

Tourist profile. Historical data (2019 - 2025)

SWEDEN: First Quarter



How many are they and how much do they spend?



	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
TOURISTS					
Tourist arrivals (FRONTUR) (*)	240	110	167	181	152
Tourist arrivals ≥ 16 years old (EGT) (*)	200	94	141	149	126
- book holiday package (*)	160	74	93	105	85
- do not book holiday package (*)	40	20	48	44	41
- % tourists who book holiday package	80.0%	78.6%	65.9%	70.6%	67.8%
Children < 16 years old (FRONTUR - EGT) (*)	40	16	27	32	26
Expenditure per tourist (€)	1,199	1,735	1,559	1,748	1,819
- book holiday package	1,196	1,761	1,686	1,788	1,901
- holiday package	945	1,441	1,416	1,463	1,565
- others	251	320	269	325	336
- do not book holiday package	1,210	1,636	1,314	1,653	1,646
- flight	301	532	425	455	506
- accommodation	472	599	445	585	522
- others	438	505	443	613	618
Average lenght of stay	10.1	10.3	9.6	13.0	11.7
- Median	7.0	8.1	7.5	7.0	7.5
Average daily expenditure (€)	132.33	194.17	185.41	180.61	189.46
- Median	109.81	151.60	175.17	161.41	167.74
Average daily expenditure (without flight)	95.73	135.69	126.77	125.17	134.33
- Median	77.33	106.87	121.20	109.95	124.96
Average cost of the flight (€)	322.63	522.19	481.20	510.63	525.70
Total turnover (≥ 16 years old) (€m)	240	163	219	260	229
Turnover without flight (≥ 16 years old) (€m)	176	114	151	184	163

(*) Thousands of tourists

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

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Accommodation:					
- Accommodation	92.4%	93.7%	86.3%	88.8%	85.9%
- Additional accommodation expenses	4.6%	3.8%	3.1%	4.4%	4.5%
Transport:					
- National/International Transport	97.7%	98.3%	95.6%	96.8%	95.4%
- Flights between islands	2.6%	2.6%	3.1%	3.2%	1.3%
- Taxi	67.1%	64.8%	68.3%	67.4%	65.6%
- Car rental	12.6%	17.5%	19.3%	17.0%	15.9%
- Public transport	13.6%	13.7%	12.7%	17.8%	20.1%
Food and drink:					
- Food purchases at supermarkets	58.6%	55.2%	59.8%	62.4%	64.9%
- Restaurants	61.9%	65.1%	64.8%	70.1%	70.4%
Leisure:					
- Organized excursions	18.1%	11.7%	16.8%	17.8%	15.1%
- Sport activities	3.3%	4.7%	6.0%	4.5%	5.8%
- Cultural activities	1.3%	1.6%	1.8%	3.6%	1.7%
- Museums	2.0%	0.8%	1.7%	2.6%	2.1%
- Theme Parks	3.2%	4.2%	5.7%	5.9%	4.8%
- Discos and pubs	5.3%	3.7%	5.9%	6.4%	9.3%
- Wellness	5.2%	2.3%	4.7%	3.6%	5.1%
Purchases of goods:					
- Souvenirs	40.4%	33.3%	32.4%	36.6%	38.3%
- Other expenses	0.4%	0.8%	0.5%	0.3%	0.4%
Other:					
- Medical or pharmaceutical expenses	8.3%	4.0%	6.5%	6.4%	7.4%
- Other expenses	9.0%	11.5%	7.5%	8.2%	7.1%



