

How many they are and how much do they spend?



	Berlin	Germany	Canary Islands
Tourist arrivals (> 16 years old)	92,178	2,810,387	13,852,616
Average daily expenditure (€)	140.3	140.2	140.2
. in their place of residence	105.6	110.5	101.2
. in the Canary Islands	34.6	29.7	39.0
Average length of stay	11.1	10.5	9.2
Turnover per tourist (€)	1,368	1,324	1,155
Total turnover (> 16 years old) (€m)	138	3,968	17,764
Share of German tourists	3.3%	100%	--
Share of German turnover	3.5%	100%	--

What do they book at their place of residence?



	Berlin	Germany	Canary Islands
Flight only	7.5%	5.9%	9.2%
Flight and accommodation (room only)	22.9%	13.7%	26.8%
Flight and accommodation (B&B)	4.6%	5.8%	8.3%
Flight and accommodation (half board)	23.8%	29.2%	19.2%
Flight and accommodation (full board)	6.0%	4.4%	4.4%
Flight and accommodation (all inclusive)	33.3%	40.7%	31.7%
% Tourists using low-cost airlines	50.4%	33.0%	50.8%

How do they book?



	Berlin	Germany	Canary Islands
Accommodation booking			
Tour Operator	37.3%	37.3%	39.2%
Accommodation	12.3%	5.6%	13.5%
Travel agency (High street)	19.3%	31.2%	17.9%
Online Travel Agency (OTA)	19.2%	16.4%	16.0%
No need to book accommodation	11.9%	9.5%	13.3%
Flight booking			
Tour Operator	37.7%	41.0%	44.8%
Airline	24.4%	11.6%	25.8%
Travel agency (High street)	22.0%	30.7%	18.0%
Online Travel Agency (OTA)	15.9%	16.7%	11.4%

Where do they stay?



	Berlin	Germany	Canary Islands
4-5* Hotel	34.0%	50.7%	45.2%
1-2-3* Hotel	17.0%	16.6%	14.4%
Apartment	27.9%	20.0%	32.4%
Others (privately-owned, friends, family)	21.1%	12.7%	8.0%

Who are they?



	Berlin	Germany	Canary Islands
Gender			
Percentage of men	52.0%	49.2%	48.1%
Percentage of women	48.0%	50.8%	51.9%
Age range			
16-44 years old	42.6%	38.3%	43.9%
Over 44 years old	57.4%	61.7%	56.1%
Occupation			
Business owner or self-employed	20.8%	14.3%	23.8%
Upper/Middle management employee	42.7%	47.1%	35.2%
Auxiliary level employee	5.8%	11.3%	15.3%
Unemployed/Student/Unpaid dom. work	11.8%	7.5%	7.1%
Retired	18.9%	19.8%	18.6%
Annual household income level			
€12,000 - €36,000	36.6%	31.2%	37.2%
€36,001 - €60,000	31.2%	33.4%	31.1%
€60,001 - €84,000	14.5%	18.0%	15.6%
More than €84,000	17.8%	17.5%	16.0%

Which island do they choose?



Tourists (> 16 years old)	Berlin	Germany	Canary Islands
Lanzarote	8.9%	10.8%	18.0%
Fuerteventura	34.1%	28.1%	14.0%
Gran Canaria	32.1%	30.8%	28.2%
Tenerife	16.5%	25.3%	37.1%
La Palma	6.0%	3.3%	2.0%

How do they rate the destination?



Impression of their stay	Berlin	Germany	Canary Islands
Good or very good (% tourists)	77.9%	78.1%	80.5%

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Berlin	Germany	Canary Islands
Repeat tourists	78.4%	78.2%	77.8%
At least 3 previous visits	43.1%	42.3%	43.1%

Why do they choose the Canary Islands?



Aspects influencing the choice	Berlin	Germany	Canary Islands
Climate/sun	90.0%	94.1%	89.8%
Beaches	41.1%	46.6%	35.1%
Tranquility/rest/relaxation	39.8%	44.3%	37.2%
Scenery	30.8%	31.6%	22.9%
Visiting new places	13.1%	13.1%	14.7%
Active tourism	10.1%	7.4%	5.4%
Ease of travel	8.4%	5.7%	8.9%
Price	5.3%	4.6%	12.2%
Quality of the environment	5.0%	3.4%	6.5%

* Multi-choice question

What did motivate them to come?



Aspects motivating the choice	Berlin	Germany	Canary Islands
Previous visits to the Canary Islands	64.1%	65.5%	64.4%
Recommendation by friends or relatives	33.4%	31.6%	34.7%
Tour Operator's brochure or catalogue	5.0%	7.7%	7.2%
Recommendation by Travel Agent	9.1%	16.6%	9.2%
Information obtained via the Internet	23.9%	23.5%	25.3%
Others	13.2%	11.5%	11.7%

* Multi-choice question

Main city:

Berlin

Main airport:

Berlin Tegel

