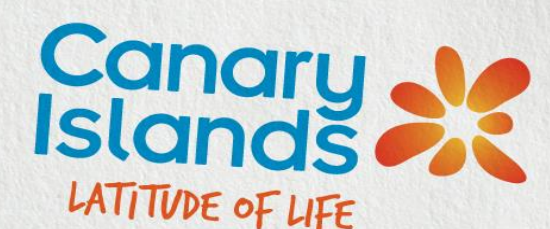


PROFILE OF TOURIST VISITING GRAN CANARIA 2020

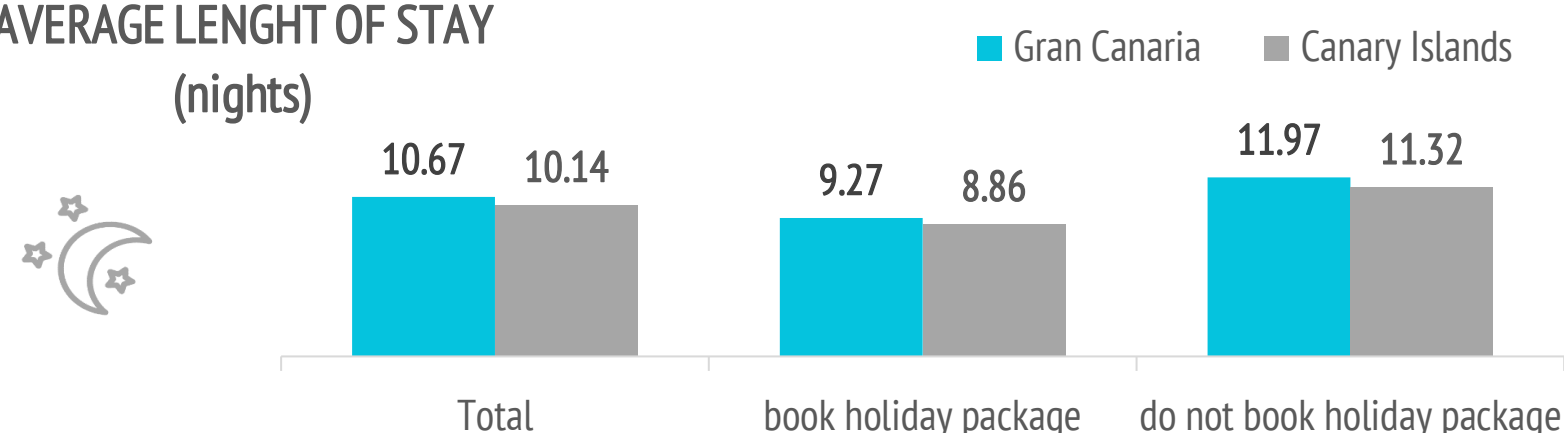


How many are they and how much do they spend?

