

# Profile of German tourist visiting Canary Islands

## 2016



### How many are they and how much do they spend?



	Germany	All markets
Tourist arrivals (> 16 years old)	2,727,674	13,114,359
Average daily expenditure (€)	136.43	135.94
. in their place of residence	107.37	98.03
. in the Canary Islands	29.06	37.90
Average length of stay	10.67	9.36
Turnover per tourist (€)	1,306	1,141
Total turnover (> 16 years old) (€m)	3,561	14,957
Share of total turnover	23.8%	100%
Share of total tourist	20.8%	100%

#### Expenditure in the Canary Islands per tourist and trip (€) (\*)

	Germany	All markets
<b>Accommodation (**):</b>	<b>38.73</b>	<b>47.11</b>
- Accommodation	31.39	40.52
- Additional accommodation expenses	7.33	6.60
<b>Transport:</b>	<b>26.76</b>	<b>26.01</b>
- Public transport	3.95	5.14
- Taxi	4.32	6.94
- Car rental	18.49	13.93
<b>Food and drink:</b>	<b>115.69</b>	<b>148.33</b>
- Food purchases at supermarkets	50.93	63.46
- Restaurants	64.76	84.87
<b>Souvenirs:</b>	<b>59.94</b>	<b>53.88</b>
<b>Leisure:</b>	<b>38.43</b>	<b>34.52</b>
- Organized excursions	19.49	14.95
- Leisure, amusement	4.38	4.55
- Trip to other islands	2.01	1.85
- Sporting activities	7.47	5.11
- Cultural activities	2.09	2.04
- Discos and disco-pubs	3.00	6.01
<b>Others:</b>	<b>16.92</b>	<b>13.91</b>
- Wellness	4.26	3.23
- Medical expenses	2.60	1.69
- Other expenses	10.06	8.99

### How far in advance do they book their trip?



	Germany	All markets
The same day they leave	0.3%	0.6%
Between 2 and 7 days	4.4%	6.3%
Between 8 and 15 days	6.2%	7.9%
Between 16 and 30 days	13.6%	14.7%
Between 31 and 90 days	32.6%	34.3%
More than 90 days	42.9%	36.2%

### What do they book at their place of residence?



	Germany	All markets
Flight only	4.9%	8.8%
Flight and accommodation (room only)	13.3%	25.7%
Flight and accommodation (B&B)	4.8%	8.0%
Flight and accommodation (half board)	31.9%	20.4%
Flight and accommodation (full board)	4.5%	4.3%
Flight and accommodation (all inclusive)	40.6%	32.8%
<b>% Tourists using low-cost airlines</b>	<b>29.1%</b>	<b>48.7%</b>
<b>Other expenses in their place of residence:</b>		
- Car rental	14.9%	11.8%
- Sporting activities	9.1%	5.3%
- Excursions	8.8%	5.7%
- Trip to other islands	3.2%	1.6%

### How do they book?



	Germany	All markets
<b>Accommodation booking</b>		
<b>Tour Operator</b>	<b>40.0%</b>	<b>42.3%</b>
- Tour Operator's website	60.4%	78.8%
<b>Accommodation</b>	<b>5.3%</b>	<b>14.7%</b>
- Accommodation's website	75.5%	83.5%
<b>Travel agency (High street)</b>	<b>35.2%</b>	<b>20.5%</b>
<b>Online Travel Agency (OTA)</b>	<b>16.3%</b>	<b>16.5%</b>
<b>No need to book accommodation</b>	<b>3.2%</b>	<b>6.0%</b>

	Germany	All markets
<b>Flight booking</b>		
<b>Tour Operator</b>	<b>41.4%</b>	<b>44.6%</b>
- Tour Operator's website	55.5%	76.3%
<b>Airline</b>	<b>9.8%</b>	<b>24.8%</b>
- Airline's website	91.8%	96.2%
<b>Travel agency (High street)</b>	<b>32.9%</b>	<b>19.1%</b>
<b>Online Travel Agency (OTA)</b>	<b>15.8%</b>	<b>11.5%</b>

### Where do they stay?



	Germany	All markets
5* Hotel	4.4%	7.1%
4* Hotel	47.9%	39.6%
1-2-3* Hotel	17.9%	14.6%
Apartment	21.9%	31.5%
Property (privately-owned, friends, family)	2.8%	4.6%
Others	5.0%	2.6%

### Who are they?



	Germany	All markets
<b>Gender</b>		
Percentage of men	49.7%	48.5%
Percentage of women	50.3%	51.5%

	Germany	All markets
<b>Age</b>		
Average age (tourists > 16 years old)	47.6	46.3
Standard deviation	15.8	15.3
<b>Age range (&gt; 16 years old)</b>	<b>0.0</b>	<b>0.0</b>
16-24 years old	8.3%	8.2%
25-30 years old	11.1%	11.1%
31-45 years old	23.5%	29.1%
46-60 years old	34.1%	30.9%
Over 60 years old	23.0%	20.7%

	Germany	All markets
<b>Occupation</b>		
Business owner or self-employed	13.9%	23.1%
Upper/Middle management employee	48.0%	36.1%
Auxiliary level employee	11.9%	15.5%
Students	5.9%	5.1%
Retired	18.8%	18.0%
Unemployed / unpaid dom. work	1.5%	2.2%

	Germany	All markets
<b>Annual household income level</b>		
€12,000 - €24,000	13.8%	17.8%
€24,001 - €36,000	17.6%	19.4%
€36,001 - €48,000	17.8%	16.9%
€48,001 - €60,000	16.8%	14.6%
€60,001 - €72,000	10.3%	9.5%
€72,001 - €84,000	6.1%	6.0%
More than €84,000	17.6%	15.8%

(\*) Expense is prorated among all the tourists (even those who have not spent in destination).

