

Tourist profile by municipality

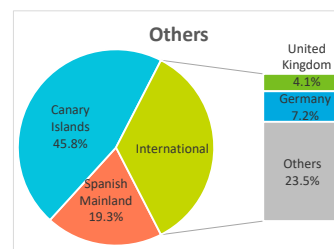
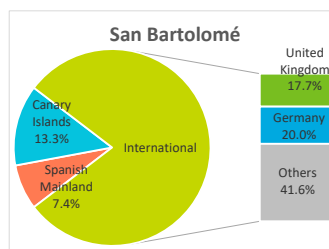
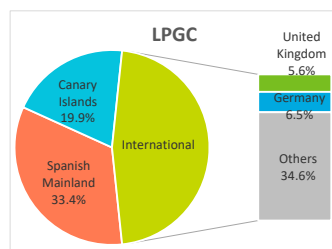
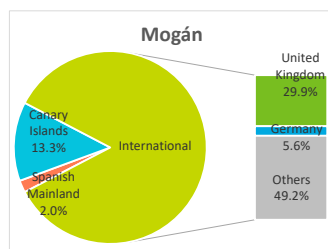
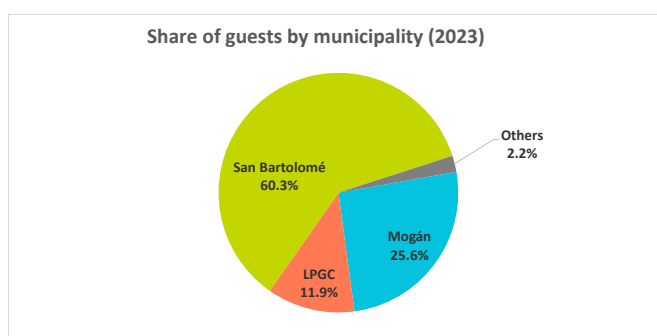
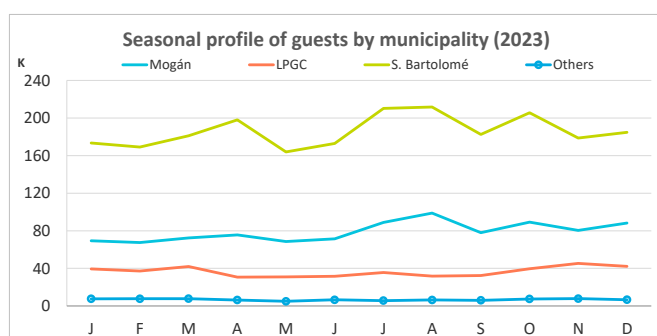
Gran Canaria (2023)



GUESTS IN ACCOMMODATION

	Municipality of stay					Accommodation type	
Place of residence:	Mogán	LPGC	San Bartolomé	Others	Gran Canaria	Hotel	Apartment
International	803,126	204,662	1,768,556	28,289	2,804,633	2,143,938	660,695
- United Kingdom	283,581	24,489	394,950	3,339	706,359	535,612	170,747
- Germany	53,231	28,503	445,836	5,879	533,449	422,594	110,855
Spanish Mainland	19,391	146,611	166,124	15,695	347,821	305,050	42,771
Canary Islands	125,855	87,190	297,142	37,196	547,383	369,208	178,175
Total	948,372	438,463	2,231,822	81,180	3,699,837	2,818,196	881,641

	Municipality of stay (%)					Accommodation type (%)	
Place of residence:	Mogán	LPGC	San Bartolomé	Others	Gran Canaria	Hotel	Apartment
International	84.7%	46.7%	79.2%	34.8%	75.8%	76.1%	74.9%
- United Kingdom	29.9%	5.6%	17.7%	4.1%	19.1%	19.0%	19.4%
- Germany	5.6%	6.5%	20.0%	7.2%	14.4%	15.0%	12.6%
Spanish Mainland	2.0%	33.4%	7.4%	19.3%	9.4%	10.8%	4.9%
Canary Islands	13.3%	19.9%	13.3%	45.8%	14.8%	13.1%	20.2%
Total	100%	100%	100%	100%	100%	100%	100%



