PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2021)
GERMANY

How many are they and how much do they spend?

	Germany	All markets
TOURISTS		
Tourist arrivals (FRONTUR)	**230,449**	**6,697,165**
Tourist arrivals > 15 years old (EGT)	**1,152,900**	**5,827,892**
- book holiday package	707,049	2,549,012
- do not book holiday package	445,851	3,278,880
- % tourists who book holiday package	61.3%	43.7%
Share of total tourist	3.4%	100%

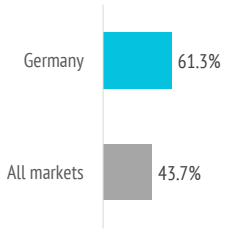
RANKING POSITION BY NUMBER OF TOURISTS

2nd

RANKING POSITION BY TURNOVER

1st

% HOLIDAY PACKAGE



> 32% of Germans travel to Gran Canaria.

Expenditure per tourist (€)	**1,480**	**1,206**
- book holiday package	1,595	1,415
- holiday package	1,308	1,135
- others	287	280
- do not book holiday package	1,297	1,044
- flight	321	248
- accommodation	489	369
- others	487	427
Average lenght of stay	**11.30**	**9.54**
- book holiday package	9.78	8.59
- do not book holiday package	13.71	10.28
Average daily expenditure (€)	**152.5**	**144.0**
- book holiday package	175.3	172.8
- do not book holiday package	116.5	121.6
Total turnover (> 15 years old) (€m)	**1,706**	**7,028**
- book holiday package	1,128	3,606
- do not book holiday package	578	3,422

Where did they spend their main holiday last year?*

	Germany	All markets
Didn't have holiday	33.3%	35.7%
Canary Islands	19.2%	17.6%
Other destination	47.5%	46.8%

What other destinations do they consider for this trip?*

	Germany	All markets
None	28.7%	29.4%
Canary Islands (other island)	27.6%	25.4%
Other destination	43.7%	45.1%

**Percentage of valid answers*

Importance of each factor in the destination choice

	Germany	All markets
Climate	78.6%	76.0%
Sea	66.8%	52.0%
Beaches	54.3%	44.6%
Safety	54.2%	49.0%
Tranquility	51.3%	48.5%
Effortless trip	46.7%	34.9%
European belonging	43.3%	40.2%
Accommodation supply	41.3%	37.8%
Landscapes	34.6%	39.1%
Gastronomy	28.5%	27.9%
Price	25.8%	32.4%
Environment	24.3%	34.7%
Authenticity	19.2%	24.4%
Fun possibilities	19.2%	22.4%
Hiking trail network	11.7%	12.1%
Shopping	8.5%	8.8%
Culture	7.0%	8.7%
Exoticism	7.0%	14.5%
Historical heritage	6.6%	9.1%
Nightlife	5.5%	8.4%

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.

% TOURISTS WHO CHOOSE SEA

GERMANY **66.8%**

ALL MARKETS **52.0%**

What is the main motivation for their holidays?

	Germany	All markets
Rest	52.4%	50.7%
Enjoy family time	10.9%	14.0%
Have fun	6.6%	7.3%
Explore the destination	24.1%	23.3%
Practice their hobbies	3.8%	2.6%
Other reasons	2.2%	2.1%

REST

How far in advance do they book their trip?

	Germany	All markets
The same day	0.7%	1.0%
Between 1 and 30 days	43.7%	42.5%
Between 1 and 2 months	23.9%	26.7%
Between 3 and 6 months	19.8%	18.7%
More than 6 months	11.9%	11.1%

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.

PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2021)
GERMANY

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

	Germany	All markets
Previous visits to the Canary Islands	47.0%	45.7%
Friends or relatives	24.1%	30.9%
Internet or social media	55.5%	53.5%
Mass Media	2.9%	2.3%
Travel guides and magazines	9.4%	7.0%
Travel Blogs or Forums	6.0%	8.4%
Travel TV Channels	0.8%	0.5%
Tour Operator or Travel Agency	25.9%	19.4%
Public administrations or similar	0.4%	1.9%
Others	1.7%	2.9%

** Multi-choise question*

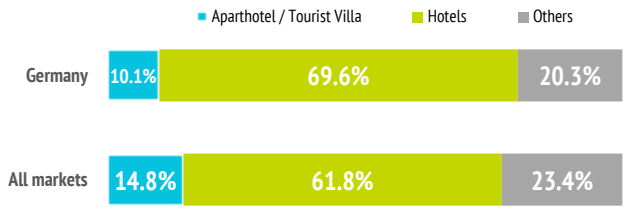
With whom did they book their flight and accommodation?

