

Tourist profile trend (2016)

Canary Islands: Swedish market



How many are they and how much do they spend?



	2012	2013	2014	2015	2016
Tourist arrivals (> 16 years old)	428,941	499,227	503,030	500,025	508,527
Average daily expenditure (€)	134.02	124.11	129.93	135.84	138.09
- in their place of residence	98.47	90.05	96.30	100.50	104.86
- in the Canary Islands	35.55	34.06	33.63	35.35	33.23
Average length of stay	9.05	9.43	9.50	9.63	10.08
Turnover per tourist (€)	1,116	1,015	1,113	1,196	1,254
Total turnover (> 16 years old) (€m)	479	507	560	598	637
Swedish turnover: year on year change	--	5.9%	10.5%	6.8%	6.6%
Swedish tourist arrivals: year on year change	--	16.4%	0.8%	-0.6%	1.7%

Expenditure in the Canary Islands per tourist and trip (€) (**)

Accommodation (**):	19.70	17.67	23.32	33.21	30.02
- Accommodation	18.38	15.58	19.57	29.89	26.86
- Additional accommodation expenses	1.32	2.09	3.75	3.32	3.16
Transport:	19.83	21.12	17.71	18.72	22.73
- Public transport	4.72	8.16	5.22	4.53	7.88
- Taxi	7.33	7.44	6.01	7.79	6.41
- Car rental	7.79	5.52	6.48	6.39	8.45
Food and drink:	178.39	154.07	189.78	199.72	177.09
- Food purchases at supermarkets	70.53	57.66	85.67	89.40	74.41
- Restaurants	107.85	96.42	104.12	110.33	102.68
Souvenirs:	41.07	41.98	46.37	43.71	41.10
Leisure:	26.68	18.31	20.70	19.68	23.47
- Organized excursions	8.52	9.04	7.94	7.38	8.52
- Leisure, amusement	4.51	1.83	3.71	2.82	2.22
- Trip to other islands	1.18	2.23	0.66	0.54	0.59
- Sporting activities	5.15	2.10	3.70	4.41	4.56
- Cultural activities	1.38	0.00	0.98	2.14	2.74
- Discos and disco-pubs	5.95	3.10	3.72	2.39	4.83
Others:	27.82	21.98	13.91	18.49	11.78
- Wellness	2.97	1.34	2.40	2.00	1.28
- Medical expenses	1.93	0.22	1.57	0.61	2.33
- Other expenses	22.92	20.42	9.94	15.88	8.17

How far in advance do they book their trip?



	2012	2013	2014	2015	2016
The same day they leave	0.6%	1.1%	0.2%	0.4%	0.0%
Between 2 and 7 days	10.5%	13.3%	7.0%	6.8%	6.6%
Between 8 and 15 days	9.5%	12.3%	9.2%	5.7%	8.2%
Between 16 and 30 days	16.0%	13.9%	15.2%	14.3%	13.6%
Between 31 and 90 days	36.3%	30.4%	35.0%	38.3%	35.6%
More than 90 days	27.2%	29.0%	33.5%	34.4%	36.0%

What do they book at their place of residence?



	2012	2013	2014	2015	2016
Flight only	6.6%	13.6%	6.0%	5.4%	6.9%
Flight and accommodation (room only)	38.0%	41.2%	31.0%	31.6%	30.8%
Flight and accommodation (B&B)	16.6%	11.3%	15.9%	17.5%	18.1%
Flight and accommodation (half board)	9.7%	9.2%	10.9%	12.7%	12.8%
Flight and accommodation (full board)	2.6%	1.8%	3.5%	3.0%	3.2%
Flight and accommodation (all inclusive)	26.5%	22.9%	32.7%	29.9%	28.2%
% Tourists using low-cost airlines	16.1%	32.0%	19.3%	15.6%	22.3%
Other expenses in their place of residence:					
- Car rental	4.5%	6.9%	5.1%	5.0%	6.1%
- Sporting activities	2.6%	5.4%	2.6%	2.9%	2.2%
- Excursions	2.4%	1.8%	1.9%	1.9%	1.6%
- Trip to other islands	0.3%	0.0%	0.3%	0.3%	0.1%

(*) Expense is prorated among all the tourists (even those who have not spent in destination).

(**) Accommodation expenses may seem low because most tourists pay the accommodation before traveling.

How do they book?



