

Tourist profile by islands (2016)

Swedish market



How many are they and how much do they spend?



How do they book?



	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourist arrivals (> 16 years old)	37,564	27,354	307,592	133,909	682
Average daily expenditure (€)	131.20	147.27	131.54	152.84	--
. in their place of residence	103.29	120.85	98.67	115.95	--
. in the Canary Islands	27.91	26.42	32.87	36.89	--
Average length of stay	10.94	19.28	9.62	9.03	--
Turnover per tourist (€)	1,236	2,263	1,157	1,269	--
Total turnover (> 16 years old) (€m)	46.4	61.9	355.9	170	--
Swedish turnover: share by islands	7.3%	9.7%	56.0%	26.7%	--
Swedish tourist arrivals: share by islands	7.4%	5.4%	60.7%	26.4%	0.1%

	LZ	FUE	GC	TFE	LP
Accommodation booking					
Tour Operator	71.6%	59.5%	66.7%	80.3%	--
- Tour Operator's website	80.7%	86.8%	81.0%	87.2%	--
Accommodation	14.4%	2.0%	14.1%	6.5%	--
- Accommodation's website	78.8%	0.0%	80.9%	74.6%	--
Travel agency (High street)	5.5%	6.0%	5.1%	2.7%	--
Online Travel Agency (OTA)	8.5%	32.6%	7.5%	7.1%	--
No need to book accommodation	0.0%	0.0%	6.6%	3.4%	--

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

	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Accommodation (**):	26.18	5.35	23.71	49.55	--
- Accommodation	25.94	5.35	19.32	47.79	--
- Additional accommodation expenses	0.24	0.00	4.39	1.75	--
Transport:	18.72	41.86	23.42	18.40	--
- Public transport	3.09	27.31	9.31	2.08	--
- Taxi	2.81	4.28	7.82	4.72	--
- Car rental	12.82	10.28	6.29	11.61	--
Food and drink:	136.61	226.62	175.02	182.19	--
- Food purchases at supermarkets	68.52	20.35	78.68	75.77	--
- Restaurants	68.09	206.27	96.34	106.42	--
Souvenirs:	31.12	14.39	48.88	32.15	--
Leisure:	34.97	87.48	19.79	15.97	--
- Organized excursions	18.94	2.86	8.79	6.25	--
- Leisure, amusement	1.04	1.69	1.79	3.69	--
- Trip to other islands	0.98	0.56	0.21	1.39	--
- Sporting activities	1.86	29.68	4.04	1.45	--
- Cultural activities	7.97	26.47	1.19	0.03	--
- Discos and disco-pubs	4.19	26.22	3.77	3.18	--
Others:	5.67	2.85	13.16	12.18	--
- Wellness	0.89	1.47	1.14	1.68	--
- Medical expenses	0.81	0.16	3.32	0.97	--
- Other expenses	3.97	1.22	8.70	9.53	--

	LZ	FUE	GC	TFE	LP
Flight booking					
Tour Operator	75.8%	62.5%	69.8%	83.0%	--
- Tour Operator's website	85.2%	82.8%	78.8%	82.2%	--
Airline	4.3%	4.4%	19.8%	7.5%	--
- Airline's website	100.0%	100.0%	92.8%	95.0%	--
Travel agency (High street)	11.7%	2.0%	5.7%	5.6%	--
Online Travel Agency (OTA)	8.2%	31.0%	4.8%	3.9%	--

Where do they stay?



	LZ	FUE	GC	TFE	LP
5* Hotel	1.0%	0.0%	3.9%	1.2%	--
4* Hotel	47.1%	78.9%	21.6%	38.7%	--
1-2-3* Hotel	2.3%	2.3%	22.1%	14.5%	--
Non-hotel	49.6%	16.3%	47.4%	42.3%	--
Property (privately-owned, friends, family)	0.0%	1.9%	3.4%	3.3%	--
Others	0.0%	0.7%	1.6%	0.0%	--

Who are they?



	LZ	FUE	GC	TFE	LP
Gender					
Percentage of men	53.8%	62.8%	44.8%	49.9%	--
Percentage of women	46.2%	37.2%	55.2%	50.1%	--

	LZ	FUE	GC	TFE	LP
Age					
Average age (tourists > 16 years old)	57.2	49.9	53.6	48.6	--
Standard deviation	15.7	11.6	15.2	13.2	--

	LZ	FUE	GC	TFE	LP
Age range (> 16 years old)					
16-24 years old	4.2%	0.0%	6.0%	3.0%	--
25-30 years old	2.0%	6.9%	3.8%	6.3%	--
31-45 years old	22.6%	37.5%	19.6%	31.8%	--
46-60 years old	22.5%	32.0%	30.1%	36.9%	--
Over 60 years old	48.7%	23.6%	40.5%	22.0%	--

