Canary Islands
LATITUDE OF LIFE

GUESTS IN ACCOMMODATION

Place of residence:	Municipality of stay					Accommodation type	
	Mogán	**LPGC**	**San Bartolomé**	**Others**	**Gran Canaria**	**Hotel**	**Apartment**
International	680,734	177,559	1,558,512	23,017	**2,439,822**	1,907,224	532,598
- United Kingdom	231,203	21,899	331,666	2,618	**587,386**	457,104	130,282
- Germany	48,825	22,624	407,007	4,101	**482,557**	387,555	95,002
Spanish Mainland	15,205	134,338	202,624	14,795	**366,962**	332,264	34,698
Canary Islands	106,041	94,754	273,929	35,028	**509,752**	352,280	157,472
Total	**801,980**	**406,651**	**2,035,065**	**72,840**	**3,316,536**	**2,591,768**	**724,768**

Place of residence:	Municipality of stay (%)					Accommodation type (%)	
	Mogán	**LPGC**	**San Bartolomé**	**Others**	**Gran Canaria**	**Hotel**	**Apartment**
International	84.9%	43.7%	76.6%	31.6%	**73.6%**	73.6%	73.5%
- United Kingdom	28.8%	5.4%	16.3%	3.6%	**17.7%**	17.6%	18.0%
- Germany	6.1%	5.6%	20.0%	5.6%	**14.6%**	15.0%	13.1%
Spanish Mainland	1.9%	33.0%	10.0%	20.3%	**11.1%**	12.8%	4.8%
Canary Islands	13.2%	23.3%	13.5%	48.1%	**15.4%**	13.6%	21.7%
Total	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

Seasonal profile of guests by municipality (2022)

Share of guests by municipality (2022)

Mogán

LPGC

San Bartolomé
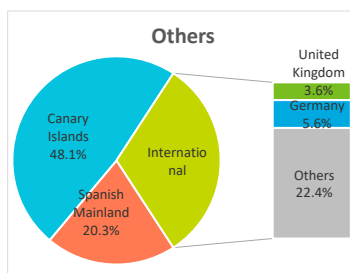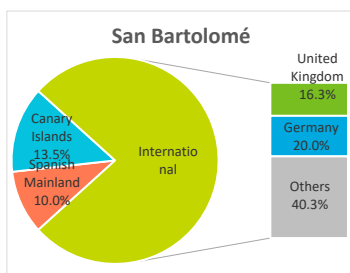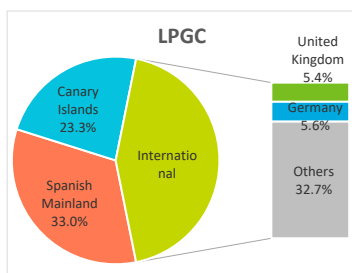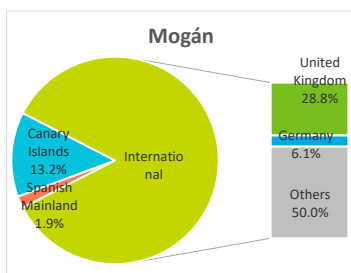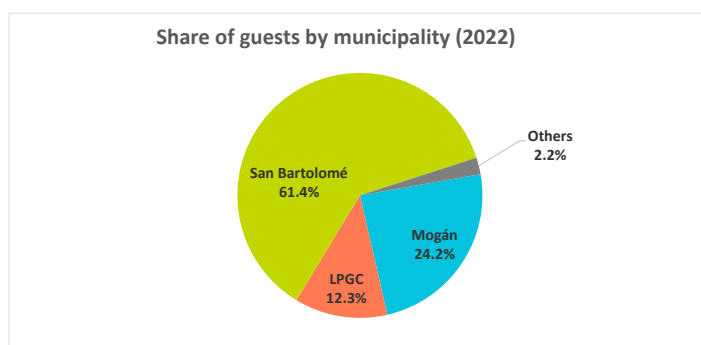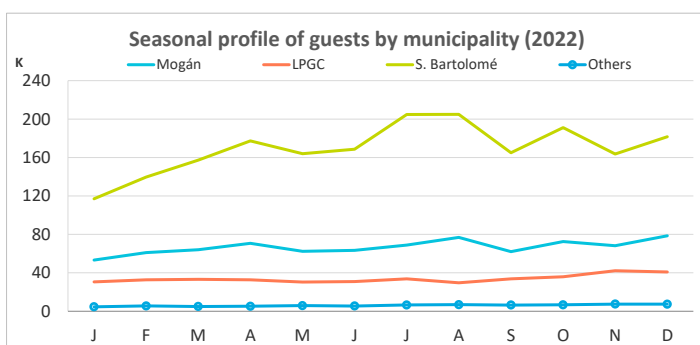
Others

