

## Tourist profile. Historical data (2019 - 2024)

### SWEDEN



#### How many are they and how much do they spend?



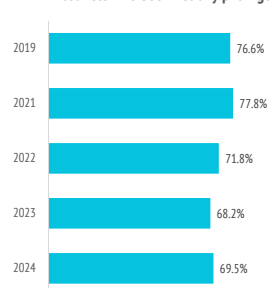
|   | 2019         | 2021         | 2022         | 2023         | 2024         |
|---|--------------|--------------|--------------|--------------|--------------|
| <b>TOURISTS</b>                                       |              |              |              |              |              |
| <b>Tourist arrivals (FRONTUR) (*)</b>                 | <b>546</b>   | <b>157</b>   | <b>322</b>   | <b>382</b>   | <b>379</b>   |
| <b>Tourist arrivals ≥ 16 years old (EGT) (*)</b>      | <b>457</b>   | <b>128</b>   | <b>267</b>   | <b>318</b>   | <b>318</b>   |
| - book holiday package (*)                            | 350          | 100          | 192          | 217          | 221          |
| - do not book holiday package (*)                     | 107          | 29           | 76           | 101          | 97           |
| - % tourists who book holiday package                 | 76.6%        | 77.8%        | 71.8%        | 68.2%        | 69.5%        |
| <b>Children &lt; 16 years old (FRONTUR - EGT) (*)</b> | <b>89</b>    | <b>28</b>    | <b>55</b>    | <b>63</b>    | <b>61</b>    |
| <b>Expenditure per tourist (€)</b>                    |              |              |              |              |              |
| - book holiday package                                | 1,299        | 1,492        | 1,641        | 1,690        | 1,835        |
| - holiday package                                     | 1,055        | 1,183        | 1,389        | 1,415        | 1,525        |
| - others  | 245          | 309          | 252          | 275          | 310          |
| - do not book holiday package                         | 1,167        | 1,536        | 1,489        | 1,268        | 1,413        |
| - flight  | 396          | 467          | 506          | 447          | 452          |
| - accommodation                                       | 369          | 409          | 435          | 391          | 382          |
| - others  | 402          | 661          | 548          | 429          | 579          |
| <b>Average lenght of stay</b>                         | <b>9.49</b>  | <b>10.91</b> | <b>9.94</b>  | <b>9.40</b>  | <b>11.20</b> |
| <b>Average daily expenditure (€)</b>                  | <b>147.8</b> | <b>163.6</b> | <b>186.6</b> | <b>186.6</b> | <b>195.3</b> |
| <b>Average daily expenditure (without flight)</b>     | <b>95.8</b>  | <b>112.2</b> | <b>125.9</b> | <b>125.2</b> | <b>128.3</b> |
| <b>Average cost of the flight (€)</b>                 | <b>440.8</b> | <b>458.2</b> | <b>517.6</b> | <b>501.8</b> | <b>568.1</b> |
| <b>Total turnover (≥ 16 years old) (€m)</b>           | <b>580</b>   | <b>193</b>   | <b>427</b>   | <b>495</b>   | <b>543</b>   |
| <b>Turnover without flight (≥ 16 years old) (€m)</b>  | <b>378</b>   | <b>134</b>   | <b>289</b>   | <b>335</b>   | <b>362</b>   |

(\*) Thousands of tourists

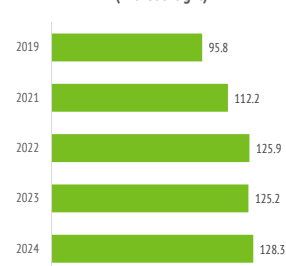
#### % Tourists whose spending has been greater than €0 in each item

