

Tourist profile by quarter of trip (2015)

Canary Islands: Finn

How many they are and how much do they spend?



	Q1	Q2	Q3	Q4	Total
Tourist arrivals (> 16 years old)	111,046	14,530	1,949	85,586	213,111
Average daily expenditure (€)	129.51	125.96	102.98	147.98	136.44
. in their place of residence	89.94	88.12	62.04	107.16	96.48
. in the Canary Islands	39.56	37.84	40.94	40.82	39.96
Average length of stay	10.88	13.21	22.30	10.23	10.88
Turnover per tourist (€)	1,183	1,416	1,142	1,327	1,256
Total turnover (> 16 years old) (€m)	131.3	20.6	2.2	113.5	267.7
Share of finn turnover	49.1%	7.7%	0.8%	42.4%	100%
Share of finn tourist	52.1%	6.8%	0.9%	40.2%	100%

Expenditure in the Canary Islands per tourist and trip (€)					
Accommodation (*) :	48.25	93.57	134.84	68.95	60.45
- Accommodation	44.17	91.22	133.30	61.98	55.35
- Additional accommodation expenses	4.08	2.35	1.54	6.96	5.10
Transport:	27.79	27.90	35.83	22.74	25.84
- Public transport	5.59	4.84	2.94	5.32	5.41
- Taxi	9.94	13.42	6.61	9.89	10.12
- Car rental	12.26	9.64	26.29	7.53	10.31
Food and drink:	189.70	268.65	208.69	202.49	200.39
- Food purchases at supermarkets	93.30	137.62	64.54	94.98	96.73
- Restaurants	96.41	131.03	144.15	107.51	103.66
Souvenirs:	79.06	98.23	24.97	64.57	74.05
Leisure:	33.37	24.30	113.85	30.14	32.19
- Organized excursions	10.47	4.25	111.28	9.16	10.44
- Leisure, amusement	8.61	4.34	0.00	8.01	8.00
- Trip to other islands	1.16	3.74	0.00	0.46	1.04
- Sporting activities	4.19	0.94	2.57	7.95	5.46
- Cultural activities	0.52	0.24	0.00	1.43	0.86
- Discos and disco-pubs	8.42	10.80	0.00	3.12	6.38
Others:	12.25	14.55	7.34	14.17	13.13
- Wellness	3.71	1.73	0.00	3.39	3.41
- Medical expenses	1.11	3.26	0.00	0.57	1.03
- Other expenses	7.44	9.56	7.34	10.22	8.70

How far in advance do they book their trip?



	Q1	Q2	Q3	Q4	Total
The same day they leave	0.1%	0.0%	14.7%	0.6%	0.5%
Between 2 and 7 days	6.8%	4.6%	0.0%	1.7%	4.6%
Between 8 and 15 days	6.2%	0.9%	14.7%	7.1%	6.3%
Between 16 and 30 days	15.0%	15.0%	41.0%	11.7%	13.9%
Between 31 and 90 days	37.9%	50.0%	0.0%	36.1%	37.6%
More than 90 days	34.0%	29.5%	29.7%	42.8%	37.2%

What do they book at their place of residence?



	Q1	Q2	Q3	Q4	Total
Flight only	9.4%	6.6%	55.6%	7.2%	8.7%
Flight and accommodation (room only)	38.9%	31.7%	44.4%	34.2%	36.6%
Flight and accommodation (B&B)	17.9%	19.4%	0.0%	19.1%	18.4%
Flight and accommodation (half board)	12.2%	14.7%	0.0%	16.6%	14.0%
Flight and accommodation (full board)	2.7%	0.9%	0.0%	3.1%	2.7%
Flight and accommodation (all inclusive)	18.9%	26.6%	0.0%	19.8%	19.6%
% Tourists using low-cost airlines	22.7%	16.9%	59.0%	17.2%	20.5%
Other expenses in their place of residence:					
- Car rental	2.0%	5.1%	4.6%	0.0%	3.3%
- Sporting activities	2.2%	4.4%	5.1%	0.0%	3.5%
- Excursions	3.4%	3.6%	3.7%	0.0%	3.5%
- Combined trip to other islands	0.2%	1.9%	0.3%	0.0%	0.4%

How do they book?



