

Tourist profile trend (2017)

Finland: First Quarter

How many are they and how much do they spend?



	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Tourist arrivals (> 16 years old)	--	129,896	104,231	105,197	105,492
Average daily expenditure (€)	--	129.27	131.56	126.61	153.94
. in their place of residence	--	89.19	92.75	85.47	118.16
. in the Canary Islands	--	40.07	38.82	41.14	35.78
Average length of stay	--	9.55	11.65	11.11	9.89
Turnover per tourist (€)	--	1,110	1,246	1,172	1,315
Total turnover (> 16 years old) (€m)	--	144	130	123	139
Share of total turnover	--	54.2%	47.6%	47.9%	--
Share of total tourist	--	52.9%	49.7%	49.5%	--

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

	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Accommodation (**):	--	30.37	54.24	78.25	42.59
- Accommodation	--	28.03	49.60	76.08	35.59
- Additional accommodation expenses	--	2.35	4.64	2.18	6.99
Transport:	--	25.15	25.15	29.51	23.04
- Public transport	--	4.87	5.28	7.76	5.13
- Taxi	--	10.65	9.45	10.93	10.31
- Car rental	--	9.62	10.42	10.82	7.60
Food and drink:	--	193.59	202.66	190.89	165.96
- Food purchases at supermarkets	--	78.90	96.25	90.24	66.71
- Restaurants	--	114.70	106.41	100.65	99.25
Souvenirs:	--	65.92	80.30	83.56	59.98
Leisure:	--	34.93	30.54	37.99	24.71
- Organized excursions	--	14.93	11.10	8.31	11.06
- Leisure, amusement	--	8.87	7.52	7.07	6.10
- Trip to other islands	--	0.42	0.85	9.33	0.70
- Sporting activities	--	1.54	3.32	9.05	2.55
- Cultural activities	--	2.49	0.59	0.79	0.87
- Discos and disco-pubs	--	6.67	7.15	3.43	3.43
Others:	--	10.88	14.35	20.78	17.81
- Wellness	--	2.60	2.96	2.95	2.60
- Medical expenses	--	3.11	1.03	1.04	1.97
- Other expenses	--	5.18	10.36	16.79	13.23

How far in advance do they book their trip?



	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
The same day they leave	--	0.3%	0.3%	1.2%	0.0%
Between 2 and 7 days	--	8.4%	6.2%	6.7%	5.6%
Between 8 and 15 days	--	15.6%	8.2%	14.2%	5.5%
Between 16 and 30 days	--	17.7%	14.7%	19.8%	13.7%
Between 31 and 90 days	--	30.7%	36.8%	34.1%	44.5%
More than 90 days	--	27.4%	33.8%	24.0%	30.8%

What do they book at their place of residence?



	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Flight only	--	6.4%	8.1%	10.2%	5.2%
Flight and accommodation (room only)	--	42.1%	36.7%	38.3%	32.2%
Flight and accommodation (B&B)	--	22.4%	20.6%	21.6%	23.7%
Flight and accommodation (half board)	--	10.9%	13.4%	11.2%	14.2%
Flight and accommodation (full board)	--	1.6%	2.7%	3.8%	3.0%
Flight and accommodation (all inclusive)	--	16.5%	18.4%	14.9%	21.8%
% Tourists using low-cost airlines	--	20.3%	19.0%	22.2%	12.8%
Other expenses in their place of residence:					
- Car rental	--	1.2%	1.7%	4.0%	4.0%
- Sporting activities	--	3.5%	2.2%	8.1%	6.1%
- Excursions	--	1.9%	3.6%	2.0%	1.7%
- Trip to other islands	--	0.5%	0.4%	1.5%	0.4%

How do they book?



