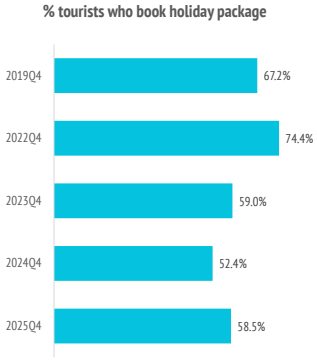
Tourist profile. Historical data (2019 - 2025)

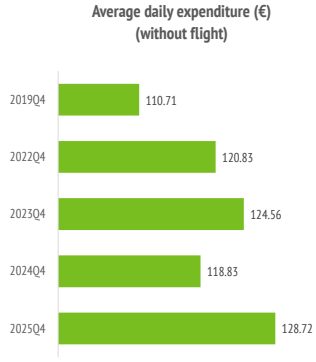
FINLAND: Fourth Quarter

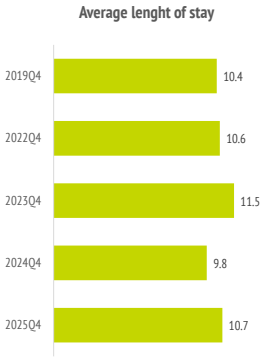
How many are they and how much do they spend?

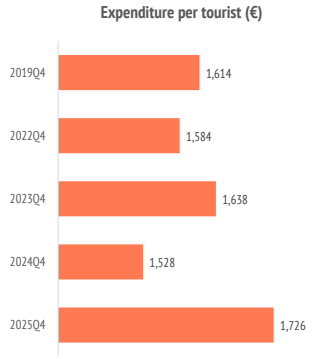
	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**112**	**88**	**102**	**106**	**86**
Tourist arrivals ≥ 16 years old (EGT) (*)	**93**	**72**	**87**	**92**	**75**
- book holiday package (*)	62	54	51	48	44
- do not book holiday package (*)	30	19	36	44	31
- % tourists who book holiday package	67.2%	74.4%	59.0%	52.4%	58.5%
Children < 16 years old (FRONTUR - EGT) (*)	19	16	15	14	11
Expenditure per tourist (€) (group spend / group size)	**1,356**	**1,472**	**1,510**	**1,346**	**1,515**
Expenditure per tourist (€) (group spend / +16)	**1,614**	**1,584**	**1,638**	**1,528**	**1,726**
- book holiday package	1,585	1,628	1,714	1,731	1,779
- holiday package	1,279	1,321	1,420	1,311	1,432
- others	307	306	294	420	347
- do not book holiday package	1,671	1,456	1,530	1,305	1,651
- flight	600	420	459	461	473
- accommodation	514	534	506	381	592
- others	557	502	566	464	585
Average lenght of stay	**10.4**	**10.6**	**11.5**	**9.8**	**10.7**
- Median	7.0	7.0	7.0	7.0	7.0
Average daily expenditure (€)	**185.65**	**183.71**	**185.37**	**184.26**	**185.76**
- Median	172.13	178.65	178.57	169.14	182.82
Average daily expenditure (without flight)	**110.71**	**120.83**	**124.56**	**118.83**	**128.72**
- Median	103.19	113.68	118.62	112.29	126.77
Average cost of the flight (€)	**633**	**526**	**514**	**517**	**517**
Total turnover (€m)	**150**	**115**	**143**	**141**	**129**
Turnover without flight (€m)	**91**	**77**	**98**	**93**	**91**

(*) Thousands of tourists









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

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Accommodation:					
- Accommodation	92.3%	92.8%	90.6%	84.0%	92.7%
- Additional accommodation expenses	9.8%	5.3%	2.0%	5.7%	5.3%
Transport:					
- National/International Transport	98.3%	94.9%	96.1%	96.7%	96.4%
- Flights between islands	3.3%	2.7%	3.1%	5.3%	1.7%
- Taxi	69.8%	76.2%	63.9%	64.9%	63.3%
- Car rental	22.3%	22.3%	28.9%	30.6%	27.4%
- Public transport	16.0%	11.5%	17.2%	20.9%	26.0%
Food and drink:					
- Food purchases at supermarkets	75.4%	69.7%	68.5%	75.7%	76.5%
- Restaurants	66.6%	71.5%	77.4%	69.7%	76.4%
Leisure:					
- Organized excursions	19.6%	16.0%	19.1%	22.9%	20.6%
- Sport activities	4.5%	7.2%	7.7%	6.7%	3.3%
- Cultural activities	3.3%	2.2%	1.9%	1.9%	1.0%
- Museums	8.4%	8.5%	7.2%	6.7%	6.6%
- Theme Parks	11.4%	14.3%	9.3%	9.9%	8.8%
- Discos and pubs	6.3%	10.6%	10.1%	9.8%	12.5%
- Wellness	7.6%	8.6%	8.6%	6.9%	10.2%
Purchases of goods:					
- Souvenirs	57.4%	48.2%	37.8%	50.8%	46.3%
- Other expenses	0.0%	0.3%	0.0%	1.8%	1.4%
Other:					
- Medical or pharmaceutical expenses	4.2%	6.3%	6.2%	3.3%	3.9%
- Other expenses	5.6%	3.7%	6.7%	3.5%	8.2%