Other indicators

	Municipality (%)					Accommodation type (%)	
	Mogán	LPGC	San Bartolomé	Others	Gran Canaria	Hotel	Apartment
Bednights							
International	6,872,339	886,632	15,022,878	91,803	22,873,652	16,350,578	6,523,074
- United Kingdom	2,282,592	102,696	3,012,965	12,208	5,410,461	3,925,575	1,484,886
- Germany	482,586	135,520	4,355,149	26,466	4,999,721	3,688,772	1,310,949
Spanish Mainland	103,276	450,252	911,943	43,547	1,509,018	1,284,960	224,058
Canary Islands	484,196	201,037	1,216,095	68,292	1,969,620	1,152,701	816,919
Total	7,459,811	1,537,921	17,150,916	203,642	26,352,290	18,788,239	7,564,051
Length of stay							
International	8.6	4.3	8.5	3.2	8.2	7.6	9.9
- United Kingdom	8.0	4.2	7.6	3.7	7.7	7.3	8.7
- Germany	9.1	4.8	9.8	4.5	9.4	8.7	11.8
Spanish Mainland	5.3	3.1	5.5	2.8	4.3	4.2	5.2
Canary Islands	3.8	2.3	4.1	1.8	3.6	3.1	4.6
Total	7.9	3.5	7.7	2.5	7.1	--	--
ADR (€)	99.3	83.8	123.7	80.8	113.9	127.3	77.1
RevPar (€)	79.3	61.7	99.1	50.4	90.3	104.6	55.8
Total revenue (€ million)	323.6	83.6	1030.9	10.6	1,449	1186.3	262.4
Bed-space occupancy rate (%)	73.2	53.8	69.9	49.3	69.3	75.4	57.8
Occupancy rate per room/apart. (%)	79.9	73.7	80.1	62.4	79.3	82.2	72.3
Tourist population ⁽¹⁾	20,438	4,213	46,989	558	72,198	--	--
Employment	4,122	1,118	11,335	234	16,809	13,701	3,108

⁽¹⁾ Equivalent tourist population is obtained by dividing the total number of bednights during the reference period by 365 days (366 in case of leap year).

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 (2023)

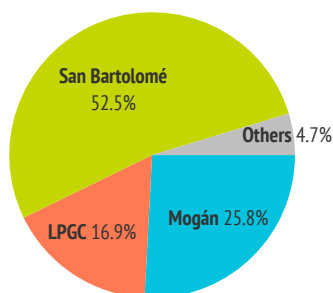


How many are they and how much do they spend?



	Mogán	LPGC	San Bartolomé	Gran Canaria
Tourist arrivals (≥ 16 years old)	965,894	632,827	1,962,715	3,737,159
Average daily expenditure (€)	172.20	131.72	184.99	169.02
Average lenght of stay	10.52	10.54	9.68	10.09
Turnover per tourist (€)	1,555	1,083	1,584	1,461
Total turnover (≥ 16 years old)(€m)	1,502	686	3,108.6	5,459
Share of total turnover	27.5%	12.6%	56.9%	100%
Share of total tourists	25.8%	16.9%	52.5%	100%

Share of tourists by municipality (2023)



What is the main motivation for their holidays?



	Mogán	LPGC	San Bartolomé	Gran Canaria
Rest	61.3%	34.0%	56.7%	52.9%
Explore the destination	8.2%	23.5%	15.6%	15.9%
Other reasons	30.4%	42.5%	27.7%	31.2%

How far in advance do they book their trip?



	Mogán	LPGC	San Bartolomé	Gran Canaria
Between 0 and 30 days	20.2%	41.8%	26.4%	27.8%
Between 1 and 2 months	21.5%	27.9%	25.3%	25.0%
More than 3 months	58.3%	30.3%	48.2%	47.2%

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



	Mogán	LPGC	San Bartolomé	Gran Canaria
Previous visits to the Canary Islands	56.6%	35.8%	48.9%	48.0%
Friends or relatives	27.4%	41.6%	23.0%	28.3%
Internet or social media	48.1%	43.6%	50.1%	48.4%
Tour Operator or Travel Agency	19.5%	7.0%	26.5%	20.3%
Others	16.2%	20.4%	16.8%	17.9%

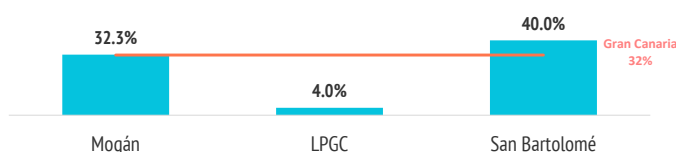
(*) Multi-choise question

What do they book?



