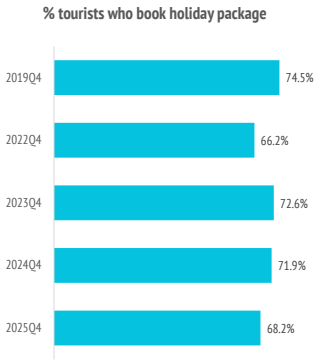
Tourist profile. Historical data (2019 - 2025)

SWEDEN: Fourth Quarter

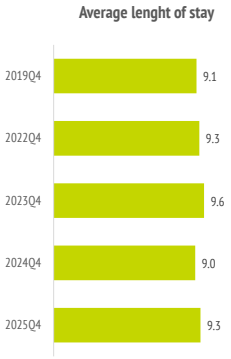
How many are they and how much do they spend?

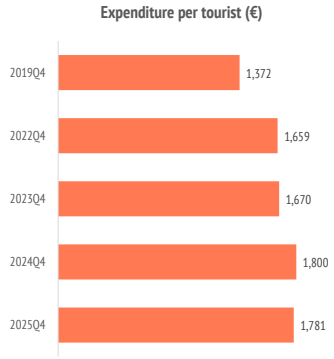
	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**212**	**146**	**149**	**140**	**127**
Tourist arrivals ≥ 16 years old (EGT) (*)	**182**	**118**	**126**	**122**	**111**
- book holiday package (*)	135	78	91	88	76
- do not book holiday package (*)	46	40	34	34	35
- % tourists who book holiday package	74.5%	66.2%	72.6%	71.9%	68.2%
Children < 16 years old (FRONTUR - EGT) (*)	30	28	23	18	16
Expenditure per tourist (€) (group spend / group size)	**1,157**	**1,376**	**1,387**	**1,388**	**1,388**
Expenditure per tourist (€) (group spend / +16)	**1,372**	**1,659**	**1,670**	**1,800**	**1,781**
- book holiday package	1,396	1,734	1,738	1,991	1,859
- holiday package	1,177	1,466	1,470	1,688	1,566
- others	219	269	267	302	293
- do not book holiday package	1,300	1,513	1,492	1,313	1,612
- flight	523	531	549	477	582
- accommodation	374	424	467	365	522
- others	404	558	475	472	509
Average lenght of stay	**9.1**	**9.3**	**9.6**	**9.0**	**9.3**
- Median	7.0	7.0	7.0	7.0	7.0
Average daily expenditure (€)	**164.13**	**203.17**	**199.33**	**229.17**	**218.42**
- Median	139.40	189.33	192.75	182.10	194.50
Average daily expenditure (without flight)	**95.39**	**131.21**	**129.82**	**144.73**	**143.96**
- Median	85.41	125.93	122.41	117.27	128.47
Average cost of the flight (€)	**579**	**586**	**570**	**660**	**596**
Total turnover (€m)	**249**	**195**	**210**	**220**	**199**
Turnover without flight (€m)	**144**	**126**	**139**	**139**	**132**

(*) Thousands of tourists









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

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Accommodation:					
- Accommodation	90.8%	83.4%	89.3%	90.2%	89.1%
- Additional accommodation expenses	3.0%	2.6%	4.1%	3.2%	5.2%
Transport:					
- National/International Transport	97.6%	96.8%	97.2%	97.8%	96.9%
- Flights between islands	0.8%	1.1%	1.0%	2.2%	1.3%
- Taxi	60.7%	67.4%	69.5%	74.8%	66.3%
- Car rental	18.0%	18.9%	18.4%	14.9%	21.2%
- Public transport	10.5%	8.2%	14.6%	11.6%	17.6%
Food and drink:					
- Food purchases at supermarkets	54.1%	56.9%	55.8%	60.8%	56.7%
- Restaurants	56.1%	66.2%	60.5%	65.2%	64.9%
Leisure:					
- Organized excursions	13.6%	13.4%	18.1%	18.1%	17.4%
- Sport activities	3.9%	6.9%	7.9%	8.8%	6.5%
- Cultural activities	0.9%	0.5%	0.8%	2.3%	1.1%
- Museums	4.2%	2.5%	1.9%	1.1%	3.9%
- Theme Parks	2.9%	5.7%	4.5%	5.8%	5.2%
- Discos and pubs	3.9%	4.0%	6.9%	6.5%	5.7%
- Wellness	3.3%	3.2%	3.0%	2.9%	2.7%
Purchases of goods:					
- Souvenirs	36.6%	28.8%	32.9%	36.3%	34.1%
- Other expenses	0.2%	0.4%	1.6%	0.0%	1.7%
Other:					
- Medical or pharmaceutical expenses	5.1%	5.9%	8.1%	6.7%	5.9%
- Other expenses	7.1%	7.5%	10.7%	7.4%	7.5%

