

Tourist profile by quarter of trip (2024)

FINLAND



How many are they and how much do they spend?



	2024Q1	2024Q2	2024Q3	2024Q4	2024
TOURISTS					
Tourist arrivals (FRONTUR) (*)	93	--	--	106	208
Tourist arrivals ≥ 16 years old (EGT) (*)	77	--	--	92	177
- book holiday package (*)	53	--	--	48	106
- do not book holiday package (*)	24	--	--	44	71
- % tourists who book holiday package	68.9%	--	--	52.4%	59.8%
Children < 16 years old (FRONTUR - EGT) (*)	16	--	--	14	31
Expenditure per tourist (€)					
- book holiday package	266	--	--	260	257
- holiday package	222	--	--	197	205
- others	44	--	--	63	52
- do not book holiday package	1,031	--	--	340	611
- flight	116	--	--	120	112
- accommodation	120	--	--	99	102
- others	795	--	--	121	396
Average lenght of stay	13.55	--	--	9.75	11.50
Average daily expenditure (€)	283.1	--	--	184.3	226.6
Average daily expenditure (without flight)	210.9	--	--	118.8	158.7
Average cost of the flight (€)	97.9	--	--	97.3	94.4
Total turnover (≥ 16 years old) (€m)	240	--	--	141	392
Turnover without flight (≥ 16 years old) (€m)	190	--	--	93	291

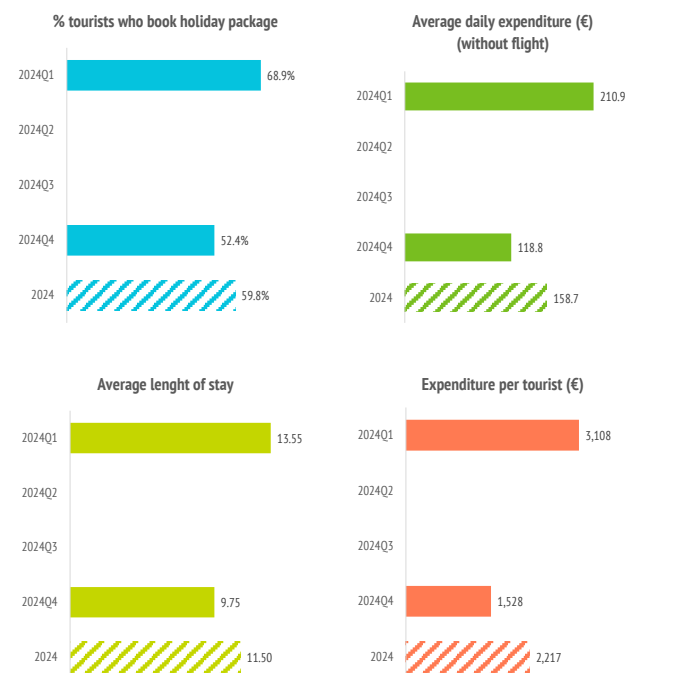
(*) Thousand of tourists

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

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Accommodation:					
- Accommodation	93.2%	--	--	84.0%	88.0%
- Additional accommodation expenses	4.7%	--	--	5.7%	5.8%
Transport:					
- National/International Transport	99.1%	--	--	96.7%	97.3%
- Flights between islands	4.3%	--	--	5.3%	5.1%
- Taxi	55.2%	--	--	64.9%	60.8%
- Car rental	23.7%	--	--	30.6%	27.2%
- Public transport	21.0%	--	--	20.9%	21.3%
Food and drink:					
- Food purchases at supermarkets	70.7%	--	--	75.7%	73.7%
- Restaurants	71.1%	--	--	69.7%	71.2%
Leisure:					
- Organized excursions	20.4%	--	--	22.9%	21.5%
- Sport activities	7.5%	--	--	6.7%	7.0%
- Cultural activities	4.6%	--	--	1.9%	3.5%
- Museums	6.1%	--	--	6.7%	7.5%
- Theme Parks	6.8%	--	--	9.9%	8.4%
- Discos and pubs	4.6%	--	--	9.8%	7.8%
- Wellness	4.9%	--	--	6.9%	5.9%
Purchases of goods:					
- Souvenirs	49.6%	--	--	50.8%	51.0%
- Real state	0.7%	--	--	0.0%	0.3%
- Other expenses	0.7%	--	--	1.8%	1.3%
Other:					
- Medical or pharmaceutical expenses	4.6%	--	--	3.3%	4.1%
- Other expenses	6.8%	--	--	3.5%	4.9%

