

Tourist profile by islands (2017)

SWEDEN



How many are they and how much do they spend?



	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourist arrivals (FRONTUR) (thousands)	n.d.	n.d.	n.d.	n.d.	n.d.
Tourist arrivals (> 16 years old)	21,761	40,732	325,163	127,022	2,716
Average daily expenditure (€)	157.29	144.21	149.41	145.15	--
. in their place of residence	118.90	116.57	110.75	110.30	--
. in the Canary Islands	38.39	27.64	38.65	34.85	--
Average length of stay	8.82	8.13	9.58	9.66	--
Turnover per tourist (€)	1,343	1,120	1,289	1,233	--
Total turnover (€m)	29	46	419	157	--
Swedish tourist arrivals: share by islands	4.2%	7.9%	62.8%	24.6%	0.5%
Swedish turnover: share by islands	4.5%	7.0%	64.4%	24.1%	--
% tourists who pay in the Canary Islands:					
Accommodation:					
- Accommodation	9.7%	2.4%	8.2%	8.6%	--
- Additional accommodation expenses	4.5%	1.6%	1.3%	3.2%	--
Transport:					
- Public transport	13.7%	8.4%	16.4%	9.8%	--
- Taxi	22.8%	14.2%	20.6%	17.1%	--
- Car rental	10.4%	13.2%	8.0%	10.6%	--
Food and drink:					
- Food purchases at supermarkets	60.1%	43.8%	60.6%	60.1%	--
- Restaurants	64.4%	56.2%	63.2%	58.7%	--
Souvenirs:	50.4%	55.3%	41.3%	38.8%	--
Leisure:					
- Organized excursions	16.0%	14.2%	10.7%	11.7%	--
- Leisure, amusement	4.0%	4.2%	3.6%	7.1%	--
- Trip to other islands	3.5%	1.5%	1.0%	1.7%	--
- Sporting activities	5.5%	12.8%	4.3%	3.6%	--
- Cultural activities	6.0%	3.0%	2.0%	1.8%	--
- Discos and disco-pubs	3.5%	5.4%	3.6%	2.7%	--
Others:					
- Wellness	7.3%	8.4%	3.1%	6.0%	--
- Medical expenses	4.2%	5.1%	1.7%	2.5%	--
- Other expenses	10.3%	17.4%	8.6%	8.9%	--



What do they book at their place of residence?



	LZ	FUE	GC	TFE	LP
Flight only	0.0%	1.2%	6.2%	11.2%	--
Flight and accommodation (room only)	27.9%	11.6%	36.8%	30.3%	--
Flight and accommodation (B&B)	17.8%	8.2%	15.1%	18.9%	--
Flight and accommodation (half board)	15.9%	12.9%	12.0%	12.3%	--
Flight and accommodation (full board)	3.7%	6.0%	2.7%	3.0%	--
Flight and accommodation (all inclusive)	34.7%	60.1%	27.2%	24.2%	--
% Tourists using low-cost airlines	17.9%	16.4%	20.8%	39.1%	--
Other expenses in their place of residence:					
- Car rental	4.8%	5.3%	4.4%	7.5%	--
- Sporting activities	9.9%	15.8%	1.2%	2.9%	--
- Excursions	2.9%	3.6%	2.9%	4.8%	--
- Trip to other islands	0.0%	0.4%	0.2%	0.4%	--

* Tourists over 16 years old.

How do they book?



	LZ	FUE	GC	TFE	LP
Accommodation booking					
Tour Operator	74.0%	81.8%	71.9%	57.7%	--
- Tour Operator's website	95.1%	94.0%	89.1%	86.6%	--
Accommodation	12.0%	4.8%	10.4%	14.2%	--
- Accommodation's website	100.0%	75.3%	86.5%	76.1%	--
Travel agency (High street)	8.1%	9.6%	4.7%	4.6%	--
Online Travel Agency (OTA)	5.9%	3.0%	8.5%	17.0%	--
No need to book accommodation	0.0%	0.8%	4.5%	6.5%	--
Flight booking					
Tour Operator	80.3%	87.3%	74.8%	65.4%	--
- Tour Operator's website	91.2%	92.3%	87.9%	84.8%	--
Airline	10.3%	2.4%	13.6%	21.9%	--
- Airline's website	100.0%	100.0%	96.6%	100.0%	--
Travel agency (High street)	7.8%	6.5%	4.8%	3.5%	--
Online Travel Agency (OTA)	1.6%	3.8%	6.9%	9.2%	--

How far in advance do they book their trip?



