Hamburg (2017)

Canary Islands LATITUDE OF LIFE

How many they are and how much do they spend?

	Hamburg	Germany	Canary Islands
Tourist arrivals (> 16 years old)	93,091	2,810,387	13,852,616
Average daily expenditure (€)	132.9	140.2	140.2
. in their place of residence	105.2	110.5	101.2
. in the Canary Islands	27.7	29.7	39.0
Average lenght of stay	10.9	10.5	9.2
Turnover per tourist (€)	1,342	1,324	1,155
Total turnover (> 16 years old) (€m)	136	3,968	17,764
Share of German tourists	3.3%	100%	--
Share of German turnover	3.4%	100%	--

What do they book at their place of residence?

	Hamburg	Germany	Canary Islands
Flight only	7.0%	5.9%	9.2%
Flight and accommodation (room only)	18.8%	13.7%	26.8%
Flight and accommodation (B&B)	7.5%	5.8%	8.3%
Flight and accommodation (half board)	26.4%	29.2%	19.2%
Flight and accommodation (full board)	6.4%	4.4%	4.4%
Flight and accommodation (all inclusive)	33.9%	40.7%	31.7%
% Tourists using low-cost airlines	31.1%	33.0%	50.8%

How do they book?

Accommodation booking	Hamburg	Germany	Canary Islands
Tour Operator	35.9%	37.3%	39.2%
Accommodation	4.9%	5.6%	13.5%
Travel agency (High street)	30.5%	31.2%	17.9%
Online Travel Agency (OTA)	17.7%	16.4%	16.0%
No need to book accommodation	11.0%	9.5%	13.3%
Flight booking			
Tour Operator	38.2%	41.0%	44.8%
Airline	13.8%	11.6%	25.8%
Travel agency (High street)	28.1%	30.7%	18.0%
Online Travel Agency (OTA)	20.0%	16.7%	11.4%

Where do they stay?

	Hamburg	Germany	Canary Islands
4-5* Hotel	48.0%	50.7%	45.2%
1-2-3* Hotel	16.8%	16.6%	14.4%
Apartment	20.5%	20.0%	32.4%
Others (privately-owned, friends, family)	14.7%	12.7%	8.0%

Who are they?

Gender	Hamburg	Germany	Canary Islands
Percentage of men	44.9%	49.2%	48.1%
Percentage of women	55.1%	50.8%	51.9%
Age range			
16-44 years old	44.4%	38.3%	43.9%
Over 44 years old	55.6%	61.7%	56.1%
Occupation			
Business owner or self-employed	13.5%	14.3%	23.8%
Upper/Middle management employee	51.8%	47.1%	35.2%
Auxiliary level employee	8.9%	11.3%	15.3%
Unemployed/Student/Unpaid dom. work	5.9%	7.5%	7.1%
Retired	19.8%	19.8%	18.6%
Annual household income level			
€12,000 - €36,000	33.0%	31.2%	37.2%
€36,001 - €60,000	36.3%	33.4%	31.1%
€60,001 - €84,000	13.7%	18.0%	15.6%
More than €84,000	17.0%	17.5%	16.0%

Which island do they choose?

Tourists (> 16 years old)	Hamburg	Germany	Canary Islands
Lanzarote	12.8%	10.8%	18.0%
Fuerteventura	26.9%	28.1%	14.0%
Gran Canaria	25.7%	30.8%	28.2%
Tenerife	31.4%	25.3%	37.1%
La Palma	2.4%	3.3%	2.0%

How do they rate the destination?

Impression of their stay	Hamburg	Germany	Canary Islands
Good or very good (% tourists)	73.8%	78.1%	80.5%

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Hamburg	Germany	Canary Islands
Repeat tourists	83.4%	78.2%	77.8%
At least 3 previous visits	48.1%	42.3%	43.1%

Why do they choose the Canary Islands?

Aspects influencing the choice	Hamburg	Germany	Canary Islands
Climate/sun	96.4%	94.1%	89.8%
Beaches	39.4%	46.6%	35.1%
Tranquillity/rest/relaxation	37.6%	44.3%	37.2%
Scenery	30.5%	31.6%	22.9%
Visiting new places	14.7%	13.1%	14.7%
Ease of travel	6.4%	5.7%	8.9%
Active tourism	6.0%	7.4%	5.4%
Price	4.9%	4.6%	12.2%
Quality of the environment	3.1%	3.4%	6.5%

* Multi-choise question

What did motivate them to come?

Aspects motivating the choice	Hamburg	Germany	Canary Islands
Previous visits to the Canary Islands	70.2%	65.5%	64.4%
Recommendation by friends or relatives	27.7%	31.6%	34.7%
Tour Operator's brochure or catalogue	3.0%	7.7%	7.2%
Recommendation by Travel Agent	15.4%	16.6%	9.2%
Information obtained via the Internet	23.6%	23.5%	25.3%
Others	9.9%	11.5%	11.7%

* Multi-choise question

Main city:
Hamburg

Main airport:
Hamburg

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.