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.



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

Expenditure per tourist and trip (€)	2024Q1	2024Q2	2024Q3	2024Q4	2024
Accommodation:					
- Accommodation	3,487	--	--	1,030	1,903
- Additional accommodation expenses	861	--	--	629	733
- Additional accommodation expenses	2,627	--	--	401	1,170
Transport:					
- National/International Transport	1,022	--	--	840	931
- National/International Transport	653	--	--	535	587
- Flights between islands	61	--	--	95	96
- Taxi	101	--	--	93	96
- Car rental	184	--	--	95	130
- Public transport	23	--	--	22	22
Food and drink:					
- Food purchases at supermarkets	403	--	--	353	372
- Food purchases at supermarkets	177	--	--	127	147
- Restaurants	226	--	--	226	225
Leisure:					
- Organized excursions	928	--	--	454	585
- Organized excursions	93	--	--	112	104
- Sport activities	95	--	--	37	70
- Cultural activities	48	--	--	46	43
- Museums	26	--	--	34	30
- Theme Parks	70	--	--	120	101
- Discos and pubs	499	--	--	59	173
- Wellness	98	--	--	44	64
Purchases of goods:					
- Souvenirs	150,158	--	--	170	150,178
- Souvenirs	114	--	--	101	108
- Real state	150,000	--	--	0	150,000
- Other expenses	43	--	--	70	70
Other:					
- Medical or pharmaceutical expenses	143	--	--	86	121
- Medical or pharmaceutical expenses	60	--	--	53	53
- Other expenses	84	--	--	33	68

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What is the main purpose of their trip?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Holiday, leisure	92.9%	--	--	83.4%	87.8%
Visiting family or friends	2.8%	--	--	10.5%	6.7%
Business and work	0.0%	--	--	3.8%	2.2%
Education and training	0.0%	--	--	0.6%	0.3%
Sports training	2.0%	--	--	0.5%	1.3%
Health or medical care	0.0%	--	--	0.9%	0.5%
Fairs and congresses	0.0%	--	--	0.0%	0.0%
Others	2.3%	--	--	0.5%	1.2%

What is the main motivation for their holidays?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Rest	67.0%	--	--	56.4%	61.2%
Enjoy family time	16.1%	--	--	22.4%	19.4%
Have fun	4.7%	--	--	5.3%	4.9%
Explore the destination	5.9%	--	--	8.9%	7.6%
Practice their hobbies	4.6%	--	--	2.6%	3.8%
Other reasons	1.8%	--	--	4.4%	3.0%

Where did they spend their main holiday last year? *

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Didn't have holidays	11.1%	--	--	16.6%	16.5%
Canary Islands	39.2%	--	--	28.4%	27.4%
Other destination	49.7%	--	--	54.9%	56.1%
- Balearic Islands	2.8%	--	--	0.6%	1.3%
- Rest of Spain	5.3%	--	--	8.1%	8.7%
- Italy	1.8%	--	--	7.4%	6.5%
- France	1.6%	--	--	3.8%	3.7%
- Turkey	1.4%	--	--	2.2%	1.5%
- Greece	2.8%	--	--	11.2%	10.9%
- Portugal	3.2%	--	--	3.2%	3.1%
- Croatia	10.6%	--	--	3.9%	3.8%
- Egypt	1.4%	--	--	0.0%	0.2%
- Tunisia	0.0%	--	--	0.0%	0.0%
- Morocco	0.0%	--	--	0.0%	0.2%
- Others	18.7%	--	--	14.6%	16.3%

