TOURIST PROFILE BY QUARTER OF TRIP (2019)
FINLAND

Canary Islands — LATITUDE OF LIFE

How many are they and how much do they spend?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**130.7**	**15.8**	**2.1**	**112.2**	**260.8**
Tourist arrivals > 15 years old (EGT) (*)	**103.9**	**14.5**	**1.2**	**92.9**	**212.5**
- book holiday package (*)	81.7	--	--	62.4	**153.6**
- do not book holiday package (*)	22.2	--	--	30.5	**58.8**
- % tourists who book holiday package	78.6%	--	--	67.2%	**72.3%**

(*) Thousand of tourists

RANKING POSITION BY NUMBER OF TOURISTS

14th

RANKING POSITION BY TURNOVER

13th

" 52% of Finns travel to Gran Canaria.

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Expenditure per tourist (€)	**1,261**	**--**	**--**	**1,616**	**1,439**
- book holiday package	1,285	--	--	1,595	**1,441**
- holiday package	1,004	--	--	1,289	**1,146**
- others	281	--	--	307	**295**
- do not book holiday package	1,172	--	--	1,657	**1,435**
- flight	321	--	--	590	**480**
- accommodation	394	--	--	508	**436**
- others	457	--	--	559	**519**
Average lenght of stay	**8.60**	**--**	**--**	**10.15**	**9.56**
- book holiday package	7.72	--	--	8.83	**8.31**
- do not book holiday package	11.84	--	--	12.84	**12.82**
Average daily expenditure (€)	**160.9**	**--**	**--**	**188.3**	**173.0**
- book holiday package	171.0	--	--	198.1	**183.3**
- do not book holiday package	124.0	--	--	168.3	**146.1**
Total turnover (> 15 years old) (€m)	**131**	**--**	**--**	**150**	**306**
- book holiday package	105	--	--	100	**221**
- do not book holiday package	26	--	--	50	**84**

AVERAGE LENGHT OF STAY (nights)

■ Finland ■ All markets

	Finland	All markets
Total	9.56	9.09
book holiday package	8.31	8.64
do not book holiday package	12.82	9.68

EXPENDITURE PER TOURIST (€)

■ Finland ■ All markets

	Finland	All markets
Total	1,439	1,136
book holiday package	1,441	1,268
do not book holiday package	1,435	967

Importance of each factor in the destination choice

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Climate	81.7%	--	--	86.9%	**83.8%**
Sea	39.3%	--	--	52.6%	**45.8%**
Safety	45.3%	--	--	43.0%	**43.4%**
Accommodation supply	39.2%	--	--	37.8%	**37.9%**
European belonging	33.7%	--	--	34.3%	**34.1%**
Tranquility	32.9%	--	--	32.0%	**31.9%**
Landscapes	31.9%	--	--	30.6%	**31.2%**
Beaches	30.0%	--	--	31.0%	**31.0%**
Price	28.2%	--	--	26.0%	**26.4%**
Environment	26.6%	--	--	23.6%	**24.1%**
Hiking trail network	21.9%	--	--	14.5%	**18.0%**
Gastronomy	16.3%	--	--	13.6%	**15.0%**
Effortless trip	9.0%	--	--	8.3%	**9.0%**
Exoticism	8.3%	--	--	7.8%	**7.9%**
Fun possibilities	8.3%	--	--	6.7%	**7.6%**
Shopping	9.0%	--	--	3.1%	**6.5%**
Authenticity	6.3%	--	--	3.5%	**5.4%**
Historical heritage	6.2%	--	--	3.5%	**5.0%**
Culture	2.1%	--	--	2.6%	**2.5%**
Nightlife	2.7%	--	--	1.6%	**2.4%**

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

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

% TOURISTS WHO CHOOSE HIKING TRAIL NETWORK

FINLAND
18.0%

ALL MARKETS
9.6%

What is the main motivation for their holidays?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Rest	75.7%	--	--	69.4%	**72.6%**
Enjoy family time	15.5%	--	--	20.2%	**18.1%**
Have fun	2.3%	--	--	2.6%	**2.5%**
Explore the destination	5.2%	--	--	5.1%	**5.0%**
Practice their hobbies	0.4%	--	--	1.7%	**1.0%**
Other reasons	0.8%	--	--	1.0%	**0.8%**

REST

Finland	72.6%
All markets	55.5%

How far in advance do they book their trip?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
The same day	0.0%	--	--	0.0%	**0.2%**
Between 1 and 30 days	35.5%	--	--	15.5%	**26.2%**
Between 1 and 2 months	26.2%	--	--	25.6%	**25.4%**
Between 3 and 6 months	21.7%	--	--	37.2%	**29.7%**
More than 6 months	16.6%	--	--	21.7%	**18.6%**

Source: Encuesta sobre el Gasto Turístico (ISTAC).

