

Profile of the German tourist according to region of residence (2023)



INBOUND TOURISM AND TOURIST EXPENDITURE

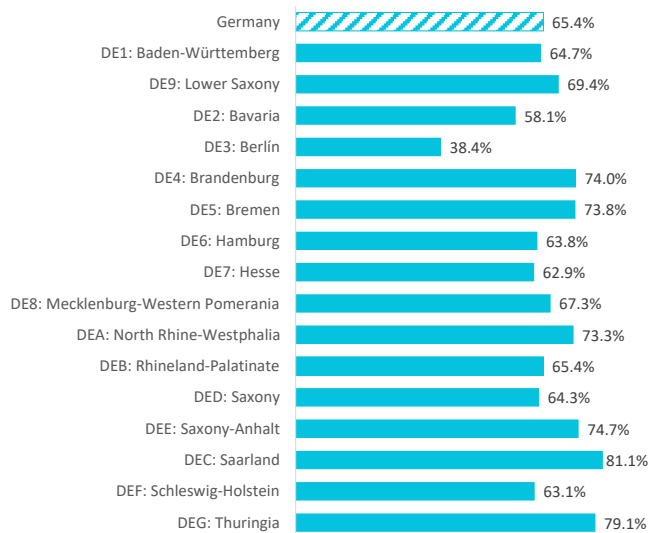
	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
Tourist arrivals ≥ 16 years old (EGT)	2,294,475	271,821	227,966	341,112	123,719	51,915	19,932	95,784	228,165	29,127	534,211	118,200	65,606	25,379	37,499	95,900	28,138
% Tourists	100%	11.8%	9.9%	14.9%	5.4%	2.3%	0.9%	4.2%	9.9%	1.3%	23.3%	5.2%	2.9%	1.1%	1.6%	4.2%	1.2%
- Lanzarote	225,420	24,141	18,269	36,879	9,394	4,399	575	7,879	25,947	1,908	55,678	14,605	4,542	655	2,911	13,201	4,437
- Fuerteventura	636,891	81,169	71,845	71,988	23,196	9,550	6,499	37,637	62,243	11,179	162,018	31,958	14,590	8,278	9,183	31,233	4,326
- Gran Canaria	721,805	87,455	79,758	110,760	45,375	18,327	4,697	27,972	60,259	7,976	169,166	40,848	18,385	6,036	14,306	22,475	8,011
- Tenerife	649,008	71,222	52,633	108,817	43,332	18,219	7,936	18,847	74,429	7,613	135,871	28,195	25,607	8,778	10,286	27,202	10,019
- La Palma	41,652	5,345	3,277	10,276	1,640	837	147	2,529	3,189	268	6,611	1,684	1,547	1,472	567	1,132	1,132
% tourists who book holiday package	65.4%	64.7%	69.4%	58.1%	38.4%	74.0%	73.8%	63.8%	62.9%	67.3%	73.3%	65.4%	64.3%	74.7%	81.1%	63.1%	79.1%
Expenditure per tourist (€)	1,584	1,677	1,610	1,462	1,526	1,792	1,838	1,453	1,613	1,600	1,556	1,683	1,584	1,697	1,642	1,643	1,609
- book holiday package	1,711	1,895	1,706	1,632	1,947	1,847	1,895	1,543	1,668	1,648	1,689	1,604	1,712	1,700	1,779	1,706	1,595
- holiday package	1,468	1,639	1,484	1,373	1,680	1,591	1,619	1,340	1,418	1,441	1,452	1,385	1,440	1,456	1,517	1,492	1,292
- others	243	257	222	259	267	256	276	203	250	207	237	219	271	244	262	214	303
- do not book holiday package	1,346	1,277	1,392	1,226	1,264	1,635	1,679	1,296	1,520	1,502	1,190	1,832	1,355	1,686	1,057	1,535	1,663
- flight	394	357	446	345	362	691	555	397	486	411	339	474	368	430	295	430	561
- accommodation	470	447	443	423	437	406	735	463	501	566	426	868	468	526	433	449	554
- others	481	473	503	458	465	539	390	436	533	525	425	490	520	730	328	655	549
Average length of stay	10.96	10.39	11.27	10.61	11.51	11.11	12.31	9.76	11.11	10.62	10.57	12.93	11.93	11.39	9.89	12.16	11.92
Average daily expenditure (€)	163.5	177.8	164.7	160.5	145.2	178.0	160.8	161.8	164.0	165.9	163.1	151.6	160.7	176.9	187.1	157.9	146.2
Average daily expenditure without flight (€)	115.0	124.6	114.1	113.6	102.2	121.7	114.5	112.7	113.9	116.8	115.6	107.1	113.1	125.0	133.9	112.1	104.0
Average cost of the flight (€)	465.1	493.3	483.7	420.1	441.6	582.0	542.4	435.0	490.0	466.9	454.2	477.3	445.9	486.1	470.4	472.5	464.6
Total turnover (≥ 16 years old) (€m)	3,635	456	367	499	189	93	37	139	368	47	831	199	104	43	62	158	45
% Tourists	100%	12.5%	10.1%	13.7%	5.2%	2.6%	1.0%	3.8%	10.1%	1.3%	22.9%	5.5%	2.9%	1.2%	1.7%	4.3%	1.2%

DE1: Baden-Württemberg DE9: Lower Saxony DE2: Bavaria DE3: Berlin DE4: Brandenburg DE5: Bremen DE6: Hamburg DE7: Hesse DE8: Mecklenburg-Western Pomerania
DEA: North Rhine-Westphalia DEB: Rhineland-Palatinate DED: Saxony DEE: Saxony-Anhalt DEC: Saarland DEF: Schleswig-Holstein DEG: Thuringia

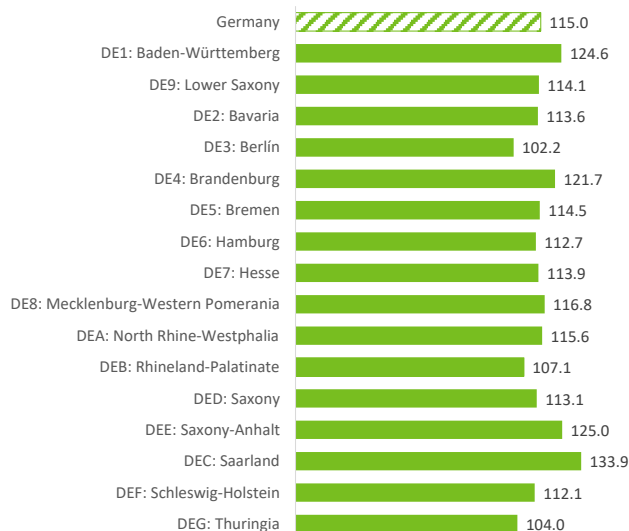
TOURISTS (≥ 16 YEARS OLD)



TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



EXPENDITURE PER TOURIST WITHOUT FLIGHT (€)



Profile of the German tourist according to region of residence (2023)



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

	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
Accommodation:																	
- Accommodation	89.2%	89.0%	90.0%	85.8%	84.0%	89.5%	96.4%	89.6%	90.5%	91.6%	90.6%	88.3%	93.6%	87.4%	94.7%	86.4%	98.9%
- Additional accommodation expenses	5.8%	6.7%	6.1%	6.6%	6.5%	8.4%	8.0%	3.8%	4.2%	1.7%	5.3%	6.7%	5.8%	9.8%	3.2%	5.4%	4.2%
Transport:																	
- National/International Transport	97.0%	98.3%	97.8%	96.2%	97.6%	99.4%	100.0%	98.4%	97.3%	94.3%	96.1%	94.7%	97.5%	93.3%	97.6%	97.0%	100.0%
- Flights between islands	5.3%	5.5%	3.4%	6.2%	10.6%	5.1%	10.4%	7.2%	4.6%	3.0%	4.3%	2.9%	8.2%	2.8%	7.3%	3.8%	8.1%
- Taxi	57.6%	56.0%	61.8%	50.3%	39.4%	61.3%	66.3%	58.1%	59.1%	66.5%	62.0%	59.4%	55.8%	67.2%	58.7%	58.7%	70.2%
- Car rental	37.2%	36.0%	35.2%	41.7%	43.7%	34.3%	27.0%	33.7%	41.9%	33.6%	33.1%	38.2%	45.5%	30.7%	37.8%	38.0%	31.0%
- Public transport	15.0%	15.7%	14.7%	15.6%	20.4%	11.8%	18.8%	18.0%	14.4%	22.3%	14.1%	11.0%	14.0%	9.2%	14.9%	15.1%	12.6%
Food and drink:																	
- Food purchases at supermarkets	58.0%	58.8%	52.9%	61.4%	69.0%	55.2%	54.6%	62.5%	60.6%	61.2%	52.8%	61.8%	58.0%	52.0%	50.0%	59.1%	61.3%
- Restaurants	56.5%	50.8%	51.6%	61.2%	69.6%	46.2%	51.4%	60.3%	61.8%	59.2%	55.2%	51.8%	51.5%	53.1%	66.5%	54.2%	52.1%
Leisure:																	
- Organized excursions	28.8%	29.8%	24.1%	28.7%	29.7%	32.9%	41.7%	21.9%	30.0%	32.2%	28.5%	25.8%	35.8%	41.0%	30.3%	30.0%	32.7%
- Sport activities	8.7%	9.3%	9.1%	10.6%	11.7%	8.9%	0.0%	12.8%	6.5%	10.4%	8.8%	8.0%	6.2%	3.8%	5.1%	5.2%	3.7%
- Cultural activities	3.1%	3.1%	2.9%	3.2%	5.2%	3.5%	3.6%	0.8%	3.2%	0.7%	2.7%	4.3%	3.5%	0.6%	4.7%	2.7%	8.0%
- Museums	6.4%	6.4%	4.2%	8.5%	9.7%	4.5%	6.3%	6.9%	6.2%	5.6%	4.7%	6.8%	6.6%	1.1%	8.2%	11.5%	8.1%
- Theme Parks	8.6%	8.5%	6.4%	9.4%	7.4%	10.8%	1.6%	6.4%	8.2%	3.9%	8.5%	7.5%	18.7%	13.7%	10.7%	10.0%	9.8%
- Discos and pubs	4.4%	4.2%	2.9%	5.7%	7.2%	6.2%	11.0%	6.0%	4.2%	10.0%	3.2%	3.8%	1.6%	0.9%	3.3%	6.2%	2.3%
- Wellness	4.9%	6.3%	2.5%	5.2%	3.0%	6.3%	7.9%	3.3%	4.7%	2.9%	5.3%	6.5%	4.1%	4.4%	7.0%	7.0%	1.0%
Purchases of goods:																	
- Souvenirs	39.3%	42.3%	38.0%	38.8%	41.2%	37.6%	41.0%	36.7%	37.7%	51.1%	37.5%	41.1%	45.9%	29.1%	39.0%	40.0%	51.3%
- Real estate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
- Other purchases	0.9%	1.2%	0.7%	1.3%	1.9%	0.0%	0.0%	1.1%	0.4%	0.0%	0.7%	0.7%	1.1%	3.6%	0.9%	0.5%	0.0%
Others:																	
- Medical expenses	7.6%	6.3%	7.8%	8.2%	8.4%	7.7%	4.7%	8.4%	6.3%	6.5%	7.4%	8.3%	8.2%	5.7%	6.0%	12.7%	2.8%
- Other expenses	5.0%	5.2%	3.3%	5.5%	3.7%	4.4%	5.2%	4.6%	6.2%	8.5%	5.2%	2.4%	7.4%	10.4%	8.7%	3.2%	1.6%

