

TOURIST PROFILE BY QUARTER OF TRIP (2018)

FINLAND

How many are they and how much do they spend?



	2018Q1	2018Q2	2018Q3	2018Q4	2018
TOURISTS					
Tourist arrivals (FRONTUR) (*)	131.7	19.7	3.7	119.4	274.6
Tourist arrivals > 15 years old (EGT) (*)	107.7	15.9	3.2	94.0	220.7
- book holiday package (*)	81.5	--	--	69.5	163.7
- do not book holiday package (*)	26.2	--	--	24.5	57.1
- % tourists who book holiday package	75.7%	--	--	74.0%	74.1%

(*) Thousand of tourists

RANKING POSITION BY
NUMBER OF TOURISTS

RANKING POSITION BY
TURNOVER



49% of Finns
travel to Gran
Canaria.

	2018Q1	2018Q2	2018Q3	2018Q4	2018
Expenditure per tourist (€)	1,401	--	--	1,454	1,423
- book holiday package	1,387	--	--	1,513	1,447
- holiday package	1,087	--	--	1,223	1,148
- others	300	--	--	289	299
- do not book holiday package	1,442	--	--	1,288	1,354
- flight	436	--	--	399	421
- accommodation	455	--	--	384	410
- others	551	--	--	505	523
Average length of stay	10.66	--	--	9.12	9.88
- book holiday package	8.88	--	--	8.03	8.49
- do not book holiday package	16.19	--	--	12.21	13.87
Average daily expenditure (€)	155.6	--	--	181.3	167.1
- book holiday package	167.6	--	--	197.6	181.7
- do not book holiday package	118.2	--	--	134.8	125.3
Total turnover (> 15 years old) (€m)	151	--	--	137	314
- book holiday package	113	--	--	105	237
- do not book holiday package	38	--	--	32	77

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice



	2018Q1	2018Q2	2018Q3	2018Q4	2018
Climate	81.5%	--	--	84.1%	82.3%
Sea	42.9%	--	--	48.7%	45.7%
Safety	38.2%	--	--	41.1%	40.0%
Accommodation supply	31.8%	--	--	32.5%	32.0%
Tranquility	25.0%	--	--	36.9%	30.9%
Landscapes	30.5%	--	--	29.1%	30.2%
European belonging	25.9%	--	--	32.7%	28.8%
Beaches	24.5%	--	--	31.4%	27.9%
Environment	26.8%	--	--	28.6%	27.5%
Price	21.7%	--	--	30.8%	26.1%
Hiking trail network	18.3%	--	--	24.1%	20.2%
Gastronomy	11.9%	--	--	12.6%	11.9%
Effortless trip	9.6%	--	--	15.1%	11.4%
Fun possibilities	5.8%	--	--	7.7%	6.5%
Shopping	6.0%	--	--	6.5%	6.2%
Authenticity	5.6%	--	--	4.5%	5.2%
Exoticism	4.7%	--	--	5.3%	5.1%
Nightlife	4.3%	--	--	5.0%	4.2%
Culture	4.0%	--	--	3.5%	3.5%
Historical heritage	4.2%	--	--	2.8%	3.3%

Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important") of tourists who indicate that the factor is "very important" in their choice.

% TOURISTS WHO CHOOSE HIKING TRAIL NETWORK

FINLAND
20.2%



ALL MARKETS
9.0%

What is the main motivation for their holidays?



	2018Q1	2018Q2	2018Q3	2018Q4	2018
Rest	74.7%	--	--	64.9%	69.9%
Enjoy family time	13.8%	--	--	24.9%	18.5%
Have fun	4.2%	--	--	2.0%	3.4%
Explore the destination	5.1%	--	--	3.3%	4.2%
Practice their hobbies	0.6%	--	--	3.9%	2.1%
Other reasons	1.6%	--	--	1.0%	1.9%

REST



Finland 69.9%

All markets 55.1%

How far in advance do they book their trip?



