

# Profile of the German tourist according to region of residence (2024)

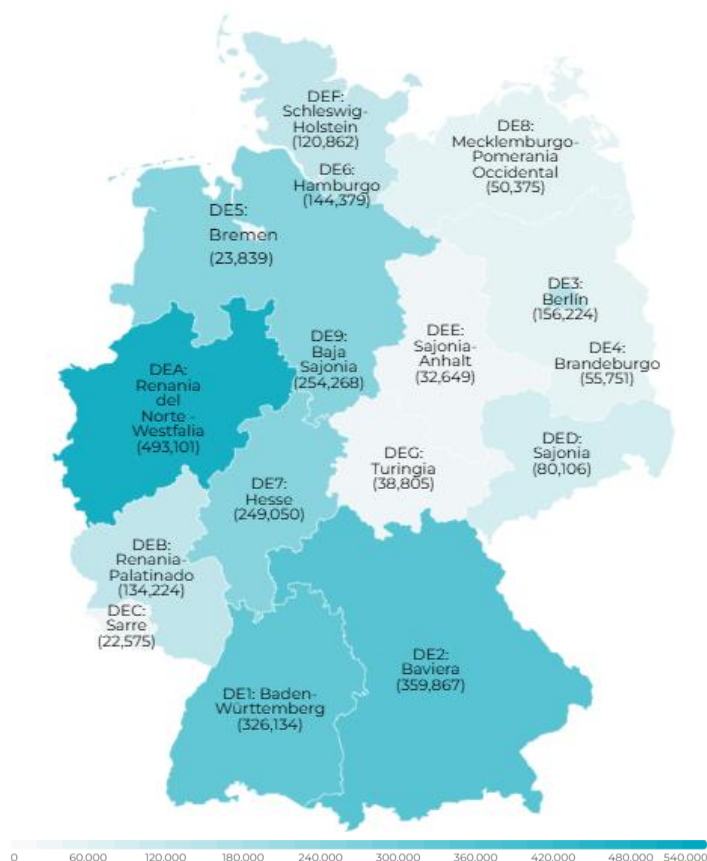


## INBOUND TOURISM AND TOURIST EXPENDITURE

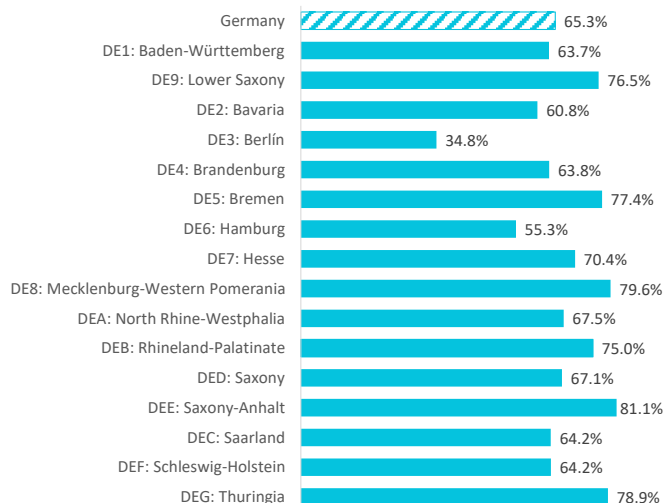
	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
<b>Tourist arrivals ≥ 16 years old (EGT)</b>	<b>2,542,209</b>	<b>326,134</b>	<b>254,268</b>	<b>359,867</b>	<b>156,224</b>	<b>55,751</b>	<b>23,839</b>	<b>144,379</b>	<b>249,050</b>	<b>50,375</b>	<b>493,101</b>	<b>134,224</b>	<b>80,106</b>	<b>32,649</b>	<b>22,575</b>	<b>120,862</b>	<b>38,805</b>
<b>% Tourists</b>	<b>100%</b>	<b>12.8%</b>	<b>10.0%</b>	<b>14.2%</b>	<b>6.1%</b>	<b>2.2%</b>	<b>0.9%</b>	<b>5.7%</b>	<b>9.8%</b>	<b>2.0%</b>	<b>19.4%</b>	<b>5.3%</b>	<b>3.2%</b>	<b>1.3%</b>	<b>0.9%</b>	<b>4.8%</b>	<b>1.5%</b>
- Lanzarote	<b>239,766</b>	27,364	23,622	39,520	15,602	5,656	1,539	9,795	30,188	2,824	37,717	13,409	9,267	4,030	1,314	12,683	5,236
- Fuerteventura	<b>689,777</b>	79,561	62,623	69,669	40,841	13,424	9,740	46,208	76,597	15,561	154,219	38,548	20,201	10,722	8,278	35,455	8,130
- Gran Canaria	<b>785,835</b>	102,981	91,365	118,645	53,429	14,013	4,812	39,306	54,296	15,895	152,480	44,776	27,271	7,284	6,512	44,428	8,343
- Tenerife	<b>744,297</b>	108,928	70,032	118,067	41,210	20,083	7,483	45,054	83,230	14,313	128,954	31,605	20,804	8,327	6,198	24,471	15,537
- La Palma	<b>66,743</b>	5,080	5,562	12,082	3,960	2,176	75	3,705	3,158	1,275	16,806	5,349	1,955	1,724	118	2,629	1,089
% tourists who book holiday package	<b>65.3%</b>	<b>63.7%</b>	<b>76.5%</b>	<b>60.8%</b>	<b>34.8%</b>	<b>63.8%</b>	<b>77.4%</b>	<b>55.3%</b>	<b>70.4%</b>	<b>79.6%</b>	<b>67.5%</b>	<b>75.0%</b>	<b>67.1%</b>	<b>81.1%</b>	<b>64.2%</b>	<b>64.2%</b>	<b>78.9%</b>
<b>Expenditure per tourist (€)</b>	<b>1,641</b>	<b>1,620</b>	<b>1,761</b>	<b>1,563</b>	<b>1,383</b>	<b>1,808</b>	<b>1,775</b>	<b>1,707</b>	<b>1,725</b>	<b>1,721</b>	<b>1,642</b>	<b>1,619</b>	<b>1,560</b>	<b>1,571</b>	<b>1,605</b>	<b>1,823</b>	<b>1,345</b>
- book holiday package	<b>1,807</b>	1,764	1,824	1,742	1,827	1,999	1,951	2,011	1,817	1,818	1,832	1,698	1,753	1,619	1,678	1,986	1,434
- holiday package	<b>1,565</b>	1,539	1,591	1,497	1,609	1,704	1,677	1,782	1,577	1,548	1,579	1,443	1,462	1,422	1,507	1,766	1,237
- others	<b>241</b>	225	233	246	217	294	274	228	239	270	254	255	291	197	171	220	197
- do not book holiday package	<b>1,330</b>	1,367	1,556	1,285	1,146	1,471	1,175	1,333	1,506	1,343	1,248	1,379	1,167	1,368	1,472	1,530	1,015
- flight	<b>401</b>	401	536	350	345	390	390	431	511	378	386	352	378	399	411	424	273
- accommodation	<b>427</b>	430	445	422	389	635	391	406	467	357	385	559	378	500	421	489	266
- others	<b>502</b>	536	575	513	413	446	394	495	527	608	477	468	411	470	640	618	476
<b>Average length of stay</b>	<b>11.15</b>	<b>10.82</b>	<b>12.42</b>	<b>10.32</b>	<b>11.59</b>	<b>10.59</b>	<b>10.06</b>	<b>11.08</b>	<b>10.78</b>	<b>9.46</b>	<b>11.16</b>	<b>10.60</b>	<b>13.21</b>	<b>9.85</b>	<b>11.42</b>	<b>13.58</b>	<b>8.58</b>
<b>Average daily expenditure (€)</b>	<b>170.7</b>	<b>171.7</b>	<b>179.4</b>	<b>170.2</b>	<b>146.3</b>	<b>189.9</b>	<b>203.9</b>	<b>171.5</b>	<b>185.9</b>	<b>191.4</b>	<b>164.2</b>	<b>166.9</b>	<b>157.3</b>	<b>171.1</b>	<b>168.1</b>	<b>164.8</b>	<b>171.8</b>
<b>Average daily expenditure without flight (€)</b>	<b>117.4</b>	<b>117.1</b>	<b>124.4</b>	<b>116.5</b>	<b>101.5</b>	<b>134.0</b>	<b>140.7</b>	<b>117.9</b>	<b>123.9</b>	<b>140.2</b>	<b>113.5</b>	<b>115.9</b>	<b>107.3</b>	<b>118.2</b>	<b>119.6</b>	<b>113.9</b>	<b>119.8</b>
<b>Average cost of the flight (€)</b>	<b>503.4</b>	<b>507.4</b>	<b>543.6</b>	<b>468.7</b>	<b>422.4</b>	<b>526.1</b>	<b>532.8</b>	<b>524.1</b>	<b>567.3</b>	<b>466.1</b>	<b>503.2</b>	<b>483.4</b>	<b>470.6</b>	<b>481.5</b>	<b>469.1</b>	<b>547.5</b>	<b>406.8</b>
<b>Total turnover (≥ 16 years old) (€m)</b>	<b>4,173</b>	<b>528</b>	<b>448</b>	<b>562</b>	<b>216</b>	<b>101</b>	<b>42</b>	<b>247</b>	<b>430</b>	<b>87</b>	<b>810</b>	<b>217</b>	<b>125</b>	<b>51</b>	<b>36</b>	<b>220</b>	<b>52</b>
<b>% Tourists</b>	<b>100%</b>	<b>12.7%</b>	<b>10.7%</b>	<b>13.5%</b>	<b>5.2%</b>	<b>2.4%</b>	<b>1.0%</b>	<b>5.9%</b>	<b>10.3%</b>	<b>2.1%</b>	<b>19.4%</b>	<b>5.2%</b>	<b>3.0%</b>	<b>1.2%</b>	<b>0.9%</b>	<b>5.3%</b>	<b>1.3%</b>
<b>Turnover without flight (≥ 16 years old) (€m)</b>	<b>2,893</b>	<b>363</b>	<b>310</b>	<b>394</b>	<b>150</b>	<b>71</b>	<b>30</b>	<b>171</b>	<b>288</b>	<b>63</b>	<b>562</b>	<b>152</b>	<b>87</b>	<b>36</b>	<b>26</b>	<b>154</b>	<b>36</b>

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

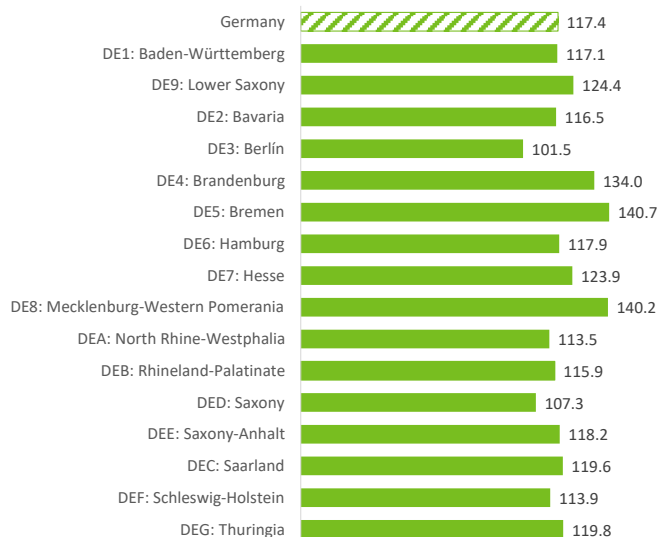
### TOURISTS ( ≥ 16 YEARS OLD)



### TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



### EXPENDITURE PER TOURIST WITHOUT FLIGHT (€)



## Profile of the German tourist according to region of residence (2024)



% 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
<b>Accommodation:</b>																	
- Accommodation	<b>88.2%</b>	87.4%	91.0%	87.4%	78.2%	95.7%	90.2%	82.3%	89.0%	93.4%	88.7%	94.0%	91.7%	95.4%	86.6%	84.6%	93.5%
- Additional accommodation expenses	<b>5.5%</b>	7.4%	3.3%	4.9%	6.0%	6.3%	14.8%	8.6%	5.1%	2.8%	5.3%	7.4%	6.2%	3.5%	0.0%	1.4%	8.9%
<b>Transport:</b>																	
- National/International Transport	<b>97.7%</b>	98.0%	98.7%	97.7%	96.7%	96.2%	100%	97.8%	96.5%	100%	97.6%	99.3%	99.1%	99.6%	99.0%	95.7%	95.7%
- Flights between islands	<b>2.9%</b>	4.1%	1.1%	3.5%	4.2%	2.9%	0.0%	4.9%	2.3%	2.9%	2.2%	2.8%	2.1%	4.0%	0.4%	2.8%	2.6%
- Taxi	<b>55.1%</b>	51.7%	63.1%	54.7%	34.4%	52.4%	52.9%	50.3%	60.7%	68.9%	55.0%	60.3%	53.9%	57.7%	61.5%	58.6%	55.0%
- Car rental	<b>37.3%</b>	39.3%	31.1%	41.1%	39.3%	43.9%	41.2%	38.4%	34.8%	39.6%	35.2%	38.9%	37.4%	44.8%	32.6%	33.5%	47.1%
- Public transport	<b>14.0%</b>	13.9%	12.3%	13.9%	19.0%	12.0%	8.1%	13.1%	13.7%	14.5%	13.8%	11.8%	22.3%	9.0%	3.1%	16.7%	11.4%
<b>Food and drink:</b>																	
- Food purchases at supermarkets	<b>56.7%</b>	55.3%	54.0%	56.0%	71.1%	48.2%	50.3%	64.0%	59.3%	57.5%	55.6%	53.9%	56.6%	44.5%	47.4%	52.5%	60.2%
- Restaurants	<b>56.2%</b>	54.4%	54.0%	58.9%	65.2%	62.0%	50.8%	60.5%	55.5%	55.6%	54.6%	57.8%	49.3%	57.9%	53.8%	49.4%	60.2%
<b>Leisure:</b>																	
- Organized excursions	<b>25.6%</b>	27.2%	25.5%	28.4%	19.1%	25.7%	12.4%	23.4%	27.4%	35.8%	23.9%	27.7%	29.6%	27.7%	21.5%	17.6%	36.7%
- Sport activities	<b>7.5%</b>	7.6%	6.0%	10.3%	8.8%	5.5%	4.4%	9.3%	7.0%	12.7%	7.1%	5.6%	6.1%	4.3%	8.5%	7.2%	0.0%
- Cultural activities	<b>3.1%</b>	1.5%	3.0%	4.0%	5.0%	3.3%	7.7%	4.2%	2.7%	5.9%	2.1%	4.3%	4.0%	3.5%	1.7%	2.7%	2.0%
- Museums	<b>5.9%</b>	6.2%	3.7%	6.1%	7.5%	9.0%	11.4%	3.6%	6.9%	8.8%	4.3%	7.8%	10.5%	9.3%	4.8%	4.0%	8.3%
- Theme Parks	<b>8.3%</b>	9.9%	8.7%	7.6%	4.1%	9.7%	6.9%	5.0%	10.1%	19.0%	7.0%	10.3%	10.4%	17.5%	2.7%	6.5%	8.3%
- Discos and pubs	<b>4.1%</b>	3.9%	3.4%	5.0%	4.3%	3.9%	2.3%	4.6%	4.0%	1.0%	3.4%	4.7%	9.7%	0.0%	1.6%	4.6%	4.7%
- Wellness	<b>4.2%</b>	4.7%	3.7%	5.4%	3.9%	2.8%	5.8%	2.8%	4.6%	7.1%	4.2%	3.3%	2.6%	5.6%	4.9%	2.6%	6.5%
<b>Purchases of goods:</b>																	
- Souvenirs	<b>38.8%</b>	36.5%	42.3%	39.5%	41.6%	38.1%	43.6%	39.2%	38.7%	41.9%	35.0%	43.4%	37.1%	43.3%	39.1%	38.9%	39.5%
- Real estate	<b>0.0%</b>	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
- Other purchases	<b>0.7%</b>	0.7%	0.0%	0.4%	3.6%	0.0%	1.7%	1.7%	0.8%	0.0%	0.5%	0.0%	0.9%	0.0%	2.4%	0.3%	0.0%
<b>Others:</b>																	
- Medical expenses	<b>7.3%</b>	6.2%	7.6%	6.0%	5.8%	11.3%	8.6%	7.1%	11.3%	13.5%	6.3%	7.7%	4.6%	4.4%	8.9%	8.1%	5.2%
- Other expenses	<b>4.9%</b>	4.7%	5.9%	5.1%	3.6%	1.1%	6.3%	6.1%	6.5%	2.5%	3.4%	5.4%	6.7%	5.6%	0.3%	7.0%	2.4%

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
<b>Expenditure per tourist and trip (€)</b>																	
<b>Accommodation:</b>	<b>987</b>	<b>941</b>	<b>1,101</b>	<b>939</b>	<b>943</b>	<b>1,006</b>	<b>1,064</b>	<b>1,043</b>	<b>1,015</b>	<b>1,356</b>	<b>1,002</b>	<b>961</b>	<b>799</b>	<b>868</b>	<b>822</b>	<b>1,154</b>	<b>729</b>
- Accommodation	<b>843</b>	820	917	780	739	911	950	938	849	908	847	814	757	806	822	1,002	664
- Additional accommodation expenses	<b>144</b>	121	184	159	204	95	114	105	166	448	155	147	41	62	0	152	65
<b>Transport:</b>	<b>883</b>	<b>911</b>	<b>890</b>	<b>814</b>	<b>817</b>	<b>951</b>	<b>841</b>	<b>899</b>	<b>962</b>	<b>973</b>	<b>895</b>	<b>796</b>	<b>786</b>	<b>826</b>	<b>894</b>	<b>987</b>	<b>705</b>
- National/International Transport	<b>515</b>	518	551	480	437	547	533	536	588	466	515	487	475	483	474	572	425
- Flights between islands	<b>77</b>	82	48	63	93	74	0	64	84	245	83	41	32	77	112	115	28
- Taxi	<b>115</b>	126	110	110	111	115	135	125	121	92	114	100	104	105	145	124	108
- Car rental	<b>144</b>	146	146	137	149	182	151	159	140	152	141	145	129	140	148	152	120
- Public transport	<b>32</b>	39	35	24	27	32	22	16	30	18	42	23	46	21	15	23	24
<b>Food and drink:</b>	<b>299</b>	<b>300</b>	<b>294</b>	<b>296</b>	<b>273</b>	<b>291</b>	<b>285</b>	<b>293</b>	<b>279</b>	<b>239</b>	<b>321</b>	<b>263</b>	<b>376</b>	<b>208</b>	<b>386</b>	<b>378</b>	<b>201</b>
- Food purchases at supermarkets	<b>118</b>	115	130	108	115	94	83	110	108	96	120	94	214	96	164	159	79
- Restaurants	<b>181</b>	184	164	188	158	197	202	183	172	143	202	170	162	112	222	219	123
<b>Leisure:</b>	<b>529</b>	<b>595</b>	<b>527</b>	<b>517</b>	<b>469</b>	<b>462</b>	<b>329</b>	<b>510</b>	<b>621</b>	<b>605</b>	<b>499</b>	<b>482</b>	<b>430</b>	<b>453</b>	<b>456</b>	<b>693</b>	<b>310</b>
- Organized excursions	<b>98</b>	96	108	94	108	100	73	96	90	117	100	92	93	97	120	119	64
- Sport activities	<b>115</b>	99	97	113	114	77	24	113	174	67	110	159	94	161	53	152	0
- Cultural activities	<b>51</b>	53	57	56	49	43	5	32	70	57	46	29	25	29	27	140	34
- Museums	<b>30</b>	23	29	22	27	98	13	15	29	50	38	24	23	31	16	30	22
- Theme Parks	<b>71</b>	68	88	66	61	46	66	83	98	80	67	44	67	59	50	65	44
- Discos and pubs	<b>85</b>	137	78	81	40	38	90	109	90	163	65	51	73	0	100	117	106
- Wellness	<b>80</b>	119	69	85	70	61	58	61	71	71	74	83	55	77	89	69	40
<b>Purchases of goods:</b>	<b>3,783</b>	<b>562</b>	<b>133</b>	<b>5,117</b>	<b>200</b>	<b>100</b>	<b>240</b>	<b>109</b>	<b>134</b>	<b>96</b>	<b>396</b>	<b>84</b>	<b>113</b>	<b>63</b>	<b>352</b>	<b>33,108</b>	<b>84</b>
- Souvenirs	<b>89</b>	78	104	93	72	100	140	81	92	96	90	84	54	63	102	108	84
- Real estate	<b>3,517</b>	0	0	4,918	0	0	0	0	0	0	250	0	0	0	0	31,000	0
- Other purchases	<b>178</b>	484	28	107	128	0	100	28	42	0	56	0	59	0	250	2,000	0
<b>Others:</b>	<b>125</b>	<b>116</b>	<b>98</b>	<b>130</b>	<b>91</b>	<b>117</b>	<b>51</b>	<b>216</b>	<b>146</b>	<b>70</b>	<b>171</b>	<b>116</b>	<b>53</b>	<b>58</b>	<b>391</b>	<b>87</b>	<b>34</b>
- Medical expenses	<b>46</b>	35	24	59	16	30	41	148	68	46	37	31	16	21	41	25	7
- Other expenses	<b>79</b>	81	73	71	75	86	9	68	78	24	134	86	37	36	350	61	27

