

## TOURIST PROFILE BY ISLAND OF STAY (2022)

### SWEDEN



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

	LZ	FUE	GC	TFE	LP
<b>TOURISTS</b>					
Tourist arrivals (FRONTUR)	n.a.	n.a.	n.a.	n.a.	n.a.
Tourist arrivals > 15 years old (EGT)	7,672	15,930	190,800	51,578	443
- book holiday package	6,215	14,319	133,686	37,136	25
- do not book holiday package	1,457	1,610	57,114	14,442	419
- % tourists who book holiday package	81.0%	89.9%	70.1%	72.0%	5.6%



	LZ	FUE	GC	TFE	LP
<b>Expenditure per tourist (€)</b>					
- book holiday package	--	1,177	1,628	1,664	--
- holiday package	--	1,155	1,689	1,693	--
- others	--	1,389	1,408	1,345	--
- do not book holiday package	--	-234	281	348	--
- flight	--	1,370	1,487	1,590	--
- accommodation	--	506	489	606	--
- others	--	361	446	416	--
-	--	503	551	568	--
<b>Average length of stay</b>					
- book holiday package	--	8.26	10.15	9.85	--
- do not book holiday package	--	7.99	9.04	8.35	--
<b>Average daily expenditure (€)</b>					
- book holiday package	--	150.0	187.6	200.5	--
- do not book holiday package	--	151.9	199.8	217.8	--
-	--	133.0	158.9	156.0	--
<b>Total turnover (&gt; 15 years old) (€m)</b>					
- book holiday package	--	19	311	86	--
- do not book holiday package	--	17	226	63	--
-	--	2	85	23	--

#### Where did they spend their main holiday last year?\*

	LZ	FUE	GC	TFE	LP
Didn't have holidays	--	47.1%	54.0%	52.6%	--
Canary Islands	--	19.8%	21.4%	16.8%	--
Other destination	--	33.1%	24.6%	30.6%	--

#### What other destinations did they consider for this trip?\*

	LZ	FUE	GC	TFE	LP
None (I was clear about "this Canary Island")	--	43.4%	54.5%	48.1%	--
Canary Islands (other island)	--	21.6%	21.2%	22.0%	--
Other destination	--	35.0%	24.3%	29.9%	--

\*Percentage of valid answers

Source: Encuesta sobre el Gasto Turístico (ISTAC).

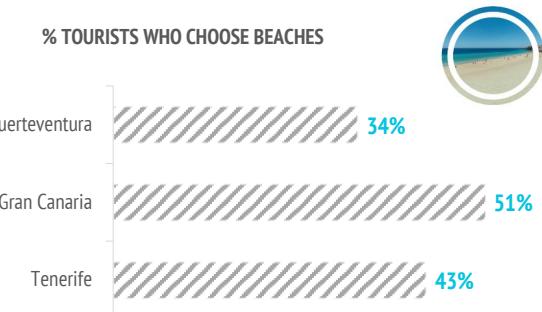
Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.

#### Importance of each factor in the destination choice

	LZ	FUE	GC	TFE	LP
Climate	--	83.3%	89.6%	89.5%	--
Sea	--	49.3%	60.9%	63.6%	--
Beaches	--	33.7%	51.1%	43.1%	--
Safety	--	24.9%	46.2%	50.2%	--
Tranquility	--	38.0%	43.9%	40.7%	--
Environment	--	28.9%	35.7%	42.5%	--
European belonging	--	24.6%	37.3%	32.2%	--
Effortless trip	--	19.0%	35.2%	41.9%	--
Accommodation supply	--	25.6%	31.3%	33.9%	--
Gastronomy	--	18.8%	24.6%	24.0%	--
Price	--	17.6%	24.5%	19.9%	--
Landscapes	--	15.5%	21.1%	32.1%	--
Fun possibilities	--	15.0%	17.2%	16.7%	--
Authenticity	--	13.5%	16.9%	16.5%	--
Hiking trail network	--	7.4%	8.8%	12.8%	--
Culture	--	5.7%	5.9%	2.7%	--
Historical heritage	--	4.9%	5.4%	3.7%	--
Shopping	--	4.1%	5.3%	1.7%	--
Exoticism	--	4.0%	5.0%	4.0%	--
Nightlife	--	1.0%	3.7%	5.1%	--

Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important"). % of tourists who indicate that the factor is "very important" in their choice.

