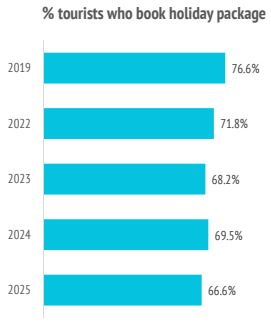
Tourist profile. Historical data (2019 - 2025)

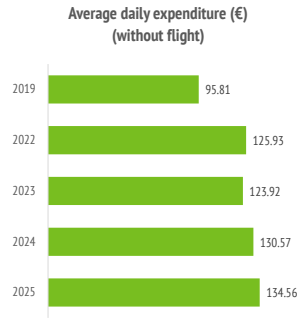
Sweden

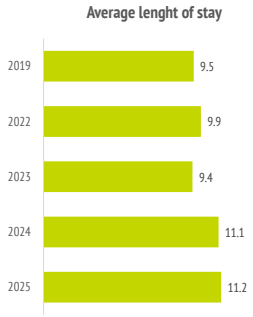
How many are they and how much do they spend?

	2019	2022	2023	2024	2025
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**546**	**322**	**382**	**379**	**351**
Tourist arrivals ≥ 16 years old (EGT) (*)	**457**	**267**	**318**	**318**	**298**
- % tourists who book holiday package	76.6%	71.8%	68.2%	69.5%	66.6%
Children < 16 years old (FRONTUR - EGT) (*)	89	55	63	61	52
Expenditure per tourist (€)	**1,268**	**1,598**	**1,550**	**1,724**	**1,756**
- book holiday package	1,299	1,641	1,672	1,833	1,828
- holiday package	1,055	1,389	1,396	1,517	1,504
- others	245	252	276	316	323
- do not book holiday package	1,167	1,489	1,290	1,478	1,613
- flight	396	506	449	452	544
- accommodation	369	435	407	454	488
- others	402	548	434	571	580
Average lenght of stay	**9.5**	**9.9**	**9.4**	**11.1**	**11.2**
- Median	7.0	7.0	7.0	7.0	**7.0**
Average daily expenditure (€)	**147.80**	**186.62**	**185.59**	**196.00**	**195.73**
- Median	121.97	156.10	168.01	162.69	**172.86**
Average daily expenditure (without flight)	**95.81**	**125.93**	**123.92**	**130.57**	**134.56**
- Median	81.49	104.86	116.46	107.66	**122.57**
Average cost of the flight (€)	**440.8**	**517.6**	**504.7**	**555.3**	**541.6**
Total turnover (≥ 16 years old) (€m)	**580**	**427**	**493**	**548**	**523**
Turnover without flight (≥ 16 years old) (€m)	**378**	**289**	**333**	**372**	**362**

(*) Thousands of tourists









% Tourists whose spending has been greater than €0 in each item

	2019	2022	2023	2024	2025
Accommodation:					
- Accommodation	90.3%	85.4%	86.5%	87.7%	87.6%
- Additional accommodation expenses	3.6%	3.5%	3.6%	3.9%	4.5%
Transport:					
- National/International Transport	97.5%	95.9%	96.3%	96.6%	96.5%
- Flights between islands	2.3%	1.9%	1.9%	2.9%	2.3%
- Taxi	63.4%	65.3%	69.2%	69.8%	65.5%
- Car rental	14.8%	17.0%	17.0%	16.4%	18.5%
- Public transport	11.7%	10.5%	13.5%	15.1%	18.9%
Food and drink:					
- Food purchases at supermarkets	58.0%	55.6%	59.4%	62.9%	63.0%
- Restaurants	59.8%	63.9%	63.9%	68.4%	66.4%
Leisure:					
- Organized excursions	16.2%	13.0%	16.7%	17.5%	15.7%
- Sport activities	4.0%	5.4%	7.2%	6.6%	6.4%
- Cultural activities	1.3%	1.0%	1.1%	2.8%	1.9%
- Museums	3.1%	1.8%	1.8%	2.3%	2.6%
- Theme Parks	3.3%	4.8%	5.1%	5.8%	4.5%
- Discos and pubs	4.8%	3.7%	6.4%	7.1%	8.6%
- Wellness	4.0%	3.2%	4.2%	3.2%	4.3%
Purchases of goods:					
- Souvenirs	38.3%	30.8%	34.1%	37.7%	36.1%
- Other expenses	0.5%	0.6%	0.8%	0.4%	1.0%
Other:					
- Medical or pharmaceutical expenses	6.9%	5.2%	7.4%	6.5%	6.8%
- Other expenses	8.3%	8.6%	8.6%	7.6%	6.6%

