

How many are they and how much do they spend?



	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourist arrivals (FRONTUR) (thousands)	n.d.	n.d.	n.d.	n.d.	n.d.
Tourist arrivals (> 16 years old)	12,247	13,229	102,468	88,030	826
Average daily expenditure (€)	163.61	151.00	146.72	156.76	--
. in their place of residence	126.67	125.61	106.84	119.34	--
. in the Canary Islands	36.93	25.39	39.88	37.42	--
Average length of stay	7.80	8.03	10.30	8.71	--
Turnover per tourist (€)	1,224	1,177	1,274	1,248	--
Total turnover (€m)	15	16	131	110	--
Finnish tourist arrivals: share by islands	5.6%	6.1%	47.3%	40.6%	0.4%
Finnish turnover: share by islands	5.5%	5.7%	48.2%	40.5%	--
% tourists who pay in the Canary Islands:					
Accommodation:					
- Accommodation	10.4%	3.6%	15.1%	6.7%	--
- Additional accommodation expenses	9.8%	7.3%	6.3%	7.9%	--
Transport:					
- Public transport	22.7%	18.0%	31.9%	17.1%	--
- Taxi	37.3%	36.9%	45.3%	28.8%	--
- Car rental	35.8%	18.7%	15.5%	16.5%	--
Food and drink:					
- Food purchases at supermarkets	72.0%	59.1%	76.7%	62.7%	--
- Restaurants	81.8%	64.8%	76.5%	60.7%	--
Souvenirs:					
	70.9%	54.3%	66.2%	61.9%	--
Leisure:					
- Organized excursions	20.9%	13.9%	15.1%	20.9%	--
- Leisure, amusement	13.0%	8.2%	11.3%	17.3%	--
- Trip to other islands	5.8%	9.0%	0.3%	1.5%	--
- Sporting activities	14.8%	12.2%	5.2%	4.4%	--
- Cultural activities	1.7%	3.8%	4.9%	2.4%	--
- Discos and disco-pubs	3.1%	4.3%	11.1%	2.0%	--
Others:					
- Wellness	6.9%	7.5%	7.7%	4.3%	--
- Medical expenses	4.9%	8.6%	7.8%	3.5%	--
- Other expenses	9.2%	10.3%	6.2%	8.5%	--



What do they book at their place of residence?



	LZ	FUE	GC	TFE	LP
Flight only	3.8%	1.0%	8.6%	5.7%	--
Flight and accommodation (room only)	32.3%	18.0%	38.7%	31.5%	--
Flight and accommodation (B&B)	25.8%	9.6%	21.0%	26.5%	--
Flight and accommodation (half board)	13.8%	18.4%	13.4%	14.3%	--
Flight and accommodation (full board)	2.7%	2.3%	2.3%	4.6%	--
Flight and accommodation (all inclusive)	21.6%	50.6%	16.2%	17.4%	--
% Tourists using low-cost airlines	6.5%	13.3%	26.1%	24.1%	--
Other expenses in their place of residence:					
- Car rental	2.6%	2.7%	5.2%	6.0%	--
- Sporting activities	10.9%	8.8%	7.7%	4.2%	--
- Excursions	3.3%	1.2%	2.6%	4.3%	--
- Trip to other islands	0.0%	3.1%	0.4%	1.0%	--

* Tourists over 16 years old.

How do they book?



	LZ	FUE	GC	TFE	LP
Accommodation booking					
Tour Operator	86.4%	81.8%	69.3%	75.1%	--
- Tour Operator's website	100.0%	100.0%	94.2%	90.6%	--
Accommodation	2.5%	7.2%	9.1%	4.9%	--
- Accommodation's website	100.0%	100.0%	57.6%	90.3%	--
Travel agency (High street)	0.0%	1.7%	3.4%	2.3%	--
Online Travel Agency (OTA)	11.0%	9.3%	13.2%	13.9%	--
No need to book accommodation	0.0%	0.0%	5.0%	3.8%	--
Flight booking					
Tour Operator	96.0%	84.3%	69.6%	72.9%	--
- Tour Operator's website	100.0%	97.5%	94.7%	90.2%	--
Airline	2.2%	5.9%	16.0%	13.8%	--
- Airline's website	100.0%	100.0%	97.5%	100.0%	--
Travel agency (High street)	0.0%	4.7%	3.3%	2.0%	--
Online Travel Agency (OTA)	1.8%	5.1%	11.0%	11.3%	--

How far in advance do they book their trip?



