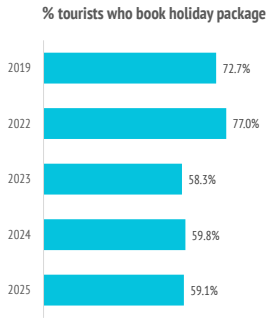
Tourist profile. Historical data (2019 - 2025)

Finland

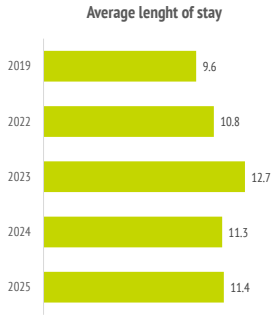
How many are they and how much do they spend?

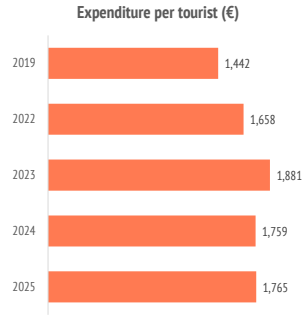
	2019	2022	2023	2024	2025
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**261**	**176**	**213**	**208**	**197**
Tourist arrivals ≥ 16 years old (EGT) (*)	**211**	**145**	**182**	**177**	**165**
- % tourists who book holiday package	72.7%	77.0%	58.3%	59.8%	59.1%
Children < 16 years old (FRONTUR - EGT) (*)	50	31	32	31	32
Expenditure per tourist (€)	**1,442**	**1,658**	**1,881**	**1,759**	**1,765**
- book holiday package	1,440	1,658	1,908	1,826	1,863
- holiday package	1,144	1,345	1,569	1,449	1,500
- others	296	313	339	377	363
- do not book holiday package	1,448	1,654	1,844	1,659	1,622
- flight	487	470	526	504	448
- accommodation	445	596	692	487	581
- others	517	589	626	669	593
Average lenght of stay	**9.6**	**10.8**	**12.7**	**11.3**	**11.4**
- Median	7.0	7.0	7.0	7.0	**7.0**
Average daily expenditure (€)	**172.14**	**193.41**	**197.50**	**192.42**	**185.58**
- Median	153.57	176.30	192.86	178.16	**172.15**
Average daily expenditure (without flight)	**113.26**	**131.97**	**133.11**	**127.11**	**129.40**
- Median	99.34	118.04	125.78	119.83	**123.98**
Average cost of the flight (€)	**487.3**	**509.4**	**570.3**	**555.9**	**506.3**
Total turnover (≥ 16 years old) (€m)	**305**	**241**	**342**	**311**	**291**
Turnover without flight (≥ 16 years old) (€m)	**202**	**167**	**238**	**213**	**208**

(*) Thousands of tourists









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

	2019	2022	2023	2024	2025
Accommodation:					
- Accommodation	93.4%	93.1%	91.3%	88.7%	90.0%
- Additional accommodation expenses	7.4%	4.0%	3.2%	5.8%	4.7%
Transport:					
- National/International Transport	98.5%	97.1%	96.7%	96.8%	95.8%
- Flights between islands	2.8%	3.3%	3.2%	5.0%	3.1%
- Taxi	66.8%	75.3%	62.9%	63.5%	65.0%
- Car rental	20.8%	23.9%	30.7%	27.1%	27.1%
- Public transport	15.5%	15.0%	17.5%	21.1%	29.6%
Food and drink:					
- Food purchases at supermarkets	72.5%	71.8%	69.0%	73.8%	72.5%
- Restaurants	67.7%	69.7%	75.3%	71.4%	76.2%
Leisure:					
- Organized excursions	20.1%	17.7%	21.0%	21.9%	20.0%
- Sport activities	5.5%	6.1%	8.2%	6.9%	4.6%
- Cultural activities	2.7%	2.1%	1.9%	3.6%	2.8%
- Museums	5.8%	6.9%	7.9%	7.7%	7.7%
- Theme Parks	9.5%	10.8%	11.1%	9.2%	11.9%
- Discos and pubs	8.0%	9.7%	10.6%	7.7%	11.9%
- Wellness	7.4%	8.6%	7.4%	6.0%	9.1%
Purchases of goods:					
- Souvenirs	57.1%	46.6%	41.5%	50.5%	46.8%
- Other expenses	0.3%	1.5%	0.7%	1.2%	0.9%
Other:					
- Medical or pharmaceutical expenses	5.2%	7.6%	7.3%	4.9%	6.1%
- Other expenses	7.2%	8.5%	8.3%	4.9%	5.3%

