

Tourist profile. Historical data (2019 - 2025)

FINLAND: First Quarter



How many are they and how much do they spend?

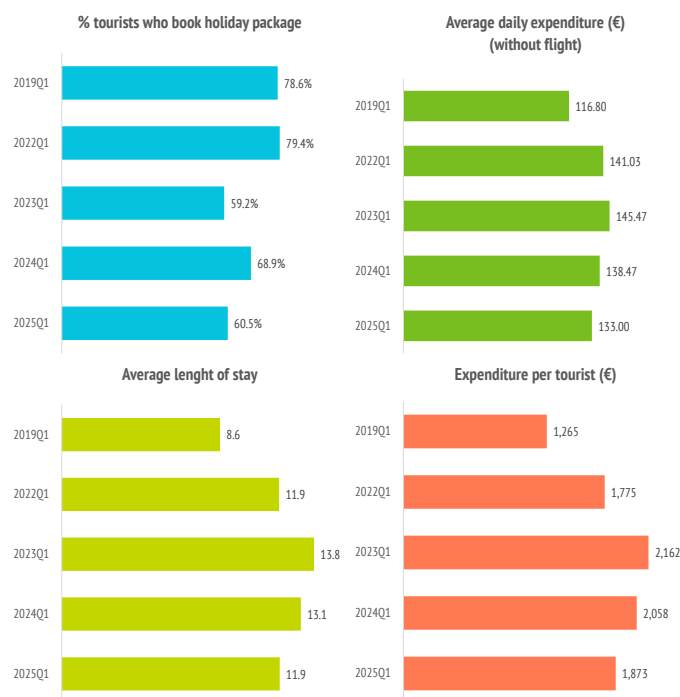


	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
TOURISTS					
Tourist arrivals (FRONTUR) (*)	131	65	98	93	99
Tourist arrivals ≥ 16 years old (EGT) (*)	104	54	84	77	80
- book holiday package (*)	82	43	49	53	48
- do not book holiday package (*)	22	11	34	24	32
- % tourists who book holiday package	78.6%	79.4%	59.2%	68.9%	60.5%
Children < 16 years old (FRONTUR - EGT) (*)	27	11	14	16	19
Expenditure per tourist (€)	1,265	1,775	2,162	2,058	1,873
- book holiday package	1,289	1,746	2,144	1,925	1,997
- holiday package	1,008	1,433	1,750	1,588	1,606
- others	281	314	395	337	392
- do not book holiday package	1,174	1,886	2,188	2,352	1,682
- flight	321	491	616	602	453
- accommodation	393	732	927	715	630
- others	459	662	645	1,035	599
Average lenght of stay	8.6	11.9	13.8	13.1	11.9
- Median	7.0	7.0	7.3	7.3	8.0
Average daily expenditure (€)	161.14	201.20	214.12	204.80	190.54
- Median	138.66	185.00	203.57	189.84	175.70
Average daily expenditure (without flight)	116.80	141.03	145.47	138.47	133.00
- Median	91.32	130.73	141.37	131.84	127.87
Average cost of the flight (€)	340.82	506.21	639.59	610.65	521.52
Total turnover (≥ 16 years old) (€m)	131	96	181	159	150
Turnover without flight (≥ 16 years old) (€m)	96	69	127	112	108

(*) Thousands of tourists

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

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Accommodation:					
- Accommodation	95.0%	93.0%	93.4%	94.8%	89.0%
- Additional accommodation expenses	5.4%	3.6%	3.6%	4.8%	4.7%
Transport:					
- National/International Transport	99.1%	99.0%	97.2%	98.0%	96.3%
- Flights between islands	1.6%	4.3%	2.8%	4.1%	4.2%
- Taxi	63.5%	73.4%	65.3%	61.4%	69.5%
- Car rental	20.2%	22.9%	32.8%	23.4%	27.3%
- Public transport	15.3%	16.8%	17.2%	20.4%	33.7%
Food and drink:					
- Food purchases at supermarkets	69.4%	68.7%	69.7%	71.0%	70.0%
- Restaurants	69.2%	68.7%	73.6%	71.7%	75.8%
Leisure:					
- Organized excursions	21.3%	17.8%	23.2%	21.3%	18.2%
- Sport activities	5.9%	5.7%	8.3%	7.3%	5.9%
- Cultural activities	1.9%	2.5%	2.2%	4.9%	4.8%
- Museums	3.9%	3.2%	8.1%	6.6%	8.8%
- Theme Parks	8.4%	6.9%	13.3%	8.7%	15.2%
- Discos and pubs	9.7%	8.5%	10.0%	4.3%	11.8%
- Wellness	7.2%	6.6%	6.1%	5.1%	7.4%
Purchases of goods:					
- Souvenirs	55.8%	41.8%	46.5%	48.5%	49.3%
- Other expenses	0.4%	1.1%	1.6%	0.6%	0.0%
Other:					
- Medical or pharmaceutical expenses	5.9%	5.8%	8.7%	6.3%	9.0%
- Other expenses	8.3%	10.4%	9.4%	6.8%	2.2%



