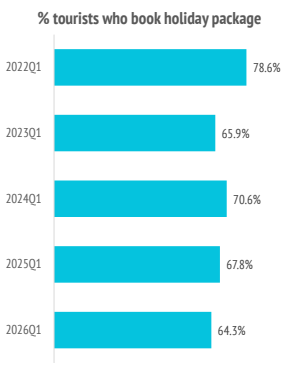
Tourist profile. Historical data (2022 - 2026)

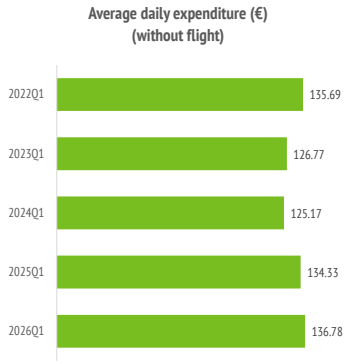
SWEDEN: First Quarter

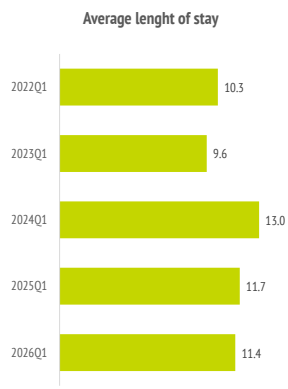
How many are they and how much do they spend?

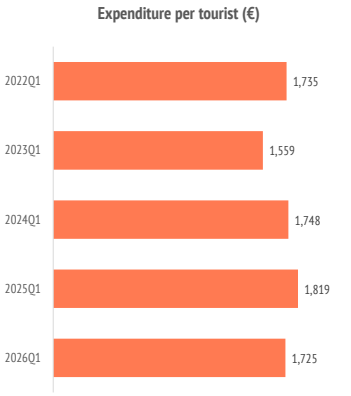
	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**110**	**167**	**181**	**152**	**151**
Tourist arrivals ≥ 16 years old (EGT) (*)	**94**	**141**	**149**	**126**	**130**
- book holiday package (*)	74	93	105	85	84
- do not book holiday package (*)	20	48	44	41	46
- % tourists who book holiday package	78.6%	65.9%	70.6%	67.8%	64.3%
Children < 16 years old (FRONTUR - EGT) (*)	16	27	32	26	21
Expenditure per tourist (€) (group spend / group size)	**1,394**	**1,302**	**1,523**	**1,575**	**1,524**
Expenditure per tourist (€) (group spend / +16)	**1,735**	**1,559**	**1,748**	**1,819**	**1,725**
- book holiday package	1,761	1,686	1,788	1,901	1,818
- holiday package	1,441	1,416	1,463	1,565	1,475
- others	320	269	325	336	343
- do not book holiday package	1,636	1,314	1,653	1,646	1,558
- flight	532	425	455	506	494
- accommodation	599	445	585	522	511
- others	505	443	613	618	553
Average lenght of stay	**10.3**	**9.6**	**13.0**	**11.7**	**11.4**
- Median	8.1	7.5	7.0	7.5	7.0
Average daily expenditure (€)	**194.17**	**185.41**	**180.61**	**189.46**	**201.65**
- Median	151.60	175.17	161.41	167.74	193.64
Average daily expenditure (without flight)	**135.69**	**126.77**	**125.17**	**134.33**	**136.78**
- Median	106.87	121.20	109.95	124.96	130.72
Average cost of the flight (€)	**522**	**481**	**511**	**526**	**541**
Total turnover (€m)	**163**	**219**	**260**	**229**	**225**
Turnover without flight (€m)	**114**	**151**	**184**	**163**	**154**