# Profile of the German tourist according to region of residence (2024)



## TOURIST PROFILE

### Who are they?

	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
<b>Gender</b>																	
Percentage of men	52.1%	50.9%	50.8%	52.1%	52.2%	54.9%	60.3%	54.3%	51.6%	52.0%	50.9%	54.8%	59.7%	50.3%	59.8%	51.3%	48.8%
Percentage of women	47.9%	49.1%	49.2%	47.9%	47.8%	45.1%	39.7%	45.7%	48.4%	48.0%	49.1%	45.2%	40.3%	49.7%	40.2%	48.7%	51.2%
<b>Age</b>																	
Average age (tourists above 16 years old)	48.01	46.55	49.64	44.22	44.89	47.57	54.68	47.73	47.91	48.28	49.09	51.75	47.53	49.93	51.20	53.53	48.89
Standard deviation	17.1	16.9	17.4	16.7	16.3	16.1	15.4	16.7	16.8	14.3	17.4	17.8	17.6	17.1	17.5	16.5	15.7
<b>Age range</b>																	
16-24 years old	9.3%	9.7%	8.9%	12.3%	8.0%	8.2%	6.7%	6.3%	10.3%	7.1%	9.3%	9.5%	12.7%	8.4%	6.1%	5.1%	8.0%
25-30 years old	10.9%	13.4%	9.5%	14.3%	16.2%	7.1%	1.8%	9.0%	9.5%	5.7%	11.3%	7.7%	10.8%	8.9%	8.2%	6.4%	5.0%
31-45 years old	26.6%	26.2%	24.8%	29.2%	35.3%	36.6%	23.9%	36.1%	27.3%	32.9%	22.3%	18.5%	24.3%	22.7%	26.8%	21.7%	29.5%
46-60 years old	24.8%	26.7%	25.5%	22.7%	19.3%	24.1%	20.5%	26.0%	25.3%	36.5%	25.1%	23.1%	21.3%	25.9%	23.9%	25.4%	32.1%
Over 60 years old	28.3%	24.0%	31.2%	21.5%	21.1%	24.0%	47.0%	22.6%	27.7%	17.7%	32.0%	41.2%	30.9%	34.1%	35.0%	41.3%	25.4%
<b>Occupation</b>																	
Salaried worker	57.4%	59.1%	55.5%	63.2%	56.4%	60.3%	53.1%	59.4%	60.2%	60.8%	53.6%	50.1%	57.3%	47.4%	52.9%	52.4%	73.9%
Self-employed	8.1%	7.1%	8.6%	6.6%	12.9%	8.8%	14.9%	13.2%	6.0%	8.6%	7.3%	6.2%	9.0%	13.5%	14.2%	9.0%	1.5%
Unemployed	0.4%	0.5%	0.2%	0.4%	0.3%	1.0%	0.0%	0.0%	0.1%	1.6%	0.5%	0.9%	0.0%	1.6%	0.0%	0.0%	0.0%
Business owner	8.5%	9.2%	8.5%	8.1%	7.4%	11.5%	3.5%	6.7%	9.1%	11.2%	9.2%	10.2%	2.2%	8.0%	8.7%	6.2%	10.0%
Student	4.4%	3.8%	2.4%	5.8%	8.2%	1.0%	0.0%	3.5%	4.0%	1.9%	4.8%	3.7%	7.9%	5.7%	4.9%	3.1%	1.2%
Retired	20.0%	18.5%	23.7%	14.5%	13.0%	17.4%	28.5%	15.9%	18.5%	14.8%	23.2%	28.5%	23.7%	23.5%	16.6%	27.6%	13.4%
Unpaid domestic work	0.4%	0.5%	0.4%	0.5%	0.2%	0.0%	0.0%	0.3%	0.6%	1.1%	0.4%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%
Others	0.9%	1.2%	0.8%	0.8%	1.5%	0.0%	0.0%	1.0%	1.3%	0.0%	1.0%	0.4%	0.0%	0.4%	2.6%	1.0%	0.0%
<b>Annual household income level</b>																	
Less than €25,000	9.7%	8.1%	7.4%	8.8%	12.2%	9.8%	14.1%	5.3%	11.6%	11.9%	10.5%	10.5%	13.8%	15.8%	8.4%	8.1%	14.4%
€25,000 - €49,999	32.5%	30.7%	35.1%	33.1%	32.1%	24.8%	20.3%	34.5%	27.8%	44.3%	29.7%	32.7%	36.7%	44.7%	31.8%	40.3%	46.7%
€50,000 - €74,999	30.8%	32.9%	27.4%	29.6%	29.7%	29.2%	27.3%	30.3%	32.1%	30.6%	33.1%	34.4%	32.6%	21.0%	46.3%	25.5%	20.8%
More than €74,999	26.9%	28.3%	30.0%	28.5%	26.0%	36.2%	38.2%	29.9%	28.4%	13.2%	26.7%	22.4%	16.9%	18.5%	13.5%	26.1%	18.1%
<b>Education level</b>																	
No studies	0.4%	0.4%	0.3%	0.5%	0.7%	0.0%	2.9%	0.5%	0.2%	0.0%	0.5%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Primary education	3.1%	2.9%	3.3%	4.5%	2.1%	0.1%	0.0%	1.4%	2.8%	2.2%	3.6%	4.7%	3.9%	0.0%	0.0%	3.2%	2.1%
Secondary education	23.1%	20.6%	24.6%	24.6%	12.7%	20.2%	11.6%	18.3%	22.7%	29.4%	25.3%	23.1%	29.9%	26.3%	20.1%	29.0%	25.8%
Higher education	73.3%	76.0%	71.8%	70.4%	84.4%	79.7%	85.5%	79.8%	74.2%	68.4%	70.6%	71.8%	66.1%	73.7%	79.9%	67.8%	72.1%

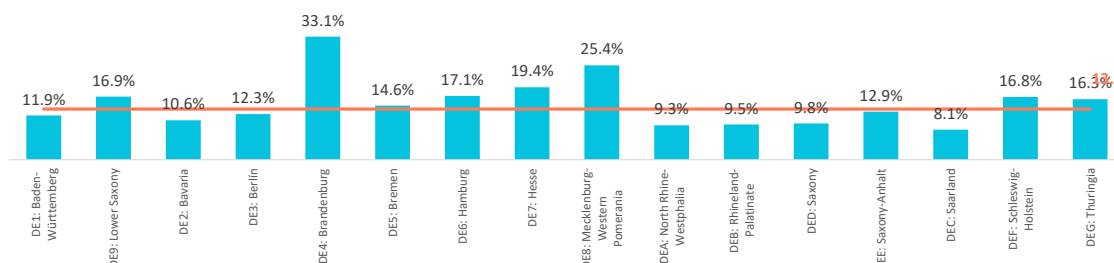
### Who do they come with?

	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
Unaccompanied	12.0%	10.1%	8.5%	12.2%	21.1%	8.7%	22.1%	18.8%	9.2%	11.8%	12.7%	7.1%	14.6%	1.9%	20.3%	12.7%	6.8%
Only with partner	50.5%	56.1%	51.2%	50.6%	39.6%	36.9%	57.7%	42.8%	48.8%	32.4%	52.8%	59.8%	49.6%	64.5%	50.7%	48.5%	56.4%
Only with children (< 13 years old)	4.9%	4.0%	7.2%	4.3%	3.9%	9.4%	3.6%	8.8%	6.4%	11.4%	2.5%	1.7%	3.2%	3.9%	2.2%	7.1%	9.2%
Partner + children (< 13 years old)	5.7%	5.9%	5.3%	4.7%	7.1%	15.6%	11.0%	5.1%	7.7%	7.5%	4.3%	5.1%	5.0%	7.7%	3.2%	4.9%	4.8%
Other relatives	6.2%	4.6%	6.3%	6.5%	5.4%	7.6%	0.0%	6.6%	6.7%	4.4%	8.3%	4.4%	2.2%	5.8%	0.0%	7.5%	4.8%
Friends	7.2%	6.2%	4.6%	11.6%	9.9%	5.2%	0.0%	7.7%	4.3%	10.3%	6.1%	11.6%	12.8%	4.4%	3.1%	3.7%	2.6%
Work colleagues	0.1%	0.0%	0.2%	0.3%	0.6%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.4%
Organized trip	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other combinations <sup>(2)</sup>	13.4%	13.1%	16.6%	9.9%	12.5%	16.6%	5.6%	10.1%	16.7%	22.1%	13.1%	10.3%	12.7%	11.9%	20.5%	15.6%	15.0%
<sup>(2)</sup> Different situations have been isolated																	
<b>Tourists with children</b>	<b>13.6%</b>	<b>11.9%</b>	<b>16.9%</b>	<b>10.6%</b>	<b>12.3%</b>	<b>33.1%</b>	<b>14.6%</b>	<b>17.1%</b>	<b>19.4%</b>	<b>25.4%</b>	<b>9.3%</b>	<b>9.5%</b>	<b>9.8%</b>	<b>12.9%</b>	<b>8.1%</b>	<b>16.8%</b>	<b>16.3%</b>
- Between 0 and 2 years old	0.8%	1.4%	0.9%	0.3%	1.4%	1.2%	0.0%	1.4%	0.4%	0.4%	0.6%	0.0%	0.0%	0.4%	5.4%	1.1%	0.0%
- Between 3 and 12 years old	11.9%	10.3%	15.1%	10.2%	10.2%	27.2%	11.1%	15.5%	17.0%	23.6%	8.1%	7.7%	9.8%	12.6%	0.0%	14.8%	12.7%
- Between 0-2 and 3-12 years old	0.9%	0.2%	0.9%	0.1%	0.7%	4.6%	3.4%	0.2%	2.0%	1.4%	0.5%	1.8%	0.0%	0.0%	2.6%	0.9%	3.6%
<b>Tourists without children</b>	<b>86.4%</b>	<b>88.1%</b>	<b>83.1%</b>	<b>89.4%</b>	<b>87.7%</b>	<b>66.9%</b>	<b>85.4%</b>	<b>82.9%</b>	<b>80.6%</b>	<b>74.6%</b>	<b>90.7%</b>	<b>90.5%</b>	<b>90.2%</b>	<b>87.1%</b>	<b>91.9%</b>	<b>83.2%</b>	<b>83.7%</b>
<b>Group composition:</b>																	
- 1 person	13.5%	11.4%	9.0%	13.5%	25.5%	9.7%	23.3%	21.9%	10.5%	12.9%	14.2%	8.8%	15.8%	2.6%	20.3%	14.3%	9.6%
- 2 people	60.7%	64.5%	60.8%	65.0%	50.3%	45.2%	64.5%	55.2%	57.0%	44.7%	62.9%	69.2%	59.2%	76.7%	64.7%	57.4%	58.0%
- 3 people	11.3%	10.4%	13.1%	12.4%	11.7%	18.2%	3.0%	10.7%	12.5%	18.6%	10.1%	7.3%	7.0%	12.0%	7.6%	12.9%	13.6%
- 4 or 5 people	12.5%	11.9%	14.5%	7.2%	11.7%	25.0%	9.2%	9.9%	17.1%	17.2%	11.8%	13.5%	16.7%	8.7%	4.7%	13.2%	18.4%
- 6 or more people	1.8%	1.8%	2.6%	1.9%	0.8%	1.8%	0.0%	2.3%	2.9%	6.5%	1.1%	1.3%	1.4%	0.0%	2.6%	2.2%	0.3%
<b>Average group size:</b>	<b>2.35</b>	<b>2.38</b>	<b>2.49</b>	<b>2.23</b>	<b>2.16</b>	<b>2.84</b>	<b>1.98</b>	<b>2.20</b>	<b>2.58</b>	<b>2.74</b>	<b>2.27</b>	<b>2.38</b>	<b>2.35</b>	<b>2.29</b>	<b>2.07</b>	<b>2.36</b>	<b>2.48</b>