#### % TOURISTS WHO CHOOSE BEACHES



#### What is the main motivation for their holidays?

	LZ	FUE	GC	TFE	LP
Rest	--	29.4%	40.7%	38.0%	--
Enjoy family time	--	36.5%	45.6%	41.5%	--
Have fun	--	3.8%	4.4%	4.8%	--
Explore the destination	--	5.2%	4.5%	9.6%	--
Practice their hobbies	--	21.6%	0.8%	3.0%	--
Other reasons	--	3.6%	3.9%	3.1%	--

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

	LZ	FUE	GC	TFE	LP
The same day	--	1.5%	0.5%	--	--
Between 1 and 30 days	--	25.9%	31.5%	28.8%	--
Between 1 and 2 months	--	32.2%	21.2%	23.0%	--
Between 3 and 6 months	--	25.7%	27.8%	37.4%	--
More than 6 months	--	14.7%	18.9%	10.8%	--

## TOURIST PROFILE BY ISLAND OF STAY (2022)

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#### What channels did they use to get information about the trip?

	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	--	37.4%	66.2%	60.5%	--
Friends or relatives	--	31.5%	19.7%	19.3%	--
Internet or social media	--	40.3%	39.4%	38.6%	--
Mass Media	--	1.9%	1.1%	3.7%	--
Travel guides and magazines	--	8.0%	4.9%	8.9%	--
Travel Blogs or Forums	--	1.3%	1.8%	5.9%	--
Travel TV Channels	--	0.0%	0.2%	1.0%	--
Tour Operator or Travel Agency	--	22.1%	15.5%	18.6%	--
Public administrations or similar	--	0.0%	1.2%	3.3%	--
Others	--	1.2%	2.4%	1.1%	--

\* Multi-choice question

#### With whom did they book their flight and accommodation?

	LZ	FUE	GC	TFE	LP
<b>Flight</b>					
- Directly with the airline	--	19.1%	35.1%	32.6%	--
- Tour Operator or Travel Agency	--	80.9%	64.9%	67.4%	--
<b>Accommodation</b>					
- Directly with the accommodation	--	18.1%	24.9%	28.4%	--
- Tour Operator or Travel Agency	--	81.9%	75.1%	71.6%	--

#### Where do they stay?

	LZ	FUE	GC	TFE	LP
1-2-3* Hotel	--	9.3%	19.6%	4.9%	--
4* Hotel	--	68.0%	33.7%	49.0%	--
5* Hotel / 5* Luxury Hotel	--	--	7.6%	12.6%	--
Aparthotel / Tourist Villa	--	11.5%	23.0%	21.7%	--
House/room rented in a private dwelling	--	2.6%	2.1%	4.9%	--
Private accommodation (1)	--	3.1%	7.7%	4.7%	--
Others (Cottage, cruise, camping,..)	--	5.5%	6.2%	2.2%	--

(1) Own property /House of friends or relatives /Free housing exchange /Other private accommodation.

■ Aparthotel / Tourist Villa ■ Hotels ■ Others



#### What do they book?

	LZ	FUE	GC	TFE	LP
Room only	--	14.4%	31.4%	27.4%	--
Bed and Breakfast	--	9.6%	18.4%	28.7%	--
Half board	--	31.8%	11.7%	9.6%	--
Full board	--	20.8%	3.6%	2.8%	--
All inclusive	--	23.4%	34.8%	31.5%	--