	LZ	FUE	GC	TFE	LP
The same day they leave	0.0%	0.0%	0.0%	0.4%	--
Between 2 and 7 days	4.6%	3.9%	5.6%	4.3%	--
Between 8 and 15 days	5.7%	1.2%	7.1%	7.5%	--
Between 16 and 30 days	24.1%	16.9%	12.9%	14.1%	--
Between 31 and 90 days	31.1%	49.6%	44.1%	39.4%	--
More than 90 days	34.4%	28.4%	30.3%	34.4%	--

Who are they?



	LZ	FUE	GC	TFE	LP
Gender					
Men	43.5%	37.6%	48.2%	39.6%	--
Women	56.5%	62.4%	51.8%	60.4%	--
Age					
Average age (tourists > 16 years old)	47.3	48.9	48.1	48.9	--
Standard deviation	13.5	15.2	15.2	13.5	--
Age range (> 16 years old)					
16-24 years old	2.1%	3.1%	8.6%	5.1%	--
25-30 years old	14.8%	6.0%	6.5%	6.1%	--
31-45 years old	38.6%	32.8%	26.5%	29.0%	--
46-60 years old	21.4%	33.4%	35.1%	36.6%	--
Over 60 years old	23.1%	24.7%	23.2%	23.2%	--
Occupation					
Business owner or self-employed	12.2%	10.1%	10.1%	12.2%	--
Upper/Middle management employee	43.4%	39.7%	35.5%	39.5%	--
Auxiliary level employee	18.9%	26.2%	25.3%	22.9%	--
Students	5.1%	1.2%	7.5%	2.7%	--
Retired	20.4%	21.6%	20.1%	19.5%	--
Unemployed / unpaid dom. work	0.0%	1.3%	1.5%	3.1%	--
Annual household income level					
€12,000 - €24,000	3.2%	6.7%	10.8%	7.9%	--
€24,001 - €36,000	15.0%	5.1%	12.8%	14.4%	--
€36,001 - €48,000	9.2%	6.2%	19.7%	17.9%	--
€48,001 - €60,000	12.6%	20.0%	19.0%	22.4%	--
€60,001 - €72,000	5.3%	6.9%	9.6%	8.2%	--
€72,001 - €84,000	15.2%	19.8%	8.1%	7.2%	--
More than €84,000	39.5%	35.3%	20.1%	21.9%	--

Tourist profile by islands (2017)

FINLAND

Which island do they choose?

Tourists (> 16 years old)	LZ	FUE	GC	TFE	LP
- 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
- 2017	12,247	13,229	102,468	88,030	826

Share (%)	LZ	FUE	GC	TFE	LP
- 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%
- 2017	5.6%	6.1%	47.3%	40.6%	0.4%

Where do they stay?

	LZ	FUE	GC	TFE	LP
5* Hotel	2.5%	0.0%	6.4%	4.9%	--
4* Hotel	21.3%	61.4%	26.9%	34.8%	--
1-2-3* Hotel	2.3%	23.2%	17.1%	14.0%	--
Apartment	73.9%	13.0%	45.2%	42.0%	--
Property (privately-owned, friends, family)	0.0%	0.0%	2.5%	3.1%	--
Others	0.0%	2.4%	1.9%	1.2%	--

Why do they choose the Canary Islands?

Aspects influencing the choice	LZ	FUE	GC	TFE	LP
Climate/sun	98.2%	93.0%	93.6%	91.6%	--
Tranquillity/rest/relaxation	38.5%	26.1%	36.5%	35.9%	--
Beaches	20.9%	40.9%	33.1%	27.2%	--
Security	25.0%	16.4%	21.4%	17.4%	--
Scenery	18.7%	12.5%	12.8%	27.7%	--
Suitable destination for children	24.6%	21.1%	15.0%	16.6%	--
Visiting new places	19.6%	13.5%	14.4%	16.8%	--
Price	12.2%	13.5%	13.3%	10.5%	--
Ease of travel	10.1%	5.7%	10.9%	11.8%	--
Shopping	0.0%	8.0%	5.6%	6.0%	--
Quality of the environment	2.5%	0.0%	5.1%	2.8%	--
Active tourism	4.4%	5.5%	2.3%	3.9%	--
Nautical activities	4.9%	7.6%	4.2%	0.4%	--
Nightlife/fun	0.0%	0.0%	4.7%	1.4%	--
Culture	0.0%	3.9%	2.2%	1.8%	--
Theme parks	0.0%	0.0%	0.0%	4.5%	--

Who do they come with?