(\*\*) Accommodation expenses may seem low because most tourists pay the accommodation before traveling.

# Profile of German tourist visiting Canary Islands 2016

## Which island do they choose?



Tourists (> 16 years old)	Germany	All markets
- Lanzarote	298,196	2,328,674
- Fuerteventura	784,700	1,914,107
- Gran Canaria	846,822	3,654,806
- Tenerife	670,472	4,885,901
- La Palma	81,455	221,541

Share (%)	Germany	All markets
- Lanzarote	11.1%	17.9%
- Fuerteventura	29.3%	14.7%
- Gran Canaria	31.6%	28.1%
- Tenerife	25.0%	37.6%
- La Palma	3.0%	1.7%

## Who do they come with?



	Germany	All markets
Unaccompanied	9.3%	9.1%
Only with partner	55.4%	47.6%
Only with children (under the age of 13)	1.1%	1.5%
Partner + children (under the age of 13)	8.8%	11.8%
Other relatives	5.1%	6.0%
Friends	5.8%	6.1%
Work colleagues	0.1%	0.3%
Other combinations <sup>(1)</sup>	14.4%	17.5%

\* Multi-choice question (different situations have been isolated)

## How do they rate the destination?



Impression of their stay	Germany	All markets
Good or very good (% tourists)	93.6%	94.1%
Average rating (scale 1-10)	8.71	8.90

## How many are loyal to the destination?

Repeat tourists of the Canary Islands	Germany	All markets
Repeat tourists	77.6%	77.3%
In love (at least 10 previous visits)	16.4%	16.1%

## Where does the flight come from?



Ten main origin markets	Germany	All markets
Germany	2,551,107	2,882,932
Spanish Mainland	91,525	2,164,168
Switzerland	58,452	312,564
Belgium	4,918	444,170
Austria	3,451	113,534
United Kingdom	3,265	4,208,588
Netherlands	1,031	269,847
Norway	1,002	393,235
Sweden	705	420,877
Italy	120	346,999

## Tourist arrivals from Germany



## Why do they choose the Canary Islands?



Aspects influencing the choice	Germany	All markets
Climate/sun	93.6%	89.8%
Beaches	46.3%	34.5%
Tranquillity/rest/relaxation	43.5%	36.6%
Scenery	30.0%	21.9%
Security	15.7%	11.1%
Visiting new places	13.6%	14.6%
Active tourism	6.5%	5.1%
Ease of travel	5.5%	8.9%
Price	5.2%	12.7%
Suitable destination for children	4.2%	7.5%
Quality of the environment	3.4%	6.5%
Nautical activities	3.1%	2.2%
Culture	2.0%	2.6%
Theme parks	1.8%	3.0%
Rural tourism	1.5%	1.0%
Shopping	1.4%	2.6%

\* Multi-choice question

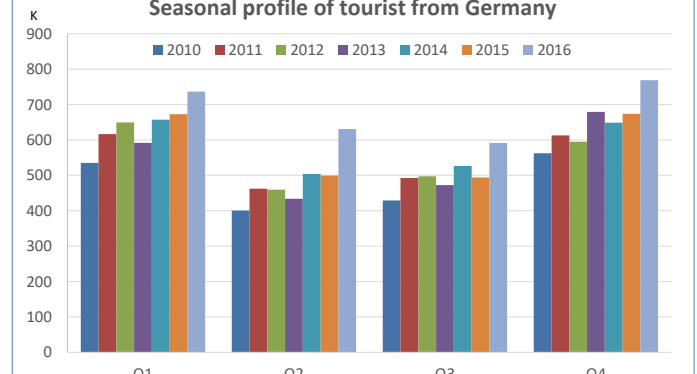
## What did motivate them to come?



Aspects motivating the choice	Germany	All markets
Previous visits to the Canary Islands	66.0%	64.1%
Recommendation by friends or relatives	30.5%	34.5%
The Canary Islands television channel	0.6%	0.3%
Other television or radio channels	1.4%	0.8%
Information in the press/magazines/books	4.2%	3.8%
Attendance at a tourism fair	0.5%	0.5%
Tour Operator's brochure or catalogue	9.5%	8.0%
Recommendation by Travel Agency	17.9%	9.7%
Information obtained via the Internet	22.7%	25.8%
Senior Tourism programme	0.0%	0.2%
Others	5.0%	6.1%

\* Multi-choice question

## Seasonal profile of tourist from Germany



Source: Encuesta sobre el Gasto Turístico (ISTAC). (1) Combination of some groups previously analyzed.

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