

Rheinland-Pfalz (2017)

How many they are and how much do they spend?



	Rheinland-Pfalz	Germany	Canary Islands
Tourist arrivals (> 16 years old)	153,973	2,810,387	13,852,616
Average daily expenditure (€)	135.7	140.2	140.2
. in their place of residence	106.3	110.5	101.2
. in the Canary Islands	29.5	29.7	39.0
Average length of stay	10.7	10.5	9.2
Turnover per tourist (€)	1,290	1,324	1,155
Total turnover (> 16 years old) (€m)	209	3,968	17,764
Share of German tourists	5.5%	100%	--
Share of German turnover	5.3%	100%	--

What do they book at their place of residence?



	Rheinland-Pfalz	Germany	Canary Islands
Flight only	4.5%	5.9%	9.2%
Flight and accommodation (room only)	16.9%	13.7%	26.8%
Flight and accommodation (B&B)	4.5%	5.8%	8.3%
Flight and accommodation (half board)	31.2%	29.2%	19.2%
Flight and accommodation (full board)	2.4%	4.4%	4.4%
Flight and accommodation (all inclusive)	40.0%	40.7%	31.7%
% Tourists using low-cost airlines	34.7%	33.0%	50.8%

How do they book?



	Rheinland-Pfalz	Germany	Canary Islands
Accommodation booking			
Tour Operator	37.5%	37.3%	39.2%
Accommodation	3.9%	5.6%	13.5%
Travel agency (High street)	32.5%	31.2%	17.9%
Online Travel Agency (OTA)	17.1%	16.4%	16.0%
No need to book accommodation	9.0%	9.5%	13.3%
Flight booking			
Tour Operator	41.0%	41.0%	44.8%
Airline	11.2%	11.6%	25.8%
Travel agency (High street)	30.6%	30.7%	18.0%
Online Travel Agency (OTA)	17.1%	16.7%	11.4%

Where do they stay?



	Rheinland-Pfalz	Germany	Canary Islands
4-5* Hotel	52.1%	50.7%	45.2%
1-2-3* Hotel	17.7%	16.6%	14.4%
Apartment	19.3%	20.0%	32.4%
Others (privately-owned, friends, family)	10.9%	12.7%	8.0%

Who are they?



	Rheinland-Pfalz	Germany	Canary Islands
Gender			
Percentage of men	44.4%	49.2%	48.1%
Percentage of women	55.6%	50.8%	51.9%
Age range			
16-44 years old	38.9%	38.3%	43.9%
Over 44 years old	61.1%	61.7%	56.1%
Occupation			
Business owner or self-employed	13.7%	14.3%	23.8%
Upper/Middle management employee	47.0%	47.1%	35.2%
Auxiliary level employee	9.0%	11.3%	15.3%
Unemployed/Student/Unpaid dom. work	10.4%	7.5%	7.1%
Retired	19.9%	19.8%	18.6%
Annual household income level			
€12,000 - €36,000	39.3%	31.2%	37.2%
€36,001 - €60,000	33.5%	33.4%	31.1%
€60,001 - €84,000	13.0%	18.0%	15.6%
More than €84,000	14.2%	17.5%	16.0%

Which island do they choose?



Tourists (> 16 years old)	Rheinland-Pfalz	Germany	Canary Islands
Lanzarote	9.2%	10.8%	18.0%
Fuerteventura	20.8%	28.1%	14.0%
Gran Canaria	36.8%	30.8%	28.2%
Tenerife	29.7%	25.3%	37.1%
La Palma	2.5%	3.3%	2.0%

How do they rate the destination?



Impression of their stay	Rheinland-Pfalz	Germany	Canary Islands
Good or very good (% tourists)	78.8%	78.1%	80.5%

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Rheinland-Pfalz	Germany	Canary Islands
Repeat tourists	81.6%	78.2%	77.8%
At least 3 previous visits	41.3%	42.3%	43.1%

Why do they choose the Canary Islands?



Aspects influencing the choice	Rheinland-Pfalz	Germany	Canary Islands
Climate/sun	93.2%	94.1%	89.8%
Beaches	47.2%	46.6%	35.1%
Tranquility/rest/relaxation	47.0%	44.3%	37.2%
Scenery	30.1%	31.6%	22.9%
Visiting new places	10.3%	13.1%	14.7%
Price	6.3%	4.6%	12.2%
Ease of travel	5.4%	5.7%	8.9%
Active tourism	5.2%	7.4%	5.4%
Quality of the environment	4.6%	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	65.5%	65.5%	64.4%
Recommendation by friends or relatives	32.2%	31.6%	34.7%
Tour Operator's brochure or catalogue	7.3%	7.7%	7.2%
Recommendation by Travel Agent	15.3%	16.6%	9.2%
Information obtained via the Internet	25.2%	23.5%	25.3%
Others	10.8%	11.5%	11.7%

* Multi-choice question

Main cities:

Kaiserslautern
Koblenz
Ludwigshafen
Mainz
Neustadt an der Weinstraße
Neuwied
Trier
Worms

Main airport:

Zweibrücken

