Tourist profile by municipality
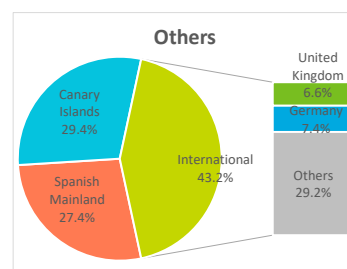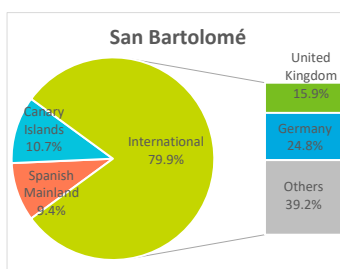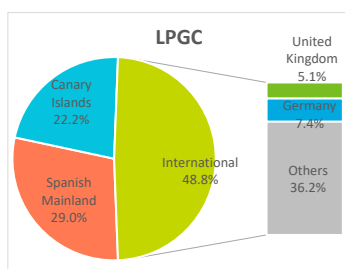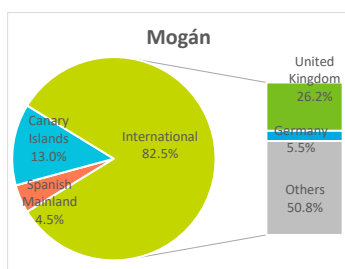# Gran Canaria (2017)

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	843,923	200,953	2,040,469	33,093	**3,118,438**	2,124,580	993,858
- United Kingdom	267,633	21,201	405,399	5,085	**699,318**	468,690	230,628
- Germany	56,375	30,529	633,814	5,673	**726,391**	562,073	164,318
Spanish Mainland	46,429	119,363	238,993	20,955	**425,740**	277,898	147,842
Canary Islands	132,683	91,649	274,377	22,476	**521,185**	261,217	259,968
Total	**1,023,035**	**411,965**	**2,553,839**	**76,524**	**4,065,363**	**2,663,695**	**1,401,668**

Place of residence:	Municipality of stay (%)					Accommodation type (%)	
	Mogán	LPGC	San Bartolomé	Others	Gran Canaria	Hotel	Apartment
International	82.5%	48.8%	79.9%	43.2%	**76.7%**	79.8%	70.9%
- United Kingdom	26.2%	5.1%	15.9%	6.6%	**17.2%**	17.6%	16.5%
- Germany	5.5%	7.4%	24.8%	7.4%	**17.9%**	21.1%	11.7%
Spanish Mainland	4.5%	29.0%	9.4%	27.4%	**10.5%**	10.4%	10.5%
Canary Islands	13.0%	22.2%	10.7%	29.4%	**12.8%**	9.8%	18.5%
Total	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

Seasonal profile of guests by municipality (2017)

Share of guests by municipality (2017)

Mogán

LPGC

San Bartolomé
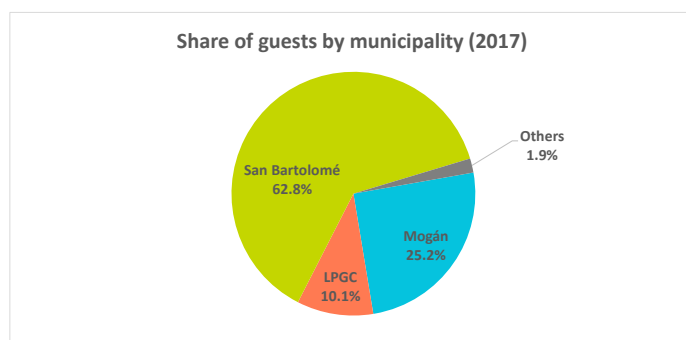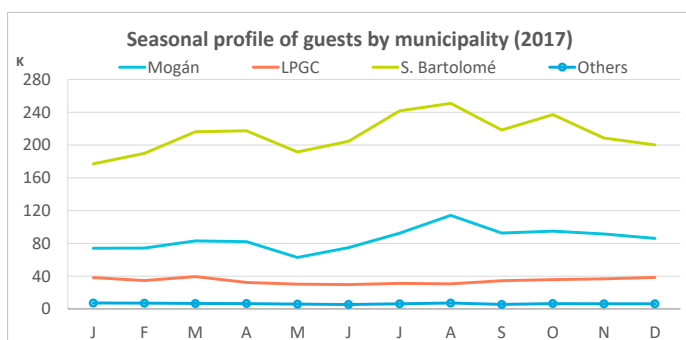
Others

