

Tourist profile trend (2017)

SWEDEN

How many are they and how much do they spend?



	2013	2014	2015	2016	2017
Tourist arrivals (FRONTUR)	573,836	583,308	577,328	606,384	652,344
Tourist arrivals (> 16 years old)	--	503,030	500,025	508,527	519,863
Average daily expenditure (€)	--	129.93	135.84	138.09	148.23
. in their place of residence	--	96.30	100.50	104.86	111.39
. in the Canary Islands	--	33.63	35.35	33.23	36.85
Average length of stay	--	9.50	9.63	10.08	9.50
Turnover per tourist (€)	--	1,113	1,196	1,254	1,266
Total turnover (€m)	--	649	691	760	826
Tourist arrivals: year on year change	--	1.7%	-1.0%	5.0%	7.6%
Turnover: year on year change	--	--	6.3%	10.1%	8.6%
<u>% tourists who pay in the Canary Islands:</u>					
Accommodation:					
- Accommodation	--	7.3%	8.5%	9.5%	7.9%
- Additional accommodation expenses	--	3.0%	2.4%	2.5%	1.9%
Transport:					
- Public transport	--	16.8%	15.5%	19.0%	14.3%
- Taxi	--	19.7%	20.8%	20.8%	19.5%
- Car rental	--	9.7%	9.0%	12.5%	9.3%
Food and drink:					
- Food purchases at supermarkets	--	59.7%	60.0%	63.5%	59.3%
- Restaurants	--	56.3%	56.5%	55.4%	61.8%
Souvenirs:					
	--	49.9%	44.8%	42.3%	42.2%
Leisure:					
- Organized excursions	--	13.2%	11.2%	13.2%	11.7%
- Leisure, amusement	--	6.3%	4.4%	5.4%	4.6%
- Trip to other islands	--	1.2%	1.2%	1.2%	1.4%
- Sporting activities	--	4.8%	5.0%	5.9%	4.8%
- Cultural activities	--	2.7%	2.3%	5.2%	2.3%
- Discos and disco-pubs	--	3.3%	2.4%	3.3%	3.5%
Others:					
- Wellness	--	6.0%	5.1%	4.0%	4.4%
- Medical expenses	--	4.0%	2.4%	3.8%	2.3%
- Other expenses	--	8.4%	11.5%	8.9%	9.4%

2017



What do they book at their place of residence?



	2013	2014	2015	2016	2017
Flight only	--	6.0%	5.4%	6.9%	6.8%
Flight and accommodation (room only)	--	31.0%	31.6%	30.8%	32.7%
Flight and accommodation (B&B)	--	15.9%	17.5%	18.1%	15.7%
Flight and accommodation (half board)	--	10.9%	12.7%	12.8%	12.6%
Flight and accommodation (full board)	--	3.5%	3.0%	3.2%	3.1%
Flight and accommodation (all inclusive)	--	32.7%	29.9%	28.2%	29.2%
<u>% Tourists using low-cost airlines</u>					
	--	19.3%	15.6%	22.3%	24.7%
<u>Other expenses in their place of residence:</u>					
- Car rental	--	5.1%	5.0%	6.1%	5.3%
- Sporting activities	--	2.6%	2.9%	2.2%	3.1%
- Excursions	--	1.9%	1.9%	1.6%	3.4%
- Trip to other islands	--	0.3%	0.3%	0.1%	0.3%

How do they book?



	2013	2014	2015	2016	2017
<u>Accommodation booking</u>					
Tour Operator	--	74.4%	78.5%	70.3%	69.4%
- Tour Operator's website	--	83.1%	85.0%	83.1%	89.4%
Accommodation	--	8.3%	6.9%	11.4%	10.8%
- Accommodation's website	--	80.1%	82.3%	79.0%	83.6%
Travel agency (High street)	--	7.2%	5.4%	4.6%	5.2%
Online Travel Agency (OTA)	--	7.2%	5.8%	8.9%	10.0%
No need to book accommodation	--	2.8%	3.4%	4.9%	4.5%
<u>Flight booking</u>					
Tour Operator	--	76.0%	79.7%	73.3%	73.7%
- Tour Operator's website	--	84.0%	85.3%	80.5%	87.9%
Airline	--	12.7%	10.2%	14.6%	14.7%
- Airline's website	--	96.6%	94.7%	93.4%	98.0%
Travel agency (High street)	--	6.7%	5.8%	5.9%	4.7%
Online Travel Agency (OTA)	--	4.6%	4.3%	6.3%	6.9%

How far in advance do they book their trip?