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

Expenditure per tourist and trip (€)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Accommodation:	**668**	**945**	**1,067**	**890**	**1,124**
- Accommodation	539	795	810	813	859
- Additional accommodation expenses	129	149	258	77	265
Transport:	**814**	**931**	**862**	**992**	**1,006**
- National/International Transport	593	605	586	675	615
- Flights between islands	43	75	40	84	126
- Taxi	71	82	99	94	107
- Car rental	82	147	105	114	120
- Public transport	24	22	32	25	38
Food and drink:	**310**	**408**	**344**	**369**	**348**
- Food purchases at supermarkets	126	124	118	112	123
- Restaurants	184	284	226	257	225
Leisure:	**473**	**416**	**429**	**499**	**627**
- Organized excursions	70	85	72	112	95
- Sport activities	98	81	104	95	115
- Cultural activities	35	13	35	42	60
- Museums	25	22	38	22	35
- Theme Parks	74	96	63	100	96
- Discos and pubs	112	71	57	52	161
- Wellness	60	49	60	76	65
Purchases of goods:	**121**	**169**	**604**	**85**	**328**
- Souvenirs	94	76	68	85	**90**
- Other expenses	26	93	536	0	**239**
Other:	**116**	**191**	**106**	**69**	**134**
- Medical or pharmaceutical expenses	79	127	51	28	**46**
- Other expenses	37	64	54	41	**88**

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: Fourth Quarter

What is the main purpose of their trip?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Holiday, leisure	96.4%	93.1%	94.9%	93.9%	96.7%
Visiting family or friends	2.5%	5.7%	3.8%	4.6%	2.2%
Business and work	0.0%	0.0%	0.0%	0.1%	0.0%
Education and training	0.0%	0.2%	0.2%	0.4%	0.1%
Sports training	0.2%	0.4%	0.7%	0.7%	0.6%
Health or medical care	0.3%	0.1%	0.2%	0.2%	0.4%
Fairs and congresses	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.6%	0.3%	0.2%	0.0%	0.0%

What is the main motivation for their holidays?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Rest	47.4%	40.0%	33.9%	36.7%	39.1%
Enjoy family time	40.8%	46.7%	48.2%	46.5%	44.7%
Have fun	3.8%	4.1%	8.7%	6.0%	4.6%
Explore the destination	5.0%	5.4%	4.1%	7.5%	7.0%
Practice their hobbies	2.3%	1.9%	1.7%	0.9%	1.8%
Other reasons	0.7%	1.9%	3.4%	2.4%	2.6%

Where did they spend their main holiday last year? *

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Didn't have holidays	--	45.1%	31.8%	28.7%	24.1%
Canary Islands	--	24.6%	29.3%	27.9%	28.4%
Other destination	--	30.3%	39.0%	43.4%	47.5%
- Balearic Islands	--	1.5%	1.0%	2.2%	1.3%
- Rest of Spain	--	6.5%	7.4%	6.5%	8.1%
- Italy	--	2.4%	3.4%	3.6%	5.3%
- France	--	2.6%	3.4%	4.7%	2.2%
- Turkey	--	1.8%	1.5%	1.2%	1.8%
- Greece	--	5.1%	7.0%	8.1%	8.1%
- Portugal	--	2.8%	0.8%	2.1%	3.9%
- Croatia	--	0.9%	2.1%	3.6%	3.5%
- Egypt	--	0.7%	0.2%	0.6%	0.0%
- Tunisia	--	0.0%	0.0%	0.0%	0.0%
- Morocco	--	0.3%	0.0%	0.2%	0.4%
- Others	--	5.8%	12.2%	10.6%	12.9%