(*) Thousands of tourists









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

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Accommodation:					
- Accommodation	93.7%	86.3%	88.8%	85.9%	84.3%
- Additional accommodation expenses	3.8%	3.1%	4.4%	4.5%	3.7%
Transport:					
- National/International Transport	98.3%	95.6%	96.8%	95.4%	97.6%
- Flights between islands	2.6%	3.1%	3.2%	1.3%	3.0%
- Taxi	64.8%	68.3%	67.4%	65.6%	64.4%
- Car rental	17.5%	19.3%	17.0%	15.9%	17.9%
- Public transport	13.7%	12.7%	17.8%	20.1%	27.2%
Food and drink:					
- Food purchases at supermarkets	55.2%	59.8%	62.4%	64.9%	57.7%
- Restaurants	65.1%	64.8%	70.1%	70.4%	72.6%
Leisure:					
- Organized excursions	11.7%	16.8%	17.8%	15.1%	14.0%
- Sport activities	4.7%	6.0%	4.5%	5.8%	3.8%
- Cultural activities	1.6%	1.8%	3.6%	1.7%	1.2%
- Museums	0.8%	1.7%	2.6%	2.1%	2.7%
- Theme Parks	4.2%	5.7%	5.9%	4.8%	4.4%
- Discos and pubs	3.7%	5.9%	6.4%	9.3%	5.7%
- Wellness	2.3%	4.7%	3.6%	5.1%	5.1%
Purchases of goods:					
- Souvenirs	33.3%	32.4%	36.6%	38.3%	35.6%
- Other expenses	0.8%	0.5%	0.3%	0.4%	0.7%
Other:					
- Medical or pharmaceutical expenses	4.0%	6.5%	6.4%	7.4%	5.3%
- Other expenses	11.5%	7.5%	8.2%	7.1%	6.1%

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

Expenditure per tourist and trip (€)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Accommodation:	**1,155**	**1,052**	**1,047**	**1,290**	**1,368**
- Accommodation	856	796	867	930	859
- Additional accommodation expenses	298	257	180	360	509
Transport:	**864**	**822**	**906**	**908**	**856**
- National/International Transport	531	503	528	551	554
- Flights between islands	83	80	94	69	55
- Taxi	93	105	108	122	82
- Car rental	144	115	125	141	134
- Public transport	13	19	51	25	31
Food and drink:	**390**	**339**	**412**	**435**	**398**
- Food purchases at supermarkets	124	113	160	154	142
- Restaurants	267	225	252	282	256
Leisure:	**594**	**481**	**433**	**500**	**705**
- Organized excursions	82	82	83	66	109
- Sport activities	147	130	115	112	93
- Cultural activities	76	22	38	48	201
- Museums	18	21	23	32	30
- Theme Parks	63	82	81	73	97
- Discos and pubs	110	97	55	88	111
- Wellness	98	47	37	80	65
Purchases of goods:	**124**	**242**	**152**	**129**	**150**
- Souvenirs	92	87	107	80	**106**
- Other expenses	31	155	45	49	**44**
Other:	**132**	**85**	**75**	**97**	**215**
- Medical or pharmaceutical expenses	80	25	19	40	**111**
- Other expenses	52	60	55	56	**103**

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 (2022 - 2026)

SWEDEN: First Quarter

What is the main purpose of their trip?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Holiday, leisure	96.9%	91.8%	93.8%	92.9%	94.5%
Visiting family or friends	1.7%	5.5%	3.9%	5.5%	5.1%
Business and work	0.2%	0.4%	1.0%	1.0%	0.0%
Education and training	0.2%	0.1%	0.0%	0.0%	0.3%
Sports training	0.6%	2.0%	0.4%	0.3%	0.2%
Health or medical care	0.0%	0.0%	0.0%	0.0%	0.0%
Fairs and congresses	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.4%	0.2%	1.0%	0.3%	0.0%

