## **Profile of finn tourist visiting Canary Islands** 2015



### How many they are and how much do they spend?



Н	low	do	the	y b	ool	<b>(?</b>



Accommodation booking	Finland	All markets
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%
1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Tour Operator - Tour Operator's website Accommodation - Accommodation's website Travel agency (High street) Online Travel Agency (OTA) No need to book accommodation  Flight booking Tour Operator - Tour Operator's website Airline	Tour Operator 74.9% - Tour Operator's website 90.0% Accommodation 6.1% - Accommodation's website 89.2% Travel agency (High street) 4.8% Online Travel Agency (OTA) 8.9% No need to book accommodation 5.3%  Flight booking Finland Tour Operator 75.0% - Tour Operator's website 89.9% Airline 12.5%

### Where do they stay?

Travel agency (High street)

Online Travel Agency (OTA)



18.6%

11.0%

4.5%

8.0%

	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?



now are they:		
Gender	Finland	All markets
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%



	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 lenght 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 touris	t and trip (€)	
Accommodation (*):	60.45	44.10

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

- 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

6.38

13.13

3.41

1.03

### How far in advance do they book their trip?

- Discos and disco-pubs

Others:

- Wellness

- Medical expenses

- Other expenses



7.34

15.71

2.97

1.46

11.28

	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%

<sup>(\*)</sup> Bear in mind that 91% of finn tourists pay the accommodation before travelling.

# **Profile of finn tourist visiting Canary Islands 2015**



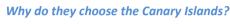
### Which island do they choose?



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%

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

Average rating (scale 1-10)

In love (more than 10 visits)

Good or very good (% tourists)

How many	are	loval	to	the	destination?	)

How many are loyal to the destination?				
Percentage of repeat tourists	Finland	All markets		
Repeat tourists	85.8%	76.4%		

Finland

91.3%

8.51

16.9%

All markets

93.3% 8.84

16.7%

### What did motivate them to come?

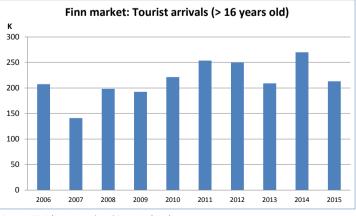


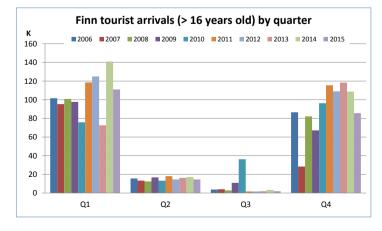
### Where does the flight come from?

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



<sup>\*</sup> Multi-choise question





Source: ISTAC (Encuesta sobre el Gasto Turístico).

<sup>\*</sup> Multi-choise question