

Tourist profile by islands (2016)

Finn market

How many are they and how much do they spend?



How do they book?



	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourist arrivals (> 16 years old)	9,107	11,763	99,318	90,007	847
Average daily expenditure (€)	--	--	131.34	137.19	--
. in their place of residence	--	--	89.98	99.82	--
. in the Canary Islands	--	--	41.36	37.38	--
Average length of stay	--	--	11.54	9.09	--
Turnover per tourist (€)	--	--	1,250	1,137	--
Total turnover (> 16 years old) (€m)	--	--	124.2	102	--
Finn turnover: share by islands	--	--	48.5%	40.0%	--
Finn tourist arrivals: share by islands	4.3%	5.6%	47.1%	42.6%	0.4%

	LZ	FUE	GC	TFE	LP
Accommodation booking	--	--	70.8%	74.5%	--
Tour Operator	--	--	70.8%	74.5%	--
- Tour Operator's website	--	--	95.5%	93.9%	--
Accommodation	--	--	6.4%	6.4%	--
- Accommodation's website	--	--	57.7%	70.1%	--
Travel agency (High street)	--	--	5.7%	3.1%	--
Online Travel Agency (OTA)	--	--	14.5%	12.0%	--
No need to book accommodation	--	--	2.4%	4.0%	--

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

	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Accommodation (**):	--	--	72.16	28.41	--
- Accommodation	--	--	64.77	27.10	--
- Additional accommodation expenses	--	--	7.38	1.30	--
Transport:	--	--	32.63	26.40	--
- Public transport	--	--	6.76	5.84	--
- Taxi	--	--	14.92	7.36	--
- Car rental	--	--	10.94	13.20	--
Food and drink:	--	--	204.35	161.63	--
- Food purchases at supermarkets	--	--	99.37	72.60	--
- Restaurants	--	--	104.97	89.03	--
Souvenirs:	--	--	89.39	66.16	--
Leisure:	--	--	28.12	20.15	--
- Organized excursions	--	--	9.20	5.41	--
- Leisure, amusement	--	--	6.10	6.61	--
- Trip to other islands	--	--	0.46	1.45	--
- Sporting activities	--	--	3.61	2.70	--
- Cultural activities	--	--	3.04	0.56	--
- Discos and disco-pubs	--	--	5.71	3.41	--
Others:	--	--	24.93	12.75	--
- Wellness	--	--	2.72	6.53	--
- Medical expenses	--	--	1.39	3.06	--
- Other expenses	--	--	20.82	3.16	--

	LZ	FUE	GC	TFE	LP
Flight booking	--	--	73.2%	79.9%	--
Tour Operator	--	--	73.2%	79.9%	--
- Tour Operator's website	--	--	90.9%	95.3%	--
Airline	--	--	11.4%	10.6%	--
- Airline's website	--	--	94.9%	94.1%	--
Travel agency (High street)	--	--	4.7%	3.0%	--
Online Travel Agency (OTA)	--	--	10.6%	6.5%	--

Where do they stay?



	LZ	FUE	GC	TFE	LP
5* Hotel	--	--	5.2%	2.8%	--
4* Hotel	--	--	21.9%	32.7%	--
1-2-3* Hotel	--	--	19.7%	11.6%	--
Apartment	--	--	51.0%	50.5%	--
Property (privately-owned, friends, family)	--	--	1.2%	2.0%	--
Others	--	--	1.0%	0.4%	--

Who are they?



	LZ	FUE	GC	TFE	LP
Gender	--	--	42.4%	41.4%	--
Percentage of men	--	--	42.4%	41.4%	--
Percentage of women	--	--	57.6%	58.6%	--

	LZ	FUE	GC	TFE	LP
Age	--	--	50.7	48.0	--
Average age (tourists > 16 years old)	--	--	50.7	48.0	--
Standard deviation	--	--	15.8	14.9	--