Average expenditure of tourists whose spending has been greater than €0 in each item

Expenditure per tourist and trip (€)	2019	2022	2023	2024	2025
Accommodation:	**677**	**976**	**996**	**975**	**1,136**
- Accommodation	561	777	764	817	849
- Additional accommodation expenses	116	199	232	158	287
Transport:	**694**	**868**	**833**	**940**	**935**
- National/International Transport	452	540	524	575	561
- Flights between islands	58	65	70	91	85
- Taxi	73	103	103	102	114
- Car rental	86	139	110	124	141
- Public transport	25	22	27	47	33
Food and drink:	**311**	**399**	**332**	**397**	**400**
- Food purchases at supermarkets	126	131	112	143	149
- Restaurants	185	268	220	254	251
Leisure:	**411**	**537**	**458**	**488**	**693**
- Organized excursions	68	80	85	97	86
- Sport activities	95	105	104	95	112
- Cultural activities	30	91	26	39	162
- Museums	22	23	29	33	40
- Theme Parks	67	75	71	88	77
- Discos and pubs	84	89	76	81	121
- Wellness	46	74	67	55	95
Purchases of goods:	**312**	**155**	**541**	**137**	**261**
- Souvenirs	94	90	85	100	98
- Other expenses	218	65	456	37	162
Other:	**87**	**226**	**96**	**79**	**122**
- Medical or pharmaceutical expenses	40	126	37	27	40
- Other expenses	47	100	59	53	82

Source: Tourist Expenditure Survey (EGT, ISTAC).

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

Tourist profile. Historical data (2019 - 2025)

Sweden

What is the main purpose of their trip?

	2019	2022	2023	2024	2025
Holiday, leisure	1.7%	0.0%	0.8%	1.0%	0.5%
Visiting family or friends	4.4%	1.4%	2.6%	2.6%	1.5%
Business and work	95.7%	93.9%	92.3%	93.7%	93.1%
Education and training	0.4%	0.2%	0.4%	0.6%	0.8%
Sports training	0.4%	0.5%	0.4%	0.5%	0.6%
Health or medical care	0.0%	0.0%	0.7%	0.0%	0.0%
Fairs and congresses	0.3%	0.1%	0.2%	0.1%	0.3%
Others	3.0%	4.5%	4.9%	4.3%	4.2%

What is the main motivation for their holidays?

	2019	2022	2023	2024	2025
Rest	47.0%	39.5%	37.5%	41.9%	38.9%
Enjoy family time	37.1%	44.7%	45.1%	39.6%	40.7%
Have fun	4.6%	4.3%	7.6%	7.2%	7.3%
Explore the destination	7.2%	6.5%	5.0%	7.0%	8.4%
Practice their hobbies	2.5%	2.6%	2.5%	1.6%	2.3%
Other reasons	1.6%	2.5%	2.3%	2.6%	2.4%