	Mogán	LPGC	San Bartolomé	Gran Canaria
Room only/ Bed & Breakfast	55.4%	86.9%	31.2%	46.6%
Half board / Full board	12.3%	9.1%	28.8%	21.3%
All inclusive	32.3%	4.0%	40.0%	32.1%

ALL INCLUSIVE



(Canary Islands: 33.2%)

Importance of each factor in the destination choice



	Mogán	LPGC	San Bartolomé	Gran Canaria
Climate	80.1%	67.0%	76.9%	75.6%
Safety	54.8%	42.5%	54.3%	52.2%
Sea	43.8%	54.2%	48.6%	48.3%
Tranquility	46.5%	42.7%	48.2%	46.9%
Beaches	39.0%	48.8%	44.1%	43.3%
Accommodation supply	45.7%	25.1%	46.5%	42.0%
Effortless trip	37.9%	33.6%	38.4%	37.3%
European belonging	36.5%	33.6%	37.2%	36.3%
Price	35.5%	32.1%	35.7%	34.9%
Landscapes	21.9%	41.5%	30.2%	31.1%
Environment	30.6%	35.2%	28.4%	30.8%
Gastronomy	24.3%	31.9%	26.7%	27.0%
Fun possibilities	22.5%	27.2%	26.0%	25.3%
Authenticity	17.6%	27.1%	19.0%	20.6%
Exoticism	10.4%	14.9%	12.1%	12.3%
Shopping	11.1%	12.5%	11.7%	11.6%
Nightlife	8.5%	12.3%	12.5%	11.2%
Culture	7.2%	14.7%	8.8%	9.7%
Historical heritage	6.4%	15.5%	7.4%	8.9%
Hiking trail network	0.0%	0.0%	0.0%	0.0%

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.

Where do they stay?



	Mogán	LPGC	San Bartolomé	Gran Canaria
Type of accommodation				
All markets	100%	100%	100%	100%
- Hotel	53.4%	39.4%	69.6%	57.7%
- Apartment	21.6%	9.6%	17.1%	16.6%
- Private accommodation	12.7%	41.8%	6.8%	17.1%
- Other type of accommodation	12.3%	9.2%	6.5%	8.6%
German market	100%	100%	100%	100%
- Hotel	62.7%	27.5%	73.3%	63.9%
- Apartment	9.0%	7.9%	13.3%	11.7%
- Private accommodation	13.9%	44.7%	7.8%	15.7%
- Other type of accommodation	14.3%	19.9%	5.7%	8.7%
Spanish Mainland market	100%	100%	100%	100%
- Hotel	47.3%	45.0%	67.7%	49.8%
- Apartment	22.0%	11.3%	19.6%	14.4%
- Private accommodation	22.4%	39.7%	8.1%	31.0%
- Other type of accommodation	8.3%	4.1%	4.7%	4.8%
British market	100%	100%	100%	100%
- Hotel	59.2%	42.5%	76.2%	65.1%
- Apartment	23.0%	12.4%	17.8%	19.1%
- Private accommodation	5.5%	41.8%	3.3%	9.2%
- Other type of accommodation	12.4%	3.3%	2.7%	6.6%
Other markets	100%	100%	100%	100%
- Hotel	49.2%	37.5%	64.9%	53.9%
- Apartment	22.6%	7.9%	18.6%	18.1%
- Private accommodation	16.2%	42.7%	7.5%	17.4%
- Other type of accommodation	12.1%	11.9%	8.9%	10.6%

Lenght of stay (all markets)