	LZ	FUE	GC	TFE	LP
Age range (> 16 years old)	--	--	8.6%	6.9%	--
16-24 years old	--	--	8.6%	6.9%	--
25-30 years old	--	--	5.9%	8.3%	--
31-45 years old	--	--	16.5%	27.2%	--
46-60 years old	--	--	36.9%	32.3%	--
Over 60 years old	--	--	32.0%	25.3%	--

	LZ	FUE	GC	TFE	LP
Occupation	--	--	10.7%	16.9%	--
Business owner or self-employed	--	--	10.7%	16.9%	--
Upper/Middle management employee	--	--	25.8%	29.7%	--
Auxiliary level employee	--	--	20.3%	21.9%	--
Students	--	--	9.4%	9.4%	--
Retired	--	--	29.7%	19.7%	--
Unemployed / unpaid dom. work	--	--	4.1%	2.3%	--

	LZ	FUE	GC	TFE	LP
Annual household income level	--	--	15.1%	15.9%	--
€12,000 - €24,000	--	--	15.1%	15.9%	--
€24,001 - €36,000	--	--	19.0%	13.5%	--
€36,001 - €48,000	--	--	17.0%	17.1%	--
€48,001 - €60,000	--	--	10.0%	14.1%	--
€60,001 - €72,000	--	--	12.4%	13.5%	--
€72,001 - €84,000	--	--	9.5%	7.7%	--
More than €84,000	--	--	16.9%	18.2%	--

How far in advance do they book their trip?



	LZ	FUE	GC	TFE	LP
The same day they leave	--	--	1.7%	0.0%	--
Between 2 and 7 days	--	--	7.7%	4.9%	--
Between 8 and 15 days	--	--	13.8%	11.6%	--
Between 16 and 30 days	--	--	12.3%	18.2%	--
Between 31 and 90 days	--	--	29.0%	34.9%	--
More than 90 days	--	--	35.5%	30.4%	--

What do they book at their place of residence?



	LZ	FUE	GC	TFE	LP
Flight only	--	--	9.2%	5.6%	--
Flight & accommodation (room only)	--	--	42.0%	33.9%	--
Flight & accommodation (B&B)	--	--	18.0%	23.9%	--
Flight & accommodation (half board)	--	--	12.8%	16.6%	--
Flight & accommodation (full board)	--	--	3.7%	3.3%	--
Flight & accommodation (all inclusive)	--	--	14.4%	16.6%	--
% Tourists using low-cost airlines	--	--	20.9%	13.2%	--
Other expenses in their place of residence:	--	--	3.0%	3.4%	--
- Car rental	--	--	3.0%	3.4%	--
- Sporting activities	--	--	2.2%	4.9%	--
- Excursions	--	--	2.8%	2.6%	--
- Trip to other islands	--	--	1.5%	0.0%	--

(*) 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)	LZ	FUE	GC	TFE	LP
- 2012	16,987	7,902	139,483	65,779	29
- 2013	7,295	0	106,452	119,439	6,304
- 2014	18,338	5,469	116,941	104,400	204
- 2015	11,618	10,140	106,317	79,942	551
- 2016	9,107	11,763	99,318	90,007	847

Share (%)	LZ	FUE	GC	TFE	LP
- 2012	7.4%	3.4%	60.6%	28.6%	0.0%
- 2013	3.0%	0.0%	44.4%	49.9%	2.6%
- 2014	7.5%	2.2%	47.7%	42.6%	0.1%
- 2015	5.6%	4.9%	51.0%	38.3%	0.3%
- 2016	4.3%	5.6%	47.1%	42.6%	0.4%

Who do they come with?



	LZ	FUE	GC	TFE	LP
Unaccompanied	--	--	5.4%	9.7%	--
Only with partner	--	--	56.3%	45.9%	--
Only with children (under the age of 13)	--	--	1.5%	0.3%	--
Partner + children (under the age of 13)	--	--	7.4%	13.3%	--
Other relatives	--	--	5.3%	5.1%	--
Friends	--	--	4.7%	3.5%	--
Work colleagues	--	--	0.0%	0.7%	--
Other combinations ⁽¹⁾	--	--	19.4%	21.5%	--

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

How do they rate the destination?