Where did they spend their main holiday last year? *

	2019	2022	2023	2024	2025
Didn't have holidays	--	53.2%	31.1%	26.5%	21.5%
Canary Islands	--	20.4%	27.3%	31.0%	30.3%
Other destination	--	26.4%	41.6%	42.6%	48.2%
- Balearic Islands	--	1.5%	0.9%	1.4%	1.2%
- Rest of Spain	--	5.8%	9.0%	7.8%	8.7%
- Italy	--	2.2%	4.3%	4.8%	5.4%
- France	--	1.9%	3.3%	3.9%	3.0%
- Turkey	--	0.9%	0.9%	1.4%	1.8%
- Greece	--	4.8%	8.2%	8.6%	9.6%
- Portugal	--	2.1%	0.8%	2.3%	2.8%
- Croatia	--	1.0%	2.4%	2.2%	2.4%
- Egypt	--	0.3%	0.1%	0.5%	0.1%
- Tunisia	--	0.0%	0.0%	0.0%	0.0%
- Morocco	--	0.1%	0.1%	0.2%	0.3%
- Others	--	5.7%	11.4%	9.5%	12.8%

** Percentage of valid answers*

What other destinations did they consider for this trip? *

	2019	2022	2023	2024	2025
None (I was clear about "this Canary Island")	--	51.5%	49.2%	48.7%	49.4%
Canary Islands (other island)	--	21.8%	24.3%	22.1%	22.5%
Other destination	--	26.7%	26.5%	29.3%	28.0%
- Balearic Islands	--	1.1%	1.6%	1.3%	1.6%
- Rest of Spain	--	5.3%	5.7%	6.7%	6.0%
- Italy	--	2.7%	3.4%	2.9%	3.0%
- France	--	1.0%	0.9%	1.3%	0.8%
- Turkey	--	0.9%	0.7%	1.7%	1.1%
- Greece	--	4.3%	4.4%	5.5%	5.2%
- Portugal	--	2.3%	2.6%	2.2%	3.1%
- Croatia	--	1.6%	1.5%	2.0%	1.7%
- Egypt	--	1.5%	1.6%	1.8%	3.2%
- Others	--	6.1%	4.1%	3.8%	2.3%

** Percentage of valid answers*

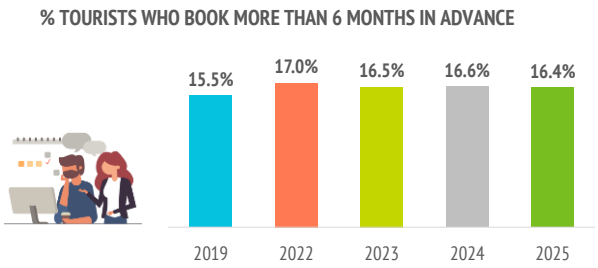
Importance of each factor in the destination choice

	2019	2022	2023	2024	2025
Climate	88.6%	89.2%	86.4%	86.2%	89.3%
Sea	50.0%	60.1%	54.0%	54.9%	54.3%
Safety	38.3%	45.9%	44.3%	45.6%	46.5%
Beaches	38.2%	47.8%	44.6%	46.1%	46.3%
Tranquility	36.1%	43.1%	38.7%	39.0%	45.0%
European belonging	29.5%	36.3%	31.0%	35.9%	40.7%
Environment	27.4%	36.8%	30.1%	30.5%	38.7%
Effortless trip	27.7%	35.0%	29.1%	33.0%	34.1%
Price	25.6%	23.4%	23.2%	28.2%	32.9%
Accommodation supply	28.0%	31.9%	28.4%	25.0%	28.5%
Gastronomy	18.4%	24.5%	21.3%	21.8%	24.4%
Landscapes	19.0%	23.4%	18.8%	18.0%	23.3%
Authenticity	11.6%	16.1%	16.7%	11.8%	18.4%
Fun possibilities	12.4%	16.5%	16.7%	16.2%	17.4%
Exoticism	4.7%	4.7%	5.4%	6.7%	10.1%
Hiking trail network	6.0%	9.8%	6.1%	7.3%	8.0%
Shopping	3.3%	4.7%	6.3%	3.6%	6.0%
Culture	4.0%	5.5%	3.9%	4.6%	5.4%
Historical heritage	3.7%	5.0%	3.1%	3.3%	4.5%
Nightlife	3.7%	3.7%	4.5%	6.1%	4.4%

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.

