

Tourist profile trend (2016)

Finland: First Quarter

How many are they and how much do they spend?



	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Tourist arrivals (> 16 years old)	116,969	--	129,896	104,231	105,197
Average daily expenditure (€)	125.48	--	129.27	131.56	126.61
. in their place of residence	84.08	--	89.19	92.75	85.47
. in the Canary Islands	41.40	--	40.07	38.82	41.14
Average length of stay	10.52	--	9.55	11.65	11.11
Turnover per tourist (€)	1,136	--	1,110	1,246	1,172
Total turnover (> 16 years old) (€m)	133	--	144	130	123
Share of total turnover	48.7%	--	54.2%	47.6%	47.9%
Share of total tourist	50.6%	--	52.9%	49.7%	49.5%

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

	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Accommodation (**):	49.60	--	30.37	54.24	78.25
- Accommodation	44.93	--	28.03	49.60	76.08
- Additional accommodation expenses	4.68	--	2.35	4.64	2.18
Transport:	28.21	--	25.15	25.15	29.51
- Public transport	7.85	--	4.87	5.28	7.76
- Taxi	9.41	--	10.65	9.45	10.93
- Car rental	10.95	--	9.62	10.42	10.82
Food and drink:	189.47	--	193.59	202.66	190.89
- Food purchases at supermarkets	72.09	--	78.90	96.25	90.24
- Restaurants	117.38	--	114.70	106.41	100.65
Souvenirs:	67.47	--	65.92	80.30	83.56
Leisure:	35.49	--	34.93	30.54	37.99
- Organized excursions	13.55	--	14.93	11.10	8.31
- Leisure, amusement	7.19	--	8.87	7.52	7.07
- Trip to other islands	4.17	--	0.42	0.85	9.33
- Sporting activities	2.41	--	1.54	3.32	9.05
- Cultural activities	0.49	--	2.49	0.59	0.79
- Discos and disco-pubs	7.68	--	6.67	7.15	3.43
Others:	19.82	--	10.88	14.35	20.78
- Wellness	2.19	--	2.60	2.96	2.95
- Medical expenses	1.29	--	3.11	1.03	1.04
- Other expenses	16.35	--	5.18	10.36	16.79

How far in advance do they book their trip?



	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
The same day they leave	0.0%	--	0.3%	0.3%	1.2%
Between 2 and 7 days	6.4%	--	8.4%	6.2%	6.7%
Between 8 and 15 days	11.4%	--	15.6%	8.2%	14.2%
Between 16 and 30 days	20.2%	--	17.7%	14.7%	19.8%
Between 31 and 90 days	34.8%	--	30.7%	36.8%	34.1%
More than 90 days	27.2%	--	27.4%	33.8%	24.0%

What do they book at their place of residence?



	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Flight only	8.1%	--	6.4%	8.1%	10.2%
Flight and accommodation (room only)	44.5%	--	42.1%	36.7%	38.3%
Flight and accommodation (B&B)	21.5%	--	22.4%	20.6%	21.6%
Flight and accommodation (half board)	7.7%	--	10.9%	13.4%	11.2%
Flight and accommodation (full board)	0.6%	--	1.6%	2.7%	3.8%
Flight and accommodation (all inclusive)	17.5%	--	16.5%	18.4%	14.9%
% Tourists using low-cost airlines	13.3%	--	20.3%	19.0%	22.2%
Other expenses in their place of residence:					
- Car rental	5.1%	--	1.2%	1.7%	4.0%
- Sporting activities	5.6%	--	3.5%	2.2%	8.1%
- Excursions	3.2%	--	1.9%	3.6%	2.0%
- Trip to other islands	0.4%	--	0.5%	0.4%	1.5%

How do they book?



	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Accommodation booking					
Tour Operator	76.5%	--	78.9%	75.2%	64.4%
- Tour Operator's website	83.6%	--	86.2%	91.4%	94.0%
Accommodation	5.5%	--	6.0%	6.6%	8.2%
- Accommodation's website	51.3%	--	85.3%	75.4%	65.2%
Travel agency (High street)	7.4%	--	5.2%	5.6%	5.4%
Online Travel Agency (OTA)	7.8%	--	6.4%	8.4%	19.1%
No need to book accommodation	2.7%	--	3.4%	4.2%	3.0%

	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Flight booking					
Tour Operator	80.3%	--	84.3%	75.9%	70.7%
- Tour Operator's website	76.9%	--	88.3%	90.1%	92.2%
Airline	5.0%	--	5.3%	11.2%	11.8%
- Airline's website	100.0%	--	95.2%	96.9%	93.1%
Travel agency (High street)	6.5%	--	5.4%	5.2%	4.1%
Online Travel Agency (OTA)	8.2%	--	5.0%	7.7%	13.4%

Where do they stay?



