

Profile of Swedish tourist visiting Canary Islands

2016



How many are they and how much do they spend?



	Sweden	All markets
Tourist arrivals (> 16 years old)	508,527	13,114,359
Average daily expenditure (€)	138.09	135.94
. in their place of residence	104.86	98.03
. in the Canary Islands	33.23	37.90
Average length of stay	10.08	9.36
Turnover per tourist (€)	1,254	1,141
Total turnover (> 16 years old) (€m)	637	14,957
Share of total turnover	4.3%	100%
Share of total tourist	3.9%	100%
Expenditure in the Canary Islands per tourist and trip (€) (*)		
Accommodation (**):	30.02	47.11
- Accommodation	26.86	40.52
- Additional accommodation expenses	3.16	6.60
Transport:	22.73	26.01
- Public transport	7.88	5.14
- Taxi	6.41	6.94
- Car rental	8.45	13.93
Food and drink:	177.09	148.33
- Food purchases at supermarkets	74.41	63.46
- Restaurants	102.68	84.87
Souvenirs:	41.10	53.88
Leisure:	23.47	34.52
- Organized excursions	8.52	14.95
- Leisure, amusement	2.22	4.55
- Trip to other islands	0.59	1.85
- Sporting activities	4.56	5.11
- Cultural activities	2.74	2.04
- Discos and disco-pubs	4.83	6.01
Others:	11.78	13.91
- Wellness	1.28	3.23
- Medical expenses	2.33	1.69
- Other expenses	8.17	8.99

How far in advance do they book their trip?



	Sweden	All markets
The same day they leave	0.0%	0.6%
Between 2 and 7 days	6.6%	6.3%
Between 8 and 15 days	8.2%	7.9%
Between 16 and 30 days	13.6%	14.7%
Between 31 and 90 days	35.6%	34.3%
More than 90 days	36.0%	36.2%

What do they book at their place of residence?



	Sweden	All markets
Flight only	6.9%	8.8%
Flight and accommodation (room only)	30.8%	25.7%
Flight and accommodation (B&B)	18.1%	8.0%
Flight and accommodation (half board)	12.8%	20.4%
Flight and accommodation (full board)	3.2%	4.3%
Flight and accommodation (all inclusive)	28.2%	32.8%
% Tourists using low-cost airlines	22.3%	48.7%
Other expenses in their place of residence:		
- Car rental	6.1%	11.8%
- Sporting activities	2.2%	5.3%
- Excursions	1.6%	5.7%
- Trip to other islands	0.1%	1.6%

How do they book?



	Sweden	All markets
Accommodation booking		
Tour Operator	70.3%	42.3%
- Tour Operator's website	83.1%	78.8%
Accommodation	11.4%	14.7%
- Accommodation's website	79.0%	83.5%
Travel agency (High street)	4.6%	20.5%
Online Travel Agency (OTA)	8.9%	16.5%
No need to book accommodation	4.9%	6.0%

	Sweden	All markets
Flight booking		
Tour Operator	73.3%	44.6%
- Tour Operator's website	80.5%	76.3%
Airline	14.6%	24.8%
- Airline's website	93.4%	96.2%
Travel agency (High street)	5.9%	19.1%
Online Travel Agency (OTA)	6.3%	11.5%

Where do they stay?



	Sweden	All markets
5* Hotel	2.7%	7.1%
4* Hotel	31.1%	39.6%
1-2-3* Hotel	17.6%	14.6%
Apartment	44.5%	31.5%
Property (privately-owned, friends, family)	3.0%	4.6%
Others	1.0%	2.6%

Who are they?



	Sweden	All markets
Gender		
Percentage of men	47.8%	48.5%
Percentage of women	52.2%	51.5%

	Sweden	All markets
Age		
Average age (tourists > 16 years old)	52.3	46.3
Standard deviation	14.7	15.3

	Sweden	All markets
Age range (> 16 years old)		
16-24 years old	4.7%	8.2%
25-30 years old	4.5%	11.1%
31-45 years old	23.9%	29.1%
46-60 years old	31.7%	30.9%
Over 60 years old	35.1%	20.7%

	Sweden	All markets
Occupation		
Business owner or self-employed	14.3%	23.1%
Upper/Middle management employee	35.7%	36.1%
Auxiliary level employee	18.8%	15.5%
Students	3.2%	5.1%
Retired	27.4%	18.0%
Unemployed / unpaid dom. work	0.6%	2.2%

	Sweden	All markets
Annual household income level		
€12,000 - €24,000	7.9%	17.8%
€24,001 - €36,000	14.7%	19.4%
€36,001 - €48,000	21.7%	16.9%
€48,001 - €60,000	19.0%	14.6%
€60,001 - €72,000	11.5%	9.5%
€72,001 - €84,000	7.9%	6.0%
More than €84,000	17.2%	15.8%

(*) Expense is prorated among all the tourists (even those who have not spent in destination).