	2018Q1	2018Q2	2018Q3	2018Q4	2018
The same day	0.0%	--	--	0.7%	0.3%
Between 1 and 30 days	19.7%	--	--	23.9%	21.2%
Between 1 and 2 months	25.0%	--	--	16.8%	22.3%
Between 3 and 6 months	36.2%	--	--	27.5%	32.7%
More than 6 months	19.1%	--	--	31.0%	23.5%

Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports.

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

TOURIST PROFILE BY QUARTER OF TRIP (2018)

FINLAND



What channels did they use to get information about the trip?

	2018Q1	2018Q2	2018Q3	2018Q4	2018
Previous visits to the Canary Islands	68.2%	--	--	65.9%	67.5%
Friends or relatives	25.4%	--	--	21.9%	24.6%
Internet or social media	68.7%	--	--	66.6%	67.9%
Mass Media	3.0%	--	--	1.2%	2.1%
Travel guides and magazines	6.9%	--	--	4.3%	5.8%
Travel Blogs or Forums	5.5%	--	--	5.0%	5.4%
Travel TV Channels	0.6%	--	--	0.0%	0.3%
Tour Operator or Travel Agency	25.7%	--	--	27.3%	26.5%
Public administrations or similar	0.0%	--	--	0.0%	0.0%
Others	1.1%	--	--	2.6%	1.8%

* Multi-choice question

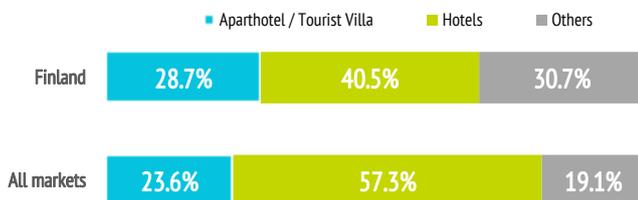
With whom did they book their flight and accommodation?

	2018Q1	2018Q2	2018Q3	2018Q4	2018
Flight					
- Directly with the airline	22.2%	--	--	20.7%	21.6%
- Tour Operator or Travel Agency	77.8%	--	--	79.3%	78.4%
Accommodation					
- Directly with the accommodation	17.1%	--	--	18.9%	19.0%
- Tour Operator or Travel Agency	82.9%	--	--	81.1%	81.0%

Where do they stay?

	2018Q1	2018Q2	2018Q3	2018Q4	2018
1-2-3* Hotel	10.9%	--	--	9.2%	10.7%
4* Hotel	29.0%	--	--	24.4%	26.2%
5* Hotel / 5* Luxury Hotel	2.8%	--	--	5.3%	3.6%
Aparthotel / Tourist Villa	28.9%	--	--	26.7%	28.7%
House/room rented in a private dwelling	4.9%	--	--	3.6%	4.3%
Private accommodation ⁽¹⁾	3.2%	--	--	3.3%	3.7%
Others (Cottage, cruise, camping,...)	20.1%	--	--	27.5%	22.8%

(1) Own property / House of friends or relatives / Free housing exchange / Other private accommodation.



What do they book?

	2018Q1	2018Q2	2018Q3	2018Q4	2018
Room only	34.8%	--	--	33.1%	34.7%
Bed and Breakfast	24.6%	--	--	30.2%	27.0%
Half board	11.1%	--	--	15.1%	12.6%
Full board	6.5%	--	--	5.9%	6.1%
All inclusive	23.0%	--	--	15.8%	19.6%

34.7% of Finns book room only.
(Canary Islands: 28.8%)