	Germany	All markets
Flight		
- Directly with the airline	35.2%	52.8%
- Tour Operator or Travel Agency	64.8%	47.2%
Accommodation		
- Directly with the accommodation	25.3%	39.9%
- Tour Operator or Travel Agency	74.7%	60.1%

Where do they stay?

	Germany	All markets
1-2-3* Hotel	14.0%	11.5%
4* Hotel	45.0%	39.4%
5* Hotel / 5* Luxury Hotel	10.6%	10.9%
Aparthotel / Tourist Villa	10.1%	14.8%
House/room rented in a private dwelling	7.4%	6.9%
Private accommodation (1)	7.3%	9.9%
Others (Cottage, cruise, camping,..)	5.6%	6.6%

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



What do they book?

	Germany	All markets
Room only	19.3%	28.1%
Bed and Breakfast	9.1%	15.3%
Half board	24.7%	19.5%
Full board	3.6%	3.2%
All inclusive	43.3%	33.8%

43.3% of Germans book all inclusive.

(Canary Islands: 33.8%)

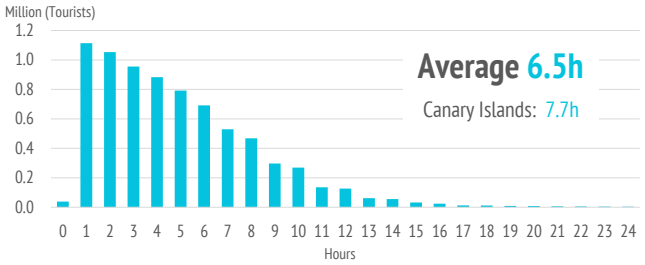
Other expenses

	Germany	All markets
Restaurants or cafes	56.5%	66.9%
Supermarkets	53.7%	55.6%
Car rental	36.8%	37.3%
Organized excursions	22.7%	23.7%
Taxi, transfer, chauffeur service	56.1%	46.0%
Theme Parks	7.2%	8.6%
Sport activities	10.8%	9.3%
Museums	4.4%	4.7%
Flights between islands	4.7%	6.3%

Activities in the Canary Islands

Outdoor time per day	Germany	All markets
0 hours	3.4%	2.4%
1 - 2 hours	13.8%	10.0%
3 - 6 hours	36.9%	30.1%
7 - 12 hours	40.6%	47.1%
More than 12 hours	5.4%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Germany	All markets
Beach	84.2%	75.1%
Walk, wander	55.5%	72.2%
Swimming pool, hotel facilities	43.3%	57.5%
Explore the island on their own	51.7%	52.5%
Swim	50.1%	38.8%
Taste Canarian gastronomy	34.2%	30.2%
Hiking	20.4%	22.5%
Organized excursions	13.5%	16.0%
Sea excursions / whale watching	13.1%	13.5%
Nightlife / concerts / shows	8.1%	12.3%
Theme parks	10.8%	12.2%
Museums / exhibitions	8.6%	10.7%
Wineries / markets / popular festivals	8.1%	10.0%
Other Nature Activities	10.1%	9.5%
Running	3.6%	7.6%
Practice other sports	7.4%	5.9%
Beauty and health treatments	4.7%	5.6%
Surf	5.1%	4.8%
Astronomical observation	6.3%	4.2%
Cycling / Mountain bike	5.1%	4.2%
Scuba Diving	5.8%	4.2%
Golf	2.1%	2.3%
Windsurf / Kitesurf	2.0%	1.5%

** Multi-choise question*

PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2021)
GERMANY

Which island do they choose?

Tourists (> 15 years old)	Germany	All markets
Lanzarote	107,543	963,331
Fuerteventura	333,335	843,805
Gran Canaria	361,424	1,545,237
Tenerife	303,546	2,320,313
La Palma	17,024	102,576

How many islands do they visit during their trip?

