

Situation of the tourism sector

Year ending 2015



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Summary tables. 2015

GRAN CANARIA

Indicator	2015	Annual var.
Passengers (AENA). Foreigners	3.271.941	2,12%
Occupancy level	58,72%	3,16 points
Average lenght of stay	7,88 days	0,01 days
Total annual nights stays	28.256.859	5,49%
Level of hotel occupancy	75,16%	2,52 points
Average hotel rates	90,87 €	5,17%
Average length of hotel stays	7,49 days	0,13 days
Level of Apartment occupancy	42,61%	2,96 points
Average apartment rates	49,12 €	5,02%
Average length of apartment stays	8,66 days	-0,27 days
Total Tourist Spending	4.434.353.778 €	12%
Total Tourist Spending in Gran Canaria	1.337.559.912 €	3,78%
Average spending per tourist	1.187,49 €	7,25%
Average spending per tourist in Gran Canaria	365,18 €	-0,88%
Tourism sector contracts	103.201	4,29%

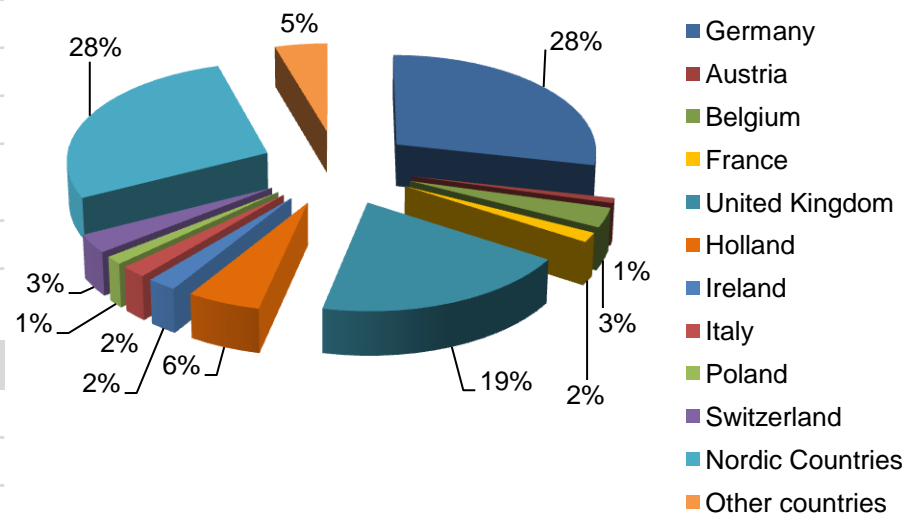
AIR CONNECTIVITY. GRAN CANARIA

Indicator	2015	Variation
Destinations	139	+7
Countries	24	-
Airlines	40	-3

CANARIES

Foreign passengers. 2015	Total	% Variation
Canaries	11.765.227	2,21%
Lanzarote	2.193.291	4,92%
Fuerteventura	1.966.634	5,13%
Gran Canaria	3.271.941	2,12%
Tenerife	4.207.403	-0,77%
La Palma	125.958	18,64%

PASSENGERS IN GRAN CANARIA BY NATIONALITIES. 2015

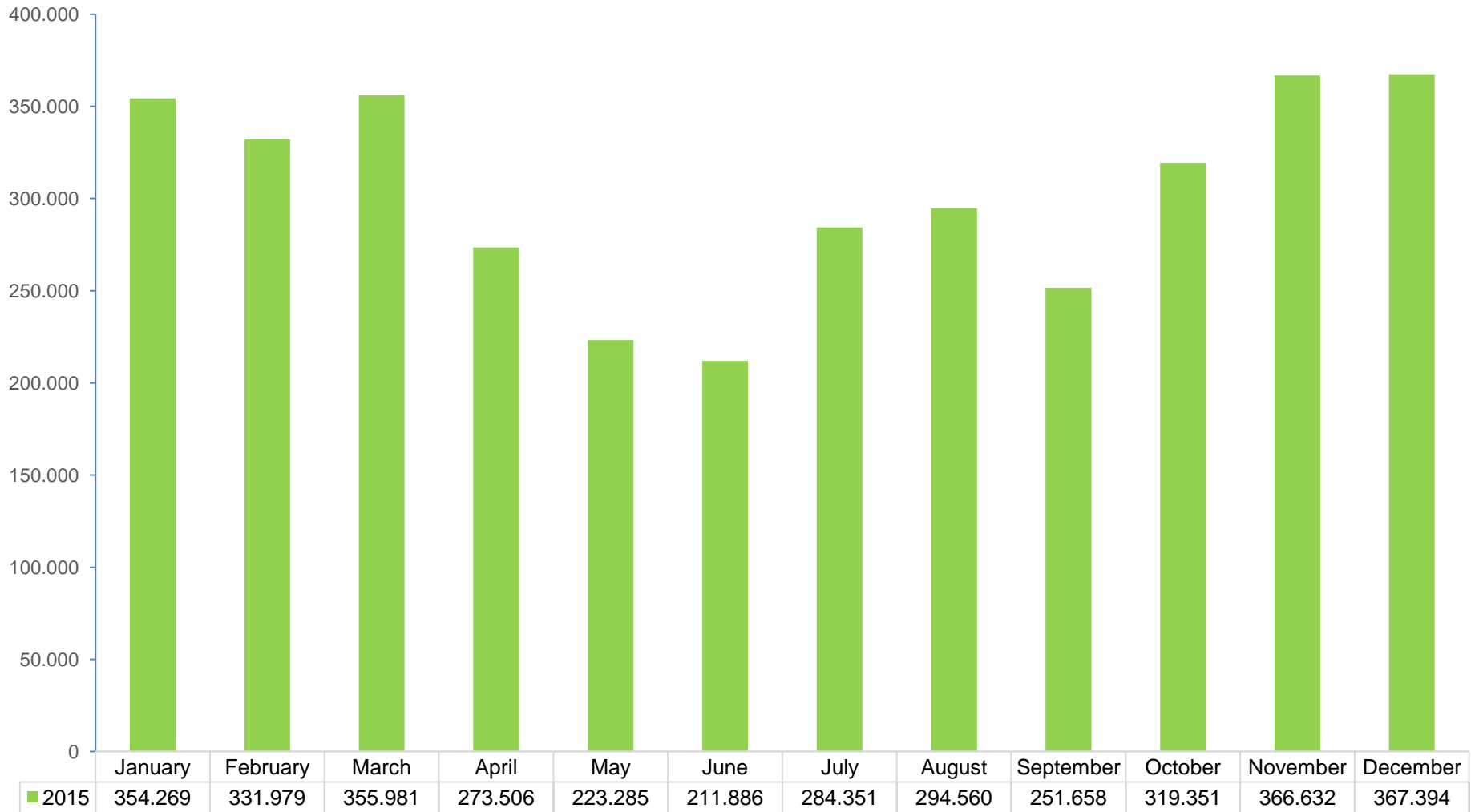


Summary tables by market. 2015

Germany	Total	Var(%)
Arriving passengers	931.378	0,98%
Nights stayed in hotels and apartments	6.844.065	-0,95%
Average length of stay in hotels and apartments	10,54 days	+ 0,15 days
Nordic Countries	Total	Var(%)
Arriving passengers	916.410	-5,34%
Nights stayed in hotels and apartments	6.762.495	+1,77%
Average length of stay in hotels and apartments	9,09 days	- 0,03 days
United Kingdom	Total	Var(%)
Arriving passengers	633.270	7,83%
Nights stayed in hotels and apartments	4.502.492	10,91%
Average length of stay in hotels and apartments	8,91 days	+0,18 days
Spain	Total	Var(%)
Nights stayed in hotels and apartments	4.334.279	9,54%
Average length of stay in hotels and apartments	4,37 days	+0,06 days

