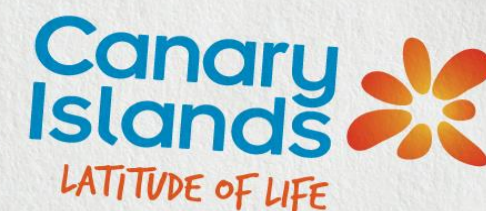


Tourist profile by municipality

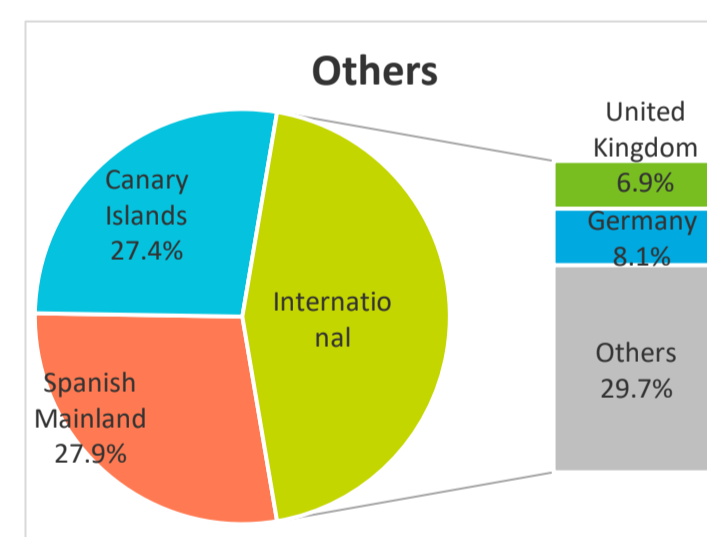