	2012	2013	2014	2015	2016
Accommodation booking					
Tour Operator	79.0%	54.6%	74.4%	78.5%	70.3%
- Tour Operator's website	81.2%	87.8%	83.1%	85.0%	83.1%
Accommodation	6.4%	10.4%	8.3%	6.9%	11.4%
- Accommodation's website	77.4%	93.9%	80.1%	82.3%	79.0%
Travel agency (High street)	5.6%	11.2%	7.2%	5.4%	4.6%
Online Travel Agency (OTA)	4.7%	13.0%	7.2%	5.8%	8.9%
No need to book accommodation	4.2%	10.8%	2.8%	3.4%	4.9%

	2012	2013	2014	2015	2016
Flight booking					
Tour Operator	81.8%	57.0%	76.0%	79.7%	73.3%
- Tour Operator's website	81.2%	87.0%	84.0%	85.3%	80.5%
Airline	8.9%	24.6%	12.7%	10.2%	14.6%
- Airline's website	95.6%	95.5%	96.6%	94.7%	93.4%
Travel agency (High street)	5.6%	9.7%	6.7%	5.8%	5.9%
Online Travel Agency (OTA)	3.7%	8.7%	4.6%	4.3%	6.3%

Where do they stay?



	2012	2013	2014	2015	2016
5* Hotel	2.9%	4.5%	4.6%	5.1%	2.7%
4* Hotel	31.7%	26.3%	35.1%	33.2%	31.1%
1-2-3* Hotel	17.6%	18.7%	16.9%	18.3%	17.6%
Apartment	43.8%	41.1%	40.2%	40.0%	44.5%
Property (privately-owned, friends, family)	2.9%	5.9%	2.3%	2.2%	3.0%
Others	1.2%	3.5%	0.9%	1.2%	1.0%

Who are they?



	2012	2013	2014	2015	2016
Gender					
Percentage of men	43.7%	41.1%	44.8%	46.5%	47.8%
Percentage of women	56.3%	58.9%	55.2%	53.5%	52.2%

	2012	2013	2014	2015	2016
Age					
Average age (tourists > 16 years old)	48.6	45.6	49.9	51.6	52.3
Standard deviation	15.4	14.1	14.9	15.1	14.7

	2012	2013	2014	2015	2016
Age range (> 16 years old)					
16-24 years old	8.2%	5.4%	7.0%	5.4%	4.7%
25-30 years old	8.1%	15.1%	5.3%	6.5%	4.5%
31-45 years old	23.6%	33.4%	25.6%	21.9%	23.9%
46-60 years old	33.5%	28.5%	33.2%	33.6%	31.7%
Over 60 years old	26.5%	17.5%	28.9%	32.6%	35.1%

	2012	2013	2014	2015	2016
Occupation					
Business owner or self-employed	13.7%	18.8%	13.3%	13.0%	14.3%
Upper/Middle management employee	38.3%	36.2%	39.4%	36.6%	35.7%
Auxiliary level employee	20.4%	20.7%	19.6%	23.2%	18.8%
Students	5.4%	5.5%	4.2%	3.6%	3.2%
Retired	20.2%	17.9%	22.1%	22.7%	27.4%
Unemployed / unpaid dom. work	2.1%	0.9%	1.4%	1.0%	0.6%

	2012	2013	2014	2015	2016
Annual household income level					
€12,000 - €24,000	9.9%	10.8%	9.7%	10.5%	7.9%
€24,001 - €36,000	18.6%	22.2%	17.2%	16.5%	14.7%
€36,001 - €48,000	19.8%	17.2%	17.3%	19.7%	21.7%
€48,001 - €60,000	17.7%	12.9%	16.8%	17.1%	19.0%
€60,001 - €72,000	15.0%	16.0%	13.6%	12.5%	11.5%
€72,001 - €84,000	6.2%	9.9%	9.1%	9.9%	7.9%
More than €84,000	12.8%	11.1%	16.4%	13.7%	17.2%

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Which island do they choose?

Tourists (> 16 years old)	2012	2013	2014	2015	2016
- Lanzarote	23,138	21,598	34,850	29,790	37,564
- Fuerteventura	38,231	3,515	45,374	38,352	27,354
- Gran Canaria	225,626	297,199	272,913	300,002	307,592
- Tenerife	139,573	170,404	147,313	129,956	133,909
- La Palma	527	6,511	245	886	682

Share (%)	2012	2013	2014	2015	2016
- Lanzarote	5.4%	4.3%	7.0%	6.0%	7.4%
- Fuerteventura	9.0%	0.7%	9.1%	7.7%	5.4%
- Gran Canaria	52.8%	59.5%	54.5%	60.1%	60.7%
- Tenerife	32.7%	34.1%	29.4%	26.0%	26.4%
- La Palma	0.1%	1.3%	0.0%	0.2%	0.1%

Who do they come with?

	2012	2013	2014	2015	2016
Unaccompanied	6.6%	13.8%	6.1%	5.9%	7.1%
Only with partner	48.4%	30.8%	43.4%	50.4%	42.4%
Only with children (under the age of 13)	1.1%	1.9%	2.2%	1.2%	2.0%
Partner + children (under the age of 13)	9.4%	13.1%	14.0%	9.9%	10.7%
Other relatives	8.7%	10.9%	6.7%	8.5%	7.5%
Friends	6.8%	5.8%	5.5%	5.1%	5.6%
Work colleagues	0.5%	0.6%	0.2%	0.3%	0.4%
Other combinations ⁽¹⁾	18.5%	23.0%	21.9%	18.7%	24.4%

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

How do they rate the destination?

