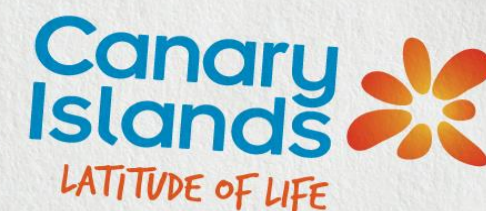# Tourist profile by municipality
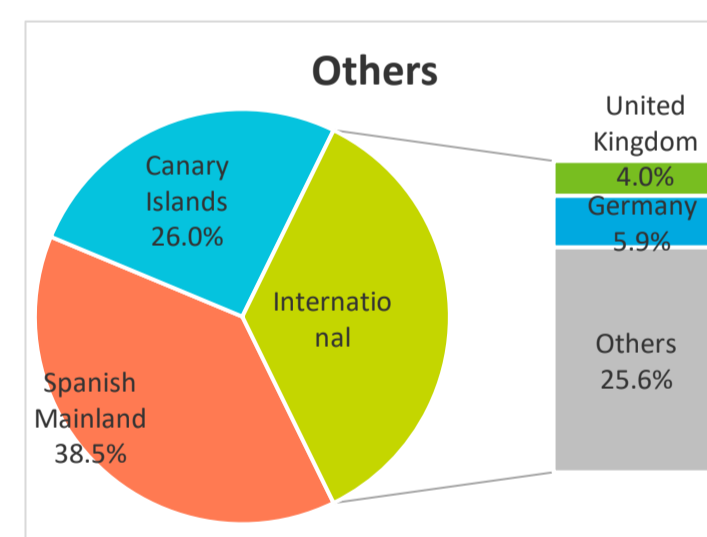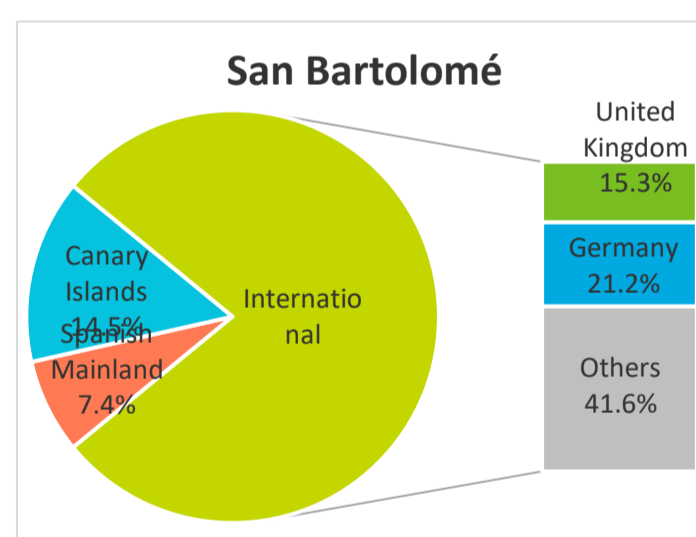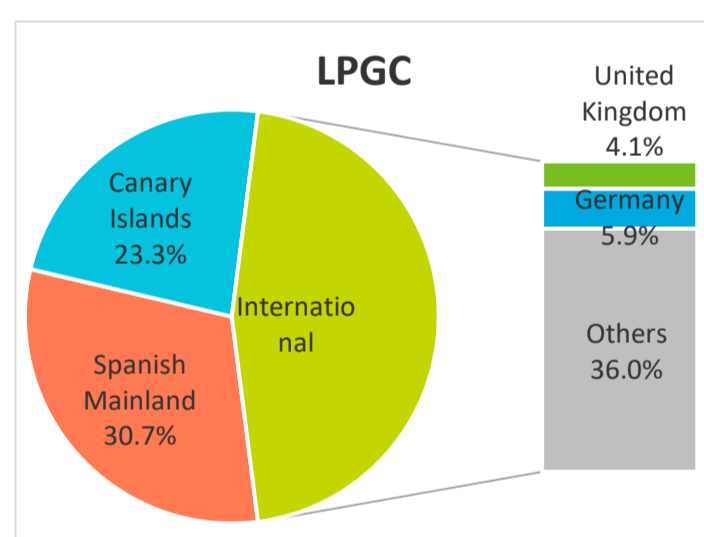# Gran Canaria (2019)

