

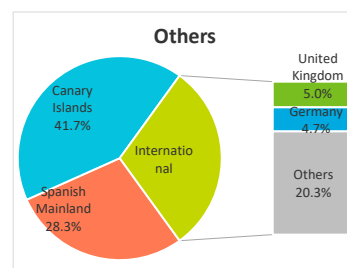
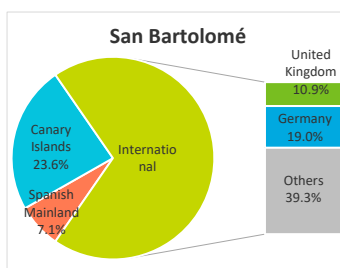
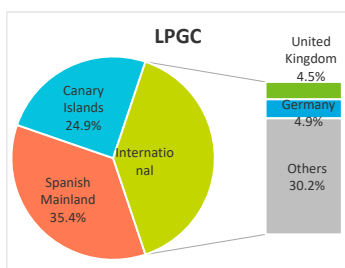
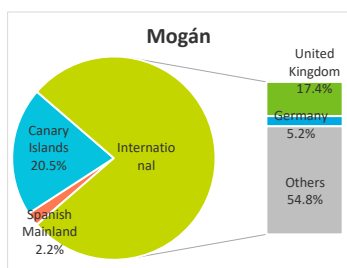
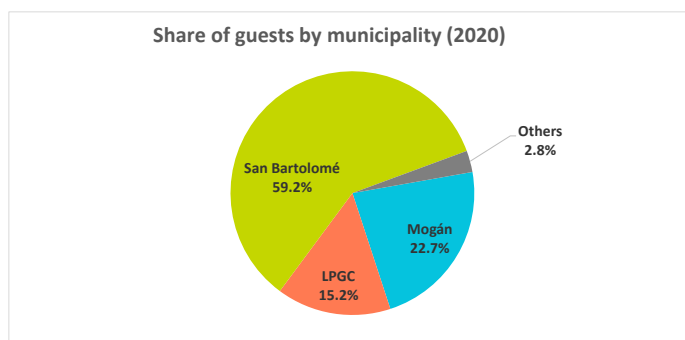
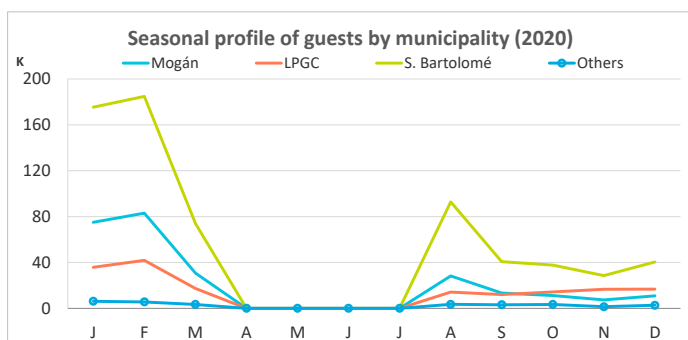
Tourist profile by municipality

Gran Canaria (2020)

GUESTS IN ACCOMMODATION

Place of residence:	Municipality of stay					Accommodation type	
	Mogán	LPGC	San Bartolomé	Others	Gran Canaria	Hotel	Apartment
International	217,226	74,478	506,691	10,562	808,957	575,785	233,172
- United Kingdom	48,753	8,524	79,670	1,771	138,718	100,278	38,440
- Germany	14,528	9,272	139,169	1,665	164,634	128,761	35,873
Spanish Mainland	6,111	66,507	52,229	9,950	134,797	124,972	9,825
Canary Islands	57,576	46,661	172,798	14,657	291,692	205,568	86,124
Total	280,913	187,646	731,718	35,169	1,235,446	906,325	329,121

Place of residence:	Municipality of stay (%)					Accommodation type (%)	
	Mogán	LPGC	San Bartolomé	Others	Gran Canaria	Hotel	Apartment
International	77.3%	39.7%	69.2%	30.0%	65.5%	63.5%	70.8%
- United Kingdom	17.4%	4.5%	10.9%	5.0%	11.2%	11.1%	11.7%
- Germany	5.2%	4.9%	19.0%	4.7%	13.3%	14.2%	10.9%
Spanish Mainland	2.2%	35.4%	7.1%	28.3%	10.9%	13.8%	3.0%
Canary Islands	20.5%	24.9%	23.6%	41.7%	23.6%	22.7%	26.2%
Total	100%	100%	100%	100%	100%	100%	100%



