

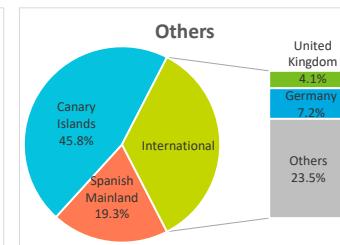
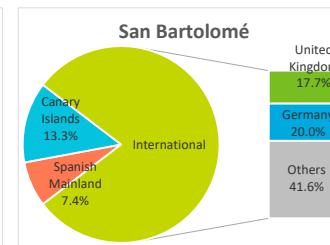
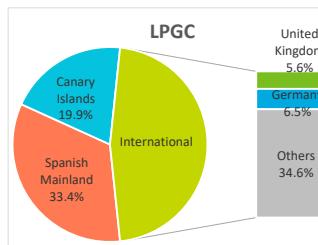
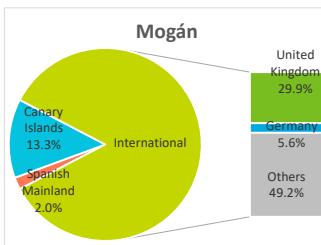
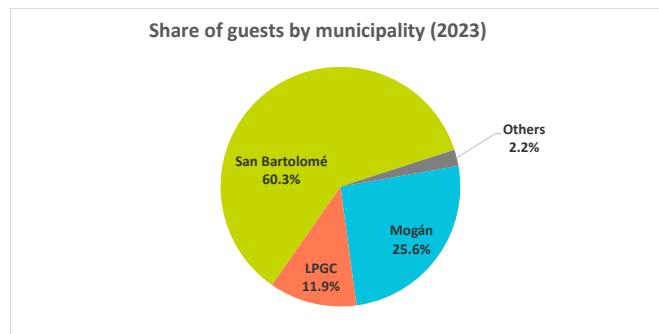
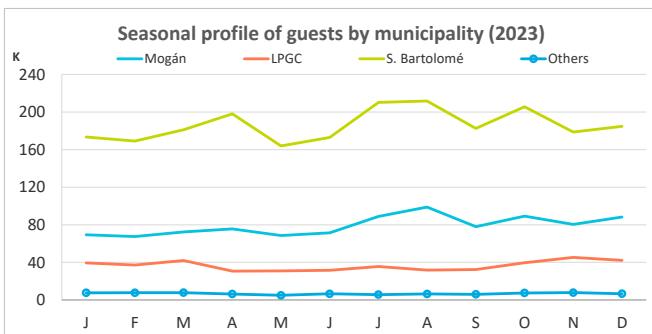
Tourist profile by municipality

Gran Canaria (2023)

GUESTS IN ACCOMMODATION

| Place of residence: | Municipality of stay | | | | Accommodation type | | |
|---------------------|----------------------|----------------|------------------|---------------|--------------------|------------------|----------------|
| | 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 |

| Place of residence: | Municipality of stay (%) | | | | Accommodation type (%) | | |
|---------------------|--------------------------|-------------|---------------|-------------|------------------------|-------------|-------------|
| | 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.

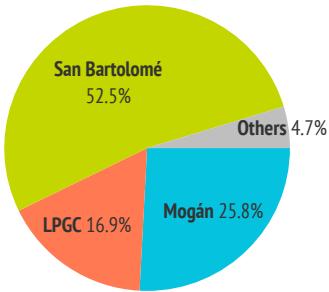
Tourist profile by municipality

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 length 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?

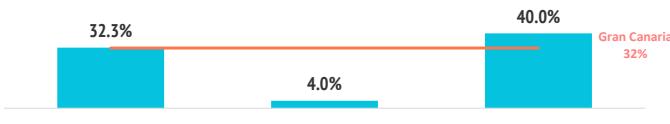
| | Mogán | LPGC | San Bartolomé | Gran Canaria |
|---------------------------------------|-------|-------|---------------|--------------|
| Previous visits to the Canary Islands | 56.6% | 35.8% | 48.9% | 48.0% |
| Friends or relatives | 27.4% | 41.6% | 23.0% | 28.3% |
| Internet or social media | 48.1% | 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-choice 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 |
|-------------------------------|-------------|-------------|---------------|--------------|
| <u>Type of accommodation</u> | | | | |
| 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% |

| | Mogán | LPGC | San Bartolomé | Gran Canaria |
|-------------------------------------|-------|------|---------------|--------------|
| <u>Length of stay (all markets)</u> | | | | |
| 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

