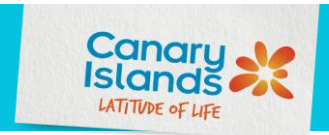


PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2019)

SWEDEN



How many are they and how much do they spend?



	Sweden	All markets
TOURISTS		
Tourist arrivals (FRONTUR)	546,370	15,110,866
Tourist arrivals > 15 years old (EGT)	456,879	13,271,035
- book holiday package	349,778	7,426,022
- do not book holiday package	107,101	5,845,014
- % tourists who book holiday package	76.6%	56.0%
Share of total tourist	3.6%	100%

RANKING POSITION BY
NUMBER OF TOURISTS

RANKING POSITION BY
TURNOVER



“
64% of Swedish
travel to Gran
Canaria.”

	Sweden	All markets
Expenditure per tourist (€)	1,279	1,136
- book holiday package	1,304	1,268
- holiday package	1,061	1,031
- others	243	237
- do not book holiday package	1,197	967
- flight	405	263
- accommodation	381	321
- others	411	383
Average length of stay	9.52	9.09
- book holiday package	8.65	8.64
- do not book holiday package	12.37	9.68
Average daily expenditure (€)	148.4	138.9
- book holiday package	161.4	155.4
- do not book holiday package	106.1	117.9
Total turnover (> 15 years old) (€m)	584	15,070
- book holiday package	456	9,416
- do not book holiday package	128	5,655

AVERAGE LENGTH OF STAY
(nights)

■ Sweden ■ All markets



EXPENDITURE PER TOURIST (€)

■ Sweden ■ All markets



Importance of each factor in the destination choice



	Sweden	All markets
Climate	88.6%	78.4%
Sea	49.9%	44.4%
Safety	38.5%	51.9%
Beaches	38.4%	37.7%
Tranquility	36.3%	47.6%
European belonging	29.9%	36.1%
Accommodation supply	28.1%	42.9%
Effortless trip	27.9%	35.2%
Environment	27.6%	33.2%
Price	25.8%	37.4%
Landscapes	18.8%	33.1%
Gastronomy	18.5%	23.2%
Fun possibilities	12.4%	21.1%
Authenticity	11.5%	20.3%
Hiking trail network	6.1%	9.6%
Exoticism	4.7%	11.4%
Culture	4.0%	8.0%
Nightlife	3.7%	8.0%
Historical heritage	3.7%	8.2%
Shopping	3.4%	9.4%

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
88.6%



ALL MARKETS
78.4%

What is the main motivation for their holidays?



	Sweden	All markets
Rest	46.8%	55.5%
Enjoy family time	37.2%	14.4%
Have fun	4.6%	8.6%
Explore the destination	7.0%	17.8%
Practice their hobbies	2.2%	1.9%
Other reasons	2.1%	1.8%

ENJOY FAMILY TIME



Sweden 37.2%

All markets 14.4%

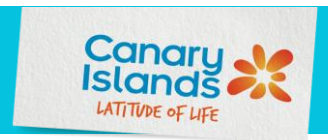
How far in advance do they book their trip?



	Sweden	All markets
The same day	0.7%	0.7%
Between 1 and 30 days	27.8%	23.8%
Between 1 and 2 months	23.2%	22.8%
Between 3 and 6 months	32.8%	32.7%
More than 6 months	15.5%	20.0%

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.



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

	Sweden	All markets
Previous visits to the Canary Islands	61.1%	51.9%
Friends or relatives	19.1%	27.1%
Internet or social media	48.8%	54.7%
Mass Media	2.1%	1.6%
Travel guides and magazines	6.5%	8.4%
Travel Blogs or Forums	2.4%	5.7%
Travel TV Channels	0.2%	0.8%
Tour Operator or Travel Agency	15.6%	22.6%
Public administrations or similar	0.1%	0.4%
Others	1.6%	2.4%

* Multi-choise question

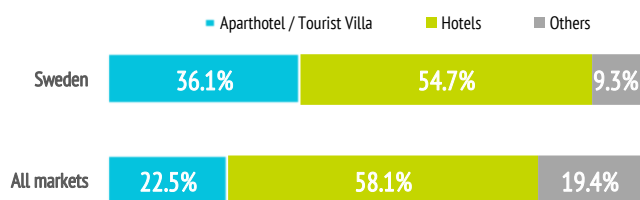
With whom did they book their flight and accommodation?

	Sweden	All markets
Flight		
- Directly with the airline	34.7%	42.9%
- Tour Operator or Travel Agency	65.3%	57.1%
Accommodation		
- Directly with the accommodation	27.9%	31.5%
- Tour Operator or Travel Agency	72.1%	68.5%

Where do they stay?

