spanish Mainland	0.3%	--	1.9%	1.4%	0.9%
Norway	0.7%	--	0.0%	1.0%	0.8%
United Kingdom	0.8%	--	0.0%	0.1%	0.8%
Netherlands	0.6%	--	0.1%	0.0%	0.5%
Belgium	0.0%	--	0.0%	0.0%	0.4%
Italy	0.2%	--	0.0%	0.0%	0.4%
Others	0.4%	--	0.0%	1.8%	0.7%

Where do they stay?

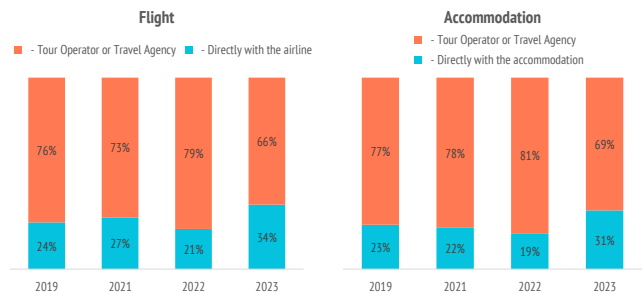
	2019	2020	2021	2022	2023
1-2-3* Hotel	9.4%	--	8.8%	13.5%	8.8%
4* Hotel	26.5%	--	22.1%	32.2%	26.2%
5* Hotel / 5* Luxury Hotel	4.6%	--	6.0%	5.7%	7.7%
Aparthotel / Tourist Villa	21.0%	--	18.8%	16.5%	17.2%
House/room rented in a private dwelling	4.1%	--	3.4%	1.2%	5.1%
Private accommodation (1)	2.9%	--	4.8%	3.5%	4.1%
Others (Cottage, cruise, camping,...)	31.5%	--	36.0%	27.3%	30.9%

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



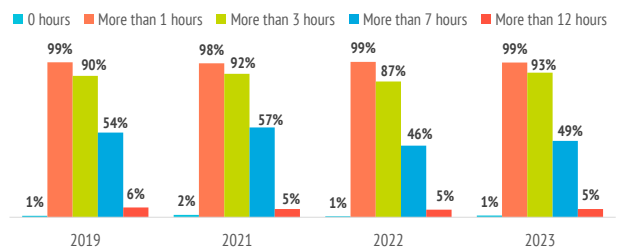
What do they book?

	2019	2020	2021	2022	2023
Room only	34.4%	--	38.3%	29.9%	34.9%
Bed and Breakfast	25.7%	--	24.5%	28.1%	26.4%
Half board	14.3%	--	15.8%	12.8%	14.0%
Full board	7.5%	--	8.4%	10.4%	11.1%
All inclusive	18.1%	--	13.0%	18.8%	13.7%



Activities in the Canary Islands

Outdoor time per day	2019	2020	2021	2022	2023
0 hours	0.9%	--	1.5%	0.6%	1.0%
1 - 2 hours	8.6%	--	6.7%	12.6%	6.5%
3 - 6 hours	36.3%	--	34.4%	41.0%	43.6%
7 - 12 hours	48.0%	--	52.2%	41.0%	43.6%
More than 12 hours	6.2%	--	5.2%	4.9%	5.3%
Outdoor time per day	7.3	--	7.5	6.5	7.1



Activities in the Canary Islands	2019	2020	2021	2022	2023
Walk, wander	88.8%	--	89.0%	87.6%	84.8%
Swimming pool, hotel facilities	74.9%	--	73.0%	75.7%	69.9%
Beach	68.0%	--	70.4%	67.1%	64.9%
Explore the island on their own	49.9%	--	49.3%	53.1%	52.7%
Astronomical observation	22.5%	--	22.8%	22.0%	22.2%
Taste Canarian gastronomy	21.9%	--	26.2%	18.7%	20.4%
Theme parks	16.1%	--	13.2%	16.4%	19.6%
Nightlife / concerts / shows	16.5%	--	18.8%	14.3%	17.6%
Swim	--	--	53.3%	26.5%	16.2%
Hiking	--	--	14.2%	14.2%	14.7%
Organized excursions	19.9%	--	16.7%	13.9%	13.5%
Museums / exhibitions	9.6%	--	11.4%	12.5%	11.8%
Other Nature Activities	--	--	9.5%	6.8%	11.0%
Sea excursions / whale watching	8.4%	--	9.2%	9.0%	10.8%
Beauty and health treatments	11.1%	--	13.1%	8.0%	10.6%
Running	--	--	9.1%	9.7%	10.1%
Wineries / markets / popular festivals	11.0%	--	5.1%	9.0%	9.6%
Practice other sports	--	--	7.2%	5.4%	5.5%
Golf	--	--	4.7%	5.2%	4.4%
Cycling / Mountain bike	--	--	4.1%	3.3%	3.6%
Scuba Diving	--	--	2.2%	1.6%	1.0%
Surf	--	--	3.1%	1.5%	0.9%
Windsurf / Kitesurf	--	--	0.4%	--	0.9%

* Multi-choice question

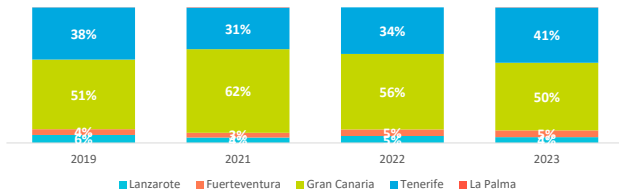
Tourist profile. Historical data (2019 - 2023)

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Which island do they choose?

