

PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2021)

FINLAND



How many are they and how much do they spend?



	Finland	All markets
TOURISTS		
Tourist arrivals (FRONTUR)	60,985	6,697,165
Tourist arrivals > 15 years old (EGT)	52,035	5,827,892
- book holiday package	35,894	2,549,012
- do not book holiday package	16,141	3,278,880
- % tourists who book holiday package	69.0%	43.7%
Share of total tourist	0.9%	100%

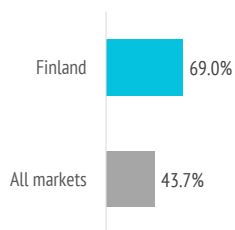
RANKING POSITION
BY NUMBER OF
TOURISTS



RANKING POSITION BY
TURNOVER



% HOLIDAY PACKAGE



”

62% of Finns travel to Gran Canaria.

Expenditure per tourist (€)	1,357	1,206
- book holiday package	1,403	1,415
- holiday package	1,053	1,135
- others	350	280
- do not book holiday package	1,255	1,044
- flight	327	248
- accommodation	399	369
- others	529	427
Average length of stay	9.17	9.54
- book holiday package	7.88	8.59
- do not book holiday package	12.04	10.28
Average daily expenditure (€)	173.1	144.0
- book holiday package	186.3	172.8
- do not book holiday package	143.9	121.6
Total turnover (> 15 years old) (€m)	71	7,028
- book holiday package	50	3,606
- do not book holiday package	20	3,422

Where did they spend their main holiday last year?*

	Finland	All markets
Didn't have holiday	59.9%	35.7%
Canary Islands	12.3%	17.6%
Other destination	27.8%	46.8%

What other destinations do they consider for this trip?*

	Finland	All markets
None	24.0%	29.4%
Canary Islands (other island)	19.0%	25.4%
Other destination	57.0%	45.1%

*Percentage of valid answers

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.

Importance of each factor in the destination choice



	Finland	All markets
Climate	84.5%	76.0%
Sea	57.0%	52.0%
Safety	44.3%	49.0%
Landscapes	41.1%	39.1%
Accommodation supply	38.2%	37.8%
Beaches	37.7%	44.6%
European belonging	37.6%	40.2%
Environment	31.0%	34.7%
Tranquility	28.2%	48.5%
Price	28.1%	32.4%
Hiking trail network	25.9%	12.1%
Gastronomy	20.5%	27.9%
Fun possibilities	15.5%	22.4%
Shopping	12.4%	8.8%
Authenticity	11.6%	24.4%
Effortless trip	10.9%	34.9%
Exoticism	8.3%	14.5%
Nightlife	7.4%	8.4%
Historical heritage	7.1%	9.1%
Culture	3.8%	8.7%

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.

% TOURISTS WHO CHOOSE CLIMATE

FINLAND
84.5%



ALL MARKETS
76.0%

What is the main motivation for their holidays?



	Finland	All markets
Rest	67.5%	50.7%
Enjoy family time	14.7%	14.0%
Have fun	2.9%	7.3%
Explore the destination	11.4%	23.3%
Practice their hobbies	3.2%	2.6%
Other reasons	0.3%	2.1%

REST



Finland



67.5%

All markets



50.7%

How far in advance do they book their trip?



	Finland	All markets
The same day	0.9%	1.0%
Between 1 and 30 days	39.1%	42.5%
Between 1 and 2 months	28.9%	26.7%
Between 3 and 6 months	16.8%	18.7%
More than 6 months	14.3%	11.1%

PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2021)

FINLAND



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

	Finland	All markets
Previous visits to the Canary Islands	58.5%	45.7%
Friends or relatives	25.2%	30.9%
Internet or social media	60.8%	53.5%
Mass Media	1.1%	2.3%
Travel guides and magazines	3.1%	7.0%
Travel Blogs or Forums	3.2%	8.4%
Travel TV Channels	0.4%	0.5%
Tour Operator or Travel Agency	20.1%	19.4%
Public administrations or similar	0.6%	1.9%
Others	0.6%	2.9%

* Multi-choise question

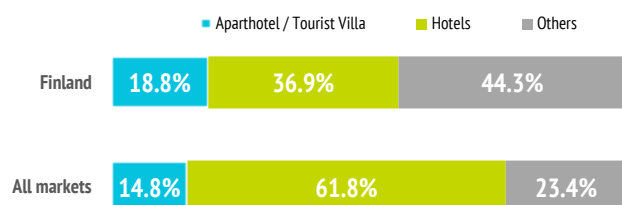
With whom did they book their flight and accommodation?