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

Expenditure per tourist and trip (€)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Accommodation:	**793**	**796**	**829**	**1,030**	**875**
- Accommodation	597	696	736	629	769
- Additional accommodation expenses	196	100	93	401	105
Transport:	**1,051**	**864**	**841**	**840**	**1,006**
- National/International Transport	644	554	535	535	536
- Flights between islands	225	82	34	95	199
- Taxi	75	89	118	93	102
- Car rental	88	120	126	95	143
- Public transport	18	19	27	22	27
Food and drink:	**308**	**306**	**342**	**353**	**348**
- Food purchases at supermarkets	124	110	139	127	124
- Restaurants	184	196	203	226	224
Leisure:	**443**	**428**	**514**	**454**	**404**
- Organized excursions	64	80	101	112	101
- Sport activities	140	97	104	37	31
- Cultural activities	46	13	21	46	26
- Museums	27	25	35	34	27
- Theme Parks	54	48	81	120	74
- Discos and pubs	49	96	104	59	84
- Wellness	63	69	68	44	61
Purchases of goods:	**119**	**161**	**67**	**170**	**378**
- Souvenirs	119	86	67	101	**78**
- Other expenses	0	75	0	70	**300**
Other:	**156**	**79**	**102**	**86**	**288**
- Medical or pharmaceutical expenses	112	26	17	53	**170**
- Other expenses	44	53	85	33	**118**

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: Fourth Quarter

What is the main purpose of their trip?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Holiday, leisure	96.3%	92.9%	88.2%	83.4%	96.2%
Visiting family or friends	0.7%	1.7%	5.0%	10.5%	2.4%
Business and work	0.0%	1.8%	2.5%	3.8%	1.4%
Education and training	0.0%	0.0%	0.0%	0.6%	0.0%
Sports training	0.7%	0.3%	0.5%	0.5%	0.0%
Health or medical care	2.1%	1.6%	1.8%	0.9%	0.0%
Fairs and congresses	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.3%	1.6%	2.0%	0.5%	0.0%

What is the main motivation for their holidays?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Rest	69.2%	75.2%	63.5%	56.4%	64.0%
Enjoy family time	19.7%	13.9%	16.2%	22.4%	18.6%
Have fun	2.6%	4.3%	4.0%	5.3%	3.1%
Explore the destination	6.1%	4.0%	9.4%	8.9%	9.2%
Practice their hobbies	2.2%	2.1%	3.7%	2.6%	3.1%
Other reasons	0.2%	0.5%	3.2%	4.4%	1.9%

Where did they spend their main holiday last year? *

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Didn't have holidays	--	41.8%	21.1%	17.0%	14.6%
Canary Islands	--	25.3%	31.4%	26.3%	30.6%
Other destination	--	32.9%	47.5%	56.7%	54.8%
- Balearic Islands	--	0.3%	0.3%	1.0%	0.0%
- Rest of Spain	--	7.7%	8.1%	9.5%	8.3%
- Italy	--	3.7%	6.0%	6.2%	5.6%
- France	--	1.4%	3.3%	3.8%	0.4%
- Turkey	--	1.5%	0.8%	0.9%	2.7%
- Greece	--	8.1%	8.2%	10.6%	15.2%
- Portugal	--	0.8%	2.3%	3.0%	2.6%
- Croatia	--	0.1%	2.9%	3.4%	5.9%
- Egypt	--	0.4%	1.1%	0.2%	1.2%
- Tunisia	--	0.0%	0.0%	0.0%	0.0%
- Morocco	--	0.0%	0.0%	0.3%	0.0%
- Others	--	8.7%	14.5%	17.9%	13.0%

