

Rheinland-Pfalz (2016)

How many they are and how much do they spend?



	Rheinland-Pfalz	Germany	Canary Islands
Tourist arrivals (> 16 years old)	144,708	2,727,720	13,114,574
Average daily expenditure (€)	136.1	136.4	135.9
. in their place of residence	104.6	107.4	98.0
. in the Canary Islands	31.4	29.1	37.9
Average length of stay	10.7	10.7	9.4
Turnover per tourist (€)	1,288	1,306	1,141
Total turnover (> 16 years old) (€m)	196	3,812	16,579
Share of German tourists	5.3%	100%	--
Share of German turnover	5.1%	100%	--

What do they book at their place of residence?



	Rheinland-Pfalz	Germany	Canary Islands
Flight only	6.3%	4.9%	8.7%
Flight and accommodation (room only)	11.3%	13.3%	25.6%
Flight and accommodation (B&B)	3.6%	4.8%	8.0%
Flight and accommodation (half board)	35.5%	31.7%	20.2%
Flight and accommodation (full board)	3.8%	4.5%	4.3%
Flight and accommodation (all inclusive)	39.3%	40.4%	32.6%
% Tourists using low-cost airlines	29.5%	29.1%	48.7%

How do they book?



	Rheinland-Pfalz	Germany	Canary Islands
Accommodation booking			
Tour Operator	39.6%	37.7%	39.0%
Accommodation	3.8%	5.0%	13.6%
Travel agency (High street)	31.9%	33.3%	18.9%
Online Travel Agency (OTA)	15.6%	15.4%	15.2%
No need to book accommodation	9.1%	8.6%	13.3%
Flight booking			
Tour Operator	41.8%	41.4%	44.6%
Airline	10.4%	9.8%	24.8%
Travel agency (High street)	30.1%	32.9%	19.1%
Online Travel Agency (OTA)	17.6%	15.8%	11.5%

Where do they stay?



	Rheinland-Pfalz	Germany	Canary Islands
4-5* Hotel	56.4%	52.3%	46.7%
1-2-3* Hotel	16.7%	17.6%	14.6%
Apartment	16.0%	20.0%	31.5%
Others (privately-owned, friends, family)	10.9%	10.0%	7.2%

Who are they?



	Rheinland-Pfalz	Germany	Canary Islands
Gender			
Percentage of men	57.1%	49.7%	48.5%
Percentage of women	42.9%	50.3%	51.5%
Age range			
16-44 years old	42.2%	40.5%	45.6%
Over 44 years old	57.8%	59.5%	54.4%
Occupation			
Business owner or self-employed	13.8%	13.9%	23.1%
Upper/Middle management employee	44.3%	48.0%	36.1%
Auxiliary level employee	15.8%	11.9%	15.5%
Unemployed/Student/Unpaid dom. work	9.0%	7.4%	7.4%
Retired	17.1%	18.8%	18.0%
Annual household income level			
€12,000 - €36,000	33.9%	31.5%	37.2%
€36,001 - €60,000	38.6%	34.6%	31.5%
€60,001 - €84,000	9.5%	16.3%	15.4%
More than €84,000	17.9%	17.6%	15.8%

Which island do they choose?



Tourists (> 16 years old)	Rheinland-Pfalz	Germany	Canary Islands
Lanzarote	9.5%	10.9%	17.8%
Fuerteventura	23.6%	28.8%	14.6%
Gran Canaria	35.3%	31.0%	27.9%
Tenerife	26.4%	24.6%	37.3%
La Palma	3.6%	3.0%	1.7%

How do they rate the destination?



Impression of their stay	Rheinland-Pfalz	Germany	Canary Islands
Good or very good (% tourists)	74.7%	75.6%	78.9%

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Rheinland-Pfalz	Germany	Canary Islands
Repeat tourists	75.4%	78.0%	77.8%
At least 3 previous visits	42.1%	41.2%	48.7%

Why do they choose the Canary Islands?



Aspects influencing the choice	Rheinland-Pfalz	Germany	Canary Islands
Climate/sun	90.6%	93.6%	89.8%
Tranquillity/rest/relaxation	46.2%	43.5%	36.6%
Beaches	44.9%	46.3%	34.5%
Scenery	32.1%	30.0%	21.9%
Visiting new places	15.5%	13.6%	14.6%
Price	6.1%	5.2%	12.7%
Active tourism	6.0%	6.5%	5.1%
Ease of travel	5.1%	5.5%	8.9%
Quality of the environment	3.8%	3.4%	6.5%

* Multi-choice question

What did motivate them to come?



Aspects motivating the choice	Rheinland-Pfalz	Germany	Canary Islands
Previous visits to the Canary Islands	62.6%	65.7%	63.6%
Recommendation by friends or relatives	29.5%	30.3%	34.3%
Tour Operator's brochure or catalogue	13.0%	9.5%	7.9%
Recommendation by Travel Agent	20.2%	17.8%	9.7%
Information obtained via the Internet	22.5%	22.5%	25.6%
Others	11.1%	11.7%	11.7%

* Multi-choice question

Main cities:

Kaiserslautern
Koblenz
Ludwigshafen
Mainz
Neustadt an der Weinstraße
Neuwied
Trier
Worms

Main airport:

Zweibrücken

