

## Tourist profile by quarter of trip (2017)

### SWEDEN

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



	Q1	Q2	Q3	Q4	Total
Tourist arrivals (FRONTUR) (thousands)	282	70.7	42.0	258	<b>652</b>
Tourist arrivals (> 16 years old) (thousands)	227	53.5	31.1	208	<b>520</b>
Average daily expenditure (€)	146.95	--	--	157.64	<b>148.23</b>
. in their place of residence	109.36	--	--	122.03	<b>111.39</b>
. in the Canary Islands	37.58	--	--	35.61	<b>36.85</b>
Average length of stay	10.16	--	--	8.41	<b>9.50</b>
Turnover per tourist (€)	1,301	--	--	1,258	<b>1,266</b>
Total turnover (€m)	367	--	--	324	<b>826</b>
Tourist arrivals: share by quarter	43.2%	10.8%	6.4%	39.5%	<b>100%</b>
Turnover: share by quarter	44.4%	--	--	39.3%	<b>100%</b>
<u>% tourists who pay in the Canary Islands:</u>					
<b>Accommodation:</b>					
- Accommodation	7.1%	--	--	8.0%	<b>7.9%</b>
- Additional accommodation expenses	1.5%	--	--	2.3%	<b>1.9%</b>
<b>Transport:</b>					
- Public transport	15.0%	--	--	14.1%	<b>14.3%</b>
- Taxi	18.2%	--	--	18.5%	<b>19.5%</b>
- Car rental	9.6%	--	--	10.0%	<b>9.3%</b>
<b>Food and drink:</b>					
- Food purchases at supermarkets	56.6%	--	--	61.2%	<b>59.3%</b>
- Restaurants	60.2%	--	--	63.3%	<b>61.8%</b>
<b>Souvenirs:</b>					
	42.8%	--	--	42.2%	<b>42.2%</b>
<b>Leisure:</b>					
- Organized excursions	11.0%	--	--	11.5%	<b>11.7%</b>
- Leisure, amusement	4.6%	--	--	5.2%	<b>4.6%</b>
- Trip to other islands	1.1%	--	--	0.8%	<b>1.4%</b>
- Sporting activities	4.2%	--	--	6.4%	<b>4.8%</b>
- Cultural activities	1.9%	--	--	3.1%	<b>2.3%</b>
- Discos and disco-pubs	3.4%	--	--	3.2%	<b>3.5%</b>
<b>Others:</b>					
- Wellness	5.1%	--	--	3.5%	<b>4.4%</b>
- Medical expenses	1.8%	--	--	3.2%	<b>2.3%</b>
- Other expenses	9.2%	--	--	8.6%	<b>9.4%</b>

2017



**+8%**  
TOURISTS  
652,344



**+1%**  
TRAVEL EXPENSES  
€1,266



**+9%**  
TURNOVER  
€826 MILL

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



	Q1	Q2	Q3	Q4	Total
Flight only	5.3%	--	--	5.0%	<b>6.8%</b>
Flight and accommodation (room only)	32.5%	--	--	32.7%	<b>32.7%</b>
Flight and accommodation (B&B)	17.2%	--	--	14.7%	<b>15.7%</b>
Flight and accommodation (half board)	12.8%	--	--	13.2%	<b>12.6%</b>
Flight and accommodation (full board)	3.4%	--	--	2.7%	<b>3.1%</b>
Flight and accommodation (all inclusive)	28.9%	--	--	31.7%	<b>29.2%</b>
<u>% Tourists using low-cost airlines</u>	21.0%	--	--	27.5%	<b>24.7%</b>
<u>Other expenses in their place of residence:</u>					
- Car rental	4.9%	--	--	5.5%	<b>5.3%</b>
- Sporting activities	4.4%	--	--	2.5%	<b>3.1%</b>
- Excursions	3.0%	--	--	2.8%	<b>3.4%</b>
- Trip to other islands	0.6%	--	--	0.1%	<b>0.3%</b>

#### How do they book?



	Q1	Q2	Q3	Q4	Total
<b>Accommodation booking</b>					
<b>Tour Operator</b>	75.6%	--	--	64.5%	<b>69.4%</b>
- Tour Operator's website	88.5%	--	--	91.2%	<b>89.4%</b>
<b>Accommodation</b>	9.6%	--	--	12.1%	<b>10.8%</b>
- Accommodation's website	80.1%	--	--	86.8%	<b>83.6%</b>
<b>Travel agency (High street)</b>	3.9%	--	--	5.8%	<b>5.2%</b>
<b>Online Travel Agency (OTA)</b>	7.3%	--	--	14.2%	<b>10.0%</b>
<b>No need to book accommodation</b>	3.6%	--	--	3.3%	<b>4.5%</b>
<b>Flight booking</b>					
<b>Tour Operator</b>	80.0%	--	--	69.3%	<b>73.7%</b>
- Tour Operator's website	86.7%	--	--	90.3%	<b>87.9%</b>
<b>Airline</b>	11.2%	--	--	16.6%	<b>14.7%</b>
- Airline's website	98.2%	--	--	99.2%	<b>98.0%</b>
<b>Travel agency (High street)</b>	3.8%	--	--	5.6%	<b>4.7%</b>
<b>Online Travel Agency (OTA)</b>	5.0%	--	--	8.5%	<b>6.9%</b>