|                                      | 2019  | 2021  | 2022  | 2023  | 2024  |
|--------------------------------------|-------|-------|-------|-------|-------|
| <b>Accommodation:</b>                |       |       |       |       |       |
| - Accommodation                      | 90.3% | 89.2% | 85.4% | 85.9% | 86.0% |
| - Additional accommodation expenses  | 3.6%  | 5.0%  | 3.5%  | 3.5%  | 3.8%  |
| <b>Transport:</b>                    |       |       |       |       |       |
| - National/International Transport   | 97.5% | 98.0% | 95.9% | 96.5% | 96.7% |
| - Flights between islands            | 2.3%  | 2.9%  | 1.9%  | 1.9%  | 2.8%  |
| - Taxi                               | 63.4% | 66.7% | 65.3% | 69.5% | 68.6% |
| - Car rental                         | 14.8% | 16.7% | 17.0% | 16.9% | 16.8% |
| - Public transport                   | 11.7% | 10.7% | 10.5% | 13.7% | 14.8% |
| <b>Food and drink:</b>               |       |       |       |       |       |
| - Food purchases at supermarkets     | 58.0% | 63.9% | 55.6% | 58.8% | 62.9% |
| - Restaurants                        | 59.8% | 63.6% | 63.9% | 63.3% | 67.7% |
| <b>Leisure:</b>                      |       |       |       |       |       |
| - Organized excursions               | 16.2% | 10.7% | 13.0% | 17.0% | 16.8% |
| - Sport activities                   | 4.0%  | 8.2%  | 5.4%  | 7.4%  | 6.3%  |
| - Cultural activities                | 1.3%  | 3.1%  | 1.0%  | 1.1%  | 3.3%  |
| - Museums                            | 3.1%  | 1.8%  | 1.8%  | 1.8%  | 2.5%  |
| - Theme Parks                        | 3.3%  | 3.2%  | 4.8%  | 5.1%  | 5.8%  |
| - Discos and pubs                    | 4.8%  | 8.4%  | 3.7%  | 6.6%  | 6.9%  |
| - Wellness                           | 4.0%  | 4.8%  | 3.2%  | 4.3%  | 2.9%  |
| <b>Purchases of goods:</b>           |       |       |       |       |       |
| - Souvenirs                          | 38.3% | 37.3% | 30.8% | 34.0% | 38.0% |
| - Real state                         | 0.4%  | 0.1%  | 0.3%  | 0.0%  | 0.0%  |
| - Other expenses                     | 0.5%  | 1.0%  | 0.6%  | 0.8%  | 0.4%  |
| <b>Other:</b>                        |       |       |       |       |       |
| - Medical or pharmaceutical expenses | 6.9%  | 9.8%  | 5.2%  | 7.4%  | 6.5%  |
| - Other expenses                     | 8.3%  | 9.9%  | 8.6%  | 8.4%  | 7.3%  |

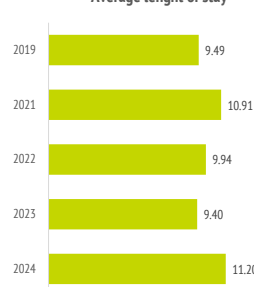
#### % tourists who book holiday package



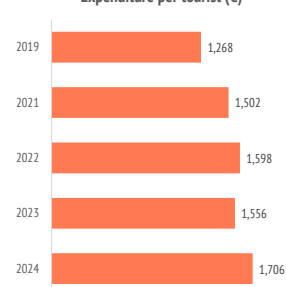
#### Average daily expenditure (€) (without flight)



#### Average lenght of stay



#### Expenditure per tourist (€)



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

| Expenditure per tourist and trip (€) | 2019 | 2021 | 2022 | 2023  | 2024 |
|--------------------------------------|------|------|------|-------|------|
| <b>Accommodation:</b>                |      |      |      |       |      |
| - Accommodation                      | 677  | 909  | 976  | 1,017 | 960  |
| - Additional accommodation expenses  | 561  | 674  | 777  | 779   | 799  |
| - Additional accommodation expenses  | 116  | 235  | 199  | 238   | 161  |
| <b>Transport:</b>                    |      |      |      |       |      |
| - National/International Transport   | 694  | 765  | 868  | 833   | 964  |
| - National/International Transport   | 452  | 468  | 540  | 520   | 587  |
| - Flights between islands            | 58   | 69   | 65   | 72    | 97   |
| - Taxi                               | 73   | 101  | 103  | 107   | 103  |
| - Car rental                         | 86   | 110  | 139  | 109   | 130  |
| - Public transport                   | 25   | 17   | 22   | 25    | 46   |
| <b>Food and drink:</b>               |      |      |      |       |      |
| - Food purchases at supermarkets     | 311  | 389  | 399  | 331   | 398  |
| - Food purchases at supermarkets     | 126  | 152  | 131  | 112   | 145  |
| - Restaurants                        | 185  | 237  | 268  | 219   | 253  |
| <b>Leisure:</b>                      |      |      |      |       |      |
| - Organized excursions               | 411  | 421  | 537  | 456   | 491  |
| - Organized excursions               | 68   | 77   | 80   | 86    | 95   |
| - Sport activities                   | 95   | 84   | 105  | 102   | 95   |
| - Cultural activities                | 30   | 29   | 91   | 26    | 43   |
| - Museums                            | 22   | 48   | 23   | 29    | 35   |
| - Theme Parks                        | 67   | 43   | 75   | 71    | 87   |
| - Discos and pubs                    | 84   | 83   | 89   | 74    | 81   |
| - Wellness                           | 46   | 58   | 74   | 69    | 55   |
| <b>Purchases of goods:</b>           |      |      |      |       |      |
| - Souvenirs                          | 640  | 994  | 596  | 492   | 136  |
| - Souvenirs                          | 94   | 119  | 90   | 85    | 100  |
| - Real state                         | 328  | 571  | 442  | 25    | 0    |
| - Other expenses                     | 218  | 304  | 65   | 381   | 37   |
| <b>Other:</b>                        |      |      |      |       |      |
| - Medical or pharmaceutical expenses | 87   | 165  | 226  | 98    | 78   |
| - Medical or pharmaceutical expenses | 40   | 69   | 126  | 36    | 27   |
| - Other expenses                     | 47   | 96   | 100  | 61    | 51   |

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.