Canary Islands
LATITUDE OF LIFE

GUESTS IN ACCOMMODATION

	Municipality of stay					Accommodation type	
Place of residence:	Mogán	LPGC	San Bartolomé	Others	Gran Canaria	Hotel	Apartment
International	850,466	184,447	1,816,542	24,997	2,876,452	1,912,132	964,320
- United Kingdom	287,820	16,336	355,141	2,805	662,102	424,160	237,942
- Germany	53,252	23,598	493,283	4,137	574,270	440,290	133,980
Spanish Mainland	29,396	123,293	172,280	27,129	352,098	314,079	38,019
Canary Islands	108,205	93,709	336,128	18,278	556,320	304,605	251,715
Total	988,067	401,449	2,324,950	70,404	3,784,870	2,530,816	1,254,054

	Municipality of stay (%)					Accommodation type (%)	
Place of residence:	Mogán	LPGC	San Bartolomé	Others	Gran Canaria	Hotel	Apartment
International	86.1%	45.9%	78.1%	35.5%	76.0%	75.6%	76.9%
- United Kingdom	29.1%	4.1%	15.3%	4.0%	17.5%	16.8%	19.0%
- Germany	5.4%	5.9%	21.2%	5.9%	15.2%	17.4%	10.7%
Spanish Mainland	3.0%	30.7%	7.4%	38.5%	9.3%	12.4%	3.0%
Canary Islands	11.0%	23.3%	14.5%	26.0%	14.7%	12.0%	20.1%
Total	100%	100%	100%	100%	100%	100%	100%

Seasonal profile of guests by municipality (2019)

Share of guests by municipality (2019)