Other indicators

	Municipality (%)					Accommodation type (%)	
	Mogán	LPGC	San Bartolomé	Others	Gran Canaria	Hotel	Apartment
Bednights							
International	7,581,228	968,943	18,743,987	108,971	27,403,129	17,664,432	9,738,697
- United Kingdom	2,254,502	95,171	3,459,289	15,259	5,824,221	3,779,972	2,044,249
- Germany	555,122	153,824	6,357,612	24,754	7,091,312	5,188,560	1,902,752
Spanish Mainland	318,050	369,601	1,581,156	56,080	2,324,887	1,291,286	1,033,601
Canary Islands	717,756	213,069	1,297,103	40,268	2,268,196	902,185	1,366,011
Total	**8,617,034**	**1,551,613**	**21,622,246**	**205,319**	**31,996,212**	**19,857,903**	**12,138,309**
Lenght of stay							
International	9.0	4.8	9.2	3.3	8.8	8.3	9.8
- United Kingdom	8.4	4.5	8.5	3.0	8.3	8.1	8.9
- Germany	9.9	5.0	10.0	4.4	9.8	9.2	11.6
Spanish Mainland	5.8	2.8	5.6	2.2	4.9	4.1	5.9
Canary Islands	5.4	2.3	4.7	1.8	4.4	3.5	5.3
Total	**8.4**	**3.8**	**8.5**	**2.7**	**7.9**	**7.5**	**8.7**
ADR (€)	67.9	69.7	86.1	63.4	80.4	95.3	55.7
RevPar (€)	53.4	51.1	69.6	44.8	64.1	82.5	39.2
Bed-space ocuppancy rate (%)	69.2	56.9	67.1	60.7	67.0	82.4	51.3
Occupancy rate per room/apart.(%)	78.6	73.3	80.8	70.7	79.6	86.6	70.2

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.

Profile of tourist visiting Gran Canaria by municipality of stay

How many are they and how much do they spend?

	Mogán	LPGC	San Bartolomé	Gran Canaria
Tourist arrivals (> 16 years old)	593,146	970,591	2,212,558	3,900,824
Average daily expenditure (€)	160.58	134.14	147.83	145.42
. in their place of residence	103.27	93.67	109.01	103.06
. in the Canary Islands	57.31	40.48	38.81	42.35
Average lenght of stay	8.60	9.78	9.48	9.41
Turnover per tourist (€)	1,049	1,172	1,285	1,206
Total turnover (> 16 years old) (€m)	622	1,138	2,844	4,704
Share of total turnover	13.2%	24.2%	60.5%	100%
Share of total tourists	15.2%	24.9%	56.7%	100%

Where are they from?

	Mogán	LPGC	San Bartolomé	Gran Canaria
Tourists (> 16 years old)				
United Kingdom	57,308	282,260	388,185	742,202
Germany	129,354	64,520	652,023	866,202
Spanish Mainland	202,156	37,880	203,400	491,254
Others	204,328	585,930	968,950	1,801,166
Share by place of residence (%)				
United Kingdom	7.7%	38.0%	52.3%	100%
Germany	14.9%	7.4%	75.3%	100%
Spanish Mainland	41.2%	7.7%	41.4%	100%
Others	11.3%	32.5%	53.8%	100%

How do they book?

