

# Tourist profile trend (2016)

## Sweden: Fourth Quarter

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



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Tourist arrivals (> 16 years old)	180,847	--	193,921	200,240	214,101
Average daily expenditure (€)	139.27	--	135.59	143.36	145.32
. in their place of residence	102.60	--	102.53	106.81	109.39
. in the Canary Islands	36.67	--	33.06	36.55	35.93
Average length of stay	8.46	--	8.47	9.09	8.77
Turnover per tourist (€)	1,108	--	1,066	1,201	1,185
Total turnover (> 16 years old) (€m)	200	--	207	241	254
Share of total turnover	41.9%	--	36.9%	40.2%	39.8%
Share of total tourist	42.2%	--	38.6%	40.0%	42.1%

### Expenditure in the Canary Islands per tourist and trip (€) <sup>(\*)</sup>

	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
<b>Accommodation (**):</b>	18.81	--	22.62	27.25	26.09
- Accommodation	18.18	--	19.86	21.97	21.60
- Additional accommodation expenses	0.63	--	2.76	5.28	4.48
<b>Transport:</b>	20.52	--	14.21	18.09	21.84
- Public transport	4.68	--	4.05	4.14	5.31
- Taxi	7.51	--	4.99	8.38	8.76
- Car rental	8.34	--	5.17	5.57	7.77
<b>Food and drink:</b>	174.80	--	165.58	188.40	186.44
- Food purchases at supermarkets	77.41	--	68.47	75.74	86.71
- Restaurants	97.39	--	97.11	112.66	99.73
<b>Souvenirs:</b>	42.73	--	41.92	40.92	36.37
<b>Leisure:</b>	23.35	--	18.96	19.60	22.51
- Organized excursions	8.32	--	7.21	6.25	10.94
- Leisure, amusement	3.88	--	3.76	4.35	1.78
- Trip to other islands	0.89	--	0.25	0.42	1.11
- Sporting activities	4.95	--	3.61	4.98	4.24
- Cultural activities	0.81	--	0.85	0.60	0.65
- Discos and disco-pubs	4.49	--	3.27	3.00	3.80
<b>Others:</b>	31.49	--	10.62	11.96	9.73
- Wellness	2.87	--	1.58	1.81	2.21
- Medical expenses	0.83	--	1.35	0.60	3.01
- Other expenses	27.79	--	7.69	9.55	4.51

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



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
The same day they leave	0.4%	--	0.0%	0.3%	0.0%
Between 2 and 7 days	11.9%	--	7.8%	6.9%	8.9%
Between 8 and 15 days	11.3%	--	8.5%	4.6%	6.0%
Between 16 and 30 days	13.2%	--	12.0%	11.9%	12.1%
Between 31 and 90 days	38.1%	--	31.0%	39.5%	37.4%
More than 90 days	25.0%	--	40.7%	36.8%	35.6%

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



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Flight only	7.3%	--	5.1%	4.2%	5.8%
Flight and accommodation (room only)	37.5%	--	30.2%	28.5%	33.9%
Flight and accommodation (B&B)	14.2%	--	15.4%	20.2%	17.2%
Flight and accommodation (half board)	10.7%	--	11.0%	12.8%	14.1%
Flight and accommodation (full board)	2.5%	--	3.6%	3.2%	2.1%
Flight and accommodation (all inclusive)	27.8%	--	34.8%	31.2%	26.8%
<b>% Tourists using low-cost airlines</b>	20.9%	--	19.1%	12.4%	19.9%
<b>Other expenses in their place of residence:</b>					
- Car rental	5.2%	--	5.6%	4.5%	7.1%
- Sporting activities	2.6%	--	2.7%	2.2%	2.9%
- Excursions	3.4%	--	2.3%	1.2%	1.1%
- Trip to other islands	0.0%	--	0.4%	0.2%	0.0%

### How do they book?



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
<b>Accommodation booking</b>					
<b>Tour Operator</b>	72.2%	--	74.3%	83.2%	69.9%
- Tour Operator's website	82.6%	--	87.0%	84.1%	83.7%
<b>Accommodation</b>	8.4%	--	9.1%	3.9%	13.4%
- Accommodation's website	70.5%	--	86.4%	88.3%	75.0%
<b>Travel agency (High street)</b>	8.8%	--	7.7%	5.8%	3.9%
<b>Online Travel Agency (OTA)</b>	7.2%	--	7.1%	4.7%	8.4%
<b>No need to book accommodation</b>	3.5%	--	1.7%	2.3%	4.4%

	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
<b>Flight booking</b>					
<b>Tour Operator</b>	74.4%	--	74.0%	84.3%	77.1%
- Tour Operator's website	82.7%	--	85.2%	84.0%	78.3%
<b>Airline</b>	12.1%	--	13.5%	5.7%	13.7%
- Airline's website	92.9%	--	96.3%	85.7%	92.4%
<b>Travel agency (High street)</b>	7.6%	--	7.6%	5.9%	3.6%
<b>Online Travel Agency (OTA)</b>	5.9%	--	4.9%	4.1%	5.6%

