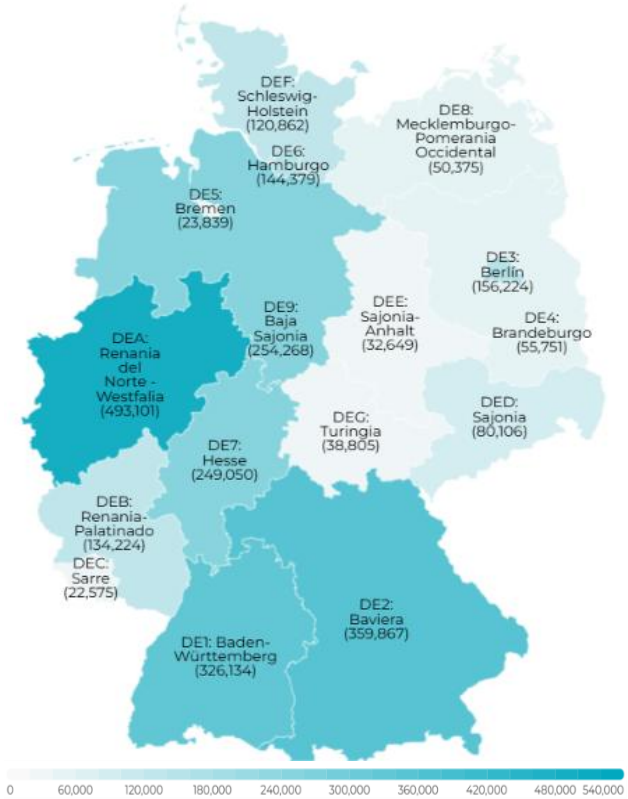
Profile of the German tourist according to region of residence (2025)

INBOUND TOURISM AND TOURIST EXPENDITURE

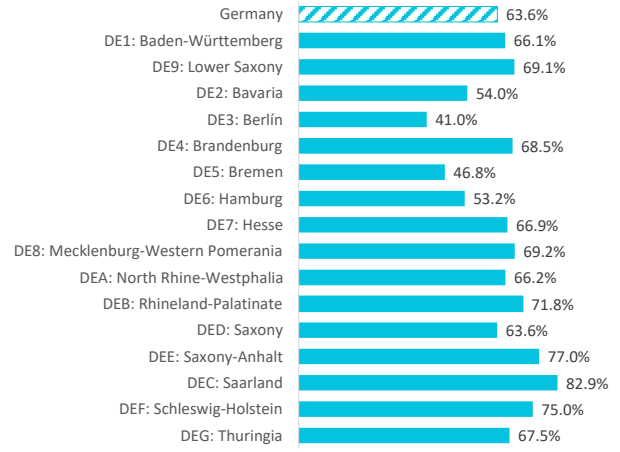
	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
Tourist arrivals ≥ 16 years old (EGT)	**2,579,761**	**351,469**	**229,298**	**430,259**	**126,823**	**53,553**	**19,820**	**110,730**	**230,860**	**40,151**	**555,733**	**143,349**	**66,998**	**24,042**	**30,960**	**132,803**	**32,913**
% Tourists	**100%**	13.6%	8.9%	16.7%	4.9%	2.1%	0.8%	4.3%	8.9%	1.6%	21.5%	5.6%	2.6%	0.9%	1.2%	5.1%	1.3%
- Lanzarote	**235,135**	19,421	22,598	37,187	6,656	3,481	2,042	10,659	30,089	2,170	46,391	16,418	10,160	4,073	2,028	20,113	1,649
- Fuerteventura	**691,803**	97,642	53,832	92,780	30,664	12,001	6,110	34,714	65,302	8,053	163,523	38,193	17,127	6,047	10,394	46,609	8,812
- Gran Canaria	**816,488**	123,743	93,571	136,104	47,979	19,302	5,014	37,212	58,412	14,202	170,985	41,524	15,827	7,026	6,191	33,710	5,687
- Tenerife	**743,280**	97,906	50,662	151,660	34,903	17,187	5,839	24,120	68,616	13,963	155,415	41,580	22,553	6,382	11,089	26,087	15,318
- La Palma	**79,319**	11,011	7,393	10,072	6,228	1,483	794	3,802	7,116	1,454	15,715	4,737	1,130	224	1,138	5,839	1,183
% tourists who book holiday package	**63.6%**	66.1%	69.1%	54.0%	41.0%	68.5%	46.8%	53.2%	66.9%	69.2%	66.2%	71.8%	63.6%	77.0%	82.9%	75.0%	67.5%
Expenditure per tourist (€)	**1,625**	**1,546**	**1,728**	**1,485**	**1,593**	**1,880**	**1,363**	**1,653**	**1,687**	**1,860**	**1,677**	**1,578**	**1,488**	**1,594**	**1,749**	**1,774**	**1,580**
- book holiday package	**1,788**	1,706	1,886	1,691	1,893	2,022	1,606	1,762	1,905	1,865	1,798	1,726	1,657	1,668	1,786	1,891	1,582
- holiday package	**1,553**	1,511	1,682	1,418	1,641	1,687	1,412	1,532	1,650	1,601	1,557	1,523	1,401	1,512	1,553	1,672	1,285
- others	**235**	194	205	273	251	334	193	230	255	265	242	203	256	156	233	220	298
- do not book holiday package	**1,341**	1,234	1,373	1,243	1,384	1,570	1,149	1,530	1,248	1,848	1,440	1,201	1,192	1,346	1,569	1,421	1,575
- flight	**385**	332	460	309	381	467	296	454	348	660	434	355	373	419	495	484	346
- accommodation	**436**	407	354	460	469	520	262	468	408	529	436	397	430	388	611	451	653
- others	**520**	495	559	473	534	584	591	609	492	660	570	449	389	539	463	485	576
Average lenght of stay	**10.9**	**9.9**	**12.3**	**10.4**	**12.1**	**11.6**	**11.5**	**11.4**	**11.3**	**12.1**	**11.3**	**9.6**	**10.4**	**9.1**	**10.2**	**10.8**	**9.7**
- Median	9.3	8.0	9.6	9.0	10.9	9.1	9.7	8.6	9.4	10.4	9.1	9.0	9.5	9.0	9.0	10.0	10.0
Average daily expenditure (€)	**169.73**	**173.70**	**166.61**	**161.46**	**145.33**	**186.07**	**155.51**	**169.30**	**170.61**	**184.15**	**172.05**	**173.56**	**161.88**	**188.16**	**187.89**	**186.27**	**173.61**
- Median	162.77	162.77	166.67	157.85	131.99	138.61	174.95	173.92	158.67	174.66	159.09	174.98	172.27	194.79	139.41	142.48	148.75
Average daily expenditure without flight (€)	**120.68**	**123.33**	**118.08**	**117.67**	**104.14**	**133.28**	**108.70**	**118.53**	**120.28**	**132.77**	**122.28**	**122.77**	**113.22**	**129.24**	**130.32**	**128.53**	**127.61**
- Median	111.97	112.16	110.73	111.49	94.40	101.13	107.74	123.19	110.92	119.35	113.74	125.59	121.26	144.97	106.28	95.36	108.00
Average cost of the flight (€)	**471.90**	**441.02**	**521.29**	**397.26**	**450.12**	**532.36**	**371.57**	**485.13**	**493.39**	**576.99**	**493.44**	**468.68**	**443.68**	**494.22**	**527.71**	**564.67**	**420.39**
Total turnover (≥ 16 years old) (€m)	**4,193**	**543**	**396**	**639**	**202**	**101**	**27**	**183**	**390**	**75**	**932**	**226**	**100**	**38**	**54**	**236**	**52**
% Turnover	**100%**	13.0%	9.4%	15.2%	4.8%	2.4%	0.6%	4.4%	9.3%	1.8%	22.2%	5.4%	2.4%	0.9%	1.3%	5.6%	1.2%
Turnover without flight (≥ 16 years old) (€m)	**2,976**	**388**	**277**	**468**	**145**	**72**	**20**	**129**	**276**	**52**	**658**	**159**	**70**	**26**	**38**	**161**	**38**

DE1: Baden-Württemberg **DE9**: Lower Saxony **DE2**: Bavaria DE3: Berlín **DE4:** Brandenburg **DE5:** Bremen **DE6:** Hamburg **DE7:** Hesse **DE8:** Mecklenburg-Western Pomerania
DEA: North Rhine-Westphalia **DEB:** Rhineland-Palatinate **DED:** Saxony **DEE:** Saxony-Anhalt **DEC:** Saarland **DEF: S**chleswig-Holstein **DEG:** Thuringia

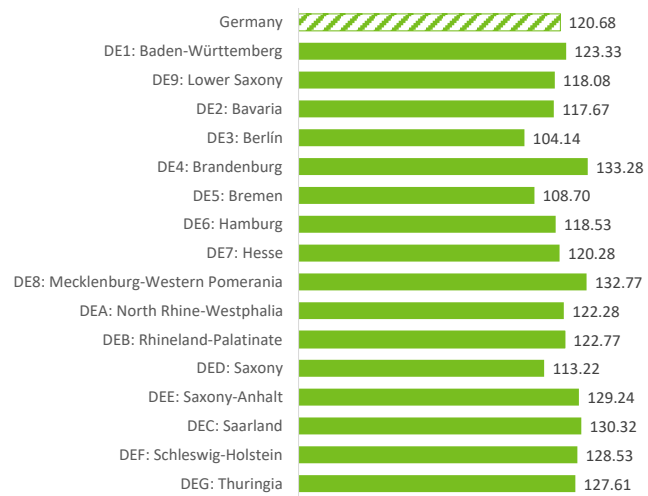
TOURISTS (≥ 16 YEARS OLD)



TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



EXPENDITURE PER TOURIST WITHOUT FLIGHT (€)



Profile of the German tourist according to region of residence (2025)

% Tourists whose spending has been greater than €0 in each item

	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
Accommodation:																	
- Accommodation	**88.0%**	89.6%	86.9%	87.1%	81.8%	90.1%	77.8%	87.4%	86.4%	91.6%	88.2%	89.0%	93.5%	93.1%	94.6%	90.0%	90.7%
- Additional accommodation expenses	**5.4%**	5.3%	6.6%	5.8%	4.8%	2.2%	5.7%	5.0%	6.7%	4.6%	5.6%	4.6%	8.5%	3.9%	2.1%	2.9%	2.5%
Transport:																	
- National/International Transport	**96.8%**	97.4%	97.4%	96.1%	94.6%	94.7%	91%	96.4%	97.0%	98%	96.9%	95.9%	98.8%	100.0%	98.7%	99.1%	97.7%
- Flights between islands	**4.3%**	1.4%	4.7%	6.3%	5.8%	2.4%	2.1%	3.0%	5.6%	1.6%	4.7%	4.2%	3.9%	2.5%	0.0%	3.5%	6.3%
- Taxi	**52.0%**	51.5%	59.4%	45.7%	34.4%	56.6%	46.7%	48.0%	49.9%	59.8%	55.5%	56.4%	57.0%	58.4%	64.3%	53.4%	56.4%
- Car rental	**39.7%**	37.2%	32.4%	45.9%	42.8%	39.2%	34.3%	46.3%	41.9%	34.1%	36.3%	34.2%	53.0%	33.3%	31.6%	43.2%	48.0%
- Public transport	**15.6%**	16.7%	11.3%	16.7%	20.2%	9.7%	18.6%	15.7%	13.1%	18.1%	15.7%	13.5%	27.4%	8.3%	7.8%	13.3%	25.1%
Food and drink:																	
- Food purchases at supermarkets	**55.9%**	53.9%	52.9%	61.2%	65.5%	55.1%	63.6%	60.6%	54.1%	40.9%	53.9%	54.1%	68.4%	42.3%	43.4%	50.9%	57.8%
- Restaurants	**59.6%**	55.6%	52.0%	65.1%	72.8%	63.9%	68.4%	57.7%	60.4%	59.9%	59.4%	53.5%	66.5%	45.4%	48.7%	56.2%	69.7%
Leisure:																	
- Organized excursions	**26.9%**	25.4%	26.1%	28.8%	23.2%	24.9%	15.0%	16.4%	23.4%	44.0%	26.2%	31.3%	31.6%	33.9%	38.3%	29.1%	41.4%
- Sport activities	**6.4%**	7.0%	4.7%	8.4%	8.3%	4.9%	6.5%	10.1%	6.2%	5.4%	5.3%	3.9%	6.1%	0.0%	1.9%	6.5%	11.2%
- Cultural activities	**2.9%**	3.2%	2.8%	2.7%	2.8%	3.3%	0.0%	5.7%	2.1%	4.2%	2.1%	1.5%	8.4%	5.8%	0.9%	3.5%	4.2%
- Museums	**6.7%**	5.4%	6.3%	7.3%	6.0%	5.9%	14.7%	10.5%	7.9%	5.6%	6.3%	6.4%	8.0%	9.0%	0.4%	4.5%	12.2%
- Theme Parks	**8.0%**	6.4%	5.8%	10.2%	5.7%	12.5%	2.1%	10.1%	7.5%	17.7%	7.6%	6.0%	14.5%	4.1%	11.0%	5.7%	12.0%
- Discos and pubs	**5.0%**	5.1%	4.8%	6.1%	3.7%	2.1%	3.8%	5.4%	4.7%	2.6%	4.5%	3.4%	4.8%	11.9%	5.8%	3.7%	17.9%
- Wellness	**3.4%**	2.8%	3.1%	3.4%	2.1%	4.1%	1.4%	4.7%	4.5%	5.3%	3.3%	4.9%	3.0%	2.6%	5.8%	2.9%	2.1%
Purchases of goods:																	
- Souvenirs	**40.2%**	37.7%	40.3%	41.2%	45.2%	42.5%	63.5%	38.3%	42.1%	39.0%	39.4%	30.2%	44.0%	42.1%	36.6%	41.5%	57.1%
- Other purchases	**0.8%**	0.9%	0.5%	0.3%	0.3%	0.0%	0.0%	1.0%	0.9%	2.8%	0.8%	2.3%	0.6%	0.0%	3.4%	1.7%	0.3%
Others:																	
- Medical expenses	**6.9%**	6.0%	5.9%	8.1%	7.8%	4.0%	5.9%	6.2%	6.0%	12.4%	7.5%	5.4%	9.9%	2.8%	8.0%	5.1%	8.2%
- Other expenses	**3.1%**	2.6%	1.5%	3.3%	1.2%	1.4%	1.2%	3.2%	2.5%	5.0%	3.1%	3.2%	3.2%	4.8%	4.4%	7.1%	7.4%

