

Tourist profile by municipality

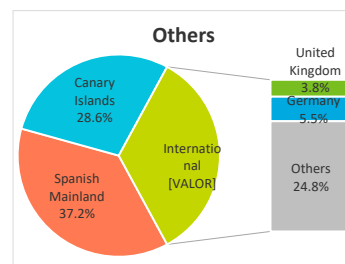
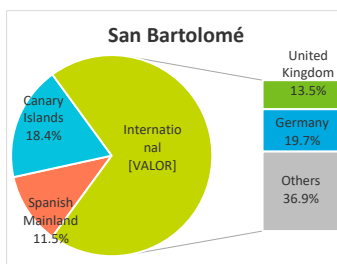
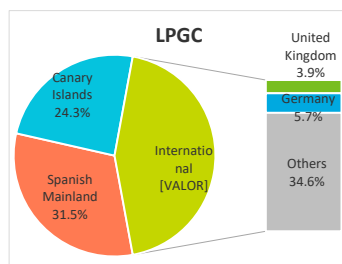
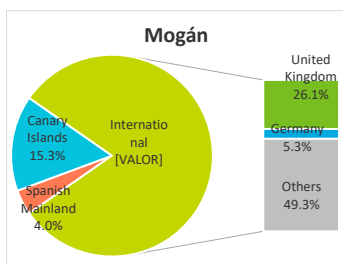
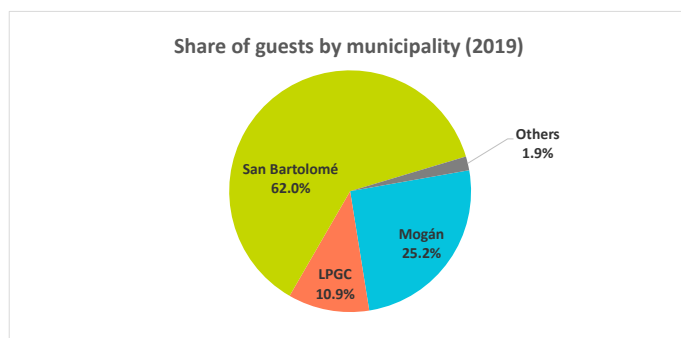
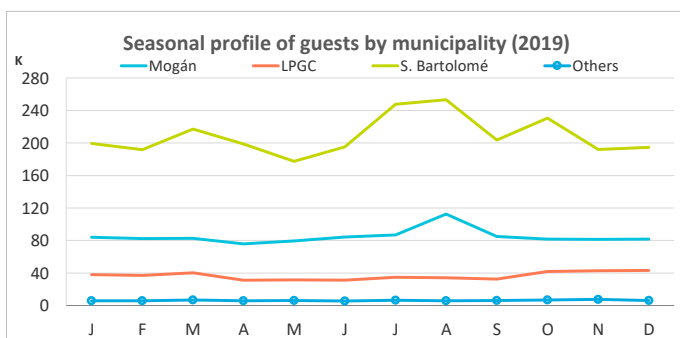
Gran Canaria (2019)



GUESTS IN ACCOMMODATION

Place of residence:	Municipality of stay					Gran Canaria	Accommodation type	
	Mogán	LPGC	San Bartolomé	Others	Hotel		Apartment	
International	821,041	193,924	1,753,224	25,561	2,793,750	1,927,606	866,144	
- United Kingdom	265,771	17,007	337,087	2,849	622,714	428,109	194,605	
- Germany	53,470	25,096	492,694	4,137	575,397	451,329	124,068	
Spanish Mainland	41,044	137,983	288,366	27,888	495,281	340,717	154,564	
Canary Islands	156,266	106,809	460,189	21,438	744,702	416,566	328,136	
Total	1,018,351	438,716	2,501,779	74,887	4,033,733	2,684,889	1,348,844	

Place of residence:	Municipality of stay (%)					Gran Canaria	Accommodation type (%)	
	Mogán	LPGC	San Bartolomé	Others	Hotel		Apartment	
International	80.6%	44.2%	70.1%	34.1%	69.3%	71.8%	64.2%	
- United Kingdom	26.1%	3.9%	13.5%	3.8%	15.4%	15.9%	14.4%	
- Germany	5.3%	5.7%	19.7%	5.5%	14.3%	16.8%	9.2%	
Spanish Mainland	4.0%	31.5%	11.5%	37.2%	12.3%	12.7%	11.5%	
Canary Islands	15.3%	24.3%	18.4%	28.6%	18.5%	15.5%	24.3%	
Total	100%	100%	100%	100%	100%	100%	100%	