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

	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
Expenditure per tourist and trip (€)																	
Accommodation:																	
	976	1,079	1,009	873	976	1,026	1,105	798	868	884	1,039	1,041	814	1,061	1,203	966	739
- Accommodation	822	889	837	749	785	901	936	749	785	838	826	948	759	879	871	851	720
- Additional accommodation expenses	154	190	172	124	191	125	169	49	83	46	213	93	55	183	332	115	19
Transport:																	
	829	900	837	775	839	928	916	737	846	766	791	886	804	869	810	847	886
- National/International Transport	480	502	495	437	453	585	542	442	503	495	473	504	457	521	482	487	465
- Flights between islands	79	118	68	65	134	62	60	45	83	20	59	67	69	64	71	74	85
- Taxi	105	108	105	108	101	126	103	109	96	83	106	103	112	110	108	102	103
- Car rental	139	145	129	150	131	141	162	127	136	121	132	145	137	152	141	162	128
- Public transport	27	27	40	16	20	14	48	14	27	46	23	67	28	22	9	21	105
Food and drink:																	
	282	296	301	274	275	298	288	255	326	233	252	273	314	392	190	307	346
- Food purchases at supermarkets	107	103	106	104	105	114	94	103	129	95	97	113	95	171	54	129	130
- Restaurants	175	193	195	170	171	183	194	152	197	138	155	160	219	221	136	177	216
Leisure:																	
	525	485	586	555	453	560	409	485	504	732	514	530	611	477	472	602	375
- Organized excursions	98	94	80	91	131	122	115	82	97	114	92	105	114	116	87	113	104
- Sport activities	106	109	103	124	90	141	0	102	134	225	87	65	147	101	94	96	53
- Cultural activities	63	38	147	73	22	44	50	34	54	191	54	68	61	17	36	118	42
- Museums	33	31	62	29	33	53	28	23	22	35	32	39	21	21	28	36	33
- Theme Parks	61	63	62	55	58	71	50	47	54	41	67	53	71	82	79	55	54
- Discos and pubs	81	96	74	98	65	67	100	67	67	56	90	90	104	93	79	47	38
- Wellness	83	55	59	84	53	63	66	130	76	70	92	108	93	47	69	138	50
Purchases of goods:																	
	18,021	33,785	5,503	176	123	104	72	137	107	73	125,163	96	126	75	169	4,648	110
- Souvenirs	81	74	98	82	87	104	72	71	68	73	83	63	87	65	71	79	110
- Real estate	17,747	33,500	5,348	0	0	0	0	0	0	0	125,000	0	0	0	0	0	0
- Other purchases	193	211	56	94	36	0	0	66	39	0	80	33	39	10	99	4,568	0
Others:																	
	126	134	99	118	83	63	71	115	171	105	124	106	116	88	205	131	117
- Medical expenses	47	38	43	35	41	33	35	23	57	13	61	57	36	13	62	69	45
- Other expenses	79	96	56	82	41	30	36	92	115	92	63	48	80	75	143	62	72

Profile of the German tourist according to region of residence (2023)

TOURIST PROFILE

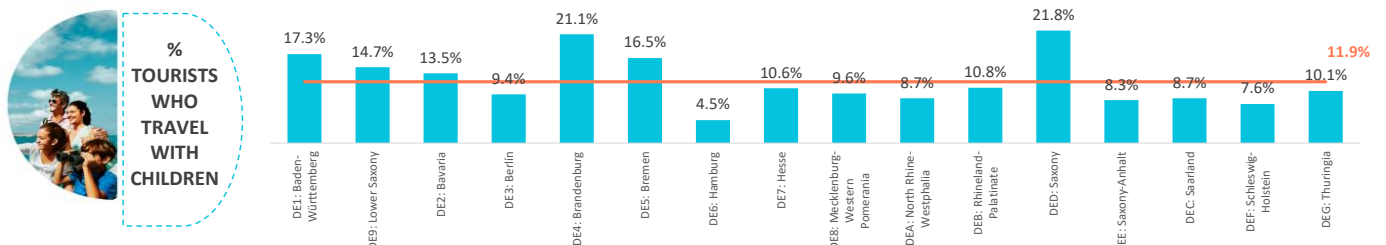
Who are they?

	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
Gender																	
Percentage of men	51.5%	52.9%	51.7%	51.8%	52.9%	47.0%	47.3%	53.5%	49.9%	52.9%	51.6%	56.0%	56.5%	38.2%	51.0%	42.9%	51.8%
Percentage of women	48.5%	47.1%	48.3%	48.2%	47.1%	53.0%	52.7%	46.5%	50.1%	47.1%	48.4%	44.0%	43.5%	61.8%	49.0%	57.1%	48.2%
Age																	
Average age (tourists above 16 years old)	47.39	45.94	48.36	45.19	45.62	46.22	45.75	47.60	48.69	45.13	48.57	49.64	44.20	46.35	48.79	49.49	49.95
Standard deviation	17.4	16.9	17.9	17.0	16.5	16.0	17.9	17.9	17.5	16.5	17.8	16.6	16.7	18.0	17.2	17.6	17.6
Age range																	
16-24 years old	11.0%	10.9%	10.0%	13.1%	8.0%	11.8%	14.8%	7.3%	10.7%	14.5%	12.3%	6.9%	13.3%	19.6%	5.8%	9.3%	8.7%
25-30 years old	11.6%	11.5%	13.2%	13.6%	10.6%	9.6%	13.2%	14.9%	10.5%	8.3%	9.9%	11.8%	12.2%	4.9%	17.1%	11.6%	10.5%
31-45 years old	25.4%	30.5%	21.2%	25.7%	38.8%	27.1%	24.9%	27.8%	23.1%	31.9%	22.1%	23.0%	34.2%	25.3%	21.7%	20.2%	23.8%
46-60 years old	24.6%	23.1%	26.4%	24.7%	20.6%	30.7%	21.4%	23.4%	24.7%	22.9%	24.5%	27.1%	21.6%	22.8%	24.1%	27.3%	25.5%
Over 60 years old	27.4%	24.1%	29.2%	23.0%	22.0%	20.8%	25.7%	26.6%	30.9%	22.3%	31.2%	31.2%	18.8%	27.3%	31.4%	31.5%	31.5%
Occupation																	
Salaried worker	55.2%	57.0%	53.3%	53.4%	58.8%	56.8%	50.7%	58.8%	55.1%	65.3%	55.0%	51.4%	59.5%	55.9%	49.1%	55.2%	54.0%
Self-employed	8.6%	8.6%	7.7%	9.2%	11.9%	7.3%	12.2%	11.8%	8.9%	9.8%	7.5%	12.2%	6.9%	2.5%	7.2%	5.7%	9.4%
Unemployed	0.6%	0.4%	0.4%	0.2%	1.3%	0.0%	0.0%	0.5%	0.3%	0.0%	0.9%	0.2%	1.5%	0.9%	3.0%	0.7%	0.0%
Business owner	10.1%	11.6%	11.0%	11.0%	10.4%	10.7%	11.7%	10.7%	10.1%	10.8%	8.4%	7.0%	14.1%	7.9%	16.4%	8.3%	8.6%
Student	4.2%	3.9%	5.5%	6.4%	2.0%	6.2%	2.0%	1.1%	3.4%	3.1%	4.3%	2.8%	3.7%	5.4%	1.6%	3.8%	5.0%
Retired	20.0%	17.4%	20.3%	17.6%	14.5%	18.9%	23.4%	15.4%	21.0%	11.1%	22.8%	24.6%	14.1%	27.4%	22.8%	26.3%	23.0%
Unpaid domestic work	0.3%	0.2%	0.8%	0.8%	0.2%	0.0%	0.0%	0.0%	0.6%	0.0%	0.1%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.9%	1.0%	0.9%	1.4%	0.9%	0.0%	0.0%	1.6%	0.5%	0.0%	0.9%	1.4%	0.2%	0.0%	0.0%	0.1%	0.0%
Annual household income level																	
Less than €25,000	9.4%	8.9%	6.8%	10.3%	8.1%	12.8%	9.6%	9.7%	9.9%	7.2%	9.4%	8.3%	13.3%	14.1%	5.3%	12.6%	7.2%
€25,000 - €49,999	31.4%	28.1%	30.6%	30.1%	28.0%	21.8%	23.6%	36.1%	30.6%	52.1%	32.3%	29.4%	38.7%	43.5%	37.3%	29.7%	53.6%
€50,000 - €74,999	28.6%	29.5%	29.3%	29.2%	36.0%	27.6%	35.4%	25.1%	24.5%	29.1%	27.7%	31.1%	24.3%	25.2%	27.4%	33.2%	20.5%
More than €74,999	30.6%	33.5%	33.3%	30.4%	27.9%	37.8%	31.4%	29.1%	35.1%	11.6%	30.6%	31.2%	23.7%	17.2%	30.0%	24.5%	18.7%
Education level																	
No studies	0.5%	0.4%	1.1%	0.4%	0.0%	3.2%	0.0%	0.0%	0.2%	0.0%	0.6%	0.4%	0.6%	0.4%	0.0%	0.0%	1.5%
Primary education	3.4%	3.9%	1.9%	3.3%	2.2%	2.6%	3.6%	2.3%	4.5%	0.0%	3.8%	4.5%	3.7%	1.6%	2.0%	4.9%	2.4%
Secondary education	23.5%	26.2%	24.3%	21.4%	16.1%	18.9%	23.8%	15.7%	22.0%	23.9%	26.1%	28.5%	16.7%	27.7%	32.0%	24.9%	24.0%
Higher education	72.6%	69.5%	72.7%	74.9%	81.8%	75.3%	72.6%	82.0%	73.3%	76.1%	69.5%	66.6%	79.0%	70.3%	66.0%	70.2%	72.0%