Average expenditure of tourists whose spending has been greater than €0 in each item

	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
Expenditure per tourist and trip (€)																	
Accommodation:	**974**	**908**	**1,081**	**917**	**903**	**978**	**813**	**954**	**1,062**	**1,077**	**999**	**971**	**770**	**1,096**	**1,103**	**1,023**	**800**
- Accommodation	**835**	809	921	753	815	903	682	784	911	888	844	847	705	841	903	931	779
- Additional accommodation expenses	**140**	99	160	164	88	75	131	170	151	190	155	124	64	256	200	92	21
Transport:	**875**	**831**	**885**	**781**	**919**	**1,132**	**733**	**1,052**	**884**	**1,105**	**910**	**819**	**745**	**772**	**842**	**956**	**816**
- National/International Transport	**487**	453	535	414	476	562	410	503	508	587	509	489	449	494	535	570	430
- Flights between islands	**79**	63	52	70	86	153	7	216	74	222	83	60	54	41	0	90	112
- Taxi	**139**	151	131	124	162	217	137	146	131	100	146	123	119	113	151	140	113
- Car rental	**142**	131	139	152	154	168	168	143	147	166	143	128	103	113	141	140	131
- Public transport	**27**	34	28	21	41	32	11	44	23	30	29	20	19	11	14	16	29
Food and drink:	**304**	**269**	**321**	**299**	**368**	**369**	**376**	**369**	**303**	**301**	**322**	**263**	**220**	**242**	**283**	**254**	**278**
- Food purchases at supermarkets	**119**	99	133	111	149	134	150	149	115	114	138	93	87	79	97	94	81
- Restaurants	**185**	170	188	188	219	235	226	220	188	187	184	169	133	163	186	160	197
Leisure:	**560**	**553**	**544**	**472**	**493**	**691**	**452**	**702**	**565**	**807**	**629**	**532**	**542**	**428**	**459**	**510**	**502**
- Organized excursions	**110**	129	127	85	90	123	89	157	101	154	108	99	119	117	98	124	108
- Sport activities	**115**	100	82	102	109	55	51	91	178	92	166	103	79	0	15	94	82
- Cultural activities	**46**	39	71	47	33	60	0	36	48	48	45	21	40	59	100	51	48
- Museums	**31**	38	31	23	22	48	24	32	32	50	34	33	28	29	4	24	18
- Theme Parks	**71**	80	51	57	86	151	27	75	64	85	63	97	64	34	127	59	104
- Discos and pubs	**95**	96	97	69	84	42	180	128	79	284	123	78	66	112	50	91	95
- Wellness	**92**	71	85	89	69	211	80	182	63	95	89	100	145	78	65	69	47
Purchases of goods:	**436**	**410**	**150**	**130**	**108**	**101**	**75**	**206**	**96**	**1,130**	**1,135**	**177**	**96**	**69**	**92**	**224**	**106**
- Souvenirs	**82**	81	98	73	78	101	75	81	71	89	89	113	71	69	63	66	56
- Other purchases	**354**	329	52	57	30	0	0	126	24	1,041	1,046	64	25	0	29	159	50
Others:	**185**	**154**	**296**	**345**	**89**	**75**	**164**	**266**	**163**	**113**	**164**	**92**	**116**	**86**	**65**	**97**	**78**
- Medical expenses	**67**	42	36	132	30	61	32	114	49	36	72	45	23	26	20	34	8
- Other expenses	**118**	111	260	213	59	14	131	152	114	77	92	47	94	60	46	63	71

Profile of the German tourist according to region of residence (2025)

TOURIST PROFILE

Who are they?

	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
Gender																	
Percentage of men	**52.2%**	50.4%	53.9%	50.4%	57.0%	56.6%	49.9%	45.2%	56.3%	51.3%	53.2%	51.1%	49.5%	55.0%	57.9%	49.5%	50.7%
Percentage of women	**47.8%**	49.6%	46.1%	49.6%	43.0%	43.4%	50.1%	54.8%	43.7%	48.7%	46.8%	48.9%	50.5%	45.0%	42.1%	50.5%	49.3%
Age																	
Average age (tourists above 16 years old)	**48.86**	45.83	52.06	45.61	47.81	48.43	52.58	45.63	50.50	50.59	50.92	51.03	47.18	50.25	53.63	50.77	47.11
Standard deviation	**17.5**	17.1	17.8	17.6	18.0	16.2	17.1	16.1	17.8	16.1	17.5	17.2	17.8	15.6	16.4	17.2	16.7
Age range																	
16-24 years old	**10.3%**	13.4%	9.3%	12.4%	7.8%	11.0%	4.3%	8.3%	9.3%	6.2%	8.6%	8.8%	16.4%	9.5%	11.7%	8.4%	14.2%
25-30 years old	**10.0%**	10.3%	8.3%	15.6%	16.3%	5.3%	12.5%	14.7%	8.3%	9.5%	7.9%	6.7%	6.9%	6.0%	1.3%	7.0%	4.2%
31-45 years old	**24.8%**	29.2%	18.4%	26.1%	27.6%	29.4%	22.0%	30.6%	22.8%	27.2%	23.1%	22.7%	27.1%	20.1%	16.5%	23.9%	31.0%
46-60 years old	**23.1%**	22.0%	24.2%	18.9%	16.1%	26.9%	22.6%	26.3%	24.1%	19.5%	25.8%	24.6%	17.3%	33.5%	28.8%	25.2%	27.2%
Over 60 years old	**31.8%**	25.0%	39.8%	27.0%	32.2%	27.5%	38.6%	20.1%	35.4%	37.5%	34.5%	37.2%	32.2%	30.8%	41.7%	35.5%	23.4%
Occupation																	
Salaried worker	**56.1%**	58.9%	50.8%	60.1%	58.8%	65.1%	47.3%	59.7%	54.5%	46.0%	54.0%	53.4%	56.3%	67.8%	48.5%	54.5%	56.8%
Self-employed	**6.5%**	7.1%	5.0%	6.7%	11.1%	5.5%	9.0%	11.1%	7.8%	2.6%	6.5%	3.5%	2.9%	4.4%	4.6%	4.2%	3.8%
Unemployed	**0.6%**	1.5%	0.3%	0.9%	0.6%	0.0%	-	0.5%	0.3%	0.6%	0.6%	0.0%	-	-	-	0.4%	-
Business owner	**8.6%**	8.9%	9.6%	8.1%	4.1%	6.0%	10.3%	7.6%	8.9%	10.7%	8.9%	11.7%	6.1%	5.4%	7.5%	8.9%	11.4%
Student	**4.3%**	5.4%	3.3%	5.0%	2.4%	3.4%	5.4%	5.2%	2.9%	4.6%	3.9%	5.8%	5.8%	2.3%	5.5%	2.7%	10.5%
Retired	**22.2%**	17.1%	29.9%	18.4%	21.7%	16.8%	28.0%	12.4%	23.4%	33.5%	24.1%	24.1%	24.5%	19.1%	31.1%	28.2%	16.1%
Unpaid domestic work	**0.4%**	0.1%	-	0.3%	0.1%	0.5%	-	0.6%	0.9%	-	0.4%	0.5%	1.9%	1.1%	-	1.1%	-
Others	**1.2%**	1.1%	1.1%	0.5%	1.3%	2.6%	-	3.0%	1.2%	2.0%	1.5%	1.0%	2.5%	-	2.8%	-	1.4%
Annual household income level																	
Less than €25,000	**9.7%**	9.9%	12.5%	9.6%	8.8%	7.2%	3.3%	11.3%	9.5%	7.0%	9.2%	9.1%	13.4%	7.8%	14.7%	5.9%	14.7%
€25,000 - €49,999	**30.8%**	28.7%	28.8%	30.5%	36.7%	37.3%	34.7%	27.2%	28.0%	52.6%	27.7%	32.2%	42.8%	38.7%	36.5%	33.2%	40.6%
€50,000 - €74,999	**29.2%**	27.3%	28.5%	28.9%	27.8%	27.7%	34.3%	31.5%	30.5%	17.1%	31.6%	31.4%	23.2%	31.3%	22.1%	31.5%	16.3%
More than €74,999	**30.3%**	34.1%	30.2%	30.9%	26.8%	27.8%	27.7%	30.0%	32.0%	23.3%	31.5%	27.4%	20.6%	22.3%	26.7%	29.4%	28.3%
Education level																	
No studies	**0.6%**	1.0%	0.2%	1.0%	1.2%	-	-	1.1%	0.8%	0.4%	0.2%	0.5%	-	1.8%	-	0.7%	-
Primary education	**3.8%**	4.0%	5.0%	4.1%	4.0%	3.9%	3.9%	3.5%	3.2%	3.6%	3.9%	3.9%	1.9%	4.9%	4.4%	2.9%	-
Secondary education	**23.0%**	28.1%	27.0%	22.4%	13.6%	23.0%	13.3%	15.5%	23.3%	21.6%	22.2%	19.8%	22.1%	28.0%	23.3%	23.2%	38.6%
Higher education	**72.6%**	67.0%	67.9%	72.5%	81.1%	73.2%	82.8%	79.9%	72.7%	74.4%	73.6%	75.8%	76.0%	65.4%	72.3%	73.2%	61.4%

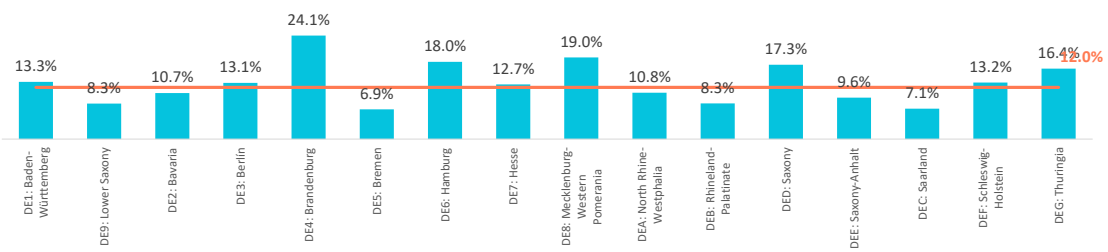
Who do they come with?

