

Profile of German tourist visiting Canary Island by source region

Hamburg (2016)



How many they are and how much do they spend?



	Hamburg	Germany	Canary Islands
Tourist arrivals (> 16 years old)	118,529	2,727,720	13,114,574
Average daily expenditure (€)	133.0	136.4	135.9
in their place of residence	104.6	107.4	98.0
in the Canary Islands	28.5	29.1	37.9
Average length of stay	11.8	10.7	9.4
Turnover per tourist (€)	1,341	1,306	1,141
Total turnover (> 16 years old) (€m)	173	3,812	16,579
Share of German tourists	4.3%	100%	--
Share of German turnover	4.5%	100%	--

What do they book at their place of residence?



	Hamburg	Germany	Canary Islands
Flight only	7.0%	4.9%	8.7%
Flight and accommodation (room only)	21.5%	13.3%	25.6%
Flight and accommodation (B&B)	5.3%	4.8%	8.0%
Flight and accommodation (half board)	27.7%	31.7%	20.2%
Flight and accommodation (full board)	6.2%	4.5%	4.3%
Flight and accommodation (all inclusive)	32.0%	40.4%	32.6%
% Tourists using low-cost airlines	31.5%	29.1%	48.7%

How do they book?



Accommodation booking	Hamburg	Germany	Canary Islands
Tour Operator	35.0%	37.7%	39.0%
Accommodation	8.9%	5.0%	13.6%
Travel agency (High street)	25.1%	33.3%	18.9%
Online Travel Agency (OTA)	18.8%	15.4%	15.2%
No need to book accommodation	12.2%	8.6%	13.3%
Flight booking			
Tour Operator	38.7%	41.4%	44.6%
Airline	15.1%	9.8%	24.8%
Travel agency (High street)	27.6%	32.9%	19.1%
Online Travel Agency (OTA)	18.6%	15.8%	11.5%

Where do they stay?



	Hamburg	Germany	Canary Islands
4-5* Hotel	44.1%	52.3%	46.7%
1-2-3* Hotel	15.7%	17.6%	14.6%
Apartment	26.4%	20.0%	31.5%
Others (privately-owned, friends, family)	13.8%	10.0%	7.2%

Who are they?



Gender	Hamburg	Germany	Canary Islands
Percentage of men	48.5%	49.7%	48.5%
Percentage of women	51.5%	50.3%	51.5%
Age range			
16-44 years old	42.1%	40.5%	45.6%
Over 44 years old	57.9%	59.5%	54.4%
Occupation			
Business owner or self-employed	17.5%	13.9%	23.1%
Upper/Middle management employee	45.8%	48.0%	36.1%
Auxiliary level employee	8.1%	11.9%	15.5%
Unemployed/Student/Unpaid dom. work	8.0%	7.4%	7.4%
Retired	20.6%	18.8%	18.0%
Annual household income level			
€12,000 - €36,000	24.9%	31.5%	37.2%
€36,001 - €60,000	33.5%	34.6%	31.5%
€60,001 - €84,000	20.2%	16.3%	15.4%
More than €84,000	21.4%	17.6%	15.8%

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)	Hamburg	Germany	Canary Islands
Lanzarote	14.2%	10.9%	17.8%
Fuerteventura	24.3%	28.8%	14.6%
Gran Canaria	24.8%	31.0%	27.9%
Tenerife	31.4%	24.6%	37.3%
La Palma	2.1%	3.0%	1.7%

How do they rate the destination?



Impression of their stay	Hamburg	Germany	Canary Islands
Good or very good (% tourists)	75.1%	75.6%	78.9%

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Hamburg	Germany	Canary Islands
Repeat tourists	83.3%	78.0%	77.8%
At least 3 previous visits	46.9%	41.2%	48.7%

Why do they choose the Canary Islands?



Aspects influencing the choice	Hamburg	Germany	Canary Islands
Climate/sun	94.0%	93.6%	89.8%
Tranquillity/rest/relaxation	45.1%	43.5%	36.6%
Beaches	38.0%	46.3%	34.5%
Scenery	29.5%	30.0%	21.9%
Visiting new places	13.0%	13.6%	14.6%
Ease of travel	8.7%	5.5%	8.9%
Active tourism	7.4%	6.5%	5.1%
Price	6.5%	5.2%	12.7%
Quality of the environment	2.4%	3.4%	6.5%

* Multi-choice question

What did motivate them to come?



Aspects motivating the choice	Hamburg	Germany	Canary Islands
Previous visits to the Canary Islands	70.1%	65.7%	63.6%
Recommendation by friends or relatives	33.4%	30.3%	34.3%
Tour Operator's brochure or catalogue	7.3%	9.5%	7.9%
Recommendation by Travel Agent	9.7%	17.8%	9.7%
Information obtained via the Internet	25.8%	22.5%	25.6%
Others	9.6%	11.7%	11.7%

* Multi-choice question

Main city:

Hamburg



Main airport:

Hamburg