

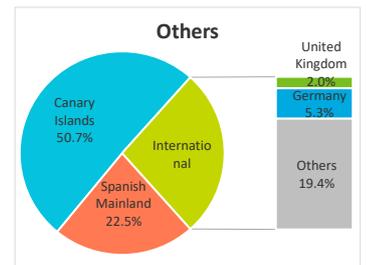
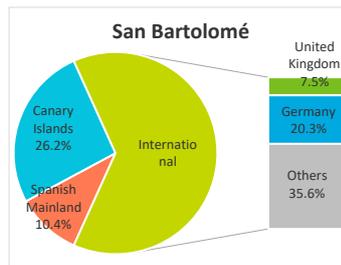
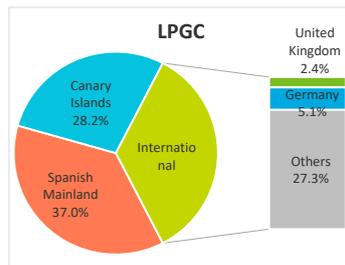
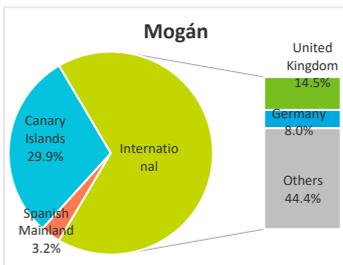
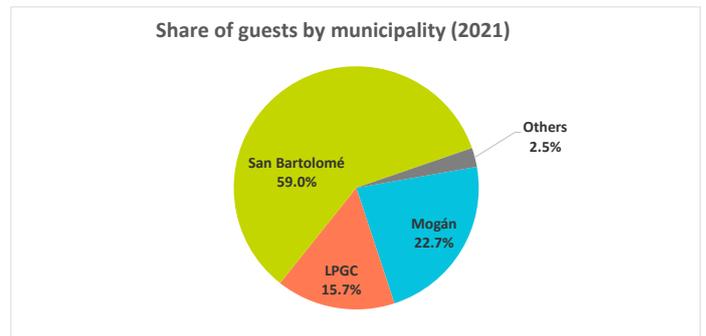
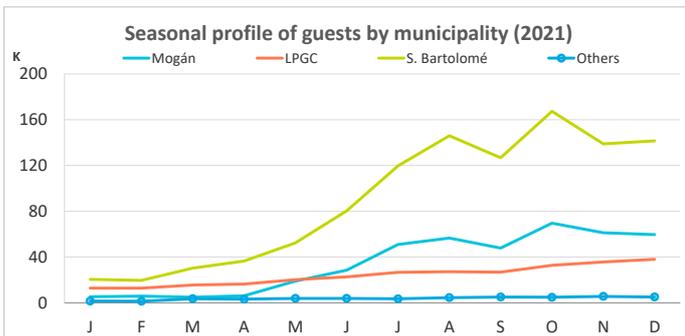
# Tourist profile by municipality

## Gran Canaria (2021)

### GUESTS IN ACCOMMODATION

Place of residence:	Municipality of stay				Gran Canaria	Accommodation type	
	Mogán	LPGC	San Bartolomé	Others		Hotel	Apartment
International	278,204	100,078	684,951	12,377	1,075,610	861,189	214,421
- United Kingdom	60,189	6,816	81,442	931	149,378	116,071	33,307
- Germany	33,395	14,753	219,149	2,466	269,763	219,635	50,128
Spanish Mainland	13,346	106,452	112,140	10,417	242,355	223,562	18,793
Canary Islands	124,185	81,208	282,649	23,402	511,444	365,283	146,161
<b>Total</b>	<b>415,735</b>	<b>287,738</b>	<b>1,079,740</b>	<b>46,196</b>	<b>1,829,409</b>	<b>1,450,034</b>	<b>379,375</b>

Place of residence:	Municipality of stay (%)				Gran Canaria	Accommodation type (%)	
	Mogán	LPGC	San Bartolomé	Others		Hotel	Apartment
International	66.9%	34.8%	63.4%	26.8%	58.8%	59.4%	56.5%
- United Kingdom	14.5%	2.4%	7.5%	2.0%	8.2%	8.0%	8.8%
- Germany	8.0%	5.1%	20.3%	5.3%	14.7%	15.1%	13.2%
Spanish Mainland	3.2%	37.0%	10.4%	22.5%	13.2%	15.4%	5.0%
Canary Islands	29.9%	28.2%	26.2%	50.7%	28.0%	25.2%	38.5%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>



