

Tourist profile trend (2016)

Sweden: First Quarter

How many are they and how much do they spend?



	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Tourist arrivals (> 16 years old)	195,244	--	230,953	227,528	223,664
Average daily expenditure (€)	129.95	--	129.59	131.08	134.74
. in their place of residence	96.65	--	96.24	97.05	104.19
. in the Canary Islands	33.30	--	33.35	34.03	30.56
Average length of stay	9.57	--	9.83	10.20	11.68
Turnover per tourist (€)	1,131	--	1,150	1,224	1,379
Total turnover (> 16 years old) (€m)	221	--	266	278	308
Share of total turnover	46.1%	--	47.4%	46.6%	48.4%
Share of total tourist	45.5%	--	45.9%	45.5%	44.0%

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

	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Accommodation (**):	17.99	--	22.82	37.39	34.36
- Accommodation	16.35	--	19.87	35.47	31.55
- Additional accommodation expenses	1.64	--	2.95	1.91	2.81
Transport:	19.20	--	18.34	18.29	26.58
- Public transport	4.79	--	5.52	4.97	10.77
- Taxi	6.86	--	6.64	6.95	4.97
- Car rental	7.56	--	6.18	6.36	10.83
Food and drink:	177.50	--	192.39	214.33	176.36
- Food purchases at supermarkets	63.33	--	80.73	96.61	64.40
- Restaurants	114.17	--	111.66	117.72	111.96
Souvenirs:	36.87	--	47.90	46.62	40.11
Leisure:	28.10	--	19.05	17.42	24.94
- Organized excursions	8.71	--	8.35	8.29	6.57
- Leisure, amusement	4.57	--	3.31	1.31	2.32
- Trip to other islands	1.19	--	0.54	0.58	0.29
- Sporting activities	5.86	--	3.86	3.43	5.13
- Cultural activities	1.94	--	0.83	2.13	5.40
- Discos and disco-pubs	5.82	--	2.16	1.68	5.23
Others:	26.79	--	11.74	16.83	12.50
- Wellness	3.00	--	3.34	2.40	0.59
- Medical expenses	2.94	--	1.75	0.66	2.39
- Other expenses	20.85	--	6.66	13.77	9.51

How far in advance do they book their trip?



	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
The same day they leave	0.8%	--	0.3%	0.5%	0.0%
Between 2 and 7 days	8.3%	--	5.6%	6.6%	4.2%
Between 8 and 15 days	7.7%	--	10.7%	5.1%	10.0%
Between 16 and 30 days	18.8%	--	17.1%	15.7%	17.6%
Between 31 and 90 days	34.5%	--	36.8%	37.4%	32.9%
More than 90 days	30.0%	--	29.5%	34.7%	35.3%

What do they book at their place of residence?



	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Flight only	4.8%	--	4.4%	5.5%	5.3%
Flight and accommodation (room only)	38.6%	--	31.5%	34.2%	29.5%
Flight and accommodation (B&B)	18.5%	--	16.4%	15.8%	17.8%
Flight and accommodation (half board)	9.8%	--	11.6%	13.2%	13.3%
Flight and accommodation (full board)	2.9%	--	2.7%	2.8%	2.9%
Flight and accommodation (all inclusive)	25.3%	--	33.5%	28.5%	31.3%
% Tourists using low-cost airlines	12.7%	--	15.9%	15.8%	25.3%
Other expenses in their place of residence:					
- Car rental	4.1%	--	5.0%	5.3%	3.6%
- Sporting activities	3.1%	--	2.1%	2.8%	1.2%
- Excursions	2.0%	--	1.9%	2.3%	2.3%
- Trip to other islands	0.5%	--	0.3%	0.5%	0.3%

How do they book?



