

TOURIST PROFILE BY QUARTER OF TRIP (2022)

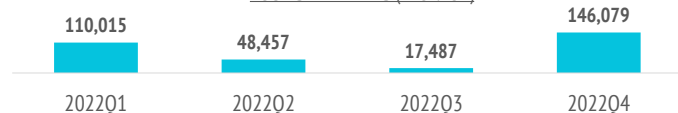
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How many are they and how much do they spend?



	2022Q1	2022Q2	2022Q3	2022Q4	2022
TOURISTS					
Tourist arrivals (FRONTUR) (K)	110	48	17	146	322
Tourist arrivals > 15 years old (EGT) (K)	94	41	15	118	267
- book holiday package (K)	74	32	8	78	192
- do not book holiday package (K)	20	9	7	40	76
- % tourists who book holiday package	78.6%	--	--	66.2%	71.8%

TOURIST ARRIVALS (FRONTUR)



Expenditure per tourist (€)	1,735	--	--	1,659	1,598
- book holiday package	1,761	--	--	1,734	1,641
- holiday package	1,441	--	--	1,466	1,389
- others	320	--	--	269	252
- do not book holiday package	1,636	--	--	1,513	1,489
- flight	532	--	--	531	506
- accommodation	599	--	--	424	435
- others	505	--	--	558	548
Average length of stay	10.28	--	--	9.28	9.94
- book holiday package	9.34	--	--	8.23	8.85
- do not book holiday package	13.75	--	--	11.34	12.71
Average daily expenditure (€)	194.2	--	--	203.2	186.6
- book holiday package	203.5	--	--	221.5	198.3
- do not book holiday package	159.9	--	--	167.2	156.9
Total turnover (> 15 years old) (€m)	163	--	--	195	427
- book holiday package	130	--	--	135	315
- do not book holiday package	33	--	--	60	112

What is the main motivation for their holidays?



	2022Q1	2022Q2	2022Q3	2022Q4	2022
Rest	38.1%	--	--	40.0%	39.5%
Enjoy family time	44.5%	--	--	45.8%	43.9%
Have fun	3.9%	--	--	4.1%	4.3%
Explore the destination	7.5%	--	--	5.1%	6.2%
Practice their hobbies	3.2%	--	--	1.9%	2.5%
Other reasons	2.9%	--	--	3.1%	3.6%

Where did they spend their main holiday last year?*

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Didn't have holidays	60.4%	--	--	45.1%	53.2%
Canary Islands	13.9%	--	--	24.6%	20.4%
Other destination	25.7%	--	--	30.3%	26.4%

What other destinations do they consider for this trip?*

	2022Q1	2022Q2	2022Q3	2022Q4	2022
None (I was clear about "this Canary Island")	54.8%	--	--	49.0%	51.5%
Canary Islands (other island)	22.7%	--	--	22.3%	21.8%
Other destination	22.5%	--	--	28.7%	26.7%

*Percentage of valid answers

Source: Encuesta sobre el Gasto Turístico (ISTAC).

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

Importance of each factor in the destination choice



	2022Q1	2022Q2	2022Q3	2022Q4	2022
Climate	90.0%	--	--	89.0%	89.2%
Sea	60.9%	--	--	59.3%	60.1%
Beaches	50.7%	--	--	44.2%	47.8%
Safety	46.6%	--	--	45.1%	45.9%
Tranquility	44.2%	--	--	37.2%	43.1%
Environment	35.2%	--	--	35.1%	36.8%
European belonging	37.1%	--	--	36.5%	36.3%
Effortless trip	38.2%	--	--	30.5%	35.0%
Accommodation supply	27.8%	--	--	32.5%	31.9%
Gastronomy	25.2%	--	--	21.1%	24.5%
Price	23.7%	--	--	22.9%	23.4%
Landscapes	27.6%	--	--	21.7%	23.4%
Fun possibilities	15.2%	--	--	17.8%	16.5%
Authenticity	14.7%	--	--	17.9%	16.1%
Hiking trail network	12.6%	--	--	7.4%	9.8%
Culture	7.4%	--	--	3.7%	5.5%
Historical heritage	5.0%	--	--	4.4%	5.0%
Shopping	4.5%	--	--	3.4%	4.7%
Exoticism	2.9%	--	--	5.4%	4.7%
Nightlife	1.9%	--	--	3.9%	3.7%

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?



