

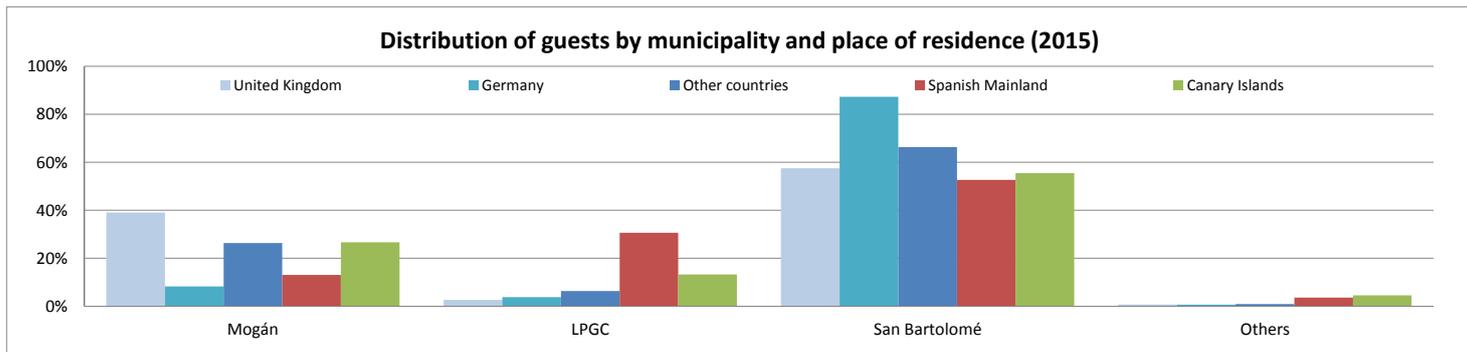
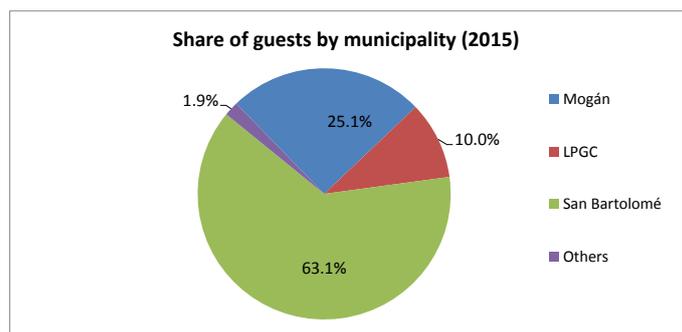
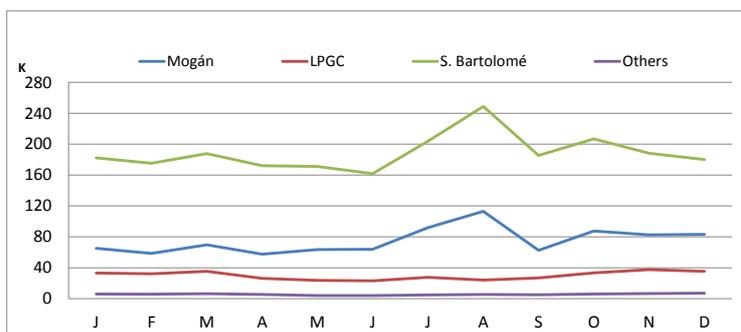
Tourist profile by municipality Gran Canaria (2015)



GUESTS IN ACCOMMODATION

Place of residence:	Municipality of stay					Accommodation type	
	Mogán	LPGC	San Bartolomé	Others	Gran Canaria	Hotel	Apartment
Abroad	683,595	165,039	1,722,463	24,869	2,595,966	1,805,058	790,908
- United Kingdom	197,555	13,470	290,644	3,651	505,320	357,750	147,570
- Germany	53,678	24,537	566,706	4,428	649,349	501,084	148,265
Spanish Mainland	46,557	109,433	188,087	12,831	356,908	272,602	84,306
Canary Islands	169,271	84,081	352,258	29,034	634,644	313,223	321,421
Total	899,423	358,553	2,262,808	66,734	3,587,518	2,390,883	1,196,635

Place of residence:	Municipality of stay (%)					Accommodation type (%)	
	Mogán	LPGC	San Bartolomé	Others	Gran Canaria	Hotelero	Extrahotelero
Abroad	26.3%	6.4%	66.4%	1.0%	100%	69.5%	30.5%
- United Kingdom	39.1%	2.7%	57.5%	0.7%	100%	70.8%	29.2%
- Germany	8.3%	3.8%	87.3%	0.7%	100%	77.2%	22.8%
Spanish Mainland	13.0%	30.7%	52.7%	3.6%	100%	76.4%	23.6%
Canary Islands	26.7%	13.2%	55.5%	4.6%	100%	49.4%	50.6%