* Percentage of valid answers

What other destinations did they consider for this trip? *

	2024Q1	2024Q2	2024Q3	2024Q4	2024
None (I was clear about "this Canary Island")	23.3%	--	--	26.1%	24.6%
Canary Islands (other island)	21.5%	--	--	20.9%	21.2%
Other destination	55.2%	--	--	53.0%	54.2%
- Balearic Islands	1.1%	--	--	1.1%	1.1%
- Rest of Spain	8.5%	--	--	11.5%	10.3%
- Italy	6.9%	--	--	7.0%	6.9%
- France	3.6%	--	--	2.4%	2.9%
- Turkey	4.2%	--	--	3.8%	3.8%
- Greece	10.1%	--	--	10.8%	10.9%
- Portugal	5.0%	--	--	5.8%	5.5%
- Croatia	4.8%	--	--	5.2%	5.0%
- Egypt	3.5%	--	--	3.0%	3.2%
- Others	7.5%	--	--	2.4%	4.7%

* Percentage of valid answers

Importance of each factor in the destination choice



	2024Q1	2024Q2	2024Q3	2024Q4	2024
Climate	86.3%	--	--	83.4%	85.0%
Sea	56.4%	--	--	48.8%	52.0%
Safety	37.5%	--	--	40.2%	38.8%
Landscapes	42.2%	--	--	36.7%	38.6%
European belonging	34.5%	--	--	39.2%	37.3%
Accommodation supply	36.2%	--	--	35.1%	35.4%
Tranquility	35.2%	--	--	28.2%	31.1%
Environment	30.8%	--	--	27.9%	28.8%
Beaches	30.2%	--	--	27.8%	28.5%
Price	21.8%	--	--	27.7%	25.2%
Hiking trail network	22.7%	--	--	19.4%	20.5%
Gastronomy	18.4%	--	--	17.2%	18.1%
Effortless trip	13.6%	--	--	10.6%	12.2%
Authenticity	12.6%	--	--	8.6%	10.2%
Fun possibilities	9.4%	--	--	9.2%	9.2%
Historical heritage	8.0%	--	--	9.3%	8.4%
Exoticism	10.7%	--	--	6.5%	8.3%
Shopping	6.4%	--	--	4.9%	5.6%
Culture	5.0%	--	--	5.9%	5.3%
Nightlife	3.8%	--	--	4.9%	4.2%

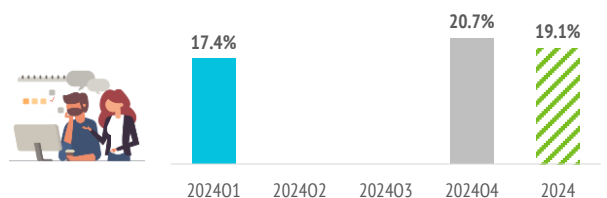
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important" % of tourists who indicate that the factor is "very important" in their choice.

How far in advance do they book their trip?



	2024Q1	2024Q2	2024Q3	2024Q4	2024
The same day	1.1%	--	--	0.0%	0.7%
Between 1 and 30 days	19.3%	--	--	23.7%	21.0%
Between 1 and 2 months	25.6%	--	--	23.2%	24.2%
Between 3 and 6 months	36.7%	--	--	32.4%	35.0%
More than 6 months	17.4%	--	--	20.7%	19.1%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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



