# **Profile of swedish tourist visiting Canary Islands 2015**



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



## How do they book?



	Sweden	All markets
Tourist arrivals (> 16 years old)	550,792	12,310,044
Average daily expenditure (€)	134.32	133.60
. in their place of residence	99.32	95.33
. in the Canary Islands	35.00	38.27
Average lenght of stay	9.43	9.46
Turnover per tourist (€)	1,161	1,125
Total turnover (> 16 years old) (€m)	639	13,854
Share of total turnover	4.6%	100%
Share of total tourist	4.5%	100%
Expenditure in the Canary Islands per tourist a	nd trip (€)	
Accommodation <sup>(*)</sup> :	32.86	44.10
- Accommodation	29.52	37.76
- Additional accommodation expenses	3.34	6.33
Transport:	19.32	27.41
- Public transport	4.80	4.99
- Taxi	7.78	7.42
- Car rental	6.73	14.99
Food and drink:	192.71	153.13
- Food purchases at supermarkets	89.70	68.64
- Restaurants	103.01	84.49
Souvenirs:	41.88	55.15
Leisure:	19.96	36.28
- Organized excursions	7.07	14.63
- Leisure, amusement	3.19	5.23
- Trip to other islands	0.64	1.51
- Sporting activities	4.35	5.38
- Cultural activities	1.89	2.18
- Discos and disco-pubs	2.80	7.34
Others:	18.31	15.71

Accommodation booking	Sweden	All markets
Tour Operator	76.8%	42.8%
- Tour Operator's website	85.4%	78.8%
Accommodation	7.3%	14.0%
- Accommodation's website	81.6%	81.9%
Travel agency (High street)	5.3%	19.8%
Online Travel Agency (OTA)	5.7%	15.4%
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Flight booking	Sweden	All markets
Tour Operator	78.8%	45.5%
- Tour Operator's website	85.5%	77.7%
Airline	10.9%	24.9%
- Airline's website	95.7%	96.2%
Travel agency (High street)	5.6%	18.6%
Online Travel Agency (OTA)	4.7%	11.0%

## Where do they stay?



	Sweden	All markets
5* Hotel	4.4%	6.8%
4* Hotel	31.6%	37.7%
1-2-3* Hotel	17.5%	15.0%
Apartment	41.5%	30.3%
Property (privately-owned, friends, family)	3.5%	7.0%
Others	1.5%	3.2%

## How far in advance do they book their trip?

- Wellness

- Medical expenses

- Other expenses



2.97

1.46

11.28

2.04

0.66

	Sweden	All markets
The same day they leave	0.6%	0.6%
Between 2 and 7 days	7.0%	7.3%
Between 8 and 15 days	6.2%	8.9%
Between 16 and 30 days	14.4%	15.4%
Between 31 and 90 days	38.1%	33.9%
More than 90 days	33.7%	33.8%

## How are they?

More than €84,000



16.0%

Gender	Sweden	All markets
Percentage of men	47.8%	49.8%
Percentage of women	52.2%	50.2%
Age		
Average age (tourists > 16 years old)	49.4	44.5
Standard deviation	15.8	14.9
Age range		
16-24 years old	6.8%	8.8%
25-30 years old	8.6%	13.1%
31-45 years old	26.6%	32.8%
46-60 years old	28.9%	28.4%
Over 60 years old	29.1%	17.0%
Occupation		
Business owner or self-employed	13.3%	23.7%
Upper/Middle management employee	36.8%	37.1%
Auxiliary level employee	23.7%	16.6%
Students	4.8%	5.6%
Retired	20.3%	14.5%
Unemployed / unpaid dom. work	1.1%	2.5%
Annual household income level		
€12,000 - €24,000	11.0%	18.3%
€24,001 - €36,000	17.3%	18.9%
€36,001 - €48,000	19.4%	16.9%
€48,001 - €60,000	16.6%	14.6%
€60,001 - €72,000	12.7%	9.2%
€72,001 - €84,000	9.6%	6.1%

13.4%

#### What do they book at their place of residence?



	Sweden	All markets
Flight only	6.4%	11.1%
Flight and accommodation (room only)	31.2%	25.5%
Flight and accommodation (B&B)	16.4%	7.6%
Flight and accommodation (half board)	12.0%	18.3%
Flight and accommodation (full board)	2.9%	4.4%
Flight and accommodation (all inclusive)	31.0%	33.2%
% Tourists using low-cost airlines	16.4%	47.1%
Other expenses in their place of residence:		
- Car rental	5.1%	11.5%
- Sporting activities	2.9%	5.4%
- Excursions	1.8%	5.7%
- Combined trip to other islands	0.3%	2.0%
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<sup>(\*)</sup> Bear in mind that 94% of swedish tourists pay the accommodation before travelling.

