

TOURIST PROFILE BY ISLAND OF STAY (2019)

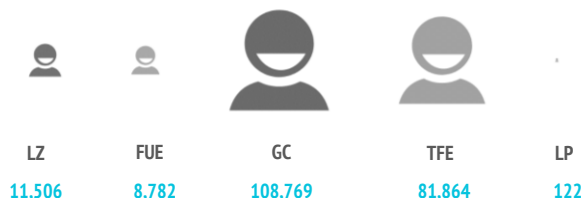
FINLAND

How many are they and how much do they spend?

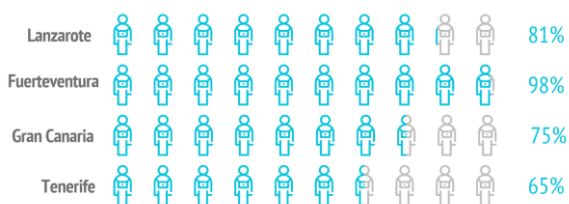


	LZ	FUE	GC	TFE	LP
TOURISTS					
Tourist arrivals (FRONTUR)	n.d.	n.d.	n.d.	n.d.	n.d.
Tourist arrivals > 15 years old (EGT)	11,506	8,782	108,769	81,864	122
- book holiday package	9,369	8,622	81,715	53,339	--
- do not book holiday package	2,136	160	27,053	28,525	--
- % tourists who book holiday package	81.4%	98.2%	75.1%	65.2%	--

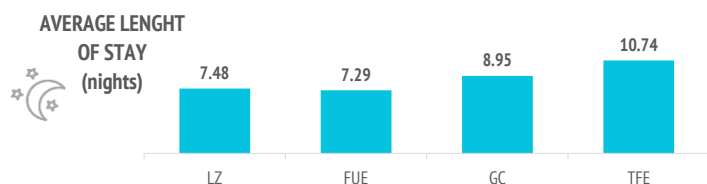
TOURISTS



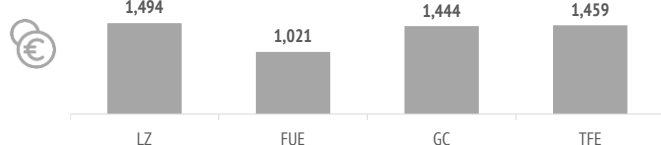
% TOURISTS WHO BOOK HOLIDAY PACKAGE



	LZ	FUE	GC	TFE	LP
Expenditure per tourist (€)	1,494	1,021	1,444	1,459	--
- book holiday package	1,542	1,021	1,501	1,377	--
- holiday package	1,262	866	1,197	1,071	--
- others	280	156	304	306	--
- do not book holiday package	1,283	1,025	1,272	1,612	--
- flight	623	335	409	539	--
- accommodation	331	265	365	520	--
- others	330	425	498	553	--
Average lenght of stay	7.48	7.29	8.95	10.74	--
- book holiday package	7.59	7.29	8.52	8.23	--
- do not book holiday package	7.00	7.00	10.27	15.41	--
Average daily expenditure (€)	204.4	140.9	176.0	168.3	--
- book holiday package	209.2	140.8	187.5	178.0	--
- do not book holiday package	183.3	146.4	141.5	150.2	--
Total turnover (> 15 years old) (€m)	17	9	157	119	--
- book holiday package	14	9	123	73	--
- do not book holiday package	3	0	34	46	--