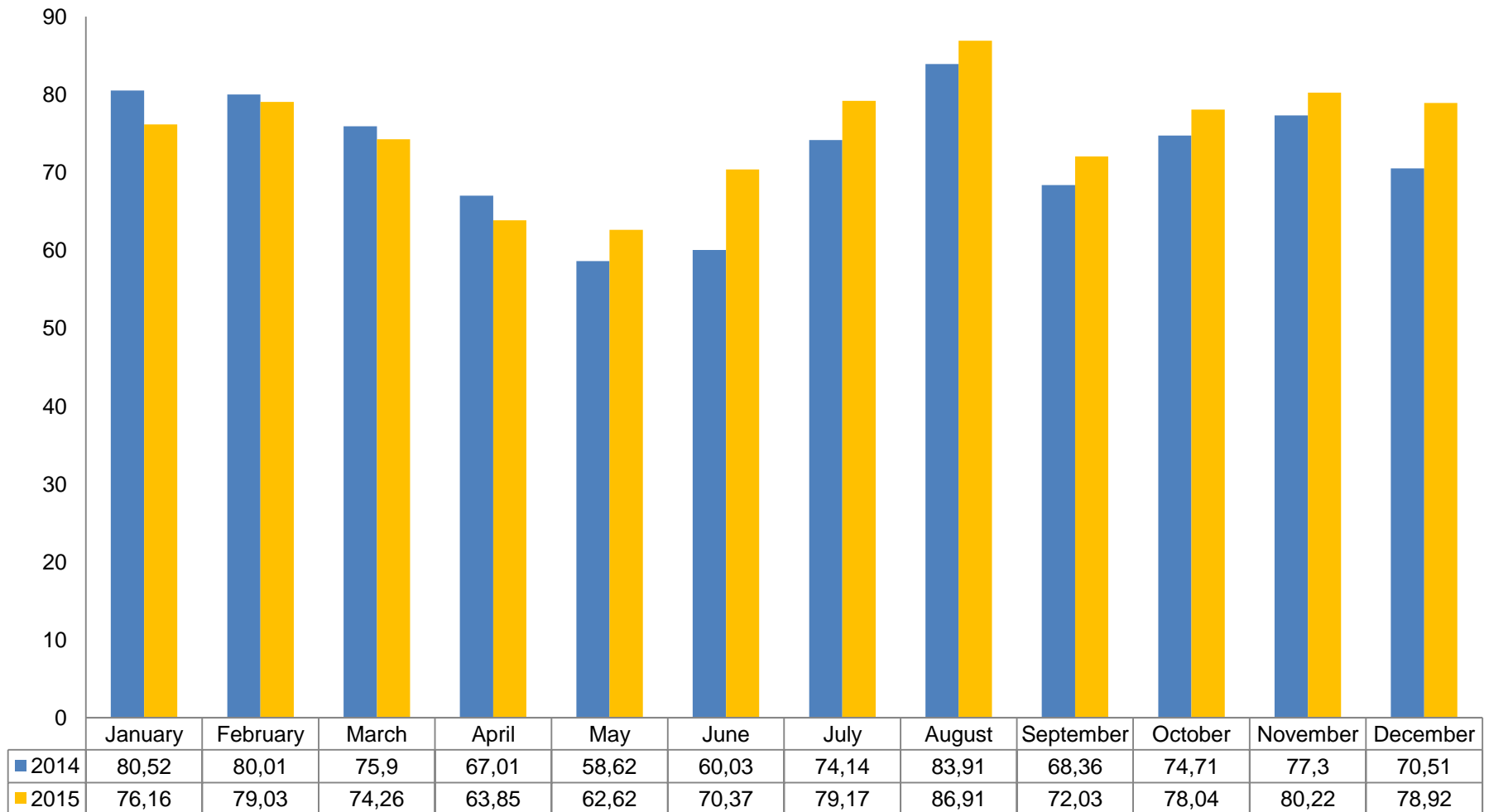
Note: Nordic Countries is the sum of Finland, Denmark, Sweden and Norway
 Source: AENA, ISTAC.

Evolution of the seasonality of tourists arrival in Gran Canaria. 2015

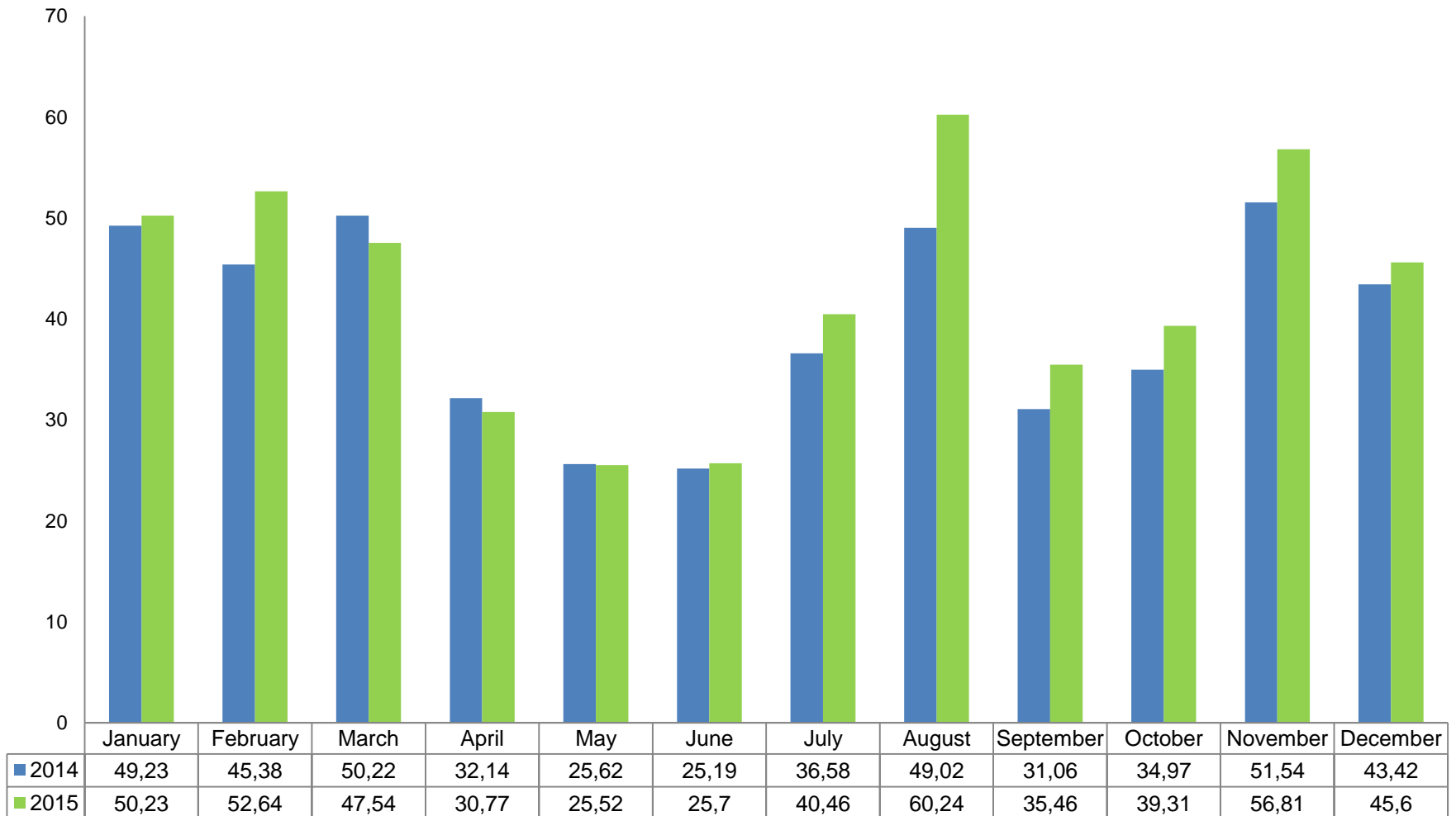


*: data from October to December have been obtained with the new methodology applied by the ISTAC . This can cause slight variations in the total.
Source: FRONTUR-ISTAC.