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

Expenditure per tourist and trip (€)	2019	2022	2023	2024	2025
Accommodation:	**766**	**873**	**1,038**	**1,565**	**957**
- Accommodation	597	751	877	748	837
- Additional accommodation expenses	169	122	162	817	120
Transport:	**819**	**840**	**923**	**917**	**890**
- National/International Transport	495	525	590	574	528
- Flights between islands	138	66	43	102	102
- Taxi	75	110	126	96	97
- Car rental	83	118	139	123	134
- Public transport	28	22	25	22	28
Food and drink:	**290**	**322**	**354**	**376**	**373**
- Food purchases at supermarkets	111	115	139	153	130
- Restaurants	178	207	215	222	243
Leisure:	**420**	**441**	**544**	**556**	**478**
- Organized excursions	70	103	98	102	99
- Sport activities	95	107	102	106	79
- Cultural activities	41	28	33	41	40
- Museums	30	23	31	28	30
- Theme Parks	62	51	93	97	85
- Discos and pubs	63	76	83	124	76
- Wellness	59	53	104	57	69
Purchases of goods:	**197**	**166**	**155**	**170**	**356**
- Souvenirs	111	103	101	101	90
- Other expenses	86	63	53	69	266
Other:	**123**	**102**	**246**	**109**	**170**
- Medical or pharmaceutical expenses	69	23	163	53	75
- Other expenses	53	79	83	56	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. Historical data (2019 - 2025)

Finland

What is the main purpose of their trip?

	2019	2022	2023	2024	2025
Holiday, leisure	1.6%	1.4%	3.4%	4.7%	2.9%
Visiting family or friends	2.4%	0.7%	0.0%	0.0%	0.0%
Business and work	1.4%	2.2%	3.8%	6.3%	4.1%
Education and training	1.1%	0.8%	1.5%	0.5%	0.0%
Sports training	96.7%	94.0%	90.6%	88.8%	94.6%
Health or medical care	1.8%	0.0%	0.0%	0.0%	0.0%
Fairs and congresses	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.0%	4.2%	0.0%	0.0%	0.0%

What is the main motivation for their holidays?

	2019	2022	2023	2024	2025
Rest	72.7%	70.8%	61.1%	61.9%	64.8%
Enjoy family time	17.8%	18.2%	21.7%	19.0%	18.8%
Have fun	2.5%	2.9%	3.1%	5.1%	2.3%
Explore the destination	5.3%	4.8%	8.1%	7.2%	9.8%
Practice their hobbies	1.1%	2.5%	3.8%	3.8%	2.2%
Other reasons	0.5%	0.8%	2.2%	3.0%	2.0%

Where did they spend their main holiday last year? *

	2019	2022	2023	2024	2025
Didn't have holidays	--	53.2%	21.1%	16.3%	13.9%
Canary Islands	--	19.8%	28.1%	28.0%	32.9%
Other destination	--	27.0%	50.9%	55.7%	53.2%
- Balearic Islands	--	0.3%	0.8%	1.4%	0.4%
- Rest of Spain	--	6.1%	9.7%	9.1%	9.6%
- Italy	--	2.4%	6.9%	6.1%	6.2%
- France	--	1.0%	3.6%	4.0%	2.6%
- Turkey	--	1.1%	0.8%	1.8%	2.1%
- Greece	--	5.7%	9.3%	10.6%	12.0%
- Portugal	--	0.9%	2.0%	2.5%	2.9%
- Croatia	--	0.3%	3.0%	3.8%	3.6%
- Egypt	--	0.2%	0.6%	0.2%	0.6%
- Tunisia	--	0.0%	0.0%	0.0%	0.0%
- Morocco	--	0.0%	0.0%	0.5%	0.0%
- Others	--	8.9%	14.2%	15.7%	13.0%