	2024Q1	2024Q2	2024Q3	2024Q4	2024
Previous visits to the Canary Islands	57.7%	--	--	55.1%	56.4%
Friends or relatives	27.4%	--	--	37.3%	32.4%
Internet or social media	64.4%	--	--	50.7%	57.1%
Mass Media	0.7%	--	--	2.1%	1.5%
Travel guides and magazines	3.2%	--	--	4.1%	3.8%
Travel Blogs or Forums	7.8%	--	--	9.1%	8.2%
Travel TV Channels	1.5%	--	--	0.0%	0.8%
Tour Operator or Travel Agency	24.0%	--	--	27.7%	26.0%
Public administrations or similar	0.5%	--	--	0.0%	0.2%
Others	2.0%	--	--	3.0%	2.7%

* Multi-choice question

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With whom did they book their flight and accommodation?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Flight					
- Directly with the airline	25.5%	--	--	50.5%	37.8%
- Tour Operator or Travel Agency	74.5%	--	--	49.5%	62.2%
Accommodation					
- Directly with the accommodation	24.9%	--	--	39.3%	31.9%
- Tour Operator or Travel Agency	75.1%	--	--	60.7%	68.1%

Where does the flight come from?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Finland	96.1%	--	--	94.6%	93.8%
Germany	0.0%	--	--	4.3%	2.7%
Spanish Mainland	0.1%	--	--	0.6%	1.3%
Sweden	2.3%	--	--	0.0%	1.1%
Italy	1.5%	--	--	0.0%	0.8%
Portugal	0.0%	--	--	0.3%	0.2%
Others	0.0%	--	--	0.2%	0.2%

Where do they stay?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
1-2-3* Hotel	21.6%	--	--	11.2%	15.8%
4* Hotel	32.8%	--	--	32.1%	32.5%
5* Hotel / 5* Luxury Hotel	5.5%	--	--	3.8%	4.5%
Aparthotel / Tourist Villa	21.2%	--	--	21.3%	22.3%
House/room rented in a private dwelling	10.7%	--	--	19.7%	15.0%
Private accommodation (1)	6.7%	--	--	7.8%	7.0%
Others (Cottage, cruise, camping,...)	1.5%	--	--	4.1%	3.0%

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

What do they book?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Room only	37.5%	--	--	45.3%	42.1%
Bed and Breakfast	19.8%	--	--	23.6%	22.0%
Half board	12.7%	--	--	11.8%	12.1%
Full board	9.6%	--	--	6.2%	7.5%
All inclusive	20.4%	--	--	13.0%	16.3%

Tourist tax (Data available from Q2 2024)

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

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Yes	--	--	--	33.3%	33.5%
No	--	--	--	49.6%	49.3%
Not remember	--	--	--	17.1%	17.2%

Do they exclude destinations with tourist tax?

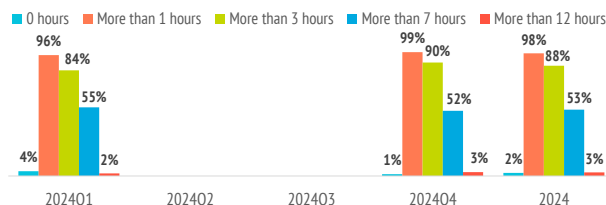
	2024Q1	2024Q2	2024Q3	2024Q4	2024
Yes	--	--	--	20.1%	19.9%
No	--	--	--	79.9%	80.1%

How much would they be willing to pay?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Up to 1 euro	--	--	--	35.7%	36.4%
Up to 2 euros	--	--	--	32.4%	32.0%
Up to 3 euros	--	--	--	12.7%	12.8%
More than 3 euros	--	--	--	19.2%	18.9%

Activities in the Canary Islands

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Outdoor time per day					
0 hours	3.8%	--	--	1.5%	2.4%
1 - 2 hours	12.2%	--	--	8.3%	9.8%
3 - 6 hours	29.4%	--	--	38.4%	34.9%
7 - 12 hours	52.6%	--	--	48.8%	50.0%
More than 12 hours	2.0%	--	--	3.1%	2.8%
Outdoor time per day	6.9	--	--	7.0	7.0