Evolution of occupancy levels of hotel availability Gran Canaria. 2015



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



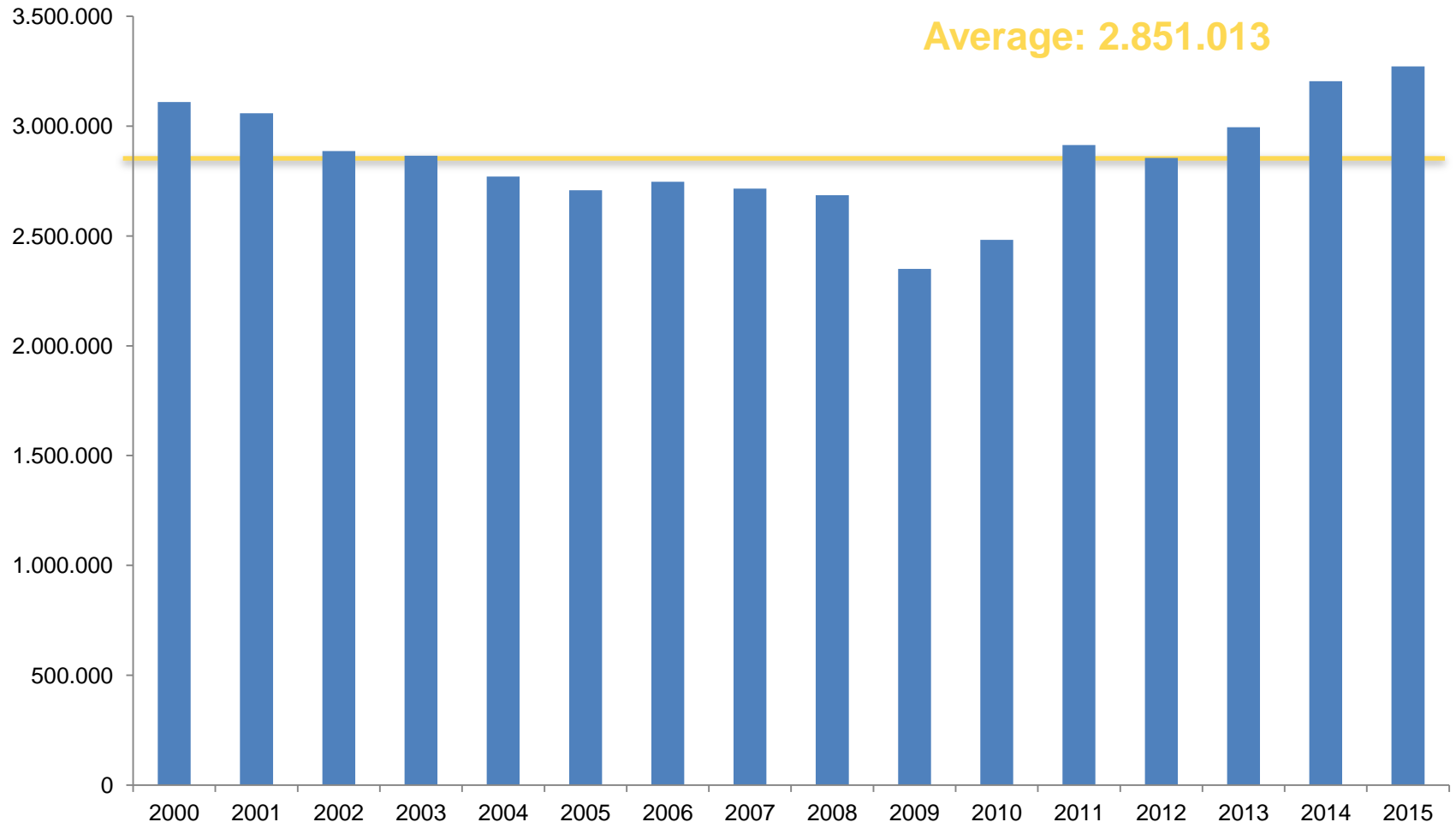
Section 1

Foreign travellers

Foreign travellers in Gran Canaria. 2015

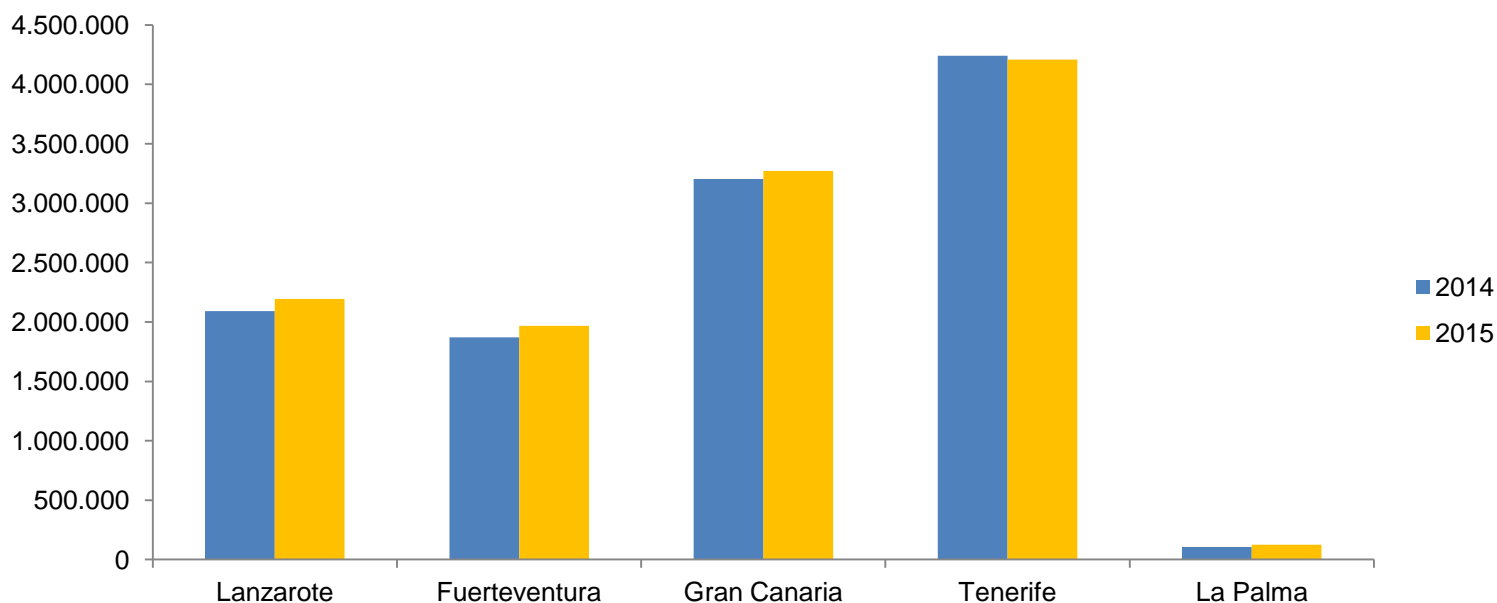
ORIGIN COUNTRY	2014	2015	Total var.	% Var.
Germany	922.315	931.378	9.063	0,98%
Austria	34.260	26.967	-7.293	-21,29%
Belgium	94.628	105.237	10.609	11,21%
Denmark	160.899	158.740	-2.159	-1,34%
Russia	4	106	102	2.550%
Finland	139.972	123.638	-16.334	-11,67%
France	35.107	51.610	16.503	47,01%
United Kingdom	587.288	633.270	45.982	7,83%
Holland	168.181	178.850	10.669	6,34%
Ireland	75.598	71.826	-3.772	-4,99%
Italy	46.670	63.186	16.516	35,39%
Norway	343.909	318.569	-25.340	-7,37%
Czech Republic	11.237	12.062	825	7,34%
Poland	28.904	44.017	15.113	52,29%
Sweden	323.288	315.463	-7.825	-2,42%
Switzerland	99.245	100.402	1.157	1,17%
Others	132.422	136.620	4.198	3,17%
TOTAL	3.203.927	3.271.941	68.014	2,12%