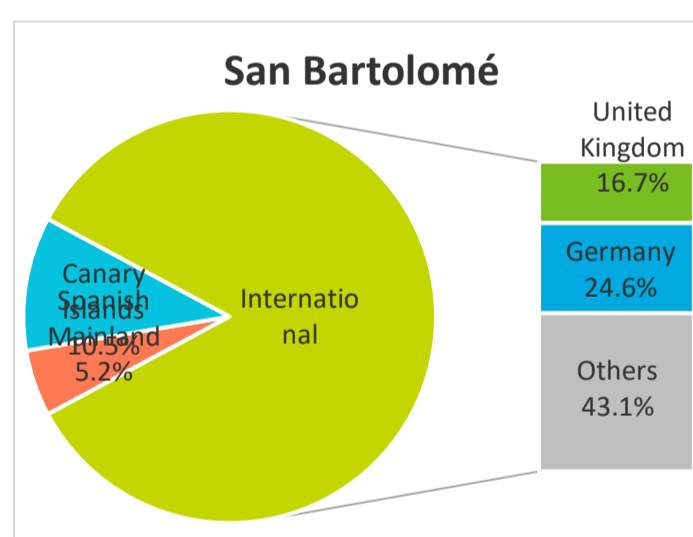
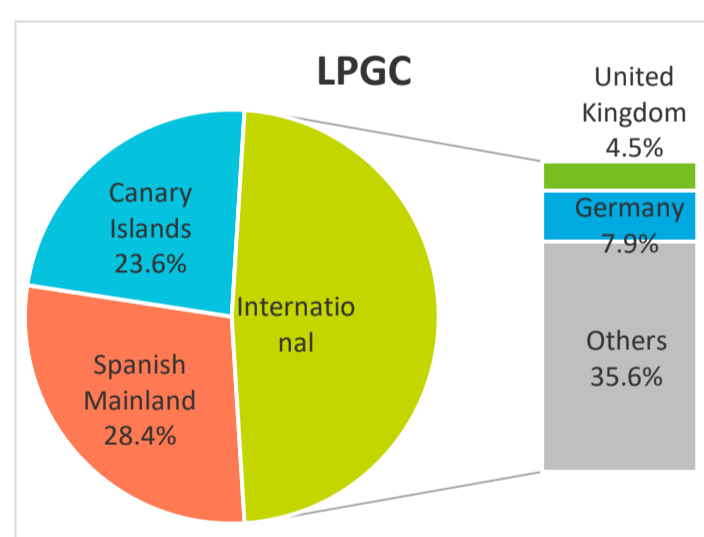
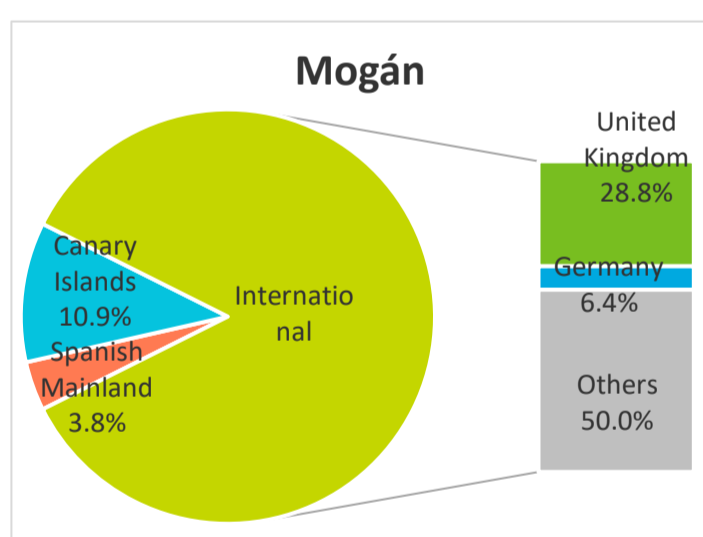
