

Situation of the tourism sector

Year ending 2016

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Section 0

The tourist sector

Summary tables. 2016

GRAN CANARIA

Indicator	2016	Annual var.
Total Tourists	4.223.679	13,61%
Passengers (AENA). Foreigners	3.763.539	15,02%
Occupancy level	65,15 %	6,43 puntos
Average length of stay	7,86 días	-0,02 días
Total annual nights stays	31.214.971	10,47%
Level of hotel occupancy	82,21 %	7,05 puntos
Average hotel rates	95,16 €	4,72%
Average length of hotel stays	7,44 días	-0,05 días
Level of Apartment occupancy	48,08 %	5,47 puntos
Average apartment rates	50,00 €	1,79%
Average length of apartment stays	8,71 días	0,05 días
Total Tourist Spending	4.757.690.029 €	17,25 %
Total Tourist Spending in Gran Canaria	1.370.892.532 €	11,97 %
Average spending per tourist	1.203,24 €	-1,04 %
Average spending per tourist in Gran Canaria	353,11 €	-5,24 %
Tourism sector contracts	118.569	14,89%

AIR CONNECTIVITY. GRAN CANARIA

Indicator	2016	Variation
Destinations	142	+ 4
Countries	25	+ 2
Airlines	41	+ 3

*The number of tourists for the Canary Islands does not match the sum of the islands. The data for each island is calculated as the sum of the main tourist and secondary tourist (one who visits the island after visiting another). The annual variation for tourist data is not available.

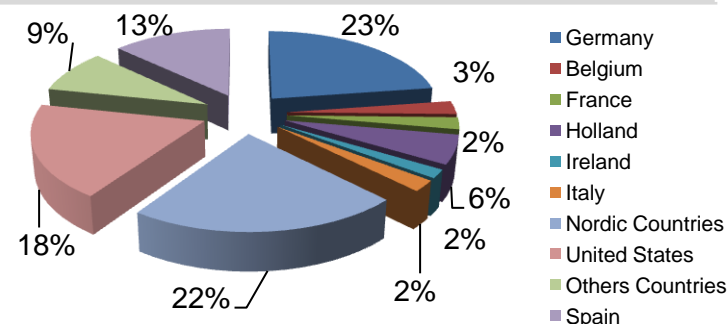
CANARIES

Foreign passengers. 2016	Total	% Variation
Canaries	14.981.113	12,63%
Gran Canaria	4.223.679	13,61%
Lanzarote	2.915.727	10,41%
Fuerteventura	2.287.650	8,87%
Tenerife	5.769.992	11,06%

Profile of the tourist. Gran Canaria

Reason for stay	The leisure / vacation motif continues to be the main reason, reaching 93.88% of the total number of visits in 2016.
Type of accommodation	Accommodation in hotels fell 3.95 points to reach 79.40%, remaining in similar values the rest of accommodation except rental accommodation, which increased by 5.24 points to 7.34%.
Length of stay	The duration of the most frequent stay is less than 7 nights, reaching 60.61% of the total, experiencing a slight reduction compared to the previous year, in favor of stays between 8 and 15 nights.
Use of tourist package	The contracting of tourist packages reached 62.75%, showing a slight fall of 1.28 points.