\*People who share the main expenses of the trip



%  
TOURISTS  
WHO  
TRAVEL  
WITH  
CHILDREN



# Profile of the German tourist according to region of residence (2024)

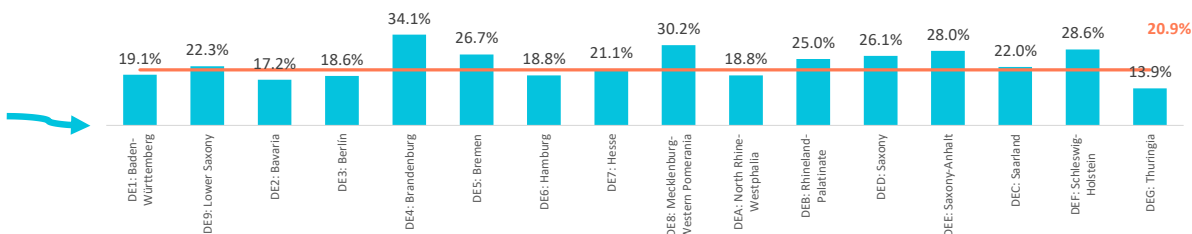


## TRIP BOOKING

### 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%	0.8%	1.4%	0.9%	3.9%	0.0%	0.0%	0.4%	0.5%	0.0%	0.3%	0.9%	1.3%	0.0%	0.0%	0.0%	0.0%
Between 1 and 30 days	21.1%	22.6%	17.5%	22.8%	21.3%	12.4%	22.3%	23.1%	23.3%	16.4%	22.8%	13.7%	22.0%	22.0%	10.2%	19.5%	26.8%
Between 1 and 2 months	22.1%	23.4%	21.8%	23.1%	28.4%	18.6%	18.2%	23.2%	20.0%	15.9%	21.5%	21.2%	22.1%	22.2%	38.2%	15.4%	21.5%
Between 3 and 6 months	35.1%	34.1%	37.0%	36.1%	27.7%	34.9%	32.8%	34.5%	35.1%	37.5%	36.5%	39.2%	28.4%	27.8%	29.7%	36.5%	37.8%
More than 6 months	20.9%	19.1%	22.3%	17.2%	18.6%	34.1%	26.7%	18.8%	21.1%	30.2%	18.8%	25.0%	26.1%	28.0%	22.0%	28.6%	13.9%

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



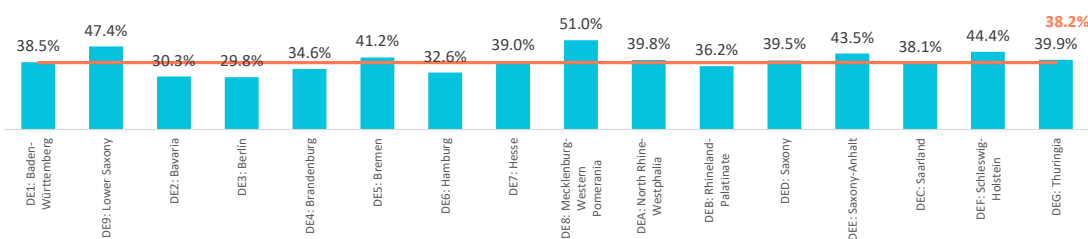
### With whom did they book their flight and accommodation?

	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
<b>Flight</b>																	
- Directly with the airline	32.9%	31.8%	23.1%	38.8%	62.5%	37.3%	27.2%	42.6%	24.1%	29.5%	30.6%	28.3%	31.4%	23.5%	37.1%	30.9%	18.6%
- Tour Operator or Travel Agency	67.1%	68.2%	76.9%	61.2%	37.5%	62.7%	72.8%	57.4%	75.9%	70.5%	69.4%	71.7%	68.6%	76.5%	62.9%	69.1%	81.4%
<b>Accommodation</b>																	
- Directly with the accommodation	22.2%	19.7%	15.9%	25.2%	46.7%	23.5%	16.6%	30.5%	17.2%	18.7%	20.6%	21.2%	20.2%	15.4%	20.2%	20.8%	20.4%
- Tour Operator or Travel Agency	77.8%	80.3%	84.1%	74.8%	53.3%	76.5%	83.4%	69.5%	82.8%	81.3%	79.4%	78.8%	79.8%	84.6%	79.8%	79.2%	79.6%

### What do they book?

	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
Room only	23.2%	21.6%	17.8%	25.4%	42.2%	22.4%	17.3%	30.9%	20.3%	16.3%	22.4%	22.9%	24.8%	21.5%	23.0%	20.6%	14.4%
Bed and Breakfast	8.7%	11.4%	6.0%	10.0%	8.7%	9.1%	14.4%	9.3%	7.3%	4.5%	8.0%	13.7%	10.5%	4.7%	5.5%	4.9%	6.0%
Half board	27.1%	26.2%	26.1%	32.2%	16.9%	33.2%	24.8%	24.8%	29.2%	25.3%	27.1%	23.1%	20.5%	28.6%	29.4%	26.9%	39.5%
Full board	2.7%	2.2%	2.6%	2.1%	2.3%	0.7%	2.3%	2.5%	4.1%	2.9%	2.7%	4.2%	4.7%	1.7%	4.0%	3.2%	0.2%
All inclusive	38.2%	38.5%	47.4%	30.3%	29.8%	34.6%	41.2%	32.6%	39.0%	51.0%	39.8%	36.2%	39.5%	43.5%	38.1%	44.4%	39.9%

% TOURISTS WHO BOOK ALL INCLUSIVE



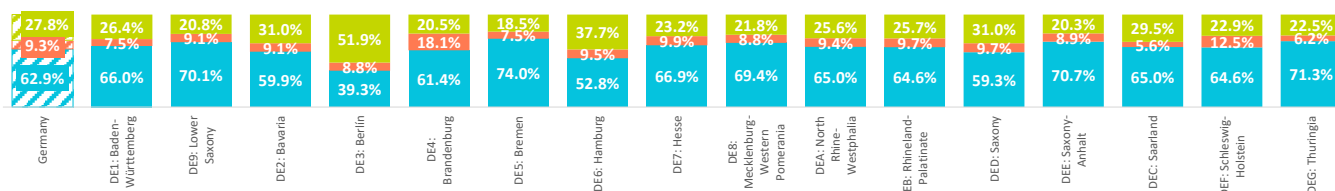
## ACCOMMODATION

	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
1-2-3* Hotel	11.7%	10.2%	13.1%	11.0%	9.2%	10.8%	17.3%	12.0%	13.8%	8.9%	10.6%	15.0%	8.6%	17.9%	3.6%	15.3%	14.5%
4* Hotel	42.4%	46.1%	47.3%	39.1%	25.3%	44.5%	33.5%	34.5%	42.0%	55.0%	45.2%	43.3%	40.5%	46.5%	55.7%	43.1%	50.7%
5* Hotel / 5* Luxury Hotel	8.8%	9.7%	9.6%	9.8%	4.8%	6.1%	23.2%	6.4%	11.0%	5.5%	9.2%	6.3%	10.3%	6.4%	5.7%	6.2%	6.1%
Aparthotel / Tourist Villa	9.3%	7.5%	9.1%	9.1%	8.8%	18.1%	7.5%	9.5%	9.9%	8.8%	9.4%	9.7%	9.7%	8.9%	5.6%	12.5%	6.2%
House/room rented in a private dwelling	15.3%	13.2%	11.5%	17.9%	28.0%	15.1%	8.1%	21.5%	11.6%	11.4%	14.9%	13.6%	21.2%	11.9%	13.2%	9.6%	13.7%
Private accommodation <sup>(1)</sup>	8.6%	9.8%	7.2%	9.1%	17.0%	3.2%	9.8%	12.5%	7.7%	6.2%	7.3%	5.6%	5.6%	4.1%	12.5%	10.3%	2.2%
Others (Cottage, cruise, camping,...)	3.9%	3.5%	2.1%	4.0%	6.8%	2.2%	0.6%	3.6%	4.0%	4.2%	3.4%	6.5%	4.1%	4.3%	3.8%	3.0%	6.7%

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

### TYPE OF ACCOMMODATION

Hotels Aparthotel / Tourist Villa Others



# Profile of the German tourist according to region of residence (2024)



## TRIP MOTIVATION AND DESTINATION CHOICE

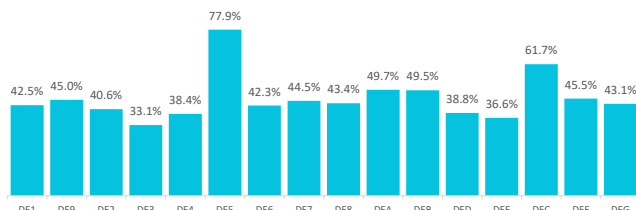
### What is the main reason for visiting the Canary Islands?

	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
Holidays	92.3%	91.8%	92.2%	91.0%	84.4%	96.1%	89.0%	90.0%	93.6%	97.2%	93.5%	96.4%	93.9%	94.2%	98.2%	90.8%	96.1%
Family reasons	5.9%	6.4%	6.1%	7.2%	12.7%	2.4%	9.8%	8.8%	4.1%	0.0%	5.4%	1.6%	5.5%	3.6%	1.8%	5.4%	2.2%
Business	0.5%	1.0%	0.1%	0.6%	0.6%	1.2%	0.0%	0.5%	0.0%	1.2%	0.5%	0.4%	0.0%	0.0%	0.0%	0.4%	0.4%
Education and training	0.2%	0.3%	0.2%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.2%	0.6%	0.0%	0.0%	0.0%	1.4%	0.0%
Sports training	0.6%	0.2%	0.7%	1.0%	0.7%	0.0%	1.0%	0.7%	0.8%	1.6%	0.1%	0.5%	0.6%	2.2%	0.0%	1.2%	1.3%
Health	0.2%	0.3%	0.2%	0.0%	0.5%	0.0%	0.0%	0.0%	0.7%	0.0%	0.1%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Conventions and Exhibitions	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%
Others	0.3%	0.0%	0.5%	0.2%	1.0%	0.0%	0.2%	0.0%	0.8%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%

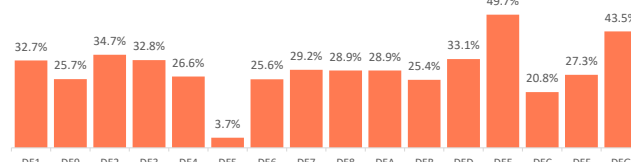
### What is the main motivation for their holidays?

