

Tourist profile. Historical data (2019 - 2023)

SWEDEN



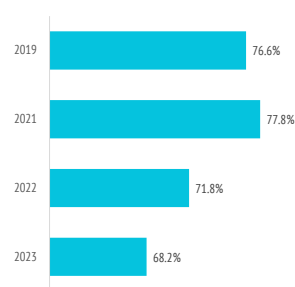
How many are they and how much do they spend?



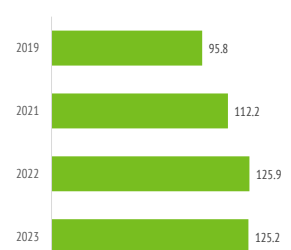
	2019	2020	2021	2022	2023
TOURISTS					
Tourist arrivals (FRONTUR) (*)	546	193	157	322	382
Tourist arrivals ≥ 16 years old (EGT) (*)	457	162	128	267	318
- book holiday package (*)	350	--	100	192	217
- do not book holiday package (*)	107	--	29	76	101
- % tourists who book holiday package	76.6%	--	77.8%	71.8%	68.2%
Children < 16 years old (FRONTUR - EGT) (*)	89	--	28	55	63
Expenditure per tourist (€)					
- book holiday package	1,268	--	1,502	1,598	1,556
- holiday package	1,055	--	1,183	1,389	1,415
- others	245	--	309	252	275
- do not book holiday package	1,167	--	1,536	1,489	1,268
- flight	396	--	467	506	447
- accommodation	369	--	409	435	391
- others	402	--	661	548	429
Average length of stay	9.49	--	10.91	9.94	9.40
Average daily expenditure (€)	147.8	--	163.6	186.6	186.6
Average daily expenditure (without flight)	95.8	--	112.2	125.9	125.2
Average cost of the flight (€)	440.8	--	458.2	517.6	501.8
Total turnover (≥ 16 years old) (€m)	580	--	193	427	495

(*) Thousands of tourists

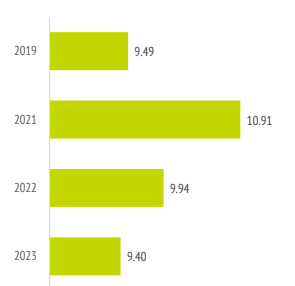
% tourists who book holiday package



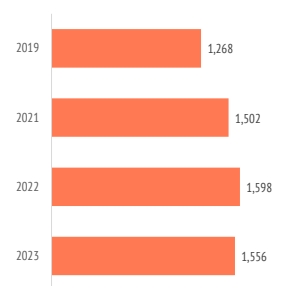
Average daily expenditure (€) (without flight)



Average length of stay



Expenditure per tourist (€)



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

	2019	2020	2021	2022	2023
Accommodation:					
- Accommodation	90.3%	--	89.2%	85.4%	85.9%
- Additional accommodation expenses	3.6%	--	5.0%	3.5%	3.5%
Transport:					
- National/International Transport	97.5%	--	98.0%	95.9%	96.5%
- Flights between islands	2.3%	--	2.9%	1.9%	1.9%
- Taxi	63.4%	--	66.7%	65.3%	69.5%
- Car rental	14.8%	--	16.7%	17.0%	16.9%
- Public transport	11.7%	--	10.7%	10.5%	13.7%
Food and drink:					
- Food purchases at supermarkets	58.0%	--	63.9%	55.6%	58.8%
- Restaurants	59.8%	--	63.6%	63.9%	63.3%
Leisure:					
- Organized excursions	16.2%	--	10.7%	13.0%	17.0%
- Sport activities	4.0%	--	8.2%	5.4%	7.4%
- Cultural activities	1.3%	--	3.1%	1.0%	1.1%
- Museums	3.1%	--	1.8%	1.8%	1.8%
- Theme Parks	3.3%	--	3.2%	4.8%	5.1%
- Discos and pubs	4.8%	--	8.4%	3.7%	6.6%
- Wellness	4.0%	--	4.8%	3.2%	4.3%
Purchases of goods:					
- Souvenirs	38.3%	--	37.3%	30.8%	34.0%
- Real state	0.4%	--	0.1%	0.3%	0.0%
- Other expenses	0.5%	--	1.0%	0.6%	0.8%
Other:					
- Medical or pharmaceutical expenses	6.9%	--	9.8%	5.2%	7.4%
- Other expenses	8.3%	--	9.9%	8.6%	8.4%