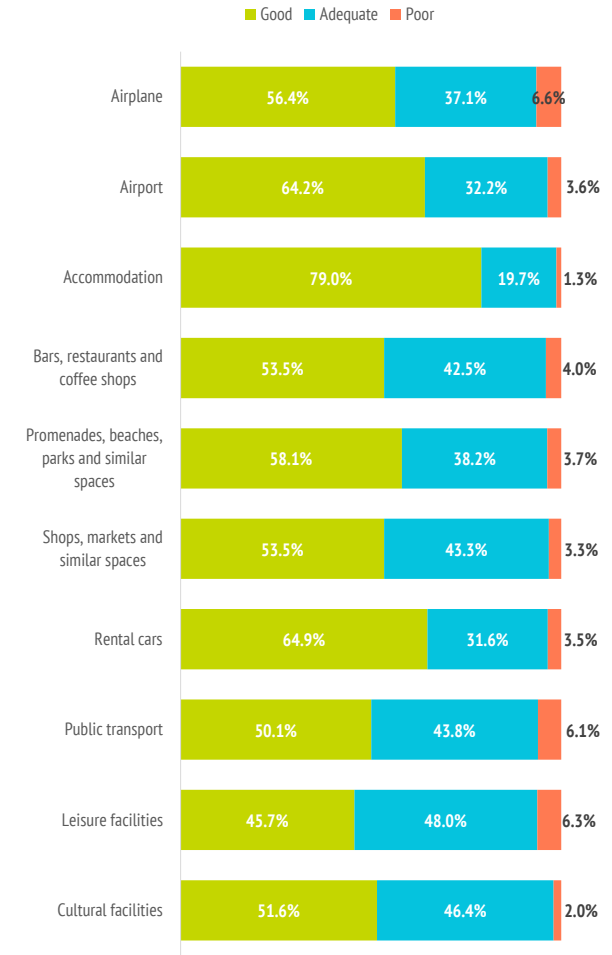
	Germany	All markets
One island	92.4%	90.9%
Two islands	5.7%	7.8%
Three or more islands	1.9%	1.3%

Health safety

Planning the trip: Importance	Germany	All markets
Average rating (scale 0-10)	8.03	7.99

During the stay: Rate	Germany	All markets
Average rating (scale 0-10)	8.41	8.42

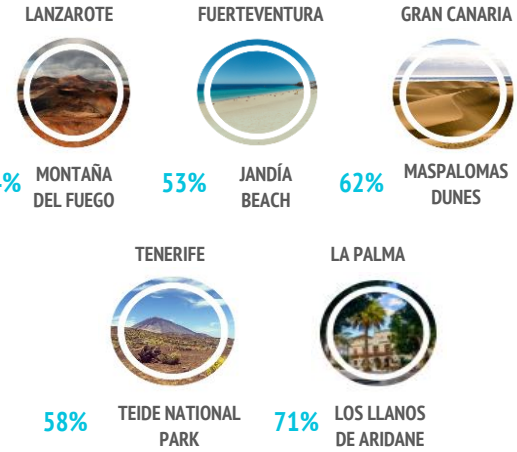
HEALTH SAFETY MEASURES (RATE)



Share by islands

Share by islands	Germany	All markets
Lanzarote	9.6%	16.7%
Fuerteventura	29.7%	14.6%
Gran Canaria	32.2%	26.8%
Tenerife	27.0%	40.2%
La Palma	1.5%	1.8%

MOST VISITED PLACES IN EACH ISLAND



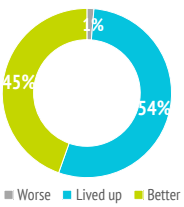
The data refers to % of tourists on each island who have visited the place.

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Germany	All markets
Average rating	8.82	8.86

Experience in the Canary Islands	Germany	All markets
Worse or much worse than expected	1.3%	2.7%
Lived up to expectations	54.1%	51.4%
Better or much better than expected	44.6%	45.9%

Future intentions (scale 1-10)	Germany	All markets
Return to the Canary Islands	8.83	8.86
Recommend visiting the Canary Island	9.07	9.10



Experience in the Canary Islands

8.83/10

Return to the Canary Islands

9.07/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Germany	All markets
Repeat tourists	**70.9%**	**68.0%**
Repeat tourists (last 5 years)	65.6%	61.9%
Repeat tourists (last 5 years) (5 or mor	14.5%	15.0%
At least 10 previous visits	**19.4%**	**18.3%**

PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2021)
GERMANY

Where does the flight come from?

