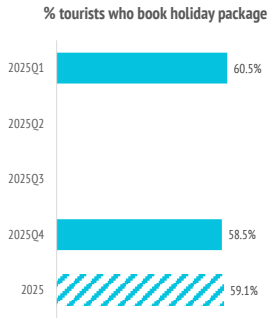
Tourist profile by quarter of trip (2025)

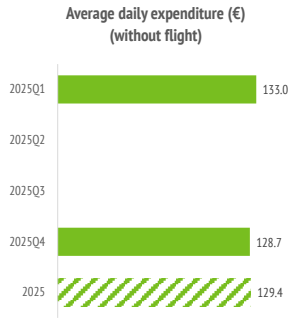
FINLAND

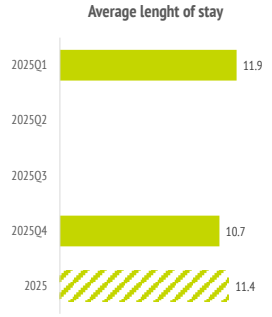
How many are they and how much do they spend?

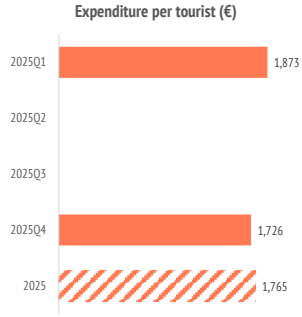
	2025Q1	2025Q2	2025Q3	2025Q4	2025
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**99**	--	--	**86**	**197**
Tourist arrivals ≥ 16 years old (EGT) (*)	**80**	--	--	**75**	**165**
- % tourists who book holiday package	60.5%	--	--	58.5%	**59.1%**
Children < 16 years old (FRONTUR - EGT) *(*)*	19	--	--	11	**32**
Expenditure per tourist (€)	**1,873**	--	--	**1,726**	**1,765**
- book holiday package	1,997	--	--	1,779	**1,863**
- holiday package	1,606	--	--	1,432	**1,500**
- others	392	--	--	347	**363**
- do not book holiday package	1,682	--	--	1,651	**1,622**
- flight	453	--	--	473	**448**
- accommodation	630	--	--	592	**581**
- others	599	--	--	585	**593**
Average lenght of stay	**11.9**	--	--	**10.7**	**11.4**
- Median	8.0	--	--	7.0	**7.0**
Average daily expenditure (€)	**190.5**	--	--	**185.8**	**185.6**
- Median	175.7	--	--	182.8	**172.2**
Average daily expenditure (without flight)	**133.0**	--	--	**128.7**	**129.4**
- Median	127.9	--	--	126.8	**124.0**
Average cost of the flight (€)	**521.5**	--	--	**517.0**	**506.3**
Total turnover (≥ 16 years old) (€m)	**150**	--	--	**129**	**291**
Turnover without flight (≥ 16 years old) (€m)	**108**	--	--	**91**	**208**

(*) Thousands of tourists









% Tourists whose spending has been greater than €0 in each item

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Accommodation:					
- Accommodation	89.0%	--	--	92.7%	**90.0%**
- Additional accommodation expenses	4.7%	--	--	5.3%	**4.7%**
Transport:					
- National/International Transport	96.3%	--	--	96.4%	**95.8%**
- Flights between islands	4.2%	--	--	1.7%	**3.1%**
- Taxi	69.5%	--	--	63.3%	**65.0%**
- Car rental	27.3%	--	--	27.4%	**27.1%**
- Public transport	33.7%	--	--	26.0%	**29.6%**
Food and drink:					
- Food purchases at supermarkets	70.0%	--	--	76.5%	**72.5%**
- Restaurants	75.8%	--	--	76.4%	**76.2%**
Leisure:					
- Organized excursions	18.2%	--	--	20.6%	**20.0%**
- Sport activities	5.9%	--	--	3.3%	**4.6%**
- Cultural activities	4.8%	--	--	1.0%	**2.8%**
- Museums	8.8%	--	--	6.6%	**7.7%**
- Theme Parks	15.2%	--	--	8.8%	**11.9%**
- Discos and pubs	11.8%	--	--	12.5%	**11.9%**
- Wellness	7.4%	--	--	10.2%	**9.1%**
Purchases of goods:					
- Souvenirs	49.3%	--	--	46.3%	**46.8%**
- Other expenses	0.0%	--	--	1.4%	**0.9%**
Other:					
- Medical or pharmaceutical expenses	9.0%	--	--	3.9%	**6.1%**
- Other expenses	2.2%	--	--	8.2%	**5.3%**

