

Tourist profile by municipality

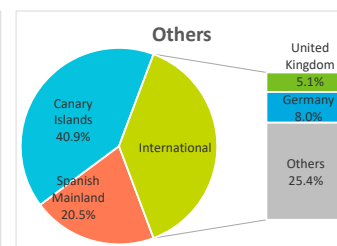
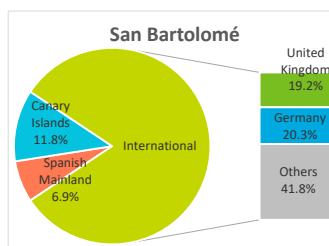
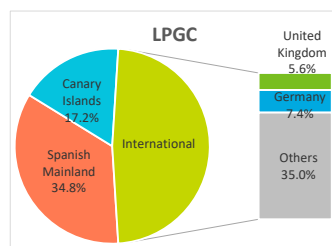
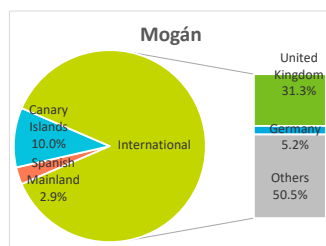
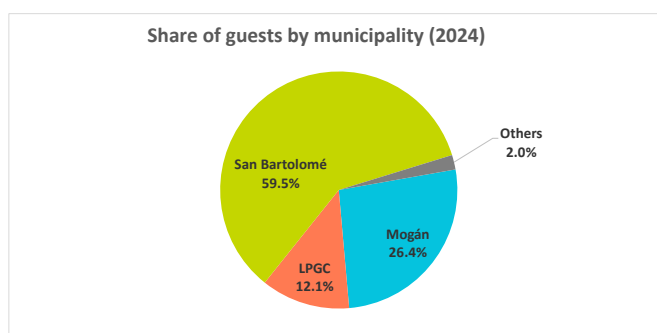
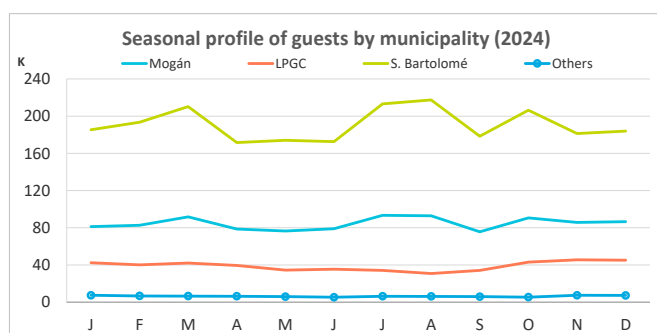
Gran Canaria (2024)



GUESTS IN ACCOMMODATION

Place of residence:	Municipality of stay				Gran Canaria	Accommodation type	
	Mogán	LPGC	San Bartolomé	Others		Hotel	Apartment
International	882,660	223,993	1,860,507	29,417	2,996,577	2,258,417	738,160
- United Kingdom	317,571	26,098	440,009	3,897	787,575	588,040	199,535
- Germany	52,565	34,567	463,504	6,135	556,771	441,690	115,081
Spanish Mainland	29,599	162,189	157,122	15,674	364,584	314,033	50,551
Canary Islands	101,870	80,272	270,254	31,216	483,612	336,667	146,945
Total	1,014,129	466,454	2,287,883	76,307	3,844,773	2,909,117	935,656

Place of residence:	Municipality of stay (%)				Gran Canaria	Accommodation type (%)	
	Mogán	LPGC	San Bartolomé	Others		Hotel	Apartment
International	87.0%	48.0%	81.3%	38.6%	77.9%	77.6%	78.9%
- United Kingdom	31.3%	5.6%	19.2%	5.1%	20.5%	20.2%	21.3%
- Germany	5.2%	7.4%	20.3%	8.0%	14.5%	15.2%	12.3%
Spanish Mainland	2.9%	34.8%	6.9%	20.5%	9.5%	10.8%	5.4%
Canary Islands	10.0%	17.2%	11.8%	40.9%	12.6%	11.6%	15.7%
Total	100%	100%	100%	100%	100%	100%	100%



