

Tourist profile by quarter of trip (2017)

FINLAND

How many are they and how much do they spend?



	Q1	Q2	Q3	Q4	Total
Tourist arrivals (FRONTUR) (thousands)	131	22.3	2.65	116	272
Tourist arrivals (> 16 years old) (thousands)	105	17.7	2.20	91.9	217
Average daily expenditure (€)	153.94	--	--	154.82	152.03
. in their place of residence	118.16	--	--	115.38	114.21
. in the Canary Islands	35.78	--	--	39.44	37.83
Average length of stay	9.89	--	--	8.75	9.39
Turnover per tourist (€)	1,315	--	--	1,213	1,258
Total turnover (€m)	172	--	--	141	342
Tourist arrivals: share by quarter	48.1%	8.2%	1.0%	42.7%	100%
Turnover: share by quarter	50.3%	--	--	41.2%	100%
<u>% tourists who pay in the Canary Islands:</u>					
Accommodation:					
- Accommodation	8.3%	--	--	13.5%	10.7%
- Additional accommodation expenses	7.1%	--	--	8.5%	7.2%
Transport:					
- Public transport	24.3%	--	--	26.5%	24.6%
- Taxi	37.6%	--	--	38.9%	37.5%
- Car rental	17.3%	--	--	16.9%	17.5%
Food and drink:					
- Food purchases at supermarkets	69.2%	--	--	69.1%	69.9%
- Restaurants	69.8%	--	--	70.1%	69.6%
Souvenirs:					
	65.4%	--	--	61.6%	64.1%
Leisure:					
- Organized excursions	18.1%	--	--	16.9%	18.1%
- Leisure, amusement	13.9%	--	--	15.2%	13.6%
- Trip to other islands	2.1%	--	--	1.3%	1.6%
- Sporting activities	5.8%	--	--	5.5%	5.8%
- Cultural activities	2.5%	--	--	5.2%	3.9%
- Discos and disco-pubs	5.6%	--	--	6.2%	6.5%
Others:					
- Wellness	6.7%	--	--	6.8%	6.2%
- Medical expenses	5.8%	--	--	6.0%	5.9%
- Other expenses	9.8%	--	--	5.0%	7.5%

2017



+8%
TOURISTS
272,017



+4%
TRAVEL EXPENSES
€1,258



+12%
TURNOVER
€342 MILL

What do they book at their place of residence?



	Q1	Q2	Q3	Q4	Total
Flight only	5.2%	--	--	7.7%	6.6%
Flight and accommodation (room only)	32.2%	--	--	36.1%	34.1%
Flight and accommodation (B&B)	23.7%	--	--	18.6%	23.0%
Flight and accommodation (half board)	14.2%	--	--	15.1%	14.0%
Flight and accommodation (full board)	3.0%	--	--	3.6%	3.2%
Flight and accommodation (all inclusive)	21.8%	--	--	18.8%	19.1%
<u>% Tourists using low-cost airlines</u>	12.8%	--	--	34.1%	23.4%
<u>Other expenses in their place of residence:</u>					
- Car rental	4.0%	--	--	5.7%	5.1%
- Sporting activities	6.1%	--	--	7.8%	6.6%
- Excursions	1.7%	--	--	4.4%	3.2%
- Trip to other islands	0.4%	--	--	1.3%	0.7%

How do they book?



	Q1	Q2	Q3	Q4	Total
Accommodation booking					
Tour Operator	81.3%	--	--	65.1%	73.5%
- Tour Operator's website	92.8%	--	--	93.3%	93.6%
Accommodation	5.2%	--	--	7.8%	6.9%
- Accommodation's website	67.9%	--	--	63.2%	70.7%
Travel agency (High street)	3.1%	--	--	2.7%	2.6%
Online Travel Agency (OTA)	9.4%	--	--	17.2%	13.1%
No need to book accommodation	1.0%	--	--	7.3%	3.9%
Flight booking					
Tour Operator	82.1%	--	--	64.1%	73.4%
- Tour Operator's website	91.0%	--	--	96.0%	93.6%
Airline	7.0%	--	--	21.2%	13.6%
- Airline's website	100.0%	--	--	97.9%	98.6%
Travel agency (High street)	3.4%	--	--	2.0%	2.7%
Online Travel Agency (OTA)	7.5%	--	--	12.7%	10.3%

How far in advance do they book their trip?



