

Tourist profile trend (2015)

Canary Islands: Swedish



How many they are and how much do they spend?



	2011	2012	2013	2014	2015
Tourist arrivals (> 16 years old)	443,605	447,718	532,876	539,852	550,792
Average daily expenditure (€)	118.96	134.92	137.38	126.67	134.32
- in their place of residence	80.32	92.66	97.42	87.31	99.32
- in the Canary Islands	38.64	42.26	39.96	39.36	35.00
Average length of stay	9.82	9.45	9.17	9.06	9.43
Turnover per tourist (€)	1,038	1,146	1,121	1,032	1,161
Total turnover (> 16 years old) (€m)	471	491	534	583	639
Year on year variation of turnover	--	4.2%	8.6%	9.3%	9.6%
Year on year variation of tourist	--	0.9%	19.0%	1.3%	2.0%

Expenditure in the Canary Islands per tourist and trip (€)

Accommodation (*) :	17.29	20.51	22.77	21.70	32.86
- Accommodation	13.79	18.90	20.56	18.13	29.52
- Additional accommodation expenses	3.50	1.61	2.21	3.56	3.34
Transport:	19.52	19.85	21.58	17.94	19.32
- Public transport	4.93	4.89	8.36	5.23	4.80
- Taxi	7.97	7.61	7.57	6.04	7.78
- Car rental	6.62	7.34	5.66	6.67	6.73
Food and drink:	173.99	176.63	157.61	186.21	192.71
- Food purchases at supermarkets	73.79	71.32	62.12	86.84	89.70
- Restaurants	100.19	105.32	95.49	99.37	103.01
Souvenirs:	42.36	41.05	41.87	47.46	41.88
Leisure:	29.13	28.85	20.96	21.27	19.96
- Organized excursions	8.88	8.60	10.92	7.95	7.07
- Leisure, amusement	6.30	4.76	2.22	3.54	3.19
- Trip to other islands	0.52	1.20	2.81	0.53	0.64
- Sporting activities	5.31	6.01	1.75	3.69	4.35
- Cultural activities	1.35	1.44	0.00	1.02	1.89
- Discos and disco-pubs	6.78	6.84	3.26	4.55	2.80
Others:	35.76	30.74	16.40	13.24	18.31
- Wellness	2.73	3.16	1.40	2.41	2.04
- Medical expenses	1.89	1.61	0.19	1.70	0.66
- Other expenses	31.13	25.97	14.82	9.12	15.61

How far in advance do they book their trip?



	2011	2012	2013	2014	2015
The same day they leave	0.7%	0.0%	0.9%	0.4%	0.6%
Between 2 and 7 days	10.6%	6.4%	13.1%	10.2%	7.0%
Between 8 and 15 days	14.0%	9.7%	5.7%	12.4%	6.2%
Between 16 and 30 days	18.9%	19.6%	11.2%	13.8%	14.4%
Between 31 and 90 days	28.7%	34.9%	40.4%	32.7%	38.1%
More than 90 days	27.1%	29.4%	28.6%	30.5%	33.7%

What do they book at their place of residence?



	2011	2012	2013	2014	2015
Flight only	8.1%	7.9%	8.5%	10.3%	6.4%
Flight and accommodation (room only)	48.1%	44.2%	36.5%	38.0%	31.2%
Flight and accommodation (B&B)	18.3%	18.8%	20.3%	21.0%	16.4%
Flight and accommodation (half board)	8.6%	10.3%	9.4%	9.3%	12.0%
Flight and accommodation (full board)	2.0%	0.6%	0.9%	2.2%	2.9%
Flight and accommodation (all inclusive)	14.9%	18.2%	24.4%	19.2%	31.0%
% Tourists using low-cost airlines	10.3%	18.3%	18.7%	17.8%	16.4%
Other expenses in their place of residence:					
- Car rental	2.2%	4.2%	7.3%	3.4%	5.1%
- Sporting activities	4.8%	5.9%	9.8%	3.5%	2.9%
- Excursions	4.2%	3.5%	2.9%	2.5%	1.8%
- Combined trip to other islands	0.5%	0.4%	0.0%	0.9%	0.3%

(*) Bear in mind that 94% of Swedish tourists in 2015 paid the accommodation before travelling.

How do they book?



	2011	2012	2013	2014	2015
Accommodation booking					
Tour Operator	79.8%	73.0%	77.0%	74.1%	76.8%
- Tour Operator's website	85.2%	82.8%	92.9%	90.1%	85.4%
Accommodation	2.9%	6.1%	6.8%	5.6%	7.3%
- Accommodation's website	60.1%	75.5%	49.0%	90.1%	81.6%
Travel agency (High street)	5.7%	6.2%	4.7%	6.0%	5.3%
Online Travel Agency (OTA)	6.7%	10.6%	5.7%	7.9%	5.7%
No need to book accommodation	4.8%	4.2%	5.8%	6.5%	4.9%

Flight booking

	2011	2012	2013	2014	2015
Tour Operator	83.7%	73.8%	85.2%	79.4%	78.8%
- Tour Operator's website	84.6%	80.4%	87.2%	90.7%	85.5%
Airline	3.9%	11.3%	6.3%	8.7%	10.9%
- Airline's website	95.2%	97.0%	88.4%	93.9%	95.7%
Travel agency (High street)	4.7%	6.2%	4.0%	6.4%	5.6%
Online Travel Agency (OTA)	7.6%	8.7%	4.5%	5.6%	4.7%

Where do they stay?