TOURISTS IN GRAN CANARIA BY NATIONALITIES. 2016

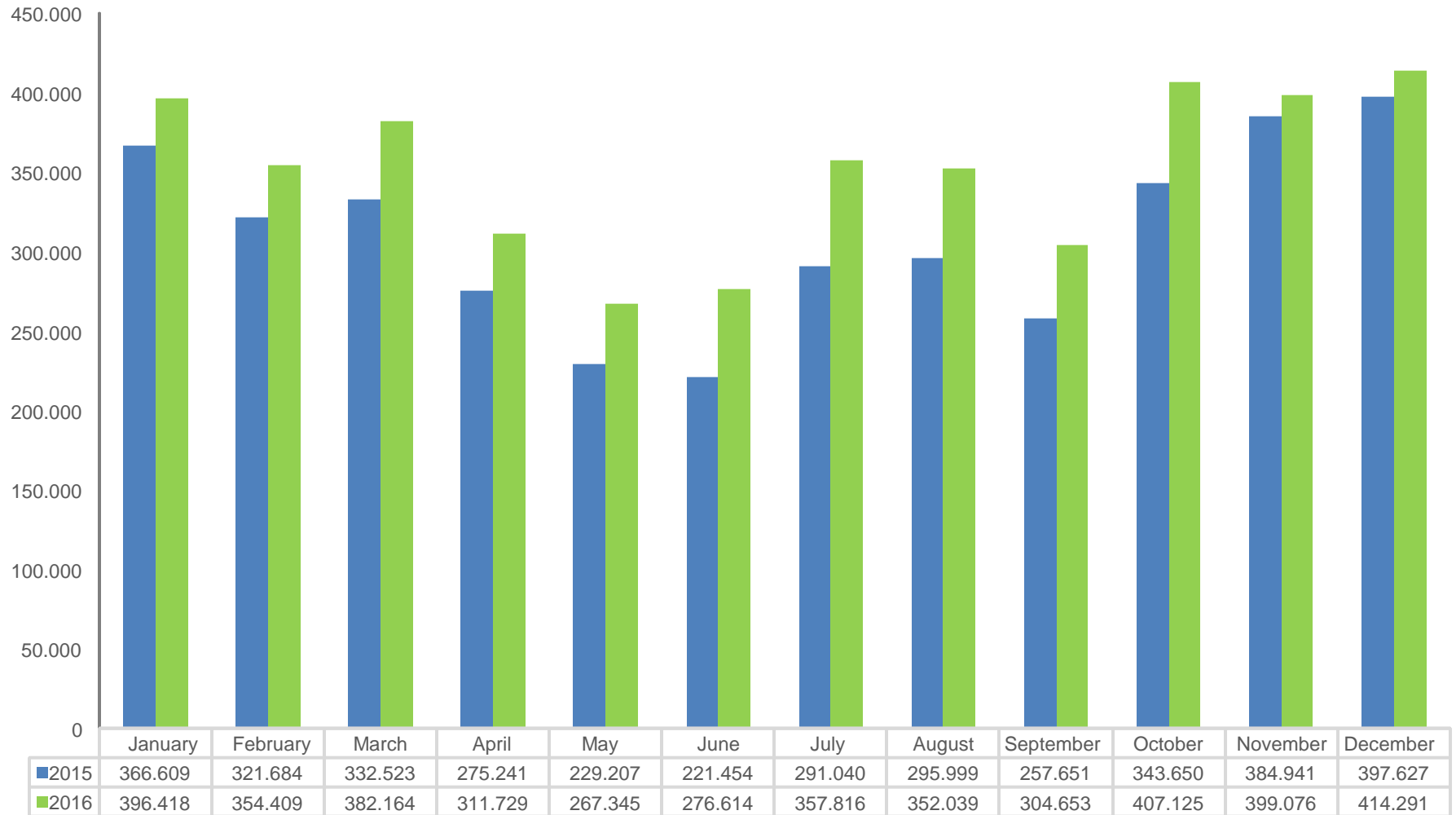


Summary tables by market. 2016

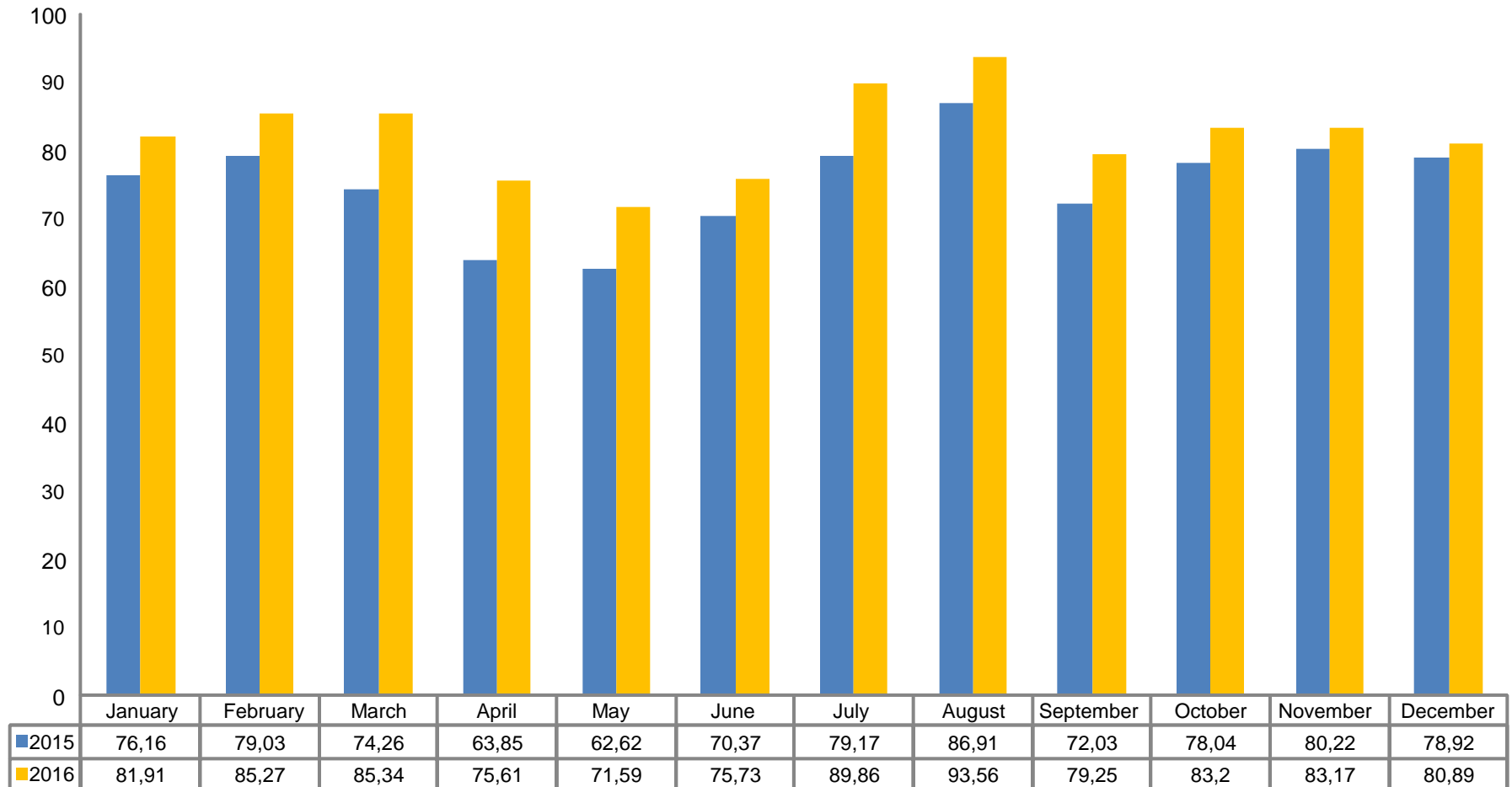
Germany	Total	Var(%)
Total tourists	959.211	11,38%
Arriving passengers	1.016.863	9,18%
Nights stayed in hotels and apartments	7.673.374	12,12%
Average length of stay in hotels and apartments	10,17 días	-0,37 días
Nordic Countries	Accumulated	Var(%)
Total tourists	938.608	3,12%
Arriving passengers	970.777	5,93%
Nights stayed in hotels and apartments	6.831.095	1,01%
Average length of stay in hotels and apartments	8,94 días	-0,15 días
United Kingdom	Accumulated	Var(%)
Total tourists	787.580	25,12%
Arriving passengers	823.713	30,07%
Nights stayed in hotels and apartments	5.432.998	20,67%
Average length of stay in hotels and apartments	8,45 días	-0,46 días
Spain	Accumulated	Var(%)
Total tourists	551.494	17,00%
Arriving passengers	4.528.382	4,48%
Nights stayed in hotels and apartments	4,59 días	0,22 días
Average length of stay in hotels and apartments	959.211	11,38%

Note: Nordic Countries is the sum of Finland, Denmark, Sweden and Norway
 Source: AENA, ISTAC.

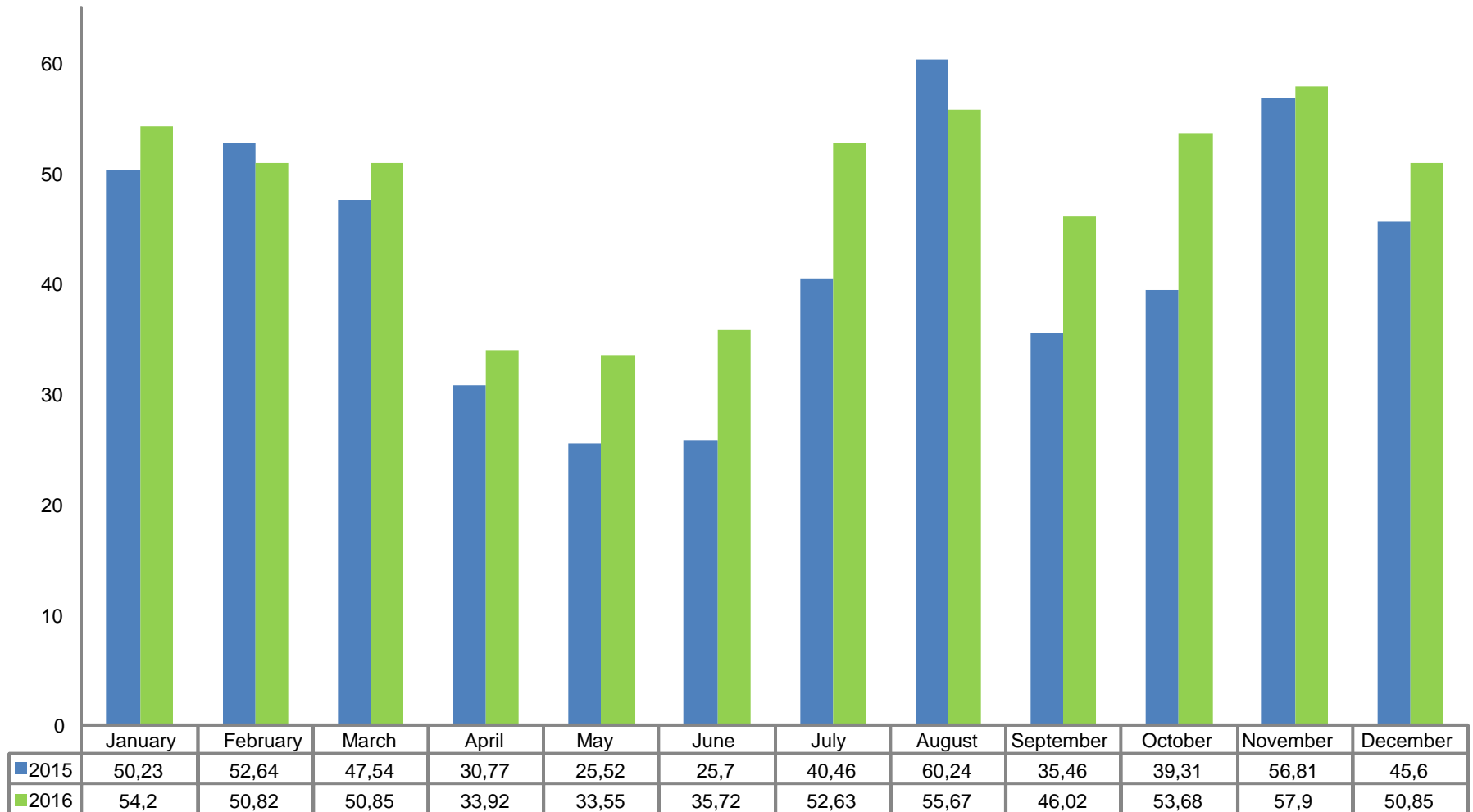
Evolution of the seasonality of in Gran Canaria. 2015-2016



Evolution of occupancy levels of hotel availability in Gran Canaria. 2015-2016



Evolution of occupancy levels of non-hotel in Gran Canaria. 2015-2016



Section 1

Foreign travellers

Tourists in Gran Canaria. 2016

COUNTRY OF ORIGIN	2015	2016	Var.	Var. (%)
Germany	861.190	959.211	98.021	11,38%
Belgium	98.252	111.919	13.667	13,91%
France	89.339	100.013	10.674	11,95%
Holland	204.073	242.927	38.854	19,04%
Ireland	62.000	72.403	10.403	16,78%
Italy	77.002	92.981	15.979	20,75%
Nordic Countries	910.239	938.608	28.369	3,12%
United Kingdom	629.479	787.580	158.101	25,12%
Others Countries	314.717	366.541	51.824	16,47%
Foreigners	3.246.280	3.672.185	425.905	13,12%
Spaniards	471.344	551.494	80.150	17,00%
TOTAL	3.717.626	4.223.679	506.053	13,61%

