

Profile of german tourist visiting Canary Islands

2015



How many they are and how much do they spend?



	Germany	All markets
Tourist arrivals (> 16 years old)	2,537,069	12,309,960
Average daily expenditure (€)	130.13	133.60
. in their place of residence	101.92	95.33
. in the Canary Islands	28.20	38.27
Average length of stay	10.59	9.46
Turnover per tourist (€)	1,241	1,125
Total turnover (> 16 years old) (€m)	3,147	13,854
Share of total turnover	22.7%	100%
Share of total tourist	20.6%	100%
Expenditure in the Canary Islands per tourist and trip (€)		
Accommodation (*) :	33.03	44.10
- Accommodation	27.32	37.76
- Additional accommodation expenses	5.71	6.33
Transport:	27.02	27.41
- Public transport	3.80	4.99
- Taxi	4.38	7.42
- Car rental	18.84	14.99
Food and drink:	112.46	153.13
- Food purchases at supermarkets	51.17	68.64
- Restaurants	61.29	84.49
Souvenirs:	57.15	55.15
Leisure:	39.17	36.28
- Organized excursions	19.08	14.63
- Leisure, amusement	4.69	5.23
- Trip to other islands	1.56	1.51
- Sporting activities	7.78	5.38
- Cultural activities	2.32	2.18
- Discos and disco-pubs	3.74	7.34
Others:	21.71	15.71
- Wellness	3.66	2.97
- Medical expenses	2.45	1.46
- Other expenses	15.60	11.28

How far in advance do they book their trip?



	Germany	All markets
The same day they leave	0.4%	0.6%
Between 2 and 7 days	5.8%	7.3%
Between 8 and 15 days	8.2%	8.9%
Between 16 and 30 days	15.7%	15.4%
Between 31 and 90 days	32.5%	33.9%
More than 90 days	37.4%	33.8%

What do they book at their place of residence?



	Germany	All markets
Flight only	6.4%	11.1%
Flight and accommodation (room only)	11.9%	25.5%
Flight and accommodation (B&B)	5.2%	7.6%
Flight and accommodation (half board)	30.6%	18.3%
Flight and accommodation (full board)	4.5%	4.4%
Flight and accommodation (all inclusive)	41.4%	33.2%
% Tourists using low-cost airlines	27.4%	47.1%
Other expenses in their place of residence:		
- Car rental	15.4%	11.5%
- Sporting activities	10.0%	5.4%
- Excursions	9.6%	5.7%
- Combined trip to other islands	5.2%	2.0%

How do they book?



	Germany	All markets
Accommodation booking		
Tour Operator	38.1%	42.8%
- Tour Operator's website	61.9%	78.8%
Accommodation	6.0%	14.0%
- Accommodation's website	73.0%	81.9%
Travel agency (High street)	34.7%	19.8%
Online Travel Agency (OTA)	16.5%	15.4%
No need to book accommodation	4.8%	8.0%

	Germany	All markets
Flight booking		
Tour Operator	40.8%	45.5%
- Tour Operator's website	57.1%	77.7%
Airline	11.7%	24.9%
- Airline's website	92.0%	96.2%
Travel agency (High street)	31.9%	18.6%
Online Travel Agency (OTA)	15.6%	11.0%

Where do they stay?



	Germany	All markets
5* Hotel	4.2%	6.8%
4* Hotel	48.0%	37.7%
1-2-3* Hotel	17.3%	15.0%
Apartment	20.0%	30.3%
Property (privately-owned, friends, family)	3.9%	7.0%
Others	6.7%	3.2%

How are they?



	Germany	All markets
Gender		
Percentage of men	50.7%	49.8%
Percentage of women	49.3%	50.2%
Age		
Average age (tourists > 16 years old)	44.7	44.5
Standard deviation	15.3	14.9
Age range	0.0	0.0
16-24 years old	8.8%	8.8%
25-30 years old	14.6%	13.1%
31-45 years old	28.6%	32.8%
46-60 years old	30.9%	28.4%
Over 60 years old	17.1%	17.0%
Occupation		
Business owner or self-employed	13.8%	23.7%
Upper/Middle management employee	50.9%	37.1%
Auxiliary level employee	12.4%	16.6%
Students	6.8%	5.6%
Retired	14.4%	14.5%
Unemployed / unpaid dom. work	1.6%	2.5%
Annual household income level		
€12,000 - €24,000	14.9%	18.3%
€24,001 - €36,000	17.0%	18.9%
€36,001 - €48,000	17.8%	16.9%
€48,001 - €60,000	16.6%	14.6%
€60,001 - €72,000	9.9%	9.2%
€72,001 - €84,000	6.2%	6.1%
More than €84,000	17.5%	16.0%

(*) Bear in mind that 94% of german tourists pay the accommodation before travelling.

