

Tourist profile trend (2016)

Finland: Fourth Quarter

How many are they and how much do they spend?



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Tourist arrivals (> 16 years old)	99,353	--	97,681	90,761	91,231
Average daily expenditure (€)	146.58	--	133.16	147.12	145.91
. in their place of residence	104.06	--	93.96	106.08	108.93
. in the Canary Islands	42.51	--	39.20	41.04	36.99
Average length of stay	8.84	--	8.48	10.44	9.63
Turnover per tourist (€)	1,215	--	1,049	1,352	1,278
Total turnover (> 16 years old) (€m)	121	--	102	123	117
Share of total turnover	44.3%	--	38.6%	45.0%	45.3%
Share of total tourist	43.0%	--	39.8%	43.3%	42.9%

Expenditure in the Canary Islands per tourist and trip (€) ^(*)

	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Accommodation (**):	35.76	--	33.57	78.07	37.24
- Accommodation	32.08	--	29.94	71.47	30.38
- Additional accommodation expenses	3.68	--	3.63	6.60	6.86
Transport:	28.85	--	22.80	23.90	32.29
- Public transport	6.10	--	5.13	5.89	6.27
- Taxi	12.59	--	7.96	10.12	11.17
- Car rental	10.16	--	9.71	7.89	14.85
Food and drink:	178.99	--	166.53	208.98	163.56
- Food purchases at supermarkets	66.25	--	67.58	96.96	74.05
- Restaurants	112.73	--	98.94	112.02	89.51
Souvenirs:	70.17	--	66.99	63.78	57.02
Leisure:	34.98	--	30.64	30.27	26.13
- Organized excursions	9.83	--	12.29	9.37	7.31
- Leisure, amusement	7.20	--	5.42	7.93	7.12
- Trip to other islands	0.81	--	0.61	0.46	1.95
- Sporting activities	1.91	--	2.98	7.52	1.31
- Cultural activities	0.32	--	0.71	1.49	3.20
- Discos and disco-pubs	14.91	--	8.64	3.51	5.24
Others:	18.55	--	6.75	14.45	14.13
- Wellness	4.53	--	1.48	3.33	6.59
- Medical expenses	1.85	--	0.69	0.72	3.01
- Other expenses	12.17	--	4.58	10.41	4.54

How far in advance do they book their trip?



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
The same day they leave	0.0%	--	0.0%	0.7%	0.6%
Between 2 and 7 days	6.1%	--	9.0%	2.0%	6.5%
Between 8 and 15 days	6.5%	--	8.1%	7.6%	10.0%
Between 16 and 30 days	18.8%	--	13.8%	11.4%	14.3%
Between 31 and 90 days	37.5%	--	34.2%	36.1%	26.7%
More than 90 days	31.2%	--	34.9%	42.2%	41.9%

What do they book at their place of residence?



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Flight only	6.7%	--	8.5%	7.4%	4.2%
Flight and accommodation (room only)	43.9%	--	34.6%	36.1%	31.2%
Flight and accommodation (B&B)	19.2%	--	22.7%	19.0%	23.4%
Flight and accommodation (half board)	13.0%	--	8.7%	15.8%	18.9%
Flight and accommodation (full board)	0.5%	--	3.7%	2.3%	2.2%
Flight and accommodation (all inclusive)	16.6%	--	21.8%	19.4%	20.0%
% Tourists using low-cost airlines	26.5%	--	11.1%	18.2%	15.1%
Other expenses in their place of residence:					
- Car rental	2.9%	--	4.5%	4.4%	1.8%
- Sporting activities	3.7%	--	3.4%	4.3%	4.7%
- Excursions	2.2%	--	3.3%	3.8%	2.4%
- Trip to other islands	0.0%	--	0.7%	0.3%	0.0%

How do they book?



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Accommodation booking					
Tour Operator	67.2%	--	73.8%	74.8%	77.2%
- Tour Operator's website	80.2%	--	91.7%	89.9%	95.9%
Accommodation	7.5%	--	6.3%	5.3%	4.9%
- Accommodation's website	91.1%	--	89.0%	95.3%	73.4%
Travel agency (High street)	4.6%	--	7.3%	4.9%	3.7%
Online Travel Agency (OTA)	16.5%	--	8.5%	11.3%	11.4%
No need to book accommodation	4.3%	--	4.2%	3.7%	2.9%

	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Flight booking					
Tour Operator	66.7%	--	78.1%	72.7%	80.9%
- Tour Operator's website	84.1%	--	90.9%	89.3%	94.1%
Airline	20.7%	--	8.6%	14.5%	9.3%
- Airline's website	96.8%	--	94.5%	95.4%	100.0%
Travel agency (High street)	5.0%	--	6.3%	4.2%	3.4%
Online Travel Agency (OTA)	7.5%	--	7.0%	8.6%	6.4%

Where do they stay?