	LZ	FUE	GC	TFE	LP
Unaccompanied	4.5%	4.2%	11.7%	6.3%	--
Only with partner	35.5%	40.8%	38.3%	44.2%	--
Only with children (under the age of 13)	2.3%	1.9%	3.2%	2.0%	--
Partner + children (under the age of 13)	31.4%	28.7%	14.8%	15.0%	--
Other relatives	2.8%	2.2%	5.8%	5.7%	--
Friends	0.0%	4.4%	5.8%	5.1%	--
Work colleagues	0.0%	0.0%	0.0%	0.0%	--
Other combinations ⁽¹⁾	23.5%	17.8%	20.4%	21.7%	--

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

How do they rate the Canary Islands?

Impression of their stay	LZ	FUE	GC	TFE	LP
Good or very good (% tourists)	83.5%	93.1%	93.4%	92.8%	--
Average rating (scale 1-10)	8.43	8.90	8.59	8.66	--

How many are loyal to the Canary Islands?

Repeat tourists of each island	LZ	FUE	GC	TFE	LP
At least 1 previous visit	46.1%	42.8%	68.2%	63.5%	--
At least 10 previous visits	0.0%	2.0%	6.5%	4.0%	--

Where does the flight come from?

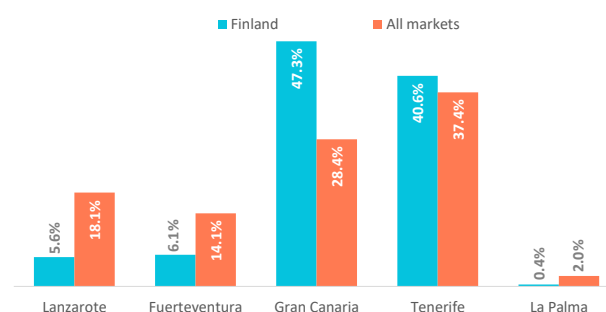
Tourists (> 16 years old)	LZ	FUE	GC	TFE	LP
Finland	98.2%	86.0%	92.8%	94.3%	--
Sweden	0.0%	2.7%	3.1%	1.0%	--
United Kingdom	0.0%	2.2%	0.6%	2.7%	--
Norway	0.0%	0.0%	2.0%	0.4%	--
Spanish Mainland	0.0%	0.0%	1.1%	1.0%	--
Germany	0.0%	4.2%	0.5%	0.6%	--
Poland	0.0%	2.4%	0.0%	0.0%	--
Switzerland	1.8%	0.0%	0.0%	0.0%	--
Belgium	0.0%	1.4%	0.0%	0.0%	--
Czech Republic	0.0%	1.1%	0.0%	0.0%	--

What did motivate them to come?

Prescription sources	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	85.2%	84.0%	76.4%	71.0%	--
Recommendation by friends/relatives	15.0%	16.6%	29.5%	28.9%	--
The Canary Islands television channel	0.0%	0.0%	0.0%	0.0%	--
Other television or radio channels	0.0%	0.0%	0.7%	0.0%	--
Information in press/magazines/books	3.8%	6.1%	2.4%	2.3%	--
Attendance at a tourism fair	1.8%	0.0%	0.6%	0.3%	--
Tour Operator's brochure or catalogue	9.9%	18.9%	10.8%	7.9%	--
Recommendation by Travel Agency	0.0%	0.0%	3.5%	2.3%	--
Information obtained via the Internet	52.8%	40.2%	40.7%	41.0%	--
Senior Tourism programme	0.0%	0.0%	0.0%	0.0%	--
Others	4.5%	6.4%	7.4%	4.1%	--

* Multi-choice question

Share of tourist arrivals by islands



Tourists over 16 years old.

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.