

PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2018)

FINLAND

How many are they and how much do they spend?



	Finland	All markets
TOURISTS		
Tourist arrivals (FRONTUR)	274,552	15,559,787
Tourist arrivals > 15 years old (EGT)	220,750	13,485,651
- book holiday package	163,661	7,848,516
- do not book holiday package	57,089	5,637,135
- % tourists who book holiday package	74.1%	58.2%
Share of total tourist	1.8%	100%

RANKING POSITION BY
NUMBER OF TOURISTS

RANKING POSITION BY
TURNOVER



49% of Finns travel
to Gran Canaria.

	Finland	All markets
Expenditure per tourist (€)	1,423	1,196
- book holiday package	1,447	1,309
- holiday package	1,148	1,064
- others	299	246
- do not book holiday package	1,354	1,037
- flight	421	288
- accommodation	410	350
- others	523	399
Average length of stay	9.88	9.32
- book holiday package	8.49	8.66
- do not book holiday package	13.87	10.23
Average daily expenditure (€)	167.1	143.6
- book holiday package	181.7	159.8
- do not book holiday package	125.3	121.0
Total turnover (> 15 years old) (€m)	314	16,124
- book holiday package	237	10,277
- do not book holiday package	77	5,848

AVERAGE LENGTH OF STAY
(nights)

■ Finland ■ All markets



EXPENDITURE PER TOURIST (€)

■ Finland ■ All markets



Importance of each factor in the destination choice



	Finland	All markets
Climate	82.3%	78.1%
Sea	45.7%	43.3%
Safety	40.0%	51.4%
Accommodation supply	32.0%	41.7%
Tranquility	30.9%	46.2%
Landscapes	30.2%	31.6%
European belonging	28.8%	35.8%
Beaches	27.9%	37.1%
Environment	27.5%	30.6%
Price	26.1%	36.5%
Hiking trail network	20.2%	9.0%
Gastronomy	11.9%	22.6%
Effortless trip	11.4%	34.8%
Fun possibilities	6.5%	20.7%
Shopping	6.2%	9.6%
Authenticity	5.2%	19.1%
Exoticism	5.1%	10.5%
Nightlife	4.2%	7.5%
Culture	3.5%	7.3%
Historical heritage	3.3%	7.1%

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 HIKING TRAIL NETWORK

FINLAND
20.2%



ALL MARKETS
9.0%

What is the main motivation for their holidays?



	Finland	All markets
Rest	69.9%	55.1%
Enjoy family time	18.5%	14.7%
Have fun	3.4%	7.8%
Explore the destination	4.2%	18.5%
Practice their hobbies	2.1%	1.8%
Other reasons	1.9%	2.1%

REST



How far in advance do they book their trip?



	Finland	All markets
The same day	0.3%	0.7%
Between 1 and 30 days	21.2%	23.2%
Between 1 and 2 months	22.3%	23.0%
Between 3 and 6 months	32.7%	32.4%
More than 6 months	23.5%	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.

PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2018)

FINLAND



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

	Finland	All markets
Previous visits to the Canary Islands	67.5%	50.9%
Friends or relatives	24.6%	27.8%
Internet or social media	67.9%	56.1%
Mass Media	2.1%	1.7%
Travel guides and magazines	5.8%	9.5%
Travel Blogs or Forums	5.4%	5.4%
Travel TV Channels	0.3%	0.7%
Tour Operator or Travel Agency	26.5%	24.7%
Public administrations or similar	0.0%	0.4%
Others	1.8%	2.3%

* Multi-choice question

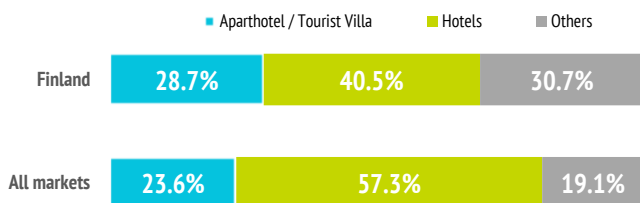
With whom did they book their flight and accommodation?

	Finland	All markets
Flight		
- Directly with the airline	21.6%	39.5%
- Tour Operator or Travel Agency	78.4%	60.5%
Accommodation		
- Directly with the accommodation	19.0%	28.8%
- Tour Operator or Travel Agency	81.0%	71.2%

Where do they stay?

	Finland	All markets
1-2-3* Hotel	10.7%	12.8%
4* Hotel	26.2%	37.7%
5* Hotel / 5* Luxury Hotel	3.6%	6.8%
Aparthotel / Tourist Villa	28.7%	23.6%
House/room rented in a private dwelling	4.3%	5.3%
Private accommodation (1)	3.7%	7.0%
Others (Cottage, cruise, camping,...)	22.8%	6.8%

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



What do they book?