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

Expenditure per tourist and trip (€)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Accommodation:					
- Accommodation	701	1,052	1,290	2,527	1,065
- Additional accommodation expenses	592	886	1,038	890	930
- Additional accommodation expenses	109	166	253	1,636	135
Transport:					
- National/International Transport	581	808	1,024	990	862
- National/International Transport	344	511	658	623	542
- Flights between islands	47	53	56	78	72
- Taxi	75	94	138	101	94
- Car rental	81	131	148	166	126
- Public transport	34	19	25	22	28
Food and drink:					
- Food purchases at supermarkets	269	359	360	412	398
- Food purchases at supermarkets	94	133	138	193	140
- Restaurants	174	226	221	219	258
Leisure:					
- Organized excursions	426	463	613	797	520
- Organized excursions	75	111	98	90	108
- Sport activities	76	139	110	173	105
- Cultural activities	40	45	43	45	42
- Museums	37	20	27	22	29
- Theme Parks	69	52	105	68	93
- Discos and pubs	71	58	76	322	71
- Wellness	60	37	154	77	72
Purchases of goods:					
- Souvenirs	217	116	184	136	99
- Souvenirs	92	98	131	97	99
- Other expenses	125	18	53	38	0
Other:					
- Medical or pharmaceutical expenses	113	84	136	122	76
- Medical or pharmaceutical expenses	50	30	51	58	36
- Other expenses	63	54	85	64	39

Source: Encuesta sobre Gasto Turístico (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)

FINLAND: First Quarter



What is the main purpose of their trip?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Holiday, leisure	97.1%	96.7%	94.8%	95.2%	94.3%
Visiting family or friends	1.9%	2.0%	1.7%	1.9%	5.1%
Business and work	0.3%	0.0%	0.2%	0.0%	0.0%
Education and training	0.0%	0.0%	0.0%	0.0%	0.7%
Sports training	0.3%	1.3%	1.6%	1.8%	0.0%
Health or medical care	0.4%	0.0%	1.5%	0.0%	0.0%
Fairs and congresses	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.0%	0.0%	0.2%	1.1%	0.0%

What is the main motivation for their holidays?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Rest	76.4%	66.5%	58.6%	68.6%	65.2%
Enjoy family time	15.3%	22.7%	28.0%	15.2%	19.6%
Have fun	2.2%	1.9%	1.5%	5.0%	1.6%
Explore the destination	4.9%	5.1%	6.6%	5.0%	10.1%
Practice their hobbies	0.3%	2.3%	3.8%	4.5%	1.1%
Other reasons	0.8%	1.5%	1.5%	1.7%	2.4%

Where did they spend their main holiday last year? *

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Didn't have holidays	--	62.4%	21.3%	16.1%	13.3%
Canary Islands	--	14.1%	26.0%	29.7%	33.9%
Other destination	--	23.5%	52.7%	54.2%	52.7%
- Balearic Islands	--	0.5%	1.3%	0.9%	0.9%
- Rest of Spain	--	5.7%	12.2%	9.1%	10.4%
- Italy	--	0.9%	7.6%	6.3%	6.8%
- France	--	0.6%	3.6%	4.4%	4.0%
- Turkey	--	0.7%	0.9%	3.0%	1.9%
- Greece	--	3.9%	9.5%	10.6%	10.3%
- Portugal	--	1.4%	1.8%	2.0%	3.3%
- Croatia	--	0.8%	2.5%	3.9%	2.0%
- Egypt	--	0.0%	0.2%	0.0%	0.3%
- Tunisia	--	0.0%	0.0%	0.0%	0.0%
- Morocco	--	0.0%	0.0%	0.8%	0.0%
- Others	--	9.0%	13.2%	13.2%	12.9%

