

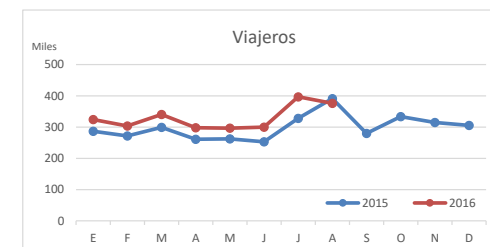
# Principales indicadores de alojamiento turístico

## GRAN CANARIA (a agosto 2016)



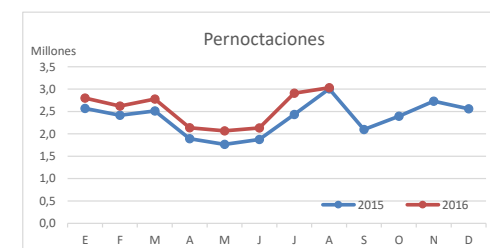
### VIAJEROS EN ESTABLECIMIENTOS DE ALOJAMIENTO

|              | TOTAL      |           |                |                  | Detalle según tipo de alojamiento |           |                |                  |            |           |                |                |
|--------------|------------|-----------|----------------|------------------|-----------------------------------|-----------|----------------|------------------|------------|-----------|----------------|----------------|
|              | Extranjero | Península | Canarias       | Total            | Extranjero                        | Península | Canarias       | Total            | Extranjero | Península | Canarias       | Total          |
| Ene-ago 2015 | 1.633.767  | 251.314   | 468.273        | <b>2.353.354</b> | 1.156.571                         | 187.804   | 224.463        | <b>1.568.838</b> | 477.196    | 63.510    | 243.810        | <b>784.516</b> |
| Ene-ago 2016 | 1.895.288  | 305.294   | 434.756        | <b>2.635.338</b> | 1.355.018                         | 213.313   | 201.468        | <b>1.769.799</b> | 540.270    | 91.981    | 233.288        | <b>865.539</b> |
| Dif          | 261.521    | 53.980    | <b>-33.517</b> | <b>281.984</b>   | 198.447                           | 25.509    | <b>-22.995</b> | <b>200.961</b>   | 63.074     | 28.471    | <b>-10.522</b> | <b>81.023</b>  |
| Dif, %       | 16,0%      | 21,5%     | <b>-7,2%</b>   | <b>12,0%</b>     | 17%                               | 13,6%     | <b>-10,2%</b>  | <b>12,8%</b>     | 13,2%      | 44,8%     | <b>-4,3%</b>   | <b>10,3%</b>   |



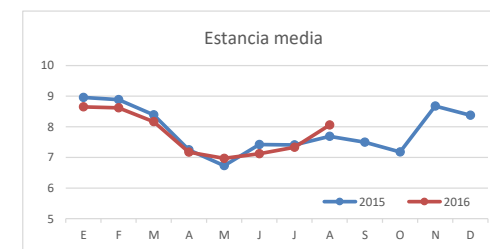
### PERNOCTACIONES

|              | TOTAL      |           |                 |                   | Detalle según tipo de alojamiento |           |                 |                   |            |           |                |                  |
|--------------|------------|-----------|-----------------|-------------------|-----------------------------------|-----------|-----------------|-------------------|------------|-----------|----------------|------------------|
|              | Extranjero | Península | Canarias        | Total             | Extranjero                        | Península | Canarias        | Total             | Extranjero | Península | Canarias       | Total            |
| Ene-ago 2015 | 15.241.852 | 1.227.348 | 1.999.800       | <b>18.469.000</b> | 10.013.134                        | 837.887   | 862.756         | <b>11.713.777</b> | 5.228.718  | 389.461   | 1.137.044      | <b>6.755.223</b> |
| Ene-ago 2016 | 17.094.706 | 1.546.218 | 1.840.263       | <b>20.481.187</b> | 11.407.919                        | 1.011.684 | 716.909         | <b>13.136.512</b> | 5.686.787  | 534.534   | 1.123.354      | <b>7.344.675</b> |
| Dif          | 1.852.854  | 318.870   | <b>-159.537</b> | <b>2.012.187</b>  | 1.394.785                         | 173.797   | <b>-145.847</b> | <b>1.422.735</b>  | 458.069    | 145.073   | <b>-13.690</b> | <b>589.452</b>   |
| Dif, %       | 12,2%      | 26,0%     | <b>-8,0%</b>    | <b>10,9%</b>      | 14%                               | 20,7%     | <b>-16,9%</b>   | <b>12,1%</b>      | 8,8%       | 37,2%     | <b>-1,2%</b>   | <b>8,7%</b>      |