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.

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

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Previous visits to the Canary Islands	59.5%	--	--	68.5%	**63.7%**
Friends or relatives	22.1%	--	--	22.8%	**23.1%**
Internet or social media	70.3%	--	--	65.4%	**67.5%**
Mass Media	1.5%	--	--	1.3%	**1.4%**
Travel guides and magazines	2.8%	--	--	3.4%	**3.4%**
Travel Blogs or Forums	3.3%	--	--	6.9%	**5.1%**
Travel TV Channels	0.0%	--	--	0.0%	**0.2%**
Tour Operator or Travel Agency	20.1%	--	--	26.2%	**23.6%**
Public administrations or similar	0.0%	--	--	0.0%	**0.0%**
Others	1.2%	--	--	0.8%	**1.2%**

* Multi-choise question

With whom did they book their flight and accommodation? 👁

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Flight					
- Directly with the airline	21.8%	--	--	27.2%	**24.9%**
- Tour Operator or Travel Agency	78.2%	--	--	72.8%	**75.1%**
Accommodation					
- Directly with the accommodation	19.8%	--	--	27.1%	**23.4%**
- Tour Operator or Travel Agency	80.2%	--	--	72.9%	**76.6%**

Where do they stay? 🛏

	2019Q1	2019Q2	2019Q3	2019Q4	2019
1-2-3* Hotel	9.6%	--	--	9.6%	**9.6%**
4* Hotel	27.9%	--	--	27.2%	**27.7%**
5* Hotel / 5* Luxury Hotel	4.3%	--	--	6.5%	**4.9%**
Aparthotel / Tourist Villa	23.9%	--	--	22.0%	**23.4%**
House/room rented in a private dwelli	3.9%	--	--	3.2%	**3.8%**
Private accommodation [(1)]	1.7%	--	--	3.3%	**2.9%**
Others (Cottage, cruise, camping,..)	28.6%	--	--	28.2%	**27.7%**

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

■ Aparthotel / Tourist Villa ■ Hotels ■ Others

Finland	23.4%	42.2%	34.4%
All markets	22.5%	58.1%	19.4%
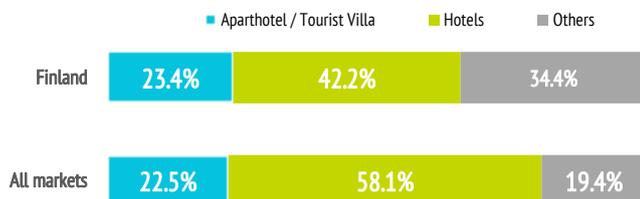
What do they book? 🍽

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Room only	32.1%	--	--	36.5%	**34.4%**
Bed and Breakfast	27.5%	--	--	23.7%	**25.4%**
Half board	14.0%	--	--	16.2%	**14.8%**
Full board	7.7%	--	--	6.7%	**7.6%**
All inclusive	18.6%	--	--	16.8%	**17.8%**

"

34.4% of Finns book room only.
(Canary Islands: 27.9%)

Other expenses 📍

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Restaurants or cafes	69.2%	--	--	67.0%	**68.0%**
Supermarkets	69.4%	--	--	75.2%	**72.5%**
Car rental	20.4%	--	--	22.7%	**21.2%**
Organized excursions	20.7%	--	--	20.0%	**20.0%**
Taxi, transfer, chauffeur service	63.4%	--	--	69.0%	**66.2%**
Theme Parks	8.5%	--	--	11.1%	**9.5%**
Sport activities	5.6%	--	--	4.4%	**5.3%**
Museums	4.1%	--	--	7.2%	**5.3%**
Flights between islands	1.8%	--	--	3.3%	**2.8%**