Average expenditure of tourists whose spending has been greater than €0 in each item

Expenditure per tourist and trip (€)	2025Q1	2025Q2	2025Q3	2025Q4	2025
Accommodation:	**1,065**	--	--	**875**	**957**
- Accommodation	930	--	--	769	**837**
- Additional accommodation expenses	135	--	--	105	**120**
Transport:	**862**	--	--	**1,006**	**890**
- National/International Transport	542	--	--	536	**528**
- Flights between islands	72	--	--	199	**102**
- Taxi	94	--	--	102	**97**
- Car rental	126	--	--	143	**134**
- Public transport	28	--	--	27	**28**
Food and drink:	**398**	--	--	**348**	**373**
- Food purchases at supermarkets	140	--	--	124	**130**
- Restaurants	258	--	--	224	**243**
Leisure:	**520**	--	--	**404**	**478**
- Organized excursions	108	--	--	101	**99**
- Sport activities	105	--	--	31	**79**
- Cultural activities	42	--	--	26	**40**
- Museums	29	--	--	27	**30**
- Theme Parks	93	--	--	74	**85**
- Discos and pubs	71	--	--	84	**76**
- Wellness	72	--	--	61	**69**
Purchases of goods:	**99**	--	--	**378**	**356**
- Souvenirs	99	--	--	78	**90**
- Other expenses	0	--	--	300	**266**
Other:	**76**	--	--	**288**	**170**
- Medical or pharmaceutical expenses	36	--	--	170	**75**
- Other expenses	39	--	--	118	**95**

Source: Tourist Expenditure Survey (EGT, ISTAC).

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 (2025)

FINLAND

What is the main purpose of their trip?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Holiday, leisure	94.3%	--	--	96.2%	**94.6%**
Visiting family or friends	5.1%	--	--	2.4%	**4.1%**
Business and work	0.0%	--	--	1.4%	**0.6%**
Education and training	0.7%	--	--	0.0%	**0.3%**
Sports training	0.0%	--	--	0.0%	**0.4%**
Health or medical care	0.0%	--	--	0.0%	**0.0%**
Fairs and congresses	0.0%	--	--	0.0%	**0.0%**
Others	0.0%	--	--	0.0%	**0.0%**

What is the main motivation for their holidays?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Rest	65.2%	--	--	64.0%	**64.8%**
Enjoy family time	19.6%	--	--	18.6%	**18.8%**
Have fun	1.6%	--	--	3.1%	**2.3%**
Explore the destination	10.1%	--	--	9.2%	**9.8%**
Practice their hobbies	1.1%	--	--	3.1%	**2.2%**
Other reasons	2.4%	--	--	1.9%	**2.0%**

Where did they spend their main holiday last year? *

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Didn't have holidays	15.7%	--	--	13.3%	**13.9%**
Canary Islands	46.4%	--	--	33.9%	**32.9%**
Other destination	37.9%	--	--	52.7%	**53.2%**
- Balearic Islands	0.0%	--	--	0.9%	**0.4%**
- Rest of Spain	10.8%	--	--	10.4%	**9.6%**
- Italy	6.6%	--	--	6.8%	**6.2%**
- France	8.5%	--	--	4.0%	**2.6%**
- Turkey	0.0%	--	--	1.9%	**2.1%**
- Greece	2.1%	--	--	10.3%	**12.0%**
- Portugal	0.0%	--	--	3.3%	**2.9%**
- Croatia	0.0%	--	--	2.0%	**3.6%**
- Egypt	0.0%	--	--	0.3%	**0.6%**
- Tunisia	0.0%	--	--	0.0%	**0.0%**
- Morocco	0.0%	--	--	0.0%	**0.0%**
- Others	9.9%	--	--	12.9%	**13.0%**