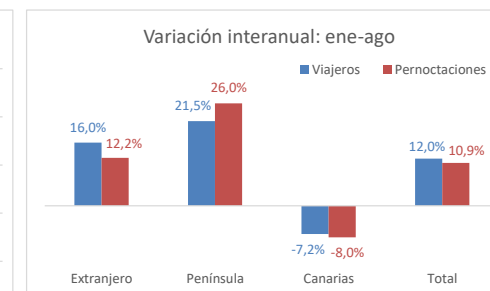
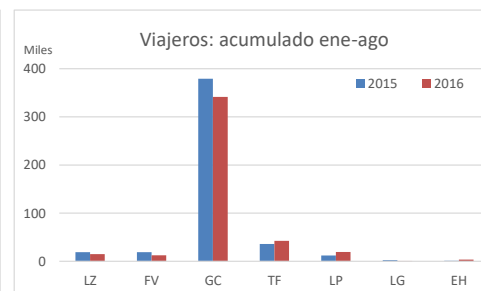
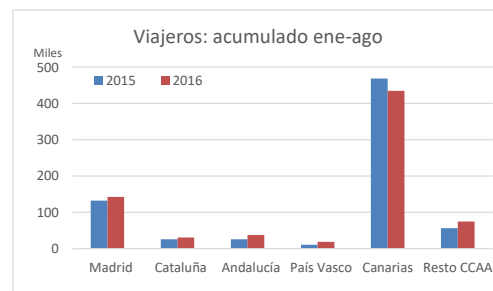
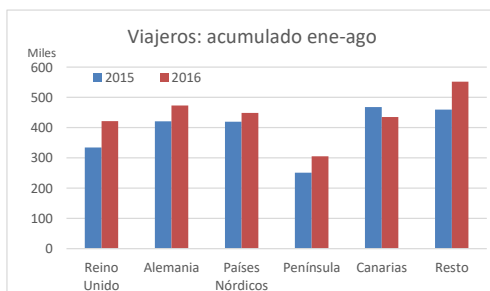


### ESTANCIA MEDIA

|            | TOTAL      |           |          |            | Detalle según tipo de alojamiento |           |          |            |            |             |             |             |
|------------|------------|-----------|----------|------------|-----------------------------------|-----------|----------|------------|------------|-------------|-------------|-------------|
|            | Extranjero | Península | Canarias | Total      | Extranjero                        | Península | Canarias | Total      | Extranjero | Península   | Canarias    | Total       |
| 2014       | 9,2        | 4,1       | 3,9      | <b>7,9</b> | 8,6                               | 4,4       | 3,2      | <b>7,4</b> | 10,5       | 6,9         | 4,8         | <b>8,9</b>  |
| 2015       | 9,2        | 4,8       | 4,1      | <b>7,9</b> | 8,6                               | 4,5       | 3,7      | <b>7,5</b> | 10,6       | 5,8         | 4,5         | <b>8,7</b>  |
| Dif (p.p.) | 0,0        | 0,8       | 0,2      | <b>0,0</b> | <b>0,0</b>                        | 0,1       | 0,5      | <b>0,1</b> | 0,1        | <b>-1,1</b> | <b>-0,2</b> | <b>-0,3</b> |



### DETALLE VIAJEROS Y PERNOCTACIONES SEGÚN LUGAR DE RESIDENCIA

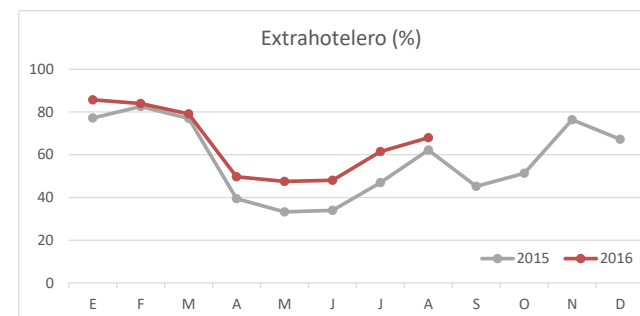
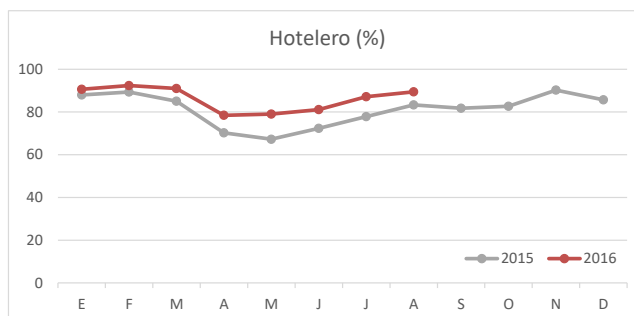
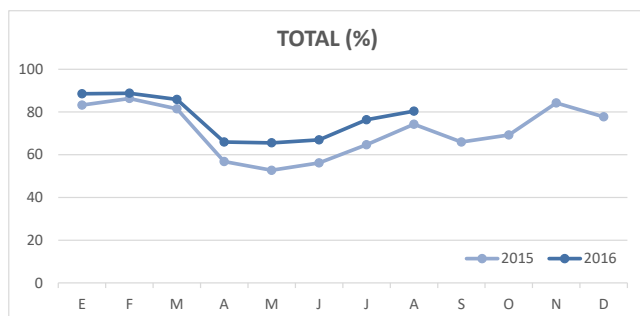


