

# PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2018)

## GERMANY



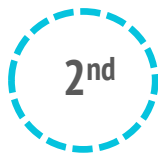
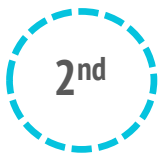
### How many are they and how much do they spend?



	Germany	All markets
<b>TOURISTS</b>		
<b>Tourist arrivals (FRONTUR)</b>	<b>3,065,360</b>	<b>15,559,787</b>
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	<b>2,745,244</b>	<b>13,485,651</b>
- book holiday package	2,059,658	7,848,516
- do not book holiday package	685,586	5,637,135
- % tourists who book holiday package	75.0%	58.2%
Share of total tourist	19.7%	100%

RANKING POSITION BY  
NUMBER OF TOURISTS

RANKING POSITION BY  
TURNOVER



”  
**32% of Germans  
travel to Gran  
Canaria.**

	Germany	All markets
<b>Expenditure per tourist (€)</b>	<b>1,298</b>	<b>1,196</b>
- book holiday package	1,357	1,309
- holiday package	1,144	1,064
- others	213	246
- do not book holiday package	1,122	1,037
- flight	303	288
- accommodation	398	350
- others	421	399
<b>Average length of stay</b>	<b>10.66</b>	<b>9.32</b>
- book holiday package	9.76	8.66
- do not book holiday package	13.37	10.23
<b>Average daily expenditure (€)</b>	<b>136.5</b>	<b>143.6</b>
- book holiday package	147.3	159.8
- do not book holiday package	104.0	121.0
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>3,565</b>	<b>16,124</b>
- book holiday package	2,795	10,277
- do not book holiday package	769	5,848

AVERAGE LENGTH OF STAY  
(nights)

■ Germany ■ All markets



EXPENDITURE PER TOURIST (€)

■ Germany ■ All markets



### Importance of each factor in the destination choice



	Germany	All markets
Climate	78.3%	78.1%
Sea	60.1%	43.3%
Safety	55.8%	51.4%
Tranquility	50.7%	46.2%
Beaches	47.5%	37.1%
Effortless trip	43.2%	34.8%
European belonging	40.6%	35.8%
Accommodation supply	39.9%	41.7%
Landscapes	35.7%	31.6%
Price	27.8%	36.5%
Environment	23.6%	30.6%
Gastronomy	21.8%	22.6%
Authenticity	17.9%	19.1%
Fun possibilities	15.2%	20.7%
Hiking trail network	10.7%	9.0%
Shopping	8.6%	9.6%
Exoticism	7.0%	10.5%
Culture	6.6%	7.3%
Historical heritage	6.4%	7.1%
Nightlife	4.1%	7.5%

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  
60.1%



ALL MARKETS  
43.3%

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



	Germany	All markets
Rest	49.2%	55.1%
Enjoy family time	8.2%	14.7%
Have fun	6.7%	7.8%
Explore the destination	30.1%	18.5%
Practice their hobbies	3.0%	1.8%
Other reasons	2.8%	2.1%

EXPLORE THE  
DESTINATION



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



	Germany	All markets
The same day	0.6%	0.7%
Between 1 and 30 days	22.8%	23.2%
Between 1 and 2 months	21.6%	23.0%
Between 3 and 6 months	34.6%	32.4%
More than 6 months	20.4%	20.7%

Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports.

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

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

	Germany	All markets
Previous visits to the Canary Islands	50.0%	50.9%
Friends or relatives	24.0%	27.8%
Internet or social media	53.8%	56.1%
Mass Media	2.5%	1.7%
Travel guides and magazines	15.4%	9.5%
Travel Blogs or Forums	4.8%	5.4%
Travel TV Channels	1.5%	0.7%
Tour Operator or Travel Agency	34.2%	24.7%
Public administrations or similar	0.2%	0.4%
Others	1.6%	2.3%

