

# Tourist profile by municipality

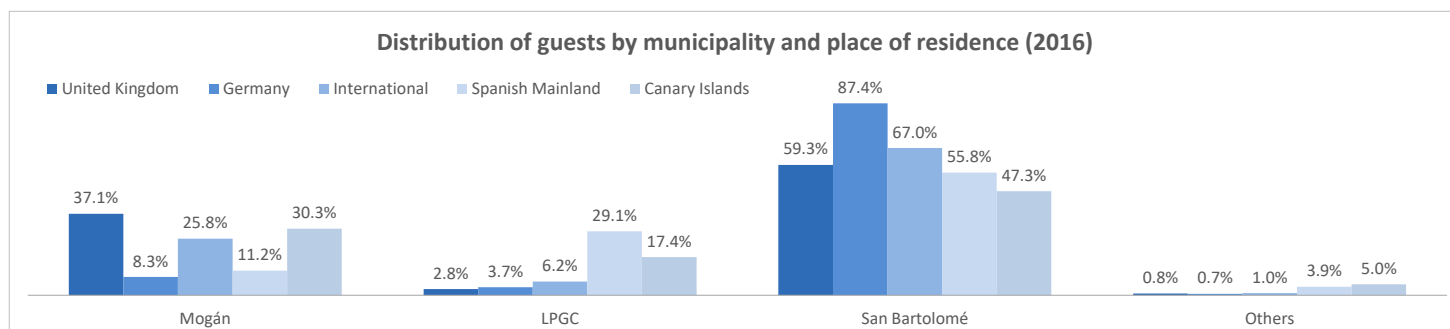
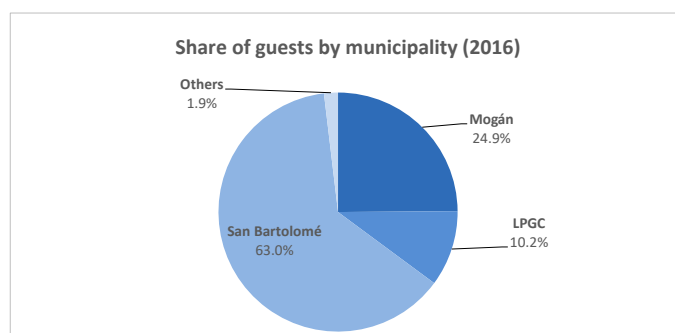
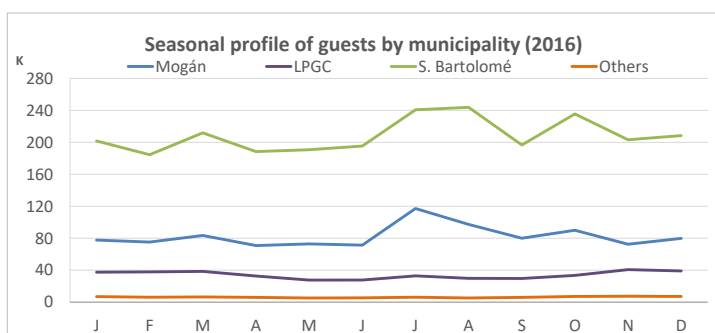
## Gran Canaria (2016)



### GUESTS IN ACCOMMODATION

Place of residence:	Municipality of stay					Accommodation type	
	Mogán	LPGC	San Bartolomé	Others	Gran Canaria	Hotel	Apartment
International	769,221	186,542	1,999,106	30,422	2,985,291	2,076,214	909,077
- United Kingdom	238,702	17,943	381,694	4,964	643,303	452,565	190,738
- Germany	62,707	27,628	659,388	4,985	754,708	569,475	185,233
Spanish Mainland	46,906	121,785	233,724	16,263	418,678	299,714	118,964
Canary Islands	172,114	98,723	268,681	28,237	567,755	273,148	294,607
<b>Total</b>	<b>988,241</b>	<b>407,050</b>	<b>2,501,511</b>	<b>74,922</b>	<b>3,971,724</b>	<b>2,649,076</b>	<b>1,322,648</b>

Place of residence:	Municipality of stay (%)					Accommodation type (%)	
	Mogán	LPGC	San Bartolomé	Others	Gran Canaria	Hotelero	Extrahotelero
International	25.8%	6.2%	67.0%	1.0%	100%	69.5%	30.5%
- United Kingdom	37.1%	2.8%	59.3%	0.8%	100%	70.4%	29.6%
- Germany	8.3%	3.7%	87.4%	0.7%	100%	75.5%	24.5%
Spanish Mainland	11.2%	29.1%	55.8%	3.9%	100%	71.6%	28.4%
Canary Islands	30.3%	17.4%	47.3%	5.0%	100%	48.1%	51.9%
<b>Total</b>	<b>24.9%</b>	<b>10.2%</b>	<b>63.0%</b>	<b>1.9%</b>	<b>100%</b>	<b>66.7%</b>	<b>33.3%</b>