### Where do they stay?



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
<b>5* Hotel</b>	3.1%	--	3.9%	6.6%	3.0%
<b>4* Hotel</b>	35.3%	--	35.8%	32.7%	30.8%
<b>1-2-3* Hotel</b>	17.0%	--	19.3%	20.8%	12.4%
<b>Apartment</b>	41.1%	--	38.7%	36.6%	49.6%
<b>Property (privately-owned, friends, family)</b>	2.9%	--	1.6%	1.7%	2.8%
<b>Others</b>	0.7%	--	0.7%	1.6%	1.5%

### Who are they?



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
<b>Gender</b>					
Percentage of men	45.6%	--	46.3%	46.4%	49.6%
Percentage of women	54.4%	--	53.7%	53.6%	50.4%

	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
<b>Age</b>					
Average age (tourists > 16 years old)	48.5	--	49.0	52.0	52.6
Standard deviation	15.1	--	14.3	15.4	15.1

	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
<b>Age range (&gt; 16 years old)</b>					
16-24 years old	7.9%	--	6.1%	5.7%	4.7%
25-30 years old	7.4%	--	5.6%	4.6%	5.0%
31-45 years old	25.4%	--	29.4%	24.7%	24.0%
46-60 years old	33.5%	--	33.8%	30.2%	28.0%
Over 60 years old	25.8%	--	25.2%	34.8%	38.2%

	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
<b>Occupation</b>					
Business owner or self-employed	16.0%	--	12.0%	9.4%	15.2%
Upper/Middle management employee	38.3%	--	44.0%	35.7%	34.1%
Auxiliary level employee	19.5%	--	19.0%	23.5%	17.3%
Students	5.0%	--	3.5%	3.2%	4.3%
Retired	19.2%	--	20.2%	27.2%	28.9%
Unemployed / unpaid dom. work	2.0%	--	1.3%	1.0%	0.3%

	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
<b>Annual household income level</b>					
€12,000 - €24,000	7.4%	--	8.6%	10.0%	10.2%
€24,001 - €36,000	21.8%	--	15.3%	19.0%	16.1%
€36,001 - €48,000	20.4%	--	18.5%	17.5%	20.7%
€48,001 - €60,000	14.4%	--	14.6%	16.7%	19.1%
€60,001 - €72,000	14.5%	--	13.2%	13.3%	12.8%
€72,001 - €84,000	6.7%	--	11.2%	10.3%	5.2%
More than €84,000	14.7%	--	18.6%	13.3%	16.0%

(\*) 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.

# Tourist profile trend (2016)

## Sweden: Fourth Quarter

### Which island do they choose?



Tourists (> 16 years old)	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
- Lanzarote	8,529	--	11,765	9,742	12,640
- Fuerteventura	15,499	--	15,383	16,495	14,417
- Gran Canaria	91,249	--	112,178	122,024	146,729
- Tenerife	64,194	--	54,179	51,511	40,068
- La Palma	479	--	0	133	246

Share (%)	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
- Lanzarote	4.7%	--	6.1%	4.9%	5.9%
- Fuerteventura	8.6%	--	7.9%	8.3%	6.7%
- Gran Canaria	50.7%	--	58.0%	61.0%	68.5%
- Tenerife	35.7%	--	28.0%	25.8%	18.7%
- La Palma	0.3%	--	0.0%	0.1%	0.1%

### Who do they come with?



	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Unaccompanied	5.7%	--	4.5%	5.7%	6.6%
Only with partner	46.6%	--	38.7%	50.0%	38.8%
Only with children (under the age of 13)	1.5%	--	2.3%	0.6%	1.8%
Partner + children (under the age of 13)	8.6%	--	17.7%	11.3%	13.3%
Other relatives	10.1%	--	6.1%	8.4%	9.1%
Friends	6.3%	--	4.6%	4.7%	4.0%
Work colleagues	0.8%	--	0.3%	0.6%	0.3%
Other combinations <sup>(1)</sup>	20.5%	--	25.8%	18.9%	26.2%

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

### How do they rate the destination?



Impression of their stay	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Good or very good (% tourists)	94.0%	--	91.5%	93.7%	92.2%
Average rating (scale 1-10)	8.83	--	8.76	8.95	8.76

### How many are loyal to the destination?

Repeat tourists of the Canary Islands	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Repeat tourists	80.2%	--	85.0%	85.0%	80.8%
In love (at least 10 previous visits)	17.5%	--	16.5%	17.3%	19.0%