	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
Unaccompanied	**12.9%**	13.0%	9.2%	12.9%	18.1%	12.5%	16.2%	15.4%	12.5%	8.4%	12.1%	15.7%	10.4%	14.6%	9.8%	15.1%	14.0%
Only with partner	**51.2%**	50.9%	60.6%	51.0%	40.7%	40.8%	59.8%	36.2%	53.5%	62.3%	53.3%	55.6%	45.5%	44.5%	62.3%	46.9%	37.2%
Only with children (< 13 years old)	**3.8%**	5.3%	2.1%	2.8%	2.8%	12.4%	1.4%	5.2%	3.1%	9.8%	3.7%	2.0%	5.1%	3.8%	3.0%	3.3%	3.9%
Partner + children (< 13 years old)	**5.8%**	6.2%	3.1%	5.7%	8.9%	10.1%	2.5%	9.6%	5.8%	4.0%	4.8%	3.9%	10.0%	3.4%	4.0%	6.3%	9.2%
Other relatives	**6.3%**	7.0%	6.1%	7.0%	7.8%	4.5%	8.0%	10.9%	6.6%	1.6%	5.3%	5.8%	3.4%	6.2%	2.7%	5.5%	1.8%
Friends	**8.0%**	6.0%	8.1%	8.3%	10.9%	5.6%	5.9%	10.9%	7.0%	1.7%	8.5%	7.0%	8.6%	17.8%	4.4%	5.9%	22.4%
Work colleagues	**0.3%**	0.6%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.3%	1.2%	0.0%	0.0%	0.0%	0.4%	0.0%
Organized trip	**0.2%**	0.0%	0.0%	0.5%	0.6%	0.0%	1.2%	0.0%	0.4%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other combinations [(2)]	**11.6%**	11.0%	10.8%	11.7%	10.2%	14.1%	5.0%	11.9%	10.7%	12.1%	11.6%	8.8%	17.0%	9.7%	13.7%	16.5%	11.6%
[(2)] *Different situations have been isolated*																	
Tourists with children	**12.0%**	**13.3%**	**8.3%**	**10.7%**	**13.1%**	**24.1%**	**6.9%**	**18.0%**	**12.7%**	**19.0%**	**10.8%**	**8.3%**	**17.3%**	**9.6%**	**7.1%**	**13.2%**	**16.4%**
- Between 0 and 2 years old	**1.1%**	1.3%	0.4%	1.3%	1.9%	0.0%	0.0%	2.0%	2.8%	2.1%	0.6%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%
- Between 3 and 12 years old	**10.3%**	11.3%	7.7%	8.4%	10.9%	24.1%	6.9%	15.9%	9.0%	13.8%	9.5%	7.2%	14.6%	9.6%	7.1%	12.8%	15.0%
- Between 0 -2 and 3-12 years old	**0.7%**	0.7%	0.1%	1.0%	0.3%	0.0%	0.0%	0.1%	0.9%	3.2%	0.7%	0.3%	2.7%	0.0%	0.0%	0.4%	1.4%
Tourists without children	**88.0%**	**86.7%**	**91.7%**	**89.3%**	**86.9%**	**75.9%**	**93.1%**	**82.0%**	**87.3%**	**81.0%**	**89.2%**	**91.7%**	**82.7%**	**90.4%**	**92.9%**	**86.8%**	**83.6%**
Group composition:																	
- 1 person	**14.8%**	14.2%	11.1%	14.7%	22.4%	15.1%	23.6%	18.4%	14.3%	8.4%	14.0%	18.0%	10.4%	14.6%	11.2%	17.1%	14.5%
- 2 people	**61.3%**	60.3%	68.9%	61.4%	51.2%	53.5%	63.3%	51.4%	61.4%	66.8%	64.5%	62.0%	59.0%	51.4%	66.2%	57.8%	60.3%
- 3 people	**11.1%**	12.8%	7.6%	10.4%	15.2%	14.6%	8.0%	18.1%	12.8%	1.9%	9.0%	9.2%	9.8%	24.3%	12.7%	12.5%	13.9%
- 4 or 5 people	**11.0%**	11.7%	10.0%	12.8%	7.7%	14.2%	2.1%	9.1%	8.7%	19.9%	10.8%	10.0%	17.9%	8.4%	9.9%	10.6%	10.0%
- 6 or more people	**1.8%**	1.0%	2.3%	0.8%	3.5%	2.6%	3.1%	3.0%	2.7%	2.9%	1.7%	0.9%	2.9%	1.2%	0.0%	2.0%	1.3%
Average group size:	**2.29**	2.28	2.32	2.29	2.28	2.44	2.01	2.35	2.29	2.49	2.27	2.18	2.51	2.33	2.30	2.28	2.29

**People who share the main expenses of the trip*



% TOURISTS WHO TRAVEL WITH CHILDREN



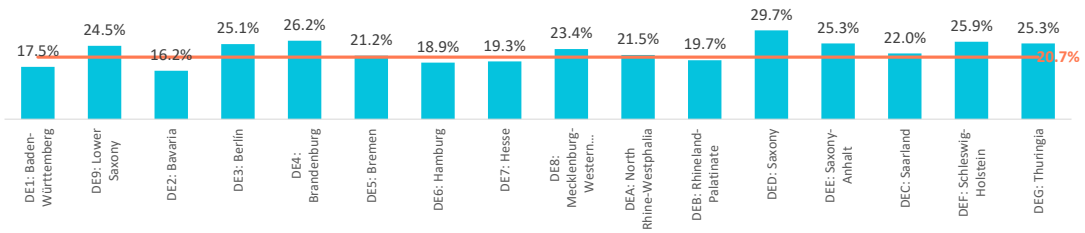
Profile of the German tourist according to region of residence (2025)

TRIP BOOKING

How far in advance do they book their trip?

	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
The same day	**0.8%**	0.4%	0.2%	1.0%	3.7%	-	-	0.9%	0.8%	-	1.0%	0.6%	0.0%	-	-	-	1.5%
Between 1 and 30 days	**22.8%**	23.7%	19.0%	27.0%	23.4%	13.8%	19.6%	19.1%	22.4%	23.0%	24.7%	21.5%	21.0%	13.0%	14.6%	19.2%	20.3%
Between 1 and 2 months	**21.5%**	26.0%	16.5%	23.2%	19.5%	17.4%	34.1%	24.8%	20.6%	17.9%	19.5%	24.2%	16.3%	30.1%	26.3%	22.2%	8.2%
Between 3 and 6 months	**34.2%**	32.5%	39.7%	32.6%	28.4%	42.6%	25.0%	36.2%	36.9%	35.7%	33.4%	33.9%	33.0%	31.5%	37.1%	32.7%	44.7%
More than 6 months	**20.7%**	17.5%	24.5%	16.2%	25.1%	26.2%	21.2%	18.9%	19.3%	23.4%	21.5%	19.7%	29.7%	25.3%	22.0%	25.9%	25.3%

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



With whom did they book their flight and accommodation?

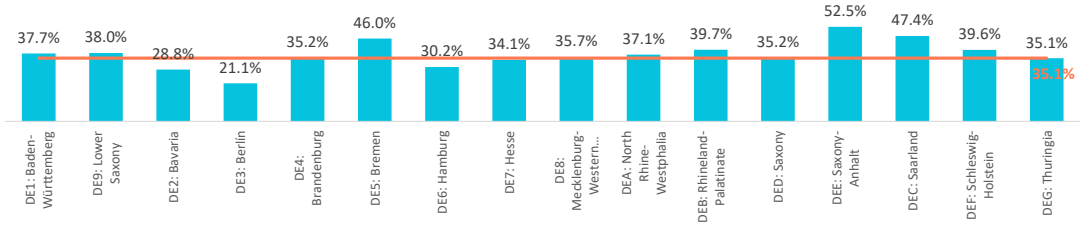
	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
Flight																	
- Directly with the airline	**34.7%**	33.4%	28.1%	41.3%	56.7%	34.4%	40.0%	44.6%	31.3%	29.1%	33.9%	28.2%	35.3%	15.0%	19.0%	26.1%	26.3%
- Tour Operator or Travel Agency	**65.3%**	66.6%	71.9%	58.7%	43.3%	65.6%	60.0%	55.4%	68.7%	70.9%	66.1%	71.8%	64.7%	85.0%	81.0%	73.9%	73.7%
Accommodation																	
- Directly with the accommodation	**24.5%**	23.1%	21.5%	29.6%	39.2%	27.8%	32.2%	30.8%	22.3%	20.8%	23.9%	21.8%	24.8%	10.9%	15.3%	15.6%	10.7%
- Tour Operator or Travel Agency	**75.5%**	76.9%	78.5%	70.4%	60.8%	72.2%	67.8%	69.2%	77.7%	79.2%	76.1%	78.2%	75.2%	89.1%	84.7%	84.4%	89.3%

What do they book?

	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
Room only	**25.5%**	23.2%	22.0%	34.0%	43.6%	31.7%	24.6%	34.3%	22.7%	18.3%	22.6%	16.5%	29.1%	15.8%	8.8%	16.2%	34.4%
Bed and Breakfast	**9.3%**	9.5%	6.2%	10.6%	13.7%	6.8%	14.2%	7.8%	9.7%	5.5%	9.8%	6.5%	11.6%	6.7%	6.5%	9.4%	7.1%
Half board	**27.3%**	25.4%	31.1%	24.1%	18.2%	26.2%	15.3%	24.5%	30.7%	36.4%	28.7%	33.9%	22.1%	20.1%	34.1%	29.5%	23.3%
Full board	**2.9%**	4.1%	2.7%	2.5%	3.4%	0.0%	-	3.2%	2.9%	4.1%	1.9%	3.3%	2.1%	4.9%	3.1%	5.3%	0.2%
All inclusive	**35.1%**	37.7%	38.0%	28.8%	21.1%	35.2%	46.0%	30.2%	34.1%	35.7%	37.1%	39.7%	35.2%	52.5%	47.4%	39.6%	35.1%

% TOURISTS WHO BOOK ALL INCLUSIVE



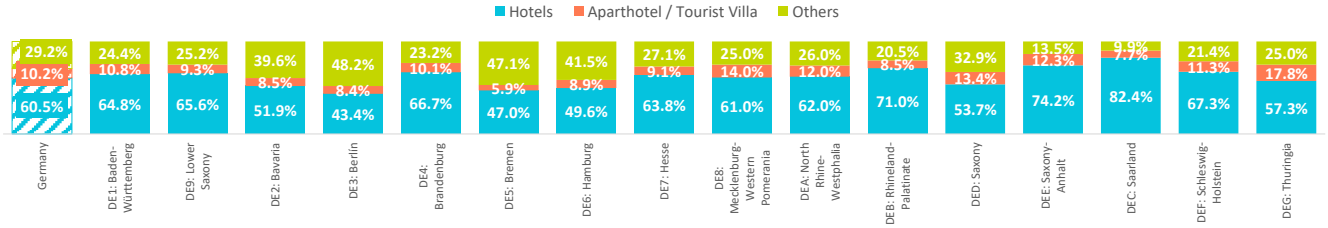


ACCOMMODATION

	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
1-2-3* Hotel	**12.3%**	16.0%	11.7%	9.9%	11.0%	13.7%	17.3%	10.3%	13.7%	6.3%	11.6%	13.0%	7.6%	14.0%	15.1%	18.1%	3.2%
4* Hotel	**40.7%**	41.4%	42.5%	35.6%	26.6%	45.6%	27.5%	32.4%	42.0%	49.0%	42.3%	49.7%	38.8%	53.8%	54.7%	43.2%	52.0%
5* Hotel / 5* Luxury Hotel	**7.6%**	7.4%	11.4%	6.3%	5.8%	7.4%	2.2%	6.9%	8.0%	5.6%	8.1%	8.3%	7.4%	6.4%	12.6%	6.0%	2.1%
Aparthotel / Tourist Villa	**10.2%**	10.8%	9.3%	8.5%	8.4%	10.1%	5.9%	8.9%	9.1%	14.0%	12.0%	8.5%	13.4%	12.3%	7.7%	11.3%	17.8%
House/room rented in a private dwelling	**17.9%**	14.5%	16.2%	25.1%	27.5%	15.6%	21.0%	29.8%	14.8%	21.1%	15.6%	11.1%	23.5%	8.5%	5.7%	10.3%	22.8%
Private accommodation [1]	**7.7%**	7.0%	5.6%	8.8%	13.6%	5.0%	20.1%	8.0%	10.0%	3.1%	7.4%	7.1%	5.0%	4.4%	3.8%	7.3%	-
Others (Cottage, cruise, camping,..)	**3.6%**	2.9%	3.3%	5.7%	7.1%	2.7%	6.0%	3.7%	2.4%	0.8%	3.0%	2.3%	4.4%	0.6%	0.4%	3.9%	2.2%

(1) Own property /House of friends or relatives / Free housing exchange / Other private accommodation.

