

TOURIST PROFILE BY ISLAND OF STAY (2018)

SWEDEN

How many are they and how much do they spend?



	LZ	FUE	GC	TFE	LP
TOURISTS					
Tourist arrivals (FRONTUR)	n.d.	n.d.	n.d.	n.d.	n.d.
Tourist arrivals > 15 years old (EGT)	24,574	41,887	301,652	114,518	9,579
- book holiday package	23,119	41,589	223,771	76,056	8,655
- do not book holiday package	1,455	298	77,881	38,463	924
- % tourists who book holiday package	94.1%	99.3%	74.2%	66.4%	90.4%

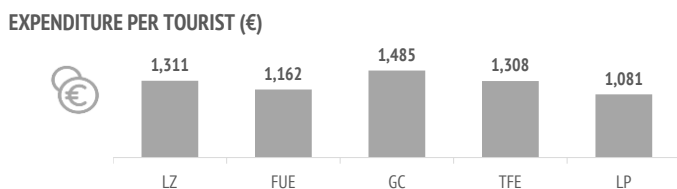
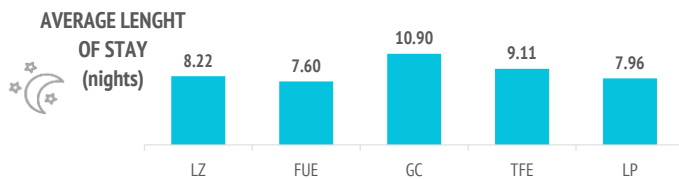
TOURISTS



% TOURISTS WHO BOOK HOLIDAY PACKAGE



	LZ	FUE	GC	TFE	LP
Expenditure per tourist (€)	1,311	1,162	1,485	1,308	1,081
- book holiday package	1,341	1,160	1,450	1,336	1,086
- holiday package	1,092	1,009	1,165	1,109	925
- others	250	151	285	227	162
- do not book holiday package	826	1,465	1,587	1,254	1,027
- flight	372	151	503	405	318
- accommodation	107	805	575	424	416
- others	348	509	509	425	292
Average length of stay	8.22	7.60	10.90	9.11	7.96
- book holiday package	8.09	7.58	9.09	8.33	7.95
- do not book holiday package	10.26	10.00	16.12	10.64	8.06
Average daily expenditure (€)	171.2	155.2	160.4	157.2	140.9
- book holiday package	176.0	155.2	172.3	168.2	141.2
- do not book holiday package	96.1	146.5	126.3	135.6	138.2
Total turnover (> 15 years old) (€m)	32	49	448	150	10
- book holiday package	31	48	324	102	9
- do not book holiday package	1	0	124	48	1



Importance of each factor in the destination choice

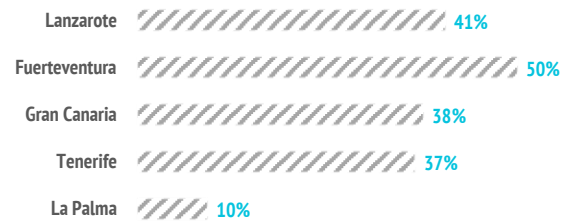


	LZ	FUE	GC	TFE	LP
Climate	87.5%	93.2%	90.1%	88.7%	81.9%
Sea	48.6%	62.8%	47.6%	46.1%	23.1%
Safety	45.7%	40.5%	40.9%	41.2%	28.4%
Tranquility	43.5%	42.1%	39.6%	37.5%	39.2%
Beaches	40.7%	50.1%	37.8%	36.7%	9.6%
Effortless trip	36.7%	29.9%	30.7%	31.3%	23.3%
European belonging	23.8%	31.1%	30.2%	26.5%	17.5%
Environment	30.0%	22.4%	26.7%	34.9%	26.8%
Accommodation supply	29.3%	35.1%	27.7%	26.2%	40.9%
Price	31.0%	27.3%	25.4%	29.8%	44.8%
Gastronomy	25.3%	16.9%	19.9%	23.7%	29.8%
Landscapes	13.3%	7.8%	15.3%	26.1%	42.2%
Authenticity	14.5%	10.2%	12.0%	12.5%	29.1%
Fun possibilities	17.2%	21.6%	9.1%	11.4%	15.1%
Hiking trail network	10.8%	3.4%	4.9%	11.4%	29.2%
Exoticism	6.3%	1.7%	4.9%	5.0%	12.3%
Historical heritage	6.7%	2.7%	3.7%	4.1%	8.8%
Shopping	1.7%	3.3%	3.2%	4.4%	3.2%
Culture	9.7%	2.7%	2.6%	3.9%	7.6%
Nightlife	1.2%	0.3%	3.2%	3.5%	1.8%