#### Other expenses

	LZ	FUE	GC	TFE	LP
Restaurants or cafes	--	41.6%	65.0%	68.6%	--
Supermarkets	--	43.1%	54.8%	60.9%	--
Car rental	--	15.9%	12.7%	33.0%	--
Organized excursions	--	9.7%	9.9%	24.8%	--
Taxi, transfer, chauffeur service	--	49.4%	66.1%	71.0%	--
Theme Parks	--	0.0%	3.7%	10.9%	--
Sport activities	--	14.7%	4.1%	6.1%	--
Museums	--	0.7%	2.1%	0.5%	--
Flights between islands	--	2.6%	1.1%	3.2%	--

#### Activities in the Canary Islands

	LZ	FUE	GC	TFE	LP
0 hours	--	6.6%	3.2%	2.4%	--
1 - 2 hours	--	22.9%	16.4%	12.7%	--
3 - 6 hours	--	37.3%	32.5%	39.0%	--
7 - 12 hours	--	29.1%	42.9%	39.8%	--
More than 12 hours	--	4.2%	5.0%	6.0%	--

■ 0 hours ■ More than 1 hour ■ More than 3 hours ■ More than 7 hours ■ More than 12 hours



	LZ	FUE	GC	TFE	LP
Walk, wander	--	50.6%	74.5%	79.0%	--
Beach	--	62.5%	74.5%	72.4%	--
Swimming pool, hotel facilities	--	70.3%	71.1%	73.6%	--
Explore the island on their own	--	34.9%	33.0%	44.9%	--
Taste Canarian gastronomy	--	12.8%	18.7%	24.4%	--
Wineries / markets / popular festi	--	1.3%	13.4%	7.4%	--
Hiking	--	17.6%	9.5%	13.6%	--
Nightlife / concerts / shows	--	1.9%	10.0%	7.7%	--
Running	--	22.6%	7.4%	9.0%	--
Swim	--	15.6%	8.6%	7.1%	--
Organized excursions	--	7.8%	4.9%	18.2%	--
Theme parks	--	1.7%	6.0%	13.1%	--
Sea excursions / whale watching	--	2.8%	4.9%	10.9%	--
Practice other sports	--	34.0%	3.3%	5.9%	--
Museums / exhibitions	--	3.5%	5.3%	3.1%	--
Beauty and health treatments	--	6.2%	4.3%	7.2%	--
Golf	--	9.8%	2.6%	2.1%	--
Other Nature Activities	--	5.8%	2.2%	3.1%	--
Cycling / Mountain bike	--	10.2%	1.6%	2.6%	--
Astronomical observation	--	1.8%	2.2%	0.9%	--
Surf	--	9.8%	0.6%	2.2%	--
Scuba Diving	--	1.8%	0.7%	0.5%	--
Windsurf / Kitesurf	--	2.2%	0.5%	0.0%	--

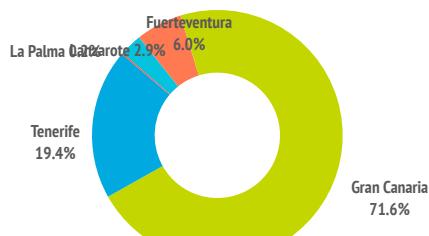
\* Multi-choice question

## TOURIST PROFILE BY ISLAND OF STAY (2022)

### SWEDEN



#### Which island do they choose?



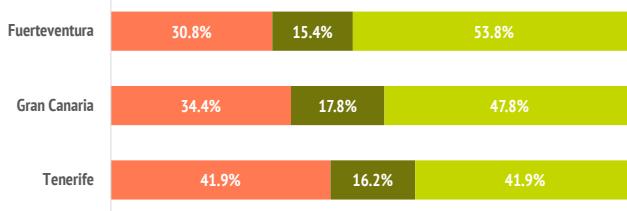
#### How many islands do they visit during their trip?