Who do they come with?

	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
Who do they come with?																	
Unaccompanied	12.1%	13.1%	12.2%	12.0%	15.4%	13.3%	13.4%	17.8%	11.6%	9.1%	11.3%	10.9%	6.2%	8.8%	11.3%	14.1%	5.5%
Only with partner	52.9%	49.5%	51.1%	50.2%	44.2%	39.9%	45.1%	53.3%	53.4%	59.0%	58.3%	59.5%	41.3%	62.2%	53.9%	56.4%	66.2%
Only with children (< 13 years old)	3.9%	7.3%	5.0%	4.0%	2.8%	6.7%	8.4%	0.4%	3.7%	3.1%	2.3%	2.3%	8.2%	0.5%	3.8%	4.0%	2.9%
Partner + children (< 13 years old)	5.5%	7.6%	6.8%	6.1%	3.8%	13.6%	8.1%	1.2%	5.2%	2.0%	4.0%	7.4%	10.2%	7.2%	3.2%	2.0%	3.8%
Other relatives	6.2%	6.4%	6.7%	5.7%	9.1%	6.5%	4.4%	9.2%	5.5%	5.1%	6.1%	6.2%	6.7%	9.8%	3.7%	4.0%	2.4%
Friends	7.1%	5.6%	4.7%	8.4%	11.8%	4.5%	6.8%	10.5%	8.1%	8.1%	6.0%	6.4%	10.0%	2.9%	3.0%	8.7%	7.1%
Work colleagues	0.3%	0.4%	0.3%	0.2%	0.3%	0.3%	0.0%	0.4%	0.1%	0.0%	0.3%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%
Organized trip	0.2%	0.0%	0.3%	0.4%	0.5%	0.0%	0.0%	0.2%	0.2%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other combinations ⁽²⁾	11.7%	10.1%	12.9%	13.0%	12.2%	15.1%	13.8%	7.0%	12.2%	13.5%	11.4%	7.3%	15.9%	8.7%	21.1%	10.9%	12.1%
<i>(2) Different situations have been isolated</i>																	
Tourists with children																	
- Between 0 and 2 years old	1.6%	3.4%	1.6%	1.9%	1.7%	0.0%	0.0%	0.9%	0.5%	2.2%	1.4%	1.1%	0.9%	0.0%	0.0%	1.7%	2.9%
- Between 3 and 12 years old	9.7%	13.3%	12.6%	10.3%	6.6%	20.5%	16.5%	3.1%	9.5%	7.4%	6.7%	8.9%	20.4%	8.3%	8.7%	5.6%	7.2%
- Between 0 -2 and 3-12 years old	0.7%	0.6%	0.5%	1.4%	1.2%	0.6%	0.0%	0.5%	0.6%	0.0%	0.6%	0.7%	0.5%	0.0%	0.0%	0.2%	0.0%
Tourists without children	88.1%	82.7%	85.3%	86.5%	90.6%	78.9%	83.5%	95.5%	89.4%	90.4%	91.3%	89.2%	78.2%	91.7%	91.3%	92.4%	89.9%
Group composition:																	
- 1 person	13.9%	14.3%	13.4%	14.4%	18.8%	14.3%	16.4%	21.5%	12.3%	9.1%	12.6%	12.7%	11.1%	11.8%	11.3%	16.4%	10.2%
- 2 people	62.1%	56.5%	59.9%	59.1%	58.2%	45.9%	56.2%	67.1%	65.7%	68.8%	66.5%	66.9%	52.3%	67.5%	60.1%	64.9%	72.8%
- 3 people	11.8%	13.4%	11.4%	13.5%	9.4%	20.1%	8.7%	7.4%	11.9%	12.5%	10.6%	11.1%	18.9%	8.9%	14.6%	7.5%	12.0%
- 4 or 5 people	10.3%	12.6%	12.9%	11.3%	10.2%	18.2%	18.8%	3.4%	9.0%	7.5%	8.3%	7.9%	16.0%	10.9%	9.9%	11.1%	5.0%
- 6 or more people	1.9%	3.3%	2.4%	1.6%	3.3%	1.5%	0.0%	0.6%	1.1%	2.1%	2.0%	1.4%	1.8%	0.9%	4.1%	0.0%	0.0%
Average group size:	2.30	2.45	2.37	2.31	2.28	2.49	2.31	1.97	2.24	2.38	2.28	2.24	2.49	2.24	2.44	2.18	2.15

*People who share the main expenses of the trip



Profile of the German tourist according to region of residence (2023)

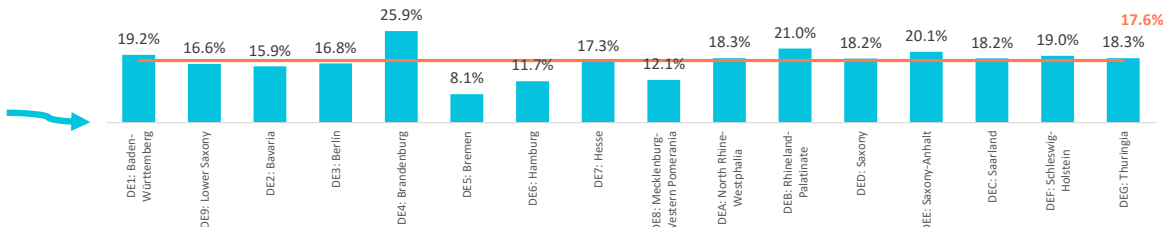


TRIP BOOKING

How far in advance do they book their trip?

	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
The same day	0.8%	0.7%	0.3%	1.0%	1.0%	0.1%	0.0%	1.0%	0.5%	0.0%	1.1%	2.0%	1.3%	0.0%	0.0%	0.6%	0.0%
Between 1 and 30 days	23.5%	23.0%	24.0%	25.1%	23.4%	21.2%	24.3%	26.6%	21.4%	22.6%	24.2%	22.8%	27.4%	15.1%	17.0%	21.2%	21.7%
Between 1 and 2 months	24.0%	24.5%	23.6%	25.4%	26.0%	21.8%	39.2%	29.6%	25.7%	22.8%	23.0%	19.3%	16.5%	15.3%	22.2%	23.9%	24.7%
Between 3 and 6 months	34.1%	32.5%	35.5%	32.5%	32.8%	31.0%	28.4%	31.0%	35.1%	42.5%	33.6%	34.8%	36.6%	49.5%	42.7%	35.4%	35.4%
More than 6 months	17.6%	19.2%	16.6%	15.9%	16.8%	25.9%	8.1%	11.7%	17.3%	12.1%	18.3%	21.0%	18.2%	20.1%	18.2%	19.0%	18.3%

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



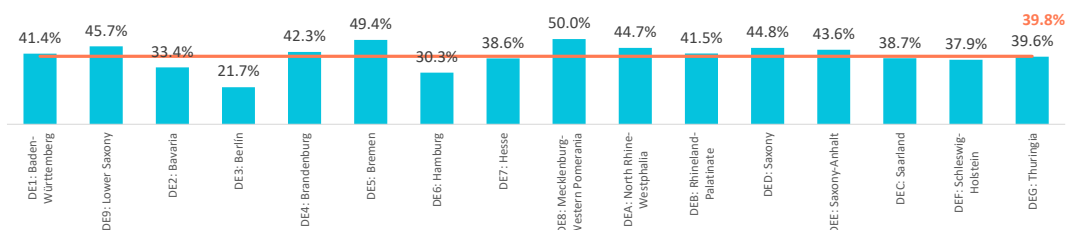
With whom did they book their flight and accommodation?