	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
Rest	44.3%	42.5%	45.0%	40.6%	33.1%	38.4%	77.9%	42.3%	44.5%	43.4%	49.7%	49.5%	38.8%	36.6%	61.7%	45.5%	43.1%
Enjoy family time	12.1%	10.7%	14.9%	9.6%	17.9%	12.9%	15.4%	17.2%	13.9%	11.4%	9.4%	10.2%	14.6%	11.9%	4.9%	13.5%	11.1%
Have fun	8.2%	8.2%	8.9%	8.6%	7.8%	12.4%	2.9%	9.3%	7.8%	9.7%	7.5%	9.5%	9.2%	0.0%	11.0%	8.8%	0.9%
Explore the destination	30.0%	32.7%	25.7%	34.7%	32.8%	26.6%	3.7%	25.6%	29.2%	28.9%	28.9%	25.4%	33.1%	49.7%	20.8%	27.3%	43.5%
Practice their hobbies	3.5%	4.0%	2.6%	5.1%	5.5%	6.0%	0.0%	4.2%	2.4%	3.8%	2.8%	4.2%	3.2%	0.0%	1.6%	2.3%	0.0%
Other reasons	2.0%	2.1%	3.0%	1.4%	2.9%	3.7%	0.0%	1.4%	2.2%	2.8%	1.7%	1.2%	1.1%	1.8%	0.0%	2.6%	1.3%

#### 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	74.7%	70.7%	76.8%	73.2%	74.2%	72.3%	82.0%	76.4%	76.7%	85.7%	73.7%	78.0%	71.4%	90.7%	78.7%	76.2%	66.1%
Sea	61.2%	58.3%	57.6%	60.1%	66.6%	64.2%	58.8%	60.2%	63.3%	66.4%	62.1%	63.1%	61.2%	67.7%	61.9%	59.0%	57.3%
Safety	57.5%	56.4%	61.9%	56.8%	51.1%	56.7%	59.5%	54.9%	58.7%	60.7%	55.0%	63.5%	55.7%	63.2%	68.3%	64.4%	53.6%
Tranquility	50.9%	52.8%	54.4%	45.0%	42.7%	54.2%	62.7%	56.5%	47.6%	49.6%	51.3%	58.0%	44.7%	55.1%	72.2%	53.5%	50.1%
Beaches	48.2%	43.9%	47.6%	46.5%	48.5%	49.7%	43.6%	41.3%	55.1%	52.1%	50.2%	51.0%	51.6%	52.8%	46.8%	47.1%	39.3%
Effortless trip	47.4%	45.1%	54.0%	43.0%	43.3%	47.3%	56.7%	44.9%	51.2%	54.2%	43.5%	52.7%	47.6%	50.5%	55.0%	53.9%	56.1%
European belonging	41.0%	42.1%	43.7%	36.9%	42.3%	46.4%	40.7%	39.8%	41.6%	41.6%	38.3%	43.3%	44.4%	41.1%	61.4%	43.4%	39.5%
Accommodation supply	39.6%	40.1%	46.9%	35.5%	30.9%	33.1%	66.1%	34.9%	41.8%	46.0%	38.8%	44.2%	37.5%	38.5%	43.6%	42.5%	38.0%
Landscapes	39.4%	40.4%	34.9%	41.2%	47.7%	46.1%	36.4%	39.9%	35.8%	39.7%	37.8%	34.6%	44.6%	58.5%	33.3%	34.3%	51.3%
Price	29.1%	28.0%	27.7%	26.9%	26.4%	24.8%	39.0%	23.2%	33.5%	38.9%	28.4%	29.0%	34.3%	38.9%	26.8%	37.7%	26.8%
Environment	27.3%	28.0%	24.3%	27.0%	34.5%	30.0%	56.0%	25.2%	24.3%	28.0%	24.3%	35.7%	34.5%	26.9%	13.3%	25.8%	30.0%
Gastronomy	27.1%	28.7%	27.0%	26.0%	25.2%	24.0%	37.8%	25.0%	32.0%	23.3%	25.9%	24.0%	25.2%	34.7%	42.0%	25.5%	32.5%
Authenticity	21.5%	22.2%	22.3%	20.1%	25.6%	20.5%	28.0%	24.3%	20.6%	16.0%	19.8%	24.4%	22.1%	21.3%	21.7%	21.0%	14.5%
Fun possibilities	17.5%	16.8%	16.2%	21.7%	17.1%	16.5%	20.3%	13.6%	17.9%	16.7%	15.3%	19.8%	22.0%	19.0%	17.1%	17.4%	15.6%
Hiking trail network	13.8%	16.9%	11.2%	17.2%	13.4%	19.0%	19.5%	9.5%	11.2%	11.4%	9.9%	19.3%	19.9%	16.3%	15.3%	13.6%	16.3%
Shopping	10.7%	10.2%	12.1%	7.8%	12.1%	6.9%	13.3%	9.1%	13.5%	5.4%	9.8%	11.0%	12.4%	11.7%	10.0%	17.7%	10.3%
Culture	8.4%	9.3%	5.8%	8.6%	7.9%	4.4%	13.9%	8.8%	8.8%	4.3%	8.5%	9.2%	10.4%	8.9%	14.3%	8.8%	5.7%
Historical heritage	8.0%	7.8%	7.3%	7.5%	9.5%	1.3%	11.9%	6.7%	7.8%	6.5%	8.1%	10.9%	10.7%	8.5%	9.0%	8.7%	5.4%
Exoticism	7.8%	9.1%	7.4%	6.7%	7.5%	6.7%	3.9%	9.4%	6.9%	7.8%	6.2%	8.6%	10.4%	6.9%	23.5%	10.9%	10.7%
Nightlife	4.6%	4.9%	3.8%	6.1%	6.5%	2.0%	2.3%	3.9%	4.9%	1.0%	3.5%	4.9%	9.7%	5.2%	7.0%	3.6%	2.1%

Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important"). % of tourists who indicate that the factor is "very important" in their choice.

### 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	44.7%	39.7%	47.4%	36.3%	46.5%	39.9%	61.8%	41.0%	47.1%	40.2%	49.1%	45.8%	46.9%	51.4%	64.4%	49.7%	44.8%
Friends or relatives	24.3%	26.6%	23.0%	27.5%	34.5%	18.6%	21.3%	30.3%	24.5%	14.5%	21.5%	19.8%	21.5%	21.9%	11.8%	22.2%	12.2%
Internet or social media	52.6%	51.8%	49.5%	53.7%	57.9%	59.6%	39.6%	62.8%	56.0%	57.4%	49.2%	51.2%	46.4%	55.8%	53.1%	44.7%	60.9%
Mass Media	2.1%	2.2%	2.6%	1.9%	0.9%	1.5%	2.3%	1.9%	1.6%	4.9%	2.2%	3.0%	1.6%	1.8%	0.0%	1.8%	1.5%
Travel guides and magazines	9.1%	12.3%	7.4%	10.6%	8.5%	9.2%	4.3%	8.3%	8.9%	6.0%	7.9%	10.3%	9.1%	8.8%	7.7%	8.3%	7.6%
Travel Blogs or Forums	5.5%	5.3%	6.0%	5.6%	8.0%	4.4%	6.0%	8.3%	5.3%	3.4%	3.6%	6.4%	5.6%	7.3%	7.8%	4.2%	11.5%
Travel TV Channels	1.2%	1.1%	1.2%	1.2%	0.5%	1.5%	0.0%	1.3%	1.2%	4.9%	1.3%	1.2%	1.0%	2.1%	0.0%	0.3%	1.0%
Tour Operator or Travel Agency	26.0%	23.7%	31.3%	26.5%	11.4%	28.9%	26.2%	15.0%	27.1%	34.6%	26.5%	33.1%	29.4%	33.7%	29.4%	29.4%	25.5%
Public administrations or similar	0.2%	0.0%	0.0%	0.6%	0.0%	0.7%	0.0%	0.0%	0.2%	1.6%	0.2%	0.4%	0.0%	0.0%	0.0%	0.8%	0.0%
Others	2.3%	3.2%	2.2%	1.9%	2.1%	0.2%	0.0%	4.0%	3.3%	0.0%	2.0%	2.3%	1.9%	1.2%	0.0%	2.5%	0.0%

\* Multi-choice question

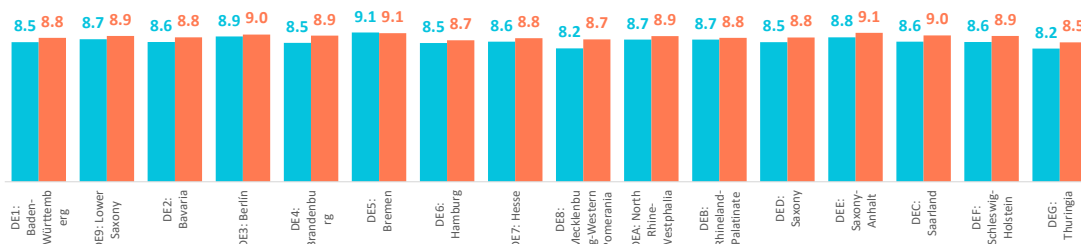
# Profile of the German tourist according to region of residence (2024)



## SATISFACTION AND LOYALTY INDICATORS

### Satisfaction

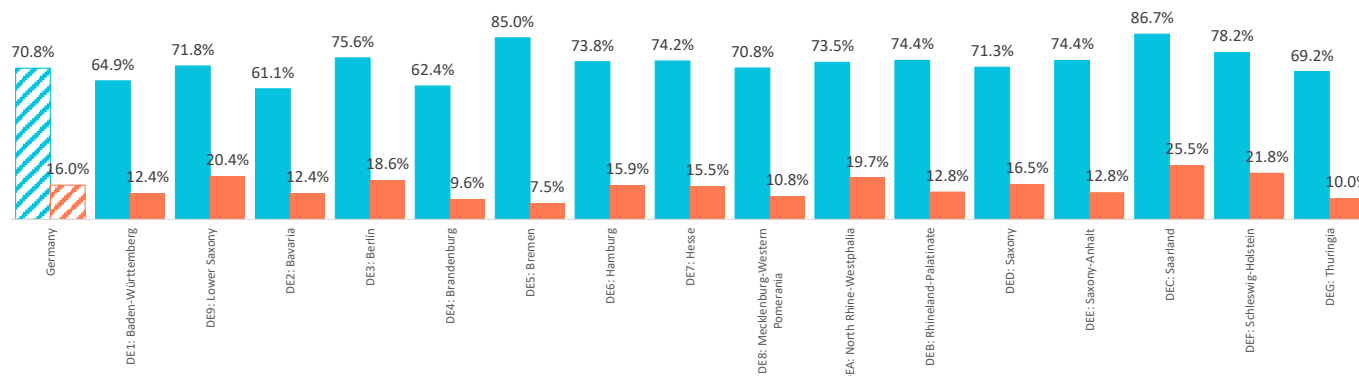
Satisfaction (scale 0-10)	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
Average rating	8.61	8.60	8.64	8.70	8.69	8.66	8.87	8.47	8.53	8.34	8.62	8.49	8.60	8.59	9.21	8.56	8.64
Experience in the Canary Islands	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
Worse or much worse than expected	2.3%	2.3%	1.7%	2.3%	3.0%	1.1%	1.8%	5.7%	2.1%	3.3%	2.0%	0.6%	0.7%	6.6%	3.5%	1.7%	2.4%
Lived up to expectations	55.7%	56.0%	55.0%	53.4%	52.4%	53.5%	63.0%	57.5%	58.9%	52.0%	54.7%	58.1%	58.8%	47.9%	50.7%	62.4%	54.3%
Better or much better than expected	42.0%	41.6%	43.3%	44.4%	44.6%	45.4%	35.2%	36.8%	39.0%	44.8%	43.3%	41.3%	40.5%	45.5%	45.8%	35.9%	43.2%
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	8.62	8.55	8.72	8.55	8.89	8.50	9.13	8.49	8.57	8.16	8.70	8.70	8.54	8.84	8.57	8.55	8.15
Recommend visiting the Canary Islands	8.86	8.81	8.92	8.84	9.01	8.94	9.10	8.65	8.79	8.71	8.91	8.81	8.83	9.11	8.96	8.93	8.53



### 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	70.8%	64.9%	71.8%	61.1%	75.6%	62.4%	85.0%	73.8%	74.2%	70.8%	73.5%	74.4%	71.3%	74.4%	86.7%	78.2%	69.2%
At least 10 previous visits	20.1%	15.9%	26.5%	16.2%	21.3%	14.9%	16.8%	19.4%	19.2%	16.0%	21.6%	19.2%	27.4%	17.1%	17.0%	29.3%	14.1%
Repeat tourists (last 5 years)	65.1%	60.6%	65.8%	56.8%	69.5%	53.3%	71.8%	65.8%	66.7%	68.8%	68.1%	68.6%	66.0%	70.1%	79.3%	73.8%	63.3%
Repeat tourists (last 5 years) (5 or more visits)	16.0%	12.4%	20.4%	12.4%	18.6%	9.6%	7.5%	15.9%	15.5%	10.8%	19.7%	12.8%	16.5%	12.8%	25.5%	21.8%	10.0%

