

PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2021)

SWEDEN



How many are they and how much do they spend?



	Sweden	All markets
TOURISTS		
Tourist arrivals (FRONTUR)	156,709	6,697,165
Tourist arrivals > 15 years old (EGT)	128,372	5,827,892
- book holiday package	99,814	2,549,012
- do not book holiday package	28,558	3,278,880
- % tourists who book holiday package	77.8%	43.7%
Share of total tourist	2.3%	100%

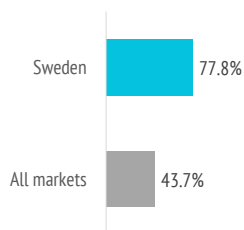
RANKING POSITION
BY NUMBER OF
TOURISTS



RANKING POSITION BY
TURNOVER



% HOLIDAY PACKAGE



63% of Swedish travel to Gran Canaria.

Expenditure per tourist (€)	1,502	1,206
- book holiday package	1,492	1,415
- holiday package	1,183	1,135
- others	309	280
- do not book holiday package	1,536	1,044
- flight	467	248
- accommodation	409	369
- others	661	427
Average length of stay	10.91	9.54
- book holiday package	9.08	8.59
- do not book holiday package	17.33	10.28
Average daily expenditure (€)	163.6	144.0
- book holiday package	175.7	172.8
- do not book holiday package	121.4	121.6
Total turnover (> 15 years old) (€m)	193	7,028
- book holiday package	149	3,606
- do not book holiday package	44	3,422

Where did they spend their main holiday last year?*

	Sweden	All markets
Didn't have holiday	57.4%	35.7%
Canary Islands	17.3%	17.6%
Other destination	25.3%	46.8%

What other destinations do they consider for this trip?*

	Sweden	All markets
None	49.8%	29.4%
Canary Islands (other island)	25.8%	25.4%
Other destination	24.4%	45.1%

*Percentage of valid answers

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.

Importance of each factor in the destination choice



	Sweden	All markets
Climate	88.4%	76.0%
Sea	51.7%	52.0%
Safety	44.9%	49.0%
Beaches	44.2%	44.6%
Tranquility	42.3%	48.5%
European belonging	37.3%	40.2%
Price	33.4%	32.4%
Environment	33.2%	34.7%
Effortless trip	32.0%	34.9%
Gastronomy	28.3%	27.9%
Accommodation supply	28.2%	37.8%
Landscapes	20.0%	39.1%
Authenticity	16.7%	24.4%
Fun possibilities	14.1%	22.4%
Exoticism	10.4%	14.5%
Shopping	7.5%	8.8%
Hiking trail network	5.9%	12.1%
Culture	5.1%	8.7%
Nightlife	4.3%	8.4%
Historical heritage	4.3%	9.1%

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.

% TOURISTS WHO CHOOSE CLIMATE

SWEDEN
88.4%



ALL MARKETS
76.0%

What is the main motivation for their holidays?



	Sweden	All markets
Rest	45.4%	50.7%
Enjoy family time	34.2%	14.0%
Have fun	7.1%	7.3%
Explore the destination	7.3%	23.3%
Practice their hobbies	3.2%	2.6%
Other reasons	2.8%	2.1%

ENJOY FAMILY
TIME



Sweden



34.2%

All markets



14.0%

How far in advance do they book their trip?



	Sweden	All markets
The same day	0.5%	1.0%
Between 1 and 30 days	36.2%	42.5%
Between 1 and 2 months	22.7%	26.7%
Between 3 and 6 months	26.8%	18.7%
More than 6 months	13.7%	11.1%

PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2021)

SWEDEN



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

	Sweden	All markets
Previous visits to the Canary Islands	54.9%	45.7%
Friends or relatives	20.7%	30.9%
Internet or social media	40.0%	53.5%
Mass Media	1.6%	2.3%
Travel guides and magazines	4.0%	7.0%
Travel Blogs or Forums	2.3%	8.4%
Travel TV Channels	0.2%	0.5%
Tour Operator or Travel Agency	18.8%	19.4%
Public administrations or similar	1.4%	1.9%
Others	3.2%	2.9%

* Multi-choise question

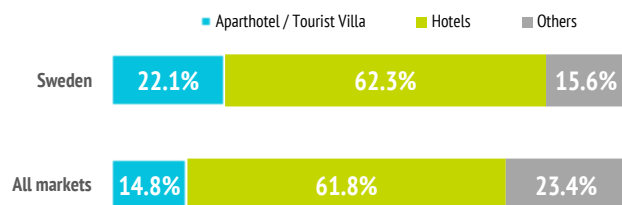
With whom did they book their flight and accommodation?

	Sweden	All markets
Flight		
- Directly with the airline	31.0%	52.8%
- Tour Operator or Travel Agency	69.0%	47.2%
Accommodation		
- Directly with the accommodation	25.5%	39.9%
- Tour Operator or Travel Agency	74.5%	60.1%

Where do they stay?