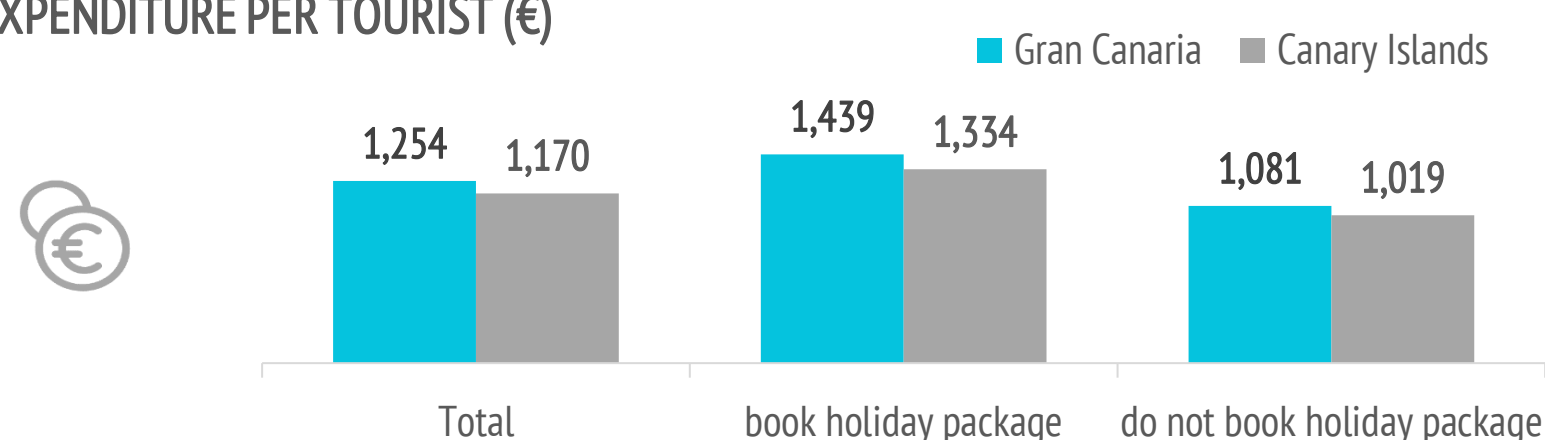


	Gran Canaria	Canary Islands
TOURISTS		
Tourist arrivals (FRONTUR)	1,301,368	4,631,803
Tourist arrivals > 15 years old (EGT)	1,158,660	4,110,955
- book holiday package	559,615	1,970,658
- do not book holiday package	599,045	2,140,297
- % tourists who book holiday package	48.3%	47.9%
Share of total tourist	28.1%	100%
Expenditure per tourist (€)		
- book holiday package	1,439	1,334
- holiday package	1,161	1,093
- others	277	241
- do not book holiday package	1,081	1,019
- flight	281	260
- accommodation	381	363
- others	419	396
Average lenght of stay	10.67	10.14
- book holiday package	9.27	8.86
- do not book holiday package	11.97	11.32
Average daily expenditure (€)	140.1	135.3
- book holiday package	165.8	160.6
- do not book holiday package	116.1	112.0
Total turnover (> 15 years old) (€m)	1,453	4,809
- book holiday package	805	2,629
- do not book holiday package	648	2,180

AVERAGE LENGHT OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Where did they spend their main holiday last year?*

	Gran Canaria	Canary Islands
Don't have holiday	8.6%	8.8%
Canary Islands	27.9%	29.0%
Other destination	63.4%	62.2%

What other destinations do they consider for this trip?*

	Gran Canaria	Canary Islands
None	34.8%	39.2%
Canary Islands	26.4%	31.1%
Other destination	38.9%	29.7%

*available data for the second half of 2020. Percentage of valid answers

Source: Encuesta sobre el Gasto Turístico (ISTAC). Due to the pandemic situation, no data was collected in the second quarter of 2020.

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

Importance of each factor in the destination choice



	Gran Canaria	Canary Islands
Climate	79.9%	78.0%
Safety	50.2%	51.7%
Sea	48.8%	46.1%
Tranquility	47.0%	48.4%
Beaches	43.0%	38.0%
Accommodation supply	39.7%	39.4%
European belonging	39.0%	37.6%
Effortless trip	34.5%	34.0%
Landscapes	30.6%	35.5%
Environment	30.3%	33.2%
Price	30.2%	32.9%
Gastronomy	26.6%	25.5%
Authenticity	19.2%	21.6%
Fun possibilities	18.8%	18.4%
Hiking trail network	13.0%	12.9%
Shopping	10.8%	9.1%
Exoticism	10.2%	11.1%
Nightlife	9.2%	7.6%
Historical heritage	9.0%	9.3%
Culture	8.9%	8.7%

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 BEACHES



What is the main motivation for their holidays?



	Gran Canaria	Canary Islands
Rest	57.4%	54.9%
Enjoy family time	16.1%	13.6%
Have fun	7.0%	6.9%
Explore the destination	14.2%	19.3%
Practice their hobbies	2.0%	2.4%
Other reasons	3.3%	2.8%

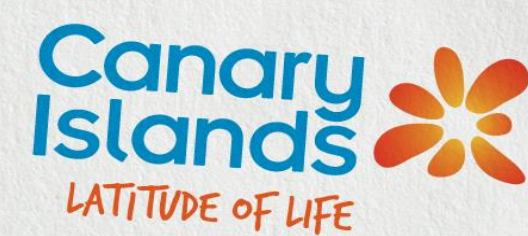


How far in advance do they book their trip?