## Tourist profile. Historical data (2019 - 2024)

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#### What is the main purpose of their trip?

|                            | 2019  | 2021  | 2022  | 2023  | 2024  |
|----------------------------|-------|-------|-------|-------|-------|
| Holiday, leisure           | 95.7% | 94.8% | 93.9% | 92.0% | 92.8% |
| Visiting family or friends | 3.0%  | 2.9%  | 4.5%  | 5.2%  | 4.9%  |
| Business and work          | 0.4%  | 0.6%  | 0.2%  | 0.4%  | 0.8%  |
| Education and training     | 0.0%  | 0.1%  | 0.2%  | 0.3%  | 0.3%  |
| Sports training            | 0.2%  | 0.9%  | 0.7%  | 1.4%  | 0.6%  |
| Health or medical care     | 0.3%  | 0.3%  | 0.1%  | 0.1%  | 0.1%  |
| Fairs and congresses       | 0.0%  | 0.0%  | 0.0%  | 0.2%  | 0.0%  |
| Others                     | 0.4%  | 0.4%  | 0.5%  | 0.4%  | 0.5%  |

#### What is the main motivation for their holidays?

|                         | 2019  | 2021  | 2022  | 2023  | 2024  |
|-------------------------|-------|-------|-------|-------|-------|
| Rest                    | 47.0% | 45.4% | 39.5% | 37.4% | 41.3% |
| Enjoy family time       | 37.1% | 34.5% | 44.7% | 45.3% | 39.8% |
| Have fun                | 4.6%  | 7.1%  | 4.3%  | 7.7%  | 7.3%  |
| Explore the destination | 7.2%  | 7.5%  | 6.5%  | 4.7%  | 7.2%  |
| Practice their hobbies  | 2.5%  | 3.9%  | 2.6%  | 2.4%  | 1.7%  |
| Other reasons           | 1.6%  | 1.5%  | 2.5%  | 2.4%  | 2.6%  |

#### Where did they spend their main holiday last year? \*

|                      | 2019 | 2021  | 2022  | 2023  | 2024  |
|----------------------|------|-------|-------|-------|-------|
| Didn't have holidays | --   | 57.4% | 53.2% | 31.3% | 27.2% |
| Canary Islands       | --   | 17.3% | 20.4% | 27.6% | 31.2% |
| Other destination    | --   | 25.3% | 26.4% | 41.2% | 41.6% |
| Balearic Islands     | --   | 1.0%  | 1.5%  | 0.9%  | 1.5%  |
| Rest of Spain        | --   | 5.1%  | 5.8%  | 8.9%  | 7.4%  |
| Italy                | --   | 1.9%  | 2.2%  | 4.2%  | 4.4%  |
| France               | --   | 0.8%  | 1.9%  | 3.2%  | 3.7%  |
| Turkey               | --   | 0.5%  | 0.9%  | 0.9%  | 1.3%  |
| Greece               | --   | 3.5%  | 4.8%  | 8.0%  | 8.5%  |
| Portugal             | --   | 0.6%  | 2.1%  | 0.8%  | 2.3%  |
| Croatia              | --   | 1.5%  | 1.0%  | 2.4%  | 2.1%  |
| Egypt                | --   | 1.1%  | 0.3%  | 0.1%  | 0.5%  |
| Tunisia              | --   | 0.1%  | 0.0%  | 0.0%  | 0.0%  |
| Morocco              | --   | 0.2%  | 0.1%  | 0.1%  | 0.1%  |
| Others               | --   | 8.9%  | 5.7%  | 11.5% | 9.7%  |

\* Percentage of valid answers

#### What other destinations did they consider for this trip? \*

|   | 2019 | 2021  | 2022  | 2023  | 2024  |
|---|------|-------|-------|-------|-------|
| None (I was clear about "this Canary Island") | --   | 49.8% | 51.5% | 49.4% | 48.1% |
| Canary Islands (other island)                 | --   | 25.8% | 21.8% | 24.0% | 22.8% |
| Other destination                             | --   | 24.4% | 26.7% | 26.6% | 29.1% |
| Balearic Islands                              | --   | 1.0%  | 1.1%  | 1.7%  | 1.4%  |
| Rest of Spain                                 | --   | 4.8%  | 5.3%  | 5.6%  | 6.7%  |
| Italy   | --   | 2.3%  | 2.7%  | 3.3%  | 2.8%  |
| France  | --   | 0.4%  | 1.0%  | 0.9%  | 1.3%  |
| Turkey  | --   | 1.4%  | 0.9%  | 0.8%  | 1.7%  |
| Greece  | --   | 4.2%  | 4.3%  | 4.4%  | 5.5%  |
| Portugal                                      | --   | 2.8%  | 2.3%  | 2.6%  | 2.2%  |
| Croatia                                       | --   | 0.9%  | 1.6%  | 1.4%  | 2.1%  |
| Egypt   | --   | 2.0%  | 1.5%  | 1.7%  | 1.8%  |
| Others  | --   | 4.6%  | 6.1%  | 4.1%  | 3.7%  |