### Other indicators

	Municipality (%)				Gran Canaria	Accommodation type (%)	
	Mogán	LPGC	San Bartolomé	Others		Hotel	Apartment
<b>Bednights</b>							
International	2,300,916	450,433	5,808,913	37,748	8,598,010	6,575,116	2,022,894
- United Kingdom	499,020	29,111	645,922	2,739	1,176,792	874,780	302,012
- Germany	289,788	75,839	2,101,680	10,217	2,477,524	1,923,390	554,134
Spanish Mainland	77,423	335,852	602,443	30,317	1,046,035	930,519	115,516
Canary Islands	422,399	177,802	1,197,193	48,248	1,845,642	1,177,950	667,692
<b>Total</b>	<b>2,800,738</b>	<b>964,087</b>	<b>7,608,549</b>	<b>116,313</b>	<b>11,489,687</b>	<b>8,683,585</b>	<b>2,806,102</b>
<b>Length of stay</b>							
International	8.3	4.5	8.5	3.0	8.0	7.6	9.4
- United Kingdom	8.3	4.3	7.9	2.9	7.9	7.5	9.1
- Germany	8.7	5.1	9.6	4.1	9.2	8.8	11.1
Spanish Mainland	5.8	3.2	5.4	2.9	4.3	4.2	6.1
Canary Islands	3.4	2.2	4.2	2.1	3.6	3.2	4.6
<b>Total</b>	<b>6.7</b>	<b>3.4</b>	<b>7.0</b>	<b>2.5</b>	<b>6.3</b>	<b>--</b>	<b>--</b>
ADR (€)	92.1	70.6	112.8	81.2	103.2	114.5	65.1
RevPar (€)	48.9	37.9	62.4	36.0	56.2	64.0	32.6
Total revenue (€ million)	115.4	43.8	418.4	6.3	584	499.6	84.3
Bed-space occupancy rate (%)	48.0	39.3	48.2	33.8	47.0	50.8	38.3
Occupancy rate per room/apart.(%)	53.1	53.7	55.3	44.4	54.4	55.9	50.1

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 (2021)

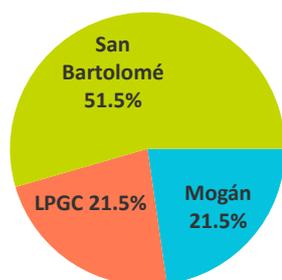


### How many are they and how much do they spend?



	Mogán	LPGC	San Bartolomé	Gran Canaria
Tourist arrivals (> 15 years old)	331,965	331,789	795,605	<b>1,545,237</b>
Average daily expenditure (€)	152.15	117.12	154.57	<b>142.03</b>
Average length of stay	10.56	10.02	10.05	<b>10.25</b>
Turnover per tourist (€)	1,349	894	1,373	<b>1,235</b>
Total turnover (> 15 years old) (€m)	448	297	1,092.6	<b>1,908</b>
Share of total turnover	23.5%	15.5%	57.3%	<b>100%</b>
Share of total tourists	21.5%	21.5%	51.5%	<b>100%</b>

### Share of tourists by municipality (2021)



### What is the main motivation for their holidays?



	Mogán	LPGC	San Bartolomé	Gran Canaria
Rest	62.4%	36.9%	62.1%	<b>55.5%</b>
Explore the destination	11.1%	20.4%	13.7%	<b>14.9%</b>
Other reasons	26.5%	42.7%	24.2%	<b>29.6%</b>

### How far in advance do they book their trip?



	Mogán	LPGC	San Bartolomé	Gran Canaria
Between 0 and 30 days	40.1%	57.4%	43.9%	<b>46.2%</b>
Between 1 and 2 months	24.6%	23.8%	24.6%	<b>24.9%</b>
More than 3 months	35.3%	18.8%	31.5%	<b>28.9%</b>

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



	Mogán	LPGC	San Bartolomé	Gran Canaria
Previous visits to the Canary Islands	54.3%	35.5%	49.4%	<b>47.0%</b>
Friends or relatives	25.9%	38.8%	25.0%	<b>29.6%</b>
Internet or social media	47.8%	42.2%	49.3%	<b>46.9%</b>
Tour Operator or Travel Agency	18.6%	7.5%	25.8%	<b>19.0%</b>
Others	15.0%	22.2%	16.4%	<b>17.8%</b>