	2013	2014	2015	2016	2017
The same day they leave	--	0.2%	0.4%	0.0%	0.4%
Between 2 and 7 days	--	7.0%	6.8%	6.6%	6.6%
Between 8 and 15 days	--	9.2%	5.7%	8.2%	6.3%
Between 16 and 30 days	--	15.2%	14.3%	13.6%	11.0%
Between 31 and 90 days	--	35.0%	38.3%	35.6%	41.6%
More than 90 days	--	33.5%	34.4%	36.0%	34.1%

Who are they?



	2013	2014	2015	2016	2017
<u>Gender</u>					
Men	--	44.8%	46.5%	47.8%	46.0%
Women	--	55.2%	53.5%	52.2%	54.0%
<u>Age</u>					
Average age (tourists > 16 years old)	--	49.9	51.6	52.3	52.1
Standard deviation	--	14.9	15.1	14.7	15.1
<u>Age range (> 16 years old)</u>					
16-24 years old	--	7.0%	5.4%	4.7%	4.5%
25-30 years old	--	5.3%	6.5%	4.5%	5.9%
31-45 years old	--	25.6%	21.9%	23.9%	24.0%
46-60 years old	--	33.2%	33.6%	31.7%	31.0%
Over 60 years old	--	28.9%	32.6%	35.1%	34.6%
<u>Occupation</u>					
Business owner or self-employed	--	13.3%	13.0%	14.3%	15.1%
Upper/Middle management employee	--	39.4%	36.6%	35.7%	36.6%
Auxiliary level employee	--	19.6%	23.2%	18.8%	17.7%
Students	--	4.2%	3.6%	3.2%	2.8%
Retired	--	22.1%	22.7%	27.4%	26.8%
Unemployed / unpaid dom. work	--	1.4%	1.0%	0.6%	1.0%
<u>Annual household income level</u>					
€12,000 - €24,000	--	9.7%	10.5%	7.9%	8.7%
€24,001 - €36,000	--	17.2%	16.5%	14.7%	16.6%
€36,001 - €48,000	--	17.3%	19.7%	21.7%	16.8%
€48,001 - €60,000	--	16.8%	17.1%	19.0%	16.9%
€60,001 - €72,000	--	13.6%	12.5%	11.5%	13.9%
€72,001 - €84,000	--	9.1%	9.9%	7.9%	8.9%
More than €84,000	--	16.4%	13.7%	17.2%	18.2%

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Which island do they choose?

Tourists (> 16 years old)	2013	2014	2015	2016	2017
- Lanzarote	--	34,850	29,790	37,564	21,761
- Fuerteventura	--	45,374	38,352	27,354	40,732
- Gran Canaria	--	272,913	300,002	307,592	325,163
- Tenerife	--	147,313	129,956	133,909	127,022
- La Palma	--	245	886	682	2,716

Where do they stay?

	2013	2014	2015	2016	2017
5* Hotel	--	4.6%	5.1%	2.7%	3.9%
4* Hotel	--	35.1%	33.2%	31.1%	32.0%
1-2-3* Hotel	--	16.9%	18.3%	17.6%	18.7%
Apartment	--	40.2%	40.0%	44.5%	40.2%
Property (privately-owned, friends, family)	--	2.3%	2.2%	3.0%	3.0%
Others	--	0.9%	1.2%	1.0%	2.3%

Who do they come with?

	2013	2014	2015	2016	2017
Unaccompanied	--	6.1%	5.9%	7.1%	5.1%
Only with partner	--	43.4%	50.4%	42.4%	42.6%
Only with children (under the age of 13)	--	2.2%	1.2%	2.0%	2.0%
Partner + children (under the age of 13)	--	14.0%	9.9%	10.7%	11.6%
Other relatives	--	6.7%	8.5%	7.5%	7.4%
Friends	--	5.5%	5.1%	5.6%	5.0%
Work colleagues	--	0.2%	0.3%	0.4%	0.1%
Other combinations ⁽¹⁾	--	21.9%	18.7%	24.4%	26.1%

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

How do they rate the Canary Islands?

Impression of their stay	2013	2014	2015	2016	2017
Good or very good (% tourists)	--	92.7%	90.8%	93.1%	93.0%
Average rating (scale 1-10)	--	8.76	8.72	8.90	8.91

How many are loyal to the Canary Islands?

Repeat tourists	2013	2014	2015	2016	2017
At least 1 previous visit	--	84.4%	86.2%	84.1%	87.2%
At least 10 previous visits	--	17.8%	18.8%	14.5%	18.6%

Where does the flight come from?