	LZ	FUE	GC	TFE	LP
Occupation					
Business owner or self-employed	16.0%	8.5%	12.9%	17.7%	--
Upper/Middle management employee	31.3%	44.0%	30.6%	48.7%	--
Auxiliary level employee	10.5%	14.3%	19.6%	20.6%	--
Students	3.3%	3.0%	3.5%	2.5%	--
Retired	38.8%	30.2%	32.7%	10.0%	--
Unemployed / unpaid dom. work	0.0%	0.0%	0.8%	0.5%	--

	LZ	FUE	GC	TFE	LP
Annual household income level					
€12,000 - €24,000	8.4%	0.0%	8.1%	9.1%	--
€24,001 - €36,000	8.1%	18.6%	17.1%	10.2%	--
€36,001 - €48,000	14.1%	52.2%	20.6%	20.0%	--
€48,001 - €60,000	22.8%	8.6%	19.9%	17.9%	--
€60,001 - €72,000	20.4%	12.1%	10.1%	12.6%	--
€72,001 - €84,000	8.6%	0.0%	7.3%	10.2%	--
More than €84,000	17.6%	8.6%	16.9%	20.0%	--

How far in advance do they book their trip?



	LZ	FUE	GC	TFE	LP
The same day they leave	0.0%	0.0%	0.0%	0.0%	--
Between 2 and 7 days	11.3%	0.0%	7.0%	6.0%	--
Between 8 and 15 days	9.1%	26.7%	6.5%	8.0%	--
Between 16 and 30 days	19.4%	35.2%	12.1%	11.2%	--
Between 31 and 90 days	34.2%	15.8%	38.3%	33.7%	--
More than 90 days	25.9%	22.4%	36.2%	40.9%	--

What do they book at their place of residence?



	LZ	FUE	GC	TFE	LP
Flight only	0.0%	2.0%	8.2%	6.9%	--
Flight & accommodation (room only)	18.4%	14.0%	35.4%	27.4%	--
Flight & accommodation (B&B)	16.8%	26.9%	15.5%	21.8%	--
Flight & accommodation (half board)	19.7%	7.3%	13.2%	11.2%	--
Flight & accommodation (full board)	4.2%	0.0%	3.1%	3.8%	--
Flight & accommodation (all inclusive)	40.9%	49.8%	24.6%	28.9%	--
% Tourists using low-cost airlines	20.4%	38.0%	23.0%	18.0%	--
Other expenses in their place of residence:					
- Car rental	10.8%	4.8%	5.6%	6.4%	--
- Sporting activities	1.5%	7.8%	2.3%	0.7%	--
- Excursions	0.0%	1.3%	1.5%	2.2%	--
- Trip to other islands	0.0%	0.0%	0.0%	0.5%	--

(*) 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 by islands (2016)

Swedish market

Which island do they choose?

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

Share (%)	LZ	FUE	GC	TFE	LP
- 2012	5.4%	9.0%	52.8%	32.7%	0.1%
- 2013	4.3%	0.7%	59.5%	34.1%	1.3%
- 2014	7.0%	9.1%	54.5%	29.4%	0.0%
- 2015	6.0%	7.7%	60.1%	26.0%	0.2%
- 2016	7.4%	5.4%	60.7%	26.4%	0.1%

Who do they come with?

	LZ	FUE	GC	TFE	LP
Unaccompanied	1.3%	26.2%	7.2%	4.9%	--
Only with partner	46.9%	29.7%	45.0%	37.5%	--
Only with children (under the age of 13)	1.3%	0.0%	2.3%	1.8%	--
Partner + children (under the age of 13)	13.1%	8.1%	8.6%	15.7%	--
Other relatives	13.4%	3.7%	6.9%	7.8%	--
Friends	3.7%	0.0%	6.7%	4.4%	--
Work colleagues	0.0%	0.0%	0.2%	0.9%	--
Other combinations ⁽¹⁾	20.3%	32.4%	23.1%	27.0%	--

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

How do they rate the destination?

Impression of their stay	LZ	FUE	GC	TFE	LP
Good or very good (% tourists)	85.9%	97.0%	93.3%	94.2%	--
Average rating (scale 1-10)	8.62	8.98	8.90	8.96	--

How many are loyal to the destination?

Repeat tourists of each island	LZ	FUE	GC	TFE	LP
Repeat tourists	47.6%	53.0%	70.3%	65.4%	--
In love (at least 10 previous visits)	6.9%	3.9%	8.0%	3.6%	--

Where does the flight come from?