	Q1	Q2	Q3	Q4	Total
The same day they leave	0.0%	--	--	0.4%	0.1%
Between 2 and 7 days	5.6%	--	--	4.2%	4.9%
Between 8 and 15 days	5.5%	--	--	7.4%	6.7%
Between 16 and 30 days	13.7%	--	--	13.5%	14.3%
Between 31 and 90 days	44.5%	--	--	38.2%	42.0%
More than 90 days	30.8%	--	--	36.3%	31.9%

Who are they?



	Q1	Q2	Q3	Q4	Total
Gender					
Men	42.5%	--	--	45.8%	43.7%
Women	57.5%	--	--	54.2%	56.3%
<u>Age</u>					
Average age (tourists > 16 years old)	48.9	--	--	47.8	48.5
Standard deviation	13.7	--	--	14.9	14.4
<u>Age range (> 16 years old)</u>					
16-24 years old	5.2%	--	--	7.8%	6.4%
25-30 years old	5.4%	--	--	8.1%	6.8%
31-45 years old	28.3%	--	--	29.1%	28.6%
46-60 years old	38.6%	--	--	32.2%	35.0%
Over 60 years old	22.6%	--	--	22.8%	23.2%
<u>Occupation</u>					
Business owner or self-employed	12.4%	--	--	10.6%	11.0%
Upper/Middle management employee	38.4%	--	--	38.7%	37.9%
Auxiliary level employee	23.1%	--	--	22.8%	24.1%
Students	3.9%	--	--	6.4%	5.0%
Retired	20.7%	--	--	19.1%	20.0%
Unemployed / unpaid dom. work	1.6%	--	--	2.4%	2.0%
<u>Annual household income level</u>					
€12,000 - €24,000	8.0%	--	--	10.1%	8.9%
€24,001 - €36,000	13.4%	--	--	10.8%	13.0%
€36,001 - €48,000	18.1%	--	--	18.3%	17.7%
€48,001 - €60,000	16.9%	--	--	20.5%	19.9%
€60,001 - €72,000	9.5%	--	--	9.1%	8.7%
€72,001 - €84,000	8.5%	--	--	9.5%	8.8%
More than €84,000	25.6%	--	--	21.7%	22.8%

Tourist profile by quarter of trip (2017)

FINLAND

Which island do they choose?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	6,305	--	--	4,672	12,247
- Fuerteventura	8,162	--	--	4,506	13,229
- Gran Canaria	44,609	--	--	48,107	102,468
- Tenerife	46,418	--	--	34,321	88,030
- La Palma	0	--	--	288	826

Where do they stay?

	Q1	Q2	Q3	Q4	Total
5* Hotel	5.4%	--	--	5.6%	5.1%
4* Hotel	36.0%	--	--	30.9%	32.0%
1-2-3* Hotel	15.8%	--	--	13.9%	15.3%
Apartment	39.9%	--	--	44.5%	43.7%
Property (privately-owned, friends, family)	1.6%	--	--	3.9%	2.4%
Others	1.3%	--	--	1.3%	1.5%

Who do they come with?

	Q1	Q2	Q3	Q4	Total
Unaccompanied	4.9%	--	--	11.3%	8.6%
Only with partner	38.5%	--	--	41.2%	40.9%
Only with children (under the age of 13)	3.4%	--	--	2.2%	2.6%
Partner + children (under the age of 13)	20.2%	--	--	13.7%	16.6%
Other relatives	5.8%	--	--	5.9%	5.5%
Friends	6.0%	--	--	3.4%	5.1%
Work colleagues	0.0%	--	--	0.0%	0.0%
Other combinations ⁽¹⁾	21.2%	--	--	22.3%	20.9%

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

How do they rate the Canary Islands?

Impression of their stay	Q1	Q2	Q3	Q4	Total
Good or very good (% tourists)	90.7%	--	--	94.3%	92.6%
Average rating (scale 1-10)	8.62	--	--	8.63	8.63

How many are loyal to the Canary Islands?

