

TOURIST PROFILE BY ISLAND OF STAY (2018)

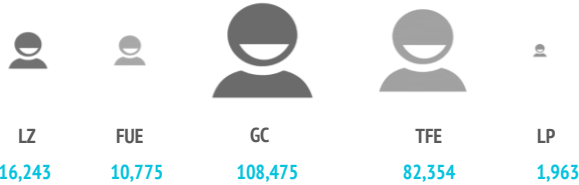
FINLAND

How many are they and how much do they spend?



	LZ	FUE	GC	TFE	LP
TOURISTS					
Tourist arrivals (FRONTUR)	n.d.	n.d.	n.d.	n.d.	n.d.
Tourist arrivals > 15 years old (EGT)	16.243	10.775	108.475	82.354	1.963
- book holiday package	13.537	9.875	73.445	65.196	--
- do not book holiday package	2.706	900	35.030	17.157	--
- % tourists who book holiday package	83,3%	91,6%	67,7%	79,2%	--

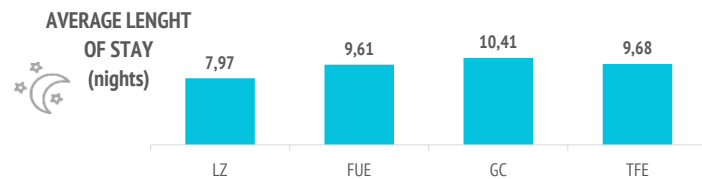
TOURISTS



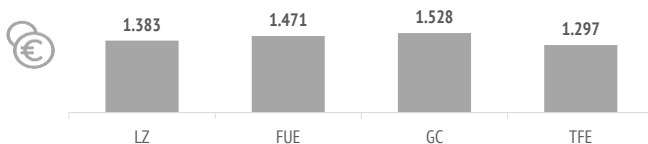
% TOURISTS WHO BOOK HOLIDAY PACKAGE



	LZ	FUE	GC	TFE	LP
Expenditure per tourist (€)	1.383	1.471	1.528	1.297	--
- book holiday package	1.404	1.310	1.574	1.340	--
- holiday package	1.140	1.030	1.272	1.032	--
- others	265	280	302	309	--
- do not book holiday package	1.275	3.230	1.431	1.133	--
- flight	459	1.143	413	385	--
- accommodation	352	1.532	437	311	--
- others	464	556	581	437	--
Average length of stay	7,97	9,61	10,41	9,68	--
- book holiday package	7,81	8,02	8,74	8,46	--
- do not book holiday package	8,76	27,09	13,92	14,34	--
Average daily expenditure (€)	180,8	168,5	173,7	156,3	--
- book holiday package	186,9	170,7	192,9	170,2	--
- do not book holiday package	150,7	143,5	133,4	103,3	--
Total turnover (> 15 years old) (€m)	22	16	166	107	--
- book holiday package	19	13	116	87	--
- do not book holiday package	3	3	50	19	--



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice



	LZ	FUE	GC	TFE	LP
Climate	71,8%	77,8%	86,3%	79,4%	--
Sea	44,5%	44,2%	49,3%	41,6%	--
Safety	26,4%	33,4%	41,4%	42,2%	--
Accommodation supply	31,8%	30,1%	33,5%	30,6%	--
Tranquility	14,8%	27,8%	29,6%	35,6%	--
Landscapes	19,0%	24,0%	27,1%	36,0%	--
European belonging	26,1%	15,7%	25,9%	35,1%	--
Beaches	31,3%	34,9%	33,6%	19,5%	--
Environment	21,8%	21,6%	23,9%	34,1%	--
Price	29,0%	28,3%	23,5%	28,8%	--
Hiking trail network	15,3%	14,2%	16,4%	26,4%	--
Gastronomy	5,6%	13,9%	10,2%	15,0%	--
Effortless trip	5,4%	5,7%	12,0%	12,6%	--
Fun possibilities	3,1%	7,1%	7,2%	6,4%	--
Shopping	1,6%	5,4%	6,5%	6,9%	--
Authenticity	3,2%	1,5%	4,4%	6,9%	--
Exoticism	3,7%	1,5%	4,9%	6,0%	--
Nightlife	0,0%	3,9%	6,0%	2,8%	--
Culture	0,5%	3,2%	3,2%	4,8%	--
Historical heritage	1,1%	3,2%	2,7%	4,7%	--

Each aspect is rated individually ("Not important", "Somewhat", "Quite", "Very important")

% of tourists who indicate that the factor is "very important" in their choice.