Mogán

LPGC

San Bartolomé
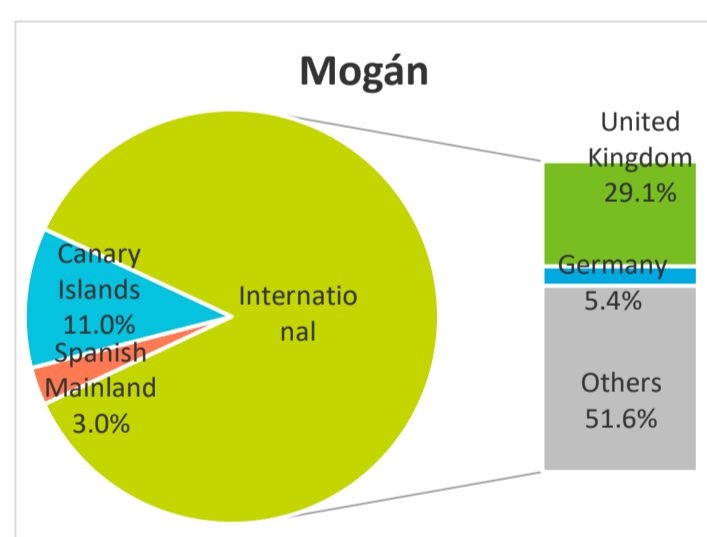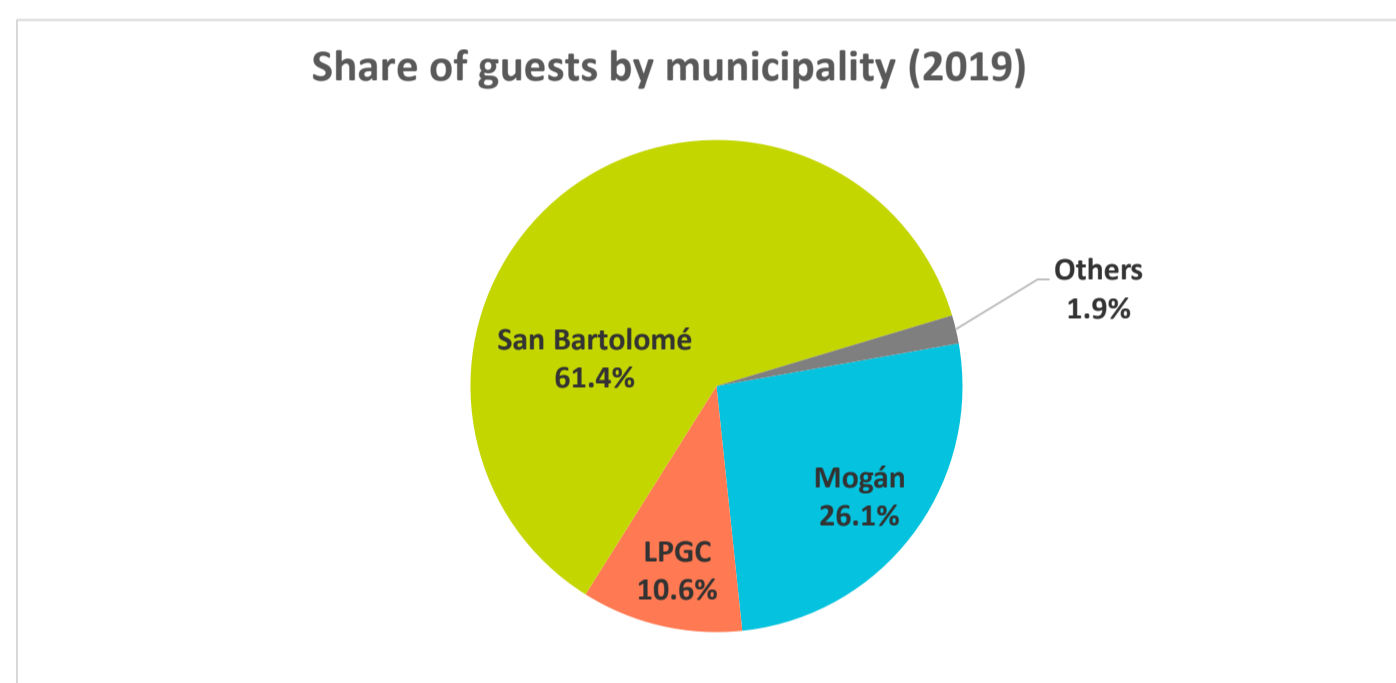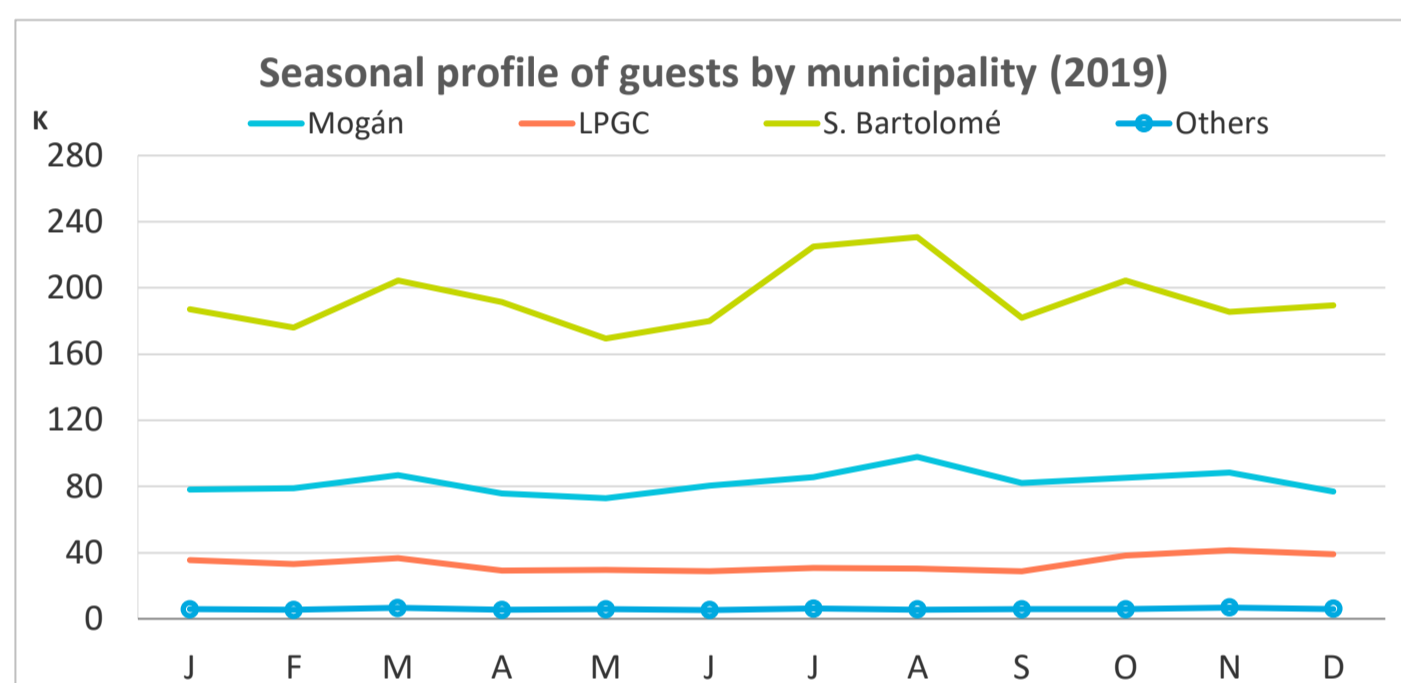
Others