	Mogán	LPGC	San Bartolomé	Gran Canaria
Flight booking				
Tour Operator	30.1%	54.6%	48.8%	46.5%
Airline	38.1%	25.6%	17.9%	23.9%
Travel agency (High street)	18.3%	9.9%	22.5%	18.2%
Online Travel Agency (OTA)	13.6%	9.9%	10.9%	11.3%
Accommodation booking				
Tour Operator	31.6%	57.6%	48.8%	48.2%
Accommodation	20.9%	17.3%	10.9%	14.0%
Travel agency (High street)	19.4%	10.9%	24.9%	20.4%
Online Travel Agency (OTA)	28.1%	14.2%	15.3%	17.4%

What do they book at their place of residence?

	Mogán	LPGC	San Bartolomé	Gran Canaria
Flight only	24.1%	10.1%	4.8%	10.1%
Flight & accommodation (room only)	27.0%	41.7%	23.4%	28.8%
Flight & accommodation (B&B)	15.7%	6.6%	7.5%	8.5%
Flight & accommodation (half board)	5.1%	9.0%	26.9%	18.6%
Flight & accommodation (full board)	9.9%	2.4%	3.8%	4.3%
Flight & accommodation (all inclusive)	17.5%	29.3%	33.0%	29.1%
% Tourists using low-cost airlines	57.4%	43.8%	41.1%	45.0%
Other expenses in their place of residence:				
- Excursions	7.5%	3.9%	4.6%	4.9%
- Car rental	8.7%	7.9%	8.2%	8.9%
- Other expenses	14.8%	5.9%	6.7%	7.8%

What is their main reason for coming?

Trip reasons	Mogán	LPGC	San Bartolomé	Gran Canaria
Holidays	73.9%	97.2%	97.7%	93.1%
Professional or family reasons	24.6%	2.1%	1.8%	6.2%
Other reason	1.5%	0.7%	0.5%	0.7%

Who are they?

	Mogán	LPGC	San Bartolomé	Gran Canaria
Gender				
Percentage of men	54.7%	47.0%	49.3%	49.7%
Percentage of women	45.3%	53.0%	50.7%	50.3%
Age range				
16-44 years old	52.4%	40.3%	42.2%	43.9%
Over 44 yeras old	47.6%	59.7%	57.8%	56.1%
Occupation				
Active	74.4%	70.6%	71.9%	72.1%
Inactive	25.6%	29.4%	28.1%	27.9%
Annual household income level				
€12,000 - €48,000	59.4%	47.7%	53.1%	53.1%
More than €48,000	40.6%	52.3%	46.9%	46.9%

Who do they come with?

	Mogán	LPGC	San Bartolomé	Gran Canaria
Partner	45.0%	70.7%	67.8%	64.3%
Children	12.6%	27.7%	21.6%	21.4%
Other relatives	8.7%	14.5%	10.4%	11.1%
Others	12.8%	8.0%	10.9%	10.4%
With children (< 13 year old)	7.1%	21.9%	15.4%	15.5%

Multi-choise question

Where do they stay?

	Mogán	LPGC	San Bartolomé	Gran Canaria
Type of accommodation				
All markets	**100%**	**100%**	**100%**	**100%**
- Hotel	44.1%	46.5%	62.6%	54.6%
- Apartment	16.9%	47.3%	34.5%	35.0%
- Other type of accommodation	39.0%	6.2%	2.9%	10.5%
German market	**100%**	**100%**	**100%**	**100%**
- Hotel	14.1%	66.9%	70.9%	60.8%
- Apartment	8.8%	22.5%	25.8%	23.6%
- Other type of accommodation	77.1%	10.6%	3.3%	15.5%
Spanish Mainland market	**100%**	**100%**	**100%**	**100%**
- Hotel	53.5%	55.0%	61.3%	54.2%
- Apartment	13.8%	36.8%	34.8%	25.1%
- Other type of accommodation	32.7%	8.2%	3.9%	20.7%
British market	**100%**	**100%**	**100%**	**100%**
- Hotel	48.0%	46.4%	61.9%	54.1%
- Apartment	19.6%	50.0%	35.1%	39.6%
- Other type of accommodation	32.5%	3.6%	3.0%	6.4%
Other markets	**100%**	**100%**	**100%**	**100%**
- Hotel	52.7%	43.8%	57.7%	51.8%
- Apartment	24.2%	49.4%	39.9%	41.2%
- Other type of accommodation	23.1%	6.8%	2.4%	6.9%
Lenght of stay by type of accommodation				
All markets				
- Hotel	6.0	8.5	8.7	8.3
- Apartment	13.1	10.3	10.6	10.6
- Other type of accommodation	9.6	15.4	13.5	11.2

How many islands did they visit in this trip?