Activities in the Canary Islands 🚶✝

Outdoor time per day	2019Q1	2019Q2	2019Q3	2019Q4	2019
0 hours	0.4%	--	--	1.6%	**0.9%**
1 - 2 hours	8.2%	--	--	9.0%	**8.9%**
3 - 6 hours	32.9%	--	--	42.0%	**36.0%**
7 - 12 hours	49.8%	--	--	44.5%	**47.6%**
More than 12 hours	8.8%	--	--	2.9%	**6.6%**

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

Thousands (Tourists)

Average **7.3h**
Canary Islands: 7.4h

Hours
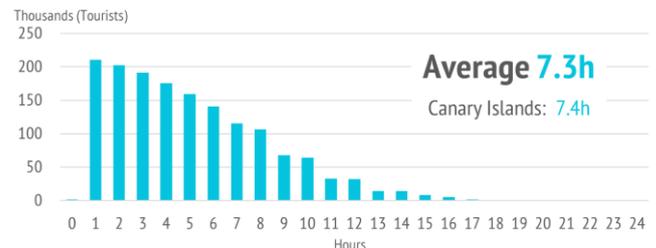
Activities in the Canary Islands	2019Q1	2019Q2	2019Q3	2019Q4	2019
Walk, wander	87.8%	88.2%	58.4%	89.8%	**88.6%**
Swimming pool, hotel facilities	74.0%	72.4%	70.9%	77.6%	**75.5%**
Beach	67.4%	73.9%	95.2%	68.3%	**68.4%**
Explore the island on their own	50.6%	58.4%	24.3%	48.4%	**50.0%**
Astronomical observation	20.8%	11.8%	4.8%	26.6%	**22.7%**
Taste Canarian gastronomy	21.3%	11.4%	0.0%	23.1%	**21.3%**
Organized excursions	24.1%	12.1%	0.0%	16.3%	**19.8%**
Sport activities	15.3%	26.7%	36.9%	18.4%	**17.6%**
Theme parks	18.1%	17.6%	0.0%	15.2%	**16.7%**
Nightlife / concerts / shows	14.5%	22.2%	0.0%	17.1%	**16.1%**
Beauty and health treatments	9.3%	14.3%	0.0%	13.0%	**11.2%**
Wineries/markets/popular festival	10.7%	15.3%	0.0%	10.9%	**11.0%**
Museums / exhibitions	7.1%	9.3%	0.0%	12.0%	**9.4%**
Sea excursions / whale watching	10.3%	7.5%	0.0%	6.9%	**8.6%**
Nature activities	6.1%	10.3%	0.0%	7.1%	**6.8%**
Activities at sea	3.3%	6.0%	0.0%	1.4%	**2.6%**

* Multi-choise question

Astronomical observation
Beach Taste Canarian gastronomy
Sea excursions Theme parks
Beauty and health treatments Walk Sport activities
Organized excursions Museums Nightlife Nature activities
Activities at sea
Swimming pool
Wineries/markets Explore the island

Which island do they choose?

Tourists (> 15 years old)	2019Q1	2019Q2	2019Q3	2019Q4	2019
Lanzarote	5,398	--	--	5,813	**11,506**
Fuerteventura	4,069	--	--	4,051	**8,782**
Gran Canaria	51,972	--	--	48,492	**108,769**
Tenerife	42,242	--	--	33,854	**81,864**
La Palma	65	--	--	0	**122**

Share by islands	2019Q1	2019Q2	2019Q3	2019Q4	2019
Lanzarote	5.2%	--	--	6.3%	**5.5%**
Fuerteventura	3.9%	--	--	4.4%	**4.2%**
Gran Canaria	50.1%	--	--	52.6%	**51.5%**
Tenerife	40.7%	--	--	36.7%	**38.8%**
La Palma	0.1%	--	--	0.0%	**0.1%**

How many islands do they visit during their trip?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
One island	96.6%	--	--	94.1%	**95.2%**
Two islands	3.4%	--	--	5.9%	**4.8%**
Three or more islands	0.0%	--	--	0.0%	**0.0%**

