

Tourist profile trend (2015)

Canary Islands: Finn



How many they are and how much do they spend?



	2011	2012	2013	2014	2015
Tourist arrivals (> 16 years old)	253,708	250,129	209,127	270,019	213,111
Average daily expenditure (€)	118.96	134.92	137.38	126.67	136.44
. in their place of residence	80.32	92.66	97.42	87.31	96.48
. in the Canary Islands	38.64	42.26	39.96	39.36	39.96
Average length of stay	9.82	9.45	9.17	9.06	10.88
Turnover per tourist (€)	1,038	1,146	1,121	1,032	1,256
Total turnover (> 16 years old) (€m)	263	287	234	279	268
Year on year variation of turnover	--	8.9%	-18.2%	18.9%	-3.9%
Year on year variation of tourist	--	-1.4%	-16.4%	29.1%	-21.1%

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

Accommodation (*) :	31.47	43.40	44.78	32.15	60.45
- Accommodation	27.87	38.52	41.20	29.48	55.35
- Additional accommodation expenses	3.60	4.88	3.58	2.66	5.10
Transport:	24.93	28.96	31.87	24.23	25.84
- Public transport	5.71	6.57	10.57	5.17	5.41
- Taxi	11.17	10.23	8.91	9.29	10.12
- Car rental	8.05	12.16	12.40	9.76	10.31
Food and drink:	174.35	178.84	157.23	172.44	200.39
- Food purchases at supermarkets	79.10	66.29	69.24	73.25	96.73
- Restaurants	95.25	112.56	87.99	99.19	103.66
Souvenirs:	60.96	71.03	65.99	65.55	74.05
Leisure:	40.71	37.68	24.68	34.84	32.19
- Organized excursions	14.84	11.25	10.43	13.80	10.44
- Leisure, amusement	9.31	7.19	4.75	7.62	8.00
- Trip to other islands	1.32	3.25	0.46	0.68	1.04
- Sporting activities	5.34	2.54	4.89	2.20	5.46
- Cultural activities	0.58	0.35	0.79	1.82	0.86
- Discos and disco-pubs	9.31	13.10	3.35	8.72	6.38
Others:	26.48	18.97	16.05	12.32	13.13
- Wellness	7.24	2.86	1.61	2.03	3.41
- Medical expenses	1.97	1.63	0.47	2.79	1.03
- Other expenses	17.26	14.48	13.97	7.50	8.70

How far in advance do they book their trip?



	2011	2012	2013	2014	2015
The same day they leave	0.7%	0.0%	0.9%	0.4%	0.5%
Between 2 and 7 days	10.6%	6.4%	13.1%	10.2%	4.6%
Between 8 and 15 days	14.0%	9.7%	5.7%	12.4%	6.3%
Between 16 and 30 days	18.9%	19.6%	11.2%	13.8%	13.9%
Between 31 and 90 days	28.7%	34.9%	40.4%	32.7%	37.6%
More than 90 days	27.1%	29.4%	28.6%	30.5%	37.2%

What do they book at their place of residence?



	2011	2012	2013	2014	2015
Flight only	8.1%	7.9%	8.5%	10.3%	8.7%
Flight and accommodation (room only)	48.1%	44.2%	36.5%	38.0%	36.6%
Flight and accommodation (B&B)	18.3%	18.8%	20.3%	21.0%	18.4%
Flight and accommodation (half board)	8.6%	10.3%	9.4%	9.3%	14.0%
Flight and accommodation (full board)	2.0%	0.6%	0.9%	2.2%	2.7%
Flight and accommodation (all inclusive)	14.9%	18.2%	24.4%	19.2%	19.6%
% Tourists using low-cost airlines	10.3%	18.3%	18.7%	17.8%	20.5%
Other expenses in their place of residence:					
- Car rental	2.2%	4.2%	7.3%	3.4%	3.3%
- Sporting activities	4.8%	5.9%	9.8%	3.5%	3.5%
- Excursions	4.2%	3.5%	2.9%	2.5%	3.5%
- Combined trip to other islands	0.5%	0.4%	0.0%	0.9%	0.4%

(*) Bear in mind that 91% of finn tourists in 2015 paid the accommodation before travelling.

How do they book?



	2011	2012	2013	2014	2015
Accommodation booking					
Tour Operator	79.8%	73.0%	77.0%	74.1%	74.9%
- Tour Operator's website	85.2%	82.8%	92.9%	90.1%	90.0%
Accommodation	2.9%	6.1%	6.8%	5.6%	6.1%
- Accommodation's website	60.1%	75.5%	49.0%	90.1%	89.2%
Travel agency (High street)	5.7%	6.2%	4.7%	6.0%	4.8%
Online Travel Agency (OTA)	6.7%	10.6%	5.7%	7.9%	8.9%
No need to book accommodation	4.8%	4.2%	5.8%	6.5%	5.3%

Flight booking

	2011	2012	2013	2014	2015
Tour Operator	83.7%	73.8%	85.2%	79.4%	75.0%
- Tour Operator's website	84.6%	80.4%	87.2%	90.7%	89.9%
Airline	3.9%	11.3%	6.3%	8.7%	12.5%
- Airline's website	95.2%	97.0%	88.4%	93.9%	97.0%
Travel agency (High street)	4.7%	6.2%	4.0%	6.4%	4.5%
Online Travel Agency (OTA)	7.6%	8.7%	4.5%	5.6%	8.0%

Where do they stay?