(**) Accommodation expenses may seem low because most tourists pay the accommodation before traveling.

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Which island do they choose?



Tourists (> 16 years old)	Sweden	All markets
- Lanzarote	37,564	2,328,674
- Fuerteventura	27,354	1,914,107
- Gran Canaria	307,592	3,654,806
- Tenerife	133,909	4,885,901
- La Palma	682	221,541

Share (%)	Sweden	All markets
- Lanzarote	7.4%	17.9%
- Fuerteventura	5.4%	14.7%
- Gran Canaria	60.7%	28.1%
- Tenerife	26.4%	37.6%
- La Palma	0.1%	1.7%

Who do they come with?



	Sweden	All markets
Unaccompanied	7.1%	9.1%
Only with partner	42.4%	47.6%
Only with children (under the age of 13)	2.0%	1.5%
Partner + children (under the age of 13)	10.7%	11.8%
Other relatives	7.5%	6.0%
Friends	5.6%	6.1%
Work colleagues	0.4%	0.3%
Other combinations ⁽¹⁾	24.4%	17.5%

* Multi-choice question (different situations have been isolated)

How do they rate the destination?



Impression of their stay	Sweden	All markets
Good or very good (% tourists)	93.1%	94.1%
Average rating (scale 1-10)	8.90	8.90

How many are loyal to the destination?

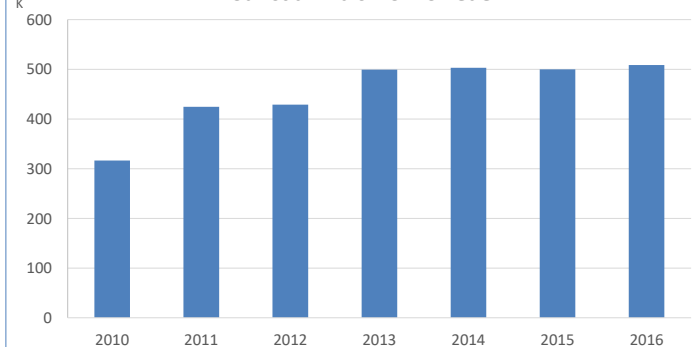
Repeat tourists of the Canary Islands	Sweden	All markets
Repeat tourists	84.1%	77.3%
In love (at least 10 previous visits)	14.5%	16.1%

Where does the flight come from?



Ten main origin markets	Sweden	All markets
Sweden	415,033	420,877
Norway	30,293	393,235
Denmark	24,924	253,091
United Kingdom	13,293	4,208,588
Spanish Mainland	12,296	2,164,168
Germany	7,985	2,882,932
Belgium	2,070	444,170
Ireland	1,193	431,419
Switzerland	856	312,564
Italy	584	346,999

Tourist arrivals from Sweden



Source: Encuesta sobre el Gasto Turístico (ISTAC). (1) Combination of some groups previously analyzed.

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

Why do they choose the Canary Islands?



Aspects influencing the choice	Sweden	All markets
Climate/sun	95.7%	89.8%
Tranquility/rest/relaxation	52.3%	36.6%
Beaches	35.4%	34.5%
Security	12.1%	11.1%
Suitable destination for children	10.6%	7.5%
Visiting new places	10.6%	14.6%
Scenery	9.7%	21.9%
Price	9.7%	12.7%
Ease of travel	6.9%	8.9%
Active tourism	6.4%	5.1%
Quality of the environment	5.3%	6.5%
Shopping	4.0%	2.6%
Culture	1.8%	2.6%
Golf	1.8%	0.9%
Nightlife/fun	1.7%	3.8%
Security against natural catastrophes	1.6%	0.8%

* Multi-choice question

What did motivate them to come?



Aspects motivating the choice	Sweden	All markets
Previous visits to the Canary Islands	73.1%	64.1%
Recommendation by friends or relatives	30.0%	34.5%
The Canary Islands television channel	0.3%	0.3%
Other television or radio channels	0.3%	0.8%
Information in the press/magazines/books	3.4%	3.8%
Attendance at a tourism fair	0.1%	0.5%
Tour Operator's brochure or catalogue	9.4%	8.0%
Recommendation by Travel Agency	6.5%	9.7%
Information obtained via the Internet	30.0%	25.8%
Senior Tourism programme	0.0%	0.2%
Others	4.1%	6.1%

* Multi-choice question

Seasonal profile of tourist from Sweden

