

Sachsen-Anhalt (2016)

How many they are and how much do they spend?



	Sachsen-Anhalt	Germany	Canary Islands
Tourist arrivals (> 16 years old)	50,741	2,727,720	13,114,574
Average daily expenditure (€)	132.5	136.4	135.9
. in their place of residence	108.3	107.4	98.0
. in the Canary Islands	24.2	29.1	37.9
Average length of stay	10.2	10.7	9.4
Turnover per tourist (€)	1,265	1,306	1,141
Total turnover (> 16 years old) (€m)	69	3,812	16,579
Share of German tourists	1.9%	100%	--
Share of German turnover	1.8%	100%	--

Which island do they choose?



Tourists (> 16 years old)	Sachsen-Anhalt	Germany	Canary Islands
Lanzarote	14.5%	10.9%	17.8%
Fuerteventura	34.6%	28.8%	14.6%
Gran Canaria	27.4%	31.0%	27.9%
Tenerife	20.4%	24.6%	37.3%
La Palma	2.5%	3.0%	1.7%

What do they book at their place of residence?



	Sachsen-Anhalt	Germany	Canary Islands
Flight only	0.8%	4.9%	8.7%
Flight and accommodation (room only)	2.6%	13.3%	25.6%
Flight and accommodation (B&B)	6.9%	4.8%	8.0%
Flight and accommodation (half board)	26.8%	31.7%	20.2%
Flight and accommodation (full board)	5.0%	4.5%	4.3%
Flight and accommodation (all inclusive)	57.8%	40.4%	32.6%
% Tourists using low-cost airlines	25.2%	29.1%	48.7%

How do they rate the destination?



Impression of their stay	Sachsen-Anhalt	Germany	Canary Islands
Good or very good (% tourists)	78.2%	75.6%	78.9%

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Sachsen-Anhalt	Germany	Canary Islands
Repeat tourists	85.1%	78.0%	77.8%
At least 3 previous visits	35.7%	41.2%	48.7%

How do they book?



Accommodation booking	Sachsen-Anhalt	Germany	Canary Islands
Tour Operator	45.2%	37.7%	39.0%
Accommodation	2.7%	5.0%	13.6%
Travel agency (High street)	40.9%	33.3%	18.9%
Online Travel Agency (OTA)	8.9%	15.4%	15.2%
No need to book accommodation	2.3%	8.6%	13.3%
Flight booking	Sachsen-Anhalt	Germany	Canary Islands
Tour Operator	50.0%	41.4%	44.6%
Airline	4.4%	9.8%	24.8%
Travel agency (High street)	37.8%	32.9%	19.1%
Online Travel Agency (OTA)	7.8%	15.8%	11.5%

Why do they choose the Canary Islands?



Aspects influencing the choice	Sachsen-Anhalt	Germany	Canary Islands
Climate/sun	93.4%	93.6%	89.8%
Beaches	39.7%	46.3%	34.5%
Tranquility/rest/relaxation	36.3%	43.5%	36.6%
Scenery	27.6%	30.0%	21.9%
Visiting new places	14.4%	13.6%	14.6%
Ease of travel	6.6%	5.5%	8.9%
Active tourism	5.7%	6.5%	5.1%
Quality of the environment	2.7%	3.4%	6.5%
Price	1.7%	5.2%	12.7%

* Multi-choice question

Where do they stay?



	Sachsen-Anhalt	Germany	Canary Islands
4-5* Hotel	57.3%	52.3%	46.7%
1-2-3* Hotel	22.6%	17.6%	14.6%
Apartment	12.9%	20.0%	31.5%
Others (privately-owned, friends, family)	7.2%	10.0%	7.2%

What did motivate them to come?



Aspects motivating the choice	Sachsen-Anhalt	Germany	Canary Islands
Previous visits to the Canary Islands	71.8%	65.7%	63.6%
Recommendation by friends or relatives	22.5%	30.3%	34.3%
Tour Operator's brochure or catalogue	11.0%	9.5%	7.9%
Recommendation by Travel Agent	27.7%	17.8%	9.7%
Information obtained via the Internet	14.5%	22.5%	25.6%
Others	10.5%	11.7%	11.7%

* Multi-choice question

Who are they?



Gender	Sachsen-Anhalt	Germany	Canary Islands
Percentage of men	49.8%	49.7%	48.5%
Percentage of women	50.2%	50.3%	51.5%
Age range	Sachsen-Anhalt	Germany	Canary Islands
16-44 years old	28.1%	40.5%	45.6%
Over 44 years old	71.9%	59.5%	54.4%
Occupation	Sachsen-Anhalt	Germany	Canary Islands
Business owner or self-employed	11.2%	13.9%	23.1%
Upper/Middle management employee	47.4%	48.0%	36.1%
Auxiliary level employee	6.6%	11.9%	15.5%
Unemployed/Student/Unpaid dom. work	4.1%	7.4%	7.4%
Retired	30.8%	18.8%	18.0%
Annual household income level	Sachsen-Anhalt	Germany	Canary Islands
€12,000 - €36,000	47.7%	31.5%	37.2%
€36,001 - €60,000	28.2%	34.6%	31.5%
€60,001 - €84,000	15.3%	16.3%	15.4%
More than €84,000	8.8%	17.6%	15.8%

Main cities:

Bitterfeld-Wolfen
Dessau-Roßlau
Halberstadt
Halle an der Saale
Magdeburg
Stendal
Weißenfels
Wittenberg