	2011	2012	2013	2014	2015
5* Hotel	1.4%	3.0%	3.3%	4.4%	4.4%
4* Hotel	23.2%	26.0%	28.4%	24.1%	31.6%
1-2-3* Hotel	16.4%	16.0%	14.4%	18.2%	17.5%
Apartment	54.9%	50.8%	48.1%	46.8%	41.5%
Property (privately-owned, friends, family)	2.9%	2.4%	4.3%	4.9%	3.5%
Others	1.3%	1.9%	1.5%	1.6%	1.5%

How are they?



	2011	2012	2013	2014	2015
Gender					
Percentage of men	43.7%	41.1%	47.1%	43.2%	47.8%
Percentage of women	56.3%	58.9%	52.9%	56.8%	52.2%

Age

Average age (tourists > 16 years old)	45.0	44.0	44.7	42.5	49.4
Standard deviation	15.3	15.2	14.6	14.4	15.8

Age range

16-24 years old	10.4%	12.3%	8.5%	13.3%	6.8%
25-30 years old	10.2%	10.5%	7.4%	10.6%	8.6%
31-45 years old	33.4%	32.7%	41.2%	37.7%	26.6%
46-60 years old	25.9%	27.8%	25.3%	25.6%	28.9%
Over 60 years old	20.0%	16.6%	17.7%	12.7%	29.1%

Occupation

Business owner or self-employed	15.7%	11.5%	8.3%	13.1%	13.3%
Upper/Middle management employee	26.4%	34.5%	32.8%	36.1%	36.8%
Auxiliary level employee	26.7%	30.9%	31.8%	29.0%	23.7%
Students	9.3%	7.1%	6.5%	8.5%	4.8%
Retired	20.5%	12.9%	20.5%	11.1%	20.3%
Unemployed / unpaid dom. work	1.5%	3.1%	0.0%	2.2%	1.1%

Annual household income level

€12,000 - €24,000	15.8%	13.9%	17.0%	13.8%	11.0%
€24,001 - €36,000	19.1%	17.3%	19.4%	17.0%	17.3%
€36,001 - €48,000	19.6%	16.1%	17.7%	15.3%	19.4%
€48,001 - €60,000	15.8%	17.4%	8.3%	16.5%	16.6%
€60,001 - €72,000	10.4%	12.0%	10.4%	12.8%	12.7%
€72,001 - €84,000	6.1%	5.5%	7.7%	8.0%	9.6%
More than €84,000	13.2%	17.7%	19.6%	16.6%	13.4%

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Which island do they choose?

Tourists (> 16 years old)	2011	2012	2013	2014	2015
- Lanzarote	29,164	26,426	12,976	37,300	39,157
- Fuerteventura	36,961	35,836	14,997	49,349	45,664
- Gran Canaria	268,361	256,726	310,126	309,644	337,023
- Tenerife	106,876	125,365	189,493	139,796	126,158
- La Palma	259	554	5,284	240	1,068

Share (%)	2011	2012	2013	2014	2015
- Lanzarote	6.6%	5.9%	2.4%	7.0%	7.1%
- Fuerteventura	8.4%	8.1%	2.8%	9.2%	8.3%
- Gran Canaria	60.8%	57.7%	58.2%	57.7%	61.4%
- Tenerife	24.2%	28.2%	35.6%	26.1%	23.0%
- La Palma	0.1%	0.1%	1.0%	0.0%	0.2%

Who do they come with?



	2011	2012	2013	2014	2015
Unaccompanied	6.2%	6.4%	6.9%	5.8%	6.7%
Only with partner	44.2%	41.2%	45.8%	40.7%	47.1%
Only with children (under the age of 13)	2.7%	1.9%	2.2%	2.6%	1.3%
Partner + children (under the age of 13)	15.7%	13.9%	19.6%	17.0%	11.3%
Other relatives	5.1%	6.7%	4.3%	4.7%	8.8%
Friends	7.4%	8.2%	4.1%	6.8%	5.9%
Work colleagues	0.5%	0.5%	0.0%	0.6%	0.4%

Why do they choose the Canary Islands?