# **Profile of swedish tourist visiting Canary Islands 2015**



#### Which island do they choose?



Tourists (> 16 years old)	Sweden	All markets
- Lanzarote	39,157	2,242,245
- Fuerteventura	45,664	1,806,014
- Gran Canaria	337,023	3,447,259
- Tenerife	126,158	4,518,215
- La Palma	1,068	167,100

		-
Share (%)	Sweden	All markets
- Lanzarote	7.1%	18.4%
- Fuerteventura	8.3%	14.8%
- Gran Canaria	61.4%	28.3%
- Tenerife	23.0%	37.1%
- La Palma	0.2%	1.4%

#### Who do they come with?



# Why do they choose the Canary Islands?



	Sweden	All markets
Unaccompanied	6.7%	9.8%
Only with partner	47.1%	48.0%
Only with children (under the age of 13)	1.3%	1.4%
Partner + children (under the age of 13)	11.3%	11.8%
Other relatives	8.8%	6.4%
Friends	5.9%	6.1%
Work colleagues	0.4%	0.4%

## How do they value the destination?

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Impression of their stay	Sweden	All markets
Good or very good (% tourists)	90.5%	93.3%
Average rating (scale 1-10)	8.72	8.84

#### How many are loyal to the destination?

Percentage of repeat tourists	Sweden	All markets
Repeat tourists	85.7%	76.4%
In love (more than 10 visits)	17.5%	16.7%

Aspects influencing the choice	Sweden	All markets
Climate/sun	94.5%	89.3%
Tranquillity/rest/relaxation	56.9%	37.9%
Beaches	33.7%	33.6%
Price	13.1%	14.1%
Suitable destination for children	12.6%	7.7%
Visiting new places	11.2%	14.1%
Scenery	8.3%	22.6%
Security	7.3%	7.5%
Active tourism	5.2%	5.2%
Ease of travel	5.1%	8.3%
Quality of the environment	4.3%	6.4%
Shopping	3.4%	3.0%
Nightlife/fun	3.2%	4.3%
Golf	2.8%	1.1%
Culture	1.8%	2.7%
Security against natural catastrophes	1 5%	0.6%

Security against natural catastrophes
\* Multi-choise question

# Where does the flight come from?



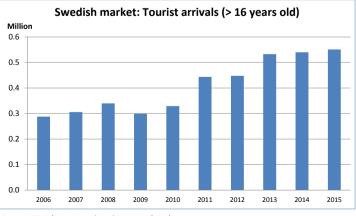
Sweden	All markets
490,752	500,342
41,239	290,123
10,359	410,416
2,428	3,848,961
2,393	1,897,955
1,254	2,561,891
1,014	214,665
423	183,396
394	386,532
302	243,535
	490,752 41,239 10,359 2,428 2,393 1,254 1,014 423

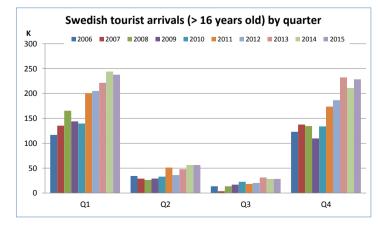
# What did motivate them to come?



Aspects motivating the choice	Sweden	All markets
Previous visits to the Canary Islands	76.2%	64.1%
Recommendation by friends or relatives	29.2%	34.7%
The Canary Islands television channel	0.1%	0.4%
Other television or radio channels	0.1%	0.7%
Information in the press/magazines/books	3.0%	3.7%
Attendance at a tourism fair	0.2%	0.5%
Tour Operator's brochure or catalogue	10.5%	8.2%
Recommendation by Travel Agency	5.2%	9.5%
Information obtained via the Internet	29.3%	25.6%
Senior Tourism programme	0.0%	0.3%
Others	6.1%	6.7%
* Multi-choise auestion		

<sup>\*</sup> Multi-choise question





Source: ISTAC (Encuesta sobre el Gasto Turístico).