	Q1	Q2	Q3	Q4	Total
Accommodation booking					
Tour Operator	74.2%	83.4%	0.0%	76.1%	74.9%
- Tour Operator's website	92.8%	72.0%	0.0%	89.8%	90.0%
Accommodation	6.9%	3.9%	29.7%	4.9%	6.1%
- Accommodation's website	84.7%	100.0%	100.0%	93.4%	89.2%
Travel agency (High street)	4.7%	5.2%	0.0%	5.0%	4.8%
Online Travel Agency (OTA)	8.2%	3.7%	14.7%	10.5%	8.9%
No need to book accommodation	6.1%	3.7%	55.6%	3.5%	5.3%

	Q1	Q2	Q3	Q4	Total
Flight booking					
Tour Operator	76.3%	82.8%	0.0%	73.7%	75.0%
- Tour Operator's website	91.9%	80.6%	0.0%	88.9%	89.9%
Airline	11.4%	6.9%	59.0%	13.9%	12.5%
- Airline's website	98.1%	100.0%	100.0%	95.3%	97.0%
Travel agency (High street)	4.9%	3.6%	0.0%	4.3%	4.5%
Online Travel Agency (OTA)	7.4%	6.6%	41.0%	8.2%	8.0%

Where do they stay?



	Q1	Q2	Q3	Q4	Total
5* Hotel	2.7%	2.0%	0.0%	7.3%	4.5%
4* Hotel	24.3%	24.9%	0.0%	28.4%	25.8%
1-2-3* Hotel	19.9%	25.7%	0.0%	14.2%	17.8%
Apartment	49.0%	43.9%	44.4%	48.5%	48.4%
Property (privately-owned, friends, family)	4.2%	1.9%	41.0%	1.0%	3.1%
Others	0.0%	1.6%	14.7%	0.6%	0.5%

How are they?



	Q1	Q2	Q3	Q4	Total
Gender					
Percentage of men	48.2%	44.9%	56.0%	44.9%	46.7%
Percentage of women	51.8%	55.1%	44.0%	55.1%	53.3%

	Q1	Q2	Q3	Q4	Total
Age					
Average age (tourists > 16 years old)	45.2	48.0	31.8	49.3	46.9
Standard deviation	14.8	15.0	10.2	14.5	14.9

	Q1	Q2	Q3	Q4	Total
Age range					
16-24 years old	12.3%	8.1%	44.0%	6.2%	9.8%
25-30 years old	5.7%	3.2%	0.0%	4.4%	5.0%
31-45 years old	36.3%	30.8%	56.0%	29.2%	33.3%
46-60 years old	27.9%	29.5%	0.0%	33.4%	30.0%
Over 60 years old	17.8%	28.5%	0.0%	26.8%	22.0%

	Q1	Q2	Q3	Q4	Total
Occupation					
Business owner or self-employed	11.5%	8.9%	26.3%	11.7%	11.6%
Upper/Middle management employee	33.6%	33.8%	29.7%	33.9%	33.7%
Auxiliary level employee	32.1%	25.8%	0.0%	24.1%	28.1%
Students	6.3%	6.9%	29.4%	5.8%	6.4%
Retired	14.0%	20.2%	0.0%	22.0%	17.6%
Unemployed / unpaid dom. work	2.6%	4.4%	14.7%	2.4%	2.7%

	Q1	Q2	Q3	Q4	Total
Annual household income level					
€12,000 - €24,000	10.9%	6.4%	52.8%	11.0%	10.9%
€24,001 - €36,000	17.1%	16.3%	0.0%	12.8%	15.1%
€36,001 - €48,000	14.9%	16.1%	0.0%	20.0%	17.0%
€48,001 - €60,000	18.1%	11.7%	0.0%	15.5%	16.5%
€60,001 - €72,000	11.1%	17.3%	0.0%	8.4%	10.2%
€72,001 - €84,000	11.3%	18.8%	0.0%	8.6%	10.6%
More than €84,000	16.6%	13.5%	47.2%	23.7%	19.6%

(*) Bear in mind that 91% of finn tourists pay the accommodation before travelling.