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
5* Hotel	4.9%	--	5.5%	7.5%	4.0%
4* Hotel	25.5%	--	30.6%	26.7%	28.6%
1-2-3* Hotel	15.8%	--	15.5%	13.7%	15.9%
Apartment	49.8%	--	43.3%	49.8%	48.9%
Property (privately-owned, friends, family)	3.0%	--	3.1%	1.4%	2.0%
Others	0.9%	--	1.9%	0.9%	0.6%

Who are they?



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Gender					
Percentage of men	44.0%	--	41.9%	43.6%	46.1%
Percentage of women	56.0%	--	58.1%	56.4%	53.9%

	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Age					
Average age (tourists > 16 years old)	47.2	--	47.6	49.1	50.5
Standard deviation	14.7	--	13.5	14.6	14.5

	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Age range (> 16 years old)					
16-24 years old	9.5%	--	6.3%	6.3%	6.7%
25-30 years old	7.6%	--	6.7%	4.6%	4.1%
31-45 years old	25.6%	--	29.7%	29.1%	21.9%
46-60 years old	36.9%	--	38.5%	33.7%	38.1%
Over 60 years old	20.4%	--	18.8%	26.3%	29.3%

	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Occupation					
Business owner or self-employed	14.6%	--	12.3%	12.2%	9.3%
Upper/Middle management employee	36.8%	--	37.1%	33.0%	33.4%
Auxiliary level employee	28.8%	--	27.0%	24.1%	18.0%
Students	6.3%	--	4.1%	6.0%	9.2%
Retired	11.9%	--	17.3%	22.0%	29.0%
Unemployed / unpaid dom. work	1.7%	--	2.3%	2.7%	1.1%

	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Annual household income level					
€12,000 - €24,000	10.5%	--	11.9%	11.4%	15.0%
€24,001 - €36,000	14.7%	--	15.5%	13.0%	13.3%
€36,001 - €48,000	12.5%	--	13.1%	20.6%	15.5%
€48,001 - €60,000	20.3%	--	14.4%	15.4%	14.5%
€60,001 - €72,000	13.7%	--	15.2%	7.9%	13.4%
€72,001 - €84,000	5.9%	--	9.2%	8.4%	9.3%
More than €84,000	22.5%	--	20.9%	23.4%	18.9%

(*) 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 trend (2016)

Finland: Fourth Quarter

Which island do they choose?



Tourists (> 16 years old)	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
- Lanzarote	10,765	--	7,108	6,338	5,953
- Fuerteventura	3,596	--	2,907	4,093	5,473
- Gran Canaria	76,683	--	49,242	46,742	39,289
- Tenerife	8,309	--	38,260	32,880	40,354
- La Palma	0	--	0	161	161

Share (%)	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
- Lanzarote	10.8%	--	7.3%	7.0%	6.5%
- Fuerteventura	3.6%	--	3.0%	4.5%	6.0%
- Gran Canaria	77.2%	--	50.5%	51.8%	43.1%
- Tenerife	8.4%	--	39.2%	36.4%	44.2%
- La Palma	0.0%	--	0.0%	0.2%	0.2%

Who do they come with?



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Unaccompanied	4.5%	--	4.4%	6.1%	9.1%
Only with partner	45.2%	--	47.3%	41.4%	45.2%
Only with children (under the age of 13)	2.8%	--	1.6%	0.6%	0.6%
Partner + children (under the age of 13)	15.4%	--	16.0%	19.1%	12.0%
Other relatives	4.5%	--	4.3%	4.3%	6.2%
Friends	6.8%	--	7.5%	6.9%	3.4%
Work colleagues	0.5%	--	0.6%	0.0%	0.7%
Other combinations ⁽¹⁾	20.2%	--	18.3%	21.6%	22.8%

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

How do they rate the destination?