** Percentage of valid answers*

What other destinations did they consider for this trip? *

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
None (I was clear about "this Canary Island")	--	17.8%	20.6%	26.1%	20.0%
Canary Islands (other island)	--	23.5%	20.6%	20.9%	20.6%
Other destination	--	58.7%	58.7%	53.0%	59.4%
- Balearic Islands	--	2.0%	1.3%	1.1%	1.3%
- Rest of Spain	--	15.0%	12.8%	11.5%	13.6%
- Italy	--	5.8%	6.4%	7.0%	7.9%
- France	--	3.1%	3.8%	2.4%	4.1%
- Turkey	--	3.8%	2.9%	3.8%	3.9%
- Greece	--	9.7%	13.6%	10.8%	10.3%
- Portugal	--	7.1%	7.6%	5.8%	7.8%
- Croatia	--	5.1%	4.2%	5.2%	3.3%
- Egypt	--	3.1%	1.3%	3.0%	3.7%
- Others	--	4.1%	5.0%	2.4%	3.5%

** Percentage of valid answers*

Importance of each factor in the destination choice

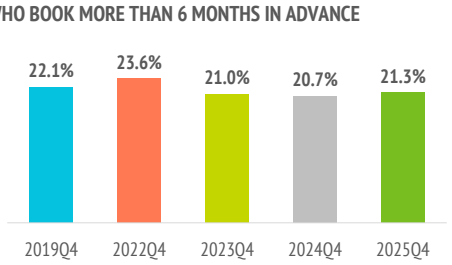
	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Climate	86.3%	89.3%	79.3%	83.4%	84.7%
Sea	52.2%	62.8%	53.3%	48.8%	62.4%
Safety	43.6%	49.4%	47.7%	40.2%	52.8%
European belonging	33.9%	44.6%	35.1%	39.2%	48.0%
Landscapes	30.2%	44.6%	40.5%	36.7%	47.0%
Beaches	30.5%	35.1%	36.3%	27.8%	43.7%
Tranquility	32.1%	33.7%	37.5%	28.2%	40.6%
Accommodation supply	37.6%	47.7%	39.4%	35.1%	38.0%
Price	25.9%	27.2%	25.2%	27.7%	34.6%
Environment	24.0%	35.1%	32.9%	27.9%	33.0%
Gastronomy	13.4%	24.6%	15.8%	17.2%	27.8%
Hiking trail network	15.3%	28.7%	19.2%	19.4%	23.4%
Shopping	3.1%	7.2%	5.6%	4.9%	14.5%
Authenticity	3.5%	8.1%	8.5%	8.6%	14.2%
Fun possibilities	7.1%	12.2%	8.0%	9.2%	10.4%
Exoticism	8.0%	9.2%	10.9%	6.5%	9.2%
Historical heritage	3.6%	7.4%	5.6%	9.3%	9.1%
Effortless trip	8.1%	19.7%	14.4%	10.6%	8.9%
Culture	3.0%	7.5%	4.1%	5.9%	7.2%
Nightlife	1.8%	6.6%	5.3%	4.9%	4.4%

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?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
The same day	0.0%	1.0%	0.5%	0.0%	1.4%
Between 1 and 30 days	15.6%	20.4%	21.9%	23.7%	25.6%
Between 1 and 2 months	25.1%	25.3%	17.2%	23.2%	19.0%
Between 3 and 6 months	37.2%	29.8%	39.4%	32.4%	32.7%
More than 6 months	22.1%	23.6%	21.0%	20.7%	21.3%





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

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Previous visits to the Canary Islands	68.2%	64.0%	55.8%	55.1%	64.3%
Friends or relatives	22.2%	24.5%	23.9%	37.3%	27.5%
Internet or social media	65.3%	61.3%	58.5%	50.7%	61.9%
Mass Media	1.4%	1.7%	1.6%	2.1%	2.1%
Travel guides and magazines	3.5%	3.6%	4.5%	4.1%	2.3%
Travel Blogs or Forums	6.6%	9.5%	8.3%	9.1%	3.5%
Travel TV Channels	0.0%	0.4%	1.0%	0.0%	0.6%
Tour Operator or Travel Agency	25.9%	37.8%	28.3%	27.7%	22.6%
Public administrations or similar	0.0%	0.2%	1.7%	0.0%	0.6%
Others	0.9%	1.0%	1.4%	3.0%	3.2%

