

Baden-Württemberg (2017)

How many they are and how much do they spend?

	Baden-Württemberg	Germany	Canary Islands
Tourist arrivals (> 16 years old)	409,437	2,810,387	13,852,616
Average daily expenditure (€)	141.7	140.2	140.2
. in their place of residence	113.3	110.5	101.2
. in the Canary Islands	28.4	29.7	39.0
Average length of stay	10.2	10.5	9.2
Turnover per tourist (€)	1,319	1,324	1,155
Total turnover (> 16 years old) (€m)	572	3,968	17,764
Share of German tourists	14.6%	100%	--
Share of German turnover	14.4%	100%	--

What do they book at their place of residence?

	Baden-Württemberg	Germany	Canary Islands
Flight only	6.7%	5.9%	9.2%
Flight and accommodation (room only)	12.4%	13.7%	26.8%
Flight and accommodation (B&B)	4.6%	5.8%	8.3%
Flight and accommodation (half board)	28.8%	29.2%	19.2%
Flight and accommodation (full board)	3.7%	4.4%	4.4%
Flight and accommodation (all inclusive)	43.4%	40.7%	31.7%
% Tourists using low-cost airlines	31.3%	33.0%	50.8%

How do they book?

Accommodation booking	Baden-Württemberg	Germany	Canary Islands
Tour Operator	35.5%	37.3%	39.2%
Accommodation	5.6%	5.6%	13.5%
Travel agency (High street)	34.1%	31.2%	17.9%
Online Travel Agency (OTA)	15.6%	16.4%	16.0%
No need to book accommodation	9.2%	9.5%	13.3%
Flight booking			
Tour Operator	39.4%	41.0%	44.8%
Airline	12.5%	11.6%	25.8%
Travel agency (High street)	32.2%	30.7%	18.0%
Online Travel Agency (OTA)	16.0%	16.7%	11.4%

Where do they stay?

	Baden-Württemberg	Germany	Canary Islands
4-5* Hotel	52.2%	50.7%	45.2%
1-2-3* Hotel	19.1%	16.6%	14.4%
Apartment	16.9%	20.0%	32.4%
Others (privately-owned, friends, family)	11.7%	12.7%	8.0%

Who are they?

Gender	Baden-Württemberg	Germany	Canary Islands
Percentage of men	51.1%	49.2%	48.1%
Percentage of women	48.9%	50.8%	51.9%
Age range			
16-44 years old	42.0%	38.3%	43.9%
Over 44 years old	58.0%	61.7%	56.1%
Occupation			
Business owner or self-employed	14.9%	14.3%	23.8%
Upper/Middle management employee	45.7%	47.1%	35.2%
Auxiliary level employee	13.3%	11.3%	15.3%
Unemployed/Student/Unpaid dom. work	8.2%	7.5%	7.1%
Retired	17.9%	19.8%	18.6%
Annual household income level			
€12,000 - €36,000	30.9%	31.2%	37.2%
€36,001 - €60,000	33.3%	33.4%	31.1%
€60,001 - €84,000	17.1%	18.0%	15.6%
More than €84,000	18.7%	17.5%	16.0%

Which island do they choose?

Tourists (> 16 years old)	Baden-Württemberg	Germany	Canary Islands
Lanzarote	11.8%	10.8%	18.0%
Fuerteventura	31.5%	28.1%	14.0%
Gran Canaria	28.6%	30.8%	28.2%
Tenerife	23.5%	25.3%	37.1%
La Palma	2.8%	3.3%	2.0%

How do they rate the destination?

Impression of their stay	Baden-Württemberg	Germany	Canary Islands
Good or very good (% tourists)	79.9%	78.1%	80.5%

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Baden-Württemberg	Germany	Canary Islands
Repeat tourists	74.5%	78.2%	77.8%
At least 3 previous visits	37.1%	42.3%	43.1%

Why do they choose the Canary Islands?

Aspects influencing the choice	Baden-Württemberg	Germany	Canary Islands
Climate/sun	94.1%	94.1%	89.8%
Beaches	50.9%	46.6%	35.1%
Tranquility/rest/relaxation	42.7%	44.3%	37.2%
Scenery	31.5%	31.6%	22.9%
Visiting new places	12.4%	13.1%	14.7%
Active tourism	8.0%	7.4%	5.4%
Ease of travel	6.4%	5.7%	8.9%
Price	3.9%	4.6%	12.2%
Quality of the environment	3.9%	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	60.6%	65.5%	64.4%
Recommendation by friends or relatives	33.8%	31.6%	34.7%
Tour Operator's brochure or catalogue	7.5%	7.7%	7.2%
Recommendation by Travel Agent	18.6%	16.6%	9.2%
Information obtained via the Internet	25.5%	23.5%	25.3%
Others	11.8%	11.5%	11.7%

* Multi-choice question

Main cities:

Freiburg
Heidelberg
Heilbronn
Karlsruhe
Mannheim
Pforzheim
Stuttgart
Ulm

Main airports:

Friedrichshafen
Karlsruhe
Stuttgart