** Percentage of valid answers*

What other destinations did they consider for this trip? *

	2025Q1	2025Q2	2025Q3	2025Q4	2025
None (I was clear about "this Canary Island")	20.6%	--	--	20.0%	**20.5%**
Canary Islands (other island)	21.5%	--	--	20.6%	**21.6%**
Other destination	57.9%	--	--	59.4%	**57.8%**
- Balearic Islands	0.6%	--	--	1.3%	**0.9%**
- Rest of Spain	12.1%	--	--	13.6%	**12.5%**
- Italy	6.8%	--	--	7.9%	**7.3%**
- France	2.8%	--	--	4.1%	**3.4%**
- Turkey	4.0%	--	--	3.9%	**3.9%**
- Greece	9.6%	--	--	10.3%	**9.9%**
- Portugal	10.1%	--	--	7.8%	**8.7%**
- Croatia	2.6%	--	--	3.3%	**3.2%**
- Egypt	2.1%	--	--	3.7%	**2.9%**
- Others	7.2%	--	--	3.5%	**5.2%**

** Percentage of valid answers*

Importance of each factor in the destination choice

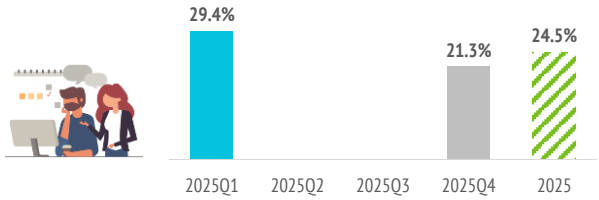
	2025Q1	2025Q2	2025Q3	2025Q4	2025
Climate	87.8%	--	--	84.7%	**85.7%**
Sea	54.1%	--	--	62.4%	**57.5%**
Safety	52.4%	--	--	52.8%	**53.1%**
European belonging	42.0%	--	--	48.0%	**44.4%**
Landscapes	43.4%	--	--	47.0%	**44.9%**
Beaches	33.1%	--	--	43.7%	**37.2%**
Tranquility	34.1%	--	--	40.6%	**36.9%**
Accommodation supply	37.7%	--	--	38.0%	**37.2%**
Price	35.1%	--	--	34.6%	**34.0%**
Environment	36.6%	--	--	33.0%	**35.4%**
Gastronomy	24.0%	--	--	27.8%	**25.6%**
Hiking trail network	23.1%	--	--	23.4%	**23.0%**
Shopping	9.2%	--	--	14.5%	**11.7%**
Authenticity	16.6%	--	--	14.2%	**15.7%**
Fun possibilities	13.6%	--	--	10.4%	**12.4%**
Exoticism	12.6%	--	--	9.2%	**11.5%**
Historical heritage	11.1%	--	--	9.1%	**10.3%**
Effortless trip	19.7%	--	--	8.9%	**14.7%**
Culture	9.9%	--	--	7.2%	**8.7%**
Nightlife	5.4%	--	--	4.4%	**5.3%**

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.

How far in advance do they book their trip?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
The same day	0.5%	--	--	1.4%	**0.9%**
Between 1 and 30 days	23.9%	--	--	25.6%	**24.4%**
Between 1 and 2 months	19.8%	--	--	19.0%	**20.2%**
Between 3 and 6 months	26.4%	--	--	32.7%	**30.1%**
More than 6 months	29.4%	--	--	21.3%	**24.5%**

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Previous visits to the Canary Islands	58.9%	--	--	64.3%	**60.0%**
Friends or relatives	33.3%	--	--	27.5%	**31.2%**
Internet or social media	61.5%	--	--	61.9%	**61.4%**
Mass Media	1.6%	--	--	2.1%	**1.9%**
Travel guides and magazines	4.9%	--	--	2.3%	**3.4%**
Travel Blogs or Forums	7.7%	--	--	3.5%	**5.7%**
Travel TV Channels	0.4%	--	--	0.6%	**0.9%**
Tour Operator or Travel Agency	25.4%	--	--	22.6%	**24.4%**
Public administrations or similar	0.7%	--	--	0.6%	**0.6%**
Others	1.3%	--	--	3.2%	**2.1%**