\* Multi-choice question

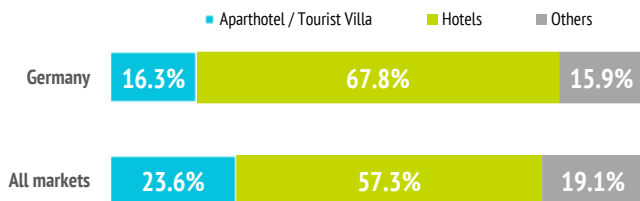
### With whom did they book their flight and accommodation? 👁

	Germany	All markets
<b>Flight</b>		
- Directly with the airline	22.9%	39.5%
- Tour Operator or Travel Agency	77.1%	60.5%
<b>Accommodation</b>		
- Directly with the accommodation	15.5%	28.8%
- Tour Operator or Travel Agency	84.5%	71.2%

### Where do they stay? 🏠

	Germany	All markets
1-2-3* Hotel	14.7%	12.8%
4* Hotel	48.1%	37.7%
5* Hotel / 5* Luxury Hotel	5.1%	6.8%
Aparthotel / Tourist Villa	16.3%	23.6%
House/room rented in a private dwelling	5.0%	5.3%
Private accommodation (1)	4.7%	7.0%
Others (Cottage, cruise, camping,...)	6.2%	6.8%

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



### What do they book? 🍽

	Germany	All markets
Room only	16.7%	28.8%
Bed and Breakfast	8.2%	11.7%
Half board	34.2%	22.4%
Full board	2.2%	3.0%
All inclusive	38.8%	34.1%

”  
**38.8% of Germans book all inclusive.**  
 (Canary Islands: 34.1%)

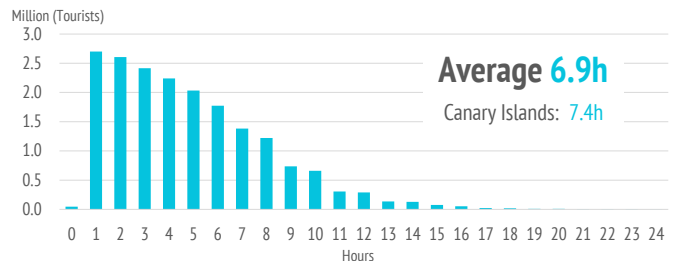
### Other expenses 📍

	Germany	All markets
Restaurants or cafes	55.8%	63.2%
Supermarkets	55.0%	55.9%
Car rental	32.9%	26.6%
Organized excursions	26.0%	21.8%
Taxi, transfer, chauffeur service	57.4%	51.7%
Theme Parks	7.6%	8.8%
Sport activities	7.3%	6.4%
Museums	6.2%	5.0%
Flights between islands	3.3%	4.8%

### Activities in the Canary Islands 🚶

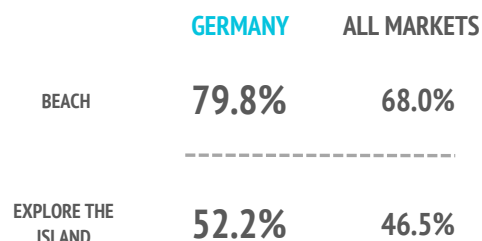
Outdoor time per day	Germany	All markets
0 hours	1.7%	2.2%
1 - 2 hours	10.4%	10.0%
3 - 6 hours	37.6%	32.6%
7 - 12 hours	45.4%	46.5%
More than 12 hours	5.0%	8.7%

### TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Germany	All markets
Walk, wander	54.9%	71.0%
Beach	79.8%	68.0%
Swimming pool, hotel facilities	42.0%	58.9%
Explore the island on their own	52.2%	46.5%
Taste Canarian gastronomy	30.8%	25.4%
Organized excursions	20.0%	17.9%
Theme parks	14.3%	15.5%
Nightlife / concerts / shows	9.4%	15.5%
Sport activities	18.2%	14.3%
Wineries / markets / popular festivals	12.4%	12.0%
Sea excursions / whale watching	12.0%	11.3%
Nature activities	14.2%	10.0%
Museums / exhibitions	11.0%	9.8%
Activities at sea	15.0%	9.8%
Beauty and health treatments	4.6%	5.7%
Astronomical observation	4.6%	3.4%

