

# Baden-Württemberg (2016)

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



	Baden-Württemberg	Germany	Canary Islands
Tourist arrivals (> 16 years old)	411,108	2,727,720	13,114,574
Average daily expenditure (€)	138.4	136.4	135.9
. in their place of residence	110.3	107.4	98.0
. in the Canary Islands	28.1	29.1	37.9
Average length of stay	10.0	10.7	9.4
Turnover per tourist (€)	1,263	1,306	1,141
Total turnover (> 16 years old) (€m)	562	3,812	16,579
Share of German tourists	15.1%	100%	--
Share of German turnover	14.7%	100%	--

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



	Baden-Württemberg	Germany	Canary Islands
Flight only	4.8%	4.9%	8.7%
Flight and accommodation (room only)	12.4%	13.3%	25.6%
Flight and accommodation (B&B)	4.7%	4.8%	8.0%
Flight and accommodation (half board)	32.9%	31.7%	20.2%
Flight and accommodation (full board)	4.2%	4.5%	4.3%
Flight and accommodation (all inclusive)	40.9%	40.4%	32.6%
<b>% Tourists using low-cost airlines</b>	<b>29.8%</b>	<b>29.1%</b>	<b>48.7%</b>

## How do they book?



	Baden-Württemberg	Germany	Canary Islands
<b>Accommodation booking</b>			
Tour Operator	39.9%	37.7%	39.0%
Accommodation	3.5%	5.0%	13.6%
Travel agency (High street)	31.1%	33.3%	18.9%
Online Travel Agency (OTA)	17.2%	15.4%	15.2%
No need to book accommodation	8.2%	8.6%	13.3%
<b>Flight booking</b>			
Tour Operator	41.8%	41.4%	44.6%
Airline	8.4%	9.8%	24.8%
Travel agency (High street)	32.0%	32.9%	19.1%
Online Travel Agency (OTA)	17.8%	15.8%	11.5%

## Where do they stay?



	Baden-Württemberg	Germany	Canary Islands
4-5* Hotel	53.6%	52.3%	46.7%
1-2-3* Hotel	19.3%	17.6%	14.6%
Apartment	18.1%	20.0%	31.5%
Others (privately-owned, friends, family)	9.0%	10.0%	7.2%

## Who are they?



	Baden-Württemberg	Germany	Canary Islands
<b>Gender</b>			
Percentage of men	47.6%	49.7%	48.5%
Percentage of women	52.4%	50.3%	51.5%
<b>Age range</b>			
16-44 years old	44.4%	40.5%	45.6%
Over 44 years old	55.6%	59.5%	54.4%
<b>Occupation</b>			
Business owner or self-employed	12.4%	13.9%	23.1%
Upper/Middle management employee	50.8%	48.0%	36.1%
Auxiliary level employee	13.2%	11.9%	15.5%
Unemployed/Student/Unpaid dom. work	8.1%	7.4%	7.4%
Retired	15.5%	18.8%	18.0%
<b>Annual household income level</b>			
€12,000 - €36,000	28.8%	31.5%	37.2%
€36,001 - €60,000	34.8%	34.6%	31.5%
€60,001 - €84,000	15.0%	16.3%	15.4%
More than €84,000	21.5%	17.6%	15.8%

## Which island do they choose?



Tourists (> 16 years old)	Baden-Württemberg	Germany	Canary Islands
Lanzarote	8.5%	10.9%	17.8%
Fuerteventura	29.4%	28.8%	14.6%
Gran Canaria	37.7%	31.0%	27.9%
Tenerife	20.4%	24.6%	37.3%
La Palma	2.7%	3.0%	1.7%

## How do they rate the destination?



Impression of their stay	Baden-Württemberg	Germany	Canary Islands
Good or very good (% tourists)	78.9%	75.6%	78.9%

## How many are loyal to the destination?

Repeat tourists of the Canary Islands	Baden-Württemberg	Germany	Canary Islands
Repeat tourists	72.3%	78.0%	77.8%
At least 3 previous visits	34.6%	41.2%	48.7%

## Why do they choose the Canary Islands?



Aspects influencing the choice	Baden-Württemberg	Germany	Canary Islands
Climate/sun	91.7%	93.6%	89.8%
Beaches	49.6%	46.3%	34.5%
Tranquility/rest/relaxation	41.4%	43.5%	36.6%
Scenery	29.1%	30.0%	21.9%
Visiting new places	13.6%	13.6%	14.6%
Active tourism	6.1%	6.5%	5.1%
Price	5.8%	5.2%	12.7%
Ease of travel	5.4%	5.5%	8.9%
Quality of the environment	3.3%	3.4%	6.5%

\* Multi-choice question

## What did motivate them to come?



Aspects motivating the choice	Baden-Württemberg	Germany	Canary Islands
Previous visits to the Canary Islands	58.6%	65.7%	63.6%
Recommendation by friends or relatives	34.3%	30.3%	34.3%
Tour Operator's brochure or catalogue	9.8%	9.5%	7.9%
Recommendation by Travel Agent	18.4%	17.8%	9.7%
Information obtained via the Internet	26.2%	22.5%	25.6%
Others	12.2%	11.7%	11.7%

\* Multi-choice question

## Main cities:

Freiburg  
Heidelberg  
Heilbronn  
Karlsruhe  
Mannheim  
Pforzheim  
Stuttgart  
Ulm

## Main airports:

Friedrichshafen  
Karlsruhe  
Stuttgart

