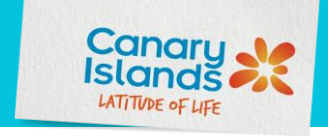


PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2019)

ESTONIA



How many are they and how much do they spend?



	Estonia	All markets
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	20,729	13,271,035
- book holiday package	12,214	7,426,022
- do not book holiday package	8,515	5,845,014
- % tourists who book holiday package	58.9%	56.0%
Share of total tourist	0.2%	100%

RANKING POSITION BY
NUMBER OF TOURISTS

RANKING POSITION BY
TURNOVER



88% of Estonians
travel to Tenerife.

Expenditure per tourist (€)	1,287	1,136
- book holiday package	1,349	1,268
- holiday package	1,020	1,031
- others	328	237
- do not book holiday package	1,200	967
- flight	332	263
- accommodation	377	321
- others	491	383
Average length of stay	8.61	9.09
- book holiday package	7.83	8.64
- do not book holiday package	9.73	9.68
Average daily expenditure (€)	167.9	138.9
- book holiday package	187.3	155.4
- do not book holiday package	140.1	117.9
Total turnover (> 15 years old) (€m)	27	15,070
- book holiday package	16	9,416
- do not book holiday package	10	5,655

AVERAGE LENGTH OF STAY
(nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice



	Estonia	All markets
Climate	73.3%	78.4%
Safety	63.5%	51.9%
Sea	56.7%	44.4%
Beaches	44.1%	37.7%
European belonging	42.2%	36.1%
Price	42.2%	37.4%
Tranquility	36.0%	47.6%
Environment	35.6%	33.2%
Landscapes	35.1%	33.1%
Exoticism	30.6%	11.4%
Fun possibilities	30.1%	21.1%
Effortless trip	28.2%	35.2%
Gastronomy	27.8%	23.2%
Authenticity	27.4%	20.3%
Accommodation supply	26.6%	42.9%
Historical heritage	11.6%	8.2%
Culture	10.6%	8.0%
Shopping	10.4%	9.4%
Nightlife	6.8%	8.0%
Hiking trail network	4.5%	9.6%

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
56.7%



ALL MARKETS
44.4%

What is the main motivation for their holidays?



	Estonia	All markets
Rest	46.7%	55.5%
Enjoy family time	13.7%	14.4%
Have fun	11.1%	8.6%
Explore the destination	22.0%	17.8%
Practice their hobbies	2.9%	1.9%
Other reasons	3.6%	1.8%

EXPLORE THE DESTINATION



How far in advance do they book their trip?



	Estonia	All markets
The same day	2.0%	0.7%
Between 1 and 30 days	27.7%	23.8%
Between 1 and 2 months	13.7%	22.8%
Between 3 and 6 months	32.0%	32.7%
More than 6 months	24.6%	20.0%

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.

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

	Estonia	All markets
Previous visits to the Canary Islands	27.9%	51.9%
Friends or relatives	32.3%	27.1%
Internet or social media	52.5%	54.7%
Mass Media	0.0%	1.6%
Travel guides and magazines	7.9%	8.4%
Travel Blogs or Forums	12.4%	5.7%
Travel TV Channels	0.0%	0.8%
Tour Operator or Travel Agency	23.7%	22.6%
Public administrations or similar	0.0%	0.4%
Others	8.6%	2.4%

* Multi-choice question

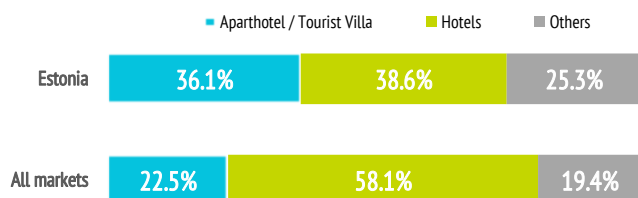
With whom did they book their flight and accommodation

	Estonia	All markets
Flight		
- Directly with the airline	43.8%	42.9%
- Tour Operator or Travel Agency	56.2%	57.1%
Accommodation		
- Directly with the accommodation	38.4%	31.5%
- Tour Operator or Travel Agency	61.6%	68.5%

Where do they stay?

	Estonia	All markets
1-2-3* Hotel	13.0%	11.5%
4* Hotel	24.2%	37.6%
5* Hotel / 5* Luxury Hotel	1.4%	9.0%
Aparthotel / Tourist Villa	36.1%	22.5%
House/room rented in a private dwelling	13.0%	5.9%
Private accommodation (1)	6.7%	7.2%
Others (Cottage, cruise, camping,...)	5.5%	6.3%

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



What do they book?

