

PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2018)

SWEDEN

How many are they and how much do they spend?



	Sweden	All markets
TOURISTS		
Tourist arrivals (FRONTUR)	600,332	15,559,787
Tourist arrivals > 15 years old (EGT)	494,449	13,485,651
- book holiday package	375,012	7,848,516
- do not book holiday package	119,437	5,637,135
- % tourists who book holiday package	75.8%	58.2%
Share of total tourist	3.9%	100%

RANKING POSITION BY NUMBER OF TOURISTS



RANKING POSITION BY TURNOVER



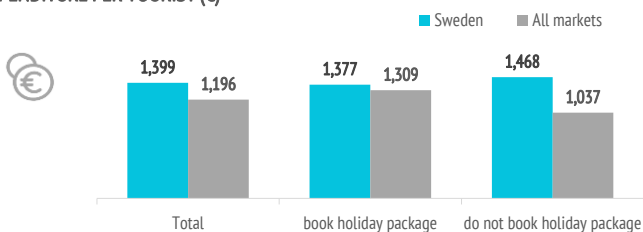
“
61% of Swedish
travel to Gran
Canaria.

	Sweden	All markets
Expenditure per tourist (€)	1,399	1,196
- book holiday package	1,377	1,309
- holiday package	1,124	1,064
- others	253	246
- do not book holiday package	1,468	1,037
- flight	469	288
- accommodation	521	350
- others	478	399
Average length of stay	10.01	9.32
- book holiday package	8.67	8.66
- do not book holiday package	14.21	10.23
Average daily expenditure (€)	159.2	143.6
- book holiday package	168.8	159.8
- do not book holiday package	129.1	121.0
Total turnover (> 15 years old) (€m)	692	16,124
- book holiday package	516	10,277
- do not book holiday package	175	5,848

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice



	Sweden	All markets
Climate	89.6%	78.1%
Sea	47.9%	43.3%
Safety	40.8%	51.4%
Tranquility	39.5%	46.2%
Beaches	38.0%	37.1%
Effortless trip	30.8%	34.8%
European belonging	28.7%	35.8%
Environment	28.6%	30.6%
Accommodation supply	28.4%	41.7%
Price	27.2%	36.5%
Gastronomy	21.0%	22.6%
Landscapes	17.8%	31.6%
Authenticity	12.5%	19.1%
Fun possibilities	11.1%	20.7%
Hiking trail network	7.3%	9.0%
Exoticism	4.9%	10.5%
Historical heritage	3.9%	7.1%
Shopping	3.4%	9.6%
Culture	3.4%	7.3%
Nightlife	2.9%	7.5%

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
89.6%



ALL MARKETS
78.1%

What is the main motivation for their holidays?



	Sweden	All markets
Rest	46.7%	55.1%
Enjoy family time	38.3%	14.7%
Have fun	3.5%	7.8%
Explore the destination	6.7%	18.5%
Practice their hobbies	1.6%	1.8%
Other reasons	3.3%	2.1%

ENJOY FAMILY TIME



How far in advance do they book their trip?



	Sweden	All markets
The same day	0.5%	0.7%
Between 1 and 30 days	24.1%	23.2%
Between 1 and 2 months	22.9%	23.0%
Between 3 and 6 months	33.8%	32.4%
More than 6 months	18.7%	20.7%

Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports.

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

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SWEDEN



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

	Sweden	All markets
Previous visits to the Canary Islands	59.6%	50.9%
Friends or relatives	20.2%	27.8%
Internet or social media	49.4%	56.1%
Mass Media	1.6%	1.7%
Travel guides and magazines	5.4%	9.5%
Travel Blogs or Forums	2.8%	5.4%
Travel TV Channels	0.2%	0.7%
Tour Operator or Travel Agency	15.3%	24.7%
Public administrations or similar	0.4%	0.4%
Others	2.4%	2.3%

* Multi-choice question

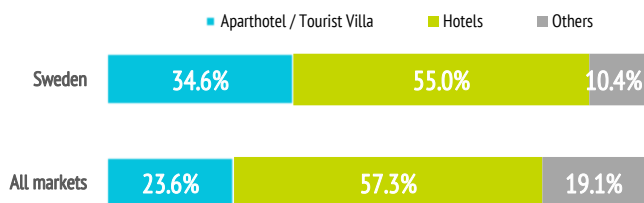
With whom did they book their flight and accommodation?

	Sweden	All markets
Flight		
- Directly with the airline	32.3%	39.5%
- Tour Operator or Travel Agency	67.7%	60.5%
Accommodation		
- Directly with the accommodation	25.5%	28.8%
- Tour Operator or Travel Agency	74.5%	71.2%

Where do they stay?