Other indicators

	Municipality (%)					Accommodation type (%)	
	Mogán	**LPGC**	**San Bartolomé**	**Others**	**Gran Canaria**	**Hotel**	**Apartment**
Bednights							
International	5,830,563	742,861	13,128,523	68,973	19,770,920	14,543,030	5,227,890
- United Kingdom	1,877,814	88,306	2,563,403	8,978	4,538,501	3,392,564	1,145,937
- Germany	435,196	110,796	3,976,133	18,619	4,540,744	3,397,001	1,143,743
Spanish Mainland	92,920	436,163	1,018,526	46,587	1,594,196	1,410,531	183,665
Canary Islands	414,533	235,182	1,077,188	65,934	1,792,837	1,057,355	735,482
Total	**6,338,016**	**1,414,206**	**15,224,237**	**181,494**	**23,157,953**	**17,010,916**	**6,147,037**
Lenght of stay							
International	8.6	4.2	8.4	3.0	8.1	7.6	9.8
- United Kingdom	8.1	4.0	7.7	3.4	7.7	7.4	8.8
- Germany	8.9	4.9	9.8	4.5	9.4	8.8	12.0
Spanish Mainland	6.1	3.2	5.0	3.1	4.3	4.2	5.3
Canary Islands	3.9	2.5	3.9	1.9	3.5	3.0	4.7
Total	**7.9**	**3.5**	**7.5**	**2.5**	**7.0**	**--**	**--**
ADR (€)	94.4	77.9	117.4	82.1	108.2	120.3	70.7
RevPar (€)	73.1	54.1	87.7	44.9	80.7	92.6	48.2
Total revenue (€ million)	262.0	70.1	868.7	9.2	1,210	1017.0	193.1
Bed-space ocuppancy rate (%)	70.8	51.7	65.4	44.8	65.5	70.7	54.4
Occupancy rate per room/apart.(%)	77.4	69.5	74.7	54.7	74.6	77.0	68.1

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 (2022)

Canary Islands LATITUDE of LIFE

How many are they and how much do they spend?

	Mogán	LPGC	San Bartolomé	Gran Canaria
Tourist arrivals (> 15 years old)	839,874	554,681	1,767,155	**3,352,820**
Average daily expenditure (€)	164.01	128.11	172.56	**159.10**
Average lenght of stay	10.03	10.44	9.34	**9.74**
Turnover per tourist (€)	1,417	1,035	1,462	**1,349**
Total turnover (> 15 years old) (€m)	1,190	574	2,583.2	**4,523**
Share of total turnover	26.3%	12.7%	57.1%	**100%**
Share of total tourists	25.0%	16.5%	52.7%	**100%**

Share of tourists by municipality (2022)

San Bartolomé 52.7%
Others 5.7%
Mogán 25.0%
LPGC 16.5%
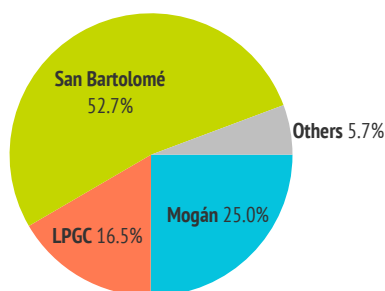
What is the main motivation for their holidays?

	Mogán	LPGC	San Bartolomé	Gran Canaria
Rest	62.6%	35.7%	60.4%	**55.2%**
Explore the destination	8.6%	22.2%	13.9%	**14.7%**
Other reasons	28.8%	42.1%	25.7%	**30.2%**

How far in advance do they bok their trip?

	Mogán	LPGC	San Bartolomé	Gran Canaria
Between 0 and 30 days	24.0%	45.8%	33.0%	**33.1%**
Between 1 and 2 months	22.0%	28.3%	25.5%	**25.4%**
More than 3 months	54.0%	25.9%	41.5%	**41.4%**

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

	Mogán	LPGC	San Bartolomé	Gran Canaria
Previous visits to the Canary Islands	58.6%	36.5%	48.7%	**48.7%**
Friends or relatives	24.8%	40.3%	24.6%	**28.7%**
Internet or social media	46.1%	45.6%	50.5%	**48.3%**
Tour Operator or Travel Agency	19.2%	8.0%	25.8%	**19.9%**
Others	14.5%	21.2%	16.5%	**17.1%**

(*) Multi-choise question

What do they book?