	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
Flight																	
- Directly with the airline	31.2%	31.8%	26.8%	38.0%	53.4%	25.9%	31.5%	34.6%	34.3%	23.2%	23.3%	29.7%	34.5%	19.8%	25.2%	34.4%	14.9%
- Tour Operator or Travel Agency	68.8%	68.2%	73.2%	62.0%	46.6%	74.1%	68.5%	65.4%	65.7%	76.8%	76.7%	70.3%	65.5%	80.2%	74.8%	65.6%	85.1%
Accommodation																	
- Directly with the accommodation	21.8%	21.2%	20.0%	26.5%	39.9%	14.6%	29.4%	21.5%	24.0%	13.1%	16.8%	20.8%	30.0%	7.0%	17.9%	22.1%	10.6%
- Tour Operator or Travel Agency	78.2%	78.8%	80.0%	73.5%	60.1%	85.4%	70.6%	78.5%	76.0%	86.9%	83.2%	79.2%	70.0%	93.0%	82.1%	77.9%	89.4%

What do they book?

	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
Room only	19.7%	18.9%	19.1%	23.7%	38.9%	18.5%	15.2%	17.7%	23.5%	13.9%	13.5%	20.7%	23.1%	8.5%	10.0%	23.5%	16.8%
Bed and Breakfast	8.5%	8.8%	5.4%	10.4%	11.5%	9.5%	7.8%	14.1%	8.7%	3.5%	7.6%	7.5%	5.4%	15.5%	6.7%	6.9%	6.7%
Half board	29.3%	29.2%	27.6%	30.4%	23.9%	26.8%	27.6%	34.2%	26.9%	29.9%	31.7%	26.8%	24.6%	26.9%	42.4%	26.1%	33.6%
Full board	2.6%	1.7%	2.2%	2.1%	4.0%	2.9%	0.0%	3.7%	2.3%	2.7%	2.4%	3.5%	2.1%	5.5%	2.2%	5.6%	3.3%
All inclusive	39.8%	41.4%	45.7%	33.4%	21.7%	42.3%	49.4%	30.3%	38.6%	50.0%	44.7%	41.5%	44.8%	43.6%	38.7%	37.9%	39.6%

% TOURISTS WHO BOOK ALL INCLUSIVE

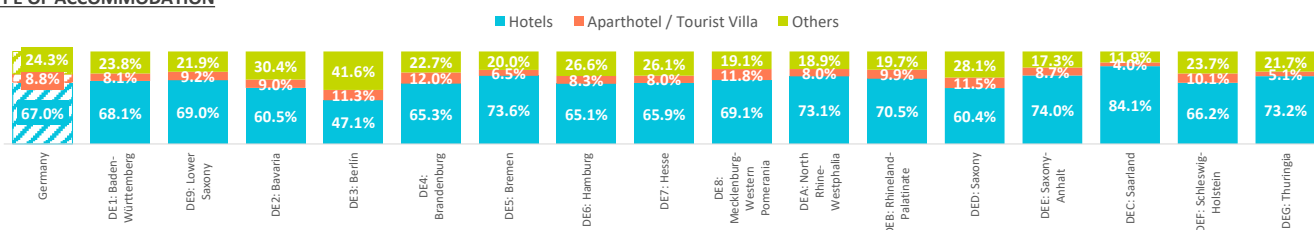


ACCOMMODATION

	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
1-2-3* Hotel	12.0%	11.1%	14.5%	9.5%	9.2%	14.5%	13.3%	12.7%	14.2%	10.8%	12.2%	13.3%	9.7%	11.1%	11.1%	13.8%	9.1%
4* Hotel	46.3%	44.4%	47.2%	43.0%	30.9%	43.6%	56.5%	45.0%	44.9%	57.1%	50.9%	48.5%	43.8%	55.4%	59.7%	44.0%	61.2%
5* Hotel / 5* Luxury Hotel	8.6%	12.6%	7.2%	8.1%	7.0%	7.1%	3.8%	7.4%	6.8%	1.2%	10.0%	8.6%	6.9%	7.5%	13.3%	8.4%	2.9%
Aparthotel / Tourist Villa	8.8%	8.1%	9.2%	9.0%	11.3%	12.0%	6.5%	8.3%	8.0%	11.8%	8.0%	9.9%	11.5%	8.7%	4.0%	10.1%	5.1%
House/room rented in a private dwelling	9.3%	9.5%	8.4%	10.2%	22.6%	8.9%	13.1%	5.5%	9.1%	7.5%	6.4%	8.6%	14.5%	2.7%	9.1%	8.4%	13.2%
Private accommodation ⁽¹⁾	7.2%	7.4%	7.1%	8.9%	13.5%	9.3%	2.9%	8.5%	7.6%	2.5%	5.3%	5.1%	4.7%	5.9%	2.1%	11.2%	1.1%
Others (Cottage, cruise, camping,..)	7.7%	6.9%	6.4%	11.3%	5.4%	4.5%	4.0%	12.5%	9.4%	9.1%	7.2%	6.0%	9.0%	8.7%	0.7%	4.1%	7.4%

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

TYPE OF ACCOMMODATION



Profile of the German tourist according to region of residence (2023)



TRIP MOTIVATION AND DESTINATION CHOICE

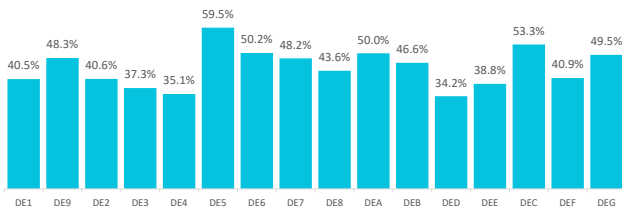
What is the main reason for visiting the Canary Islands?

	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
Holidays	92.0%	91.7%	93.6%	89.9%	83.9%	93.4%	94.4%	92.8%	92.6%	93.8%	94.2%	93.4%	92.5%	92.6%	97.1%	85.8%	98.2%
Family reasons	5.5%	5.8%	4.0%	6.6%	13.7%	5.0%	4.2%	5.0%	5.2%	0.7%	4.2%	3.8%	3.1%	7.4%	2.9%	9.6%	1.8%
Business	1.0%	1.3%	0.3%	1.9%	0.5%	0.7%	0.0%	1.6%	0.6%	2.1%	0.8%	0.8%	1.7%	0.0%	0.0%	1.8%	0.0%
Education and training	0.2%	0.0%	1.1%	0.1%	0.6%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.4%	0.0%
Sports training	0.5%	0.5%	0.6%	0.6%	0.5%	0.8%	1.5%	0.1%	0.8%	1.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Health	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%	2.3%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%
Conventions and Exhibitions	0.1%	0.3%	0.0%	0.2%	0.2%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.6%	0.5%	0.4%	0.6%	0.6%	0.1%	0.0%	0.1%	0.7%	0.2%	0.3%	2.0%	1.7%	0.0%	0.0%	2.5%	0.0%

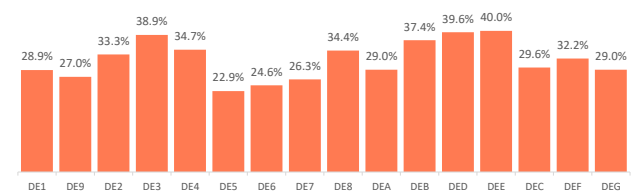
What is the main motivation for their holidays?

	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
Rest	45.1%	40.5%	48.3%	40.6%	37.3%	35.1%	59.5%	50.2%	48.2%	43.6%	50.0%	46.6%	34.2%	38.8%	53.3%	40.9%	49.5%
Enjoy family time	10.0%	12.9%	10.6%	11.7%	13.6%	13.7%	8.0%	5.6%	11.3%	6.3%	8.2%	5.4%	11.8%	9.3%	9.0%	8.5%	3.9%
Have fun	8.7%	11.5%	7.6%	7.8%	6.4%	8.7%	5.1%	7.6%	10.0%	8.1%	9.1%	6.9%	8.5%	9.6%	5.3%	9.5%	10.1%
Explore the destination	30.6%	28.9%	27.0%	33.3%	38.9%	34.7%	22.9%	24.6%	26.3%	34.4%	29.0%	37.4%	39.6%	40.0%	29.6%	32.2%	29.0%
Practice their hobbies	3.3%	3.6%	3.0%	4.7%	2.6%	2.0%	2.9%	7.7%	2.6%	6.9%	2.2%	3.0%	2.1%	2.3%	2.0%	4.9%	4.8%
Other reasons	2.2%	2.5%	3.4%	1.9%	1.4%	5.8%	1.5%	4.3%	1.6%	0.6%	1.4%	0.8%	3.8%	0.0%	0.8%	4.1%	2.7%