* Percentage of valid answers

What other destinations did they consider for this trip? *

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
None (I was clear about "this Canary Island")	--	31.0%	31.9%	24.4%	20.6%
Canary Islands (other island)	--	19.8%	25.5%	20.7%	21.5%
Other destination	--	49.2%	42.5%	54.9%	57.9%
- Balearic Islands	--	1.3%	0.8%	1.0%	0.6%
- Rest of Spain	--	10.0%	9.2%	10.8%	12.1%
- Italy	--	7.0%	4.5%	6.4%	6.8%
- France	--	4.0%	2.1%	4.1%	2.8%
- Turkey	--	1.8%	0.7%	3.9%	4.0%
- Greece	--	5.9%	6.7%	9.6%	9.6%
- Portugal	--	5.1%	7.9%	5.6%	10.1%
- Croatia	--	4.7%	2.7%	5.0%	2.6%
- Egypt	--	2.8%	3.0%	2.4%	2.1%
- Others	--	6.7%	5.0%	6.1%	7.2%

* Percentage of valid answers

Importance of each factor in the destination choice



	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Climate	83.6%	84.5%	89.6%	82.1%	85.0%
Sea	45.7%	57.0%	59.6%	52.9%	52.0%
Safety	44.0%	44.3%	46.7%	47.7%	38.8%
Landscapes	30.6%	41.1%	41.4%	40.0%	38.6%
European belonging	33.7%	37.6%	44.6%	34.6%	37.3%
Accommodation supply	38.0%	38.2%	41.5%	36.4%	35.4%
Tranquility	32.0%	28.2%	32.0%	33.8%	31.1%
Environment	24.3%	31.0%	32.7%	34.6%	28.8%
Beaches	31.1%	37.7%	35.8%	33.4%	28.5%
Price	26.6%	28.1%	27.4%	23.8%	25.2%
Hiking trail network	18.6%	25.9%	26.3%	20.7%	20.5%
Gastronomy	14.8%	20.5%	22.0%	17.5%	18.1%
Effortless trip	9.0%	10.9%	15.4%	12.6%	12.2%
Authenticity	5.3%	11.6%	8.2%	8.2%	10.2%
Fun possibilities	7.5%	15.5%	11.0%	11.1%	9.2%
Historical heritage	5.0%	7.1%	7.1%	6.6%	8.4%
Exoticism	7.8%	8.3%	9.4%	8.2%	8.3%
Shopping	6.6%	12.4%	7.8%	7.7%	5.6%
Culture	2.7%	3.8%	7.0%	5.2%	5.3%
Nightlife	2.3%	7.4%	5.7%	4.6%	4.2%

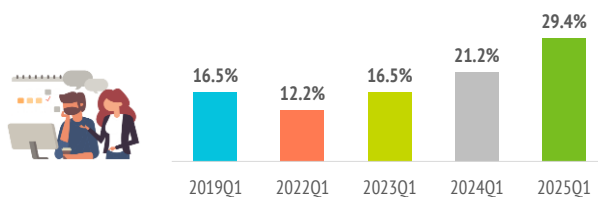
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")
% of tourists who indicate that the factor is "very important" in their choice.

How far in advance do they book their trip?



	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
The same day	0.0%	0.0%	0.0%	0.8%	0.5%
Between 1 and 30 days	35.4%	33.3%	19.5%	18.6%	23.9%
Between 1 and 2 months	26.3%	28.9%	27.6%	24.7%	19.8%
Between 3 and 6 months	21.7%	25.5%	36.4%	34.7%	26.4%
More than 6 months	16.5%	12.2%	16.5%	21.2%	29.4%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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



	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Previous visits to the Canary Islands	60.2%	62.5%	63.7%	62.3%	58.9%
Friends or relatives	21.6%	30.0%	22.4%	25.0%	33.3%
Internet or social media	70.3%	62.1%	61.4%	68.6%	61.5%
Mass Media	1.5%	2.0%	1.4%	1.2%	1.6%
Travel guides and magazines	2.8%	4.2%	3.5%	3.0%	4.9%
Travel Blogs or Forums	3.1%	4.0%	9.1%	6.4%	7.7%
Travel TV Channels	0.0%	0.7%	0.0%	1.9%	0.4%
Tour Operator or Travel Agency	19.8%	33.8%	27.1%	21.4%	25.4%
Public administrations or similar	0.0%	0.6%	0.0%	0.5%	0.7%
Others	1.3%	0.5%	1.5%	0.9%	1.3%