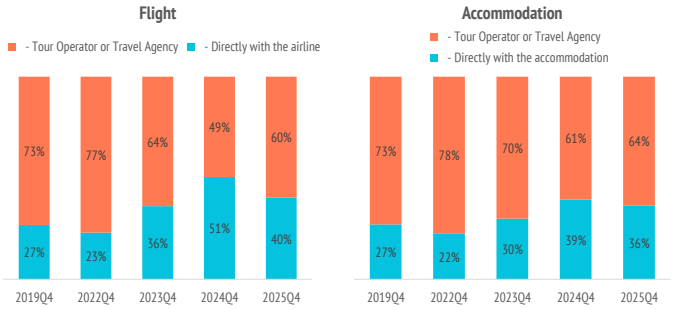
** Multi-choise question*

Tourist profile. Historical data (2019 - 2025)

FINLAND: Fourth Quarter

With whom did they book their flight and accommodation?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Flight					
- Directly with the airline	26.8%	23.0%	36.1%	50.5%	40.3%
- Tour Operator or Travel Agency	73.2%	77.0%	63.9%	49.5%	59.7%
Accommodation					
- Directly with the accommodation	27.1%	22.5%	29.9%	39.3%	36.3%
- Tour Operator or Travel Agency	72.9%	77.5%	70.1%	60.7%	63.7%



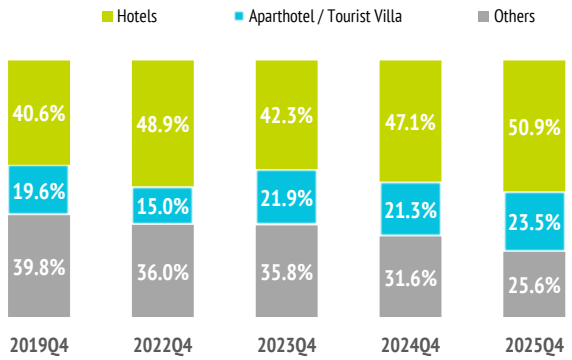
Where does the flight come from?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Finland	96.5%	96.1%	94.8%	94.6%	99.3%
United Kingdom	0.0%	0.1%	0.0%	0.0%	0.7%
Germany	0.0%	0.0%	1.3%	4.3%	0.0%
Belgium	0.0%	0.0%	0.8%	0.0%	0.0%
Netherlands	0.7%	0.0%	0.0%	0.0%	0.0%
Iceland	0.0%	0.0%	0.0%	0.2%	0.0%
Portugal	0.6%	0.4%	1.5%	0.3%	0.0%
Sweden	2.0%	0.6%	1.0%	0.0%	0.0%
Others	0.2%	2.7%	0.5%	0.6%	0.0%

Where do they stay?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
1-2-3* Hotel	9.2%	10.5%	7.9%	11.2%	15.9%
4* Hotel	25.7%	32.7%	26.8%	32.1%	30.9%
5* Hotel / 5* Luxury Hotel	5.7%	5.7%	7.5%	3.8%	4.1%
Aparthotel / Tourist Villa	19.6%	15.0%	21.9%	21.3%	23.5%
House/room rented in a private dwelling	3.5%	1.8%	12.8%	19.7%	23.5%
Private accommodation (1)	3.7%	2.2%	1.7%	7.8%	2.0%
Others (Cottage, cruise, camping,..)	32.6%	32.0%	21.3%	4.1%	0.0%

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

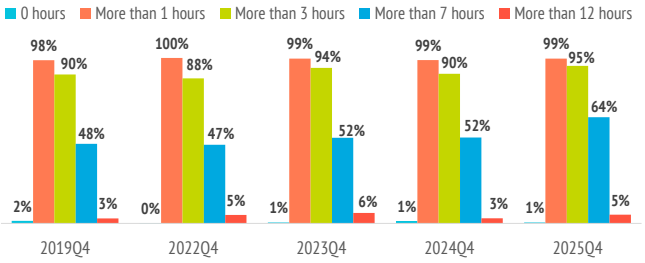


What do they book?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Room only	37.5%	28.0%	38.6%	45.3%	44.3%
Bed and Breakfast	23.7%	30.0%	26.7%	23.6%	27.2%
Half board	15.3%	15.1%	13.4%	11.8%	8.0%
Full board	6.3%	9.3%	9.4%	6.2%	8.3%
All inclusive	17.1%	17.6%	11.9%	13.0%	12.1%