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

Expenditure per tourist and trip (€)	2019	2020	2021	2022	2023
Accommodation:					
Accommodation:	677	--	909	976	1,017
- Accommodation	561	--	674	777	779
- Additional accommodation expenses	116	--	235	199	238
Transport:					
Transport:	694	--	765	868	833
- National/International Transport	452	--	468	540	520
- Flights between islands	58	--	69	65	72
- Taxi	73	--	101	103	107
- Car rental	86	--	110	139	109
- Public transport	25	--	17	22	25
Food and drink:					
Food and drink:	311	--	389	399	331
- Food purchases at supermarkets	126	--	152	131	112
- Restaurants	185	--	237	268	219
Leisure:					
Leisure:	411	--	421	537	456
- Organized excursions	68	--	77	80	86
- Sport activities	95	--	84	105	102
- Cultural activities	30	--	29	91	26
- Museums	22	--	48	23	29
- Theme Parks	67	--	43	75	71
- Discos and pubs	84	--	83	89	74
- Wellness	46	--	58	74	69
Purchases of goods:					
Purchases of goods:	640	--	994	596	492
- Souvenirs	94	--	119	90	85
- Real state	328	--	571	442	25
- Other expenses	218	--	304	65	381
Other:					
Other:	87	--	165	226	98
- Medical or pharmaceutical expenses	40	--	69	126	36
- Other expenses	47	--	96	100	61

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.

What is the main purpose of their trip?

	2019	2020	2021	2022	2023
Holiday, leisure	95.7%	--	94.8%	93.9%	92.0%
Visiting family or friends	3.0%	--	2.9%	4.5%	5.2%
Business and work	0.4%	--	0.6%	0.2%	0.4%
Education and training	0.0%	--	0.1%	0.2%	0.3%
Sports training	0.2%	--	0.9%	0.7%	1.4%
Health or medical care	0.3%	--	0.3%	0.1%	0.1%
Fairs and congresses	0.0%	--	0.0%	0.0%	0.2%
Others	0.4%	--	0.4%	0.5%	0.4%

What is the main motivation for their holidays?

	2019	2020	2021	2022	2023
Rest	47.0%	--	45.4%	39.5%	37.4%
Enjoy family time	37.1%	--	34.5%	44.7%	45.3%
Have fun	4.6%	--	7.1%	4.3%	7.7%
Explore the destination	7.2%	--	7.5%	6.5%	4.7%
Practice their hobbies	2.5%	--	3.9%	2.6%	2.4%
Other reasons	1.6%	--	1.5%	2.5%	2.4%

Where did they spend their main holiday last year? *

	2019	2020	2021	2022	2023
Didn't have holidays	--	--	57.4%	53.2%	31.3%
Canary Islands	--	--	17.3%	20.4%	27.6%
Other destination	--	--	25.3%	26.4%	41.2%
Balearic Islands	--	--	1.0%	1.5%	0.9%
Rest of Spain	--	--	5.1%	5.8%	8.9%
Italy	--	--	1.9%	2.2%	4.2%
France	--	--	0.8%	1.9%	3.2%
Turkey	--	--	0.5%	0.9%	0.9%
Greece	--	--	3.5%	4.8%	8.0%
Portugal	--	--	0.6%	2.1%	0.8%
Croatia	--	--	1.5%	1.0%	2.4%
Egypt	--	--	1.1%	0.3%	0.1%
Tunisia	--	--	0.1%	0.0%	0.0%
Morocco	--	--	0.2%	0.1%	0.1%
Others	--	--	8.9%	5.7%	11.5%