* Multi-choice question

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FINLAND: First Quarter



With whom did they book their flight and accommodation?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Flight					
- Directly with the airline	21.6%	18.0%	28.4%	24.8%	34.4%
- Tour Operator or Travel Agency	78.4%	82.0%	71.6%	75.2%	65.6%
Accommodation					
- Directly with the accommodation	19.7%	13.2%	30.4%	23.8%	25.5%
- Tour Operator or Travel Agency	80.3%	86.8%	69.6%	76.2%	74.5%

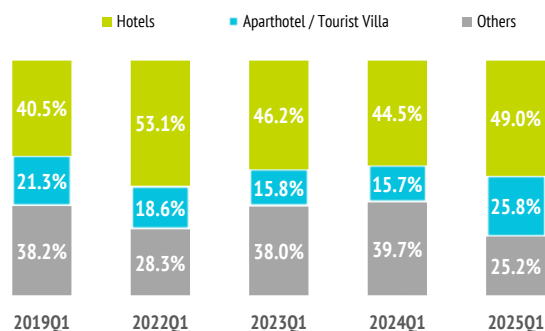
Where does the flight come from?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Finland	95.3%	95.4%	94.6%	91.7%	93.8%
Germany	0.3%	1.7%	0.6%	1.1%	2.7%
Spanish Mainland	0.3%	1.9%	1.4%	0.9%	1.3%
Sweden	1.1%	0.8%	0.4%	1.4%	1.1%
Italy	0.2%	0.0%	0.0%	0.4%	0.8%
Portugal	0.3%	0.0%	0.2%	1.3%	0.2%
Iceland	0.0%	0.0%	0.0%	0.0%	0.1%
Others	0.0%	0.0%	0.0%	0.5%	0.1%
Austria	0.3%	0.0%	0.1%	0.0%	0.0%
Belgium	0.0%	0.0%	0.0%	0.4%	0.0%
Others	2.3%	0.1%	2.8%	2.3%	0.0%

Where do they stay?

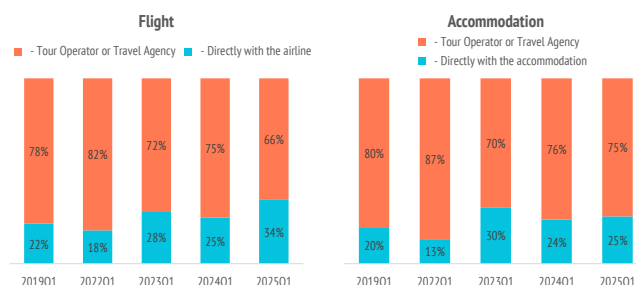
	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
1-2-3* Hotel	9.5%	14.4%	10.6%	15.7%	10.0%
4* Hotel	26.6%	32.0%	27.6%	24.6%	32.6%
5* Hotel / 5* Luxury Hotel	4.4%	6.7%	8.0%	4.2%	6.4%
Aparthotel / Tourist Villa	21.3%	18.6%	15.8%	15.7%	25.8%
House/room rented in a private dwelling	4.2%	0.4%	4.1%	14.8%	16.6%
Private accommodation (1)	1.8%	6.6%	4.9%	3.2%	6.1%
Others (Cottage, cruise, camping,...)	32.2%	21.3%	29.0%	21.7%	2.4%

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



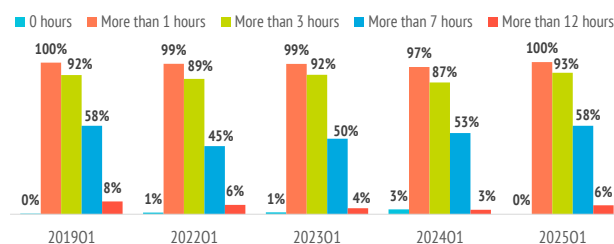
What do they book?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Room only	31.9%	30.2%	31.7%	38.7%	41.6%
Bed and Breakfast	27.8%	25.8%	26.0%	23.8%	23.3%
Half board	13.7%	12.7%	15.3%	11.2%	12.4%
Full board	7.9%	9.1%	12.8%	7.4%	11.7%
All inclusive	18.7%	22.3%	14.2%	18.8%	11.0%