Number of islands	Mogán	LPGC	San Bartolomé	Gran Canaria
One island	71.8%	93.3%	93.0%	89.8%
Two islands	9.0%	4.8%	4.6%	5.4%
Three or more islands	19.3%	1.8%	2.3%	4.8%

What did motivate them to come?

	Mogán	LPGC	San Bartolomé	Gran Canaria
Previous visits to the Canary Isla	48.2%	73.3%	66.4%	**64.8%**
Recommendation by friends/rel	34.2%	34.8%	31.9%	**33.2%**
Tour Operator's brochure or cat	4.2%	7.3%	8.6%	**7.4%**
Recommendation by Travel Age	4.9%	6.2%	13.0%	**9.7%**
Internet	21.6%	27.5%	26.6%	**25.9%**
Others	27.5%	10.5%	9.8%	**13.3%**

* Multi-choise question

Why do they choose Fuerteventura?

	Mogán	LPGC	San Bartolomé	Gran Canaria
Climate/sun	68.5%	94.7%	94.3%	**89.7%**
Beaches	35.1%	38.4%	44.0%	**40.9%**
Tranquillity/rest/relaxation	24.2%	46.4%	40.9%	**39.2%**
Scenery	21.3%	14.7%	17.2%	**17.7%**
Visiting new places	18.3%	10.7%	14.3%	**14.0%**
Security	7.4%	13.4%	13.6%	**12.3%**
Price	9.9%	13.5%	12.5%	**12.2%**
Culture	11.7%	7.1%	6.1%	**7.5%**
Ease of travel	4.8%	8.7%	7.3%	**7.2%**
Suitable destination for childrer	1.9%	9.8%	7.0%	**6.7%**
Quality of the environment	5.8%	4.1%	4.0%	**4.5%**
Sports	5.0%	3.8%	3.4%	**3.8%**
Others	32.6%	11.9%	15.3%	**17.5%**

* Multi-choise question

How do they rate the destination?

Impression of their stay	Mogán	LPGC	San Bartolomé	Gran Canaria
Good or very good (% tourists)	92.4%	94.3%	93.1%	**93.3%**

Share of tourists by municipality (2017)

San Bartolomé 56.7%
Mogán 15.2%
LPGC 24.9%
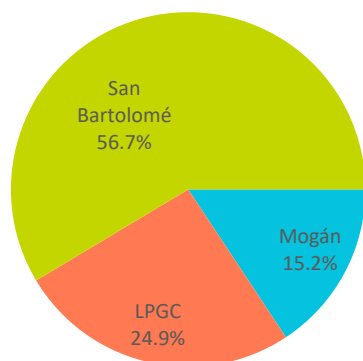
How do they rate the following features and services?