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



	Q1	Q2	Q3	Q4	Total
The same day they leave	0.5%	--	--	0.3%	0.4%
Between 2 and 7 days	6.6%	--	--	5.5%	6.6%
Between 8 and 15 days	5.4%	--	--	6.2%	6.3%
Between 16 and 30 days	9.5%	--	--	12.3%	11.0%
Between 31 and 90 days	43.2%	--	--	41.1%	41.6%
More than 90 days	34.7%	--	--	34.6%	34.1%

#### Who are they?



	Q1	Q2	Q3	Q4	Total
<b>Gender</b>					
Men	45.6%	--	--	45.0%	<b>46.0%</b>
Women	54.4%	--	--	55.0%	<b>54.0%</b>
<b>Age</b>					
Average age (tourists > 16 years old)	53.0	--	--	52.2	<b>52.1</b>
Standard deviation	14.8	--	--	14.4	<b>15.1</b>
<u>Age range (&gt; 16 years old)</u>					
16-24 years old	3.1%	--	--	4.3%	<b>4.5%</b>
25-30 years old	5.3%	--	--	4.4%	<b>5.9%</b>
31-45 years old	24.5%	--	--	25.2%	<b>24.0%</b>
46-60 years old	30.1%	--	--	34.9%	<b>31.0%</b>
Over 60 years old	36.9%	--	--	31.3%	<b>34.6%</b>
<b>Occupation</b>					
Business owner or self-employed	14.8%	--	--	15.4%	<b>15.1%</b>
Upper/Middle management employee	38.6%	--	--	36.6%	<b>36.6%</b>
Auxiliary level employee	15.8%	--	--	18.8%	<b>17.7%</b>
Students	2.7%	--	--	2.2%	<b>2.8%</b>
Retired	27.0%	--	--	26.3%	<b>26.8%</b>
Unemployed / unpaid dom. work	1.2%	--	--	0.7%	<b>1.0%</b>
<u>Annual household income level</u>					
€12,000 - €24,000	8.4%	--	--	8.0%	<b>8.7%</b>
€24,001 - €36,000	16.4%	--	--	15.6%	<b>16.6%</b>
€36,001 - €48,000	16.1%	--	--	16.1%	<b>16.8%</b>
€48,001 - €60,000	18.2%	--	--	18.0%	<b>16.9%</b>
€60,001 - €72,000	13.9%	--	--	13.8%	<b>13.9%</b>
€72,001 - €84,000	10.0%	--	--	8.8%	<b>8.9%</b>
More than €84,000	16.9%	--	--	19.7%	<b>18.2%</b>

## Tourist profile by quarter of trip (2017)

### SWEDEN

#### Which island do they choose?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	10,864	--	--	8,431	<b>21,761</b>
- Fuerteventura	19,233	--	--	15,162	<b>40,732</b>
- Gran Canaria	137,207	--	--	127,103	<b>325,163</b>
- Tenerife	59,729	--	--	52,857	<b>127,022</b>
- La Palma	0	--	--	2,716	<b>2,716</b>

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	4.8%	--	--	4.1%	<b>4.2%</b>
- Fuerteventura	8.5%	--	--	7.4%	<b>7.9%</b>
- Gran Canaria	60.4%	--	--	61.6%	<b>62.8%</b>
- Tenerife	26.3%	--	--	25.6%	<b>24.6%</b>
- La Palma	0.0%	--	--	1.3%	<b>0.5%</b>

#### Where do they stay?

	Q1	Q2	Q3	Q4	Total
5* Hotel	3.0%	--	--	5.2%	<b>3.9%</b>
4* Hotel	33.4%	--	--	30.2%	<b>32.0%</b>
1-2-3* Hotel	19.8%	--	--	20.1%	<b>18.7%</b>
Apartment	40.5%	--	--	40.1%	<b>40.2%</b>
Property (privately-owned, friends, family)	2.3%	--	--	1.8%	<b>3.0%</b>
Others	0.9%	--	--	2.7%	<b>2.3%</b>