Other indicators

	Municipality (%)					Accommodation type (%)	
	Mogán	LPGC	San Bartolomé	Others	Gran Canaria	Hotel	Apartment
Bednights							
International	2,008,208	339,128	4,730,970	31,820	7,110,126	4,623,900	2,486,226
- United Kingdom	399,749	36,666	643,117	5,784	1,085,316	756,738	328,578
- Germany	133,689	43,362	1,463,598	6,950	1,647,599	1,169,167	478,432
Spanish Mainland	25,827	194,177	289,449	43,274	552,727	499,314	53,413
Canary Islands	190,757	100,660	791,940	31,824	1,115,181	732,298	382,883
Total	2,224,792	633,965	5,812,359	106,918	8,778,034	5,855,512	2,922,522
Length of stay							
International	9.2	4.6	9.3	3.0	8.8	8.0	10.7
- United Kingdom	8.2	4.3	8.1	3.3	7.8	7.5	8.5
- Germany	9.2	4.7	10.5	4.2	10.0	9.1	13.3
Spanish Mainland	4.2	2.9	5.5	4.3	4.1	4.0	5.4
Canary Islands	3.3	2.2	4.6	2.2	3.8	3.6	4.4
Total	7.9	3.4	7.9	3.0	7.1	--	--
ADR (€)	84.4	70.1	95.9	63.3	90.3	103.1	63.6
RevPar (€)	44.1	39.8	50.5	26.5	47.6	53.7	34.4
Total revenue (€ million)	83.9	29.3	277.6	4.2	395	304.8	90.2
Bed-space occupancy rate (%)	45.6	40.3	44.0	34.5	43.9	46.7	39.3
Occupancy rate per room/apart.(%)	52.2	56.8	52.7	41.8	52.7	52.1	54.1

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 (2020)

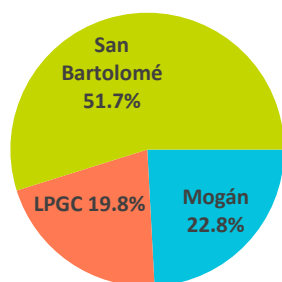


How many are they and how much do they spend?



	Mogán	LPGC	San Bartolomé	Gran Canaria
Tourist arrivals (> 15 years old)	263,795	229,422	598,822	1,158,660
Average daily expenditure (€)	149.87	117.41	150.60	140.10
Average length of stay	11.09	10.39	10.38	10.67
Turnover per tourist (€)	1,414	891	1,364	1,254
Total turnover (> 15 years old) (€m)	373	204	817.0	1,453
Share of total turnover	25.7%	14.1%	56.2%	100%
Share of total tourists	22.8%	19.8%	51.7%	100%

Share of tourists by municipality (2020)



What is the main motivation for their holidays?



	Mogán	LPGC	San Bartolomé	Gran Canaria
Rest	65.3%	39.8%	63.5%	57.4%
Explore the destination	8.0%	21.1%	12.5%	14.2%
Other reasons	26.7%	39.1%	24.0%	28.4%

How far in advance do they book their trip?



	Mogán	LPGC	San Bartolomé	Gran Canaria
Between 0 and 30 days	24.1%	48.0%	32.2%	34.1%
Between 1 and 2 months	25.1%	26.9%	23.8%	24.7%
More than 3 months	50.7%	25.1%	44.0%	41.2%

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

	Mogán	LPGC	San Bartolomé	Gran Canaria
Previous visits to the Canary Islands	65.9%	40.3%	55.5%	53.8%
Friends or relatives	21.5%	36.2%	22.9%	26.2%
Internet or social media	45.8%	43.7%	48.9%	47.0%
Tour Operator or Travel Agency	17.9%	9.6%	26.4%	19.8%
Others	12.9%	19.2%	15.6%	16.7%

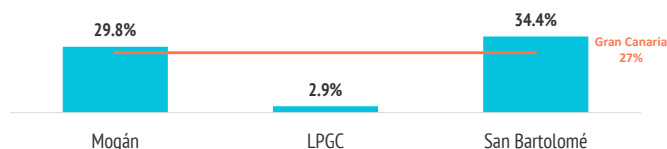
(*) Multi-choice question

What do they book?



