

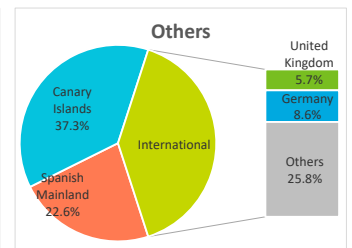
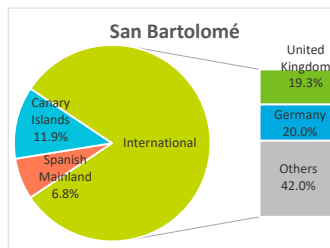
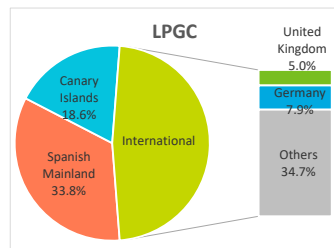
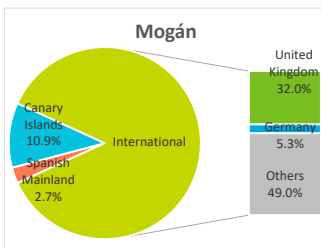
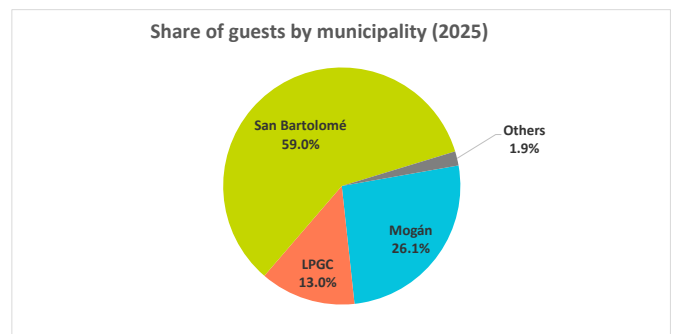
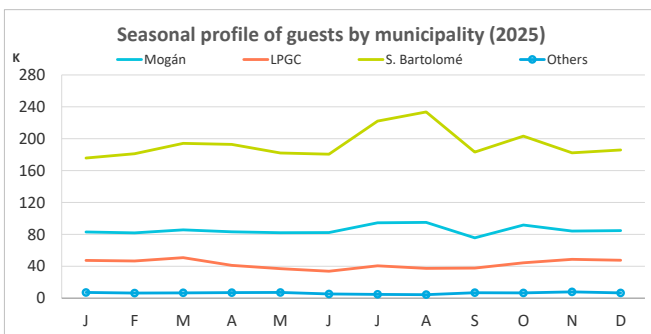
Tourist profile by municipality

Gran Canaria (2025)

GUESTS IN ACCOMMODATION

Place of residence:	Municipality of stay					Accommodation type	
	Mogán	LPGC	San Bartolomé	Others	Gran Canaria	Hotel	Apartment
International	884,162	243,586	1,882,166	30,447	3,040,361	2,296,241	744,120
- United Kingdom	327,418	25,813	448,159	4,314	805,704	600,164	205,540
- Germany	54,612	40,245	462,138	6,540	563,535	449,389	114,146
Spanish Mainland	27,619	173,317	158,068	17,221	376,225	318,483	57,742
Canary Islands	111,973	95,440	276,247	28,403	512,063	361,696	150,367
Total	1,023,754	512,343	2,316,481	76,071	3,928,649	2,976,420	952,229

Place of residence:	Municipality of stay (%)					Accommodation type (%)	
	Mogán	LPGC	San Bartolomé	Others	Gran Canaria	Hotel	Apartment
International	86.4%	47.5%	81.3%	40.0%	77.4%	77.1%	78.1%
- United Kingdom	32.0%	5.0%	19.3%	5.7%	20.5%	20.2%	21.6%
- Germany	5.3%	7.9%	20.0%	8.6%	14.3%	15.1%	12.0%
Spanish Mainland	2.7%	33.8%	6.8%	22.6%	9.6%	10.7%	6.1%
Canary Islands	10.9%	18.6%	11.9%	37.3%	13.0%	12.2%	15.8%
Total	100%	100%	100%	100%	100%	100%	100%



