

Tourist profile trend (2017)

FINLAND

How many are they and how much do they spend?



	2013	2014	2015	2016	2017
Tourist arrivals (FRONTUR)	278,462	285,414	241,669	252,307	272,017
Tourist arrivals (> 16 years old)	--	245,721	209,850	212,457	217,313
Average daily expenditure (€)	--	129.64	137.80	134.95	152.03
. in their place of residence	--	89.89	97.99	95.96	114.21
. in the Canary Islands	--	39.75	39.81	38.99	37.83
Average length of stay	--	9.26	11.27	10.33	9.39
Turnover per tourist (€)	--	1,082	1,299	1,212	1,258
Total turnover (€m)	--	309	314	306	342
Tourist arrivals: year on year change	--	2.5%	-15.3%	4.4%	7.8%
Turnover: year on year change	--	--	1.7%	-2.6%	12.0%
<u>% tourists who pay in the Canary Islands:</u>					
Accommodation:					
- Accommodation	--	10.5%	13.1%	15.0%	10.7%
- Additional accommodation expenses	--	6.0%	6.7%	6.3%	7.2%
Transport:					
- Public transport	--	21.5%	22.1%	24.7%	24.6%
- Taxi	--	37.1%	33.3%	36.8%	37.5%
- Car rental	--	16.1%	14.4%	14.3%	17.5%
Food and drink:					
- Food purchases at supermarkets	--	73.8%	71.9%	72.0%	69.9%
- Restaurants	--	68.8%	67.2%	63.6%	69.6%
Souvenirs:	--	68.6%	63.2%	62.4%	64.1%
Leisure:					
- Organized excursions	--	21.6%	16.6%	14.9%	18.1%
- Leisure, amusement	--	14.0%	15.0%	14.6%	13.6%
- Trip to other islands	--	1.7%	1.6%	4.6%	1.6%
- Sporting activities	--	4.4%	6.3%	6.0%	5.8%
- Cultural activities	--	2.8%	2.7%	3.7%	3.9%
- Discos and disco-pubs	--	8.6%	6.6%	6.8%	6.5%
Others:					
- Wellness	--	5.0%	5.5%	5.0%	6.2%
- Medical expenses	--	3.7%	4.3%	5.3%	5.9%
- Other expenses	--	8.2%	13.1%	8.9%	7.5%



What do they book at their place of residence?



	2013	2014	2015	2016	2017
Flight only	--	8.4%	8.0%	6.9%	6.6%
Flight and accommodation (room only)	--	38.3%	36.3%	35.8%	34.1%
Flight and accommodation (B&B)	--	22.7%	19.7%	21.8%	23.0%
Flight and accommodation (half board)	--	9.7%	14.3%	14.5%	14.0%
Flight and accommodation (full board)	--	2.4%	2.4%	3.3%	3.2%
Flight and accommodation (all inclusive)	--	18.5%	19.3%	17.8%	19.1%
<u>% Tourists using low-cost airlines</u>	--	16.9%	18.8%	19.2%	23.4%
<u>Other expenses in their place of residence:</u>					
- Car rental	--	2.7%	3.0%	3.3%	5.1%
- Sporting activities	--	3.5%	3.2%	6.2%	6.6%
- Excursions	--	2.6%	3.6%	2.5%	3.2%
- Trip to other islands	--	0.6%	0.4%	0.7%	0.7%

How do they book?



	2013	2014	2015	2016	2017
Accommodation booking					
Tour Operator	--	76.0%	75.0%	70.0%	73.5%
- Tour Operator's website	--	88.6%	89.4%	94.9%	93.6%
Accommodation	--	5.9%	6.0%	6.4%	6.9%
- Accommodation's website	--	85.8%	85.6%	66.0%	70.7%
Travel agency (High street)	--	6.1%	5.2%	4.5%	2.6%
Online Travel Agency (OTA)	--	7.2%	9.5%	16.1%	13.1%
No need to book accommodation	--	4.7%	4.3%	2.9%	3.9%
Flight booking					
Tour Operator	--	80.5%	74.4%	74.9%	73.4%
- Tour Operator's website	--	89.3%	89.1%	93.1%	93.6%
Airline	--	7.9%	12.9%	10.6%	13.6%
- Airline's website	--	94.4%	96.4%	94.9%	98.6%
Travel agency (High street)	--	5.7%	4.6%	3.8%	2.7%
Online Travel Agency (OTA)	--	6.0%	8.1%	10.7%	10.3%

How far in advance do they book their trip?