Other indicators

	Municipality (%)					Accommodation type (%)	
	Mogán	LPGC	San Bartolomé	Others	Gran Canaria	Hotel	Apartment
Bednights							
International	7,709,790	824,925	16,647,355	75,680	25,257,750	15,697,703	9,560,047
- United Kingdom	2,499,275	74,987	2,975,632	8,609	5,558,503	3,407,785	2,150,718
- Germany	528,973	109,311	4,968,999	16,012	5,623,295	3,978,663	1,644,632
Spanish Mainland	154,484	358,673	1,026,858	75,648	1,615,663	1,375,815	239,848
Canary Islands	415,201	207,069	1,315,810	33,663	1,971,743	933,127	1,038,616
Total	8,279,475	1,390,667	18,990,023	184,991	28,845,156	18,006,645	10,838,511
Lenght of stay							
International	9.1	4.5	9.2	3.0	8.8	8.2	9.9
- United Kingdom	8.7	4.6	8.4	3.1	8.4	8.0	9.0
- Germany	9.9	4.6	10.1	3.9	9.8	9.0	12.3
Spanish Mainland	5.3	2.9	6.0	2.8	4.6	4.4	6.3
Canary Islands	3.8	2.2	3.9	1.8	3.5	3.1	4.1
Total	8.4	3.5	8.2	2.6	7.6	--	--
ADR (€)	74.3	69.0	93.1	63.4	86.4	103.0	57.5
RevPar (€)	57.0	50.6	72.7	37.2	66.7	83.8	40.8
Total revenue (€ million)	266.4	63.5	867.9	7.2	1,205	911.8	293.2
Bed-space ocuppancy rate (%)	67.5	53.4	64.1	48.5	64.3	74.9	52.0
Occupancy rate per room/apart.(%)	76.7	73.4	78.1	58.7	77.2	81.3	70.9
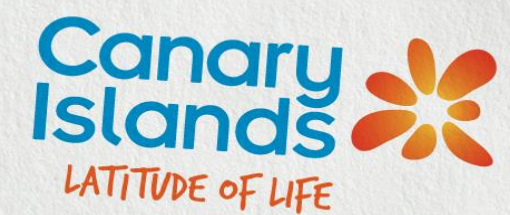
How many are they and how much do they spend?

	Mogán	LPGC	San Bartolomé	Gran Canaria
Tourist arrivals (> 15 years old)	960,057	566,963	1,970,148	**3,702,964**
Average daily expenditure (€)	148.12	119.16	150.01	**141.28**
Average lenght of stay	9.60	8.27	9.36	**9.29**
Turnover per tourist (€)	1,262	768	1,290	**1,168**
Total turnover (> 15 years old) (€m)	1,211	435	2,541.1	**4,324**
Share of total turnover	28.0%	10.1%	58.8%	**100%**
Share of total tourists	25.9%	15.3%	53.2%	**100%**

Share of tourists by municipality (2019)

San Bartolomé 53.2%
LPGC 15.3%
Mogán 25.9%
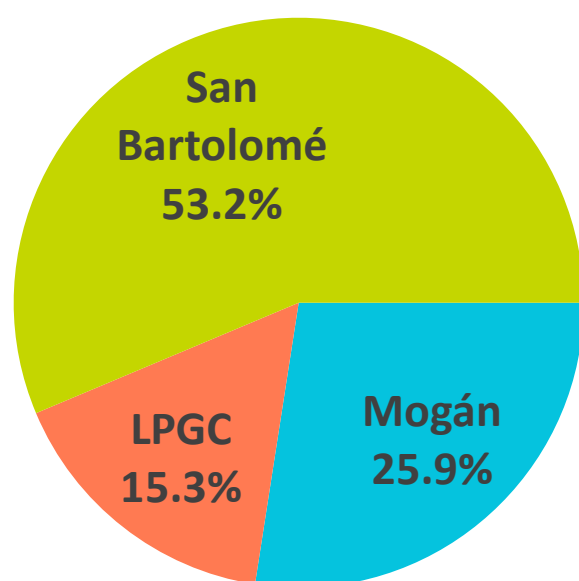
What is the main motivation for their holidays?