Activities in the Canary Islands

Outdoor time per day	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
0 hours	0.0%	6.8%	0.0%	3.2%	0.0%
1 - 2 hours	0.0%	0.0%	0.0%	0.0%	0.0%
3 - 6 hours	41.8%	40.1%	42.1%	38.4%	31.0%
7 - 12 hours	45.0%	42.4%	45.4%	48.8%	58.8%
More than 12 hours	3.0%	5.1%	6.3%	3.1%	5.3%
Outdoor time per day	6.8	6.6	7.4	7.0	7.7



Activities in the Canary Islands	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Walk, wander	90.2%	89.6%	85.0%	83.7%	85.5%
Beach	67.0%	70.0%	66.0%	66.1%	66.5%
Swimming pool, hotel facilities	76.7%	76.0%	66.8%	67.4%	66.3%
Explore the island on their own	48.7%	48.9%	52.2%	57.1%	45.4%
Taste Canarian gastronomy	24.1%	16.0%	23.7%	29.0%	30.5%
Astronomical observation	26.2%	23.0%	21.7%	22.9%	23.9%
Swim	--	22.7%	15.8%	23.2%	17.6%
Museums / exhibitions	12.8%	13.5%	11.2%	16.0%	15.3%
Nightlife / concerts / shows	18.2%	14.9%	17.5%	13.8%	14.7%
Theme parks	15.0%	17.7%	20.1%	15.2%	12.5%
Hiking	--	9.2%	14.4%	19.1%	12.4%
Organized excursions	16.3%	13.8%	12.1%	14.6%	11.2%
Wineries / markets / popular festivals	11.3%	8.8%	8.2%	9.2%	10.6%
Beauty and health treatments	12.7%	9.1%	10.8%	7.8%	10.2%
Running	--	7.4%	8.6%	13.1%	9.0%
Practice other sports	--	2.7%	5.3%	5.8%	6.3%
Other Nature Activities	--	5.4%	10.2%	7.6%	5.4%
Sea excursions / whale watching	7.0%	7.9%	11.3%	11.5%	5.2%
Scuba Diving	--	0.9%	1.7%	1.4%	3.3%
Surf	--	0.7%	0.7%	--	3.1%
Golf	--	6.2%	3.6%	2.3%	2.9%
Cycling / Mountain bike	--	3.2%	4.2%	2.3%	2.2%
Windsurf / Kitesurf	--	--	0.1%	--	0.6%

** Multi-choise question*

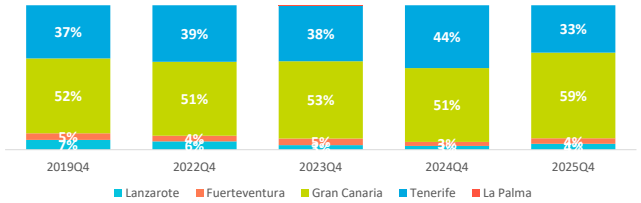
Tourist profile. Historical data (2019 - 2025)

FINLAND: Fourth Quarter

Which island do they choose?

Tourists (≥ 16 year old)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Lanzarote	6,306	4,207	2,775	2,421	3,054
Fuerteventura	4,171	2,827	3,971	2,557	2,855
Gran Canaria	47,788	36,966	46,558	46,977	44,471
Tenerife	33,927	28,343	33,482	40,006	24,648
La Palma	0	0	295	0	0

Share by islands	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Lanzarote	6.8%	5.8%	3.2%	2.6%	4.1%
Fuerteventura	4.5%	3.9%	4.6%	2.8%	3.8%
Gran Canaria	51.8%	51.1%	53.5%	51.1%	59.3%
Tenerife	36.8%	39.2%	38.4%	43.5%	32.9%
La Palma	0.0%	0.0%	0.3%	0.0%	0.0%



How many islands do they visit during their trip?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
One island	93.8%	96.0%	95.5%	92.0%	97.7%
Two islands	6.2%	3.0%	4.5%	7.1%	2.3%
Three or more islands	0.0%	1.0%	0.0%	0.8%	0.0%

How many are loyal to the Canary Islands?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Repeat tourists	84.5%	81.5%	78.0%	78.4%	85.0%
At least 10 previous visits	27.0%	23.2%	31.7%	23.4%	33.7%
Repeat tourists (last 5 years)	83.7%	79.3%	73.5%	75.7%	80.5%
Repeat tourists (last 5 years)(5 or more visits)	27.9%	14.7%	19.3%	11.5%	23.2%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Average rating	8.47	8.71	8.63	8.51	8.88