	Mogán	LPGC	San Bartolomé	Gran Canaria
Room only/ Bed & Breakfast	58.8%	87.5%	34.7%	50.9%
Half board / Full board	11.4%	9.6%	31.0%	22.1%
All inclusive	29.8%	2.9%	34.4%	27.0%

ALL INCLUSIVE



(Canary Islands: 33.3%)

Importance of each factor in the destination choice



	Mogán	LPGC	San Bartolomé	Gran Canaria
Climate	84.1%	68.5%	83.4%	79.9%
Safety	49.4%	45.6%	52.8%	50.2%
Sea	45.2%	49.5%	50.2%	48.9%
Tranquility	44.3%	45.0%	48.8%	47.0%
Beaches	39.9%	46.4%	43.7%	43.0%
Accommodation supply	43.3%	25.3%	44.5%	39.7%
European belonging	37.1%	35.4%	41.4%	39.0%
Effortless trip	32.6%	33.2%	35.9%	34.5%
Landscapes	23.1%	41.7%	28.2%	30.7%
Environment	27.6%	39.2%	27.9%	30.3%
Price	31.5%	29.9%	30.1%	30.2%
Gastronomy	23.3%	32.2%	25.9%	26.6%
Authenticity	12.1%	29.5%	17.6%	19.2%
Fun possibilities	14.3%	23.0%	19.3%	18.8%
Hiking trail network	11.7%	16.4%	11.2%	13.0%
Shopping	10.0%	11.0%	11.2%	10.8%
Exoticism	7.8%	14.2%	9.4%	10.2%
Nightlife	6.1%	11.1%	9.9%	9.2%
Historical heritage	4.5%	15.7%	8.2%	9.0%
Culture	5.7%	14.5%	8.0%	8.9%

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?



Type of accommodation	Mogán	LPGC	San Bartolomé	Gran Canaria
All markets	100%	100%	100%	100%
- Hotel	54.3%	47.3%	64.8%	56.0%
- Apartment	26.4%	9.8%	22.2%	20.1%
- Other type of accommodation	19.3%	42.9%	13.0%	23.9%
German market	100%	100%	100%	100%
- Hotel	63.4%	55.1%	70.7%	63.9%
- Apartment	21.8%	5.3%	19.2%	17.1%
- Other type of accommodation	14.8%	39.6%	10.2%	19.1%
Spanish Mainland market	100%	100%	100%	100%
- Hotel	53.7%	49.7%	70.7%	54.0%
- Apartment	17.4%	9.1%	14.5%	11.5%
- Other type of accommodation	28.9%	41.2%	14.8%	34.6%
British market	100%	100%	100%	100%
- Hotel	61.9%	47.0%	74.2%	62.1%
- Apartment	23.1%	9.5%	19.4%	19.0%
- Other type of accommodation	15.0%	43.5%	6.4%	18.9%
Other markets	100%	100%	100%	100%
- Hotel	51.1%	40.8%	56.8%	51.2%
- Apartment	28.4%	12.7%	26.9%	25.3%
- Other type of accommodation	20.5%	46.5%	16.2%	23.5%

Length of stay by type of accommodation

All markets	Mogán	LPGC	San Bartolomé	Gran Canaria
- Hotel	9.0	7.6	8.8	8.6
- Apartment	11.4	9.9	11.4	11.3
- Private accommodation	20.4	13.7	18.2	15.8
- Other type of accommodation	10.1	12.6	13.2	11.9

Tourist profile by municipality

Gran Canaria (2020)



Activities in the Canary Islands



Outdoor time per day	Mogán	LPGC	San Bartolomé	Gran Canaria
0 - 8 hours	69.4%	36.4%	70.5%	62.2%
More than 8 hours	30.6%	63.6%	29.5%	37.8%
Activities in the Canary Islands	Mogán	LPGC	San Bartolomé	Gran Canaria
Walk, wander	75.3%	72.0%	68.2%	70.6%
Beach	71.1%	67.5%	71.5%	70.4%
Swimming pool, hotel facilities	67.1%	16.2%	60.9%	50.7%
Explore the island on their own	40.8%	50.3%	44.0%	45.7%
Activities at sea	35.2%	27.4%	30.2%	31.0%
Taste Canarian gastronomy	20.3%	34.4%	23.2%	26.1%
Nature activities	27.2%	20.8%	19.2%	22.7%
Sport activities	14.0%	13.8%	18.2%	16.1%
Nightlife / concerts / shows	11.9%	16.6%	15.4%	14.6%
Wineries/markets/popular festivals	10.9%	12.7%	7.7%	9.8%
Museums / exhibitions	4.0%	18.7%	7.3%	9.3%
Organized excursions	8.6%	5.5%	11.6%	9.2%
Sea excursions / whale watching	12.3%	3.5%	7.0%	7.3%
Theme parks	8.9%	6.1%	6.9%	7.1%
Beauty and health treatments	7.1%	4.3%	4.8%	5.1%
Astronomical observation	3.5%	3.4%	3.3%	3.6%

(* Multi-choice question)

Who do they come with?