	Mogán	LPGC	San Bartolomé	Gran Canaria
Rest	65.4%	37.5%	63.7%	**58.8%**
Explore the destination	8.4%	21.3%	12.5%	**13.3%**
Other reasons	26.3%	41.2%	23.8%	**27.9%**

How far in advance do they bok their trip?

	Mogán	LPGC	San Bartolomé	Gran Canaria
Between 0 and 30 days	21.6%	43.1%	26.5%	**28.5%**
Between 1 and 2 months	22.1%	26.7%	22.1%	**23.2%**
More than 3 months	56.3%	30.2%	51.3%	**48.4%**

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

	Mogán	LPGC	San Bartolomé	Gran Canaria
Previous visits to the Canary Islands	59.1%	36.0%	54.3%	**51.8%**
Friends or relatives	24.7%	35.7%	23.0%	**26.4%**
Internet or social media	52.2%	45.4%	53.1%	**51.6%**
Tour Operator or Travel Agency	20.9%	9.8%	28.2%	**22.3%**
Others	13.0%	19.5%	15.9%	**16.3%**

(*) Multi-choise question

What do they book?

	Mogán	LPGC	San Bartolomé	Gran Canaria
Room only/ Bed & Breakfast	54.3%	89.2%	35.0%	**48.6%**
Half board / Full board	12.6%	7.6%	30.7%	**22.3%**
All inclusive	33.1%	3.2%	34.2%	**29.1%**

ALL INCLUSIVE

33.1% Mogán
3.2% LPGC
34.2% San Bartolomé
Gran Canaria 29%
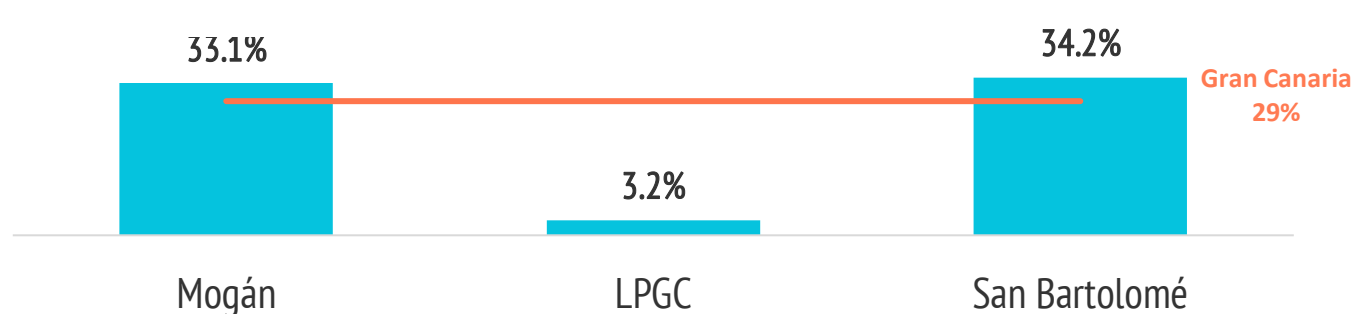
(Canary Islands: 33.3%)

Importance of each factor in the destination choice

	Mogán	LPGC	San Bartolomé	Gran Canaria
Climate	85.2%	69.0%	82.5%	**80.7%**
Safety	50.5%	39.1%	50.3%	**48.3%**
Sea	47.4%	50.7%	47.9%	**48.1%**
Tranquility	43.5%	40.2%	46.9%	**44.9%**
Beaches	41.3%	46.8%	45.0%	**44.0%**
Accommodation supply	44.6%	21.9%	44.7%	**40.5%**
European belonging	34.2%	32.9%	38.8%	**36.4%**
Price	36.0%	31.2%	33.5%	**33.8%**
Effortless trip	33.9%	29.1%	34.8%	**33.6%**
Landscapes	24.1%	41.3%	27.1%	**29.5%**
Environment	28.3%	32.6%	26.1%	**28.5%**
Gastronomy	20.7%	25.3%	22.7%	**22.9%**
Fun possibilities	19.2%	22.1%	20.0%	**20.0%**
Authenticity	14.3%	23.5%	15.4%	**16.9%**
Exoticism	9.1%	12.7%	10.0%	**10.4%**
Shopping	7.7%	11.3%	9.9%	**9.5%**
Hiking trail network	8.1%	13.1%	7.6%	**9.2%**
Nightlife	7.0%	11.2%	9.6%	**9.1%**
Culture	6.2%	12.0%	6.3%	**7.5%**
Historical heritage	5.9%	12.1%	6.1%	**7.3%**

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

Mogán 41.3%
LPGC 46.8%
San Bartolomé 45.0%

Where do they stay?