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

Expenditure per tourist and trip (€)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Accommodation:					
- Accommodation	695	1,155	1,052	1,047	1,290
- Additional accommodation expenses	592	856	796	867	930
Transport:					
- National/International Transport	104	298	257	180	360
- National/International Transport	583	864	822	906	908
- Flights between islands	330	531	503	528	551
- Flights between islands	62	83	80	94	69
- Taxi	76	93	105	108	122
- Car rental	89	144	115	125	141
- Public transport	26	13	19	51	25
Food and drink:					
- Food purchases at supermarkets	310	390	339	412	435
- Food purchases at supermarkets	133	124	113	160	154
- Restaurants	177	267	225	252	282
Leisure:					
- Organized excursions	373	594	481	433	500
- Organized excursions	59	82	82	83	66
- Sport activities	74	147	130	115	112
- Cultural activities	41	76	22	38	48
- Museums	17	18	21	23	32
- Theme Parks	69	63	82	81	73
- Discos and pubs	77	110	97	55	88
- Wellness	36	98	47	37	80
Purchases of goods:					
- Souvenirs	385	124	242	152	129
- Souvenirs	96	92	87	107	80
- Other expenses	289	31	155	45	49
Other:					
- Medical or pharmaceutical expenses	86	132	85	75	97
- Medical or pharmaceutical expenses	26	80	25	19	40
- Other expenses	60	52	60	55	56

Source: Encuesta sobre Gasto Turístico (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)

SWEDEN: First Quarter



What is the main purpose of their trip?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Holiday, leisure	95.7%	96.9%	91.8%	93.8%	92.9%
Visiting family or friends	3.0%	1.7%	5.5%	3.9%	5.5%
Business and work	0.6%	0.2%	0.4%	1.0%	1.0%
Education and training	0.0%	0.2%	0.1%	0.0%	0.0%
Sports training	0.1%	0.6%	2.0%	0.4%	0.3%
Health or medical care	0.3%	0.0%	0.0%	0.0%	0.0%
Fairs and congresses	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.2%	0.4%	0.2%	1.0%	0.3%

What is the main motivation for their holidays?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Rest	47.6%	38.1%	35.7%	46.7%	39.0%
Enjoy family time	32.1%	44.5%	47.7%	33.8%	41.4%
Have fun	5.7%	3.9%	6.8%	6.8%	5.6%
Explore the destination	9.6%	7.5%	4.9%	7.5%	9.3%
Practice their hobbies	2.5%	3.4%	3.2%	2.5%	2.4%
Other reasons	2.7%	2.6%	1.7%	2.7%	2.3%

Where did they spend their main holiday last year? *

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Didn't have holidays	--	60.4%	30.9%	24.7%	19.2%
Canary Islands	--	13.9%	26.2%	33.2%	30.1%
Other destination	--	25.7%	42.9%	42.1%	50.7%
- Balearic Islands	--	1.4%	0.9%	0.8%	1.6%
- Rest of Spain	--	6.4%	10.0%	9.3%	10.8%
- Italy	--	1.9%	4.9%	5.6%	5.4%
- France	--	1.4%	3.8%	3.4%	3.4%
- Turkey	--	0.1%	0.6%	0.6%	1.2%
- Greece	--	4.2%	8.5%	8.2%	9.9%
- Portugal	--	2.1%	1.1%	2.6%	2.4%
- Croatia	--	1.2%	3.3%	1.6%	1.4%
- Egypt	--	0.0%	0.0%	0.4%	0.1%
- Tunisia	--	0.0%	0.0%	0.0%	0.0%
- Morocco	--	0.0%	0.1%	0.2%	0.4%
- Others	--	7.0%	9.8%	9.4%	14.0%

* Percentage of valid answers

What other destinations did they consider for this trip? *

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
None (I was clear about "this Canary Island")	--	54.8%	52.7%	50.7%	49.9%
Canary Islands (other island)	--	22.7%	27.6%	22.8%	24.9%
Other destination	--	22.5%	19.7%	26.5%	25.2%
- Balearic Islands	--	0.2%	0.7%	1.6%	2.2%
- Rest of Spain	--	4.1%	4.2%	7.0%	5.9%
- Italy	--	2.0%	1.0%	2.3%	2.7%
- France	--	1.0%	0.4%	1.1%	1.2%
- Turkey	--	0.2%	0.0%	0.9%	0.2%
- Greece	--	2.0%	2.1%	4.3%	2.8%
- Portugal	--	1.7%	2.0%	1.6%	3.4%
- Croatia	--	0.5%	0.5%	2.0%	1.6%
- Egypt	--	1.7%	1.9%	2.4%	2.6%
- Others	--	9.0%	7.0%	3.3%	2.7%

* Percentage of valid answers

Importance of each factor in the destination choice



	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
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%

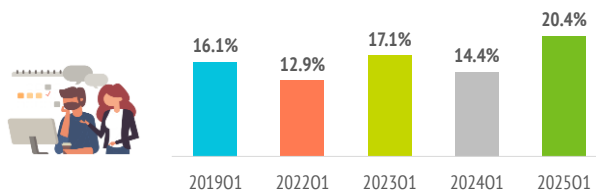
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important") % of tourists who indicate that the factor is "very important" in their choice.

