

Tourist profile by quarter of trip (2016)

Canary Islands: Finn market



Which island do they choose?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	3,154	0	--	5,953	9,107
- Fuerteventura	4,594	0	--	5,473	11,763
- Gran Canaria	54,981	5,048	--	39,289	99,318
- Tenerife	40,614	8,453	--	40,354	90,007
- La Palma	620	0	--	161	847

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	3.0%	0.0%	--	6.5%	4.3%
- Fuerteventura	4.4%	0.0%	--	6.0%	5.6%
- Gran Canaria	52.9%	37.4%	--	43.1%	47.1%
- Tenerife	39.1%	62.6%	--	44.2%	42.6%
- La Palma	0.6%	0.0%	--	0.2%	0.4%

Who do they come with?



	Q1	Q2	Q3	Q4	Total
Unaccompanied	4.7%	10.8%	--	9.1%	7.0%
Only with partner	53.5%	58.2%	--	45.2%	49.6%
Only with children (under the age of 13)	0.5%	4.6%	--	0.6%	1.6%
Partner + children (under the age of 13)	9.6%	3.2%	--	12.0%	10.1%
Other relatives	4.9%	2.6%	--	6.2%	5.4%
Friends	8.6%	3.3%	--	3.4%	5.9%
Work colleagues	0.0%	0.0%	--	0.7%	0.3%
Other combinations ⁽¹⁾	18.3%	17.3%	--	22.8%	19.9%

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

How do they rate the destination?



Impression of their stay	Q1	Q2	Q3	Q4	Total
Good or very good (% tourists)	87.7%	96.8%	--	91.0%	89.8%
Average rating (scale 1-10)	8.42	8.73	--	8.43	8.44

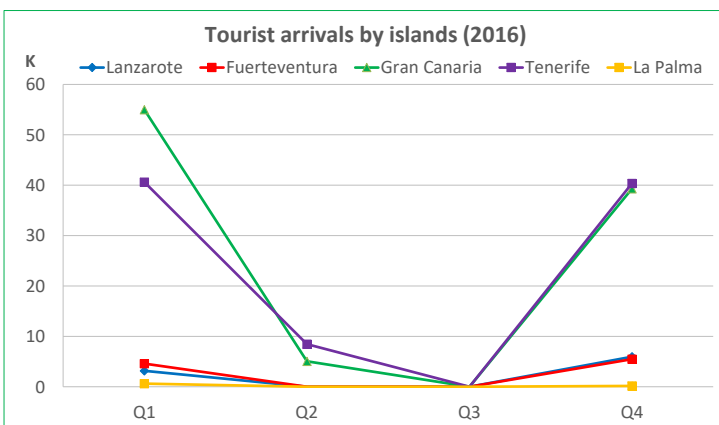
How many are loyal to the destination?

Repeat tourists of the Canary Islands	Q1	Q2	Q3	Q4	Total
Repeat tourists	81.8%	86.6%	--	89.2%	85.5%
In love (at least 10 previous visits)	15.1%	11.1%	--	15.8%	15.0%

Where does the flight come from?



Ten main origin markets	Q1	Q2	Q3	Q4	Total
Finland	92.6%	74.6%	--	96.9%	92.2%
United Kingdom	4.6%	1.7%	--	0.9%	2.9%
Spanish Mainland	1.4%	13.7%	--	0.8%	2.7%
Germany	0.7%	4.0%	--	0.9%	1.0%
Norway	0.7%	4.6%	--	0.3%	0.9%
Sweden	0.0%	0.0%	--	0.3%	0.1%
Denmark	0.0%	1.2%	--	0.0%	0.1%
Belgium	0.0%	0.0%	--	0.0%	0.0%
Ireland	0.0%	0.0%	--	0.0%	0.0%
Italy	0.0%	0.0%	--	0.0%	0.0%



Why do they choose the Canary Islands?



Aspects influencing the choice	Q1	Q2	Q3	Q4	Total
Climate/sun	97.3%	91.3%	--	95.7%	95.4%
Beaches	34.8%	51.0%	--	32.1%	34.3%
Tranquillity/rest/relaxation	31.2%	32.6%	--	36.5%	33.4%
Security	24.0%	22.4%	--	18.9%	21.4%
Scenery	21.2%	22.5%	--	21.2%	21.2%
Price	16.6%	7.3%	--	12.3%	14.1%
Visiting new places	12.3%	22.7%	--	13.4%	13.4%
Ease of travel	13.8%	5.5%	--	9.0%	11.1%
Suitable destination for children	8.5%	5.1%	--	9.6%	8.6%
Shopping	5.1%	0.0%	--	8.7%	6.3%
Active tourism	4.2%	5.7%	--	6.3%	5.2%
Nautical activities	3.1%	4.6%	--	3.3%	4.0%
Quality of the environment	4.1%	9.0%	--	2.7%	3.8%
Nightlife/fun	3.1%	0.0%	--	2.4%	2.6%
Golf	1.6%	0.0%	--	2.5%	1.8%
Security against natural catastrophes	0.9%	0.0%	--	1.8%	1.2%

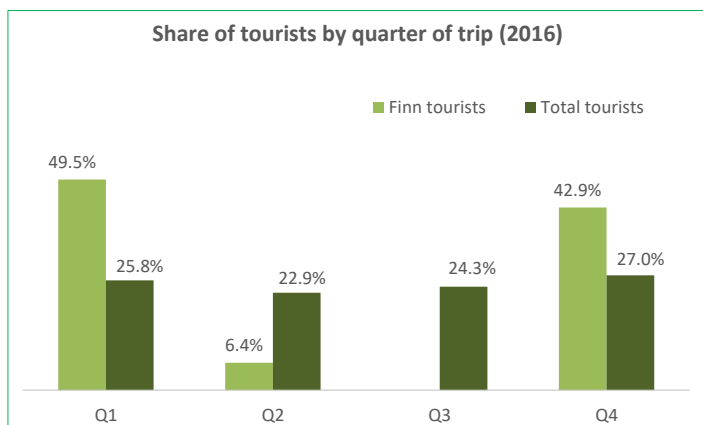
* Multi-choice question

What did motivate them to come?



Aspects motivating the choice	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	72.9%	73.9%	--	79.1%	75.0%
Recommendation by friends or relatives	30.9%	16.6%	--	25.5%	27.7%
The Canary Islands television channel	0.0%	1.4%	--	0.0%	0.1%
Other television or radio channels	0.0%	0.0%	--	0.3%	0.1%
Information in the press/magazines/books	3.9%	0.0%	--	2.0%	2.8%
Attendance at a tourism fair	1.5%	0.0%	--	0.0%	0.7%
Tour Operator's brochure or catalogue	5.3%	5.8%	--	8.8%	6.8%
Recommendation by Travel Agency	3.1%	1.0%	--	1.4%	2.2%
Information obtained via the Internet	40.3%	51.4%	--	46.2%	44.0%
Senior Tourism programme	0.0%	0.0%	--	0.0%	0.0%
Others	6.3%	3.0%	--	6.4%	6.0%

* Multi-choice question



Source: Encuesta sobre el Gasto Turístico (ISTAC). The information of third quarter is not shown due to sample failure. (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.