TYPE OF ACCOMMODATION



Profile of the German tourist according to region of residence (2025)

TRIP MOTIVATION AND DESTINATION CHOICE

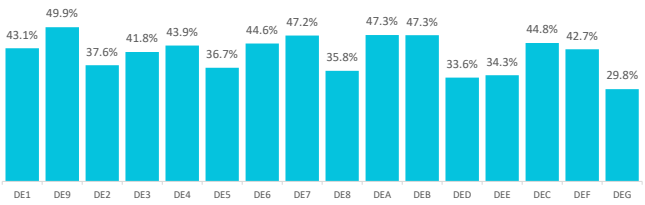
What is the main reason for visiting the Canary Islands?

	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
Holidays	**92.6%**	92.1%	95.2%	92.5%	85.2%	93.5%	82.3%	94.8%	93.0%	94.0%	92.3%	93.7%	97.5%	91.8%	93.2%	91.1%	97.4%
Family reasons	**5.4%**	6.0%	2.8%	5.7%	12.4%	2.6%	14.1%	4.1%	4.5%	2.5%	5.8%	3.6%	2.1%	8.2%	6.8%	5.2%	2.5%
Business	**0.7%**	0.6%	1.1%	0.6%	0.5%	2.7%	3.6%	0.0%	0.5%	0.0%	0.7%	0.8%	0.4%	0.0%	0.0%	0.2%	0.0%
Education and training	**0.3%**	0.3%	0.5%	0.2%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.1%
Sports training	**0.6%**	0.6%	0.1%	0.6%	0.9%	1.2%	0.0%	1.1%	0.5%	1.8%	0.8%	0.2%	0.0%	0.0%	0.0%	0.5%	0.0%
Health	**0.1%**	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.2%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Conventions and Exhibitions	**0.1%**	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.4%	0.0%
Others	**0.4%**	0.4%	0.2%	0.3%	1.0%	0.0%	0.0%	0.0%	0.7%	1.7%	0.1%	0.5%	0.0%	0.0%	0.0%	1.2%	0.0%

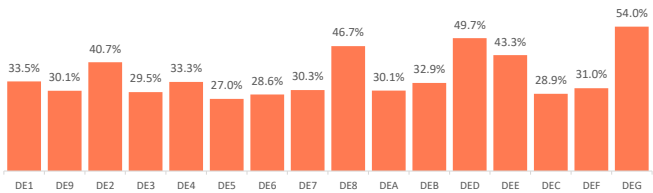
What is the main motivation for their holidays?

	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
Rest	**43.6%**	43.1%	49.9%	37.6%	41.8%	43.9%	36.7%	44.6%	47.2%	35.8%	47.3%	47.3%	33.6%	34.3%	44.8%	42.7%	29.8%
Enjoy family time	**8.9%**	9.7%	7.7%	7.5%	12.9%	8.2%	9.9%	13.3%	8.3%	6.0%	9.0%	5.9%	11.5%	2.2%	9.3%	9.5%	10.4%
Have fun	**8.2%**	9.0%	7.9%	8.0%	8.9%	12.8%	7.3%	7.2%	8.3%	1.3%	8.1%	9.8%	2.2%	18.3%	9.1%	7.8%	5.7%
Explore the destination	**33.7%**	33.5%	30.1%	40.7%	29.5%	33.3%	27.0%	28.6%	30.3%	46.7%	30.1%	32.9%	49.7%	43.3%	28.9%	31.0%	54.0%
Practice their hobbies	**3.3%**	2.2%	2.2%	3.9%	3.9%	0.7%	16.3%	5.2%	2.4%	10.3%	2.9%	2.2%	1.9%	1.8%	4.1%	6.5%	-
Other reasons	**2.3%**	2.6%	2.3%	2.2%	2.8%	1.1%	2.8%	1.1%	3.6%	-	2.6%	1.9%	1.1%	0.0%	3.8%	2.5%	0.1%

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
Climate	**74.5%**	70.8%	77.0%	76.9%	70.0%	67.7%	69.9%	82.5%	71.5%	75.3%	73.9%	75.9%	74.2%	72.9%	88.1%	78.1%	66.5%
Landscapes	**61.2%**	60.7%	63.6%	60.6%	60.5%	63.1%	58.0%	63.0%	61.6%	66.5%	60.1%	61.2%	58.8%	64.8%	56.1%	62.8%	60.2%
Sea	**57.0%**	54.0%	64.2%	56.3%	51.1%	61.3%	49.7%	50.2%	60.2%	55.4%	55.8%	59.4%	55.2%	61.5%	55.3%	60.7%	63.2%
Beaches	**50.9%**	47.2%	54.9%	46.9%	50.4%	48.5%	46.2%	52.0%	56.4%	48.6%	51.4%	54.7%	45.6%	54.8%	57.2%	50.7%	60.8%
Price	**47.9%**	50.0%	49.3%	48.1%	42.3%	50.3%	43.8%	50.7%	47.9%	53.2%	46.3%	47.8%	51.4%	43.7%	45.4%	46.8%	42.8%
Effortless trip	**44.9%**	45.9%	50.0%	44.8%	40.7%	38.0%	30.4%	40.2%	45.4%	45.3%	44.8%	47.2%	42.6%	35.7%	48.5%	46.8%	40.1%
Accommodation supply	**41.5%**	39.8%	44.3%	39.4%	39.4%	33.5%	32.4%	44.8%	44.3%	44.0%	43.9%	46.7%	28.8%	32.9%	38.4%	36.9%	54.6%
Authenticity	**40.5%**	37.9%	40.7%	47.5%	42.1%	49.8%	38.2%	36.6%	39.9%	55.7%	36.1%	38.1%	56.3%	40.6%	31.8%	33.4%	39.5%
Safety	**39.2%**	35.7%	48.9%	35.2%	35.2%	42.5%	33.9%	37.3%	38.7%	36.9%	38.7%	47.1%	43.3%	41.8%	52.0%	40.9%	33.6%
Tranquility	**29.8%**	29.4%	28.9%	30.9%	28.3%	27.3%	32.8%	30.2%	31.5%	29.1%	29.8%	28.5%	30.0%	28.3%	20.1%	31.0%	29.5%
European belonging	**27.6%**	24.4%	26.9%	30.1%	39.9%	27.2%	26.4%	26.4%	30.0%	16.9%	27.6%	24.9%	27.7%	13.9%	21.3%	23.7%	30.1%
Environment	**25.0%**	22.9%	25.5%	29.2%	25.7%	23.1%	22.3%	22.9%	30.0%	17.2%	25.7%	19.1%	20.5%	22.1%	29.8%	19.1%	19.8%
Fun possibilities	**21.9%**	20.3%	21.2%	23.8%	20.1%	17.3%	14.2%	23.4%	25.5%	24.6%	22.5%	21.2%	21.1%	18.9%	14.9%	19.4%	16.0%
Gastronomy	**16.2%**	15.2%	15.0%	16.8%	18.0%	14.5%	28.4%	15.3%	17.1%	16.7%	17.6%	12.9%	12.4%	11.8%	17.1%	15.0%	18.8%
Nightlife	**13.6%**	12.2%	13.1%	16.5%	15.9%	12.0%	9.9%	13.4%	14.0%	11.6%	13.7%	13.0%	12.8%	3.5%	8.7%	10.6%	14.3%
Hiking trail network	**9.8%**	9.4%	11.7%	9.6%	12.1%	7.1%	5.6%	9.7%	11.5%	9.3%	10.6%	7.2%	6.2%	4.6%	9.2%	7.7%	8.6%
Historical heritage	**8.5%**	10.1%	7.6%	8.6%	9.6%	9.7%	5.9%	7.9%	9.6%	12.2%	8.1%	7.9%	4.2%	5.2%	9.6%	8.0%	4.3%
Exoticism	**8.4%**	7.7%	8.3%	8.5%	9.3%	16.1%	9.2%	6.1%	12.0%	2.3%	8.7%	6.3%	8.7%	10.0%	7.0%	7.0%	0.6%
Shopping	**7.8%**	6.7%	6.4%	7.2%	14.8%	16.8%	9.2%	4.8%	10.4%	5.6%	7.9%	5.3%	5.8%	5.6%	6.1%	7.4%	4.6%
Culture	**5.1%**	6.3%	3.7%	5.0%	6.5%	2.3%	3.5%	5.4%	6.3%	2.8%	4.9%	4.7%	7.0%	11.5%	2.0%	3.6%	3.1%

Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important"). % of tourists who indicate that the factor is "very important" in their choice.

What channels did they use to get information about the trip?

	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
Previous visits to the Canary Islands	**45.6%**	41.4%	45.1%	40.1%	53.1%	50.7%	55.7%	44.8%	53.6%	46.2%	46.0%	50.1%	44.3%	33.1%	45.0%	50.9%	35.7%
Friends or relatives	**24.2%**	22.0%	24.3%	25.0%	35.1%	28.2%	24.5%	25.6%	20.1%	20.8%	24.0%	20.4%	26.3%	22.7%	17.7%	25.3%	34.5%
Internet or social media	**52.8%**	55.3%	48.9%	57.4%	57.0%	48.7%	47.2%	56.3%	48.5%	47.7%	50.2%	52.1%	60.9%	48.9%	46.6%	46.1%	74.7%
Mass Media	**2.5%**	2.7%	2.5%	3.4%	0.9%	5.7%	2.3%	2.7%	2.9%	2.2%	1.8%	2.7%	1.8%	1.3%	0.1%	2.7%	3.0%
Travel guides and magazines	**9.4%**	8.9%	8.8%	10.3%	8.5%	8.3%	7.5%	6.8%	9.2%	12.4%	10.3%	8.1%	8.0%	5.5%	16.1%	9.1%	9.5%
Travel Blogs or Forums	**5.4%**	4.4%	3.8%	6.8%	8.0%	3.5%	6.6%	7.7%	5.7%	5.9%	4.6%	5.0%	9.0%	9.0%	2.1%	2.5%	8.7%
Travel TV Channels	**1.1%**	0.9%	1.3%	0.9%	2.8%	4.3%	2.5%	1.0%	1.8%	2.7%	0.7%	0.5%	1.1%	0.0%	1.1%	0.6%	1.1%
Tour Operator or Travel Agency	**23.5%**	21.8%	27.8%	18.7%	17.3%	19.1%	17.0%	13.2%	24.5%	37.9%	25.1%	27.3%	22.3%	31.8%	51.5%	29.1%	26.2%
Public administrations or similar	**0.4%**	0.2%	0.2%	0.7%	0.0%	0.0%	0.0%	1.1%	0.5%	0.0%	0.4%	0.5%	0.5%	0.0%	0.0%	0.3%	0.0%
Others	**3.0%**	3.3%	4.8%	4.1%	3.3%	0.0%	2.1%	1.6%	2.7%	6.0%	2.7%	1.3%	5.1%	2.0%	2.0%	1.2%	0.1%

** Multi-choise question*

Profile of the German tourist according to region of residence (2025)

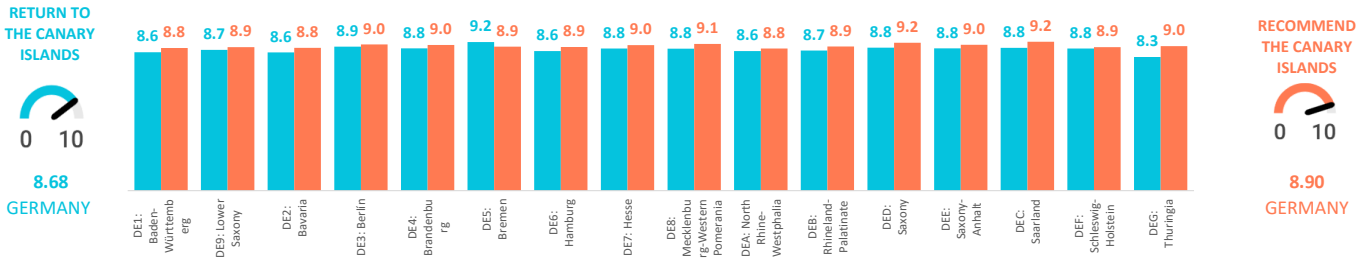
SATISFACTION AND LOYALTY INDICATORS

Satisfaction

Satisfaction (scale 0-10)	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
Average rating	**8.64**	8.61	8.60	8.65	8.76	8.72	8.54	8.59	8.74	8.61	8.60	8.62	8.63	8.80	8.93	8.60	8.62

