

PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2019)

FINLAND



How many are they and how much do they spend?



	Finland	All markets
TOURISTS		
Tourist arrivals (FRONTUR)	260,807	15,110,866
Tourist arrivals > 15 years old (EGT)	212,465	13,271,035
- book holiday package	153,649	7,426,022
- do not book holiday package	58,816	5,845,014
- % tourists who book holiday package	72.3%	56.0%
Share of total tourist	1.7%	100%

RANKING POSITION BY
NUMBER OF TOURISTS

RANKING POSITION BY
TURNOVER



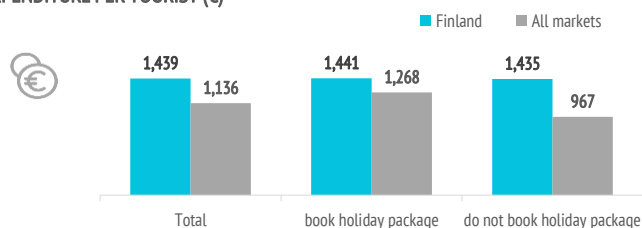
52% of Finns travel
to Gran Canaria.

	Finland	All markets
Expenditure per tourist (€)	1,439	1,136
- book holiday package	1,441	1,268
- holiday package	1,146	1,031
- others	295	237
- do not book holiday package	1,435	967
- flight	480	263
- accommodation	436	321
- others	519	383
Average length of stay	9.56	9.09
- book holiday package	8.31	8.64
- do not book holiday package	12.82	9.68
Average daily expenditure (€)	173.0	138.9
- book holiday package	183.3	155.4
- do not book holiday package	146.1	117.9
Total turnover (> 15 years old) (€m)	306	15,070
- book holiday package	221	9,416
- do not book holiday package	84	5,655

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice



	Finland	All markets
Climate	83.8%	78.4%
Sea	45.8%	44.4%
Safety	43.4%	51.9%
Accommodation supply	37.9%	42.9%
European belonging	34.1%	36.1%
Tranquility	31.9%	47.6%
Landscapes	31.2%	33.1%
Beaches	31.0%	37.7%
Price	26.4%	37.4%
Environment	24.1%	33.2%
Hiking trail network	18.0%	9.6%
Gastronomy	15.0%	23.2%
Effortless trip	9.0%	35.2%
Exoticism	7.9%	11.4%
Fun possibilities	7.6%	21.1%
Shopping	6.5%	9.4%
Authenticity	5.4%	20.3%
Historical heritage	5.0%	8.2%
Culture	2.5%	8.0%
Nightlife	2.4%	8.0%

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
18.0%



ALL MARKETS
9.6%

What is the main motivation for their holidays?



	Finland	All markets
Rest	72.6%	55.5%
Enjoy family time	18.1%	14.4%
Have fun	2.5%	8.6%
Explore the destination	5.0%	17.8%
Practice their hobbies	1.0%	1.9%
Other reasons	0.8%	1.8%

REST



How far in advance do they book their trip?



	Finland	All markets
The same day	0.2%	0.7%
Between 1 and 30 days	26.2%	23.8%
Between 1 and 2 months	25.4%	22.8%
Between 3 and 6 months	29.7%	32.7%
More than 6 months	18.6%	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?

	Finland	All markets
Previous visits to the Canary Islands	63.7%	51.9%
Friends or relatives	23.1%	27.1%
Internet or social media	67.5%	54.7%
Mass Media	1.4%	1.6%
Travel guides and magazines	3.4%	8.4%
Travel Blogs or Forums	5.1%	5.7%
Travel TV Channels	0.2%	0.8%
Tour Operator or Travel Agency	23.6%	22.6%
Public administrations or similar	0.0%	0.4%
Others	1.2%	2.4%

* Multi-choice question

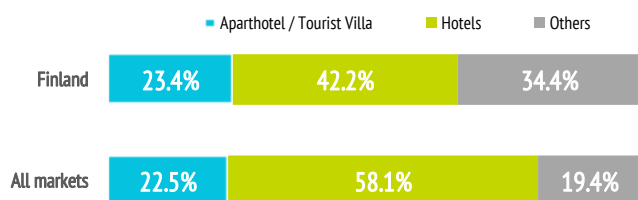
With whom did they book their flight and accommodation?

	Finland	All markets
Flight		
- Directly with the airline	24.9%	42.9%
- Tour Operator or Travel Agency	75.1%	57.1%
Accommodation		
- Directly with the accommodation	23.4%	31.5%
- Tour Operator or Travel Agency	76.6%	68.5%

Where do they stay?

