

Schleswig-Holstein (2017)

How many they are and how much do they spend?



	Schleswig-Holstein	Germany	Canary Islands
Tourist arrivals (> 16 years old)	122,088	2,810,387	13,852,616
Average daily expenditure (€)	129.2	140.2	140.2
. in their place of residence	101.4	110.5	101.2
. in the Canary Islands	27.8	29.7	39.0
Average length of stay	11.1	10.5	9.2
Turnover per tourist (€)	1,311	1,324	1,155
Total turnover (> 16 years old) (€m)	173	3,968	17,764
Share of German tourists	4.3%	100%	--
Share of German turnover	4.4%	100%	--

What do they book at their place of residence?



	Schleswig-Holstein	Germany	Canary Islands
Flight only	6.6%	5.9%	9.2%
Flight and accommodation (room only)	15.3%	13.7%	26.8%
Flight and accommodation (B&B)	4.3%	5.8%	8.3%
Flight and accommodation (half board)	32.3%	29.2%	19.2%
Flight and accommodation (full board)	4.2%	4.4%	4.4%
Flight and accommodation (all inclusive)	36.9%	40.7%	31.7%
% Tourists using low-cost airlines	28.4%	33.0%	50.8%

How do they book?



	Schleswig-Holstein	Germany	Canary Islands
Accommodation booking			
Tour Operator	39.5%	37.3%	39.2%
Accommodation	6.6%	5.6%	13.5%
Travel agency (High street)	32.4%	31.2%	17.9%
Online Travel Agency (OTA)	11.7%	16.4%	16.0%
No need to book accommodation	9.8%	9.5%	13.3%
Flight booking			
Tour Operator	45.1%	41.0%	44.8%
Airline	10.5%	11.6%	25.8%
Travel agency (High street)	32.2%	30.7%	18.0%
Online Travel Agency (OTA)	12.2%	16.7%	11.4%

Where do they stay?



	Schleswig-Holstein	Germany	Canary Islands
4-5* Hotel	48.5%	50.7%	45.2%
1-2-3* Hotel	15.3%	16.6%	14.4%
Apartment	23.5%	20.0%	32.4%
Others (privately-owned, friends, family)	12.7%	12.7%	8.0%

Who are they?



	Schleswig-Holstein	Germany	Canary Islands
Gender			
Percentage of men	47.6%	49.2%	48.1%
Percentage of women	52.4%	50.8%	51.9%
Age range			
16-44 years old	29.6%	38.3%	43.9%
Over 44 years old	70.4%	61.7%	56.1%
Occupation			
Business owner or self-employed	9.8%	14.3%	23.8%
Upper/Middle management employee	51.3%	47.1%	35.2%
Auxiliary level employee	8.3%	11.3%	15.3%
Unemployed/Student/Unpaid dom. work	4.8%	7.5%	7.1%
Retired	25.8%	19.8%	18.6%
Annual household income level			
€12,000 - €36,000	26.4%	31.2%	37.2%
€36,001 - €60,000	43.0%	33.4%	31.1%
€60,001 - €84,000	15.1%	18.0%	15.6%
More than €84,000	15.4%	17.5%	16.0%

Source: ISTAC (Encuesta sobre el Gasto Turístico).

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.

Which island do they choose?



Tourists (> 16 years old)	Schleswig-Holstein	Germany	Canary Islands
Lanzarote	14.0%	10.8%	18.0%
Fuerteventura	25.0%	28.1%	14.0%
Gran Canaria	27.0%	30.8%	28.2%
Tenerife	28.1%	25.3%	37.1%
La Palma	4.1%	3.3%	2.0%

How do they rate the destination?



Impression of their stay	Schleswig-Holstein	Germany	Canary Islands
Good or very good (% tourists)	79.0%	78.1%	80.5%

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Schleswig-Holstein	Germany	Canary Islands
Repeat tourists	84.7%	78.2%	77.8%
At least 3 previous visits	51.3%	42.3%	43.1%

Why do they choose the Canary Islands?



Aspects influencing the choice	Schleswig-Holstein	Germany	Canary Islands
Climate/sun	95.3%	94.1%	89.8%
Beaches	49.6%	46.6%	35.1%
Tranquility/rest/relaxation	45.7%	44.3%	37.2%
Scenery	34.0%	31.6%	22.9%
Visiting new places	9.0%	13.1%	14.7%
Ease of travel	5.0%	5.7%	8.9%
Active tourism	4.3%	7.4%	5.4%
Price	4.1%	4.6%	12.2%
Quality of the environment	3.9%	3.4%	6.5%

* Multi-choice question

What did motivate them to come?



Aspects motivating the choice	Schleswig-Holstein	Germany	Canary Islands
Previous visits to the Canary Islands	73.4%	65.5%	64.4%
Recommendation by friends or relatives	25.8%	31.6%	34.7%
Tour Operator's brochure or catalogue	6.2%	7.7%	7.2%
Recommendation by Travel Agent	12.5%	16.6%	9.2%
Information obtained via the Internet	20.0%	23.5%	25.3%
Others	9.2%	11.5%	11.7%

* Multi-choice question

Main cities:

Elmshorn
Flensburg
Kiel
Lübeck
Neumünster
Norderstedt
Pinneberg
Wedel