Tourists in Canary Islands. 2016

FOREIGN	Canaries	Lanzarote	Fuerteventura	Gran Canaria	Tenerife
2015	11.810.542	2.379.206	1.949.911	3.246.280	4.582.813
2016	13.332.465	2.632.656	2.139.261	3.672.185	5.083.296
Total variation	1.521.923	253.450	189.350	425.905	500.483
Var. (%)	12,89%	10,65%	9,71%	13,12%	10,92%

NATIONAL	Canaries	Lanzarote	Fuerteventura	Gran Canaria	Tenerife
2015	1.490.710	261.655	151.291	471.344	612.395
2016	1.648.648	283.071	148.389	551.494	686.694
Total variation	157.938	21.416	-2.902	80.150	74.299
Var. (%)	10,59%	8,18%	-1,92%	17,00%	12,13%

TOTAL	Canaries	Lanzarote	Fuerteventura	Gran Canaria	Tenerife
2015	13.301.251	2.640.862	2.101.202	3.717.626	5.195.209
2016	14.981.113	2.915.727	2.287.650	4.223.679	5.769.992
Total variation	1.679.862	274.865	186.448	506.053	574.783
Var. (%)	12,63%	10,41%	8,87%	13,61%	11,06%

Foreign tourists in Spain. 2016

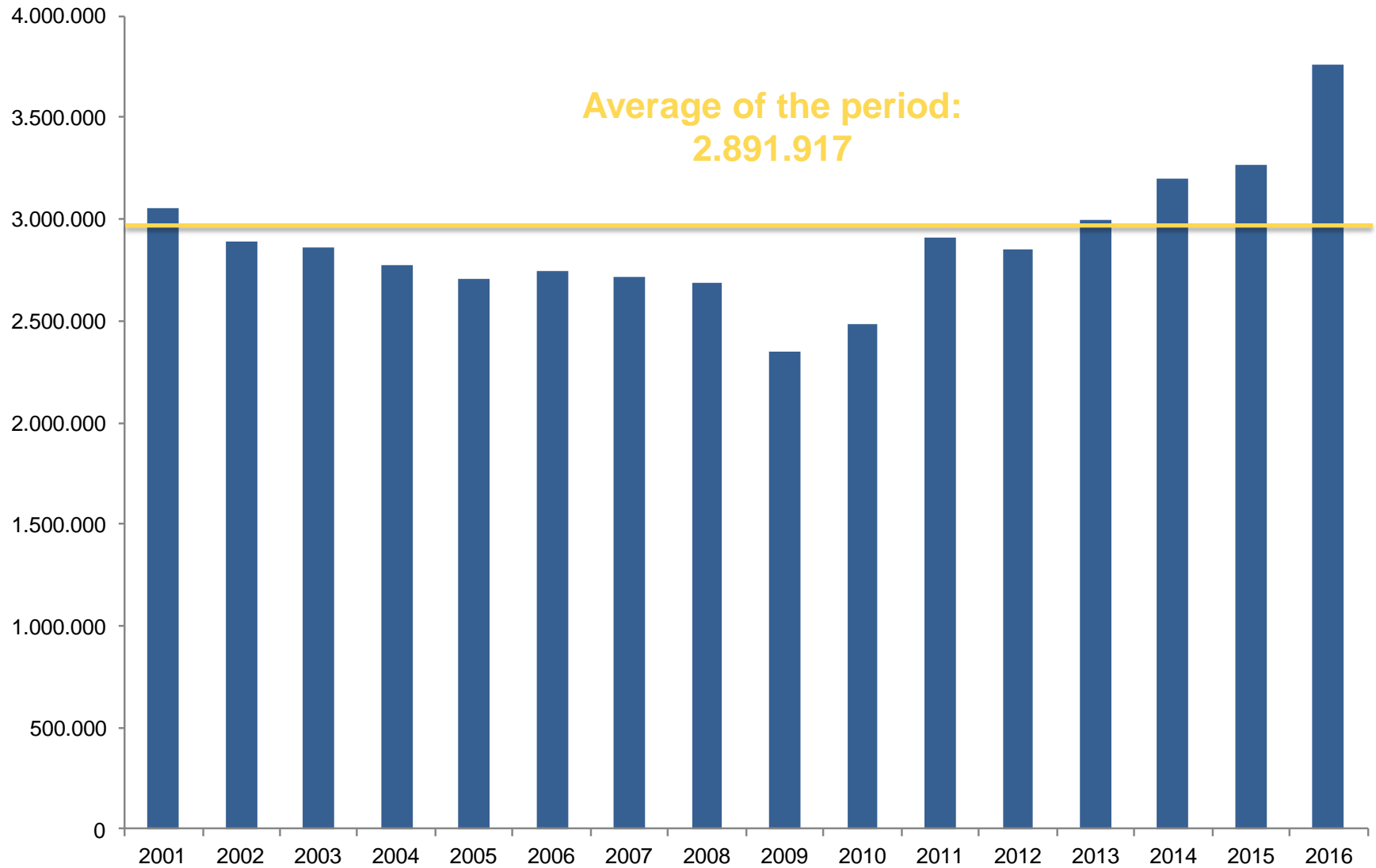
AUTONOMOUS COMMUNITY	2016	Var. (%)
TOTAL	75.563.198	10,28%
Andalusia	10.641.469	12,77%
Balearics	13.011.876	11,92%
Canary Islands	13.297.883	13,24%
Catalonia	17.988.830	4,02%
Valencian Community	7.828.996	16,63%
Madrid´s Community	5.742.926	13,52%
Rest de CA	7.051.218	8,33%

COUNTRY OF ORIGIN	2016	Var. (%)
Germany	11.188.523	6,39%
France	11.371.209	7,05%
Ireland	1.820.699	22,99%
Italy	3.993.289	5,81%
Holland	3.371.811	9,16%
United Kingdom	17.840.292	12,44%
Nordic Countries	5.169.195	10,93%

Foreign passengers arriving in Gran Canaria. 2016

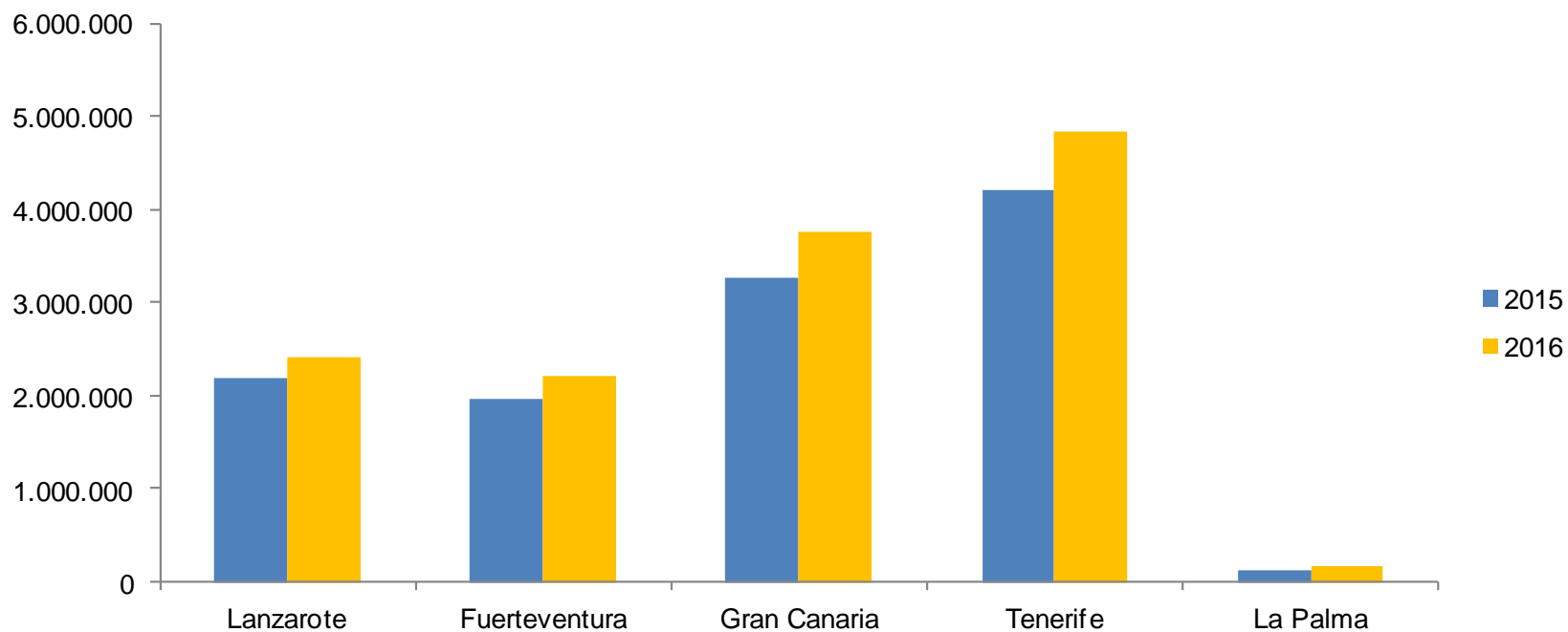
COUNTRY OF ORIGIN	2015	2016	Var. 15-16	Var. (%)
Germany	931.378	1.016.863	85.485	9,18%
Austria	26.967	28.841	1.874	6,95%
Belgium	105.237	117.536	12.299	11,69%
Denmark	158.740	173.322	14.582	9,19%
Russian Federation	106	-	-	-
Finland	123.638	125.722	2.084	1,69%
France	51.610	59.427	7.817	15,15%
United Kingdom	633.270	823.713	190.443	30,07%
Holland	178.850	224.436	45.586	25,49%
Ireland	71.826	81.049	9.223	12,84%
Italy	63.186	88.556	25.370	40,15%
Norway	318.569	328.084	9.515	2,99%
Czech Republic	12.062	15.101	3.039	25,19%
Poland	44.017	71.783	27.766	63,08%
Sweden	315.463	343.649	28.186	8,93%
Switzerland	100.402	112.996	12.594	12,54%
Others Countries	136.620	152.461	15.735	11,51%
TOTAL	3.271.941	3.763.539	491.598	15,02%

