

# TOURIST PROFILE BY QUARTER OF TRIP (2018)

## SWEDEN

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



	2018Q1	2018Q2	2018Q3	2018Q4	2018
<b>TOURISTS</b>					
<b>Tourist arrivals (FRONTUR) (*)</b>	<b>284.2</b>	<b>62.2</b>	<b>37.5</b>	<b>216.5</b>	<b>600.3</b>
<b>Tourist arrivals &gt; 15 years old (EGT) (*)</b>	<b>235.2</b>	<b>48.7</b>	<b>31.3</b>	<b>179.3</b>	<b>494.4</b>
- book holiday package (*)	179.1	--	--	135.7	375.0
- do not book holiday package (*)	56.0	--	--	43.6	119.4
- % tourists who book holiday package	76.2%	--	--	75.7%	75.8%

(\*) Thousand of tourists

RANKING POSITION BY  
NUMBER OF TOURISTS

RANKING POSITION BY  
TURNOVER



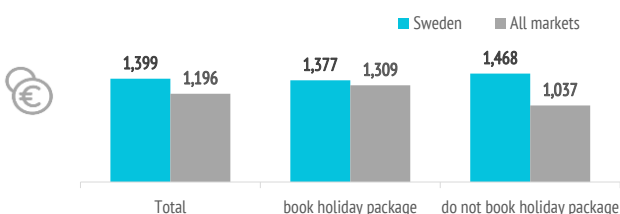
61% of Swedish  
travel to Gran  
Canaria.

	2018Q1	2018Q2	2018Q3	2018Q4	2018
<b>Expenditure per tourist (€)</b>	<b>1,404</b>	--	--	<b>1,440</b>	<b>1,399</b>
- book holiday package	1,312	--	--	1,493	1,377
- holiday package	1,083	--	--	1,212	1,124
- others	229	--	--	281	253
- do not book holiday package	1,699	--	--	1,273	1,468
- flight	544	--	--	404	469
- accommodation	619	--	--	416	521
- others	537	--	--	453	478
<b>Average length of stay</b>	<b>11.19</b>	--	--	<b>8.96</b>	<b>10.01</b>
- book holiday package	8.84	--	--	8.54	8.67
- do not book holiday package	18.69	--	--	10.26	14.21
<b>Average daily expenditure (€)</b>	<b>145.9</b>	--	--	<b>176.6</b>	<b>159.2</b>
- book holiday package	158.0	--	--	185.3	168.8
- do not book holiday package	107.1	--	--	149.7	129.1
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>330</b>	--	--	<b>258</b>	<b>692</b>
- book holiday package	235	--	--	203	516
- do not book holiday package	95	--	--	55	175

### AVERAGE LENGTH OF STAY (nights)



### EXPENDITURE PER TOURIST (€)



### Importance of each factor in the destination choice



	2018Q1	2018Q2	2018Q3	2018Q4	2018
Climate	89.7%	--	--	90.4%	89.6%
Sea	45.2%	--	--	49.6%	47.9%
Safety	41.5%	--	--	41.4%	40.8%
Tranquility	38.9%	--	--	39.7%	39.5%
Beaches	36.4%	--	--	38.5%	38.0%
Effortless trip	32.2%	--	--	29.7%	30.8%
European belonging	29.8%	--	--	29.8%	28.7%
Environment	31.5%	--	--	24.6%	28.6%
Accommodation supply	30.9%	--	--	26.3%	28.4%
Price	28.4%	--	--	24.8%	27.2%
Gastronomy	22.5%	--	--	17.8%	21.0%
Landscapes	17.7%	--	--	18.3%	17.8%
Authenticity	11.4%	--	--	13.9%	12.5%
Fun possibilities	10.1%	--	--	11.7%	11.1%
Hiking trail network	8.4%	--	--	6.2%	7.3%
Exoticism	4.6%	--	--	4.7%	4.9%
Historical heritage	4.7%	--	--	3.7%	3.9%
Shopping	3.0%	--	--	3.0%	3.4%
Culture	4.2%	--	--	2.7%	3.4%
Nightlife	2.6%	--	--	2.2%	2.9%

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?