* Percentage of valid answers

What other destinations did they consider for this trip? *

	2019	2020	2021	2022	2023
None (I was clear about "this Canary Island")	--	--	49.8%	51.5%	49.4%
Canary Islands (other island)	--	--	25.8%	21.8%	24.0%
Other destination	--	--	24.4%	26.7%	26.6%
Balearic Islands	--	--	1.0%	1.1%	1.7%
Rest of Spain	--	--	4.8%	5.3%	5.6%
Italy	--	--	2.3%	2.7%	3.3%
France	--	--	0.4%	1.0%	0.9%
Turkey	--	--	1.4%	0.9%	0.8%
Greece	--	--	4.2%	4.3%	4.4%
Portugal	--	--	2.8%	2.3%	2.6%
Croatia	--	--	0.9%	1.6%	1.4%
Egypt	--	--	2.0%	1.5%	1.7%
Others	--	--	4.6%	6.1%	4.1%

* Percentage of valid answers

Importance of each factor in the destination choice

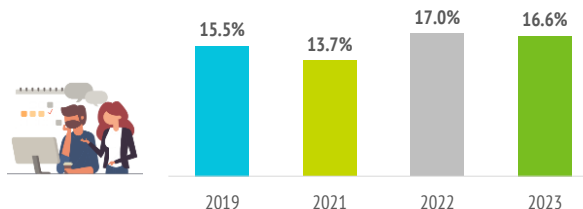
	2019	2020	2021	2022	2023
Climate	88.6%	--	88.4%	89.2%	86.7%
Sea	50.0%	--	51.7%	60.1%	54.1%
Beaches	38.2%	--	44.2%	47.8%	44.6%
Safety	38.3%	--	44.9%	45.9%	44.3%
Tranquility	36.1%	--	42.3%	43.1%	38.9%
European belonging	29.5%	--	37.3%	36.3%	31.0%
Environment	27.4%	--	33.2%	36.8%	30.2%
Effortless trip	27.7%	--	32.0%	35.0%	29.4%
Accommodation supply	28.0%	--	28.2%	31.9%	28.6%
Price	25.6%	--	33.4%	23.4%	23.0%
Gastronomy	18.4%	--	28.3%	24.5%	21.3%
Landscapes	19.0%	--	20.0%	23.4%	18.5%
Fun possibilities	12.4%	--	14.1%	16.5%	16.7%
Authenticity	11.6%	--	16.7%	16.1%	16.4%
Shopping	3.3%	--	7.5%	4.7%	6.2%
Hiking trail network	6.0%	--	5.9%	9.8%	5.7%
Exoticism	4.7%	--	10.4%	4.7%	5.3%
Nightlife	3.7%	--	4.3%	3.7%	4.3%
Culture	4.0%	--	5.1%	5.5%	3.9%
Historical heritage	3.7%	--	4.3%	5.0%	2.9%

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	2020	2021	2022	2023
The same day	0.7%	--	0.5%	0.5%	0.7%
Between 1 and 30 days	27.9%	--	36.2%	30.5%	26.1%
Between 1 and 2 months	23.1%	--	22.7%	22.5%	24.2%
Between 3 and 6 months	32.9%	--	26.8%	29.6%	32.3%
More than 6 months	15.5%	--	13.7%	17.0%	16.6%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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

	2019	2020	2021	2022	2023
Previous visits to the Canary Islands	61.0%	--	54.9%	63.3%	61.2%
Friends or relatives	19.1%	--	20.7%	20.1%	19.3%
Internet or social media	48.5%	--	40.0%	40.2%	39.2%
Mass Media	2.1%	--	1.6%	1.6%	0.8%
Travel guides and magazines	6.6%	--	4.0%	5.9%	3.4%
Travel Blogs or Forums	2.4%	--	2.3%	2.6%	3.3%
Travel TV Channels	0.2%	--	0.2%	0.3%	0.3%
Tour Operator or Travel Agency	15.6%	--	18.8%	17.0%	16.3%
Public administrations or similar	0.1%	--	1.4%	1.5%	0.4%
Others	1.6%	--	3.2%	2.0%	3.8%

* Multi-choice question

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With whom did they book their flight and accommodation?

