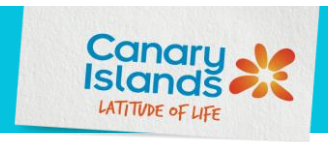


# PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2019)

## GERMANY



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



	Germany	All markets
<b>TOURISTS</b>		
<b>Tourist arrivals (FRONTUR)</b>	<b>2,651,378</b>	<b>15,110,866</b>
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	<b>2,393,984</b>	<b>13,271,035</b>
- book holiday package	1,710,204	7,426,022
- do not book holiday package	683,780	5,845,014
- % tourists who book holiday package	71.4%	56.0%
Share of total tourist	17.5%	100%

RANKING POSITION BY  
NUMBER OF TOURISTS

RANKING POSITION BY  
TURNOVER



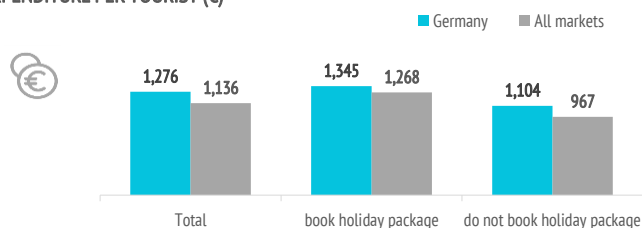
”  
33% of Germans  
travel to Gran  
Canaria.

	Germany	All markets
<b>Expenditure per tourist (€)</b>	<b>1,276</b>	<b>1,136</b>
- book holiday package	1,345	1,268
- holiday package	1,142	1,031
- others	203	237
- do not book holiday package	1,104	967
- flight	304	263
- accommodation	356	321
- others	443	383
<b>Average length of stay</b>	<b>10.71</b>	<b>9.09</b>
- book holiday package	10.11	8.64
- do not book holiday package	12.20	9.68
<b>Average daily expenditure (€)</b>	<b>132.3</b>	<b>138.9</b>
- book holiday package	142.1	155.4
- do not book holiday package	107.7	117.9
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>3,054</b>	<b>15,070</b>
- book holiday package	2,300	9,416
- do not book holiday package	755	5,655

AVERAGE LENGTH OF STAY  
(nights)



EXPENDITURE PER TOURIST (€)



### Importance of each factor in the destination choice



	Germany	All markets
Climate	78.4%	78.4%
Sea	61.2%	44.4%
Safety	56.1%	51.9%
Tranquility	51.6%	47.6%
Beaches	47.8%	37.7%
Effortless trip	45.0%	35.2%
European belonging	41.8%	36.1%
Accommodation supply	41.6%	42.9%
Landscapes	38.0%	33.1%
Price	27.7%	37.4%
Environment	27.4%	33.2%
Gastronomy	23.2%	23.2%
Authenticity	18.4%	20.3%
Fun possibilities	15.9%	21.1%
Hiking trail network	12.4%	9.6%
Shopping	9.2%	9.4%
Historical heritage	7.9%	8.2%
Culture	7.4%	8.0%
Exoticism	7.2%	11.4%
Nightlife	4.3%	8.0%

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  
61.2%



ALL MARKETS  
44.4%

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



	Germany	All markets
Rest	49.3%	55.5%
Enjoy family time	9.1%	14.4%
Have fun	7.1%	8.6%
Explore the destination	28.5%	17.8%
Practice their hobbies	3.5%	1.9%
Other reasons	2.5%	1.8%

EXPLORE THE  
DESTINATION



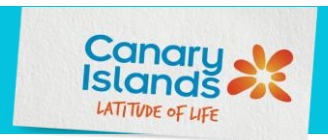
### How far in advance do they book their trip?



	Germany	All markets
The same day	0.6%	0.7%
Between 1 and 30 days	21.1%	23.8%
Between 1 and 2 months	21.0%	22.8%
Between 3 and 6 months	35.9%	32.7%
More than 6 months	21.5%	20.0%

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.