	Sweden	All markets
1-2-3* Hotel	18.7%	11.5%
4* Hotel	39.7%	39.4%
5* Hotel / 5* Luxury Hotel	3.9%	10.9%
Aparthotel / Tourist Villa	22.1%	14.8%
House/room rented in a private dwelling	2.5%	6.9%
Private accommodation (1)	6.4%	9.9%
Others (Cottage, cruise, camping,...)	6.7%	6.6%

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



What do they book?

	Sweden	All markets
Room only	31.1%	28.1%
Bed and Breakfast	19.5%	15.3%
Half board	10.3%	19.5%
Full board	4.7%	3.2%
All inclusive	34.4%	33.8%

19.5% of Swedish book Bed and Breakfast.

(Canary Islands: 15.3%)

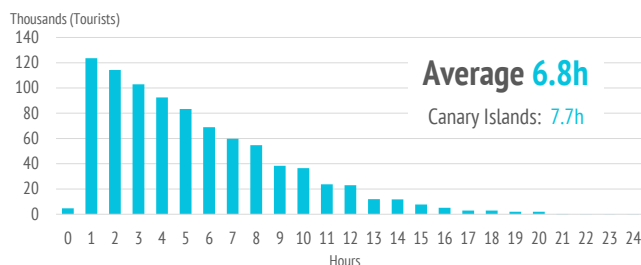
Other expenses

	Sweden	All markets
Restaurants or cafes	63.6%	66.9%
Supermarkets	63.9%	55.6%
Car rental	16.7%	37.3%
Organized excursions	10.7%	23.7%
Taxi, transfer, chauffeur service	66.7%	46.0%
Theme Parks	3.2%	8.6%
Sport activities	8.2%	9.3%
Museums	1.8%	4.7%
Flights between islands	2.9%	6.3%

Activities in the Canary Islands

Outdoor time per day	Sweden	All markets
0 hours	3.7%	2.4%
1 - 2 hours	16.1%	10.0%
3 - 6 hours	33.6%	30.1%
7 - 12 hours	37.3%	47.1%
More than 12 hours	9.3%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Sweden	All markets
Beach	72.0%	75.1%
Walk, wander	77.7%	72.2%
Swimming pool, hotel facilities	68.4%	57.5%
Explore the island on their own	39.9%	52.5%
Swim	29.7%	38.8%
Taste Canarian gastronomy	20.8%	30.2%
Hiking	15.9%	22.5%
Organized excursions	6.2%	16.0%
Sea excursions / whale watching	5.8%	13.5%
Nightlife / concerts / shows	10.2%	12.3%
Theme parks	3.2%	12.2%
Museums / exhibitions	5.5%	10.7%
Wineries / markets / popular festivals	9.5%	10.0%
Other Nature Activities	5.7%	9.5%
Running	11.4%	7.6%
Practice other sports	12.2%	5.9%
Beauty and health treatments	3.7%	5.6%
Surf	2.0%	4.8%
Astronomical observation	1.1%	4.2%
Cycling / Mountain bike	3.8%	4.2%
Scuba Diving	2.4%	4.2%
Golf	3.6%	2.3%
Windsurf / Kitesurf	0.5%	1.5%

* Multi-choise question

PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2021)

SWEDEN



Which island do they choose?

Tourists (> 15 years old)	Sweden	All markets
Lanzarote	6,876	963,331
Fuerteventura	12,534	843,805
Gran Canaria	81,361	1,545,237
Tenerife	27,557	2,320,313
La Palma	2	102,576

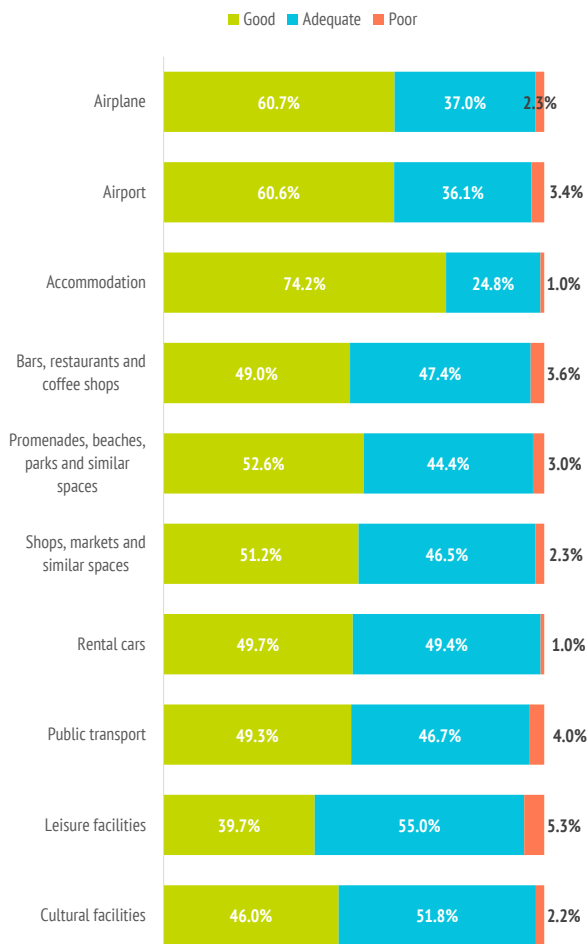
How many islands do they visit during their trip?