	Finland	All markets
Flight		
- Directly with the airline	27.0%	52.8%
- Tour Operator or Travel Agency	73.0%	47.2%
Accommodation		
- Directly with the accommodation	21.6%	39.9%
- Tour Operator or Travel Agency	78.4%	60.1%

Where do they stay?

	Finland	All markets
1-2-3* Hotel	8.8%	11.5%
4* Hotel	22.1%	39.4%
5* Hotel / 5* Luxury Hotel	6.0%	10.9%
Aparthotel / Tourist Villa	18.8%	14.8%
House/room rented in a private dwelling	3.4%	6.9%
Private accommodation (1)	4.8%	9.9%
Others (Cottage, cruise, camping,...)	36.0%	6.6%

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



What do they book?

	Finland	All markets
Room only	38.3%	28.1%
Bed and Breakfast	24.5%	15.3%
Half board	15.8%	19.5%
Full board	8.4%	3.2%
All inclusive	13.0%	33.8%

38.3% of Finns book room only.
(Canary Islands: 28.1%)

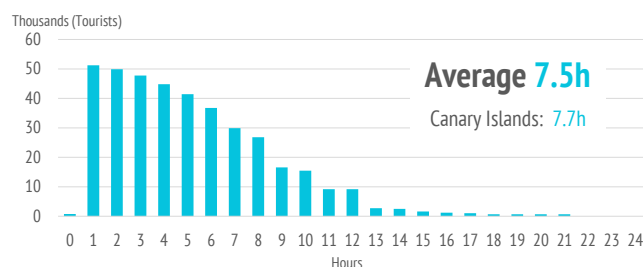
Other expenses

	Finland	All markets
Restaurants or cafes	76.8%	66.9%
Supermarkets	72.3%	55.6%
Car rental	27.7%	37.3%
Organized excursions	16.4%	23.7%
Taxi, transfer, chauffeur service	62.1%	46.0%
Theme Parks	8.8%	8.6%
Sport activities	9.4%	9.3%
Museums	6.1%	4.7%
Flights between islands	0.9%	6.3%

Activities in the Canary Islands

Outdoor time per day	Finland	All markets
0 hours	1.5%	2.4%
1 - 2 hours	6.7%	10.0%
3 - 6 hours	34.4%	30.1%
7 - 12 hours	52.2%	47.1%
More than 12 hours	5.2%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Finland	All markets
Beach	70.4%	75.1%
Walk, wander	89.0%	72.2%
Swimming pool, hotel facilities	73.0%	57.5%
Explore the island on their own	49.3%	52.5%
Swim	53.3%	38.8%
Taste Canarian gastronomy	26.2%	30.2%
Hiking	14.2%	22.5%
Organized excursions	16.7%	16.0%
Sea excursions / whale watching	9.2%	13.5%
Nightlife / concerts / shows	18.8%	12.3%
Theme parks	13.2%	12.2%
Museums / exhibitions	11.4%	10.7%
Wineries / markets / popular festivals	5.1%	10.0%
Other Nature Activities	9.5%	9.5%
Running	9.1%	7.6%
Practice other sports	7.2%	5.9%
Beauty and health treatments	13.1%	5.6%
Surf	3.1%	4.8%
Astronomical observation	22.8%	4.2%
Cycling / Mountain bike	4.1%	4.2%
Scuba Diving	2.2%	4.2%
Golf	4.7%	2.3%
Windsurf / Kitesurf	0.4%	1.5%

* Multi-choise question

PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2021)

FINLAND



Which island do they choose?

