

Tourist profile. Historical data: 2018 - 2022

SWEDEN



How many are they and how much do they spend?

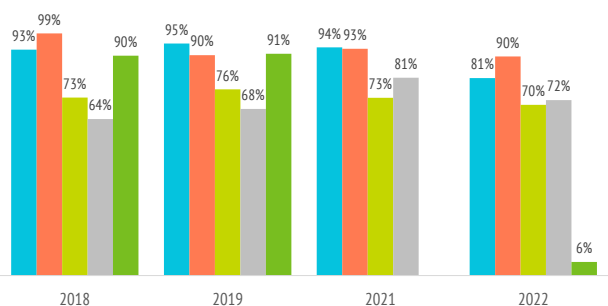


	2018	2019	2020	2021	2022
TOURISTS					
Tourist arrivals (FRONTUR) (*)	600	546	193	157	322
Tourist arrivals > 15 years old (EGT) (*)	491	457	162	128	267
- book holiday package (*)	367	350	125	100	192
- do not book holiday package (*)	124	107	36	29	76
- % tourists who book holiday package	74.7%	76.6%	77.5%	77.8%	71.8%

(*) Thousands of tourists

% OF TOURIST WHO BOOK HOLIDAY PACKAGE

■ Lanzarote ■ Fuerteventura ■ Gran Canaria ■ Tenerife ■ La Palma



	2018	2019	2020	2021	2022
Expenditure per tourist (€)	1,394	1,268	--	1,502	1,598
- book holiday package	1,376	1,299	--	1,492	1,641
- holiday package	1,124	1,055	--	1,183	1,389
- others	252	245	--	309	252
- do not book holiday package	1,445	1,167	--	1,536	1,489
- flight	481	396	--	467	506
- accommodation	488	369	--	409	435
- others	476	402	--	661	548
Average length of stay	10.09	9.49	--	10.91	9.94
- book holiday package	8.71	8.65	--	9.08	8.85
- do not book holiday package	14.14	12.26	--	17.33	12.71
Average daily expenditure (€)	158.4	147.8	--	163.6	186.6
- book holiday package	168.3	160.8	--	175.7	198.3
- do not book holiday package	129.2	105.3	--	121.4	156.9
Total turnover (> 15 years old) (€m)	684	580	--	193	427
- book holiday package	505	455	--	149	315
- do not book holiday package	179	125	--	44	112

What is the main purpose of their trip?

	2018	2019	2020	2021	2022
Holiday, leisure	94.1%	95.7%	--	94.8%	93.9%
Visiting family or friends	3.2%	3.0%	--	2.9%	4.5%
Business and work	0.4%	0.4%	--	0.6%	0.2%
Education and training	0.2%	0.0%	--	0.1%	0.2%
Sports training	1.3%	0.2%	--	0.9%	0.6%
Health or medical care	0.1%	0.3%	--	0.3%	0.1%
Fairs and congresses	0.0%	0.0%	--	0.0%	0.0%
Others	0.6%	0.4%	--	0.4%	0.5%

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"

Aspectos más relevantes en la elección de Canarias



	2018	2019	2020	2021	2022
Climate	89.1%	88.6%	--	88.4%	89.2%
Sea	48.5%	50.0%	--	51.7%	60.1%
Beaches	38.3%	38.2%	--	44.2%	47.8%
Safety	40.8%	38.3%	--	44.9%	45.9%
Tranquility	39.4%	36.1%	--	42.3%	43.1%
Environment	28.3%	27.4%	--	33.2%	36.8%
European belonging	29.0%	29.5%	--	37.3%	36.3%
Effortless trip	30.5%	27.7%	--	32.0%	35.0%
Accommodation supply	27.7%	28.0%	--	28.2%	31.9%
Gastronomy	20.5%	18.4%	--	28.3%	24.5%
Price	26.6%	25.6%	--	33.4%	23.4%
Landscapes	17.4%	19.0%	--	20.0%	23.4%
Fun possibilities	11.2%	12.4%	--	14.1%	16.5%
Authenticity	12.2%	11.6%	--	16.7%	16.1%
Hiking trail network	7.1%	6.0%	--	5.9%	9.8%
Culture	3.3%	4.0%	--	5.1%	5.5%
Historical heritage	3.9%	3.7%	--	4.3%	5.0%
Shopping	3.2%	3.3%	--	7.5%	4.7%
Exoticism	4.8%	4.7%	--	10.4%	4.7%
Nightlife	3.0%	3.7%	--	4.3%	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.

What is the main motivation for their holidays?