Aspects influencing the choice	2011	2012	2013	2014	2015
Climate/sun	94.9%	94.8%	90.9%	93.9%	94.5%
Tranquility/rest/relaxation	55.6%	56.6%	40.3%	52.3%	56.9%
Beaches	38.4%	34.5%	31.4%	36.7%	33.7%
Price	14.9%	16.0%	14.0%	14.8%	13.1%
Suitable destination for children	14.4%	10.4%	15.3%	16.0%	12.6%
Visiting new places	9.3%	11.3%	11.4%	11.1%	11.2%
Scenery	7.5%	8.4%	8.5%	9.5%	8.3%
Security	6.7%	3.5%	4.6%	3.9%	7.3%
Active tourism	3.4%	4.5%	4.5%	4.4%	5.2%
Ease of travel	4.0%	4.7%	5.8%	5.8%	5.1%
Quality of the environment	5.0%	4.4%	4.7%	3.9%	4.3%
Shopping	4.7%	4.2%	5.1%	3.5%	3.4%
Nightlife/fun	4.1%	4.1%	5.2%	3.9%	3.2%
Golf	1.0%	2.0%	0.7%	1.7%	2.8%
Culture	1.3%	1.3%	2.1%	1.9%	1.8%
Health-related tourism	1.6%	1.6%	0.8%	0.7%	1.1%

* Multi-choice question

How do they value the destination?



Impression of their stay	2011	2012	2013	2014	2015
Good or very good (% tourists)	87.4%	89.6%	93.1%	91.5%	90.5%
Average rating (scale 1-10)	8.32	8.35	8.49	8.52	8.72

How many are loyal to the destination?

Percentage of repeat tourists	2011	2012	2013	2014	2015
Repeat tourists	78.8%	79.4%	72.6%	78.1%	85.7%
In love (more than 10 visits)	14.0%	13.5%	12.3%	11.9%	17.5%

What did motivate them to come?



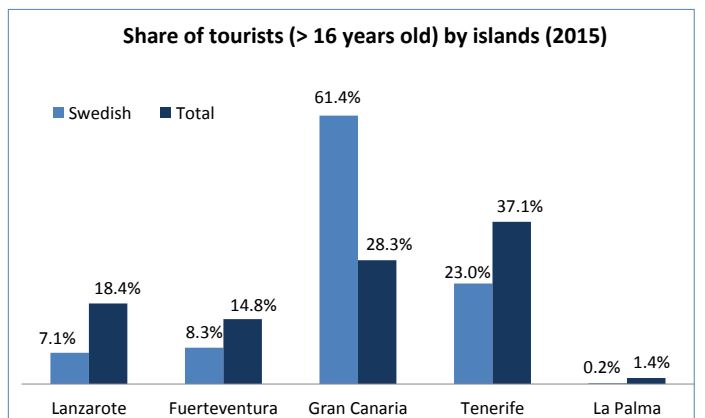
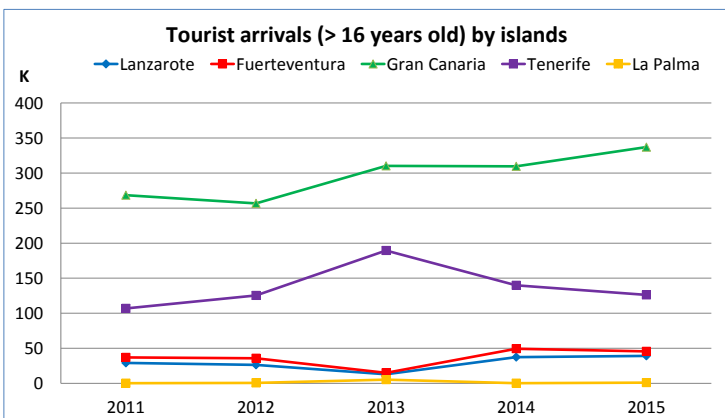
Aspects motivating the choice	2011	2012	2013	2014	2015
Previous visits to the Canary Islands	69.8%	69.5%	60.4%	67.1%	76.2%
Recommendation by friends or relatives	28.5%	32.5%	30.5%	32.4%	29.2%
The Canary Islands television channel	0.7%	0.0%	0.0%	0.0%	0.1%
Other television or radio channels	0.8%	0.3%	0.6%	0.4%	0.1%
Information in the press/magazines/books	5.7%	2.5%	0.0%	3.1%	3.0%
Attendance at a tourism fair	0.6%	1.2%	0.0%	1.0%	0.2%
Tour Operator's brochure or catalogue	13.0%	11.6%	17.2%	10.9%	10.5%
Recommendation by Travel Agency	4.9%	2.8%	3.7%	4.2%	5.2%
Information obtained via the Internet	42.2%	44.4%	45.3%	42.7%	29.3%
Senior Tourism programme	0.0%	0.1%	0.0%	0.4%	0.0%
Others	7.0%	9.0%	5.6%	8.1%	6.1%

* Multi-choice question

Where does the flight come from?



Ten main origin countries	2011	2012	2013	2014	2015
Sweden	378,000	406,915	326,149	472,360	490,752
Denmark	33,841	27,549	100,838	42,609	41,239
Norway	10,208	2,881	15,540	16,228	10,359
United Kingdom	3,395	1,203	0	2,544	2,428
Spain	14,146	5,767	54,433	1,066	2,393
Germany	1,413	2,729	15,268	1,096	1,254
Others	223	0	8,942	1,886	1,014
Poland	616	0	0	916	423
Netherlands	0	232	0	0	394
Switzerland	474	443	7,543	383	302



Source: ISTAC (Encuesta sobre el Gasto Turístico).

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