Inbound passengers in Gran Canaria. Yearly evolution



Inbound passengers in Canary Islands. 2016

FOREIGNERS	Canaries	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
2015	11.765.227	2.193.291	1.966.634	3.271.941	4.207.403	125.958
2016	13.416.398	2.421.888	2.223.401	3.763.539	4.839.732	167.838
Total Variation	1.651.171	228.597	256.767	491.598	632.329	41.880
Var. (%)	14,03%	10,42%	13,06%	15,02%	15,03%	33,25%

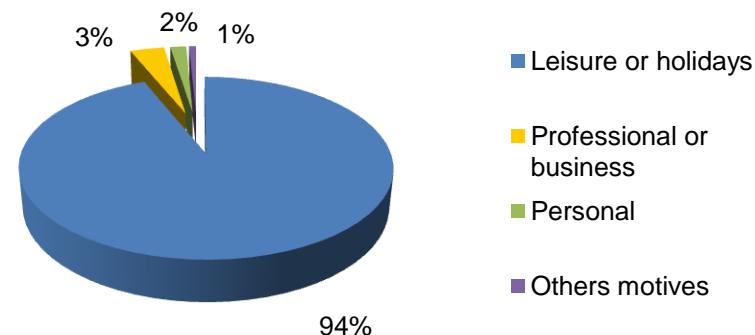


Section 2

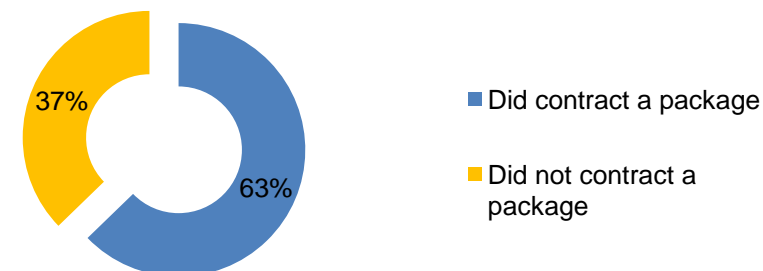
Customer profile

Tourists by purpose of the trip and tourists according to contracting of tourist packages. 2016

	2015	2016
GRAN CANARIA		
Leisure or holidays	95,16%	93,88%
Professional or business	3,38%	3,66%
Personal	0,86%	1,71%
Others motives	0,60%	0,75%

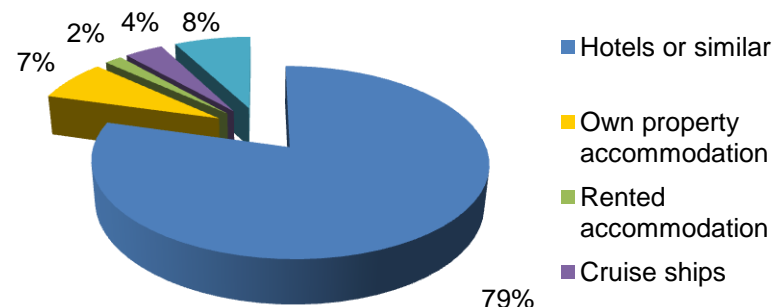


	2015	2016
GRAN CANARIA		
Did contract a package	64,03%	62,75%
Did not contract a package	35,97%	37,25%

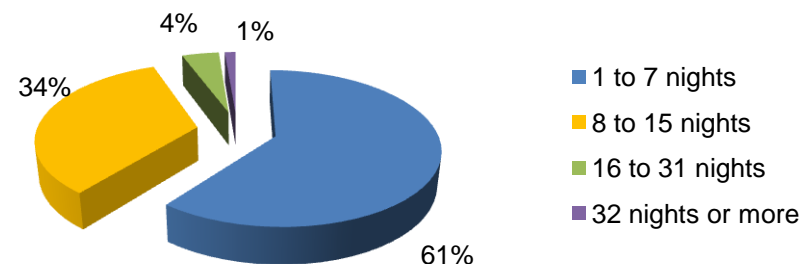


Tourist by type of accommodation and by number of nights stayed. 2016

	2015	2016
GRAN CANARIA		
Hotels or similar	83,35%	79,40%
Own property accommodation	2,10%	7,34%
Rented accommodation	1,33%	1,74%
Cruise ships	5,42%	3,84%
Accommodation with family or friends	7,79%	7,68%



	2015	2016
GRAN CANARIA		
1 to 7 nights	61,28%	60,61%
8 to 15 nights	31,84%	33,72%
16 to 31 nights	5,09%	4,39%
32 nights or more	1,79%	1,29%