Internet usage during their trip

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Research					
- Tourist package	6.3%	--	--	8.3%	**7.5%**
- Flights	7.3%	--	--	8.3%	**8.0%**
- Accommodation	10.9%	--	--	12.3%	**11.9%**
- Transport	12.1%	--	--	11.9%	**12.1%**
- Restaurants	33.7%	--	--	33.9%	**33.1%**
- Excursions	34.2%	--	--	28.0%	**31.2%**
- Activities	39.3%	--	--	34.7%	**36.8%**
Book or purchase					
- Tourist package	80.5%	--	--	73.5%	**76.7%**
- Flights	82.2%	--	--	81.2%	**81.3%**
- Accommodation	79.5%	--	--	73.9%	**76.3%**
- Transport	67.5%	--	--	63.5%	**65.0%**
- Restaurants	19.3%	--	--	19.4%	**19.6%**
- Excursions	19.4%	--	--	15.2%	**17.4%**
- Activities	15.7%	--	--	21.4%	**18.9%**

* Multi-choise question

Internet usage in the Canary Islands	2019Q1	2019Q2	2019Q3	2019Q4	2019
Did not use the Internet	**4.0%**	**--**	**--**	**4.5%**	**4.2%**
Used the Internet	**96.0%**	**--**	**--**	**95.5%**	**95.8%**
- Own Internet connection	40.0%	--	--	41.8%	**39.8%**
- Free Wifi connection	41.8%	--	--	39.3%	**41.2%**
Applications*					
- Search for locations or maps	72.8%	--	--	69.7%	**70.6%**
- Search for destination info	63.7%	--	--	63.5%	**62.9%**
- Share pictures or trip videos	55.8%	--	--	51.6%	**54.7%**
- Download tourist apps	13.4%	--	--	10.6%	**11.9%**
- Others	16.8%	--	--	24.2%	**19.6%**

* Multi-choise question

> **62.9%** of Finns search for destination info during their stay in the Canary Islands
>
> (Canary Islands: 44.8%)

Picture: Freepik.com

MOST VISITED PLACES IN EACH ISLAND

LANZAROTE
42% MONTAÑA DEL FUEGO

FUERTEVENTURA
25% MIRADOR DE BETANCURIA

TENERIFE
42% PARQUE NACIONAL DEL TEIDE

GRAN CANARIA
46% DUNAS DE MASPALOMAS

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)	2019Q1	2019Q2	2019Q3	2019Q4	2019
Average rating	8.39	--	--	8.48	**8.42**

Experience in the Canary Islands	2019Q1	2019Q2	2019Q3	2019Q4	2019
Worse or much worse than expected	5.4%	--	--	0.3%	**3.4%**
Lived up to expectations	63.1%	--	--	73.9%	**67.6%**
Better or much better than expected	31.5%	--	--	25.8%	**29.0%**

Future intentions (scale 1-10)	2019Q1	2019Q2	2019Q3	2019Q4	2019
Return to the Canary Islands	8.36	--	--	8.47	**8.39**
Recommend visiting the Canary Islands	8.62	--	--	8.71	**8.65**

3% Worse
29% Better
68% Lived up

■ Worse ■ Lived up ■ Better

8.39/10
Experience in the Canary Islands
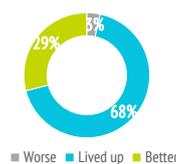
8.39/10
Return to the Canary Islands

8.65/10
Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Repeat tourists	**82.8%**	**--**	**--**	**84.3%**	**83.5%**
Repeat tourists (last 5 years)	78.7%	--	--	83.4%	**81.1%**
Repeat tourists (last 5 years)(5 or more visits)	14.6%	--	--	27.3%	**20.6%**
At least 10 previous visits	**18.7%**	**--**	**--**	**26.7%**	**22.2%**

Canary Islands
LATITUDE OF LIFE

Where does the flight come from? 🌐

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Finland	98.4%	--	--	96.3%	**94.8%**
Sweden	0.0%	--	--	2.1%	**1.2%**
Norway	0.3%	--	--	0.0%	**1.0%**
Others	0.1%	--	--	1.6%	**2.4%**