Experience in the Canary Islands	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Worse or much worse than expected	0.3%	1.3%	1.7%	2.1%	0.5%
Lived up to expectations	73.9%	64.2%	69.8%	64.2%	57.8%
Better or much better than expected	25.9%	34.5%	28.5%	33.7%	41.6%

Future intentions (scale 0-10)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Return to the Canary Islands	8.49	8.48	8.46	8.41	8.87
Recommend visiting the Canary Islands	8.72	8.83	8.74	8.53	8.95

Who are they?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Gender					
Men	40.7%	43.0%	48.2%	52.8%	49.7%
Women	59.3%	57.0%	51.8%	47.2%	50.3%
Age					
Average age	52.4	53.3	49.2	47.9	52.9
Standard deviation	14.6	17.7	18.1	16.6	17.4
Age range					
16 - 24 years old	4.0%	9.5%	12.5%	10.2%	9.3%
25 - 30 years old	5.1%	6.7%	6.8%	8.8%	2.6%
31 - 45 years old	23.1%	15.6%	24.1%	27.1%	23.2%
46 - 60 years old	34.7%	24.4%	24.0%	25.1%	22.4%
Over 60 years old	33.1%	43.9%	32.8%	28.8%	42.4%
Occupation					
Salaried worker	44.9%	39.9%	50.3%	61.4%	48.9%
Self-employed	8.7%	7.9%	8.1%	4.3%	4.2%
Unemployed	1.0%	0.8%	0.5%	2.7%	0.7%
Business owner	10.1%	7.5%	6.8%	6.5%	6.1%
Student	4.2%	9.8%	7.0%	5.1%	8.5%
Retired	30.9%	34.0%	26.6%	19.3%	30.4%
Unpaid domestic work	0.3%	0.1%	0.5%	0.4%	1.2%
Others	0.0%	0.0%	0.3%	0.3%	0.0%
Annual household income level					
Less than €25,000	8.9%	5.0%	9.4%	11.7%	5.6%
€25,000 - €49,999	26.0%	37.1%	31.9%	30.5%	35.3%
€50,000 - €74,999	29.7%	28.6%	32.1%	29.4%	30.8%
More than €74,999	35.5%	29.4%	26.6%	28.4%	28.3%
Education level					
No studies	0.0%	0.8%	0.7%	1.0%	0.0%
Primary education	5.0%	5.3%	4.6%	2.6%	2.7%
Secondary education	40.5%	45.8%	41.5%	28.3%	40.9%
Higher education	54.5%	48.2%	53.2%	68.1%	56.5%

Who do they come with?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Unaccompanied	9.2%	5.6%	14.7%	13.7%	12.2%
Only with partner	47.9%	53.5%	48.5%	39.6%	47.8%
Only with children (< 13 years old)	13.9%	6.2%	4.4%	6.2%	8.7%
Partner + children (< 13 years old)	2.6%	3.2%	1.7%	3.3%	3.2%
Other relatives	4.1%	8.4%	7.5%	10.3%	2.8%
Friends	3.0%	6.0%	7.5%	8.8%	7.9%
Work colleagues	0.0%	0.0%	0.5%	0.6%	0.4%
Organized trip	0.2%	0.0%	0.0%	0.0%	0.0%
Other combinations (2)	19.0%	17.1%	15.2%	17.5%	17.1%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**21.3%**	**12.2%**	**12.1%**	**17.3%**	**16.6%**
- Between 0 and 2 years old	0.2%	1.4%	0.0%	3.8%	2.2%
- Between 3 and 12 years old	20.0%	10.1%	11.0%	12.2%	14.0%
- Between 0 -2 and 3-12 years old	1.1%	0.7%	1.1%	1.2%	0.4%
Tourists without children	**78.7%**	**87.8%**	**87.9%**	**82.7%**	**83.4%**
Group composition:					
- 1 person	12.8%	7.4%	17.0%	19.8%	13.9%
- 2 people	53.8%	62.4%	57.0%	45.9%	57.3%
- 3 people	9.4%	12.6%	9.2%	9.6%	7.0%
- 4 or 5 people	20.0%	13.8%	13.2%	18.2%	13.4%
- 6 or more people	4.0%	3.8%	3.6%	6.4%	8.3%
Average group size:	**2.62**	**2.51**	**2.41**	**2.65**	**2.82**

**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.