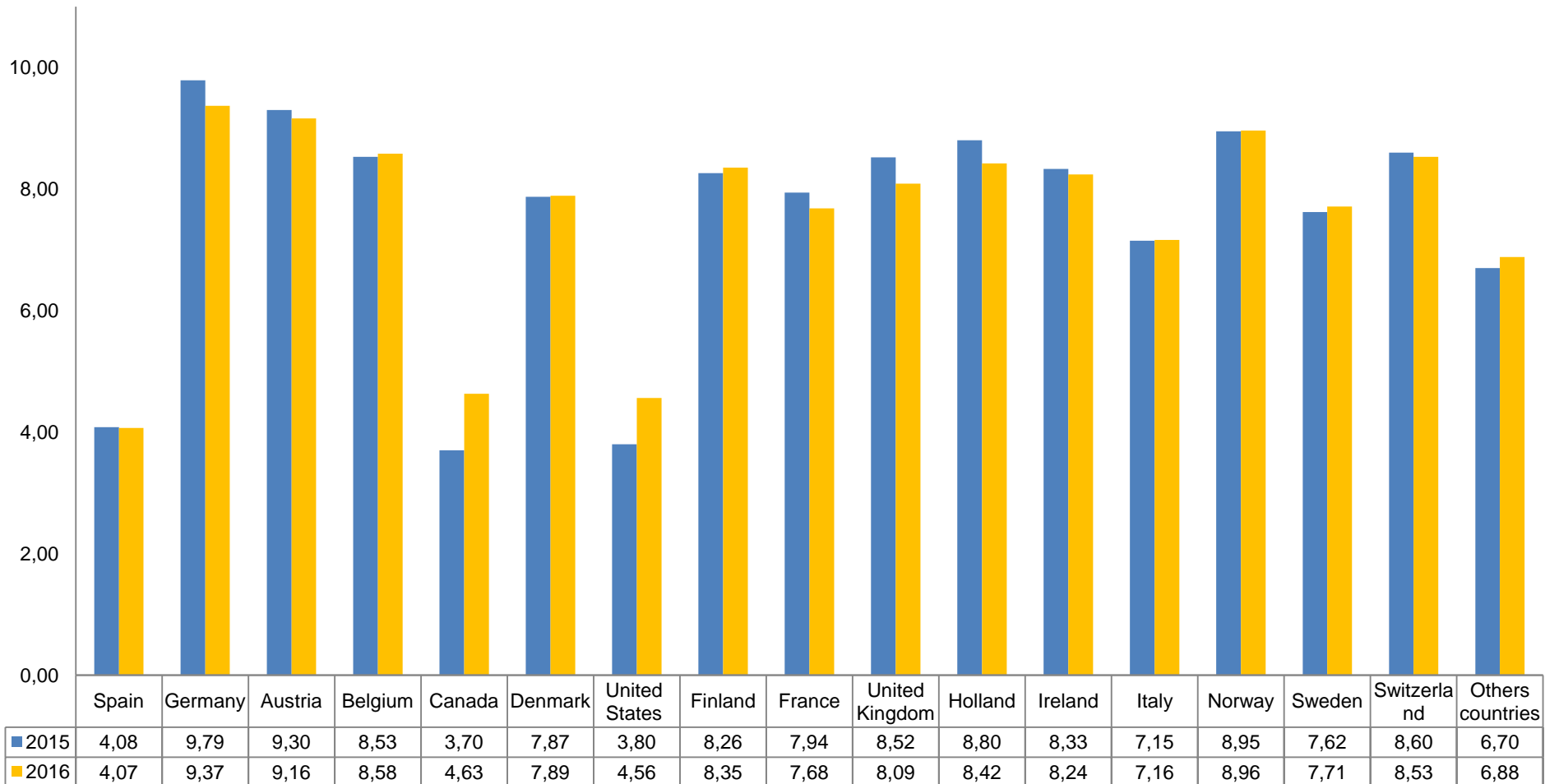
Section 3

Accomodation indicators

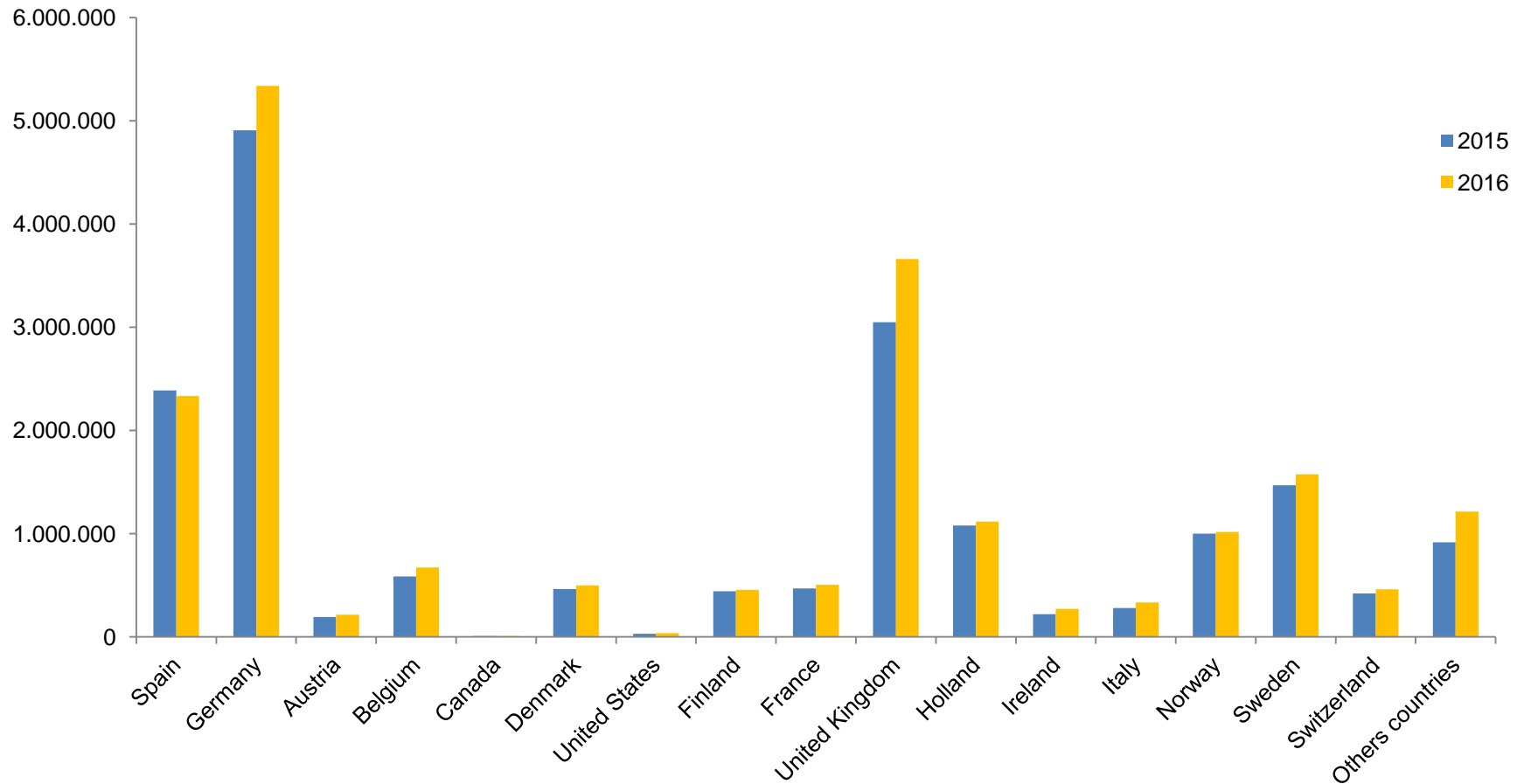
Accommodation survey in hotels and non-hotel establishments. Gran Canaria. 2016

			Hotels 2016	Non-hotels 2016	Total 2016
Number of nights	Foreigners	Data	17.368.233	9.318.356	26.686.589
		% Var.	11,99%	10,75%	11,55%
	Spaniards	Data	2.332.894	2.195.488	4.528.382
		% Var.	-2,31%	12,80%	4,48%
	Total	Data	19.701.127	11.513.844	31.214.971
		% Var.	10,08%	11,14%	10,47%
Number of travellers staying	Foreigners	Data	2.076.214	909.077	2.985.291
		% Var.	15,02%	14,94%	15,00%
	Spaniards	Data	572.862	413.571	986.433
		% Var.	-2,21%	1,93%	-0,52%
	Total	Data	2.649.076	1.322.648	3.971.724
		% Var.	10,80%	10,53%	10,71%
Occupancy levels	By number of beds	Data	82,21	48,08	65,15
		Var.	7,05	5,47	6,43
	By bedrooms	Data	87,06	69,27	79,45
		Var .	5,93	11,33	8,36
Average stay (days)	Foreigners	Data	8,37 días	10,25 días	8,94 días
		Var.	-0,22	-0,39	-0,28
	Spaniards	Data	4,07 días	5,31 días	4,59 días
		Var.	-0,01	0,51	0,22
	Total	Data	7,44 días	8,71 días	7,86 días
		Var.	-0,05	0,05	-0,02
Daily average rate (Euros)		Data	95,16 €	50,00 €	78,58 €
		% Var.	4,72%	1,79%	3,19%