	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
5* Hotel	1.9%	--	5.0%	3.5%	4.1%
4* Hotel	25.4%	--	22.2%	29.9%	27.0%
1-2-3* Hotel	16.5%	--	21.6%	21.6%	19.6%
Apartment	53.2%	--	48.2%	42.8%	47.8%
Property (privately-owned, friends, family)	0.8%	--	2.7%	2.3%	0.9%
Others	2.1%	--	0.4%	0.0%	0.6%

Who are they?



	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Gender					
Percentage of men	38.7%	--	43.2%	45.4%	43.0%
Percentage of women	61.3%	--	56.8%	54.6%	57.0%

	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Age					
Average age (tourists > 16 years old)	48.3	--	46.6	50.9	46.8
Standard deviation	14.8	--	14.7	14.5	16.2

	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Age range (> 16 years old)					
16-24 years old	7.2%	--	9.5%	6.8%	12.6%
25-30 years old	8.4%	--	7.8%	3.7%	9.9%
31-45 years old	24.7%	--	29.3%	24.0%	21.5%
46-60 years old	37.1%	--	36.1%	37.4%	30.8%
Over 60 years old	22.7%	--	17.4%	28.2%	25.2%

	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Occupation					
Business owner or self-employed	9.0%	--	13.5%	11.0%	15.6%
Upper/Middle management employee	32.9%	--	36.2%	32.9%	25.3%
Auxiliary level employee	31.4%	--	25.5%	27.3%	21.2%
Students	2.6%	--	7.0%	3.6%	14.1%
Retired	20.2%	--	15.4%	22.9%	19.3%
Unemployed / unpaid dom. work	4.0%	--	2.3%	2.4%	4.5%

	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Annual household income level					
€12,000 - €24,000	15.8%	--	10.0%	8.8%	17.8%
€24,001 - €36,000	20.3%	--	15.7%	17.3%	17.7%
€36,001 - €48,000	18.3%	--	17.9%	16.4%	17.2%
€48,001 - €60,000	16.0%	--	17.9%	18.9%	8.4%
€60,001 - €72,000	10.0%	--	13.7%	11.9%	13.0%
€72,001 - €84,000	4.8%	--	9.1%	10.0%	7.7%
More than €84,000	14.7%	--	15.7%	16.7%	18.2%

(*) 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: First Quarter

Which island do they choose?



Tourists (> 16 years old)	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
- Lanzarote	5,465	--	10,683	4,706	3,154
- Fuerteventura	4,082	--	2,562	4,476	4,594
- Gran Canaria	53,746	--	57,069	50,829	54,981
- Tenerife	52,830	--	59,174	43,213	40,614
- La Palma	0	--	204	390	620

Share (%)	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
- Lanzarote	4.7%	--	8.2%	4.5%	3.0%
- Fuerteventura	3.5%	--	2.0%	4.3%	4.4%
- Gran Canaria	46.3%	--	44.0%	49.1%	52.9%
- Tenerife	45.5%	--	45.6%	41.7%	39.1%
- La Palma	0.0%	--	0.2%	0.4%	0.6%

Who do they come with?



	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Unaccompanied	6.1%	--	6.9%	9.1%	4.7%
Only with partner	45.7%	--	42.3%	47.6%	53.5%
Only with children (under the age of 13)	1.0%	--	1.9%	0.9%	0.5%
Partner + children (under the age of 13)	10.1%	--	14.9%	13.2%	9.6%
Other relatives	6.5%	--	4.4%	4.1%	4.9%
Friends	9.8%	--	6.3%	8.2%	8.6%
Work colleagues	0.5%	--	0.2%	0.0%	0.0%
Other combinations ⁽¹⁾	20.4%	--	23.2%	17.0%	18.3%

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

How do they rate the destination?



Impression of their stay	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Good or very good (% tourists)	87.3%	--	90.9%	86.5%	87.7%
Average rating (scale 1-10)	8.29	--	8.49	8.20	8.42

How many are loyal to the destination?

Repeat tourists of the Canary Islands	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Repeat tourists	85.6%	--	81.8%	87.9%	81.8%
In love (at least 10 previous visits)	17.4%	--	14.4%	21.3%	15.1%

Where does the flight come from?



Ten main origin countries	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Finland	96.6%	--	97.8%	94.4%	92.6%
United Kingdom	0.3%	--	0.4%	0.6%	4.6%
Spanish Mainland	0.0%	--	0.4%	0.3%	1.4%
Norway	0.0%	--	0.0%	0.3%	0.7%
Germany	0.0%	--	0.2%	0.1%	0.7%
Denmark	0.3%	--	0.5%	1.1%	0.0%
France	0.0%	--	0.0%	0.2%	0.0%
Russia	0.0%	--	0.0%	0.2%	0.0%
Sweden	2.9%	--	0.8%	2.7%	0.0%
Belgium	0.0%	--	0.0%	0.0%	0.0%

Why do they choose the Canary Islands?