Other indicators

	Municipality (%)					Gran Canaria	Accommodation type (%)	
	Mogán	LPGC	San Bartolomé	Others	Hotel		Apartment	
Bednights								
International	7,553,398	887,214	16,048,891	76,868	24,566,371	15,835,881	8,730,490	
- United Kingdom	2,319,538	77,859	2,803,532	8,906	5,209,835	3,442,049	1,767,786	
- Germany	531,877	115,879	5,107,112	15,471	5,770,339	4,091,752	1,678,587	
Spanish Mainland	220,874	402,993	1,732,444	79,475	2,435,786	1,481,828	953,958	
Canary Islands	589,646	242,217	1,725,126	38,727	2,595,716	1,278,297	1,317,419	
Total	8,363,918	1,532,424	19,506,461	195,070	29,597,873	18,596,006	11,001,867	
Length of stay								
International	9.2	4.6	9.2	3.0	8.8	8.2	10.1	
- United Kingdom	8.7	4.6	8.3	3.1	8.4	8.0	9.1	
- Germany	10.0	4.6	10.4	3.7	10.0	9.1	13.5	
Spanish Mainland	5.4	2.9	6.0	2.8	4.9	4.4	6.2	
Canary Islands	3.8	2.3	3.8	1.8	3.5	3.1	4.0	
Total	8.2	3.5	7.8	2.6	7.3	6.9	8.2	
ADR (€)	74.0	68.4	92.6	64.5	86.0	101.6	58.1	
RevPar (€)	53.9	49.9	69.3	38.8	63.6	82.4	37.1	
Total revenue (€ million)	259.7	67.0	865.8	7.6	1,200	909.7	290.5	
Bed-space occupancy rate (%)	66.1	54.9	61.9	50.3	62.5	75.9	48.2	
Occupancy rate per room/apart. (%)	72.8	72.9	74.8	60.2	74.0	81.2	63.9	

Sources: Encuestas de alojamiento turístico hotelero y extrahotelero (ISTAC). Note 1: guests checking in as new arrivals. Note 2: Occupancy rate could be above 100% because of extra beds.

Tourist profile by municipality

Gran Canaria (2019)

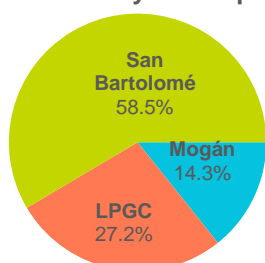


How many are they and how much do they spend?



	Mogán	LPGC	San Bartolomé	Gran Canaria
Tourist arrivals (> 15 years old)	501,318	955,262	2,053,648	3,698,127
Average daily expenditure (€)	119.90	142.97	150.30	141.54
Average length of stay	8.24	9.64	9.32	9.30
Turnover per tourist (€)	762	1,224	1,287	1,174
Total turnover (> 15 years old) (€m)	382	1,170	2,642.2	4,340
Share of total turnover	8.8%	26.9%	60.9%	100%
Share of total tourists	13.6%	25.8%	55.5%	100%

Share of tourists by municipality (2019)



Importance of each factor in the destination choice



	Mogán	LPGC	San Bartolomé	Gran Canaria
Climate	69.3%	84.8%	82.7%	68.0%
Safety	39.1%	49.9%	50.1%	38.1%
Sea	50.6%	47.4%	48.0%	46.4%
Tranquility	39.8%	43.4%	47.0%	41.4%
Beaches	46.7%	41.4%	45.0%	39.8%
Accommodation supply	21.5%	44.0%	44.7%	19.8%
European belonging	33.2%	34.4%	38.7%	31.1%
Price	31.4%	35.8%	33.5%	31.9%
Effortless trip	29.1%	33.7%	34.9%	29.8%
Landscapes	41.5%	24.4%	27.3%	55.3%
Environment	32.4%	28.3%	26.4%	45.0%
Gastronomy	25.7%	20.8%	22.6%	31.1%
Fun possibilities	21.9%	19.3%	20.0%	17.7%
Authenticity	23.5%	14.3%	15.5%	30.7%
Exoticism	12.7%	9.1%	10.1%	15.3%
Shopping	11.3%	7.8%	9.9%	9.7%
Nightlife	11.2%	7.1%	9.7%	9.2%
Hiking trail network	13.4%	8.1%	7.6%	23.6%
Culture	12.1%	6.3%	6.3%	15.9%

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 is the main motivation for their holidays?



	Mogán	LPGC	San Bartolomé	Gran Canaria
Rest	29.3%	64.6%	62.5%	56.5%
Explore the destination	16.9%	8.6%	12.3%	12.7%
Other reasons	32.5%	25.9%	23.5%	26.1%

How far in advance do they book their trip?



