

Profile of tourist visiting the Canary Islands (2017)

GERMANY



How many are they and how much do they spend?



	Germany	All markets
Tourist arrivals (FRONTUR)	3,124,223	15,975,507
Tourist arrivals (> 16 years old)	2,810,387	13,852,616
Average daily expenditure (€)	140.16	140.18
. in their place of residence	110.50	101.15
. in the Canary Islands	29.65	39.03
Average length of stay	10.45	9.17
Turnover per tourist (€)	1,324	1,155
Total turnover (€m)	4,135	18,450
Share of total tourist	19.6%	100%
Share of total turnover	22.4%	100%
% tourists who pay in the Canary Islands:		
Accommodation:		
- Accommodation	9.8%	13.5%
- Additional accommodation expenses	6.0%	6.3%
Transport:		
- Public transport	13.1%	14.5%
- Taxi	13.1%	21.2%
- Car rental	22.8%	19.4%
Food and drink:		
- Food purchases at supermarkets	47.6%	55.0%
- Restaurants	49.8%	57.3%
Souvenirs:		
	53.0%	53.3%
Leisure:		
- Organized excursions	19.9%	17.7%
- Leisure, amusement	7.8%	8.4%
- Trip to other islands	2.0%	2.3%
- Sporting activities	7.1%	6.1%
- Cultural activities	4.9%	4.4%
- Discos and disco-pubs	3.4%	6.1%
Others:		
- Wellness	6.1%	4.9%
- Medical expenses	5.0%	4.0%
- Other expenses	11.7%	9.6%



+3%
TOURISTS
3,124,223



+1%
TRAVEL EXPENSES
€1,324



+5%
TURNOVER
€4,135 MILL

What do they book at their place of residence?



	Germany	All markets
Flight only	5.9%	9.3%
Flight and accommodation (room only)	13.8%	26.9%
Flight and accommodation (B&B)	5.8%	8.3%
Flight and accommodation (half board)	29.3%	19.3%
Flight and accommodation (full board)	4.4%	4.4%
Flight and accommodation (all inclusive)	40.9%	31.9%
% Tourists using low-cost airlines	33.0%	50.8%
Other expenses in their place of residence:		
- Car rental	17.0%	12.6%
- Sporting activities	8.4%	5.1%
- Excursions	9.4%	6.2%
- Trip to other islands	2.7%	1.5%

How do they book?



	Germany	All markets
Accommodation booking		
Tour Operator	39.4%	42.4%
- Tour Operator's website	65.0%	80.6%
Accommodation	5.9%	14.6%
- Accommodation's website	78.0%	84.0%
Travel agency (High street)	33.0%	19.3%
Online Travel Agency (OTA)	17.3%	17.3%
No need to book accommodation	4.5%	6.4%

	Germany	All markets
Flight booking		
Tour Operator	41.0%	44.8%
- Tour Operator's website	59.8%	78.6%
Airline	11.6%	25.8%
- Airline's website	94.7%	97.3%
Travel agency (High street)	30.7%	18.0%
Online Travel Agency (OTA)	16.7%	11.4%

How far in advance do they book their trip?



	Germany	All markets
The same day they leave	0.2%	0.5%
Between 2 and 7 days	4.2%	5.9%
Between 8 and 15 days	6.0%	7.4%
Between 16 and 30 days	12.2%	13.4%
Between 31 and 90 days	32.3%	34.6%
More than 90 days	45.0%	38.3%

Who are they?



	Germany	All markets
Gender		
Men	49.2%	48.1%
Women	50.8%	51.9%

Age

	Germany	All markets
Average age (tourists > 16 years old)	48.4	46.9
Standard deviation	16.0	15.5

Age range (> 16 years old)

	Germany	All markets
16-24 years old	8.2%	8.4%
25-30 years old	10.4%	10.2%
31-45 years old	21.7%	27.9%
46-60 years old	34.8%	31.7%
Over 60 years old	25.0%	21.8%

Occupation

	Germany	All markets
Business owner or self-employed	14.3%	23.8%
Upper/Middle management employee	47.1%	35.2%
Auxiliary level employee	11.3%	15.3%
Students	6.0%	5.0%
Retired	19.8%	18.6%
Unemployed / unpaid dom. work	1.4%	2.1%

Annual household income level

	Germany	All markets
€12,000 - €24,000	14.2%	17.9%
€24,001 - €36,000	16.9%	19.3%
€36,001 - €48,000	16.3%	16.1%
€48,001 - €60,000	17.1%	15.1%
€60,001 - €72,000	10.7%	9.3%
€72,001 - €84,000	7.3%	6.3%
More than €84,000	17.5%	16.0%

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Which island do they choose?