** Percentage of valid answers*

What other destinations did they consider for this trip? *

	2019	2022	2023	2024	2025
None (I was clear about "this Canary Island")	--	20.8%	26.0%	25.1%	20.5%
Canary Islands (other island)	--	21.8%	22.7%	20.8%	21.6%
Other destination	--	57.4%	51.3%	54.1%	57.8%
- Balearic Islands	--	2.1%	1.0%	1.0%	0.9%
- Rest of Spain	--	12.9%	11.1%	11.3%	12.5%
- Italy	--	6.7%	5.6%	6.7%	7.3%
- France	--	3.7%	3.0%	3.1%	3.4%
- Turkey	--	3.4%	1.8%	3.7%	3.9%
- Greece	--	9.9%	10.5%	10.6%	9.9%
- Portugal	--	6.4%	7.8%	5.7%	8.7%
- Croatia	--	5.5%	3.6%	5.1%	3.2%
- Egypt	--	2.5%	1.9%	2.7%	2.9%
- Others	--	4.3%	4.9%	4.0%	5.2%

** Percentage of valid answers*

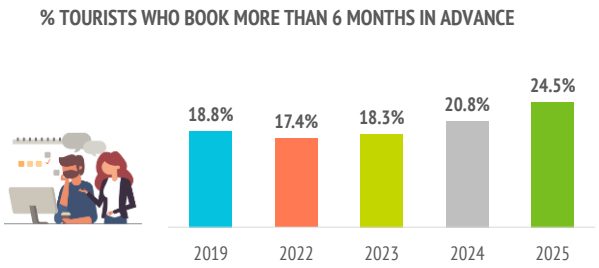
Importance of each factor in the destination choice

	2019	2022	2023	2024	2025
Climate	83.6%	89.6%	81.9%	84.2%	85.7%
Sea	45.7%	59.6%	52.6%	53.1%	57.5%
Safety	44.0%	46.7%	48.0%	40.4%	53.1%
Landscapes	30.6%	41.4%	40.0%	38.3%	44.9%
European belonging	33.7%	44.6%	34.8%	37.4%	44.4%
Beaches	31.1%	35.8%	33.9%	30.8%	37.2%
Accommodation supply	38.0%	41.5%	36.1%	37.1%	37.2%
Tranquility	32.0%	32.0%	34.1%	31.9%	36.9%
Environment	24.3%	32.7%	34.2%	29.2%	35.4%
Price	26.6%	27.4%	23.2%	25.3%	34.0%
Gastronomy	14.8%	22.0%	18.1%	17.8%	25.6%
Hiking trail network	18.6%	26.3%	21.7%	21.7%	23.0%
Authenticity	5.3%	8.2%	8.6%	9.0%	15.7%
Effortless trip	9.0%	15.4%	12.3%	12.1%	14.7%
Fun possibilities	7.5%	11.0%	11.0%	8.7%	12.4%
Shopping	6.6%	7.8%	7.8%	5.2%	11.7%
Exoticism	7.8%	9.4%	8.1%	7.6%	11.5%
Historical heritage	5.0%	7.1%	6.7%	8.6%	10.3%
Culture	2.7%	7.0%	5.4%	5.4%	8.7%
Nightlife	2.3%	5.7%	4.3%	4.5%	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?

	2019	2022	2023	2024	2025
The same day	0.3%	1.2%	0.3%	0.6%	0.9%
Between 1 and 30 days	26.0%	24.4%	20.7%	20.7%	24.4%
Between 1 and 2 months	25.2%	29.7%	23.7%	23.8%	20.2%
Between 3 and 6 months	29.7%	27.3%	37.1%	34.2%	30.1%
More than 6 months	18.8%	17.4%	18.3%	20.8%	24.5%



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

	2019	2022	2023	2024	2025
Previous visits to the Canary Islands	64.1%	61.8%	60.3%	58.4%	60.0%
Friends or relatives	22.1%	26.9%	23.6%	31.4%	31.2%
Internet or social media	67.5%	62.1%	59.2%	59.0%	61.4%
Mass Media	1.4%	1.6%	1.6%	1.7%	1.9%
Travel guides and magazines	3.4%	3.9%	3.8%	3.7%	3.4%
Travel Blogs or Forums	4.9%	7.7%	8.4%	7.6%	5.7%
Travel TV Channels	0.1%	0.4%	0.5%	0.9%	0.9%
Tour Operator or Travel Agency	23.3%	36.4%	27.2%	24.9%	24.4%
Public administrations or similar	0.0%	0.3%	0.8%	0.2%	0.6%
Others	1.2%	0.7%	1.8%	2.2%	2.1%

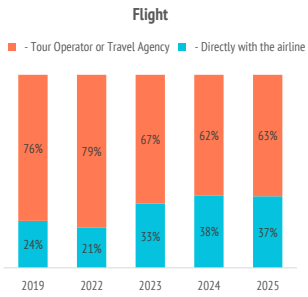
** Multi-choise question*

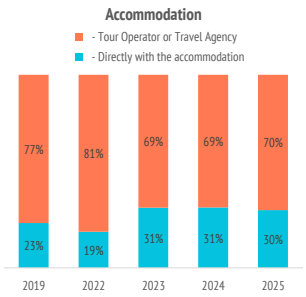
Tourist profile. Historical data (2019 - 2025)

Finland

With whom did they book their flight and accommodation?