\* Percentage of valid answers

#### Importance of each factor in the destination choice

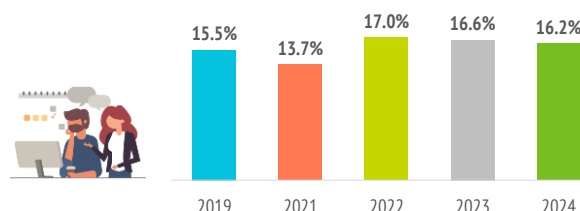
|                      | 2019  | 2021  | 2022  | 2023  | 2024  |
|----------------------|-------|-------|-------|-------|-------|
| Climate              | 88.6% | 88.4% | 89.2% | 86.7% | 85.9% |
| Sea                  | 50.0% | 51.7% | 60.1% | 54.1% | 55.0% |
| Beaches              | 38.2% | 44.2% | 47.8% | 44.6% | 46.6% |
| Safety               | 38.3% | 44.9% | 45.9% | 44.3% | 46.2% |
| Tranquility          | 36.1% | 42.3% | 43.1% | 38.9% | 39.8% |
| European belonging   | 29.5% | 37.3% | 36.3% | 31.0% | 36.2% |
| Effortless trip      | 27.7% | 32.0% | 35.0% | 29.4% | 33.5% |
| Environment          | 27.4% | 33.2% | 36.8% | 30.2% | 30.4% |
| Price                | 25.6% | 33.4% | 23.4% | 23.0% | 28.2% |
| Accommodation supply | 28.0% | 28.2% | 31.9% | 28.6% | 25.5% |
| Gastronomy           | 18.4% | 28.3% | 24.5% | 21.3% | 21.9% |
| Landscapes           | 19.0% | 20.0% | 23.4% | 18.5% | 18.4% |
| Fun possibilities    | 12.4% | 14.1% | 16.5% | 16.7% | 16.4% |
| Authenticity         | 11.6% | 16.7% | 16.1% | 16.4% | 12.3% |
| Hiking trail network | 6.0%  | 5.9%  | 9.8%  | 5.7%  | 7.5%  |
| Exoticism            | 4.7%  | 10.4% | 4.7%  | 5.3%  | 7.0%  |
| Nightlife            | 3.7%  | 4.3%  | 3.7%  | 4.3%  | 6.2%  |
| Culture              | 4.0%  | 5.1%  | 5.5%  | 3.9%  | 4.8%  |
| Shopping             | 3.3%  | 7.5%  | 4.7%  | 6.2%  | 3.7%  |
| Historical heritage  | 3.7%  | 4.3%  | 5.0%  | 2.9%  | 3.4%  |

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?

|                        | 2019  | 2021  | 2022  | 2023  | 2024  |
|------------------------|-------|-------|-------|-------|-------|
| The same day           | 0.7%  | 0.5%  | 0.5%  | 0.7%  | 0.1%  |
| Between 1 and 30 days  | 27.9% | 36.2% | 30.5% | 26.1% | 25.1% |
| Between 1 and 2 months | 23.1% | 22.7% | 22.5% | 24.2% | 22.7% |
| Between 3 and 6 months | 32.9% | 26.8% | 29.6% | 32.3% | 35.8% |
| More than 6 months     | 15.5% | 13.7% | 17.0% | 16.6% | 16.2% |

#### % TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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

|                                       | 2019  | 2021  | 2022  | 2023  | 2024  |
|---------------------------------------|-------|-------|-------|-------|-------|
| Previous visits to the Canary Islands | 61.0% | 54.9% | 63.3% | 61.2% | 57.5% |
| Friends or relatives                  | 19.1% | 20.7% | 20.1% | 19.3% | 21.3% |
| Internet or social media              | 48.5% | 40.0% | 40.2% | 39.2% | 44.6% |
| Mass Media                            | 2.1%  | 1.6%  | 1.6%  | 0.8%  | 1.3%  |
| Travel guides and magazines           | 6.6%  | 4.0%  | 5.9%  | 3.4%  | 4.9%  |
| Travel Blogs or Forums                | 2.4%  | 2.3%  | 2.6%  | 3.3%  | 2.4%  |
| Travel TV Channels                    | 0.2%  | 0.2%  | 0.3%  | 0.3%  | 0.8%  |
| Tour Operator or Travel Agency        | 15.6% | 18.8% | 17.0% | 16.3% | 17.0% |
| Public administrations or similar     | 0.1%  | 1.4%  | 1.5%  | 0.4%  | 1.0%  |
| Others                                | 1.6%  | 3.2%  | 2.0%  | 3.8%  | 2.9%  |

