

Sachsen (2017)

How many they are and how much do they spend?



| | Sachsen | Germany | Canary Islands |
|--------------------------------------|---------|-----------|----------------|
| Tourist arrivals (> 16 years old) | 94,250 | 2,810,387 | 13,852,616 |
| Average daily expenditure (€) | 139.5 | 140.2 | 140.2 |
| . in their place of residence | 113.3 | 110.5 | 101.2 |
| . in the Canary Islands | 26.1 | 29.7 | 39.0 |
| Average length of stay | 10.1 | 10.5 | 9.2 |
| Turnover per tourist (€) | 1,287 | 1,324 | 1,155 |
| Total turnover (> 16 years old) (€m) | 133 | 3,968 | 17,764 |
| Share of German tourists | 3.4% | 100% | -- |
| Share of German turnover | 3.3% | 100% | -- |

Which island do they choose?



| Tourists (> 16 years old) | Sachsen | Germany | Canary Islands |
|---------------------------|---------|---------|----------------|
| Lanzarote | 14.5% | 10.8% | 18.0% |
| Fuerteventura | 38.7% | 28.1% | 14.0% |
| Gran Canaria | 9.7% | 30.8% | 28.2% |
| Tenerife | 31.8% | 25.3% | 37.1% |
| La Palma | 3.5% | 3.3% | 2.0% |

What do they book at their place of residence?



| | Sachsen | Germany | Canary Islands |
|---|--------------|--------------|----------------|
| Flight only | 1.5% | 5.9% | 9.2% |
| Flight and accommodation (room only) | 10.2% | 13.7% | 26.8% |
| Flight and accommodation (B&B) | 7.2% | 5.8% | 8.3% |
| Flight and accommodation (half board) | 27.7% | 29.2% | 19.2% |
| Flight and accommodation (full board) | 5.7% | 4.4% | 4.4% |
| Flight and accommodation (all inclusive) | 47.7% | 40.7% | 31.7% |
| % Tourists using low-cost airlines | 24.4% | 33.0% | 50.8% |

How do they book?



| Accommodation booking | Sachsen | Germany | Canary Islands |
|-------------------------------|---------|---------|----------------|
| Tour Operator | 41.9% | 37.3% | 39.2% |
| Accommodation | 2.9% | 5.6% | 13.5% |
| Travel agency (High street) | 34.3% | 31.2% | 17.9% |
| Online Travel Agency (OTA) | 13.9% | 16.4% | 16.0% |
| No need to book accommodation | 7.1% | 9.5% | 13.3% |
| Flight booking | Sachsen | Germany | Canary Islands |
| Tour Operator | 42.8% | 41.0% | 44.8% |
| Airline | 9.8% | 11.6% | 25.8% |
| Travel agency (High street) | 37.5% | 30.7% | 18.0% |
| Online Travel Agency (OTA) | 9.9% | 16.7% | 11.4% |

Where do they stay?



| | Sachsen | Germany | Canary Islands |
|---|---------|---------|----------------|
| 4-5* Hotel | 59.5% | 50.7% | 45.2% |
| 1-2-3* Hotel | 18.6% | 16.6% | 14.4% |
| Apartment | 15.4% | 20.0% | 32.4% |
| Others (privately-owned, friends, family) | 6.4% | 12.7% | 8.0% |

Who are they?



| Gender | Sachsen | Germany | Canary Islands |
|-------------------------------------|---------|---------|----------------|
| Percentage of men | 46.1% | 49.2% | 48.1% |
| Percentage of women | 53.9% | 50.8% | 51.9% |
| Age range | Sachsen | Germany | Canary Islands |
| 16-44 years old | 30.9% | 38.3% | 43.9% |
| Over 44 years old | 69.1% | 61.7% | 56.1% |
| Occupation | Sachsen | Germany | Canary Islands |
| Business owner or self-employed | 9.0% | 14.3% | 23.8% |
| Upper/Middle management employee | 42.4% | 47.1% | 35.2% |
| Auxiliary level employee | 15.2% | 11.3% | 15.3% |
| Unemployed/Student/Unpaid dom. work | 3.6% | 7.5% | 7.1% |
| Retired | 29.7% | 19.8% | 18.6% |
| Annual household income level | Sachsen | Germany | Canary Islands |
| €12,000 - €36,000 | 39.4% | 31.2% | 37.2% |
| €36,001 - €60,000 | 32.5% | 33.4% | 31.1% |
| €60,001 - €84,000 | 18.8% | 18.0% | 15.6% |
| More than €84,000 | 9.3% | 17.5% | 16.0% |

How do they rate the destination?



| Impression of their stay | Sachsen | Germany | Canary Islands |
|--------------------------------|---------|---------|----------------|
| Good or very good (% tourists) | 73.8% | 78.1% | 80.5% |

How many are loyal to the destination?

| Repeat tourists of the Canary Islands | Sachsen | Germany | Canary Islands |
|---------------------------------------|---------|---------|----------------|
| Repeat tourists | 80.7% | 78.2% | 77.8% |
| At least 3 previous visits | 43.0% | 42.3% | 43.1% |

Why do they choose the Canary Islands?



| Aspects influencing the choice | Sachsen | Germany | Canary Islands |
|--------------------------------|---------|---------|----------------|
| Climate/sun | 92.9% | 94.1% | 89.8% |
| Beaches | 43.1% | 46.6% | 35.1% |
| Scenery | 40.5% | 31.6% | 22.9% |
| Tranquillity/rest/relaxation | 39.3% | 44.3% | 37.2% |
| Visiting new places | 12.0% | 13.1% | 14.7% |
| Active tourism | 7.1% | 7.4% | 5.4% |
| Quality of the environment | 3.7% | 3.4% | 6.5% |
| Price | 3.0% | 4.6% | 12.2% |
| Ease of travel | 2.7% | 5.7% | 8.9% |

* Multi-choice question

What did motivate them to come?



| Aspects motivating the choice | Sachsen | Germany | Canary Islands |
|--|---------|---------|----------------|
| Previous visits to the Canary Islands | 69.1% | 65.5% | 64.4% |
| Recommendation by friends or relatives | 25.3% | 31.6% | 34.7% |
| Tour Operator's brochure or catalogue | 10.2% | 7.7% | 7.2% |
| Recommendation by Travel Agent | 14.7% | 16.6% | 9.2% |
| Information obtained via the Internet | 22.4% | 23.5% | 25.3% |
| Others | 13.8% | 11.5% | 11.7% |

* Multi-choice question

Main cities:

Bautzen
Chemnitz
Dresden
Freiberg
Görlitz
Leipzig
Plauen
Zwickau

Main airports:

Leipzig
Dresden