Other indicators

	Municipality (%)					Accommodation type (%)	
	Mogán	LPGC	San Bartolomé	Others	Gran Canaria	Hotel	Apartment
Bednights							
International	7,465,801	1,015,928	16,008,235	108,726	24,598,690	17,616,346	6,982,344
- United Kingdom	2,684,889	115,067	3,469,748	18,847	6,288,551	4,560,221	1,728,330
- Germany	487,689	170,312	4,481,349	32,107	5,171,457	3,866,046	1,305,411
Spanish Mainland	156,716	553,656	909,320	49,158	1,668,850	1,351,271	317,579
Canary Islands	437,813	207,848	1,188,924	52,638	1,887,223	1,162,903	724,320
Total	8,060,330	1,777,432	18,106,479	210,522	28,154,763	20,130,520	8,024,243
Length of stay							
International	8.4	4.2	8.5	3.6	8.1	7.7	9.4
- United Kingdom	8.2	4.5	7.7	4.4	7.8	7.6	8.4
- Germany	8.9	4.2	9.7	4.9	9.2	8.6	11.4
Spanish Mainland	5.7	3.2	5.8	2.9	4.4	4.2	5.5
Canary Islands	3.9	2.2	4.3	1.9	3.7	3.2	4.8
Total	7.9	3.5	7.8	2.8	7.2	--	--
ADR (€)	115.2	96.0	144.4	91.3	132.2	147.6	91.8
RevPar (€)	95.8	72.3	118.8	62.1	108.0	125.0	68.6
Total revenue (€ million)	415.4	107.3	1272.4	12.4	1,807	1462.2	345.2
Bed-space occupancy rate (%)	74.9	56.7	72.2	52.1	71.5	78.1	58.9
Occupancy rate per room/apart.(%)	83.2	75.3	82.2	68.1	81.7	84.7	74.7
Tourist population ⁽¹⁾	22,083	4,870	49,607	577	77,136	--	--
Employment	5,071	1,288	13,168	244	19,771	16,103	3,668

⁽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 (2025)

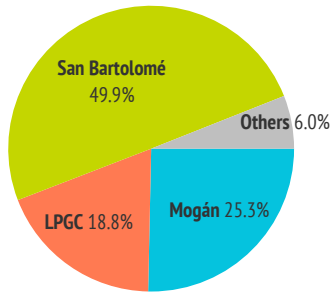


How many are they and how much do they spend?



	Mogán	LPGC	San Bartolomé	Gran Canaria
Tourist arrivals (≥ 16 years old)	1,062,213	788,277	2,089,929	4,192,419
Average daily expenditure (€)	181.68	144.53	190.04	175.35
Average length of stay	10.57	9.89	9.81	10.06
Turnover per tourist (€)	1,639	1,095	1,632	1,498
Total turnover (≥ 16 years old)(€m)	1,741	863	3,411.5	6,281
Share of total turnover	27.7%	13.7%	54.3%	100%
Share of total tourists	25.3%	18.8%	49.9%	100%

Share of tourists by municipality (2025)



What is the main motivation for their holidays?



	Mogán	LPGC	San Bartolomé	Gran Canaria
Rest	59.2%	36.3%	57.9%	53.0%
Explore the destination	11.2%	27.1%	15.7%	17.5%
Other reasons	29.6%	36.6%	26.3%	29.5%

How far in advance do they book their trip?