Average number of nights in hotels, by countries. Gran Canaria. 2015-2016

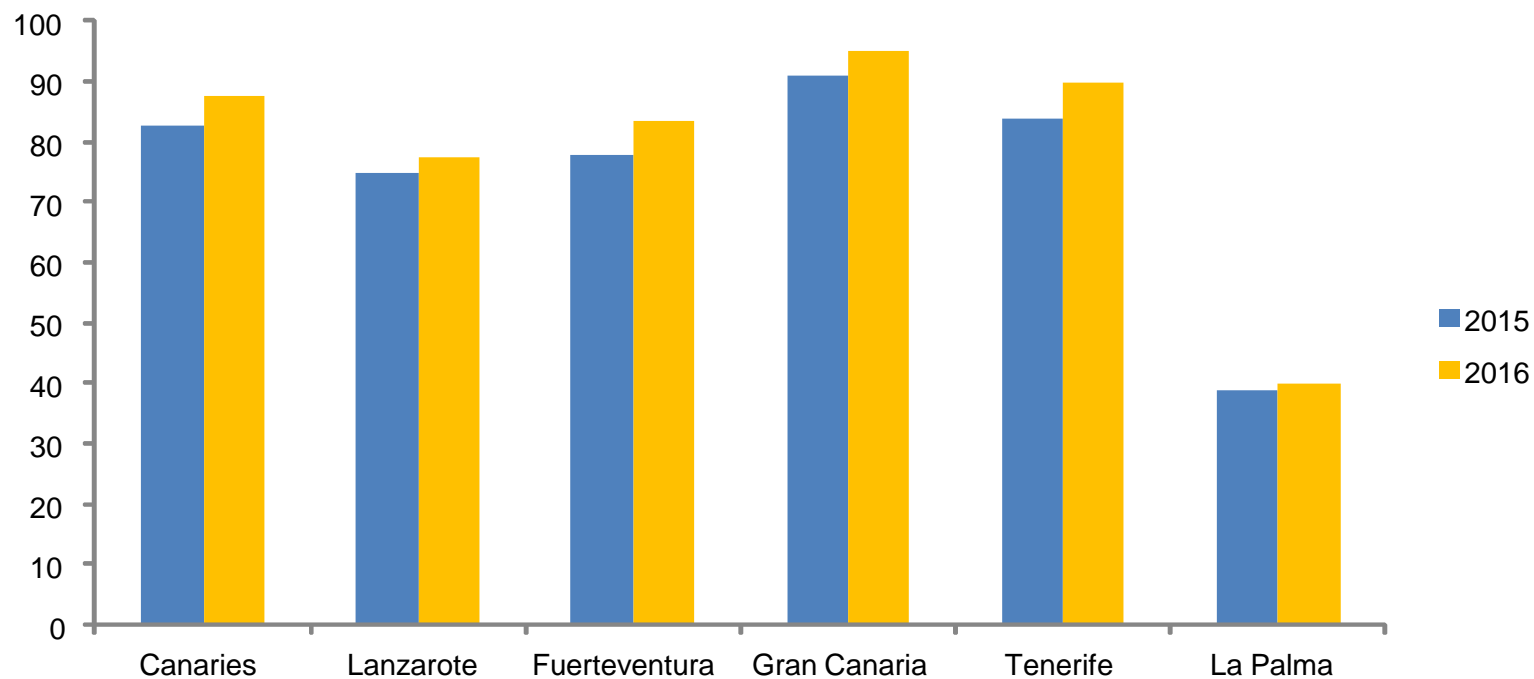


Total number of stays in hotels. Gran Canaria. 2015-2016

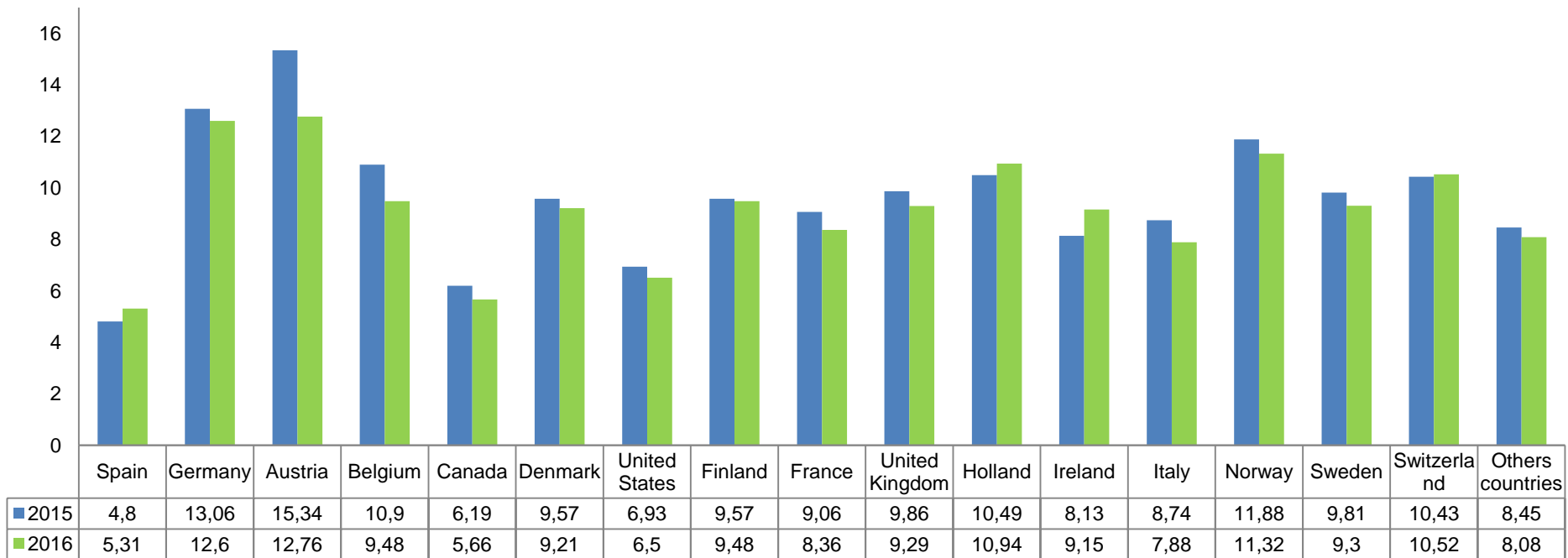


Average daily rate per room in hotels. Canarias. 2015-2016

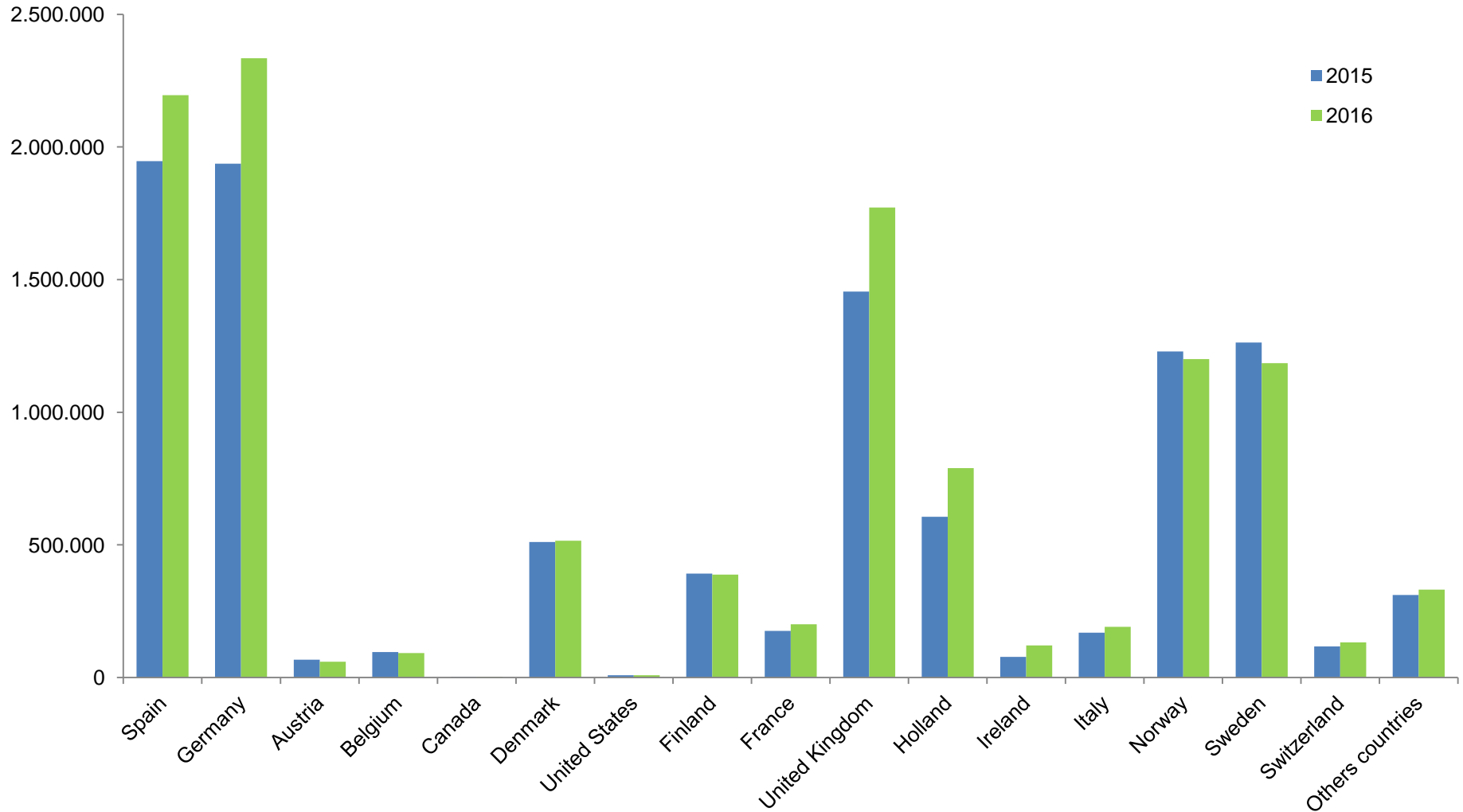
FOREIGNERS	Canaries	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
2015	82,56	74,73	77,83	90,87	83,88	38,73
2016	87,4	77,47	83,56	95,16	89,97	39,77
Total variation	4,84	2,74	5,73	4,29	6,09	1,04
% var.	5,86%	3,67%	7,36%	4,72%	7,26%	2,69%



