

Nordrhein-Westfalen (2016)

How many they are and how much do they spend?



	Nordrhein-Westfalen	Germany	Canary Islands
Tourist arrivals (> 16 years old)	633,143	2,727,720	13,114,574
Average daily expenditure (€)	135.8	136.4	135.9
. in their place of residence	105.8	107.4	98.0
. in the Canary Islands	29.9	29.1	37.9
Average length of stay	11.2	10.7	9.4
Turnover per tourist (€)	1,367	1,306	1,141
Total turnover (> 16 years old) (€m)	909	3,812	16,579
Share of German tourists	23.2%	100%	--
Share of German turnover	23.9%	100%	--

What do they book at their place of residence?



	Nordrhein-Westfalen	Germany	Canary Islands
Flight only	4.3%	4.9%	8.7%
Flight and accommodation (room only)	13.1%	13.3%	25.6%
Flight and accommodation (B&B)	4.6%	4.8%	8.0%
Flight and accommodation (half board)	33.3%	31.7%	20.2%
Flight and accommodation (full board)	4.9%	4.5%	4.3%
Flight and accommodation (all inclusive)	39.2%	40.4%	32.6%
% Tourists using low-cost airlines	30.1%	29.1%	48.7%

How do they book?



	Nordrhein-Westfalen	Germany	Canary Islands
Accommodation booking			
Tour Operator	37.1%	37.7%	39.0%
Accommodation	4.8%	5.0%	13.6%
Travel agency (High street)	36.7%	33.3%	18.9%
Online Travel Agency (OTA)	13.9%	15.4%	15.2%
No need to book accommodation	7.5%	8.6%	13.3%
Flight booking			
Tour Operator	40.8%	41.4%	44.6%
Airline	9.1%	9.8%	24.8%
Travel agency (High street)	36.2%	32.9%	19.1%
Online Travel Agency (OTA)	13.9%	15.8%	11.5%

Where do they stay?



	Nordrhein-Westfalen	Germany	Canary Islands
4-5* Hotel	51.4%	52.3%	46.7%
1-2-3* Hotel	17.4%	17.6%	14.6%
Apartment	21.4%	20.0%	31.5%
Others (privately-owned, friends, family)	9.8%	10.0%	7.2%

Who are they?



	Nordrhein-Westfalen	Germany	Canary Islands
Gender			
Percentage of men	49.0%	49.7%	48.5%
Percentage of women	51.0%	50.3%	51.5%
Age range			
16-44 years old	38.5%	40.5%	45.6%
Over 44 years old	61.5%	59.5%	54.4%
Occupation			
Business owner or self-employed	12.7%	13.9%	23.1%
Upper/Middle management employee	47.4%	48.0%	36.1%
Auxiliary level employee	11.3%	11.9%	15.5%
Unemployed/Student/Unpaid dom. work	7.6%	7.4%	7.4%
Retired	21.0%	18.8%	18.0%
Annual household income level			
€12,000 - €36,000	31.7%	31.5%	37.2%
€36,001 - €60,000	35.5%	34.6%	31.5%
€60,001 - €84,000	16.6%	16.3%	15.4%
More than €84,000	16.2%	17.6%	15.8%

Which island do they choose?



Tourists (> 16 years old)	Nordrhein-Westfalen	Germany	Canary Islands
Lanzarote	10.8%	10.9%	17.8%
Fuerteventura	27.9%	28.8%	14.6%
Gran Canaria	33.2%	31.0%	27.9%
Tenerife	23.5%	24.6%	37.3%
La Palma	2.9%	3.0%	1.7%

How do they rate the destination?



Impression of their stay	Nordrhein-Westfalen	Germany	Canary Islands
Good or very good (% tourists)	73.9%	75.6%	78.9%

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Nordrhein-Westfalen	Germany	Canary Islands
Repeat tourists	80.9%	78.0%	77.8%
At least 3 previous visits	44.8%	41.2%	48.7%

Why do they choose the Canary Islands?



Aspects influencing the choice	Nordrhein-Westfalen	Germany	Canary Islands
Climate/sun	94.5%	93.6%	89.8%
Tranquillity/rest/relaxation	46.2%	43.5%	36.6%
Beaches	44.9%	46.3%	34.5%
Scenery	30.9%	30.0%	21.9%
Visiting new places	13.7%	13.6%	14.6%
Price	6.4%	5.2%	12.7%
Active tourism	5.9%	6.5%	5.1%
Ease of travel	5.0%	5.5%	8.9%
Quality of the environment	3.4%	3.4%	6.5%

* Multi-choice question

What did motivate them to come?



Aspects motivating the choice	Nordrhein-Westfalen	Germany	Canary Islands
Previous visits to the Canary Islands	68.4%	65.7%	63.6%
Recommendation by friends or relatives	28.5%	30.3%	34.3%
Tour Operator's brochure or catalogue	8.7%	9.5%	7.9%
Recommendation by Travel Agent	18.3%	17.8%	9.7%
Information obtained via the Internet	20.7%	22.5%	25.6%
Others	11.2%	11.7%	11.7%

* Multi-choice question

Main cities:

Bochum
Bonn
Dortmund
Duisburg
Düsseldorf
Essen
Köln
Münster

Main airports:

Köln
Dortmund
Düsseldorf
Münster
Niederrhein
Paderborn