	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Accommodation booking					
Tour Operator	85.3%	--	78.2%	77.0%	70.9%
- Tour Operator's website	77.8%	--	79.5%	84.1%	81.1%
Accommodation	4.9%	--	6.4%	8.3%	10.1%
- Accommodation's website	87.1%	--	72.2%	76.3%	82.5%
Travel agency (High street)	3.0%	--	6.7%	5.4%	4.2%
Online Travel Agency (OTA)	3.2%	--	7.4%	5.6%	11.3%
No need to book accommodation	3.7%	--	1.3%	3.6%	3.4%

	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Flight booking					
Tour Operator	87.1%	--	80.8%	77.4%	69.3%
- Tour Operator's website	77.2%	--	82.1%	85.2%	81.0%
Airline	7.2%	--	9.5%	13.3%	15.7%
- Airline's website	100.0%	--	97.0%	96.6%	92.3%
Travel agency (High street)	3.8%	--	6.3%	6.4%	7.3%
Online Travel Agency (OTA)	2.0%	--	3.4%	2.9%	7.6%

Where do they stay?



	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
5* Hotel	3.4%	--	6.1%	3.8%	2.5%
4* Hotel	29.4%	--	36.5%	35.3%	36.6%
1-2-3* Hotel	17.2%	--	14.8%	16.4%	18.0%
Apartment	46.6%	--	40.7%	42.1%	39.7%
Property (privately-owned, friends, family)	1.8%	--	1.2%	1.8%	2.4%
Others	1.6%	--	0.7%	0.6%	0.8%

Who are they?



	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Gender					
Percentage of men	42.6%	--	44.0%	46.6%	46.9%
Percentage of women	57.4%	--	56.0%	53.4%	53.1%

	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Age					
Average age (tourists > 16 years old)	50.4	--	51.7	52.5	52.9
Standard deviation	15.2	--	14.7	14.6	14.1

	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Age range (> 16 years old)					
16-24 years old	7.0%	--	5.9%	4.1%	3.7%
25-30 years old	6.7%	--	3.6%	7.6%	3.4%
31-45 years old	20.2%	--	22.9%	17.9%	25.2%
46-60 years old	35.5%	--	34.4%	36.3%	32.9%
Over 60 years old	30.7%	--	33.1%	34.1%	34.9%

	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Occupation					
Business owner or self-employed	10.4%	--	13.9%	15.9%	14.7%
Upper/Middle management employee	39.2%	--	37.1%	36.1%	37.6%
Auxiliary level employee	20.2%	--	19.0%	22.0%	17.6%
Students	4.8%	--	3.6%	3.1%	2.2%
Retired	23.6%	--	25.9%	22.1%	27.4%
Unemployed / unpaid dom. work	1.8%	--	0.5%	0.9%	0.5%

	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Annual household income level					
€12,000 - €24,000	10.7%	--	9.7%	10.4%	6.7%
€24,001 - €36,000	16.4%	--	18.9%	14.5%	13.0%
€36,001 - €48,000	18.7%	--	15.6%	22.6%	24.0%
€48,001 - €60,000	20.6%	--	18.4%	17.3%	13.7%
€60,001 - €72,000	15.7%	--	11.9%	11.9%	12.6%
€72,001 - €84,000	6.0%	--	8.7%	8.9%	10.7%
More than €84,000	11.9%	--	16.7%	14.5%	19.4%

(*) 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.

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Which island do they choose?



Tourists (> 16 years old)	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
- Lanzarote	12,450	--	20,091	16,811	19,490
- Fuerteventura	20,041	--	21,020	16,070	12,937
- Gran Canaria	100,911	--	113,221	130,176	108,481
- Tenerife	61,076	--	74,752	63,811	81,824
- La Palma	0	--	245	245	274

Share (%)	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
- Lanzarote	6.4%	--	8.8%	7.4%	8.7%
- Fuerteventura	10.3%	--	9.2%	7.1%	5.8%
- Gran Canaria	51.9%	--	49.4%	57.3%	48.6%
- Tenerife	31.4%	--	32.6%	28.1%	36.7%
- La Palma	0.0%	--	0.1%	0.1%	0.1%

Who do they come with?



