Bayern (2016)

Canary Islands — LATITUDE OF LIFE

How many they are and how much do they spend?

	Bayern	Germany	Canary Islands
Tourist arrivals (> 16 years old)	371,630	2,727,720	13,114,574
Average daily expenditure (€)	143.3	136.4	135.9
. in their place of residence	113.2	107.4	98.0
. in the Canary Islands	30.1	29.1	37.9
Average lenght of stay	9.8	10.7	9.4
Turnover per tourist (€)	1,274	1,306	1,141
Total turnover (> 16 years old) (€m)	507	3,812	16,579
Share of German tourists	13.6%	100%	--
Share of German turnover	13.3%	100%	--

What do they book at their place of residence?

	Bayern	Germany	Canary Islands
Flight only	5.2%	4.9%	8.7%
Flight and accommodation (room only)	13.4%	13.3%	25.6%
Flight and accommodation (B&B)	6.2%	4.8%	8.0%
Flight and accommodation (half board)	32.2%	31.7%	20.2%
Flight and accommodation (full board)	4.4%	4.5%	4.3%
Flight and accommodation (all inclusive)	38.2%	40.4%	32.6%
% Tourists using low-cost airlines	32.2%	29.1%	48.7%

How do they book?

Accommodation booking	Bayern	Germany	Canary Islands
Tour Operator	37.0%	37.7%	39.0%
Accommodation	5.9%	5.0%	13.6%
Travel agency (High street)	31.3%	33.3%	18.9%
Online Travel Agency (OTA)	17.7%	15.4%	15.2%
No need to book accommodation	8.2%	8.6%	13.3%
Flight booking			
Tour Operator	40.1%	41.4%	44.6%
Airline	9.8%	9.8%	24.8%
Travel agency (High street)	31.5%	32.9%	19.1%
Online Travel Agency (OTA)	18.7%	15.8%	11.5%

Where do they stay?

	Bayern	Germany	Canary Islands
4-5* Hotel	55.4%	52.3%	46.7%
1-2-3* Hotel	15.3%	17.6%	14.6%
Apartment	19.1%	20.0%	31.5%
Others (privately-owned, friends, family)	10.3%	10.0%	7.2%

Who are they?

Gender	Bayern	Germany	Canary Islands
Percentage of men	50.8%	49.7%	48.5%
Percentage of women	49.2%	50.3%	51.5%
Age range			
16-44 years old	45.5%	40.5%	45.6%
Over 44 years old	54.5%	59.5%	54.4%
Occupation			
Business owner or self-employed	15.9%	13.9%	23.1%
Upper/Middle management employee	50.4%	48.0%	36.1%
Auxiliary level employee	12.4%	11.9%	15.5%
Unemployed/Student/Unpaid dom. work	7.8%	7.4%	7.4%
Retired	13.5%	18.8%	18.0%
Annual household income level			
€12,000 - €36,000	26.6%	31.5%	37.2%
€36,001 - €60,000	35.7%	34.6%	31.5%
€60,001 - €84,000	17.8%	16.3%	15.4%
More than €84,000	20.0%	17.6%	15.8%

Which island do they choose?

Tourists (> 16 years old)	Bayern	Germany	Canary Islands
Lanzarote	10.4%	10.9%	17.8%
Fuerteventura	25.8%	28.8%	14.6%
Gran Canaria	31.0%	31.0%	27.9%
Tenerife	27.4%	24.6%	37.3%
La Palma	3.2%	3.0%	1.7%

How do they rate the destination?

Impression of their stay	Bayern	Germany	Canary Islands
Good or very good (% tourists)	76.8%	75.6%	78.9%

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Bayern	Germany	Canary Islands
Repeat tourists	73.7%	78.0%	77.8%
At least 3 previous visits	34.9%	41.2%	48.7%

Why do they choose the Canary Islands?

Aspects influencing the choice	Bayern	Germany	Canary Islands
Climate/sun	92.9%	93.6%	89.8%
Beaches	44.8%	46.3%	34.5%
Tranquillity/rest/relaxation	40.6%	43.5%	36.6%
Scenery	29.6%	30.0%	21.9%
Visiting new places	13.3%	13.6%	14.6%
Active tourism	7.9%	6.5%	5.1%
Ease of travel	6.8%	5.5%	8.9%
Price	4.8%	5.2%	12.7%
Quality of the environment	3.4%	3.4%	6.5%

* Multi-choise question

What did motivate them to come?

Aspects motivating the choice	Bayern	Germany	Canary Islands
Previous visits to the Canary Islands	60.1%	65.7%	63.6%
Recommendation by friends or relatives	30.5%	30.3%	34.3%
Tour Operator's brochure or catalogue	9.0%	9.5%	7.9%
Recommendation by Travel Agent	19.5%	17.8%	9.7%
Information obtained via the Internet	26.7%	22.5%	25.6%
Others	13.3%	11.7%	11.7%

* Multi-choise question

Main cities:
Augsburg
Erlangen
Fürth
Ingolstadt
München
Nürnberg
Regensburg
Würzburg

Main airports:
Memmingen
München
Nürnberg

Source: ISTAC (Encuesta sobre el Gasto Turístico).

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