

# Profile of swedish tourist visiting Canary Islands

## 2015



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



	Sweden	All markets
Tourist arrivals (> 16 years old)	550,792	12,310,044
Average daily expenditure (€)	134.32	133.60
. in their place of residence	99.32	95.33
. in the Canary Islands	35.00	38.27
Average length of stay	9.43	9.46
Turnover per tourist (€)	1,161	1,125
Total turnover (> 16 years old) (€m)	639	13,854
Share of total turnover	4.6%	100%
Share of total tourist	4.5%	100%

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

	Sweden	All markets
<b>Accommodation (*)</b> :	32.86	44.10
- Accommodation	29.52	37.76
- Additional accommodation expenses	3.34	6.33
<b>Transport:</b>	19.32	27.41
- Public transport	4.80	4.99
- Taxi	7.78	7.42
- Car rental	6.73	14.99
<b>Food and drink:</b>	192.71	153.13
- Food purchases at supermarkets	89.70	68.64
- Restaurants	103.01	84.49
<b>Souvenirs:</b>	41.88	55.15
<b>Leisure:</b>	19.96	36.28
- Organized excursions	7.07	14.63
- Leisure, amusement	3.19	5.23
- Trip to other islands	0.64	1.51
- Sporting activities	4.35	5.38
- Cultural activities	1.89	2.18
- Discos and disco-pubs	2.80	7.34
<b>Others:</b>	18.31	15.71
- Wellness	2.04	2.97
- Medical expenses	0.66	1.46
- Other expenses	15.61	11.28

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



	Sweden	All markets
The same day they leave	0.6%	0.6%
Between 2 and 7 days	7.0%	7.3%
Between 8 and 15 days	6.2%	8.9%
Between 16 and 30 days	14.4%	15.4%
Between 31 and 90 days	38.1%	33.9%
More than 90 days	33.7%	33.8%

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



	Sweden	All markets
Flight only	6.4%	11.1%
Flight and accommodation (room only)	31.2%	25.5%
Flight and accommodation (B&B)	16.4%	7.6%
Flight and accommodation (half board)	12.0%	18.3%
Flight and accommodation (full board)	2.9%	4.4%
Flight and accommodation (all inclusive)	31.0%	33.2%
<b>% Tourists using low-cost airlines</b>	16.4%	47.1%
<b>Other expenses in their place of residence:</b>		
- Car rental	5.1%	11.5%
- Sporting activities	2.9%	5.4%
- Excursions	1.8%	5.7%
- Combined trip to other islands	0.3%	2.0%

### How do they book?



	Sweden	All markets
<b>Accommodation booking</b>		
<b>Tour Operator</b>	76.8%	42.8%
- Tour Operator's website	85.4%	78.8%
<b>Accommodation</b>	7.3%	14.0%
- Accommodation's website	81.6%	81.9%
<b>Travel agency (High street)</b>	5.3%	19.8%
<b>Online Travel Agency (OTA)</b>	5.7%	15.4%
<b>No need to book accommodation</b>	4.9%	8.0%

### Flight booking

	Sweden	All markets
<b>Tour Operator</b>	78.8%	45.5%
- Tour Operator's website	85.5%	77.7%
<b>Airline</b>	10.9%	24.9%
- Airline's website	95.7%	96.2%
<b>Travel agency (High street)</b>	5.6%	18.6%
<b>Online Travel Agency (OTA)</b>	4.7%	11.0%

### Where do they stay?



	Sweden	All markets
5* Hotel	4.4%	6.8%
4* Hotel	31.6%	37.7%
1-2-3* Hotel	17.5%	15.0%
Apartment	41.5%	30.3%
Property (privately-owned, friends, family)	3.5%	7.0%
Others	1.5%	3.2%

### How are they?



	Sweden	All markets
<b>Gender</b>		
Percentage of men	47.8%	49.8%
Percentage of women	52.2%	50.2%

### Age

	Sweden	All markets
Average age (tourists > 16 years old)	49.4	44.5
Standard deviation	15.8	14.9

### Age range

	Sweden	All markets
16-24 years old	6.8%	8.8%
25-30 years old	8.6%	13.1%
31-45 years old	26.6%	32.8%
46-60 years old	28.9%	28.4%
Over 60 years old	29.1%	17.0%