Foreign travellers in Gran Canaria. Yearly evolution



Foreign travellers in Canaries. 2015

FOREIGNERS	Canaries	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
2014	11.511.165	2.090.529	1.870.591	3.203.927	4.239.949	106.169
2015	11.765.227	2.193.291	1.966.634	3.271.941	4.207.403	125.958
Total variation	254.062	102.762	96.043	68.014	-32.546	19.789
Var. (%)	2,21%	4,92%	5,13%	2,12%	-0,77%	18,64%

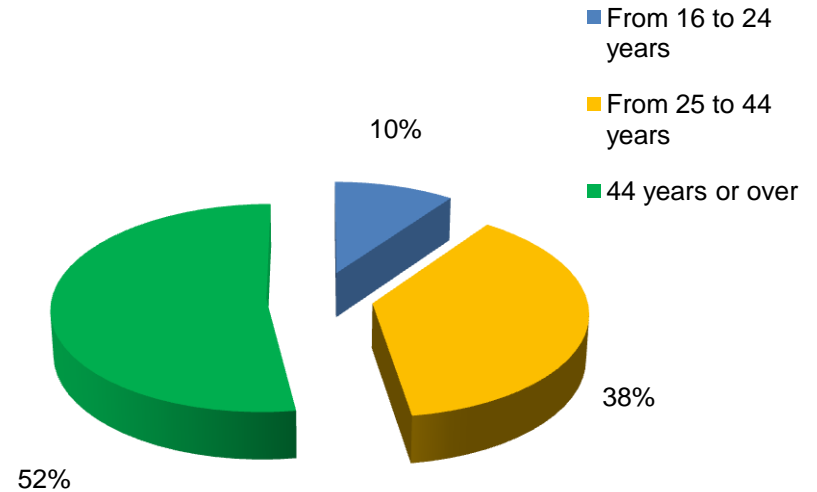


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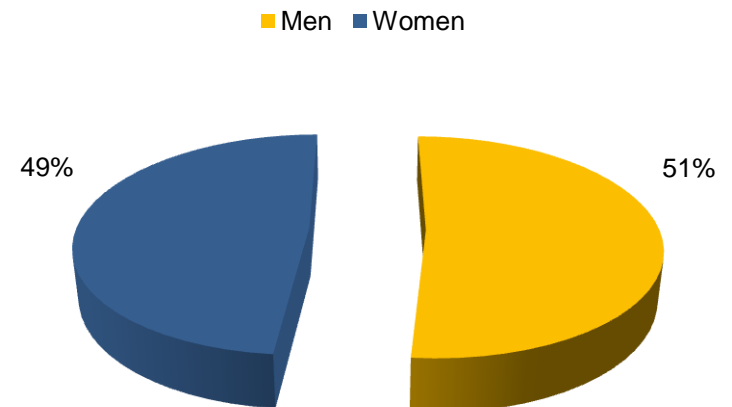
Customer profile

Tourists by age and gender. 2015

	2014	2015
GRAN CANARIA		
From 16 to 24 years	11,79%	9,97%
From 24 to 44 years	43,03%	37,66%
44 years or over	45,18%	52,36%

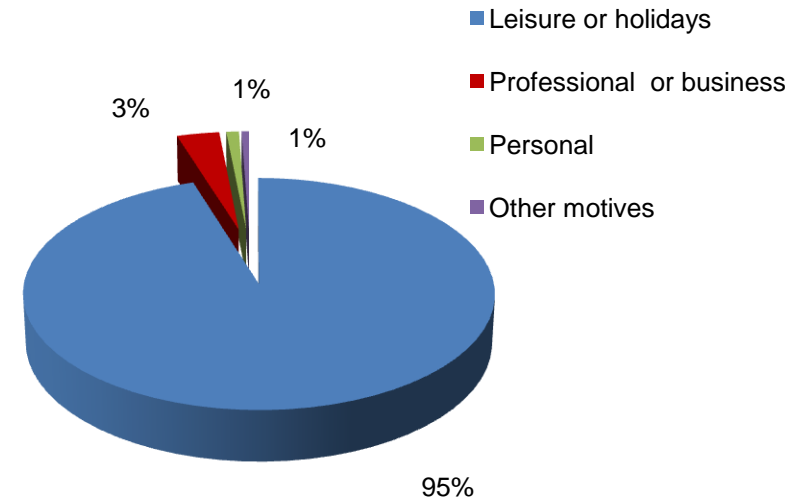


	2014	2015
GRAN CANARIA		
Women	49,97%	48,52%
Men	50,03%	51,48%

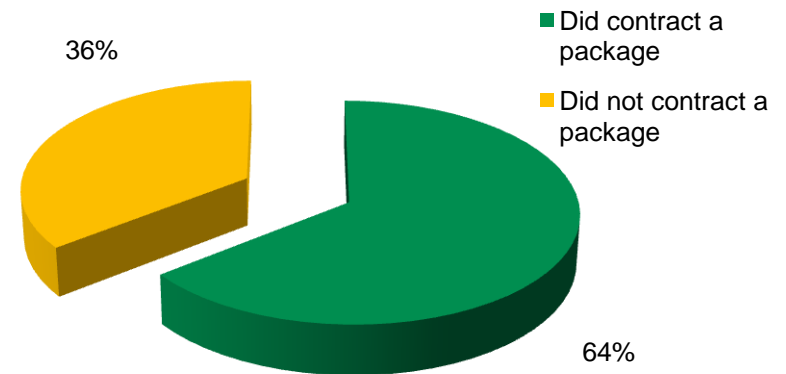


Tourists by purpose of the trip and tourists according to contracting of tourist packages. 2015

	2014	2015
GRAN CANARIA		
Leisure or holidays	95,38%	95,15%
Professional or business	3,10%	3,29%
Personal	1,05%	0,98%
Other motives	0,48%	0,58%