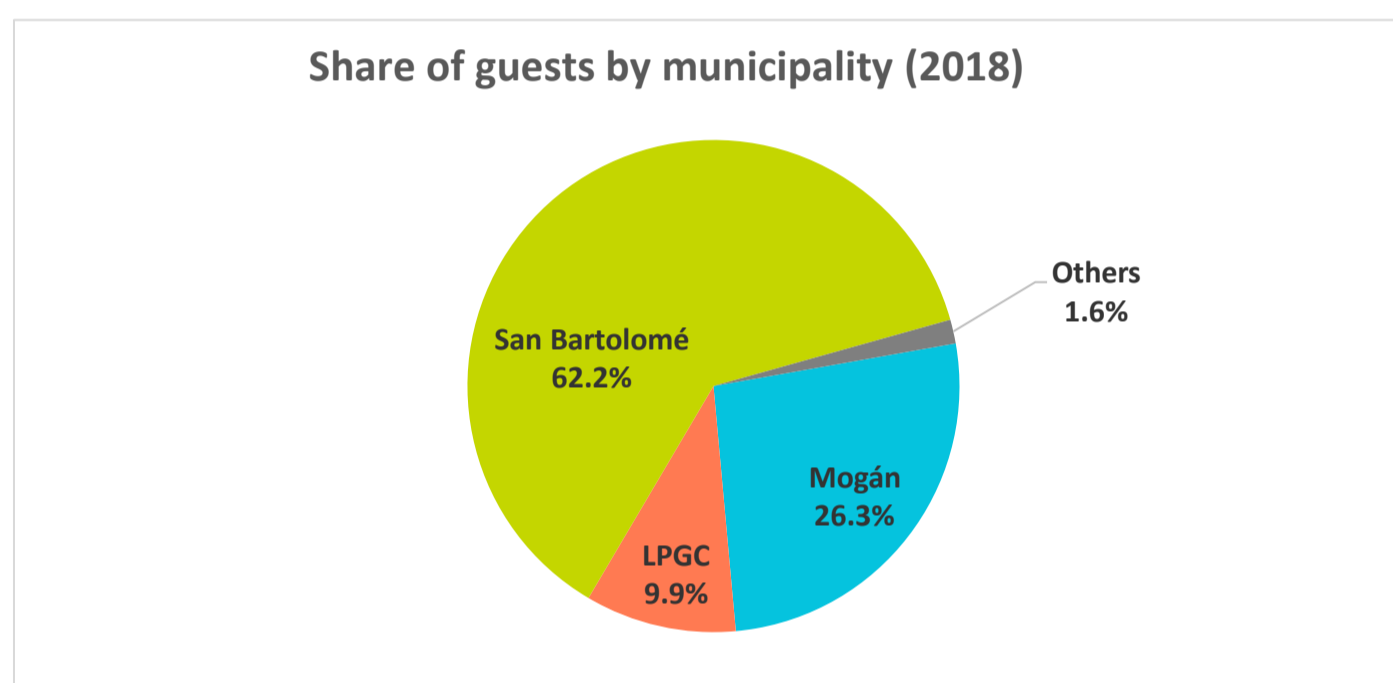
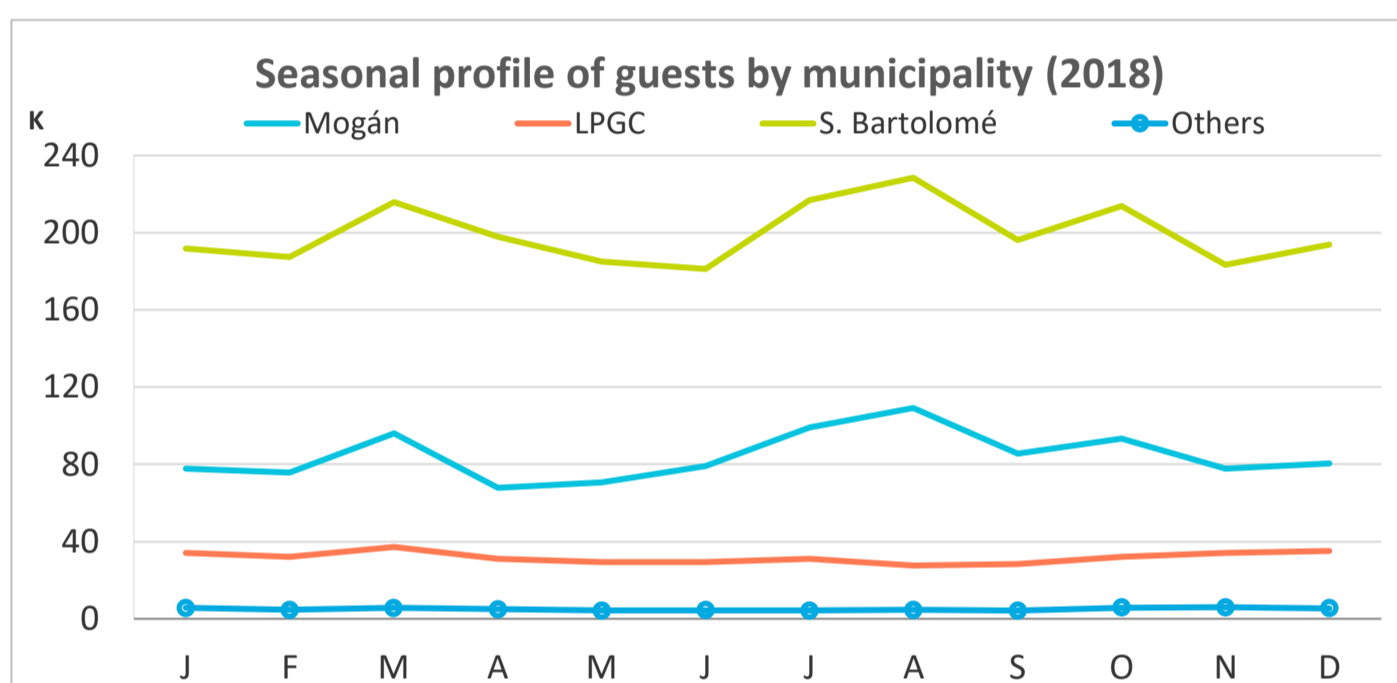
Gran Canaria (2018)