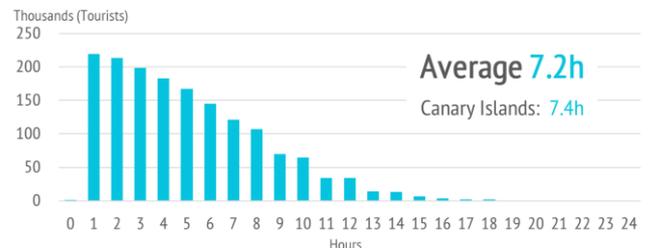
Other expenses

	2018Q1	2018Q2	2018Q3	2018Q4	TOTAL
Restaurants or cafes	67.2%	--	--	71.2%	69.8%
Supermarkets	69.7%	--	--	68.2%	68.3%
Car rental	16.2%	--	--	14.3%	15.7%
Organized excursions	21.3%	--	--	22.0%	21.1%
Taxi, transfer, chauffeur service	68.7%	--	--	67.1%	66.9%
Theme Parks	7.5%	--	--	11.4%	8.9%
Sport activities	6.0%	--	--	6.0%	6.1%
Museums	4.4%	--	--	5.5%	4.9%
Flights between islands	4.1%	--	--	1.7%	3.1%

Activities in the Canary Islands

Outdoor time per day	2018Q1	2018Q2	2018Q3	2018Q4	2018
0 hours	0.3%	--	--	1.0%	0.6%
1 - 2 hours	9.3%	--	--	9.4%	9.3%
3 - 6 hours	39.5%	--	--	32.9%	35.4%
7 - 12 hours	47.4%	--	--	47.8%	48.5%
More than 12 hours	3.5%	--	--	8.9%	6.2%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	2018Q1	2018Q2	2018Q3	2018Q4	2018
Walk, wander	85.5%	90.3%	100.0%	81.5%	84.3%
Swimming pool, hotel facilities	67.0%	67.6%	31.4%	68.2%	67.1%
Beach	55.9%	69.9%	58.6%	60.2%	58.8%
Explore the island on their own	48.2%	56.7%	50.0%	40.4%	45.5%
Organized excursions	22.4%	19.5%	22.6%	23.0%	22.4%
Taste Canarian gastronomy	19.8%	23.8%	42.0%	22.8%	21.7%
Astronomical observation	15.6%	25.4%	25.1%	19.5%	18.1%
Theme parks	18.4%	20.2%	8.2%	15.5%	17.2%
Nightlife / concerts / shows	18.6%	15.4%	25.1%	13.8%	16.4%
Sport activities	14.7%	17.5%	15.2%	17.2%	16.0%
Wineries/markets/popular festival	9.8%	11.5%	17.0%	11.1%	10.6%
Sea excursions / whale watching	9.4%	7.6%	8.2%	8.8%	9.0%
Beauty and health treatments	8.3%	3.5%	0.0%	10.9%	9.0%
Museums / exhibitions	7.9%	8.0%	8.6%	9.7%	8.7%
Nature activities	5.3%	5.8%	8.6%	5.5%	5.5%
Activities at sea	3.3%	4.3%	0.0%	4.5%	3.8%

* Multi-choice question



TOURIST PROFILE BY QUARTER OF TRIP (2018)

FINLAND

Which island do they choose?

Tourists (> 15 years old)	2018Q1	2018Q2	2018Q3	2018Q4	2018
Lanzarote	8,975	--	--	6,030	16,243
Fuerteventura	6,809	--	--	723	10,775
Gran Canaria	52,590	--	--	49,129	108,475
Tenerife	37,658	--	--	36,854	82,354
La Palma	1,384	--	--	579	1,963

Share by islands	2018Q1	2018Q2	2018Q3	2018Q4	2018
Lanzarote	8.4%	--	--	6.5%	7.4%
Fuerteventura	6.3%	--	--	0.8%	4.9%
Gran Canaria	49.0%	--	--	52.6%	49.3%
Tenerife	35.1%	--	--	39.5%	37.5%
La Palma	1.3%	--	--	0.6%	0.9%

How many islands do they visit during their trip?

	2018Q1	2018Q2	2018Q3	2018Q4	2018
One island	92.1%	--	--	95.7%	93.5%
Two islands	7.5%	--	--	4.3%	6.3%
Three or more islands	0.4%	--	--	0.0%	0.2%

MOST VISITED PLACES IN EACH ISLAND



The data refers to % of tourists on each island who have visited the place.

