

Tourist profile trend (2017)

Sweden: First Quarter

How many are they and how much do they spend?



| | 2013Q1 | 2014Q1 | 2015Q1 | 2016Q1 | 2017Q1 |
|--------------------------------------|--------|---------|---------|---------|---------|
| Tourist arrivals (> 16 years old) | -- | 230,953 | 227,528 | 223,664 | 227,377 |
| Average daily expenditure (€) | -- | 129.59 | 131.08 | 134.74 | 146.95 |
| . in their place of residence | -- | 96.24 | 97.05 | 104.19 | 109.36 |
| . in the Canary Islands | -- | 33.35 | 34.03 | 30.56 | 37.58 |
| Average length of stay | -- | 9.83 | 10.20 | 11.68 | 10.16 |
| Turnover per tourist (€) | -- | 1,150 | 1,224 | 1,379 | 1,301 |
| Total turnover (> 16 years old) (€m) | -- | 266 | 278 | 308 | 296 |
| Share of total turnover | -- | 47.4% | 46.6% | 48.4% | -- |
| Share of total tourist | -- | 45.9% | 45.5% | 44.0% | -- |

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

| | 2013Q1 | 2014Q1 | 2015Q1 | 2016Q1 | 2017Q1 |
|-------------------------------------|--------|--------|--------|--------|--------|
| Accommodation (**): | -- | 22.82 | 37.39 | 34.36 | 35.36 |
| - Accommodation | -- | 19.87 | 35.47 | 31.55 | 30.01 |
| - Additional accommodation expenses | -- | 2.95 | 1.91 | 2.81 | 5.35 |
| Transport: | -- | 18.34 | 18.29 | 26.58 | 21.20 |
| - Public transport | -- | 5.52 | 4.97 | 10.77 | 4.51 |
| - Taxi | -- | 6.64 | 6.95 | 4.97 | 8.62 |
| - Car rental | -- | 6.18 | 6.36 | 10.83 | 8.07 |
| Food and drink: | -- | 192.39 | 214.33 | 176.36 | 210.60 |
| - Food purchases at supermarkets | -- | 80.73 | 96.61 | 64.40 | 84.09 |
| - Restaurants | -- | 111.66 | 117.72 | 111.96 | 126.50 |
| Souvenirs: | -- | 47.90 | 46.62 | 40.11 | 53.19 |
| Leisure: | -- | 19.05 | 17.42 | 24.94 | 18.03 |
| - Organized excursions | -- | 8.35 | 8.29 | 6.57 | 7.36 |
| - Leisure, amusement | -- | 3.31 | 1.31 | 2.32 | 2.16 |
| - Trip to other islands | -- | 0.54 | 0.58 | 0.29 | 0.68 |
| - Sporting activities | -- | 3.86 | 3.43 | 5.13 | 3.21 |
| - Cultural activities | -- | 0.83 | 2.13 | 5.40 | 1.24 |
| - Discos and disco-pubs | -- | 2.16 | 1.68 | 5.23 | 3.38 |
| Others: | -- | 11.74 | 16.83 | 12.50 | 14.92 |
| - Wellness | -- | 3.34 | 2.40 | 0.59 | 2.96 |
| - Medical expenses | -- | 1.75 | 0.66 | 2.39 | 0.76 |
| - Other expenses | -- | 6.66 | 13.77 | 9.51 | 11.20 |

How far in advance do they book their trip?



| | 2013Q1 | 2014Q1 | 2015Q1 | 2016Q1 | 2017Q1 |
|-------------------------|--------|--------|--------|--------|--------|
| The same day they leave | -- | 0.3% | 0.5% | 0.0% | 0.5% |
| Between 2 and 7 days | -- | 5.6% | 6.6% | 4.2% | 6.6% |
| Between 8 and 15 days | -- | 10.7% | 5.1% | 10.0% | 5.4% |
| Between 16 and 30 days | -- | 17.1% | 15.7% | 17.6% | 9.5% |
| Between 31 and 90 days | -- | 36.8% | 37.4% | 32.9% | 43.2% |
| More than 90 days | -- | 29.5% | 34.7% | 35.3% | 34.7% |