	Finland	All markets
1-2-3* Hotel	9.6%	11.5%
4* Hotel	27.7%	37.6%
5* Hotel / 5* Luxury Hotel	4.9%	9.0%
Aparthotel / Tourist Villa	23.4%	22.5%
House/room rented in a private dwelling	3.8%	5.9%
Private accommodation (1)	2.9%	7.2%
Others (Cottage, cruise, camping,...)	27.7%	6.3%

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



What do they book?

	Finland	All markets
Room only	34.4%	27.9%
Bed and Breakfast	25.4%	12.4%
Half board	14.8%	21.2%
Full board	7.6%	3.6%
All inclusive	17.8%	34.9%

”
34.4% of Finns book room only.
 (Canary Islands: 27.9%)

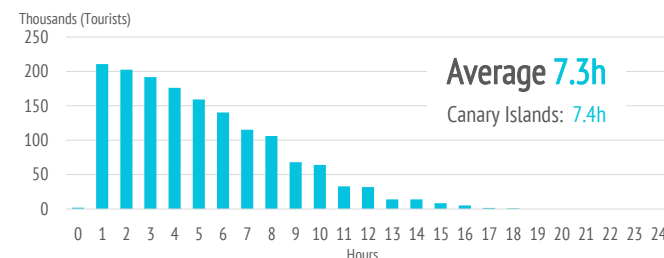
Other expenses

	Finland	All markets
Restaurants or cafes	68.0%	59.1%
Supermarkets	72.5%	52.1%
Car rental	21.2%	26.3%
Organized excursions	20.0%	20.6%
Taxi, transfer, chauffeur service	66.2%	50.0%
Theme Parks	9.5%	7.5%
Sport activities	5.3%	5.7%
Museums	5.3%	4.6%
Flights between islands	2.8%	4.4%

Activities in the Canary Islands

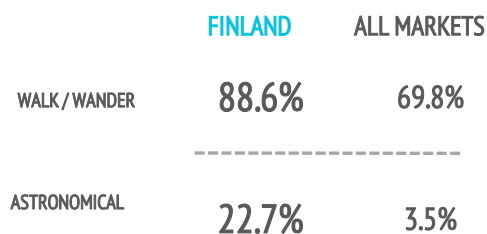
Outdoor time per day	Finland	All markets
0 hours	0.9%	2.1%
1 - 2 hours	8.9%	9.8%
3 - 6 hours	36.0%	32.6%
7 - 12 hours	47.6%	47.1%
More than 12 hours	6.6%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Finland	All markets
Walk, wander	88.6%	69.8%
Swimming pool, hotel facilities	75.5%	58.2%
Beach	68.4%	66.3%
Explore the island on their own	50.0%	45.2%
Astronomical observation	22.7%	3.5%
Taste Canarian gastronomy	21.3%	24.2%
Organized excursions	19.8%	16.9%
Sport activities	17.6%	13.4%
Theme parks	16.7%	14.1%
Nightlife / concerts / shows	16.1%	15.5%
Beauty and health treatments	11.2%	5.4%
Wineries / markets / popular festivals	11.0%	11.6%
Museums / exhibitions	9.4%	10.1%
Sea excursions / whale watching	8.6%	11.1%
Nature activities	6.8%	10.4%
Activities at sea	2.6%	10.0%

* Multi-choice question



PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2019)

FINLAND



Which island do they choose?

Tourists (> 15 years old)	Finland	All markets
Lanzarote	11,506	2,521,668
Fuerteventura	8,782	1,659,115
Gran Canaria	108,769	3,698,127
Tenerife	81,864	5,040,382
La Palma	122	235,409

How many islands do they visit during their trip?

	Finland	All markets
One island	95.2%	91.4%
Two islands	4.8%	7.2%
Three or more islands	0.0%	1.4%

Internet usage during their trip

	Finland	All markets
Research		
- Tourist package	7.5%	14.8%
- Flights	8.0%	13.0%
- Accommodation	11.9%	16.9%
- Transport	12.1%	15.7%
- Restaurants	33.1%	28.4%
- Excursions	31.2%	26.2%
- Activities	36.8%	30.1%
Book or purchase		
- Tourist package	76.7%	39.4%
- Flights	81.3%	66.7%
- Accommodation	76.3%	57.3%
- Transport	65.0%	47.6%
- Restaurants	19.6%	12.1%
- Excursions	17.4%	13.0%
- Activities	18.9%	14.7%

* Multi-choise question

Internet usage in the Canary Islanc	Finland	All markets
Did not use the Internet	4.2%	8.3%
Used the Internet	95.8%	91.7%
- Own Internet connection	39.8%	37.4%
- Free Wifi connection	41.2%	39.5%
Applications*		
- Search for locations or maps	70.6%	61.7%
- Search for destination info	62.9%	44.8%
- Share pictures or trip videos	54.7%	56.0%
- Download tourist apps	11.9%	7.0%
- Others	19.6%	22.6%