GUESTS IN ACCOMMODATION

Place of residence:	Municipality of stay				Gran Canaria	Accommodation type	
	Mogán	LPGC	San Bartolomé	Others		Hotel	Apartment
International	863,277	183,513	2,016,576	26,923	3,090,289	2,030,022	1,060,267
- United Kingdom	291,809	17,261	399,240	4,135	712,445	446,102	266,343
- Germany	65,303	30,143	587,269	4,890	687,605	516,216	171,389
Spanish Mainland	38,953	108,604	124,431	16,849	288,837	247,998	40,839
Canary Islands	110,680	90,025	250,892	16,539	468,136	251,781	216,355
Total	1,012,910	382,142	2,391,899	60,311	3,847,262	2,529,801	1,317,461

Place of residence:	Municipality of stay (%)				Gran Canaria	Accommodation type (%)	
	Mogán	LPGC	San Bartolomé	Others		Hotel	Apartment
International	85.2%	48.0%	84.3%	44.6%	80.3%	80.2%	80.5%
- United Kingdom	28.8%	4.5%	16.7%	6.9%	18.5%	17.6%	20.2%
- Germany	6.4%	7.9%	24.6%	8.1%	17.9%	20.4%	13.0%
Spanish Mainland	3.8%	28.4%	5.2%	27.9%	7.5%	9.8%	3.1%
Canary Islands	10.9%	23.6%	10.5%	27.4%	12.2%	10.0%	16.4%
Total	100%	100%	100%	100%	100%	100%	100%



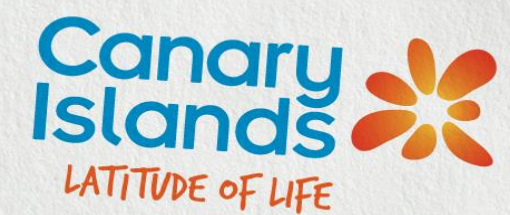
Other indicators

	Municipality (%)				Gran Canaria	Accommodation type (%)	
	Mogán	LPGC	San Bartolomé	Others		Hotel	Apartment
Bednights							
International	7,829,985	859,029	18,511,993	74,869	27,275,876	16,796,053	10,479,823
- United Kingdom	2,517,610	75,859	3,425,531	10,259	6,029,259	3,605,167	2,424,092
- Germany	612,203	137,352	5,762,531	16,995	6,529,081	4,525,667	2,003,414
Spanish Mainland	178,789	315,463	805,024	47,177	1,346,453	1,105,058	241,395
Canary Islands	482,149	182,519	1,094,183	32,729	1,791,580	816,754	974,826
Total	8,490,923	1,357,011	20,411,200	154,775	30,413,909	18,717,865	11,696,044
Length of stay							
International	9.1	4.7	9.2	2.8	8.8	8.3	9.9
- United Kingdom	8.6	4.4	8.6	2.5	8.5	8.1	9.1
- Germany	9.4	4.6	9.8	3.5	9.5	8.8	11.7
Spanish Mainland	4.6	2.9	6.5	2.8	4.7	4.5	5.9
Canary Islands	4.4	2.0	4.4	2.0	3.8	3.2	4.5
Total	8.4	3.6	8.5	2.6	7.9	--	--
ADR (€)	72.1	71.6	87.4	63.1	82.4	97.4	56.8
RevPar (€)	56.4	52.3	70.5	39.4	65.4	81.5	41.5
Total revenue (€ million)	263	63	862	6	1,194	890	304
Bed-space occupancy rate (%)	69.4	55.9	67.8	50.3	67.5	78.3	55.2
Occupancy rate per room/apart.(%)	78.3	73.0	80.7	62.4	79.4	83.7	73.0

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 (2018)

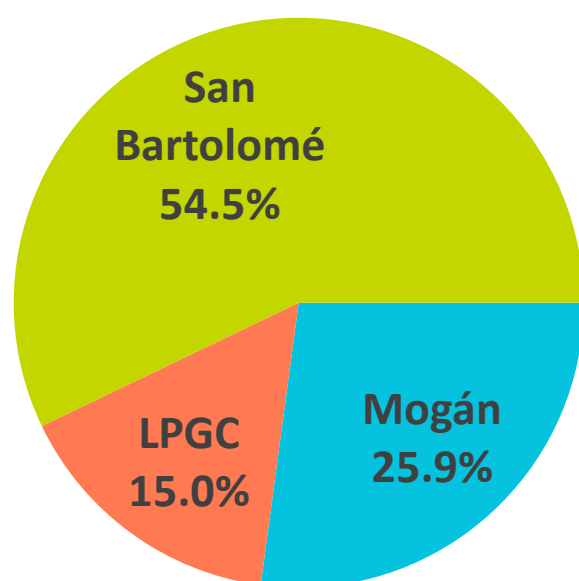


How many are they and how much do they spend?