How far in advance do they book their trip?



	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
The same day	0.8%	0.0%	0.6%	0.0%	0.8%
Between 1 and 30 days	30.8%	38.0%	26.0%	27.2%	23.8%
Between 1 and 2 months	24.3%	23.0%	26.4%	20.4%	28.4%
Between 3 and 6 months	28.1%	26.2%	30.0%	38.1%	26.6%
More than 6 months	16.1%	12.9%	17.1%	14.4%	20.4%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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



	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Previous visits to the Canary Islands	62.5%	60.9%	60.4%	62.9%	60.2%
Friends or relatives	18.8%	22.5%	20.5%	22.4%	21.7%
Internet or social media	49.5%	38.9%	35.6%	43.2%	35.9%
Mass Media	1.4%	2.2%	1.0%	2.2%	0.9%
Travel guides and magazines	6.4%	4.7%	3.2%	4.5%	6.4%
Travel Blogs or Forums	2.7%	3.7%	2.6%	2.9%	2.6%
Travel TV Channels	0.3%	0.8%	0.4%	0.7%	0.0%
Tour Operator or Travel Agency	14.1%	18.7%	15.2%	13.5%	18.6%
Public administrations or similar	0.2%	2.0%	0.4%	0.9%	0.4%
Others	1.6%	2.1%	2.0%	2.0%	3.2%

* Multi-choice question

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With whom did they book their flight and accommodation?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Flight					
- Directly with the airline	34.1%	29.2%	37.8%	38.5%	36.4%
- Tour Operator or Travel Agency	65.9%	70.8%	62.2%	61.5%	63.6%
Accommodation					
- Directly with the accommodation	26.4%	22.4%	29.4%	26.9%	26.4%
- Tour Operator or Travel Agency	73.6%	77.6%	70.6%	73.1%	73.6%

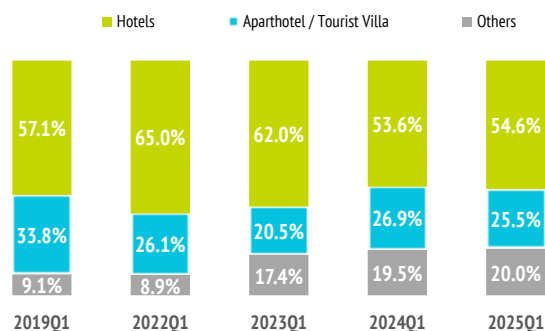
Where does the flight come from?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
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?

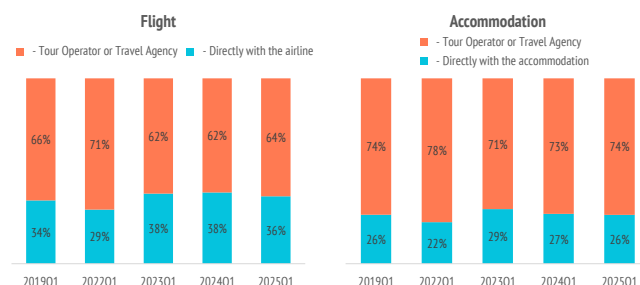
	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
1-2-3* Hotel	17.1%	18.0%	13.3%	15.6%	13.4%
4* Hotel	32.7%	39.6%	39.2%	35.3%	33.5%
5* Hotel / 5* Luxury Hotel	7.3%	7.4%	9.6%	2.7%	7.6%
Aparthotel / Tourist Villa	33.8%	26.1%	20.5%	26.9%	25.5%
House/room rented in a private dwelling	2.7%	4.4%	3.1%	10.9%	10.1%
Private accommodation (1)	2.5%	1.8%	8.2%	6.7%	6.7%
Others (Cottage, cruise, camping,...)	3.9%	2.6%	6.1%	1.9%	3.2%