What do they book at their place of residence?



| | 2013Q1 | 2014Q1 | 2015Q1 | 2016Q1 | 2017Q1 |
|--|--------|--------|--------|--------|--------|
| Flight only | -- | 4.4% | 5.5% | 5.3% | 5.3% |
| Flight and accommodation (room only) | -- | 31.5% | 34.2% | 29.5% | 32.5% |
| Flight and accommodation (B&B) | -- | 16.4% | 15.8% | 17.8% | 17.2% |
| Flight and accommodation (half board) | -- | 11.6% | 13.2% | 13.3% | 12.8% |
| Flight and accommodation (full board) | -- | 2.7% | 2.8% | 2.9% | 3.4% |
| Flight and accommodation (all inclusive) | -- | 33.5% | 28.5% | 31.3% | 28.9% |
| % Tourists using low-cost airlines | -- | 15.9% | 15.8% | 25.3% | 21.0% |
| Other expenses in their place of residence: | | | | | |
| - Car rental | -- | 5.0% | 5.3% | 3.6% | 4.9% |
| - Sporting activities | -- | 2.1% | 2.8% | 1.2% | 4.4% |
| - Excursions | -- | 1.9% | 2.3% | 2.3% | 3.0% |
| - Trip to other islands | -- | 0.3% | 0.5% | 0.3% | 0.6% |

How do they book?



| | 2013Q1 | 2014Q1 | 2015Q1 | 2016Q1 | 2017Q1 |
|--------------------------------------|--------|--------|--------|--------|--------|
| Accommodation booking | | | | | |
| Tour Operator | -- | 78.2% | 77.0% | 70.9% | 75.6% |
| - Tour Operator's website | -- | 79.5% | 84.1% | 81.1% | 88.5% |
| Accommodation | -- | 6.4% | 8.3% | 10.1% | 9.6% |
| - Accommodation's website | -- | 72.2% | 76.3% | 82.5% | 80.1% |
| Travel agency (High street) | -- | 6.7% | 5.4% | 4.2% | 3.9% |
| Online Travel Agency (OTA) | -- | 7.4% | 5.6% | 11.3% | 7.3% |
| No need to book accommodation | -- | 1.3% | 3.6% | 3.4% | 3.6% |

Flight booking

| | 2013Q1 | 2014Q1 | 2015Q1 | 2016Q1 | 2017Q1 |
|------------------------------------|--------|--------|--------|--------|--------|
| Tour Operator | -- | 80.8% | 77.4% | 69.3% | 80.0% |
| - Tour Operator's website | -- | 82.1% | 85.2% | 81.0% | 86.7% |
| Airline | -- | 9.5% | 13.3% | 15.7% | 11.2% |
| - Airline's website | -- | 97.0% | 96.6% | 92.3% | 98.2% |
| Travel agency (High street) | -- | 6.3% | 6.4% | 7.3% | 3.8% |
| Online Travel Agency (OTA) | -- | 3.4% | 2.9% | 7.6% | 5.0% |

Where do they stay?



| | 2013Q1 | 2014Q1 | 2015Q1 | 2016Q1 | 2017Q1 |
|--|--------|--------|--------|--------|--------|
| 5* Hotel | -- | 6.1% | 3.8% | 2.5% | 3.0% |
| 4* Hotel | -- | 36.5% | 35.3% | 36.6% | 33.4% |
| 1-2-3* Hotel | -- | 14.8% | 16.4% | 18.0% | 19.8% |
| Apartment | -- | 40.7% | 42.1% | 39.7% | 40.5% |
| Property (privately-owned, friends, family) | -- | 1.2% | 1.8% | 2.4% | 2.3% |
| Others | -- | 0.7% | 0.6% | 0.8% | 0.9% |

Who are they?



