

Profile of tourist visiting the Canary Islands (2017)

FINLAND



How many are they and how much do they spend?



	Finland	All markets
Tourist arrivals (FRONTUR)	272,017	15,975,507
Tourist arrivals (> 16 years old)	217,313	13,852,616
Average daily expenditure (€)	152.03	140.18
. in their place of residence	114.21	101.15
. in the Canary Islands	37.83	39.03
Average length of stay	9.39	9.17
Turnover per tourist (€)	1,258	1,155
Total turnover (€m)	342	18,450
Share of total tourist	1.7%	100%
Share of total turnover	1.9%	100%

% tourists who pay in the Canary Islands:

Accommodation:

- Accommodation	10.7%	13.5%
- Additional accommodation expenses	7.2%	6.3%

Transport:

- Public transport	24.6%	14.5%
- Taxi	37.5%	21.2%
- Car rental	17.5%	19.4%

Food and drink:

- Food purchases at supermarkets	69.9%	55.0%
- Restaurants	69.6%	57.3%

Souvenirs:

	64.1%	53.3%
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Leisure:

- Organized excursions	18.1%	17.7%
- Leisure, amusement	13.6%	8.4%
- Trip to other islands	1.6%	2.3%
- Sporting activities	5.8%	6.1%
- Cultural activities	3.9%	4.4%
- Discos and disco-pubs	6.5%	6.1%

Others:

- Wellness	6.2%	4.9%
- Medical expenses	5.9%	4.0%
- Other expenses	7.5%	9.6%



+8%
TOURISTS
272,017



+4%
TRAVEL EXPENSES
€1,258



+12%
TURNOVER
€342 MILL

What do they book at their place of residence?



	Finland	All markets
Flight only	6.6%	9.3%
Flight and accommodation (room only)	34.1%	26.9%
Flight and accommodation (B&B)	23.0%	8.3%
Flight and accommodation (half board)	14.0%	19.3%
Flight and accommodation (full board)	3.2%	4.4%
Flight and accommodation (all inclusive)	19.1%	31.9%
% Tourists using low-cost airlines	23.4%	50.8%

Other expenses in their place of residence:

- Car rental	5.1%	12.6%
- Sporting activities	6.6%	5.1%
- Excursions	3.2%	6.2%
- Trip to other islands	0.7%	1.5%

How do they book?



	Finland	All markets
Accommodation booking		
Tour Operator	73.5%	42.4%
- Tour Operator's website	93.6%	80.6%
Accommodation	6.9%	14.6%
- Accommodation's website	70.7%	84.0%
Travel agency (High street)	2.6%	19.3%
Online Travel Agency (OTA)	13.1%	17.3%
No need to book accommodation	3.9%	6.4%

	Finland	All markets
Flight booking		
Tour Operator	73.4%	44.8%
- Tour Operator's website	93.6%	78.6%
Airline	13.6%	25.8%
- Airline's website	98.6%	97.3%
Travel agency (High street)	2.7%	18.0%
Online Travel Agency (OTA)	10.3%	11.4%

How far in advance do they book their trip?



	Finland	All markets
The same day they leave	0.1%	0.5%
Between 2 and 7 days	4.9%	5.9%
Between 8 and 15 days	6.7%	7.4%
Between 16 and 30 days	14.3%	13.4%
Between 31 and 90 days	42.0%	34.6%
More than 90 days	31.9%	38.3%

Who are they?



	Finland	All markets
Gender		
Men	43.7%	48.1%
Women	56.3%	51.9%

Age

Average age (tourists > 16 years old)	48.5	46.9
Standard deviation	14.4	15.5

Age range (> 16 years old)

16-24 years old	6.4%	8.4%
25-30 years old	6.8%	10.2%
31-45 years old	28.6%	27.9%
46-60 years old	35.0%	31.7%
Over 60 years old	23.2%	21.8%

Occupation

Business owner or self-employed	11.0%	23.8%
Upper/Middle management employee	37.9%	35.2%
Auxiliary level employee	24.1%	15.3%
Students	5.0%	5.0%
Retired	20.0%	18.6%
Unemployed / unpaid dom. work	2.0%	2.1%

Annual household income level

€12,000 - €24,000	8.9%	17.9%
€24,001 - €36,000	13.0%	19.3%
€36,001 - €48,000	17.7%	16.1%
€48,001 - €60,000	19.9%	15.1%
€60,001 - €72,000	8.7%	9.3%
€72,001 - €84,000	8.8%	6.3%
More than €84,000	22.8%	16.0%

Which island do they choose?