■ Repeat tourists ■ Repeat tourists (last 5 years) (5 or more visits)



## 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	93.2%	91.1%	96.2%	92.7%	90.7%	90.6%	98.0%	91.9%	94.1%	85.6%	94.9%	94.5%	89.3%	93.1%	95.2%	94.5%	93.4%
Two islands	5.2%	6.9%	3.0%	6.0%	7.5%	7.2%	1.4%	6.0%	4.4%	7.9%	3.7%	4.6%	9.8%	3.5%	2.5%	3.7%	3.7%
Three or more islands	1.6%	2.0%	0.8%	1.3%	1.8%	2.1%	0.6%	2.1%	1.5%	6.5%	1.4%	0.9%	0.8%	3.4%	2.3%	1.8%	2.9%

### 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	9.9%	8.9%	9.5%	11.5%	10.5%	10.3%	6.5%	6.8%	12.7%	5.7%	7.9%	10.8%	13.4%	12.6%	5.8%	11.2%	13.7%
Fuerteventura	27.6%	24.9%	25.0%	20.3%	27.2%	24.1%	40.9%	32.0%	30.9%	30.9%	31.6%	29.4%	25.6%	33.1%	36.7%	29.8%	21.4%
Gran Canaria	31.6%	32.7%	35.9%	33.2%	35.2%	26.3%	20.2%	27.8%	22.5%	34.9%	31.6%	33.4%	34.1%	22.7%	28.8%	38.4%	21.8%
Tenerife	30.2%	34.4%	28.0%	33.8%	28.4%	36.3%	31.4%	33.2%	33.7%	28.6%	26.9%	24.3%	29.3%	26.1%	27.5%	21.4%	40.5%
La Gomera	0.6%	0.6%	0.4%	0.7%	1.7%	0.3%	0.2%	1.6%	0.4%	0.0%	0.5%	0.1%	0.5%	1.1%	0.3%	0.6%	0.5%
La Palma	3.1%	2.2%	2.3%	3.5%	2.5%	5.5%	0.3%	3.3%	2.1%	2.5%	4.1%	4.0%	2.4%	5.3%	0.5%	2.8%	2.8%
El Hierro	0.1%	0.0%	0.1%	0.0%	0.3%	0.2%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%
Cruise	0.7%	0.8%	0.7%	0.4%	0.2%	1.7%	0.6%	0.1%	0.7%	5.6%	0.8%	0.3%	0.2%	0.8%	0.3%	1.0%	2.9%



# Profile of the German tourist according to region of residence (2024)

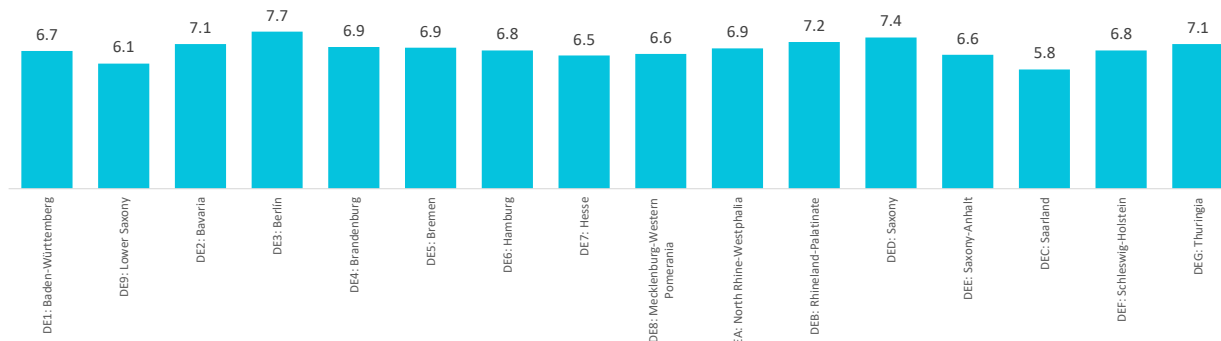
## ACTIVITIES IN THE CANARY ISLANDS

### 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%	1.7%	1.4%	2.5%	2.3%	1.5%	1.2%	4.3%	2.7%	1.6%	2.7%	0.8%	2.8%	4.3%	2.6%	3.2%	1.9%
1 - 2 hours	10.7%	12.4%	14.9%	9.3%	6.0%	8.5%	24.0%	11.6%	13.2%	10.1%	10.1%	8.0%	9.3%	13.2%	10.9%	8.8%	2.3%
3 - 6 hours	36.5%	35.7%	44.3%	35.0%	29.8%	39.6%	34.4%	32.6%	36.7%	42.3%	37.1%	38.7%	24.1%	26.9%	52.1%	38.2%	37.7%
7 - 12 hours	45.2%	44.6%	35.1%	46.6%	54.9%	46.7%	27.2%	45.6%	43.2%	44.8%	45.0%	46.6%	58.0%	52.1%	32.9%	45.0%	56.5%
More than 12 hours	5.3%	5.5%	4.3%	6.6%	7.1%	3.6%	13.3%	6.0%	4.2%	1.2%	5.2%	5.8%	5.8%	3.5%	1.6%	4.9%	1.5%
Outdoor time per day	6.8	6.7	6.1	7.1	7.7	6.9	6.9	6.8	6.5	6.6	6.9	7.2	7.4	6.6	5.8	6.8	7.1



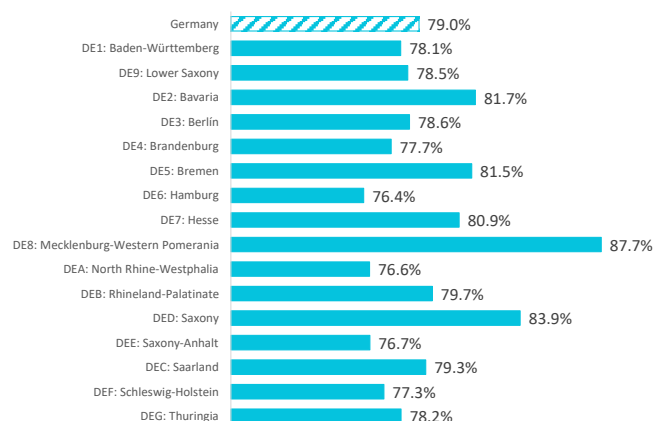
6.84  
GERMANY



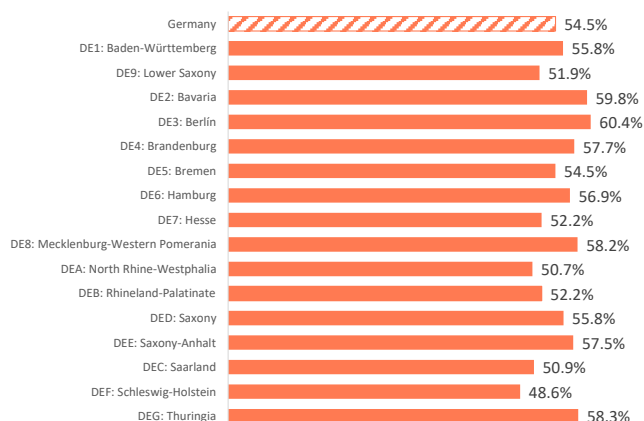
### Activities in the Canary Islands

	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
Beach	79.0%	78.1%	78.5%	81.7%	78.6%	77.7%	81.5%	76.4%	80.9%	87.7%	76.6%	79.7%	83.9%	76.7%	79.3%	77.3%	78.2%
Walk, wander	57.3%	61.4%	54.4%	59.8%	61.1%	58.8%	57.0%	60.6%	53.7%	59.9%	54.6%	56.6%	64.2%	56.4%	42.1%	51.0%	61.3%
Explore the island on their own	54.5%	55.8%	51.9%	59.8%	60.4%	57.7%	54.5%	56.9%	52.2%	58.2%	50.7%	52.2%	55.8%	57.5%	50.9%	48.6%	58.3%
Swimming pool, hotel facilities	40.0%	41.0%	46.1%	38.2%	23.2%	33.6%	38.9%	38.9%	50.7%	44.6%	39.2%	41.7%	33.3%	36.4%	54.2%	35.0%	42.9%
Taste Canarian gastronomy	32.6%	33.0%	31.0%	34.3%	36.7%	36.2%	33.5%	34.1%	31.2%	38.8%	30.0%	34.5%	36.3%	35.4%	29.9%	28.7%	25.7%
Hiking	22.7%	27.3%	18.9%	27.4%	23.6%	18.6%	19.4%	25.4%	19.6%	18.2%	19.4%	21.8%	34.6%	21.5%	26.7%	14.8%	31.1%
Organized excursions	15.8%	16.9%	14.1%	16.4%	10.1%	20.5%	6.9%	15.9%	16.2%	26.2%	15.4%	15.4%	22.8%	20.1%	13.7%	12.6%	17.3%
Sea excursions / whale watching	12.2%	11.6%	11.4%	12.4%	9.9%	16.9%	6.7%	13.2%	12.2%	20.1%	11.6%	10.5%	17.5%	11.9%	11.8%	11.3%	18.1%
Other Nature Activities	12.3%	13.6%	9.6%	13.8%	19.0%	12.3%	10.5%	14.6%	9.8%	7.8%	11.0%	13.3%	18.1%	13.4%	18.1%	4.9%	11.5%
Theme parks	11.3%	13.3%	10.6%	11.1%	7.4%	10.5%	10.0%	10.9%	14.3%	23.1%	9.6%	7.5%	13.6%	20.4%	7.2%	8.3%	15.7%
Wineries / markets / popular festivals	10.9%	11.7%	7.6%	12.3%	12.2%	16.7%	6.0%	14.1%	11.8%	12.5%	9.2%	8.9%	10.4%	11.2%	9.5%	12.2%	6.4%
Museums / exhibitions	11.6%	9.9%	8.1%	12.5%	16.0%	11.0%	23.4%	10.5%	15.0%	18.2%	9.6%	10.0%	15.9%	21.8%	10.7%	8.2%	12.9%
Nightlife / concerts / shows	9.2%	8.5%	6.9%	11.5%	9.9%	7.7%	7.0%	11.4%	8.8%	10.8%	7.5%	9.8%	16.4%	3.7%	7.0%	10.1%	11.5%
Astronomical observation	6.4%	5.7%	4.8%	7.4%	7.2%	8.4%	6.3%	8.1%	5.6%	8.8%	6.2%	6.1%	7.9%	0.3%	9.9%	6.9%	2.2%
Practice other sports	4.6%	3.7%	4.2%	4.2%	7.2%	6.1%	0.0%	4.3%	6.6%	6.2%	3.9%	3.4%	5.7%	1.3%	8.7%	5.3%	4.8%
Beauty and health treatments	4.3%	5.2%	2.7%	4.0%	3.5%	5.1%	2.9%	6.2%	6.6%	2.6%	4.3%	4.6%	3.3%	4.3%	3.7%	2.5%	2.6%
Surf	3.7%	2.5%	2.6%	4.5%	8.4%	1.4%	3.6%	4.7%	3.8%	3.0%	3.7%	1.9%	4.3%	4.3%	1.7%	3.6%	0.9%
Cycling / Mountain bike	3.1%	2.8%	2.7%	5.3%	1.9%	5.0%	6.5%	3.2%	2.5%	1.1%	2.5%	2.3%	3.6%	9.3%	0.0%	2.7%	1.3%
Swim	3.0%	2.0%	3.8%	2.9%	2.2%	1.0%	7.8%	5.7%	3.6%	3.2%	2.3%	4.1%	3.1%	1.2%	7.0%	1.3%	5.2%
Scuba Diving	3.3%	1.9%	2.9%	3.2%	5.6%	2.5%	3.0%	6.0%	3.5%	3.8%	2.9%	1.3%	4.5%	2.0%	0.0%	3.7%	9.4%
Running	2.3%	3.0%	1.7%	3.0%	3.7%	1.9%	4.3%	4.9%	1.1%	0.0%	1.7%	1.1%	3.8%	0.9%	0.0%	2.0%	2.2%
Golf	2.0%	1.7%	1.9%	1.8%	1.7%	5.4%	1.8%	1.0%	2.7%	1.5%	1.5%	1.6%	3.0%	0.0%	2.2%	4.4%	1.4%
Windsurf / Kitesurf	1.0%	0.6%	0.6%	2.2%	2.1%	0.0%	8.7%	0.9%	0.7%	0.0%	0.5%	0.0%	0.4%	0.0%	1.7%	1.8%	3.2%