Average length of stay in non-hotels, by countries. Gran Canaria. 2015-2016

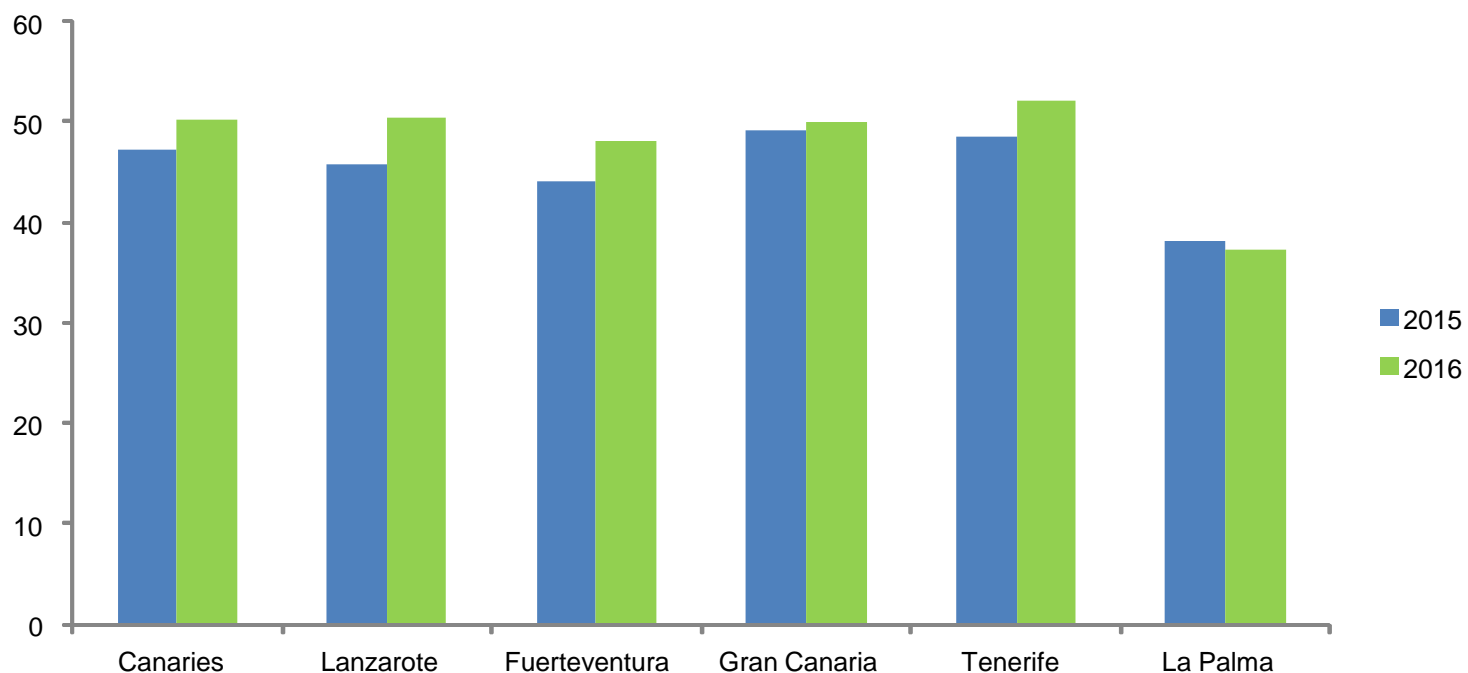


Total number of nights stay in non-hotels. Gran Canaria. 2015-2016



Average daily rate per room in non-hotels. Canarias. 2015-2016

FOREIGNERS	Canaries	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
2015	47,26	45,72	44,05	49,12	48,52	38,14
2016	50,22	50,44	48,09	50	52,16	37,31
Total variation	2,96	4,72	4,04	0,88	3,64	-0,83
% var.	6,26%	10,32%	9,17%	1,79%	7,50%	-2,18%



Section 4

Tourist expenditure

Tourist expenditure in Canaries. 2016

TOTAL TOURIST SPENDING	Canaries	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
2015	14.327.639.747	2.444.330.685	2.045.470.338	4.057.706.036	5.464.287.914	191.463.260
2016	16.578.889.710	2.881.621.447	2.455.100.882	4.757.690.029	6.070.198.013	264.401.064
Total variation	2.251.249.963	437.290.762	409.630.544	699.983.993	605.910.099	72.937.804
% var.	15,71%	17,89%	20,03%	17,25%	11,09%	38,09%
TOTAL SPENDING PER TOURIST	Canaries	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
2015	1.148,99	1.065,01	1.109,19	1.215,91	1.155,26	1.111,04
2016	1.140,52	1.108,64	1.151,55	1.203,24	1.101,49	1.122,33
Total variation	-8,47	43,63	42,36	-12,67	-53,77	11,29
% var.	-0,74%	4,10%	3,82%	-1,04%	-4,65%	1,02%
DAILY SPENDING PER TOURIST	Canaries	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
2015	135,35	128,47	124,96	141,79	138,98	117,19
2016	135,94	131,08	129,53	142,38	136,77	122,55
Total variation	0,59	2,61	4,57	0,59	-2,21	5,36
% var.	0,44%	2,03%	3,66%	0,42%	-1,59%	4,57%

Average total spending per tourist. Gran Canaria. 2016

	2015	2016	Var. (%)
Average total spending per tourist	1.215,91	1.203,24	-1,04%
Average spending at place of origin per tourist	843,29	850,13	0,81%
Average spending in Gran Canaria per tourist	372,62	353,11	-5,24%
-Accommodation	53,17	47,56	-10,55%
-Public Transportation	16,75	16,47	-1,67%
-Rental Car	9,94	10,35	4,12%
-Food purchases	94,8	75,31	-20,56%
-Restaurants	85,5	90,9	6,32%
-Souvenirs	63,53	64,82	2,03%
-Leisure activities	33,34	32,03	-3,93%
-Other	15,58	15,66	0,51%