	LZ	FUE	GC	TFE	LP
One island	--	98.1%	97.5%	94.7%	--
Two islands	--	1.9%	1.8%	4.6%	--
Three or more islands	--	--	0.6%	0.7%	--

#### Sustainable destination

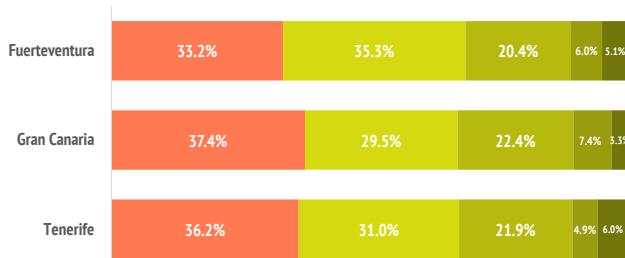
##### When booking a trip, do they tend to choose the most sustainable options?

No ■ Yes, even if it means some inconvenience (price, time, hassle, etc) ■ Yes, but only if it is not inconvenient ■



##### Would they be willing to spend more on travel to reduce their carbon footprint?

No ■ Yes, up to 5% more ■ Yes, up to 10% more ■ Yes, up to 20% more ■ Yes, over 20% more ■



#### Perception during their stay\*

	LZ	FUE	GC	TFE	LP
Quality of life on the island	--	7.35	7.69	7.82	--
Tolerance towards tourism	--	8.20	8.39	8.43	--
Cleanliness of the island	--	7.51	7.94	7.86	--
Air quality	--	8.44	8.09	8.27	--
Rational water consumption	--	6.87	7.12	7.29	--
Energy saving	--	6.62	6.57	6.67	--
Use of renewable energy	--	6.61	6.78	6.60	--
Recycling	--	6.72	6.73	6.61	--
Easy to get around by public transport	--	5.21	7.31	6.64	--
Overcrowding in tourist areas	--	6.16	6.34	6.27	--
Supply of local products	--	6.06	6.54	6.71	--

\* Scale 0 - 10 (0 = Not important and 10 = Very important)

#### Which is the most visited place on each island?

##### FUERTEVENTURA



14% PLAYAS DE JANDÍA

##### TENERIFE



31% PARQUE NACIONAL DEL TEIDE



33% PUERTO DE MOGÁN

The data refers to % of tourists on each island who have visited the place.

#### How do they rate the Canary Islands?

Satisfaction (scale 0-10) LZ FUE GC TFE LP

Average rating -- 8.50 8.85 8.65 --

Experience in the Canary Islands LZ FUE GC TFE LP

Worse or much worse than expected -- 0.4% 2.4% 1.1% --

Lived up to expectations -- 47.2% 59.6% 49.8% --

Better or much better than expected -- 52.4% 38.1% 49.1% --

Future intentions (scale 1-10) LZ FUE GC TFE LP

Return to the Canary Islands -- 8.37 8.95 8.64 --

Recommend visiting the Canary Islands -- 8.66 9.09 8.84 --

#### How many are loyal to the Canary Islands?

LZ FUE GC TFE LP

Repeat tourists of the island -- 52.8% 80.1% 72.7% --

At least 10 previous visits -- 7.3% 24.8% 4.2% --

Repeat tourists -- 67.5% 83.0% 78.5% --

At least 10 previous visits -- 16.9% 33.9% 19.6% --

#### REPEAT TOURIST OF EACH ISLAND

52.8%  
Fuerteventura

80.1%  
Gran Canaria

72.7%  
Tenerife

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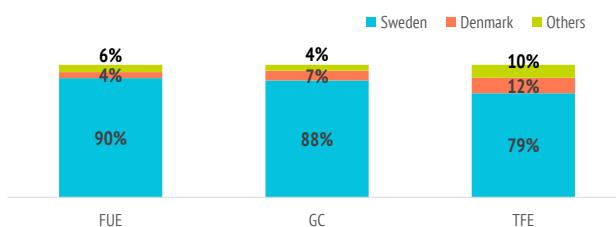
## SWEDEN



### Where does the flight come from?

	LZ	FUE	GC	TFE	LP
Sweden	--	90.0%	88.2%	78.6%	--
Denmark	--	4.5%	7.4%	11.7%	--
Norway	--	1.1%	2.0%	1.0%	--
Finland	--	--	1.2%	2.7%	--
Mainland Spain	--	--	0.5%	0.6%	--
Germany	--	4.5%	0.1%	1.1%	--
United Kingdom	--	--	0.2%	1.6%	--