### Other indicators

	Municipality (%)					Accommodation type (%)	
	Mogán	LPGC	San Bartolomé	Others	Gran Canaria	Hotel	Apartment
<b>Bednights</b>							
International	7,045,299	919,441	18,626,576	95,273	26,686,589	17,368,233	9,318,356
- United Kingdom	2,059,390	77,804	3,281,771	14,033	5,432,998	3,661,641	1,771,357
- Germany	605,901	140,003	6,905,968	21,502	7,673,374	5,338,637	2,334,737
Spanish Mainland	255,388	383,934	1,441,723	52,535	2,133,580	1,404,073	729,507
Canary Islands	808,538	216,952	1,315,496	53,816	2,394,802	928,821	1,465,981
<b>Total</b>	<b>8,109,225</b>	<b>1,520,327</b>	<b>21,383,795</b>	<b>201,624</b>	<b>31,214,971</b>	<b>19,701,127</b>	<b>11,513,844</b>
<b>Length of stay</b>							
International	9.2	4.9	9.3	3.1	8.9	8.4	10.3
- United Kingdom	8.6	4.3	8.6	2.8	8.5	8.1	9.3
- Germany	9.7	5.1	10.5	4.3	10.2	9.4	12.6
Spanish Mainland	4.9	2.7	5.5	2.4	4.6	4.1	5.3
Canary Islands	4.7	2.2	4.9	1.9	4.2	3.4	5.0
<b>Total</b>	<b>8.2</b>	<b>3.7</b>	<b>8.6</b>	<b>2.7</b>	<b>7.9</b>	<b>7.4</b>	<b>8.7</b>
<b>ADR (€)</b>	62.9	63.8	85.6	59.4	78.6	95.2	50.0
<b>RevPar (€)</b>	48.2	46.3	69.6	40.4	62.4	73.5	34.2
<b>Bed-space occupancy rate (%)</b>	45.3	37.1	53.3	45.8	50.3	87.2	37.1
<b>Occupancy rate per room/apartment (%)</b>	76.7	72.5	81.4	68.0	79.5	87.1	69.3

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 (2016)



### Profile of tourist visiting Gran Canaria by municipality of stay

#### Where are they from?

	Mogán	LPGC	San Bartolomé	Gran Canaria
<b>Tourists (&gt; 16 years old)</b>				
United Kingdom	44,547	248,256	362,006	662,218
Germany	132,054	85,101	616,470	846,836
Spanish Mainland	189,881	33,308	215,426	484,498
Others	171,213	505,755	955,136	1,661,312
<b>Share by place of residence (%)</b>				
United Kingdom	6.7%	37.5%	54.7%	100.0%
Germany	15.6%	10.0%	72.8%	100.0%
Spanish Mainland	39.2%	6.9%	44.5%	100.0%
Others	10.3%	30.4%	57.5%	100.0%

#### How much do they spend?

	Mogán	LPGC	San Bartolomé	Gran Canaria
Tourist arrivals (> 16 years old)	537,695	872,419	2,149,039	3,654,865
Average daily expenditure (€)	157.26	131.43	144.63	142.38
. in their place of residence	99.24	92.69	107.14	101.25
. in the Canary Islands	58.03	38.74	37.50	41.13
Average length of stay	8.69	10.18	9.58	9.64
Turnover per tourist (€)	1,038	1,193	1,261	1,203
Total turnover (> 16 years old) (€m)	558	1,041	2,709	4,398
Share of total turnover	12.7%	23.7%	61.6%	100%
Share of total tourists	14.7%	23.9%	58.8%	100%

#### What is their main reason for coming?

Trip reasons	Mogán	LPGC	San Bartolomé	Gran Canaria
Holidays	69.0%	96.8%	97.3%	92.0%
Professional or family reasons	29.0%	1.9%	2.0%	6.9%
Other reason	2.0%	1.4%	0.7%	1.1%

#### What did motivate them to come?

	Mogán	LPGC	San Bartolomé	Gran Canaria
Previous visits to the Canary Islands	48.1%	71.5%	65.9%	64.1%
Recommendation by friends or relatives	31.0%	31.9%	31.6%	31.6%
Tour Operator's brochure or catalogue	4.7%	8.1%	9.7%	8.4%
Recommendation by Travel Agent	6.5%	7.6%	13.0%	10.5%
Internet	20.1%	28.6%	26.7%	26.0%
Others	29.5%	9.8%	10.6%	13.8%