Other indicators

	Municipality (%)					Accommodation type (%)	
	Mogán	LPGC	San Bartolomé	Resto	Gran Canaria	Hotel	Apartment
Bednights							
Abroad	6,493,571	759,628	16,593,922	75,459	23,922,580	15,508,781	8,413,799
- United Kingdom	1,814,319	58,043	2,620,243	9,887	4,502,492	3,047,586	1,454,906
- Germany	552,545	117,675	6,156,225	17,620	6,844,065	4,906,983	1,937,082
Spanish Mainland	217,032	332,513	1,135,488	39,990	1,725,023	1,235,434	489,589
Canary Islands	650,703	205,340	1,700,463	52,750	2,609,256	1,152,537	1,456,719
Total	7,361,306	1,297,481	19,429,873	168,199	28,256,859	17,896,752	10,360,107
Lenght of stay							
Abroad	9.5	4.6	9.6	3.0	9.2	8.6	10.6
- United Kingdom	9.2	4.3	9.0	2.7	8.9	8.5	9.9
- Germany	10.3	4.8	10.9	4.0	10.5	9.8	13.1
Spanish Mainland	4.0	2.8	5.3	2.2	4.4	4.1	4.8
Canary Islands	3.8	2.4	4.8	1.8	4.1	3.7	4.5
Total	8.2	3.6	8.6	2.5	7.9	7.5	8.7
ADR (€)	62.7	62.1	82.5	56.6	76.2	90.9	49.1
RevPar (€)	45.1	39.5	59.2	31.8	54.1	73.7	28.5
Bed-space occupancy rate (%)	59.5	47.8	59.5	46.2	58.7	75.2	42.6
Occupancy rate per room/apartment (%)	71.9	63.6	71.8	56.2	71.1	81.1	57.9

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 (2015)



Profile of tourist visiting Gran Canaria by municipality of stay

Where are they from?

Tourists (> 16 years old)	Mogán	LPGC	San Bartolomé	Gran Canaria
United Kingdom	35,203	219,877	295,337	560,426
Germany	165,656	58,888	555,855	792,732
Spanish Mainland	186,336	26,837	202,611	465,749
Others	154,838	530,555	914,029	1,628,353

Share by place of residence (%)	Mogán	LPGC	San Bartolomé	Gran Canaria
United Kingdom	6.3%	39.2%	52.7%	100.0%
Germany	20.9%	7.4%	70.1%	100.0%
Spanish Mainland	40.0%	5.8%	43.5%	100.0%
Others	9.5%	32.6%	56.1%	100.0%

How much do they spend?

	Mogán	LPGC	San Bartolomé	Gran Canaria
Tourist arrivals (> 16 years old)	542,033	836,156	1,967,832	3,447,259
Average daily expenditure (€)	149.16	131.58	140.98	138.88
. in their place of residence	99.84	90.64	101.52	97.30
. in the Canary Islands	49.32	40.94	39.46	41.58
Average length of stay	9.13	10.36	9.91	9.93
Turnover per tourist (€)	1,021	1,194	1,253	1,187
Total turnover (> 16 years old) (€m)	553	998	2,465	4,094
Share of total turnover	13.5%	24.4%	60.2%	100%
Share of total tourists	15.7%	24.3%	57.1%	100%

What is their main reason for coming?

Trip reasons	Mogán	LPGC	San Bartolomé	Gran Canaria
Holidays	66.1%	96.1%	96.9%	90.7%
Professional or family reasons	31.1%	2.7%	2.4%	8.1%
Other reason	2.7%	1.2%	0.6%	1.2%

What did motivate them to come?

	Mogán	LPGC	San Bartolomé	Gran Canaria
Previous visits to the Canary Islands	47.4%	72.9%	68.1%	65.6%
Recommendation by friends or relatives	30.5%	33.8%	29.9%	31.0%
Tour Operator's brochure or catalogue	6.3%	8.5%	8.7%	8.1%
Recommendation by Travel Agent	5.8%	6.3%	11.2%	8.8%
Internet	15.9%	25.9%	26.5%	24.4%
Others	33.9%	9.9%	11.2%	15.1%

* Multi-choice question

Why do they choose Gran Canaria?