### SHARE OF TOURIST BY ORIGIN OF THE FLIGHT



### Who do they come with?

	LZ	FUE	GC	TFE	LP
Unaccompanied	--	9.9%	12.9%	5.7%	--
Only with partner	--	28.4%	42.7%	45.4%	--
Only with children (< 13 years old)	--	11.1%	4.5%	8.1%	--
Partner + children (< 13 years old)	--	7.4%	9.1%	14.3%	--
Other relatives	--	9.4%	7.9%	5.0%	--
Friends	--	4.8%	3.2%	3.7%	--
Work colleagues	--	0.0%	0.2%	0.5%	--
Organized trip	--	1.7%	0.0%	0.0%	--
Other combinations <sup>(1)</sup>	--	27.3%	19.4%	17.5%	--

<sup>(1)</sup> Different situations have been isolated

Tourists with children	--	23.2%	20.3%	27.0%	--
- Between 0 and 2 years old	--	1.2%	1.4%	0.3%	--
- Between 3 and 12 years old	--	20.8%	17.7%	25.7%	--
- Between 0-2 and 3-12 years	--	1.2%	1.2%	1.0%	--
Tourists without children	--	76.8%	79.7%	73.0%	--
Group composition:					
- 1 person	--	11.6%	15.1%	6.4%	--
- 2 people	--	43.7%	48.8%	51.4%	--
- 3 people	--	13.2%	10.4%	18.3%	--
- 4 or 5 people	--	23.6%	18.7%	20.2%	--
- 6 or more people	--	7.9%	6.9%	3.7%	--
Average group size:	--	3.11	2.80	2.84	--

\*People who share the main expenses of the trip

### TOURIST TRAVELLING WITH CHILDREN



Source: Encuesta sobre el Gasto Turístico (ISTAC).

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

### Who are they?

	LZ	FUE	GC	TFE	LP
<u>Gender</u>					
Men	--	43.1%	45.7%	42.8%	--
Women	--	56.9%	54.3%	57.2%	--
<u>Age</u>					
Average age (tourist > 15 years old)	--	49.5	54.2	51.1	--
Standard deviation	--	15.1	16.6	16.1	--
<u>Age range (&gt; 15 years old)</u>					
16 - 24 years old	--	8.8%	7.1%	4.7%	--
25 - 30 years old	--	6.6%	4.0%	6.5%	--
31 - 45 years old	--	16.2%	18.7%	29.9%	--
46 - 60 years old	--	43.1%	29.6%	27.9%	--
Over 60 years old	--	25.3%	40.6%	31.1%	--
<u>Occupation</u>					
Salaried worker	--	37.1%	41.0%	49.5%	--
Self-employed	--	9.9%	8.2%	9.1%	--
Unemployed	--	0.0%	1.0%	0.5%	--
Business owner	--	24.5%	14.3%	18.7%	--
Student	--	11.9%	4.6%	2.9%	--
Retired	--	16.6%	30.5%	18.8%	--
Unpaid domestic work	--	0.0%	0.1%	0.0%	--
Others	--	0.0%	0.3%	0.5%	--
<u>Annual household income level</u>					
Less than €25,000	--	5.6%	7.3%	4.4%	--
€25,000 - €49,999	--	21.6%	31.4%	25.2%	--
€50,000 - €74,999	--	33.6%	29.0%	30.7%	--
More than €74,999	--	39.2%	32.4%	39.7%	--
<u>Education level</u>					
No studies	--	0.4%	1.4%	0.3%	--
Primary education	--	4.0%	4.7%	2.1%	--
Secondary education	--	24.4%	33.9%	22.7%	--
Higher education	--	71.2%	59.9%	74.9%	--



### % OF TOURISTS TRAVEL ONLY WITH PARTNER