\* Multi-choice question

#### Why do they choose Gran Canaria?

	Mogán	LPGC	San Bartolomé	Gran Canaria
Climate/sun	64.2%	94.2%	94.2%	88.8%
Beaches	33.4%	38.1%	45.2%	41.2%
Tranquillity/rest/relaxation	22.4%	44.8%	40.5%	38.4%
Scenery	21.3%	14.5%	15.8%	16.6%
Price	8.2%	13.8%	11.4%	11.4%
Visiting new places	16.2%	13.2%	13.7%	13.9%
Suitable destination for children	1.9%	8.9%	5.7%	5.8%
Culture	9.3%	8.4%	6.1%	7.4%
Ease of travel	5.6%	7.5%	8.3%	7.6%
Security	8.2%	14.8%	15.0%	13.7%
Quality of the environment	6.1%	3.5%	4.2%	4.4%
Sports	4.1%	3.4%	3.7%	3.7%
Others	35.4%	11.6%	15.2%	17.9%

\* Multi-choice question

#### How do they book?

	Mogán	LPGC	San Bartolomé	Gran Canaria
<b>Flight booking</b>				
Tour Operator	27.5%	56.3%	48.4%	46.6%
Airline	37.1%	22.3%	17.1%	22.1%
Travel agency (High street)	21.3%	11.4%	23.4%	19.9%
Online Travel Agency (OTA)	14.2%	10.0%	11.0%	11.4%
<b>Accommodation booking</b>				
Tour Operator	29.9%	58.9%	47.7%	47.9%
Accommodation	23.0%	15.1%	11.0%	13.5%
Travel agency (High street)	21.8%	13.9%	26.3%	22.6%
Online Travel Agency (OTA)	25.4%	12.1%	15.0%	16.0%

#### What do they book at their place of residence?

	Mogán	LPGC	San Bartolomé	Gran Canaria
Flight only	24.4%	8.3%	4.5%	9.2%
Flight & accommodation (room only)	24.2%	40.1%	21.5%	26.4%
Flight & accommodation (B&B)	15.2%	7.4%	6.7%	8.1%
Flight & accommodation (half board)	7.0%	9.4%	29.2%	20.9%
Flight & accommodation (full board)	11.0%	2.6%	4.2%	4.8%
Flight & accommodation (all inclusive)	17.5%	31.8%	33.5%	30.2%
<b>% Tourists using low-cost airlines</b>	<b>52.9%</b>	<b>43.1%</b>	<b>36.8%</b>	<b>41.4%</b>
<b>Other expenses in their place of residence (*):</b>				
Tourists who did spend	7.4%	2.7%	4.5%	4.5%
- Excursions	8.3%	8.4%	7.0%	8.0%
- Car rental	18.6%	5.6%	6.7%	8.3%

\* Multi-choice question

#### Where do they stay?

	Mogán	LPGC	San Bartolomé	Gran Canaria
<b>Type of accommodation</b>				
<b>All markets</b>	100%	100%	100%	100%
- Hotel	47.4%	52.7%	64.3%	58.0%
- Apartment	12.5%	42.3%	33.0%	32.1%
- Other type of accommodation	40.1%	5.0%	2.6%	9.9%
<b>German market</b>	100%	100%	100%	100%
- Hotel	22.4%	67.0%	70.0%	61.7%
- Apartment	5.2%	24.0%	27.5%	23.7%
- Other type of accommodation	72.4%	9.0%	2.5%	14.6%
<b>Spanish Mainland market</b>	100%	100%	100%	100%
- Hotel	54.6%	59.0%	65.5%	56.8%
- Apartment	11.0%	31.2%	29.9%	21.3%
- Other type of accommodation	34.4%	9.8%	4.7%	21.9%
<b>British market</b>	100%	100%	100%	100%
- Hotel	45.6%	57.8%	69.1%	62.7%
- Apartment	17.3%	39.0%	29.3%	32.2%
- Other type of accommodation	37.1%	3.3%	1.6%	5.1%
<b>Other markets</b>	100%	100%	100%	100%
- Hotel	59.1%	47.5%	58.6%	54.7%
- Apartment	18.5%	47.7%	38.7%	39.4%
- Other type of accommodation	22.4%	4.8%	2.6%	5.9%
<b>Length of stay by type of accommodation</b>				
<b>All markets</b>				
Hotel	6.1	9.1	8.9	8.6
Apartment	15.9	11.2	10.3	11.0
Others	9.6	13.0	16.0	11.3

## Tourist profile by municipality

### Gran Canaria (2016)



#### How many islands did they visit in this trip?

Number of islands	Mogán	LPGC	San Bartolomé	Gran Canaria
One island	71.1%	94.1%	92.8%	89.9%
Two islands	8.9%	4.4%	4.8%	5.3%
Three or more islands	20.0%	1.6%	2.4%	4.8%