Internet usage during their trip

	2018Q1	2018Q2	2018Q3	2018Q4	2018
Research					
- Tourist package	6.4%	--	--	7.1%	7.0%
- Flights	12.8%	--	--	12.3%	12.4%
- Accommodation	17.5%	--	--	14.5%	16.0%
- Transport	15.8%	--	--	12.2%	15.3%
- Restaurants	34.2%	--	--	31.8%	33.7%
- Excursions	25.6%	--	--	28.3%	27.9%
- Activities	40.8%	--	--	36.3%	39.1%
Book or purchase					
- Tourist package	83.5%	--	--	73.9%	78.4%
- Flights	74.5%	--	--	75.5%	75.0%
- Accommodation	69.7%	--	--	63.7%	67.1%
- Transport	61.2%	--	--	54.9%	57.9%
- Restaurants	12.9%	--	--	15.8%	14.8%
- Excursions	18.1%	--	--	18.1%	17.4%
- Activities	13.3%	--	--	19.1%	16.0%

* Multi-choice question

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2018Q1	2018Q2	2018Q3	2018Q4	2018
Average rating	8.47	--	--	8.45	8.44
Experience in the Canary Islands					
Worse or much worse than expected	1.8%	--	--	2.4%	2.3%
Lived up to expectations	67.8%	--	--	69.7%	68.9%
Better or much better than expected	30.3%	--	--	28.0%	28.9%

Internet usage in the Canary Islands	2018Q1	2018Q2	2018Q3	2018Q4	2018
Did not use the Internet	9.0%	--	--	4.7%	6.7%
Used the Internet	91.0%	--	--	95.3%	93.3%
- Own Internet connection	29.3%	--	--	35.3%	32.2%
- Free Wifi connection	49.9%	--	--	44.1%	47.7%
Applications*					
- Search for locations or maps	61.7%	--	--	71.2%	66.8%
- Search for destination info	58.6%	--	--	60.2%	60.0%
- Share pictures or trip videos	58.5%	--	--	54.3%	56.8%
- Download tourist apps	10.9%	--	--	17.3%	13.6%
- Others	25.4%	--	--	21.8%	23.8%

* Multi-choice question

Future intentions (scale 1-10)	2018Q1	2018Q2	2018Q3	2018Q4	2018
Return to the Canary Islands	8.26	--	--	8.15	8.21
Recommend visiting the Canary Islands	8.60	--	--	8.37	8.48



8.21/10

Experience in the Canary Islands



8.48/10

Recommend visiting to the Canary Islands

57% of Finns share pictures or trip videos during their stay in the Canary Islands



(Canary Islands: 55.6%)

How many are loyal to the Canary Islands?

	2018Q1	2018Q2	2018Q3	2018Q4	2018
Repeat tourists	84.6%	--	--	83.5%	83.8%
Repeat tourists (last 5 years)	79.1%	--	--	80.0%	79.2%
Repeat tourists (last 5 years)(5 or more visits)	20.9%	--	--	20.9%	21.3%
At least 10 previous visits	24.1%	--	--	23.6%	24.2%

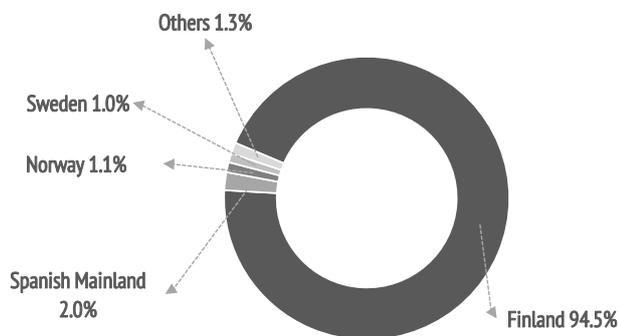
TOURIST PROFILE BY QUARTER OF TRIP (2018)

FINLAND

Where does the flight come from?