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
Climate	74.9%	70.5%	74.4%	75.2%	79.0%	77.4%	78.3%	76.5%	74.0%	81.2%	74.9%	75.9%	76.0%	70.4%	72.9%	79.7%	72.3%
Sea	61.5%	57.6%	59.0%	61.9%	66.4%	62.2%	57.1%	64.9%	61.6%	57.7%	60.3%	63.7%	69.7%	66.7%	53.9%	69.3%	61.3%
Safety	54.8%	53.2%	52.4%	51.8%	54.1%	49.4%	62.1%	57.0%	54.7%	56.5%	58.1%	57.5%	57.8%	66.4%	50.7%	51.2%	52.1%
Tranquility	49.9%	47.9%	48.0%	45.4%	49.2%	36.1%	55.0%	52.9%	49.3%	49.5%	56.8%	47.8%	45.2%	54.4%	53.1%	47.4%	50.4%
Beaches	48.5%	45.8%	50.4%	45.8%	50.8%	46.1%	58.7%	46.6%	44.0%	57.3%	49.1%	51.1%	54.3%	56.2%	47.2%	56.1%	46.4%
Effortless trip	45.3%	42.2%	46.1%	42.5%	41.5%	43.0%	50.8%	50.2%	43.6%	47.7%	48.9%	43.4%	51.6%	54.3%	44.6%	38.5%	53.1%
Accommodation supply	40.4%	40.9%	40.1%	36.5%	32.9%	43.7%	45.1%	35.9%	39.1%	43.8%	45.2%	42.5%	43.0%	41.5%	38.6%	35.5%	38.6%
European belonging	39.3%	37.0%	40.3%	37.3%	35.6%	43.8%	43.7%	38.3%	40.0%	36.3%	42.2%	37.8%	39.5%	41.8%	40.7%	35.9%	38.7%
Landscapes	38.0%	36.8%	34.7%	41.1%	48.0%	35.6%	46.2%	33.5%	35.5%	34.4%	37.7%	29.9%	55.3%	42.8%	29.7%	39.1%	34.7%
Price	28.6%	26.5%	26.7%	26.8%	23.1%	27.4%	37.4%	23.6%	29.9%	27.8%	32.3%	24.1%	49.5%	22.0%	25.5%	28.2%	26.9%
Gastronomy	26.0%	25.4%	23.5%	23.9%	23.3%	24.8%	24.4%	25.4%	27.9%	19.4%	27.7%	28.7%	26.0%	27.1%	32.4%	20.5%	26.4%
Environment	23.8%	24.2%	19.2%	24.3%	31.4%	17.5%	28.7%	24.1%	22.3%	23.1%	23.4%	27.8%	26.8%	27.2%	22.6%	23.9%	16.5%
Fun possibilities	18.6%	19.3%	17.5%	19.2%	21.0%	18.0%	20.8%	17.1%	17.0%	13.4%	19.1%	18.3%	17.9%	35.4%	10.3%	18.5%	17.7%
Authenticity	18.6%	17.9%	14.4%	21.0%	26.9%	14.1%	18.6%	16.0%	17.5%	12.8%	19.2%	18.0%	18.1%	23.5%	12.6%	19.9%	18.1%
Hiking trail network	10.3%	9.2%	9.7%	12.8%	16.4%	13.9%	0.7%	11.5%	10.2%	7.8%	9.0%	9.0%	13.3%	10.2%	7.1%	6.6%	7.8%
Shopping	8.9%	8.8%	7.8%	7.8%	8.5%	6.8%	13.6%	6.3%	8.9%	3.9%	10.6%	10.4%	9.9%	12.1%	2.8%	9.1%	13.0%
Culture	8.6%	7.3%	5.8%	8.9%	12.7%	7.9%	15.2%	7.2%	9.9%	12.6%	8.0%	7.2%	15.2%	15.6%	6.2%	8.9%	7.2%
Exoticism	7.4%	7.4%	6.9%	9.2%	7.9%	5.6%	7.1%	5.0%	6.6%	2.7%	7.5%	9.0%	10.7%	9.6%	3.9%	5.1%	6.2%
Historical heritage	7.1%	4.9%	4.8%	8.1%	10.3%	4.2%	1.5%	5.9%	7.0%	9.4%	7.2%	7.8%	14.4%	5.3%	4.8%	8.9%	5.9%
Nightlife	5.0%	6.1%	3.9%	5.3%	8.3%	5.3%	7.3%	3.8%	3.5%	3.6%	5.5%	4.1%	4.7%	6.5%	1.8%	3.4%	6.4%

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.

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

	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
Previous visits to the Canary Islands	44.4%	40.1%	45.3%	41.6%	45.9%	47.6%	37.4%	44.1%	45.2%	52.4%	46.8%	41.0%	46.5%	46.1%	49.3%	42.0%	60.4%
Friends or relatives	24.3%	23.4%	21.3%	29.8%	31.4%	22.3%	17.0%	32.2%	26.6%	14.6%	21.2%	22.3%	20.0%	16.8%	19.5%	25.5%	22.4%
Internet or social media	53.2%	54.6%	53.0%	54.9%	57.8%	56.5%	44.5%	54.9%	54.3%	58.7%	49.6%	52.0%	58.5%	46.0%	47.0%	54.8%	51.1%
Mass Media	2.3%	2.6%	2.0%	1.5%	2.3%	0.9%	0.0%	1.6%	2.5%	1.6%	2.8%	3.0%	4.0%	3.1%	3.2%	1.1%	0.0%
Travel guides and magazines	10.0%	10.9%	9.0%	12.0%	10.7%	8.2%	6.1%	8.9%	11.7%	2.9%	8.9%	6.9%	16.8%	13.6%	8.6%	8.2%	5.2%
Travel Blogs or Forums	5.8%	5.6%	3.2%	7.4%	7.2%	2.7%	0.0%	7.4%	5.7%	6.2%	5.5%	5.6%	9.5%	5.3%	6.0%	4.9%	7.2%
Travel TV Channels	1.1%	0.9%	0.9%	0.7%	0.8%	0.9%	0.0%	1.5%	1.7%	2.1%	1.4%	0.3%	0.0%	4.1%	0.0%	1.3%	1.7%
Tour Operator or Travel Agency	28.1%	27.9%	30.8%	25.7%	14.2%	27.8%	28.8%	15.7%	28.0%	27.5%	32.9%	33.5%	29.3%	32.3%	35.1%	20.7%	35.6%
Public administrations or similar	0.6%	1.0%	0.8%	1.0%	0.0%	0.3%	0.0%	0.0%	1.1%	0.0%	0.1%	1.1%	0.0%	1.2%	0.1%	0.0%	0.0%
Others	2.6%	2.8%	3.1%	2.2%	1.6%	0.1%	0.0%	1.2%	3.5%	6.0%	2.5%	0.7%	4.8%	1.8%	1.8%	5.5%	0.1%

* Multi-choice question

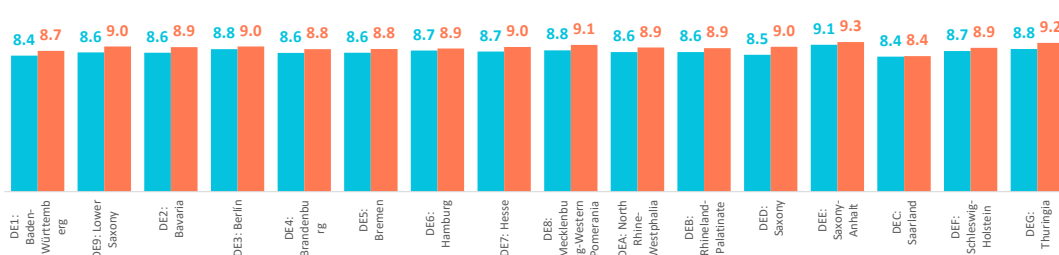
Profile of the German tourist according to region of residence (2023)



SATISFACTION AND LOYALTY INDICATORS

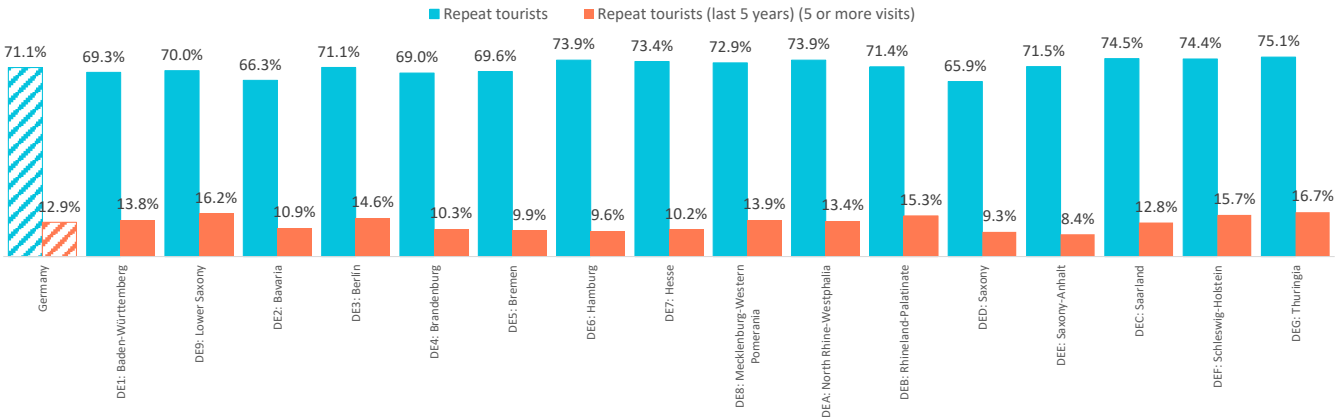
Satisfaction

Satisfaction (scale 0-10)	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
Average rating	8.68	8.55	8.65	8.68	8.73	8.50	8.76	8.71	8.71	8.91	8.72	8.64	8.64	8.80	8.45	8.72	8.89
Experience in the Canary Islands	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
Worse or much worse than expected	1.8%	2.4%	0.8%	0.9%	3.0%	3.6%	0.0%	2.7%	1.9%	1.4%	1.6%	2.3%	0.5%	0.0%	4.5%	3.4%	0.3%
Lived up to expectations	54.9%	56.1%	54.7%	51.3%	51.6%	62.3%	57.7%	57.0%	55.1%	59.8%	56.5%	55.8%	49.6%	44.9%	50.0%	53.4%	69.0%
Better or much better than expected	43.3%	41.5%	44.5%	47.8%	45.4%	34.1%	42.3%	40.3%	42.9%	38.7%	41.9%	41.9%	49.9%	55.1%	45.5%	43.1%	30.7%
Future intentions (scale 1-10)	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
Return to the Canary Islands	8.63	8.42	8.62	8.61	8.82	8.59	8.61	8.74	8.68	8.75	8.64	8.65	8.48	9.10	8.36	8.71	8.83
Recommend visiting the Canary Islands	8.91	8.72	8.99	8.94	8.99	8.82	8.84	8.86	8.96	9.09	8.92	8.88	8.97	9.26	8.39	8.91	9.21



How many are loyal to the Canary Islands?