Tourists (≥ 16 year old)	2019	2020	2021	2022	2023
Lanzarote	12,283	--	2,083	7,339	7,780
Fuerteventura	8,936	--	1,808	6,948	8,973
Gran Canaria	107,789	--	31,930	80,633	90,478
Tenerife	80,723	--	15,879	49,635	73,889
La Palma	80	--	136	0	349



How many are loyal to the Canary Islands?

	2019	2020	2021	2022	2023
Repeat tourists	84.1%	--	79.3%	80.9%	80.2%
At least 10 previous visits	22.6%	--	23.1%	23.7%	27.0%
Repeat tourists (last 5 years)	81.8%	--	75.4%	78.9%	76.7%
Repeat tourists (last 5 years)(5 or more visits)	21.1%	--	14.1%	14.1%	15.0%

Who are they?

	2019	2020	2021	2022	2023
Gender					
Men	44.7%	--	45.3%	42.1%	46.3%
Women	55.3%	--	54.7%	57.9%	53.7%
Age					
Average age	50.8	--	48.3	50.7	48.8
Standard deviation	14.3	--	16.7	16.8	17.3
Age range					
16 - 24 years old	5.3%	--	12.6%	10.3%	12.1%
25 - 30 years old	5.3%	--	4.6%	5.8%	6.2%
31 - 45 years old	25.6%	--	28.7%	19.9%	24.9%
46 - 60 years old	36.6%	--	22.9%	30.6%	27.1%
Over 60 years old	27.2%	--	31.1%	33.4%	29.6%
Occupation					
Salaried worker	52.0%	--	42.2%	48.3%	52.2%
Self-employed	5.9%	--	9.4%	7.7%	7.1%
Unemployed	2.2%	--	6.3%	1.6%	0.3%
Business owner	11.9%	--	10.7%	8.5%	7.0%
Student	2.8%	--	6.7%	8.4%	7.8%
Retired	24.5%	--	24.6%	25.3%	24.9%
Unpaid domestic work	0.7%	--	0.0%	0.2%	0.3%
Others	0.0%	--	0.0%	0.0%	0.3%
Annual household income level					
Less than €25,000	8.8%	--	10.1%	8.1%	8.6%
€25,000 - €49,999	31.1%	--	36.7%	32.3%	30.4%
€50,000 - €74,999	28.9%	--	20.0%	26.4%	26.6%
More than €74,999	31.2%	--	33.2%	33.3%	34.5%
Education level					
No studies	0.0%	--	0.5%	0.4%	0.3%
Primary education	6.3%	--	9.1%	5.3%	6.1%
Secondary education	46.5%	--	35.1%	41.1%	32.5%
Higher education	47.2%	--	55.2%	53.2%	61.1%

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.

Share by islands	2019	2020	2021	2022	2023
Lanzarote	5.9%	--	4.0%	5.1%	4.3%
Fuerteventura	4.3%	--	3.5%	4.8%	4.9%
Gran Canaria	51.4%	--	61.6%	55.8%	49.9%
Tenerife	38.5%	--	30.6%	34.3%	40.7%
La Palma	0.0%	--	0.3%	0.0%	0.2%

How many islands do they visit during their trip?

	2019	2020	2021	2022	2023
One island	95.0%	--	96.6%	95.0%	96.6%
Two islands	5.0%	--	3.4%	4.5%	3.4%
Three or more islands	0.0%	--	0.0%	0.5%	0.0%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019	2020	2021	2022	2023
Average rating	8.42	--	8.76	8.74	8.63

Experience in the Canary Islands	2019	2020	2021	2022	2023
Worse or much worse than expected	3.3%	--	1.1%	1.1%	2.3%
Lived up to expectations	68.0%	--	59.5%	62.4%	65.2%
Better or much better than expected	28.7%	--	39.4%	36.5%	32.5%

Future intentions (scale 1-10)	2019	2020	2021	2022	2023
Return to the Canary Islands	8.40	--	8.44	8.53	8.45
Recommend visiting the Canary Islands	8.65	--	8.71	8.82	8.73

Who do they come with?

	2019	2020	2021	2022	2023
Unaccompanied	8.1%	--	11.2%	7.6%	10.6%
Only with partner	48.0%	--	50.8%	47.2%	43.1%
Only with children (< 13 years old)	12.4%	--	7.8%	6.5%	8.1%
Partner + children (< 13 years old)	3.7%	--	2.5%	5.0%	4.0%
Other relatives	4.9%	--	7.6%	8.6%	8.0%
Friends	4.3%	--	7.1%	7.0%	5.8%
Work colleagues	0.0%	--	0.4%	0.0%	0.2%
Organized trip	0.1%	--	0.0%	0.0%	0.5%
Other combinations (2)	18.5%	--	12.6%	18.1%	19.8%

(2) Combination of some of the groups previously analyzed

Tourists with children	2019	2020	2021	2022	2023
- Between 0 and 2 years old	0.8%	--	1.0%	0.9%	1.0%
- Between 3 and 12 years old	17.4%	--	10.9%	13.6%	15.7%
- Between 0 -2 and 3-12 years old	1.5%	--	1.2%	1.1%	1.1%
Tourists without children	80.2%	--	86.8%	84.4%	82.2%
Group composition:					
- 1 person	12.0%	--	11.8%	10.0%	13.0%
- 2 people	53.9%	--	59.6%	57.3%	50.9%
- 3 people	10.9%	--	6.4%	12.9%	12.7%
- 4 or 5 people	20.9%	--	19.2%	16.2%	20.1%
- 6 or more people	2.4%	--	2.9%	3.6%	3.3%
Average group size:	2.58	--	2.54	2.55	2.62

*People who share the main expenses of the trip