% TOURISTS WHO CHOOSE TRANQUILITY



What is the main motivation for their holidays?



	LZ	FUE	GC	TFE	LP
Rest	64,6%	67,4%	68,9%	72,0%	--
Enjoy family time	23,4%	15,0%	21,0%	15,2%	--
Have fun	2,8%	3,9%	2,7%	4,4%	--
Explore the destination	6,9%	3,2%	2,8%	5,7%	--
Practice their hobbies	2,3%	3,0%	2,9%	0,8%	--
Other reasons	0,0%	7,6%	1,7%	1,9%	--

How far in advance do they book their trip?



	LZ	FUE	GC	TFE	LP
The same day	0,0%	0,0%	0,6%	0,0%	--
Between 1 and 30 days	20,9%	9,2%	22,0%	22,0%	--
Between 1 and 2 months	24,3%	23,0%	20,1%	23,1%	--
Between 3 and 6 months	35,0%	51,2%	32,1%	31,1%	--
More than 6 months	19,9%	16,6%	25,3%	23,7%	--

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.

TOURIST PROFILE BY ISLAND OF STAY (2018)

FINLAND



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

	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	68,2%	64,7%	68,8%	66,1%	--
Friends or relatives	12,6%	20,0%	25,5%	26,0%	--
Internet or social media	82,0%	70,4%	63,6%	69,8%	--
Mass Media	1,5%	3,0%	1,9%	2,4%	--
Travel guides and magazines	6,8%	13,8%	3,1%	7,5%	--
Travel Blogs or Forums	10,1%	1,5%	5,1%	5,5%	--
Travel TV Channels	0,0%	0,0%	0,0%	0,8%	--
Tour Operator or Travel Agency	46,4%	48,1%	23,1%	24,1%	--
Public administrations or similar	0,0%	0,0%	0,0%	0,0%	--
Others	2,3%	0,0%	3,0%	0,4%	--

* Multi-choise question

With whom did they book their flight and accommodation?

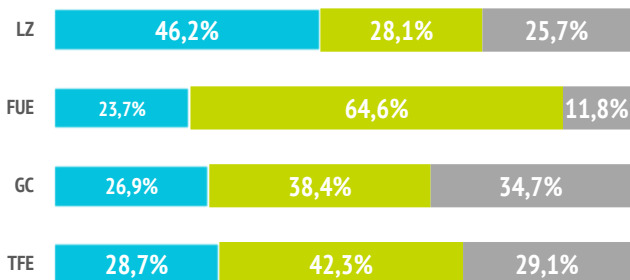
	LZ	FUE	GC	TFE	LP
Flight					
- Directly with the airline	16,8%	8,4%	25,5%	19,4%	--
- Tour Operator or Travel Agency	83,2%	91,6%	74,5%	80,6%	--
Accommodation					
- Directly with the accommodation	10,9%	4,4%	22,0%	17,9%	--
- Tour Operator or Travel Agency	89,1%	95,6%	78,0%	82,1%	--

Where do they stay?

	LZ	FUE	GC	TFE	LP
1-2-3* Hotel	7,9%	9,5%	9,9%	12,4%	--
4* Hotel	15,9%	51,5%	23,6%	27,8%	--
5* Hotel / 5* Luxury Hotel	4,2%	3,6%	4,8%	2,1%	--
Aparthotel / Tourist Villa	46,2%	23,7%	26,9%	28,7%	--
House/room rented in a private dwelling	0,0%	0,0%	5,3%	4,3%	--
Private accommodation (1)	4,9%	0,0%	4,9%	2,4%	--
Others (Cottage, cruise, camping,...)	20,8%	11,8%	24,5%	22,4%	--

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

■ Aparthotel / Tourist Villa ■ Hotels ■ Others



What do they book?

	LZ	FUE	GC	TFE	LP
Room only	29,1%	28,5%	40,9%	28,6%	--
Bed and Breakfast	19,9%	5,7%	24,4%	34,9%	--
Half board	9,6%	14,0%	12,0%	14,0%	--
Full board	6,1%	6,0%	5,2%	7,2%	--
All inclusive	35,3%	45,9%	17,6%	15,2%	--

