Brandenburg (2016)

Canary Islands — LATITUDE OF LIFE

How many they are and how much do they spend?

	Brandenburg	Germany	Canary Islands
Tourist arrivals (> 16 years old)	49,763	2,727,720	13,114,574
Average daily expenditure (€)	136.5	136.4	135.9
. in their place of residence	107.7	107.4	98.0
. in the Canary Islands	28.8	29.1	37.9
Average lenght of stay	10.3	10.7	9.4
Turnover per tourist (€)	1,297	1,306	1,141
Total turnover (> 16 years old) (€m)	71	3,812	16,579
Share of German tourists	1.8%	100%	--
Share of German turnover	1.9%	100%	--

What do they book at their place of residence?

	Brandenburg	Germany	Canary Islands
Flight only	1.7%	4.9%	8.7%
Flight and accommodation (room only)	11.2%	13.3%	25.6%
Flight and accommodation (B&B)	5.7%	4.8%	8.0%
Flight and accommodation (half board)	27.8%	31.7%	20.2%
Flight and accommodation (full board)	9.5%	4.5%	4.3%
Flight and accommodation (all inclusive)	43.3%	40.4%	32.6%
% Tourists using low-cost airlines	25.8%	29.1%	48.7%

How do they book?

Accommodation booking	Brandenburg	Germany	Canary Islands
Tour Operator	37.3%	37.7%	39.0%
Accommodation	8.2%	5.0%	13.6%
Travel agency (High street)	29.0%	33.3%	18.9%
Online Travel Agency (OTA)	16.7%	15.4%	15.2%
No need to book accommodation	8.8%	8.6%	13.3%
Flight booking			
Tour Operator	44.0%	41.4%	44.6%
Airline	9.7%	9.8%	24.8%
Travel agency (High street)	29.5%	32.9%	19.1%
Online Travel Agency (OTA)	16.8%	15.8%	11.5%

Where do they stay?

	Brandenburg	Germany	Canary Islands
4-5* Hotel	56.3%	52.3%	46.7%
1-2-3* Hotel	16.1%	17.6%	14.6%
Apartment	20.9%	20.0%	31.5%
Others (privately-owned, friends, family)	6.7%	10.0%	7.2%

Who are they?

Gender	Brandenburg	Germany	Canary Islands
Percentage of men	53.6%	49.7%	48.5%
Percentage of women	46.4%	50.3%	51.5%
Age range			
16-44 years old	35.3%	40.5%	45.6%
Over 44 years old	64.7%	59.5%	54.4%
Occupation			
Business owner or self-employed	11.5%	13.9%	23.1%
Upper/Middle management employee	47.7%	48.0%	36.1%
Auxiliary level employee	16.9%	11.9%	15.5%
Unemployed/Student/Unpaid dom. work	7.3%	7.4%	7.4%
Retired	16.6%	18.8%	18.0%
Annual household income level			
€12,000 - €36,000	35.5%	31.5%	37.2%
€36,001 - €60,000	38.1%	34.6%	31.5%
€60,001 - €84,000	15.2%	16.3%	15.4%
More than €84,000	11.1%	17.6%	15.8%

Which island do they choose?

Tourists (> 16 years old)	Brandenburg	Germany	Canary Islands
Lanzarote	22.9%	10.9%	17.8%
Fuerteventura	28.0%	28.8%	14.6%
Gran Canaria	18.0%	31.0%	27.9%
Tenerife	26.5%	24.6%	37.3%
La Palma	3.7%	3.0%	1.7%

How do they rate the destination?

Impression of their stay	Brandenburg	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	Brandenburg	Germany	Canary Islands
Repeat tourists	78.0%	78.0%	77.8%
At least 3 previous visits	39.6%	41.2%	48.7%

Why do they choose the Canary Islands?

Aspects influencing the choice	Brandenburg	Germany	Canary Islands
Climate/sun	93.5%	93.6%	89.8%
Scenery	39.1%	30.0%	21.9%
Tranquillity/rest/relaxation	38.7%	43.5%	36.6%
Beaches	37.5%	46.3%	34.5%
Visiting new places	13.9%	13.6%	14.6%
Active tourism	6.8%	6.5%	5.1%
Price	6.6%	5.2%	12.7%
Ease of travel	3.7%	5.5%	8.9%
Quality of the environment	2.3%	3.4%	6.5%

* Multi-choise question

What did motivate them to come?

Aspects motivating the choice	Brandenburg	Germany	Canary Islands
Previous visits to the Canary Islands	68.4%	65.7%	63.6%
Recommendation by friends or relatives	27.8%	30.3%	34.3%
Tour Operator's brochure or catalogue	7.8%	9.5%	7.9%
Recommendation by Travel Agent	17.8%	17.8%	9.7%
Information obtained via the Internet	15.8%	22.5%	25.6%
Others	15.7%	11.7%	11.7%

* Multi-choise question

Main cities:
Brandenburg an der Havel
Cottbus
Eberswalde
Falkensee
Königs Wusterhausen
Oranienburg
Potsdam

Main airport:
Berlin Schöenefeld

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.