	2018	2019	2020	2021	2022
Rest	47.2%	47.0%	--	45.4%	39.5%
Enjoy family time	38.0%	36.9%	--	34.2%	43.9%
Have fun	3.4%	4.6%	--	7.1%	4.3%
Explore the destination	6.7%	7.2%	--	7.3%	6.2%
Practice their hobbies	1.3%	2.2%	--	3.2%	2.5%
Other reasons	3.5%	2.0%	--	2.8%	3.6%

How far in advance do they book their trip?



	2018	2019	2020	2021	2022
The same day	0.4%	0.7%	--	0.5%	0.5%
Between 1 and 30 days	24.1%	27.9%	--	36.2%	30.5%
Between 1 and 2 months	22.9%	23.1%	--	22.7%	22.5%
Between 3 and 6 months	34.1%	32.9%	--	26.8%	29.6%
More than 6 months	18.5%	15.5%	--	13.7%	17.0%

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



	2018	2019	2020	2021	2022
Previous visits to the Canary Islands	59.7%	61.0%	--	54.9%	63.3%
Friends or relatives	20.2%	19.1%	--	20.7%	20.1%
Internet or social media	49.3%	48.5%	--	40.0%	40.2%
Mass Media	1.6%	2.1%	--	1.6%	1.6%
Travel guides and magazines	5.3%	6.6%	--	4.0%	5.9%
Travel Blogs or Forums	2.8%	2.4%	--	2.3%	2.6%
Travel TV Channels	0.2%	0.2%	--	0.2%	0.3%
Tour Operator or Travel Agency	15.4%	15.6%	--	18.8%	17.0%
Public administrations or similar	0.4%	0.1%	--	1.4%	1.5%
Others	2.5%	1.6%	--	3.2%	2.0%

* Multi-choice question

Tourist profile. Historical data: 2018 - 2022

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With whom did they book their flight and accommodation?

	2018	2019	2020	2021	2022
Flight					
- Directly with the airline	33.1%	34.9%	--	31.0%	33.2%
- Tour Operator or Travel Agency	66.9%	65.1%	--	69.0%	66.8%
Accommodation					
- Directly with the accommodation	25.9%	28.0%	--	25.5%	24.7%
- Tour Operator or Travel Agency	74.1%	72.0%	--	74.5%	75.3%

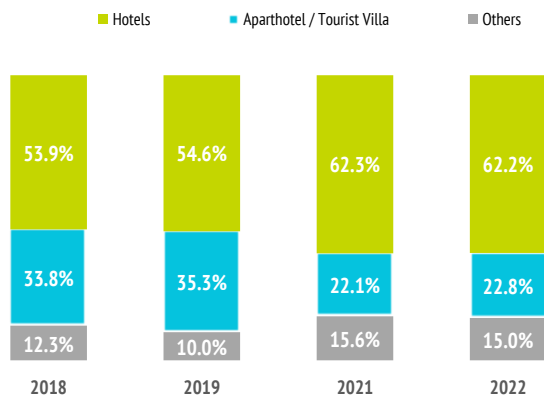
Where does the flight come from?

	2018	2019	2020	2021	2022
Sweden	87.6%	88.2%	--	91.7%	85.7%
Denmark	7.4%	8.4%	--	5.7%	8.1%
Norway	2.0%	1.5%	--	0.2%	1.7%
Finland	0.1%	0.0%	--	0.7%	1.4%
Mainland Spain	1.1%	0.6%	--	0.2%	0.9%
Germany	0.1%	0.5%	--	0.6%	0.8%
Others	1.7%	0.8%	--	0.9%	1.4%

Where do they stay?

	2018	2019	2020	2021	2022
1-2-3* Hotel	17.0%	16.3%	--	18.7%	15.6%
4* Hotel	33.8%	32.8%	--	39.7%	38.8%
5* Hotel / 5* Luxury Hotel	3.2%	5.5%	--	3.9%	7.8%
Aparthotel / Tourist Villa	33.8%	35.3%	--	22.1%	22.8%
House/room rented in a private dwelling	3.4%	2.6%	2.8%	2.5%	2.6%
Private accommodation (1)	5.1%	3.2%	5.7%	6.4%	6.6%
Others (Cottage, cruise, camping,...)	3.8%	4.3%	2.6%	6.7%	5.8%

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



What do they book?