Other expenses

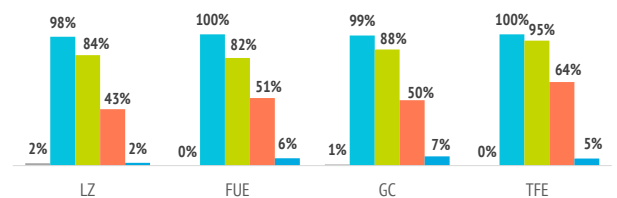
	LZ	FUE	GC	TFE	LP
Restaurants or cafes	66,8%	58,0%	74,3%	65,6%	--
Supermarkets	73,4%	60,4%	71,8%	64,4%	--
Car rental	26,5%	19,9%	15,3%	13,6%	--
Organized excursions	35,9%	22,1%	13,8%	27,4%	--
Taxi, transfer, chauffeur service	80,5%	23,0%	66,7%	70,9%	--
Theme Parks	9,4%	7,8%	9,0%	9,1%	--
Sport activities	9,1%	8,0%	7,0%	4,3%	--
Museums	15,8%	0,0%	4,2%	3,5%	--
Flights between islands	6,1%	6,6%	2,5%	2,8%	--

Activities in the Canary Islands

Outdoor time per day	LZ	FUE	GC	TFE	LP
0 hours	1,8%	0,0%	0,9%	0,0%	--
1 - 2 hours	14,0%	18,0%	10,7%	4,8%	--
3 - 6 hours	41,2%	30,6%	38,5%	31,5%	--
7 - 12 hours	40,8%	45,9%	42,8%	58,2%	--
More than 12 hours	2,1%	5,6%	7,1%	5,4%	--

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

■ 0 hours ■ More than 1 hour ■ More than 3 hours ■ More than 7 hours ■ More than 12 hours



Activities in the Canary Islands	LZ	FUE	GC	TFE	LP
Walk, wander	87,2%	96,8%	84,4%	82,4%	--
Swimming pool, hotel facilities	69,4%	72,6%	67,7%	65,3%	--
Beach	68,7%	65,7%	68,4%	44,5%	--
Explore the island on their own	51,0%	59,9%	45,1%	42,9%	--
Organized excursions	30,5%	27,2%	17,3%	26,6%	--
Taste Canarian gastronomy	22,6%	32,7%	24,0%	16,7%	--
Astronomical observation	22,5%	30,0%	17,1%	16,3%	--
Theme parks	14,3%	10,2%	17,0%	19,4%	--
Nightlife / concerts / shows	15,3%	11,9%	19,3%	13,9%	--
Sport activities	20,2%	31,3%	15,8%	13,2%	--
Wineries / markets / popular festivals	9,6%	19,0%	10,7%	9,5%	--
Sea excursions / whale watching	5,6%	16,6%	10,7%	6,7%	--
Beauty and health treatments	7,2%	5,6%	11,2%	6,9%	--
Museums / exhibitions	30,1%	2,5%	7,5%	6,6%	--
Nature activities	4,6%	4,9%	4,2%	6,6%	--
Activities at sea	10,0%	2,4%	4,1%	2,7%	--

* Multi-choise question

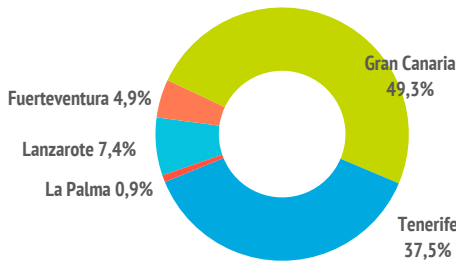
CANARY ISLANDS



TOURIST PROFILE BY ISLAND OF STAY (2018)

FINLAND

Which island do they choose?



How many islands do they visit during their trip?



	LZ	FUE	GC	TFE	LP
One island	90,2%	88,7%	97,2%	90,6%	--
Two islands	7,0%	11,3%	2,8%	9,4%	--
Three or more islands	2,8%	0,0%	0,0%	0,0%	--

% TOURISTS VISITING MORE THAN ONE ISLAND



Internet usage during their trip



	LZ	FUE	GC	TFE	LP
Research					
- Tourist package	10,6%	1,9%	5,9%	8,6%	--
- Flights	24,2%	11,7%	9,0%	14,4%	--
- Accommodation	25,5%	17,1%	13,9%	16,3%	--
- Transport	24,0%	9,8%	12,1%	17,9%	--
- Restaurants	43,4%	24,9%	30,3%	36,4%	--
- Excursions	47,2%	39,6%	24,8%	24,3%	--
- Activities	47,6%	45,4%	37,2%	37,9%	--
Book or purchase					
- Tourist package	80,0%	96,6%	75,2%	79,4%	--
- Flights	62,5%	63,5%	76,9%	77,1%	--
- Accommodation	62,5%	64,9%	65,4%	71,0%	--
- Transport	53,9%	68,3%	56,5%	60,6%	--
- Restaurants	5,4%	34,8%	13,3%	16,1%	--
- Excursions	15,3%	21,9%	12,5%	23,2%	--
- Activities	19,1%	21,3%	12,7%	19,3%	--