What is the main motivation for their holidays?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Rest	38.1%	35.7%	46.7%	39.0%	39.3%
Enjoy family time	44.5%	47.7%	33.8%	41.4%	41.6%
Have fun	3.9%	6.8%	6.8%	5.6%	8.8%
Explore the destination	7.5%	4.9%	7.5%	9.3%	5.0%
Practice their hobbies	3.4%	3.2%	2.5%	2.4%	2.4%
Other reasons	2.6%	1.7%	2.7%	2.3%	2.8%

Where did they spend their main holiday last year? *

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Didn't have holidays	60.4%	30.9%	24.7%	19.2%	18.8%
Canary Islands	13.9%	26.2%	33.2%	30.1%	33.4%
Other destination	25.7%	42.9%	42.1%	50.7%	47.9%
- Balearic Islands	1.4%	0.9%	0.8%	1.6%	1.5%
- Rest of Spain	6.4%	10.0%	9.3%	10.8%	7.4%
- Italy	1.9%	4.9%	5.6%	5.4%	6.3%
- France	1.4%	3.8%	3.4%	3.4%	3.1%
- Turkey	0.1%	0.6%	0.6%	1.2%	1.8%
- Greece	4.2%	8.5%	8.2%	9.9%	10.6%
- Portugal	2.1%	1.1%	2.6%	2.4%	2.0%
- Croatia	1.2%	3.3%	1.6%	1.4%	3.0%
- Egypt	0.0%	0.0%	0.4%	0.1%	0.8%
- Tunisia	0.0%	0.0%	0.0%	0.0%	0.0%
- Morocco	0.0%	0.1%	0.2%	0.4%	0.0%
- Others	7.0%	9.8%	9.4%	14.0%	11.5%

** Percentage of valid answers*

What other destinations did they consider for this trip? *

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
None (I was clear about "this Canary Island")	54.8%	52.7%	50.7%	49.9%	51.9%
Canary Islands (other island)	22.7%	27.6%	22.8%	24.9%	24.3%
Other destination	22.5%	19.7%	26.5%	25.2%	23.8%
- Balearic Islands	0.2%	0.7%	1.6%	2.2%	0.3%
- Rest of Spain	4.1%	4.2%	7.0%	5.9%	5.8%
- Italy	2.0%	1.0%	2.3%	2.7%	1.7%
- France	1.0%	0.4%	1.1%	1.2%	0.1%
- Turkey	0.2%	0.0%	0.9%	0.2%	1.4%
- Greece	2.0%	2.1%	4.3%	2.8%	4.5%
- Portugal	1.7%	2.0%	1.6%	3.4%	1.3%
- Croatia	0.5%	0.5%	2.0%	1.6%	1.8%
- Egypt	1.7%	1.9%	2.4%	2.6%	1.9%
- Others	9.0%	7.0%	3.3%	2.7%	4.8%