(\*) Multi-choice question

### What do they book?



	Mogán	LPGC	San Bartolomé	Gran Canaria
Room only/ Bed & Breakfast	48.6%	87.4%	29.9%	<b>45.9%</b>
Half board / Full board	13.9%	9.3%	29.9%	<b>22.1%</b>
All inclusive	37.4%	3.3%	40.2%	<b>32.0%</b>

### ALL INCLUSIVE



(Canary Islands: 33.8%)

### Importance of each factor in the destination choice



	Mogán	LPGC	San Bartolomé	Gran Canaria
Climate	82.0%	69.5%	80.4%	<b>77.7%</b>
Sea	54.8%	55.7%	51.8%	<b>53.1%</b>
Beaches	47.9%	51.1%	48.2%	<b>48.0%</b>
Tranquility	47.4%	45.3%	47.6%	<b>47.3%</b>
Safety	51.1%	39.0%	49.1%	<b>47.2%</b>
European belonging	43.6%	36.8%	40.4%	<b>40.6%</b>
Accommodation supply	42.2%	24.2%	45.0%	<b>39.0%</b>
Effortless trip	35.2%	30.8%	36.1%	<b>35.0%</b>
Landscapes	29.1%	45.9%	28.8%	<b>33.3%</b>
Price	33.5%	29.5%	31.1%	<b>31.4%</b>
Environment	29.1%	37.6%	24.9%	<b>29.0%</b>
Gastronomy	26.1%	32.1%	26.5%	<b>27.7%</b>
Fun possibilities	22.1%	25.8%	27.2%	<b>25.5%</b>
Authenticity	19.2%	26.2%	18.6%	<b>21.1%</b>
Exoticism	13.8%	16.4%	12.9%	<b>14.0%</b>
Nightlife	8.3%	13.1%	15.6%	<b>13.2%</b>
Shopping	10.0%	11.2%	11.1%	<b>10.8%</b>
Hiking trail network	9.7%	15.6%	7.7%	<b>10.6%</b>
Historical heritage	6.5%	16.5%	6.9%	<b>9.2%</b>
Culture	6.9%	13.3%	7.3%	<b>8.7%</b>

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.

### % TOURISTS WHO CHOOSE CLIMATE



### Where do they stay?



	Mogán	LPGC	San Bartolomé	Gran Canaria
<b>Type of accommodation</b>				
<b>All markets</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
- Hotel	62.2%	48.1%	72.1%	<b>61.6%</b>
- Apartment	15.1%	7.1%	15.8%	<b>13.4%</b>
- Other type of accommodation	22.7%	44.8%	12.1%	<b>25.0%</b>
<b>German market</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
- Hotel	64.2%	57.3%	77.7%	<b>70.7%</b>
- Apartment	9.9%	4.5%	13.3%	<b>11.5%</b>
- Other type of accommodation	25.9%	38.2%	9.0%	<b>17.8%</b>
<b>Spanish Mainland market</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
- Hotel	52.0%	50.4%	65.9%	<b>52.3%</b>
- Apartment	14.4%	7.2%	20.6%	<b>12.2%</b>
- Other type of accommodation	33.6%	42.4%	13.5%	<b>35.5%</b>
<b>British market</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
- Hotel	61.6%	25.1%	75.4%	<b>60.4%</b>
- Apartment	19.0%	6.5%	17.8%	<b>16.6%</b>
- Other type of accommodation	19.5%	68.4%	6.8%	<b>23.0%</b>
<b>Other markets</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
- Hotel	62.8%	45.4%	69.5%	<b>61.7%</b>
- Apartment	15.6%	8.2%	15.5%	<b>14.3%</b>
- Other type of accommodation	21.6%	46.3%	15.0%	<b>24.0%</b>

### Length of stay by type of accommodation

	Mogán	LPGC	San Bartolomé	Gran Canaria
<b>All markets</b>				
- Hotel	9.0	6.9	8.9	<b>8.6</b>
- Apartment	11.7	11.6	12.2	<b>11.9</b>
- Private accommodation	18.0	13.5	17.3	<b>14.8</b>
- Other type of accommodation	10.2	10.8	9.1	<b>9.9</b>