Total expenditure, by countries of residence. Gran Canaria. 2016

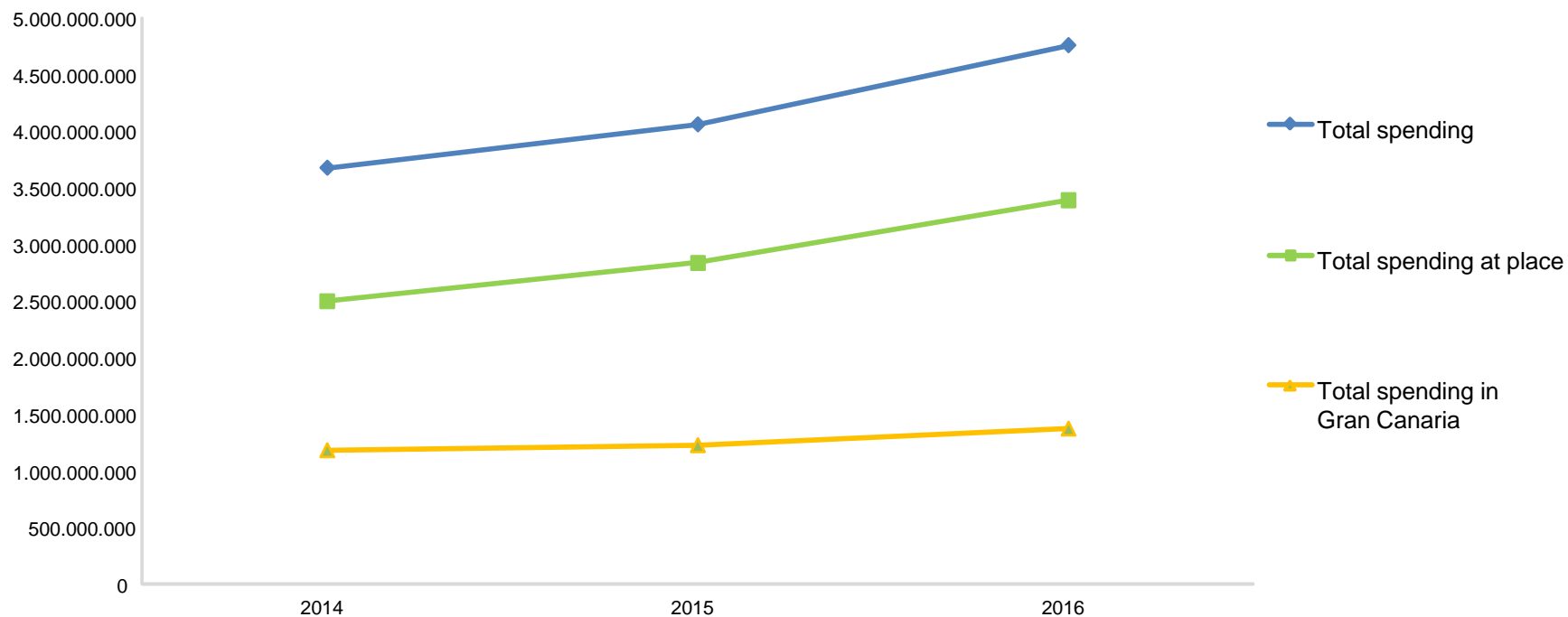
TOTAL TOURIST SPENDING	Germany	Spain	Holland	Nordic Countries	United Kingdom	Others
2015	1.027.276.315	323.612.120	207.874.848	1.102.979.122	640.623.992	755.339.639
2016	1.264.470.846	424.778.659	260.242.585	1.104.443.790	799.772.985	903.981.164
Total variation	237.194.531	101.166.539	52.367.737	1.464.668	159.148.993	148.641.525
% var.	23,09%	31,26%	25,19%	0,13%	24,84%	19,68%

TOTAL SPENDING PER TOURIST	Germany	Spain	Holland	Nordic Countries	United Kingdom	Others
2015	1.376,11	757,76	1.135,74	1.290,37	1.160,97	1.311,74
2016	1.423,04	808,9	1.098,10	1.247,54	1.086,60	1.309,56
Total variation	46,93	51,14	-37,64	-42,83	-74,37	-2,18
% var.	3,41%	6,75%	-3,31%	-3,32%	-6,41%	-0,17%

DAILY SPENDING PER TOURIST	Germany	Spain	Holland	Nordic Countries	United Kingdom	Others
2015	145,99	131,99	124,12	136,42	145,03	153,9
2016	152,05	137,42	123,6	135,14	136,88	154,26
Total variation	6,06	5,43	-0,52	-1,28	-8,15	0,36
% var.	4,15%	4,11%	-0,42%	-0,94%	-5,62%	0,23%

Tourist expenditure evolution. Gran Canaria. 2014-2016

	Total spending	(%) Var.	Total spending at place	(%) Var.	Total spending in Gran Canaria	(%) Var.
2014	3.673.858.801		2.495.234.082		1.178.624.720	
2015	4.057.706.036	10,45 %	2.833.313.826	13,55 %	1.224.392.210	3,88 %
2016	4.757.690.029	17,25 %	3.386.797.496	19,53 %	1.370.892.532	11,97 %



Section 5 Employment

Employment in tourism sector. Gran Canaria. 2016

GRAN CANARIA	Unemployment	Contracts
Land transport and piping	21.432	7.403
Maritime transport	2.357	3.523
Air transport	2.025	1.464
Storage and transport activities	11.957	6.269
Accommodation services	62.831	39.077
Food and drink services	104.956	46.355
Rental activities	9.314	2.624
Travel agencies activities, tour operators, reservation services	2.759	1.089
Creative and artistic services, shows and spectacles	4.200	3.664
Library, archive, museum activities... and	883	236
Sporting, recreational and entertainment activities	14.188	6.865
Total Tourism 2016	19.742	118.569
Total Tourism 2015	21.152	103.201
% variation	-6,67%	14,89%

CANARIES	Unemployment	Contracts
Total Tourism 2016	50.081	348.992
Total Tourism 2015	53.415	304.863
% variation	-6,24%	14,48%

Employment in tourism sector. Gran Canaria. 2016

EMPLOYMENT IN THE TOURISM SECTOR, IN ACCORDANCE WITH THE CNAE-2009

GRAN CANARIA	Employment	Var. (%)
Land and pipeline transport	11.549	2,45%
Marine transport	1.091	3,36%
Air transport	1.015	-3,72%
Storage and transport activities	5.943	5,05%
Accommodation services	19.800	4,69%
Food & Beverage Services	23.583	6,83%
Rental activities	2.193	2,87%
Activities of travel agencies, tour operators	1.760	7,68%
Activities of creation, arts, shows	6.581	5,41%
Activities of libraries, archives, museums ...	355	6,14%
Sports, recreation and entertainment activities	3.970	5,95%
Total Tourism 2016	77.837	5,02%

CANARIAS	Empleos	Var. (%)
Total Tourism 2016	200.933	6,85%

Section 6
Air Connectivity

Main airlines in Gran Canaria, per passengers. 2016

LLAA	2015	2016	Var. total	Var. (%)
BINTER CANARIAS	845.745	850.675	4.930	0,58%
TUI GROUP	705.638	846.928	141.290	20,02%
THOMAS COOK AIRLINES	668.349	732.318	63.969	9,57%
RYANAIR LTD.	551.754	649.191	97.437	17,66%
NORWEGIAN	323.118	424.496	101.378	31,37%
GRUPO IBERIA	336.500	395.369	58.869	17,49%
VUELING AIRLINES, S.A.	289.763	310.461	20.698	7,14%
AIR EUROPA	305.835	266.288	-39.547	-12,93%
AIRBERLIN GROUP	224.017	249.677	25.660	11,45%
TRANSAVIA HOLLAND B.V	109.874	126.404	16.530	15,04%
CANARY FLY, S.L.	59.172	116.829	57.657	97,44%
LUFTHANSA GROUP	84.775	114.326	29.551	34,86%
JET2.COM LIMITED	66.713	106.084	39.371	59,02%
SCANDINAVIAN AIRLINES SYSTEM	90.660	104.212	13.552	14,95%

Binter Canarias Group is the sum of Naysa, Canarias Airlines and Binter Canarias
Source: AENA.

Main origin airports. Gran Canaria. 2016

AEROPUERTO	2015	2016	Var. total	Var. (%)
MADRID-BARAJAS	651.530	749.661	98.131	15,06%
BARCELONA-EL PRAT	169.333	205.383	36.050	21,29%
DUSSELDORF	162.508	182.318	19.810	12,19%
AMSTERDAM SCHIPHOL	144.537	178.383	33.846	23,42%
LONDRES GATWICK	142.132	164.773	22.641	15,93%
ESTOCOLMO ARLANDA	146.500	158.126	11.626	7,94%
OSLO GARDERMOEN	150.413	154.777	4.364	2,90%
MANCHESTER	104.834	150.697	45.863	43,75%
FRANKFURT	107.656	121.993	14.337	13,32%
MUNICH	103.184	111.878	8.694	8,43%
COPENHAGUE	99.162	106.794	7.632	7,70%
HELSINKI	94.585	94.451	-134	-0,14%
HAMBURGO / FUHLBUETTEL	89.116	89.709	593	0,67%
HANNOVER	76.716	86.590	9.874	12,87%
SEVILLA	87.453	86.103	-1.350	-1,54%

*The other Canary Islands airports have been excluded from the ranking
Source: AENA.*



GranCanaria
Patronato de Turismo