	Estonia	All markets
Room only	35.1%	27.9%
Bed and Breakfast	19.9%	12.4%
Half board	26.6%	21.2%
Full board	1.3%	3.6%
All inclusive	17.1%	34.9%

”
35.1% of Estonians book room only.
 (Canary Islands: 27.9%)

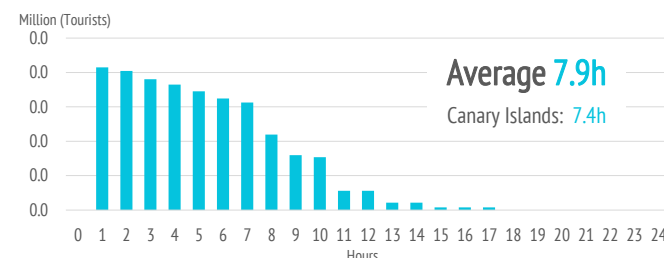
Other expenses

	Estonia	All markets
Restaurants or cafes	56.4%	59.1%
Supermarkets	65.6%	52.1%
Car rental	40.7%	26.3%
Organized excursions	21.9%	20.6%
Taxi, transfer, chauffeur service	47.9%	50.0%
Theme Parks	14.4%	7.5%
Sport activities	6.0%	5.7%
Museums	0.0%	4.6%
Flights between islands	2.5%	4.4%

Activities in the Canary Islands

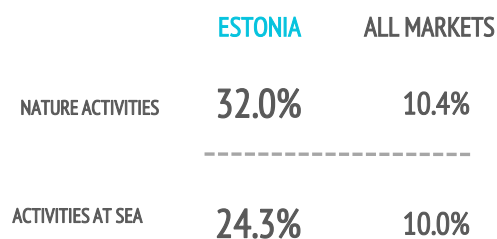
Outdoor time per day	Estonia	All markets
0 hours	0.0%	2.1%
1 - 2 hours	8.3%	9.8%
3 - 6 hours	16.3%	32.6%
7 - 12 hours	70.3%	47.1%
More than 12 hours	5.2%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Estonia	All markets
Beach	74.4%	66.3%
Swimming pool, hotel facilities	64.5%	58.2%
Walk, wander	63.4%	69.8%
Explore the island on their own	47.6%	45.2%
Nature activities	32.0%	10.4%
Theme parks	27.4%	14.1%
Sport activities	24.8%	13.4%
Activities at sea	24.3%	10.0%
Organized excursions	23.4%	16.9%
Sea excursions / whale watching	17.7%	11.1%
Museums / exhibitions	15.5%	10.1%
Nightlife / concerts / shows	14.8%	15.5%
Wineries / markets / popular festivals	11.4%	11.6%
Taste Canarian gastronomy	10.9%	24.2%
Beauty and health treatments	5.6%	5.4%
Astronomical observation	0.0%	3.5%

* Multi-choice question



PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2019)

ESTONIA



Which island do they choose?

Tourists (> 15 years old)	Estonia	All markets
Lanzarote	707	2,521,668
Fuerteventura	981	1,659,115
Gran Canaria	750	3,698,127
Tenerife	18,117	5,040,382
La Palma	0	235,409

How many islands do they visit during their trip?

	Estonia	All markets
One island	94.6%	91.4%
Two islands	5.4%	7.2%
Three or more islands	0.0%	1.4%

Internet usage during their trip

	Estonia	All markets
Research		
- Tourist package	22.5%	14.8%
- Flights	11.1%	13.0%
- Accommodation	16.0%	16.9%
- Transport	19.7%	15.7%
- Restaurants	31.7%	28.4%
- Excursions	21.9%	26.2%
- Activities	43.3%	30.1%
Book or purchase		
- Tourist package	23.4%	39.4%
- Flights	67.4%	66.7%
- Accommodation	48.7%	57.3%
- Transport	34.0%	47.6%
- Restaurants	1.7%	12.1%
- Excursions	9.9%	13.0%
- Activities	24.6%	14.7%

* Multi-choise question

Internet usage in the Canary Islanc	Estonia	All markets
Did not use the Internet	7.5%	8.3%
Used the Internet	92.5%	91.7%
- Own Internet connection	37.9%	37.4%
- Free Wifi connection	29.6%	39.5%
Applications*		
- Search for locations or maps	78.7%	61.7%
- Search for destination info	54.0%	44.8%
- Share pictures or trip videos	69.8%	56.0%
- Download tourist apps	0.0%	7.0%
- Others	12.5%	22.6%

* Multi-choise question



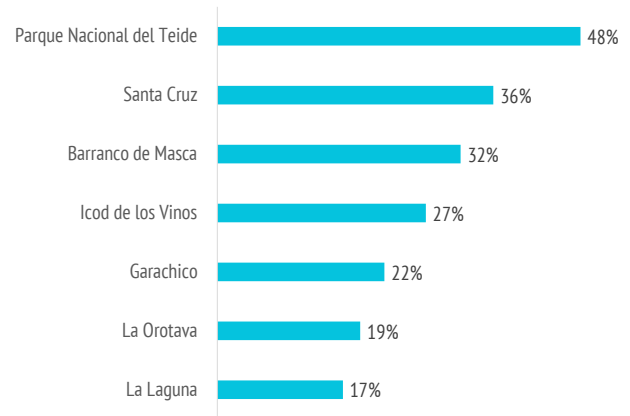
69.8% of Estonians share pictures or videos during their stay in the Canary Islands