\* Multi-choice question



# PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2018)

## GERMANY



### Which island do they choose?

Tourists (> 15 years old)	Germany	All markets
Lanzarote	292,173	2,457,120
Fuerteventura	755,337	1,856,705
Gran Canaria	862,105	3,825,110
Tenerife	681,175	4,991,173
La Palma	99,946	249,069

### How many islands do they visit during their trip?

	Germany	All markets
One island	91.0%	90.9%
Two islands	6.6%	7.7%
Three or more islands	2.4%	1.4%

### Internet usage during their trip

	Germany	All markets
<b>Research</b>		
- Tourist package	17.6%	15.4%
- Flights	13.7%	13.0%
- Accommodation	22.4%	17.7%
- Transport	16.1%	15.6%
- Restaurants	23.0%	27.0%
- Excursions	30.4%	26.3%
- Activities	33.4%	31.0%
<b>Book or purchase</b>		
- Tourist package	39.4%	38.1%
- Flights	45.0%	64.4%
- Accommodation	35.0%	54.5%
- Transport	28.6%	44.7%
- Restaurants	5.1%	10.5%
- Excursions	10.1%	11.4%
- Activities	9.4%	12.5%

\* Multi-choice question

Internet usage in the Canary Island	Germany	All markets
<b>Did not use the Internet</b>	<b>9.6%</b>	<b>9.8%</b>
<b>Used the Internet</b>	<b>90.4%</b>	<b>90.2%</b>
- Own Internet connection	33.6%	36.5%
- Free Wifi connection	44.6%	41.1%
<b>Applications*</b>		
- Search for locations or maps	61.5%	60.7%
- Search for destination info	47.4%	44.7%
- Share pictures or trip videos	54.0%	55.6%
- Download tourist apps	6.5%	6.5%
- Others	23.6%	23.9%

\* Multi-choice question



**61.5% of Germans search for locations or maps during their stay in the Canary Islands**

(Canary Islands: 60.7%)

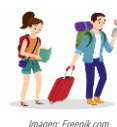
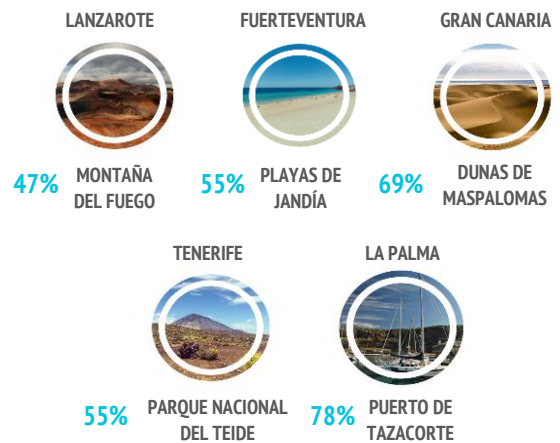


Imagen: Freepik.com

Share by islands	Germany	All markets
Lanzarote	10.9%	18.4%
Fuerteventura	28.1%	13.9%
Gran Canaria	32.0%	28.6%
Tenerife	25.3%	37.3%
La Palma	3.7%	1.9%

### MOST VISITED PLACES IN EACH ISLAND

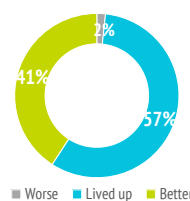


The data refers to % of tourists on each island who have visited the place.

### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Germany	All markets
Average rating	8.49	8.58
<b>Experience in the Canary Islands</b>		
Worse or much worse than expected	1.7%	2.9%
Lived up to expectations	57.5%	57.4%
Better or much better than expected	40.8%	39.7%

Future intentions (scale 1-10)	Germany	All markets
Return to the Canary Islands	8.54	8.60
Recommend visiting the Canary Island	8.83	8.86



Experience in the Canary Islands



Return to the Canary Islands



Recommend visiting the Canary Islands

### How many are loyal to the Canary Islands?

	Germany	All markets
<b>Repeat tourists</b>	<b>70.2%</b>	<b>71.0%</b>
Repeat tourists (last 5 years)	65.3%	64.6%
Repeat tourists (last 5 years) (5 or more)	16.8%	18.4%
<b>At least 10 previous visits</b>	<b>16.1%</b>	<b>17.8%</b>

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### Where does the flight come from?