\* Multi-choice question

## Tourist profile. Historical data (2019 - 2024)

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#### With whom did they book their flight and accommodation?

|                                   | 2019  | 2021  | 2022  | 2023  | 2024  |
|-----------------------------------|-------|-------|-------|-------|-------|
| <b>Flight</b>                     |       |       |       |       |       |
| - Directly with the airline       | 34.9% | 31.0% | 33.2% | 35.7% | 38.1% |
| - Tour Operator or Travel Agency  | 65.1% | 69.0% | 66.8% | 64.3% | 61.9% |
| <b>Accommodation</b>              |       |       |       |       |       |
| - Directly with the accommodation | 28.0% | 25.5% | 24.7% | 27.0% | 28.1% |
| - Tour Operator or Travel Agency  | 72.0% | 74.5% | 75.3% | 73.0% | 71.9% |

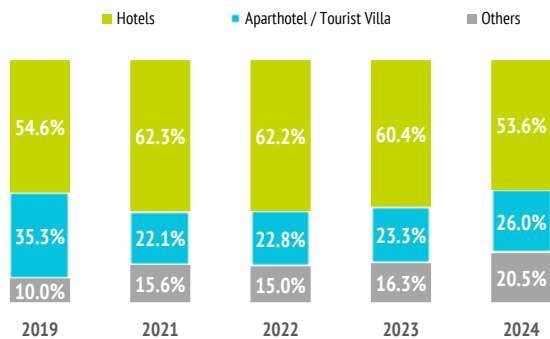
#### Where does the flight come from?

|                  | 2019  | 2021  | 2022  | 2023  | 2024  |
|------------------|-------|-------|-------|-------|-------|
| Sweden           | 88.2% | 91.7% | 85.7% | 79.6% | 81.0% |
| Denmark          | 8.4%  | 5.7%  | 8.1%  | 14.5% | 11.7% |
| Norway           | 1.5%  | 0.2%  | 1.7%  | 2.1%  | 2.4%  |
| Spanish Mainland | 0.6%  | 0.2%  | 0.9%  | 2.3%  | 2.0%  |
| Germany          | 0.5%  | 0.6%  | 0.8%  | 0.5%  | 1.8%  |
| Netherlands      | 0.1%  | 0.0%  | 0.1%  | 0.2%  | 0.3%  |
| United Kingdom   | 0.4%  | 0.3%  | 0.5%  | 0.1%  | 0.3%  |
| Switzerland      | 0.1%  | 0.2%  | 0.4%  | 0.1%  | 0.2%  |
| Portugal         | 0.0%  | 0.0%  | 0.3%  | 0.1%  | 0.1%  |
| Poland           | 0.1%  | 0.2%  | 0.0%  | 0.2%  | 0.1%  |
| Others           | 0.2%  | 0.8%  | 1.5%  | 0.3%  | 0.0%  |

#### Where do they stay?

|   | 2019  | 2021  | 2022  | 2023  | 2024  |
|---|-------|-------|-------|-------|-------|
| 1-2-3* Hotel                            | 16.3% | 18.7% | 15.6% | 15.6% | 16.5% |
| 4* Hotel                                | 32.8% | 39.7% | 38.8% | 37.1% | 33.4% |
| 5* Hotel / 5* Luxury Hotel              | 5.5%  | 3.9%  | 7.8%  | 7.8%  | 3.7%  |
| Aparthotel / Tourist Villa              | 35.3% | 22.1% | 22.8% | 23.3% | 26.0% |
| House/room rented in a private dwelling | 2.6%  | 2.5%  | 2.6%  | 3.2%  | 9.6%  |
| Private accommodation (1)               | 3.2%  | 6.4%  | 6.6%  | 7.3%  | 9.0%  |
| Others (Cottage, cruise, camping,...)   | 4.3%  | 6.7%  | 5.8%  | 5.8%  | 1.8%  |

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

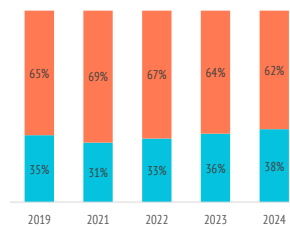


#### What do they book?

|                   | 2019  | 2021  | 2022  | 2023  | 2024  |
|-------------------|-------|-------|-------|-------|-------|
| Room only         | 35.3% | 31.1% | 29.2% | 30.2% | 38.2% |
| Bed and Breakfast | 14.5% | 19.5% | 20.0% | 20.4% | 17.1% |
| Half board        | 14.8% | 10.3% | 12.5% | 13.9% | 11.6% |
| Full board        | 2.6%  | 4.7%  | 4.3%  | 4.4%  | 3.1%  |
| All inclusive     | 32.8% | 34.4% | 34.0% | 31.1% | 30.0% |