	Sweden	All markets
1-2-3* Hotel	16.0%	11.5%
4* Hotel	33.1%	37.6%
5* Hotel / 5* Luxury Hotel	5.5%	9.0%
Aparthotel / Tourist Villa	36.1%	22.5%
House/room rented in a private dwelling	2.4%	5.9%
Private accommodation (1)	3.0%	7.2%
Others (Cottage, cruise, camping,...)	3.9%	6.3%

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



What do they book?

	Sweden	All markets
Room only	34.8%	27.9%
Bed and Breakfast	14.2%	12.4%
Half board	15.1%	21.2%
Full board	2.6%	3.6%
All inclusive	33.2%	34.9%

34.8% of Swedish book room only.
(Canary Islands: 27.9%)

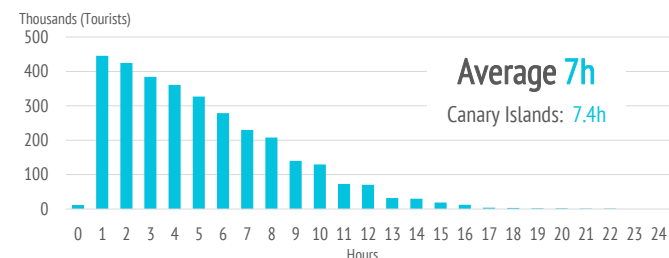
Other expenses

	Sweden	All markets
Restaurants or cafes	59.3%	59.1%
Supermarkets	57.8%	52.1%
Car rental	14.9%	26.3%
Organized excursions	15.9%	20.6%
Taxi, transfer, chauffeur service	63.4%	50.0%
Theme Parks	3.3%	7.5%
Sport activities	4.1%	5.7%
Museums	2.9%	4.6%
Flights between islands	2.4%	4.4%

Activities in the Canary Islands

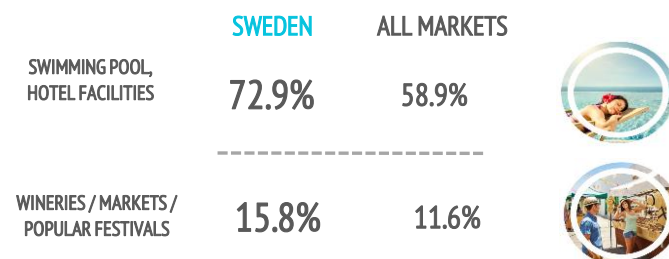
	Sweden	All markets
Outdoor time per day		
0 hours	2.6%	2.1%
1 - 2 hours	13.3%	9.8%
3 - 6 hours	33.8%	32.6%
7 - 12 hours	43.4%	47.1%
More than 12 hours	7.0%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



	Sweden	All markets
Activities in the Canary Islands		
Walk, wander	73.3%	69.8%
Swimming pool, hotel facilities	71.9%	58.2%
Beach	65.4%	66.3%
Explore the island on their own	36.9%	45.2%
Taste Canarian gastronomy	20.0%	24.2%
Wineries / markets / popular festivals	15.8%	11.6%
Sport activities	14.2%	13.4%
Organized excursions	11.1%	16.9%
Nightlife / concerts / shows	10.2%	15.5%
Nature activities	10.2%	10.4%
Sea excursions / whale watching	6.4%	11.1%
Museums / exhibitions	6.0%	10.1%
Beauty and health treatments	5.0%	5.4%
Theme parks	4.8%	14.1%
Activities at sea	4.7%	10.0%
Astronomical observation	1.3%	3.5%

* Multi-choise question



PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2019)

SWEDEN



Which island do they choose?

Tourists (> 15 years old)	Sweden	All markets
Lanzarote	22,440	2,521,668
Fuerteventura	30,007	1,659,115
Gran Canaria	292,346	3,698,127
Tenerife	102,390	5,040,382
La Palma	7,454	235,409

How many islands do they visit during their trip?

	Sweden	All markets
One island	95.4%	91.4%
Two islands	4.1%	7.2%
Three or more islands	0.5%	1.4%

Internet usage during their trip

	Sweden	All markets
Research		
- Tourist package	8.0%	14.8%
- Flights	9.1%	13.0%
- Accommodation	9.7%	16.9%
- Transport	10.2%	15.7%
- Restaurants	24.0%	28.4%
- Excursions	24.7%	26.2%
- Activities	26.5%	30.1%
Book or purchase		
- Tourist package	60.5%	39.4%
- Flights	76.9%	66.7%
- Accommodation	70.7%	57.3%
- Transport	63.9%	47.6%
- Restaurants	16.7%	12.1%
- Excursions	15.7%	13.0%
- Activities	14.8%	14.7%

