

How many they are and how much do they spend?



	Hessen	Germany	Canary Islands
Tourist arrivals (> 16 years old)	241,229	2,810,387	13,852,616
Average daily expenditure (€)	147.4	140.2	140.2
. in their place of residence	115.2	110.5	101.2
. in the Canary Islands	32.2	29.7	39.0
Average length of stay	10.2	10.5	9.2
Turnover per tourist (€)	1,374	1,324	1,155
Total turnover (> 16 years old) (€m)	349	3,968	17,764
Share of German tourists	8.6%	100%	--
Share of German turnover	8.8%	100%	--

What do they book at their place of residence?



	Hessen	Germany	Canary Islands
Flight only	6.4%	5.9%	9.2%
Flight and accommodation (room only)	12.3%	13.7%	26.8%
Flight and accommodation (B&B)	5.8%	5.8%	8.3%
Flight and accommodation (half board)	33.4%	29.2%	19.2%
Flight and accommodation (full board)	3.9%	4.4%	4.4%
Flight and accommodation (all inclusive)	38.3%	40.7%	31.7%
% Tourists using low-cost airlines	30.3%	33.0%	50.8%

How do they book?



	Hessen	Germany	Canary Islands
Accommodation booking			
Tour Operator	37.6%	37.3%	39.2%
Accommodation	5.7%	5.6%	13.5%
Travel agency (High street)	30.9%	31.2%	17.9%
Online Travel Agency (OTA)	15.4%	16.4%	16.0%
No need to book accommodation	10.4%	9.5%	13.3%
Flight booking			
Tour Operator	40.9%	41.0%	44.8%
Airline	10.7%	11.6%	25.8%
Travel agency (High street)	31.8%	30.7%	18.0%
Online Travel Agency (OTA)	16.6%	16.7%	11.4%

Where do they stay?



	Hessen	Germany	Canary Islands
4-5* Hotel	48.8%	50.7%	45.2%
1-2-3* Hotel	18.2%	16.6%	14.4%
Apartment	18.5%	20.0%	32.4%
Others (privately-owned, friends, family)	14.4%	12.7%	8.0%

Who are they?



	Hessen	Germany	Canary Islands
Gender			
Percentage of men	54.6%	49.2%	48.1%
Percentage of women	45.4%	50.8%	51.9%
Age range			
16-44 years old	35.7%	38.3%	43.9%
Over 44 years old	64.3%	61.7%	56.1%
Occupation			
Business owner or self-employed	15.4%	14.3%	23.8%
Upper/Middle management employee	45.9%	47.1%	35.2%
Auxiliary level employee	10.4%	11.3%	15.3%
Unemployed/Student/Unpaid dom. work	8.6%	7.5%	7.1%
Retired	19.7%	19.8%	18.6%
Annual household income level			
€12,000 - €36,000	27.8%	31.2%	37.2%
€36,001 - €60,000	33.0%	33.4%	31.1%
€60,001 - €84,000	19.7%	18.0%	15.6%
More than €84,000	19.5%	17.5%	16.0%

Which island do they choose?



Tourists (> 16 years old)	Hessen	Germany	Canary Islands
Lanzarote	10.5%	10.8%	18.0%
Fuerteventura	21.3%	28.1%	14.0%
Gran Canaria	38.0%	30.8%	28.2%
Tenerife	24.7%	25.3%	37.1%
La Palma	3.8%	3.3%	2.0%

How do they rate the destination?



Impression of their stay	Hessen	Germany	Canary Islands
Good or very good (% tourists)	76.7%	78.1%	80.5%

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Hessen	Germany	Canary Islands
Repeat tourists	79.8%	78.2%	77.8%
At least 3 previous visits	46.9%	42.3%	43.1%

Why do they choose the Canary Islands?



Aspects influencing the choice	Hessen	Germany	Canary Islands
Climate/sun	94.0%	94.1%	89.8%
Tranquillity/rest/relaxation	46.2%	44.3%	37.2%
Beaches	44.9%	46.6%	35.1%
Scenery	32.4%	31.6%	22.9%
Visiting new places	9.9%	13.1%	14.7%
Active tourism	6.9%	7.4%	5.4%
Ease of travel	6.8%	5.7%	8.9%
Price	4.4%	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	Hessen	Germany	Canary Islands
Previous visits to the Canary Islands	66.7%	65.5%	64.4%
Recommendation by friends or relatives	32.5%	31.6%	34.7%
Tour Operator's brochure or catalogue	8.0%	7.7%	7.2%
Recommendation by Travel Agent	14.6%	16.6%	9.2%
Information obtained via the Internet	22.2%	23.5%	25.3%
Others	11.7%	11.5%	11.7%

* Multi-choice question

Main cities:

Darmstadt
Frankfurt am Main
Gießen
Hanau
Kassel
Marburg
Offenbach am Main
Wiesbaden

Main airports:

Frankfurt Intl.
Frankfurt Hahn