** Percentage of valid answers*

Importance of each factor in the destination choice

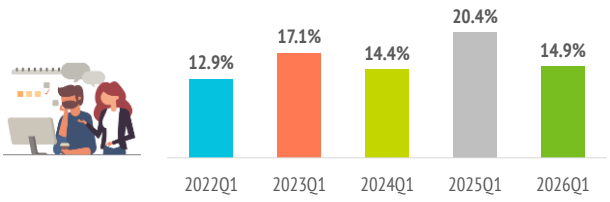
	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Climate	90.0%	87.4%	87.8%	91.7%	86.6%
Sea	60.9%	52.3%	52.6%	49.7%	46.8%
Safety	46.6%	39.9%	43.1%	48.0%	44.8%
Tranquility	44.2%	38.0%	35.6%	44.2%	43.2%
European belonging	37.1%	29.2%	34.1%	41.0%	38.7%
Environment	35.2%	29.7%	28.2%	34.3%	35.1%
Beaches	50.7%	38.3%	42.5%	43.9%	34.9%
Effortless trip	38.2%	28.2%	33.5%	33.8%	33.9%
Price	23.7%	18.5%	24.5%	28.5%	31.2%
Accommodation supply	27.8%	25.4%	22.7%	26.8%	26.9%
Gastronomy	25.2%	21.0%	22.4%	24.4%	23.5%
Landscapes	27.6%	21.0%	17.6%	21.8%	22.8%
Fun possibilities	15.2%	18.8%	17.0%	18.9%	15.9%
Authenticity	14.7%	15.0%	10.2%	15.2%	15.1%
Hiking trail network	12.6%	5.2%	8.5%	7.5%	7.8%
Culture	7.4%	3.5%	5.6%	3.6%	6.7%
Exoticism	2.9%	3.2%	7.1%	8.1%	5.5%
Historical heritage	5.0%	2.6%	3.0%	2.9%	4.9%
Shopping	4.5%	6.4%	2.7%	5.5%	4.7%
Nightlife	1.9%	4.7%	6.4%	3.7%	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?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
The same day	0.0%	0.6%	0.0%	0.8%	1.0%
Between 1 and 30 days	38.0%	26.0%	27.2%	23.8%	26.3%
Between 1 and 2 months	23.0%	26.4%	20.4%	28.4%	22.4%
Between 3 and 6 months	26.2%	30.0%	38.1%	26.6%	35.4%
More than 6 months	12.9%	17.1%	14.4%	20.4%	14.9%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Previous visits to the Canary Islands	60.9%	60.4%	62.9%	60.2%	63.9%
Friends or relatives	22.5%	20.5%	22.4%	21.7%	21.4%
Internet or social media	38.9%	35.6%	43.2%	35.9%	32.0%
Mass Media	2.2%	1.0%	2.2%	0.9%	0.8%
Travel guides and magazines	4.7%	3.2%	4.5%	6.4%	2.0%
Travel Blogs or Forums	3.7%	2.6%	2.9%	2.6%	0.4%
Travel TV Channels	0.8%	0.4%	0.7%	0.0%	0.2%
Tour Operator or Travel Agency	18.7%	15.2%	13.5%	18.6%	13.7%
Public administrations or similar	2.0%	0.4%	0.9%	0.4%	0.7%
Others	2.1%	2.0%	2.0%	3.2%	0.9%

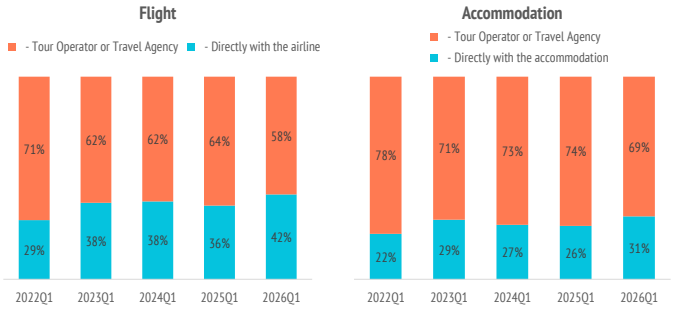
** Multi-choise question*

Tourist profile. Historical data (2022 - 2026)

SWEDEN: First Quarter

With whom did they book their flight and accommodation?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Flight					
- Directly with the airline	29.2%	37.8%	38.5%	36.4%	41.9%
- Tour Operator or Travel Agency	70.8%	62.2%	61.5%	63.6%	58.1%
Accommodation					
- Directly with the accommodation	22.4%	29.4%	26.9%	26.4%	31.1%
- Tour Operator or Travel Agency	77.6%	70.6%	73.1%	73.6%	68.9%