#### Why do they choose the Canary Islands?

Aspects influencing the choice	Q1	Q2	Q3	Q4	Total
Climate/sun	95.2%	--	--	95.2%	<b>95.3%</b>
Tranquility/rest/relaxation	55.7%	--	--	54.1%	<b>55.1%</b>
Beaches	33.0%	--	--	45.3%	<b>39.3%</b>
Price	14.3%	--	--	11.7%	<b>13.1%</b>
Suitable destination for children	11.3%	--	--	9.5%	<b>10.3%</b>
Security	11.0%	--	--	9.8%	<b>10.2%</b>
Scenery	7.3%	--	--	9.9%	<b>9.2%</b>
Visiting new places	8.5%	--	--	8.4%	<b>9.0%</b>
Active tourism	7.4%	--	--	4.7%	<b>6.1%</b>
Ease of travel	5.5%	--	--	6.2%	<b>5.4%</b>
Quality of the environment	5.5%	--	--	4.7%	<b>4.9%</b>
Shopping	4.3%	--	--	1.9%	<b>3.6%</b>
Nightlife/fun	2.1%	--	--	1.8%	<b>1.8%</b>
Golf	2.3%	--	--	1.2%	<b>1.7%</b>
Culture	1.5%	--	--	1.4%	<b>1.5%</b>
Nautical activities	0.8%	--	--	1.6%	<b>1.2%</b>

\* Multi-choice question

#### Who do they come with?

	Q1	Q2	Q3	Q4	Total
Unaccompanied	5.1%	--	--	3.9%	<b>5.1%</b>
Only with partner	46.6%	--	--	35.7%	<b>42.6%</b>
Only with children (under the age of 13)	2.1%	--	--	2.5%	<b>2.0%</b>
Partner + children (under the age of 13)	11.2%	--	--	13.3%	<b>11.6%</b>
Other relatives	6.7%	--	--	8.3%	<b>7.4%</b>
Friends	4.3%	--	--	5.0%	<b>5.0%</b>
Work colleagues	0.0%	--	--	0.2%	<b>0.1%</b>
Other combinations <sup>(1)</sup>	24.2%	--	--	31.2%	<b>26.1%</b>

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

#### How do they rate the Canary Islands?

Impression of their stay	Q1	Q2	Q3	Q4	Total
Good or very good (% tourists)	92.1%	--	--	93.9%	<b>93.0%</b>
Average rating (scale 1-10)	8.84	--	--	8.96	<b>8.91</b>

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

Repeat tourists	Q1	Q2	Q3	Q4	Total
At least 1 previous visit	90.1%	--	--	85.7%	<b>87.2%</b>
At least 10 previous visits	18.1%	--	--	18.7%	<b>18.6%</b>

#### Where does the flight come from?

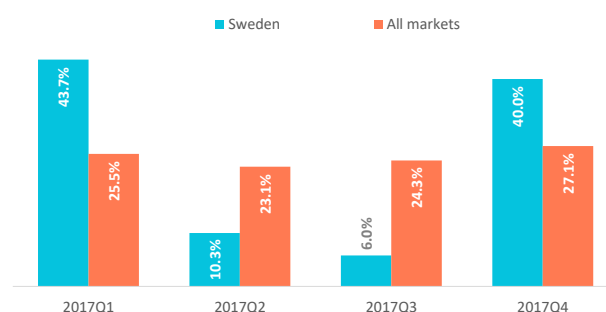
Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
Sweden	87.0%	--	--	82.8%	<b>83.6%</b>
Denmark	6.4%	--	--	9.6%	<b>9.0%</b>
Norway	2.7%	--	--	3.4%	<b>2.8%</b>
Spanish Mainland	1.9%	--	--	1.1%	<b>1.4%</b>
United Kingdom	0.7%	--	--	1.4%	<b>1.4%</b>
Germany	0.6%	--	--	0.1%	<b>0.6%</b>
Finland	0.0%	--	--	1.1%	<b>0.5%</b>
France	0.0%	--	--	0.0%	<b>0.1%</b>
Switzerland	0.1%	--	--	0.0%	<b>0.1%</b>
Others	0.5%	--	--	0.3%	<b>0.6%</b>

#### What did motivate them to come?

Prescription sources	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	81.8%	--	--	76.0%	<b>77.8%</b>
Recommendation by friends/relatives	30.0%	--	--	33.2%	<b>32.3%</b>
The Canary Islands television channel	0.9%	--	--	0.2%	<b>0.5%</b>
Other television or radio channels	0.1%	--	--	0.2%	<b>0.1%</b>
Information in press/magazines/books	4.2%	--	--	4.6%	<b>4.2%</b>
Attendance at a tourism fair	0.6%	--	--	0.2%	<b>0.4%</b>
Tour Operator's brochure or catalogue	8.2%	--	--	7.4%	<b>8.1%</b>
Recommendation by Travel Agency	5.8%	--	--	3.7%	<b>4.8%</b>
Information obtained via the Internet	22.8%	--	--	30.4%	<b>25.9%</b>
Senior Tourism programme	0.1%	--	--	0.7%	<b>0.3%</b>
Others	5.4%	--	--	5.4%	<b>5.6%</b>

\* Multi-choice question

#### Share of tourist arrivals by quarters



Tourists over 16 years old.

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.