

# Sachsen (2016)

## How many they are and how much do they spend?



	Sachsen	Germany	Canary Islands
Tourist arrivals (> 16 years old)	87,552	2,727,720	13,114,574
Average daily expenditure (€)	128.3	136.4	135.9
. in their place of residence	101.7	107.4	98.0
. in the Canary Islands	26.6	29.1	37.9
Average length of stay	10.8	10.7	9.4
Turnover per tourist (€)	1,274	1,306	1,141
Total turnover (> 16 years old) (€m)	119	3,812	16,579
Share of German tourists	3.2%	100%	--
Share of German turnover	3.1%	100%	--

## Which island do they choose?



Tourists (> 16 years old)	Sachsen	Germany	Canary Islands
Lanzarote	14.7%	10.9%	17.8%
Fuerteventura	36.6%	28.8%	14.6%
Gran Canaria	17.9%	31.0%	27.9%
Tenerife	27.8%	24.6%	37.3%
La Palma	1.6%	3.0%	1.7%

## What do they book at their place of residence?



	Sachsen	Germany	Canary Islands
Flight only	2.8%	4.9%	8.7%
Flight and accommodation (room only)	7.2%	13.3%	25.6%
Flight and accommodation (B&B)	4.3%	4.8%	8.0%
Flight and accommodation (half board)	27.0%	31.7%	20.2%
Flight and accommodation (full board)	6.4%	4.5%	4.3%
Flight and accommodation (all inclusive)	51.7%	40.4%	32.6%
<b>% Tourists using low-cost airlines</b>	<b>28.6%</b>	<b>29.1%</b>	<b>48.7%</b>

## How do they rate the destination?



Impression of their stay	Sachsen	Germany	Canary Islands
Good or very good (% tourists)	69.3%	75.6%	78.9%

## How many are loyal to the destination?

Repeat tourists of the Canary Islands	Sachsen	Germany	Canary Islands
Repeat tourists	75.6%	78.0%	77.8%
At least 3 previous visits	34.2%	41.2%	48.7%

## How do they book?



Accommodation booking	Sachsen	Germany	Canary Islands
Tour Operator	47.3%	37.7%	39.0%
Accommodation	3.2%	5.0%	13.6%
Travel agency (High street)	30.1%	33.3%	18.9%
Online Travel Agency (OTA)	13.5%	15.4%	15.2%
No need to book accommodation	5.9%	8.6%	13.3%
Flight booking	Sachsen	Germany	Canary Islands
Tour Operator	48.2%	41.4%	44.6%
Airline	5.9%	9.8%	24.8%
Travel agency (High street)	32.0%	32.9%	19.1%
Online Travel Agency (OTA)	13.9%	15.8%	11.5%

## Why do they choose the Canary Islands?



Aspects influencing the choice	Sachsen	Germany	Canary Islands
Climate/sun	91.3%	93.6%	89.8%
Beaches	45.8%	46.3%	34.5%
Scenery	39.1%	30.0%	21.9%
Tranquillity/rest/relaxation	35.5%	43.5%	36.6%
Visiting new places	18.4%	13.6%	14.6%
Active tourism	5.6%	6.5%	5.1%
Ease of travel	5.5%	5.5%	8.9%
Quality of the environment	3.5%	3.4%	6.5%
Price	3.5%	5.2%	12.7%

\* Multi-choice question

## Where do they stay?



	Sachsen	Germany	Canary Islands
4-5* Hotel	56.2%	52.3%	46.7%
1-2-3* Hotel	18.2%	17.6%	14.6%
Apartment	16.8%	20.0%	31.5%
Others (privately-owned, friends, family)	8.8%	10.0%	7.2%

## What did motivate them to come?



Aspects motivating the choice	Sachsen	Germany	Canary Islands
Previous visits to the Canary Islands	68.2%	65.7%	63.6%
Recommendation by friends or relatives	26.6%	30.3%	34.3%
Tour Operator's brochure or catalogue	13.9%	9.5%	7.9%
Recommendation by Travel Agent	18.1%	17.8%	9.7%
Information obtained via the Internet	21.2%	22.5%	25.6%
Others	11.0%	11.7%	11.7%

\* Multi-choice question

## Who are they?



Gender	Sachsen	Germany	Canary Islands
Percentage of men	46.8%	49.7%	48.5%
Percentage of women	53.2%	50.3%	51.5%
Age range	Sachsen	Germany	Canary Islands
16-44 years old	41.4%	40.5%	45.6%
Over 44 years old	58.6%	59.5%	54.4%
Occupation	Sachsen	Germany	Canary Islands
Business owner or self-employed	11.6%	13.9%	23.1%
Upper/Middle management employee	40.1%	48.0%	36.1%
Auxiliary level employee	19.3%	11.9%	15.5%
Unemployed/Student/Unpaid dom. work	6.0%	7.4%	7.4%
Retired	23.1%	18.8%	18.0%
Annual household income level	Sachsen	Germany	Canary Islands
€12,000 - €36,000	57.9%	31.5%	37.2%
€36,001 - €60,000	24.8%	34.6%	31.5%
€60,001 - €84,000	12.3%	16.3%	15.4%
More than €84,000	5.0%	17.6%	15.8%

## Main cities:

Bautzen  
Chemnitz  
Dresden  
Freiberg  
Görlitz  
Leipzig  
Plauen  
Zwickau

## Main airports:

Leipzig  
Dresden