	2018Q1	2018Q2	2018Q3	2018Q4	2018
Rest	49.1%	--	--	44.7%	46.7%
Enjoy family time	34.5%	--	--	42.1%	38.3%
Have fun	2.6%	--	--	3.2%	3.5%
Explore the destination	7.5%	--	--	7.2%	6.7%
Practice their hobbies	1.2%	--	--	1.6%	1.6%
Other reasons	5.1%	--	--	1.2%	3.3%

### ENJOY FAMILY TIME



Sweden 38.3%

All markets 14.7%

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



	2018Q1	2018Q2	2018Q3	2018Q4	2018
The same day	0.5%	--	--	0.5%	0.5%
Between 1 and 30 days	24.7%	--	--	22.7%	24.1%
Between 1 and 2 months	23.2%	--	--	20.9%	22.9%
Between 3 and 6 months	35.3%	--	--	31.7%	33.8%
More than 6 months	16.3%	--	--	24.2%	18.7%

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.

# TOURIST PROFILE BY QUARTER OF TRIP (2018)

## SWEDEN



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

	2018Q1	2018Q2	2018Q3	2018Q4	2018
Previous visits to the Canary Islands	57.6%	--	--	62.3%	<b>59.6%</b>
Friends or relatives	19.5%	--	--	20.1%	<b>20.2%</b>
Internet or social media	51.5%	--	--	46.4%	<b>49.4%</b>
Mass Media	1.9%	--	--	1.4%	<b>1.6%</b>
Travel guides and magazines	5.9%	--	--	4.9%	<b>5.4%</b>
Travel Blogs or Forums	3.2%	--	--	2.6%	<b>2.8%</b>
Travel TV Channels	0.0%	--	--	0.5%	<b>0.2%</b>
Tour Operator or Travel Agency	14.8%	--	--	16.8%	<b>15.3%</b>
Public administrations or similar	0.5%	--	--	0.4%	<b>0.4%</b>
Others	2.9%	--	--	2.0%	<b>2.4%</b>

\* Multi-choice question

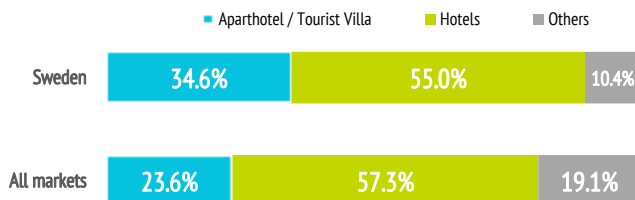
### With whom did they book their flight and accommodation?

	2018Q1	2018Q2	2018Q3	2018Q4	2018
<b>Flight</b>					
- Directly with the airline	32.3%	--	--	33.2%	<b>32.3%</b>
- Tour Operator or Travel Agency	67.7%	--	--	66.8%	<b>67.7%</b>
<b>Accommodation</b>					
- Directly with the accommodation	24.6%	--	--	25.4%	<b>25.5%</b>
- Tour Operator or Travel Agency	75.4%	--	--	74.6%	<b>74.5%</b>

### Where do they stay?

	2018Q1	2018Q2	2018Q3	2018Q4	2018
1-2-3* Hotel	17.9%	--	--	14.7%	<b>17.4%</b>
4* Hotel	35.8%	--	--	36.6%	<b>34.4%</b>
5* Hotel / 5* Luxury Hotel	2.2%	--	--	4.2%	<b>3.2%</b>
Aparthotel / Tourist Villa	33.2%	--	--	33.9%	<b>34.6%</b>
House/room rented in a private dwelling	2.6%	--	--	2.8%	<b>2.8%</b>
Private accommodation <sup>(1)</sup>	5.2%	--	--	3.6%	<b>4.3%</b>
Others (Cottage, cruise, camping,...)	2.9%	--	--	4.2%	<b>3.2%</b>

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



### What do they book?

	2018Q1	2018Q2	2018Q3	2018Q4	2018
Room only	33.3%	--	--	38.2%	<b>35.9%</b>
Bed and Breakfast	17.6%	--	--	15.9%	<b>17.3%</b>
Half board	13.1%	--	--	13.6%	<b>13.4%</b>
Full board	1.6%	--	--	2.4%	<b>2.1%</b>
All inclusive	34.4%	--	--	30.0%	<b>31.3%</b>