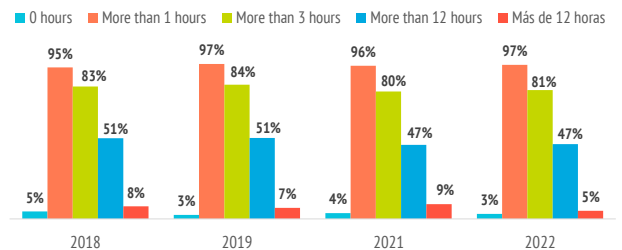
	2018	2019	2020	2021	2022
Room only	36.5%	35.3%	--	31.1%	29.2%
Bed and Breakfast	17.3%	14.5%	--	19.5%	20.0%
Half board	12.9%	14.8%	--	10.3%	12.5%
Full board	2.2%	2.6%	--	4.7%	4.3%
All inclusive	31.1%	32.8%	--	34.4%	34.0%

Other expenses

	2018	2019	2020	2021	2022
Restaurants or cafes	66.6%	59.8%	--	63.6%	63.9%
Supermarkets	60.6%	58.0%	--	63.9%	55.6%
Car rental	14.8%	14.8%	--	16.7%	17.0%
Organized excursions	13.6%	16.2%	--	10.7%	13.0%
Taxi, transfer, chauffeur service	59.0%	63.4%	--	66.7%	65.3%
Theme Parks	3.3%	3.3%	--	3.2%	4.8%
Sport activities	5.4%	4.0%	--	8.2%	5.4%
Museums	1.9%	3.1%	--	1.8%	1.8%
Flights between islands	3.1%	2.3%	--	2.9%	1.9%

Activities in the Canary Islands

Outdoor time per day	2018	2019	2020	2021	2022
0 hours	4.7%	2.6%	--	3.7%	3.1%
1 - 2 hours	11.9%	13.0%	--	16.1%	15.8%
3 - 6 hours	32.6%	33.5%	--	33.6%	34.0%
7 - 12 hours	42.8%	43.9%	--	37.3%	42.0%
More than 12 hours	7.9%	7.0%	--	9.3%	5.1%



Activities in the Canary Islands	2018	2019	2020	2021	2022
Walk, wander	76.9%	73.6%	--	77.7%	74.2%
Beach	68.2%	65.6%	--	72.0%	73.1%
Swimming pool, hotel facilities	71.7%	71.1%	--	68.4%	71.4%
Explore the island on their own	35.5%	36.9%	--	39.9%	36.5%
Taste Canarian gastronomy	20.2%	20.3%	--	20.8%	19.4%
Wineries / markets / popular festivals	17.7%	16.0%	--	9.5%	11.4%
Hiking	--	--	--	15.9%	10.7%
Nightlife / concerts / shows	10.0%	10.1%	--	10.2%	9.0%
Running	--	--	--	11.4%	8.6%
Swim	--	--	--	29.7%	8.5%
Organized excursions	12.9%	11.3%	--	6.2%	8.0%
Theme parks	7.4%	4.8%	--	3.2%	6.9%
Sea excursions / whale watching	5.0%	6.5%	--	5.8%	5.8%
Practice other sports	--	--	--	12.2%	5.5%
Museums / exhibitions	4.8%	6.4%	--	5.5%	4.9%
Beauty and health treatments	4.2%	4.8%	--	3.7%	4.8%
Golf	--	--	--	3.6%	2.8%
Other Nature Activities	--	--	--	5.7%	2.8%
Cycling / Mountain bike	--	--	--	3.8%	2.5%
Astronomical observation	0.9%	1.2%	--	1.1%	1.9%
Surf	--	--	--	2.0%	1.5%
Scuba Diving	--	--	--	2.4%	0.7%
Windsurf / Kitesurf	--	--	--	0.5%	0.5%

* Multi-choice question

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Which island do they choose?

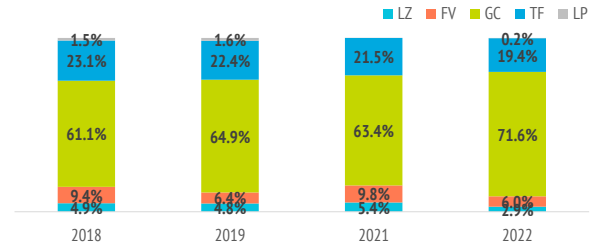
Tourists (> 15 years old)	2018	2019	2020	2021	2022
Lanzarote	24,114	21,622	--	6,876	7,672
Fuerteventura	45,944	28,895	--	12,534	15,930
Gran Canaria	299,007	294,847	--	81,361	190,800
Tenerife	113,072	101,724	--	27,557	51,578
La Palma	7,329	7,361	--	2	443

Share by islands	2018	2019	2020	2021	2022
Lanzarote	4.9%	4.8%	--	5.4%	2.9%
Fuerteventura	9.4%	6.4%	--	9.8%	6.0%
Gran Canaria	61.1%	64.9%	--	63.4%	71.6%
Tenerife	23.1%	22.4%	--	21.5%	19.4%
La Palma	1.5%	1.6%	--	0.0%	0.2%

How many islands do they visit during their trip?

	2018	2019	2020	2021	2022
One island	94.8%	95.5%	--	96.5%	96.2%
Two islands	4.7%	3.9%	--	3.1%	2.6%
Three or more islands	0.6%	0.5%	--	0.3%	1.2%

% TOURISTS BY ISLANDS



How many are loyal to the Canary Islands?