	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
Repeat tourists	71.1%	69.3%	70.0%	66.3%	71.1%	69.0%	69.6%	73.9%	73.4%	72.9%	73.9%	71.4%	65.9%	71.5%	74.5%	74.4%	75.1%
At least 10 previous visits	17.0%	14.4%	19.8%	13.5%	16.0%	15.9%	33.5%	19.1%	16.2%	13.9%	18.0%	18.0%	11.8%	19.5%	19.6%	22.2%	21.3%
Repeat tourists (last 5 years)	65.4%	63.9%	65.4%	61.2%	65.7%	61.6%	63.0%	69.0%	66.0%	72.9%	67.4%	65.9%	61.1%	68.5%	70.0%	67.2%	70.9%
Repeat tourists (last 5 years) (5 or more visits)	12.9%	13.8%	16.2%	10.9%	14.6%	10.3%	9.9%	9.6%	10.2%	13.9%	13.4%	15.3%	9.3%	8.4%	12.8%	15.7%	16.7%



ISLANDS

How many islands do they visit during their trip?

	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
One island	91.5%	90.8%	94.3%	90.6%	87.1%	84.5%	87.8%	92.0%	91.6%	93.5%	92.9%	94.2%	84.9%	90.3%	86.7%	93.1%	92.3%
Two islands	6.6%	6.7%	4.2%	7.1%	11.7%	13.4%	9.7%	7.3%	6.9%	3.8%	5.0%	5.0%	10.3%	9.3%	11.9%	5.0%	6.1%
Three or more islands	1.9%	2.5%	1.5%	2.3%	1.2%	2.1%	2.5%	0.6%	1.5%	2.7%	2.1%	0.8%	4.8%	0.4%	1.4%	2.0%	1.6%

Visited islands during their trip (with overnight staying)

	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
Lanzarote	10.6%	10.1%	8.7%	11.4%	9.1%	10.2%	2.9%	8.9%	12.0%	7.3%	11.0%	12.4%	7.1%	2.8%	8.8%	13.8%	18.8%
Fuerteventura	28.4%	30.3%	31.6%	21.8%	19.3%	20.5%	32.6%	39.8%	28.1%	38.4%	31.2%	27.1%	22.3%	32.8%	26.4%	33.7%	16.6%
Gran Canaria	32.2%	33.1%	35.4%	33.4%	38.3%	35.7%	23.6%	29.8%	26.7%	27.4%	32.5%	35.0%	30.8%	24.0%	38.3%	24.2%	28.6%
Tenerife	29.4%	27.8%	23.6%	32.8%	36.9%	37.0%	40.1%	21.3%	33.6%	26.1%	26.7%	25.5%	39.5%	35.2%	29.3%	28.9%	35.7%
La Gomera	1.1%	1.7%	0.6%	2.2%	1.3%	0.6%	1.0%	0.9%	1.2%	0.0%	0.4%	0.8%	4.1%	0.5%	0.3%	0.3%	0.3%
La Palma	2.5%	3.3%	1.5%	4.4%	3.0%	2.2%	0.7%	2.8%	1.7%	0.9%	1.5%	1.9%	4.2%	6.0%	1.7%	1.2%	5.2%
El Hierro	0.2%	0.3%	0.2%	0.1%	0.1%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%
Cruise	0.8%	1.4%	0.8%	0.7%	0.7%	1.6%	0.2%	0.4%	0.5%	1.2%	0.8%	0.4%	0.7%	0.4%	0.5%	0.4%	0.6%

Profile of the German tourist according to region of residence (2023)



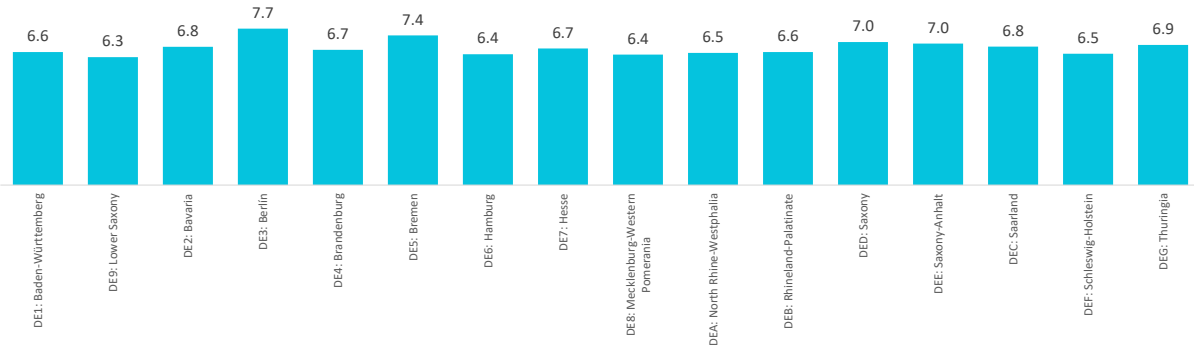
ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
0 hours	2.3%	3.3%	2.2%	1.8%	1.1%	2.6%	6.1%	3.0%	3.0%	4.0%	2.4%	2.1%	1.7%	0.0%	0.0%	2.3%	0.0%
1 - 2 hours	12.2%	12.7%	15.3%	12.0%	6.8%	12.0%	7.3%	13.5%	12.3%	12.0%	12.4%	12.6%	7.3%	18.5%	13.9%	11.2%	11.0%
3 - 6 hours	38.2%	38.3%	41.6%	36.2%	35.4%	38.6%	34.6%	35.8%	37.6%	39.0%	39.3%	38.2%	37.5%	30.1%	36.6%	40.7%	40.1%
7 - 12 hours	41.8%	40.0%	36.6%	43.6%	46.6%	41.4%	35.6%	45.2%	41.1%	40.2%	41.5%	42.3%	48.8%	44.7%	43.1%	42.0%	41.1%
More than 12 hours	5.4%	5.6%	4.2%	6.3%	10.1%	5.5%	16.4%	2.5%	5.9%	4.9%	4.4%	4.9%	4.7%	6.7%	6.4%	3.8%	7.8%
Outdoor time per day	6.7	6.6	6.3	6.8	7.7	6.7	7.4	6.4	6.7	6.4	6.5	6.6	7.0	7.0	6.8	6.5	6.9