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice

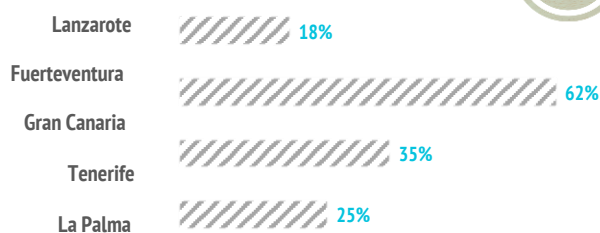


	LZ	FUE	GC	TFE	LP
Climate	83.8%	84.4%	84.0%	84.1%	--
Sea	29.5%	69.8%	47.9%	42.7%	--
Safety	41.9%	62.9%	41.1%	45.0%	--
Accommodation supply	44.9%	37.5%	38.6%	36.7%	--
European belonging	16.3%	29.2%	32.7%	38.7%	--
Tranquility	27.1%	41.6%	31.0%	32.4%	--
Landscapes	27.1%	37.5%	25.9%	37.6%	--
Beaches	18.4%	61.7%	34.7%	24.6%	--
Price	30.9%	28.7%	24.1%	29.1%	--
Environment	19.3%	33.8%	19.5%	29.8%	--
Hiking trail network	5.8%	18.4%	17.1%	20.8%	--
Gastronomy	13.5%	17.8%	13.7%	15.8%	--
Effortless trip	13.6%	8.1%	9.9%	7.3%	--
Exoticism	7.7%	4.6%	7.7%	8.6%	--
Fun possibilities	10.4%	5.7%	7.7%	7.3%	--
Shopping	4.9%	6.1%	5.3%	8.5%	--
Authenticity	4.9%	5.0%	5.1%	5.6%	--
Historical heritage	3.7%	0.0%	4.3%	6.4%	--
Culture	3.7%	0.0%	2.3%	2.6%	--
Nightlife	5.9%	0.0%	2.3%	2.3%	--

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 BEACHES



What is the main motivation for their holidays?



	LZ	FUE	GC	TFE	LP
Rest	68.5%	87.5%	77.1%	65.5%	--
Enjoy family time	27.5%	2.1%	15.4%	22.4%	--
Have fun	0.0%	3.1%	2.3%	3.1%	--
Explore the destination	2.1%	0.0%	3.2%	7.9%	--
Practice their hobbies	2.0%	7.3%	1.1%	0.0%	--
Other reasons	0.0%	0.0%	0.9%	1.0%	--

How far in advance do they book their trip?



	LZ	FUE	GC	TFE	LP
The same day	0.0%	0.0%	0.2%	0.2%	--
Between 1 and 30 days	17.4%	25.7%	30.9%	21.5%	--
Between 1 and 2 months	23.5%	26.7%	25.3%	25.5%	--
Between 3 and 6 months	37.4%	39.5%	25.4%	32.8%	--
More than 6 months	21.7%	8.1%	18.1%	19.9%	--

TOURIST PROFILE BY ISLAND OF STAY (2019)

FINLAND

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

	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	74.0%	66.1%	68.4%	56.3%	--
Friends or relatives	14.0%	5.9%	24.2%	25.1%	--
Internet or social media	84.2%	76.2%	65.0%	68.1%	--
Mass Media	0.0%	0.0%	1.8%	1.3%	--
Travel guides and magazines	11.0%	5.3%	2.4%	3.0%	--
Travel Blogs or Forums	8.7%	1.5%	5.3%	4.3%	--
Travel TV Channels	0.0%	0.0%	0.4%	0.0%	--
Tour Operator or Travel Agency	35.4%	19.3%	24.6%	21.5%	--
Public administrations or similar	0.0%	0.0%	0.0%	0.0%	--
Others	2.0%	2.6%	0.6%	1.6%	--

* Multi-choise question

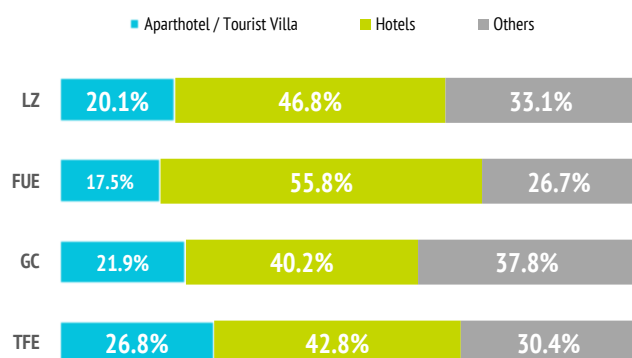
With whom did they book their flight and accommodation?

	LZ	FUE	GC	TFE	LP
Flight					
- Directly with the airline	7.0%	6.4%	24.1%	30.5%	--
- Tour Operator or Travel Agency	93.0%	93.6%	75.9%	69.5%	--
Accommodation					
- Directly with the accommodation	23.0%	8.3%	25.0%	23.3%	--
- Tour Operator or Travel Agency	77.0%	91.7%	75.0%	76.7%	--

Where do they stay?

	LZ	FUE	GC	TFE	LP
1-2-3* Hotel	9.2%	12.3%	10.9%	7.7%	--
4* Hotel	37.6%	43.5%	24.0%	29.3%	--
5* Hotel / 5* Luxury Hotel	0.0%	0.0%	5.3%	5.8%	--
Aparthotel / Tourist Villa	20.1%	17.5%	21.9%	26.8%	--
House/room rented in a private dwelling	0.0%	0.0%	4.3%	3.6%	--
Private accommodation (1)	0.0%	0.0%	3.3%	2.8%	--
Others (Cottage, cruise, camping,...)	33.1%	26.7%	30.3%	24.1%	--

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



What do they book?