	2019	2020	2021	2022	2023
Flight					
- Directly with the airline	34.9%	--	31.0%	33.2%	35.7%
- Tour Operator or Travel Agency	65.1%	--	69.0%	66.8%	64.3%
Accommodation					
- Directly with the accommodation	28.0%	--	25.5%	24.7%	27.0%
- Tour Operator or Travel Agency	72.0%	--	74.5%	75.3%	73.0%

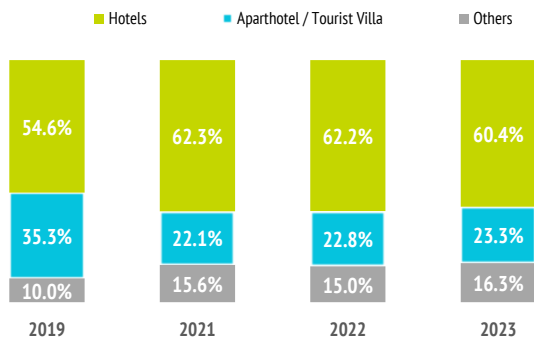
Where does the flight come from?

	2019	2020	2021	2022	2023
Sweden	88.2%	--	91.7%	85.7%	79.6%
Denmark	8.4%	--	5.7%	8.1%	14.5%
Spanish Mainland	0.6%	--	0.2%	0.9%	2.3%
Norway	1.5%	--	0.2%	1.7%	2.1%
Germany	0.5%	--	0.6%	0.8%	0.5%
Netherlands	0.1%	--	0.0%	0.1%	0.2%
Poland	0.1%	--	0.2%	0.0%	0.2%
Finland	0.0%	--	0.7%	1.4%	0.2%
Switzerland	0.1%	--	0.2%	0.4%	0.1%
Italy	0.1%	--	0.0%	0.1%	0.1%
Others	0.5%	--	0.5%	0.8%	0.2%

Where do they stay?

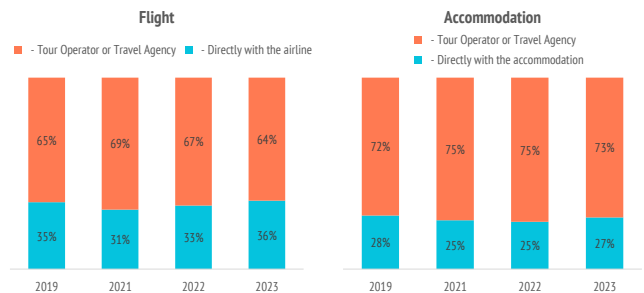
	2019	2020	2021	2022	2023
1-2-3* Hotel	16.3%	--	18.7%	15.6%	15.6%
4* Hotel	32.8%	--	39.7%	38.8%	37.1%
5* Hotel / 5* Luxury Hotel	5.5%	--	3.9%	7.8%	7.8%
Aparthotel / Tourist Villa	35.3%	--	22.1%	22.8%	23.3%
House/room rented in a private dwelling	2.6%	--	2.5%	2.6%	3.2%
Private accommodation (1)	3.2%	--	6.4%	6.6%	7.3%
Others (Cottage, cruise, camping,...)	4.3%	--	6.7%	5.8%	5.8%

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



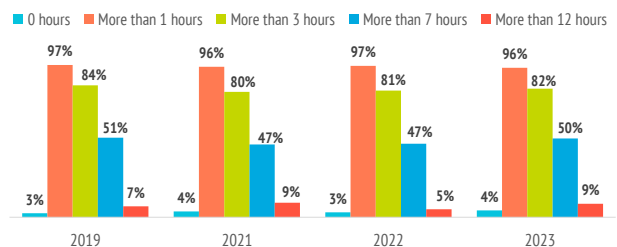
What do they book?