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



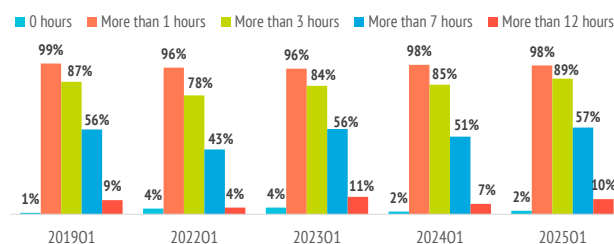
What do they book?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Room only	35.8%	31.4%	31.3%	41.6%	42.7%
Bed and Breakfast	16.3%	18.8%	20.5%	19.1%	16.9%
Half board	14.4%	11.7%	15.3%	10.7%	12.0%
Full board	3.1%	5.0%	4.2%	2.3%	2.6%
All inclusive	30.4%	33.1%	28.7%	26.4%	25.8%



Activities in the Canary Islands

Outdoor time per day	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
0 hours	0.9%	3.7%	4.4%	1.8%	2.2%
1 - 2 hours	12.0%	18.2%	11.2%	13.0%	8.7%
3 - 6 hours	31.4%	35.5%	28.4%	34.2%	32.2%
7 - 12 hours	46.4%	38.2%	44.6%	44.1%	47.0%
More than 12 hours	9.3%	4.4%	11.5%	6.8%	9.9%
Outdoor time per day	7.4	6.0	7.5	6.9	7.7



Activities in the Canary Islands	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
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-choice question

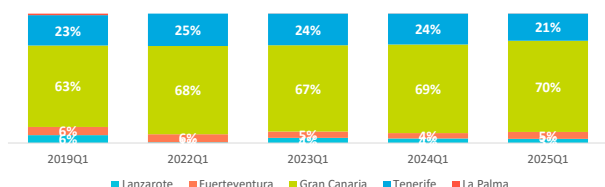
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Which island do they choose?

Tourists (≥ 16 year old)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Lanzarote	12,074	528	5,660	5,262	4,100
Fuerteventura	12,603	5,766	6,832	6,099	6,624
Gran Canaria	125,464	63,438	93,549	102,023	88,615
Tenerife	46,740	23,354	34,210	35,387	26,401
La Palma	2,429	0	99	77	23



How many are loyal to the Canary Islands?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Repeat tourists	83.9%	79.9%	85.0%	84.1%	86.6%
At least 10 previous visits	22.0%	30.9%	28.2%	27.2%	24.7%
Repeat tourists (last 5 years)	80.4%	69.3%	74.2%	73.8%	75.3%
Repeat tourists (last 5 years)(5 or more visits)	23.4%	13.0%	14.4%	20.7%	17.3%

Who are they?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Gender					
Men	45.0%	48.9%	49.8%	49.8%	51.4%
Women	55.0%	51.1%	50.2%	50.2%	48.6%
Age					
Average age	54.5	52.4	51.9	54.4	54.1
Standard deviation	15.3	16.5	16.8	17.5	17.1
Age range					
16 - 24 years old	4.2%	6.9%	9.3%	7.9%	6.1%
25 - 30 years old	4.4%	4.8%	4.6%	3.5%	6.0%
31 - 45 years old	19.6%	24.0%	21.3%	21.9%	22.3%
46 - 60 years old	29.5%	29.0%	31.7%	19.9%	22.8%
Over 60 years old	42.3%	35.3%	33.1%	46.8%	42.8%
Occupation					
Salaried worker	36.2%	44.7%	40.3%	35.6%	38.7%
Self-employed	7.2%	10.3%	7.8%	6.3%	7.6%
Unemployed	0.4%	0.0%	0.1%	0.3%	4.9%
Business owner	12.5%	16.4%	17.9%	14.7%	12.0%
Student	3.7%	4.7%	6.9%	5.3%	2.7%
Retired	39.7%	24.0%	26.9%	37.6%	33.6%
Unpaid domestic work	0.2%	0.0%	0.0%	0.0%	0.0%
Others	0.1%	0.0%	0.2%	0.2%	0.6%
Annual household income level					
Less than €25,000	9.6%	4.0%	8.3%	6.2%	4.7%
€25,000 - €49,999	32.6%	25.9%	28.9%	32.0%	30.7%
€50,000 - €74,999	32.1%	31.1%	26.9%	31.9%	32.4%
More than €74,999	25.6%	39.1%	35.8%	29.9%	32.2%
Education level					
No studies	0.5%	1.2%	0.2%	0.2%	0.5%
Primary education	6.0%	4.4%	4.1%	4.0%	3.5%
Secondary education	37.0%	28.0%	32.0%	27.0%	28.3%
Higher education	56.5%	66.4%	63.8%	68.7%	67.8%