	2011	2012	2013	2014	2015
5* Hotel	1.4%	3.0%	3.3%	4.4%	4.5%
4* Hotel	23.2%	26.0%	28.4%	24.1%	25.8%
1-2-3* Hotel	16.4%	16.0%	14.4%	18.2%	17.8%
Apartment	54.9%	50.8%	48.1%	46.8%	48.4%
Property (privately-owned, friends, family)	2.9%	2.4%	4.3%	4.9%	3.1%
Others	1.3%	1.9%	1.5%	1.6%	0.5%

How are they?



	2011	2012	2013	2014	2015
Gender					
Percentage of men	43.7%	41.1%	47.1%	43.2%	46.7%
Percentage of women	56.3%	58.9%	52.9%	56.8%	53.3%

Age

Average age (tourists > 16 years old)	45.0	44.0	44.7	42.5	46.9
Standard deviation	15.3	15.2	14.6	14.4	14.9

Age range

16-24 years old	10.4%	12.3%	8.5%	13.3%	9.8%
25-30 years old	10.2%	10.5%	7.4%	10.6%	5.0%
31-45 years old	33.4%	32.7%	41.2%	37.7%	33.3%
46-60 years old	25.9%	27.8%	25.3%	25.6%	30.0%
Over 60 years old	20.0%	16.6%	17.7%	12.7%	22.0%

Occupation

Business owner or self-employed	15.7%	11.5%	8.3%	13.1%	11.6%
Upper/Middle management employee	26.4%	34.5%	32.8%	36.1%	33.7%
Auxiliary level employee	26.7%	30.9%	31.8%	29.0%	28.1%
Students	9.3%	7.1%	6.5%	8.5%	6.4%
Retired	20.5%	12.9%	20.5%	11.1%	17.6%
Unemployed / unpaid dom. work	1.5%	3.1%	0.0%	2.2%	2.7%

Annual household income level

€12,000 - €24,000	15.8%	13.9%	17.0%	13.8%	10.9%
€24,001 - €36,000	19.1%	17.3%	19.4%	17.0%	15.1%
€36,001 - €48,000	19.6%	16.1%	17.7%	15.3%	17.0%
€48,001 - €60,000	15.8%	17.4%	8.3%	16.5%	16.5%
€60,001 - €72,000	10.4%	12.0%	10.4%	12.8%	10.2%
€72,001 - €84,000	6.1%	5.5%	7.7%	8.0%	10.6%
More than €84,000	13.2%	17.7%	19.6%	16.6%	19.6%

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Which island do they choose?

Tourists (> 16 years old)	2011	2012	2013	2014	2015
- Lanzarote	17,850	21,719	5,705	23,051	11,110
- Fuerteventura	9,040	6,341	0	8,161	10,502
- Gran Canaria	126,160	155,826	100,014	130,794	106,628
- Tenerife	99,410	64,120	97,524	107,156	81,786
- La Palma	68	58	2,156	216	781

Share (%)	2011	2012	2013	2014	2015
- Lanzarote	7.1%	8.8%	2.8%	8.6%	5.3%
- Fuerteventura	3.6%	2.6%	0.0%	3.0%	5.0%
- Gran Canaria	50.0%	62.8%	48.7%	48.6%	50.6%
- Tenerife	39.4%	25.8%	47.5%	39.8%	38.8%
- La Palma	0.0%	0.0%	1.0%	0.1%	0.4%

Who do they come with?



	2011	2012	2013	2014	2015
Unaccompanied	6.2%	6.4%	6.9%	5.8%	8.5%
Only with partner	44.2%	41.2%	45.8%	40.7%	41.8%
Only with children (under the age of 13)	2.7%	1.9%	2.2%	2.6%	0.9%
Partner + children (under the age of 13)	15.7%	13.9%	19.6%	17.0%	18.2%
Other relatives	5.1%	6.7%	4.3%	4.7%	4.7%
Friends	7.4%	8.2%	4.1%	6.8%	7.2%
Work colleagues	0.5%	0.5%	0.0%	0.6%	0.0%

Why do they choose the Canary Islands?