	2022Q1	2022Q2	2022Q3	2022Q4	2022
The same day	0.0%	--	--	0.5%	0.5%
Between 1 and 30 days	38.0%	--	--	25.2%	30.5%
Between 1 and 2 months	23.0%	--	--	18.6%	22.5%
Between 3 and 6 months	26.2%	--	--	35.0%	29.6%
More than 6 months	12.9%	--	--	20.7%	17.0%

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



	2022Q1	2022Q2	2022Q3	2022Q4	2022
Previous visits to the Canary Island	60.9%	--	--	67.5%	63.3%
Friends or relatives	22.5%	--	--	17.0%	20.1%
Internet or social media	38.9%	--	--	40.4%	40.2%
Mass Media	2.2%	--	--	0.9%	1.6%
Travel guides and magazines	4.7%	--	--	7.4%	5.9%
Travel Blogs or Forums	3.7%	--	--	1.7%	2.6%
Travel TV Channels	0.8%	--	--	0.2%	0.3%
Tour Operator or Travel Agency	18.7%	--	--	16.2%	17.0%
Public administrations or similar	2.0%	--	--	1.6%	1.5%
Others	2.1%	--	--	1.8%	2.0%

* Multi-choice question

With whom did they book their flight and accommodation?



	2022Q1	2022Q2	2022Q3	2022Q4	2022
Flight					
- Directly with the airline	29.2%	--	--	36.4%	33.2%
- Tour Operator or Travel Agency	70.8%	--	--	63.6%	66.8%
Accommodation					
- Directly with the accommodation	22.4%	--	--	28.4%	24.7%
- Tour Operator or Travel Agency	77.6%	--	--	71.6%	75.3%

TOURIST PROFILE BY QUARTER OF TRIP (2022)

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Where do they stay?



	2022Q1	2022Q2	2022Q3	2022Q4	2022
1-2-3* Hotel	18.0%	--	--	14.3%	15.6%
4* Hotel	39.6%	--	--	36.1%	38.8%
5* Hotel / 5* Luxury Hotel	7.4%	--	--	9.4%	7.8%
Aparthotel / Tourist Villa	26.1%	--	--	22.0%	22.8%
House/room rented in a private dwelling	4.4%	--	--	1.3%	2.6%
Private accommodation ⁽¹⁾	1.8%	--	--	8.9%	6.6%
Others (Cottage, cruise, camping,...)	2.6%	--	--	8.0%	5.8%

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

What do they book?



	2022Q1	2022Q2	2022Q3	2022Q4	2022
Room only	31.4%	--	--	28.3%	29.2%
Bed and Breakfast	18.8%	--	--	19.3%	20.0%
Half board	11.7%	--	--	12.6%	12.5%
Full board	5.0%	--	--	3.5%	4.3%
All inclusive	33.1%	--	--	36.3%	34.0%

Who are they?



	2022Q1	2022Q2	2022Q3	2022Q4	2022
Gender					
Men	48.9%	--	--	43.5%	45.3%
Women	51.1%	--	--	56.5%	54.7%
Age					
Average age (tourist > 15 years old)	52.4	--	--	53.8	53.4
Standard deviation	16.5	--	--	16.3	16.5
Age range (> 15 years old)					
16 - 24 years old	6.9%	--	--	5.9%	6.6%
25 - 30 years old	4.8%	--	--	3.9%	4.6%
31 - 45 years old	24.0%	--	--	21.3%	20.8%
46 - 60 years old	29.0%	--	--	31.2%	29.9%
Over 60 years old	35.3%	--	--	37.7%	38.1%
Occupation					
Salaried worker	44.7%	--	--	38.8%	42.2%
Self-employed	10.3%	--	--	8.3%	8.4%
Unemployed	0.0%	--	--	1.4%	0.8%
Business owner	16.4%	--	--	17.1%	15.3%
Student	4.7%	--	--	3.9%	4.7%
Retired	24.0%	--	--	29.8%	28.2%
Unpaid domestic work	0.0%	--	--	0.0%	0.1%
Others	0.0%	--	--	0.7%	0.3%
Annual household income level					
Less than €25,000	4.0%	--	--	7.0%	6.5%
€25,000 - €49,999	25.9%	--	--	30.9%	29.6%
€50,000 - €74,999	31.1%	--	--	28.2%	30.1%
More than €74,999	39.1%	--	--	33.8%	33.8%
Education level					
No studies	1.2%	--	--	0.8%	1.1%
Primary education	4.4%	--	--	5.6%	4.2%
Secondary education	28.0%	--	--	26.5%	30.8%
Higher education	66.4%	--	--	67.0%	63.8%