	LZ	FUE	GC	TFE	LP
The same day they leave	0.0%	1.2%	0.5%	0.0%	--
Between 2 and 7 days	11.0%	11.2%	6.7%	4.3%	--
Between 8 and 15 days	3.0%	8.5%	6.7%	5.1%	--
Between 16 and 30 days	6.6%	14.6%	11.2%	10.0%	--
Between 31 and 90 days	43.2%	42.9%	40.4%	43.9%	--
More than 90 days	36.1%	21.7%	34.5%	36.7%	--

Who are they?



	LZ	FUE	GC	TFE	LP
Gender					
Men	56.3%	36.7%	45.2%	48.4%	--
Women	43.7%	63.3%	54.8%	51.6%	--
Age					
Average age (tourists > 16 years old)	54.0	50.6	52.5	51.1	--
Standard deviation	14.8	14.3	15.4	14.4	--
Age range (> 16 years old)					
16-24 years old	0.0%	2.5%	5.1%	4.6%	--
25-30 years old	8.5%	9.2%	5.5%	5.8%	--
31-45 years old	25.5%	24.8%	24.1%	23.6%	--
46-60 years old	28.9%	32.8%	28.0%	38.3%	--
Over 60 years old	37.1%	30.6%	37.4%	27.8%	--
Occupation					
Business owner or self-employed	14.1%	11.6%	16.3%	13.6%	--
Upper/Middle management employee	45.4%	42.8%	32.7%	43.7%	--
Auxiliary level employee	10.5%	16.2%	18.1%	18.4%	--
Students	0.9%	1.6%	3.2%	2.3%	--
Retired	29.1%	25.3%	28.7%	21.6%	--
Unemployed / unpaid dom. work	0.0%	2.5%	1.0%	0.4%	--
Annual household income level					
€12,000 - €24,000	8.7%	5.5%	9.5%	7.5%	--
€24,001 - €36,000	10.6%	15.1%	17.1%	17.0%	--
€36,001 - €48,000	12.8%	16.8%	18.0%	14.5%	--
€48,001 - €60,000	23.6%	22.9%	15.1%	17.6%	--
€60,001 - €72,000	14.4%	15.7%	13.1%	15.7%	--
€72,001 - €84,000	9.1%	6.6%	9.3%	8.5%	--
More than €84,000	20.7%	17.6%	18.0%	19.0%	--

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Which island do they choose?

Tourists (> 16 years old)	LZ	FUE	GC	TFE	LP
- 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
- 2017	21,761	40,732	325,163	127,022	2,716

Share (%)	LZ	FUE	GC	TFE	LP
- 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%
- 2017	4.2%	7.9%	62.8%	24.6%	0.5%

Where do they stay?

	LZ	FUE	GC	TFE	LP
5* Hotel	2.1%	1.2%	4.4%	4.0%	--
4* Hotel	38.7%	55.4%	26.0%	37.8%	--
1-2-3* Hotel	8.8%	31.5%	20.3%	12.8%	--
Apartment	47.8%	11.2%	45.3%	35.9%	--
Property (privately-owned, friends, family)	0.0%	0.3%	2.6%	5.3%	--
Others	2.5%	0.4%	1.5%	4.3%	--

Why do they choose the Canary Islands?

Aspects influencing the choice	LZ	FUE	GC	TFE	LP
Climate/sun	100.0%	94.3%	95.5%	94.8%	--
Tranquillity/rest/relaxation	51.2%	51.0%	57.5%	50.8%	--
Beaches	28.5%	54.4%	42.2%	30.3%	--
Price	17.7%	18.2%	12.8%	11.8%	--
Suitable destination for children	20.2%	6.2%	10.8%	8.8%	--
Security	15.7%	8.8%	10.8%	8.1%	--
Scenery	6.6%	10.2%	6.7%	14.6%	--
Visiting new places	10.2%	10.2%	8.0%	10.2%	--
Active tourism	6.2%	8.8%	4.2%	8.8%	--
Ease of travel	8.5%	3.6%	5.3%	5.9%	--
Quality of the environment	5.2%	0.0%	5.3%	5.5%	--
Shopping	2.8%	0.8%	3.9%	4.0%	--
Nightlife/fun	0.0%	0.8%	2.3%	1.5%	--
Golf	3.9%	5.3%	1.0%	1.9%	--
Culture	0.0%	0.9%	1.8%	1.2%	--
Nautical activities	0.0%	2.2%	1.0%	1.7%	--

* Multi-choice question

Who do they come with?