	Mogán	LPGC	San Bartolomé	Gran Canaria
Room only/ Bed & Breakfast	56.1%	85.9%	31.7%	**46.7%**
Half board / Full board	12.0%	10.1%	29.1%	**21.6%**
All inclusive	31.9%	4.1%	39.2%	**31.7%**

ALL INCLUSIVE

31.9% Mogán
4.1% LPGC
39.2% San Bartolomé
Gran Canaria 32%
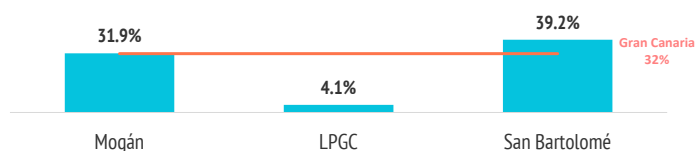
(Canary Islands: 34.9%)

Importance of each factor in the destination choice

	Mogán	LPGC	San Bartolomé	Gran Canaria
Climate	83.6%	64.6%	80.2%	**77.8%**
Safety	52.5%	40.7%	52.4%	**49.9%**
Sea	47.7%	53.0%	50.1%	**49.7%**
Tranquility	44.3%	41.4%	48.0%	**45.8%**
Beaches	43.1%	48.7%	46.1%	**45.3%**
Accommodation supply	46.0%	23.8%	46.5%	**41.5%**
European belonging	37.3%	34.3%	40.8%	**38.7%**
Effortless trip	37.3%	31.6%	38.6%	**36.7%**
Price	34.3%	30.0%	34.9%	**33.8%**
Landscapes	23.9%	42.2%	29.5%	**31.2%**
Environment	28.4%	34.9%	27.2%	**29.3%**
Gastronomy	25.6%	31.0%	27.7%	**28.0%**
Fun possibilities	23.0%	24.2%	25.5%	**24.6%**
Authenticity	17.7%	27.3%	20.8%	**21.6%**
Exoticism	10.4%	15.6%	11.9%	**12.5%**
Nightlife	8.9%	11.6%	12.9%	**11.5%**
Shopping	10.9%	10.9%	11.4%	**11.2%**
Hiking trail network	8.6%	13.7%	8.9%	**10.2%**
Culture	6.9%	13.3%	9.0%	**9.4%**
Historical heritage	5.7%	14.0%	7.6%	**8.5%**

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	54.7%	42.9%	71.7%	**59.1%**
- Apartment	18.7%	7.0%	16.5%	**15.0%**
- Private accommodation	10.4%	41.5%	6.6%	**16.7%**
- Other type of accommodation	16.1%	8.6%	5.2%	**9.1%**
German market	**100%**	**100%**	**100%**	**100%**
- Hotel	61.3%	43.9%	73.3%	**65.9%**
- Apartment	10.2%	4.1%	13.9%	**12.3%**
- Private accommodation	16.2%	42.9%	8.9%	**15.5%**
- Other type of accommodation	12.3%	9.1%	3.9%	**6.4%**
Spanish Mainland market	**100%**	**100%**	**100%**	**100%**
- Hotel	45.9%	48.4%	70.0%	**53.3%**
- Apartment	19.4%	7.4%	19.6%	**13.0%**
- Private accommodation	25.6%	40.4%	7.3%	**29.6%**
- Other type of accommodation	9.1%	3.9%	3.1%	**4.2%**
British market	**100%**	**100%**	**100%**	**100%**
- Hotel	56.6%	38.6%	77.6%	**62.4%**
- Apartment	18.1%	6.2%	15.7%	**15.4%**
- Private accommodation	3.6%	46.3%	4.1%	**11.1%**
- Other type of accommodation	21.6%	8.9%	2.7%	**11.1%**
Other markets	**100%**	**100%**	**100%**	**100%**
- Hotel	52.9%	38.4%	68.9%	**56.8%**
- Apartment	20.4%	7.7%	17.5%	**16.6%**
- Private accommodation	12.7%	40.7%	6.1%	**15.7%**
- Other type of accommodation	14.0%	13.2%	7.5%	**11.0%**