	Finland	All markets
Room only	34.7%	28.8%
Bed and Breakfast	27.0%	11.7%
Half board	12.6%	22.4%
Full board	6.1%	3.0%
All inclusive	19.6%	34.1%

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34.7% of Finns book room only.
 (Canary Islands: 28.8%)

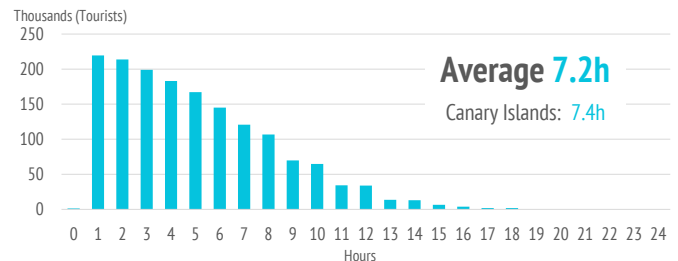
Other expenses

	Finland	All markets
Restaurants or cafes	69.8%	63.2%
Supermarkets	68.3%	55.9%
Car rental	15.7%	26.6%
Organized excursions	21.1%	21.8%
Taxi, transfer, chauffeur service	66.9%	51.7%
Theme Parks	8.9%	8.8%
Sport activities	6.1%	6.4%
Museums	4.9%	5.0%
Flights between islands	3.1%	4.8%

Activities in the Canary Islands

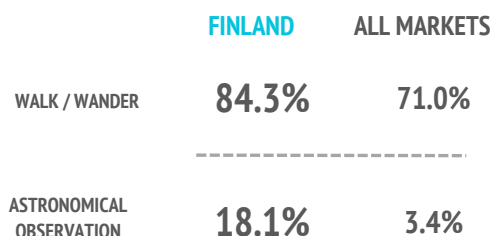
Outdoor time per day	Finland	All markets
0 hours	0.6%	2.2%
1 - 2 hours	9.3%	10.0%
3 - 6 hours	35.4%	32.6%
7 - 12 hours	48.5%	46.5%
More than 12 hours	6.2%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Finland	All markets
Walk, wander	84.3%	71.0%
Swimming pool, hotel facilities	67.1%	58.9%
Beach	58.8%	68.0%
Explore the island on their own	45.5%	46.5%
Organized excursions	22.4%	17.9%
Taste Canarian gastronomy	21.7%	25.4%
Astronomical observation	18.1%	3.4%
Theme parks	17.2%	15.5%
Nightlife / concerts / shows	16.4%	15.5%
Sport activities	16.0%	14.3%
Wineries / markets / popular festivals	10.6%	12.0%
Sea excursions / whale watching	9.0%	11.3%
Beauty and health treatments	9.0%	5.7%
Museums / exhibitions	8.7%	9.8%
Nature activities	5.5%	10.0%
Activities at sea	3.8%	9.8%

* Multi-choice question



Which island do they choose?

Tourists (> 15 years old)	Finland	All markets
Lanzarote	16,243	2,457,120
Fuerteventura	10,775	1,856,705
Gran Canaria	108,475	3,825,110
Tenerife	82,354	4,991,173
La Palma	1,963	249,069

Share by islands	Finland	All markets
Lanzarote	7.4%	18.4%
Fuerteventura	4.9%	13.9%
Gran Canaria	49.3%	28.6%
Tenerife	37.5%	37.3%
La Palma	0.9%	1.9%

How many islands do they visit during their trip?

	Finland	All markets
One island	93.5%	90.9%
Two islands	6.3%	7.7%
Three or more islands	0.2%	1.4%

MOST VISITED PLACES IN EACH ISLAND



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

Internet usage during their trip

	Finland	All markets
Research		
- Tourist package	7.0%	15.4%
- Flights	12.4%	13.0%
- Accommodation	16.0%	17.7%
- Transport	15.3%	15.6%
- Restaurants	33.7%	27.0%
- Excursions	27.9%	26.3%
- Activities	39.1%	31.0%
Book or purchase		
- Tourist package	78.4%	38.1%
- Flights	75.0%	64.4%
- Accommodation	67.1%	54.5%
- Transport	57.9%	44.7%
- Restaurants	14.8%	10.5%
- Excursions	17.4%	11.4%
- Activities	16.0%	12.5%