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Which island do they choose?



Tourists (> 16 years old)	Germany	All markets
- Lanzarote	288,353	2,242,245
- Fuerteventura	725,154	1,806,014
- Gran Canaria	792,732	3,447,259
- Tenerife	609,239	4,518,215
- La Palma	57,391	167,100

Share (%)	Germany	All markets
- Lanzarote	11.7%	18.4%
- Fuerteventura	29.3%	14.8%
- Gran Canaria	32.1%	28.3%
- Tenerife	24.6%	37.1%
- La Palma	2.3%	1.4%

Who do they come with?



	Germany	All markets
Unaccompanied	9.8%	9.8%
Only with partner	56.0%	48.0%
Only with children (under the age of 13)	1.1%	1.4%
Partner + children (under the age of 13)	8.9%	11.8%
Other relatives	6.0%	6.4%
Friends	5.3%	6.1%
Work colleagues	0.3%	0.4%

Why do they choose the Canary Islands?



Aspects influencing the choice	Germany	All markets
Climate/sun	93.4%	89.3%
Beaches	45.2%	33.6%
Tranquillity/rest/relaxation	44.3%	37.9%
Scenery	31.4%	22.6%
Visiting new places	13.4%	14.1%
Security	8.7%	7.5%
Active tourism	7.6%	5.2%
Ease of travel	5.8%	8.3%
Price	5.6%	14.1%
Suitable destination for children	4.3%	7.7%
Quality of the environment	3.6%	6.4%
Nautical activities	3.5%	2.1%
Theme parks	2.2%	3.1%
Culture	2.1%	2.7%
Shopping	1.6%	3.0%
Nightlife/fun	1.5%	4.3%

How do they value the destination?



Impression of their stay	Germany	All markets
Good or very good (% tourists)	92.2%	93.3%
Average rating (scale 1-10)	8.62	8.84

How many are loyal to the destination?

Percentage of repeat tourists	Germany	All markets
Repeat tourists	75.6%	76.4%
In love (more than 10 visits)	16.4%	16.7%

Where does the flight come from?

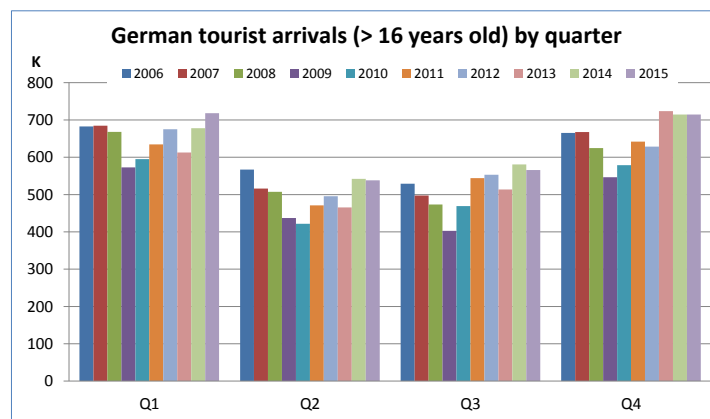


Ten main origin countries	Germany	All markets
Germany	2,378,570	2,561,891
Spain	74,849	1,897,955
Switzerland	44,658	243,535
Others	18,522	214,665
Austria	5,227	78,497
Netherlands	3,852	386,532
Belgium	3,180	359,967
United Kingdom	2,755	3,848,961
France	1,447	318,592
Norway	1,158	410,416

What did motivate them to come?



Aspects motivating the choice	Germany	All markets
Previous visits to the Canary Islands	64.5%	64.1%
Recommendation by friends or relatives	29.5%	34.7%
The Canary Islands television channel	0.5%	0.4%
Other television or radio channels	1.2%	0.7%
Information in the press/magazines/books	3.9%	3.7%
Attendance at a tourism fair	0.4%	0.5%
Tour Operator's brochure or catalogue	9.1%	8.2%
Recommendation by Travel Agency	17.4%	9.5%
Information obtained via the Internet	22.2%	25.6%
Senior Tourism programme	0.1%	0.3%
Others	5.7%	6.7%



Source: ISTAC (Encuesta sobre el Gasto Turístico).

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