	Mogán	LPGC	San Bartolomé	Gran Canaria
Between 0 and 30 days	43.6%	21.6%	26.3%	28.1%
Between 1 and 2 months	26.4%	22.4%	22.1%	23.0%
More than 3 months	29.0%	55.4%	51.1%	48.3%

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



	Mogán	LPGC	San Bartolomé	Gran Canaria
Previous visits to the Canary Islands	36.2%	59.0%	54.2%	52.2%
Friends or relatives	35.5%	24.8%	23.1%	26.0%
Internet or social media	44.6%	52.2%	53.2%	51.8%
Tour Operator or Travel Agency	9.8%	20.3%	27.8%	22.3%
Others	19.4%	13.0%	15.8%	16.2%

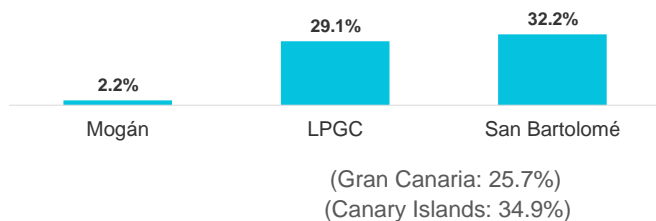
(*) Multi-choice question

What do they book?



	Mogán	LPGC	San Bartolomé	Gran Canaria
Room only/ Bed & Breakfast	60.8%	48.8%	33.5%	42.1%
Half board / Full board	5.0%	11.3%	29.2%	20.0%
All inclusive	2.2%	29.1%	32.2%	25.7%

ALL INCLUSIVE



% TOURISTS WHO CHOOSE ACCOMMODATION SUPPLY



Where do they stay?



Type of accommodation	Mogán	LPGC	San Bartolomé	Gran Canaria
All markets	100%	100%	100%	100%
- Hotel	36.6%	52.1%	63.0%	54.1%
- Apartment	11.2%	28.4%	27.0%	24.4%
- Other type of accommodation	52.2%	19.5%	10.0%	21.6%
German market	100%	100%	100%	100%
- Hotel	28.9%	61.9%	70.1%	63.1%
- Apartment	10.4%	17.5%	21.5%	19.6%
- Other type of accommodation	60.7%	20.6%	8.4%	17.4%
Spanish Mainland market	100%	100%	100%	100%
- Hotel	40.3%	52.9%	63.5%	48.0%
- Apartment	8.5%	32.1%	24.0%	16.6%
- Other type of accommodation	51.2%	15.0%	12.5%	35.5%
British market	100%	100%	100%	100%
- Hotel	26.5%	53.9%	65.1%	55.9%
- Apartment	13.5%	30.9%	28.5%	27.9%
- Other type of accommodation	60.0%	15.2%	6.4%	16.2%
Other markets	100%	100%	100%	100%
- Hotel	36.7%	49.5%	57.5%	51.3%
- Apartment	14.6%	28.5%	30.7%	27.9%
- Other type of accommodation	48.7%	21.9%	11.7%	20.8%

Length of stay by type of accommodation

All markets	Mogán	LPGC	San Bartolomé	Gran Canaria
- Hotel	6.6	8.7	8.7	8.5
- Apartment	9.3	10.0	11.1	10.6
- Private accommodation	12.0	18.4	16.0	14.0
- Other type of accommodation	9.3	9.9	10.6	10.2

Tourist profile by municipality

Gran Canaria (2019)



Activities in the Canary Islands



Outdoor time per day	Mogán	LPGC	San Bartolomé	Gran Canaria
0 - 8 hours	34.1%	68.9%	69.6%	63.2%
More than 8 hours	65.9%	31.1%	30.4%	36.8%
Activities in the Canary Islands	Mogán	LPGC	San Bartolomé	Gran Canaria
Beach	64.8%	69.8%	74.8%	64.1%
Walk, wander	68.0%	69.7%	65.4%	69.1%
Swimming pool, hotel facilities	14.2%	70.8%	64.2%	13.3%
Explore the island on their own	45.9%	40.7%	41.1%	58.3%
Taste Canarian gastronomy	34.4%	16.4%	21.0%	32.8%
Nightlife / concerts / shows	18.6%	15.4%	19.4%	12.8%
Organized excursions	5.0%	12.3%	16.3%	3.4%
Sport activities	13.5%	11.5%	12.3%	14.8%
Sea excursions / whale watching	3.7%	16.5%	10.1%	6.3%
Wineries/markets/popular festivals	13.5%	11.9%	8.2%	14.8%
Theme parks	6.1%	10.7%	10.3%	8.7%
Activities at sea	7.4%	10.7%	9.3%	10.1%
Nature activities	8.6%	7.5%	8.0%	21.1%
Museums / exhibitions	17.9%	5.5%	6.9%	15.9%
Beauty and health treatments	4.3%	6.0%	5.9%	3.7%
Astronomical observation	2.6%	2.5%	2.8%	5.0%

(*) Multi-choise question

Who do they come with?