	Mogán	LPGC	San Bartolomé	Gran Canaria
Tourist arrivals (> 15 years old)	991,090	575,048	2,086,649	3,825,378
Average daily expenditure (€)	145.84	117.60	149.20	141.30
Average length of stay	10.19	9.39	9.90	9.93
Turnover per tourist (€)	1,292	848	1,311	1,215
Total turnover (> 15 years old) (€m)	1,281	488	2,735.9	4,648
Share of total turnover	27.6%	10.5%	58.9%	100%
Share of total tourists	25.9%	15.0%	54.5%	100%

Share of tourists by municipality (2018)



What is the main motivation for their holidays?



	Mogán	LPGC	San Bartolomé	Gran Canaria
Rest	61.4%	33.3%	59.7%	55.1%
Explore the destination	9.3%	23.3%	15.4%	15.4%
Other reasons	29.3%	43.3%	24.9%	29.4%

How far in advance do they book their trip?



	Mogán	LPGC	San Bartolomé	Gran Canaria
Between 0 and 30 days	23.4%	39.6%	25.5%	27.5%
Between 1 and 2 months	21.2%	26.9%	23.9%	23.8%
More than 3 months	55.4%	33.5%	50.7%	48.7%

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

	Mogán	LPGC	San Bartolomé	Gran Canaria
Previous visits to the Canary Islands	55.7%	37.0%	52.9%	50.6%
Friends or relatives	24.7%	39.3%	22.3%	26.4%
Internet or social media	55.1%	48.5%	52.1%	52.6%
Tour Operator or Travel Agency	21.9%	9.1%	31.9%	24.7%
Others	14.6%	21.6%	16.1%	17.1%

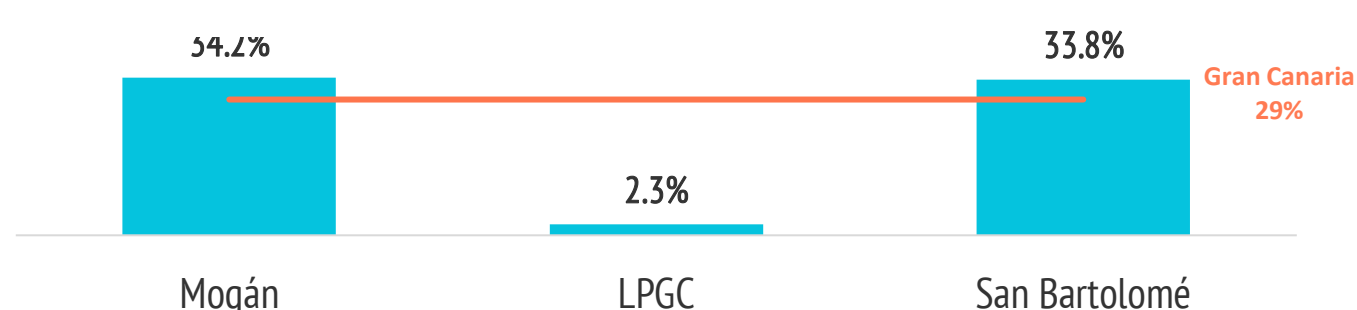
(*) Multi-choice question

What do they book?