Aspects influencing the choice	2011	2012	2013	2014	2015
Climate/sun	93.8%	93.1%	92.3%	92.1%	92.6%
Beaches	34.3%	33.9%	33.9%	36.2%	34.4%
Tranquillity/rest/relaxation	33.2%	35.8%	28.2%	35.8%	30.5%
Scenery	21.0%	15.5%	22.0%	16.6%	19.1%
Suitable destination for children	16.1%	14.6%	18.9%	16.5%	16.9%
Price	17.7%	17.3%	19.2%	18.2%	15.7%
Security	13.8%	12.7%	18.6%	12.4%	15.0%
Ease of travel	9.6%	8.0%	9.9%	8.5%	12.1%
Visiting new places	13.9%	15.4%	13.3%	13.8%	11.0%
Shopping	5.7%	8.1%	5.3%	4.9%	6.7%
Active tourism	3.3%	3.1%	4.4%	4.2%	6.0%
Nightlife/fun	5.0%	5.9%	2.9%	3.8%	5.4%
Quality of the environment	3.8%	2.1%	1.2%	4.1%	4.5%
Nautical activities	2.0%	3.7%	1.9%	1.8%	2.3%
Golf	2.1%	2.1%	5.6%	1.1%	1.6%
Sensation of security against natural catastrophes	2.5%	1.7%	2.5%	1.6%	1.2%

How do they value the destination?



Impression of their stay	2011	2012	2013	2014	2015
Good or very good (% tourists)	87.4%	89.6%	93.1%	91.5%	91.3%
Average rating (scale 1-10)	8.32	8.35	8.49	8.52	8.51

How many are loyal to the destination?

Percentage of repeat tourists	2011	2012	2013	2014	2015
Repeat tourists	78.8%	79.4%	72.6%	78.1%	85.8%
In love (more than 10 visits)	14.0%	13.5%	12.3%	11.9%	16.9%

Where does the flight come from?

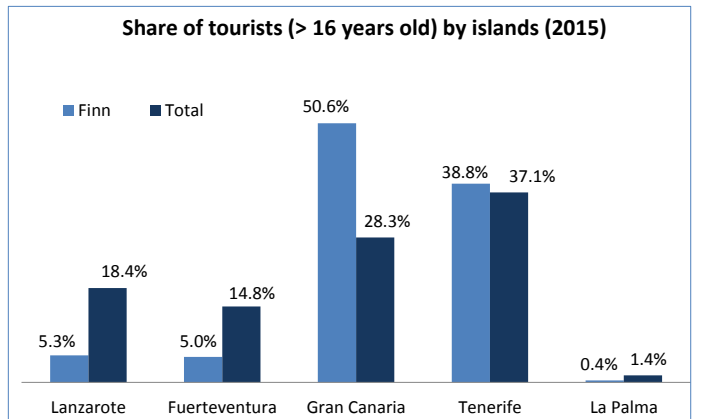
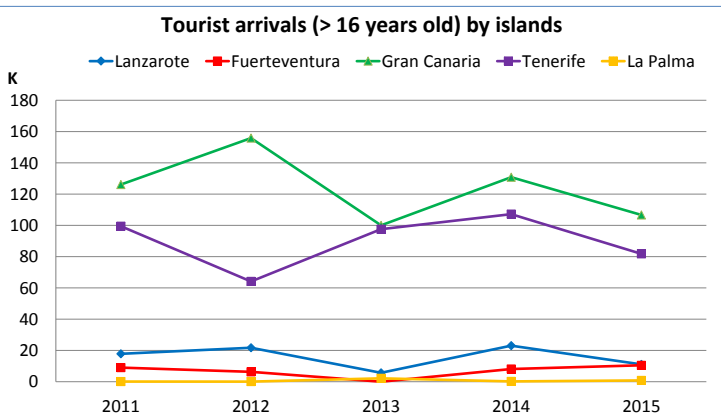


Ten main origin countries	2011	2012	2013	2014	2015
Finland	241,537	236,592	192,225	255,379	199,072
Sweden	3,118	4,863	1,019	5,354	5,157
Spain	1,157	1,645	6,906	3,677	2,311
Denmark	198	1,642	0	784	1,974
United Kingdom	2,290	2,169	780	680	1,579
Norway	394	0	0	304	1,103
Netherlands	0	570	0	0	590
Others	0	0	0	304	551
France	0	0	0	2,905	257
Russia	0	0	0	0	236

What did motivate them to come?



Aspects motivating the choice	2011	2012	2013	2014	2015
Previous visits to the Canary Islands	69.8%	69.5%	60.4%	67.1%	64.1%
Recommendation by friends or relatives	28.5%	32.5%	30.5%	32.4%	34.7%
The Canary Islands television channel	0.7%	0.0%	0.0%	0.0%	0.4%
Other television or radio channels	0.8%	0.3%	0.6%	0.4%	0.7%
Information in the press/magazines/books	5.7%	2.5%	0.0%	3.1%	3.7%
Attendance at a tourism fair	0.6%	1.2%	0.0%	1.0%	0.5%
Tour Operator's brochure or catalogue	13.0%	11.6%	17.2%	10.9%	8.2%
Recommendation by Travel Agency	4.9%	2.8%	3.7%	4.2%	9.5%
Information obtained via the Internet	42.2%	44.4%	45.3%	42.7%	25.6%
Senior Tourism programme	0.0%	0.1%	0.0%	0.4%	0.3%
Others	7.0%	9.0%	5.6%	8.1%	6.7%



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.