Tourists (> 16 years old)	2013	2014	2015	2016	2017
Sweden	--	88.3%	90.0%	81.6%	83.6%
Denmark	--	7.2%	6.8%	4.9%	9.0%
Norway	--	2.8%	1.7%	6.0%	2.8%
Spanish Mainland	--	0.3%	0.4%	2.4%	1.4%
United Kingdom	--	0.6%	0.4%	2.6%	1.4%
Germany	--	0.1%	0.1%	1.6%	0.6%
Finland	--	0.0%	0.0%	0.0%	0.5%
France	--	0.0%	0.0%	0.0%	0.1%
Switzerland	--	0.1%	0.1%	0.2%	0.1%
Others	--	0.5%	0.4%	0.8%	0.6%

Share (%)	2013	2014	2015	2016	2017
- Lanzarote	--	7.0%	6.0%	7.4%	4.2%
- Fuerteventura	--	9.1%	7.7%	5.4%	7.9%
- Gran Canaria	--	54.5%	60.1%	60.7%	62.8%
- Tenerife	--	29.4%	26.0%	26.4%	24.6%
- La Palma	--	0.0%	0.2%	0.1%	0.5%

Why do they choose the Canary Islands?

Aspects influencing the choice	2013	2014	2015	2016	2017
Climate/sun	--	94.9%	95.1%	95.7%	95.3%
Tranquillity/rest/relaxation	--	52.8%	58.7%	52.3%	55.1%
Beaches	--	38.5%	33.7%	35.4%	39.3%
Price	--	14.0%	12.6%	9.7%	13.1%
Suitable destination for children	--	13.7%	10.8%	10.6%	10.3%
Security	--	4.2%	7.4%	12.1%	10.2%
Scenery	--	10.1%	8.5%	9.7%	9.2%
Visiting new places	--	11.8%	11.4%	10.6%	9.0%
Active tourism	--	4.4%	4.9%	6.4%	6.1%
Ease of travel	--	5.5%	5.6%	6.9%	5.4%
Quality of the environment	--	4.3%	4.7%	5.3%	4.9%
Shopping	--	3.3%	4.1%	4.0%	3.6%
Nightlife/fun	--	3.4%	2.9%	1.7%	1.8%
Golf	--	2.0%	2.8%	1.8%	1.7%
Culture	--	2.3%	2.0%	1.8%	1.5%
Nautical activities	--	0.8%	0.8%	0.6%	1.2%

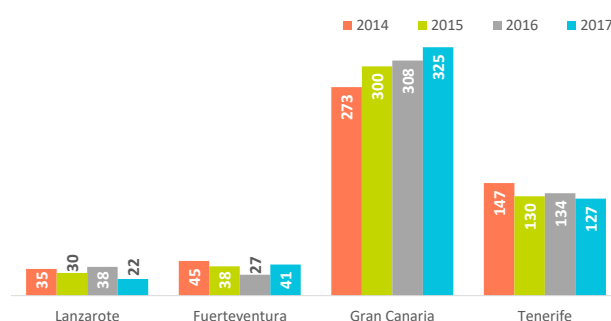
* Multi-choise question

What did motivate them to come?

Prescription sources	2013	2014	2015	2016	2017
Previous visits to the Canary Islands	--	74.2%	77.4%	73.1%	77.8%
Recommendation by friends/relatives	--	28.6%	28.6%	30.0%	32.3%
The Canary Islands television channel	--	0.2%	0.2%	0.3%	0.5%
Other television or radio channels	--	0.4%	0.1%	0.3%	0.1%
Information in press/magazines/books	--	4.0%	3.2%	3.4%	4.2%
Attendance at a tourism fair	--	0.3%	0.3%	0.1%	0.4%
Tour Operator's brochure or catalogue	--	10.9%	10.6%	9.4%	8.1%
Recommendation by Travel Agency	--	6.2%	5.5%	6.5%	4.8%
Information obtained via the Internet	--	29.1%	28.9%	30.0%	25.9%
Senior Tourism programme	--	0.4%	0.0%	0.0%	0.3%
Others	--	5.6%	5.2%	4.1%	5.6%

* Multi-choise question

Tourist arrivals by islands (thousands)



Tourists over 16 years old.

Source: Encuesta sobre el Gasto Turístico (ISTAC). (1) Combination of some groups previously analyzed. The information of 2013 is not shown due to sample failure.

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.