	Mogán	LPGC	San Bartolomé	Gran Canaria
Unaccompanied	5.6%	33.3%	9.6%	14.1%
Only with partner	54.3%	36.7%	57.3%	51.9%
With children	19.9%	7.2%	14.3%	14.1%
Other relatives	12.1%	6.9%	8.8%	9.2%
Other combination	8.2%	15.9%	9.9%	10.7%
With children (under the age of 13)	18.6%	4.7%	12.0%	11.8%

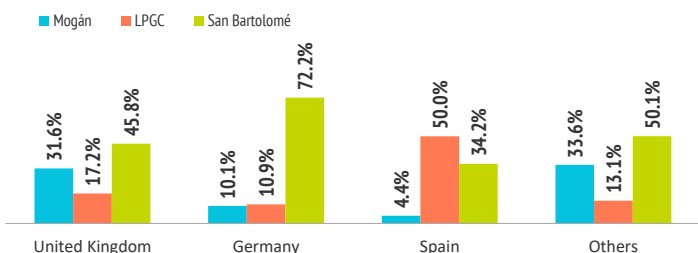
* Share over total answers

Where are they from?



Tourists (> 15 years old)	Mogán	LPGC	San Bartolomé	Gran Canaria
United Kingdom	46,586	25,373	67,443	147,378
Germany	26,300	28,534	188,809	261,379
Spain	9,189	104,701	71,653	209,216
Others	181,721	70,813	270,917	540,687
& Tourists	Mogán	LPGC	San Bartolomé	Gran Canaria
United Kingdom	31.6%	17.2%	45.8%	100%
Germany	10.1%	10.9%	72.2%	100%
Spain	4.4%	50.0%	34.2%	100%
Others	33.6%	13.1%	50.1%	100%

Tourist arrivals by municipality (2020)



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	Mogán	LPGC	San Bartolomé	Gran Canaria
Menos de 50.000€	45.3%	54.2%	52.7%	51.0%
Women	54.7%	45.8%	47.3%	49.0%
Age range (> 15 years old)	Mogán	LPGC	San Bartolomé	Gran Canaria
16 - 44 years old	30.7%	54.5%	34.6%	39.1%
Over 44 years old	69.3%	45.5%	65.4%	60.9%
Occupation	Mogán	LPGC	San Bartolomé	Gran Canaria
Active	69.0%	74.1%	73.2%	72.7%
Inactive	31.0%	25.9%	26.8%	27.3%
Annual household income level	Mogán	LPGC	San Bartolomé	Gran Canaria
Less than €50,000	41.7%	60.8%	48.0%	50.2%
More than €50,000	58.3%	39.2%	52.0%	49.8%
Education level	Mogán	LPGC	San Bartolomé	Gran Canaria
No studies/Primary education	6.8%	3.8%	5.8%	5.4%
Secondary education	27.3%	15.7%	28.2%	24.9%
Higher education	65.9%	80.5%	66.1%	69.7%

How do they rate the Canary Islands?



Satisfaction (scale 0-10)	Mogán	LPGC	San Bartolomé	Gran Canaria
Average rating	8.68	8.63	8.61	8.64

Experience in the Canary Islands	Mogán	LPGC	San Bartolomé	Gran Canaria
Worse or much worse than expected	1.8%	3.1%	2.8%	2.6%
Lived up to expectations	62.6%	54.0%	58.4%	58.1%
Better or much better than expected	35.6%	42.8%	38.8%	39.2%

Future intentions (scale 1-10)	Mogán	LPGC	San Bartolomé	Gran Canaria
Return to the Canary Islands	8.87	8.83	8.70	8.78
Recommend visiting the Canary Islands	8.97	8.93	8.87	8.91

8.78/10

Return to the Canary Islands

8.91/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?



	Mogán	LPGC	San Bartolomé	Gran Canaria
Repeat tourists	Mogán	LPGC	San Bartolomé	Gran Canaria
- Germany	86.2%	72.0%	79.1%	78.9%
- Spain	76.5%	68.9%	78.9%	77.3%
- United Kingdom	76.2%	76.7%	80.6%	78.0%
- Others	86.3%	61.6%	83.7%	79.5%
- Others	88.1%	70.0%	77.6%	80.0%
Repeat tourists (3 or more visits)	Mogán	LPGC	San Bartolomé	Gran Canaria
- Germany	72.3%	57.1%	64.8%	64.5%
- Spain	64.4%	51.2%	69.6%	66.0%
- United Kingdom	59.1%	62.8%	64.5%	62.9%
- Others	66.1%	45.3%	66.2%	62.1%
- Others	75.7%	55.4%	61.3%	65.1%

How many islands do they visit during their trip?



	Mogán	LPGC	San Bartolomé	Gran Canaria
One island	96.4%	87.7%	94.6%	93.5%
Two or more islands	3.6%	12.3%	5.4%	6.5%