** Multi-choise question*

Tourist profile by quarter of trip (2025)

FINLAND

With whom did they book their flight and accommodation?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Flight					
- Directly with the airline	34.4%	--	--	40.3%	**37.1%**
- Tour Operator or Travel Agency	65.6%	--	--	59.7%	**62.9%**
Accommodation					
- Directly with the accommodation	25.5%	--	--	36.3%	**29.9%**
- Tour Operator or Travel Agency	65.6%	--	--	59.7%	**62.9%**

Where are they from?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Finland	95.1%	--	--	99.3%	**95.1%**
Spanish Mainland	1.2%	--	--	0.0%	**1.9%**
Germany	0.2%	--	--	0.0%	**0.9%**
Sweden	1.2%	--	--	0.0%	**0.6%**
Estonia	0.8%	--	--	0.0%	**0.4%**
United Kingdom	0.0%	--	--	0.7%	**0.3%**
Others	1.4%	--	--	0.0%	**0.8%**

Where do they stay?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
1-2-3* Hotel	10.0%	--	--	15.9%	**12.7%**
4* Hotel	32.6%	--	--	30.9%	**32.1%**
5* Hotel / 5* Luxury Hotel	6.4%	--	--	4.1%	**5.0%**
Aparthotel / Tourist Villa	25.8%	--	--	23.5%	**24.7%**
House/room rented in a private dwelling	16.6%	--	--	23.5%	**19.4%**
Private accommodation (1)	6.1%	--	--	2.0%	**5.0%**
Others (Cottage, cruise, camping,..)	2.4%	--	--	0.0%	**1.2%**

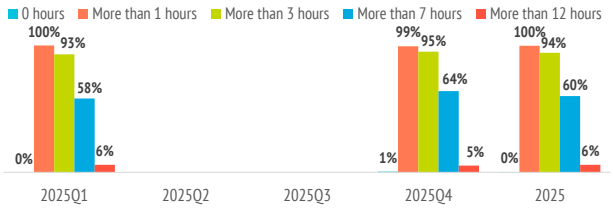
(1) Own property /House of friends or relatives / Free housing exchange / Other private accommodation.

What do they book?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Room only	41.6%	--	--	44.3%	**43.1%**
Bed and Breakfast	23.3%	--	--	27.2%	**24.7%**
Half board	12.4%	--	--	8.0%	**10.8%**
Full board	11.7%	--	--	8.3%	**10.0%**
All inclusive	11.0%	--	--	12.1%	**11.5%**

Activities in the Canary Islands

Outdoor time per day	2025Q1	2025Q2	2025Q3	2025Q4	2025
0 hours	0.0%	--	--	0.6%	**0.3%**
1 - 2 hours	7.0%	--	--	4.3%	**5.5%**
3 - 6 hours	34.8%	--	--	31.0%	**34.1%**
7 - 12 hours	52.3%	--	--	58.8%	**54.2%**
More than 12 hours	5.9%	--	--	5.3%	**5.9%**
Outdoor time per day	7.6	--	--	7.7	**7.6**