Other indicators

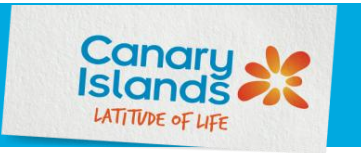
	Municipality (%)				Gran Canaria	Accommodation type (%)	
	Mogán	LPGC	San Bartolomé	Others		Hotel	Apartment
Bednights							
International	7,472,684	971,018	15,882,960	105,454	24,432,116	17,390,645	7,041,471
- United Kingdom	2,553,239	115,454	3,379,163	17,929	6,065,785	4,388,800	1,676,985
- Germany	479,193	158,018	4,487,420	29,682	5,154,313	3,823,532	1,330,781
Spanish Mainland	165,656	500,686	915,957	47,014	1,629,313	1,348,919	280,394
Canary Islands	402,161	196,510	1,211,082	63,758	1,873,511	1,171,922	701,589
Total	8,040,501	1,668,214	18,009,999	216,226	27,934,940	19,911,486	8,023,454
Length of stay							
International	8.5	4.3	8.5	3.6	8.2	7.7	9.5
- United Kingdom	8.0	4.4	7.7	4.6	7.7	7.5	8.4
- Germany	9.1	4.6	9.7	4.8	9.3	8.7	11.6
Spanish Mainland	5.6	3.1	5.8	3.0	4.5	4.3	5.5
Canary Islands	3.9	2.4	4.5	2.0	3.9	3.5	4.8
Total	7.9	3.6	7.9	2.8	7.3	--	--
ADR (€)	106.4	91.9	135.0	83.2	123.5	138.3	84.4
RevPar (€)	87.5	71.2	110.7	55.2	100.6	117.3	62.4
Total revenue (€ million)	377.7	97.8	1175.9	11.7	1,663	1350.5	312.6
Bed-space occupancy rate (%)	74.8	57.5	71.9	51.4	71.4	78.4	58.5
Occupancy rate per room/apart. (%)	82.3	77.5	82.0	66.3	81.5	84.8	73.9
Tourist population ⁽¹⁾	22,029	4,570	49,342	592	76,534	--	--
Employment	4,575	1,197	12,280	234	18,286	14,851	3,435

⁽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

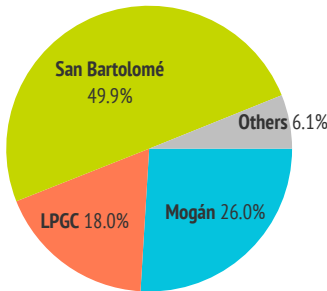
Gran Canaria (2024)



How many are they and how much do they spend?

	Mogán	LPGC	San Bartolomé	Gran Canaria
Tourist arrivals (≥ 16 years old)	1,049,193	728,482	2,016,510	4,040,620
Average daily expenditure (€)	176.37	139.97	186.24	170.90
Average lenght of stay	11.20	10.10	10.24	10.48
Turnover per tourist (€)	1,614	1,075	1,650	1,494
Total turnover (≥ 16 years old)(€m)	1,693	783	3,327.7	6,035
Share of total turnover	28.1%	13.0%	55.1%	100%
Share of total tourists	26.0%	18.0%	49.9%	100%

Share of tourists by municipality (2024)



What is the main motivation for their holidays?

	Mogán	LPGC	San Bartolomé	Gran Canaria
Rest	63.0%	36.3%	59.0%	54.5%
Explore the destination	9.0%	24.6%	14.9%	15.6%
Other reasons	28.0%	39.0%	26.1%	29.9%

How far in advance do they bok their trip?

	Mogán	LPGC	San Bartolomé	Gran Canaria
Between 0 and 30 days	20.7%	38.9%	24.8%	26.9%
Between 1 and 2 months	21.0%	25.8%	21.7%	22.5%
More than 3 months	58.3%	35.4%	53.6%	50.6%

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

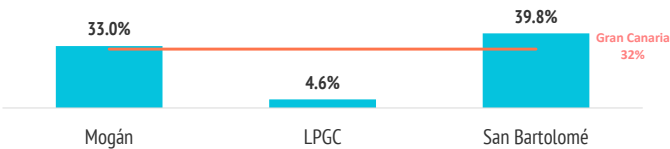
	Mogán	LPGC	San Bartolomé	Gran Canaria
Previous visits to the Canary Islands	55.4%	33.7%	49.0%	47.0%
Friends or relatives	28.4%	39.6%	22.2%	28.2%
Internet or social media	44.1%	43.8%	48.6%	46.4%
Tour Operator or Travel Agency	19.8%	8.4%	27.0%	20.3%
Others	13.6%	22.6%	14.8%	16.7%

(*) Multi-choise question

What do they book?