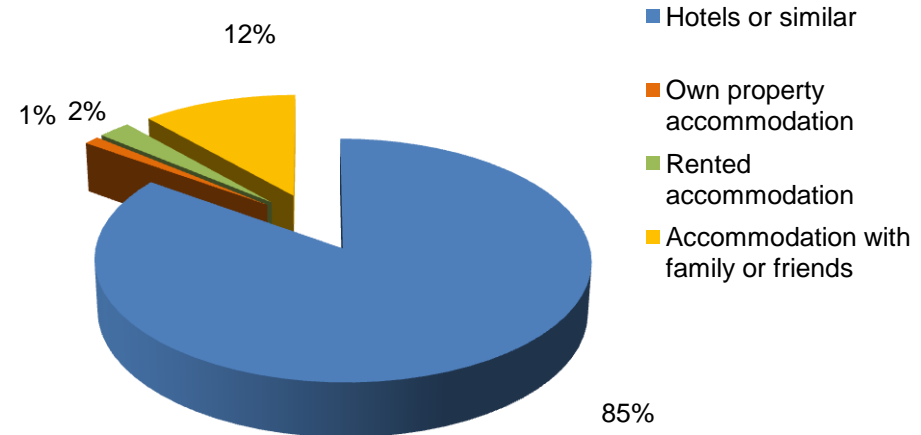
	2014	2015
GRAN CANARIA		
Did contract a package	62,35%	64,46%
Did not contract a package	37,65%	35,54%



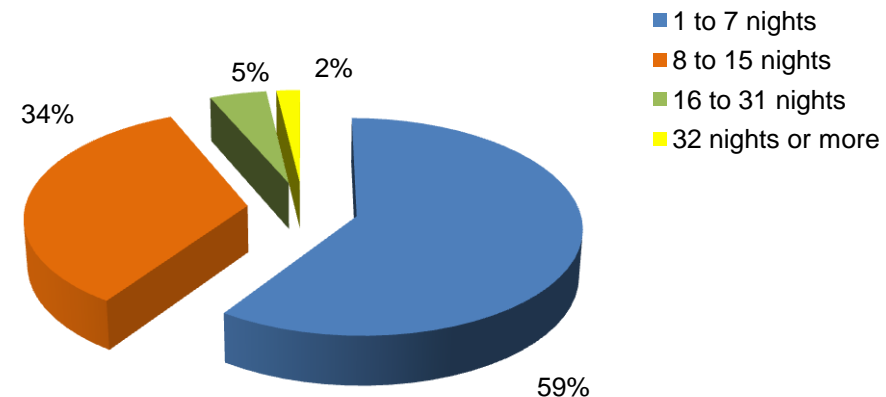
*: data from January to September
Source: ISTAC.

Tourist by type of accommodation and by number of nights stayed. 2015

	2014	2015
GRAN CANARIA		
Hotels or similar	83,12%	84,86%
Own property accommodation	1,32%	1,15%
Rented accommodation	2,57%	2,45%
Accommodation with family or friends	13,00%	11,53%



	2014	2015
GRAN CANARIA		
1 to 7 nights	58,35%	59,52%
8 to 15 nights	34,13%	33,96%
16 to 31 nights	5,50%	4,62%
32 nights or more	2,02%	1,91%



