

TOURIST PROFILE BY ISLAND OF STAY (2022)

SWEDEN



How many are they and how much do they spend?



| | LZ | FUE | GC | TFE | LP |
|---|--------------|---------------|----------------|---------------|-------------|
| TOURISTS | | | | | |
| 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 |
|--|----|--------------|--------------|--------------|----|
| Expenditure per tourist (€) | -- | 1,177 | 1,628 | 1,664 | -- |
| - book holiday package | -- | 1,155 | 1,689 | 1,693 | -- |
| - holiday package | -- | 1,389 | 1,408 | 1,345 | -- |
| - others | -- | -234 | 281 | 348 | -- |
| - do not book holiday package | -- | 1,370 | 1,487 | 1,590 | -- |
| - flight | -- | 506 | 489 | 606 | -- |
| - accommodation | -- | 361 | 446 | 416 | -- |
| - others | -- | 503 | 551 | 568 | -- |
| Average lenght of stay | -- | 8.26 | 10.15 | 9.85 | -- |
| - book holiday package | -- | 7.99 | 9.04 | 8.35 | -- |
| - do not book holiday package | -- | 10.63 | 12.75 | 13.70 | -- |
| Average daily expenditure (€) | -- | 150.0 | 187.6 | 200.5 | -- |
| - book holiday package | -- | 151.9 | 199.8 | 217.8 | -- |
| - do not book holiday package | -- | 133.0 | 158.9 | 156.0 | -- |
| Total turnover (> 15 years old) (€m) | -- | 19 | 311 | 86 | -- |
| - book holiday package | -- | 17 | 226 | 63 | -- |
| - do not book holiday package | -- | 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.

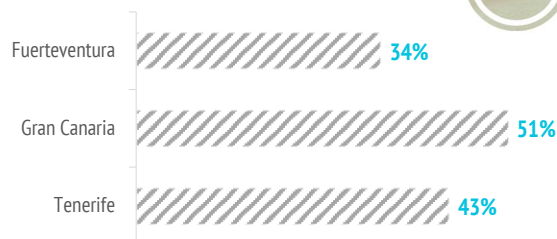
Importance of each factor in the destination choice



| | 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% | -- |

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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

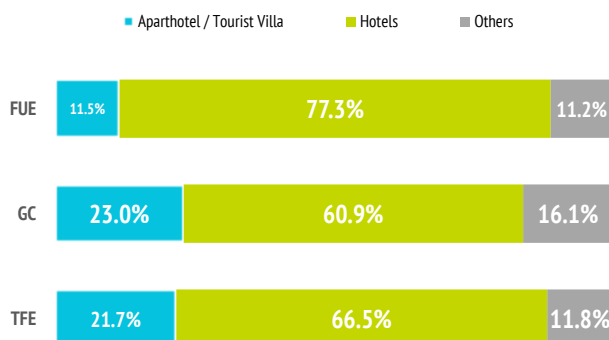
With whom did they book their flight and accommodation?

| | LZ | FUE | GC | TFE | LP |
|-----------------------------------|----|-------|-------|-------|----|
| Flight | | | | | |
| - Directly with the airline | -- | 19.1% | 35.1% | 32.6% | -- |
| - Tour Operator or Travel Agency | -- | 80.9% | 64.9% | 67.4% | -- |
| Accommodation | | | | | |
| - 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.



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% | -- |

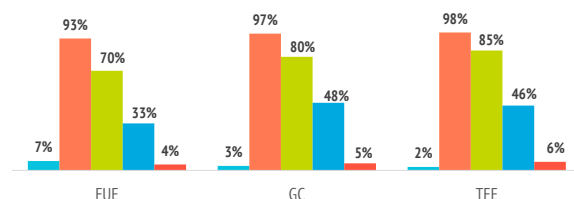
Other expenses

| | 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 |
|----------------------|----|-------|-------|-------|----|
| Outdoor time per day | | | | | |
| 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 |
|------------------------------------|----|-------|-------|-------|----|
| Activities in the Canary Islands | | | | | |
| 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% | -- |

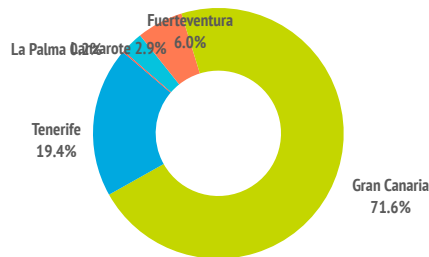
* Multi-choice question

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Which island do they choose?



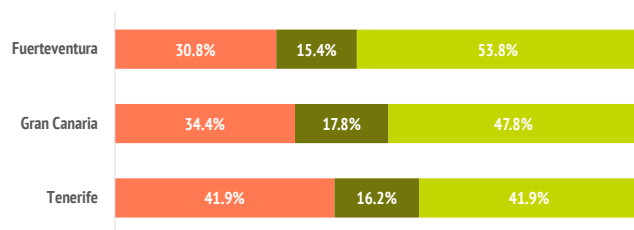
How many islands do they visit during their trip?

| | 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

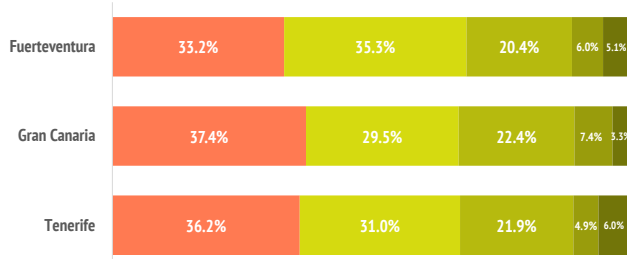
When booking a trip, do they tend to choose the most sustainable options?

■ 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

GRAN CANARIA



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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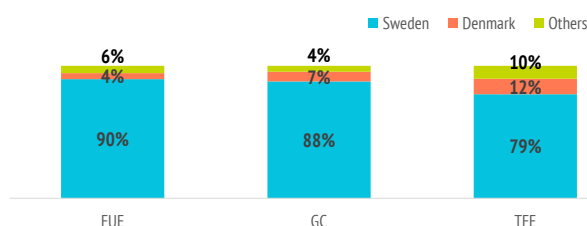


Where does the flight come from?



| | 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 ⁽¹⁾ | -- | 27.3% | 19.4% | 17.5% | -- |

(1) 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

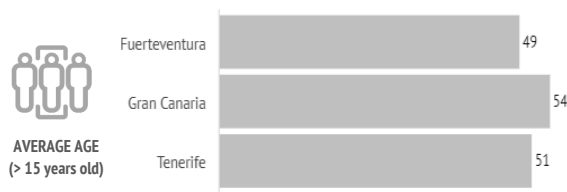
TOURIST TRAVELLING WITH CHILDREN



Who are they?



| | LZ | FUE | GC | TFE | LP |
|--------------------------------------|----|-------|-------|-------|----|
| Gender | | | | | |
| Men | -- | 43.1% | 45.7% | 42.8% | -- |
| Women | -- | 56.9% | 54.3% | 57.2% | -- |
| Age | | | | | |
| Average age (tourist > 15 years old) | -- | 49.5 | 54.2 | 51.1 | -- |
| Standard deviation | -- | 15.1 | 16.6 | 16.1 | -- |
| Age range (> 15 years old) | | | | | |
| 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% | -- |
| Occupation | | | | | |
| 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% | -- |
| Annual household income level | | | | | |
| 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% | -- |
| Education level | | | | | |
| 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



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.