Tourists (> 16 years old)	Finland	All markets
- Lanzarote	12,247	2,488,213
- Fuerteventura	13,229	1,938,908
- Gran Canaria	102,468	3,900,824
- Tenerife	88,030	5,144,415
- La Palma	826	277,952

Share (%)	Finland	All markets
- Lanzarote	5.6%	18.1%
- Fuerteventura	6.1%	14.1%
- Gran Canaria	47.3%	28.4%
- Tenerife	40.6%	37.4%
- La Palma	0.4%	2.0%

Where do they stay?



	Finland	All markets
5* Hotel	5.1%	6.8%
4* Hotel	32.0%	38.4%
1-2-3* Hotel	15.3%	14.4%
Apartment	43.7%	32.4%
Property (privately-owned, friends, family)	2.4%	4.8%
Others	1.5%	3.2%

Why do they choose the Canary Islands?



Aspects influencing the choice	Finland	All markets
Climate/sun	92.8%	89.8%
Tranquillity/rest/relaxation	35.7%	37.2%
Beaches	30.4%	35.1%
Security	19.5%	9.7%
Scenery	19.4%	22.9%
Suitable destination for children	16.4%	7.6%
Visiting new places	15.7%	14.7%
Price	12.0%	12.2%
Ease of travel	10.8%	8.9%
Shopping	5.5%	2.5%
Quality of the environment	3.7%	6.5%
Active tourism	3.6%	5.4%
Nautical activities	2.9%	2.0%
Nightlife/fun	2.8%	3.8%
Culture	2.1%	2.7%
Theme parks	1.8%	3.1%

* Multi-choice question

Who do they come with?



	Finland	All markets
Unaccompanied	8.6%	8.7%
Only with partner	40.9%	46.8%
Only with children (under the age of 13)	2.6%	1.7%
Partner + children (under the age of 13)	16.6%	11.9%
Other relatives	5.5%	6.0%
Friends	5.1%	6.1%
Work colleagues	0.0%	0.3%
Other combinations ⁽¹⁾	20.9%	18.5%

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

How do they rate the Canary Islands?



Opinion on their stay	Finland	All markets
Good or very good (% tourists)	92.6%	94.0%
Average rating (scale 1-10)	8.63	8.92

How many are loyal to the Canary Islands?



Repeat tourists	Finland	All markets
At least 1 previous visit	87.4%	77.3%
At least 10 previous visits	17.2%	16.9%

Where does the flight come from?



Tourists (> 16 years old)	Share	Absolute
Finland	93.3%	202,843
Sweden	2.0%	4,434
United Kingdom	1.5%	3,290
Norway	1.1%	2,351
Spanish Mainland	0.9%	2,010
Germany	0.7%	1,514
Poland	0.1%	316
Switzerland	0.1%	217
Belgium	0.1%	186
Others	0.1%	152

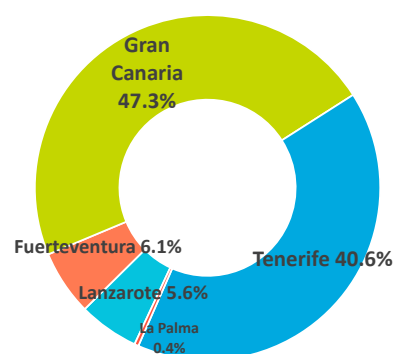
What did motivate them to come?



Prescription sources	Finland	All markets
Previous visits to the Canary Islands	75.1%	64.9%
Recommendation by friends/relatives	27.6%	35.0%
The Canary Islands television channel	0.0%	0.4%
Other television or radio channels	0.3%	1.0%
Information in press/magazines/books	2.8%	3.8%
Attendance at a tourism fair	0.5%	0.5%
Tour Operator's brochure or catalogue	10.0%	7.2%
Recommendation by Travel Agency	2.6%	9.3%
Information obtained via the Internet	41.6%	25.5%
Senior Tourism programme	0.0%	0.2%
Others	5.8%	5.9%

* Multi-choice question

Share of tourists > 16 years old by islands



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.