	LZ	FUE	GC	TFE	LP
Room only	29.3%	18.2%	36.4%	34.4%	--
Bed and Breakfast	22.4%	3.9%	23.7%	30.9%	--
Half board	11.8%	19.4%	15.6%	13.9%	--
Full board	5.3%	23.2%	7.5%	5.6%	--
All inclusive	31.2%	35.3%	16.8%	15.2%	--

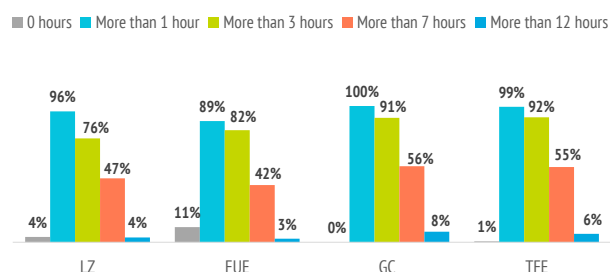
Other expenses

	LZ	FUE	GC	TFE	LP
Restaurants or cafes	61.1%	41.0%	71.3%	66.8%	--
Supermarkets	69.2%	43.9%	79.3%	67.1%	--
Car rental	32.7%	34.0%	14.5%	27.3%	--
Organized excursions	38.8%	21.2%	14.1%	25.5%	--
Taxi, transfer, chauffeur service	63.1%	56.0%	70.0%	62.5%	--
Theme Parks	19.6%	0.0%	8.4%	10.7%	--
Sport activities	12.7%	0.0%	6.3%	3.3%	--
Museums	27.5%	0.0%	4.5%	3.9%	--
Flights between islands	7.2%	7.0%	0.8%	2.8%	--

Activities in the Canary Islands

	LZ	FUE	GC	TFE	LP
Outdoor time per day					
0 hours	3.9%	11.1%	0.0%	0.6%	--
1 - 2 hours	19.9%	6.7%	8.7%	7.7%	--
3 - 6 hours	29.3%	40.2%	35.6%	36.5%	--
7 - 12 hours	43.3%	39.4%	48.0%	49.1%	--
More than 12 hours	3.5%	2.6%	7.7%	6.1%	--

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



	LZ	FUE	GC	TFE	LP
Activities in the Canary Islands					
Walk, wander	87.2%	87.0%	88.3%	89.1%	--
Swimming pool, hotel facilities	87.4%	82.5%	74.8%	74.4%	--
Beach	56.1%	69.3%	75.5%	61.1%	--
Explore the island on their own	41.4%	42.1%	43.8%	59.4%	--
Astronomical observation	23.5%	22.7%	20.2%	25.4%	--
Taste Canarian gastronomy	28.0%	19.7%	20.6%	21.4%	--
Organized excursions	44.0%	26.0%	13.1%	24.9%	--
Sport activities	24.9%	27.2%	14.6%	19.0%	--
Theme parks	17.0%	4.9%	12.5%	23.8%	--
Nightlife / concerts / shows	2.0%	7.5%	18.6%	15.2%	--
Beauty and health treatments	5.0%	5.6%	12.0%	11.8%	--
Wineries / markets / popular festivals	20.8%	27.7%	8.7%	10.8%	--
Museums / exhibitions	14.4%	6.3%	7.9%	10.8%	--
Sea excursions / whale watching	6.6%	8.3%	7.4%	10.6%	--
Nature activities	8.2%	2.6%	5.0%	8.2%	--
Activities at sea	6.3%	0.0%	3.8%	0.8%	--

* Multi-choise question

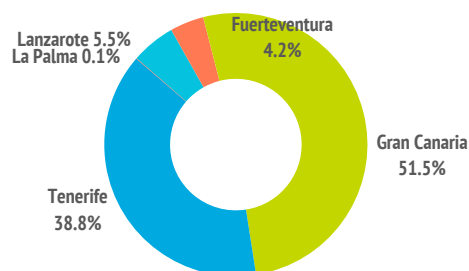
CANARY ISLANDS



TOURIST PROFILE BY ISLAND OF STAY (2019)

FINLAND

Which island do they choose?



How many islands do they visit during their trip?