	%	Absolute
Germany	94.0%	1,083,226
Spanish Mainland	2.4%	27,288
Switzerland	1.3%	15,340
Portugal	0.7%	7,706
Luxembourg	0.5%	5,371
Ireland	0.2%	2,842
Others	1.0%	11,127

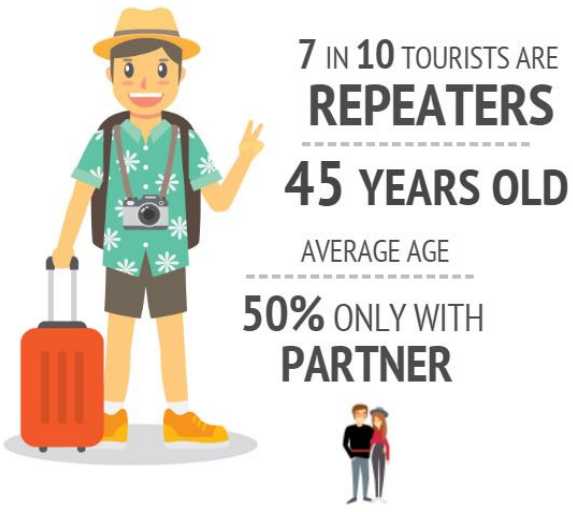
Who do they come with?

	Germany	All markets
Unaccompanied	12.6%	13.5%
Only with partner	50.3%	48.2%
Only with children (< 13 years old)	5.0%	3.9%
Partner + children (< 13 years old)	5.0%	4.9%
Other relatives	6.0%	8.4%
Friends	7.5%	8.5%
Work colleagues	0.5%	0.8%
Organized trip	0.3%	0.2%
Other combinations (1)	12.9%	11.5%
(1) Different situations have been isolated		
Tourists with children	**12.9%**	**12.5%**
- Between 0 and 2 years old	1.0%	1.2%
- Between 3 and 12 years old	10.9%	10.2%
- Between 0 -2 and 3-12 years	1.0%	1.0%
Tourists without children	**87.1%**	**87.5%**
Group composition:		
- 1 person	14.8%	16.5%
- 2 people	59.4%	56.7%
- 3 people	11.1%	10.7%
- 4 or 5 people	12.8%	13.6%
- 6 or more people	1.9%	2.5%
Average group size:	**2.33**	**2.37**

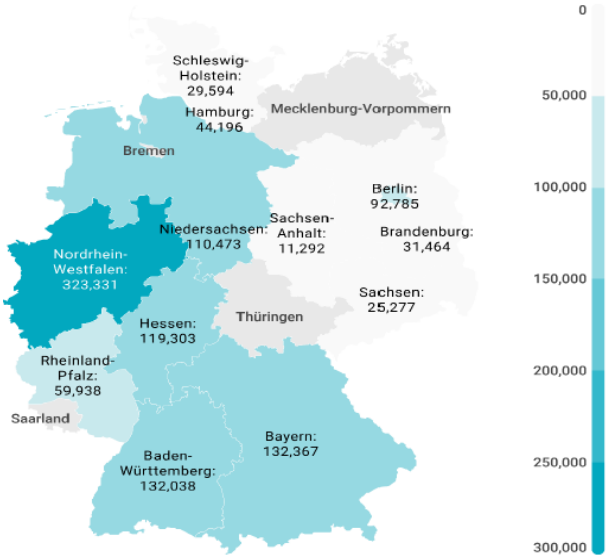
**People who share the main expenses of the trip*

Who are they?

	Germany	All markets
Gender		
Men	51.9%	49.6%
Women	48.1%	50.4%
Age		
Average age (tourist > 15 years old)	44.8	43.3
Standard deviation	16.1	15.6
Age range (> 15 years old)		
16 - 24 years old	11.6%	11.9%
25 - 30 years old	12.4%	14.8%
31 - 45 years old	28.4%	30.2%
46 - 60 years old	28.5%	26.6%
Over 60 years old	19.1%	16.4%
Occupation		
Salaried worker	58.7%	57.8%
Self-employed	8.2%	11.1%
Unemployed	0.7%	1.7%
Business owner	11.7%	10.0%
Student	6.2%	5.9%
Retired	12.9%	12.2%
Unpaid domestic work	0.3%	0.5%
Others	1.2%	0.9%
Annual household income level		
Less than €25,000	11.8%	16.1%
€25,000 - €49,999	32.8%	37.0%
€50,000 - €74,999	27.4%	23.4%
More than €74,999	28.0%	23.5%
Education level		
No studies	0.3%	2.2%
Primary education	2.5%	2.2%
Secondary education	18.6%	18.8%
Higher education	78.7%	76.9%



• TOURISTS BY NUTS OF RESIDENCE •



Pictures: Freepik.com

Tourist arrivals for grey shaded regions could not be determined because they are included in "Others".

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.