	2019	2022	2023	2024	2025
Flight					
- Directly with the airline	24.3%	20.9%	33.2%	37.5%	37.1%
- Tour Operator or Travel Agency	75.7%	79.1%	66.8%	62.5%	62.9%
Accommodation					
- Directly with the accommodation	23.2%	18.7%	31.2%	31.3%	29.9%
- Tour Operator or Travel Agency	76.8%	81.3%	68.8%	68.7%	70.1%





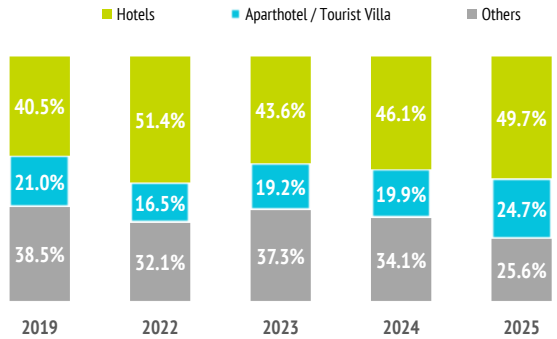
Where are they from?

	2019	2022	2023	2024	2025
Finland	95.3%	94.6%	91.8%	94.2%	95.1%
Germany	0.3%	0.6%	1.3%	2.7%	0.9%
Others	0.0%	0.0%	0.5%	0.2%	0.7%
Sweden	1.1%	0.4%	1.5%	0.9%	0.6%
United Kingdom	0.8%	0.1%	0.8%	0.0%	0.3%
Norway	0.7%	1.0%	0.8%	0.0%	0.1%
Belgium	0.0%	0.0%	0.4%	0.0%	0.0%
Denmark	0.0%	0.2%	0.0%	0.0%	0.0%
France	0.0%	1.6%	0.0%	0.0%	0.0%
Netherlands	0.6%	0.0%	0.5%	0.0%	0.0%
Others	1.2%	1.7%	2.4%	2.0%	2.3%

Where do they stay?

	2019	2022	2023	2024	2025
1-2-3* Hotel	9.4%	13.5%	9.0%	13.2%	12.7%
4* Hotel	26.5%	32.2%	26.6%	28.9%	32.1%
5* Hotel / 5* Luxury Hotel	4.6%	5.7%	8.0%	3.9%	5.0%
Aparthotel / Tourist Villa	21.0%	16.5%	19.2%	19.9%	24.7%
House/room rented in a private dwelling	4.1%	1.2%	8.4%	16.8%	19.4%
Private accommodation (1)	2.9%	3.5%	3.6%	5.5%	5.0%
Others (Cottage, cruise, camping,..)	31.5%	27.3%	25.2%	11.8%	1.2%

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

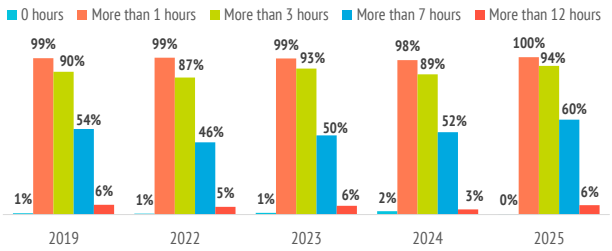


What do they book?

	2019	2022	2023	2024	2025
Room only	34.4%	29.9%	35.4%	42.6%	43.1%
Bed and Breakfast	25.7%	28.1%	26.3%	23.8%	24.7%
Half board	14.3%	12.8%	13.9%	11.5%	10.8%
Full board	7.5%	10.4%	11.1%	6.5%	10.0%
All inclusive	18.1%	18.8%	13.3%	15.6%	11.5%

Activities in the Canary Islands

Outdoor time per day	2019	2022	2023	2024	2025
0 hours	0.9%	0.6%	1.1%	2.2%	0.3%
1 - 2 hours	8.6%	12.6%	6.4%	9.0%	5.5%
3 - 6 hours	36.3%	41.0%	42.4%	36.6%	34.1%
7 - 12 hours	48.0%	41.0%	44.6%	49.0%	54.2%
More than 12 hours	6.2%	4.9%	5.6%	3.2%	5.9%
Outdoor time per day	7.3	6.5	7.2	7.0	7.6



