

Profile of Finn tourist visiting Canary Islands

2016



How many are they and how much do they spend?



	Finland	All markets
Tourist arrivals (> 16 years old)	212,457	13,114,359
Average daily expenditure (€)	134.95	135.94
. in their place of residence	95.96	98.03
. in the Canary Islands	38.99	37.90
Average length of stay	10.33	9.36
Turnover per tourist (€)	1,212	1,141
Total turnover (> 16 years old) (€m)	257	14,957
Share of total turnover	1.7%	100%
Share of total tourist	1.6%	100%
Expenditure in the Canary Islands per tourist and trip (€) (*)		
Accommodation (**):	55.14	47.11
- Accommodation	51.09	40.52
- Additional accommodation expenses	4.04	6.60
Transport:	29.64	26.01
- Public transport	6.62	5.14
- Taxi	11.02	6.94
- Car rental	12.00	13.93
Food and drink:	176.76	148.33
- Food purchases at supermarkets	82.50	63.46
- Restaurants	94.26	84.87
Souvenirs:	73.36	53.88
Leisure:	32.10	34.52
- Organized excursions	8.73	14.95
- Leisure, amusement	6.84	4.55
- Trip to other islands	5.46	1.85
- Sporting activities	5.09	5.11
- Cultural activities	1.78	2.04
- Discos and disco-pubs	4.20	6.01
Others:	17.41	13.91
- Wellness	4.37	3.23
- Medical expenses	1.97	1.69
- Other expenses	11.07	8.99

How far in advance do they book their trip?



	Finland	All markets
The same day they leave	0.8%	0.6%
Between 2 and 7 days	6.3%	6.3%
Between 8 and 15 days	11.8%	7.9%
Between 16 and 30 days	17.3%	14.7%
Between 31 and 90 days	30.9%	34.3%
More than 90 days	32.9%	36.2%

What do they book at their place of residence?



	Finland	All markets
Flight only	6.9%	8.8%
Flight and accommodation (room only)	35.8%	25.7%
Flight and accommodation (B&B)	21.8%	8.0%
Flight and accommodation (half board)	14.5%	20.4%
Flight and accommodation (full board)	3.3%	4.3%
Flight and accommodation (all inclusive)	17.8%	32.8%
% Tourists using low-cost airlines	19.2%	48.7%
Other expenses in their place of residence:		
- Car rental	3.3%	11.8%
- Sporting activities	6.2%	5.3%
- Excursions	2.5%	5.7%
- Trip to other islands	0.7%	1.6%

(*) Expense is prorated among all the tourists (even those who have not spent in destination).

(**) Accommodation expenses may seem low because most tourists pay the accommodation before traveling.

How do they book?



	Finland	All markets
Accommodation booking		
Tour Operator	70.0%	42.3%
- Tour Operator's website	94.9%	78.8%
Accommodation	6.4%	14.7%
- Accommodation's website	66.0%	83.5%
Travel agency (High street)	4.5%	20.5%
Online Travel Agency (OTA)	16.1%	16.5%
No need to book accommodation	2.9%	6.0%

	Finland	All markets
Flight booking		
Tour Operator	74.9%	44.6%
- Tour Operator's website	93.1%	76.3%
Airline	10.6%	24.8%
- Airline's website	94.9%	96.2%
Travel agency (High street)	3.8%	19.1%
Online Travel Agency (OTA)	10.7%	11.5%

Where do they stay?



	Finland	All markets
5* Hotel	4.0%	7.1%
4* Hotel	28.0%	39.6%
1-2-3* Hotel	17.6%	14.6%
Apartment	48.4%	31.5%
Property (privately-owned, friends, family)	1.4%	4.6%
Others	0.6%	2.6%

Who are they?