| | 2013Q1 | 2014Q1 | 2015Q1 | 2016Q1 | 2017Q1 |
|---------------------|--------|--------|--------|--------|--------|
| Gender | | | | | |
| Percentage of men | -- | 44.0% | 46.6% | 46.9% | 45.6% |
| Percentage of women | -- | 56.0% | 53.4% | 53.1% | 54.4% |

Age

| | | | | | |
|---------------------------------------|----|------|------|------|------|
| Average age (tourists > 16 years old) | -- | 51.7 | 52.5 | 52.9 | 53.0 |
| Standard deviation | -- | 14.7 | 14.6 | 14.1 | 14.8 |

Age range (> 16 years old)

| | | | | | |
|-------------------|----|-------|-------|-------|-------|
| 16-24 years old | -- | 5.9% | 4.1% | 3.7% | 3.1% |
| 25-30 years old | -- | 3.6% | 7.6% | 3.4% | 5.3% |
| 31-45 years old | -- | 22.9% | 17.9% | 25.2% | 24.5% |
| 46-60 years old | -- | 34.4% | 36.3% | 32.9% | 30.1% |
| Over 60 years old | -- | 33.1% | 34.1% | 34.9% | 36.9% |

Occupation

| | | | | | |
|----------------------------------|----|-------|-------|-------|-------|
| Business owner or self-employed | -- | 13.9% | 15.9% | 14.7% | 14.8% |
| Upper/Middle management employee | -- | 37.1% | 36.1% | 37.6% | 38.6% |
| Auxiliary level employee | -- | 19.0% | 22.0% | 17.6% | 15.8% |
| Students | -- | 3.6% | 3.1% | 2.2% | 2.7% |
| Retired | -- | 25.9% | 22.1% | 27.4% | 27.0% |
| Unemployed / unpaid dom. work | -- | 0.5% | 0.9% | 0.5% | 1.2% |

Annual household income level

| | | | | | |
|-------------------|----|-------|-------|-------|-------|
| €12,000 - €24,000 | -- | 9.7% | 10.4% | 6.7% | 8.4% |
| €24,001 - €36,000 | -- | 18.9% | 14.5% | 13.0% | 16.4% |
| €36,001 - €48,000 | -- | 15.6% | 22.6% | 24.0% | 16.1% |
| €48,001 - €60,000 | -- | 18.4% | 17.3% | 13.7% | 18.2% |
| €60,001 - €72,000 | -- | 11.9% | 11.9% | 12.6% | 13.9% |
| €72,001 - €84,000 | -- | 8.7% | 8.9% | 10.7% | 10.0% |
| More than €84,000 | -- | 16.7% | 14.5% | 19.4% | 16.9% |

(*) 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 (2017)

Sweden: First Quarter

Which island do they choose?



| Tourists (> 16 years old) | 2013Q1 | 2014Q1 | 2015Q1 | 2016Q1 | 2017Q1 |
|---------------------------|--------|---------|---------|---------|---------|
| - Lanzarote | -- | 20,091 | 16,811 | 19,490 | 10,864 |
| - Fuerteventura | -- | 21,020 | 16,070 | 12,937 | 19,233 |
| - Gran Canaria | -- | 113,221 | 130,176 | 108,481 | 137,205 |
| - Tenerife | -- | 74,752 | 63,811 | 81,824 | 59,728 |
| - La Palma | -- | 245 | 245 | 274 | 0 |

| Share (%) | 2013Q1 | 2014Q1 | 2015Q1 | 2016Q1 | 2017Q1 |
|-----------------|--------|--------|--------|--------|--------|
| - Lanzarote | -- | 8.8% | 7.4% | 8.7% | 4.8% |
| - Fuerteventura | -- | 9.2% | 7.1% | 5.8% | 8.5% |
| - Gran Canaria | -- | 49.4% | 57.3% | 48.6% | 60.4% |
| - Tenerife | -- | 32.6% | 28.1% | 36.7% | 26.3% |
| - La Palma | -- | 0.1% | 0.1% | 0.1% | 0.0% |

Who do they come with?