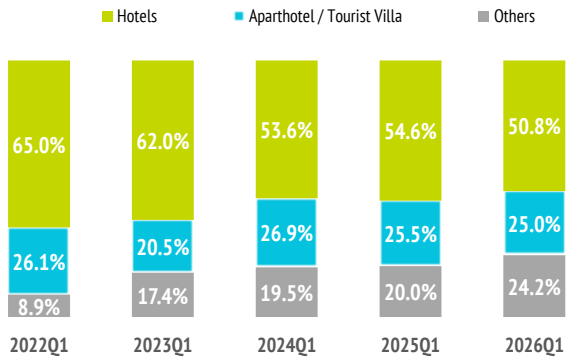
Where does the flight come from?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Sweden	89.8%	84.4%	83.9%	80.3%	82.3%
Denmark	6.9%	13.6%	9.7%	13.7%	15.5%
Germany	0.1%	0.7%	1.7%	1.7%	0.5%
Spanish Mainland	0.7%	0.2%	0.2%	1.0%	0.5%
Norway	2.1%	0.9%	2.6%	1.6%	0.3%
Switzerland	0.0%	0.2%	0.1%	0.0%	0.2%
Austria	0.0%	0.0%	0.0%	0.0%	0.2%
United Kingdom	0.0%	0.0%	0.4%	0.7%	0.2%
Netherlands	0.2%	0.0%	0.8%	0.0%	0.2%
Others	0.2%	0.0%	0.7%	0.3%	0.0%

Where do they stay?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
1-2-3* Hotel	18.0%	13.3%	15.6%	13.4%	14.5%
4* Hotel	39.6%	39.2%	35.3%	33.5%	31.1%
5* Hotel / 5* Luxury Hotel	7.4%	9.6%	2.7%	7.6%	5.2%
Aparthotel / Tourist Villa	26.1%	20.5%	26.9%	25.5%	25.0%
House/room rented in a private dwelling	4.4%	3.1%	10.9%	10.1%	10.4%
Private accommodation (1)	1.8%	8.2%	6.7%	6.7%	12.1%
Others (Cottage, cruise, camping,..)	2.6%	6.1%	1.9%	3.2%	1.6%

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

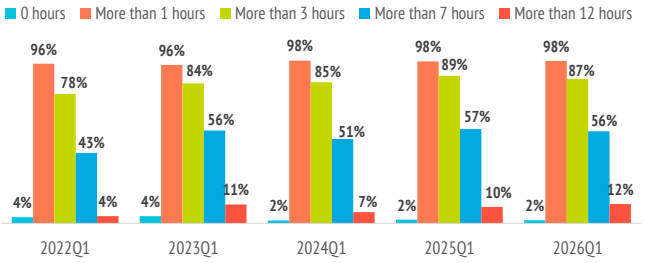


What do they book?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Room only	31.4%	31.3%	41.6%	42.7%	40.2%
Bed and Breakfast	18.8%	20.5%	19.1%	16.9%	22.8%
Half board	11.7%	15.3%	10.7%	12.0%	9.7%
Full board	5.0%	4.2%	2.3%	2.6%	2.0%
All inclusive	33.1%	28.7%	26.4%	25.8%	25.4%

Activities in the Canary Islands

Outdoor time per day	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
0 hours	3.7%	4.4%	1.8%	2.2%	1.9%
1 - 2 hours	18.2%	11.2%	13.0%	8.7%	11.0%
3 - 6 hours	35.5%	28.4%	34.2%	32.2%	31.6%
7 - 12 hours	38.2%	44.6%	44.1%	47.0%	43.8%
More than 12 hours	4.4%	11.5%	6.8%	9.9%	11.7%
Outdoor time per day	6.0	7.5	6.9	7.7	7.6