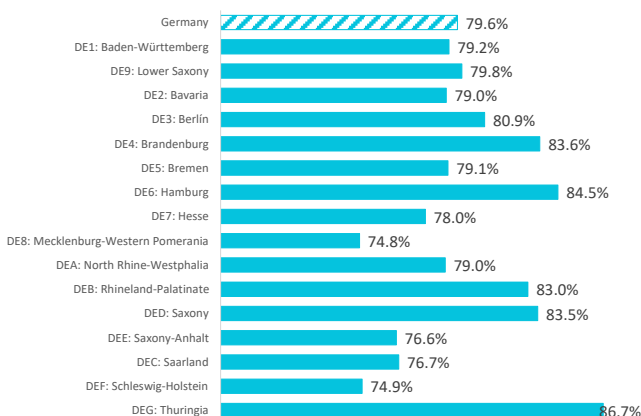
6.66
GERMANY



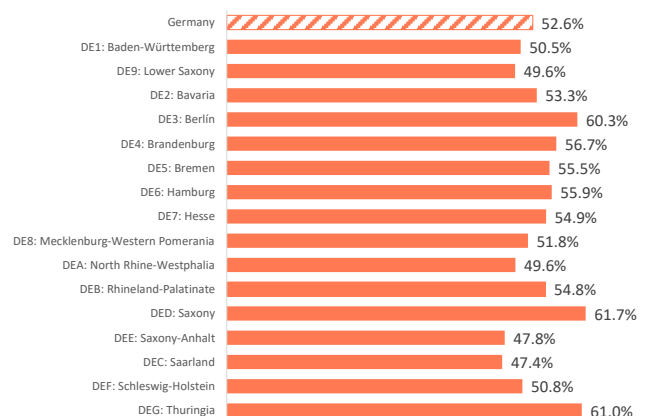
Activities in the Canary Islands

	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
Beach	79.6%	79.2%	79.8%	79.0%	80.9%	83.6%	79.1%	84.5%	78.0%	74.8%	79.0%	83.0%	83.5%	76.6%	76.7%	74.9%	86.7%
Walk, wander	56.8%	55.6%	55.1%	60.9%	60.4%	62.5%	60.4%	62.8%	54.1%	51.9%	52.7%	55.4%	69.9%	60.3%	47.7%	58.6%	68.7%
Explore the island on their own	52.6%	50.5%	49.6%	53.3%	60.3%	56.7%	55.5%	55.9%	54.9%	51.8%	49.6%	54.8%	61.7%	47.8%	47.4%	50.8%	61.0%
Swimming pool, hotel facilities	41.9%	44.8%	46.0%	39.0%	33.3%	36.1%	46.4%	45.3%	44.0%	37.8%	41.4%	51.1%	44.6%	39.4%	42.7%	35.8%	26.6%
Taste Canarian gastronomy	33.0%	28.1%	31.4%	35.7%	34.4%	34.3%	31.7%	35.6%	35.6%	34.3%	32.1%	31.7%	37.4%	28.3%	22.2%	34.7%	50.0%
Hiking	21.6%	20.8%	20.5%	27.1%	31.1%	27.0%	13.9%	24.8%	19.1%	17.0%	17.9%	17.0%	30.2%	19.1%	14.2%	20.6%	20.3%
Organized excursions	17.6%	14.8%	14.0%	16.5%	16.6%	17.2%	34.9%	11.1%	20.7%	19.6%	19.8%	18.3%	19.9%	32.1%	18.8%	13.2%	24.8%
Sea excursions / whale watching	14.4%	15.0%	12.1%	14.6%	16.3%	23.7%	15.4%	10.6%	16.0%	13.2%	13.1%	13.5%	23.7%	22.3%	16.7%	9.7%	8.9%
Other Nature Activities	11.8%	10.3%	9.7%	14.6%	14.1%	12.7%	7.4%	11.9%	11.5%	3.3%	12.5%	9.1%	17.4%	6.8%	5.2%	11.4%	9.6%
Theme parks	11.5%	11.9%	8.9%	12.0%	10.6%	13.3%	15.9%	8.6%	10.8%	8.3%	11.5%	11.3%	18.0%	20.7%	8.9%	13.9%	15.2%
Wineries / markets / popular festivals	11.4%	11.1%	8.4%	11.1%	12.6%	12.7%	3.3%	14.7%	12.0%	12.5%	10.3%	12.3%	17.8%	14.4%	4.6%	15.7%	17.2%
Museums / exhibitions	11.2%	10.5%	8.8%	11.6%	16.9%	7.1%	9.5%	12.5%	11.7%	16.0%	9.0%	14.7%	17.0%	5.5%	9.0%	13.1%	16.5%
Nightlife / concerts / shows	9.8%	9.3%	7.5%	10.4%	12.6%	14.5%	17.0%	10.2%	11.0%	4.9%	9.4%	12.8%	12.6%	6.4%	3.0%	6.9%	7.0%
Astronomical observation	5.7%	4.8%	4.8%	5.8%	7.2%	5.6%	9.1%	9.0%	4.9%	5.8%	5.6%	5.9%	10.4%	6.2%	2.7%	5.8%	2.3%
Practice other sports	5.4%	6.3%	6.4%	7.5%	6.1%	3.1%	0.0%	4.5%	4.1%	0.0%	5.0%	3.1%	5.1%	2.6%	4.0%	7.6%	4.3%
Beauty and health treatments	5.1%	6.1%	3.3%	5.3%	4.2%	7.6%	8.7%	5.3%	5.0%	0.0%	5.4%	5.9%	0.8%	8.3%	6.8%	5.4%	6.5%
Surf	4.0%	4.8%	3.0%	5.2%	5.6%	6.7%	1.1%	10.8%	3.4%	6.7%	3.0%	2.3%	1.9%	0.0%	2.9%	1.6%	5.1%
Cycling / Mountain bike	4.0%	4.2%	3.4%	5.6%	3.1%	5.1%	1.9%	5.8%	3.8%	2.7%	3.1%	4.1%	3.8%	5.7%	2.9%	3.1%	6.1%
Swim	3.6%	4.6%	2.8%	3.1%	6.0%	4.9%	1.8%	4.4%	4.7%	0.0%	3.8%	2.7%	2.9%	0.0%	0.0%	2.6%	4.1%
Scuba Diving	3.4%	2.8%	3.8%	2.7%	4.5%	4.5%	2.1%	2.6%	2.4%	5.7%	3.5%	4.3%	4.2%	7.0%	2.6%	2.8%	3.3%
Running	2.2%	3.1%	1.6%	2.4%	5.2%	2.1%	2.1%	2.5%	2.5%	0.0%	1.1%	2.7%	1.2%	2.6%	3.0%	1.4%	0.9%
Golf	1.8%	2.3%	1.9%	2.3%	0.2%	0.9%	0.0%	2.9%	2.1%	2.2%	1.3%	1.4%	3.0%	4.1%	1.2%	0.6%	0.7%
Windsurf / Kitesurf	1.3%	1.2%	1.4%	1.0%	1.9%	0.9%	2.9%	3.4%	0.8%	11.6%	1.1%	0.6%	0.0%	0.0%	0.0%	1.4%	0.0%

Beach



Explore the island on their own



Profile of the German tourist according to region of residence (2023)

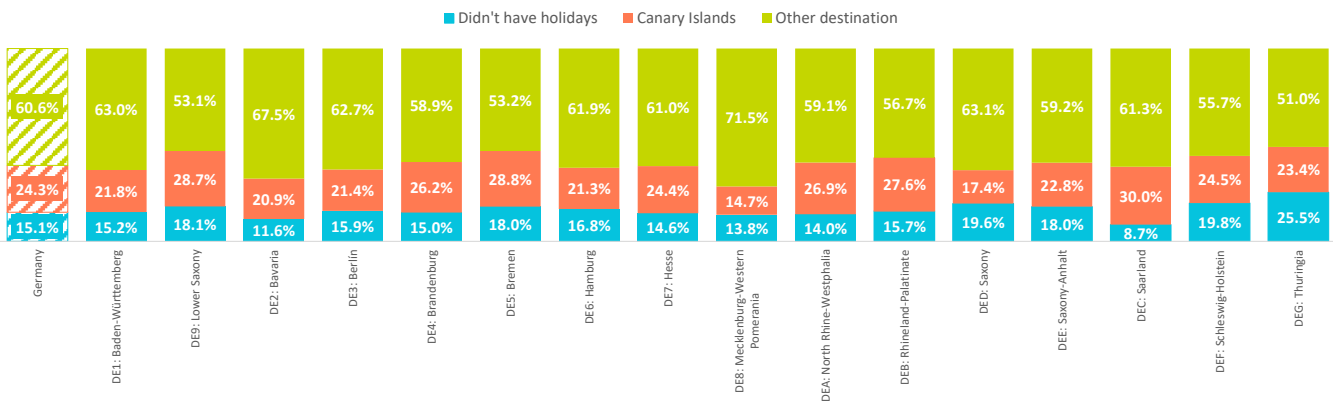


COMPETITORS

Where did they spend their main holiday last year? *

	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
Didn't have holidays	15.1%	15.2%	18.1%	11.6%	15.9%	15.0%	18.0%	16.8%	14.6%	13.8%	14.0%	15.7%	19.6%	18.0%	8.7%	19.8%	25.5%
Canary Islands	24.3%	21.8%	28.7%	20.9%	21.4%	26.2%	28.8%	21.3%	24.4%	14.7%	26.9%	27.6%	17.4%	22.8%	30.0%	24.5%	23.4%
Other destination	60.6%	63.0%	53.1%	67.5%	62.7%	58.9%	53.2%	61.9%	61.0%	71.5%	59.1%	56.7%	63.1%	59.2%	61.3%	55.7%	51.0%
Balearic Islands	5.4%	2.6%	6.6%	3.7%	5.4%	5.1%	2.4%	8.4%	4.1%	12.4%	6.7%	4.1%	5.5%	8.3%	10.6%	6.3%	1.4%
Rest of Spain	5.5%	5.7%	2.7%	6.3%	8.5%	4.7%	2.7%	9.2%	5.9%	1.9%	4.9%	7.2%	2.8%	1.4%	5.2%	6.9%	1.6%
Italy	9.1%	12.4%	4.4%	16.5%	7.6%	8.6%	10.3%	5.3%	11.6%	4.2%	6.5%	6.8%	8.7%	5.3%	9.8%	4.4%	10.0%
France	4.1%	5.5%	3.0%	4.7%	5.1%	1.5%	2.3%	4.3%	2.7%	6.8%	3.6%	4.7%	1.4%	5.6%	7.5%	5.3%	3.6%
Turkey	3.7%	3.1%	5.4%	3.2%	3.7%	3.4%	12.8%	1.9%	1.8%	8.9%	4.4%	1.9%	3.8%	2.7%	3.4%	6.2%	0.8%
Greece	8.2%	7.5%	9.6%	6.3%	9.3%	9.2%	6.1%	7.5%	6.2%	10.2%	10.3%	7.8%	6.8%	8.0%	8.1%	4.4%	10.6%
Portugal	3.4%	3.6%	3.6%	4.2%	1.8%	4.7%	0.0%	3.9%	4.0%	3.3%	3.0%	3.6%	1.7%	4.9%	5.6%	2.3%	1.2%
Croatia	3.9%	4.2%	2.9%	6.6%	3.4%	2.6%	4.5%	1.4%	4.5%	2.9%	3.2%	4.4%	4.9%	5.7%	0.3%	1.0%	3.7%
Egypt	1.8%	2.5%	1.5%	1.6%	0.4%	2.3%	0.0%	0.2%	2.1%	5.6%	1.7%	2.3%	4.3%	1.1%	0.0%	0.9%	3.1%
Tunisia	0.3%	0.2%	0.0%	0.2%	0.5%	0.0%	2.4%	0.0%	0.3%	0.0%	0.4%	1.1%	0.0%	0.0%	0.8%	0.2%	0.0%
Morocco	0.4%	0.9%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.3%	0.0%	0.4%	1.7%	0.0%	0.7%	0.0%
Others	15.0%	14.7%	13.3%	13.9%	17.0%	16.8%	9.7%	19.8%	17.2%	15.3%	14.1%	12.6%	22.8%	14.6%	9.9%	17.1%	15.1%

