

Tourist profile trend (2017)

FINLAND: Fourth Quarter



How many are they and how much do they spend?



	2013Q4	2014Q4	2015Q4	2016Q4	2017Q4
Tourist arrivals (FRONTUR)	--	115,235	104,093	112,925	116,156
Tourist arrivals (> 16 years old)	--	97,681	90,761	91,231	91,893
Average daily expenditure (€)	--	133.16	147.12	145.91	154.82
. in their place of residence	--	93.96	106.08	108.93	115.38
. in the Canary Islands	--	39.20	41.04	36.99	39.44
Average lenght of stay	--	8.48	10.44	9.63	8.75
Turnover per tourist (€)	--	1,049	1,352	1,278	1,213
Total turnover (€m)	--	121	141	144	141
Share of annual tourist	--	40.4%	43.1%	44.8%	42.7%
Share of annual turnover	--	39.2%	44.8%	47.2%	41.2%

% tourists who pay in the Canary Islands:

Accommodation:

- Accommodation	--	12.2%	13.6%	12.6%	13.5%
- Additional accommodation expenses	--	7.3%	7.4%	5.8%	8.5%

Transport:

- Public transport	--	17.5%	20.2%	25.8%	26.5%
- Taxi	--	34.3%	30.2%	40.9%	38.9%
- Car rental	--	16.4%	13.9%	14.2%	16.9%

Food and drink:

- Food purchases at supermarkets	--	71.6%	68.2%	75.4%	69.1%
- Restaurants	--	64.9%	67.3%	64.2%	70.1%

Souvenirs:

	--	66.3%	64.8%	61.6%	61.6%
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Leisure:

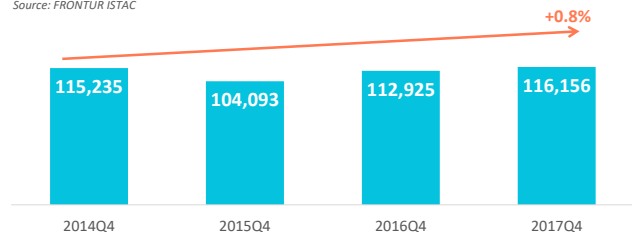
- Organized excursions	--	18.8%	14.3%	12.4%	16.9%
- Leisure, amusement	--	10.5%	15.8%	10.9%	15.2%
- Trip to other islands	--	1.4%	0.6%	3.5%	1.3%
- Sporting activities	--	4.4%	8.1%	3.1%	5.5%
- Cultural activities	--	1.9%	3.5%	5.8%	5.2%
- Discos and disco-pubs	--	8.5%	4.2%	6.9%	6.2%

Others:

- Wellness	--	4.6%	6.4%	5.8%	6.8%
- Medical expenses	--	3.6%	3.4%	7.0%	6.0%
- Other expenses	--	7.9%	12.6%	8.8%	5.0%

TOURIST ARRIVALS

Source: FRONTUR ISTAC



What do they book at their place of residence?



	2013Q4	2014Q4	2015Q4	2016Q4	2017Q4
Flight only	--	8.5%	7.4%	4.2%	7.7%
Flight and accommodation (room only)	--	34.6%	36.1%	31.2%	36.1%
Flight and accommodation (B&B)	--	22.7%	19.0%	23.4%	18.6%
Flight and accommodation (half board)	--	8.7%	15.8%	18.9%	15.1%
Flight and accommodation (full board)	--	3.7%	2.3%	2.2%	3.6%
Flight and accommodation (all inclusive)	--	21.8%	19.4%	20.0%	18.8%
% Tourists using low-cost airlines	--	11.1%	18.2%	15.1%	34.1%
Other expenses in their place of residence:					
- Car rental	--	4.5%	4.4%	1.8%	5.7%
- Sporting activities	--	3.4%	4.3%	4.7%	7.8%
- Excursions	--	3.3%	3.8%	2.4%	4.4%
- Trip to other islands	--	0.7%	0.3%	0.0%	1.3%

How do they book?



	2013Q4	2014Q4	2015Q4	2016Q4	2017Q4
Accommodation booking					
Tour Operator	--	73.8%	74.8%	77.2%	65.1%
- Tour Operator's website	--	91.7%	89.9%	95.9%	93.3%
Accommodation	--	6.3%	5.3%	4.9%	7.8%
- Accommodation's website	--	89.0%	95.3%	73.4%	63.2%
Travel agency (High street)	--	7.3%	4.9%	3.7%	2.7%
Online Travel Agency (OTA)	--	8.5%	11.3%	11.4%	17.2%
No need to book accommodation	--	4.2%	3.7%	2.9%	7.3%

	2013Q4	2014Q4	2015Q4	2016Q4	2017Q4
Flight booking					
Tour Operator	--	78.1%	72.7%	80.9%	64.1%
- Tour Operator's website	--	90.9%	89.3%	94.1%	96.0%
Airline	--	8.6%	14.5%	9.3%	21.2%
- Airline's website	--	94.5%	95.4%	100.0%	97.9%
Travel agency (High street)	--	6.3%	4.2%	3.4%	2.0%
Online Travel Agency (OTA)	--	7.0%	8.6%	6.4%	12.7%

How far in advance do they book their trip?