Others 2.4%
Norway 1.0%
Sweden 1.2%
Finland 94.8%
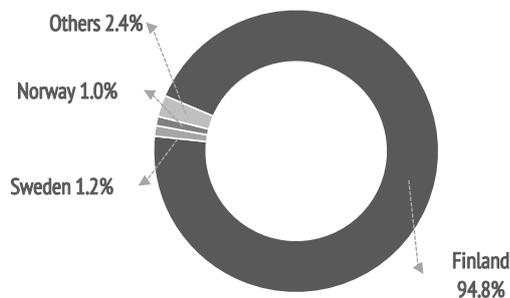
Who do they come with? 🚻

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Unaccompanied	5.5%	--	--	8.8%	**8.5%**
Only with partner	48.9%	--	--	47.6%	**47.6%**
Only with children (< 13 years old)	10.8%	--	--	14.4%	**12.5%**
Partner + children (< 13 years old)	4.9%	--	--	2.9%	**3.9%**
Other relatives	5.7%	--	--	4.4%	**5.0%**
Friends	6.0%	--	--	3.0%	**4.3%**
Work colleagues	0.0%	--	--	0.0%	**0.0%**
Organized trip	0.0%	--	--	0.2%	**0.1%**
Other combinations [1]	18.2%	--	--	18.8%	**18.2%**

(1) Different situations have been isolated

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Tourists with children	**18.7%**	--	--	**22.1%**	**20.3%**
- Between 0 and 2 years old	1.4%	--	--	0.2%	**0.8%**
- Between 3 and 12 years old	15.3%	--	--	20.7%	**17.9%**
- Between 0 -2 and 3-12 years	2.1%	--	--	1.2%	**1.6%**
Tourists without children	**81.3%**	--	--	**77.9%**	**79.7%**
Group composition:					
- 1 person	9.3%	--	--	12.3%	**12.1%**
- 2 people	55.9%	--	--	53.5%	**53.5%**
- 3 people	11.2%	--	--	9.4%	**10.8%**
- 4 or 5 people	22.3%	--	--	20.7%	**21.2%**
- 6 or more people	1.3%	--	--	4.2%	**2.4%**
Average group size:	**2.60**	**--**	**--**	**2.66**	**2.59**

"
20.3% of Finns travel with children.
(under the age of 13)
(Canary Islands: 17.7%)

Who are they? 🧍

	2019Q1	2019Q2	2019Q3	2019Q4	2019
Gender					
Men	48.2%	--	--	41.1%	**45.0%**
Women	51.8%	--	--	58.9%	**55.0%**
Age					
Average age (tourist > 15 years old)	48.9	--	--	52.0	**50.4**
Standard deviation	14.0	--	--	14.5	**14.3**
Age range (> 15 years old)					
16 - 24 years old	6.9%	--	--	4.0%	**5.4%**
25 - 30 years old	5.7%	--	--	5.4%	**5.6%**
31 - 45 years old	28.3%	--	--	23.9%	**26.3%**
46 - 60 years old	38.8%	--	--	34.8%	**36.5%**
Over 60 years old	20.3%	--	--	31.9%	**26.2%**
Occupation					
Salaried worker	58.0%	--	--	45.9%	**53.0%**
Self-employed	3.7%	--	--	8.8%	**6.0%**
Unemployed	3.6%	--	--	1.0%	**2.2%**
Business owner	13.9%	--	--	10.1%	**11.8%**
Student	2.1%	--	--	4.5%	**3.0%**
Retired	18.2%	--	--	29.5%	**23.5%**
Unpaid domestic work	0.5%	--	--	0.3%	**0.6%**
Others	0.0%	--	--	0.0%	**0.0%**
Annual household income level					
Less than €25,000	7.5%	--	--	8.4%	**8.6%**
€25,000 - €49,999	35.5%	--	--	26.0%	**31.4%**
€50,000 - €74,999	27.6%	--	--	29.5%	**28.6%**
More than €74,999	29.3%	--	--	36.1%	**31.4%**
Education level					
No studies	0.0%	--	--	0.0%	**0.0%**
Primary education	7.1%	--	--	4.9%	**6.1%**
Secondary education	52.0%	--	--	39.9%	**46.0%**
Higher education	40.9%	--	--	55.2%	**47.9%**

8 IN 10 ARE REPEATERS
50 YEARS OLD AVERAGE AGE
48% ONLY WITH PARTNER

Pictures: Freepik.com