

Profile of finn tourist visiting Canary Islands

2015



How many they are and how much do they spend?



| | Finland | All markets |
|--------------------------------------|---------|-------------|
| Tourist arrivals (> 16 years old) | 213,111 | 12,310,044 |
| Average daily expenditure (€) | 136.44 | 133.60 |
| . in their place of residence | 96.48 | 95.33 |
| . in the Canary Islands | 39.96 | 38.27 |
| Average length of stay | 10.88 | 9.46 |
| Turnover per tourist (€) | 1,256 | 1,125 |
| Total turnover (> 16 years old) (€m) | 268 | 13,854 |
| Share of total turnover | 1.9% | 100% |
| Share of total tourist | 1.7% | 100% |

Expenditure in the Canary Islands per tourist and trip (€)

| | Finland | All markets |
|-------------------------------------|---------|-------------|
| Accommodation (*) : | 60.45 | 44.10 |
| - Accommodation | 55.35 | 37.76 |
| - Additional accommodation expenses | 5.10 | 6.33 |
| Transport: | 25.84 | 27.41 |
| - Public transport | 5.41 | 4.99 |
| - Taxi | 10.12 | 7.42 |
| - Car rental | 10.31 | 14.99 |
| Food and drink: | 200.39 | 153.13 |
| - Food purchases at supermarkets | 96.73 | 68.64 |
| - Restaurants | 103.66 | 84.49 |
| Souvenirs: | 74.05 | 55.15 |
| Leisure: | 32.19 | 36.28 |
| - Organized excursions | 10.44 | 14.63 |
| - Leisure, amusement | 8.00 | 5.23 |
| - Trip to other islands | 1.04 | 1.51 |
| - Sporting activities | 5.46 | 5.38 |
| - Cultural activities | 0.86 | 2.18 |
| - Discos and disco-pubs | 6.38 | 7.34 |
| Others: | 13.13 | 15.71 |
| - Wellness | 3.41 | 2.97 |
| - Medical expenses | 1.03 | 1.46 |
| - Other expenses | 8.70 | 11.28 |

How far in advance do they book their trip?



| | Finland | All markets |
|-------------------------|---------|-------------|
| The same day they leave | 0.5% | 0.6% |
| Between 2 and 7 days | 4.6% | 7.3% |
| Between 8 and 15 days | 6.3% | 8.9% |
| Between 16 and 30 days | 13.9% | 15.4% |
| Between 31 and 90 days | 37.6% | 33.9% |
| More than 90 days | 37.2% | 33.8% |

What do they book at their place of residence?



| | Finland | All markets |
|--|---------|-------------|
| Flight only | 8.7% | 11.1% |
| Flight and accommodation (room only) | 36.6% | 25.5% |
| Flight and accommodation (B&B) | 18.4% | 7.6% |
| Flight and accommodation (half board) | 14.0% | 18.3% |
| Flight and accommodation (full board) | 2.7% | 4.4% |
| Flight and accommodation (all inclusive) | 19.6% | 33.2% |
| % Tourists using low-cost airlines | 20.5% | 47.1% |
| Other expenses in their place of residence: | | |
| - Car rental | 3.3% | 11.5% |
| - Sporting activities | 3.5% | 5.4% |
| - Excursions | 3.5% | 5.7% |
| - Combined trip to other islands | 0.4% | 2.0% |

How do they book?



| | Finland | All markets |
|--------------------------------------|---------|-------------|
| Accommodation booking | | |
| Tour Operator | 74.9% | 42.8% |
| - Tour Operator's website | 90.0% | 78.8% |
| Accommodation | 6.1% | 14.0% |
| - Accommodation's website | 89.2% | 81.9% |
| Travel agency (High street) | 4.8% | 19.8% |
| Online Travel Agency (OTA) | 8.9% | 15.4% |
| No need to book accommodation | 5.3% | 8.0% |

Flight booking

| | Finland | All markets |
|------------------------------------|---------|-------------|
| Tour Operator | 75.0% | 45.5% |
| - Tour Operator's website | 89.9% | 77.7% |
| Airline | 12.5% | 24.9% |
| - Airline's website | 97.0% | 96.2% |
| Travel agency (High street) | 4.5% | 18.6% |
| Online Travel Agency (OTA) | 8.0% | 11.0% |

Where do they stay?



| | Finland | All markets |
|---|---------|-------------|
| 5* Hotel | 4.5% | 6.8% |
| 4* Hotel | 25.8% | 37.7% |
| 1-2-3* Hotel | 17.8% | 15.0% |
| Apartment | 48.4% | 30.3% |
| Property (privately-owned, friends, family) | 3.1% | 7.0% |
| Others | 0.5% | 3.2% |

How are they?



| | Finland | All markets |
|---------------------|---------|-------------|
| Gender | | |
| Percentage of men | 46.7% | 49.8% |
| Percentage of women | 53.3% | 50.2% |

Age

| | | |
|---------------------------------------|-------|-------|
| Average age (tourists > 16 years old) | 46.9 | 44.5 |
| Standard deviation | 14.9 | 14.9 |
| Age range | 0.0 | 0.0 |
| 16-24 years old | 9.8% | 8.8% |
| 25-30 years old | 5.0% | 13.1% |
| 31-45 years old | 33.3% | 32.8% |
| 46-60 years old | 30.0% | 28.4% |
| Over 60 years old | 22.0% | 17.0% |