* Multi-choise question

Internet usage in the Canary Islanc	Sweden	All markets
Did not use the Internet	8.0%	8.3%
Used the Internet	92.0%	91.7%
- Own Internet connection	31.1%	37.4%
- Free Wifi connection	44.2%	39.5%
Applications*		
- Search for locations or maps	55.0%	61.7%
- Search for destination info	51.4%	44.8%
- Share pictures or trip videos	50.7%	56.0%
- Download tourist apps	8.2%	7.0%
- Others	31.7%	22.6%

* Multi-choise question



51.4% of Swedish search for destination info during their stay in the Canary Islands

(Canary Islands: 44.8%)



Picture: Freepik.com

Share by islands	Sweden	All markets
Lanzarote	4.9%	19.2%
Fuerteventura	6.6%	12.6%
Gran Canaria	64.3%	28.1%
Tenerife	22.5%	38.3%
La Palma	1.6%	1.8%

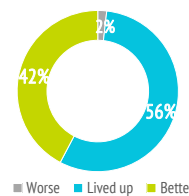
MOST VISITED PLACES IN EACH ISLAND



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	8.54	8.70
Experience in the Canary Islands		
Worse or much worse than expected	1.8%	2.3%
Lived up to expectations	55.9%	55.6%
Better or much better than expected	42.3%	42.1%
Future intentions (scale 1-10)		
Return to the Canary Islands	8.32	8.73
Recommend visiting the Canary Islanc	8.74	8.95



Experience in the Canary Islands



Return to the Canary Islands



8.74/10

Recommend visiting the Canary Islands

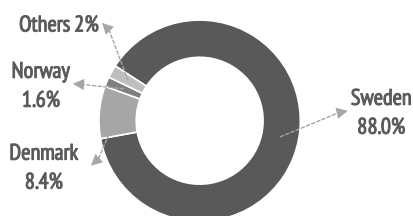
How many are loyal to the Canary Islands?

	Sweden	All markets
Repeat tourists	81.7%	72.2%
Repeat tourists (last 5 years)	77.2%	66.7%
Repeat tourists (last 5 years) (5 or mc	21.8%	19.5%
At least 10 previous visits	21.9%	18.6%

Where does the flight come from?



	%	Absolute
Sweden	88.0%	401,964
Denmark	8.4%	38,432
Norway	1.6%	7,136
Spanish Mainland	0.6%	2,789
Germany	0.6%	2,542
United Kingdom	0.4%	1,855
OTHERS	0.5%	2,161



Who do they come with?



	Sweden	All markets
Unaccompanied	7.1%	9.6%
Only with partner	47.4%	48.1%
Only with children (< 13 years old)	6.6%	5.6%
Partner + children (< 13 years old)	7.6%	6.5%
Other relatives	6.6%	9.3%
Friends	5.9%	6.4%
Work colleagues	0.4%	0.5%
Organized trip	0.4%	0.3%
Other combinations (1)	18.1%	13.7%

(1) Different situations have been isolated

Tourists with children	20.3%	17.7%
- Between 0 and 2 years old	1.3%	1.6%
- Between 3 and 12 years old	17.8%	14.8%
- Between 0-2 and 3-12 years	1.1%	1.4%
Tourists without children	79.7%	82.3%
Group composition:		
- 1 person	10.2%	13.2%
- 2 people	56.2%	55.1%
- 3 people	9.7%	12.0%
- 4 or 5 people	19.1%	16.3%
- 6 or more people	4.8%	3.5%
Average group size:	2.71	2.54



(Under the age of 13)

20.3% of Swedish travel with children.

(Canary Islands: 17.7%)

Who are they?



	Sweden	All markets
Gender		
Men	46.0%	48.6%
Women	54.0%	51.4%
Age		
Average age (tourist > 15 years old)	53.6	47.1
Standard deviation	15.3	15.4
Age range (> 15 years old)		
16 - 24 years old	4.6%	7.3%
25 - 30 years old	5.6%	10.9%
31 - 45 years old	18.6%	28.0%
46 - 60 years old	32.7%	31.8%
Over 60 years old	38.5%	22.1%
Occupation		
Salaried worker	36.7%	55.0%
Self-employed	7.7%	11.5%
Unemployed	0.4%	1.1%
Business owner	14.4%	9.4%
Student	3.2%	3.5%
Retired	36.8%	17.9%
Unpaid domestic work	0.6%	0.8%
Others	0.1%	0.8%
Annual household income level		
Less than €25,000	9.5%	17.5%
€25,000 - €49,999	29.7%	37.5%
€50,000 - €74,999	32.4%	22.8%
More than €74,999	28.3%	22.2%
Education level		
No studies	1.3%	5.0%
Primary education	5.8%	2.6%
Secondary education	36.1%	23.6%
Higher education	56.8%	68.9%



8 IN 10 TOURISTS ARE REPEATERS

54 YEARS OLD

AVERAGE AGE

47% ONLY WITH PARTNER



Pictures: Freepik.com