	LZ	FUE	GC	TFE	LP
One island	94.9%	81.6%	97.9%	94.8%	--
Two islands	5.1%	18.4%	2.1%	5.2%	--
Three or more islands	0.0%	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	5.0%	0.0%	5.6%	11.6%	--
- Flights	10.6%	18.9%	7.1%	8.2%	--
- Accommodation	24.2%	32.7%	10.4%	10.8%	--
- Transport	19.2%	6.8%	10.7%	13.3%	--
- Restaurants	45.0%	39.3%	25.8%	40.8%	--
- Excursions	26.5%	43.6%	25.3%	39.0%	--
- Activities	46.6%	42.1%	31.7%	42.1%	--
Book or purchase					
- Tourist package	86.0%	97.3%	77.3%	72.2%	--
- Flights	81.7%	52.5%	80.3%	83.9%	--
- Accommodation	73.9%	49.4%	76.0%	78.5%	--
- Transport	61.3%	62.3%	64.1%	66.7%	--
- Restaurants	22.9%	14.5%	19.2%	19.1%	--
- Excursions	20.1%	36.4%	13.8%	20.1%	--
- Activities	18.4%	27.5%	17.2%	19.4%	--

* Multi-choice question

Internet usage in the Canary Islands	LZ	FUE	GC	TFE	LP
Did not use the Internet	2.1%	5.0%	6.3%	1.3%	--
Used the Internet	97.9%	95.0%	93.7%	98.7%	--
- Own Internet connection	44.9%	27.3%	39.8%	41.1%	--
- Free Wifi connection	47.9%	51.4%	42.4%	37.8%	--
Applications*					
- Search for locations or maps	79.1%	52.9%	67.3%	76.1%	--
- Search for destination info	71.4%	60.9%	62.2%	63.1%	--
- Share pictures or trip videos	63.7%	59.8%	50.8%	57.4%	--
- Download tourist apps	11.9%	28.2%	9.4%	13.4%	--
- Others	14.1%	29.2%	21.4%	17.4%	--

* 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	8.30	8.57	8.33	8.53	--

Experience in the Canary Islands	LZ	FUE	GC	TFE	LP
Worse or much worse than expected	5.6%	0.0%	4.7%	1.8%	--
Lived up to expectations	59.8%	55.2%	68.0%	69.5%	--
Better or much better than expected	34.6%	44.8%	27.2%	28.7%	--

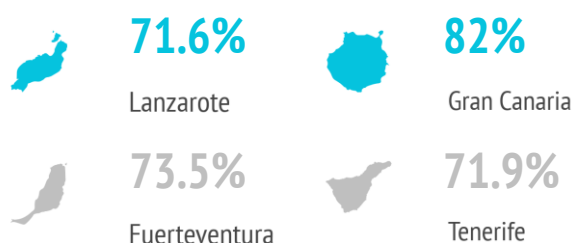
Future intentions (scale 1-10)	LZ	FUE	GC	TFE	LP
Return to the Canary Islands	8.09	8.57	8.25	8.59	--
Recommend visiting the Canary Islands	8.55	8.51	8.55	8.78	--

How many are loyal to the Canary Islands?



	LZ	FUE	GC	TFE	LP
Repeat tourists of the island	71.6%	73.5%	82.0%	71.9%	--
At least 10 previous visits	0.0%	0.0%	19.1%	4.2%	--
Repeat tourists	82.8%	91.1%	86.6%	79.2%	--
At least 10 previous visits	9.2%	15.4%	27.7%	17.3%	--

REPEAT TOURIST OF EACH ISLAND



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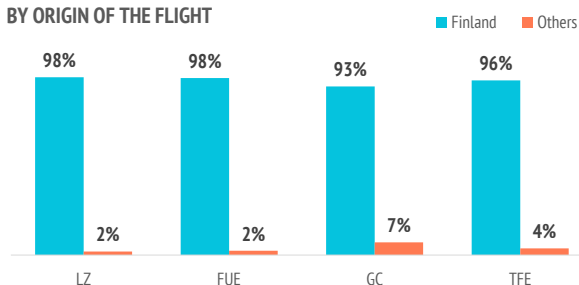
FINLAND

Where does the flight come from?



	LZ	FUE	GC	TFE	LP
Finland	98.0%	97.7%	93.0%	96.3%	--
Sweden	0.0%	0.0%	2.0%	0.4%	--
Norway	0.0%	0.0%	2.0%	0.0%	--
United Kingdom	0.0%	0.0%	0.3%	2.2%	--
Netherlands	0.0%	0.0%	1.0%	0.0%	--
Spanish Mainland	2.0%	0.0%	0.4%	0.2%	--
Others	0.0%	2.3%	1.3%	0.8%	--

SHARE OF TOURISTS BY ORIGIN OF THE FLIGHT



Who do they come with?