	LZ	FUE	GC	TFE	LP
Unaccompanied	0.0%	4.1%	5.8%	4.6%	--
Only with partner	37.5%	51.6%	42.3%	40.6%	--
Only with children (under the age of 13)	0.0%	0.8%	2.6%	1.5%	--
Partner + children (under the age of 13)	19.0%	6.9%	12.3%	10.6%	--
Other relatives	8.2%	5.8%	7.8%	6.4%	--
Friends	3.8%	5.1%	5.6%	3.7%	--
Work colleagues	0.0%	0.0%	0.1%	0.0%	--
Other combinations ⁽¹⁾	31.5%	25.8%	23.5%	32.5%	--

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

How do they rate the Canary Islands?

Impression of their stay	LZ	FUE	GC	TFE	LP
Good or very good (% tourists)	90.9%	92.5%	92.7%	94.5%	--
Average rating (scale 1-10)	8.93	8.89	8.90	8.93	--

How many are loyal to the Canary Islands?

Repeat tourists of each island	LZ	FUE	GC	TFE	LP
At least 1 previous visit	53.5%	39.6%	73.9%	67.3%	--
At least 10 previous visits	3.1%	1.6%	10.0%	8.4%	--

Where does the flight come from?

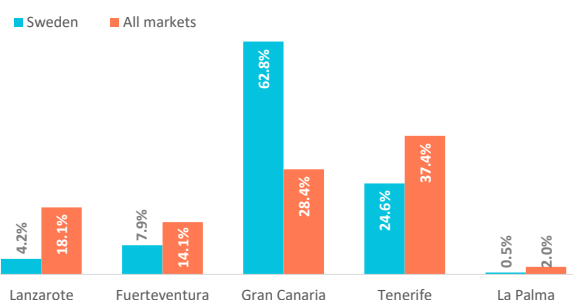
Tourists (> 16 years old)	LZ	FUE	GC	TFE	LP
Sweden	90.1%	81.6%	85.1%	78.8%	--
Denmark	1.7%	13.5%	8.3%	10.9%	--
Norway	3.0%	0.8%	2.7%	3.8%	--
Spanish Mainland	0.0%	0.0%	1.4%	1.8%	--
United Kingdom	3.2%	1.2%	0.9%	2.4%	--
Germany	0.0%	0.5%	0.8%	0.2%	--
Finland	0.0%	0.0%	0.2%	1.3%	--
France	0.0%	1.6%	0.0%	0.0%	--
Switzerland	0.7%	0.0%	0.1%	0.0%	--
Others	1.3%	0.8%	0.5%	0.7%	--

What did motivate them to come?

Prescription sources	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	78.2%	69.7%	79.1%	77.2%	--
Recommendation by friends/relatives	28.7%	25.3%	33.7%	32.3%	--
The Canary Islands television channel	0.0%	0.0%	0.4%	1.0%	--
Other television or radio channels	0.0%	0.7%	0.1%	0.0%	--
Information in press/magazines/books	6.7%	7.0%	3.6%	4.4%	--
Attendance at a tourism fair	0.0%	2.2%	0.3%	0.0%	--
Tour Operator's brochure or catalogue	15.5%	12.6%	7.5%	6.1%	--
Recommendation by Travel Agency	10.6%	9.2%	4.1%	4.3%	--
Information obtained via the Internet	31.9%	34.0%	23.4%	28.1%	--
Senior Tourism programme	0.0%	0.7%	0.1%	0.8%	--
Others	2.5%	3.3%	6.5%	4.6%	--

* Multi-choice question

Share of tourist arrivals by islands



Tourists over 16 years old.

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.