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

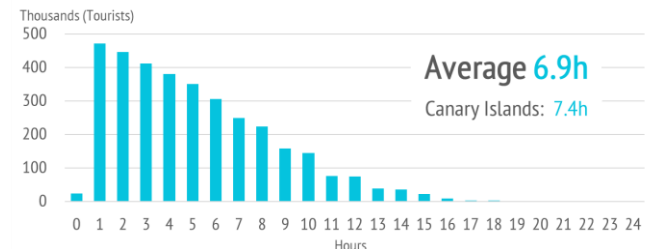
### Other expenses

	2018Q1	2018Q2	2018Q3	2018Q4	TOTAL
Restaurants or cafes	67.6%	--	--	64.4%	<b>66.9%</b>
Supermarkets	58.9%	--	--	61.3%	<b>60.3%</b>
Car rental	15.0%	--	--	15.7%	<b>14.5%</b>
Organized excursions	13.3%	--	--	14.4%	<b>13.9%</b>
Taxi, transfer, chauffeur service	61.2%	--	--	57.3%	<b>60.4%</b>
Theme Parks	3.1%	--	--	4.4%	<b>3.4%</b>
Sport activities	5.5%	--	--	4.5%	<b>5.5%</b>
Museums	1.8%	--	--	2.1%	<b>1.9%</b>
Flights between islands	2.3%	--	--	3.7%	<b>2.9%</b>

### Activities in the Canary Islands

Outdoor time per day	2018Q1	2018Q2	2018Q3	2018Q4	2018
0 hours	4.9%	--	--	5.2%	<b>4.9%</b>
1 - 2 hours	12.2%	--	--	12.5%	<b>11.9%</b>
3 - 6 hours	35.2%	--	--	32.5%	<b>33.0%</b>
7 - 12 hours	41.9%	--	--	40.7%	<b>42.4%</b>
More than 12 hours	5.7%	--	--	9.1%	<b>7.8%</b>

### TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	2018Q1	2018Q2	2018Q3	2018Q4	2018
Walk, wander	77.5%	82.8%	69.1%	75.5%	<b>76.8%</b>
Swimming pool, hotel facilities	73.0%	81.5%	73.3%	70.4%	<b>72.9%</b>
Beach	65.7%	69.1%	73.7%	68.0%	<b>67.3%</b>
Explore the island on their own	36.2%	32.5%	45.0%	34.3%	<b>35.7%</b>
Taste Canarian gastronomy	21.9%	17.2%	19.1%	18.6%	<b>20.1%</b>
Wineries/markets/popular festival:	18.4%	14.9%	23.9%	15.5%	<b>17.3%</b>
Sport activities	14.1%	13.7%	21.9%	15.9%	<b>15.2%</b>
Organized excursions	13.8%	12.9%	8.0%	13.1%	<b>13.1%</b>
Nightlife / concerts / shows	10.3%	13.8%	21.7%	7.2%	<b>10.3%</b>
Nature activities	8.9%	8.1%	4.5%	11.5%	<b>9.5%</b>
Theme parks	6.3%	5.1%	7.5%	9.1%	<b>7.3%</b>
Sea excursions / whale watching	3.8%	6.8%	7.7%	5.5%	<b>5.0%</b>
Museums / exhibitions	5.0%	1.3%	5.2%	5.2%	<b>4.7%</b>
Activities at sea	3.7%	6.6%	7.3%	4.6%	<b>4.5%</b>
Beauty and health treatments	3.6%	3.8%	4.6%	5.1%	<b>4.2%</b>
Astronomical observation	0.9%	1.5%	0.5%	0.9%	<b>0.9%</b>

\* Multi-choice question



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## SWEDEN



### Which island do they choose?

Tourists (> 15 years old)	2018Q1	2018Q2	2018Q3	2018Q4	2018
Lanzarote	14,771	--	--	7,866	<b>24,574</b>
Fuerteventura	16,197	--	--	19,855	<b>41,887</b>
Gran Canaria	141,338	--	--	102,775	<b>301,652</b>
Tenerife	56,579	--	--	43,598	<b>114,518</b>
La Palma	5,247	--	--	4,101	<b>9,579</b>

Share by islands	2018Q1	2018Q2	2018Q3	2018Q4	2018
Lanzarote	6.3%	--	--	4.4%	<b>5.0%</b>
Fuerteventura	6.9%	--	--	11.1%	<b>8.5%</b>
Gran Canaria	60.4%	--	--	57.7%	<b>61.3%</b>
Tenerife	24.2%	--	--	24.5%	<b>23.3%</b>
La Palma	2.2%	--	--	2.3%	<b>1.9%</b>

### How many islands do they visit during their trip?

	2018Q1	2018Q2	2018Q3	2018Q4	2018
One island	95.8%	--	--	94.7%	<b>95.0%</b>
Two islands	4.0%	--	--	4.8%	<b>4.5%</b>
Three or more islands	0.2%	--	--	0.5%	<b>0.5%</b>