Each aspect is rated individually ("Not important", "Somewhat", "Quite", "Very important")

% of tourists who indicate that the factor is "very important" in their choice.

% TOURISTS WHO CHOOSE BEACHES



What is the main motivation for their holidays?



	LZ	FUE	GC	TFE	LP
Rest	45.5%	47.4%	46.9%	48.2%	32.3%
Enjoy family time	42.7%	37.0%	39.9%	35.0%	25.2%
Have fun	3.5%	3.8%	3.6%	3.2%	1.8%
Explore the destination	4.1%	3.8%	5.2%	9.4%	31.5%
Practice their hobbies	3.0%	4.5%	0.9%	0.7%	6.8%
Other reasons	1.1%	3.5%	3.4%	3.4%	2.5%

How far in advance do they book their trip?



	LZ	FUE	GC	TFE	LP
The same day	0.0%	0.7%	0.3%	1.0%	0.0%
Between 1 and 30 days	19.9%	25.1%	23.8%	24.8%	39.3%
Between 1 and 2 months	26.8%	28.8%	22.5%	20.0%	28.9%
Between 3 and 6 months	38.4%	33.2%	33.4%	35.0%	25.1%
More than 6 months	14.8%	12.2%	20.1%	19.2%	6.7%

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

	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	61.6%	47.9%	62.6%	56.9%	43.9%
Friends or relatives	16.6%	23.0%	19.6%	22.0%	13.8%
Internet or social media	62.5%	67.9%	45.4%	48.4%	70.4%
Mass Media	1.5%	0.0%	2.1%	0.6%	3.1%
Travel guides and magazines	9.0%	5.6%	4.7%	5.8%	10.8%
Travel Blogs or Forums	4.3%	3.6%	2.0%	4.0%	6.3%
Travel TV Channels	0.0%	0.0%	0.3%	0.2%	0.0%
Tour Operator or Travel Agency	31.3%	19.6%	13.0%	15.3%	26.3%
Public administrations or similar	0.0%	0.0%	0.4%	0.6%	0.0%
Others	0.0%	0.0%	2.7%	3.2%	1.8%

* Multi-choice question

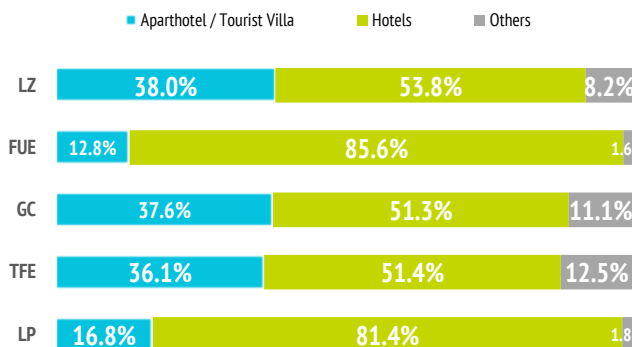
With whom did they book their flight and accommodation?

	LZ	FUE	GC	TFE	LP
Flight					
- Directly with the airline	11.2%	21.3%	32.7%	41.7%	14.8%
- Tour Operator or Travel Agency	88.8%	78.7%	67.3%	58.3%	85.2%
Accommodation					
- Directly with the accommodation	8.2%	19.3%	24.4%	35.5%	18.4%
- Tour Operator or Travel Agency	91.8%	80.7%	75.6%	64.5%	81.6%

Where do they stay?