Lenght of stay (all markets)	Mogán	LPGC	San Bartolomé	Gran Canaria
Type of accommodation				
- Hotel	8.4	6.5	8.5	**8.2**
- Apartment	10.4	8.5	10.5	**10.3**
- Private accommodation	17.3	14.7	15.5	**14.3**
- Other type of accommodation	10.5	11.3	9.4	**10.3**

Activities in the Canary Islands

Outdoor time per day	Mogán	LPGC	San Bartolomé	Gran Canaria
0 - 8 hours	70.2%	40.2%	69.6%	**63.4%**
More than 8 hours	29.8%	59.8%	30.4%	**36.6%**

Activities in the Canary Islands	Mogán	LPGC	San Bartolomé	Gran Canaria
Beach	71.0%	71.6%	73.8%	**72.6%**
Walk, wander	68.9%	69.5%	65.5%	**67.4%**
Swimming pool, hotel facilities	71.7%	22.2%	64.6%	**56.6%**
Explore the island on their own	37.7%	52.5%	44.0%	**44.8%**
Taste Canarian gastronomy	17.4%	35.7%	21.1%	**23.3%**
Nature activities	19.5%	24.5%	17.9%	**20.6%**
Nightlife / concerts / shows	14.3%	16.6%	20.4%	**18.0%**
Activities at sea	15.7%	16.9%	12.4%	**14.6%**
Sport activities	12.8%	13.7%	13.1%	**13.3%**
Organized excursions	10.6%	6.4%	14.2%	**11.4%**
Sea excursions / whale watching	14.5%	3.8%	10.2%	**9.9%**
Museums / exhibitions	4.7%	21.3%	7.5%	**9.6%**
Theme parks	8.7%	8.7%	10.1%	**9.4%**
Wineries/markets/popular festivals	10.3%	12.3%	7.3%	**9.2%**
Beauty and health treatments	7.7%	4.7%	6.0%	**6.2%**
Astronomical observation	3.0%	4.2%	2.8%	**3.2%**

(*) Multi-choise question

Who do they come with?

	Mogán	LPGC	San Bartolomé	Gran Canaria
Unaccompanied	6.2%	32.0%	9.4%	**13.1%**
Only with partner	51.3%	35.2%	52.5%	**48.8%**
With children	19.6%	8.0%	17.3%	**16.1%**
Other relatives	14.5%	9.6%	11.2%	**11.7%**
Other combination	8.3%	15.2%	9.7%	**10.4%**
With children (under the age of 13)	20.9%	6.5%	14.7%	**14.5%**

* Share over total answers

Where are they from?

	Mogán	LPGC	San Bartolomé	Gran Canaria
Tourists (> 15 years old)				
United Kingdom	267,781	70,124	313,693	**678,992**
Germany	76,811	62,323	464,093	**635,157**
Spain	20,532	213,419	198,714	**488,286**
Others	474,750	208,815	790,656	**1,550,385**
% Tourists				
United Kingdom	39.4%	10.3%	46.2%	**100%**
Germany	12.1%	9.8%	73.1%	**100%**
Spain	4.2%	43.7%	40.7%	**100%**
Others	30.6%	13.5%	51.0%	**100%**

Tourist arrivals by municipality (2022)

Legend: ■ Mogán ■ LPGC ■ San Bartolomé

United Kingdom: 39.4% / 10.3% / 46.2%
Germany: 12.1% / 9.8% / 73.1%
Spain: 4.2% / 43.7% / 40.7%
Others: 30.6% / 13.5% / 51.0%
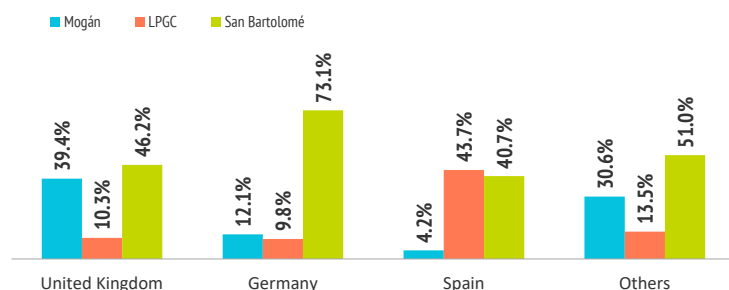
Who are they?