Impression of their stay	LZ	FUE	GC	TFE	LP
Good or very good (% tourists)	--	--	85.8%	93.6%	--
Average rating (scale 1-10)	--	--	8.41	8.53	--

How many are loyal to the destination?

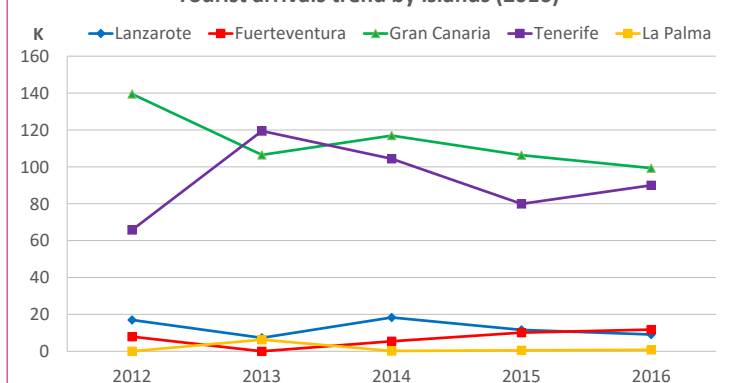
Repeat tourists of each island	LZ	FUE	GC	TFE	LP
Repeat tourists	--	--	69.6%	64.1%	--
In love (at least 10 previous visits)	--	--	9.8%	4.7%	--

Where does the flight come from?



Ten main origin markets	LZ	FUE	GC	TFE	LP
Finland	--	--	95.3%	95.4%	--
United Kingdom	--	--	0.3%	1.5%	--
Spanish Mainland	--	--	2.4%	1.5%	--
Germany	--	--	0.0%	1.3%	--
Norway	--	--	1.6%	0.3%	--
Sweden	--	--	0.2%	0.0%	--
Denmark	--	--	0.2%	0.0%	--
Belgium	--	--	0.0%	0.0%	--
Ireland	--	--	0.0%	0.0%	--
Italy	--	--	0.0%	0.0%	--

Tourist arrivals trend by islands (2016)



Source: Encuesta sobre el Gasto Turístico (ISTAC). (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.

Why do they choose the Canary Islands?



Aspects influencing the choice	LZ	FUE	GC	TFE	LP
Climate/sun	--	--	96.9%	95.1%	--
Beaches	--	--	40.4%	25.3%	--
Tranquillity/rest/relaxation	--	--	33.1%	36.3%	--
Security	--	--	21.9%	23.7%	--
Scenery	--	--	17.1%	27.6%	--
Price	--	--	16.4%	12.8%	--
Visiting new places	--	--	12.0%	14.9%	--
Ease of travel	--	--	11.9%	6.7%	--
Suitable destination for children	--	--	6.1%	10.7%	--
Shopping	--	--	7.4%	6.6%	--
Active tourism	--	--	3.3%	6.2%	--
Nautical activities	--	--	3.5%	2.3%	--
Quality of the environment	--	--	3.7%	3.8%	--
Nightlife/fun	--	--	3.8%	1.9%	--
Golf	--	--	1.8%	1.5%	--
Security against natural catastrophes	--	--	0.7%	2.1%	--

* Multi-choice question

What did motivate them to come?



Aspects motivating the choice	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	--	--	77.7%	77.2%	--
Recommendation by friends or relatives	--	--	26.9%	28.3%	--
The Canary Islands television channel	--	--	0.0%	0.2%	--
Other television or radio channels	--	--	0.3%	0.0%	--
Information in the press/magazines/books	--	--	4.9%	0.6%	--
Attendance at a tourism fair	--	--	1.3%	0.3%	--
Tour Operator's brochure or catalogue	--	--	8.4%	5.9%	--
Recommendation by Travel Agency	--	--	2.3%	2.1%	--
Information obtained via the Internet	--	--	39.8%	42.4%	--
Senior Tourism programme	--	--	0.0%	0.0%	--
Others	--	--	5.8%	6.7%	--

* Multi-choice question

Share of tourists by islands (2016)