	Mogán	LPGC	San Bartolomé	Gran Canaria
Room only/ Bed & Breakfast	57.1%	87.1%	34.2%	50.2%
Half board / Full board	9.8%	8.4%	26.0%	18.4%
All inclusive	33.0%	4.6%	39.8%	31.4%

ALL INCLUSIVE



(Canary Islands: 32.1%)

Importance of each factor in the destination choice

	Mogán	LPGC	San Bartolomé	Gran Canaria
Climate	79.2%	66.7%	79.8%	76.7%
Safety	53.2%	45.0%	56.6%	53.2%
Sea	47.1%	53.6%	47.5%	48.6%
Tranquility	45.7%	41.3%	50.6%	47.9%
Beaches	42.2%	47.9%	44.1%	44.1%
Accommodation supply	44.8%	28.9%	48.1%	42.8%
European belonging	36.8%	35.0%	40.8%	38.4%
Effortless trip	36.7%	33.5%	39.9%	37.7%
Price	38.0%	31.8%	36.8%	36.0%
Landscapes	25.2%	42.5%	29.4%	32.1%
Environment	29.0%	36.7%	28.0%	30.5%
Gastronomy	25.4%	31.1%	27.4%	27.9%
Fun possibilities	22.6%	24.0%	26.9%	25.1%
Authenticity	19.1%	29.3%	20.9%	22.4%
Exoticism	11.4%	15.7%	12.1%	12.8%
Shopping	11.2%	12.1%	12.0%	12.0%
Nightlife	8.6%	11.5%	12.5%	11.2%
Culture	8.0%	18.0%	9.3%	10.6%
Historical heritage	6.5%	15.7%	8.4%	9.7%
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?

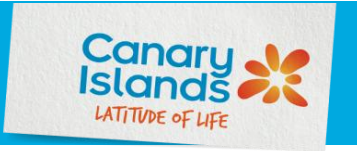
	Mogán	LPGC	San Bartolomé	Gran Canaria
Type of accommodation				
All markets	100%	100%	100%	100%
- Hotel	52.1%	41.7%	68.1%	55.9%
- Apartment	24.3%	4.9%	19.7%	17.2%
- Private accommodation	21.9%	45.7%	11.1%	23.9%
- Other type of accommodation	1.7%	7.7%	1.0%	3.0%
German market	100%	100%	100%	100%
- Hotel	59.1%	41.4%	74.7%	65.3%
- Apartment	11.3%	3.8%	13.9%	11.6%
- Private accommodation	29.5%	39.5%	10.6%	19.9%
- Other type of accommodation	0.0%	15.3%	0.9%	3.2%
Spanish Mainland market	100%	100%	100%	100%
- Hotel	57.0%	57.5%	68.4%	56.5%
- Apartment	20.8%	3.6%	17.1%	8.9%
- Private accommodation	20.2%	36.1%	14.0%	32.2%
- Other type of accommodation	2.0%	2.8%	0.5%	2.5%
British market	100%	100%	100%	100%
- Hotel	59.3%	30.8%	72.5%	61.1%
- Apartment	27.8%	4.0%	19.2%	20.3%
- Private accommodation	12.4%	56.6%	7.7%	16.5%
- Other type of accommodation	0.5%	8.6%	0.7%	2.1%
Other markets	100%	100%	100%	100%
- Hotel	47.0%	33.0%	61.9%	49.5%
- Apartment	24.6%	6.5%	24.1%	20.2%
- Private accommodation	25.9%	51.9%	12.6%	26.8%
- Other type of accommodation	2.6%	8.6%	1.4%	3.5%

Lenght of stay (all markets)

	Mogán	LPGC	San Bartolomé	Gran Canaria
Type of accommodation				
- Hotel	8.8	7.3	8.7	8.5
- Apartment	10.5	9.4	11.4	10.9
- Private accommodation	16.8	12.4	16.8	14.3
- Other type of accommodation	24.1	12.4	19.4	14.5

Tourist profile by municipality

Gran Canaria (2024)