	Gran Canaria	Canary Islands
The same day	1.1%	1.0%
Between 1 and 30 days	33.0%	32.6%
Between 1 and 2 months	24.7%	24.2%
Between 3 and 6 months	25.0%	25.3%
More than 6 months	16.2%	16.9%

PROFILE OF TOURIST VISITING GRAN CANARIA 2020



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

	Gran Canaria	Canary Islands
Previous visits to the Canary Islands	53.8%	52.2%
Friends or relatives	26.2%	26.3%
Internet or social media	47.0%	50.7%
Mass Media	2.0%	2.3%
Travel guides and magazines	6.5%	7.4%
Travel Blogs or Forums	4.1%	5.7%
Travel TV Channels	0.5%	0.5%
Tour Operator or Travel Agency	19.8%	19.8%
Public administrations or similar	0.6%	0.9%
Others	3.1%	2.6%

* Multi-choise question

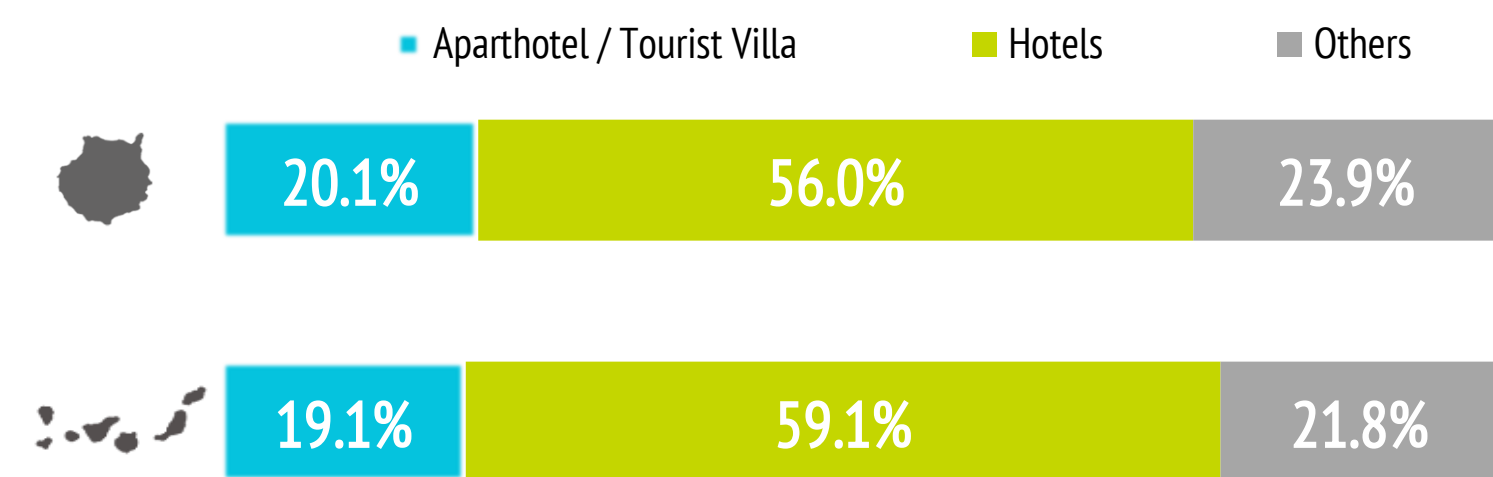
With whom did they book their flight and accommodation?

	Gran Canaria	Canary Islands
Flight		
- Directly with the airline	48.0%	50.4%
- Tour Operator or Travel Agency	52.0%	49.6%
Accommodation		
- Directly with the accommodation	35.6%	37.4%
- Tour Operator or Travel Agency	64.4%	62.6%

Where do they stay?

	Gran Canaria	Canary Islands
1-2-3* Hotel	14.4%	11.7%
4* Hotel	32.2%	37.7%
5* Hotel / 5* Luxury Hotel	9.3%	9.7%
Aparthotel / Tourist Villa	20.1%	19.1%
House/room rented in a private dwelling	6.4%	6.5%
Private accommodation (1)	11.9%	9.5%
Others (Cottage, cruise, camping,...)	5.6%	5.8%

(1) Own property / House of friends or relatives / Free housing exchange / Other private accommodation.



What do they book?