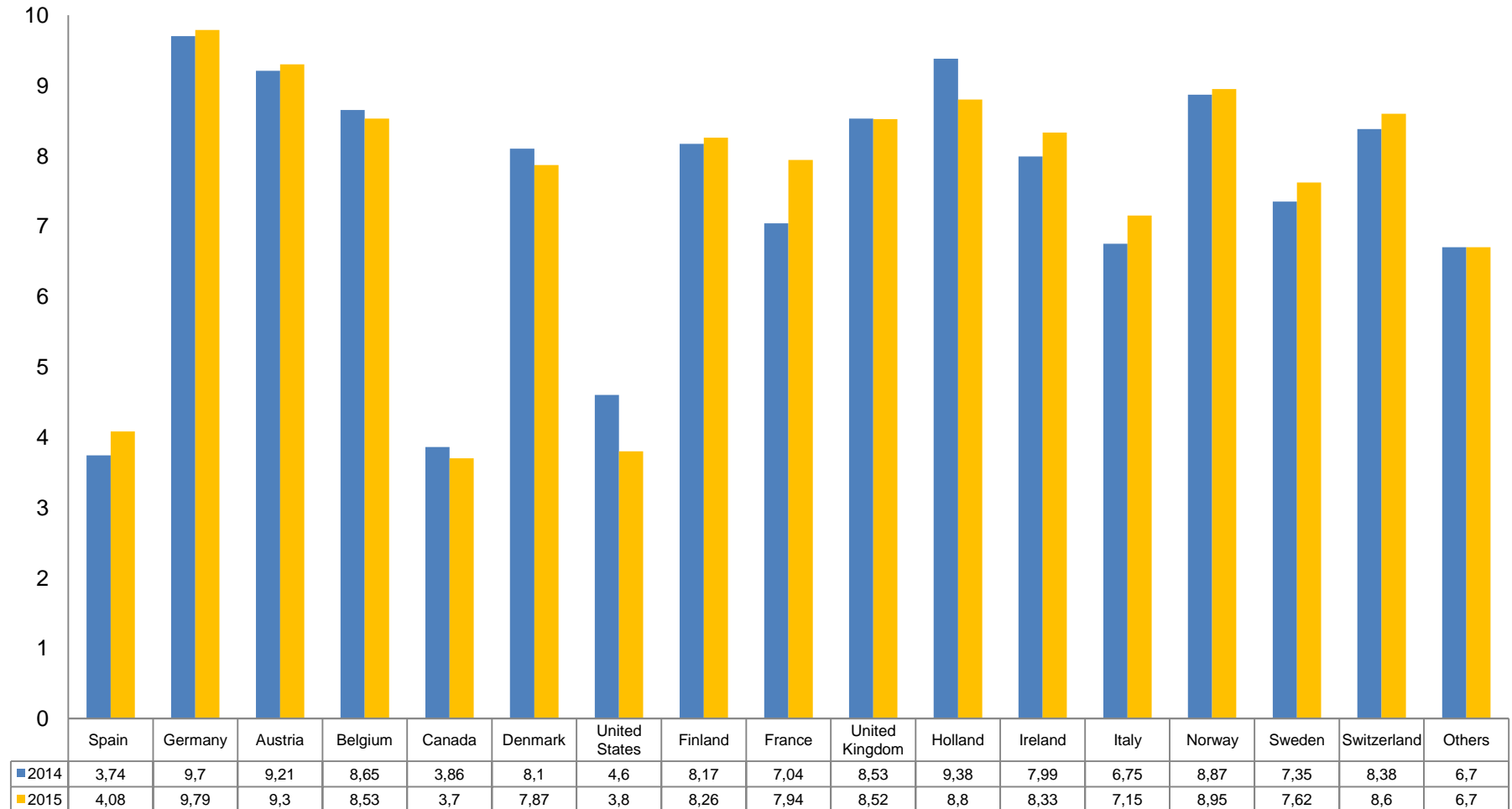
Section 3

Accomodation indicators

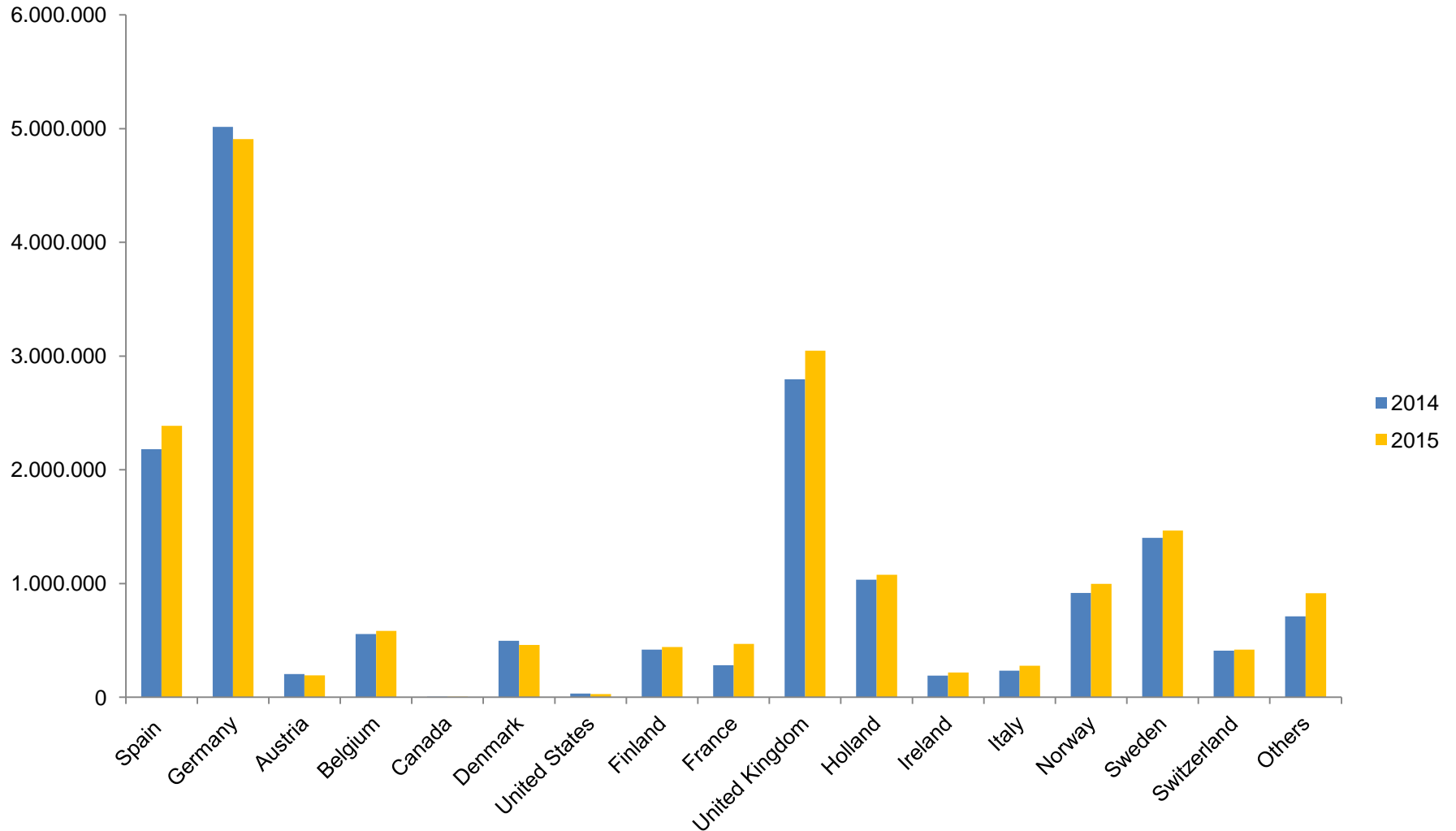
Accommodation survey in hotels and non-hotel establishments. Gran Canaria. 2015

			Hotels 2015	Non-hotels 2015	Total 2015
Number of nights	Foreigners	Data	15.508.781	8.413.799	23.922.580
		% Var.	5,43%	3,62%	4,78%
	Spaniards	Data	2.387.971	1.946.308	4.334.279
		% Var.	9,45%	9,65%	9,54%
	Total	Data	17.896.752	10.360.107	28.256.859
		% Var.	5,95%	4,70%	5,49%
Number of travellers staying	Foreigners	Data	1.805.058	790.908	2.595.966
		% Var.	5,50%	2,26%	4,49%
	Spaniards	Data	585.825	405.727	991.552
		% Var.	0,35%	21,34%	7,99%
	Total	Data	2.390.883	1.196.635	3.587.518
		% Var.	4,19%	8,02%	5,44%
Occupancy levels	By number of beds	Data	75,16%	42,61%	58,72%
		Var.	2,52	2,96	3,16
	By bedrooms	Data	81,13%	57,94%	71,09%
		Var .	1,05	-1,05	0,41
Average stay (days)	Foreigners	Data	8,59 days	10,64 days	9,22 days
		Var.	-0,01	0,14	0,06
	Spaniards	Data	4,08 days	4,8 days	4,37 days
		Var.	0,34	-0,51	0,13
	Total	Data	7,49 days	8,66 days	7,88 days
		Var.	0,13	-0,27	0,01
Daily average rate (Euros)		Data	90,87 €	49,12 €	76,15 €
		% Var.	5,17%	5,02%	6,80%