Activities in the Canary Islands	2019	2022	2023	2024	2025
Walk, wander	88.8%	87.6%	84.2%	85.7%	87.5%
Beach	68.0%	67.1%	65.1%	65.3%	69.6%
Swimming pool, hotel facilities	74.9%	75.7%	69.9%	67.7%	65.1%
Explore the island on their own	49.9%	53.1%	53.9%	54.8%	53.6%
Taste Canarian gastronomy	21.9%	18.7%	21.3%	27.2%	30.0%
Astronomical observation	22.5%	22.0%	22.1%	23.4%	21.2%
Swim	--	26.5%	16.0%	21.3%	18.6%
Nightlife / concerts / shows	16.5%	14.3%	16.8%	13.9%	17.6%
Hiking	--	14.2%	14.1%	17.9%	16.8%
Theme parks	16.1%	16.4%	19.3%	15.5%	15.4%
Wineries / markets / popular festivals	11.0%	9.0%	9.5%	10.6%	14.9%
Museums / exhibitions	9.6%	12.5%	11.4%	15.8%	13.8%
Organized excursions	19.9%	13.9%	13.5%	14.4%	13.6%
Beauty and health treatments	11.1%	8.0%	10.6%	9.3%	10.2%
Running	--	9.7%	9.6%	10.8%	10.2%
Other Nature Activities	--	6.8%	10.5%	8.8%	10.2%
Sea excursions / whale watching	8.4%	9.0%	11.3%	9.1%	6.9%
Practice other sports	--	5.4%	5.7%	6.7%	6.1%
Scuba Diving	--	1.6%	1.3%	1.0%	2.7%
Surf	--	1.5%	1.2%	0.4%	2.2%
Cycling / Mountain bike	--	3.3%	3.7%	3.7%	1.6%
Golf	--	5.2%	4.6%	2.6%	1.6%
Windsurf / Kitesurf	--	--	0.9%	0.3%	1.0%

** Multi-choise question*

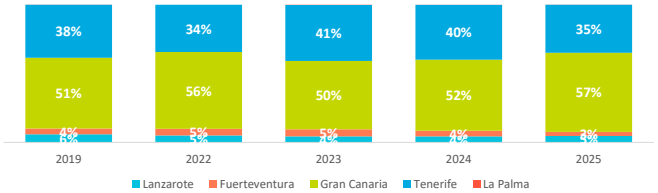
Tourist profile. Historical data (2019 - 2025)

Finland

Which island do they choose?

Tourists (≥ 16 year old)	2019	2022	2023	2024	2025
Lanzarote	12,283	7,339	8,065	7,797	7,729
Fuerteventura	8,936	6,948	9,173	7,173	4,958
Gran Canaria	107,789	80,633	90,111	91,205	94,777
Tenerife	80,723	49,635	73,844	70,396	57,438
La Palma	80	0	295	98	37

Share by islands	2019	2022	2023	2024	2025
Lanzarote	5.9%	5.1%	4.4%	4.4%	4.7%
Fuerteventura	4.3%	4.8%	5.1%	4.1%	3.0%
Gran Canaria	51.4%	55.8%	49.7%	51.6%	57.5%
Tenerife	38.5%	34.3%	40.7%	39.8%	34.8%
La Palma	0.0%	0.0%	0.2%	0.1%	0.0%



How many islands do they visit during their trip?

	2019	2022	2023	2024	2025
One island	95.0%	95.0%	96.1%	93.4%	96.1%
Two islands	5.0%	4.5%	3.9%	6.2%	3.5%
Three or more islands	0.0%	0.5%	0.0%	0.4%	0.4%

How many are loyal to the Canary Islands?

	2019	2022	2023	2024	2025
Repeat tourists	84.1%	80.9%	79.6%	81.8%	83.1%
At least 10 previous visits	22.6%	23.7%	27.1%	24.2%	26.7%
Repeat tourists (last 5 years)	81.8%	78.9%	76.0%	78.2%	79.8%
Repeat tourists (last 5 years)(5 or more visits)	21.1%	14.1%	15.2%	12.6%	20.8%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019	2022	2023	2024	2025
Average rating	8.42	8.74	8.63	8.55	8.69

Experience in the Canary Islands	2019	2022	2023	2024	2025
Worse or much worse than expected	3.3%	1.1%	1.9%	2.5%	1.9%
Lived up to expectations	68.0%	62.4%	66.0%	66.4%	60.5%
Better or much better than expected	28.7%	36.5%	32.2%	31.2%	37.6%

Future intentions (scale 0-10)	2019	2022	2023	2024	2025
Return to the Canary Islands	8.40	8.53	8.45	8.45	8.67
Recommend visiting the Canary Islands	8.65	8.82	8.73	8.62	8.79

Who are they?