Activities in the Canary Islands	2025Q1	2025Q2	2025Q3	2025Q4	2025
Walk, wander	88.7%	--	--	85.5%	**87.5%**
Beach	71.2%	--	--	66.5%	**69.6%**
Swimming pool, hotel facilities	65.6%	--	--	66.3%	**65.1%**
Explore the island on their own	60.2%	--	--	45.4%	**53.6%**
Taste Canarian gastronomy	31.0%	--	--	30.5%	**30.0%**
Astronomical observation	20.0%	--	--	23.9%	**21.2%**
Swim	19.3%	--	--	17.6%	**18.6%**
Museums / exhibitions	14.2%	--	--	15.3%	**13.8%**
Nightlife / concerts / shows	20.6%	--	--	14.7%	**17.6%**
Theme parks	18.4%	--	--	12.5%	**15.4%**
Hiking	19.8%	--	--	12.4%	**16.8%**
Organized excursions	14.8%	--	--	11.2%	**13.6%**
Wineries / markets / popular festivals	20.1%	--	--	10.6%	**14.9%**
Beauty and health treatments	10.1%	--	--	10.2%	**10.2%**
Running	11.9%	--	--	9.0%	**10.2%**
Practice other sports	6.7%	--	--	6.3%	**6.1%**
Other Nature Activities	13.2%	--	--	5.4%	**10.2%**
Sea excursions / whale watching	7.7%	--	--	5.2%	**6.9%**
Scuba Diving	1.8%	--	--	3.3%	**2.7%**
Surf	0.9%	--	--	3.1%	**2.2%**
Golf	0.6%	--	--	2.9%	**1.6%**
Cycling / Mountain bike	0.9%	--	--	2.2%	**1.6%**
Windsurf / Kitesurf	0.8%	--	--	0.6%	**1.0%**

** Multi-choise question*

Tourist tax *(Data available from Q1 2025 to Q3 2025)*

Have they visited any holiday destination in the last five years where they were charged a tourist tax?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Yes	42.5%	--	--	--	**--**
No	40.9%	--	--	--	**--**
Not remember	16.7%	--	--	--	**--**

Do they exclude destinations with tourist tax?	2025Q1	2025Q2	2025Q3	2025Q4	2025
Yes	19.1%	--	--	--	**--**
No	80.9%	--	--	--	**--**

How much would they be willing to pay?	2025Q1	2025Q2	2025Q3	2025Q4	2025
Up to 1 euro	32.6%	--	--	--	**--**
Up to 2 euros	32.7%	--	--	--	**--**
Up to 3 euros	22.7%	--	--	--	**--**
More than 3 euros	12.0%	--	--	--	**--**

Would they be willing to pay a tourist tax for each day of accommodation in the Canary Islands?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Yes	70.4%	--	--	--	**--**
- For any purpose	14.4%	--	--	--	**--**
- Improve living conditions	14.2%	--	--	--	**--**
- Improve economic development	0.5%	--	--	--	**--**
- Improve the environment	28.5%	--	--	--	**--**
- Improve the tourist environment	5.5%	--	--	--	**--**
- Other purposes	7.3%	--	--	--	**--**
Not sure	24.5%	--	--	--	**--**
No	5.2%	--	--	--	**--**

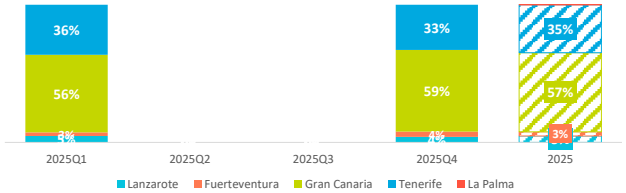
Tourist profile by quarter of trip (2025)

FINLAND

Which island do they choose?

Tourists (≥ 16 year old)	2025Q1	2025Q2	2025Q3	2025Q4	2025
Lanzarote	3,743	--	--	3,054	7,729
Fuerteventura	2,103	--	--	2,855	4,958
Gran Canaria	44,989	--	--	44,471	94,777
Tenerife	28,994	--	--	24,648	57,438
La Palma	0	--	--	0	37

Share by islands	2025Q1	2025Q2	2025Q3	2025Q4	2025
Lanzarote	4.7%	--	--	4.1%	4.7%
Fuerteventura	2.6%	--	--	3.8%	3.0%
Gran Canaria	56.4%	--	--	59.3%	57.5%
Tenerife	36.3%	--	--	32.9%	34.8%
La Palma	0.0%	--	--	0.0%	0.0%



How many are loyal to the Canary Islands?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Repeat tourists	81.2%	--	--	85.0%	83.1%
At least 10 previous visits	19.8%	--	--	33.7%	26.7%
Repeat tourists (last 5 years)	78.9%	--	--	80.5%	79.8%
Repeat tourists (last 5 years)(5 or more visits)	18.3%	--	--	23.2%	20.8%