	Gran Canaria	Canary Islands
Room only	34.2%	29.0%
Bed and Breakfast	16.7%	14.5%
Half board	19.2%	20.3%
Full board	2.9%	3.3%
All inclusive	27.0%	32.8%

34.2% of tourists book room only
(Canary Islands: 29%)

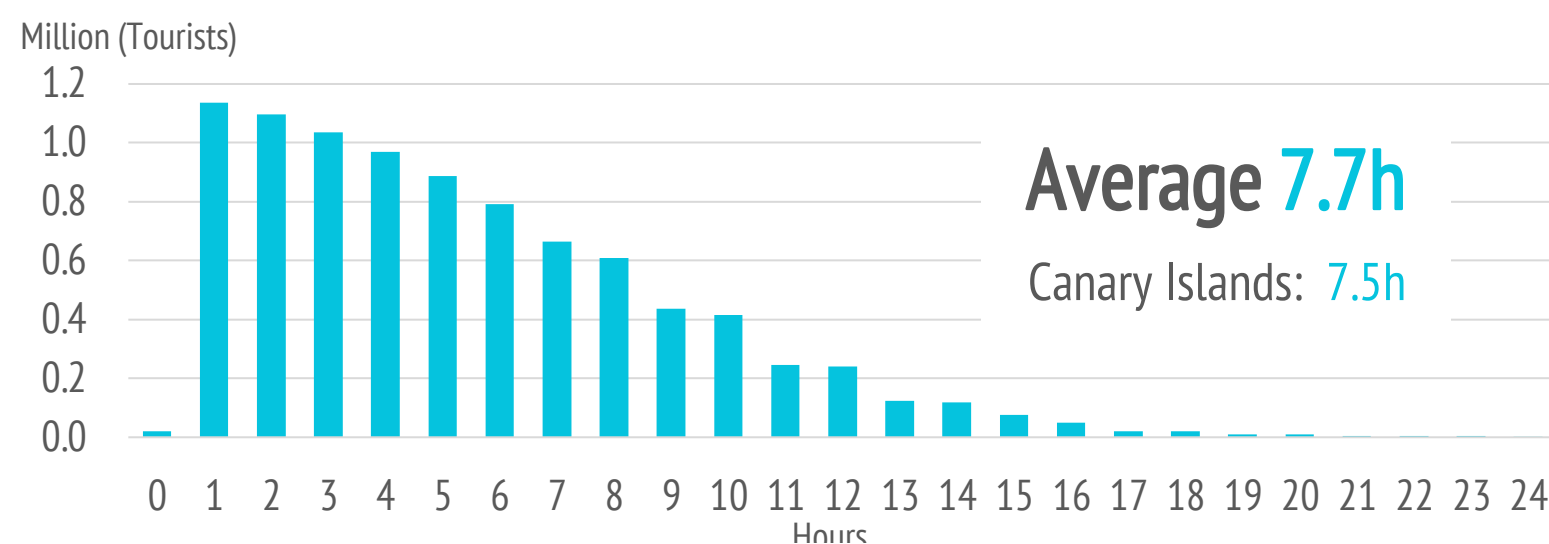
Other expenses

	Gran Canaria	Canary Islands
Restaurants or cafes	71.4%	63.7%
Supermarkets	61.4%	54.6%
Car rental	25.2%	31.7%
Organized excursions	13.3%	18.4%
Taxi, transfer, chauffeur service	51.0%	43.6%
Theme Parks	3.5%	4.5%
Sport activities	5.7%	6.1%
Museums	3.7%	4.4%
Flights between islands	3.1%	5.2%

Activities in the Canary Islands

Outdoor time per day	Gran Canaria	Canary Islands
0 hours	1.8%	2.0%
1 - 2 hours	8.9%	8.9%
3 - 6 hours	32.0%	33.2%
7 - 12 hours	46.6%	47.3%
More than 12 hours	10.6%	8.6%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Gran Canaria	Canary Islands
Walk, wander	70.6%	72.6%
Beach	70.4%	66.5%
Swimming pool, hotel facilities	50.7%	53.3%
Explore the island on their own	45.7%	49.7%
Swim	29.5%	30.4%
Taste Canarian gastronomy	26.1%	27.0%
Hiking	19.5%	19.8%
Nightlife / concerts / shows	14.6%	11.8%
Wineries / markets / popular festivals	9.8%	11.1%
Museums / exhibitions	9.3%	10.2%
Organized excursions	9.2%	12.5%
Running	7.7%	7.2%
Sea excursions / whale watching	7.3%	9.3%
Theme parks	7.1%	8.1%
Other Nature Activities	6.3%	7.9%
Beauty and health treatments	5.1%	5.2%
Practice other sports	4.9%	4.7%
Astronomical observation	3.6%	4.1%
Cycling / Mountain bike	3.2%	3.9%
Golf	2.5%	2.2%
Scuba Diving	2.4%	2.8%
Surf	2.2%	2.8%
Windsurf / Kitesurf	0.6%	1.3%