** Percentage of valid answers*

What other destinations did they consider for this trip? *

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
None (I was clear about "this Canary Island")	--	49.0%	50.0%	45.9%	50.2%
Canary Islands (other island)	--	22.3%	20.6%	22.7%	21.0%
Other destination	--	28.7%	29.4%	31.4%	28.8%
- Balearic Islands	--	1.1%	2.4%	0.9%	1.5%
- Rest of Spain	--	5.9%	6.6%	5.9%	4.4%
- Italy	--	3.2%	4.7%	3.6%	3.9%
- France	--	0.6%	1.0%	1.5%	0.4%
- Turkey	--	1.3%	1.4%	2.7%	1.4%
- Greece	--	6.0%	4.5%	5.2%	6.9%
- Portugal	--	2.9%	3.1%	3.4%	2.1%
- Croatia	--	1.9%	1.6%	2.3%	1.5%
- Egypt	--	1.5%	1.7%	1.7%	4.3%
- Others	--	4.3%	2.5%	4.2%	2.4%

** Percentage of valid answers*

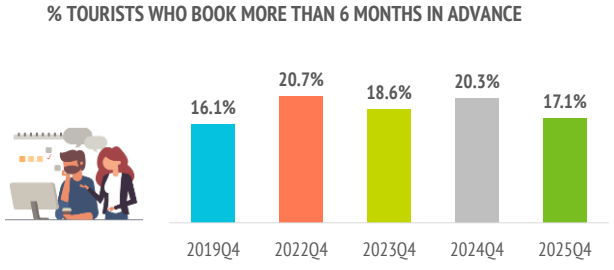
Importance of each factor in the destination choice

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Climate	90.7%	89.0%	85.0%	85.5%	90.5%
Sea	55.8%	59.3%	57.1%	59.4%	57.3%
Tranquility	39.7%	37.2%	36.1%	41.1%	47.8%
Safety	39.8%	45.1%	46.1%	46.2%	47.0%
Beaches	42.1%	44.2%	49.8%	48.9%	44.5%
Environment	28.5%	35.1%	29.4%	30.8%	43.2%
European belonging	30.9%	36.5%	32.4%	37.9%	39.0%
Price	23.7%	22.9%	25.6%	30.5%	35.9%
Effortless trip	28.1%	30.5%	26.9%	30.7%	34.0%
Accommodation supply	27.6%	32.5%	30.1%	26.5%	30.0%
Gastronomy	17.6%	21.1%	19.7%	21.3%	24.5%
Authenticity	12.6%	17.9%	18.0%	13.3%	22.2%
Landscapes	18.2%	21.7%	16.4%	17.9%	22.1%
Fun possibilities	13.3%	17.8%	12.7%	15.7%	14.0%
Exoticism	4.0%	5.4%	5.4%	6.1%	9.4%
Hiking trail network	4.0%	7.4%	6.7%	5.9%	8.7%
Culture	2.4%	3.7%	3.0%	3.5%	5.1%
Shopping	2.2%	3.4%	5.6%	2.6%	4.8%
Historical heritage	3.0%	4.4%	3.6%	4.2%	4.2%
Nightlife	3.2%	3.9%	4.0%	5.2%	3.9%

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?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
The same day	0.7%	0.5%	0.5%	0.0%	2.5%
Between 1 and 30 days	24.7%	25.2%	23.4%	19.9%	22.5%
Between 1 and 2 months	21.3%	18.6%	21.7%	24.6%	19.4%
Between 3 and 6 months	37.1%	35.0%	35.8%	35.2%	38.5%
More than 6 months	16.1%	20.7%	18.6%	20.3%	17.1%



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

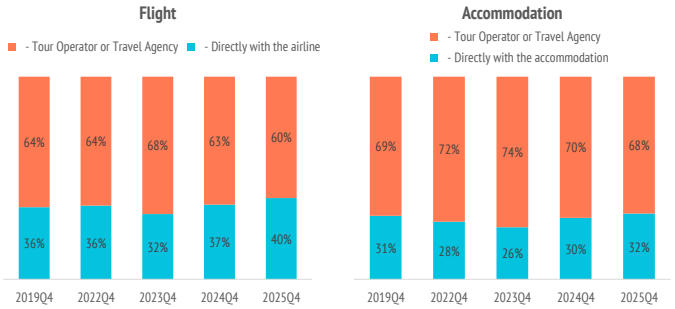
	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Previous visits to the Canary Islands	61.4%	67.5%	65.1%	52.4%	55.0%
Friends or relatives	17.3%	17.0%	16.3%	19.5%	21.2%
Internet or social media	47.1%	40.4%	41.4%	46.1%	38.8%
Mass Media	2.8%	0.9%	0.6%	0.2%	1.6%
Travel guides and magazines	5.7%	7.4%	3.5%	5.3%	2.7%
Travel Blogs or Forums	2.3%	1.7%	2.3%	2.4%	1.8%
Travel TV Channels	0.1%	0.2%	0.3%	1.0%	0.5%
Tour Operator or Travel Agency	17.0%	16.2%	16.4%	22.9%	16.4%
Public administrations or similar	0.1%	1.6%	0.2%	1.4%	0.0%
Others	1.2%	1.8%	4.6%	4.4%	1.8%