	Mogán	LPGC	San Bartolomé	Gran Canaria
Type of accommodation				
- Hotel	9.0	6.8	8.7	8.5
- Apartment	11.1	10.1	11.2	11.0
- Private accommodation	15.6	13.3	14.7	13.7
- Other type of accommodation	11.1	14.6	10.9	11.6

Tourist profile by municipality

Gran Canaria (2023)



Activities in the Canary Islands



Outdoor time per day	Mogán	LPGC	San Bartolomé	Gran Canaria
0 - 8 hours	69.7%	39.6%	71.2%	64.3%
More than 8 hours	30.3%	60.4%	28.8%	35.7%

Activities in the Canary Islands	Mogán	LPGC	San Bartolomé	Gran Canaria
Beach	68.9%	67.3%	71.9%	70.1%
Walk, wander	69.1%	67.3%	66.1%	67.1%
Swimming pool, hotel facilities	71.4%	20.7%	63.7%	56.3%
Explore the island on their own	39.1%	51.8%	43.8%	44.6%
Taste Canarian gastronomy	19.5%	34.1%	20.2%	23.1%
Nature activities	20.6%	25.6%	18.1%	20.7%
Nightlife / concerts / shows	14.7%	19.2%	19.9%	18.2%
Sport activities	12.0%	14.8%	13.2%	13.1%
Organized excursions	11.4%	7.6%	14.7%	12.1%
Activities at sea	11.0%	12.7%	9.0%	10.4%
Museums / exhibitions	4.8%	21.2%	8.4%	10.1%
Wineries/markets/popular festivals	10.2%	14.1%	7.7%	9.8%
Theme parks	9.8%	7.3%	9.9%	9.5%
Beauty and health treatments	5.9%	5.1%	6.0%	5.8%
Astronomical observation	2.7%	4.2%	3.3%	3.4%
Sea excursions / whale watching	0.0%	0.0%	0.0%	0.0%

(*) Multi-choice question

Who do they come with?



	Mogán	LPGC	San Bartolomé	Gran Canaria
Unaccompanied	6.1%	33.9%	8.7%	12.8%
Only with partner	51.6%	33.7%	53.4%	49.4%
With children	21.3%	8.3%	16.3%	16.3%
Other relatives	13.2%	8.8%	11.7%	11.5%
Other combination	7.8%	15.4%	9.8%	10.1%
With children (under the age of 13)	20.3%	6.3%	14.8%	14.6%

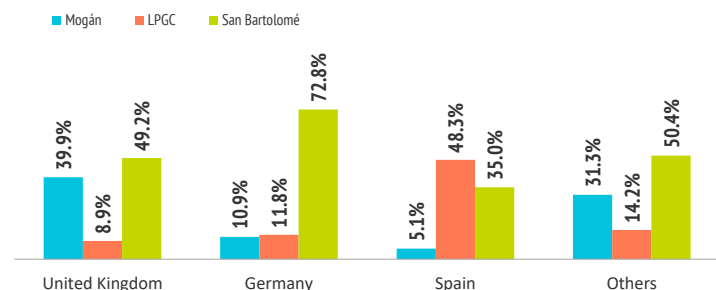
* Share over total answers

Where are they from?



	Mogán	LPGC	San Bartolomé	Gran Canaria
<u>Tourists (> 15 years old)</u>				
United Kingdom	310,783	69,112	383,820	779,522
Germany	78,544	85,314	525,519	721,805
Spain	24,226	228,351	165,421	472,843
Others	552,341	250,051	887,955	1,762,989
<u>% Tourists</u>				
United Kingdom	39.9%	8.9%	49.2%	100%
Germany	10.9%	11.8%	72.8%	100%
Spain	5.1%	48.3%	35.0%	100%
Others	31.3%	14.2%	50.4%	100%

Tourist arrivals by municipality (2023)



Who are they?