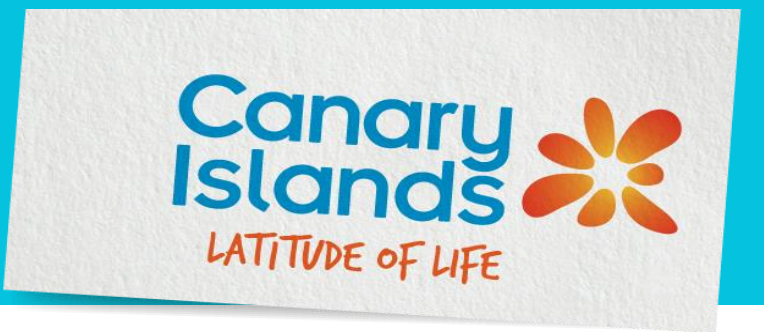
* Multi-choise question

GRAN CANARIA BEACH 70.4% CANARY ISLANDS 66.5%



PROFILE OF TOURIST VISITING GRAN CANARIA

2020



Which places do they visit in Gran Canaria?

	%	Absolute
Maspalomas Dunes	50.5%	589,601
Las Palmas de Gran Canaria	46.4%	542,267
Puerto de Mogán	39.9%	465,701
Island's interior	22.8%	266,628
North of the island	21.6%	251,808
Roque Nublo	16.0%	186,308
Agaete	14.8%	172,371
Teror	13.7%	159,525
Guayadeque Valley	7.3%	84,685

”

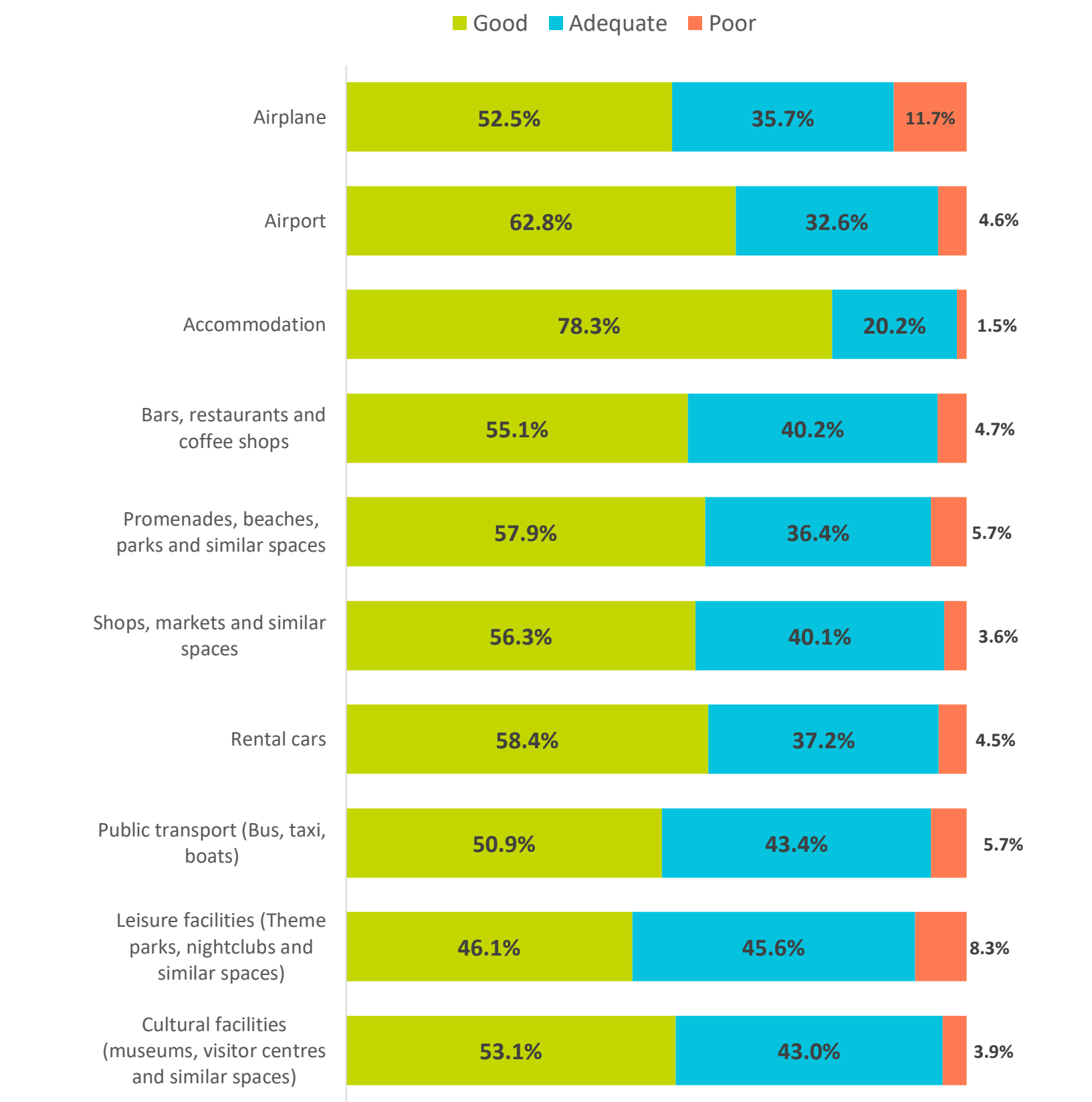
5 in 10 tourists in Gran Canaria visit
Maspalomas Dunes nature reserve