Gender	Mogán	LPGC	San Bartolomé	Gran Canaria
Menos de 50.000€	47.4%	53.6%	52.5%	**51.6%**
Women	52.6%	46.4%	47.5%	**48.4%**
Age range (> 15 years old)				
16 - 44 years old	41.1%	61.9%	46.3%	**48.7%**
Over 44 years old	58.9%	38.1%	53.7%	**51.3%**
Occupation				
Active	73.1%	80.6%	77.0%	**76.8%**
Inactive	26.9%	19.4%	23.0%	**23.2%**
Annual household income level				
Less than €50,000	38.6%	60.8%	46.5%	**47.9%**
More than €50,000	61.4%	39.2%	53.5%	**52.1%**
Education level				
No studies/Primary education	7.5%	3.0%	4.6%	**4.9%**
Secondary education	23.9%	17.0%	25.9%	**23.4%**
Higher education	68.5%	80.1%	69.4%	**71.6%**

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Mogán	LPGC	San Bartolomé	Gran Canaria
Average rating	8.85	8.75	8.76	**8.79**

Experience in the Canary Islands	Mogán	LPGC	San Bartolomé	Gran Canaria
Worse or much worse than expected	3.1%	3.0%	2.9%	**3.0%**
Lived up to expectations	56.4%	53.2%	54.5%	**54.6%**
Better or much better than expected	40.6%	43.8%	42.6%	**42.4%**

Future intentions (scale 1-10)	Mogán	LPGC	San Bartolomé	Gran Canaria
Return to the Canary Islands	8.86	8.88	8.68	**8.77**
Recommend visiting the Canary Isla	9.05	9.03	8.93	**8.99**

8.77/10
Return to the Canary Islands

8.99/10
Recommend visiting the Canary Islands
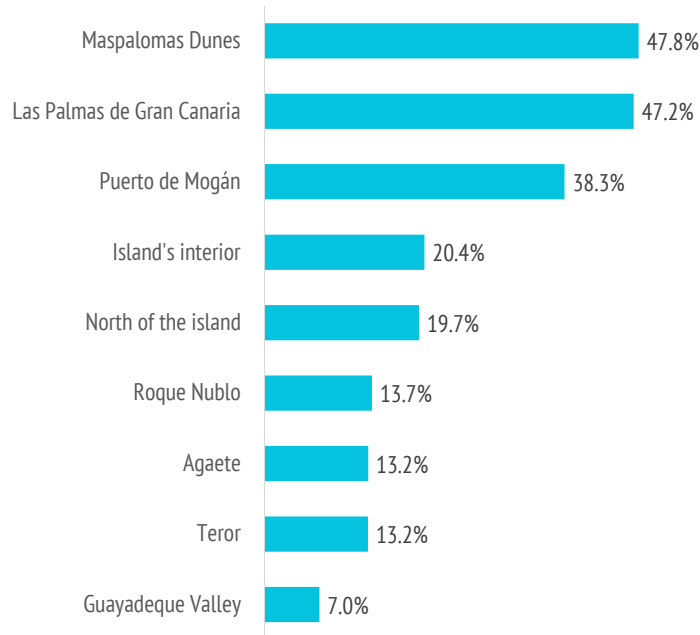
How many are loyal to the Canary Islands?

	Mogán	LPGC	San Bartolomé	Gran Canaria
Repeat tourists	77.8%	68.5%	71.1%	**72.1%**
- Germany	69.8%	67.1%	71.7%	**71.3%**
- Spain	73.1%	77.1%	77.0%	**77.0%**
- United Kingdom	81.2%	73.7%	73.6%	**76.3%**
- Others	77.3%	58.4%	68.3%	**69.2%**
Repeat tourists (3 or more visits)	62.3%	50.4%	53.7%	**55.1%**
- Germany	50.6%	43.5%	54.7%	**53.0%**
- Spain	54.7%	61.6%	56.8%	**59.6%**
- United Kingdom	64.1%	54.4%	56.2%	**59.1%**
- Others	63.5%	39.7%	51.3%	**52.7%**

How many islands do they visit during their trip?

	Mogán	LPGC	San Bartolomé	Gran Canaria
One island	95.6%	88.6%	94.6%	**93.5%**
Two or more islands	4.4%	11.4%	5.4%	**6.5%**

Canary
Islands
LATITUDE OF LIFE

WHICH PLACES DO THE VISIT IN GRAN CANARIA?*

Place	%
Maspalomas Dunes	47.8%
Las Palmas de Gran Canaria	47.2%
Puerto de Mogán	38.3%
Island's interior	20.4%
North of the island	19.7%
Roque Nublo	13.7%
Agaete	13.2%
Teror	13.2%
Guayadeque Valley	7.0%

**Multi-choice question

99

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