	Mogán	LPGC	San Bartolomé	Gran Canaria
Climate/sun	62.5%	93.9%	93.7%	87.9%
Beaches	26.7%	36.7%	44.2%	39.1%
Tranquillity/rest/relaxation	26.3%	46.7%	41.6%	39.9%
Scenery	22.0%	14.8%	16.3%	17.3%
Price	7.3%	14.1%	13.6%	12.5%
Visiting new places	16.4%	11.3%	12.4%	12.7%
Suitable destination for children	1.7%	10.1%	6.0%	6.2%
Culture	9.9%	8.6%	5.6%	7.2%
Ease of travel	4.6%	7.8%	7.7%	7.1%
Security	5.2%	9.8%	10.1%	9.1%
Quality of the environment	5.1%	4.2%	4.3%	4.4%
Sports	4.2%	3.8%	3.4%	3.6%
Others	40.6%	12.9%	18.3%	21.2%

* Multi-choice question

How do they book?

	Mogán	LPGC	San Bartolomé	Gran Canaria
Flight booking				
Tour Operator	30.6%	54.1%	48.4%	46.2%
Airline	33.6%	26.9%	17.8%	23.5%
Travel agency (High street)	23.5%	10.9%	22.5%	19.5%
Online Travel Agency (OTA)	12.3%	8.1%	11.2%	10.8%

	Mogán	LPGC	San Bartolomé	Gran Canaria
Accommodation booking				
Tour Operator	52.7%	41.2%	40.4%	42.5%
Accommodation	2.6%	10.8%	5.3%	5.2%
Travel agency (High street)	32.2%	31.5%	39.1%	36.9%
Online Travel Agency (OTA)	12.4%	16.5%	15.2%	15.4%

What do they book at their place of residence?

	Mogán	LPGC	San Bartolomé	Gran Canaria
Flight only				
Flight only	31.2%	13.7%	6.4%	13.3%
Flight & accommodation (room only)				
Flight & accommodation (room only)	15.4%	37.2%	22.2%	24.8%
Flight & accommodation (B&B)				
Flight & accommodation (B&B)	11.3%	7.6%	8.0%	8.4%
Flight & accommodation (half board)				
Flight & accommodation (half board)	4.2%	8.3%	27.9%	19.0%
Flight & accommodation (full board)				
Flight & accommodation (full board)	14.4%	2.8%	3.7%	5.0%
Flight & accommodation (all inclusive)	22.9%	30.0%	31.6%	29.2%
% Tourists using low-cost airlines	48.8%	43.6%	35.8%	40.7%
Other expenses in their place of residence (*):				
Tourists who did not spend anything	54.3%	83.7%	81.7%	77.5%
Tourists who did spend	45.7%	16.3%	18.3%	22.5%
- Excursions	17.2%	18.7%	21.9%	19.6%
- Car rental	14.3%	34.9%	38.3%	30.8%
- Other expenses	61.8%	31.6%	38.6%	43.7%

* Multi-choice question

Where do they stay?

	Mogán	LPGC	San Bartolomé	Gran Canaria
Type of accommodation				
German market				
- Hotel	100%	100%	100%	100%
- Apartment	9.3%	63.3%	72.9%	58.4%
- Other type of accommodation	2.6%	24.1%	23.7%	19.6%
Spanish Mainland market				
- Hotel	100%	100%	100%	100%
- Apartment	43.6%	55.5%	65.0%	51.1%
- Other type of accommodation	7.6%	22.6%	26.2%	16.7%
British market				
- Hotel	100%	100%	100%	100%
- Apartment	43.2%	52.4%	67.6%	59.2%
- Other type of accommodation	9.8%	37.4%	31.1%	32.1%
Other markets				
- Hotel	100%	100%	100%	100%
- Apartment	52.7%	49.0%	58.5%	54.3%
- Other type of accommodation	16.1%	39.0%	38.6%	36.4%

	Mogán	LPGC	San Bartolomé	Gran Canaria
Length of stay by type of accommodation				
Hotel	6.8	8.9	8.9	8.6
Apartment	17.7	11.4	11.5	11.8
Others	9.3	13.4	14.5	11.1

Tourist profile by municipality

Gran Canaria (2015)



How many islands did they visit in this trip?

Number of islands	Mogán	LPGC	San Bartolomé	Gran Canaria
One island	64.7%	95.0%	94.4%	89.7%
Two islands	6.0%	3.7%	3.8%	4.2%
Three or more islands	29.3%	1.2%	1.9%	6.1%

Who are they?