Type of accommodation	Mogán	LPGC	San Bartolomé	Gran Canaria
All markets	**100%**	**100%**	**100%**	**100%**
- Hotel	52.2%	36.3%	62.4%	**53.0%**
- Apartment	28.6%	11.7%	26.7%	**23.9%**
- Other type of accommodation	19.2%	52.0%	11.0%	**23.1%**
German market	**100%**	**100%**	**100%**	**100%**
- Hotel	63.9%	33.8%	70.4%	**63.5%**
- Apartment	17.5%	11.8%	21.3%	**19.5%**
- Other type of accommodation	18.5%	54.4%	8.4%	**17.0%**
Spanish Mainland market	**100%**	**100%**	**100%**	**100%**
- Hotel	42.8%	34.1%	57.5%	**39.9%**
- Apartment	26.6%	7.0%	21.9%	**13.1%**
- Other type of accommodation	30.5%	58.8%	20.6%	**47.0%**
British market	**100%**	**100%**	**100%**	**100%**
- Hotel	54.3%	30.7%	64.8%	**55.8%**
- Apartment	32.0%	16.1%	28.8%	**28.7%**
- Other type of accommodation	13.7%	53.3%	6.4%	**15.5%**
Other markets	**100%**	**100%**	**100%**	**100%**
- Hotel	49.9%	41.6%	57.3%	**51.6%**
- Apartment	28.7%	16.8%	30.5%	**27.8%**
- Other type of accommodation	21.4%	41.6%	12.2%	**20.6%**
Lenght of stay by type of accommodation				
All markets				
- Hotel	8.6	5.8	8.6	**8.2**
- Apartment	10.1	8.9	10.5	**10.3**
- Private accommodation	12.9	10.3	13.2	**11.5**
- Other type of accommodation	10.1	8.0	8.6	**8.9**

Tourist profile by municipality
Gran Canaria (2019)

Canary Islands LATITUDE OF LIFE
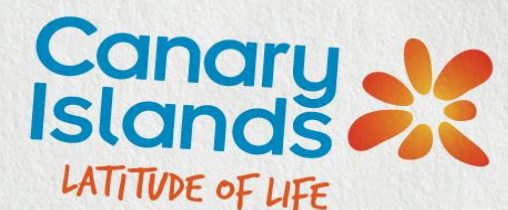
Activities in the Canary Islands

Outdoor time per day	Mogán	LPGC	San Bartolomé	Gran Canaria
0 - 8 hours	69.5%	34.2%	69.9%	**62.6%**
More than 8 hours	30.5%	65.8%	30.1%	**37.4%**

Activities in the Canary Islands	Mogán	LPGC	San Bartolomé	Gran Canaria
Beach	69.6%	65.7%	74.7%	**71.4%**
Walk, wander	69.7%	68.8%	65.1%	**67.0%**
Swimming pool, hotel facilities	70.9%	14.5%	63.8%	**55.2%**
Explore the island on their own	40.0%	46.7%	41.0%	**42.5%**
Taste Canarian gastronomy	15.7%	34.6%	20.9%	**22.3%**
Nightlife / concerts / shows	15.4%	18.6%	19.3%	**17.8%**
Organized excursions	12.6%	5.2%	16.6%	**13.1%**
Sport activities	11.5%	13.5%	12.2%	**12.4%**
Sea excursions / whale watching	16.8%	3.7%	10.2%	**10.7%**
Wineries/markets/popular festivals	11.6%	13.7%	8.2%	**10.2%**
Theme parks	10.8%	6.4%	10.4%	**9.8%**
Activities at sea	10.6%	7.7%	9.3%	**9.4%**
Nature activities	7.6%	8.8%	8.1%	**8.7%**
Museums / exhibitions	5.4%	18.2%	6.8%	**8.7%**
Beauty and health treatments	6.0%	4.3%	5.9%	**5.6%**
Astronomical observation	2.4%	2.5%	2.8%	**2.7%**

(*) Multi-choise question

Who do they come with?