	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Unaccompanied	6.6%	--	5.6%	4.9%	6.0%
Only with partner	52.0%	--	47.9%	53.3%	44.7%
Only with children (under the age of 13)	0.7%	--	2.2%	1.2%	1.7%
Partner + children (under the age of 13)	9.9%	--	11.4%	8.6%	9.8%
Other relatives	7.4%	--	7.5%	8.8%	6.7%
Friends	7.1%	--	6.6%	5.4%	7.4%
Work colleagues	0.4%	--	0.3%	0.1%	0.3%
Other combinations ⁽¹⁾	15.9%	--	18.7%	17.6%	23.4%

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

How do they rate the destination?



Impression of their stay	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Good or very good (% tourists)	89.3%	--	93.7%	87.8%	93.3%
Average rating (scale 1-10)	8.59	--	8.78	8.45	8.97

How many are loyal to the destination?

Repeat tourists of the Canary Islands	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Repeat tourists	84.2%	--	86.5%	89.1%	88.9%
In love (at least 10 previous visits)	16.8%	--	19.7%	20.8%	12.2%

Where does the flight come from?



Ten main origin countries	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Sweden	94.0%	--	92.2%	90.0%	82.8%
Norway	0.6%	--	2.3%	2.5%	7.1%
United Kingdom	0.6%	--	0.3%	0.4%	3.9%
Germany	0.6%	--	0.2%	0.1%	2.3%
Denmark	3.2%	--	4.6%	7.0%	1.9%
Spanish Mainland	0.9%	--	0.2%	0.0%	1.3%
Ireland	0.0%	--	0.0%	0.0%	0.5%
Switzerland	0.1%	--	0.1%	0.0%	0.2%
Belgium	0.0%	--	0.0%	0.0%	0.0%
Finland	0.0%	--	0.0%	0.0%	0.0%



Why do they choose the Canary Islands?



Aspects influencing the choice	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Climate/sun	96.8%	--	95.7%	94.6%	97.3%
Tranquillity/rest/relaxation	59.9%	--	54.1%	61.0%	54.0%
Beaches	29.5%	--	33.6%	28.9%	29.0%
Visiting new places	11.9%	--	14.1%	12.3%	13.9%
Suitable destination for children	9.0%	--	10.9%	9.6%	12.8%
Active tourism	4.3%	--	5.2%	5.8%	10.5%
Security	2.9%	--	4.2%	7.7%	10.0%
Scenery	7.9%	--	11.5%	10.3%	9.7%
Price	15.7%	--	13.3%	14.1%	9.4%
Ease of travel	5.7%	--	6.9%	6.7%	8.5%
Quality of the environment	5.9%	--	4.7%	3.6%	7.7%
Shopping	4.6%	--	2.5%	5.0%	3.7%
Culture	1.3%	--	3.1%	2.5%	2.6%
Golf	3.2%	--	2.0%	2.9%	1.0%
Health-related tourism	1.6%	--	0.9%	0.7%	0.9%
Security against natural catastrophes	0.7%	--	1.6%	1.9%	0.8%

* Multi-choice question

What did motivate them to come?



Aspects motivating the choice	2012Q1	2013Q1	2014Q1	2015Q1	2016Q1
Previous visits to the Canary Islands	77.6%	--	75.8%	80.5%	76.8%
Recommendation by friends or relatives	26.0%	--	27.5%	26.9%	28.6%
The Canary Islands television channel	0.0%	--	0.0%	0.4%	0.6%
Other television or radio channels	0.5%	--	0.4%	0.0%	0.0%
Information in the press/magazines/books	3.9%	--	4.5%	3.1%	3.7%
Attendance at a tourism fair	0.4%	--	0.3%	0.2%	0.0%
Tour Operator's brochure or catalogue	14.3%	--	12.6%	9.9%	10.6%
Recommendation by Travel Agency	5.5%	--	6.3%	4.0%	3.3%
Information obtained via the Internet	28.1%	--	29.1%	30.2%	28.5%
Senior Tourism programme	0.1%	--	0.1%	0.0%	0.0%
Others	7.6%	--	4.9%	5.9%	4.0%

* Multi-choice question



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.