Activities in the Canary Islands



Outdoor time per day	Mogán	LPGC	San Bartolomé	Gran Canaria
0 - 8 hours	71.1%	41.0%	71.8%	64.9%
More than 8 hours	28.9%	59.0%	28.2%	35.1%
Activities in the Canary Islands	Mogán	LPGC	San Bartolomé	Gran Canaria
Beach	68.5%	69.5%	71.3%	70.1%
Walk, wander	69.0%	68.1%	66.8%	67.9%
Swimming pool, hotel facilities	66.3%	21.2%	63.4%	53.9%
Explore the island on their own	40.1%	52.2%	43.0%	45.0%
Taste Canarian gastronomy	19.8%	34.6%	22.0%	24.8%
Nature activities	20.3%	25.4%	17.6%	21.2%
Nightlife / concerts / shows	14.3%	17.8%	19.9%	17.8%
Sport activities	13.1%	15.8%	12.6%	13.5%
Organized excursions	10.9%	9.9%	14.9%	12.3%
Museums / exhibitions	6.7%	23.5%	8.5%	11.7%
Wineries/markets/popular festivals	11.9%	15.4%	8.5%	11.3%
Activities at sea	11.3%	12.5%	8.6%	10.3%
Theme parks	10.8%	8.9%	9.6%	9.7%
Beauty and health treatments	5.7%	5.4%	5.5%	5.5%
Astronomical observation	2.9%	4.2%	3.2%	3.6%
Sea excursions / whale watching	0.0%	0.0%	0.0%	0.0%

(*) Multi-choise question

Who are they?



	Mogán	LPGC	San Bartolomé	Gran Canaria
Gender				
Less than 50.000€	46.0%	55.4%	51.0%	50.7%
Women	54.0%	44.6%	49.0%	49.3%
Age range (> 15 years old)				
16 - 44 years old	42.0%	62.4%	45.0%	48.6%
Over 44 years old	58.0%	37.6%	55.0%	51.4%
Occupation				
Active	70.8%	78.6%	73.1%	73.9%
Inactive	29.2%	21.4%	26.9%	26.1%
Annual household income level				
Less than €50,000	38.6%	53.6%	45.0%	45.3%
More than €50,000	61.4%	46.4%	55.0%	54.7%
Education level				
No studies/Primary education	6.8%	3.1%	5.9%	5.5%
Secondary education	24.6%	13.9%	27.4%	23.4%
Higher education	68.6%	83.0%	66.7%	71.1%

How do they rate the Canary Islands?



Satisfaction (scale 0-10)	Mogán	LPGC	San Bartolomé	Gran Canaria
Average rating	8.73	8.67	8.67	8.69
Experience in the Canary Islands	Mogán	LPGC	San Bartolomé	Gran Canaria
Worse or much worse than expected	3.0%	3.5%	2.9%	3.0%
Lived up to expectations	57.8%	51.6%	57.9%	56.6%
Better or much better than expected	39.1%	45.0%	39.2%	40.4%
Future intentions (scale 1-10)	Mogán	LPGC	San Bartolomé	Gran Canaria
Return to the Canary Islands	8.81	8.75	8.62	8.72
Recommend visiting the Canary Isla	8.92	8.91	8.84	8.89

Who do they come with?



	Mogán	LPGC	San Bartolomé	Gran Canaria
Unaccompanied	6.3%	30.9%	9.7%	13.5%
Only with partner	52.0%	36.1%	52.6%	48.9%
With children	19.6%	8.6%	15.8%	15.3%
Other relatives	13.8%	7.8%	12.2%	11.6%
Other combination	8.4%	16.5%	9.7%	10.7%
With children (under the age of 13)	19.3%	6.5%	14.2%	13.7%

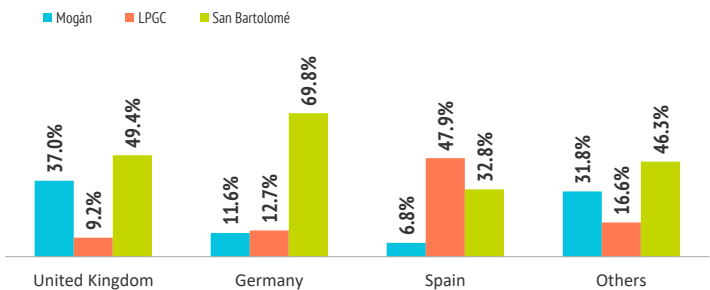
* Share over total answers

Where are they from?