Who are they?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Gender					
Men	46.0%	--	--	49.7%	46.6%
Women	54.0%	--	--	50.3%	53.4%
Age					
Average age	47.5	--	--	52.9	50.0
Standard deviation	16.2	--	--	17.4	17.1
Age range					
16 - 24 years old	9.2%	--	--	9.3%	8.9%
25 - 30 years old	9.4%	--	--	2.6%	6.5%
31 - 45 years old	30.2%	--	--	23.2%	27.3%
46 - 60 years old	22.7%	--	--	22.4%	21.6%
Over 60 years old	28.5%	--	--	42.4%	35.7%
Occupation					
Salaried worker	61.8%	--	--	48.9%	55.5%
Self-employed	5.3%	--	--	4.2%	4.5%
Unemployed	2.1%	--	--	0.7%	1.3%
Business owner	5.8%	--	--	6.1%	5.8%
Student	5.2%	--	--	8.5%	6.6%
Retired	19.9%	--	--	30.4%	25.7%
Unpaid domestic work	0.0%	--	--	1.2%	0.5%
Others	0.0%	--	--	0.0%	0.0%
Annual household income level					
Less than €25,000	6.7%	--	--	5.6%	7.0%
€25,000 - €49,999	28.2%	--	--	35.3%	32.2%
€50,000 - €74,999	31.7%	--	--	30.8%	30.8%
More than €74,999	33.4%	--	--	28.3%	30.0%
Education level					
No studies	1.1%	--	--	0.0%	0.5%
Primary education	3.2%	--	--	2.7%	3.2%
Secondary education	32.9%	--	--	40.9%	36.6%
Higher education	62.8%	--	--	56.5%	59.6%

How many islands do they visit during their trip?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
One island	95.6%	--	--	97.7%	96.1%
Two islands	3.6%	--	--	2.3%	3.5%
Three or more islands	0.8%	--	--	0.0%	0.4%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2025Q1	2025Q2	2025Q3	2025Q4	2025
Average rating	8.58	--	--	8.88	8.69

Experience in the Canary Islands	2025Q1	2025Q2	2025Q3	2025Q4	2025
Worse or much worse than expected	3.5%	--	--	0.5%	1.9%
Lived up to expectations	62.2%	--	--	57.8%	60.5%
Better or much better than expected	34.3%	--	--	41.6%	37.6%

Future intentions (scale 0-10)	2025Q1	2025Q2	2025Q3	2025Q4	2025
Return to the Canary Islands	8.50	--	--	8.87	8.67
Recommend visiting the Canary Islands	8.69	--	--	8.95	8.79

Who do they come with?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Unaccompanied	6.2%	--	--	12.2%	8.9%
Only with partner	52.2%	--	--	47.8%	50.6%
Only with children (< 13 years old)	9.4%	--	--	8.7%	8.9%
Partner + children (< 13 years old)	5.3%	--	--	3.2%	4.0%
Other relatives	6.5%	--	--	2.8%	4.5%
Friends	5.7%	--	--	7.9%	7.4%
Work colleagues	0.0%	--	--	0.4%	0.2%
Organized trip	0.0%	--	--	0.0%	0.0%
Other combinations (2)	14.6%	--	--	17.1%	15.6%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**23.6%**	**--**	**--**	**16.6%**	**19.6%**
- Between 0 and 2 years old	1.9%	--	--	2.2%	1.9%
- Between 3 and 12 years old	20.2%	--	--	14.0%	16.6%
- Between 0 -2 and 3-12 years old	1.4%	--	--	0.4%	1.1%
Tourists without children	**76.4%**	**--**	**--**	**83.4%**	**80.4%**
Group composition:					
- 1 person	7.5%	--	--	13.9%	10.3%
- 2 people	60.4%	--	--	57.3%	59.0%
- 3 people	8.4%	--	--	7.0%	8.2%
- 4 or 5 people	18.4%	--	--	13.4%	15.9%
- 6 or more people	5.3%	--	--	8.3%	6.6%
Average group size:	**2.70**	**--**	**--**	**2.82**	**2.75**

**People who share the main expenses of the trip*

Source: Tourist Expenditure Survey (EGT, ISTAC).

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