Health safety*

Planning the trip: Importance	Gran Canaria	Canary Islands
Average rating (scale 0-10)	8.09	8.19

During the stay: Rate	Gran Canaria	Canary Islands
Average rating (scale 0-10)	8.39	8.53

HEALTH SAFETY MEASURES (RATE)



How many islands do they visit during their trip?



	Gran Canaria	Canary Islands
One island	93.5%	90.8%
Two islands	5.3%	7.2%
Three or more islands	1.2%	2.0%

How do they rate the Canary Islands?



Satisfaction (scale 0-10)	Gran Canaria	Canary Islands
Average rating	8.64	8.70

Experience in the Canary Islands	Gran Canaria	Canary Islands
Worse or much worse than expected	2.6%	2.9%
Lived up to expectations	58.1%	56.1%
Better or much better than expected	39.2%	41.0%

Future intentions (scale 1-10)	Gran Canaria	Canary Islands
Return to the Canary Islands	8.78	8.82
Recommend visiting the Canary Islands	8.91	8.99



How many are loyal to the Canary Islands?



	on Gran Canaria	in the Canary Islands
Gran Canaria: Repeat tourists	73.0%	48.6%
Gran Canaria: At least 10 previous visits	18.1%	6.7%
Canary Islands: Repeat tourists	78.9%	75.2%
Canary Islands: At least 10 previous visits	27.7%	22.2%