	Mogán	LPGC	San Bartolomé	Gran Canaria
Between 0 and 30 days	21.7%	41.8%	23.4%	27.0%
Between 1 and 2 months	19.1%	25.2%	22.3%	22.4%
More than 3 months	59.3%	33.1%	54.3%	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	57.0%	34.7%	51.2%	48.8%
Friends or relatives	26.3%	37.0%	23.7%	27.9%
Internet or social media	44.6%	46.2%	47.2%	46.7%
Tour Operator or Travel Agency	18.3%	7.5%	24.5%	18.4%
Others	12.9%	23.6%	14.4%	16.6%

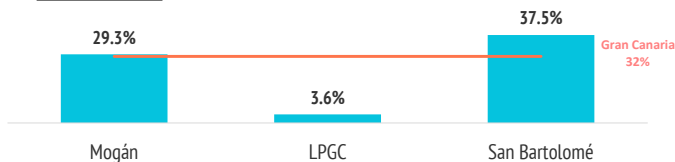
(*) Multi-choice question

What do they book?



	Mogán	LPGC	San Bartolomé	Gran Canaria
Room only/ Bed & Breakfast	60.6%	85.8%	34.6%	52.0%
Half board / Full board	10.2%	10.6%	27.9%	19.6%
All inclusive	29.3%	3.6%	37.5%	28.4%

ALL INCLUSIVE



(Canary Islands: 29.4%)

Importance of each factor in the destination choice



	Mogán	LPGC	San Bartolomé	Gran Canaria
Climate	81.9%	68.2%	78.6%	77.1%
Safety	54.5%	46.5%	57.5%	54.3%
Tranquility	47.4%	43.3%	49.7%	48.1%
Sea	47.0%	51.7%	47.8%	48.0%
Beaches	42.0%	47.1%	43.8%	43.4%
Accommodation supply	43.9%	25.9%	47.1%	41.3%
European belonging	37.5%	36.8%	41.4%	39.2%
Effortless trip	36.8%	30.6%	39.3%	36.7%
Price	37.0%	33.5%	36.5%	35.8%
Landscapes	26.2%	44.2%	33.5%	34.5%
Environment	30.3%	36.5%	30.3%	32.0%
Gastronomy	24.5%	29.0%	26.9%	26.9%
Fun possibilities	20.9%	25.4%	27.5%	25.2%
Authenticity	18.2%	29.0%	22.2%	23.0%
Exoticism	11.9%	16.0%	13.5%	13.8%
Shopping	10.6%	11.8%	12.5%	11.7%
Nightlife	8.9%	10.7%	12.7%	11.1%
Culture	7.1%	16.8%	9.9%	10.6%
Historical heritage	6.0%	15.8%	8.8%	9.5%
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	49.8%	43.1%	67.5%	55.4%
- Apartment	26.5%	3.9%	19.2%	17.0%
- Private accommodation	21.7%	45.4%	12.3%	24.6%
- Other type of accommodation	2.0%	7.6%	1.0%	3.1%
German market	100%	100%	100%	100%
- Hotel	47.8%	34.1%	72.7%	61.5%
- Apartment	19.7%	3.7%	16.1%	14.1%
- Private accommodation	28.8%	49.4%	10.6%	21.2%
- Other type of accommodation	3.7%	12.8%	0.6%	3.2%
Spanish Mainland market	100%	100%	100%	100%
- Hotel	53.0%	58.2%	63.3%	55.5%
- Apartment	19.1%	3.8%	21.1%	10.0%
- Private accommodation	26.2%	35.2%	14.7%	32.3%
- Other type of accommodation	1.6%	2.8%	0.8%	2.2%
British market	100%	100%	100%	100%
- Hotel	60.0%	41.7%	70.9%	61.7%
- Apartment	27.5%	3.5%	18.9%	19.4%
- Private accommodation	11.6%	44.7%	9.1%	16.7%
- Other type of accommodation	1.0%	10.1%	1.1%	2.2%
Other markets	100%	100%	100%	100%
- Hotel	44.7%	35.3%	63.3%	49.9%
- Apartment	27.4%	4.2%	20.9%	19.0%
- Private accommodation	25.5%	51.8%	14.5%	27.5%
- Other type of accommodation	2.4%	8.7%	1.3%	3.6%

Length of stay (all markets)