Other expenses



	2022Q1	2022Q2	2022Q3	2022Q4	TOTAL
Restaurants or cafes	65.1%	--	--	66.2%	63.9%
Supermarkets	55.2%	--	--	56.9%	55.6%
Car rental	17.5%	--	--	18.9%	17.0%
Organized excursions	11.7%	--	--	13.4%	13.0%
Taxi, transfer, chauffeur service	64.8%	--	--	67.4%	65.3%
Theme Parks	4.2%	--	--	5.7%	4.8%
Sport activities	4.7%	--	--	6.9%	5.4%
Museums	0.8%	--	--	2.5%	1.8%
Flights between islands	2.6%	--	--	1.1%	1.9%

Activities in the Canary Islands



Outdoor time per day	2022Q1	2022Q2	2022Q3	2022Q4	2022
0 hours	3.7%	--	--	2.8%	3.1%
1 - 2 hours	18.2%	--	--	13.1%	15.8%
3 - 6 hours	35.5%	--	--	33.4%	34.0%
7 - 12 hours	38.2%	--	--	45.3%	42.0%
More than 12 hours	4.4%	--	--	5.3%	5.1%

Activities in the Canary Islands	2022Q1	2022Q2	2022Q3	2022Q4	2022
Walk, wander	78.7%	--	--	73.6%	74.2%
Beach	71.0%	--	--	75.9%	73.1%
Swimming pool, hotel facilities	73.9%	--	--	71.4%	71.4%
Explore the island on their own	38.5%	--	--	33.6%	36.5%
Taste Canarian gastronomy	18.6%	--	--	19.8%	19.4%
Wineries / markets / popular festival	8.8%	--	--	13.3%	11.4%
Hiking	11.7%	--	--	10.1%	10.7%
Nightlife / concerts / shows	9.9%	--	--	9.4%	9.0%
Running	11.5%	--	--	7.2%	8.6%
Swim	13.8%	--	--	5.3%	8.5%
Organized excursions	8.1%	--	--	8.7%	8.0%
Theme parks	7.7%	--	--	7.8%	6.9%
Sea excursions / whale watching	5.9%	--	--	6.3%	5.8%
Practice other sports	5.0%	--	--	5.7%	5.5%
Museums / exhibitions	3.6%	--	--	5.3%	4.9%
Beauty and health treatments	5.4%	--	--	4.3%	4.8%
Golf	3.8%	--	--	2.6%	2.8%
Other Nature Activities	2.2%	--	--	3.0%	2.8%
Cycling / Mountain bike	2.7%	--	--	2.2%	2.5%
Astronomical observation	2.3%	--	--	2.0%	1.9%
Surf	1.4%	--	--	1.4%	1.5%
Scuba Diving	0.2%	--	--	0.9%	0.7%
Windsurf / Kitesurf	0.3%	--	--	0.8%	0.5%

* Multi-choice question

Where does the flight come from?



	2022Q1	2022Q2	2022Q3	2022Q4	2022
Sweden	89.8%	--	--	81.6%	85.7%
Denmark	6.9%	--	--	10.0%	8.1%
Norway	2.1%	--	--	1.4%	1.7%
Finland	0.0%	--	--	3.0%	1.4%
Others	1.3%	--	--	4.1%	3.1%

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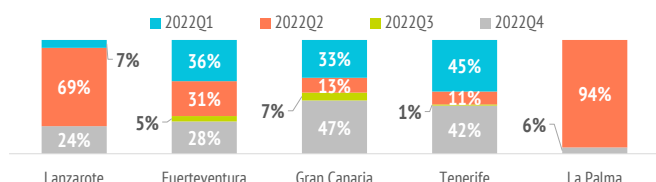
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Which island do they choose?

Tourists (> 15 years old)	2022Q1	2022Q2	2022Q3	2022Q4	2022
Lanzarote	528	5,290	0	1,854	7,672
Fuerteventura	5,766	4,892	745	4,527	15,930
Gran Canaria	63,438	24,742	13,218	89,401	190,800
Tenerife	23,354	5,844	537	21,843	51,578
La Palma	0	419	0	25	443

% TOURISTS BY ISLAND AND QUARTER OF TRIP



How many islands do they visit during their trip?

	2022Q1	2022Q2	2022Q3	2022Q4	2022
One island	95.9%	--	--	96.9%	96.2%
Two islands	3.2%	--	--	2.3%	2.6%
Three or more islands	0.9%	--	--	0.8%	1.2%

Sustainable destination

When booking a trip, do they tend to choose the most sustainable options?

	2022Q1	2022Q2	2022Q3	2022Q4	2022
No	38.8%	--	--		35.0%
Yes, even if it means some inconvenience	16.1%	--	--		17.8%
Yes, but only if it is not inconvenient	45.1%	--	--		47.2%

Would they be willing to spend more on travel to reduce their carbon footprint?