Tourist profile by quarter of trip (2015)

Canary Islands: Finn



Which island do they choose?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	6,075	1,015	0	4,019	11,110
- Fuerteventura	4,461	1,349	0	4,692	10,502
- Gran Canaria	53,105	8,184	1,949	43,390	106,628
- Tenerife	45,081	3,835	0	32,870	81,786
- La Palma	576	0	0	205	781

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	5.6%	7.1%	0.0%	4.7%	5.3%
- Fuerteventura	4.1%	9.4%	0.0%	5.5%	5.0%
- Gran Canaria	48.6%	56.9%	100.0%	50.9%	50.6%
- Tenerife	41.2%	26.7%	0.0%	38.6%	38.8%
- La Palma	0.5%	0.0%	0.0%	0.2%	0.4%

Who do they come with?

	Q1	Q2	Q3	Q4	Total
Unaccompanied	10.1%	6.7%	29.4%	6.2%	8.5%
Only with partner	41.4%	46.2%	56.0%	41.2%	41.8%
Only with children (under the age of 13)	1.1%	1.4%	0.0%	0.6%	0.9%
Partner + children (under the age of 13)	18.1%	14.7%	0.0%	19.2%	18.2%
Other relatives	4.5%	8.4%	0.0%	4.3%	4.7%
Friends	7.9%	7.2%	0.0%	6.4%	7.2%
Work colleagues	0.0%	0.0%	0.0%	0.0%	0.0%

Why do they choose the Canary Islands?

Aspects influencing the choice	Q1	Q2	Q3	Q4	Total
Climate/sun	92.1%	93.6%	44.4%	94.2%	92.6%
Beaches	33.2%	24.8%	29.7%	37.8%	34.4%
Tranquillity/rest/relaxation	28.4%	41.5%	29.7%	31.2%	30.5%
Scenery	18.8%	22.6%	14.7%	19.1%	19.1%
Suitable destination for children	15.9%	15.1%	0.0%	18.9%	16.9%
Price	18.3%	8.8%	0.0%	13.9%	15.7%
Security	13.7%	10.9%	0.0%	17.6%	15.0%
Ease of travel	13.9%	10.3%	0.0%	10.3%	12.1%
Visiting new places	10.6%	21.1%	14.7%	9.6%	11.0%
Shopping	8.4%	7.7%	0.0%	4.4%	6.7%
Active tourism	6.3%	7.2%	0.0%	5.5%	6.0%
Nightlife/fun	6.3%	7.0%	0.0%	4.1%	5.4%
Quality of the environment	4.6%	4.5%	0.0%	4.5%	4.5%
Nautical activities	2.3%	1.7%	0.0%	2.5%	2.3%
Theme parks	1.9%	1.6%	0.0%	2.2%	2.0%
Golf	1.2%	2.0%	0.0%	2.2%	1.6%

How do they value the destination?

Impression of their stay	Q1	Q2	Q3	Q4	Total
Good or very good (% tourists)	88.9%	92.6%	100.0%	94.0%	91.3%
Average rating (scale 1-10)	8.33	8.64	9.41	8.69	8.51

How many are loyal to the destination?