Tourists (> 15 years old)	Finland	All markets
Lanzarote	2,083	963,331
Fuerteventura	1,808	843,805
Gran Canaria	31,930	1,545,237
Tenerife	15,879	2,320,313
La Palma	136	102,576

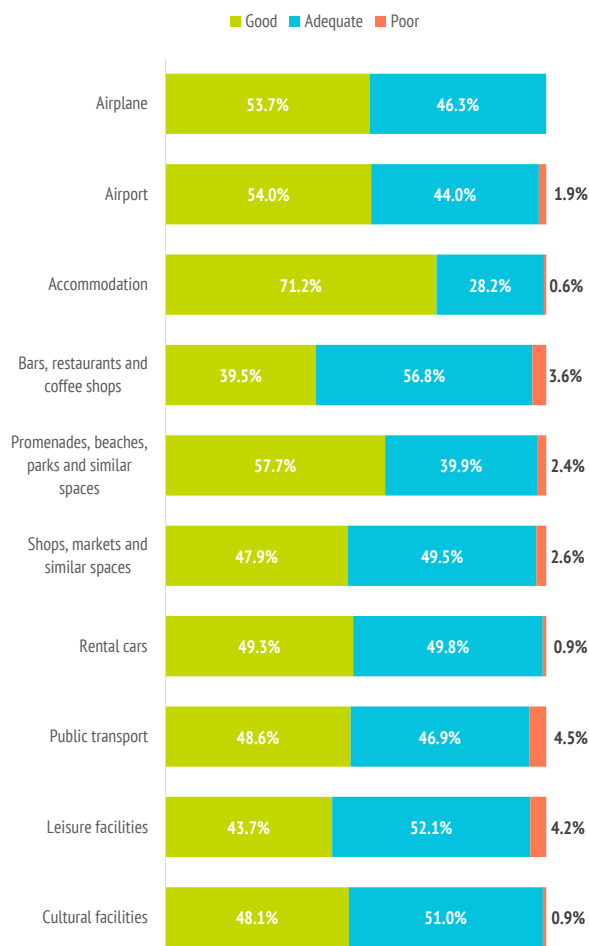
How many islands do they visit during their trip?

	Finland	All markets
One island	96.6%	90.9%
Two islands	3.4%	7.8%
Three or more islands	0.0%	1.3%

Health safety

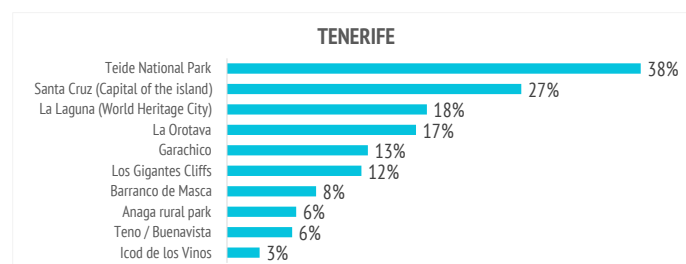
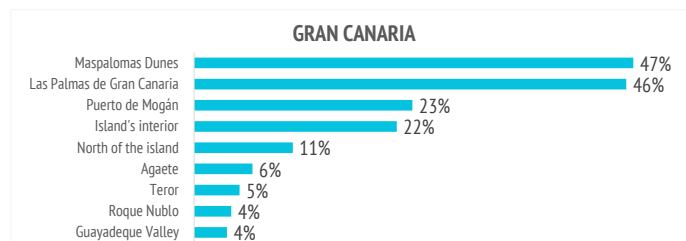
Planning the trip: Importance	Finland	All markets
Average rating (scale 0-10)	8.30	7.99
During the stay: Rate	Finland	All markets
Average rating (scale 0-10)	8.73	8.42

HEALTH SAFETY MEASURES (RATE)



Share by islands	Finland	All markets
Lanzarote	4.0%	16.7%
Fuerteventura	3.5%	14.6%
Gran Canaria	61.6%	26.8%
Tenerife	30.6%	40.2%
La Palma	0.3%	1.8%

• MOST VISITED PLACES IN EACH ISLAND •



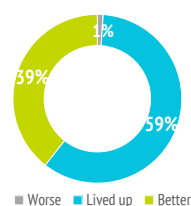
The data refers to % of tourists on each island who have visited the place.