	2022Q1	2022Q2	2022Q3	2022Q4	2022
No	35.7%	--	--	38.8%	37.1%
Yes, up to 5% more	29.1%	--	--	30.9%	29.6%
Yes, up to 10% more	24.2%	--	--	19.4%	22.0%
Yes, up to 20% more	5.3%	--	--	7.9%	7.1%
Yes, over 20% more	5.6%	--	--	3.1%	4.2%

Perception during their stay*

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Quality of life on the island	7.7	--	--	7.5	7.7
Tolerance towards tourism	8.3	--	--	8.3	8.4
Cleanliness of the island	7.7	--	--	8.0	7.9
Air quality	8.0	--	--	8.1	8.2
Rational water consumption	6.8	--	--	7.2	7.2
Energy saving	6.6	--	--	6.5	6.6
Use of renewable energy	6.6	--	--	6.8	6.7
Recycling	6.4	--	--	6.8	6.7
Easy to get around by public transport	7.1	--	--	7.0	7.1
Overcrowding in tourist areas	6.4	--	--	6.2	6.3
Supply of local products	6.5	--	--	6.5	6.6

* Scale 0 - 10 (0 = Not important and 10 = Very important)

Source: Encuesta sobre el Gasto Turístico (ISTAC).

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

Share by islands	2022Q1	2022Q2	2022Q3	2022Q4	2022
Lanzarote	0.6%	12.8%	0.0%	1.6%	2.9%
Fuerteventura	6.2%	11.9%	5.1%	3.8%	6.0%
Gran Canaria	68.1%	60.1%	91.2%	76.0%	71.6%
Tenerife	25.1%	14.2%	3.7%	18.6%	19.4%
La Palma	0.0%	1.0%	0.0%	0.0%	0.2%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2022Q1	2022Q2	2022Q3	2022Q4	2022
Average rating	8.77	--	--	8.78	8.78

Experience in the Canary Islands	2022Q1	2022Q2	2022Q3	2022Q4	2022
Worse or much worse than expected	2.0%	--	--	2.0%	2.0%
Lived up to expectations	50.7%	--	--	60.4%	57.1%
Better or much better than expected	47.3%	--	--	37.6%	41.0%

Future intentions (scale 1-10)	2022Q1	2022Q2	2022Q3	2022Q4	2022
Return to the Canary Islands	8.72	--	--	8.94	8.86
Recommend visiting the Canary Islands	8.91	--	--	9.04	9.02

How many are loyal to the Canary Islands?

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Repeat tourists	79.9%	--	--	83.4%	81.5%
At least 10 previous visits	30.9%	--	--	27.7%	30.2%
Repeat tourists (last 5 years)	69.3%	--	--	76.3%	73.0%
Repeat tourists (last 5 years)(5 or more visits)	13.0%	--	--	19.4%	17.4%

Who do they come with?

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Unaccompanied	9.0%	--	--	10.6%	10.9%
Only with partner	45.2%	--	--	40.2%	43.4%
Only with children (< 13 years old)	8.0%	--	--	4.6%	5.6%
Partner + children (< 13 years old)	9.9%	--	--	12.1%	9.9%
Other relatives	5.8%	--	--	9.2%	7.4%
Friends	3.6%	--	--	2.8%	3.4%
Work colleagues	0.3%	--	--	0.0%	0.2%
Organized trip	0.3%	--	--	0.0%	0.1%
Other combinations ⁽¹⁾	18.0%	--	--	20.6%	19.0%

(1) Different situations have been isolated

Tourists with children	2022Q1	2022Q2	2022Q3	2022Q4	2022
- Between 0 and 2 years old	0.7%	--	--	1.6%	1.1%
- Between 3 and 12 years old	22.9%	--	--	20.2%	19.4%
- Between 0 - 2 and 3-12 years old	0.7%	--	--	1.7%	1.1%
Tourists without children	75.7%	--	--	76.4%	78.4%

Group composition:

	2022Q1	2022Q2	2022Q3	2022Q4	2022
- 1 person	10.7%	--	--	13.1%	12.8%
- 2 people	50.5%	--	--	46.7%	50.0%
- 3 people	11.6%	--	--	13.1%	12.2%
- 4 or 5 people	20.3%	--	--	19.7%	18.9%
- 6 or more people	6.8%	--	--	7.4%	6.1%
Average group size:	2.92	--	--	2.90	2.81

*People who share the main expenses of the trip