	Mogán	LPGC	San Bartolomé	Gran Canaria
Room only/ Bed & Breakfast	53.7%	86.3%	33.5%	46.4%
Half board / Full board	12.1%	11.4%	32.7%	24.1%
All inclusive	34.2%	2.3%	33.8%	29.5%

ALL INCLUSIVE



(Canary Islands: 33.3%)

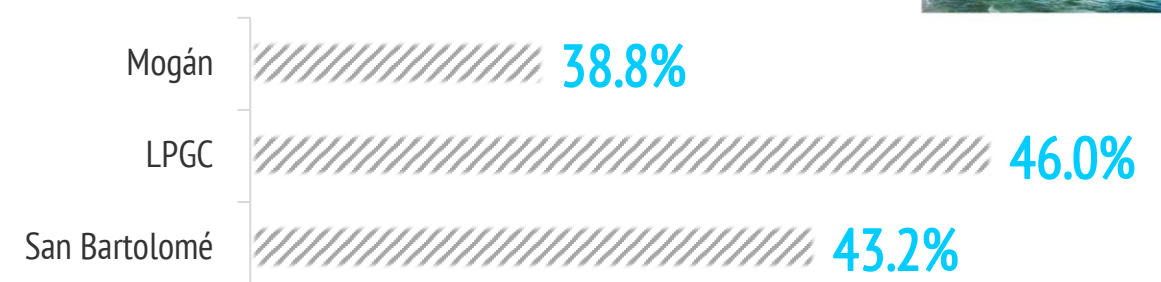
Importance of each factor in the destination choice



	Mogán	LPGC	San Bartolomé	Gran Canaria
Climate	83.8%	62.1%	83.0%	79.5%
Safety	51.2%	37.5%	52.0%	49.0%
Sea	45.0%	50.0%	46.4%	46.3%
Tranquility	45.3%	37.5%	46.3%	44.6%
Beaches	38.8%	46.0%	43.2%	41.9%
Accommodation supply	43.9%	20.7%	43.3%	39.3%
European belonging	34.3%	30.9%	38.4%	36.1%
Effortless trip	31.3%	28.3%	36.0%	33.3%
Price	36.0%	28.5%	33.1%	33.0%
Landscapes	22.7%	38.6%	25.8%	27.5%
Environment	26.0%	32.7%	23.6%	26.0%
Gastronomy	20.4%	27.5%	21.0%	21.8%
Fun possibilities	18.1%	22.0%	21.1%	20.2%
Authenticity	14.3%	22.9%	15.3%	16.4%
Shopping	8.6%	11.3%	10.6%	10.1%
Exoticism	8.7%	12.6%	9.8%	9.9%
Nightlife	6.5%	11.3%	10.0%	9.2%
Hiking trail network	8.8%	10.3%	6.7%	8.2%
Culture	5.8%	11.6%	5.9%	6.8%
Historical heritage	5.0%	11.7%	5.3%	6.3%

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 CLIMATE



Where do they stay?



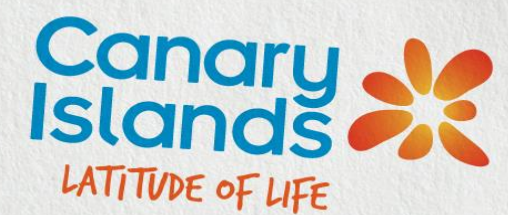
	Mogán	LPGC	San Bartolomé	Gran Canaria
Type of accommodation				
All markets	100%	100%	100%	100%
- Hotel	48.1%	35.2%	61.2%	51.7%
- Apartment	30.9%	9.0%	27.8%	25.0%
- Other type of accommodation	21.0%	55.8%	11.0%	23.3%
German market	100%	100%	100%	100%
- Hotel	66.7%	44.7%	70.1%	65.3%
- Apartment	14.2%	7.8%	23.2%	20.4%
- Other type of accommodation	19.1%	47.5%	6.8%	14.3%
Spanish Mainland market	100%	100%	100%	100%
- Hotel	54.7%	32.2%	50.8%	37.4%
- Apartment	28.9%	6.4%	18.9%	12.3%
- Other type of accommodation	16.4%	61.3%	30.3%	50.2%
British market	100%	100%	100%	100%
- Hotel	49.6%	24.9%	66.7%	54.9%
- Apartment	36.8%	14.8%	27.7%	29.7%
- Other type of accommodation	13.6%	60.3%	5.5%	15.4%
Other markets	100%	100%	100%	100%
- Hotel	43.7%	38.5%	54.5%	47.8%
- Apartment	31.1%	10.7%	32.7%	29.0%
- Other type of accommodation	25.1%	50.8%	12.8%	23.2%