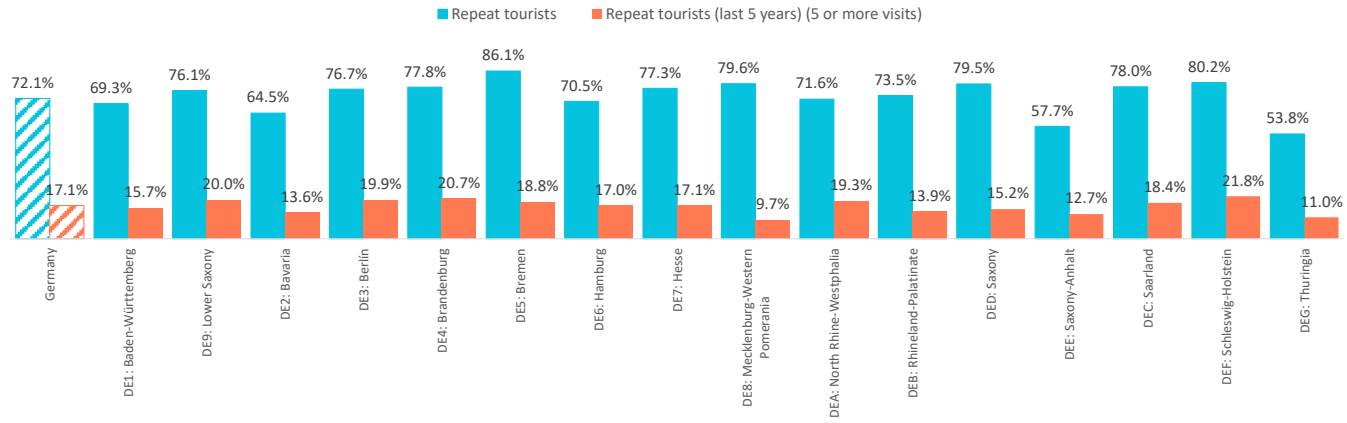
Experience in the Canary Islands	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
Worse or much worse than expected	**1.9%**	1.8%	1.9%	2.5%	0.4%	0.7%	2.2%	3.7%	3.4%	0.0%	1.6%	2.7%	0.0%	0.0%	1.6%	0.3%	2.8%
Lived up to expectations	**57.2%**	57.2%	61.4%	51.4%	55.9%	54.8%	57.9%	51.0%	56.8%	62.4%	60.7%	60.5%	55.3%	43.3%	51.2%	60.7%	61.7%
Better or much better than expected	**40.9%**	41.0%	36.8%	46.1%	43.7%	44.5%	39.9%	45.3%	39.8%	37.6%	37.7%	36.8%	44.7%	56.7%	47.2%	39.1%	35.5%

Future intentions (scale 0-10)	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
Return to the Canary Islands	**8.68**	8.57	8.72	8.56	8.92	8.81	9.20	8.64	8.80	8.79	8.64	8.68	8.85	8.81	8.85	8.80	8.28
Recommend visiting the Canary Islands	**8.90**	8.83	8.89	8.85	9.05	9.02	8.92	8.90	9.01	9.09	8.80	8.93	9.16	9.03	9.23	8.89	8.95



How many are loyal to the Canary Islands?

	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
Repeat tourists	**72.1%**	69.3%	76.1%	64.5%	76.7%	77.8%	86.1%	70.5%	77.3%	79.6%	71.6%	73.5%	79.5%	57.7%	78.0%	80.2%	53.8%
At least 10 previous visits	**18.7%**	15.2%	24.5%	13.7%	22.3%	10.9%	25.0%	18.8%	21.1%	17.6%	21.6%	15.9%	12.0%	13.8%	17.1%	24.6%	16.7%
Repeat tourists (last 5 years)	**67.6%**	65.6%	73.3%	59.1%	69.3%	72.5%	73.8%	64.5%	72.6%	76.8%	68.5%	69.4%	68.8%	51.3%	75.2%	76.8%	48.6%
Repeat tourists (last 5 years) (5 or more visits)	**17.1%**	15.7%	20.0%	13.6%	19.9%	20.7%	18.8%	17.0%	17.1%	9.7%	19.3%	13.9%	15.2%	12.7%	18.4%	21.8%	11.0%



ISLANDS

How many islands do they visit during their trip?

	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
One island	**93.0%**	93.8%	93.0%	92.2%	92.0%	94.8%	99.5%	95.4%	92.1%	87.8%	93.2%	92.8%	92.8%	96.8%	95.0%	93.5%	88.8%
Two islands	**5.6%**	4.7%	5.4%	6.4%	7.1%	2.3%	-	3.1%	6.3%	11.5%	5.1%	6.6%	7.0%	2.5%	3.3%	5.3%	9.3%
Three or more islands	**1.4%**	1.5%	1.6%	1.4%	0.9%	2.9%	0.5%	1.5%	1.6%	0.8%	1.7%	0.6%	0.2%	0.6%	1.7%	1.2%	1.9%

Visited islands during their trip (with overnight staying)

	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
Lanzarote	**9.8%**	5.7%	10.9%	10.0%	6.8%	6.5%	10.3%	11.0%	14.4%	6.4%	8.5%	11.5%	15.2%	16.9%	6.6%	16.3%	5.4%
Fuerteventura	**27.5%**	28.2%	24.8%	22.2%	25.6%	23.2%	31.2%	33.0%	28.7%	20.1%	30.1%	27.1%	25.6%	25.2%	33.6%	35.1%	28.0%
Gran Canaria	**32.3%**	36.1%	41.4%	32.6%	38.4%	36.4%	25.3%	34.0%	25.8%	35.4%	31.3%	29.1%	23.7%	29.2%	20.0%	25.9%	22.4%
Tenerife	**29.8%**	28.8%	23.4%	36.2%	28.9%	32.4%	29.8%	23.0%	30.4%	35.0%	29.3%	29.7%	34.6%	26.5%	37.4%	20.2%	46.9%
La Gomera	**0.7%**	0.3%	1.2%	1.2%	0.2%	2.0%	0.0%	0.0%	1.0%	2.8%	0.6%	0.8%	0.0%	0.6%	0.0%	0.2%	1.3%
La Palma	**3.3%**	3.3%	3.3%	2.4%	5.7%	2.8%	4.0%	4.5%	3.5%	3.6%	3.0%	3.8%	1.7%	0.9%	3.7%	4.6%	4.0%
El Hierro	**0.2%**	0.2%	0.0%	0.2%	0.0%	1.7%	0.0%	1.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%
Cruise	**0.7%**	0.7%	0.6%	0.4%	0.2%	1.0%	0.1%	0.1%	1.1%	0.8%	1.1%	0.6%	0.3%	0.6%	1.7%	0.1%	0.7%

Profile of the German tourist according to region of residence (2025)

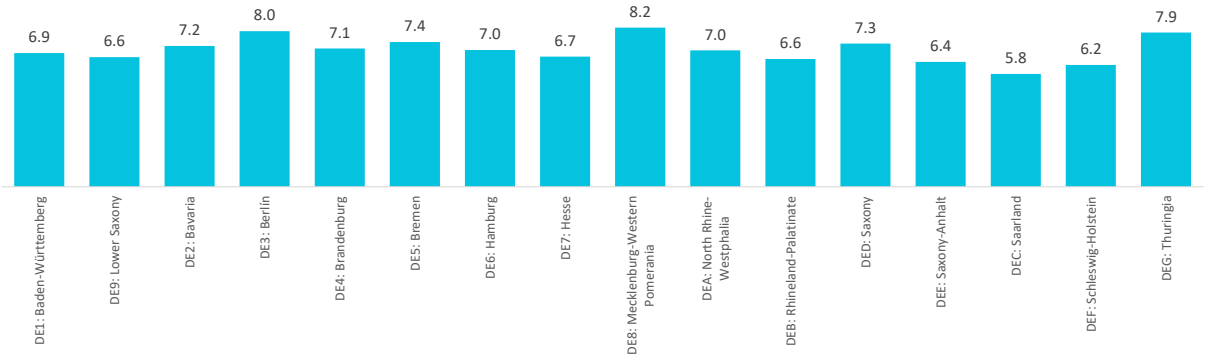
ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
0 hours	**2.3%**	3.5%	1.5%	1.9%	2.0%	0.7%	1.2%	2.6%	2.8%	2.4%	2.5%	2.6%	1.0%	-	1.0%	1.8%	1.3%
1 - 2 hours	**9.6%**	10.1%	12.1%	8.4%	4.5%	11.2%	9.7%	9.2%	10.0%	2.6%	8.9%	11.9%	6.5%	10.0%	13.5%	16.2%	7.3%
3 - 6 hours	**36.6%**	35.1%	40.7%	35.8%	30.6%	40.4%	29.8%	37.2%	36.3%	32.3%	36.6%	39.6%	34.3%	45.1%	42.8%	39.9%	31.5%
7 - 12 hours	**46.0%**	45.5%	42.1%	48.1%	55.5%	41.4%	53.1%	45.1%	47.4%	57.4%	45.6%	42.0%	52.5%	37.2%	41.5%	36.9%	54.2%
More than 12 hours	**5.5%**	5.8%	3.6%	5.9%	7.5%	6.3%	6.3%	5.9%	3.6%	5.4%	6.4%	3.9%	5.6%	7.6%	1.3%	5.2%	5.7%
Outdoor time per day	**7.0**	6.9	6.6	7.2	8.0	7.1	7.4	7.0	6.7	8.2	7.0	6.6	7.3	6.4	5.8	6.2	7.9