### Occupation

	Sweden	All markets
Business owner or self-employed	13.3%	23.7%
Upper/Middle management employee	36.8%	37.1%
Auxiliary level employee	23.7%	16.6%
Students	4.8%	5.6%
Retired	20.3%	14.5%
Unemployed / unpaid dom. work	1.1%	2.5%

### Annual household income level

	Sweden	All markets
€12,000 - €24,000	11.0%	18.3%
€24,001 - €36,000	17.3%	18.9%
€36,001 - €48,000	19.4%	16.9%
€48,001 - €60,000	16.6%	14.6%
€60,001 - €72,000	12.7%	9.2%
€72,001 - €84,000	9.6%	6.1%
More than €84,000	13.4%	16.0%

(\*) Bear in mind that 94% of swedish tourists pay the accommodation before travelling.

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### Which island do they choose?



Tourists (> 16 years old)	Sweden	All markets
- Lanzarote	39,157	2,242,245
- Fuerteventura	45,664	1,806,014
- Gran Canaria	337,023	3,447,259
- Tenerife	126,158	4,518,215
- La Palma	1,068	167,100

Share (%)	Sweden	All markets
- Lanzarote	7.1%	18.4%
- Fuerteventura	8.3%	14.8%
- Gran Canaria	61.4%	28.3%
- Tenerife	23.0%	37.1%
- La Palma	0.2%	1.4%

### Who do they come with?



	Sweden	All markets
Unaccompanied	6.7%	9.8%
Only with partner	47.1%	48.0%
Only with children (under the age of 13)	1.3%	1.4%
Partner + children (under the age of 13)	11.3%	11.8%
Other relatives	8.8%	6.4%
Friends	5.9%	6.1%
Work colleagues	0.4%	0.4%

### Why do they choose the Canary Islands?



Aspects influencing the choice	Sweden	All markets
Climate/sun	94.5%	89.3%
Tranquillity/rest/relaxation	56.9%	37.9%
Beaches	33.7%	33.6%
Price	13.1%	14.1%
Suitable destination for children	12.6%	7.7%
Visiting new places	11.2%	14.1%
Scenery	8.3%	22.6%
Security	7.3%	7.5%
Active tourism	5.2%	5.2%
Ease of travel	5.1%	8.3%
Quality of the environment	4.3%	6.4%
Shopping	3.4%	3.0%
Nightlife/fun	3.2%	4.3%
Golf	2.8%	1.1%
Culture	1.8%	2.7%
Security against natural catastrophes	1.5%	0.6%

### How do they value the destination?



Impression of their stay	Sweden	All markets
Good or very good (% tourists)	90.5%	93.3%
Average rating (scale 1-10)	8.72	8.84

### How many are loyal to the destination?

Percentage of repeat tourists	Sweden	All markets
Repeat tourists	85.7%	76.4%
In love (more than 10 visits)	17.5%	16.7%

### Where does the flight come from?



Ten main origin countries	Sweden	All markets
Sweden	490,752	500,342
Denmark	41,239	290,123
Norway	10,359	410,416
United Kingdom	2,428	3,848,961
Spain	2,393	1,897,955
Germany	1,254	2,561,891
Others	1,014	214,665
Poland	423	183,396
Netherlands	394	386,532
Switzerland	302	243,535

### What did motivate them to come?



Aspects motivating the choice	Sweden	All markets
Previous visits to the Canary Islands	76.2%	64.1%
Recommendation by friends or relatives	29.2%	34.7%
The Canary Islands television channel	0.1%	0.4%
Other television or radio channels	0.1%	0.7%
Information in the press/magazines/books	3.0%	3.7%
Attendance at a tourism fair	0.2%	0.5%
Tour Operator's brochure or catalogue	10.5%	8.2%
Recommendation by Travel Agency	5.2%	9.5%
Information obtained via the Internet	29.3%	25.6%
Senior Tourism programme	0.0%	0.3%
Others	6.1%	6.7%

\* Multi-choice question



Source: ISTAC (Encuesta sobre el Gasto Turístico).

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.