How far in advance do they book their trip?

	2019	2022	2023	2024	2025
The same day	0.7%	0.5%	0.7%	0.1%	1.3%
Between 1 and 30 days	27.9%	30.5%	26.5%	24.9%	25.3%
Between 1 and 2 months	23.1%	22.5%	24.1%	22.6%	25.6%
Between 3 and 6 months	32.9%	29.6%	32.1%	35.8%	31.5%
More than 6 months	15.5%	17.0%	16.5%	16.6%	16.4%



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

	2019	2022	2023	2024	2025
Previous visits to the Canary Islands	61.0%	63.3%	61.7%	58.3%	56.3%
Friends or relatives	19.1%	20.1%	19.0%	21.3%	19.9%
Internet or social media	48.5%	40.2%	39.6%	44.0%	36.7%
Mass Media	2.1%	1.6%	0.8%	1.2%	1.1%
Travel guides and magazines	6.6%	5.9%	3.3%	4.8%	4.5%
Travel Blogs or Forums	2.4%	2.6%	3.2%	2.4%	2.5%
Travel TV Channels	0.2%	0.3%	0.3%	0.7%	0.8%
Tour Operator or Travel Agency	15.6%	17.0%	16.1%	17.4%	16.5%
Public administrations or similar	0.1%	1.5%	0.4%	1.0%	0.2%
Others	1.6%	2.0%	3.6%	3.0%	3.8%

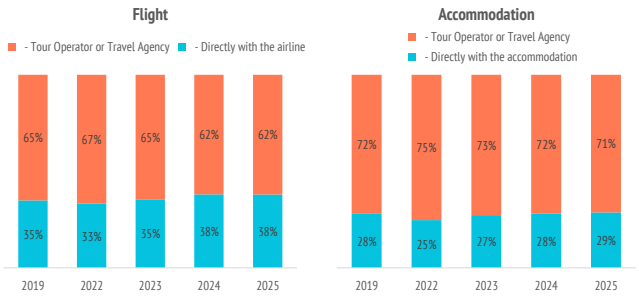
** Multi-choise question*

Tourist profile. Historical data (2019 - 2025)

Sweden

With whom did they book their flight and accommodation?

	2019	2022	2023	2024	2025
Flight					
- Directly with the airline	34.9%	33.2%	35.5%	38.0%	38.0%
- Tour Operator or Travel Agency	65.1%	66.8%	64.5%	62.0%	62.0%
Accommodation					
- Directly with the accommodation	28.0%	24.7%	27.3%	28.1%	28.7%
- Tour Operator or Travel Agency	72.0%	75.3%	72.7%	71.9%	71.3%



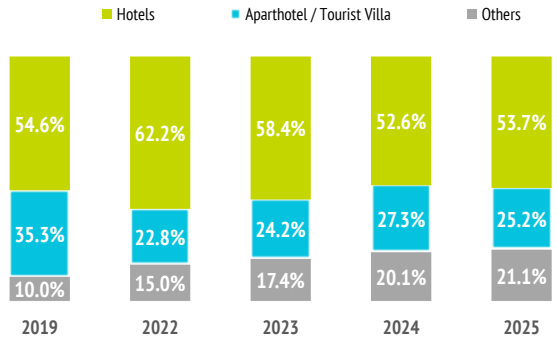
Where are they from?