	LZ	FUE	GC	TFE	LP
1-2-3* Hotel	10.1%	19.9%	20.2%	12.4%	0.0%
4* Hotel	35.1%	63.9%	27.9%	36.2%	81.4%
5* Hotel / 5* Luxury Hotel	8.6%	1.9%	3.2%	2.9%	0.0%
Aparthotel / Tourist Villa	38.0%	12.8%	37.6%	36.1%	16.8%
House/room rented in a private dwelling	1.3%	1.6%	3.0%	3.1%	0.0%
Private accommodation (1)	3.5%	0.0%	4.7%	5.4%	1.8%
Others (Cottage, cruise, camping,...)	3.4%	0.0%	3.4%	4.0%	0.0%

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



What do they book?

	LZ	FUE	GC	TFE	LP
Room only	29.9%	16.6%	39.7%	37.4%	10.6%
Bed and Breakfast	21.8%	13.5%	16.8%	19.9%	11.1%
Half board	11.6%	14.9%	13.8%	10.8%	19.3%
Full board	3.0%	10.8%	1.0%	1.6%	1.3%
All inclusive	33.7%	44.2%	28.7%	30.3%	57.8%

Other expenses

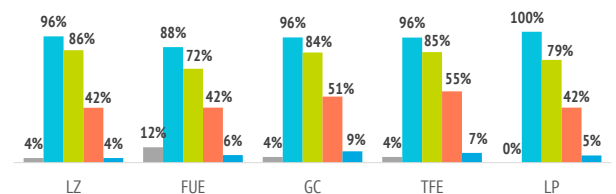
	LZ	FUE	GC	TFE	LP
Restaurants or cafes	67.5%	50.7%	71.5%	60.1%	68.5%
Supermarkets	62.3%	43.4%	67.2%	48.5%	58.2%
Car rental	21.6%	18.3%	11.7%	15.5%	56.9%
Organized excursions	21.7%	12.8%	11.0%	18.2%	37.1%
Taxi, transfer, chauffeur service	73.4%	16.5%	67.0%	55.5%	75.3%
Theme Parks	2.5%	2.1%	3.7%	3.9%	0.0%
Sport activities	15.7%	6.9%	5.3%	3.4%	0.0%
Museums	8.2%	0.0%	2.1%	0.5%	6.4%
Flights between islands	3.9%	6.1%	2.3%	3.4%	0.0%

Activities in the Canary Islands

Outdoor time per day	LZ	FUE	GC	TFE	LP
0 hours	3.5%	11.8%	4.4%	4.4%	0.0%
1 - 2 hours	10.6%	16.4%	11.5%	11.1%	21.5%
3 - 6 hours	43.9%	29.8%	33.6%	30.0%	36.4%
7 - 12 hours	38.4%	36.2%	41.9%	47.1%	36.6%
More than 12 hours	3.6%	5.9%	8.7%	7.4%	5.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

■ 0 hours ■ More than 1 hour ■ More than 3 hours ■ More than 7 hours ■ More than 12 hours



Activities in the Canary Islands	LZ	FUE	GC	TFE	LP
Walk, wander	75.9%	63.1%	78.9%	77.5%	59.1%
Swimming pool, hotel facilities	77.1%	70.7%	74.3%	69.4%	68.6%
Beach	68.5%	76.6%	70.3%	59.1%	31.3%
Explore the island on their own	47.1%	29.0%	34.1%	36.9%	58.5%
Taste Canarian gastronomy	19.2%	11.9%	21.9%	17.5%	34.9%
Wineries / markets / popular festivals	22.2%	14.6%	19.6%	11.7%	13.9%
Sport activities	22.6%	39.3%	12.0%	11.7%	24.9%
Organized excursions	23.1%	10.6%	10.0%	19.0%	26.0%
Nightlife / concerts / shows	9.8%	0.3%	13.3%	6.5%	7.1%
Nature activities	12.9%	13.2%	6.2%	13.7%	36.3%
Theme parks	4.1%	3.3%	7.1%	10.5%	0.0%
Sea excursions / whale watching	0.0%	5.0%	5.2%	5.8%	3.6%
Museums / exhibitions	13.3%	1.1%	4.4%	4.4%	14.5%
Activities at sea	6.9%	5.7%	4.5%	3.9%	1.8%
Beauty and health treatments	2.7%	7.4%	4.1%	3.2%	11.2%
Astronomical observation	1.6%	0.6%	0.6%	0.9%	13.2%