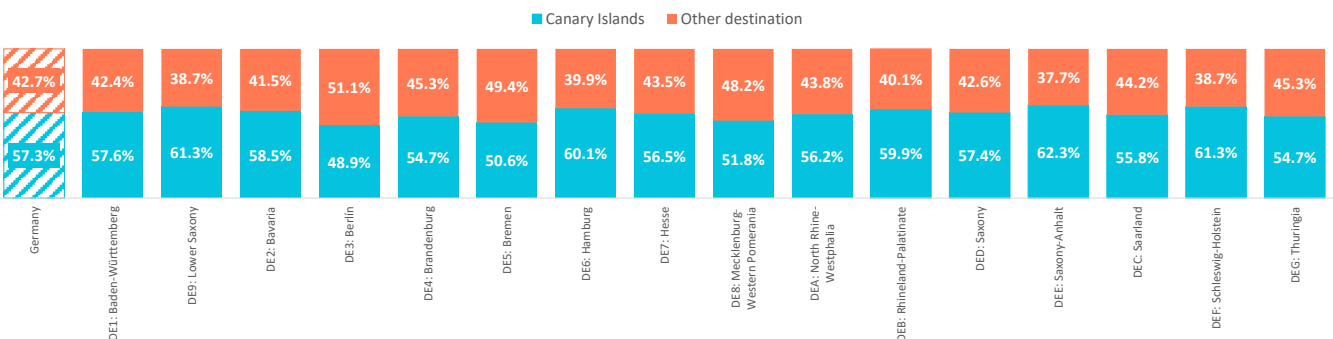
* Percentage of valid answers



What other destinations did they consider for this trip? *

	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
None (I was clear about "this Canary Island")	28.8%	30.3%	33.3%	28.8%	23.9%	31.8%	27.6%	31.4%	28.6%	28.5%	25.6%	33.8%	25.0%	35.4%	29.5%	34.2%	21.9%
Canary Islands (other island)	28.4%	27.3%	28.0%	29.7%	25.0%	22.9%	23.0%	28.7%	27.9%	23.3%	30.6%	26.1%	32.3%	26.9%	26.3%	27.1%	32.8%
Other destination	42.7%	42.4%	38.7%	41.5%	51.1%	45.3%	49.4%	39.9%	43.5%	48.2%	43.8%	40.1%	42.6%	37.7%	44.2%	38.7%	45.3%
Balearic Islands	5.4%	4.8%	4.4%	4.0%	2.8%	1.7%	0.4%	1.7%	5.3%	0.9%	13.7%	2.4%	1.3%	0.5%	0.6%	1.7%	0.3%
Rest of Spain	5.7%	4.6%	4.8%	6.4%	4.5%	1.4%	0.5%	2.1%	6.3%	0.6%	11.1%	2.8%	0.8%	0.3%	1.0%	1.0%	0.9%
Italy	4.0%	4.6%	2.7%	4.0%	2.6%	0.3%	0.4%	1.4%	3.1%	0.5%	8.9%	1.7%	1.0%	0.6%	1.0%	0.7%	0.5%
France	1.0%	1.6%	0.5%	1.7%	0.5%	0.0%	0.0%	0.1%	0.8%	0.0%	2.2%	1.0%	0.2%	0.0%	0.2%	0.3%	0.0%
Turkey	3.2%	2.9%	2.6%	4.8%	2.2%	0.5%	0.2%	1.0%	2.1%	0.5%	6.0%	0.9%	1.2%	0.2%	0.7%	1.8%	0.1%
Greece	8.5%	7.7%	7.8%	9.4%	5.2%	1.8%	0.7%	2.4%	7.1%	1.1%	18.9%	2.6%	2.8%	0.7%	1.8%	2.8%	0.9%
Portugal	5.8%	6.2%	3.8%	8.8%	4.1%	1.2%	0.2%	2.1%	4.5%	0.5%	11.9%	2.6%	0.9%	0.1%	0.5%	1.5%	1.2%
Croatia	2.2%	2.1%	1.7%	2.5%	0.5%	0.1%	0.4%	0.9%	2.5%	0.6%	5.0%	0.5%	0.4%	0.4%	0.3%	0.7%	0.6%
Egypt	3.9%	4.5%	2.3%	6.7%	1.7%	0.7%	0.2%	1.0%	3.3%	0.1%	7.9%	1.3%	1.0%	0.3%	0.7%	1.6%	0.2%
Others	2.9%	3.2%	1.3%	4.9%	1.7%	0.7%	0.2%	0.8%	2.2%	0.5%	4.9%	1.4%	1.0%	0.4%	0.2%	1.0%	0.7%

* Percentage of valid answers

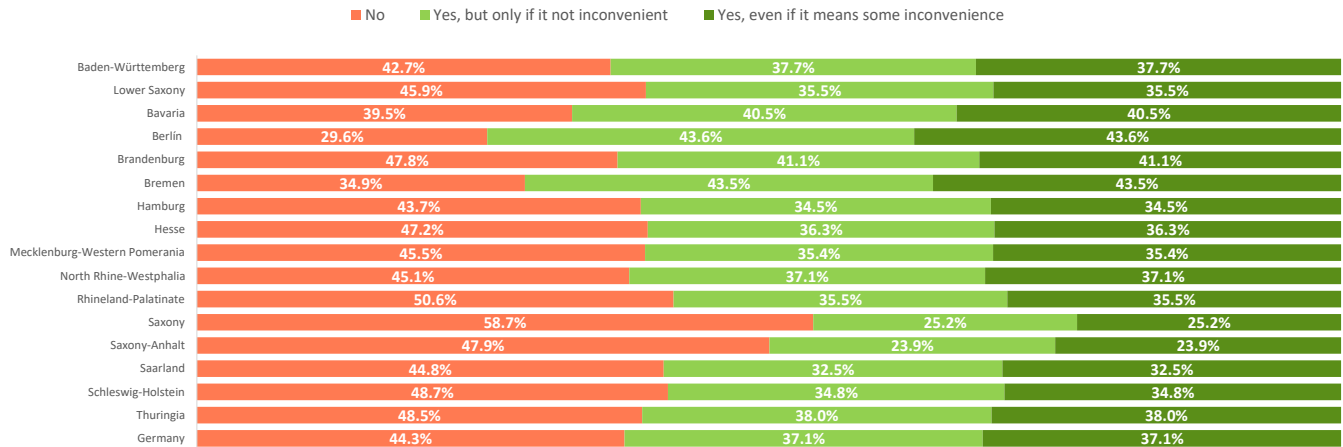


Profile of the German tourist according to region of residence (2023)

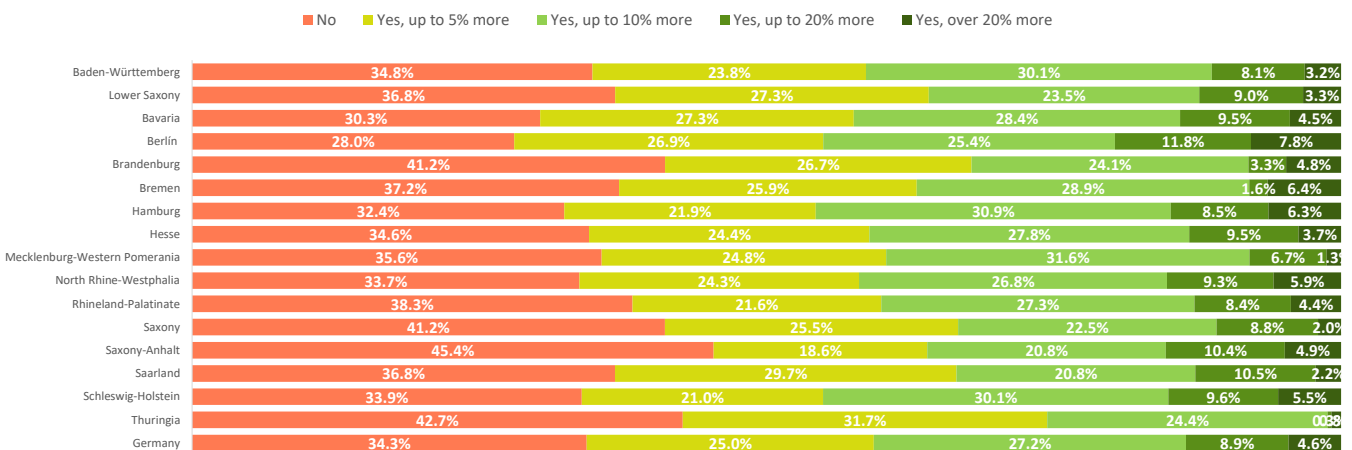


SUSTAINABLE DESTINATION

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



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



Perception of the following sustainability measures during their stay *

	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
Quality of life on the island	7.8	7.6	7.7	7.9	7.9	7.6	7.3	7.9	8.0	7.7	7.8	7.7	7.7	7.9	7.7	7.6	
Tolerance towards tourism	8.5	8.6	8.6	8.5	8.4	8.5	8.6	8.7	8.5	8.7	8.6	8.4	8.3	8.7	8.4	8.6	
Cleanliness of the island	7.8	7.8	7.7	7.8	7.8	7.7	7.6	7.5	8.0	7.5	7.9	7.9	7.7	8.2	7.6	7.4	
Air quality	8.5	8.3	8.6	8.3	8.4	8.1	8.6	8.4	8.5	8.8	8.6	8.5	8.4	8.1	8.6	8.7	
Rational water consumption	6.9	7.0	6.9	6.8	7.0	6.3	6.6	6.9	6.9	6.3	7.2	6.8	6.8	6.3	7.2	6.9	
Energy saving	6.4	6.5	6.3	6.3	6.6	6.0	6.3	6.5	6.4	5.6	6.6	6.4	6.1	6.0	6.7	6.2	
Use of renewable energy	6.4	6.5	6.3	6.4	6.5	6.3	6.1	6.3	6.3	5.7	6.6	6.4	6.1	5.7	6.8	6.2	
Recycling	6.3	6.5	6.4	6.3	6.1	5.9	5.8	6.2	6.0	5.9	6.5	6.4	5.9	5.9	6.7	6.2	
Easy to get around by public transport	7.2	7.2	7.0	7.2	6.5	7.0	7.3	6.8	7.1	6.5	7.4	7.2	7.3	7.9	7.6	7.0	
Overcrowding in tourist areas	5.6	5.5	5.4	5.6	5.3	5.7	5.9	5.1	5.5	5.7	5.7	5.6	5.4	5.8	5.7	5.9	
Supply of local products	6.8	6.8	6.8	6.8	6.8	6.6	6.9	6.5	6.9	6.8	6.9	6.7	7.2	6.5	6.4	7.1	

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

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.