	Mogán	LPGC	San Bartolomé	Gran Canaria
<u>Gender</u>				
Less than 50.000€	45.6%	55.6%	51.5%	50.7%
Women	54.4%	44.4%	48.5%	49.3%
<u>Age range (> 15 years old)</u>				
16 - 44 years old	40.3%	62.0%	45.3%	47.6%
Over 44 years old	59.7%	38.0%	54.7%	52.4%
<u>Occupation</u>				
Active	70.8%	77.4%	72.9%	73.4%
Inactive	29.2%	22.6%	27.1%	26.6%
<u>Annual household income level</u>				
Less than €50,000	40.0%	57.0%	46.3%	47.1%
More than €50,000	60.0%	43.0%	53.7%	52.9%
<u>Education level</u>				
No studies/Primary education	7.0%	3.5%	6.0%	5.7%
Secondary education	24.7%	14.8%	25.7%	23.1%
Higher education	68.2%	81.6%	68.3%	71.2%

How do they rate the Canary Islands?



Satisfaction (scale 0-10)	Mogán	LPGC	San Bartolomé	Gran Canaria
Average rating	8.78	8.72	8.71	8.74

Experience in the Canary Islands	Mogán	LPGC	San Bartolomé	Gran Canaria
Worse or much worse than expected	2.6%	3.0%	2.8%	2.8%
Lived up to expectations	58.4%	51.6%	57.5%	56.4%
Better or much better than expected	39.0%	45.4%	39.7%	40.9%

Future intentions (scale 1-10)	Mogán	LPGC	San Bartolomé	Gran Canaria
Return to the Canary Islands	8.82	8.83	8.57	8.70
Recommend visiting the Canary Isla	9.00	9.03	8.85	8.93

8.70/10

Return to the Canary Islands

8.93/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?



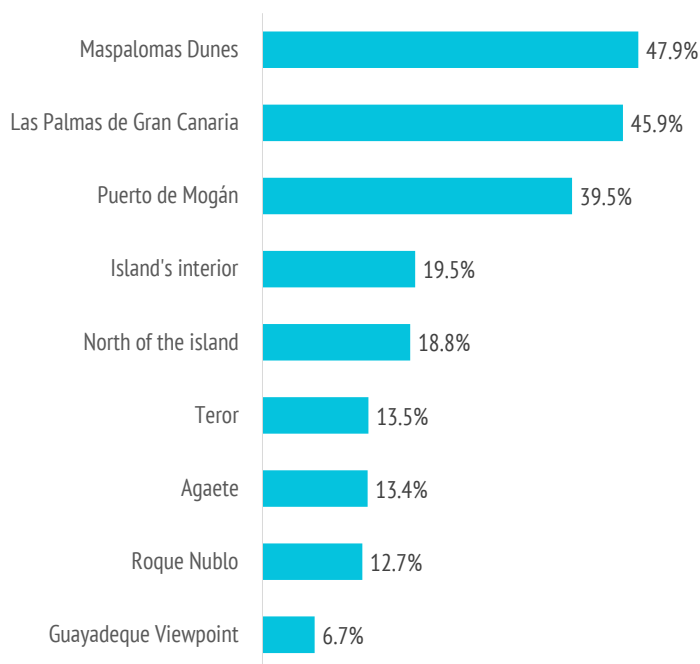
	Mogán	LPGC	San Bartolomé	Gran Canaria
<u>Repeat tourists</u>				
- Germany	78.7%	66.9%	72.6%	73.1%
- Spain	74.4%	56.0%	73.1%	70.6%
- Spain	74.6%	75.4%	74.0%	75.0%
- United Kingdom	79.9%	76.4%	78.1%	78.9%
- Others	78.8%	60.2%	69.8%	71.0%
<u>Repeat tourists (3 or more visits)</u>				
- Germany	61.7%	50.9%	54.6%	55.7%
- Spain	52.9%	41.5%	55.8%	53.0%
- Spain	49.6%	59.4%	54.4%	57.2%
- United Kingdom	62.0%	50.8%	60.3%	60.5%
- Others	63.4%	46.3%	51.5%	54.3%

How many islands do they visit during their trip?



	Mogán	LPGC	San Bartolomé	Gran Canaria
One island	94.1%	87.2%	94.2%	92.8%
Two or more islands	5.9%	12.8%	5.8%	7.2%

WHICH PLACES DO THEY VISIT IN GRAN CANARIA?*



**Multi-choice question

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Most visited places in Gran Canaria:
Maspalomas Dunes nature reserve and
Las Palmas de Gran Canaria