# Tourist profile by municipality

## Gran Canaria (2021)



### Activities in the Canary Islands



Outdoor time per day	Mogán	LPGC	San Bartolomé	Gran Canaria
0 - 8 hours	68.3%	39.0%	70.2%	<b>61.7%</b>
More than 8 hours	31.7%	61.0%	29.8%	<b>38.3%</b>
Activities in the Canary Islands	Mogán	LPGC	San Bartolomé	Gran Canaria
Beach	72.9%	69.0%	76.3%	<b>73.5%</b>
Walk, wander	65.3%	68.7%	64.4%	<b>65.7%</b>
Swimming pool, hotel facilities	65.1%	20.7%	63.8%	<b>52.1%</b>
Explore the island on their own	41.5%	50.6%	42.3%	<b>44.9%</b>
Activities at sea	42.8%	34.5%	37.8%	<b>38.1%</b>
Taste Canarian gastronomy	20.0%	35.4%	24.1%	<b>26.5%</b>
Nature activities	22.3%	23.8%	18.9%	<b>21.7%</b>
Nightlife / concerts / shows	11.2%	13.4%	21.4%	<b>16.8%</b>
Sport activities	15.5%	15.9%	16.3%	<b>16.0%</b>
Organized excursions	9.9%	7.1%	12.6%	<b>10.5%</b>
Sea excursions / whale watching	14.5%	4.2%	9.6%	<b>9.2%</b>
Museums / exhibitions	4.8%	16.9%	7.1%	<b>9.0%</b>
Theme parks	8.9%	4.7%	10.1%	<b>8.5%</b>
Wineries/markets/popular festivals	6.7%	10.1%	6.4%	<b>7.5%</b>
Beauty and health treatments	5.1%	4.5%	5.1%	<b>5.0%</b>
Astronomical observation	3.6%	2.9%	3.1%	<b>3.4%</b>

(\*) Multi-choice question

### Who do they come with?



	Mogán	LPGC	San Bartolomé	Gran Canaria
Unaccompanied	7.2%	38.8%	11.9%	<b>17.7%</b>
Only with partner	54.1%	33.3%	52.5%	<b>48.1%</b>
With children	17.3%	6.8%	13.9%	<b>12.9%</b>
Other relatives	12.3%	6.6%	9.2%	<b>9.4%</b>
Other combination	9.0%	14.5%	12.4%	<b>11.9%</b>
With children (under the age of 13)	15.3%	4.1%	10.8%	<b>10.1%</b>

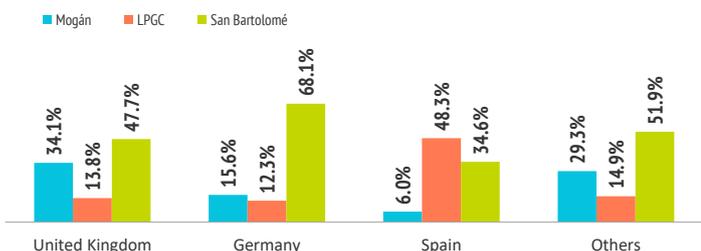
\* Share over total answers

### Where are they from?



Tourists (> 15 years old)	Mogán	LPGC	San Bartolomé	Gran Canaria
United Kingdom	53,647	21,722	75,059	<b>157,403</b>
Germany	56,435	44,344	246,206	<b>361,424</b>
Spain	20,422	163,659	117,433	<b>339,140</b>
Others	201,461	102,064	356,907	<b>687,270</b>
& Tourists	Mogán	LPGC	San Bartolomé	Gran Canaria
United Kingdom	34.1%	13.8%	47.7%	<b>100%</b>
Germany	15.6%	12.3%	68.1%	<b>100%</b>
Spain	6.0%	48.3%	34.6%	<b>100%</b>
Others	29.3%	14.9%	51.9%	<b>100%</b>

### Tourist arrivals by municipality (2021)



Source: Encuesta sobre el Gasto Turístico (ISTAC).

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.

### Who are they?



	Mogán	LPGC	San Bartolomé	Gran Canaria
Gender	Mogán	LPGC	San Bartolomé	Gran Canaria
Menos de 50.000€	44.9%	58.1%	54.7%	<b>53.3%</b>
Women	55.1%	41.9%	45.3%	<b>46.7%</b>
Age range (> 15 years old)	Mogán	LPGC	San Bartolomé	Gran Canaria
16 - 44 years old	47.3%	60.3%	48.9%	<b>52.0%</b>
Over 44 years old	52.7%	39.7%	51.1%	<b>48.0%</b>
Occupation	Mogán	LPGC	San Bartolomé	Gran Canaria
Active	75.1%	77.7%	78.9%	<b>77.6%</b>
Inactive	24.9%	22.3%	21.1%	<b>22.4%</b>
Annual household income level	Mogán	LPGC	San Bartolomé	Gran Canaria
Less than €50,000	41.8%	64.3%	51.1%	<b>52.6%</b>
More than €50,000	58.2%	35.7%	48.9%	<b>47.4%</b>
Education level	Mogán	LPGC	San Bartolomé	Gran Canaria
No studies/Primary education	4.4%	3.0%	4.6%	<b>4.1%</b>
Secondary education	25.6%	15.0%	25.2%	<b>22.6%</b>
Higher education	70.0%	82.0%	70.2%	<b>73.3%</b>