	Sweden	All markets
1-2-3* Hotel	17.4%	12.8%
4* Hotel	34.4%	37.7%
5* Hotel / 5* Luxury Hotel	3.2%	6.8%
Aparthotel / Tourist Villa	34.6%	23.6%
House/room rented in a private dwelling	2.8%	5.3%
Private accommodation (1)	4.3%	7.0%
Others (Cottage, cruise, camping,...)	3.2%	6.8%

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



What do they book?

	Sweden	All markets
Room only	35.9%	28.8%
Bed and Breakfast	17.3%	11.7%
Half board	13.4%	22.4%
Full board	2.1%	3.0%
All inclusive	31.3%	34.1%

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35.9% of Swedish book room only.
 (Canary Islands: 28.8%)

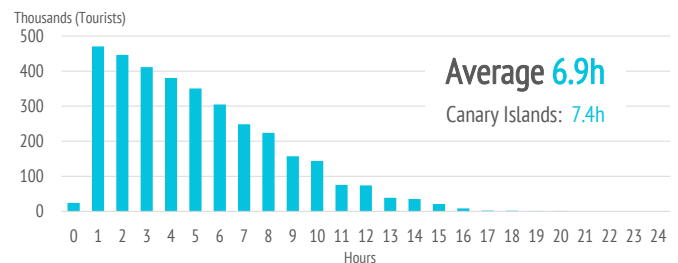
Other expenses

	Sweden	All markets
Restaurants or cafes	66.9%	63.2%
Supermarkets	60.3%	55.9%
Car rental	14.5%	26.6%
Organized excursions	13.9%	21.8%
Taxi, transfer, chauffeur service	60.4%	51.7%
Theme Parks	3.4%	8.8%
Sport activities	5.5%	6.4%
Museums	1.9%	5.0%
Flights between islands	2.9%	4.8%

Activities in the Canary Islands

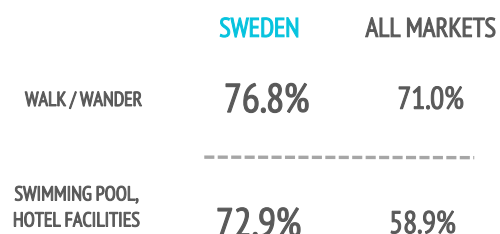
Outdoor time per day	Sweden	All markets
0 hours	4.9%	2.2%
1 - 2 hours	11.9%	10.0%
3 - 6 hours	33.0%	32.6%
7 - 12 hours	42.4%	46.5%
More than 12 hours	7.8%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Sweden	All markets
Walk, wander	76.8%	71.0%
Swimming pool, hotel facilities	72.9%	58.9%
Beach	67.3%	68.0%
Explore the island on their own	35.7%	46.5%
Taste Canarian gastronomy	20.1%	25.4%
Wineries / markets / popular festivals	17.3%	12.0%
Sport activities	15.2%	14.3%
Organized excursions	13.1%	17.9%
Nightlife / concerts / shows	10.3%	15.5%
Nature activities	9.5%	10.0%
Theme parks	7.3%	15.5%
Sea excursions / whale watching	5.0%	11.3%
Museums / exhibitions	4.7%	9.8%
Activities at sea	4.5%	9.8%
Beauty and health treatments	4.2%	5.7%
Astronomical observation	0.9%	3.4%

* Multi-choice question



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Which island do they choose?

Tourists (> 15 years old)	Sweden	All markets
Lanzarote	24,574	2,457,120
Fuerteventura	41,887	1,856,705
Gran Canaria	301,652	3,825,110
Tenerife	114,518	4,991,173
La Palma	9,579	249,069

How many islands do they visit during their trip?

	Sweden	All markets
One island	95.0%	90.9%
Two islands	4.5%	7.7%
Three or more islands	0.5%	1.4%

Internet usage during their trip

	Sweden	All markets
Research		
- Tourist package	8.4%	15.4%
- Flights	8.5%	13.0%
- Accommodation	10.4%	17.7%
- Transport	9.6%	15.6%
- Restaurants	22.3%	27.0%
- Excursions	23.5%	26.3%
- Activities	25.7%	31.0%
Book or purchase		
- Tourist package	62.0%	38.1%
- Flights	77.9%	64.4%
- Accommodation	72.0%	54.5%
- Transport	63.8%	44.7%
- Restaurants	19.8%	10.5%
- Excursions	16.0%	11.4%
- Activities	15.6%	12.5%

* Multi-choice question

Internet usage in the Canary Island	Sweden	All markets
Did not use the Internet	8.8%	9.8%
Used the Internet	91.2%	90.2%
- Own Internet connection	30.6%	36.5%
- Free Wifi connection	45.6%	41.1%
Applications*		
- Search for locations or maps	55.0%	60.7%
- Search for destination info	52.2%	44.7%
- Share pictures or trip videos	51.6%	55.6%
- Download tourist apps	9.1%	6.5%
- Others	34.6%	23.9%