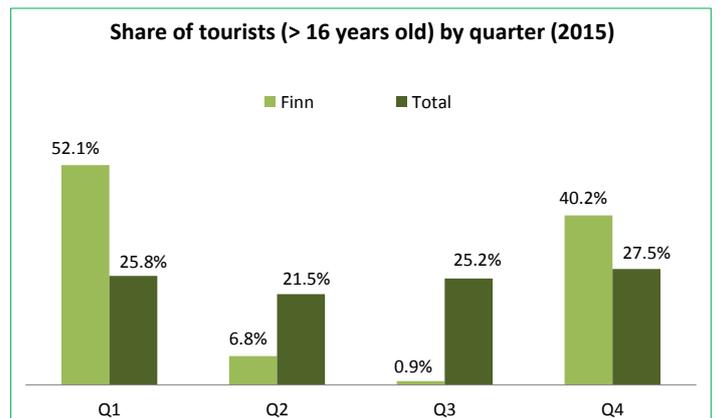
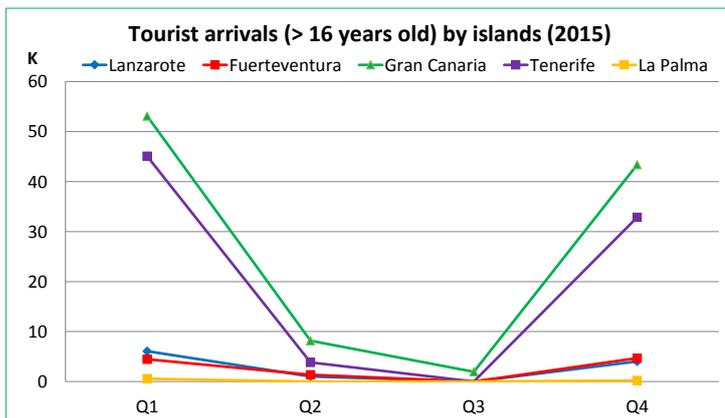
Percentage of repeat tourists	Q1	Q2	Q3	Q4	Total
Repeat tourists	84.6%	93.8%	100.0%	85.8%	85.8%
In love (more than 10 visits)	16.5%	20.8%	0.0%	17.2%	16.9%

Where does the flight come from?

Ten main origin countries	Q1	Q2	Q3	Q4	Total
Finlands	92.9%	89.8%	0.0%	96.8%	93.4%
Sweden	3.5%	1.0%	44.4%	0.3%	2.4%
Spain	0.3%	2.9%	41.0%	0.8%	1.1%
Denmark	1.8%	0.0%	0.0%	0.0%	0.9%
United Kingdom	0.7%	5.4%	0.0%	0.0%	0.7%
Norway	0.2%	0.0%	14.7%	0.8%	0.5%
Netherlands	0.0%	0.0%	0.0%	0.7%	0.3%
Others	0.0%	0.0%	0.0%	0.6%	0.3%
France	0.2%	0.0%	0.0%	0.0%	0.1%
Russia	0.2%	0.0%	0.0%	0.0%	0.1%

What did motivate them to come?

Aspects motivating the choice	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	73.3%	76.6%	85.3%	77.0%	75.1%
Recommendation by friends or relatives	32.6%	35.1%	26.3%	29.0%	31.3%
The Canary Islands television channel	0.0%	0.0%	0.0%	0.0%	0.0%
Other television or radio channels	0.9%	0.0%	0.0%	0.6%	0.7%
Information in the press/magazines/books	3.0%	5.1%	0.0%	3.2%	3.2%
Attendance at a tourism fair	0.9%	1.4%	0.0%	0.3%	0.7%
Tour Operator's brochure or catalogue	7.7%	8.0%	0.0%	11.9%	9.3%
Recommendation by Travel Agency	2.6%	0.0%	0.0%	4.2%	3.1%
Information obtained via the Internet	42.4%	35.3%	44.4%	40.9%	41.3%
Senior Tourism programme	0.0%	0.0%	0.0%	0.0%	0.0%
Others	6.6%	8.9%	29.4%	5.9%	6.7%



Source: ISTAC (Encuesta sobre el Gasto Turístico).

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.