	2013	2014	2015	2016	2017
The same day they leave	--	0.2%	0.5%	0.8%	0.1%
Between 2 and 7 days	--	9.2%	4.3%	6.3%	4.9%
Between 8 and 15 days	--	11.9%	7.7%	11.8%	6.7%
Between 16 and 30 days	--	15.4%	13.3%	17.3%	14.3%
Between 31 and 90 days	--	32.2%	37.0%	30.9%	42.0%
More than 90 days	--	31.1%	37.1%	32.9%	31.9%

Who are they?



	2013	2014	2015	2016	2017
Gender					
Men	--	42.2%	44.6%	44.3%	43.7%
Women	--	57.8%	55.4%	55.7%	56.3%
Age					
Average age (tourists > 16 years old)	--	46.7	49.8	48.7	48.5
Standard deviation	--	14.2	14.6	15.5	14.4
Age range (> 16 years old)					
16-24 years old	--	8.3%	7.0%	9.4%	6.4%
25-30 years old	--	7.9%	4.0%	7.0%	6.8%
31-45 years old	--	29.9%	26.5%	22.4%	28.6%
46-60 years old	--	36.5%	35.3%	34.2%	35.0%
Over 60 years old	--	17.4%	27.2%	27.1%	23.2%
Occupation					
Business owner or self-employed	--	12.5%	11.4%	12.9%	11.0%
Upper/Middle management employee	--	37.4%	33.1%	29.7%	37.9%
Auxiliary level employee	--	26.6%	25.5%	19.8%	24.1%
Students	--	5.6%	5.2%	11.2%	5.0%
Retired	--	15.7%	22.2%	23.3%	20.0%
Unemployed / unpaid dom. work	--	2.1%	2.7%	3.0%	2.0%
Annual household income level					
€12,000 - €24,000	--	10.9%	10.1%	17.0%	8.9%
€24,001 - €36,000	--	16.7%	15.3%	15.0%	13.0%
€36,001 - €48,000	--	15.2%	18.1%	16.1%	17.7%
€48,001 - €60,000	--	16.7%	16.8%	11.7%	19.9%
€60,001 - €72,000	--	14.0%	10.4%	13.4%	8.7%
€72,001 - €84,000	--	8.7%	9.7%	8.6%	8.8%
More than €84,000	--	17.7%	19.6%	18.3%	22.8%

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Which island do they choose?

Tourists (> 16 years old)	2013	2014	2015	2016	2017
- Lanzarote	--	18,338	11,618	9,107	12,247
- Fuerteventura	--	5,469	10,140	11,763	13,229
- Gran Canaria	--	116,941	106,317	99,318	102,468
- Tenerife	--	104,400	79,942	90,007	88,030
- La Palma	--	204	551	847	826

Where do they stay?

	2013	2014	2015	2016	2017
5* Hotel	--	4.9%	5.1%	4.0%	5.1%
4* Hotel	--	26.0%	27.9%	28.0%	32.0%
1-2-3* Hotel	--	18.3%	18.5%	17.6%	15.3%
Apartment	--	45.8%	45.8%	48.4%	43.7%
Property (privately-owned, friends, family)	--	3.7%	2.1%	1.4%	2.4%
Others	--	1.2%	0.6%	0.6%	1.5%

Who do they come with?

	2013	2014	2015	2016	2017
Unaccompanied	--	5.8%	7.8%	7.0%	8.6%
Only with partner	--	43.5%	44.9%	49.6%	40.9%
Only with children (under the age of 13)	--	2.3%	0.8%	1.6%	2.6%
Partner + children (under the age of 13)	--	15.3%	15.7%	10.1%	16.6%
Other relatives	--	4.3%	4.3%	5.4%	5.5%
Friends	--	6.7%	7.5%	5.9%	5.1%
Work colleagues	--	0.4%	0.0%	0.3%	0.0%
Other combinations ⁽¹⁾	--	21.8%	19.0%	19.9%	20.9%

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

How do they rate the Canary Islands?

Impression of their stay	2013	2014	2015	2016	2017
Good or very good (% tourists)	--	91.7%	90.4%	89.8%	92.6%
Average rating (scale 1-10)	--	8.50	8.47	8.44	8.63

How many are loyal to the Canary Islands?

Repeat tourists	2013	2014	2015	2016	2017
At least 1 previous visit	--	82.2%	87.4%	85.5%	87.4%
At least 10 previous visits	--	13.5%	19.6%	15.0%	17.2%

Where does the flight come from?