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Finland	All markets
Average rating	8.76	8.86

Experience in the Canary Islands	Finland	All markets
Worse or much worse than expected	1.1%	2.7%
Lived up to expectations	59.5%	51.4%
Better or much better than expected	39.4%	45.9%

Future intentions (scale 1-10)	Finland	All markets
Return to the Canary Islands	8.44	8.86
Recommend visiting the Canary Island	8.71	9.10



Experience in the Canary Islands



Return to the Canary Islands



Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Finland	All markets
Repeat tourists	79.3%	68.0%
Repeat tourists (last 5 years)	75.4%	61.9%
Repeat tourists (last 5 years) (5 or mor	14.1%	15.0%
At least 10 previous visits	23.1%	18.3%

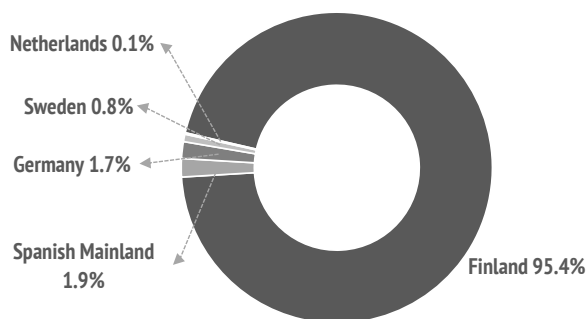
PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2021)

FINLAND

Where does the flight come from?



	%	Absolute
Finland	95.4%	49,657
Spanish Mainland	1.9%	993
Germany	1.7%	907
Sweden	0.8%	400
Netherlands	0.1%	77



Who do they come with?



	Finland	All markets
Unaccompanied	11.2%	13.5%
Only with partner	50.8%	48.2%
Only with children (< 13 years old)	7.8%	3.9%
Partner + children (< 13 years old)	2.5%	4.9%
Other relatives	7.6%	8.4%
Friends	7.1%	8.5%
Work colleagues	0.4%	0.8%
Organized trip	0.0%	0.2%
Other combinations (1)	12.6%	11.5%

(1) Different situations have been isolated

Tourists with children	13.2%	12.5%
- Between 0 and 2 years old	1.0%	1.2%
- Between 3 and 12 years old	10.9%	10.2%
- Between 0 -2 and 3-12 years	1.2%	1.0%
Tourists without children	86.8%	87.5%
Group composition:		
- 1 person	11.8%	16.5%
- 2 people	59.6%	56.7%
- 3 people	6.4%	10.7%
- 4 or 5 people	19.2%	13.6%
- 6 or more people	2.9%	2.5%
Average group size:	2.54	2.37

*People who share the main expenses of the trip



(Under the age of 13)

13.2% of Finns travel with children.

(Canary Islands: 12.5%)

Who are they?



	Finland	All markets
Gender		
Men	45.3%	49.6%
Women	54.7%	50.4%
Age		
Average age (tourist > 15 years old)	48.3	43.3
Standard deviation	16.7	15.6
Age range (> 15 years old)		
16 - 24 years old	12.6%	11.9%
25 - 30 years old	4.6%	14.8%
31 - 45 years old	28.7%	30.2%
46 - 60 years old	22.9%	26.6%
Over 60 years old	31.1%	16.4%
Occupation		
Salaried worker	42.2%	57.8%
Self-employed	9.4%	11.1%
Unemployed	6.3%	1.7%
Business owner	10.7%	10.0%
Student	6.7%	5.9%
Retired	24.6%	12.2%
Unpaid domestic work	0.0%	0.5%
Others	0.0%	0.9%
Annual household income level		
Less than €25,000	10.1%	16.1%
€25,000 - €49,999	36.7%	37.0%
€50,000 - €74,999	20.0%	23.4%
More than €74,999	33.2%	23.5%
Education level		
No studies	0.5%	2.2%
Primary education	9.1%	2.2%
Secondary education	35.1%	18.8%
Higher education	55.2%	76.9%



8 IN 10 ARE
REPEATERS

48 YEARS OLD

AVERAGE AGE

**51% ONLY WITH
PARTNER**



Pictures: Freepik.com