Occupation

| | | |
|----------------------------------|-------|-------|
| Business owner or self-employed | 11.6% | 23.7% |
| Upper/Middle management employee | 33.7% | 37.1% |
| Auxiliary level employee | 28.1% | 16.6% |
| Students | 6.4% | 5.6% |
| Retired | 17.6% | 14.5% |
| Unemployed / unpaid dom. work | 2.7% | 2.5% |

Annual household income level

| | | |
|-------------------|-------|-------|
| €12,000 - €24,000 | 10.9% | 18.3% |
| €24,001 - €36,000 | 15.1% | 18.9% |
| €36,001 - €48,000 | 17.0% | 16.9% |
| €48,001 - €60,000 | 16.5% | 14.6% |
| €60,001 - €72,000 | 10.2% | 9.2% |
| €72,001 - €84,000 | 10.6% | 6.1% |
| More than €84,000 | 19.6% | 16.0% |

(*) Bear in mind that 91% of finn tourists pay the accommodation before travelling.

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Which island do they choose?



| Tourists (> 16 years old) | Finland | All markets |
|---------------------------|---------|-------------|
| - Lanzarote | 11,110 | 2,242,245 |
| - Fuerteventura | 10,502 | 1,806,014 |
| - Gran Canaria | 106,628 | 3,447,259 |
| - Tenerife | 81,786 | 4,518,215 |
| - La Palma | 781 | 167,100 |

| Share (%) | Finland | All markets |
|-----------------|---------|-------------|
| - Lanzarote | 5.3% | 18.4% |
| - Fuerteventura | 5.0% | 14.8% |
| - Gran Canaria | 50.6% | 28.3% |
| - Tenerife | 38.8% | 37.1% |
| - La Palma | 0.4% | 1.4% |

Who do they come with?



| | Finland | All markets |
|--|---------|-------------|
| Unaccompanied | 8.5% | 9.8% |
| Only with partner | 41.8% | 48.0% |
| Only with children (under the age of 13) | 0.9% | 1.4% |
| Partner + children (under the age of 13) | 18.2% | 11.8% |
| Other relatives | 4.7% | 6.4% |
| Friends | 7.2% | 6.1% |
| Work colleagues | 0.0% | 0.4% |

Why do they choose the Canary Islands?



| Aspects influencing the choice | Finland | All markets |
|-----------------------------------|---------|-------------|
| Climate/sun | 92.6% | 89.3% |
| Beaches | 34.4% | 33.6% |
| Tranquillity/rest/relaxation | 30.5% | 37.9% |
| Scenery | 19.1% | 22.6% |
| Suitable destination for children | 16.9% | 7.7% |
| Price | 15.7% | 14.1% |
| Security | 15.0% | 7.5% |
| Ease of travel | 12.1% | 8.3% |
| Visiting new places | 11.0% | 14.1% |
| Shopping | 6.7% | 3.0% |
| Active tourism | 6.0% | 5.2% |
| Nightlife/fun | 5.4% | 4.3% |
| Quality of the environment | 4.5% | 6.4% |
| Nautical activities | 2.3% | 2.1% |
| Theme parks | 2.0% | 3.1% |
| Golf | 1.6% | 1.1% |

How do they value the destination?



| Impression of their stay | Finland | All markets |
|--------------------------------|---------|-------------|
| Good or very good (% tourists) | 91.3% | 93.3% |
| Average rating (scale 1-10) | 8.51 | 8.84 |

How many are loyal to the destination?

| Percentage of repeat tourists | Finland | All markets |
|-------------------------------|---------|-------------|
| Repeat tourists | 85.8% | 76.4% |
| In love (more than 10 visits) | 16.9% | 16.7% |

Where does the flight come from?



| Ten main origin countries | Finland | All markets |
|---------------------------|---------|-------------|
| Finland | 199,072 | 202,381 |
| Sweden | 5,157 | 500,342 |
| Spain | 2,311 | 1,897,955 |
| Denmark | 1,974 | 290,123 |
| United Kingdom | 1,579 | 3,848,961 |
| Norway | 1,103 | 410,416 |
| Netherlands | 590 | 386,532 |
| Others | 551 | 214,665 |
| France | 257 | 318,592 |
| Russia | 236 | 75,476 |

What did motivate them to come?



| Aspects motivating the choice | Finland | All markets |
|--|---------|-------------|
| Previous visits to the Canary Islands | 75.1% | 64.1% |
| Recommendation by friends or relatives | 31.3% | 34.7% |
| The Canary Islands television channel | 0.0% | 0.4% |
| Other television or radio channels | 0.7% | 0.7% |
| Information in the press/magazines/books | 3.2% | 3.7% |
| Attendance at a tourism fair | 0.7% | 0.5% |
| Tour Operator's brochure or catalogue | 9.3% | 8.2% |
| Recommendation by Travel Agency | 3.1% | 9.5% |
| Information obtained via the Internet | 41.3% | 25.6% |
| Senior Tourism programme | 0.0% | 0.3% |
| Others | 6.7% | 6.7% |

* Multi-choice question



Source: ISTAC (Encuesta sobre el Gasto Turístico).

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