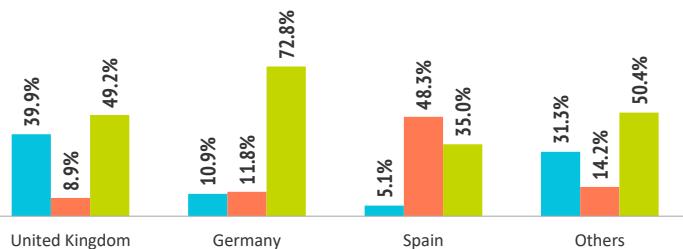
Where are they from?



| | Mogán | LPGC | San Bartolomé | Gran Canaria |
|-------------------------------------|---------|---------|---------------|------------------|
| Tourists (> 15 years old) | | | | |
| 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 |
| % Tourists | | | | |
| 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)

■ Mogán ■ LPGC ■ San Bartolomé



Who are they?



| | Mogán | LPGC | San Bartolomé | Gran Canaria |
|--------------------------------------|-------|-------|---------------|--------------|
| Gender | | | | |
| Less than 50.000€ | 45.6% | 55.6% | 51.5% | 50.7% |
| Women | 54.4% | 44.4% | 48.5% | 49.3% |
| Age range (> 15 years old) | | | | |
| 16 - 44 years old | 40.3% | 62.0% | 45.3% | 47.6% |
| Over 44 years old | 59.7% | 38.0% | 54.7% | 52.4% |
| Occupation | | | | |
| Active | 70.8% | 77.4% | 72.9% | 73.4% |
| Inactive | 29.2% | 22.6% | 27.1% | 26.6% |
| Annual household income level | | | | |
| Less than €50,000 | 40.0% | 57.0% | 46.3% | 47.1% |
| More than €50,000 | 60.0% | 43.0% | 53.7% | 52.9% |
| Education level | | | | |
| 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?



| | Mogán | LPGC | San Bartolomé | Gran Canaria |
|----------------|-------|------|---------------|--------------|
| Average rating | 8.78 | 8.72 | 8.71 | 8.74 |

| | Mogán | LPGC | San Bartolomé | Gran Canaria |
|---|-------|-------|---------------|--------------|
| Experience in the Canary Islands | | | | |
| 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) | | | | |
| Return to the Canary Islands | 8.82 | 8.83 | 8.57 | 8.70 |
| Recommend visiting the Canary Islands | 9.00 | 9.03 | 8.85 | 8.93 |



8.70/10



8.93/10

Return to the Canary Islands

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?



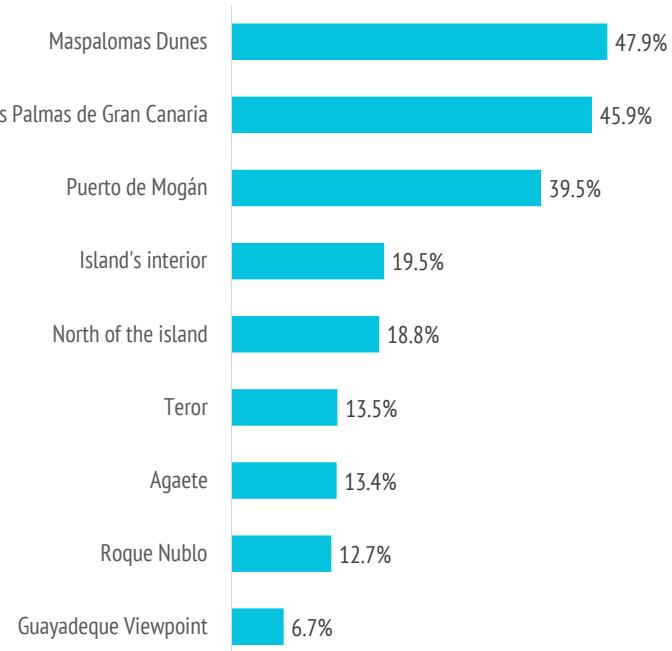
| | Mogán | LPGC | San Bartolomé | Gran Canaria |
|---|-------|-------|---------------|--------------|
| Repeat tourists | | | | |
| - Germany | 74.4% | 56.0% | 73.1% | 70.6% |
| - Spain | 74.6% | 75.4% | 74.0% | 75.0% |
| - United Kingdom | 79.9% | 76.4% | 78.1% | 78.9% |
| - Others | 78.8% | 60.2% | 69.8% | 71.0% |
| Repeat tourists (3 or more visits) | | | | |
| - Germany | 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 THE VISIT IN GRAN CANARIA?*



**Multi-choice question

”

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