	2013Q4	2014Q4	2015Q4	2016Q4	2017Q4
The same day they leave	--	0.0%	0.7%	0.6%	0.4%
Between 2 and 7 days	--	9.0%	2.0%	6.5%	4.2%
Between 8 and 15 days	--	8.1%	7.6%	10.0%	7.4%
Between 16 and 30 days	--	13.8%	11.4%	14.3%	13.5%
Between 31 and 90 days	--	34.2%	36.1%	26.7%	38.2%
More than 90 days	--	34.9%	42.2%	41.9%	36.3%

Who are they?



	2013Q4	2014Q4	2015Q4	2016Q4	2017Q4
Gender					
Men	--	41.9%	43.6%	46.1%	45.8%
Women	--	58.1%	56.4%	53.9%	54.2%

Age

Average age (tourists > 16 years old)	--	47.6	49.1	50.5	47.8
Standard deviation	--	13.5	14.6	14.5	14.9

Age range (> 16 years old)

16-24 years old	--	6.3%	6.3%	6.7%	7.8%
25-30 years old	--	6.7%	4.6%	4.1%	8.1%
31-45 years old	--	29.7%	29.1%	21.9%	29.1%
46-60 years old	--	38.5%	33.7%	38.1%	32.2%
Over 60 years old	--	18.8%	26.3%	29.3%	22.8%

Occupation

Business owner or self-employed	--	12.3%	12.2%	9.3%	10.6%
Upper/Middle management employee	--	37.1%	33.0%	33.4%	38.7%
Auxiliary level employee	--	27.0%	24.1%	18.0%	22.8%
Students	--	4.1%	6.0%	9.2%	6.4%
Retired	--	17.3%	22.0%	29.0%	19.1%
Unemployed / unpaid dom. work	--	2.3%	2.7%	1.1%	2.4%

Annual household income level

€12,000 - €24,000	--	11.9%	11.4%	15.0%	10.1%
€24,001 - €36,000	--	15.5%	13.0%	13.3%	10.8%
€36,001 - €48,000	--	13.1%	20.6%	15.5%	18.3%
€48,001 - €60,000	--	14.4%	15.4%	14.5%	20.5%
€60,001 - €72,000	--	15.2%	7.9%	13.4%	9.1%
€72,001 - €84,000	--	9.2%	8.4%	9.3%	9.5%
More than €84,000	--	20.9%	23.4%	18.9%	21.7%

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Which island do they choose?

Tourists (> 16 years old)	2013Q4	2014Q4	2015Q4	2016Q4	2017Q4
- Lanzarote	--	7,108	6,338	5,953	4,672
- Fuerteventura	--	2,907	4,093	5,473	4,506
- Gran Canaria	--	49,242	46,742	39,289	48,107
- Tenerife	--	38,260	32,880	40,354	34,321
- La Palma	--	0	161	161	288

Where do they stay?

	2013Q4	2014Q4	2015Q4	2016Q4	2017Q4
5* Hotel	--	5.5%	7.5%	4.0%	5.6%
4* Hotel	--	30.6%	26.7%	28.6%	30.9%
1-2-3* Hotel	--	15.5%	13.7%	15.9%	13.9%
Apartment	--	43.3%	49.8%	48.9%	44.5%
Property (privately-owned, friends, family)	--	3.1%	1.4%	2.0%	3.9%
Others	--	1.9%	0.9%	0.6%	1.3%

Who do they come with?

	2013Q4	2014Q4	2015Q4	2016Q4	2017Q4
Unaccompanied	--	4.4%	6.1%	9.1%	11.3%
Only with partner	--	47.3%	41.4%	45.2%	41.2%
Only with children (under the age of 13)	--	1.6%	0.6%	0.6%	2.2%
Partner + children (under the age of 13)	--	16.0%	19.1%	12.0%	13.7%
Other relatives	--	4.3%	4.3%	6.2%	5.9%
Friends	--	7.5%	6.9%	3.4%	3.4%
Work colleagues	--	0.6%	0.0%	0.7%	0.0%
Other combinations ⁽¹⁾	--	18.3%	21.6%	22.8%	22.3%

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

How do they rate the Canary Islands?