Activities in the Canary Islands	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Walk, wander	78.7%	77.4%	77.3%	80.4%	78.3%
Swimming pool, hotel facilities	73.9%	72.0%	66.9%	67.3%	64.4%
Beach	71.0%	71.1%	66.7%	67.9%	61.9%
Explore the island on their own	38.5%	39.5%	37.8%	36.6%	37.4%
Taste Canarian gastronomy	18.6%	21.5%	19.4%	23.3%	22.6%
Wineries / markets / popular festivals	8.8%	19.7%	22.2%	16.9%	19.9%
Hiking	11.7%	15.3%	13.2%	16.6%	13.8%
Nightlife / concerts / shows	9.9%	10.5%	9.7%	9.6%	11.4%
Organized excursions	8.1%	10.2%	8.7%	7.3%	9.9%
Running	11.5%	8.5%	8.8%	9.2%	9.1%
Practice other sports	5.0%	8.3%	5.6%	5.1%	7.5%
Beauty and health treatments	5.4%	4.4%	5.6%	6.6%	6.3%
Museums / exhibitions	3.6%	6.5%	7.3%	3.7%	5.9%
Theme parks	7.7%	6.0%	8.0%	4.2%	4.3%
Swim	13.8%	3.8%	6.3%	5.8%	4.3%
Other Nature Activities	2.2%	3.7%	3.8%	3.9%	4.1%
Sea excursions / whale watching	5.9%	6.1%	5.2%	5.6%	3.9%
Golf	3.8%	1.8%	3.0%	1.5%	1.7%
Cycling / Mountain bike	2.7%	2.2%	2.1%	1.2%	1.5%
Astronomical observation	2.3%	1.6%	1.3%	2.7%	0.9%
Surf	1.4%	1.8%	2.2%	1.3%	0.6%
Scuba Diving	0.2%	1.2%	0.7%	0.7%	0.4%
Windsurf / Kitesurf	0.3%	0.5%	0.3%	0.1%	--

** Multi-choise question*

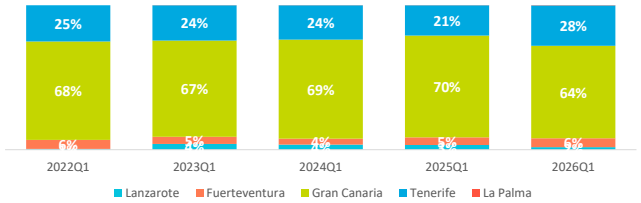
Tourist profile. Historical data (2022 - 2026)

SWEDEN: First Quarter

Which island do they choose?

Tourists (≥ 16 year old)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Lanzarote	528	5,660	5,262	4,100	2,287
Fuerteventura	5,766	6,832	6,099	6,624	8,046
Gran Canaria	63,438	93,549	102,023	88,615	83,256
Tenerife	23,354	34,210	35,387	26,401	36,445
La Palma	0	99	77	23	142

Share by islands	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Lanzarote	0.6%	4.0%	3.5%	3.3%	1.8%
Fuerteventura	6.2%	4.9%	4.1%	5.3%	6.2%
Gran Canaria	68.1%	66.7%	68.5%	70.5%	64.0%
Tenerife	25.1%	24.4%	23.8%	21.0%	28.0%
La Palma	0.0%	0.1%	0.1%	0.0%	0.1%



How many islands do they visit during their trip?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
One island	12.8%	0.0%	6.8%	17.2%	0.5%
Two islands	95.9%	93.9%	94.8%	97.8%	95.6%
Three or more islands	3.2%	6.1%	4.7%	1.9%	4.3%

How many are loyal to the Canary Islands?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Repeat tourists	79.9%	85.0%	84.1%	86.6%	89.1%
At least 10 previous visits	30.9%	28.2%	27.2%	24.7%	32.5%
Repeat tourists (last 5 years)	69.3%	74.2%	73.8%	75.3%	80.5%
Repeat tourists (last 5 years)(5 or more visits)	13.0%	14.4%	20.7%	17.3%	28.4%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Average rating	8.77	8.61	8.49	8.60	8.52

Experience in the Canary Islands	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Worse or much worse than expected	2.0%	3.2%	3.1%	3.2%	4.6%
Lived up to expectations	50.7%	49.7%	67.2%	58.1%	65.8%
Better or much better than expected	47.3%	47.2%	29.7%	38.7%	29.6%