	Mogán	LPGC	San Bartolomé	Gran Canaria
Tourists (> 15 years old)				
United Kingdom	323,786	80,846	432,485	875,392
Germany	90,996	100,074	548,841	785,835
Spain	32,862	232,655	159,083	485,525
Others	601,549	314,907	876,101	1,893,868
% Tourists				
United Kingdom	37.0%	9.2%	49.4%	100%
Germany	11.6%	12.7%	69.8%	100%
Spain	6.8%	47.9%	32.8%	100%
Others	31.8%	16.6%	46.3%	100%

Tourist arrivals by municipality (2024)



8.72/10

Return to the Canary Islands



8.89/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

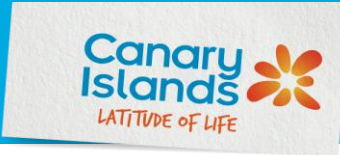


	Mogán	LPGC	San Bartolomé	Gran Canaria
Repeat tourists				
- Germany	66.8%	64.5%	76.7%	74.0%
- Spain	66.8%	70.5%	72.7%	71.9%
- United Kingdom	76.9%	70.0%	74.4%	74.7%
- Others	77.3%	55.6%	70.5%	69.8%
Repeat tourists (3 or more visits)				
- Germany	52.9%	45.9%	62.3%	58.9%
- Spain	47.0%	55.7%	55.7%	56.1%
- United Kingdom	59.0%	54.9%	54.7%	56.2%
- Others	64.0%	39.4%	51.2%	52.8%

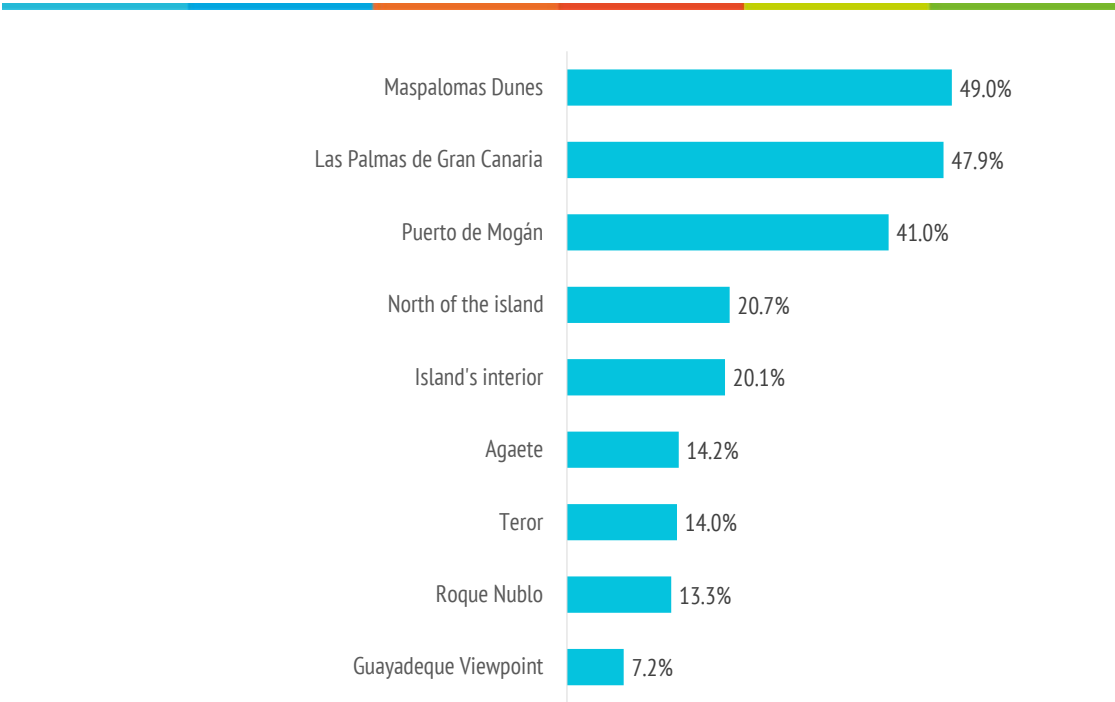
How many islands do they visit during their trip?



	Mogán	LPGC	San Bartolomé	Gran Canaria
One island	95.7%	87.2%	94.6%	93.2%
Two or more islands	4.3%	12.8%	5.4%	6.8%



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

*Note: the graph shows the % of tourists in Gran Canaria (taking into account all the municipalities) who visit a tourist spot.
Source: Encuesta sobre el Gasto Turístico (ISTAC).*