	2019	2020	2021	2022	2023
Room only	35.3%	--	31.1%	29.2%	30.2%
Bed and Breakfast	14.5%	--	19.5%	20.0%	20.4%
Half board	14.8%	--	10.3%	12.5%	13.9%
Full board	2.6%	--	4.7%	4.3%	4.4%
All inclusive	32.8%	--	34.4%	34.0%	31.1%



Activities in the Canary Islands

Outdoor time per day	2019	2020	2021	2022	2023
0 hours	2.6%	--	3.7%	3.1%	4.4%
1 - 2 hours	13.0%	--	16.1%	15.8%	13.4%
3 - 6 hours	33.5%	--	33.6%	34.0%	31.8%
7 - 12 hours	43.9%	--	37.3%	42.0%	41.8%
More than 12 hours	7.0%	--	9.3%	5.1%	8.6%
Outdoor time per day	7.0	--	6.8	6.4	6.9



Activities in the Canary Islands	2019	2020	2021	2022	2023
Walk, wander	73.6%	--	77.7%	74.2%	74.4%
Swimming pool, hotel facilities	71.1%	--	68.4%	71.4%	71.8%
Beach	65.6%	--	72.0%	73.1%	71.3%
Explore the island on their own	36.9%	--	39.9%	36.5%	37.4%
Wineries / markets / popular festivals	16.0%	--	9.5%	11.4%	18.5%
Taste Canarian gastronomy	20.3%	--	20.8%	19.4%	17.6%
Hiking	--	--	15.9%	10.7%	12.6%
Nightlife / concerts / shows	10.1%	--	10.2%	9.0%	10.1%
Organized excursions	11.3%	--	6.2%	8.0%	10.1%
Running	--	--	11.4%	8.6%	8.4%
Practice other sports	--	--	12.2%	5.5%	7.7%
Sea excursions / whale watching	6.5%	--	5.8%	5.8%	6.9%
Theme parks	4.8%	--	3.2%	6.9%	5.8%
Museums / exhibitions	6.4%	--	5.5%	4.9%	5.0%
Swim	--	--	29.7%	8.5%	4.8%
Beauty and health treatments	4.8%	--	3.7%	4.8%	4.7%
Other Nature Activities	--	--	5.7%	2.8%	3.1%
Golf	--	--	3.6%	2.8%	2.4%
Astronomical observation	1.2%	--	1.1%	1.9%	2.0%
Surf	--	--	2.0%	1.5%	1.8%
Cycling / Mountain bike	--	--	3.8%	2.5%	1.8%
Scuba Diving	--	--	2.4%	0.7%	1.6%
Windsurf / Kitesurf	--	--	0.5%	0.5%	0.6%

* Multi-choice question

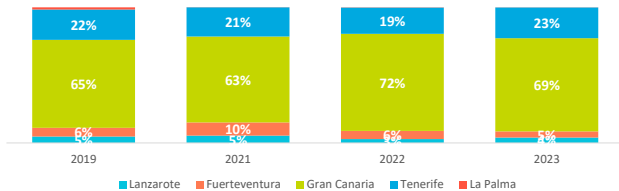
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Which island do they choose?

Tourists (≥ 16 year old)	2019	2020	2021	2022	2023
Lanzarote	21,622	--	6,876	7,672	12,587
Fuerteventura	28,895	--	12,534	15,930	14,443
Gran Canaria	294,847	--	81,361	190,800	218,511
Tenerife	101,724	--	27,557	51,578	72,265
La Palma	7,361	--	2	443	144



How many are loyal to the Canary Islands?

	2019	2020	2021	2022	2023
Repeat tourists	81.7%	--	80.6%	81.5%	84.3%
At least 10 previous visits	21.8%	--	25.0%	30.2%	26.9%
Repeat tourists (last 5 years)	77.1%	--	70.9%	73.0%	70.8%
Repeat tourists (last 5 years)(5 or more visits)	21.8%	--	15.8%	17.4%	16.1%

Who are they?