* Multi-choice question



52.2% of Swedish search for destination info during their stay in the Canary Islands

(Canary Islands: 44.7%)



Imagen: Freepik.com

Share by islands	Sweden	All markets
Lanzarote	5.0%	18.4%
Fuerteventura	8.5%	13.9%
Gran Canaria	61.3%	28.6%
Tenerife	23.3%	37.3%
La Palma	1.9%	1.9%

MOST VISITED PLACES IN EACH ISLAND

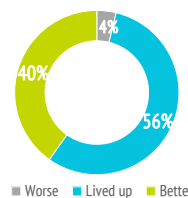


The data refers to % of tourists on each island who have visited the place.

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Sweden	All markets
Average rating	8.30	8.58
Experience in the Canary Islands		
Worse or much worse than expected	3.8%	2.9%
Lived up to expectations	56.0%	57.4%
Better or much better than expected	40.2%	39.7%

Future intentions (scale 1-10)	Sweden	All markets
Return to the Canary Islands	8.39	8.60
Recommend visiting the Canary Island	8.63	8.86



Experience in the Canary Islands



Return to the Canary Islands



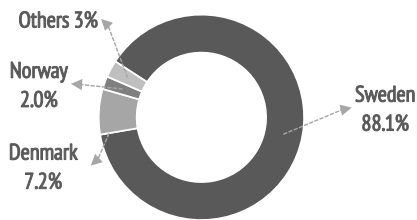
Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Sweden	All markets
Repeat tourists	81.0%	71.0%
Repeat tourists (last 5 years)	71.9%	64.6%
Repeat tourists (last 5 years) (5 or mor	21.3%	18.4%
At least 10 previous visits	21.2%	17.8%

Where does the flight come from?

	%	Absolute
Sweden	88.1%	435,791
Denmark	7.2%	35,410
Norway	2.0%	10,064
Spanish Mainland	1.0%	5,088
United Kingdom	0.7%	3,372
Switzerland	0.4%	1,827
Others	0.6%	2,897



Who do they come with?

	Sweden	All markets
Unaccompanied	5.8%	8.9%
Only with partner	46.8%	47.4%
Only with children (< 13 years old)	6.7%	5.9%
Partner + children (< 13 years old)	8.1%	7.2%
Other relatives	6.3%	9.0%
Friends	4.5%	6.3%
Work colleagues	0.1%	0.5%
Organized trip	0.0%	0.2%
Other combinations (1)	21.6%	14.6%

(1) Different situations have been isolated

Tourists with children	22.4%	19.3%
- Between 0 and 2 years old	1.4%	1.8%
- Between 3 and 12 years old	18.7%	15.8%
- Between 0 -2 and 3-12 years	2.2%	1.6%
Tourists without children	77.6%	80.7%
Group composition:		
- 1 person	9.2%	12.4%
- 2 people	53.7%	54.1%
- 3 people	10.2%	12.6%
- 4 or 5 people	20.9%	17.1%
- 6 or more people	5.9%	3.8%
Average group size:	2.80	2.58



(Under the age of 13)

22.4% of Swedish travel with children.

(Canary Islands: 19.3%)

Who are they?

	Sweden	All markets
Gender		
Men	46.7%	48.2%
Women	53.3%	51.8%
Age		
Average age (tourist > 15 years old)	53.0	46.7
Standard deviation	15.0	15.3
Age range (> 15 years old)		
16 - 24 years old	4.3%	7.7%
25 - 30 years old	3.9%	10.8%
31 - 45 years old	22.6%	28.6%
46 - 60 years old	33.8%	31.3%
Over 60 years old	35.4%	21.5%
Occupation		
Salaried worker	45.4%	55.5%
Self-employed	9.2%	11.0%
Unemployed	0.5%	1.1%
Business owner	13.3%	9.2%
Student	3.2%	4.2%
Retired	27.3%	17.3%
Unpaid domestic work	0.3%	0.9%
Others	0.7%	0.8%
Annual household income level		
Less than €25,000	7.6%	17.0%
€25,000 - €49,999	36.9%	36.5%
€50,000 - €74,999	35.0%	25.0%
More than €74,999	20.5%	21.5%
Education level		
No studies	1.2%	4.8%
Primary education	4.6%	2.8%
Secondary education	37.0%	23.1%
Higher education	57.2%	69.3%



8 IN 10 TOURISTS ARE REPEATERS

53 YEARS OLD

AVERAGE AGE

47% ONLY WITH PARTNER



Pictures: Freepik.com