Average number of nights in hotels, by countries. Gran Canaria. 2014-2015

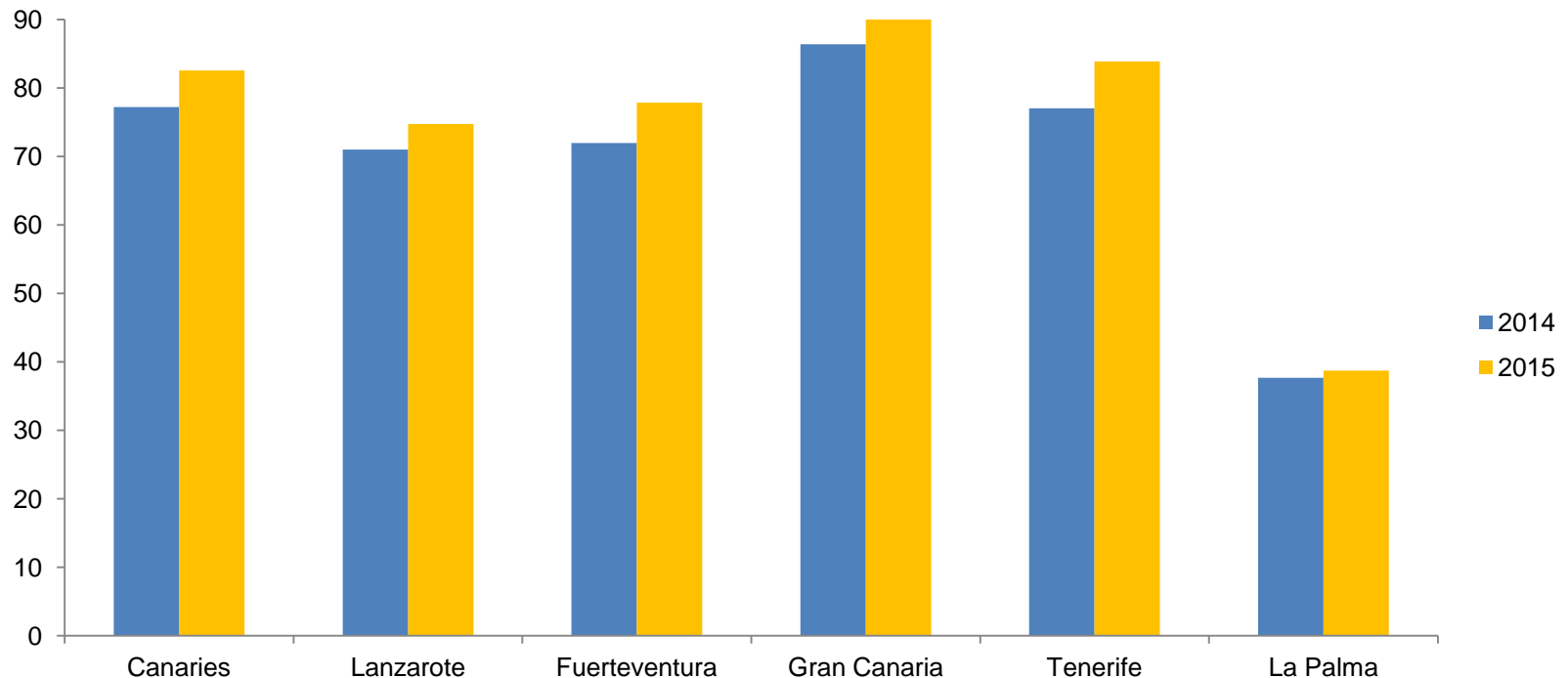


Total number of stays in hotels. Gran Canaria. 2014-2015

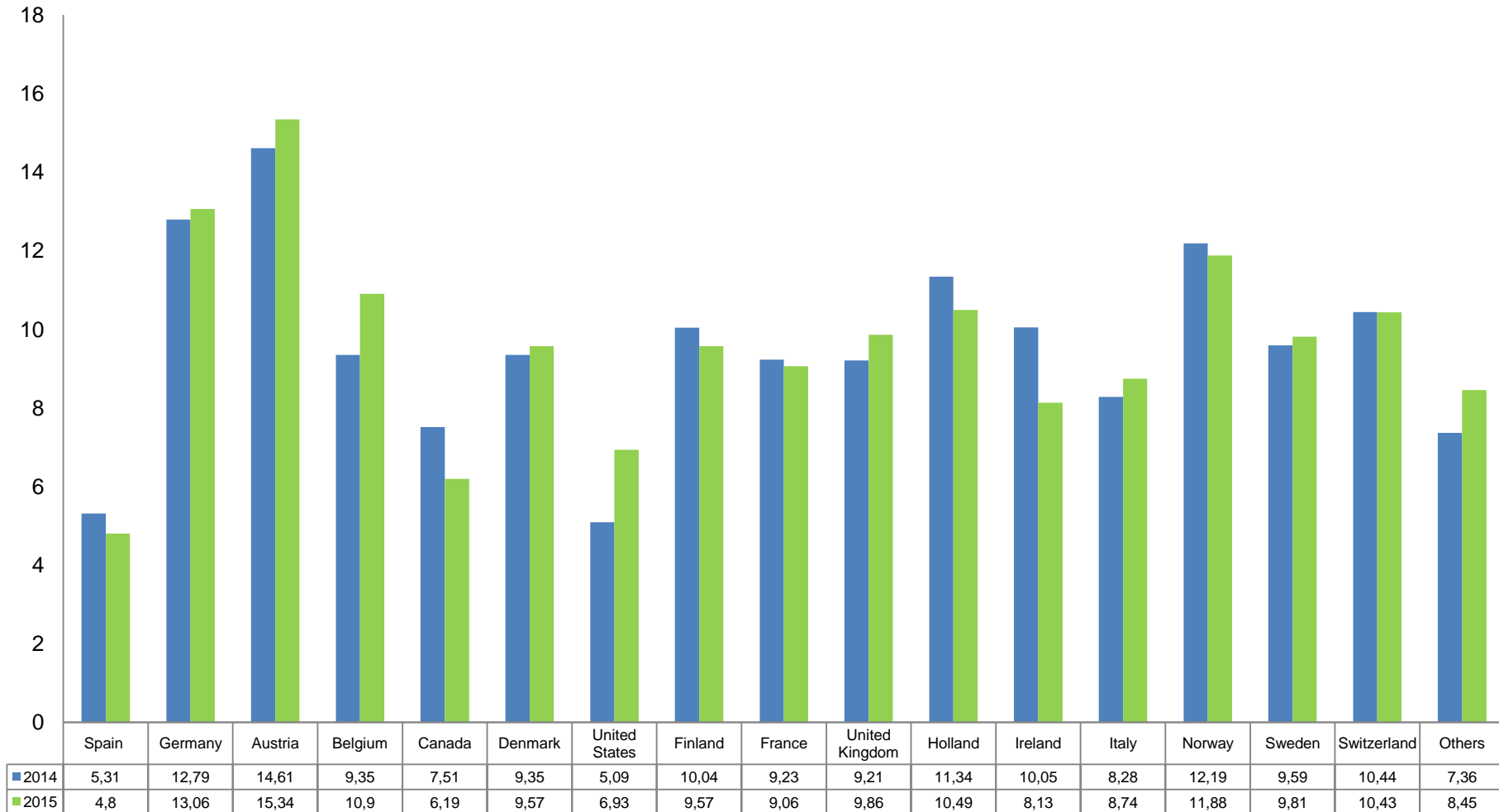


Average daily rate per room in hotels. Canarias. 2014-2015

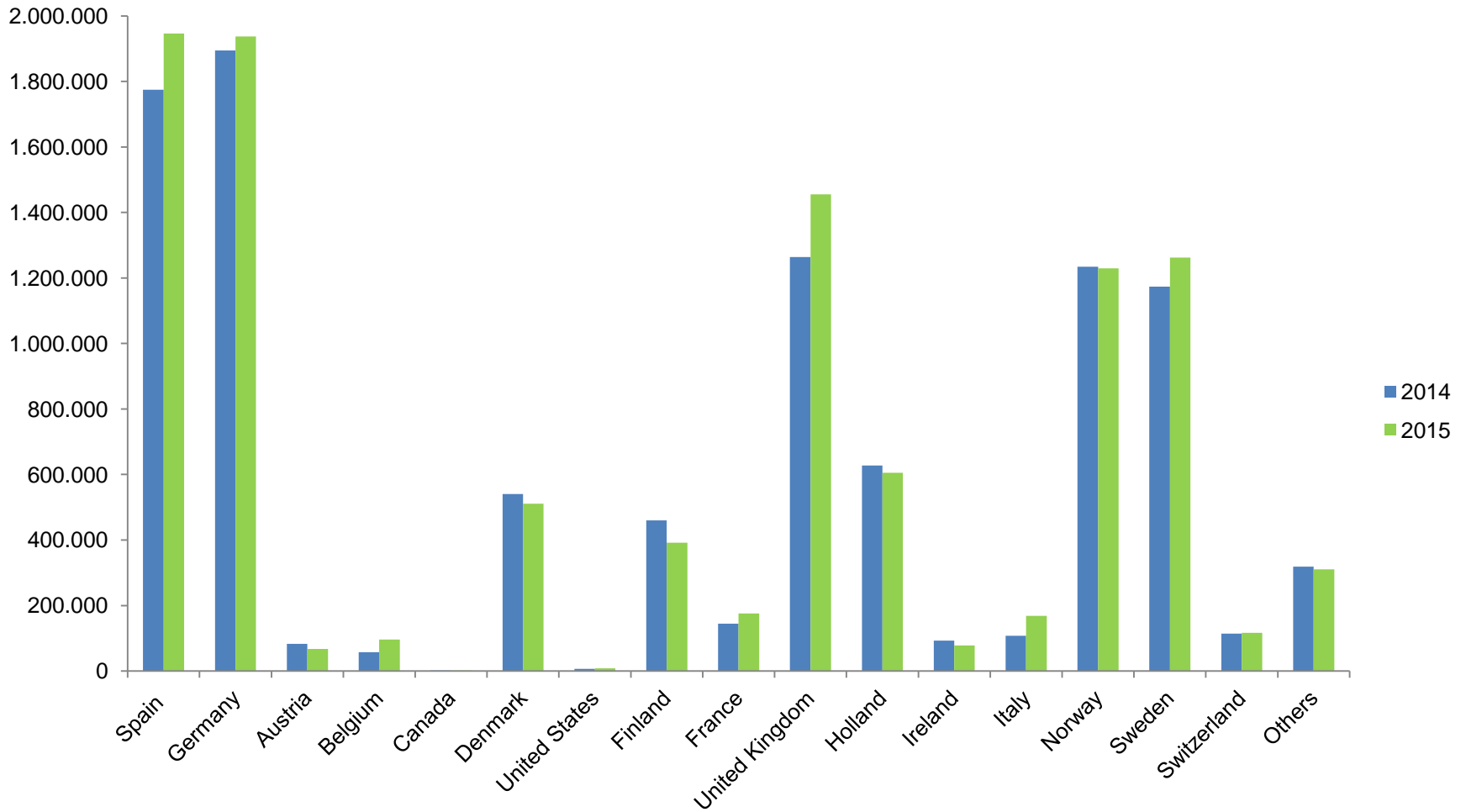
FOREIGNERS	Canaries	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
2014	77,2	71	71,94	86,4	77,02	37,67
2015	82,56	74,73	77,83	90,87	83,88	38,73
Total variation	5,36	3,73	5,89	4,47	6,86	1,06
% var.	6,94%	5,25%	8,19%	5,17%	8,91%	2,81%