Ten main origin markets	LZ	FUE	GC	TFE	LP
Sweden	79.1%	67.4%	82.6%	83.1%	81.6%
Norway	0.0%	1.9%	6.1%	8.2%	6.0%
Denmark	1.7%	0.0%	6.3%	3.6%	4.9%
United Kingdom	1.3%	26.2%	1.1%	1.7%	2.6%
Spanish Mainland	1.6%	3.9%	2.9%	1.1%	2.4%
Germany	15.3%	0.7%	0.2%	0.7%	1.6%
Belgium	0.0%	0.0%	0.0%	1.5%	0.4%
Ireland	0.0%	0.0%	0.4%	0.0%	0.2%
Switzerland	1.0%	0.0%	0.2%	0.0%	0.2%
Italy	0.0%	0.0%	0.2%	0.0%	0.1%

Why do they choose the Canary Islands?

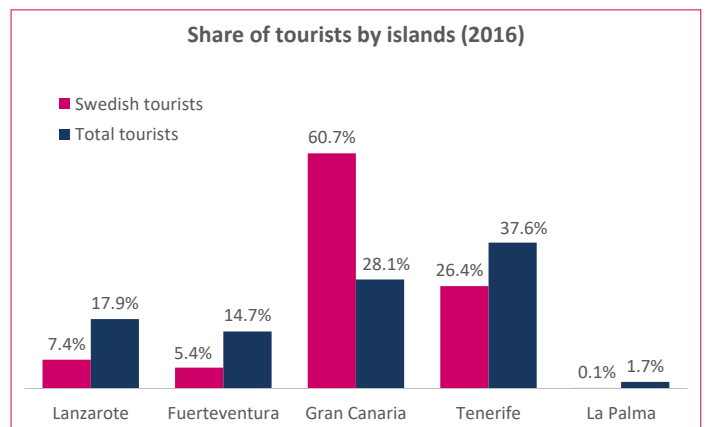
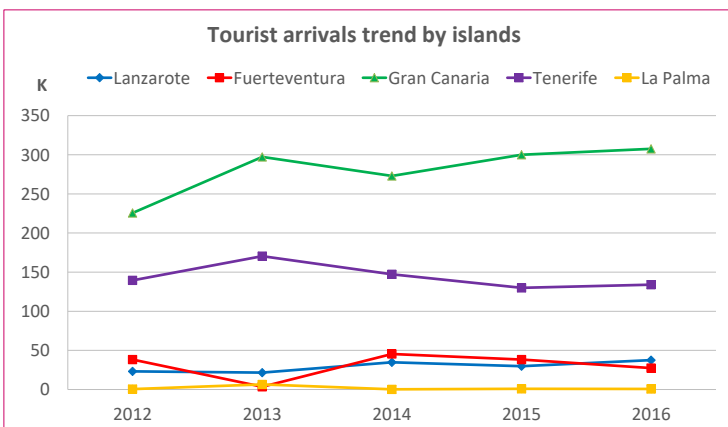
Aspects influencing the choice	LZ	FUE	GC	TFE	LP
Climate/sun	100.0%	100.0%	93.9%	98.1%	--
Tranquillity/rest/relaxation	33.6%	47.0%	53.7%	55.8%	--
Beaches	29.2%	19.2%	38.9%	32.2%	--
Security	12.2%	0.0%	13.3%	12.0%	--
Suitable destination for children	13.4%	21.2%	9.5%	10.4%	--
Visiting new places	8.7%	15.5%	9.5%	12.5%	--
Scenery	23.6%	5.8%	8.3%	9.3%	--
Price	8.7%	14.5%	9.6%	9.0%	--
Ease of travel	11.2%	1.9%	8.0%	4.1%	--
Active tourism	2.8%	29.5%	5.6%	4.3%	--
Quality of the environment	2.9%	29.6%	3.4%	5.1%	--
Shopping	6.0%	1.9%	3.8%	4.5%	--
Culture	7.4%	0.0%	0.8%	2.7%	--
Golf	1.2%	2.9%	2.0%	1.2%	--
Nightlife/fun	0.0%	0.0%	2.2%	1.3%	--
Security against natural catastrophes	1.2%	0.0%	2.2%	0.6%	--

* Multi-choice question

What did motivate them to come?

Aspects motivating the choice	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	69.6%	55.7%	73.3%	77.2%	--
Recommendation by friends or relatives	17.7%	11.5%	33.8%	29.1%	--
The Canary Islands television channel	0.0%	0.0%	0.4%	0.0%	--
Other television or radio channels	0.0%	0.0%	0.3%	0.4%	--
Information in the press/magazines/books	3.6%	1.2%	4.4%	1.3%	--
Attendance at a tourism fair	0.0%	0.0%	0.2%	0.0%	--
Tour Operator's brochure or catalogue	16.6%	4.7%	9.0%	9.3%	--
Recommendation by Travel Agency	4.0%	2.9%	6.8%	7.4%	--
Information obtained via the Internet	32.2%	49.9%	29.6%	25.7%	--
Senior Tourism programme	0.0%	0.0%	0.0%	0.0%	--
Others	3.9%	1.9%	5.0%	2.7%	--

* Multi-choice question



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.