	Finland	All markets
Gender		
Percentage of men	44.3%	48.5%
Percentage of women	55.7%	51.5%
Age		
Average age (tourists > 16 years old)	48.7	46.3
Standard deviation	15.5	15.3
Age range (> 16 years old)	0.0	0.0
16-24 years old	9.4%	8.2%
25-30 years old	7.0%	11.1%
31-45 years old	22.4%	29.1%
46-60 years old	34.2%	30.9%
Over 60 years old	27.1%	20.7%
Occupation		
Business owner or self-employed	12.9%	23.1%
Upper/Middle management employee	29.7%	36.1%
Auxiliary level employee	19.8%	15.5%
Students	11.2%	5.1%
Retired	23.3%	18.0%
Unemployed / unpaid dom. work	3.0%	2.2%
Annual household income level		
€12,000 - €24,000	17.0%	17.8%
€24,001 - €36,000	15.0%	19.4%
€36,001 - €48,000	16.1%	16.9%
€48,001 - €60,000	11.7%	14.6%
€60,001 - €72,000	13.4%	9.5%
€72,001 - €84,000	8.6%	6.0%
More than €84,000	18.3%	15.8%

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Which island do they choose?



Tourists (> 16 years old)	Finland	All markets
- Lanzarote	9,107	2,328,674
- Fuerteventura	11,763	1,914,107
- Gran Canaria	99,318	3,654,806
- Tenerife	90,007	4,885,901
- La Palma	847	221,541

Share (%)	Finland	All markets
- Lanzarote	4.3%	17.9%
- Fuerteventura	5.6%	14.7%
- Gran Canaria	47.1%	28.1%
- Tenerife	42.6%	37.6%
- La Palma	0.4%	1.7%

Who do they come with?



	Finland	All markets
Unaccompanied	7.0%	9.1%
Only with partner	49.6%	47.6%
Only with children (under the age of 13)	1.6%	1.5%
Partner + children (under the age of 13)	10.1%	11.8%
Other relatives	5.4%	6.0%
Friends	5.9%	6.1%
Work colleagues	0.3%	0.3%
Other combinations ⁽¹⁾	19.9%	17.5%

* Multi-choice question (different situations have been isolated)

Why do they choose the Canary Islands?



Aspects influencing the choice	Finland	All markets
Climate/sun	95.4%	89.8%
Beaches	34.3%	34.5%
Tranquillity/rest/relaxation	33.4%	36.6%
Security	21.4%	11.1%
Scenery	21.2%	21.9%
Price	14.1%	12.7%
Visiting new places	13.4%	14.6%
Ease of travel	11.1%	8.9%
Suitable destination for children	8.6%	7.5%
Shopping	6.3%	2.6%
Active tourism	5.2%	5.1%
Nautical activities	4.0%	2.2%
Quality of the environment	3.8%	6.5%
Nightlife/fun	2.6%	3.8%
Golf	1.8%	0.9%
Security against natural catastrophes	1.2%	0.8%

* Multi-choice question

How do they rate the destination?



Impression of their stay	Finland	All markets
Good or very good (% tourists)	89.8%	94.1%
Average rating (scale 1-10)	8.44	8.90

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Finland	All markets
Repeat tourists	85.5%	77.3%
In love (at least 10 previous visits)	15.0%	16.1%

Where does the flight come from?



Ten main origin markets	Finland	All markets
Finland	195,982	196,957
United Kingdom	6,214	4,208,588
Spanish Mainland	5,834	2,164,168
Germany	2,145	2,882,932
Norway	1,879	393,235
Sweden	234	420,877
Denmark	169	253,091
Belgium	0	444,170
Ireland	0	431,419
Italy	0	346,999

What did motivate them to come?



Aspects motivating the choice	Finland	All markets
Previous visits to the Canary Islands	75.0%	64.1%
Recommendation by friends or relatives	27.7%	34.5%
The Canary Islands television channel	0.1%	0.3%
Other television or radio channels	0.1%	0.8%
Information in the press/magazines/books	2.8%	3.8%
Attendance at a tourism fair	0.7%	0.5%
Tour Operator's brochure or catalogue	6.8%	8.0%
Recommendation by Travel Agency	2.2%	9.7%
Information obtained via the Internet	44.0%	25.8%
Senior Tourism programme	0.0%	0.2%
Others	6.0%	6.1%

* Multi-choice question



Source: Encuesta sobre el Gasto Turístico (ISTAC). (1) Combination of some groups previously analyzed.

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