	Mogán	LPGC	San Bartolomé	Gran Canaria
Gender				
Percentage of men	54.1%	47.2%	52.0%	51.3%
Percentage of women	45.9%	52.8%	48.0%	48.7%
Age range				
16-44 years old	58.3%	44.8%	45.8%	48.0%
Over 44 years old	41.7%	55.2%	54.2%	52.0%
Occupation				
Active	75.5%	74.1%	73.6%	73.9%
Inactive	24.5%	25.9%	26.4%	26.1%
Annual household income level				
€12,000 - €48,000	60.5%	45.5%	53.0%	52.7%
More than €48,000	39.5%	54.5%	47.0%	47.3%

Who do they come with?

	Mogán	LPGC	San Bartolomé	Gran Canaria
Partner	43.6%	67.7%	67.4%	62.8%
Children	9.2%	23.8%	18.1%	17.8%
Other relatives	7.5%	12.5%	10.1%	10.2%
Others	10.1%	8.5%	10.6%	9.9%
With children (< 13 year old)	5.6%	18.8%	13.2%	13.3%

* Multi-choice question

How do they rate the destination?

Impression of their stay	Mogán	LPGC	San Bartolomé	Gran Canaria
Good or very good (% tourists)	90.7%	93.1%	91.4%	91.9%

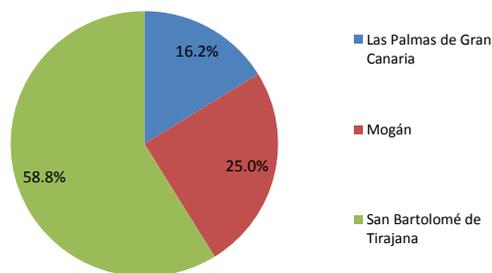
How do they rate the following features and services?

(Scale 1 - 10)	Mogán	LPGC	San Bartolomé	Gran Canaria
Accommodation	8.2	8.2	8.1	8.1
Quality of accommodation	8.4	8.5	8.3	8.4
Treatment at accommodation	8.0	8.3	8.0	8.1
Quality of the food	8.0	7.8	7.8	7.8
Environmental	7.9	8.3	8.0	8.0
Climate	8.0	8.7	8.3	8.4
Bathing areas	7.8	8.4	8.2	8.2
Tranquility	8.2	8.1	7.9	8.0
Cleanliness	7.8	8.1	7.8	7.9
Quality of the environment	7.7	8.3	8.0	7.9
Scenery	7.9	7.9	7.7	7.8
Restaurants	7.7	7.8	7.6	7.7
Quality of restaurants	8.0	8.2	8.0	8.1
Treatment from restaurant staff	7.6	7.8	7.6	7.7
Prices	7.7	7.5	7.5	7.5
Local food and drink	7.5	7.4	7.3	7.3
Leisure activities	7.6	7.3	7.3	7.4
Cultural activities	7.7	7.1	7.4	7.4
Sporting activities	7.9	7.5	7.5	7.6
Health-related activities, wellness	7.8	7.6	7.6	7.6
Organized excursions	7.7	7.4	7.5	7.5
Recreational facilities for children	7.6	7.3	7.3	7.3
Theme parks	7.5	7.4	7.2	7.2
Golf	7.6	7.1	7.0	7.1
Nightlife, fun	7.1	7.1	7.1	7.1
Services and infrastructures	8.0	8.1	8.1	8.1
Bus services	8.2	8.5	8.5	8.5
Hospitality	8.6	8.5	8.5	8.5
Security	8.2	8.2	8.2	8.2
Taxi services	7.9	7.9	8.0	7.9
State of roads	7.7	8.0	7.8	7.8
Car rental	7.9	7.9	7.9	7.9
Quality and variety of shops	7.8	7.3	7.4	7.4
Total	7.9	8.0	7.9	7.9

How many are loyal to the destination?

	Mogán	LPGC	San Bartolomé	Gran Canaria
Repeat tourists	74.2%	83.7%	79.9%	79.9%
- Germany	72.8%	84.4%	79.4%	78.1%
- Spanish Mainland	84.1%	85.1%	82.5%	83.7%
- United Kingdom	74.7%	84.7%	81.3%	82.5%
- Others	63.6%	83.2%	79.1%	78.8%
In love (at least 10 previous visits)	31.7%	46.2%	36.9%	38.5%
- Germany	23.7%	39.1%	38.0%	34.9%
- Spanish Mainland	39.8%	38.6%	33.8%	38.1%
- United Kingdom	41.8%	45.1%	37.6%	41.2%
- Others	28.3%	47.9%	36.8%	39.5%

Share of tourists by municipality (2015)



Tourist arrivals by municipality (2015)