Aspects influencing the choice	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Climate/sun	95.3%	--	93.5%	92.3%	97.3%
Beaches	27.5%	--	34.3%	32.6%	34.8%
Tranquillity/rest/relaxation	41.4%	--	34.5%	30.3%	31.2%
Security	15.5%	--	13.8%	15.7%	24.0%
Scenery	19.3%	--	17.6%	19.8%	21.2%
Price	18.8%	--	20.9%	17.2%	16.6%
Ease of travel	11.6%	--	8.7%	14.4%	13.8%
Visiting new places	16.3%	--	15.5%	10.3%	12.3%
Suitable destination for children	8.9%	--	13.4%	12.7%	8.5%
Shopping	7.2%	--	4.4%	8.2%	5.1%
Active tourism	3.9%	--	5.0%	5.9%	4.2%
Quality of the environment	2.5%	--	6.3%	5.3%	4.1%
Nightlife/fun	4.4%	--	3.4%	5.2%	3.1%
Nautical activities	3.9%	--	2.3%	2.6%	3.1%
Golf	1.2%	--	0.4%	1.8%	1.6%
Theme parks	1.9%	--	0.3%	1.6%	1.0%

* Multi-choice question

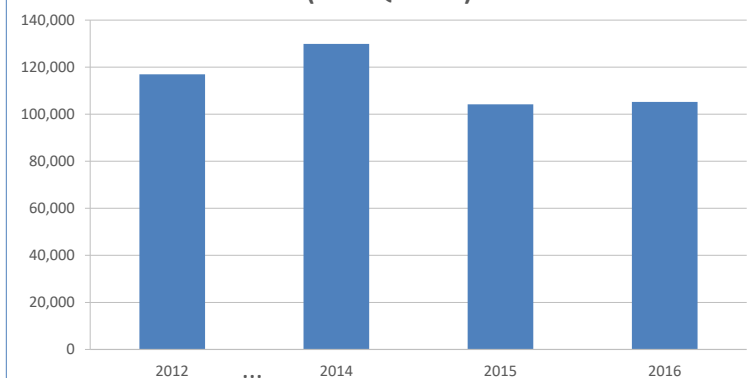
What did motivate them to come?



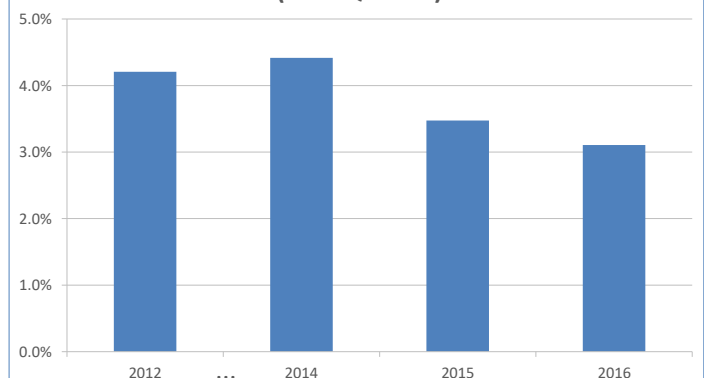
Aspects motivating the choice	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Previous visits to the Canary Islands	76.7%	--	72.3%	77.8%	72.9%
Recommendation by friends or relatives	30.8%	--	29.1%	28.8%	30.9%
The Canary Islands television channel	0.0%	--	0.0%	0.0%	0.0%
Other television or radio channels	0.3%	--	0.2%	0.5%	0.0%
Information in the press/magazines/books	2.8%	--	4.5%	2.7%	3.9%
Attendance at a tourism fair	1.3%	--	1.5%	1.4%	1.5%
Tour Operator's brochure or catalogue	13.8%	--	12.4%	8.5%	5.3%
Recommendation by Travel Agency	3.2%	--	4.5%	1.9%	3.1%
Information obtained via the Internet	39.9%	--	43.2%	41.3%	40.3%
Senior Tourism programme	0.4%	--	0.4%	0.0%	0.0%
Others	7.7%	--	4.2%	6.4%	6.3%

* Multi-choice question

Tourist arrivals trend (> 16 years old)
(First Quarter)



Share of tourists (> 16 years old)
(First Quarter)



Source: Encuesta sobre el Gasto Turístico (ISTAC). The information of 2013 is not shown due to sample failure. (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.