Repeat tourists	Q1	Q2	Q3	Q4	Total
At least 1 previous visit	88.1%	--	--	87.4%	87.4%
At least 10 previous visits	17.3%	--	--	16.4%	17.2%

Where does the flight come from?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
Finland	95.0%	--	--	95.4%	93.3%
Sweden	1.7%	--	--	2.4%	2.0%
United Kingdom	1.4%	--	--	0.3%	1.5%
Norway	0.3%	--	--	0.8%	1.1%
Spanish Mainland	0.3%	--	--	1.0%	0.9%
Germany	0.8%	--	--	0.0%	0.7%
Poland	0.3%	--	--	0.0%	0.1%
Switzerland	0.0%	--	--	0.0%	0.1%
Belgium	0.0%	--	--	0.0%	0.1%
Others	0.1%	--	--	0.0%	0.1%

Source: Encuesta sobre el Gasto Turístico (ISTAC). (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.

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	6.0%	--	--	5.1%	5.6%
- Fuerteventura	7.7%	--	--	4.9%	6.1%
- Gran Canaria	42.3%	--	--	52.4%	47.3%
- Tenerife	44.0%	--	--	37.3%	40.6%
- La Palma	0.0%	--	--	0.3%	0.4%

Why do they choose the Canary Islands?

Aspects influencing the choice	Q1	Q2	Q3	Q4	Total
Climate/sun	93.6%	--	--	92.0%	92.8%
Tranquility/rest/relaxation	32.9%	--	--	39.7%	35.7%
Beaches	29.8%	--	--	31.0%	30.4%
Security	19.6%	--	--	19.9%	19.5%
Scenery	19.2%	--	--	18.3%	19.4%
Suitable destination for children	21.5%	--	--	13.4%	16.4%
Visiting new places	15.1%	--	--	14.3%	15.7%
Price	10.7%	--	--	12.6%	12.0%
Ease of travel	10.6%	--	--	12.1%	10.8%
Shopping	6.1%	--	--	4.8%	5.5%
Quality of the environment	3.4%	--	--	3.2%	3.7%
Active tourism	3.5%	--	--	3.1%	3.6%
Nautical activities	2.5%	--	--	3.5%	2.9%
Nightlife/fun	3.1%	--	--	1.1%	2.8%
Culture	2.6%	--	--	0.9%	2.1%
Theme parks	2.4%	--	--	1.6%	1.8%

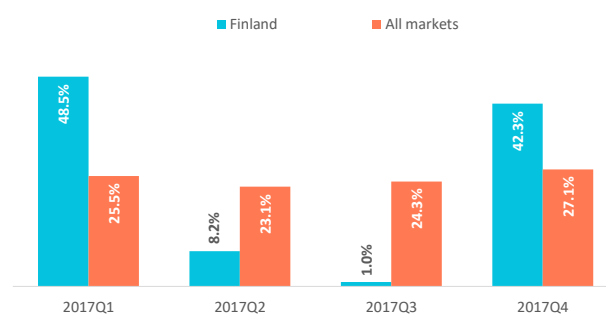
* Multi-choice question

What did motivate them to come?

Prescription sources	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	77.3%	--	--	72.7%	75.1%
Recommendation by friends/relatives	25.6%	--	--	30.9%	27.6%
The Canary Islands television channel	0.0%	--	--	0.0%	0.0%
Other television or radio channels	0.3%	--	--	0.4%	0.3%
Information in press/magazines/books	3.0%	--	--	2.6%	2.8%
Attendance at a tourism fair	0.8%	--	--	0.3%	0.5%
Tour Operator's brochure or catalogue	10.2%	--	--	10.2%	10.0%
Recommendation by Travel Agency	2.2%	--	--	3.6%	2.6%
Information obtained via the Internet	42.7%	--	--	41.4%	41.6%
Senior Tourism programme	0.0%	--	--	0.0%	0.0%
Others	5.4%	--	--	7.2%	5.8%

* Multi-choice question

Share of tourist arrivals by quarters



Tourists over 16 years old.