	2019	2020	2021	2022	2023
Gender					
Men	46.0%	--	45.7%	45.3%	48.0%
Women	54.0%	--	54.3%	54.7%	52.0%
Age					
Average age	53.7	--	52.0	53.4	52.2
Standard deviation	15.3	--	16.2	16.5	16.9
Age range					
16 - 24 years old	4.6%	--	7.6%	6.6%	8.6%
25 - 30 years old	5.5%	--	3.8%	4.6%	4.9%
31 - 45 years old	18.5%	--	22.2%	20.8%	21.8%
46 - 60 years old	32.6%	--	32.4%	29.9%	29.1%
Over 60 years old	38.8%	--	34.1%	38.1%	35.7%
Occupation					
Salaried worker	36.8%	--	37.9%	42.2%	41.5%
Self-employed	7.8%	--	9.5%	8.4%	7.3%
Unemployed	0.5%	--	1.2%	0.8%	0.6%
Business owner	14.1%	--	21.1%	15.3%	15.2%
Student	3.2%	--	3.1%	4.7%	5.5%
Retired	36.8%	--	26.6%	28.2%	29.8%
Unpaid domestic work	0.6%	--	0.0%	0.1%	0.0%
Others	0.1%	--	0.7%	0.3%	0.2%
Annual household income level					
Less than €25,000	9.6%	--	5.0%	6.5%	7.7%
€25,000 - €49,999	29.9%	--	33.3%	29.6%	29.5%
€50,000 - €74,999	32.4%	--	34.8%	30.1%	29.5%
More than €74,999	28.1%	--	26.9%	33.8%	33.3%
Education level					
No studies	1.2%	--	4.1%	1.1%	1.2%
Primary education	5.9%	--	2.9%	4.2%	4.3%
Secondary education	36.1%	--	29.7%	30.8%	31.8%
Higher education	56.8%	--	63.3%	63.8%	62.7%

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	2019	2020	2021	2022	2023
Lanzarote	4.8%	--	5.4%	2.9%	4.0%
Fuerteventura	6.4%	--	9.8%	6.0%	4.5%
Gran Canaria	64.9%	--	63.4%	71.6%	68.7%
Tenerife	22.4%	--	21.5%	19.4%	22.7%
La Palma	1.6%	--	0.0%	0.2%	0.0%

How many islands do they visit during their trip?

	2019	2020	2021	2022	2023
One island	95.5%	--	96.5%	96.2%	95.5%
Two islands	3.9%	--	3.1%	2.6%	4.1%
Three or more islands	0.5%	--	0.3%	1.2%	0.4%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019	2020	2021	2022	2023
Average rating	8.53	--	8.75	8.78	8.66

Experience in the Canary Islands	2019	2020	2021	2022	2023
Worse or much worse than expected	1.8%	--	3.2%	2.0%	3.9%
Lived up to expectations	55.8%	--	52.6%	57.1%	51.1%
Better or much better than expected	42.4%	--	44.2%	41.0%	45.0%

Future intentions (scale 1-10)	2019	2020	2021	2022	2023
Return to the Canary Islands	8.31	--	8.88	8.86	8.51
Recommend visiting the Canary Islands	8.73	--	9.06	9.02	8.83

Who do they come with?

	2019	2020	2021	2022	2023
Unaccompanied	7.2%	--	13.9%	10.9%	7.4%
Only with partner	47.6%	--	44.0%	43.4%	42.5%
Only with children (< 13 years old)	6.4%	--	3.1%	5.6%	5.9%
Partner + children (< 13 years old)	7.5%	--	7.0%	9.9%	8.1%
Other relatives	6.5%	--	4.2%	7.4%	6.9%
Friends	6.1%	--	8.9%	3.4%	5.9%
Work colleagues	0.3%	--	0.2%	0.2%	0.4%
Organized trip	0.4%	--	0.1%	0.1%	0.2%
Other combinations (2)	18.0%	--	18.5%	19.0%	22.8%

(2) Combination of some of the groups previously analyzed

Tourists with children	20.0%	--	14.4%	21.6%	20.5%
- Between 0 and 2 years old	1.4%	--	0.8%	1.1%	1.0%
- Between 3 and 12 years old	17.5%	--	12.0%	19.4%	17.7%
- Between 0 -2 and 3-12 years old	1.1%	--	1.7%	1.1%	1.7%
Tourists without children	80.0%	--	85.6%	78.4%	79.5%
Group composition:					
- 1 person	10.3%	--	16.4%	12.8%	9.7%
- 2 people	56.6%	--	54.2%	50.0%	50.9%
- 3 people	9.7%	--	13.0%	12.2%	11.2%
- 4 or 5 people	18.9%	--	12.2%	18.9%	21.7%
- 6 or more people	4.6%	--	4.3%	6.1%	6.5%
Average group size:	2.69	--	2.48	2.81	2.95

*People who share the main expenses of the trip