Tourist profile by quarter of trip (2016)

Canary Islands: Finn market



How many are they and how much do they spend?



How do they book?

Online Travel Agency (OTA)



-- 11.4% 16.1%

	Q1	Q2	Q3	Q4	Total
Tourist arrivals (> 16 years old)	105,197	13,682		91,231	212,457
Average daily expenditure (€)	126.61	126.84		145.91	134.95
. in their place of residence	85.47	87.78		108.93	95.96
. in the Canary Islands	41.14	39.06		36.99	38.99
Average lenght of stay	11.11	8.96		9.63	10.33
Turnover per tourist (€)	1,172	1,053		1,278	1,212
Total turnover (> 16 years old) (€m)	123.3	14.4		116.6	257.4
Finn turnover: share by quarter	47.9%	5.6%		45.3%	100%
Finn tourist arrivals: share by quarter	49.5%	6.4%		42.9%	100%
Expenditure in the Canary Islands per tour	ist and trip (E) ^(*)			
Accommodation (**):	78.25	6.18		37.24	55.14
- Accommodation	76.08	5.90		30.38	51.09
- Additional accommodation expenses	2.18	0.28		6.86	4.04
Transport:	29.51	13.92		32.29	29.64
- Public transport	7.76	1.30		6.27	6.62
- Taxi	10.93	8.48		11.17	11.02
- Car rental	10.82	4.14		14.85	12.00
Food and drink:	190.89	171.59		163.56	176.76
- Food purchases at supermarkets	90.24	84.78		74.05	82.50
- Restaurants	100.65	86.81		89.51	94.26
Souvenirs:	83.56	116.44		57.02	73.36
Leisure:	37.99	12.48		26.13	32.10
- Organized excursions	8.31	6.41		7.31	8.73
- Leisure, amusement	7.07	4.34		7.12	6.84
- Trip to other islands	9.33	0.00		1.95	5.46
- Sporting activities	9.05	0.71		1.31	5.09
- Cultural activities	0.79	0.29		3.20	1.78
- Discos and disco-pubs	3.43	0.73		5.24	4.20
Others:	20.78	16.27		14.13	17.41
- Wellness	2.95	1.21		6.59	4.37
- Medical expenses	1.04	2.54		3.01	1.97

Accommodation booking	Q1	Q2	Q3	Q4	Total
Tour Operator	64.4%	71.6%		77.2%	70.0%
- Tour Operator's website	94.0%	93.0%		95.9%	94.9%
Accommodation	8.2%	5.7%		4.9%	6.4%
- Accommodation's website	65.2%	29.9%		73.4%	66.0%
Travel agency (High street)	5.4%	4.8%		3.7%	4.5%

19.1% 16.6%

- Tour Operator's website 92.2% 90.8% 93.1% Airline 11.8% 9.7% 9.3% 10.6% - Airline's website 93.1% 78.5% -- 100.0% 94.9% 3.8% Travel agency (High street) 4.1% 4.7% 3.4% Online Travel Agency (OTA) 13.4% 21.4% 6.4% 10.7%

Where do they stay?



	Q1	Q2	Q3	Q4	Total
5* Hotel	4.1%	3.0%		4.0%	4.0%
4* Hotel	27.0%	23.8%		28.6%	28.0%
1-2-3* Hotel	19.6%	17.5%		15.9%	17.6%
Apartment	47.8%	53.2%		48.9%	48.4%
Property (privately-owned, friends, family)	0.9%	1.2%		2.0%	1.4%
Others	0.6%	1.2%		0.6%	0.6%

Who are they?