** Multi-choise question*

Tourist profile. Historical data (2019 - 2025)
SWEDEN: Fourth Quarter

With whom did they book their flight and accommodation?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Flight					
- Directly with the airline	35.6%	36.4%	32.2%	36.8%	40.1%
- Tour Operator or Travel Agency	64.4%	63.6%	67.8%	63.2%	59.9%
Accommodation					
- Directly with the accommodation	31.4%	28.4%	25.7%	30.4%	32.5%
- Tour Operator or Travel Agency	68.6%	71.6%	74.3%	69.6%	67.5%



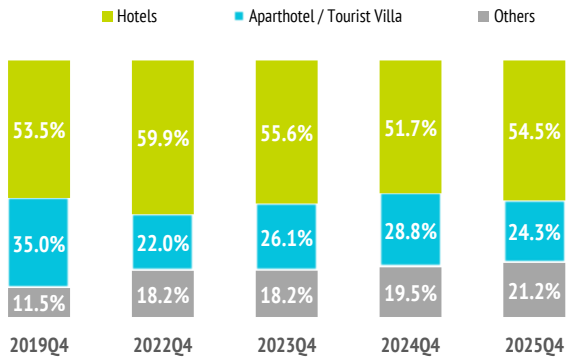
Where does the flight come from?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Sweden	87.3%	81.6%	80.9%	79.4%	79.4%
Denmark	9.5%	10.0%	12.7%	14.2%	13.6%
Norway	1.8%	1.4%	3.7%	2.7%	3.9%
Spanish Mainland	0.6%	0.6%	1.3%	1.3%	1.5%
Finland	0.0%	3.0%	0.3%	0.0%	1.2%
Netherlands	0.0%	0.0%	0.0%	0.0%	0.3%
Switzerland	0.0%	0.5%	0.2%	0.0%	0.2%
Germany	0.0%	1.5%	0.4%	2.2%	0.0%
France	0.0%	0.0%	0.0%	0.1%	0.0%
Italy	0.4%	0.2%	0.3%	0.0%	0.0%
Others	0.4%	1.3%	0.2%	0.2%	0.0%

Where do they stay?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
1-2-3* Hotel	16.1%	14.3%	14.1%	15.9%	16.5%
4* Hotel	33.3%	36.1%	35.5%	30.6%	32.7%
5* Hotel / 5* Luxury Hotel	4.0%	9.4%	6.0%	5.2%	5.2%
Aparthotel / Tourist Villa	35.0%	22.0%	26.1%	28.8%	24.3%
House/room rented in a private dwelling	2.7%	1.3%	11.1%	12.3%	14.7%
Private accommodation (1)	3.1%	8.9%	3.5%	5.0%	5.7%
Others (Cottage, cruise, camping,..)	5.7%	8.0%	3.6%	2.2%	0.9%

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

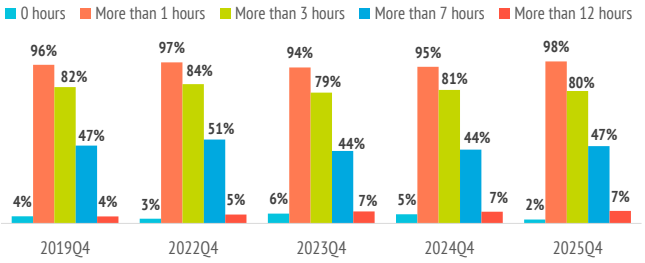


What do they book?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Room only	33.0%	28.3%	29.7%	36.8%	36.5%
Bed and Breakfast	14.3%	19.3%	21.9%	14.0%	15.1%
Half board	15.1%	12.6%	12.9%	11.8%	11.3%
Full board	1.7%	3.5%	4.9%	4.6%	2.6%
All inclusive	36.0%	36.3%	30.6%	32.9%	34.4%