| | 2013Q1 | 2014Q1 | 2015Q1 | 2016Q1 | 2017Q1 |
|--|--------|--------|--------|--------|--------|
| Unaccompanied | -- | 5.6% | 4.9% | 6.0% | 5.1% |
| Only with partner | -- | 47.9% | 53.3% | 44.7% | 46.6% |
| Only with children (under the age of 13) | -- | 2.2% | 1.2% | 1.7% | 2.1% |
| Partner + children (under the age of 13) | -- | 11.4% | 8.6% | 9.8% | 11.2% |
| Other relatives | -- | 7.5% | 8.8% | 6.7% | 6.7% |
| Friends | -- | 6.6% | 5.4% | 7.4% | 4.3% |
| Work colleagues | -- | 0.3% | 0.1% | 0.3% | 0.0% |
| Other combinations ⁽¹⁾ | -- | 18.7% | 17.6% | 23.4% | 24.2% |

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

How do they rate the destination?



| Impression of their stay | 2013Q1 | 2014Q1 | 2015Q1 | 2016Q1 | 2017Q1 |
|--------------------------------|--------|--------|--------|--------|--------|
| Good or very good (% tourists) | -- | 93.7% | 87.8% | 93.3% | 92.1% |
| Average rating (scale 1-10) | -- | 8.78 | 8.45 | 8.97 | 8.84 |

How many are loyal to the destination?

| Repeat tourists of the Canary Islands | 2013Q1 | 2014Q1 | 2015Q1 | 2016Q1 | 2017Q1 |
|---------------------------------------|--------|--------|--------|--------|--------|
| Repeat tourists | -- | 86.5% | 89.1% | 88.9% | 90.1% |
| In love (at least 10 previous visits) | -- | 19.7% | 20.8% | 12.2% | 18.1% |

Where does the flight come from?



| Ten main origin markets | 2013Q1 | 2014Q1 | 2015Q1 | 2016Q1 | 2017Q1 |
|-------------------------|--------|--------|--------|--------|--------|
| Sweden | -- | 92.2% | 90.0% | 82.8% | 87.0% |
| Denmark | -- | 4.6% | 7.0% | 1.9% | 6.4% |
| Norway | -- | 2.3% | 2.5% | 7.1% | 2.7% |
| Spanish Mainland | -- | 0.2% | 0.0% | 1.3% | 1.9% |
| United Kingdom | -- | 0.3% | 0.4% | 3.9% | 0.7% |
| Germany | -- | 0.2% | 0.1% | 2.3% | 0.6% |
| Belgium | -- | 0.0% | 0.0% | 0.0% | 0.1% |
| Switzerland | -- | 0.1% | 0.0% | 0.2% | 0.1% |
| Finland | -- | 0.0% | 0.0% | 0.0% | 0.0% |
| Ireland | -- | 0.0% | 0.0% | 0.5% | 0.0% |

Why do they choose the Canary Islands?



| Aspects influencing the choice | 2013Q1 | 2014Q1 | 2015Q1 | 2016Q1 | 2017Q1 |
|---------------------------------------|--------|--------|--------|--------|--------|
| Climate/sun | -- | 95.7% | 94.6% | 97.3% | 95.2% |
| Tranquillity/rest/relaxation | -- | 54.1% | 61.0% | 54.0% | 55.7% |
| Beaches | -- | 33.6% | 28.9% | 29.0% | 33.0% |
| Price | -- | 13.3% | 14.1% | 9.4% | 14.3% |
| Suitable destination for children | -- | 10.9% | 9.6% | 12.8% | 11.3% |
| Security | -- | 4.2% | 7.7% | 10.0% | 11.0% |
| Visiting new places | -- | 14.1% | 12.3% | 13.9% | 8.5% |
| Active tourism | -- | 5.2% | 5.8% | 10.5% | 7.4% |
| Scenery | -- | 11.5% | 10.3% | 9.7% | 7.3% |
| Quality of the environment | -- | 4.7% | 3.6% | 7.7% | 5.5% |
| Ease of travel | -- | 6.9% | 6.7% | 8.5% | 5.5% |
| Shopping | -- | 2.5% | 5.0% | 3.7% | 4.3% |
| Golf | -- | 2.0% | 2.9% | 1.0% | 2.3% |
| Nightlife/fun | -- | 3.1% | 2.9% | 0.5% | 2.1% |
| Health-related tourism | -- | 0.9% | 0.7% | 0.9% | 1.6% |
| Security against natural catastrophes | -- | 1.6% | 1.9% | 0.8% | 1.5% |