#### Who are they?

	Mogán	LPGC	San Bartolomé	Gran Canaria
<b>Gender</b>				
Percentage of men	57.5%	47.6%	50.3%	50.9%
Percentage of women	42.5%	52.4%	49.7%	49.1%
<b>Age range</b>				
16-44 years old	52.4%	35.5%	40.5%	41.5%
Over 44 years old	47.6%	64.5%	59.5%	58.5%
<b>Occupation</b>				
Active	75.1%	71.3%	70.6%	71.6%
Inactive	24.9%	28.7%	29.4%	28.4%
<b>Annual household income level</b>				
€12,000 - €48,000	59.6%	48.8%	53.0%	53.3%
More than €48,000	40.4%	51.2%	47.0%	46.7%

#### Who do they come with?

	Mogán	LPGC	San Bartolomé	Gran Canaria
Partner	44.0%	70.8%	68.6%	64.7%
Children	12.0%	25.7%	21.0%	20.5%
Other relatives	6.7%	12.5%	9.5%	9.7%
Others	12.3%	8.1%	10.8%	10.4%
With children (< 13 year old)	7.2%	18.4%	13.9%	13.8%

\* Multi-choise question

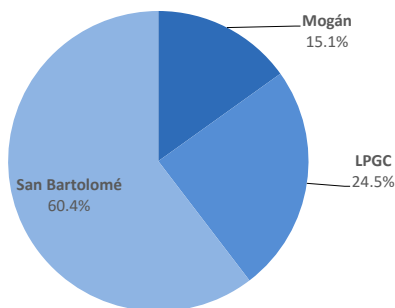
#### How do they rate the destination?

Impression of their stay	Mogán	LPGC	San Bartolomé	Gran Canaria
Good or very good (% tourists)	93.0%	92.1%	93.1%	92.9%

#### How do they rate the following features and services?

(Scale 1 - 10)	Mogán	LPGC	San Bartolomé	Gran Canaria
Accommodation	8.0	8.3	8.0	8.1
Quality of accommodation	8.3	8.6	8.3	8.4
Treatment at accommodation	7.9	8.3	8.0	8.1
Quality of the food	7.8	7.9	7.7	7.8
Environmental	7.9	8.3	8.1	8.1
Climate	8.2	9.1	8.8	8.8
Bathing areas	7.9	8.5	8.3	8.3
Tranquility	8.1	8.0	7.9	8.0
Cleanliness	7.7	8.1	7.8	7.9
Quality of the environment	7.6	8.2	7.9	7.9
Scenery	7.7	8.0	7.7	7.8
Restaurants	7.7	7.7	7.6	7.7
Quality of restaurants	8.0	8.2	8.0	8.1
Treatment from restaurant staff	7.5	7.8	7.7	7.7
Prices	7.6	7.5	7.5	7.5
Local food and drink	7.5	7.3	7.3	7.3
Leisure activities	7.4	7.4	7.4	7.4
Cultural activities	7.6	7.2	7.5	7.4
Sporting activities	7.8	7.7	7.5	7.6
Health-related activities, wellness	7.6	7.7	7.6	7.6
Organized excursions	7.6	7.6	7.6	7.6
Recreational facilities for children	7.2	7.4	7.3	7.3
Theme parks	7.1	7.5	7.2	7.3
Golf	7.4	7.2	7.1	7.2
Nightlife, fun	6.6	7.3	7.1	7.1
Services and infrastructures	7.9	8.1	8.0	8.0
Bus services	8.1	8.6	8.5	8.4
Hospitality	8.5	8.5	8.4	8.4
Security	8.0	8.1	8.2	8.1
Taxi services	7.7	8.0	8.0	7.9
State of roads	7.5	8.0	7.8	7.8
Car rental	7.7	7.9	7.9	7.9
Quality and variety of shops	7.7	7.2	7.4	7.4
Total	7.8	8.0	7.9	7.9

Share of tourists by municipality (2016)



#### How many are loyal to the destination?

	Mogán	LPGC	San Bartolomé	Gran Canaria
<b>Repeat tourists</b>				
- Germany	73.9%	82.3%	78.8%	78.9%
- Spanish Mainland	72.1%	77.4%	78.9%	77.6%
- United Kingdom	82.6%	83.0%	84.1%	83.6%
- Others	79.8%	81.4%	82.0%	81.6%
<b>Repeater (at least 3 previous visits)</b>				
- Germany	64.1%	83.4%	76.3%	77.1%
- Spanish Mainland	32.8%	44.2%	35.8%	37.3%
- United Kingdom	25.0%	32.5%	37.2%	34.7%
- Others	42.9%	33.1%	35.0%	38.5%
- Germany	34.6%	45.3%	38.4%	40.5%
- Spanish Mainland	27.1%	46.4%	34.0%	37.0%

#### Tourist arrivals by municipality (2016)