	2018	2019	2020	2021	2022
Repeat tourists	81.4%	81.7%	--	80.6%	81.5%
At least 10 previous visits	21.9%	21.8%	--	25.0%	30.2%
Repeat tourists (last 5 years)	72.5%	77.1%	--	70.9%	73.0%
Repeat tourists (last 5 years) (5 or more)	22.0%	21.8%	--	15.8%	17.4%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2018	2019	2020	2021	2022
Average rating	8.30	8.53	--	8.75	8.78
Experience in the Canary Islands	2018	2019	2020	2021	2022
Worse or much worse than expected	3.5%	1.8%	--	3.2%	2.0%
Lived up to expectations	56.6%	55.8%	--	52.6%	57.1%
Better or much better than expected	39.8%	42.4%	--	44.2%	41.0%
Future intentions (scale 1-10)	2018	2019	2020	2021	2022
Return to the Canary Islands	8.39	8.31	--	8.88	8.86
Recommend visiting the Canary Islands	8.63	8.73	--	9.06	9.02

Who are they?

	2018	2019	2020	2021	2022
Gender					
Men	46.8%	46.0%	--	45.7%	45.3%
Women	53.2%	54.0%	--	54.3%	54.7%
Age					
Average age (tourist > 15 years old)	53.2	53.7	--	52.0	53.4
Standard deviation	14.9	15.3	--	16.2	16.5
Age range (> 15 years old)					
16 - 24 years old	4.1%	4.6%	--	7.6%	6.6%
25 - 30 years old	4.0%	5.5%	--	3.8%	4.6%
31 - 45 years old	22.2%	18.5%	--	22.2%	20.8%
46 - 60 years old	33.8%	32.6%	--	32.4%	29.9%
Over 60 years old	36.0%	38.8%	--	34.1%	38.1%
Occupation					
Salaried worker	45.2%	36.8%	--	37.9%	42.2%
Self-employed	9.0%	7.8%	--	9.5%	8.4%
Unemployed	0.5%	0.5%	--	1.2%	0.8%
Business owner	13.2%	14.1%	--	21.1%	15.3%
Student	3.1%	3.2%	--	3.1%	4.7%
Retired	28.0%	36.8%	--	26.6%	28.2%
Unpaid domestic work	0.3%	0.6%	--	0.0%	0.1%
Others	0.7%	0.1%	--	0.7%	0.3%
Annual household income level					
Less than €25,000	7.6%	9.6%	--	5.0%	6.5%
€25,000 - €49,999	36.8%	29.9%	--	33.3%	29.6%
€50,000 - €74,999	34.5%	32.4%	--	34.8%	30.1%
More than €74,999	21.1%	28.1%	--	26.9%	33.8%
Education level					
No studies	1.1%	1.2%	--	4.1%	1.1%
Primary education	4.9%	5.9%	--	2.9%	4.2%
Secondary education	37.3%	36.1%	--	29.7%	30.8%
Higher education	56.7%	56.8%	--	63.3%	63.8%

Who do they come with?

	2018	2019	2020	2021	2022
Unaccompanied	6.3%	7.2%	--	13.9%	10.9%
Only with partner	46.8%	47.6%	--	44.0%	43.4%
Only with children (< 13 years old)	6.5%	6.4%	--	3.1%	5.6%
Partner + children (< 13 years old)	8.1%	7.5%	--	7.0%	9.9%
Other relatives	6.2%	6.5%	--	4.2%	7.4%
Friends	4.5%	6.1%	--	8.9%	3.4%
Work colleagues	0.1%	0.3%	--	0.2%	0.2%
Organized trip	0.0%	0.4%	--	0.1%	0.1%
Other combinations (1)	21.3%	18.0%	--	18.5%	19.0%
<small>(2) Combinación de algunos de los grupos anteriormente analizados</small>					
Tourists with children	22.0%	20.0%	--	14.4%	21.6%
- Between 0 and 2 years old	1.4%	1.4%	--	0.8%	1.1%
- Between 3 and 12 years old	18.4%	17.5%	--	12.0%	19.4%
- Between 0 -2 and 3-12 years old	2.2%	1.1%	--	1.7%	1.1%
Tourists without children	78.0%	80.0%	--	85.6%	78.4%
Group composition:					
- 1 person	9.8%	10.3%	--	16.4%	12.8%
- 2 people	53.6%	56.6%	--	54.2%	50.0%
- 3 people	10.2%	9.7%	--	13.0%	12.2%
- 4 or 5 people	20.6%	18.9%	--	12.2%	18.9%
- 6 or more people	5.8%	4.6%	--	4.3%	6.1%
Average group size:	2.78	2.69	--	2.48	2.81

*People who share the main expenses of the trip

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.