### Where does the flight come from?



Ten main origin countries	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Sweden	90.1%	--	86.1%	92.5%	82.0%
Denmark	7.3%	--	10.6%	4.9%	6.7%
Norway	0.5%	--	3.1%	0.9%	5.8%
Spanish Mainland	1.4%	--	0.1%	0.5%	2.4%
United Kingdom	0.0%	--	0.0%	0.4%	1.1%
Germany	0.5%	--	0.0%	0.1%	0.9%
Belgium	0.0%	--	0.0%	0.0%	0.7%
Italy	0.0%	--	0.0%	0.0%	0.3%
Switzerland	0.2%	--	0.0%	0.0%	0.2%
Finland	0.0%	--	0.1%	0.0%	0.0%

### Why do they choose the Canary Islands?



Aspects influencing the choice	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Climate/sun	94.4%	--	95.1%	96.0%	95.7%
Tranquillity/rest/relaxation	54.4%	--	50.5%	58.4%	51.5%
Beaches	41.4%	--	44.3%	37.8%	42.0%
Security	3.7%	--	4.6%	8.7%	13.0%
Price	14.9%	--	14.0%	11.6%	10.1%
Scenery	10.5%	--	9.1%	6.7%	8.2%
Suitable destination for children	9.4%	--	17.7%	11.4%	7.9%
Visiting new places	11.7%	--	8.9%	9.6%	7.4%
Ease of travel	5.1%	--	4.6%	4.3%	7.4%
Nightlife/fun	2.6%	--	2.7%	2.4%	3.5%
Shopping	2.7%	--	3.9%	3.6%	3.4%
Quality of the environment	3.7%	--	3.7%	5.0%	3.2%
Active tourism	4.9%	--	3.0%	4.3%	2.8%
Golf	1.8%	--	1.8%	2.3%	2.1%
Security against natural catastrophes	0.1%	--	1.0%	1.4%	1.7%
Culture	1.1%	--	1.8%	1.1%	1.4%

\* Multi-choice question

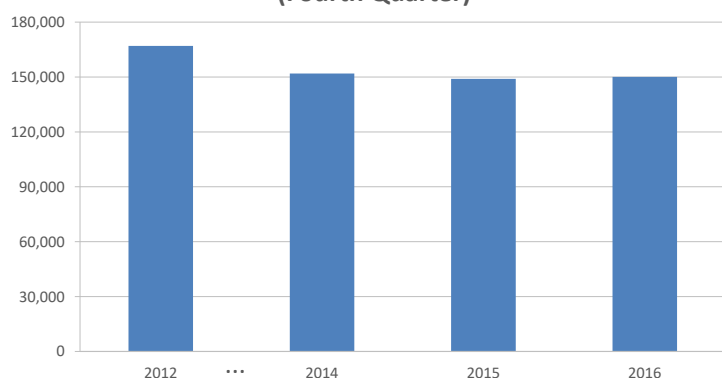
### What did motivate them to come?



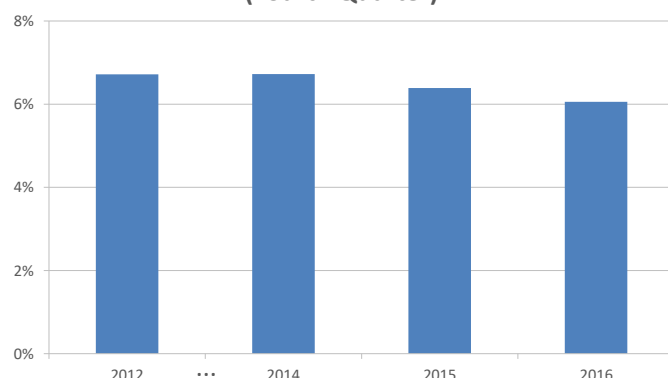
Aspects motivating the choice	2012Q4	2013Q4	2014Q4	2015Q4	2016Q4
Previous visits to the Canary Islands	70.9%	--	75.4%	77.5%	70.2%
Recommendation by friends or relatives	27.4%	--	29.1%	28.7%	30.5%
The Canary Islands television channel	0.2%	--	0.5%	0.0%	0.0%
Other television or radio channels	0.4%	--	0.1%	0.2%	0.2%
Information in the press/magazines/books	4.0%	--	3.6%	3.5%	3.6%
Attendance at a tourism fair	0.9%	--	0.3%	0.2%	0.2%
Tour Operator's brochure or catalogue	10.9%	--	9.6%	11.8%	8.5%
Recommendation by Travel Agency	6.7%	--	6.2%	7.4%	7.9%
Information obtained via the Internet	30.9%	--	28.9%	24.7%	30.0%
Senior Tourism programme	0.3%	--	0.1%	0.0%	0.0%
Others	7.7%	--	5.0%	3.7%	3.4%

\* Multi-choice question

Tourist arrivals trend (> 16 years old)  
(Fourth Quarter)



Share of tourists (> 16 years old)  
(Fourth Quarter)



Source: Encuesta sobre el Gasto Turístico (ISTAC). The information of 2013 is not shown due to sample failure. (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.