	2019	2022	2023	2024	2025
Sweden	88.2%	85.7%	79.5%	80.5%	77.9%
Norway	1.5%	1.7%	1.9%	2.8%	2.6%
Spanish Mainland	0.6%	0.9%	2.2%	2.0%	1.3%
Germany	0.5%	0.8%	0.6%	1.6%	1.0%
United Kingdom	0.4%	0.5%	0.2%	0.2%	0.4%
Italy	0.1%	0.1%	0.1%	0.0%	0.1%
Switzerland	0.1%	0.4%	0.1%	0.2%	0.1%
Iceland	0.0%	0.0%	0.0%	0.0%	0.1%
Portugal	0.0%	0.3%	0.1%	0.2%	0.1%
Austria	0.0%	0.1%	0.0%	0.0%	0.0%
Others	8.6%	9.5%	15.3%	12.4%	16.5%

Where do they stay?

	2019	2022	2023	2024	2025
1-2-3* Hotel	16.3%	15.6%	15.0%	16.0%	14.8%
4* Hotel	32.8%	38.8%	35.8%	32.9%	33.0%
5* Hotel / 5* Luxury Hotel	5.5%	7.8%	7.6%	3.7%	5.9%
Aparthotel / Tourist Villa	35.3%	22.8%	24.2%	27.3%	25.2%
House/room rented in a private dwelling	2.6%	2.6%	6.0%	11.3%	12.5%
Private accommodation (1)	3.2%	6.6%	6.6%	6.7%	6.8%
Others (Cottage, cruise, camping,..)	4.3%	5.8%	4.7%	2.0%	1.9%

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

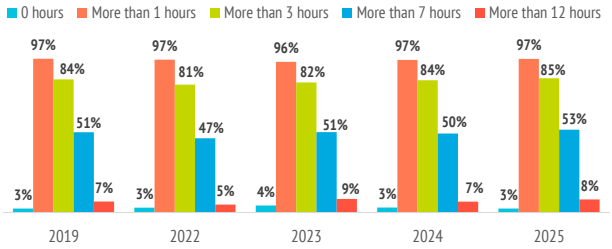


What do they book?

	2019	2022	2023	2024	2025
Room only	35.3%	29.2%	30.9%	39.4%	39.9%
Bed and Breakfast	14.5%	20.0%	20.9%	17.2%	17.6%
Half board	14.8%	12.5%	13.6%	11.4%	11.2%
Full board	2.6%	4.3%	4.2%	3.1%	2.4%
All inclusive	32.8%	34.0%	30.2%	28.9%	28.9%

Activities in the Canary Islands

Outdoor time per day	2019	2022	2023	2024	2025
0 hours	2.6%	3.1%	4.5%	3.2%	2.5%
1 - 2 hours	13.0%	15.8%	13.1%	12.9%	12.2%
3 - 6 hours	33.5%	34.0%	31.5%	33.8%	32.6%
7 - 12 hours	43.9%	42.0%	42.3%	43.1%	44.2%
More than 12 hours	7.0%	5.1%	8.6%	7.0%	8.4%
Outdoor time per day	7.0	6.4	6.9	6.9	7.2



Activities in the Canary Islands	2019	2022	2023	2024	2025
Walk, wander	73.6%	74.2%	74.1%	77.0%	78.3%
Beach	65.6%	73.1%	71.3%	69.8%	69.1%
Swimming pool, hotel facilities	71.1%	71.4%	71.6%	69.7%	66.8%
Explore the island on their own	36.9%	36.5%	37.6%	37.9%	36.2%
Taste Canarian gastronomy	20.3%	19.4%	17.5%	19.3%	21.2%
Wineries / markets / popular festivals	16.0%	11.4%	18.7%	18.5%	19.4%
Hiking	--	10.7%	12.9%	11.4%	15.1%
Nightlife / concerts / shows	10.1%	9.0%	10.0%	11.6%	11.4%
Organized excursions	11.3%	8.0%	9.9%	9.9%	9.0%
Sea excursions / whale watching	6.5%	5.8%	6.8%	7.1%	7.2%
Running	--	8.6%	8.4%	9.6%	7.1%
Swim	--	8.5%	4.8%	7.0%	7.0%
Theme parks	4.8%	6.9%	5.7%	8.3%	6.2%
Practice other sports	--	5.5%	7.4%	5.6%	5.2%
Museums / exhibitions	6.4%	4.9%	5.0%	5.5%	5.0%
Beauty and health treatments	4.8%	4.8%	4.7%	3.9%	5.0%
Other Nature Activities	--	2.8%	3.1%	3.6%	4.9%
Astronomical observation	1.2%	1.9%	1.9%	1.8%	2.8%
Golf	--	2.8%	2.3%	2.7%	2.2%
Surf	--	1.5%	1.8%	2.1%	2.2%
Scuba Diving	--	0.7%	1.6%	0.7%	1.0%
Cycling / Mountain bike	--	2.5%	1.7%	1.8%	1.0%
Windsurf / Kitesurf	--	0.5%	0.7%	0.3%	0.4%

