

# PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2018)

## ESTONIA



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



	Estonia	All markets
<b>TOURISTS</b>		
<b>Tourist arrivals (FRONTUR)</b>	n.d.	15,559,787
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	28,499	13,485,651
- book holiday package	15,723	7,848,516
- do not book holiday package	12,776	5,637,135
- % tourists who book holiday package	55.2%	58.2%
Share of total tourist	0.2%	100%

RANKING POSITION BY  
NUMBER OF TOURISTS

RANKING POSITION BY  
TURNOVER



80% of Estonians  
travel to Tenerife.

	Estonia	All markets
<b>Expenditure per tourist (€)</b>	1,207	1,196
- book holiday package	1,328	1,309
- holiday package	1,013	1,064
- others	315	246
- do not book holiday package	1,058	1,037
- flight	268	288
- accommodation	319	350
- others	472	399
<b>Average length of stay</b>	9.42	9.32
- book holiday package	8.69	8.66
- do not book holiday package	10.31	10.23
<b>Average daily expenditure (€)</b>	141.2	143.6
- book holiday package	164.8	159.8
- do not book holiday package	112.1	121.0
<b>Total turnover (&gt; 15 years old) (€m)</b>	34	16,124
- book holiday package	21	10,277
- do not book holiday package	14	5,848

AVERAGE LENGTH OF STAY  
(nights)



EXPENDITURE PER TOURIST (€)



### Importance of each factor in the destination choice



	Estonia	All markets
Climate	85.2%	78.1%
Safety	64.4%	51.4%
Sea	60.8%	43.3%
Beaches	47.1%	37.1%
Price	42.9%	36.5%
Landscapes	42.1%	31.6%
Accommodation supply	41.5%	41.7%
European belonging	40.0%	35.8%
Environment	36.2%	30.6%
Tranquility	28.5%	46.2%
Fun possibilities	27.6%	20.7%
Gastronomy	23.7%	22.6%
Effortless trip	23.6%	34.8%
Hiking trail network	21.2%	9.0%
Exoticism	20.8%	10.5%
Authenticity	20.3%	19.1%
Culture	15.1%	7.3%
Historical heritage	12.8%	7.1%
Shopping	12.5%	9.6%
Nightlife	8.8%	7.5%

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 SEA

ESTONIA  
60.8%



ALL MARKETS  
43.3%

### What is the main motivation for their holidays?



	Estonia	All markets
Rest	56.4%	55.1%
Enjoy family time	16.9%	14.7%
Have fun	11.1%	7.8%
Explore the destination	13.3%	18.5%
Practice their hobbies	1.1%	1.8%
Other reasons	1.2%	2.1%

HAVE FUN



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



	Estonia	All markets
The same day	0.0%	0.7%
Between 1 and 30 days	35.9%	23.2%
Between 1 and 2 months	13.3%	23.0%
Between 3 and 6 months	36.0%	32.4%
More than 6 months	14.8%	20.7%

Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports.

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

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

	Estonia	All markets
Previous visits to the Canary Islands	46.3%	50.9%
Friends or relatives	36.6%	27.8%
Internet or social media	56.3%	56.1%
Mass Media	2.6%	1.7%
Travel guides and magazines	17.0%	9.5%
Travel Blogs or Forums	15.1%	5.4%
Travel TV Channels	1.0%	0.7%
Tour Operator or Travel Agency	37.4%	24.7%
Public administrations or similar	0.0%	0.4%
Others	1.5%	2.3%

\* Multi-choice question

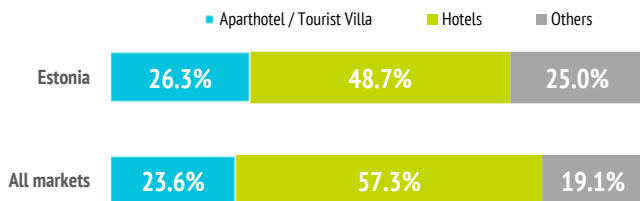
### With whom did they book their flight and accommodation? 👁