	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Accommodation booking					
Tour Operator	--	78.9%	75.2%	64.4%	81.3%
- Tour Operator's website	--	86.2%	91.4%	94.0%	92.8%
Accommodation	--	6.0%	6.6%	8.2%	5.2%
- Accommodation's website	--	85.3%	75.4%	65.2%	67.9%
Travel agency (High street)	--	5.2%	5.6%	5.4%	3.1%
Online Travel Agency (OTA)	--	6.4%	8.4%	19.1%	9.4%
No need to book accommodation	--	3.4%	4.2%	3.0%	1.0%

Flight booking

	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Tour Operator	--	84.3%	75.9%	70.7%	82.1%
- Tour Operator's website	--	88.3%	90.1%	92.2%	91.0%
Airline	--	5.3%	11.2%	11.8%	7.0%
- Airline's website	--	95.2%	96.9%	93.1%	100.0%
Travel agency (High street)	--	5.4%	5.2%	4.1%	3.4%
Online Travel Agency (OTA)	--	5.0%	7.7%	13.4%	7.5%

Where do they stay?



	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
5* Hotel	--	5.0%	3.5%	4.1%	5.4%
4* Hotel	--	22.2%	29.9%	27.0%	36.0%
1-2-3* Hotel	--	21.6%	21.6%	19.6%	15.8%
Apartment	--	48.2%	42.8%	47.8%	39.9%
Property (privately-owned, friends, family)	--	2.7%	2.3%	0.9%	1.6%
Others	--	0.4%	0.0%	0.6%	1.3%

Who are they?



	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Gender					
Percentage of men	--	43.2%	45.4%	43.0%	42.5%
Percentage of women	--	56.8%	54.6%	57.0%	57.5%
Age					
Average age (tourists > 16 years old)	--	46.6	50.9	46.8	48.9
Standard deviation	--	14.7	14.5	16.2	13.7
Age range (> 16 years old)					
16-24 years old	--	9.5%	6.8%	12.6%	5.2%
25-30 years old	--	7.8%	3.7%	9.9%	5.4%
31-45 years old	--	29.3%	24.0%	21.5%	28.3%
46-60 years old	--	36.1%	37.4%	30.8%	38.6%
Over 60 years old	--	17.4%	28.2%	25.2%	22.6%
Occupation					
Business owner or self-employed	--	13.5%	11.0%	15.6%	12.4%
Upper/Middle management employee	--	36.2%	32.9%	25.3%	38.4%
Auxiliary level employee	--	25.5%	27.3%	21.2%	23.1%
Students	--	7.0%	3.6%	14.1%	3.9%
Retired	--	15.4%	22.9%	19.3%	20.7%
Unemployed / unpaid dom. work	--	2.3%	2.4%	4.5%	1.6%
Annual household income level					
€12,000 - €24,000	--	10.0%	8.8%	17.8%	8.0%
€24,001 - €36,000	--	15.7%	17.3%	17.7%	13.4%
€36,001 - €48,000	--	17.9%	16.4%	17.2%	18.1%
€48,001 - €60,000	--	17.9%	18.9%	8.4%	16.9%
€60,001 - €72,000	--	13.7%	11.9%	13.0%	9.5%
€72,001 - €84,000	--	9.1%	10.0%	7.7%	8.5%
More than €84,000	--	15.7%	16.7%	18.2%	25.6%

(*) 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.

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Which island do they choose?



Tourists (> 16 years old)	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
- Lanzarote	--	10,683	4,706	3,154	6,305
- Fuerteventura	--	2,562	4,476	4,594	8,161
- Gran Canaria	--	57,069	50,829	54,981	44,609
- Tenerife	--	59,174	43,213	40,614	46,417
- La Palma	--	204	390	620	0

Share (%)	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
- Lanzarote	--	8.2%	4.5%	3.0%	6.0%
- Fuerteventura	--	2.0%	4.3%	4.4%	7.7%
- Gran Canaria	--	44.0%	49.1%	52.9%	42.3%
- Tenerife	--	45.6%	41.7%	39.1%	44.0%
- La Palma	--	0.2%	0.4%	0.6%	0.0%

Who do they come with?