	Mogán	LPGC	San Bartolomé	Gran Canaria
Type of accommodation				
- Hotel	8.4	6.5	8.6	8.2
- Apartment	11.0	8.9	10.4	10.6
- Private accommodation	13.5	11.9	14.7	12.8
- Other type of accommodation	27.0	17.8	20.2	18.9

Tourist profile by municipality Gran Canaria (2025)



Activities in the Canary Islands



Outdoor time per day	Mogán	LPGC	San Bartolomé	Gran Canaria
0 - 8 hours	69.8%	41.5%	71.0%	63.8%
More than 8 hours	30.2%	58.5%	29.0%	36.2%
Activities in the Canary Islands	Mogán	LPGC	San Bartolomé	Gran Canaria
Beach	68.1%	68.2%	71.6%	69.9%
Walk, wander	68.5%	70.3%	65.9%	67.8%
Swimming pool, hotel facilities	64.7%	21.6%	61.8%	52.5%
Explore the island on their own	38.4%	52.6%	44.2%	45.5%
Taste Canarian gastronomy	20.2%	34.1%	23.0%	25.3%
Nature activities	23.5%	26.1%	19.9%	23.2%
Nightlife / concerts / shows	15.4%	19.7%	20.5%	18.5%
Sport activities	12.5%	14.0%	13.0%	13.1%
Organized excursions	11.0%	8.7%	15.4%	12.4%
Wineries/markets/popular festivals	11.2%	15.8%	9.1%	11.2%
Museums / exhibitions	6.2%	22.5%	8.6%	11.2%
Activities at sea	11.6%	12.6%	8.6%	10.4%
Theme parks	9.2%	7.9%	9.4%	9.1%
Beauty and health treatments	5.8%	4.0%	5.9%	5.4%
Astronomical observation	3.4%	4.1%	2.8%	3.3%
Sea excursions / whale watching	0.0%	0.0%	0.0%	0.0%

(*) Multi-choice question

Who do they come with?



	Mogán	LPGC	San Bartolomé	Gran Canaria
Unaccompanied	7.3%	29.2%	9.0%	12.9%
Only with partner	52.4%	36.8%	53.3%	49.5%
With children	18.8%	8.6%	15.6%	15.1%
Other relatives	12.9%	10.0%	11.2%	11.3%
Other combination	8.6%	15.3%	10.9%	11.1%
With children (under the age of 13)	19.3%	7.2%	13.9%	13.8%

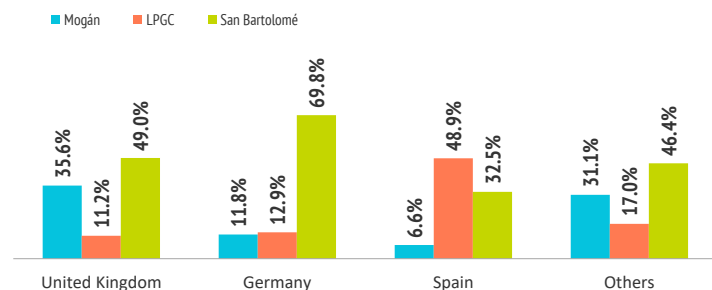
* Share over total answers

Where are they from?



	Mogán	LPGC	San Bartolomé	Gran Canaria
<u>Tourists (> 15 years old)</u>				
United Kingdom	317,458	99,857	437,029	891,878
Germany	95,971	105,110	570,084	816,488
Spain	33,638	247,474	164,711	506,486
Others	615,146	335,836	918,105	1,977,567
<u>% Tourists</u>				
United Kingdom	35.6%	11.2%	49.0%	100%
Germany	11.8%	12.9%	69.8%	100%
Spain	6.6%	48.9%	32.5%	100%
Others	31.1%	17.0%	46.4%	100%

Tourist arrivals by municipality (2025)



Who are they?