* Multi-choice question

Internet usage in the Canary Islands	LZ	FUE	GC	TFE	LP
Did not use the Internet	3,1%	12,4%	8,1%	4,4%	--
Used the Internet	96,9%	87,6%	91,9%	95,6%	--
- Own Internet connection	35,2%	31,6%	31,7%	33,1%	--
- Free Wifi connection	58,7%	54,0%	47,3%	44,9%	--
Applications*					
- Search for locations or maps	75,2%	48,1%	64,0%	71,2%	--
- Search for destination info	74,2%	60,6%	56,2%	62,0%	--
- Share pictures or trip videos	62,5%	62,3%	55,7%	55,9%	--
- Download tourist apps	13,4%	21,5%	13,5%	12,9%	--
- Others	20,2%	36,1%	26,9%	18,9%	--

* Multi-choice question

Which is the most visited place in each island?



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

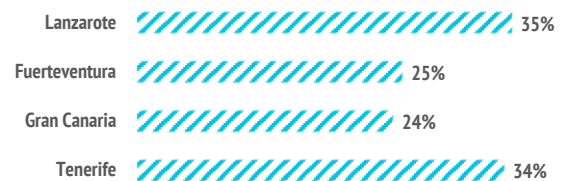
How do they rate the Canary Islands?



Satisfaction (scale 0-10)	LZ	FUE	GC	TFE	LP
Average rating	8,45	8,18	8,41	8,52	--
Experience in the Canary Islands					
Worse or much worse than expected	0,0%	4,1%	3,4%	1,1%	--
Lived up to expectations	64,9%	71,0%	72,6%	64,6%	--
Better or much better than expected	35,1%	24,9%	24,1%	34,4%	--

Future intentions (scale 1-10)	LZ	FUE	GC	TFE	LP
Return to the Canary Islands	7,66	7,97	8,14	8,47	--
Recommend visiting the Canary Islands	8,42	8,28	8,36	8,70	--

BETTER OR MUCH BETTER EXPERIENCE THAN EXPECTED

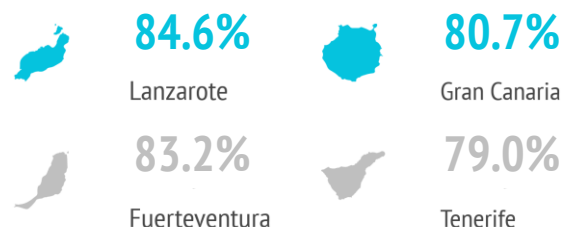


How many are loyal to the Canary Islands?



	LZ	FUE	GC	TFE	LP
Repeat tourists of the island	86,4%	83,2%	80,7%	79,0%	--
At least 10 previous visits	0,0%	4,4%	20,2%	5,5%	--
Repeat tourists	91,9%	85,2%	84,7%	80,9%	--
At least 10 previous visits	16,3%	15,6%	31,9%	17,1%	--

REPEAT TOURIST OF EACH ISLAND



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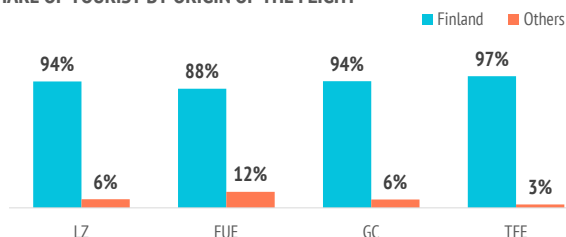
FINLAND

Where does the flight come from?



	LZ	FUE	GC	TFE	LP
Finland	93,6%	88,2%	93,8%	97,5%	--
Spanish Mainland	4,6%	5,1%	2,4%	0,0%	--
Norway	0,0%	0,0%	1,8%	0,5%	--
Sweden	0,0%	6,7%	1,0%	0,5%	--
Estonia	1,8%	0,0%	0,0%	0,6%	--
United Kingdom	0,0%	0,0%	0,0%	0,9%	--
France	0,0%	0,0%	0,4%	0,0%	--
Denmark	0,0%	0,0%	0,2%	0,0%	--
Others	0,0%	0,0%	0,3%	0,0%	--

SHARE OF TOURIST BY ORIGIN OF THE FLIGHT



Who do they come with?