Activities in the Canary Islands

Outdoor time per day	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
0 hours	4.3%	2.8%	5.9%	5.5%	2.3%
1 - 2 hours	13.5%	13.1%	15.1%	14.0%	17.8%
3 - 6 hours	35.3%	33.4%	35.3%	36.1%	33.2%
7 - 12 hours	42.7%	45.3%	36.5%	37.5%	39.2%
More than 12 hours	4.2%	5.3%	7.2%	7.0%	7.5%
Outdoor time per day	6.6	6.7	6.3	6.4	6.7



Activities in the Canary Islands	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Walk, wander	70.4%	73.6%	71.5%	77.0%	76.2%
Beach	64.7%	75.9%	69.9%	74.2%	69.4%
Swimming pool, hotel facilities	67.9%	71.4%	67.6%	73.9%	68.0%
Explore the island on their own	37.4%	33.6%	33.8%	36.5%	33.1%
Wineries / markets / popular festivals	13.8%	13.3%	18.3%	14.7%	20.2%
Taste Canarian gastronomy	18.9%	19.8%	14.4%	18.9%	18.0%
Hiking	--	10.1%	10.6%	8.4%	14.1%
Organized excursions	6.9%	8.7%	9.6%	10.7%	12.7%
Nightlife / concerts / shows	9.5%	9.4%	10.4%	10.7%	9.8%
Sea excursions / whale watching	4.5%	6.3%	7.3%	8.4%	8.5%
Theme parks	4.1%	7.8%	5.2%	7.1%	8.1%
Museums / exhibitions	7.0%	5.3%	3.1%	2.8%	6.0%
Running	--	7.2%	8.5%	10.1%	5.9%
Practice other sports	--	5.7%	6.2%	5.0%	5.8%
Swim	--	5.3%	4.4%	5.0%	5.7%
Other Nature Activities	--	3.0%	2.8%	3.1%	4.4%
Beauty and health treatments	4.8%	4.3%	4.0%	1.7%	3.6%
Astronomical observation	1.0%	2.0%	2.5%	2.5%	3.2%
Golf	--	2.6%	3.1%	3.0%	2.6%
Surf	--	1.4%	1.9%	1.7%	1.8%
Scuba Diving	--	0.9%	1.1%	--	1.3%
Cycling / Mountain bike	--	2.2%	1.6%	1.4%	0.7%
Windsurf / Kitesurf	--	0.8%	1.1%	0.3%	--

** Multi-choise question*

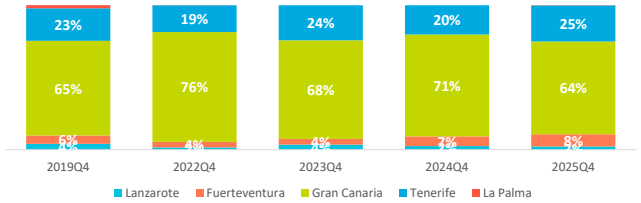
Tourist profile. Historical data (2019 - 2025)

SWEDEN: Fourth Quarter

Which island do they choose?

Tourists (≥ 16 year old)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Lanzarote	7,374	1,854	4,447	3,024	2,536
Fuerteventura	10,391	4,527	4,945	8,198	9,410
Gran Canaria	118,149	89,401	85,956	86,302	71,521
Tenerife	40,662	21,843	30,586	24,705	27,842
La Palma	3,835	25	0	0	159

Share by islands	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Lanzarote	4.1%	1.6%	3.5%	2.5%	2.3%
Fuerteventura	5.8%	3.8%	3.9%	6.7%	8.4%
Gran Canaria	65.5%	76.0%	68.3%	70.6%	64.2%
Tenerife	22.5%	18.6%	24.3%	20.2%	25.0%
La Palma	2.1%	0.0%	0.0%	0.0%	0.1%



How many islands do they visit during their trip?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
One island	96.8%	96.9%	96.2%	96.8%	96.9%
Two islands	2.5%	2.3%	2.9%	2.8%	3.1%
Three or more islands	0.7%	0.8%	0.9%	0.4%	0.0%

How many are loyal to the Canary Islands?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Repeat tourists	82.6%	83.4%	86.8%	78.7%	72.5%
At least 10 previous visits	23.2%	27.7%	23.7%	22.7%	20.8%
Repeat tourists (last 5 years)	78.5%	76.3%	68.3%	68.4%	58.8%
Repeat tourists (last 5 years)(5 or more visits)	20.4%	19.4%	17.8%	12.9%	17.6%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Average rating	8.55	8.78	8.69	8.48	8.71