	Mogán	LPGC	San Bartolomé	Gran Canaria
<u>Gender</u>				
Less than 50.000€	45.6%	55.1%	52.0%	51.1%
Women	54.4%	44.9%	48.0%	48.9%
<u>Age range (> 15 years old)</u>				
16 - 44 years old	41.9%	61.1%	43.1%	47.6%
Over 44 years old	58.1%	38.9%	56.9%	52.4%
<u>Occupation</u>				
Active	68.4%	75.1%	71.0%	71.6%
Inactive	31.6%	24.9%	29.0%	28.4%
<u>Annual household income level</u>				
Less than €50,000	37.3%	55.5%	42.8%	44.7%
More than €50,000	62.7%	44.5%	57.2%	55.3%
<u>Education level</u>				
No studies/Primary education	6.9%	4.8%	5.9%	5.8%
Secondary education	24.2%	15.9%	25.9%	23.1%
Higher education	68.9%	79.3%	68.2%	71.1%

How do they rate the Canary Islands?



Satisfaction (scale 0-10)	Mogán	LPGC	San Bartolomé	Gran Canaria
Average rating	8.78	8.74	8.71	8.73
<u>Experience in the Canary Islands</u>				
Worse or much worse than expected	2.3%	3.6%	2.8%	2.9%
Lived up to expectations	57.3%	52.2%	57.1%	55.7%
Better or much better than expected	40.4%	44.2%	40.2%	41.4%
<u>Future intentions (scale 1-10)</u>				
Return to the Canary Islands	8.84	8.83	8.71	8.78
Recommend visiting the Canary Isla	8.97	9.03	8.91	8.95

8.72/10

Return to the Canary Islands

8.92/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?



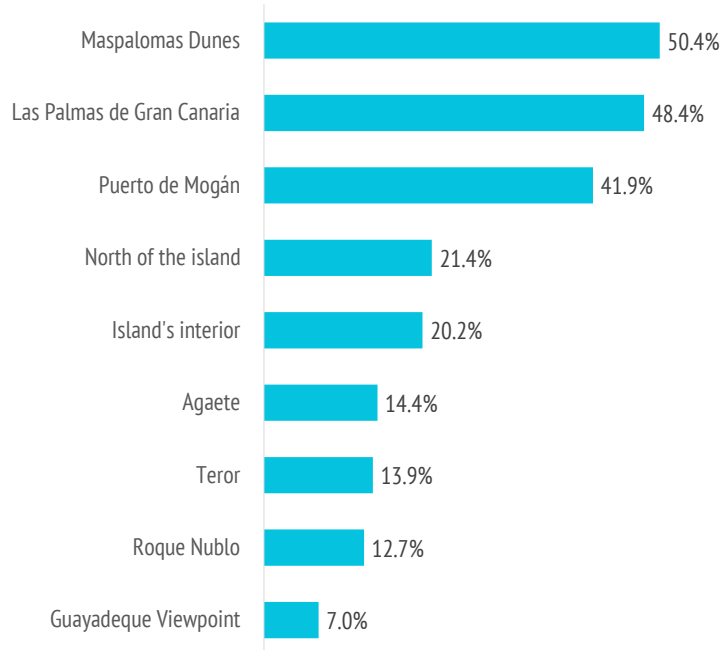
	Mogán	LPGC	San Bartolomé	Gran Canaria
<u>Repeat tourists</u>				
- Germany	60.5%	60.1%	76.4%	72.2%
- Spain	70.7%	76.1%	77.1%	75.7%
- United Kingdom	81.7%	60.9%	77.7%	77.0%
- Others	78.6%	55.8%	71.8%	70.4%
<u>Repeat tourists (3 or more visits)</u>				
- Germany	44.2%	45.8%	58.6%	54.4%
- Spain	50.7%	58.7%	56.2%	57.4%
- United Kingdom	68.1%	43.2%	61.3%	61.4%
- Others	65.4%	40.6%	53.6%	54.2%

How many islands do they visit during their trip?



	Mogán	LPGC	San Bartolomé	Gran Canaria
One island	95.2%	87.4%	95.2%	93.4%
Two or more islands	4.8%	12.6%	4.8%	6.6%

WHICH PLACES DO THEY VISIT IN GRAN CANARIA?*



**Multi-choice question

”

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