	2024Q1	2024Q2	2024Q3	2024Q4	2024
Activities in the Canary Islands					
Walk, wander	87.0%	--	--	83.7%	85.8%
Swimming pool, hotel facilities	58.5%	--	--	67.4%	64.3%
Beach	61.3%	--	--	66.1%	63.9%
Explore the island on their own	55.7%	--	--	57.1%	56.3%
Taste Canarian gastronomy	24.7%	--	--	29.0%	27.1%
Astronomical observation	21.7%	--	--	22.9%	22.7%
Swim	18.1%	--	--	23.2%	21.8%
Hiking	22.3%	--	--	19.1%	20.0%
Museums / exhibitions	14.8%	--	--	16.0%	16.2%
Theme parks	14.3%	--	--	15.2%	14.7%
Organized excursions	14.0%	--	--	14.6%	14.5%
Nightlife / concerts / shows	12.1%	--	--	13.8%	13.5%
Running	10.3%	--	--	13.1%	11.6%
Wineries / markets / popular festivals	10.8%	--	--	9.2%	10.2%
Other Nature Activities	12.8%	--	--	7.6%	9.8%
Beauty and health treatments	8.0%	--	--	7.8%	8.8%
Sea excursions / whale watching	4.3%	--	--	11.5%	8.1%
Practice other sports	8.7%	--	--	5.8%	7.5%
Cycling / Mountain bike	6.5%	--	--	2.3%	4.1%
Golf	3.3%	--	--	2.3%	2.7%
Scuba Diving	0.6%	--	--	1.4%	1.0%
Surf	1.2%	--	--	--	0.5%
Windsurf / Kitesurf	0.6%	--	--	--	0.3%

* Multi-choice question

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

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Yes	--	--	--	61.2%	33.7%
- For any purpose	--	--	--	9.6%	5.9%
- Improve living conditions	--	--	--	11.8%	6.6%
- Improve economic development	--	--	--	2.3%	1.2%
- Improve the environment	--	--	--	27.6%	14.8%
- Improve the tourist environment	--	--	--	0.8%	0.5%
- Other purposes	--	--	--	9.2%	4.8%
Not sure	--	--	--	27.9%	16.4%
No	--	--	--	10.9%	6.3%

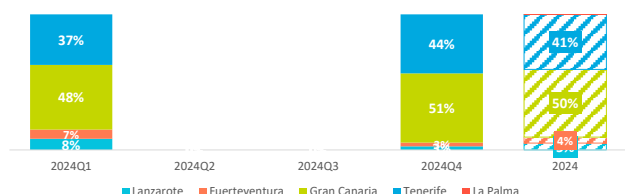
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Which island do they choose?

Tourists (≥ 16 year old)	2024Q1	2024Q2	2024Q3	2024Q4	2024
Lanzarote	6,323	--	--	2,421	8,922
Fuerteventura	5,237	--	--	2,557	7,795
Gran Canaria	36,746	--	--	46,977	88,225
Tenerife	28,756	--	--	40,006	71,612
La Palma	0	--	--	0	98



How many are loyal to the Canary Islands?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Repeat tourists	81.2%	--	--	78.4%	79.7%
At least 10 previous visits	24.1%	--	--	23.4%	24.1%
Repeat tourists (last 5 years)	76.4%	--	--	75.7%	75.6%
Repeat tourists (last 5 years) (5 or more)	12.3%	--	--	11.5%	12.7%