	Estonia	All markets
<b>Flight</b>		
- Directly with the airline	32.9%	39.5%
- Tour Operator or Travel Agency	67.1%	60.5%
<b>Accommodation</b>		
- Directly with the accommodation	32.4%	28.8%
- Tour Operator or Travel Agency	67.6%	71.2%

### Where do they stay? 🏠

	Estonia	All markets
1-2-3* Hotel	11.6%	12.8%
4* Hotel	32.4%	37.7%
5* Hotel / 5* Luxury Hotel	4.8%	6.8%
Aparthotel / Tourist Villa	26.3%	23.6%
House/room rented in a private dwelling	4.7%	5.3%
Private accommodation (1)	3.1%	7.0%
Others (Cottage, cruise, camping,...)	17.3%	6.8%

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



### What do they book? 🍽

	Estonia	All markets
Room only	27.9%	28.8%
Bed and Breakfast	14.7%	11.7%
Half board	28.1%	22.4%
Full board	1.4%	3.0%
All inclusive	27.9%	34.1%

”  
**28.1% of Estonians book half board.**

(Canary Islands: 22.4%)

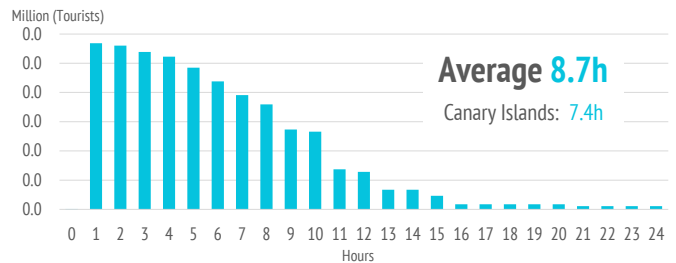
### Other expenses 📍

	Estonia	All markets
Restaurants or cafes	62.2%	63.2%
Supermarkets	61.9%	55.9%
Car rental	37.6%	26.6%
Organized excursions	24.3%	21.8%
Taxi, transfer, chauffeur service	47.6%	51.7%
Theme Parks	20.0%	8.8%
Sport activities	0.0%	6.4%
Museums	8.2%	5.0%
Flights between islands	6.4%	4.8%

### Activities in the Canary Islands 🚶

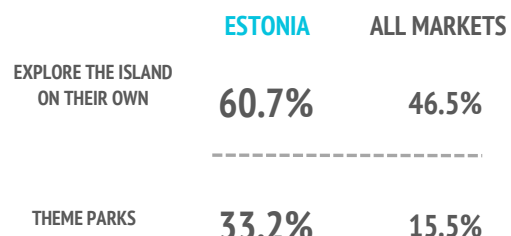
Outdoor time per day	Estonia	All markets
0 hours	0.3%	2.2%
1 - 2 hours	5.2%	10.0%
3 - 6 hours	25.9%	32.6%
7 - 12 hours	56.8%	46.5%
More than 12 hours	11.8%	8.7%

### TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Estonia	All markets
Beach	77.0%	68.0%
Walk, wander	77.0%	71.0%
Explore the island on their own	60.7%	46.5%
Swimming pool, hotel facilities	55.5%	58.9%
Theme parks	33.2%	15.5%
Organized excursions	24.3%	17.9%
Nightlife / concerts / shows	23.4%	15.5%
Wineries / markets / popular festivals	21.4%	12.0%
Museums / exhibitions	21.2%	9.8%
Sea excursions / whale watching	20.4%	11.3%
Taste Canarian gastronomy	16.1%	25.4%
Nature activities	14.1%	10.0%
Sport activities	13.0%	14.3%
Activities at sea	10.4%	9.8%
Beauty and health treatments	5.2%	5.7%
Astronomical observation	1.6%	3.4%

\* Multi-choice question



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### Which island do they choose?