(Scale 1 - 10)	Mogán	LPGC	San Bartolomé	Gran Canaria
Accommodation	**8.1**	**8.2**	**8.1**	**8.1**
Quality of accommodation	8.4	8.5	8.4	**8.4**
Treatment at accommodation	8.0	8.2	8.1	**8.1**
Quality of the food	7.9	7.8	7.8	**7.8**
Environmental	**8.1**	**8.3**	**8.2**	**8.2**
Climate	8.3	9.1	8.8	**8.8**
Bathing areas	8.1	8.5	8.4	**8.4**
Tranquility	8.4	8.1	8.0	**8.1**
Cleanliness	8.0	8.1	7.9	**8.0**
Quality of the environment	7.9	8.3	8.1	**8.0**
Scenery	8.1	8.0	7.9	**7.9**
Restaurants	**7.9**	**7.7**	**7.8**	**7.8**
Quality of restaurants	8.2	8.2	8.2	**8.2**
Treatment from restaurant sta	7.8	7.8	7.8	**7.8**
Prices	7.8	7.5	7.6	**7.6**
Local food and drink	7.8	7.4	7.4	**7.5**
Leisure activities	**7.6**	**7.5**	**7.5**	**7.5**
Cultural activities	7.7	7.3	7.6	**7.6**
Sporting activities	7.8	7.7	7.7	**7.7**
Health-related activities, welln	7.6	7.6	7.7	**7.7**
Organized excursions	7.8	7.7	7.7	**7.7**
Recreational facilities for childr	7.5	7.4	7.4	**7.4**
Theme parks	7.3	7.5	7.4	**7.5**
Golf	7.7	7.2	7.3	**7.4**
Nightlife, fun	7.0	7.3	7.3	**7.3**
Services and infrastructures	**8.2**	**8.2**	**8.2**	**8.2**
Bus services	8.3	8.6	8.6	**8.6**
Hospitality	8.7	8.6	8.6	**8.6**
Security	8.4	8.4	8.4	**8.4**
Taxi services	8.2	8.1	8.1	**8.1**
State of roads	7.9	8.1	8.0	**8.0**
Car rental	8.0	8.2	8.2	**8.2**
Quality and variety of shops	8.0	7.5	7.5	**7.6**
Total	**8.0**	**8.1**	**8.0**	**8.0**

How many are loyal to the destination?

	Mogán	LPGC	San Bartolomé	Gran Canaria
Repeat tourists	74.4%	84.0%	78.6%	**79.2%**
- Germany	69.0%	72.1%	77.2%	**75.4%**
- Spanish Mainland	84.9%	86.2%	81.8%	**83.8%**
- United Kingdom	73.1%	82.5%	81.6%	**81.2%**
- Others	67.4%	85.8%	77.7%	**79.0%**
Repeater (more than 3 visits)	30.6%	45.0%	37.4%	**38.1%**
- Germany	22.9%	27.8%	36.4%	**33.5%**
- Spanish Mainland	38.8%	50.2%	36.8%	**39.1%**
- United Kingdom	33.0%	42.8%	39.8%	**40.4%**
- Others	26.6%	47.7%	37.2%	**39.1%**

Tourist arrivals by municipality (2017)

Mogán | LPGC | San Bartolomé

	Mogán	LPGC	San Bartolomé
United Kingdom	57,308	282,260	388,185
Germany	129,354	64,520	652,023
Spanish Mainland	202,156	37,880	203,400
Others	204,328	585,930	968,950
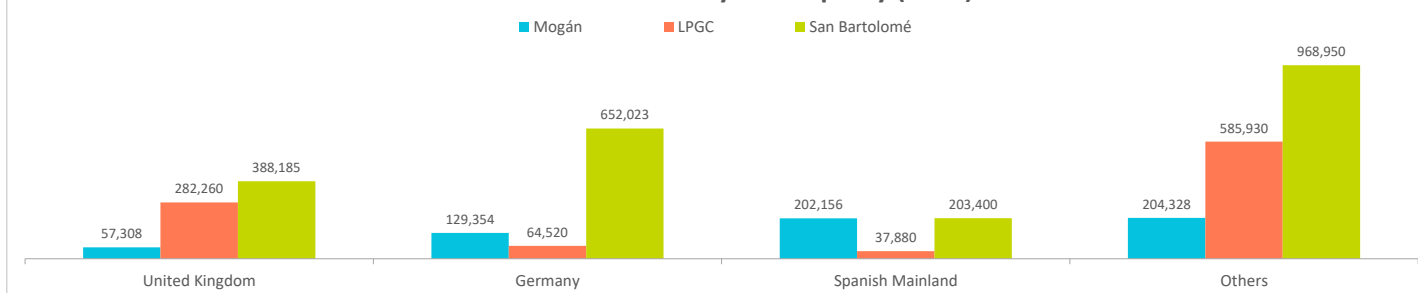
Source: Encuesta sobre el Gasto Turístico (ISTAC).