	Mogán	LPGC	San Bartolomé	Gran Canaria
Unaccompanied	34.6%	5.3%	8.7%	12.0%
Only with partner	33.4%	53.1%	54.2%	50.5%
With children	9.3%	19.5%	17.6%	16.8%
Other relatives	6.2%	13.2%	10.1%	10.3%
Other combination	16.5%	9.0%	9.4%	10.4%
With children (under the age of 13)	6.9%	21.0%	15.2%	15.3%

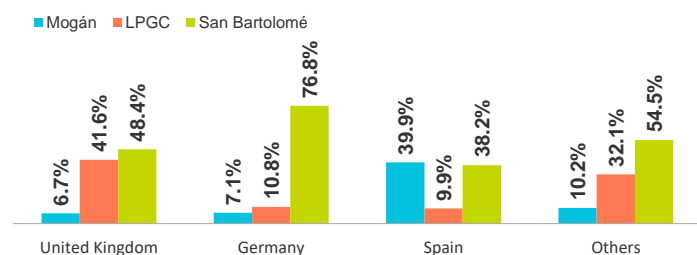
* Multi-choise question

Where are they from?



	Mogán	LPGC	San Bartolomé	Gran Canaria
Tourists (> 15 years old)				
United Kingdom	44,190	273,682	318,578	658,499
Germany	55,353	84,474	597,842	778,717
Spain	230,695	57,158	220,525	577,987
Others	171,080	539,948	916,704	1,682,924
& Tourists				
United Kingdom	6.7%	41.6%	48.4%	100%
Germany	7.1%	10.8%	76.8%	100%
Spain	39.9%	9.9%	38.2%	100%
Others	10.2%	32.1%	54.5%	100%

Tourist arrivals by municipality (2019)



Source: Encuesta sobre el Gasto Turístico (ISTAC).

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

Who are they?



	Mogán	LPGC	San Bartolomé	Gran Canaria
Gender				
Menos de 50.000€	57.9%	47.0%	51.6%	51.4%
Women	42.1%	53.0%	48.4%	48.6%
Age range (> 15 years old)				
16 - 44 years old	56.1%	37.9%	40.6%	42.9%
Over 44 years old	43.9%	62.1%	59.4%	57.1%
Occupation				
Active	80.7%	74.3%	76.6%	76.8%
Inactive	19.3%	25.7%	23.4%	23.2%
Annual household income level				
Less than €50,000	65.1%	46.0%	50.3%	52.0%
More than €50,000	34.9%	54.0%	49.7%	48.0%
Education level				
No studies/Primary education	4.0%	8.9%	6.3%	6.5%
Secondary education	17.9%	26.3%	28.8%	26.0%
Higher education	78.2%	64.8%	64.9%	67.5%

How do they rate the Canary Islands?



Satisfaction (scale 0-10)	Mogán	LPGC	San Bartolomé	Gran Canaria
Average rating	8.55	8.71	8.62	8.64

Experience in the Canary Islands	Mogán	LPGC	San Bartolomé	Gran Canaria
Worse or much worse than expected	3.4%	1.9%	2.1%	2.2%
Lived up to expectations	52.9%	59.8%	58.8%	57.7%
Better or much better than expected	43.7%	38.3%	39.1%	40.1%

Future intentions (scale 1-10)	Mogán	LPGC	San Bartolomé	Gran Canaria
Return to the Canary Islands	8.72	8.75	8.63	8.69
Recommend visiting the Canary Isl:	8.89	8.92	8.86	8.89



8.69/10

Return to the
Canary Islands



8.89/10

Recommend
visiting the Canary
Islands

How many are loyal to the Canary Islands?



	Mogán	LPGC	San Bartolomé	Gran Canaria
Repeat tourists				
- Germany	69.3%	78.0%	74.6%	74.4%
- Spain	63.5%	72.9%	76.6%	75.1%
- United Kingdom	76.7%	68.3%	71.7%	74.3%
- Others	63.3%	77.9%	77.2%	76.0%
- Others	62.6%	79.8%	73.2%	73.5%
Repeat tourists (3 or more visits)				
- Germany	52.0%	61.7%	56.8%	57.2%
- Spain	46.2%	54.4%	59.7%	58.0%
- Spain	61.2%	46.1%	54.3%	57.9%
- United Kingdom	42.1%	61.5%	58.3%	58.0%
- Others	44.1%	64.6%	55.1%	56.4%

How many islands do they visit during their trip?



	Mogán	LPGC	San Bartolomé	Gran Canaria
One island	86.5%	95.3%	94.2%	93.1%
Two or more islands	13.5%	4.7%	5.8%	6.9%