# Principales indicadores de alojamiento turístico

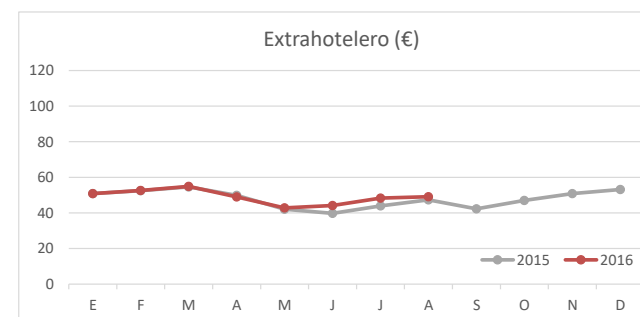
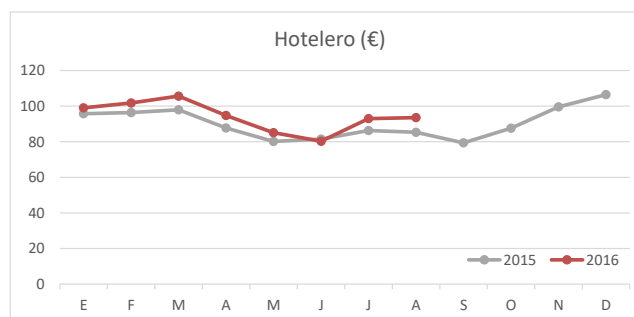
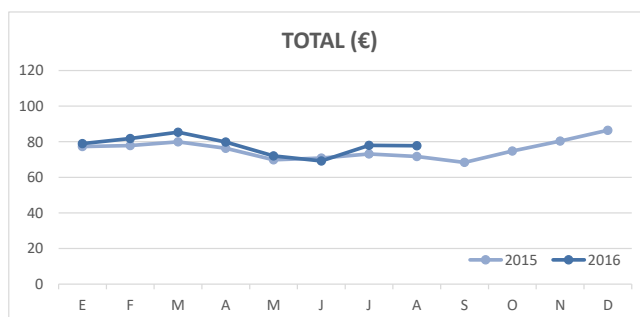
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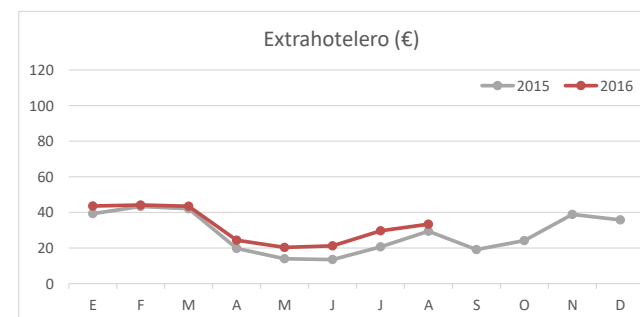
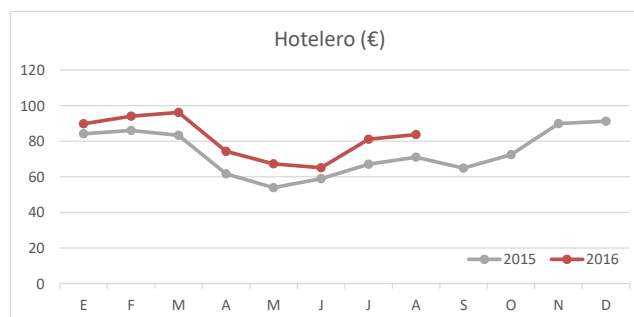
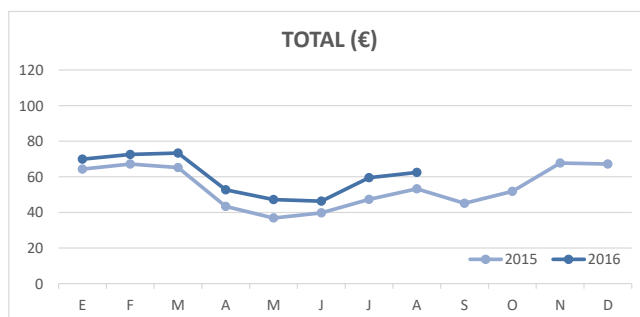
### ÍNDICE DE OCUPACIÓN POR HABITACIÓN / APARTAMENTO



### ADR (tarifa media diaria)



### REVPAR (ingreso por habitación/apartamento disponible)



Nota: el indicador de viajeros se refiere a viajeros entrados.

Fuente: Encuestas de Alojamiento Turístico (ISTAC)