* Multi-choice question

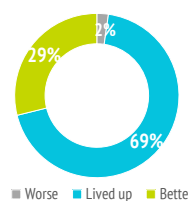
How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Finland	All markets
Average rating	8.44	8.58
Experience in the Canary Islands		
Worse or much worse than expected	2.3%	2.9%
Lived up to expectations	68.9%	57.4%
Better or much better than expected	28.9%	39.7%

Internet usage in the Canary Island	Finland	All markets
Did not use the Internet	6.7%	9.8%
Used the Internet	93.3%	90.2%
- Own Internet connection	32.2%	36.5%
- Free Wifi connection	47.7%	41.1%
Applications*		
- Search for locations or maps	66.8%	60.7%
- Search for destination info	60.0%	44.7%
- Share pictures or trip videos	56.8%	55.6%
- Download tourist apps	13.6%	6.5%
- Others	23.8%	23.9%

* Multi-choice question

Future intentions (scale 1-10)	Finland	All markets
Return to the Canary Islands	8.21	8.60
Recommend visiting the Canary Island	8.48	8.86



Experience in the Canary Islands



Return to the Canary Islands



Recommend visiting the Canary Islands

56.8% of Finns share pictures or videos during their stay in the Canary Islands

(Canary Islands: 55.6%)

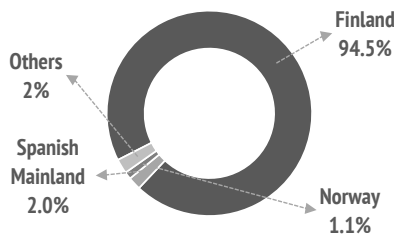


How many are loyal to the Canary Islands?

	Finland	All markets
Repeat tourists	83.8%	71.0%
Repeat tourists (last 5 years)	79.2%	64.6%
Repeat tourists (last 5 years) (5 or mor	21.3%	18.4%
At least 10 previous visits	24.2%	17.8%

Where does the flight come from?

	%	Absolute
Finland	94.5%	208,653
Spanish Mainland	2.0%	4,508
Norway	1.1%	2,529
Sweden	1.0%	2,265
Estonia	0.4%	819
United Kingdom	0.3%	720
Others	0.6%	1,256



Who do they come with?

	Finland	All markets
Unaccompanied	7.1%	8.9%
Only with partner	46.9%	47.4%
Only with children (< 13 years old)	9.3%	5.9%
Partner + children (< 13 years old)	3.9%	7.2%
Other relatives	6.9%	9.0%
Friends	6.8%	6.3%
Work colleagues	0.4%	0.5%
Organized trip	0.3%	0.2%
Other combinations (1)	18.5%	14.6%

(1) Different situations have been isolated

Tourists with children	20.3%	19.3%
- Between 0 and 2 years old	2.1%	1.8%
- Between 3 and 12 years old	17.5%	15.8%
- Between 0 -2 and 3-12 years	0.8%	1.6%

Tourists without children	79.7%	80.7%
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Group composition:		
- 1 person	12.4%	12.4%
- 2 people	53.0%	54.1%
- 3 people	10.8%	12.6%
- 4 or 5 people	19.0%	17.1%
- 6 or more people	4.8%	3.8%
Average group size:	2.67	2.58



(Under the age of 13)

20.3% of Finns travel with children.

(Canary Islands: 19.3%)

Who are they?

	Finland	All markets
Gender		
Men	45.1%	48.2%
Women	54.9%	51.8%
Age		
Average age (tourist > 15 years old)	51.2	46.7
Standard deviation	14.3	15.3
Age range (> 15 years old)		
16 - 24 years old	4.3%	7.7%
25 - 30 years old	5.6%	10.8%
31 - 45 years old	24.4%	28.6%
46 - 60 years old	34.5%	31.3%
Over 60 years old	31.3%	21.5%
Occupation		
Salaried worker	50.2%	55.5%
Self-employed	6.1%	11.0%
Unemployed	2.5%	1.1%
Business owner	10.7%	9.2%
Student	4.0%	4.2%
Retired	25.9%	17.3%
Unpaid domestic work	0.3%	0.9%
Others	0.3%	0.8%
Annual household income level		
Less than €25,000	8.2%	17.0%
€25,000 - €49,999	34.2%	36.5%
€50,000 - €74,999	32.1%	25.0%
More than €74,999	25.5%	21.5%
Education level		
No studies	1.1%	4.8%
Primary education	6.7%	2.8%
Secondary education	39.9%	23.1%
Higher education	52.3%	69.3%



8 IN 10 ARE REPEATERS

51 YEARS OLD

AVERAGE AGE

47% ONLY WITH PARTNER



Pictures: Freepik.com

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