Activities in the Canary Islands

Outdoor time per day	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
0 hours	0.4%	1.1%	1.2%	3.2%	0.0%
1 - 2 hours	8.1%	9.9%	7.1%	10.2%	7.0%
3 - 6 hours	33.3%	44.2%	42.0%	33.3%	34.8%
7 - 12 hours	49.8%	38.7%	45.7%	50.4%	52.3%
More than 12 hours	8.4%	6.1%	4.0%	3.0%	5.9%
Outdoor time per day	7.6	6.6	6.9	6.9	7.6



Activities in the Canary Islands	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Walk, wander	88.8%	89.0%	87.6%	84.8%	85.8%
Swimming pool, hotel facilities	74.9%	73.0%	75.7%	69.9%	64.3%
Beach	68.0%	70.4%	67.1%	64.9%	63.9%
Explore the island on their own	49.9%	49.3%	53.1%	52.7%	56.3%
Taste Canarian gastronomy	21.9%	26.2%	18.7%	20.4%	27.1%
Astronomical observation	22.5%	22.8%	22.0%	22.2%	22.7%
Swim	--	53.3%	26.5%	16.2%	21.8%
Hiking	--	14.2%	14.2%	14.7%	20.0%
Museums / exhibitions	9.6%	11.4%	12.5%	11.8%	16.2%
Theme parks	16.1%	13.2%	16.4%	19.6%	14.7%
Organized excursions	19.9%	16.7%	13.9%	13.5%	14.5%
Nightlife / concerts / shows	16.5%	18.8%	14.3%	17.6%	13.5%
Running	--	9.1%	9.7%	10.1%	11.6%
Wineries / markets / popular festivals	11.0%	5.1%	9.0%	9.6%	10.2%
Other Nature Activities	--	9.5%	6.8%	11.0%	9.8%
Beauty and health treatments	11.1%	13.1%	8.0%	10.6%	8.8%
Sea excursions / whale watching	8.4%	9.2%	9.0%	10.8%	8.1%
Practice other sports	--	7.2%	5.4%	5.5%	7.5%
Cycling / Mountain bike	--	4.1%	3.3%	3.6%	4.1%
Golf	--	4.7%	5.2%	4.4%	2.7%
Scuba Diving	--	2.2%	1.6%	1.0%	1.0%
Surf	--	3.1%	1.5%	0.9%	0.5%
Windsurf / Kitesurf	--	0.4%	--	0.9%	0.3%

* Multi-choise question

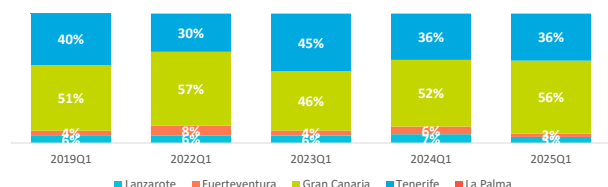
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FINLAND: First Quarter



Which island do they choose?

Tourists (≥ 16 year old)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Lanzarote	5,732	3,132	4,739	5,198	3,743
Fuerteventura	4,222	4,121	3,334	4,615	2,103
Gran Canaria	52,615	30,499	38,315	39,726	44,989
Tenerife	41,091	15,808	37,219	27,540	28,994
La Palma	80	0	0	0	0



How many are loyal to the Canary Islands?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Repeat tourists	83.5%	79.9%	81.7%	86.0%	81.2%
At least 10 previous visits	18.9%	16.7%	22.3%	24.3%	19.8%
Repeat tourists (last 5 years)	79.7%	77.3%	78.9%	82.2%	78.9%
Repeat tourists (last 5 years)(5 or more visits)	14.9%	11.5%	11.6%	12.0%	18.3%