** Multi-choise question*

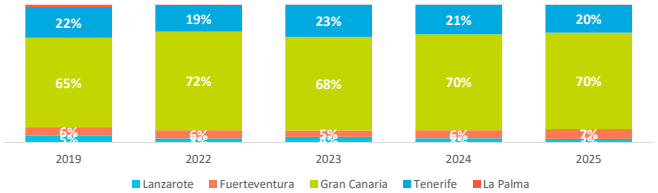
Tourist profile. Historical data (2019 - 2025)

Sweden

Which island do they choose?

Tourists (≥ 16 year old)	2019	2022	2023	2024	2025
Lanzarote	21,622	7,672	12,772	9,460	7,467
Fuerteventura	28,895	15,930	14,736	18,602	21,399
Gran Canaria	294,847	190,800	216,140	221,735	208,770
Tenerife	101,724	51,578	74,165	68,086	60,154
La Palma	7,361	443	144	77	182

Share by islands	2019	2022	2023	2024	2025
Lanzarote	4.8%	2.9%	4.0%	3.0%	2.5%
Fuerteventura	6.4%	6.0%	4.6%	5.9%	7.2%
Gran Canaria	64.9%	71.6%	68.0%	69.7%	70.1%
Tenerife	22.4%	19.4%	23.3%	21.4%	20.2%
La Palma	1.6%	0.2%	0.0%	0.0%	0.1%



How many islands do they visit during their trip?

	2019	2022	2023	2024	2025
One island	95.5%	96.2%	95.5%	95.7%	96.2%
Two islands	3.9%	2.6%	4.1%	3.8%	3.6%
Three or more islands	0.5%	1.2%	0.4%	0.5%	0.3%

How many are loyal to the Canary Islands?

	2019	2022	2023	2024	2025
Repeat tourists	81.7%	81.5%	84.5%	80.8%	78.6%
At least 10 previous visits	21.8%	30.2%	26.8%	25.9%	23.3%
Repeat tourists (last 5 years)	77.1%	73.0%	70.5%	70.5%	67.6%
Repeat tourists (last 5 years)(5 or more visits)	21.8%	17.4%	15.9%	18.1%	17.5%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019	2022	2023	2024	2025
Average rating	8.53	8.78	8.66	8.51	8.60

Experience in the Canary Islands	2019	2022	2023	2024	2025
Worse or much worse than expected	1.8%	2.0%	3.9%	3.5%	3.1%
Lived up to expectations	55.8%	57.1%	51.2%	60.2%	53.3%
Better or much better than expected	42.4%	41.0%	44.9%	36.3%	43.6%

Future intentions (scale 0-10)	2019	2022	2023	2024	2025
Return to the Canary Islands	8.31	8.86	8.51	8.37	8.55
Recommend visiting the Canary Islands	8.73	9.02	8.83	8.63	8.83

Who are they?