* Multi-choice question

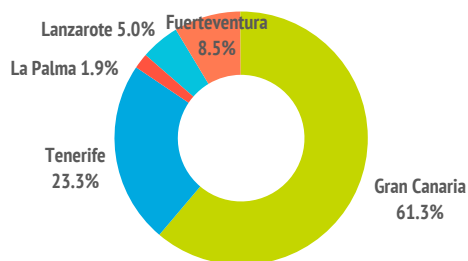
CANARY ISLANDS



TOURIST PROFILE BY ISLAND OF STAY (2018)

SWEDEN

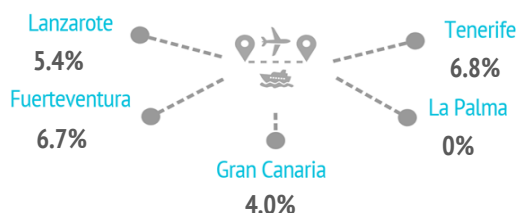
Which island do they choose?



How many islands do they visit during their trip?

	LZ	FUE	GC	TFE	LP
One island	94.6%	93.3%	96.0%	93.2%	100.0%
Two islands	5.4%	6.7%	3.7%	5.9%	0.0%
Three or more islands	0.0%	0.0%	0.3%	0.9%	0.0%

% TOURISTS VISITING MORE THAN ONE ISLAND



Internet usage during their trip

	LZ	FUE	GC	TFE	LP
Research					
- Tourist package	3.1%	9.3%	7.7%	12.2%	6.1%
- Flights	12.3%	6.2%	7.5%	10.4%	12.7%
- Accommodation	13.3%	11.1%	9.4%	11.7%	10.3%
- Transport	3.6%	8.2%	10.4%	9.2%	12.3%
- Restaurants	14.2%	23.6%	22.4%	23.0%	22.3%
- Excursions	30.7%	11.1%	23.4%	25.9%	32.3%
- Activities	35.0%	28.1%	23.3%	26.9%	44.8%
Book or purchase					
- Tourist package	78.9%	80.7%	60.5%	54.0%	51.9%
- Flights	76.6%	80.2%	79.7%	74.4%	69.4%
- Accommodation	75.8%	78.0%	72.1%	69.9%	71.8%
- Transport	55.8%	73.8%	64.0%	61.6%	68.1%
- Restaurants	16.0%	13.9%	19.9%	22.1%	25.2%
- Excursions	19.9%	11.7%	14.7%	19.8%	16.5%
- Activities	14.3%	15.0%	14.2%	20.7%	10.3%

* Multi-choice question

Internet usage in the Canary Islands	LZ	FUE	GC	TFE	LP
Did not use the Internet	5.8%	2.2%	8.8%	11.2%	13.6%
Used the Internet	94.2%	97.8%	91.2%	88.8%	86.4%
- Own Internet connection	38.4%	21.0%	30.0%	33.8%	29.7%
- Free Wifi connection	50.1%	64.2%	45.8%	37.3%	47.1%
Applications*					
- Search for locations or maps	63.9%	54.2%	52.2%	59.6%	64.4%
- Search for destination info	73.1%	55.0%	49.6%	53.6%	44.6%
- Share pictures or trip videos	51.9%	56.6%	50.9%	50.3%	63.3%
- Download tourist apps	20.8%	17.8%	7.5%	7.9%	0.0%
- Others	30.6%	24.7%	37.8%	31.1%	38.0%

* Multi-choice question

Which is the most visited place in each island?