(Canary Islands: 56%)



Share by islands	Estonia	All markets
Lanzarote	3.4%	19.2%
Fuerteventura	4.8%	12.6%
Gran Canaria	3.6%	28.1%
Tenerife	88.1%	38.3%
La Palma	0.0%	1.8%

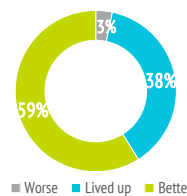
MOST VISITED PLACES IN TENERIFE



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

How do they rate the Canary Islands?

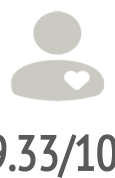
Satisfaction (scale 0-10)	Estonia	All markets
Average rating	8.66	8.70
Experience in the Canary Islands		
Worse or much worse than expected	3.3%	2.3%
Lived up to expectations	37.8%	55.6%
Better or much better than expected	58.9%	42.1%
Future intentions (scale 1-10)		
Return to the Canary Islands	8.80	8.73
Recommend visiting the Canary Islanc	9.33	8.95



Experience in the Canary Islands



Return to the Canary Islands



Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Estonia	All markets
Repeat tourists	36.3%	72.2%
Repeat tourists (last 5 years)	36.3%	66.7%
Repeat tourists (last 5 years) (5 or mc	13.3%	19.5%
At least 10 previous visits	6.2%	18.6%

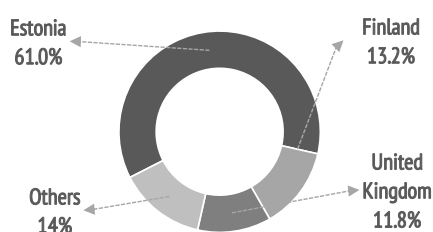
PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2019)

ESTONIA

Where does the flight come from?



	%	Absolute
Estonia	61.0%	12,651
Finland	13.2%	2,732
United Kingdom	11.8%	2,449
Sweden	2.7%	559
Germany	2.4%	488
Italy	2.2%	456
Others	6.7%	1,394



Who do they come with?



	Estonia	All markets
Unaccompanied	9.9%	9.6%
Only with partner	21.9%	48.1%
Only with children (< 13 years old)	15.9%	5.6%
Partner + children (< 13 years old)	6.6%	6.5%
Other relatives	22.1%	9.3%
Friends	7.7%	6.4%
Work colleagues	0.0%	0.5%
Organized trip	0.0%	0.3%
Other combinations (1)	15.9%	13.7%

(1) Different situations have been isolated

Tourists with children	35.5%	17.7%
- Between 0 and 2 years old	3.6%	1.6%
- Between 3 and 12 years old	26.5%	14.8%
- Between 0-2 and 3-12 years	5.4%	1.4%
Tourists without children	64.5%	82.3%
Group composition:		
- 1 person	15.8%	13.2%
- 2 people	38.1%	55.1%
- 3 people	17.4%	12.0%
- 4 or 5 people	19.9%	16.3%
- 6 or more people	8.9%	3.5%
Average group size:	2.94	2.54



(Under the age of 13)

35.5% of Estonians travel with children.

(Canary Islands: 17.7%)

Who are they?



	Estonia	All markets
Gender		
Men	56.5%	48.6%
Women	43.5%	51.4%
Age		
Average age (tourist > 15 years old)	39.8	47.1
Standard deviation	9.5	15.4
Age range (> 15 years old)		
16 - 24 years old	4.2%	7.3%
25 - 30 years old	7.2%	10.9%
31 - 45 years old	59.4%	28.0%
46 - 60 years old	27.3%	31.8%
Over 60 years old	2.0%	22.1%
Occupation		
Salaried worker	63.9%	55.0%
Self-employed	4.1%	11.5%
Unemployed	5.8%	1.1%
Business owner	19.0%	9.4%
Student	1.1%	3.5%
Retired	6.1%	17.9%
Unpaid domestic work	0.0%	0.8%
Others	0.0%	0.8%
Annual household income level		
Less than €25,000	41.2%	17.5%
€25,000 - €49,999	31.6%	37.5%
€50,000 - €74,999	18.3%	22.8%
More than €74,999	8.9%	22.2%
Education level		
No studies	2.1%	5.0%
Primary education	0.0%	2.6%
Secondary education	26.3%	23.6%
Higher education	71.6%	68.9%



3 IN 10 ARE REPEATERS

40 YEARS OLD
AVERAGE AGE

22% ONLY WITH PARTNER



Pictures: Freepik.com