Tourists (> 16 years old)	2013	2014	2015	2016	2017
Finland	--	95.9%	94.3%	92.2%	93.3%
Sweden	--	1.9%	1.9%	0.1%	2.0%
United Kingdom	--	0.2%	0.6%	2.9%	1.5%
Norway	--	0.1%	0.6%	0.9%	1.1%
Spanish Mainland	--	0.8%	1.0%	2.7%	0.9%
Germany	--	0.1%	0.0%	1.0%	0.7%
Poland	--	0.0%	0.0%	0.0%	0.1%
Switzerland	--	0.0%	0.0%	0.0%	0.1%
Belgium	--	0.0%	0.0%	0.0%	0.1%
Others	--	1.0%	1.5%	0.1%	0.1%

Share (%)	2013	2014	2015	2016	2017
- Lanzarote	--	7.5%	5.6%	4.3%	5.6%
- Fuerteventura	--	2.2%	4.9%	5.6%	6.1%
- Gran Canaria	--	47.7%	51.0%	47.1%	47.3%
- Tenerife	--	42.6%	38.3%	42.6%	40.6%
- La Palma	--	0.1%	0.3%	0.4%	0.4%

Why do they choose the Canary Islands?

Aspects influencing the choice	2013	2014	2015	2016	2017
Climate/sun	--	93.9%	92.9%	95.4%	92.8%
Tranquillity/rest/relaxation	--	37.1%	31.5%	33.4%	35.7%
Beaches	--	35.9%	34.4%	34.3%	30.4%
Security	--	13.5%	16.1%	21.4%	19.5%
Scenery	--	17.4%	19.7%	21.2%	19.4%
Suitable destination for children	--	14.3%	15.1%	8.6%	16.4%
Visiting new places	--	13.5%	10.7%	13.4%	15.7%
Price	--	17.0%	15.3%	14.1%	12.0%
Ease of travel	--	8.4%	12.4%	11.1%	10.8%
Shopping	--	5.2%	6.6%	6.3%	5.5%
Quality of the environment	--	4.8%	4.6%	3.8%	3.7%
Active tourism	--	4.6%	5.7%	5.2%	3.6%
Nautical activities	--	1.7%	2.7%	4.0%	2.9%
Nightlife/fun	--	3.3%	4.7%	2.6%	2.8%
Culture	--	1.5%	1.1%	0.6%	2.1%
Theme parks	--	0.2%	1.7%	0.6%	1.8%

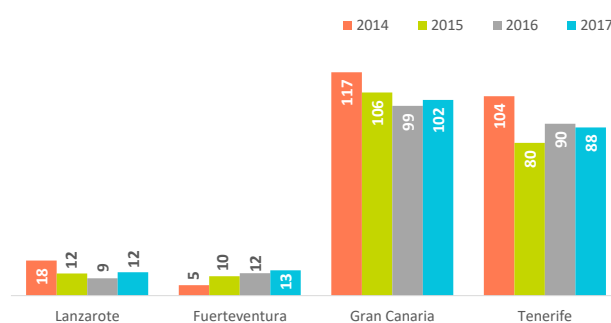
* Multi-choise question

What did motivate them to come?

Prescription sources	2013	2014	2015	2016	2017
Previous visits to the Canary Islands	--	72.1%	77.4%	75.0%	75.1%
Recommendation by friends/relatives	--	28.5%	29.0%	27.7%	27.6%
The Canary Islands television channel	--	0.0%	0.0%	0.1%	0.0%
Other television or radio channels	--	0.3%	0.5%	0.1%	0.3%
Information in press/magazines/books	--	3.4%	2.8%	2.8%	2.8%
Attendance at a tourism fair	--	0.9%	0.9%	0.7%	0.5%
Tour Operator's brochure or catalogue	--	11.8%	9.6%	6.8%	10.0%
Recommendation by Travel Agency	--	4.0%	2.7%	2.2%	2.6%
Information obtained via the Internet	--	41.1%	41.0%	44.0%	41.6%
Senior Tourism programme	--	0.2%	0.0%	0.0%	0.0%
Others	--	7.9%	6.8%	6.0%	5.8%

* Multi-choise question

Tourist arrivals by islands (thousands)



Tourists over 16 years old.

Source: Encuesta sobre el Gasto Turístico (ISTAC). (1) Combination of some groups previously analyzed. The information of 2013 is not shown due to sample failure.

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