### MOST VISITED PLACES IN EACH ISLAND



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

### Internet usage during their trip

	2018Q1	2018Q2	2018Q3	2018Q4	2018
<b>Research</b>					
- Tourist package	8.4%	--	--	9.0%	<b>8.4%</b>
- Flights	8.0%	--	--	8.8%	<b>8.5%</b>
- Accommodation	10.8%	--	--	9.9%	<b>10.4%</b>
- Transport	9.6%	--	--	8.8%	<b>9.6%</b>
- Restaurants	21.3%	--	--	21.2%	<b>22.3%</b>
- Excursions	23.1%	--	--	23.7%	<b>23.5%</b>
- Activities	25.1%	--	--	28.4%	<b>25.7%</b>
<b>Book or purchase</b>					
- Tourist package	61.0%	--	--	63.3%	<b>62.0%</b>
- Flights	76.4%	--	--	80.2%	<b>77.9%</b>
- Accommodation	70.2%	--	--	74.9%	<b>72.0%</b>
- Transport	61.5%	--	--	66.8%	<b>63.8%</b>
- Restaurants	18.4%	--	--	23.5%	<b>19.8%</b>
- Excursions	15.4%	--	--	19.0%	<b>16.0%</b>
- Activities	14.8%	--	--	16.9%	<b>15.6%</b>

\* Multi-choice question

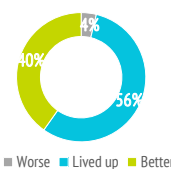
### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2018Q1	2018Q2	2018Q3	2018Q4	2018
Average rating	8.31	--	--	8.28	<b>8.30</b>
<b>Experience in the Canary Islands</b>					
Worse or much worse than expected	3.2%	--	--	2.8%	<b>3.8%</b>
Lived up to expectations	55.2%	--	--	57.7%	<b>56.0%</b>
Better or much better than expected	41.6%	--	--	39.5%	<b>40.2%</b>

Internet usage in the Canary Islands	2018Q1	2018Q2	2018Q3	2018Q4	2018
<b>Did not use the Internet</b>	<b>10.7%</b>	--	--	<b>6.8%</b>	<b>8.8%</b>
<b>Used the Internet</b>	<b>89.3%</b>	--	--	<b>93.2%</b>	<b>91.2%</b>
- Own Internet connection	30.9%	--	--	28.6%	<b>30.6%</b>
- Free Wifi connection	44.4%	--	--	48.6%	<b>45.6%</b>
<b>Applications*</b>					
- Search for locations or maps	53.4%	--	--	58.8%	<b>55.0%</b>
- Search for destination info	51.7%	--	--	55.1%	<b>52.2%</b>
- Share pictures or trip videos	50.7%	--	--	50.4%	<b>51.6%</b>
- Download tourist apps	9.0%	--	--	9.5%	<b>9.1%</b>
- Others	34.6%	--	--	32.1%	<b>34.6%</b>

\* Multi-choice question

Future intentions (scale 1-10)	2018Q1	2018Q2	2018Q3	2018Q4	2018
Return to the Canary Islands	8.37	--	--	8.51	<b>8.39</b>
Recommend visiting the Canary Islands	8.60	--	--	8.71	<b>8.63</b>



8.39/10

Experience in the Canary Islands



8.63/10

Recommend visiting to the Canary Islands

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

(Canary Islands: 44.7%)



Images: Freepik.com

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

	2018Q1	2018Q2	2018Q3	2018Q4	2018
<b>Repeat tourists</b>	<b>81.8%</b>	--	--	<b>81.7%</b>	<b>81.0%</b>
Repeat tourists (last 5 years)	69.9%	--	--	76.5%	<b>71.9%</b>
Repeat tourists (last 5 years)(5 or more visits)	21.6%	--	--	20.8%	<b>21.3%</b>
<b>At least 10 previous visits</b>	<b>24.2%</b>	--	--	<b>16.9%</b>	<b>21.2%</b>

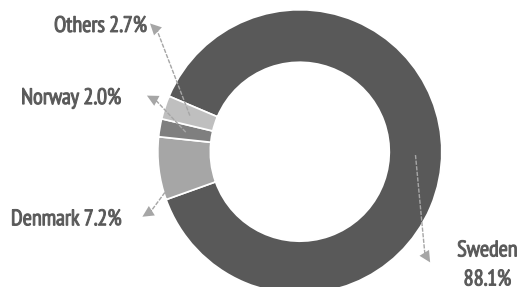
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## SWEDEN

### Where does the flight come from?



	2018Q1	2018Q2	2018Q3	2018Q4	2018
Sweden	90.3%	--	--	88.8%	<b>88.1%</b>
Denmark	5.6%	--	--	7.4%	<b>7.2%</b>
Norway	2.3%	--	--	1.4%	<b>2.0%</b>
Others	1.7%	--	--	2.4%	<b>2.7%</b>