* Multi-choice question

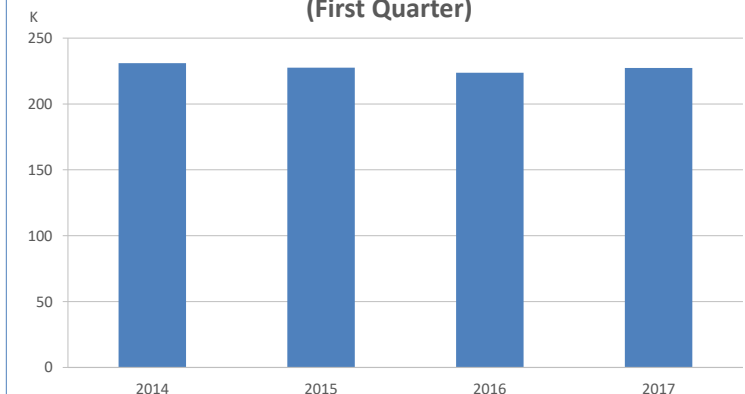
What did motivate them to come?



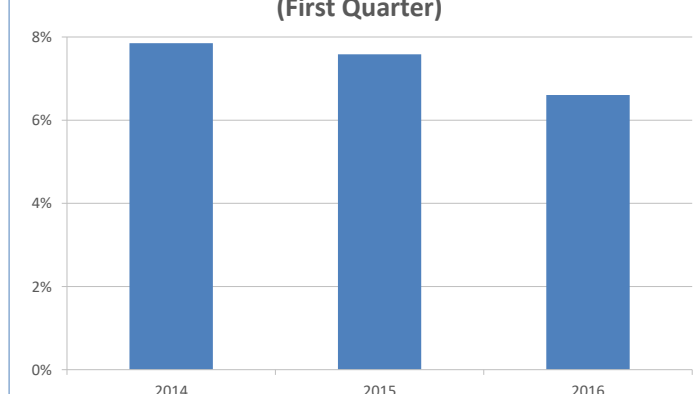
| Aspects motivating the choice | 2013Q1 | 2014Q1 | 2015Q1 | 2016Q1 | 2017Q1 |
|--|--------|--------|--------|--------|--------|
| Previous visits to the Canary Islands | -- | 75.8% | 80.5% | 76.8% | 81.8% |
| Recommendation by friends or relatives | -- | 27.5% | 26.9% | 28.6% | 30.0% |
| The Canary Islands television channel | -- | 0.0% | 0.4% | 0.6% | 0.9% |
| Other television or radio channels | -- | 0.4% | 0.0% | 0.0% | 0.1% |
| Information in the press/magazines/books | -- | 4.5% | 3.1% | 3.7% | 4.2% |
| Attendance at a tourism fair | -- | 0.3% | 0.2% | 0.0% | 0.6% |
| Tour Operator's brochure or catalogue | -- | 12.6% | 9.9% | 10.6% | 8.2% |
| Recommendation by Travel Agency | -- | 6.3% | 4.0% | 3.3% | 5.8% |
| Information obtained via the Internet | -- | 29.1% | 30.2% | 28.5% | 22.8% |
| Senior Tourism programme | -- | 0.1% | 0.0% | 0.0% | 0.1% |
| Others | -- | 4.9% | 5.9% | 4.0% | 5.4% |

* Multi-choice question

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



Share of tourists (> 16 years old)
(First 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.