Length of stay by type of accommodation

	Mogán	LPGC	San Bartolomé	Gran Canaria
All markets				
- Hotel	8.7	6.6	8.8	8.5
- Apartment	9.9	9.3	11.0	10.5
- Private accommodation	18.3	11.6	15.6	13.6
- Other type of accommodation	10.0	9.2	10.3	10.1

Tourist profile by municipality

Gran Canaria (2018)



Activities in the Canary Islands



Outdoor time per day	Mogán	LPGC	San Bartolomé	Gran Canaria
0 - 8 hours	71.8%	33.8%	69.6%	63.8%
More than 8 hours	28.2%	66.2%	30.4%	36.2%
Activities in the Canary Islands	Mogán	LPGC	San Bartolomé	Gran Canaria
Beach	69.3%	68.1%	74.4%	71.9%
Walk, wander	72.1%	72.5%	65.3%	68.4%
Swimming pool, hotel facilities	71.4%	14.6%	63.8%	56.2%
Explore the island on their own	41.4%	51.2%	42.2%	44.1%
Taste Canarian gastronomy	19.0%	37.3%	22.2%	24.6%
Nightlife / concerts / shows	15.6%	20.6%	20.4%	18.9%
Organized excursions	12.4%	6.0%	17.8%	14.0%
Sport activities	11.0%	15.6%	12.6%	12.9%
Theme parks	11.7%	8.8%	12.3%	11.5%
Wineries/markets/popular festivals	11.7%	14.7%	9.0%	10.9%
Sea excursions / whale watching	15.7%	3.9%	10.3%	10.5%
Activities at sea	9.0%	9.2%	8.8%	9.1%
Museums / exhibitions	5.1%	21.5%	6.2%	8.8%
Nature activities	6.2%	9.8%	8.0%	8.4%
Beauty and health treatments	6.1%	4.5%	6.5%	6.0%
Astronomical observation	2.2%	2.4%	2.8%	2.7%

(*) Multi-choice question

Who do they come with?



	Mogán	LPGC	San Bartolomé	Gran Canaria
Unaccompanied	5.2%	31.8%	7.9%	11.3%
Only with partner	52.6%	35.0%	53.9%	50.3%
With children	21.9%	11.0%	17.4%	17.5%
Other relatives	12.5%	7.9%	10.4%	10.5%
Other combination	7.8%	14.3%	10.5%	10.4%
With children (under the age of 13)	21.9%	8.2%	16.3%	16.3%