#### Beach



#### Explore the island on their own



## Profile of the German tourist according to region of residence (2024)

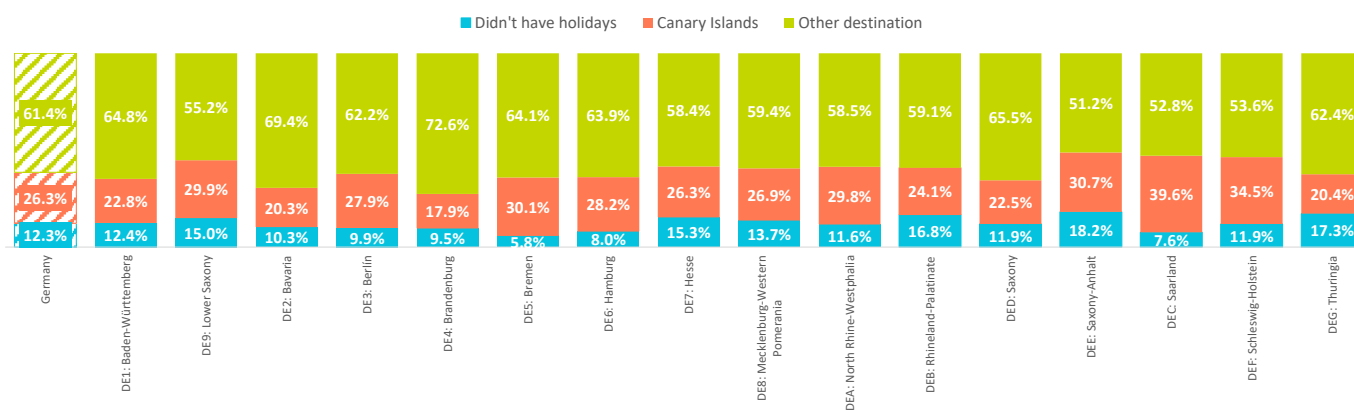


### COMPETITORS

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	12.3%	12.4%	15.0%	10.3%	9.9%	9.5%	5.8%	8.0%	15.3%	13.7%	11.6%	16.8%	11.9%	18.2%	7.6%	11.9%	17.3%
Canary Islands	26.3%	22.8%	29.9%	20.3%	27.9%	17.9%	30.1%	28.2%	26.3%	26.9%	29.8%	24.1%	22.5%	30.7%	39.6%	34.5%	20.4%
Other destination	61.4%	64.8%	55.2%	69.4%	62.2%	72.6%	64.1%	63.9%	58.4%	59.4%	58.5%	59.1%	65.5%	51.2%	52.8%	53.6%	62.4%
- Balearic Islands	5.2%	5.4%	5.7%	3.1%	4.1%	8.1%	7.6%	5.0%	5.4%	3.2%	6.9%	5.7%	3.1%	5.1%	3.0%	5.4%	3.1%
- Rest of Spain	5.7%	6.8%	4.5%	5.4%	6.3%	6.9%	9.4%	6.7%	5.0%	4.1%	6.1%	6.2%	6.1%	4.2%	5.5%	4.0%	4.3%
- Italy	8.8%	12.0%	3.5%	13.9%	10.6%	10.5%	4.7%	8.4%	7.1%	7.3%	8.1%	7.7%	6.5%	8.6%	6.1%	5.2%	7.8%
- France	4.1%	6.7%	3.9%	3.5%	3.4%	3.8%	9.4%	6.2%	2.6%	2.0%	3.2%	4.6%	0.7%	2.5%	5.5%	5.3%	2.5%
- Turkey	3.8%	3.0%	5.9%	4.0%	3.3%	3.5%	5.0%	2.7%	2.1%	7.6%	3.4%	4.7%	4.8%	6.1%	3.1%	3.5%	4.2%
- Greece	8.1%	9.3%	8.6%	7.6%	7.2%	7.7%	5.9%	11.2%	6.0%	8.2%	8.1%	7.2%	9.0%	2.3%	13.8%	8.5%	9.0%
- Portugal	3.7%	3.2%	3.5%	4.2%	3.2%	5.7%	0.0%	3.0%	4.0%	7.1%	3.4%	2.6%	2.0%	8.2%	3.7%	4.0%	7.8%
- Croatia	3.0%	3.9%	2.8%	4.7%	3.7%	4.5%	0.0%	2.0%	1.9%	2.9%	2.5%	1.9%	5.1%	3.0%	0.0%	1.5%	3.9%
- Egypt	2.4%	1.9%	2.6%	3.3%	1.6%	2.6%	0.0%	1.8%	3.6%	3.7%	1.8%	1.7%	1.4%	2.5%	1.4%	2.2%	4.7%
- Tunisia	0.6%	0.9%	0.5%	1.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.2%	1.9%	2.3%	0.0%	0.0%	0.0%	0.0%
- Morocco	0.5%	0.7%	0.1%	0.4%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.3%	1.1%	2.6%	0.0%	0.0%	0.6%	0.0%
- Others	15.5%	11.0%	13.6%	18.4%	18.9%	19.3%	22.2%	16.9%	18.9%	13.3%	14.6%	13.8%	21.7%	8.8%	10.7%	13.3%	15.1%

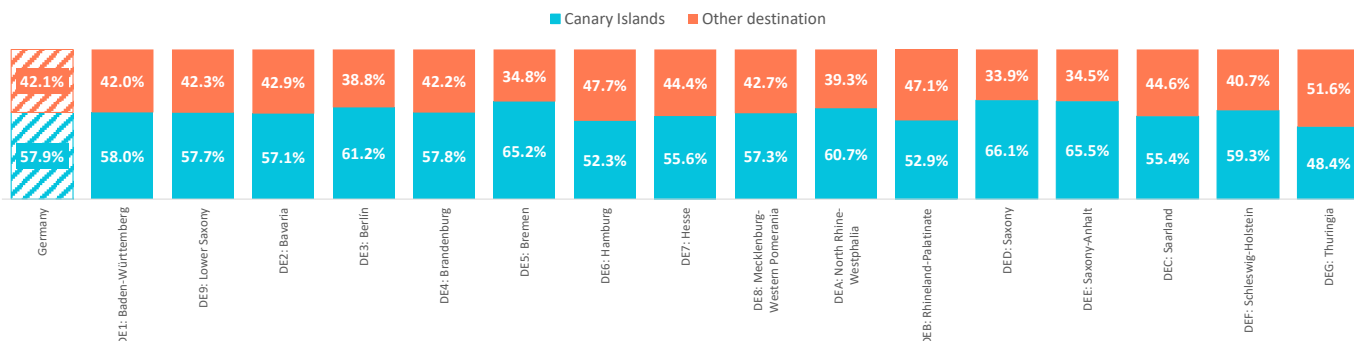
\* Percentage of valid answers



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")	29.3%	28.2%	29.8%	28.3%	33.2%	25.4%	36.3%	26.9%	28.9%	27.9%	31.7%	26.9%	31.0%	25.1%	16.4%	31.9%	23.4%
Canary Islands (other island)	28.6%	29.7%	27.9%	28.8%	28.0%	32.4%	28.9%	25.4%	26.6%	29.4%	29.0%	26.1%	35.1%	40.3%	39.0%	27.4%	24.9%
Other destination	42.1%	42.0%	42.3%	42.9%	38.8%	42.2%	34.8%	47.7%	44.4%	42.7%	39.3%	47.1%	33.9%	34.5%	44.6%	40.7%	51.6%
- Balearic Islands	5.8%	5.5%	5.1%	6.0%	2.4%	1.0%	0.4%	2.2%	4.9%	0.5%	8.9%	2.8%	0.8%	0.3%	0.6%	3.0%	1.0%
- Rest of Spain	5.6%	5.1%	4.5%	4.6%	3.0%	0.9%	0.5%	2.8%	5.5%	1.0%	8.9%	2.1%	1.6%	0.3%	0.5%	1.6%	1.0%
- Italy	4.3%	5.2%	3.4%	5.1%	2.1%	0.9%	0.1%	2.5%	2.9%	1.1%	6.0%	2.2%	0.0%	0.3%	0.3%	1.1%	0.5%
- France	1.3%	1.8%	0.7%	0.7%	0.6%	0.5%	0.1%	1.4%	0.7%	0.3%	1.6%	0.9%	0.0%	0.0%	0.3%	0.7%	0.2%
- Turkey	2.8%	2.0%	3.9%	3.1%	1.4%	0.5%	0.4%	1.1%	1.7%	0.5%	4.0%	1.1%	0.8%	0.1%	0.2%	1.3%	0.3%
- Greece	8.5%	8.9%	6.5%	10.9%	3.4%	0.7%	0.4%	4.4%	7.9%	1.1%	10.2%	4.4%	1.6%	1.1%	0.6%	3.3%	1.4%
- Portugal	5.7%	6.3%	3.0%	6.6%	2.6%	1.1%	0.1%	3.4%	4.8%	0.6%	8.5%	2.8%	0.8%	0.8%	0.3%	1.6%	1.3%
- Croatia	2.2%	2.2%	1.9%	3.1%	0.6%	0.8%	0.0%	1.3%	2.1%	0.3%	2.0%	1.1%	0.0%	0.2%	0.0%	0.8%	0.6%
- Egypt	3.5%	3.3%	3.0%	4.2%	1.4%	0.4%	0.4%	1.7%	2.2%	1.2%	4.4%	2.0%	1.0%	0.2%	0.6%	1.1%	0.4%
- Others	2.4%	1.7%	1.8%	4.1%	1.1%	0.6%	0.0%	1.4%	2.5%	0.0%	2.9%	1.1%	0.8%	0.0%	0.0%	0.5%	0.2%

\* Percentage of valid answers





# Profile of the German tourist according to region of residence (2024)



## TOURIST TAX (Data available from Q2 2024)

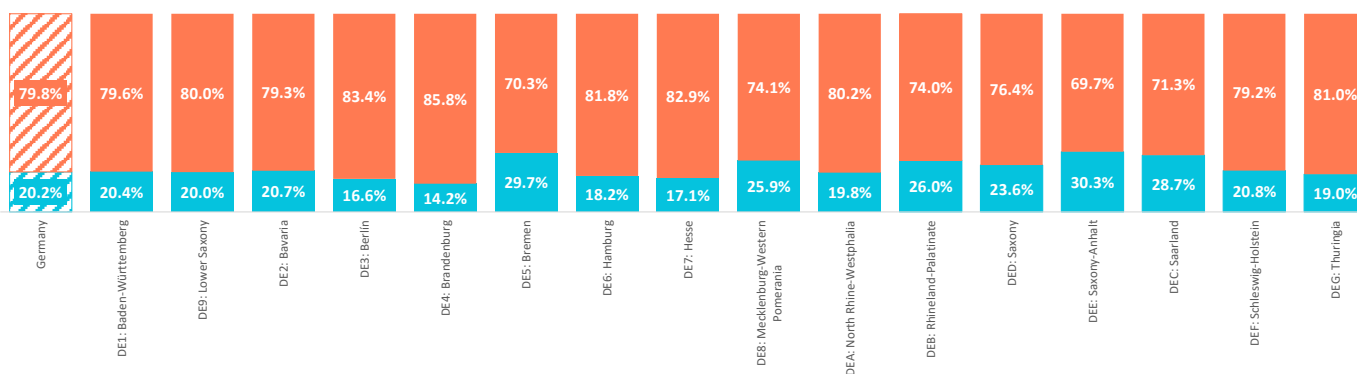
Have they visited any holiday destination in the last five years where they were charged a tourist tax?