Gender	Q1	Q2	Q3	Q4	Total
Percentage of men	43.0%	48.4%		46.1%	44.3%
Percentage of women	57.0%	51.6%		53.9%	55.7%
Age					
Average age (tourists > 16 years old)	46.8	52.8		50.5	48.7
Standard deviation	16.2	14.4		14.5	15.5
Age range (> 16 years old)					
16-24 years old	12.6%	4.3%		6.7%	9.4%
25-30 years old	9.9%	0.0%		4.1%	7.0%
31-45 years old	21.5%	23.6%		21.9%	22.4%
46-60 years old	30.8%	40.7%		38.1%	34.2%
Over 60 years old	25.2%	31.4%		29.3%	27.1%
Occupation					
Business owner or self-employed	15.6%	19.4%		9.3%	12.9%
Upper/Middle management employee	25.3%	24.3%		33.4%	29.7%
Auxiliary level employee	21.2%	26.9%		18.0%	19.8%
Students	14.1%	6.2%		9.2%	11.2%
Retired	19.3%	16.6%		29.0%	23.3%
Unemployed / unpaid dom. work	4.5%	6.6%		1.1%	3.0%
Annual household income level					
€12,000 - €24,000	17.8%	24.2%		15.0%	17.0%
€24,001 - €36,000	17.7%	7.2%		13.3%	15.0%
€36,001 - €48,000	17.2%	11.8%		15.5%	16.1%
€48,001 - €60,000	8.4%	15.6%		14.5%	11.7%
€60,001 - €72,000	13.0%	18.1%		13.4%	13.4%
€72,001 - €84,000	7.7%	7.6%		9.3%	8.6%
More than €84,000	18.2%	15.4%		18.9%	18.3%

How far in advance do they book their trip?

- Other expenses



11.07

4.54

	Q1	Q2	Q3	Q4	Total
The same day they leave	1.2%	0.0%		0.6%	0.8%
Between 2 and 7 days	6.7%	1.3%		6.5%	6.3%
Between 8 and 15 days	14.2%	6.9%		10.0%	11.8%
Between 16 and 30 days	19.8%	20.6%		14.3%	17.3%
Between 31 and 90 days	34.1%	38.3%		26.7%	30.9%
More than 90 days	24.0%	32.9%		41.9%	32.9%

16.79

12.52

What do they book at their place of residence?



	Q1	Q2	Q3	Q4	Total
Flight only	10.2%	0.0%		4.2%	6.9%
Flight and accommodation (room only)	38.3%	49.9%		31.2%	35.8%
Flight and accommodation (B&B)	21.6%	15.5%		23.4%	21.8%
Flight and accommodation (half board)	11.2%	12.7%		18.9%	14.5%
Flight and accommodation (full board)	3.8%	7.7%		2.2%	3.3%
Flight and accommodation (all inclusive)	14.9%	14.3%		20.0%	17.8%
% Tourists using low-cost airlines	22.2%	25.6%		15.1%	19.2%
Other expenses in their place of residence:					
- Car rental	4.0%	6.4%		1.8%	3.3%
- Sporting activities	8.1%	1.9%		4.7%	6.2%
- Excursions	2.0%	8.3%		2.4%	2.5%
- Trip to other islands	1.5%	0.0%		0.0%	0.7%

^(*) Expense is prorated among all the tourists (even those who have not spent in destination).

^(**) Accommodation expenses may seem low because most tourists pay the accommodation before traveling.

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

				4	
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%

97.3% 91.3%

24.0% 22.4%

21.2% 22.5%

51.0%

7 3%

22.7%

5.5%

5.1%

0.0%

5.7%

9.0%

0.0%

0.0%

0.0%

34.8%

31.2%

16.6%

13.8%

8.5%

5.1%

4.2%

3.1%

4.1%

3.1%

0.9%

12.3%

Who do they come with?



Why do they choose the Canary Islands?

Aspects influencing the choice

Tranquillity/rest/relaxation

Suitable destination for children

Visiting new places

Ease of travel

Active tourism

Nightlife/fun

Nautical activities

* Multi-choise question

Quality of the environment

Security against natural catastrophes

Shopping

Climate/sun

Beaches

Security

Scenery

Price



95.4%

34.3%

21.4%

21.2%

14 1%

13.4%

11.1%

8.6%

6.3%

5.2%

95.7%

32.1%

36.5%

18.9%

21.2%

12 3%

13 4%

9.0%

9.6%

8.7%

6.3%

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	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-choise 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 doe	es the flial	ht come f	rom?



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%

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-choise question