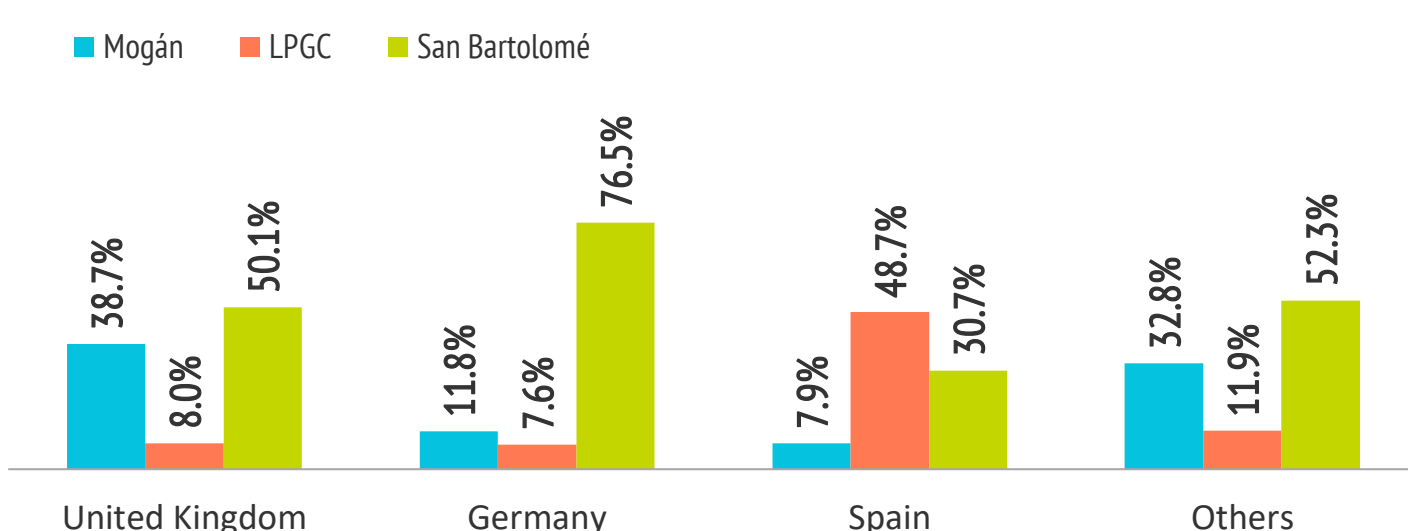
* Share over total answers

Where are they from?



	Mogán	LPGC	San Bartolomé	Gran Canaria
Tourists (> 15 years old)				
United Kingdom	270,002	55,694	349,674	697,291
Germany	101,767	65,474	659,660	862,105
Spain	39,726	243,577	153,263	499,998
Others	579,596	210,302	924,052	1,765,984
& Tourists				
United Kingdom	38.7%	8.0%	50.1%	100%
Germany	11.8%	7.6%	76.5%	100%
Spain	7.9%	48.7%	30.7%	100%
Others	32.8%	11.9%	52.3%	100%

Tourist arrivals by municipality (2018)



Source: Encuesta sobre el Gasto Turístico (ISTAC).

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

Who are they?



	Mogán	LPGC	San Bartolomé	Gran Canaria
Gender				
Menos de 50.000€	44.4%	56.4%	50.4%	49.9%
Women	55.6%	43.6%	49.6%	50.1%
Age range (> 15 years old)				
16 - 44 years old	39.1%	58.3%	41.4%	44.3%
Over 44 years old	60.9%	41.7%	58.6%	55.7%
Occupation				
Active	73.9%	76.2%	75.7%	75.4%
Inactive	26.1%	23.8%	24.3%	24.6%
Annual household income level				
Less than €50,000	46.1%	63.3%	50.8%	52.2%
More than €50,000	53.9%	36.7%	49.2%	47.8%
Education level				
No studies/Primary education	7.3%	3.5%	7.1%	6.4%
Secondary education	26.6%	14.8%	29.1%	25.7%
Higher education	66.0%	81.7%	63.9%	67.9%

How do they rate the Canary Islands?



Satisfaction (scale 0-10)	Mogán	LPGC	San Bartolomé	Gran Canaria
Average rating	8.56	8.56	8.49	8.52

Experience in the Canary Islands	Mogán	LPGC	San Bartolomé	Gran Canaria
Worse or much worse than expected	2.5%	3.6%	2.6%	2.7%
Lived up to expectations	61.2%	57.7%	60.3%	60.0%
Better or much better than expected	36.4%	38.7%	37.1%	37.2%

Future intentions (scale 1-10)	Mogán	LPGC	San Bartolomé	Gran Canaria
Return to the Canary Islands	8.64	8.73	8.45	8.55
Recommend visiting the Canary Isl:	8.83	8.87	8.71	8.78

8.55/10

Return to the Canary Islands

8.78/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?



	Mogán	LPGC	San Bartolomé	Gran Canaria
Repeat tourists				
- Germany	68.7%	56.1%	73.2%	70.9%
- Spain	75.8%	77.1%	76.5%	76.9%
- United Kingdom	73.2%	65.3%	76.0%	73.9%
- Others	78.1%	61.6%	72.0%	72.3%
Repeat tourists (3 or more visits)				
- Germany	50.5%	38.8%	54.7%	52.6%
- Spain	53.9%	59.8%	56.5%	58.9%
- United Kingdom	54.7%	49.2%	56.0%	55.0%
- Others	64.0%	44.8%	52.5%	55.0%

How many islands do they visit during their trip?



	Mogán	LPGC	San Bartolomé	Gran Canaria
One island	94.8%	86.0%	94.1%	92.7%
Two or more islands	5.2%	14.0%	5.9%	7.3%