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

	Germany	All markets
Previous visits to the Canary Islands	52.2%	51.9%
Friends or relatives	22.5%	27.1%
Internet or social media	52.7%	54.7%
Mass Media	2.3%	1.6%
Travel guides and magazines	13.9%	8.4%
Travel Blogs or Forums	4.9%	5.7%
Travel TV Channels	1.4%	0.8%
Tour Operator or Travel Agency	31.2%	22.6%
Public administrations or similar	0.3%	0.4%
Others	2.2%	2.4%

\* Multi-choice question

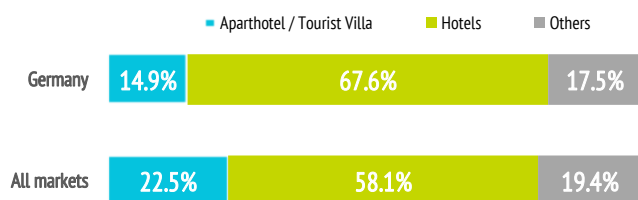
With whom did they book their flight and accommodation?

	Germany	All markets
<b>Flight</b>		
- Directly with the airline	27.3%	42.9%
- Tour Operator or Travel Agency	72.7%	57.1%
<b>Accommodation</b>		
- Directly with the accommodation	18.5%	31.5%
- Tour Operator or Travel Agency	81.5%	68.5%

Where do they stay?

	Germany	All markets
1-2-3* Hotel	13.7%	11.5%
4* Hotel	46.1%	37.6%
5* Hotel / 5* Luxury Hotel	7.7%	9.0%
Aparthotel / Tourist Villa	14.9%	22.5%
House/room rented in a private dwelling	5.7%	5.9%
Private accommodation (1)	5.8%	7.2%
Others (Cottage, cruise, camping,...)	6.0%	6.3%

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



What do they book?

	Germany	All markets
Room only	16.9%	27.9%
Bed and Breakfast	7.7%	12.4%
Half board	31.4%	21.2%
Full board	3.9%	3.6%
All inclusive	40.2%	34.9%

”  
**40.2%** of Germans book all inclusive.  
 (Canary Islands: 34.9%)

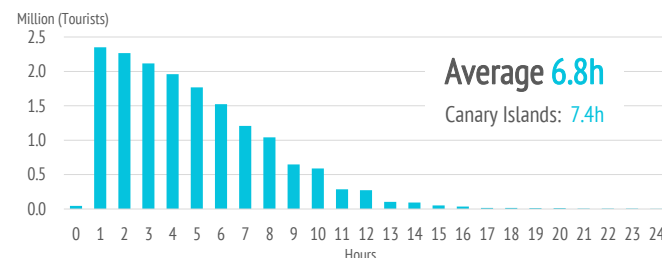
Other expenses

	Germany	All markets
Restaurants or cafes	50.0%	59.1%
Supermarkets	50.1%	52.1%
Car rental	32.6%	26.3%
Organized excursions	24.6%	20.6%
Taxi, transfer, chauffeur service	56.1%	50.0%
Theme Parks	5.9%	7.5%
Sport activities	6.5%	5.7%
Museums	5.5%	4.6%
Flights between islands	3.2%	4.4%

Activities in the Canary Islands

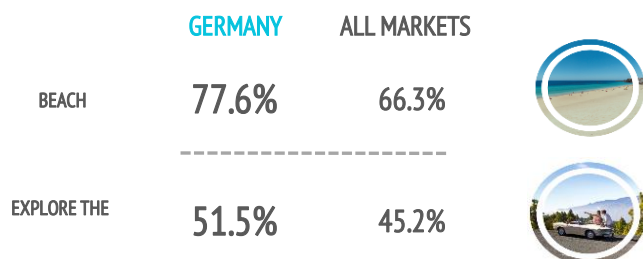
Outdoor time per day	Germany	All markets
0 hours	1.8%	2.1%
1 - 2 hours	9.7%	9.8%
3 - 6 hours	38.0%	32.6%
7 - 12 hours	46.1%	47.1%
More than 12 hours	4.4%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Germany	All markets
Walk, wander	53.1%	69.8%
Beach	77.6%	66.3%
Swimming pool, hotel facilities	40.4%	58.2%
Explore the island on their own	51.5%	45.2%
Taste Canarian gastronomy	28.9%	24.2%
Organized excursions	19.5%	16.9%
Nightlife / concerts / shows	9.0%	15.5%
Theme parks	12.7%	14.1%
Sport activities	17.6%	13.4%
Wineries / markets / popular festivals	12.3%	11.6%
Sea excursions / whale watching	12.1%	11.1%
Nature activities	14.8%	10.4%
Museums / exhibitions	10.8%	10.1%
Activities at sea	15.7%	10.0%
Beauty and health treatments	4.3%	5.4%
Astronomical observation	5.3%	3.5%