* Multi-choise question



62.9% of Finns search for destination info during their stay in the Canary Islands

(Canary Islands: 44.8%)



Picture: Freepik.com

Share by islands	Finland	All markets
Lanzarote	5.5%	19.2%
Fuerteventura	4.2%	12.6%
Gran Canaria	51.5%	28.1%
Tenerife	38.8%	38.3%
La Palma	0.1%	1.8%

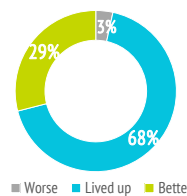
MOST VISITED PLACES IN EACH ISLAND



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

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Finland	All markets
Average rating	8.42	8.70
Experience in the Canary Islands		
Worse or much worse than expected	3.4%	2.3%
Lived up to expectations	67.6%	55.6%
Better or much better than expected	29.0%	42.1%
Future intentions (scale 1-10)		
Return to the Canary Islands	8.39	8.73
Recommend visiting the Canary Islanc	8.65	8.95



Experience in the Canary Islands



Return to the Canary Islands



8.65/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Finland	All markets
Repeat tourists	83.5%	72.2%
Repeat tourists (last 5 years)	81.1%	66.7%
Repeat tourists (last 5 years) (5 or mc	20.6%	19.5%
At least 10 previous visits	22.2%	18.6%

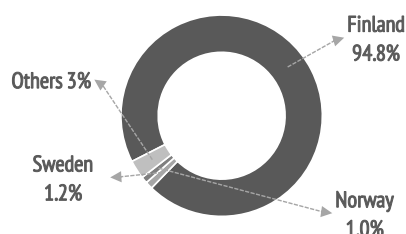
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FINLAND

Where does the flight come from?



	%	Absolute
Finland	94.8%	201,318
Sweden	1.2%	2,535
Norway	1.0%	2,227
United Kingdom	1.0%	2,209
Netherlands	0.5%	1,080
Spanish Mainland	0.4%	760
Others	1.1%	2,338



Who do they come with?



	Finland	All markets
Unaccompanied	8.5%	9.6%
Only with partner	47.6%	48.1%
Only with children (< 13 years old)	12.5%	5.6%
Partner + children (< 13 years old)	3.9%	6.5%
Other relatives	5.0%	9.3%
Friends	4.3%	6.4%
Work colleagues	0.0%	0.5%
Organized trip	0.1%	0.3%
Other combinations (1)	18.2%	13.7%

(1) Different situations have been isolated

Tourists with children	Finland	All markets
- Between 0 and 2 years old	0.8%	1.6%
- Between 3 and 12 years old	17.9%	14.8%
- Between 0-2 and 3-12 years	1.6%	1.4%

Tourists without children	Finland	All markets
	79.7%	82.3%

Group composition:	Finland	All markets
- 1 person	12.1%	13.2%
- 2 people	53.5%	55.1%
- 3 people	10.8%	12.0%
- 4 or 5 people	21.2%	16.3%
- 6 or more people	2.4%	3.5%
Average group size:	2.59	2.54



(Under the age of 13)

20.3% of Finns travel with children.

(Canary Islands: 17.7%)

Who are they?



	Finland	All markets
Gender		
Men	45.0%	48.6%
Women	55.0%	51.4%
Age		
Average age (tourist > 15 years old)	50.4	47.1
Standard deviation	14.3	15.4
Age range (> 15 years old)		
16 - 24 years old	5.4%	7.3%
25 - 30 years old	5.6%	10.9%
31 - 45 years old	26.3%	28.0%
46 - 60 years old	36.5%	31.8%
Over 60 years old	26.2%	22.1%
Occupation		
Salaried worker	53.0%	55.0%
Self-employed	6.0%	11.5%
Unemployed	2.2%	1.1%
Business owner	11.8%	9.4%
Student	3.0%	3.5%
Retired	23.5%	17.9%
Unpaid domestic work	0.6%	0.8%
Others	0.0%	0.8%
Annual household income level		
Less than €25,000	8.6%	17.5%
€25,000 - €49,999	31.4%	37.5%
€50,000 - €74,999	28.6%	22.8%
More than €74,999	31.4%	22.2%
Education level		
No studies	0.0%	5.0%
Primary education	6.1%	2.6%
Secondary education	46.0%	23.6%
Higher education	47.9%	68.9%



8 IN 10 ARE
REPEATERS

50 YEARS OLD
AVERAGE AGE

**48% ONLY WITH
PARTNER**



Pictures: Freepik.com