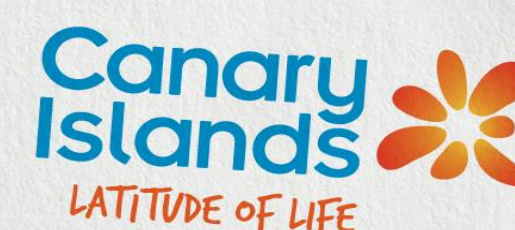
TOP 5: % REPEAT TOURISTS BY MARKETS

Nordics 86%
Switzerland 72%
Austria 72%
Germany 72%
S. Mainland 71%



*available data for the second half of 2020

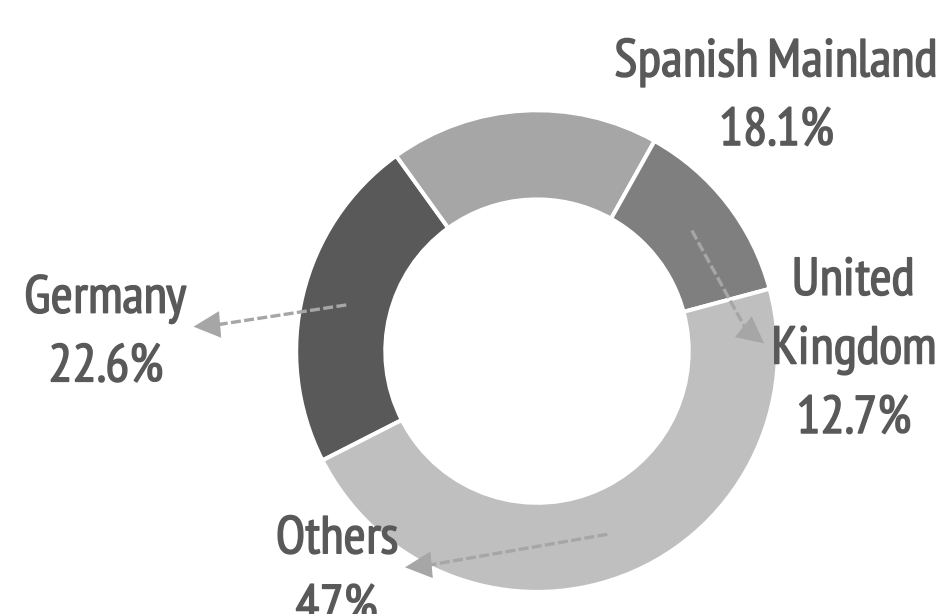
PROFILE OF TOURIST VISITING GRAN CANARIA 2020



Where are they from?



	%	Absolute
Germany	22.6%	261,379
Spanish Mainland	18.1%	209,216
United Kingdom	12.7%	147,378
Sweden	8.9%	103,407
Norway	7.5%	87,196
Netherlands	5.4%	62,077
Finland	3.6%	42,193
Denmark	3.5%	40,104
Belgium	2.4%	27,982
Italy	2.3%	26,959
France	2.3%	26,101
Switzerland	2.0%	22,974
Poland	1.6%	18,863
Ireland	1.4%	15,943
Austria	0.8%	9,705
Czech Republic	0.6%	6,547
Luxembourg	0.4%	4,562
Others	4.0%	46,073



Who do they come with?



	Gran Canaria	Canary Islands
Unaccompanied	15.8%	12.0%
Only with partner	48.5%	50.3%
Only with children (< 13 years old)	4.4%	4.8%
Partner + children (< 13 years old)	3.8%	5.1%
Other relatives	6.5%	7.6%
Friends	7.5%	6.7%
Work colleagues	1.1%	0.7%
Organized trip	0.3%	0.4%
Other combinations (1)	12.1%	12.4%
<i>(1) Different situations have been isolated</i>		
Tourists with children	11.8%	13.9%
- Between 0 and 2 years old	1.2%	1.4%
- Between 3 and 12 years old	9.7%	11.5%
- Between 0 -2 and 3-12 years	0.9%	1.1%
Tourists without children	88.2%	86.1%
Group composition:		
- 1 person	18.4%	15.4%
- 2 people	58.0%	57.7%
- 3 people	8.9%	10.2%
- 4 or 5 people	12.0%	13.8%
- 6 or more people	2.8%	2.9%
Average group size:	2.33	2.40

Who are they?



	Gran Canaria	Canary Islands
Gender		
Men	51.0%	49.8%
Women	49.0%	50.2%
Age		
Average age (tourist > 15 years old)	49.0	47.8
Standard deviation	15.8	15.8
Age range (> 15 years old)		
16 - 24 years old	7.1%	7.6%
25 - 30 years old	8.9%	10.3%
31 - 45 years old	25.4%	26.6%
46 - 60 years old	31.8%	31.4%
Over 60 years old	26.9%	24.1%
Occupation		
Salaried worker	48.8%	50.9%
Self-employed	10.9%	12.0%
Unemployed	1.6%	1.4%
Business owner	11.5%	10.4%
Student	3.6%	3.8%
Retired	21.7%	19.8%
Unpaid domestic work	0.5%	0.5%
Others	1.4%	1.2%
Annual household income level		
Less than €25,000	13.7%	15.3%
€25,000 - €49,999	36.5%	37.6%
€50,000 - €74,999	25.2%	23.7%
More than €74,999	24.6%	23.4%
Education level		
No studies	2.2%	3.7%
Primary education	3.2%	2.4%
Secondary education	24.9%	21.8%
Higher education	69.7%	72.1%



2 IN 10 TOURISTS ARE
GERMAN

49 YEARS OLD
AVERAGE AGE

48%
ONLY WITH
PARTNER



Pictures: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). Due to the pandemic situation, no data was collected in the second quarter of 2020.

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