	%	Absolute
Germany	93.6%	2,568,314
Spanish Mainland	2.7%	73,732
Switzerland	1.9%	51,070
Netherlands	0.2%	6,127
United Kingdom	0.2%	5,255
Austria	0.2%	4,321
Others	1.3%	36,424

### Who do they come with?



	Germany	All markets
Unaccompanied	9.3%	8.9%
Only with partner	53.8%	47.4%
Only with children (< 13 years old)	5.6%	5.9%
Partner + children (< 13 years old)	5.7%	7.2%
Other relatives	4.9%	9.0%
Friends	6.1%	6.3%
Work colleagues	0.2%	0.5%
Organized trip	0.2%	0.2%
Other combinations (1)	14.0%	14.6%

(1) Different situations have been isolated

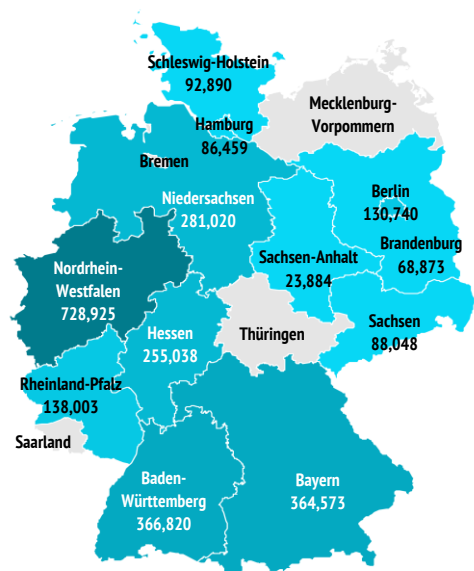
<b>Tourists with children</b>	<b>14.0%</b>	<b>19.3%</b>
- Between 0 and 2 years old	1.5%	1.8%
- Between 3 and 12 years old	11.6%	15.8%
- Between 0 -2 and 3-12 years	1.0%	1.6%
<b>Tourists without children</b>	<b>86.0%</b>	<b>80.7%</b>
<b>Group composition:</b>		
- 1 person	12.8%	12.4%
- 2 people	61.4%	54.1%
- 3 people	11.8%	12.6%
- 4 or 5 people	12.4%	17.1%
- 6 or more people	1.5%	3.8%
<b>Average group size:</b>	<b>2.34</b>	<b>2.58</b>

### Who are they?



	Germany	All markets
<b>Gender</b>		
Men	50.3%	48.2%
Women	49.7%	51.8%
<b>Age</b>		
Average age (tourist > 15 years old)	47.0	46.7
Standard deviation	15.9	15.3
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	8.6%	7.7%
25 - 30 years old	11.8%	10.8%
31 - 45 years old	24.6%	28.6%
46 - 60 years old	32.9%	31.3%
Over 60 years old	22.0%	21.5%
<b>Occupation</b>		
Salaried worker	57.2%	55.5%
Self-employed	8.6%	11.0%
Unemployed	0.2%	1.1%
Business owner	11.1%	9.2%
Student	5.7%	4.2%
Retired	15.9%	17.3%
Unpaid domestic work	0.6%	0.9%
Others	0.7%	0.8%
<b>Annual household income level</b>		
Less than €25,000	11.9%	17.0%
€25,000 - €49,999	33.9%	36.5%
€50,000 - €74,999	29.9%	25.0%
More than €74,999	24.3%	21.5%
<b>Education level</b>		
No studies	0.4%	4.8%
Primary education	4.4%	2.8%
Secondary education	23.8%	23.1%
Higher education	71.4%	69.3%

### TOURISTS BY NUTS OF RESIDENCE



7 IN 10 TOURISTS ARE  
**REPEATERS**

47 YEARS OLD

AVERAGE AGE

54% ONLY WITH  
**PARTNER**



Pictures: Freepik.com

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