Who are they?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Gender					
Men	47.9%	--	--	52.8%	50.1%
Women	52.1%	--	--	47.2%	49.9%
Age					
Average age	51.6	--	--	47.9	49.4
Standard deviation	15.8	--	--	16.6	16.5
Age range					
16 - 24 years old	6.0%	--	--	10.2%	8.7%
25 - 30 years old	4.8%	--	--	8.8%	7.0%
31 - 45 years old	25.9%	--	--	27.1%	26.8%
46 - 60 years old	28.3%	--	--	25.1%	25.7%
Over 60 years old	35.0%	--	--	28.8%	31.7%
Occupation					
Salaried worker	53.7%	--	--	61.4%	57.9%
Self-employed	7.7%	--	--	4.3%	5.8%
Unemployed	0.4%	--	--	2.7%	1.5%
Business owner	6.7%	--	--	6.5%	6.6%
Student	4.2%	--	--	5.1%	4.7%
Retired	27.1%	--	--	19.3%	23.0%
Unpaid domestic work	0.0%	--	--	0.4%	0.2%
Others	0.2%	--	--	0.3%	0.2%
Annual household income level					
Less than €25,000	10.8%	--	--	11.7%	11.0%
€25,000 - €49,999	24.2%	--	--	30.5%	28.9%
€50,000 - €74,999	30.9%	--	--	29.4%	29.6%
More than €74,999	34.2%	--	--	28.4%	30.5%
Education level					
No studies	0.0%	--	--	1.0%	0.5%
Primary education	7.5%	--	--	2.6%	4.9%
Secondary education	33.7%	--	--	28.3%	31.5%
Higher education	58.8%	--	--	68.1%	63.1%

Share by islands	2024Q1	2024Q2	2024Q3	2024Q4	2024
Lanzarote	8.2%	--	--	2.6%	5.1%
Fuerteventura	6.8%	--	--	2.8%	4.4%
Gran Canaria	47.7%	--	--	51.1%	49.9%
Tenerife	37.3%	--	--	43.5%	40.5%
La Palma	0.0%	--	--	0.0%	0.1%

How many islands do they visit during their trip?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
One island	95.2%	--	--	92.0%	93.3%
Two islands	4.8%	--	--	7.1%	6.3%
Three or more islands	0.0%	--	--	0.8%	0.4%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2024Q1	2024Q2	2024Q3	2024Q4	2024
Average rating	8.54	--	--	8.51	8.53

Experience in the Canary Islands	2024Q1	2024Q2	2024Q3	2024Q4	2024
Worse or much worse than expected	2.9%	--	--	2.1%	2.4%
Lived up to expectations	63.5%	--	--	64.2%	64.4%
Better or much better than expected	33.6%	--	--	33.7%	33.2%

Future intentions (scale 1-10)	2024Q1	2024Q2	2024Q3	2024Q4	2024
Return to the Canary Islands	8.31	--	--	8.41	8.38
Recommend visiting the Canary Islands	8.53	--	--	8.53	8.55

Who do they come with?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Unaccompanied	7.2%	--	--	13.7%	10.5%
Only with partner	53.8%	--	--	39.6%	46.7%
Only with children (< 13 years old)	7.6%	--	--	6.2%	6.8%
Partner + children (< 13 years old)	5.0%	--	--	3.3%	4.0%
Other relatives	7.5%	--	--	10.3%	8.7%
Friends	6.1%	--	--	8.8%	7.7%
Work colleagues	0.4%	--	--	0.6%	0.7%
Organized trip	0.0%	--	--	0.0%	0.0%
Other combinations (2)	12.5%	--	--	17.5%	14.8%

(2) Combination of some of the groups previously analyzed

Tourists with children	16.2%	--	--	17.3%	16.6%
- Between 0 and 2 years old	1.0%	--	--	3.8%	2.5%
- Between 3 and 12 years old	13.6%	--	--	12.2%	12.9%
- Between 0 -2 and 3-12 years old	1.6%	--	--	1.2%	1.3%
Tourists without children	83.8%	--	--	82.7%	83.4%
Group composition:					
- 1 person	11.0%	--	--	19.8%	15.6%
- 2 people	62.2%	--	--	45.9%	53.8%
- 3 people	7.7%	--	--	9.6%	8.8%
- 4 or 5 people	14.8%	--	--	18.2%	16.6%
- 6 or more people	4.2%	--	--	6.4%	5.2%
Average group size:	2.62	--	--	2.65	2.62

*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.