	2018Q1	2018Q2	2018Q3	2018Q4	2018
Finland	96.8%	--	--	94.4%	94.5%
Spanish Mainland	0.0%	--	--	2.1%	2.0%
Norway	1.2%	--	--	1.4%	1.1%
Sweden	0.9%	--	--	1.4%	1.0%
Others	1.1%	--	--	0.8%	1.3%



Who do they come with?



	2018Q1	2018Q2	2018Q3	2018Q4	2018
Unaccompanied	5.0%	--	--	9.2%	7.1%
Only with partner	52.6%	--	--	39.0%	46.9%
Only with children (< 13 years old)	8.1%	--	--	11.0%	9.3%
Partner + children (< 13 years old)	4.6%	--	--	3.3%	3.9%
Other relatives	6.1%	--	--	7.9%	6.9%
Friends	8.2%	--	--	5.7%	6.8%
Work colleagues	0.7%	--	--	0.0%	0.4%
Organized trip	0.0%	--	--	0.7%	0.3%
Other combinations ⁽¹⁾	14.6%	--	--	23.2%	18.5%

(1) Different situations have been isolated

Tourists with children	18.7%	--	--	23.0%	20.3%
- Between 0 and 2 years old	2.2%	--	--	1.8%	2.1%
- Between 3 and 12 years old	15.9%	--	--	20.1%	17.5%
- Between 0-2 and 3-12 years	0.5%	--	--	1.2%	0.8%
Tourists without children	81.3%	--	--	77.0%	79.7%
Group composition:					
- 1 person	12.4%	--	--	12.2%	12.4%
- 2 people	57.4%	--	--	48.5%	53.0%
- 3 people	11.2%	--	--	9.5%	10.8%
- 4 or 5 people	15.5%	--	--	22.7%	19.0%
- 6 or more people	3.4%	--	--	7.1%	4.8%
Average group size:	2.52	--	--	2.85	2.67



20.3% of Finns travel with children.

(under the age of 13)

Who are they?



	2018Q1	2018Q2	2018Q3	2018Q4	2018
Gender					
Men	43.7%	--	--	47.0%	45.1%
Women	56.3%	--	--	53.0%	54.9%
Age					
Average age (tourist > 15 years old)	50.7	--	--	52.3	51.2
Standard deviation	14.7	--	--	13.9	14.3
Age range (> 15 years old)					
16 - 24 years old	4.1%	--	--	3.7%	4.3%
25 - 30 years old	8.3%	--	--	2.9%	5.6%
31 - 45 years old	23.2%	--	--	24.6%	24.4%
46 - 60 years old	32.5%	--	--	36.8%	34.5%
Over 60 years old	32.0%	--	--	32.0%	31.3%
Occupation					
Salaried worker	54.8%	--	--	44.8%	50.2%
Self-employed	4.4%	--	--	7.0%	6.1%
Unemployed	3.1%	--	--	1.8%	2.5%
Business owner	9.1%	--	--	13.1%	10.7%
Student	2.8%	--	--	4.8%	4.0%
Retired	25.5%	--	--	27.9%	25.9%
Unpaid domestic work	0.0%	--	--	0.7%	0.3%
Others	0.2%	--	--	0.0%	0.3%
Annual household income level					
Less than €25,000	7.6%	--	--	9.3%	8.2%
€25,000 - €49,999	38.2%	--	--	29.7%	34.2%
€50,000 - €74,999	31.7%	--	--	31.6%	32.1%
More than €74,999	22.5%	--	--	29.5%	25.5%
Education level					
No studies	0.3%	--	--	2.2%	1.1%
Primary education	5.7%	--	--	8.3%	6.7%
Secondary education	42.2%	--	--	38.4%	39.9%
Higher education	51.8%	--	--	51.1%	52.3%



8 IN 10 ARE REPEATERS

51 YEARS OLD

AVERAGE AGE

47% ONLY WITH PARTNER



Pictures: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports.

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