	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
Yes	40.1%	40.8%	40.2%	43.1%	36.5%	48.6%	43.0%	40.4%	39.4%	31.9%	43.0%	36.1%	29.3%	21.0%	30.4%	35.1%	46.5%
No	34.5%	35.4%	35.7%	29.9%	33.5%	30.0%	27.4%	32.5%	37.9%	36.3%	33.2%	32.4%	41.3%	54.5%	50.9%	40.1%	27.2%
Not remember	25.4%	23.8%	24.0%	27.0%	30.0%	21.5%	29.5%	27.1%	22.7%	31.7%	23.8%	31.5%	29.4%	24.5%	18.7%	24.9%	26.3%

When choosing a travel destination, do they usually exclude those that charge a tourist tax?

	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
Yes	20.2%	20.4%	20.0%	20.7%	16.6%	14.2%	29.7%	18.2%	17.1%	25.9%	19.8%	26.0%	23.6%	30.3%	28.7%	20.8%	19.0%
No	79.8%	79.6%	80.0%	79.3%	83.4%	85.8%	70.3%	81.8%	82.9%	74.1%	80.2%	74.0%	76.4%	69.7%	71.3%	79.2%	81.0%

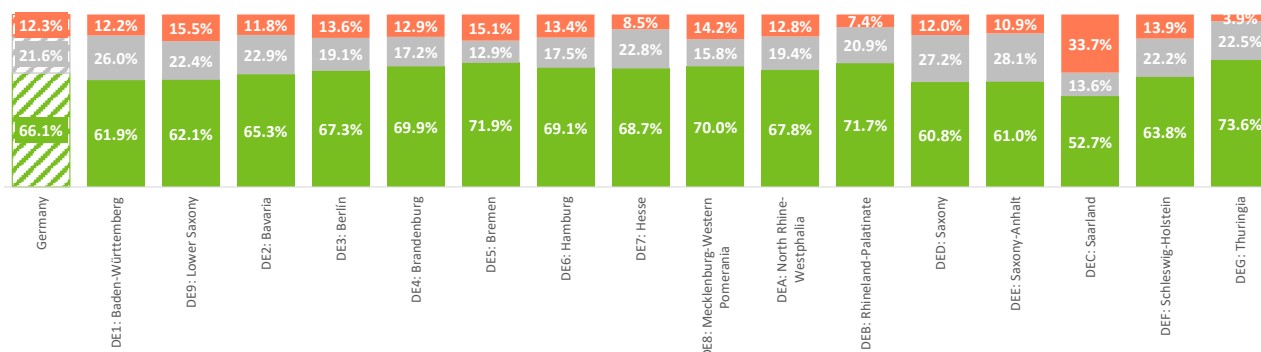
Yes No



Would they be willing to pay a tourist tax for each day of accommodation in the Canary Islands?

	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
Yes	66.1%	61.9%	62.1%	65.3%	67.3%	69.9%	71.9%	69.1%	68.7%	70.0%	67.8%	71.7%	60.8%	61.0%	52.7%	63.8%	73.6%
- For any purpose	14.7%	15.6%	12.7%	17.2%	17.8%	14.6%	10.9%	13.7%	16.4%	13.9%	13.9%	11.9%	16.5%	6.0%	2.7%	10.9%	20.2%
- Improve living conditions	13.6%	12.4%	13.6%	11.2%	14.6%	11.3%	18.8%	12.9%	12.6%	15.4%	15.6%	15.4%	14.5%	5.2%	13.4%	15.1%	17.4%
- Improve economic development	4.4%	4.4%	5.4%	3.5%	2.0%	8.3%	3.1%	6.0%	5.8%	9.6%	3.5%	4.0%	4.3%	4.8%	2.3%	4.5%	1.8%
- Improve the environment	25.4%	20.7%	23.2%	25.6%	23.6%	29.0%	25.6%	29.8%	28.3%	10.1%	26.6%	32.5%	18.6%	31.5%	13.7%	27.3%	25.0%
- Improve the tourist environment	2.8%	3.4%	2.0%	3.4%	3.3%	1.9%	3.3%	0.7%	0.5%	10.6%	2.9%	4.7%	3.6%	2.8%	10.7%	1.2%	3.9%
- Other purposes	5.3%	5.3%	5.2%	4.4%	6.1%	4.8%	10.2%	6.0%	5.2%	10.3%	5.3%	3.3%	3.4%	10.8%	10.0%	4.9%	5.4%
Not sure	21.6%	26.0%	22.4%	22.9%	19.1%	17.2%	12.9%	17.5%	22.8%	15.8%	19.4%	20.9%	27.2%	28.1%	13.6%	22.2%	22.5%
No	12.3%	12.2%	15.5%	11.8%	13.6%	12.9%	15.1%	13.4%	8.5%	14.2%	12.8%	7.4%	12.0%	10.9%	33.7%	13.9%	3.9%

Yes Not sure No



How much would they be willing to pay?

	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
Up to 1 euro	31.1%	31.5%	32.9%	33.9%	27.1%	36.9%	25.1%	26.7%	31.4%	39.5%	28.7%	32.6%	27.5%	21.4%	41.7%	29.9%	43.1%
Up to 2 euros	40.1%	41.9%	39.7%	37.7%	39.7%	28.5%	38.3%	42.8%	38.5%	35.4%	40.6%	38.3%	45.1%	60.7%	34.6%	44.7%	39.0%
Up to 3 euros	20.1%	18.7%	19.6%	21.1%	20.6%	23.5%	32.6%	18.8%	17.9%	15.8%	21.8%	23.3%	16.1%	14.1%	23.7%	20.6%	11.6%
More than 3 euros	8.7%	8.0%	7.8%	7.3%	12.7%	11.1%	4.0%	11.6%	12.2%	9.4%	8.9%	5.8%	11.3%	3.8%	0.0%	4.9%	6.2%

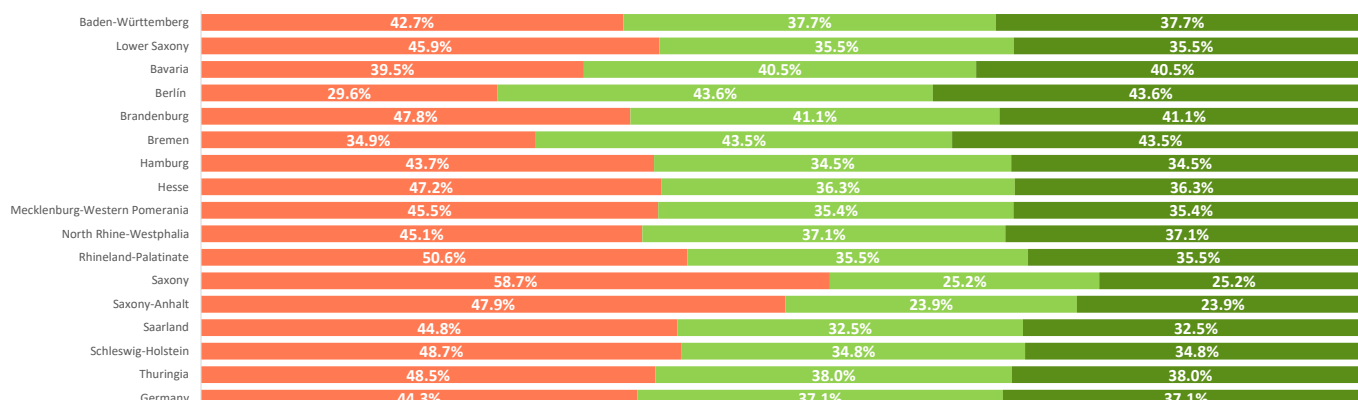
# Profile of the German tourist according to region of residence (2024)



## SUSTAINABLE DESTINATION (DATA = 2023)

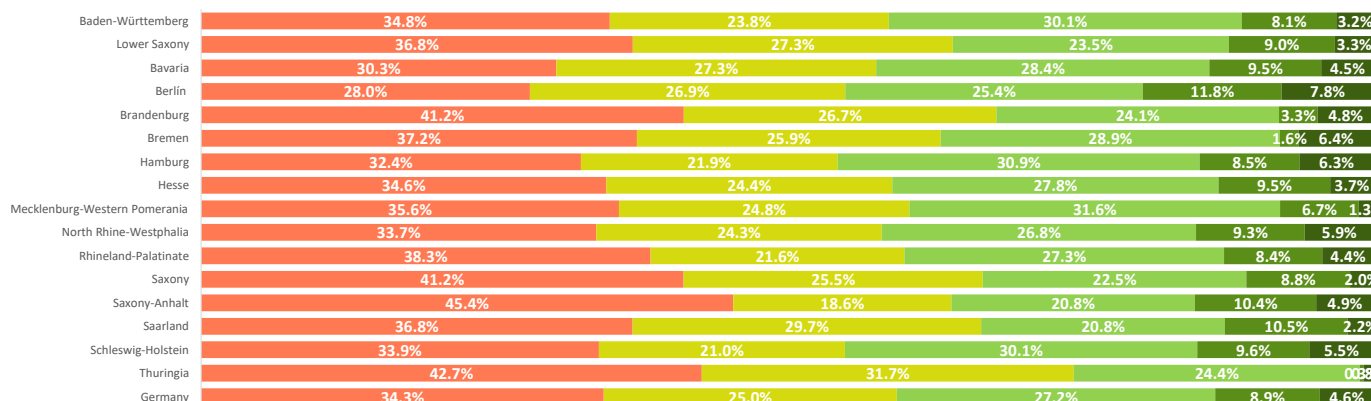
When booking a trip, do they tend to choose the most sustainable options?

■ No ■ Yes, but only if it not inconvenient ■ Yes, even if it means some inconvenience



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

■ No ■ Yes, up to 5% more ■ Yes, up to 10% more ■ Yes, up to 20% more ■ Yes, over 20% more



Perception 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	7.7	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	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	7.7
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	8.6	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	7.2
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	6.4
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	6.3	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	6.6
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	8.1
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	5.7	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	7.6

\* 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.