

# Profile of tourist visiting the Canary Islands (2017)

## SWEDEN



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



	Sweden	All markets
Tourist arrivals (FRONTUR)	652,344	15,975,507
Tourist arrivals (> 16 years old)	519,863	13,852,616
Average daily expenditure (€)	148.23	140.18
. in their place of residence	111.39	101.15
. in the Canary Islands	36.85	39.03
Average length of stay	9.50	9.17
Turnover per tourist (€)	1,266	1,155
Total turnover (€m)	826	18,450
Share of total tourist	4.1%	100%
Share of total turnover	4.5%	100%

#### % tourists who pay in the Canary Islands:

##### Accommodation:

- Accommodation	7.9%	13.5%
- Additional accommodation expenses	1.9%	6.3%

##### Transport:

- Public transport	14.3%	14.5%
- Taxi	19.5%	21.2%
- Car rental	9.3%	19.4%

##### Food and drink:

- Food purchases at supermarkets	59.3%	55.0%
- Restaurants	61.8%	57.3%

##### Souvenirs:

	42.2%	53.3%
--	-------	-------

##### Leisure:

- Organized excursions	11.7%	17.7%
- Leisure, amusement	4.6%	8.4%
- Trip to other islands	1.4%	2.3%
- Sporting activities	4.8%	6.1%
- Cultural activities	2.3%	4.4%
- Discos and disco-pubs	3.5%	6.1%

##### Others:

- Wellness	4.4%	4.9%
- Medical expenses	2.3%	4.0%
- Other expenses	9.4%	9.6%



**+8%**  
TOURISTS  
652,344



**+1%**  
TRAVEL EXPENSES  
€1,266



**+9%**  
TURNOVER  
€826 MILL

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



	Sweden	All markets
Flight only	6.8%	9.3%
Flight and accommodation (room only)	32.7%	26.9%
Flight and accommodation (B&B)	15.7%	8.3%
Flight and accommodation (half board)	12.6%	19.3%
Flight and accommodation (full board)	3.1%	4.4%
Flight and accommodation (all inclusive)	29.2%	31.9%
% Tourists using low-cost airlines	24.7%	50.8%

#### Other expenses in their place of residence:

- Car rental	5.3%	12.6%
- Sporting activities	3.1%	5.1%
- Excursions	3.4%	6.2%
- Trip to other islands	0.3%	1.5%

### How do they book?



	Sweden	All markets
Accommodation booking		
<b>Tour Operator</b>	69.4%	42.4%
- Tour Operator's website	89.4%	80.6%
<b>Accommodation</b>	10.8%	14.6%
- Accommodation's website	83.6%	84.0%
<b>Travel agency (High street)</b>	5.2%	19.3%
<b>Online Travel Agency (OTA)</b>	10.0%	17.3%
<b>No need to book accommodation</b>	4.5%	6.4%

	Sweden	All markets
Flight booking		
<b>Tour Operator</b>	73.7%	44.8%
- Tour Operator's website	87.9%	78.6%
<b>Airline</b>	14.7%	25.8%
- Airline's website	98.0%	97.3%
<b>Travel agency (High street)</b>	4.7%	18.0%
<b>Online Travel Agency (OTA)</b>	6.9%	11.4%

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



	Sweden	All markets
The same day they leave	0.4%	0.5%
Between 2 and 7 days	6.6%	5.9%
Between 8 and 15 days	6.3%	7.4%
Between 16 and 30 days	11.0%	13.4%
Between 31 and 90 days	41.6%	34.6%
More than 90 days	34.1%	38.3%

### Who are they?



	Sweden	All markets
Gender		
Men	46.0%	48.1%
Women	54.0%	51.9%

#### Age

Average age (tourists > 16 years old)	52.1	46.9
Standard deviation	15.1	15.5

#### Age range (> 16 years old)

16-24 years old	4.5%	8.4%
25-30 years old	5.9%	10.2%
31-45 years old	24.0%	27.9%
46-60 years old	31.0%	31.7%
Over 60 years old	34.6%	21.8%

#### Occupation

Business owner or self-employed	15.1%	23.8%
Upper/Middle management employee	36.6%	35.2%
Auxiliary level employee	17.7%	15.3%
Students	2.8%	5.0%
Retired	26.8%	18.6%
Unemployed / unpaid dom. work	1.0%	2.1%