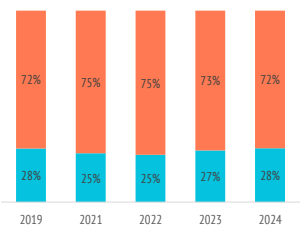
#### Flight

■ - Tour Operator or Travel Agency ■ - Directly with the airline



#### Accommodation

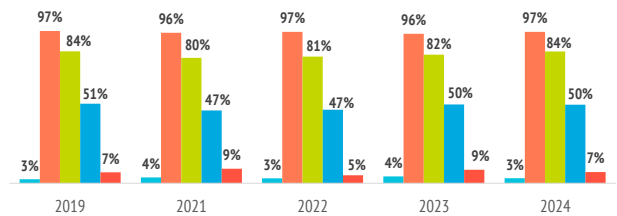
■ - Tour Operator or Travel Agency ■ - Directly with the accommodation



#### Activities in the Canary Islands

| Outdoor time per day | 2019  | 2021  | 2022  | 2023  | 2024  |
|----------------------|-------|-------|-------|-------|-------|
| 0 hours              | 2.6%  | 3.7%  | 3.1%  | 4.4%  | 3.2%  |
| 1 - 2 hours          | 13.0% | 16.1% | 15.8% | 13.4% | 12.5% |
| 3 - 6 hours          | 33.5% | 33.6% | 34.0% | 31.8% | 34.1% |
| 7 - 12 hours         | 43.9% | 37.3% | 42.0% | 41.8% | 43.1% |
| More than 12 hours   | 7.0%  | 9.3%  | 5.1%  | 8.6%  | 7.1%  |
| Outdoor time per day | 7.0   | 6.8   | 6.4   | 6.9   | 6.9   |

■ 0 hours ■ More than 1 hours ■ More than 3 hours ■ More than 7 hours ■ More than 12 hours



| Activities in the Canary Islands       | 2019  | 2021  | 2022  | 2023  | 2024  |
|--|-------|-------|-------|-------|-------|
| Walk, wander                           | 73.6% | 77.7% | 74.2% | 74.4% | 77.0% |
| Beach                                  | 65.6% | 72.0% | 73.1% | 71.3% | 69.5% |
| Swimming pool, hotel facilities        | 71.1% | 68.4% | 71.4% | 71.8% | 68.5% |
| Explore the island on their own        | 36.9% | 39.9% | 36.5% | 37.4% | 37.5% |
| Taste Canarian gastronomy              | 20.3% | 20.8% | 19.4% | 17.6% | 19.8% |
| Wineries / markets / popular festivals | 16.0% | 9.5%  | 11.4% | 18.5% | 18.5% |
| Hiking                                 | --    | 15.9% | 10.7% | 12.6% | 12.0% |
| Nightlife / concerts / shows           | 10.1% | 10.2% | 9.0%  | 10.1% | 11.2% |
| Running                                | --    | 11.4% | 8.6%  | 8.4%  | 9.7%  |
| Organized excursions                   | 11.3% | 6.2%  | 8.0%  | 10.1% | 9.6%  |
| Theme parks                            | 4.8%  | 3.2%  | 6.9%  | 5.8%  | 8.4%  |
| Sea excursions / whale watching        | 6.5%  | 5.8%  | 5.8%  | 6.9%  | 7.1%  |
| Swim                                   | --    | 29.7% | 8.5%  | 4.8%  | 6.8%  |
| Museums / exhibitions                  | 6.4%  | 5.5%  | 4.9%  | 5.0%  | 5.7%  |
| Practice other sports                  | --    | 12.2% | 5.5%  | 7.7%  | 5.6%  |
| Beauty and health treatments           | 4.8%  | 3.7%  | 4.8%  | 4.7%  | 3.9%  |
| Other Nature Activities                | --    | 5.7%  | 2.8%  | 3.1%  | 3.8%  |
| Golf                                   | --    | 3.6%  | 2.8%  | 2.4%  | 2.3%  |
| Surf                                   | --    | 2.0%  | 1.5%  | 1.8%  | 2.3%  |
| Astronomical observation               | 1.2%  | 1.1%  | 1.9%  | 2.0%  | 2.1%  |
| Cycling / Mountain bike                | --    | 3.8%  | 2.5%  | 1.8%  | 1.6%  |
| Scuba Diving                           | --    | 2.4%  | 0.7%  | 1.6%  | 0.7%  |
| Windsurf / Kitesurf                    | --    | 0.5%  | 0.5%  | 0.6%  | 0.2%  |

\* Multi-choise question

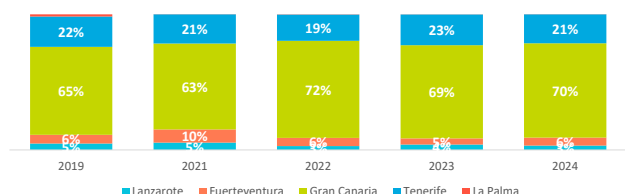
## Tourist profile. Historical data (2019 - 2024)