	LZ	FUE	GC	TFE	LP
Unaccompanied	5,6%	8,0%	8,1%	5,0%	--
Only with partner	41,0%	48,5%	45,5%	49,0%	--
Only with children (< 13 years old)	15,9%	3,2%	11,0%	6,8%	--
Partner + children (< 13 years old)	5,9%	3,6%	3,9%	3,7%	--
Other relatives	10,7%	2,5%	6,3%	7,7%	--
Friends	10,2%	2,4%	6,5%	7,5%	--
Work colleagues	0,0%	3,9%	0,0%	0,4%	--
Organized trip	0,0%	0,0%	0,6%	0,0%	--
Other combinations ⁽¹⁾	10,7%	27,8%	18,1%	19,9%	--

(1) Different situations have been isolated

Tourists with children	LZ	FUE	GC	TFE	LP
Tourists with children	27,8%	18,8%	24,3%	14,5%	--
- Between 0 and 2 years old	1,8%	3,2%	2,1%	2,0%	--
- Between 3 and 12 years old	22,8%	15,6%	21,6%	11,8%	--
- Between 0 -2 and 3-12 years	3,2%	0,0%	0,5%	0,7%	--

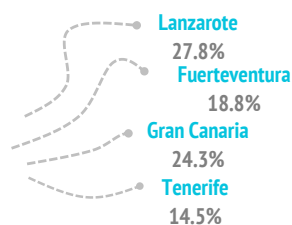
Tourists without children	LZ	FUE	GC	TFE	LP
Tourists without children	72,2%	81,2%	75,7%	85,5%	--

Group composition:	LZ	FUE	GC	TFE	LP
- 1 person	15,0%	10,1%	12,3%	11,4%	--
- 2 people	42,9%	54,1%	52,4%	55,7%	--
- 3 people	13,4%	4,5%	10,8%	11,2%	--
- 4 or 5 people	24,1%	25,0%	18,8%	18,3%	--
- 6 or more people	4,5%	6,4%	5,8%	3,4%	--
Average group size:	2,94	2,84	2,71	2,56	--

TOURIST TRAVELLING WITH CHILDREN



(Under the age of 13)
(Canary Islands: 19.3%)



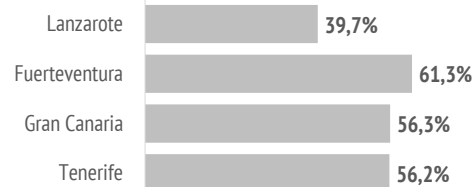
Who are they?



	LZ	FUE	GC	TFE	LP
Gender					
Men	60,3%	38,7%	43,7%	43,8%	--
Women	39,7%	61,3%	56,3%	56,2%	--
Age					
Average age (tourist > 15 years old)	48,8	48,6	52,2	51,0	--
Standard deviation	13,8	15,3	14,3	14,1	--
Age range (> 15 years old)					
16 - 24 years old	0,5%	6,4%	4,1%	5,2%	--
25 - 30 years old	7,5%	7,1%	5,1%	4,8%	--
31 - 45 years old	39,6%	30,1%	22,8%	22,7%	--
46 - 60 years old	26,2%	25,0%	34,1%	37,7%	--
Over 60 years old	26,3%	31,4%	33,9%	29,7%	--
Occupation					
Salaried worker	55,6%	48,6%	46,6%	52,9%	--
Self-employed	9,7%	4,8%	4,9%	7,5%	--
Unemployed	2,8%	3,0%	2,4%	2,3%	--
Business owner	6,5%	3,8%	15,1%	7,0%	--
Student	2,3%	9,6%	4,0%	3,8%	--
Retired	23,1%	30,1%	27,0%	25,0%	--
Unpaid domestic work	0,0%	0,0%	0,0%	0,8%	--
Others	0,0%	0,0%	0,0%	0,7%	--
Annual household income level					
Less than €25,000	8,8%	5,7%	7,2%	9,3%	--
€25,000 - €49,999	36,5%	50,5%	31,5%	36,0%	--
€50,000 - €74,999	37,1%	24,9%	33,8%	29,4%	--
More than €74,999	17,6%	19,0%	27,4%	25,3%	--
Education level					
No studies	0,0%	0,0%	1,5%	1,0%	--
Primary education	0,0%	2,0%	6,9%	8,6%	--
Secondary education	34,1%	37,7%	39,5%	42,4%	--
Higher education	65,9%	60,3%	52,1%	48,1%	--



% OF WOMEN



% OF TOURISTS WITH INCOMES OVER €74,999

● Lanzarote ● Fuerteventura
● Gran Canaria ● Tenerife



% OF TOURISTS TRAVELLING ONLY WITH PARTNER



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.