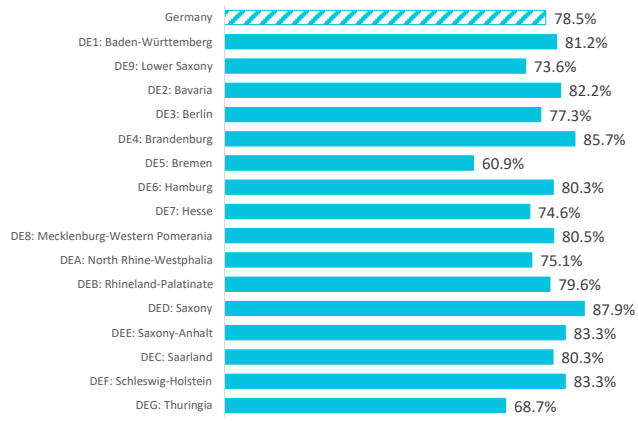
6.97
GERMANY



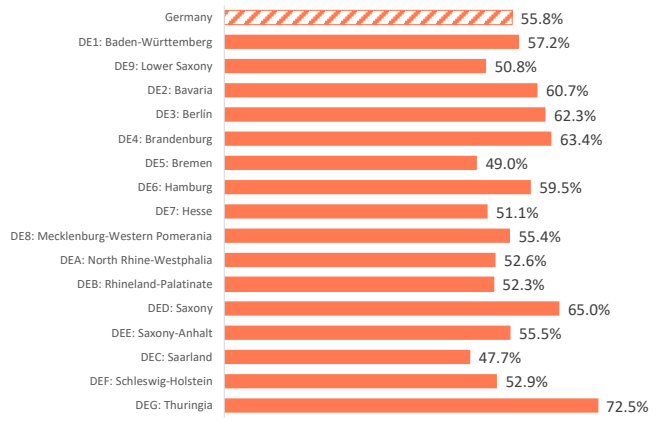
Activities in the Canary Islands

	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
Beach	**78.5%**	81.2%	73.6%	82.2%	77.3%	85.7%	60.9%	80.3%	74.6%	80.5%	75.1%	79.6%	87.9%	83.3%	80.3%	83.3%	68.7%
Strolling, wandering	**59.5%**	55.8%	59.1%	66.2%	63.5%	63.4%	50.8%	58.1%	55.8%	66.8%	57.8%	54.6%	68.1%	60.5%	53.8%	57.3%	66.3%
Explore the island on your own	**55.8%**	57.2%	50.8%	60.7%	62.3%	63.4%	49.0%	59.5%	51.1%	55.4%	52.6%	52.3%	65.0%	55.5%	47.7%	52.9%	72.5%
Pool, hotel facilities	**37.8%**	40.2%	36.7%	36.7%	36.9%	40.6%	31.8%	32.3%	37.4%	33.4%	38.2%	42.9%	34.6%	33.4%	42.2%	40.1%	30.5%
Tasting Canarian cuisine	**35.5%**	34.2%	30.7%	37.7%	45.7%	48.0%	34.4%	42.1%	32.3%	39.0%	33.7%	31.0%	46.7%	37.7%	29.2%	34.0%	32.1%
Hiking	**23.6%**	20.5%	20.1%	30.6%	30.3%	23.9%	27.5%	25.6%	20.0%	31.1%	20.8%	20.9%	29.0%	21.9%	18.9%	21.6%	34.1%
Organized excursions	**17.2%**	15.8%	18.4%	17.3%	15.5%	17.0%	7.1%	13.5%	14.0%	31.0%	16.9%	19.7%	20.4%	28.9%	23.9%	18.0%	25.8%
Marine excursions/cetacean whaling	**12.8%**	12.5%	10.5%	14.7%	14.5%	13.3%	15.5%	14.1%	11.2%	16.3%	11.4%	10.3%	16.6%	16.0%	22.4%	14.7%	11.3%
Other nature activities	**13.6%**	14.1%	12.5%	14.6%	16.3%	19.4%	12.3%	17.0%	13.2%	15.2%	11.8%	8.6%	21.3%	19.0%	21.5%	9.2%	17.8%
Leisure or amusement parks	**11.0%**	9.8%	9.3%	13.1%	12.5%	19.7%	4.0%	11.3%	9.3%	8.5%	9.9%	10.3%	21.2%	7.6%	17.3%	8.0%	14.6%
Wineries/markets/popular festivals	**12.0%**	10.0%	10.0%	14.2%	13.7%	12.2%	4.4%	17.9%	10.0%	7.2%	11.5%	12.0%	11.9%	11.4%	13.6%	14.9%	10.8%
Museums/exhibitions/cultural centers	**12.0%**	9.5%	8.6%	14.3%	15.7%	16.1%	25.6%	15.2%	11.3%	13.8%	11.2%	12.3%	14.9%	9.9%	9.8%	10.3%	13.6%
Nightlife/concerts/shows	**8.9%**	9.1%	8.1%	9.9%	8.8%	5.7%	3.8%	13.1%	8.3%	8.0%	7.0%	9.7%	8.1%	17.4%	10.4%	9.7%	19.1%
Astronomical observation	**6.5%**	6.1%	4.8%	7.1%	6.9%	8.7%	7.1%	10.5%	5.9%	8.5%	6.7%	3.6%	8.1%	3.1%	2.9%	5.6%	11.2%
Other sport	**4.9%**	4.0%	4.6%	6.1%	2.9%	4.2%	0.0%	8.4%	6.2%	3.1%	4.9%	2.1%	6.7%	0.3%	5.9%	6.3%	0.0%
Beauty and health treatments	**3.6%**	2.9%	2.6%	4.2%	3.8%	2.9%	0.0%	4.8%	2.5%	5.3%	4.3%	3.2%	5.4%	4.8%	0.0%	4.6%	1.4%
Surfing	**3.8%**	2.9%	2.2%	5.0%	5.8%	3.8%	8.8%	9.5%	3.2%	4.6%	2.7%	2.1%	3.3%	0.0%	0.0%	4.9%	8.7%
Cycling	**3.6%**	4.1%	5.7%	4.0%	2.4%	1.9%	0.0%	5.6%	3.3%	4.4%	3.1%	2.1%	4.4%	0.2%	0.0%	3.8%	0.9%
Swim	**3.1%**	3.4%	2.0%	3.8%	4.1%	6.7%	0.0%	5.7%	1.9%	6.6%	2.8%	2.5%	1.3%	3.6%	0.0%	3.2%	1.7%
Diving	**3.4%**	3.0%	3.5%	2.6%	3.1%	3.4%	0.0%	4.4%	3.0%	12.1%	3.9%	2.6%	1.6%	2.9%	1.5%	4.2%	5.7%
Running	**2.3%**	1.8%	0.7%	1.8%	4.6%	0.0%	2.1%	4.5%	3.0%	0.1%	3.2%	1.4%	4.4%	0.0%	1.6%	1.4%	3.6%
Golf	**1.6%**	0.8%	2.9%	1.4%	0.0%	1.3%	0.0%	4.3%	2.1%	0.0%	1.6%	1.7%	0.9%	0.0%	3.8%	1.3%	0.0%
Windsurfing	**1.1%**	0.8%	0.3%	1.2%	0.7%	1.3%	9.4%	1.3%	1.2%	4.5%	1.0%	0.0%	2.0%	0.0%	0.0%	3.2%	0.0%

#CALC!



#CALC!



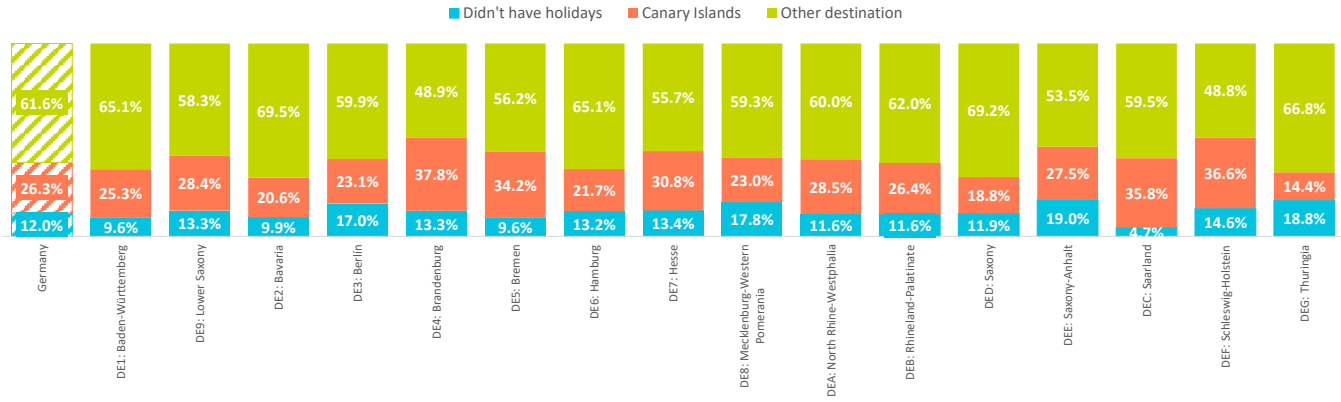
Profile of the German tourist according to region of residence (2025)

COMPETITORS

*Where did they spend their main holiday last year? **

	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
Didn't have holidays	**12.0%**	9.6%	13.3%	9.9%	17.0%	13.3%	9.6%	13.2%	13.4%	17.8%	11.6%	11.6%	11.9%	19.0%	4.7%	14.6%	18.8%
Canary Islands	**26.3%**	25.3%	28.4%	20.6%	23.1%	37.8%	34.2%	21.7%	30.8%	23.0%	28.5%	26.4%	18.8%	27.5%	35.8%	36.6%	14.4%
Other destination	**61.6%**	65.1%	58.3%	69.5%	59.9%	48.9%	56.2%	65.1%	55.7%	59.3%	60.0%	62.0%	69.2%	53.5%	59.5%	48.8%	66.8%
- Balearic Islands	**5.4%**	5.9%	8.0%	3.5%	2.9%	1.2%	4.1%	5.6%	4.6%	5.0%	7.3%	4.7%	5.1%	5.4%	10.3%	3.9%	2.0%
- Rest of Spain	**6.2%**	6.5%	4.5%	7.3%	7.6%	5.7%	0.0%	7.7%	6.6%	2.2%	4.8%	6.9%	10.9%	7.4%	6.5%	4.3%	9.7%
- Italy	**8.9%**	11.6%	9.7%	13.6%	10.3%	5.0%	19.1%	6.9%	8.7%	4.5%	6.3%	7.7%	7.2%	1.5%	7.2%	3.0%	2.5%
- France	**4.3%**	5.0%	2.8%	4.0%	4.9%	2.5%	4.4%	7.4%	3.3%	5.5%	4.5%	5.2%	1.8%	1.4%	9.9%	3.5%	4.0%
- Turkey	**3.8%**	3.6%	4.6%	3.4%	1.9%	3.3%	6.1%	3.1%	3.6%	3.8%	4.3%	4.2%	5.3%	4.5%	4.5%	2.8%	3.4%
- Greece	**7.3%**	8.0%	7.1%	6.6%	5.1%	5.5%	4.7%	6.6%	7.0%	7.5%	7.4%	10.8%	8.8%	6.1%	5.3%	8.3%	3.2%
- Portugal	**3.4%**	2.8%	2.6%	3.5%	4.6%	4.7%	3.9%	2.7%	2.8%	0.1%	4.1%	4.1%	5.2%	0.8%	2.8%	2.4%	6.5%
- Croatia	**3.0%**	2.9%	2.7%	5.7%	3.3%	2.6%	0.0%	2.6%	2.1%	0.0%	2.4%	1.2%	5.9%	2.4%	0.0%	1.6%	2.3%
- Egypt	**2.0%**	1.8%	2.0%	1.7%	1.3%	3.3%	3.4%	0.9%	1.8%	2.9%	2.1%	2.5%	2.6%	4.6%	0.0%	2.9%	4.5%
- Tunisia	**0.5%**	0.4%	0.6%	0.7%	0.0%	0.0%	0.0%	1.3%	0.4%	0.8%	0.3%	0.2%	0.0%	0.0%	0.0%	0.9%	1.7%
- Morocco	**0.9%**	0.9%	0.5%	0.8%	1.0%	0.0%	0.0%	1.7%	0.6%	0.0%	0.7%	1.3%	4.2%	0.0%	0.0%	0.5%	3.1%
- Others	**16.1%**	15.9%	13.2%	18.9%	16.9%	15.0%	10.5%	18.6%	14.2%	27.0%	15.8%	13.1%	12.2%	19.6%	12.9%	14.6%	23.8%

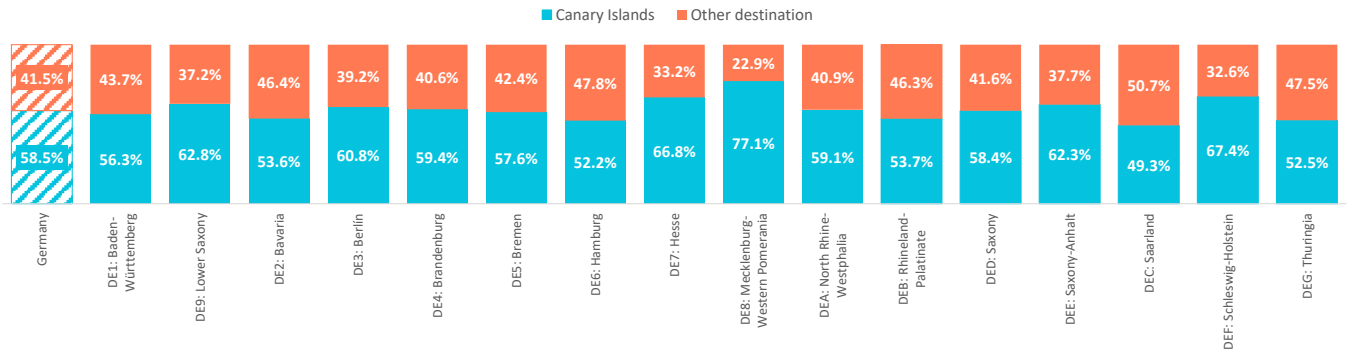
** Percentage of valid answers*



*What other destinations did they consider for this trip? **

	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
None (I was clear about "this Canary Island")	**29.7%**	27.4%	32.9%	26.8%	32.7%	24.2%	33.5%	25.7%	34.3%	46.4%	29.6%	30.6%	31.7%	37.8%	23.0%	32.4%	22.5%
Canary Islands (other island)	**28.8%**	28.9%	29.9%	26.7%	28.1%	35.2%	24.1%	26.5%	32.5%	30.6%	29.5%	23.1%	26.7%	24.5%	26.2%	35.0%	30.0%
Other destination	**41.5%**	43.7%	37.2%	46.4%	39.2%	40.6%	42.4%	47.8%	33.2%	22.9%	40.9%	46.3%	41.6%	37.7%	50.7%	32.6%	47.5%
- Balearic Islands	**6.0%**	5.7%	3.8%	5.9%	1.9%	0.9%	0.3%	2.0%	3.3%	0.2%	11.3%	2.1%	1.0%	0.5%	1.3%	1.8%	1.1%
- Rest of Spain	**5.4%**	5.3%	2.9%	7.4%	2.6%	0.8%	0.1%	2.1%	1.8%	0.2%	8.4%	2.9%	1.1%	0.4%	0.4%	1.1%	0.9%
- Italy	**4.2%**	4.1%	2.7%	6.6%	1.5%	0.7%	0.4%	1.8%	1.3%	0.1%	5.8%	1.9%	1.1%	0.1%	0.6%	0.9%	0.4%
- France	**1.4%**	1.4%	1.0%	1.9%	0.3%	0.3%	0.1%	0.6%	0.4%	0.0%	2.3%	1.0%	0.9%	0.0%	0.0%	0.0%	0.1%
- Turkey	**2.7%**	2.9%	1.8%	3.8%	0.8%	0.3%	0.4%	1.0%	1.6%	0.3%	3.4%	1.5%	0.5%	0.2%	0.4%	0.7%	0.1%
- Greece	**7.9%**	7.8%	3.6%	10.8%	2.4%	1.4%	0.4%	3.3%	4.4%	0.5%	12.8%	3.7%	1.2%	0.1%	0.8%	2.6%	0.6%
- Portugal	**5.4%**	7.1%	3.3%	6.9%	0.8%	0.9%	0.4%	2.5%	3.0%	0.0%	8.7%	2.3%	1.0%	0.3%	0.3%	0.8%	0.4%
- Croatia	**2.1%**	2.0%	0.8%	4.4%	0.6%	0.3%	0.1%	0.4%	0.6%	0.0%	2.7%	1.3%	0.4%	0.2%	0.4%	0.4%	0.2%
- Egypt	**3.3%**	4.0%	1.6%	5.8%	1.2%	0.4%	0.2%	0.9%	1.8%	0.3%	3.9%	1.5%	0.6%	0.3%	0.3%	0.9%	0.2%
- Others	**2.9%**	3.4%	1.0%	4.6%	1.5%	0.1%	0.2%	1.0%	1.6%	0.3%	2.6%	1.4%	0.7%	0.3%	0.1%	1.8%	0.5%

