

Nordrhein-Westfalen (2017)

How many they are and how much do they spend?



	Nordrhein-Westfalen	Germany	Canary Islands
Tourist arrivals (> 16 years old)	781,401	2,810,387	13,852,616
Average daily expenditure (€)	140.3	140.2	140.2
. in their place of residence	109.5	110.5	101.2
. in the Canary Islands	30.8	29.7	39.0
Average length of stay	10.6	10.5	9.2
Turnover per tourist (€)	1,349	1,324	1,155
Total turnover (> 16 years old) (€m)	1,135	3,968	17,764
Share of German tourists	27.8%	100%	--
Share of German turnover	28.6%	100%	--

What do they book at their place of residence?



	Nordrhein-Westfalen	Germany	Canary Islands
Flight only	5.9%	5.9%	9.2%
Flight and accommodation (room only)	13.2%	13.7%	26.8%
Flight and accommodation (B&B)	6.0%	5.8%	8.3%
Flight and accommodation (half board)	30.3%	29.2%	19.2%
Flight and accommodation (full board)	3.7%	4.4%	4.4%
Flight and accommodation (all inclusive)	40.5%	40.7%	31.7%
% Tourists using low-cost airlines	35.8%	33.0%	50.8%

How do they book?



	Nordrhein-Westfalen	Germany	Canary Islands
Accommodation booking			
Tour Operator	37.0%	37.3%	39.2%
Accommodation	5.6%	5.6%	13.5%
Travel agency (High street)	32.1%	31.2%	17.9%
Online Travel Agency (OTA)	16.2%	16.4%	16.0%
No need to book accommodation	9.1%	9.5%	13.3%
Flight booking			
Tour Operator	40.2%	41.0%	44.8%
Airline	11.1%	11.6%	25.8%
Travel agency (High street)	31.0%	30.7%	18.0%
Online Travel Agency (OTA)	17.7%	16.7%	11.4%

Where do they stay?



	Nordrhein-Westfalen	Germany	Canary Islands
4-5* Hotel	51.7%	50.7%	45.2%
1-2-3* Hotel	15.6%	16.6%	14.4%
Apartment	22.0%	20.0%	32.4%
Others (privately-owned, friends, family)	10.7%	12.7%	8.0%

Who are they?



	Nordrhein-Westfalen	Germany	Canary Islands
Gender			
Percentage of men	49.5%	49.2%	48.1%
Percentage of women	50.5%	50.8%	51.9%
Age range			
16-44 years old	37.5%	38.3%	43.9%
Over 44 years old	62.5%	61.7%	56.1%
Occupation			
Business owner or self-employed	14.7%	14.3%	23.8%
Upper/Middle management employee	48.6%	47.1%	35.2%
Auxiliary level employee	10.6%	11.3%	15.3%
Unemployed/Student/Unpaid dom. work	7.0%	7.5%	7.1%
Retired	19.1%	19.8%	18.6%
Annual household income level			
€12,000 - €36,000	27.2%	31.2%	37.2%
€36,001 - €60,000	31.9%	33.4%	31.1%
€60,001 - €84,000	19.4%	18.0%	15.6%
More than €84,000	21.4%	17.5%	16.0%

Which island do they choose?



Tourists (> 16 years old)	Nordrhein-Westfalen	Germany	Canary Islands
Lanzarote	9.7%	10.8%	18.0%
Fuerteventura	27.6%	28.1%	14.0%
Gran Canaria	31.2%	30.8%	28.2%
Tenerife	26.2%	25.3%	37.1%
La Palma	3.5%	3.3%	2.0%

How do they rate the destination?



Impression of their stay	Nordrhein-Westfalen	Germany	Canary Islands
Good or very good (% tourists)	78.7%	78.1%	80.5%

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Nordrhein-Westfalen	Germany	Canary Islands
Repeat tourists	80.4%	78.2%	77.8%
At least 3 previous visits	44.5%	42.3%	43.1%

Why do they choose the Canary Islands?



Aspects influencing the choice	Nordrhein-Westfalen	Germany	Canary Islands
Climate/sun	94.6%	94.1%	89.8%
Tranquillity/rest/relaxation	47.6%	44.3%	37.2%
Beaches	46.1%	46.6%	35.1%
Scenery	29.7%	31.6%	22.9%
Visiting new places	13.0%	13.1%	14.7%
Active tourism	8.3%	7.4%	5.4%
Price	4.5%	4.6%	12.2%
Ease of travel	4.2%	5.7%	8.9%
Quality of the environment	2.7%	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	68.0%	65.5%	64.4%
Recommendation by friends or relatives	31.8%	31.6%	34.7%
Tour Operator's brochure or catalogue	7.2%	7.7%	7.2%
Recommendation by Travel Agent	18.0%	16.6%	9.2%
Information obtained via the Internet	21.9%	23.5%	25.3%
Others	10.2%	11.5%	11.7%

* Multi-choice question

Main cities:

Bochum
Bonn
Dortmund
Duisburg
Düsseldorf
Essen
Köln
Münster

Main airports:

Köln
Dortmund
Düsseldorf
Münster
Niederrhein
Paderborn