Impression of their stay	2013Q4	2014Q4	2015Q4	2016Q4	2017Q4
Good or very good (% tourists)	--	92.0%	94.2%	91.0%	94.3%
Average rating (scale 1-10)	--	8.51	8.72	8.43	8.63

How many are loyal to the Canary Islands?

Repeat tourists	2013Q4	2014Q4	2015Q4	2016Q4	2017Q4
At least 1 previous visit	--	82.9%	85.7%	89.2%	87.4%
At least 10 previous visits	--	12.8%	17.5%	15.8%	16.4%

Where does the flight come from?

Tourists (> 16 years old)	2013Q4	2014Q4	2015Q4	2016Q4	2017Q4
Finland	--	98.0%	96.4%	96.9%	95.4%
Sweden	--	0.3%	0.4%	0.3%	2.4%
Spanish Mainland	--	0.6%	0.8%	0.8%	1.0%
Norway	--	0.0%	0.9%	0.3%	0.8%
United Kingdom	--	0.0%	0.0%	0.9%	0.3%
Germany	--	0.0%	0.0%	0.9%	0.0%
France	--	1.1%	0.0%	0.0%	0.0%
Netherlands	--	0.0%	0.7%	0.0%	0.0%
Others	--	0.0%	0.8%	0.0%	0.0%

Share (%)	2013Q4	2014Q4	2015Q4	2016Q4	2017Q4
- Lanzarote	--	7.3%	7.0%	6.5%	5.1%
- Fuerteventura	--	3.0%	4.5%	6.0%	4.9%
- Gran Canaria	--	50.5%	51.8%	43.1%	52.4%
- Tenerife	--	39.2%	36.4%	44.2%	37.3%
- La Palma	--	0.0%	0.2%	0.2%	0.3%

Why do they choose the Canary Islands?

Aspects influencing the choice	2013Q4	2014Q4	2015Q4	2016Q4	2017Q4
Climate/sun	--	94.8%	94.5%	95.7%	92.0%
Tranquillity/rest/relaxation	--	41.4%	31.3%	36.5%	39.7%
Beaches	--	38.3%	38.0%	32.1%	31.0%
Security	--	13.9%	17.3%	18.9%	19.9%
Scenery	--	17.3%	19.3%	21.2%	18.3%
Visiting new places	--	10.9%	9.8%	13.4%	14.3%
Suitable destination for children	--	14.2%	18.3%	9.6%	13.4%
Price	--	12.5%	14.2%	12.3%	12.6%
Ease of travel	--	8.9%	10.5%	9.0%	12.1%
Shopping	--	5.6%	4.8%	8.7%	4.8%
Nautical activities	--	1.2%	3.0%	3.3%	3.5%
Quality of the environment	--	3.5%	4.1%	2.7%	3.2%
Active tourism	--	4.7%	5.4%	6.3%	3.1%
Security against natural catastrophes	--	1.2%	1.5%	1.8%	2.5%
Golf	--	1.8%	2.2%	2.5%	1.8%
Theme parks	--	0.0%	1.9%	0.3%	1.6%

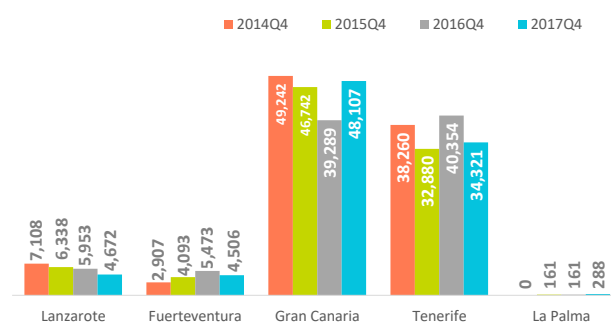
* Multi-choice question

What did motivate them to come?

Prescription sources	2013Q4	2014Q4	2015Q4	2016Q4	2017Q4
Previous visits to the Canary Islands	--	74.3%	77.2%	79.1%	72.7%
Recommendation by friends/relatives	--	28.0%	29.3%	25.5%	30.9%
The Canary Islands television channel	--	0.0%	0.0%	0.0%	0.0%
Other television or radio channels	--	0.3%	0.5%	0.3%	0.4%
Information in press/magazines/books	--	2.4%	2.6%	2.0%	2.6%
Attendance at a tourism fair	--	0.3%	0.2%	0.0%	0.3%
Tour Operator's brochure or catalogue	--	12.0%	11.3%	8.8%	10.2%
Recommendation by Travel Agency	--	3.2%	4.1%	1.4%	3.6%
Information obtained via the Internet	--	37.9%	41.3%	46.2%	41.4%
Senior Tourism programme	--	0.0%	0.0%	0.0%	0.0%
Others	--	10.0%	6.0%	6.4%	7.2%

* Multi-choice question

Tourist arrivals by islands



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.