### SWEDEN



#### Which island do they choose?

| Tourists (≥ 16 year old) | 2019    | 2021   | 2022    | 2023    | 2024    |
|--------------------------|---------|--------|---------|---------|---------|
| Lanzarote                | 21,622  | 6,876  | 7,672   | 12,587  | 10,361  |
| Fuerteventura            | 28,895  | 12,534 | 15,930  | 14,443  | 18,596  |
| Gran Canaria             | 294,847 | 81,361 | 190,800 | 218,511 | 221,331 |
| Tenerife                 | 101,724 | 27,557 | 51,578  | 72,265  | 67,635  |
| La Palma                 | 7,361   | 2      | 443     | 144     | 53      |



#### How many are loyal to the Canary Islands?

|  | 2019  | 2021  | 2022  | 2023  | 2024  |
|--|-------|-------|-------|-------|-------|
| Repeat tourists                                  | 81.7% | 80.6% | 81.5% | 84.3% | 80.7% |
| At least 10 previous visits                      | 21.8% | 25.0% | 30.2% | 26.9% | 25.7% |
| Repeat tourists (last 5 years)                   | 77.1% | 70.9% | 73.0% | 70.8% | 70.5% |
| Repeat tourists (last 5 years)(5 or more visits) | 21.8% | 15.8% | 17.4% | 16.1% | 18.4% |

#### Who are they?

|                                      | 2019  | 2021  | 2022  | 2023  | 2024  |
|--------------------------------------|-------|-------|-------|-------|-------|
| <b>Gender</b>                        |       |       |       |       |       |
| Men                                  | 46.0% | 45.7% | 45.3% | 48.0% | 46.3% |
| Women                                | 54.0% | 54.3% | 54.7% | 52.0% | 53.7% |
| <b>Age</b>                           |       |       |       |       |       |
| Average age                          | 53.7  | 52.0  | 53.4  | 52.2  | 52.5  |
| Standard deviation                   | 15.3  | 16.2  | 16.5  | 16.9  | 17.7  |
| <b>Age range</b>                     |       |       |       |       |       |
| 16 - 24 years old                    | 4.6%  | 7.6%  | 6.6%  | 8.6%  | 8.8%  |
| 25 - 30 years old                    | 5.5%  | 3.8%  | 4.6%  | 4.9%  | 4.9%  |
| 31 - 45 years old                    | 18.5% | 22.2% | 20.8% | 21.8% | 24.2% |
| 46 - 60 years old                    | 32.6% | 32.4% | 29.9% | 29.1% | 22.0% |
| Over 60 years old                    | 38.8% | 34.1% | 38.1% | 35.7% | 40.1% |
| <b>Occupation</b>                    |       |       |       |       |       |
| Salaried worker                      | 36.8% | 37.9% | 42.2% | 41.5% | 37.6% |
| Self-employed                        | 7.8%  | 9.5%  | 8.4%  | 7.3%  | 7.6%  |
| Unemployed                           | 0.5%  | 1.2%  | 0.8%  | 0.6%  | 0.6%  |
| Business owner                       | 14.1% | 21.1% | 15.3% | 15.2% | 14.8% |
| Student                              | 3.2%  | 3.1%  | 4.7%  | 5.5%  | 5.8%  |
| Retired                              | 36.8% | 26.6% | 28.2% | 29.8% | 33.0% |
| Unpaid domestic work                 | 0.6%  | 0.0%  | 0.1%  | 0.0%  | 0.1%  |
| Others                               | 0.1%  | 0.7%  | 0.3%  | 0.2%  | 0.5%  |
| <b>Annual household income level</b> |       |       |       |       |       |
| Less than €25,000                    | 9.6%  | 5.0%  | 6.5%  | 7.7%  | 6.9%  |
| €25,000 - €49,999                    | 29.9% | 33.3% | 29.6% | 29.5% | 32.1% |
| €50,000 - €74,999                    | 32.4% | 34.8% | 30.1% | 29.5% | 31.7% |
| More than €74,999                    | 28.1% | 26.9% | 33.8% | 33.3% | 29.3% |
| <b>Education level</b>               |       |       |       |       |       |
| No studies                           | 1.2%  | 4.1%  | 1.1%  | 1.2%  | 1.0%  |
| Primary education                    | 5.9%  | 2.9%  | 4.2%  | 4.3%  | 4.1%  |
| Secondary education                  | 36.1% | 29.7% | 30.8% | 31.8% | 29.2% |
| Higher education                     | 56.8% | 63.3% | 63.8% | 62.7% | 65.7% |

| Share by islands | 2019  | 2021  | 2022  | 2023  | 2024  |
|------------------|-------|-------|-------|-------|-------|
| Lanzarote        | 4.8%  | 5.4%  | 2.9%  | 4.0%  | 3.3%  |
| Fuerteventura    | 6.4%  | 9.8%  | 6.0%  | 4.5%  | 5.8%  |
| Gran Canaria     | 64.9% | 63.4% | 71.6% | 68.7% | 69.6% |
| Tenerife         | 22.4% | 21.5% | 19.4% | 22.7% | 21.3% |
| La Palma         | 1.6%  | 0.0%  | 0.2%  | 0.0%  | 0.0%  |