** Percentage of valid answers*



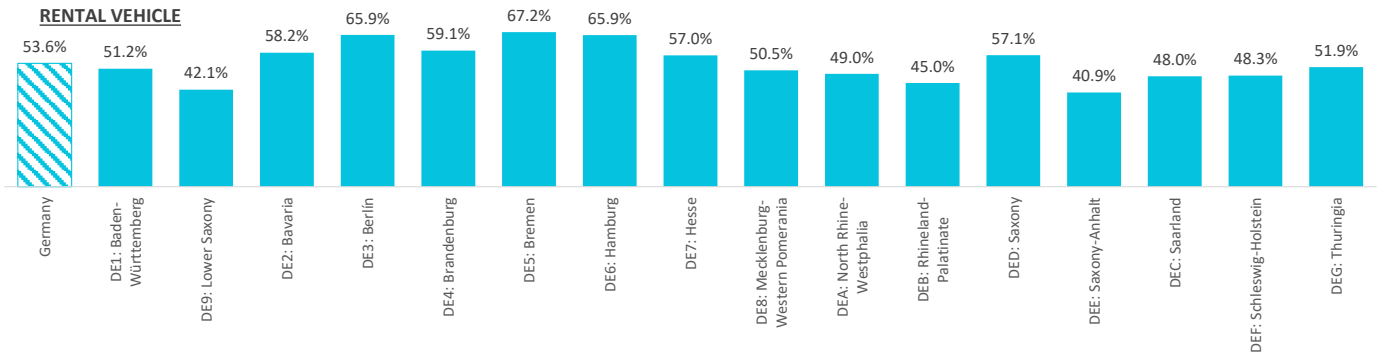
Profile of the German tourist according to region of residence (2025)

TRANSPORT (Data Q4 2025)

What means of transport have they used during their stay in the Canary Islands?

	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
Rental vehicle	**53.6%**	51.2%	42.1%	58.2%	65.9%	59.1%	67.2%	65.9%	57.0%	50.5%	49.0%	45.0%	57.1%	40.9%	48.0%	48.3%	51.9%
Public transport	**33.7%**	39.3%	33.2%	38.8%	34.4%	20.6%	20.5%	35.5%	23.1%	23.9%	33.9%	31.3%	36.9%	31.7%	30.3%	27.3%	78.7%
Taxi / Private hire vehicle	**15.5%**	14.6%	22.9%	18.7%	14.3%	2.0%	18.4%	15.0%	17.2%	10.3%	19.8%	12.0%	25.3%	8.4%	7.7%	21.5%	20.3%
Organised excursions with transport included	**19.6%**	12.8%	18.1%	13.8%	9.9%	9.0%	4.6%	24.5%	12.3%	43.0%	11.2%	17.4%	12.3%	43.1%	20.0%	22.9%	39.3%
Bicycle	**3.6%**	4.0%	5.3%	4.8%	3.1%	2.4%	0.0%	5.8%	4.5%	7.0%	4.6%	1.0%	9.3%	0.0%	0.0%	3.4%	2.8%
On foot	**15.7%**	15.7%	17.0%	9.5%	13.7%	26.6%	0.0%	13.7%	18.6%	9.7%	15.3%	20.3%	16.9%	28.4%	29.5%	15.2%	0.2%

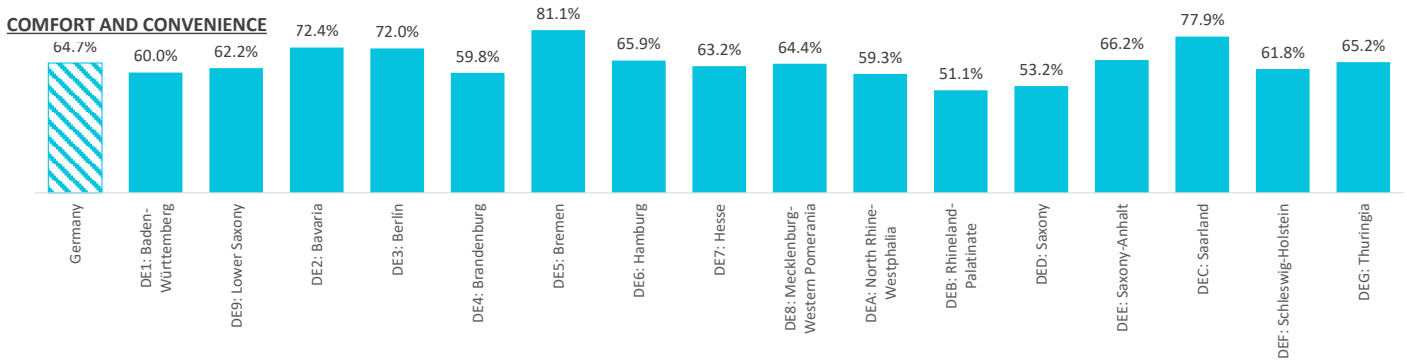
** Multi-choise question*



What factors influenced their choice of transport?

	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
No other alternative	**15.9%**	17.1%	18.4%	11.9%	19.9%	29.4%	4.6%	22.6%	15.8%	35.3%	17.8%	17.0%	5.4%	13.7%	8.2%	6.8%	10.4%
Comfort and convenience	**64.7%**	60.0%	62.2%	72.4%	72.0%	59.8%	81.1%	65.9%	63.2%	64.4%	59.3%	51.1%	53.2%	66.2%	77.9%	61.8%	65.2%
Price	**33.9%**	37.4%	24.8%	31.7%	38.8%	41.6%	36.1%	30.6%	26.9%	27.5%	31.7%	41.2%	47.0%	13.2%	29.1%	30.1%	54.7%
Acessibility	**30.7%**	31.4%	19.8%	36.9%	28.9%	31.8%	42.1%	35.8%	24.2%	11.2%	24.8%	21.6%	37.2%	14.3%	31.6%	34.2%	64.8%
Environmental impact	**5.6%**	7.1%	5.8%	6.3%	7.6%	6.4%	0.0%	3.2%	6.6%	0.0%	4.1%	5.1%	15.7%	0.0%	3.8%	10.9%	6.8%
Safety	**7.3%**	5.4%	7.2%	11.7%	4.3%	8.0%	0.0%	1.3%	7.2%	0.0%	8.9%	15.5%	7.9%	13.4%	11.3%	10.1%	4.5%
Available travel time	**11.0%**	7.7%	4.1%	9.4%	16.4%	8.6%	0.0%	1.7%	8.9%	8.5%	8.0%	13.0%	30.1%	30.4%	17.2%	3.3%	8.8%
Punctuality	**4.8%**	4.3%	5.9%	7.8%	1.4%	0.0%	0.0%	3.0%	3.9%	0.0%	7.0%	12.8%	5.4%	6.7%	10.2%	8.6%	0.1%
Flexible timetable	**5.8%**	3.9%	3.3%	5.4%	11.1%	2.6%	17.5%	9.3%	8.0%	0.0%	3.4%	2.8%	4.4%	12.7%	4.4%	3.8%	0.0%

** Multi-choise questions*



Did you experience any difficulties with transport during their stay in the Canary Islands?

	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
Yes	**5.6%**	6.2%	6.0%	6.0%	15.2%	0.0%	16.9%	7.1%	3.5%	0.0%	7.1%	1.0%	0.1%	0.0%	0.0%	10.0%	9.6%
- Infrequent service	**2.0%**	0.7%	4.1%	3.6%	0.0%	0.0%	10.7%	4.2%	0.3%	0.0%	1.7%	1.0%	0.0%	0.0%	0.0%	5.0%	0.0%
- Confusing or insufficient information	**2.1%**	1.1%	0.7%	3.0%	6.3%	0.0%	10.7%	2.0%	1.7%	0.0%	2.9%	1.0%	0.1%	0.0%	0.0%	4.7%	0.0%
- Accessibility barriers	**0.3%**	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%
- Delays or cancellations	**3.2%**	2.6%	1.1%	3.0%	7.3%	0.0%	16.9%	4.1%	1.7%	0.0%	2.3%	1.0%	0.0%	0.0%	0.0%	1.9%	9.6%
- High fares	**0.2%**	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
- Difficulties with booking systems	**0.1%**	0.3%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%
- Poor connections	**0.8%**	0.7%	3.1%	2.1%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	5.0%	0.0%
- Others	**0.7%**	2.4%	0.6%	0.0%	3.2%	0.0%	0.0%	1.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%
No	**94.4%**	93.8%	94.0%	94.0%	84.8%	######	83.1%	92.9%	96.5%	100.0%	92.9%	99.0%	99.9%	100.0%	#####	90.0%	90.4%

** The breakdown of the response 'Yes, they have had difficulties with transport during their stay in the Canary Islands' corresponds to a multi-response question. Percentages are calculated based on the total number of tourists.*

Profile of the German tourist according to region of residence (2025)

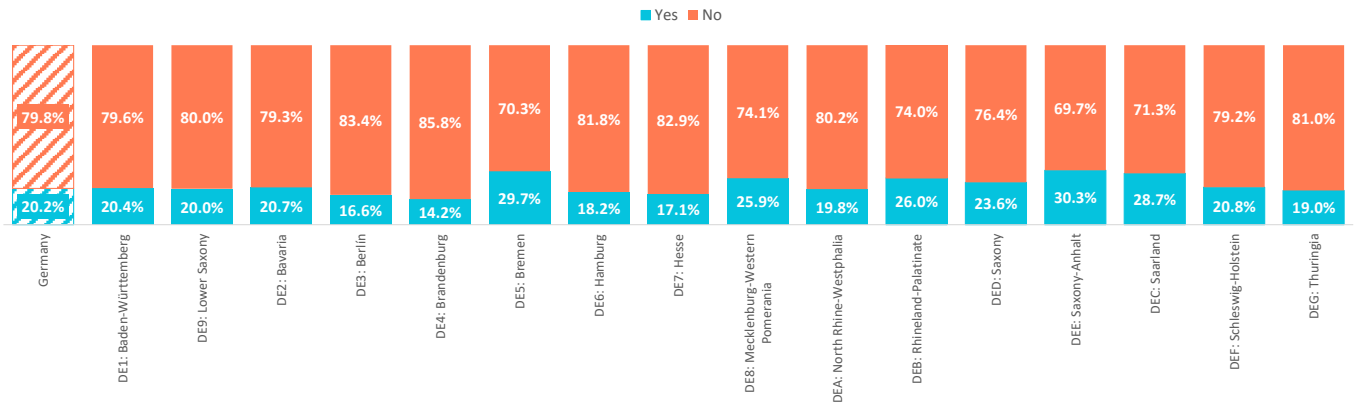
TOURIST TAX (Data from Q4 2024 to Q3 2025)

Have they visited any holiday destination in the last five years where they were charged a tourist tax?