	2019	2022	2023	2024	2025
Gender					
Men	46.0%	45.3%	47.9%	46.9%	48.6%
Women	54.0%	54.7%	52.1%	53.1%	51.4%
Age					
Average age	53.7	53.4	52.3	52.6	53.2
Standard deviation	15.3	16.5	16.9	17.7	17.0
Age range					
16 - 24 years old	4.6%	6.6%	8.6%	8.9%	7.3%
25 - 30 years old	5.5%	4.6%	4.8%	4.6%	5.1%
31 - 45 years old	18.5%	20.8%	21.5%	24.2%	22.3%
46 - 60 years old	32.6%	29.9%	29.1%	21.7%	24.9%
Over 60 years old	38.8%	38.1%	36.0%	40.6%	40.4%
Occupation					
Salaried worker	36.8%	42.2%	41.3%	37.8%	41.8%
Self-employed	7.8%	8.4%	7.5%	7.5%	7.2%
Unemployed	0.5%	0.8%	0.6%	0.7%	2.8%
Business owner	14.1%	15.3%	15.1%	14.2%	13.3%
Student	3.2%	4.7%	5.4%	6.2%	3.2%
Retired	36.8%	28.2%	29.8%	33.1%	31.0%
Unpaid domestic work	0.6%	0.1%	0.0%	0.1%	0.0%
Others	0.1%	0.3%	0.2%	0.5%	0.7%
Annual household income level					
Less than €25,000	9.6%	6.5%	8.0%	6.6%	6.9%
€25,000 - €49,999	29.9%	29.6%	30.0%	32.2%	30.5%
€50,000 - €74,999	32.4%	30.1%	29.2%	31.4%	30.2%
More than €74,999	28.1%	33.8%	32.8%	29.8%	32.4%
Education level					
No studies	1.2%	1.1%	1.3%	1.0%	1.6%
Primary education	5.9%	4.2%	4.1%	4.3%	5.2%
Secondary education	36.1%	30.8%	31.9%	29.3%	28.2%
Higher education	56.8%	63.8%	62.6%	65.5%	65.0%

Who do they come with?

	2019	2022	2023	2024	2025
Unaccompanied	7.2%	10.9%	7.0%	9.2%	9.6%
Only with partner	47.6%	43.4%	42.9%	42.7%	43.4%
Only with children (< 13 years old)	6.4%	5.6%	5.8%	6.8%	5.2%
Partner + children (< 13 years old)	7.5%	9.9%	8.1%	7.9%	7.7%
Other relatives	6.5%	7.4%	6.8%	7.9%	6.2%
Friends	6.1%	3.4%	6.1%	6.6%	7.1%
Work colleagues	0.3%	0.2%	0.4%	0.1%	0.4%
Organized trip	0.4%	0.1%	0.2%	0.4%	0.3%
Other combinations (2)	18.0%	19.0%	22.7%	18.4%	20.1%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**20.0%**	**21.6%**	**20.2%**	**22.0%**	**20.2%**
- Between 0 and 2 years old	1.4%	1.1%	1.0%	1.7%	0.8%
- Between 3 and 12 years old	17.5%	19.4%	17.6%	18.3%	17.4%
- Between 0 -2 and 3-12 years old	1.1%	1.1%	1.6%	1.9%	2.0%
Tourists without children	**80.0%**	**78.4%**	**79.8%**	**78.0%**	**79.8%**
Group composition:					
- 1 person	10.3%	12.8%	9.4%	10.9%	13.1%
- 2 people	56.6%	50.0%	51.3%	51.4%	51.0%
- 3 people	9.7%	12.2%	11.4%	9.6%	10.0%
- 4 or 5 people	18.9%	18.9%	21.6%	20.7%	18.8%
- 6 or more people	4.6%	6.1%	6.4%	7.4%	7.1%
Average group size:	**2.69**	**2.81**	**2.93**	**2.92**	**2.78**

**People who share the main expenses of the trip*

Source: Tourist Expenditure Survey (EGT, ISTAC).

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