#### Annual household income level

€12,000 - €24,000	8.7%	17.9%
€24,001 - €36,000	16.6%	19.3%
€36,001 - €48,000	16.8%	16.1%
€48,001 - €60,000	16.9%	15.1%
€60,001 - €72,000	13.9%	9.3%
€72,001 - €84,000	8.9%	6.3%
More than €84,000	18.2%	16.0%

# Profile of tourist visiting the Canary Islands (2017)

## SWEDEN

### Which island do they choose?



Tourists (> 16 years old)	Sweden	All markets
- Lanzarote	21,761	2,488,213
- Fuerteventura	40,732	1,938,908
- Gran Canaria	325,163	3,900,824
- Tenerife	127,022	5,144,415
- La Palma	2,716	277,952

Share (%)	Sweden	All markets
- Lanzarote	4.2%	18.1%
- Fuerteventura	7.9%	14.1%
- Gran Canaria	62.8%	28.4%
- Tenerife	24.6%	37.4%
- La Palma	0.5%	2.0%

### Where do they stay?



	Sweden	All markets
5* Hotel	3.9%	6.8%
4* Hotel	32.0%	38.4%
1-2-3* Hotel	18.7%	14.4%
Apartment	40.2%	32.4%
Property (privately-owned, friends, family)	3.0%	4.8%
Others	2.3%	3.2%

### Why do they choose the Canary Islands?



Aspects influencing the choice	Sweden	All markets
Climate/sun	95.3%	89.8%
Tranquillity/rest/relaxation	55.1%	37.2%
Beaches	39.3%	35.1%
Price	13.1%	12.2%
Suitable destination for children	10.3%	7.6%
Security	10.2%	9.7%
Scenery	9.2%	22.9%
Visiting new places	9.0%	14.7%
Active tourism	6.1%	5.4%
Ease of travel	5.4%	8.9%
Quality of the environment	4.9%	6.5%
Shopping	3.6%	2.5%
Nightlife/fun	1.8%	3.8%
Golf	1.7%	1.0%
Culture	1.5%	2.7%
Nautical activities	1.2%	2.0%

\* Multi-choice question

### Who do they come with?



	Sweden	All markets
Unaccompanied	5.1%	8.7%
Only with partner	42.6%	46.8%
Only with children (under the age of 13)	2.0%	1.7%
Partner + children (under the age of 13)	11.6%	11.9%
Other relatives	7.4%	6.0%
Friends	5.0%	6.1%
Work colleagues	0.1%	0.3%
Other combinations <sup>(1)</sup>	26.1%	18.5%

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

### How do they rate the Canary Islands?



Opinion on their stay	Sweden	All markets
Good or very good (% tourists)	93.0%	94.0%
Average rating (scale 1-10)	8.91	8.92

### How many are loyal to the Canary Islands?



Repeat tourists	Sweden	All markets
At least 1 previous visit	87.2%	77.3%
At least 10 previous visits	18.6%	16.9%

### Where does the flight come from?



Tourists (> 16 years old)	Share	Absolute
Sweden	83.6%	434,384
Denmark	9.0%	46,886
Norway	2.8%	14,707
Spanish Mainland	1.4%	7,176
United Kingdom	1.4%	7,072
Germany	0.6%	3,028
Finland	0.5%	2,344
France	0.1%	651
Switzerland	0.1%	515
Others	0.6%	3,100

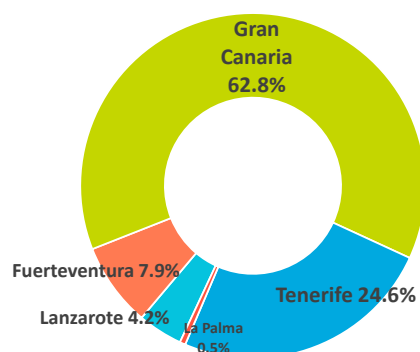
### What did motivate them to come?



Prescription sources	Sweden	All markets
Previous visits to the Canary Islands	77.8%	64.9%
Recommendation by friends/relatives	32.3%	35.0%
The Canary Islands television channel	0.5%	0.4%
Other television or radio channels	0.1%	1.0%
Information in press/magazines/books	4.2%	3.8%
Attendance at a tourism fair	0.4%	0.5%
Tour Operator's brochure or catalogue	8.1%	7.2%
Recommendation by Travel Agency	4.8%	9.3%
Information obtained via the Internet	25.9%	25.5%
Senior Tourism programme	0.3%	0.2%
Others	5.6%	5.9%

\* Multi-choice question

### Share of tourists > 16 years old by islands



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.