Tourists (> 16 years old)	Germany	All markets
- Lanzarote	304,899	2,488,213
- Fuerteventura	789,085	1,938,908
- Gran Canaria	866,202	3,900,824
- Tenerife	711,052	5,144,415
- La Palma	92,813	277,952

Share (%)	Germany	All markets
- Lanzarote	11.0%	18.1%
- Fuerteventura	28.5%	14.1%
- Gran Canaria	31.3%	28.4%
- Tenerife	25.7%	37.4%
- La Palma	3.4%	2.0%

Where do they stay?



	Germany	All markets
5* Hotel	4.7%	6.8%
4* Hotel	46.1%	38.4%
1-2-3* Hotel	16.9%	14.4%
Apartment	22.8%	32.4%
Property (privately-owned, friends, family)	3.5%	4.8%
Others	6.1%	3.2%

Why do they choose the Canary Islands?



Aspects influencing the choice	Germany	All markets
Climate/sun	94.1%	89.8%
Beaches	46.6%	35.1%
Tranquillity/rest/relaxation	44.3%	37.2%
Scenery	31.6%	22.9%
Security	13.3%	9.7%
Visiting new places	13.1%	14.7%
Active tourism	7.4%	5.4%
Ease of travel	5.7%	8.9%
Price	4.6%	12.2%
Suitable destination for children	4.4%	7.6%
Quality of the environment	3.4%	6.5%
Nautical activities	2.9%	2.0%
Culture	2.0%	2.7%
Theme parks	1.5%	3.1%
Rural tourism	1.3%	1.1%
Shopping	1.2%	2.5%

* Multi-choice question

Who do they come with?



	Germany	All markets
Unaccompanied	8.6%	8.7%
Only with partner	56.2%	46.8%
Only with children (under the age of 13)	1.2%	1.7%
Partner + children (under the age of 13)	8.7%	11.9%
Other relatives	4.5%	6.0%
Friends	5.6%	6.1%
Work colleagues	0.2%	0.3%
Other combinations ⁽¹⁾	15.2%	18.5%

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

How do they rate the Canary Islands?



Opinion on their stay	Germany	All markets
Good or very good (% tourists)	93.4%	94.0%
Average rating (scale 1-10)	8.76	8.92

How many are loyal to the Canary Islands?



Repeat tourists	Germany	All markets
At least 1 previous visit	77.8%	77.3%
At least 10 previous visits	17.9%	16.9%

Where does the flight come from?



Tourists (> 16 years old)	Share	Absolute
Germany	92.1%	2,589,487
Spanish Mainland	4.2%	118,662
Switzerland	2.3%	63,841
Netherlands	0.3%	8,661
Belgium	0.2%	5,102
United Kingdom	0.1%	4,070
Austria	0.1%	4,020
Poland	0.1%	1,866
France	0.0%	1,086
Others	0.5%	13,593

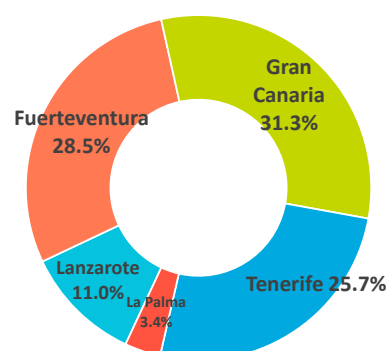
What did motivate them to come?



Prescription sources	Germany	All markets
Previous visits to the Canary Islands	65.9%	64.9%
Recommendation by friends/relatives	31.7%	35.0%
The Canary Islands television channel	0.7%	0.4%
Other television or radio channels	1.6%	1.0%
Information in press/magazines/books	3.8%	3.8%
Attendance at a tourism fair	0.4%	0.5%
Tour Operator's brochure or catalogue	7.7%	7.2%
Recommendation by Travel Agency	16.6%	9.3%
Information obtained via the Internet	23.6%	25.5%
Senior Tourism programme	0.1%	0.2%
Others	5.1%	5.9%

* Multi-choice question

Share of tourists > 16 years old by islands



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.