	LZ	FUE	GC	TFE	LP
Unaccompanied	0.0%	0.9%	9.6%	8.3%	--
Only with partner	37.0%	55.3%	51.1%	43.7%	--
Only with children (< 13 years old)	12.8%	9.3%	11.0%	15.0%	--
Partner + children (< 13 years old)	7.5%	0.0%	2.7%	5.4%	--
Other relatives	5.3%	5.4%	4.9%	5.2%	--
Friends	3.4%	2.0%	5.1%	3.7%	--
Work colleagues	0.0%	0.0%	0.0%	0.0%	--
Organized trip	0.0%	0.0%	0.2%	0.0%	--
Other combinations ⁽¹⁾	34.0%	27.0%	15.6%	18.6%	--

(1) Different situations have been isolated

Tourists with children	26.1%	9.3%	17.7%	24.1%	--
- Between 0 and 2 years old	0.0%	0.0%	0.2%	1.8%	--
- Between 3 and 12 years old	24.2%	9.3%	16.1%	20.6%	--
- Between 0 -2 and 3-12 years	1.9%	0.0%	1.5%	1.8%	--

Tourists without children	73.9%	90.7%	82.3%	75.9%	--
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Group composition:

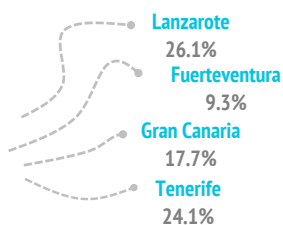
- 1 person	1.5%	3.5%	10.7%	15.8%	--
- 2 people	45.7%	82.9%	59.7%	43.4%	--
- 3 people	16.3%	2.5%	10.8%	10.7%	--
- 4 or 5 people	28.6%	9.1%	16.4%	28.3%	--
- 6 or more people	7.9%	2.0%	2.4%	1.8%	--

Average group size:	3.18	2.25	2.50	2.69	--
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TOURIST TRAVELLING WITH CHILDREN



(Under the age of 13)



Who are they?



	LZ	FUE	GC	TFE	LP
--	----	-----	----	-----	----

Gender

Men	47.1%	37.2%	46.0%	44.7%	--
Women	52.9%	62.8%	54.0%	55.3%	--

Age

Average age (tourist > 15 years old)	47.6	53.9	52.2	47.9	--
Standard deviation	14.1	12.4	13.8	14.8	--

Age range (> 15 years old)

16 - 24 years old	5.2%	0.0%	5.2%	6.5%	--
25 - 30 years old	9.8%	4.4%	2.5%	9.3%	--
31 - 45 years old	31.6%	23.4%	23.2%	30.1%	--
46 - 60 years old	39.0%	39.6%	40.5%	30.4%	--
Over 60 years old	14.4%	32.6%	28.6%	23.7%	--

Occupation

Salaried worker	75.0%	58.5%	49.8%	54.2%	--
Self-employed	0.0%	5.1%	6.2%	6.7%	--
Unemployed	2.8%	0.0%	2.4%	2.1%	--
Business owner	6.8%	14.3%	12.3%	11.6%	--
Student	5.1%	0.0%	2.8%	3.3%	--
Retired	10.4%	22.1%	26.5%	20.6%	--
Unpaid domestic work	0.0%	0.0%	0.0%	1.6%	--
Others	0.0%	0.0%	0.0%	0.0%	--

Annual household income level

Less than €25,000	7.5%	10.6%	7.9%	8.7%	--
€25,000 - €49,999	26.4%	23.4%	31.1%	33.6%	--
€50,000 - €74,999	35.5%	29.3%	29.2%	27.2%	--
More than €74,999	30.6%	36.7%	31.7%	30.5%	--

Education level

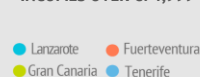
No studies	0.0%	0.0%	0.0%	0.0%	--
Primary education	9.5%	7.5%	6.3%	5.3%	--
Secondary education	41.4%	46.5%	47.2%	45.3%	--
Higher education	49.2%	46.0%	46.4%	49.4%	--



SHARE OF WOMEN



% OF TOURISTS WITH INCOMES OVER €74,999



% OF TOURISTS TRAVELLING ONLY WITH PARTNER