#### How many islands do they visit during their trip?

|                       | 2019  | 2021  | 2022  | 2023  | 2024  |
|-----------------------|-------|-------|-------|-------|-------|
| One island            | 95.5% | 96.5% | 96.2% | 95.5% | 95.6% |
| Two islands           | 3.9%  | 3.1%  | 2.6%  | 4.1%  | 3.9%  |
| Three or more islands | 0.5%  | 0.3%  | 1.2%  | 0.4%  | 0.5%  |

#### How do they rate the Canary Islands?

| Satisfaction (scale 0-10) | 2019 | 2021 | 2022 | 2023 | 2024 |
|---------------------------|------|------|------|------|------|
| Average rating            | 8.53 | 8.75 | 8.78 | 8.66 | 8.53 |

| Experience in the Canary Islands    | 2019  | 2021  | 2022  | 2023  | 2024  |
|-------------------------------------|-------|-------|-------|-------|-------|
| Worse or much worse than expected   | 1.8%  | 3.2%  | 2.0%  | 3.9%  | 3.3%  |
| Lived up to expectations            | 55.8% | 52.6% | 57.1% | 51.1% | 60.2% |
| Better or much better than expected | 42.4% | 44.2% | 41.0% | 45.0% | 36.5% |

| Future intentions (scale 1-10)        | 2019 | 2021 | 2022 | 2023 | 2024 |
|---------------------------------------|------|------|------|------|------|
| Return to the Canary Islands          | 8.31 | 8.88 | 8.86 | 8.51 | 8.41 |
| Recommend visiting the Canary Islands | 8.73 | 9.06 | 9.02 | 8.83 | 8.65 |

#### Who do they come with?

|                                     | 2019  | 2021  | 2022  | 2023  | 2024  |
|-------------------------------------|-------|-------|-------|-------|-------|
| Unaccompanied                       | 7.2%  | 13.9% | 10.9% | 7.4%  | 10.4% |
| Only with partner                   | 47.6% | 44.0% | 43.4% | 42.5% | 42.0% |
| Only with children (< 13 years old) | 6.4%  | 3.1%  | 5.6%  | 5.9%  | 6.5%  |
| Partner + children (< 13 years old) | 7.5%  | 7.0%  | 9.9%  | 8.1%  | 7.9%  |
| Other relatives                     | 6.5%  | 4.2%  | 7.4%  | 6.9%  | 7.8%  |
| Friends                             | 6.1%  | 8.9%  | 3.4%  | 5.9%  | 6.3%  |
| Work colleagues                     | 0.3%  | 0.2%  | 0.2%  | 0.4%  | 0.1%  |
| Organized trip                      | 0.4%  | 0.1%  | 0.1%  | 0.2%  | 0.4%  |
| Other combinations (2)              | 18.0% | 18.5% | 19.0% | 22.8% | 18.6% |

(2) Combination of some of the groups previously analyzed

| Tourists with children            | 20.0%       | 14.4%       | 21.6%       | 20.5%       | 21.6%       |
|-----------------------------------|-------------|-------------|-------------|-------------|-------------|
| - Between 0 and 2 years old       | 1.4%        | 0.8%        | 1.1%        | 1.0%        | 1.6%        |
| - Between 3 and 12 years old      | 17.5%       | 12.0%       | 19.4%       | 17.7%       | 18.1%       |
| - Between 0 -2 and 3-12 years old | 1.1%        | 1.7%        | 1.1%        | 1.7%        | 2.0%        |
| Tourists without children         | 80.0%       | 85.6%       | 78.4%       | 79.5%       | 78.4%       |
| <b>Group composition:</b>         |             |             |             |             |             |
| - 1 person                        | 10.3%       | 16.4%       | 12.8%       | 9.7%        | 12.3%       |
| - 2 people                        | 56.6%       | 54.2%       | 50.0%       | 50.9%       | 50.6%       |
| - 3 people                        | 9.7%        | 13.0%       | 12.2%       | 11.2%       | 9.6%        |
| - 4 or 5 people                   | 18.9%       | 12.2%       | 18.9%       | 21.7%       | 20.0%       |
| - 6 or more people                | 4.6%        | 4.3%        | 6.1%        | 6.5%        | 7.5%        |
| <b>Average group size:</b>        | <b>2.69</b> | <b>2.48</b> | <b>2.81</b> | <b>2.95</b> | <b>2.90</b> |

\*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.