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

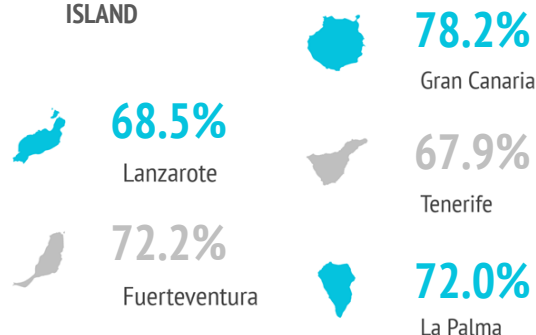
How do they rate the Canary Islands?

Satisfaction (scale 0-10)	LZ	FUE	GC	TFE	LP
Average rating	8.33	8.21	8.28	8.37	8.45
Experience in the Canary Islands					
Worse or much worse than expected	6.2%	4.6%	3.7%	3.5%	0.0%
Lived up to expectations	59.0%	47.5%	58.2%	54.5%	42.5%
Better or much better than expected	34.8%	47.9%	38.1%	42.0%	57.5%
Future intentions (scale 1-10)					
Return to the Canary Islands	8.25	8.33	8.39	8.44	8.47
Recommend visiting the Canary Islands	8.57	8.76	8.56	8.76	8.71

How many are loyal to the Canary Islands?

	LZ	FUE	GC	TFE	LP
Repeat tourists of the island	68.5%	72.2%	78.2%	67.9%	72.0%
At least 10 previous visits	2.6%	1.3%	15.0%	6.0%	1.8%
Repeat tourists	87.1%	84.1%	81.6%	75.7%	98.1%
At least 10 previous visits	18.9%	15.9%	23.0%	19.9%	12.3%

REPEAT TOURIST OF EACH ISLAND



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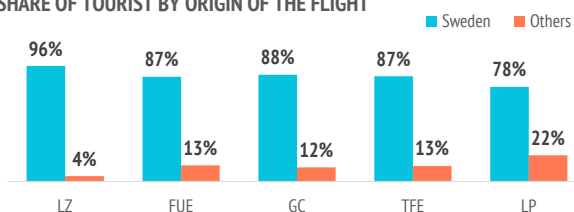
SWEDEN

Where does the flight come from?



	LZ	FUE	GC	TFE	LP
Sweden	95.7%	86.7%	88.4%	87.1%	78.3%
Denmark	0.4%	7.5%	6.5%	9.4%	19.1%
Norway	0.0%	1.0%	2.9%	0.8%	0.0%
Spanish Mainland	1.5%	0.0%	1.1%	0.9%	2.6%
United Kingdom	0.0%	0.0%	0.7%	1.2%	0.0%
Switzerland	0.0%	2.3%	0.3%	0.0%	0.0%
Netherlands	1.3%	0.0%	0.2%	0.0%	0.0%
Poland	0.0%	0.6%	0.0%	0.3%	0.0%
France	0.0%	1.3%	0.0%	0.0%	0.0%
Finland	1.2%	0.6%	0.0%	0.0%	0.0%
Germany	0.0%	0.0%	0.0%	0.2%	0.0%

SHARE OF TOURIST BY ORIGIN OF THE FLIGHT



Who do they come with?