	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
Yes	**40.1%**	40.8%	40.2%	43.1%	36.5%	48.6%	43.0%	40.4%	39.4%	31.9%	43.0%	36.1%	29.3%	21.0%	30.4%	35.1%	46.5%
No	**34.5%**	35.4%	35.7%	29.9%	33.5%	30.0%	27.4%	32.5%	37.9%	36.3%	33.2%	32.4%	41.3%	54.5%	50.9%	40.1%	27.2%
Not remember	**25.4%**	23.8%	24.0%	27.0%	30.0%	21.5%	29.5%	27.1%	22.7%	31.7%	23.8%	31.5%	29.4%	24.5%	18.7%	24.9%	26.3%

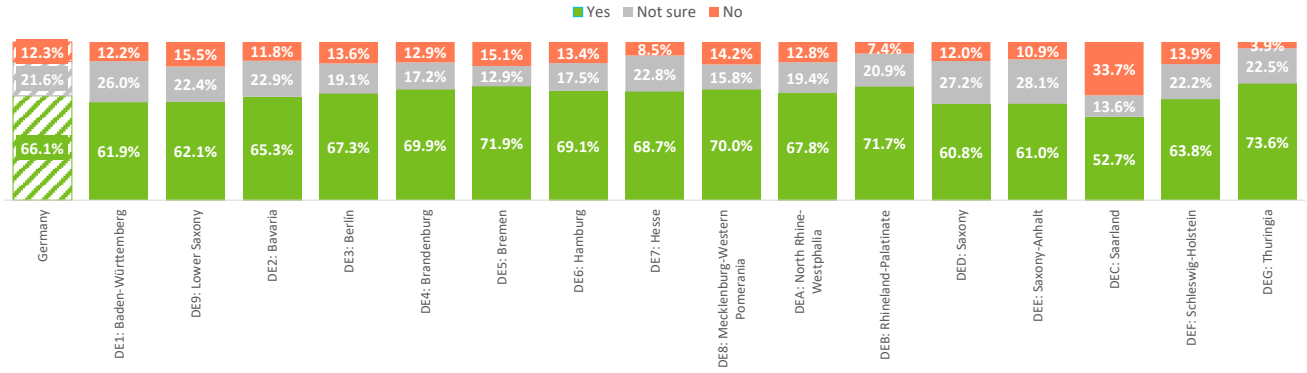
When choosing a travel destination, do they usually exclude those that charge a tourist tax?

	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
Yes	**20.2%**	20.4%	20.0%	20.7%	16.6%	14.2%	29.7%	18.2%	17.1%	25.9%	19.8%	26.0%	23.6%	30.3%	28.7%	20.8%	19.0%
No	**79.8%**	79.6%	80.0%	79.3%	83.4%	85.8%	70.3%	81.8%	82.9%	74.1%	80.2%	74.0%	76.4%	69.7%	71.3%	79.2%	81.0%



Would they be willing to pay a tourist tax for each day of accommodation in the Canary Islands?

	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
Yes	**66.1%**	61.9%	62.1%	65.3%	67.3%	69.9%	71.9%	69.1%	68.7%	70.0%	67.8%	71.7%	60.8%	61.0%	52.7%	63.8%	73.6%
- For any purpose	**14.7%**	15.6%	12.7%	17.2%	17.8%	14.6%	10.9%	13.7%	16.4%	13.9%	13.9%	11.9%	16.5%	6.0%	2.7%	10.9%	20.2%
- Improve living conditions	**13.6%**	12.4%	13.6%	11.2%	14.6%	11.3%	18.8%	12.9%	12.6%	15.4%	15.6%	15.4%	14.5%	5.2%	13.4%	15.1%	17.4%
- Improve economic development	**4.4%**	4.4%	5.4%	3.5%	2.0%	8.3%	3.1%	6.0%	5.8%	9.6%	3.5%	4.0%	4.3%	4.8%	2.3%	4.5%	1.8%
- Improve the environment	**25.4%**	20.7%	23.2%	25.6%	23.6%	29.0%	25.6%	29.8%	28.3%	10.1%	26.6%	32.5%	18.6%	31.5%	13.7%	27.3%	25.0%
- Improve the tourist environment	**2.8%**	3.4%	2.0%	3.4%	3.3%	1.9%	3.3%	0.7%	0.5%	10.6%	2.9%	4.7%	3.6%	2.8%	10.7%	1.2%	3.9%
- Other purposes	**5.3%**	5.3%	5.2%	4.4%	6.1%	4.8%	10.2%	6.0%	5.2%	10.3%	5.3%	3.3%	3.4%	10.8%	10.0%	4.9%	5.4%
Not sure	**21.6%**	26.0%	22.4%	22.9%	19.1%	17.2%	12.9%	17.5%	22.8%	15.8%	19.4%	20.9%	27.2%	28.1%	13.6%	22.2%	22.5%
No	**12.3%**	12.2%	15.5%	11.8%	13.6%	12.9%	15.1%	13.4%	8.5%	14.2%	12.8%	7.4%	12.0%	10.9%	33.7%	13.9%	3.9%



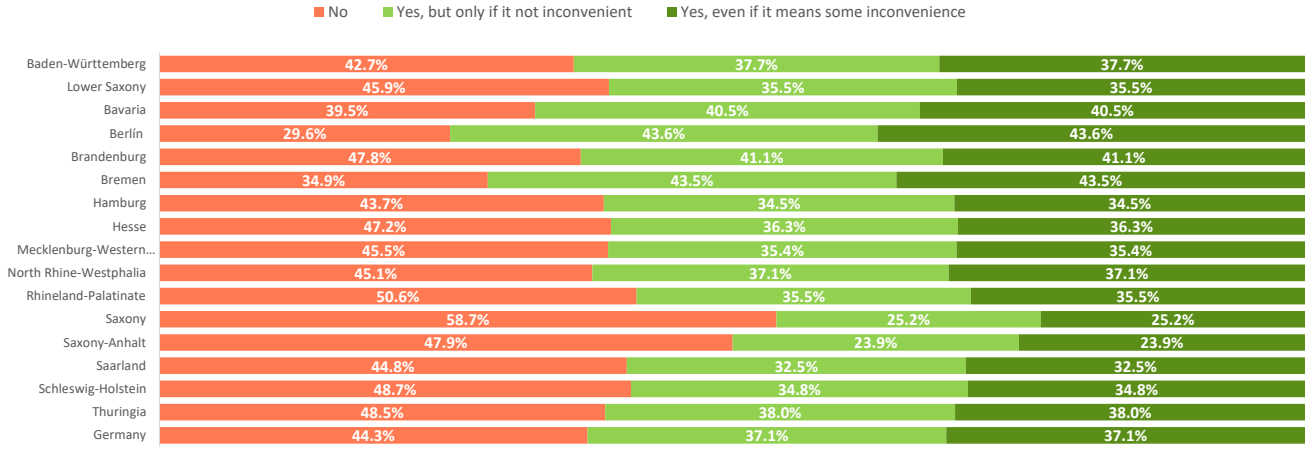
How much would they be willing to pay?

	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
Up to 1 euro	**31.1%**	31.5%	32.9%	33.9%	27.1%	36.9%	25.1%	26.7%	31.4%	39.5%	28.7%	32.6%	27.5%	21.4%	41.7%	29.9%	43.1%
Up to 2 euros	**40.1%**	41.9%	39.7%	37.7%	39.7%	28.5%	38.3%	42.8%	38.5%	35.4%	40.6%	38.3%	45.1%	60.7%	34.6%	44.7%	39.0%
Up to 3 euros	**20.1%**	18.7%	19.6%	21.1%	20.6%	23.5%	32.6%	18.8%	17.9%	15.8%	21.8%	23.3%	16.1%	14.1%	23.7%	20.6%	11.6%
More than 3 euros	**8.7%**	8.0%	7.8%	7.3%	12.7%	11.1%	4.0%	11.6%	12.2%	9.4%	8.9%	5.8%	11.3%	3.8%	0.0%	4.9%	6.2%

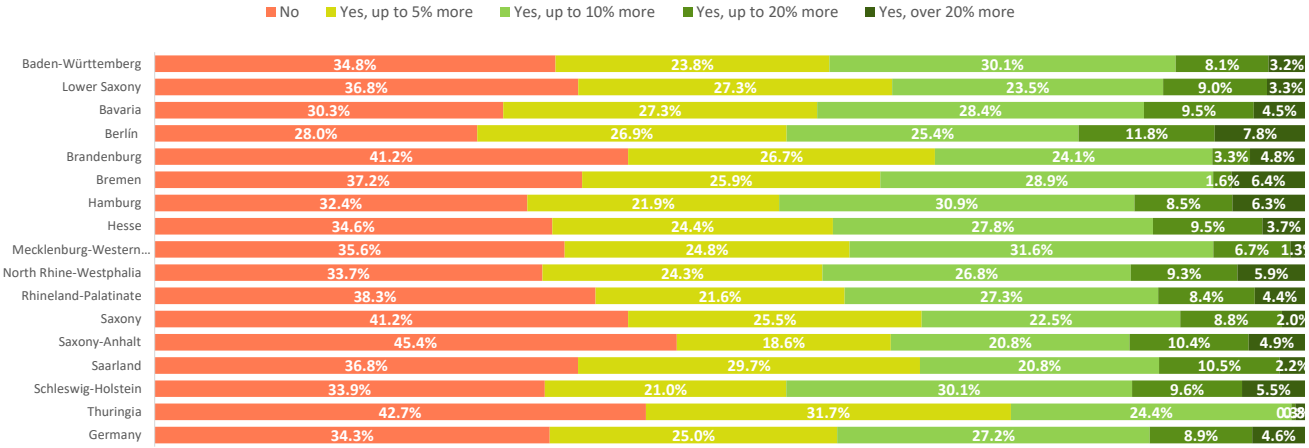
Profile of the German tourist according to region of residence (2025)

SUSTAINABLE DESTINATION (DATA = 2023)

When booking a trip, do they tend to choose the most sustainable options?



Would they be willing to spend more on travel to reduce their carbon footprint?



*Percepcion of the following sustainability measures during their stay **

	Germany	DE1	DE9	DE2	DE3	DE4	DE5	DE6	DE7	DE8	DEA	DEB	DED	DEE	DEC	DEF	DEG
Quality of life on the island	**7.80**	7.62	7.75	7.88	7.88	7.64	7.35	7.95	7.96	7.68	7.84	7.73	7.66	7.75	7.92	7.69	7.63
Tolerance towards tourism	**8.53**	8.59	8.56	8.47	8.40	8.47	8.61	8.67	8.46	8.68	8.58	8.43	8.28	8.69	8.43	8.62	8.57
Cleanliness of the island	**7.82**	7.78	7.71	7.84	7.84	7.67	7.64	7.52	8.00	7.46	7.95	7.93	7.69	8.16	7.64	7.42	7.71
Air quality	**8.48**	8.34	8.61	8.33	8.37	8.07	8.61	8.37	8.51	8.75	8.61	8.48	8.43	8.07	8.62	8.60	8.72
Rational water consumption	**6.93**	6.96	6.87	6.81	6.97	6.33	6.63	6.92	6.91	6.29	7.17	6.76	6.80	6.27	7.20	6.87	7.18
Energy saving	**6.40**	6.54	6.31	6.29	6.55	5.98	6.26	6.47	6.36	5.63	6.56	6.36	6.10	6.00	6.68	6.24	6.42
Use of renewable energy	**6.41**	6.55	6.28	6.42	6.53	6.28	6.05	6.27	6.26	5.74	6.58	6.36	6.14	5.74	6.82	6.28	6.22
Recycling	**6.31**	6.47	6.42	6.26	6.10	5.94	5.82	6.16	6.03	5.88	6.49	6.41	5.88	5.91	6.73	6.23	6.58
Easy to get around by public transport	**7.16**	7.20	7.00	7.15	6.50	7.04	7.30	6.85	7.09	6.49	7.40	7.24	7.27	7.88	7.59	6.98	8.05
Overcrowding in tourist areas	**5.56**	5.50	5.41	5.59	5.29	5.70	5.95	5.06	5.50	5.74	5.74	5.60	5.43	5.82	5.70	5.66	5.87
Supply of local products	**6.83**	6.79	6.79	6.85	6.76	6.56	6.90	6.55	6.87	6.76	6.85	6.73	7.15	6.50	6.38	7.07	7.64

** Scale 0 - 10 (0 = Not important and 10 = Very important)*

Source: Tourist Expenditure Survey (EGT, ISTAC).

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