	Sweden	All markets
One island	96.5%	90.9%
Two islands	3.1%	7.8%
Three or more islands	0.3%	1.3%

Health safety

Planning the trip: Importance	Sweden	All markets
Average rating (scale 0-10)	7.76	7.99
During the stay: Rate	Sweden	All markets
Average rating (scale 0-10)	8.51	8.42

HEALTH SAFETY MEASURES (RATE)



Share by islands	Sweden	All markets
Lanzarote	5.4%	16.7%
Fuerteventura	9.8%	14.6%
Gran Canaria	63.4%	26.8%
Tenerife	21.5%	40.2%
La Palma	0.0%	1.8%

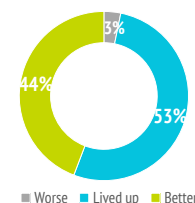
MOST VISITED PLACES IN EACH ISLAND



The data refers to % of tourists on each island who have visited the place.

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Sweden	All markets
Average rating	8.75	8.86
Experience in the Canary Islands	Sweden	All markets
Worse or much worse than expected	3.2%	2.7%
Lived up to expectations	52.6%	51.4%
Better or much better than expected	44.2%	45.9%
Future intentions (scale 1-10)	Sweden	All markets
Return to the Canary Islands	8.88	8.86
Recommend visiting the Canary Island	9.06	9.10



Experience in the Canary Islands

8.88/10

Return to the Canary Islands

9.06/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Sweden	All markets
Repeat tourists	80.6%	68.0%
Repeat tourists (last 5 years)	70.9%	61.9%
Repeat tourists (last 5 years) (5 or more)	15.8%	15.0%
At least 10 previous visits	25.0%	18.3%

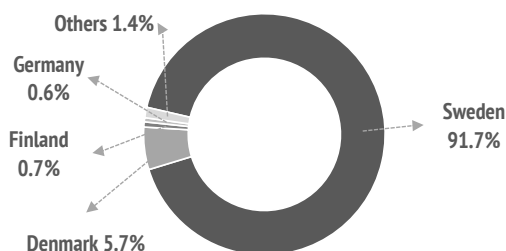
PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2021)

SWEDEN

Where does the flight come from?



	%	Absolute
Sweden	91.7%	117,699
Denmark	5.7%	7,298
Finland	0.7%	885
Germany	0.6%	709
United Kingdom	0.3%	415
Norway	0.2%	317
Others	0.8%	1,048



Who do they come with?



	Sweden	All markets
Unaccompanied	13.9%	13.5%
Only with partner	44.0%	48.2%
Only with children (< 13 years old)	3.1%	3.9%
Partner + children (< 13 years old)	7.0%	4.9%
Other relatives	4.2%	8.4%
Friends	8.9%	8.5%
Work colleagues	0.2%	0.8%
Organized trip	0.1%	0.2%
Other combinations (1)	18.5%	11.5%

(1) Different situations have been isolated

Tourists with children	14.4%	12.5%
- Between 0 and 2 years old	0.8%	1.2%
- Between 3 and 12 years old	12.0%	10.2%
- Between 0 -2 and 3-12 years	1.7%	1.0%
Tourists without children	85.6%	87.5%
Group composition:		
- 1 person	16.4%	16.5%
- 2 people	54.2%	56.7%
- 3 people	13.0%	10.7%
- 4 or 5 people	12.2%	13.6%
- 6 or more people	4.3%	2.5%
Average group size:	2.48	2.37

*People who share the main expenses of the trip



(Under the age of 13)

14.4% of Swedish travel with children.

(Canary Islands: 12.5%)

Who are they?



	Sweden	All markets
Gender		
Men	45.7%	49.6%
Women	54.3%	50.4%
Age		
Average age (tourist > 15 years old)	52.0	43.3
Standard deviation	16.2	15.6
Age range (> 15 years old)		
16 - 24 years old	7.6%	11.9%
25 - 30 years old	3.8%	14.8%
31 - 45 years old	22.2%	30.2%
46 - 60 years old	32.4%	26.6%
Over 60 years old	34.1%	16.4%
Occupation		
Salaried worker	37.9%	57.8%
Self-employed	9.5%	11.1%
Unemployed	1.2%	1.7%
Business owner	21.1%	10.0%
Student	3.1%	5.9%
Retired	26.6%	12.2%
Unpaid domestic work	0.0%	0.5%
Others	0.7%	0.9%
Annual household income level		
Less than €25,000	5.0%	16.1%
€25,000 - €49,999	33.3%	37.0%
€50,000 - €74,999	34.8%	23.4%
More than €74,999	26.9%	23.5%
Education level		
No studies	4.1%	2.2%
Primary education	2.9%	2.2%
Secondary education	29.7%	18.8%
Higher education	63.3%	76.9%



8 IN 10 TOURISTS ARE
REPEATERS

52 YEARS OLD

AVERAGE AGE

**44% ONLY WITH
PARTNER**



Pictures: Freepik.com