### Who do they come with?



	2018Q1	2018Q2	2018Q3	2018Q4	2018
Unaccompanied	4.1%	--	--	6.2%	<b>5.8%</b>
Only with partner	53.8%	--	--	40.5%	<b>46.8%</b>
Only with children (< 13 years old)	5.5%	--	--	8.1%	<b>6.7%</b>
Partner + children (< 13 years old)	5.8%	--	--	10.4%	<b>8.1%</b>
Other relatives	5.4%	--	--	7.6%	<b>6.3%</b>
Friends	5.9%	--	--	2.0%	<b>4.5%</b>
Work colleagues	0.2%	--	--	0.0%	<b>0.1%</b>
Organized trip	0.0%	--	--	0.0%	<b>0.0%</b>
Other combinations <sup>(1)</sup>	19.2%	--	--	25.2%	<b>21.6%</b>

(1) Different situations have been isolated

<b>Tourists with children</b>	<b>18.2%</b>	--	--	<b>27.1%</b>	<b>22.4%</b>
- Between 0 and 2 years old	1.3%	--	--	1.3%	1.4%
- Between 3 and 12 years old	14.9%	--	--	23.3%	18.7%
- Between 0 -2 and 3-12 years	2.0%	--	--	2.6%	2.2%
<b>Tourists without children</b>	<b>81.8%</b>	--	--	<b>72.9%</b>	<b>77.6%</b>
<b>Group composition:</b>					
- 1 person	7.2%	--	--	9.5%	<b>9.2%</b>
- 2 people	61.3%	--	--	44.8%	<b>53.7%</b>
- 3 people	6.9%	--	--	14.5%	<b>10.2%</b>
- 4 or 5 people	19.2%	--	--	23.0%	<b>20.9%</b>
- 6 or more people	5.4%	--	--	8.2%	<b>5.9%</b>
<b>Average group size:</b>	<b>2.68</b>	--	--	<b>3.07</b>	<b>2.80</b>



22.4% of Swedish travel with children.

(under the age of 13)

### Who are they?



	2018Q1	2018Q2	2018Q3	2018Q4	2018
<b>Gender</b>					
Men	44.7%	--	--	47.9%	<b>46.7%</b>
Women	55.3%	--	--	52.1%	<b>53.3%</b>
<b>Age</b>					
Average age (tourist > 15 years old)	54.6	--	--	52.4	<b>53.0</b>
Standard deviation	14.4	--	--	14.6	<b>15.0</b>
<b>Age range (&gt; 15 years old)</b>					
16 - 24 years old	2.8%	--	--	4.4%	<b>4.3%</b>
25 - 30 years old	2.9%	--	--	2.7%	<b>3.9%</b>
31 - 45 years old	22.2%	--	--	24.2%	<b>22.6%</b>
46 - 60 years old	31.2%	--	--	36.6%	<b>33.8%</b>
Over 60 years old	40.9%	--	--	32.2%	<b>35.4%</b>
<b>Occupation</b>					
Salaried worker	40.8%	--	--	49.3%	<b>45.4%</b>
Self-employed	6.7%	--	--	13.2%	<b>9.2%</b>
Unemployed	0.3%	--	--	0.8%	<b>0.5%</b>
Business owner	15.2%	--	--	11.8%	<b>13.3%</b>
Student	2.3%	--	--	3.0%	<b>3.2%</b>
Retired	33.3%	--	--	21.5%	<b>27.3%</b>
Unpaid domestic work	0.5%	--	--	0.2%	<b>0.3%</b>
Others	0.9%	--	--	0.3%	<b>0.7%</b>
<b>Annual household income level</b>					
Less than €25,000	7.4%	--	--	7.4%	<b>7.6%</b>
€25,000 - €49,999	35.5%	--	--	36.5%	<b>36.9%</b>
€50,000 - €74,999	38.9%	--	--	30.2%	<b>35.0%</b>
More than €74,999	18.2%	--	--	26.0%	<b>20.5%</b>
<b>Education level</b>					
No studies	1.5%	--	--	0.7%	<b>1.2%</b>
Primary education	4.2%	--	--	5.4%	<b>4.6%</b>
Secondary education	38.1%	--	--	34.5%	<b>37.0%</b>
Higher education	56.3%	--	--	59.5%	<b>57.2%</b>



8 IN 10 TOURISTS ARE REPEATERS

53 YEARS OLD  
AVERAGE AGE

47% ONLY WITH PARTNER



Pictures: Freepik.com