### How do they rate the Canary Islands?



Satisfaction (scale 0-10)	Mogán	LPGC	San Bartolomé	Gran Canaria
Average rating	8.89	8.74	8.75	<b>8.79</b>
Experience in the Canary Islands	Mogán	LPGC	San Bartolomé	Gran Canaria
Worse or much worse than expected	2.7%	4.1%	3.5%	<b>3.4%</b>
Lived up to expectations	55.6%	50.2%	56.6%	<b>54.5%</b>
Better or much better than expected	41.6%	45.7%	39.9%	<b>42.0%</b>
Future intentions (scale 1-10)	Mogán	LPGC	San Bartolomé	Gran Canaria
Return to the Canary Islands	8.86	8.88	8.70	<b>8.80</b>
Recommend visiting the Canary Isla	9.05	9.07	8.91	<b>8.99</b>

8.80/10

Return to the Canary Islands

8.99/10

Recommend visiting the Canary Islands

### How many are loyal to the Canary Islands?



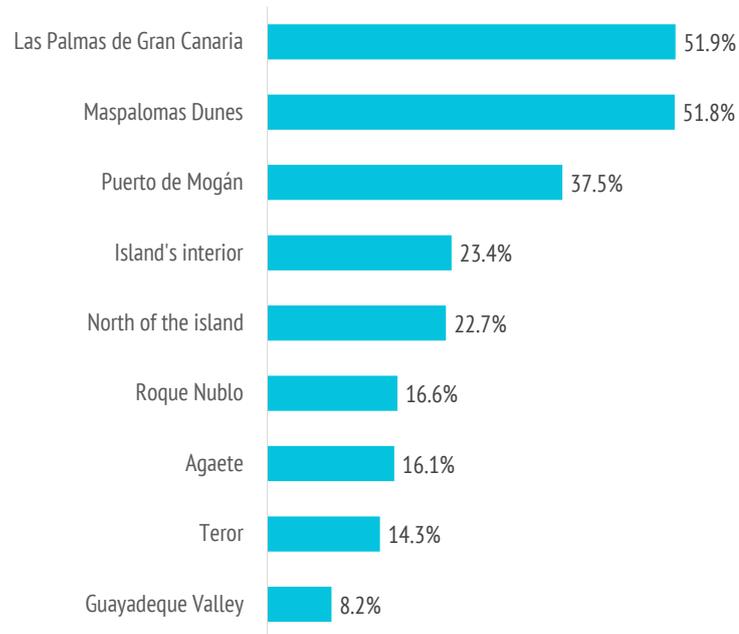
	Mogán	LPGC	San Bartolomé	Gran Canaria
Repeat tourists	Mogán	LPGC	San Bartolomé	Gran Canaria
- Germany	75.5%	67.7%	72.9%	<b>72.5%</b>
- Spain	72.1%	53.1%	77.4%	<b>73.5%</b>
- Spain	69.6%	77.0%	78.7%	<b>77.6%</b>
- United Kingdom	80.5%	69.7%	79.7%	<b>79.1%</b>
- Others	75.7%	58.7%	66.5%	<b>68.0%</b>
Repeat tourists (3 or more visits)	Mogán	LPGC	San Bartolomé	Gran Canaria
- Germany	57.9%	52.7%	55.4%	<b>55.5%</b>
- Spain	54.5%	38.2%	60.1%	<b>56.6%</b>
- Spain	53.0%	62.2%	63.1%	<b>61.9%</b>
- United Kingdom	66.6%	56.0%	60.1%	<b>62.6%</b>
- Others	57.1%	43.0%	48.6%	<b>50.3%</b>

### How many islands do they visit during their trip?



	Mogán	LPGC	San Bartolomé	Gran Canaria
One island	95.3%	90.1%	95.5%	<b>93.7%</b>
Two or more islands	4.7%	9.9%	4.5%	<b>6.3%</b>

## WHICH PLACES DO THE VISIT IN GRAN CANARIA?\*



*\*\*Multi-choice question*

”

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