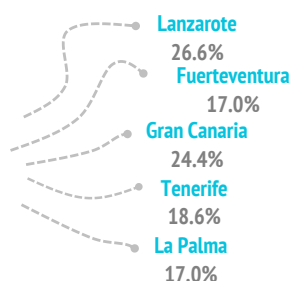
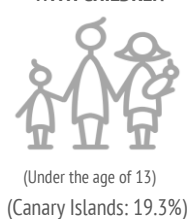
	LZ	FUE	GC	TFE	LP
Unaccompanied	1.1%	2.3%	6.5%	6.5%	6.2%
Only with partner	44.3%	51.5%	45.4%	48.3%	51.8%
Only with children (< 13 years old)	10.6%	4.9%	6.7%	7.0%	2.2%
Partner + children (< 13 years old)	9.0%	7.1%	9.6%	4.5%	7.5%
Other relatives	7.8%	6.2%	6.3%	5.9%	5.4%
Friends	4.2%	3.7%	5.0%	4.1%	0.0%
Work colleagues	0.0%	0.0%	0.1%	0.2%	0.0%
Organized trip	0.0%	0.0%	0.0%	0.0%	2.4%
Other combinations ⁽¹⁾	22.9%	24.4%	20.4%	23.5%	24.5%

(1) Different situations have been isolated

Tourists with children	26.6%	17.0%	24.4%	18.6%	17.0%
- Between 0 and 2 years old	2.1%	0.0%	1.8%	0.8%	0.0%
- Between 3 and 12 years old	22.9%	15.7%	20.0%	16.1%	13.9%
- Between 0-2 and 3-12 years	1.6%	1.3%	2.7%	1.6%	3.1%
Tourists without children	73.4%	83.0%	75.6%	81.4%	83.0%

Group composition:					
- 1 person	3.4%	6.2%	8.7%	13.0%	10.8%
- 2 people	53.0%	56.7%	52.7%	55.1%	53.1%
- 3 people	13.0%	15.2%	9.6%	9.5%	11.7%
- 4 or 5 people	27.5%	17.8%	22.4%	17.3%	18.9%
- 6 or more people	3.1%	4.0%	6.7%	5.1%	5.5%
Average group size:	2.90	2.75	2.85	2.67	2.89

TOURIST TRAVELLING WITH CHILDREN



Who are they?



	LZ	FUE	GC	TFE	LP
Gender					
Men	53.6%	51.8%	46.9%	43.5%	38.9%
Women	46.4%	48.2%	53.1%	56.5%	61.1%
Age					
Average age (tourist > 15 years old)	52.8	52.6	53.5	51.2	54.2
Standard deviation	13.1	13.7	15.4	14.7	12.1
Age range (> 15 years old)					
16 - 24 years old	0.0%	4.8%	4.7%	4.5%	0.0%
25 - 30 years old	6.1%	3.6%	3.4%	5.2%	0.0%
31 - 45 years old	23.2%	15.8%	23.1%	23.6%	26.0%
46 - 60 years old	40.7%	43.4%	31.3%	35.7%	35.2%
Over 60 years old	29.9%	32.5%	37.5%	31.0%	38.7%
Occupation					
Salaried worker	53.6%	50.0%	43.1%	48.8%	44.8%
Self-employed	10.5%	12.1%	9.3%	6.9%	14.4%
Unemployed	0.0%	1.2%	0.3%	1.0%	1.7%
Business owner	14.0%	10.8%	12.6%	17.0%	3.0%
Student	2.0%	2.5%	2.8%	4.9%	2.4%
Retired	19.9%	22.2%	30.8%	20.6%	33.6%
Unpaid domestic work	0.0%	0.0%	0.3%	0.3%	0.0%
Others	0.0%	1.2%	0.8%	0.5%	0.0%
Annual household income level					
Less than €25,000	1.3%	3.0%	8.6%	8.4%	2.7%
€25,000 - €49,999	18.7%	29.6%	39.4%	35.2%	46.6%
€50,000 - €74,999	52.2%	40.9%	32.6%	36.2%	33.5%
More than €74,999	27.9%	26.6%	19.4%	20.3%	17.3%
Education level					
No studies	0.0%	0.0%	1.3%	1.6%	0.0%
Primary education	0.5%	3.0%	4.8%	5.7%	4.2%
Secondary education	29.6%	33.2%	39.4%	34.7%	29.3%
Higher education	69.9%	63.7%	54.5%	58.1%	66.6%



% OF TOURISTS WITH INCOMES OVER €74,999



% OF TOURISTS TRAVELLING ONLY WITH PARTNER



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.