	Mogán	LPGC	San Bartolomé	Gran Canaria
Unaccompanied	5.2%	33.8%	8.7%	**12.4%**
Only with partner	53.0%	34.2%	54.3%	**50.2%**
With children	19.5%	9.5%	17.5%	**16.6%**
Other relatives	13.3%	6.2%	10.1%	**10.3%**
Other combination	9.0%	16.4%	9.3%	**10.5%**
With children (under the age of 13)	21.1%	6.9%	15.2%	**15.2%**

* Share over total answers

Where are they from?

	Mogán	LPGC	San Bartolomé	Gran Canaria
Tourists (> 15 years old)				
United Kingdom	284,190	47,644	305,101	**658,499**
Germany	87,619	61,515	589,478	**778,717**
Spain	36,873	264,788	189,480	**582,637**
Others	551,375	193,017	886,088	**1,683,111**
& Tourists				
United Kingdom	43.2%	7.2%	46.3%	**100%**
Germany	11.3%	7.9%	75.7%	**100%**
Spain	6.3%	45.4%	32.5%	**100%**
Others	32.8%	11.5%	52.6%	**100%**

Tourist arrivals by municipality (2019)

Legend: ■ Mogán ■ LPGC ■ San Bartolomé

	Mogán	LPGC	San Bartolomé
United Kingdom	43.2%	7.2%	46.3%
Germany	11.3%	7.9%	75.7%
Spain	6.3%	45.4%	32.5%
Others	32.8%	11.5%	52.6%

Who are they?

	Mogán	LPGC	San Bartolomé	Gran Canaria
Gender				
Menos de 50.000€	46.6%	57.5%	51.5%	**51.3%**
Women	53.4%	42.5%	48.5%	**48.7%**
Age range (> 15 years old)				
16 - 44 years old	37.5%	55.2%	40.3%	**42.9%**
Over 44 years old	62.5%	44.8%	59.7%	**57.1%**
Occupation				
Active	74.2%	80.3%	76.5%	**76.7%**
Inactive	25.8%	19.7%	23.5%	**23.3%**
Annual household income level				
Less than €50,000	45.4%	65.2%	50.3%	**52.3%**
More than €50,000	54.6%	34.8%	49.7%	**47.7%**
Education level				
No studies/Primary education	9.0%	4.1%	6.3%	**6.5%**
Secondary education	26.4%	18.2%	29.1%	**26.0%**
Higher education	64.5%	77.8%	64.6%	**67.5%**

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Mogán	LPGC	San Bartolomé	Gran Canaria
Average rating	8.71	8.55	8.62	**8.64**

Experience in the Canary Islands	Mogán	LPGC	San Bartolomé	Gran Canaria
Worse or much worse than expected	1.9%	3.4%	2.1%	**2.2%**
Lived up to expectations	59.6%	52.8%	58.8%	**57.5%**
Better or much better than expected	38.4%	43.8%	39.2%	**40.3%**

Future intentions (scale 1-10)	Mogán	LPGC	San Bartolomé	Gran Canaria
Return to the Canary Islands	8.75	8.73	8.62	**8.69**
Recommend visiting the Canary Isl	8.92	8.90	8.86	**8.90**

8.69/10

Return to the Canary Islands

8.90/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Mogán	LPGC	San Bartolomé	Gran Canaria
Repeat tourists	77.9%	69.6%	74.6%	**74.4%**
- Germany	72.1%	63.9%	76.5%	**74.8%**
- Spain	71.1%	77.1%	72.0%	**75.2%**
- United Kingdom	77.5%	62.9%	77.2%	**75.8%**
- Others	79.6%	62.7%	73.1%	**73.4%**
Repeat tourists (3 or more visits)	61.6%	52.2%	56.8%	**57.1%**
- Germany	53.2%	47.5%	59.4%	**57.6%**
- Spain	47.8%	61.6%	54.6%	**59.0%**
- United Kingdom	60.9%	41.5%	58.3%	**57.7%**
- Others	64.2%	43.5%	54.9%	**56.1%**

How many islands do they visit during their trip?

	Mogán	LPGC	San Bartolomé	Gran Canaria
One island	95.4%	86.8%	94.2%	**93.1%**
Two or more islands	4.6%	13.2%	5.8%	**6.9%**

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.