Tourists (> 15 years old)	Estonia	All markets
Lanzarote	1,901	2,457,120
Fuerteventura	849	1,856,705
Gran Canaria	2,762	3,825,110
Tenerife	22,787	4,991,173
La Palma	122	249,069

### How many islands do they visit during their trip?

	Estonia	All markets
One island	88.1%	90.9%
Two islands	11.6%	7.7%
Three or more islands	0.3%	1.4%

### Internet usage during their trip

	Estonia	All markets
<b>Research</b>		
- Tourist package	22.0%	15.4%
- Flights	13.6%	13.0%
- Accommodation	13.6%	17.7%
- Transport	21.2%	15.6%
- Restaurants	34.5%	27.0%
- Excursions	30.2%	26.3%
- Activities	42.1%	31.0%
<b>Book or purchase</b>		
- Tourist package	34.7%	38.1%
- Flights	62.1%	64.4%
- Accommodation	61.1%	54.5%
- Transport	37.2%	44.7%
- Restaurants	17.7%	10.5%
- Excursions	11.9%	11.4%
- Activities	17.2%	12.5%

\* Multi-choice question

Internet usage in the Canary Island	Estonia	All markets
<b>Did not use the Internet</b>	<b>4.0%</b>	<b>9.8%</b>
<b>Used the Internet</b>	<b>96.0%</b>	<b>90.2%</b>
- Own Internet connection	50.1%	36.5%
- Free Wifi connection	28.4%	41.1%
<b>Applications*</b>		
- Search for locations or maps	84.2%	60.7%
- Search for destination info	63.0%	44.7%
- Share pictures or trip videos	63.8%	55.6%
- Download tourist apps	6.8%	6.5%
- Others	15.7%	23.9%

\* Multi-choice question



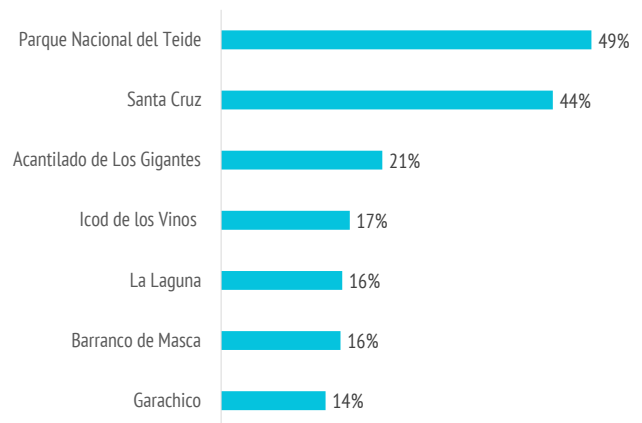
**64% of Estonians share pictures or videos during their stay in the Canary Islands**

(Canary Islands: 55.6%)



Share by islands	Estonia	All markets
Lanzarote	6.7%	18.4%
Fuerteventura	3.0%	13.9%
Gran Canaria	9.7%	28.6%
Tenerife	80.2%	37.3%
La Palma	0.4%	1.9%

### MOST VISITED PLACES IN TENERIFE

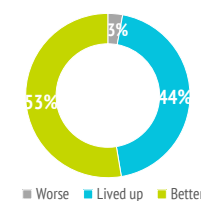


The data refers to % of tourists who have visited the place.

### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Estonia	All markets
Average rating	9.12	8.58
<b>Experience in the Canary Islands</b>		
Worse or much worse than expected	2.9%	2.9%
Lived up to expectations	44.5%	57.4%
Better or much better than expected	52.6%	39.7%

Future intentions (scale 1-10)	Estonia	All markets
Return to the Canary Islands	8.60	8.60
Recommend visiting the Canary Island	9.34	8.86



Experience in the Canary Islands



Return to the Canary Islands

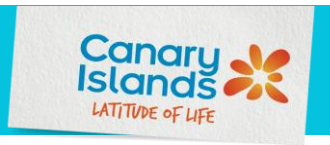


**9.34/10**

Recommend visiting the Canary Islands

### How many are loyal to the Canary Islands?

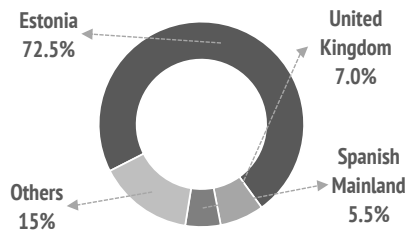
	Estonia	All markets
<b>Repeat tourists</b>	<b>55.4%</b>	<b>71.0%</b>
Repeat tourists (last 5 years)	50.2%	64.6%
Repeat tourists (last 5 years) (5 or more)	11.7%	18.4%
<b>At least 10 previous visits</b>	<b>4.5%</b>	<b>17.8%</b>



Where does the flight come from?



	%	Absolute
Estonia	72.5%	20,669
United Kingdom	7.0%	1,981
Spanish Mainland	5.5%	1,582
Finland	4.4%	1,260
Denmark	3.6%	1,029
Norway	2.0%	581
Others	4.9%	1,397



Who do they come with?



	Estonia	All markets
Unaccompanied	5.1%	8.9%
Only with partner	26.9%	47.4%
Only with children (< 13 years old)	9.7%	5.9%
Partner + children (< 13 years old)	9.4%	7.2%
Other relatives	19.5%	9.0%
Friends	4.9%	6.3%
Work colleagues	3.8%	0.5%
Organized trip	1.7%	0.2%
Other combinations (1)	18.9%	14.6%

(1) Different situations have been isolated

<b>Tourists with children</b>	<b>34.7%</b>	<b>19.3%</b>
- Between 0 and 2 years old	5.8%	1.8%
- Between 3 and 12 years old	16.6%	15.8%
- Between 0 -2 and 3-12 years	12.2%	1.6%
<b>Tourists without children</b>	<b>65.3%</b>	<b>80.7%</b>
<b>Group composition:</b>		
- 1 person	13.0%	12.4%
- 2 people	35.8%	54.1%
- 3 people	17.2%	12.6%
- 4 or 5 people	24.5%	17.1%
- 6 or more people	9.5%	3.8%
<b>Average group size:</b>	<b>3.00</b>	<b>2.58</b>



(Under the age of 13)

34.7% of Estonians travel with children.

(Canary Islands: 19.3%)

Who are they?



	Estonia	All markets
<b>Gender</b>		
Men	46.9%	48.2%
Women	53.1%	51.8%
<b>Age</b>		
Average age (tourist > 15 years old)	38.2	46.7
Standard deviation	12.2	15.3
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	12.0%	7.7%
25 - 30 years old	16.6%	10.8%
31 - 45 years old	41.3%	28.6%
46 - 60 years old	24.1%	31.3%
Over 60 years old	5.9%	21.5%
<b>Occupation</b>		
Salaried worker	45.0%	55.5%
Self-employed	13.6%	11.0%
Unemployed	2.8%	1.1%
Business owner	26.2%	9.2%
Student	5.3%	4.2%
Retired	2.9%	17.3%
Unpaid domestic work	4.0%	0.9%
Others	0.0%	0.8%
<b>Annual household income level</b>		
Less than €25,000	54.7%	17.0%
€25,000 - €49,999	28.4%	36.5%
€50,000 - €74,999	11.6%	25.0%
More than €74,999	5.3%	21.5%
<b>Education level</b>		
No studies	2.5%	4.8%
Primary education	2.7%	2.8%
Secondary education	14.4%	23.1%
Higher education	80.4%	69.3%



5 IN 10 ARE REPEATERS

38 YEARS OLD

AVERAGE AGE

27% ONLY WITH PARTNER



Pictures: Freepik.com

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