

Schleswig-Holstein (2016)

How many they are and how much do they spend?



	Schleswig-Holstein	Germany	Canary Islands
Tourist arrivals (> 16 years old)	135,806	2,727,720	13,114,574
Average daily expenditure (€)	130.4	136.4	135.9
. in their place of residence	99.8	107.4	98.0
. in the Canary Islands	30.6	29.1	37.9
Average length of stay	12.2	10.7	9.4
Turnover per tourist (€)	1,367	1,306	1,141
Total turnover (> 16 years old) (€m)	205	3,812	16,579
Share of German tourists	5.0%	100%	--
Share of German turnover	5.4%	100%	--

What do they book at their place of residence?



	Schleswig-Holstein	Germany	Canary Islands
Flight only	7.1%	4.9%	8.7%
Flight and accommodation (room only)	15.4%	13.3%	25.6%
Flight and accommodation (B&B)	4.7%	4.8%	8.0%
Flight and accommodation (half board)	27.8%	31.7%	20.2%
Flight and accommodation (full board)	3.7%	4.5%	4.3%
Flight and accommodation (all inclusive)	41.0%	40.4%	32.6%
% Tourists using low-cost airlines	26.6%	29.1%	48.7%

How do they book?



	Schleswig-Holstein	Germany	Canary Islands
Accommodation booking			
Tour Operator	32.7%	37.7%	39.0%
Accommodation	4.3%	5.0%	13.6%
Travel agency (High street)	34.9%	33.3%	18.9%
Online Travel Agency (OTA)	13.2%	15.4%	15.2%
No need to book accommodation	14.8%	8.6%	13.3%
Flight booking			
Tour Operator	38.3%	41.4%	44.6%
Airline	12.7%	9.8%	24.8%
Travel agency (High street)	35.8%	32.9%	19.1%
Online Travel Agency (OTA)	13.2%	15.8%	11.5%

Where do they stay?



	Schleswig-Holstein	Germany	Canary Islands
4-5* Hotel	44.9%	52.3%	46.7%
1-2-3* Hotel	17.8%	17.6%	14.6%
Apartment	24.4%	20.0%	31.5%
Others (privately-owned, friends, family)	13.0%	10.0%	7.2%

Who are they?



	Schleswig-Holstein	Germany	Canary Islands
Gender			
Percentage of men	50.7%	49.7%	48.5%
Percentage of women	49.3%	50.3%	51.5%
Age range			
16-44 years old	36.5%	40.5%	45.6%
Over 44 years old	63.5%	59.5%	54.4%
Occupation			
Business owner or self-employed	18.5%	13.9%	23.1%
Upper/Middle management employee	48.2%	48.0%	36.1%
Auxiliary level employee	8.6%	11.9%	15.5%
Unemployed/Student/Unpaid dom. work	7.0%	7.4%	7.4%
Retired	17.8%	18.8%	18.0%
Annual household income level			
€12,000 - €36,000	27.2%	31.5%	37.2%
€36,001 - €60,000	33.2%	34.6%	31.5%
€60,001 - €84,000	22.9%	16.3%	15.4%
More than €84,000	16.7%	17.6%	15.8%

Which island do they choose?



Tourists (> 16 years old)	Schleswig-Holstein	Germany	Canary Islands
Lanzarote	12.2%	10.9%	17.8%
Fuerteventura	26.8%	28.8%	14.6%
Gran Canaria	27.2%	31.0%	27.9%
Tenerife	30.3%	24.6%	37.3%
La Palma	2.2%	3.0%	1.7%

How do they rate the destination?



Impression of their stay	Schleswig-Holstein	Germany	Canary Islands
Good or very good (% tourists)	70.0%	75.6%	78.9%

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Schleswig-Holstein	Germany	Canary Islands
Repeat tourists	79.9%	78.0%	77.8%
At least 3 previous visits	47.6%	41.2%	48.7%

Why do they choose the Canary Islands?



Aspects influencing the choice	Schleswig-Holstein	Germany	Canary Islands
Climate/sun	96.3%	93.6%	89.8%
Tranquillity/rest/relaxation	46.6%	43.5%	36.6%
Beaches	46.5%	46.3%	34.5%
Scenery	28.2%	30.0%	21.9%
Visiting new places	11.7%	13.6%	14.6%
Active tourism	5.2%	6.5%	5.1%
Price	4.2%	5.2%	12.7%
Quality of the environment	3.8%	3.4%	6.5%
Ease of travel	3.4%	5.5%	8.9%

* Multi-choice question

What did motivate them to come?



Aspects motivating the choice	Schleswig-Holstein	Germany	Canary Islands
Previous visits to the Canary Islands	68.1%	65.7%	63.6%
Recommendation by friends or relatives	29.1%	30.3%	34.3%
Tour Operator's brochure or catalogue	7.9%	9.5%	7.9%
Recommendation by Travel Agent	18.2%	17.8%	9.7%
Information obtained via the Internet	17.7%	22.5%	25.6%
Others	14.4%	11.7%	11.7%

* Multi-choice question

Main cities:

Elmshorn
Flensburg
Kiel
Lübeck
Neumünster
Norderstedt
Pinneberg
Wedel