\* Multi-choice question



# PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2019)

## GERMANY



### Which island do they choose?

Tourists (> 15 years old)	Germany	All markets
Lanzarote	274,617	2,521,668
Fuerteventura	607,724	1,659,115
Gran Canaria	778,717	3,698,127
Tenerife	578,542	5,040,382
La Palma	92,920	235,409

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

	Germany	All markets
One island	90.8%	91.4%
Two islands	6.2%	7.2%
Three or more islands	3.0%	1.4%

### Internet usage during their trip

	Germany	All markets
<b>Research</b>		
- Tourist package	16.4%	14.8%
- Flights	13.4%	13.0%
- Accommodation	20.1%	16.9%
- Transport	15.9%	15.7%
- Restaurants	23.1%	28.4%
- Excursions	30.3%	26.2%
- Activities	32.0%	30.1%
<b>Book or purchase</b>		
- Tourist package	43.4%	39.4%
- Flights	50.8%	66.7%
- Accommodation	39.8%	57.3%
- Transport	33.5%	47.6%
- Restaurants	6.8%	12.1%
- Excursions	11.5%	13.0%
- Activities	11.3%	14.7%

\* Multi-choise question

Internet usage in the Canary Islanc	Germany	All markets
<b>Did not use the Internet</b>	<b>7.9%</b>	<b>8.3%</b>
<b>Used the Internet</b>	<b>92.1%</b>	<b>91.7%</b>
- Own Internet connection	32.9%	37.4%
- Free Wifi connection	44.9%	39.5%
<b>Applications*</b>		
- Search for locations or maps	62.2%	61.7%
- Search for destination info	47.6%	44.8%
- Share pictures or trip videos	55.0%	56.0%
- Download tourist apps	7.6%	7.0%
- Others	22.9%	22.6%

\* Multi-choise question



**62.2%** of Germans search for locations or maps during their stay in the Canary Islands

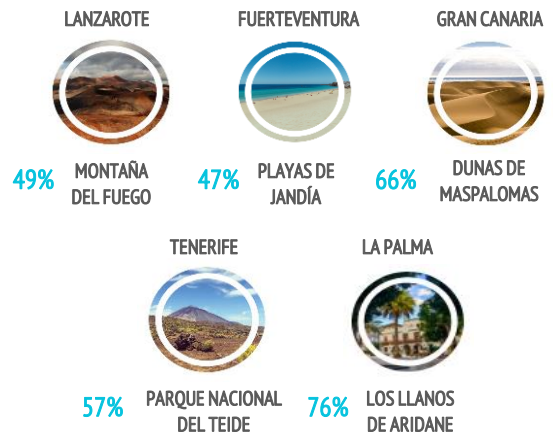
(Canary Islands: 61.7%)



Imagen: Freepik.com

Share by islands	Germany	All markets
Lanzarote	11.8%	19.2%
Fuerteventura	26.1%	12.6%
Gran Canaria	33.4%	28.1%
Tenerife	24.8%	38.3%
La Palma	4.0%	1.8%

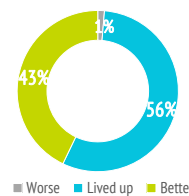
### MOST VISITED PLACES IN EACH ISLAND



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	8.64	8.70
<b>Experience in the Canary Islands</b>		
Worse or much worse than expected	1.3%	2.3%
Lived up to expectations	55.8%	55.6%
Better or much better than expected	42.9%	42.1%
<b>Future intentions (scale 1-10)</b>		
Return to the Canary Islands	8.70	8.73
Recommend visiting the Canary Islanc	8.95	8.95



Experience in the Canary Islands



Return to the Canary Islands



8.95/10

Recommend visiting the Canary Islands

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

	Germany	All markets
<b>Repeat tourists</b>	<b>73.5%</b>	<b>72.2%</b>
Repeat tourists (last 5 years)	69.4%	66.7%
Repeat tourists (last 5 years) (5 or mc)	19.4%	19.5%
<b>At least 10 previous visits</b>	<b>19.8%</b>	<b>18.6%</b>

# PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2019)

## GERMANY

### Where does the flight come from?



	%	Absolute
Germany	92.9%	2,223,396
Spanish Mainland	2.8%	65,885
Switzerland	2.1%	51,264
Portugal	0.5%	11,208
Luxembourg	0.4%	9,621
Netherlands	0.3%	8,138
Others	1.0%	24,472

### Who do they come with?



	Germany	All markets
Unaccompanied	10.4%	9.6%
Only with partner	53.0%	48.1%
Only with children (< 13 years old)	5.2%	5.6%
Partner + children (< 13 years old)	5.3%	6.5%
Other relatives	5.6%	9.3%
Friends	5.8%	6.4%
Work colleagues	0.3%	0.5%
Organized trip	0.4%	0.3%
Other combinations (1)	14.1%	13.7%

(1) Different situations have been isolated

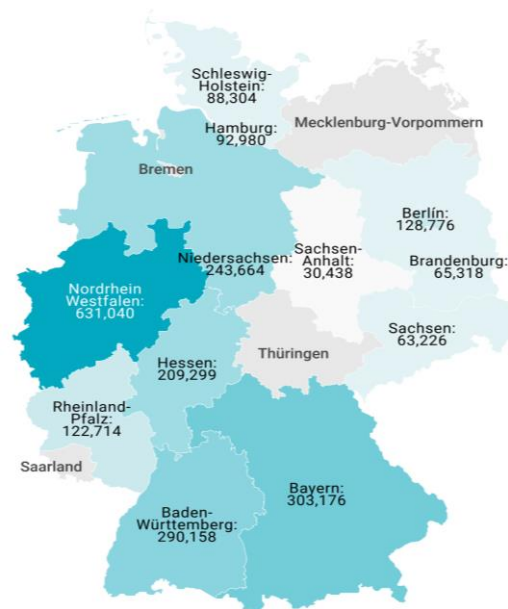
<b>Tourists with children</b>	<b>13.1%</b>	<b>17.7%</b>
- Between 0 and 2 years old	1.3%	1.6%
- Between 3 and 12 years old	10.8%	14.8%
- Between 0 -2 and 3-12 years	1.0%	1.4%
<b>Tourists without children</b>	<b>86.9%</b>	<b>82.3%</b>
<b>Group composition:</b>		
- 1 person	13.4%	13.2%
- 2 people	61.4%	55.1%
- 3 people	11.9%	12.0%
- 4 or 5 people	11.7%	16.3%
- 6 or more people	1.6%	3.5%
<b>Average group size:</b>	<b>2.32</b>	<b>2.54</b>

### Who are they?



	Germany	All markets
<b>Gender</b>		
Men	52.5%	48.6%
Women	47.5%	51.4%
<b>Age</b>		
Average age (tourist > 15 years old)	48.3	47.1
Standard deviation	15.7	15.4
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	7.2%	7.3%
25 - 30 years old	10.5%	10.9%
31 - 45 years old	24.1%	28.0%
46 - 60 years old	34.5%	31.8%
Over 60 years old	23.7%	22.1%
<b>Occupation</b>		
Salaried worker	56.9%	55.0%
Self-employed	10.1%	11.5%
Unemployed	0.4%	1.1%
Business owner	11.7%	9.4%
Student	3.4%	3.5%
Retired	15.8%	17.9%
Unpaid domestic work	0.5%	0.8%
Others	1.1%	0.8%
<b>Annual household income level</b>		
Less than €25,000	11.1%	17.5%
€25,000 - €49,999	37.7%	37.5%
€50,000 - €74,999	26.6%	22.8%
More than €74,999	24.6%	22.2%
<b>Education level</b>		
No studies	0.6%	5.0%
Primary education	3.8%	2.6%
Secondary education	26.0%	23.6%
Higher education	69.6%	68.9%

### TOURISTS BY NUTS OF RESIDENCE



7 IN 10 TOURISTS ARE  
**REPEATERS**

48 YEARS OLD

AVERAGE AGE

53% ONLY WITH  
**PARTNER**



Pictures: Freepik.com

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.