Future intentions (scale 0-10)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Return to the Canary Islands	8.72	8.42	8.41	8.60	8.63
Recommend visiting the Canary Islands	8.91	8.73	8.57	8.92	8.72

Who are they?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Gender					
Men	48.9%	49.8%	49.8%	51.4%	46.9%
Women	51.1%	50.2%	50.2%	48.6%	53.1%
Age					
Average age	52.4	51.9	54.4	54.1	56.4
Standard deviation	16.5	16.8	17.5	17.1	16.1
Age range					
16 - 24 years old	6.9%	9.3%	7.9%	6.1%	4.4%
25 - 30 years old	4.8%	4.6%	3.5%	6.0%	3.1%
31 - 45 years old	24.0%	21.3%	21.9%	22.3%	19.0%
46 - 60 years old	29.0%	31.7%	19.9%	22.8%	26.3%
Over 60 years old	35.3%	33.1%	46.8%	42.8%	47.1%
Occupation					
Salaried worker	44.7%	40.3%	35.6%	38.7%	41.8%
Self-employed	10.3%	7.8%	6.3%	7.6%	10.6%
Unemployed	0.0%	0.1%	0.3%	4.9%	0.3%
Business owner	16.4%	17.9%	14.7%	12.0%	9.2%
Student	4.7%	6.9%	5.3%	2.7%	2.0%
Retired	24.0%	26.9%	37.6%	33.6%	36.2%
Unpaid domestic work	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.0%	0.2%	0.2%	0.6%	0.0%
Annual household income level					
Less than €25,000	4.0%	8.3%	6.2%	4.7%	4.0%
€25,000 - €49,999	25.9%	28.9%	32.0%	30.7%	30.3%
€50,000 - €74,999	31.1%	26.9%	31.9%	32.4%	37.8%
More than €74,999	39.1%	35.8%	29.9%	32.2%	27.8%
Education level					
No studies	1.2%	0.2%	0.2%	0.5%	0.4%
Primary education	4.4%	4.1%	4.0%	3.5%	5.1%
Secondary education	28.0%	32.0%	27.0%	28.3%	35.8%
Higher education	66.4%	63.8%	68.7%	67.8%	58.7%

Who do they come with?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Unaccompanied	9.0%	6.5%	9.7%	13.6%	9.8%
Only with partner	45.2%	42.5%	50.3%	45.1%	50.7%
Only with children (< 13 years old)	8.0%	5.2%	5.3%	4.7%	3.2%
Partner + children (< 13 years old)	9.9%	9.6%	5.2%	4.9%	7.1%
Other relatives	5.8%	6.7%	5.9%	7.1%	6.2%
Friends	3.6%	3.9%	7.5%	4.8%	5.9%
Work colleagues	0.3%	0.4%	0.3%	0.1%	0.3%
Organized trip	0.3%	0.4%	0.0%	0.2%	0.0%
Other combinations (2)	18.0%	24.7%	15.8%	19.5%	16.9%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**24.3%**	**21.1%**	**16.0%**	**16.6%**	**14.6%**
- Between 0 and 2 years old	0.7%	0.7%	3.2%	1.3%	0.7%
- Between 3 and 12 years old	22.9%	19.6%	11.5%	13.3%	12.3%
- Between 0 -2 and 3-12 years old	0.7%	0.8%	1.4%	2.0%	1.6%
Tourists without children	**75.7%**	**78.9%**	**84.0%**	**83.4%**	**85.4%**
Group composition:					
- 1 person	10.7%	8.3%	11.5%	15.5%	13.2%
- 2 people	50.5%	50.7%	57.6%	50.7%	56.0%
- 3 people	11.6%	11.3%	7.8%	9.8%	9.3%
- 4 or 5 people	20.3%	23.3%	19.3%	17.8%	16.8%
- 6 or more people	6.8%	6.4%	3.8%	6.2%	4.7%
Average group size:	**2.92**	**3.02**	**2.63**	**2.66**	**2.55**

**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.