Impression of their stay	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Good or very good (% tourists)	92.0%	--	92.0%	94.2%	91.0%
Average rating (scale 1-10)	8.32	--	8.51	8.72	8.43

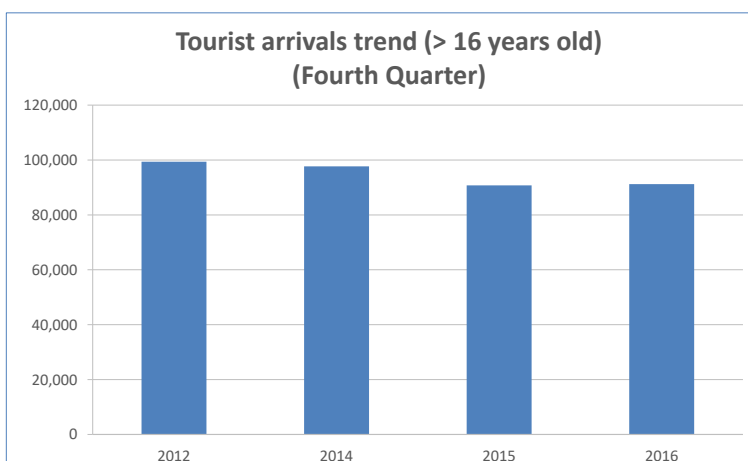
How many are loyal to the destination?

Repeat tourists of the Canary Islands	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Repeat tourists	82.5%	--	82.9%	85.7%	89.2%
In love (at least 10 previous visits)	16.3%	--	12.8%	17.5%	15.8%

Where does the flight come from?



Ten main origin countries	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Finland	94.5%	--	98.0%	96.4%	96.9%
United Kingdom	1.5%	--	0.0%	0.0%	0.9%
Germany	0.4%	--	0.0%	0.0%	0.9%
Spanish Mainland	0.7%	--	0.6%	0.8%	0.8%
Norway	0.0%	--	0.0%	0.9%	0.3%
Sweden	0.5%	--	0.3%	0.4%	0.3%
Belgium	0.6%	--	0.0%	0.0%	0.0%
Denmark	1.3%	--	0.0%	0.0%	0.0%
France	0.0%	--	1.1%	0.0%	0.0%
Netherlands	0.5%	--	0.0%	0.7%	0.0%



Why do they choose the Canary Islands?



Aspects influencing the choice	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Climate/sun	91.8%	--	94.8%	94.5%	95.7%
Tranquillity/rest/relaxation	28.8%	--	41.4%	31.3%	36.5%
Beaches	37.7%	--	38.3%	38.0%	32.1%
Scenery	13.3%	--	17.3%	19.3%	21.2%
Security	11.1%	--	13.9%	17.3%	18.9%
Visiting new places	16.6%	--	10.9%	9.8%	13.4%
Price	15.0%	--	12.5%	14.2%	12.3%
Suitable destination for children	16.2%	--	14.2%	18.3%	9.6%
Ease of travel	6.6%	--	8.9%	10.5%	9.0%
Shopping	6.5%	--	5.6%	4.8%	8.7%
Active tourism	2.4%	--	4.7%	5.4%	6.3%
Nautical activities	4.3%	--	1.2%	3.0%	3.3%
Quality of the environment	1.9%	--	3.5%	4.1%	2.7%
Golf	3.4%	--	1.8%	2.2%	2.5%
Nightlife/fun	6.3%	--	3.5%	3.9%	2.4%
Security against natural catastrophes	1.4%	--	1.2%	1.5%	1.8%

* Multi-choice question

What did motivate them to come?



Aspects motivating the choice	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Previous visits to the Canary Islands	71.7%	--	74.3%	77.2%	79.1%
Recommendation by friends or relatives	29.4%	--	28.0%	29.3%	25.5%
The Canary Islands television channel	0.0%	--	0.0%	0.0%	0.0%
Other television or radio channels	0.9%	--	0.3%	0.5%	0.3%
Information in the press/magazines/books	2.6%	--	2.4%	2.6%	2.0%
Attendance at a tourism fair	1.3%	--	0.3%	0.2%	0.0%
Tour Operator's brochure or catalogue	9.6%	--	12.0%	11.3%	8.8%
Recommendation by Travel Agency	2.8%	--	3.2%	4.1%	1.4%
Information obtained via the Internet	43.2%	--	37.9%	41.3%	46.2%
Senior Tourism programme	0.0%	--	0.0%	0.0%	0.0%
Others	9.9%	--	10.0%	6.0%	6.4%

* Multi-choice question