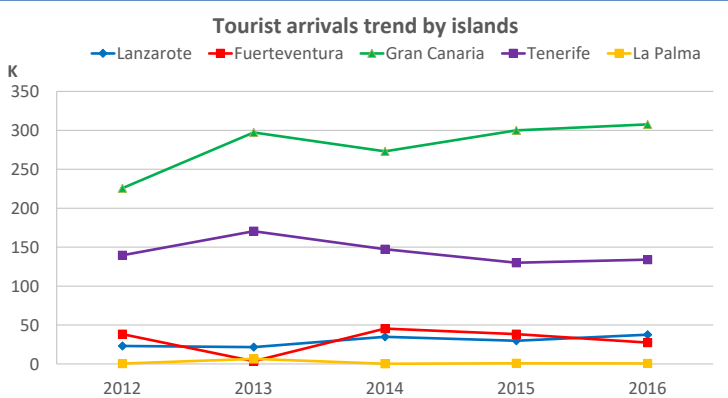
Impression of their stay	2012	2013	2014	2015	2016
Good or very good (% tourists)	91.6%	90.7%	92.7%	90.8%	93.1%
Average rating (scale 1-10)	8.71	8.69	8.76	8.72	8.90

How many are loyal to the destination?

Repeat tourists of the Canary Islands	2012	2013	2014	2015	2016
Repeat tourists	81.7%	81.3%	84.4%	86.2%	84.1%
In love (at least 10 previous visits)	17.6%	16.7%	17.8%	18.8%	14.5%

Where does the flight come from?

Ten main origin countries	2012	2013	2014	2015	2016
Sweden	391,063	313,474	444,362	450,268	415,033
Norway	2,351	16,418	14,134	8,553	30,293
Denmark	25,056	81,013	36,434	34,176	24,924
United Kingdom	1,186	0	2,808	2,054	13,293
Spanish Mainland	5,882	49,106	1,332	2,035	12,296
Germany	2,743	13,205	607	582	7,985
Belgium	0	0	369	273	2,070
Ireland	0	0	0	0	1,193
Switzerland	457	10,706	552	361	856
Italy	0	0	0	0	584



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.

Why do they choose the Canary Islands?

Aspects influencing the choice	2012	2013	2014	2015	2016
Climate/sun	95.3%	90.4%	94.9%	95.1%	95.7%
Tranquillity/rest/relaxation	57.2%	41.0%	52.8%	58.7%	52.3%
Beaches	35.5%	31.7%	38.5%	33.7%	35.4%
Security	3.4%	5.2%	4.2%	7.4%	12.1%
Suitable destination for children	9.2%	13.6%	13.7%	10.8%	10.6%
Visiting new places	11.7%	11.4%	11.8%	11.4%	10.6%
Scenery	8.8%	7.6%	10.1%	8.5%	9.7%
Price	15.5%	15.3%	14.0%	12.6%	9.7%
Ease of travel	5.2%	6.8%	5.5%	5.6%	6.9%
Active tourism	4.4%	4.7%	4.4%	4.9%	6.4%
Quality of the environment	4.7%	3.4%	4.3%	4.7%	5.3%
Shopping	4.0%	4.1%	3.3%	4.1%	4.0%
Culture	1.2%	2.2%	2.3%	2.0%	1.8%
Golf	2.3%	1.0%	2.0%	2.8%	1.8%
Nightlife/fun	3.7%	5.7%	3.4%	2.9%	1.7%
Security against natural catastrophes	0.5%	0.0%	1.2%	1.6%	1.6%

* Multi-choice question

What did motivate them to come?

Aspects motivating the choice	2012	2013	2014	2015	2016
Previous visits to the Canary Islands	74.1%	71.4%	74.2%	77.4%	73.1%
Recommendation by friends or relatives	27.4%	31.7%	28.6%	28.6%	30.0%
The Canary Islands television channel	0.1%	0.0%	0.2%	0.2%	0.3%
Other television or radio channels	0.4%	0.6%	0.4%	0.1%	0.3%
Information in the press/magazines/books	4.1%	3.7%	4.0%	3.2%	3.4%
Attendance at a tourism fair	0.6%	0.6%	0.3%	0.3%	0.1%
Tour Operator's brochure or catalogue	12.9%	5.4%	10.9%	10.6%	9.4%
Recommendation by Travel Agency	6.0%	4.3%	6.2%	5.5%	6.5%
Information obtained via the Internet	29.2%	22.1%	29.1%	28.9%	30.0%
Senior Tourism programme	0.2%	0.0%	0.4%	0.0%	0.0%
Others	7.6%	10.2%	5.6%	5.2%	4.1%

* Multi-choice question