Who are they?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Gender					
Men	48.4%	40.9%	45.1%	45.7%	46.0%
Women	51.6%	59.1%	54.9%	54.3%	54.0%
Age					
Average age	49.3	49.3	48.6	51.9	47.5
Standard deviation	13.9	15.7	15.7	15.5	16.2
Age range					
16 - 24 years old	6.5%	9.3%	9.2%	6.1%	9.2%
25 - 30 years old	5.4%	6.7%	6.2%	3.7%	9.4%
31 - 45 years old	27.7%	23.0%	27.8%	26.3%	30.2%
46 - 60 years old	39.3%	34.2%	31.1%	28.0%	22.7%
Over 60 years old	21.1%	26.8%	25.7%	35.9%	28.5%
Occupation					
Salaried worker	57.4%	54.2%	56.0%	50.8%	61.8%
Self-employed	3.7%	8.2%	5.3%	9.1%	5.3%
Unemployed	3.7%	1.9%	0.2%	0.8%	2.1%
Business owner	14.1%	10.1%	8.1%	7.6%	5.8%
Student	2.0%	6.3%	8.4%	4.1%	5.2%
Retired	18.7%	18.9%	21.3%	27.4%	19.9%
Unpaid domestic work	0.5%	0.4%	0.3%	0.0%	0.0%
Others	0.0%	0.0%	0.4%	0.2%	0.0%
Annual household income level					
Less than €25,000	7.4%	9.7%	7.2%	8.7%	6.7%
€25,000 - €49,999	35.4%	28.1%	26.4%	26.8%	28.2%
€50,000 - €74,999	27.9%	24.5%	22.2%	29.3%	31.7%
More than €74,999	29.3%	37.7%	44.2%	35.1%	33.4%
Education level					
No studies	0.0%	0.0%	0.2%	0.0%	1.1%
Primary education	7.1%	6.9%	6.7%	11.2%	3.2%
Secondary education	52.5%	30.7%	22.9%	38.4%	32.9%
Higher education	40.4%	62.4%	70.2%	50.4%	62.8%

Share by islands	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Lanzarote	5.5%	5.8%	5.7%	6.7%	4.7%
Fuerteventura	4.1%	7.7%	4.0%	6.0%	2.6%
Gran Canaria	50.7%	56.9%	45.8%	51.5%	56.4%
Tenerife	39.6%	29.5%	44.5%	35.7%	36.3%
La Palma	0.1%	0.0%	0.0%	0.0%	0.0%

How many islands do they visit during their trip?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
One island	96.5%	95.1%	96.7%	95.4%	95.6%
Two islands	3.5%	4.9%	3.3%	4.6%	3.6%
Three or more islands	0.0%	0.0%	0.0%	0.0%	0.8%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Average rating	8.39	8.76	8.60	8.58	8.58

Experience in the Canary Islands	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Worse or much worse than expected	5.4%	1.1%	2.3%	3.1%	3.5%
Lived up to expectations	63.3%	56.3%	64.4%	67.9%	62.2%
Better or much better than expected	31.3%	42.6%	33.3%	29.0%	34.3%

Future intentions (scale 0-10)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Return to the Canary Islands	8.36	8.57	8.45	8.48	8.50
Recommend visiting the Canary Islands	8.62	8.81	8.73	8.69	8.69

Who do they come with?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Unaccompanied	5.2%	8.2%	5.1%	6.0%	6.2%
Only with partner	49.0%	40.4%	40.7%	57.0%	52.2%
Only with children (< 13 years old)	10.7%	8.1%	12.0%	8.0%	9.4%
Partner + children (< 13 years old)	4.7%	6.4%	6.6%	4.6%	5.3%
Other relatives	5.6%	8.6%	7.5%	5.9%	6.5%
Friends	6.1%	8.1%	4.8%	5.6%	5.7%
Work colleagues	0.0%	0.0%	0.0%	0.4%	0.0%
Organized trip	0.0%	0.0%	0.3%	0.0%	0.0%
Other combinations (2)	18.6%	20.2%	23.0%	12.5%	14.6%

(2) Combination of some of the groups previously analyzed

Tourists with children	18.3%	20.5%	25.7%	16.0%	23.6%
- Between 0 and 2 years old	1.5%	0.7%	2.1%	0.7%	1.9%
- Between 3 and 12 years old	14.8%	19.0%	22.5%	14.3%	20.2%
- Between 0-2 and 3-12 years old	2.0%	0.9%	1.0%	1.0%	1.4%
Tourists without children	81.7%	79.5%	74.3%	84.0%	76.4%
Group composition:					
- 1 person	9.0%	9.8%	7.0%	9.9%	7.5%
- 2 people	56.3%	50.9%	47.5%	61.6%	60.4%
- 3 people	11.4%	13.4%	14.7%	8.8%	8.4%
- 4 or 5 people	22.0%	22.4%	27.6%	14.6%	18.4%
- 6 or more people	1.3%	3.5%	3.1%	5.1%	5.3%
Average group size:	2.59	2.67	2.84	2.65	2.70

*People who share the main expenses of the trip

Source: Encuesta sobre Gasto Turístico (EGT, ISTAC).

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.