Experience in the Canary Islands	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Worse or much worse than expected	2.0%	2.0%	5.4%	4.1%	1.3%
Lived up to expectations	57.2%	60.4%	50.7%	55.0%	47.5%
Better or much better than expected	40.7%	37.6%	43.9%	40.8%	51.2%

Future intentions (scale 0-10)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Return to the Canary Islands	8.21	8.94	8.50	8.21	8.64
Recommend visiting the Canary Islands	8.68	9.04	8.85	8.55	8.94

Who are they?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Gender					
Men	47.7%	43.5%	48.0%	44.9%	43.8%
Women	52.3%	56.5%	52.0%	55.1%	56.2%
Age					
Average age	55.4	53.8	54.4	51.7	53.7
Standard deviation	14.6	16.3	16.6	16.5	15.6
Age range					
16 - 24 years old	3.6%	5.9%	6.2%	6.6%	6.3%
25 - 30 years old	4.4%	3.9%	3.1%	4.2%	2.1%
31 - 45 years old	14.8%	21.3%	23.0%	29.3%	21.5%
46 - 60 years old	36.0%	31.2%	24.4%	24.7%	31.2%
Over 60 years old	41.2%	37.7%	43.3%	35.1%	38.9%
Occupation					
Salaried worker	34.3%	38.8%	39.5%	40.7%	48.2%
Self-employed	8.9%	8.3%	7.6%	9.6%	4.7%
Unemployed	0.6%	1.4%	0.9%	0.6%	1.2%
Business owner	14.0%	17.1%	11.8%	15.2%	12.8%
Student	2.8%	3.9%	4.5%	4.9%	2.6%
Retired	39.4%	29.8%	35.7%	27.8%	29.9%
Unpaid domestic work	0.0%	0.0%	0.0%	0.3%	0.0%
Others	0.0%	0.7%	0.0%	1.1%	0.6%
Annual household income level					
Less than €25,000	11.3%	7.0%	8.3%	6.5%	8.1%
€25,000 - €49,999	23.6%	30.9%	27.0%	28.9%	27.5%
€50,000 - €74,999	34.7%	28.2%	32.7%	30.6%	24.6%
More than €74,999	30.5%	33.8%	32.0%	34.1%	39.8%
Education level					
No studies	1.3%	0.8%	1.1%	1.1%	2.8%
Primary education	7.8%	5.6%	3.5%	5.1%	4.7%
Secondary education	34.6%	26.5%	31.5%	29.0%	25.4%
Higher education	56.2%	67.0%	63.9%	64.8%	67.1%

Who do they come with?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Unaccompanied	7.5%	10.6%	6.0%	6.8%	5.7%
Only with partner	48.8%	40.2%	43.4%	34.7%	37.3%
Only with children (< 13 years old)	7.4%	4.6%	7.8%	10.1%	7.1%
Partner + children (< 13 years old)	7.3%	12.1%	7.8%	11.4%	9.8%
Other relatives	5.6%	9.2%	8.0%	9.6%	7.1%
Friends	5.2%	2.8%	5.6%	5.5%	5.6%
Work colleagues	0.0%	0.0%	0.0%	0.0%	0.0%
Organized trip	0.3%	0.0%	0.0%	0.5%	0.1%
Other combinations (2)	17.8%	20.6%	21.6%	21.5%	27.2%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**20.4%**	**23.6%**	**22.6%**	**33.0%**	**26.8%**
- Between 0 and 2 years old	0.8%	1.6%	1.0%	0.2%	0.0%
- Between 3 and 12 years old	19.0%	20.2%	18.9%	29.7%	25.1%
- Between 0 -2 and 3-12 years old	0.6%	1.7%	2.7%	3.1%	1.8%
Tourists without children	**79.6%**	**76.4%**	**77.4%**	**67.0%**	**73.2%**
Group composition:					
- 1 person	10.4%	13.1%	8.2%	8.5%	10.0%
- 2 people	54.3%	46.7%	50.7%	41.5%	47.1%
- 3 people	8.2%	13.1%	11.8%	11.1%	7.8%
- 4 or 5 people	21.3%	19.7%	21.3%	26.0%	24.9%
- 6 or more people	5.9%	7.4%	7.9%	12.9%	10.0%
Average group size:	**2.87**	**2.90**	**3.02**	**3.48**	**3.13**

**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.