Share by islands	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Lanzarote	6.1%	0.6%	4.0%	3.5%	3.3%
Fuerteventura	6.3%	6.2%	4.9%	4.1%	5.3%
Gran Canaria	62.9%	68.1%	66.7%	68.5%	70.5%
Tenerife	23.5%	25.1%	24.4%	23.8%	21.0%
La Palma	1.2%	0.0%	0.1%	0.1%	0.0%

How many islands do they visit during their trip?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
One island	95.0%	95.9%	93.9%	94.8%	97.8%
Two islands	4.8%	3.2%	6.1%	4.7%	1.9%
Three or more islands	0.3%	0.9%	0.0%	0.4%	0.3%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Average rating	8.55	8.77	8.61	8.49	8.60

Experience in the Canary Islands	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Worse or much worse than expected	1.1%	2.0%	3.2%	3.1%	3.2%
Lived up to expectations	54.1%	50.7%	49.7%	67.2%	58.1%
Better or much better than expected	44.8%	47.3%	47.2%	29.7%	38.7%

Future intentions (scale 0-10)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Return to the Canary Islands	8.49	8.72	8.42	8.41	8.60
Recommend visiting the Canary Islands	8.87	8.91	8.73	8.57	8.92

Who do they come with?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Unaccompanied	5.3%	9.0%	6.5%	9.7%	13.6%
Only with partner	50.8%	45.2%	42.5%	50.3%	45.1%
Only with children (< 13 years old)	4.8%	8.0%	5.2%	5.3%	4.7%
Partner + children (< 13 years old)	7.5%	9.9%	9.6%	5.2%	4.9%
Other relatives	6.4%	5.8%	6.7%	5.9%	7.1%
Friends	6.5%	3.6%	3.9%	7.5%	4.8%
Work colleagues	0.8%	0.3%	0.4%	0.3%	0.1%
Organized trip	0.1%	0.3%	0.4%	0.0%	0.2%
Other combinations (2)	17.8%	18.0%	24.7%	15.8%	19.5%

(2) Combination of some of the groups previously analyzed

Tourists with children	17.5%	24.3%	21.1%	16.0%	16.6%
- Between 0 and 2 years old	1.8%	0.7%	0.7%	3.2%	1.3%
- Between 3 and 12 years old	14.1%	22.9%	19.6%	11.5%	13.3%
- Between 0-2 and 3-12 years old	1.6%	0.7%	0.8%	1.4%	2.0%
Tourists without children	82.5%	75.7%	78.9%	84.0%	83.4%
Group composition:					
- 1 person	8.4%	10.7%	8.3%	11.5%	15.5%
- 2 people	62.0%	50.5%	50.7%	57.6%	50.7%
- 3 people	10.6%	11.6%	11.3%	7.8%	9.8%
- 4 or 5 people	15.4%	20.3%	23.3%	19.3%	17.8%
- 6 or more people	3.6%	6.8%	6.4%	3.8%	6.2%
Average group size:	2.52	2.92	3.02	2.63	2.66

*People who share the main expenses of the trip

Source: Encuesta sobre Gasto Turístico (EGT, ISTAC).

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