	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Unaccompanied	--	6.9%	9.1%	4.7%	4.9%
Only with partner	--	42.3%	47.6%	53.5%	38.5%
Only with children (under the age of 13)	--	1.9%	0.9%	0.5%	3.4%
Partner + children (under the age of 13)	--	14.9%	13.2%	9.6%	20.2%
Other relatives	--	4.4%	4.1%	4.9%	5.8%
Friends	--	6.3%	8.2%	8.6%	6.0%
Work colleagues	--	0.2%	0.0%	0.0%	0.0%
Other combinations ⁽¹⁾	--	23.2%	17.0%	18.3%	21.2%

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

How do they rate the destination?



Impression of their stay	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Good or very good (% tourists)	--	90.9%	86.5%	87.7%	90.7%
Average rating (scale 1-10)	--	8.49	8.20	8.42	8.62

How many are loyal to the destination?

Repeat tourists of the Canary Islands	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Repeat tourists	--	81.8%	87.9%	81.8%	88.1%
In love (at least 10 previous visits)	--	14.4%	21.3%	15.1%	17.3%

Where does the flight come from?



Ten main origin markets	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Finland	--	97.8%	94.4%	92.6%	95.0%
Sweden	--	0.8%	2.7%	0.0%	1.7%
United Kingdom	--	0.4%	0.6%	4.6%	1.4%
Germany	--	0.2%	0.1%	0.7%	0.8%
Spanish Mainland	--	0.4%	0.3%	1.4%	0.3%
Norway	--	0.0%	0.3%	0.7%	0.3%
Poland	--	0.0%	0.0%	0.0%	0.3%
Czech Republic	--	0.0%	0.0%	0.0%	0.1%
Denmark	--	0.5%	1.1%	0.0%	0.0%
France	--	0.0%	0.2%	0.0%	0.0%



Why do they choose the Canary Islands?



Aspects influencing the choice	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Climate/sun	--	93.5%	92.3%	97.3%	93.6%
Tranquillity/rest/relaxation	--	34.5%	30.3%	31.2%	32.9%
Beaches	--	34.3%	32.6%	34.8%	29.8%
Suitable destination for children	--	13.4%	12.7%	8.5%	21.5%
Security	--	13.8%	15.7%	24.0%	19.6%
Scenery	--	17.6%	19.8%	21.2%	19.2%
Visiting new places	--	15.5%	10.3%	12.3%	15.1%
Price	--	20.9%	17.2%	16.6%	10.7%
Ease of travel	--	8.7%	14.4%	13.8%	10.6%
Shopping	--	4.4%	8.2%	5.1%	6.1%
Active tourism	--	5.0%	5.9%	4.2%	3.5%
Quality of the environment	--	6.3%	5.3%	4.1%	3.4%
Nightlife/fun	--	3.4%	5.2%	3.1%	3.1%
Culture	--	1.4%	1.2%	0.5%	2.6%
Nautical activities	--	2.3%	2.6%	3.1%	2.5%
Theme parks	--	0.3%	1.6%	1.0%	2.4%

* Multi-choice question

What did motivate them to come?



Aspects motivating the choice	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Previous visits to the Canary Islands	--	72.3%	77.8%	72.9%	77.3%
Recommendation by friends or relatives	--	29.1%	28.8%	30.9%	25.6%
The Canary Islands television channel	--	0.0%	0.0%	0.0%	0.0%
Other television or radio channels	--	0.2%	0.5%	0.0%	0.3%
Information in the press/magazines/books	--	4.5%	2.7%	3.9%	3.0%
Attendance at a tourism fair	--	1.5%	1.4%	1.5%	0.8%
Tour Operator's brochure or catalogue	--	12.4%	8.5%	5.3%	10.2%
Recommendation by Travel Agency	--	4.5%	1.9%	3.1%	2.2%
Information obtained via the Internet	--	43.2%	41.3%	40.3%	42.7%
Senior Tourism programme	--	0.4%	0.0%	0.0%	0.0%
Others	--	4.2%	6.4%	6.3%	5.4%

* Multi-choice question