	2019	2022	2023	2024	2025
Gender					
Men	44.7%	42.1%	45.6%	49.1%	46.6%
Women	55.3%	57.9%	54.4%	50.9%	53.4%
Age					
Average age	50.8	50.7	48.5	49.6	50.0
Standard deviation	14.3	16.8	17.1	16.4	17.1
Age range					
16 - 24 years old	5.3%	10.3%	11.9%	8.8%	8.9%
25 - 30 years old	5.3%	5.8%	6.2%	6.5%	6.5%
31 - 45 years old	25.6%	19.9%	26.2%	27.0%	27.3%
46 - 60 years old	36.6%	30.6%	27.1%	25.5%	21.6%
Over 60 years old	27.2%	33.4%	28.7%	32.2%	35.7%
Occupation					
Salaried worker	52.0%	48.3%	53.2%	56.6%	55.5%
Self-employed	5.9%	7.7%	6.4%	6.4%	4.5%
Unemployed	2.2%	1.6%	0.3%	1.7%	1.3%
Business owner	11.9%	8.5%	7.7%	7.0%	5.8%
Student	2.8%	8.4%	7.9%	4.7%	6.6%
Retired	24.5%	25.3%	23.7%	23.1%	25.7%
Unpaid domestic work	0.7%	0.2%	0.4%	0.2%	0.5%
Others	0.0%	0.0%	0.3%	0.2%	0.0%
Annual household income level					
Less than €25,000	8.8%	8.1%	8.3%	10.1%	7.0%
€25,000 - €49,999	31.1%	32.3%	29.6%	30.1%	32.2%
€50,000 - €74,999	28.9%	26.4%	26.8%	28.9%	30.8%
More than €74,999	31.2%	33.3%	35.3%	30.9%	30.0%
Education level					
No studies	0.0%	0.4%	0.4%	0.5%	0.5%
Primary education	6.3%	5.3%	5.8%	6.5%	3.2%
Secondary education	46.5%	41.1%	32.4%	33.5%	36.6%
Higher education	47.2%	53.2%	61.4%	59.5%	59.6%

Who do they come with?

	2019	2022	2023	2024	2025
Unaccompanied	8.1%	7.6%	10.0%	10.0%	8.9%
Only with partner	48.0%	47.2%	43.4%	48.1%	50.6%
Only with children (< 13 years old)	12.4%	6.5%	8.0%	7.0%	8.9%
Partner + children (< 13 years old)	3.7%	5.0%	4.0%	3.8%	4.0%
Other relatives	4.9%	8.6%	8.2%	8.0%	4.5%
Friends	4.3%	7.0%	6.1%	7.5%	7.4%
Work colleagues	0.0%	0.0%	0.2%	0.7%	0.2%
Organized trip	0.1%	0.0%	0.5%	0.0%	0.0%
Other combinations (2)	18.5%	18.1%	19.5%	14.8%	15.6%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**19.8%**	**15.6%**	**18.1%**	**16.5%**	**19.6%**
- Between 0 and 2 years old	0.8%	0.9%	1.0%	2.3%	1.9%
- Between 3 and 12 years old	17.4%	13.6%	16.0%	13.2%	16.6%
- Between 0 -2 and 3-12 years old	1.5%	1.1%	1.2%	1.0%	1.1%
Tourists without children	**80.2%**	**84.4%**	**81.9%**	**83.5%**	**80.4%**
Group composition:					
- 1 person	12.0%	10.0%	12.8%	15.1%	10.3%
- 2 people	53.9%	57.3%	51.3%	53.6%	59.0%
- 3 people	10.9%	12.9%	12.4%	9.3%	8.2%
- 4 or 5 people	20.9%	16.2%	20.1%	16.5%	15.9%
- 6 or more people	2.4%	3.6%	3.5%	5.6%	6.6%
Average group size:	**2.58**	**2.55**	**2.63**	**2.64**	**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.