Average length of stay in apartments, by countries. Gran Canaria. 2014-2015

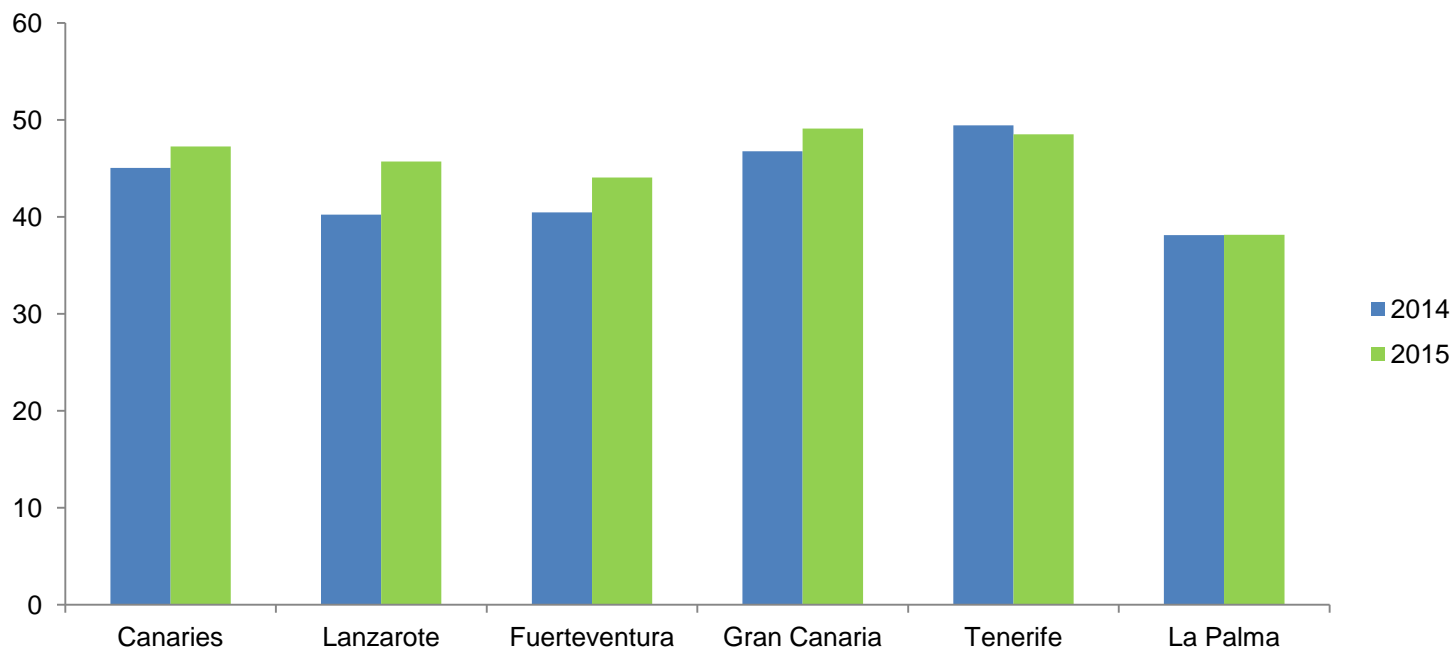


Total number of nights stay in apartments. Gran Canaria. 2014-2015



Average daily rate per room in apartments. Canarias. 2014-2015

FOREIGNERS	Canaries	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
2014	45,06	40,23	40,46	46,77	49,43	38,1
2015	47,26	45,72	44,05	49,12	48,52	38,14
Total variation	2,2	5,49	3,59	2,35	-0,91	0,04
% var.	4,88%	13,65%	8,87%	5,02%	-1,84%	0,10%



Section 4

Tourist expenditure

Tourist expenditure in Canaries. 2015

TOTAL TOURIST SPENDING	Canaries	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
2014	14.260.271.072	2.519.684.326	2.127.702.196	3.959.354.946	5.298.808.694	198.337.161
2015	15.369.323.141	2.632.457.644	2.182.829.588	4.434.353.778	5.753.587.565	194.182.313
Total variation	1.109.052.069	112.773.318	55.127.392	474.988.832	454.778.871	-4.154.848
% var.	7,78%	4,48%	2,59%	12%	8,58%	-2,09%

TOTAL SPENDING PER TOURIST	Canaries	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
2014	1.070,06	994,8	1.012,93	1.107,26	1.099,41	1.126,83
2015	1.125,42	1.037,68	1.085,15	1.187,49	1.135,32	1.097,30
Total variation	55,36	42,88	72,22	80,23	35,91	-29,53
% var.	5,17%	4,31%	7,13%	7,25%	3,27%	-2,62%

DAILY SPENDING PER TOURIST	Canaries	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
2014	127,48	121,09	115,71	130,61	133,63	122,2
2015	133,6	125,49	122,98	138,88	138,56	118,5
Total variation	6,12	4,40	7,27	8,27	4,93	-3,70
% var.	4,80%	3,63%	6,28%	6,33%	3,69%	-3,03%

Average total spending per tourist. Gran Canaria. 2015

	2014	2015	Var. (%)
Average total spending per tourist	1.107,26	1.187,49	7,25%
Average spending at place of origin per tourist	738,85	822,31	11,30%
Average spending in Gran Canaria per tourist	368,41	365,18	-0,88%
-Accommodation	45,7	50,56	10,63%
-Public Transportation	15	16,37	9,13%
-Rental Car	9,85	9,97	1,22%
-Food purchases	99,85	93,55	-6,31%
-Restaurants	84,63	82,92	-2,02%
-Souvenirs	63,43	62,82	-0,96%
-Leisure activities	33,17	34,04	2,62%
-Other	16,77	14,95	-10,85%

Total expenditure by countries of residence. Gran Canaria. 2015

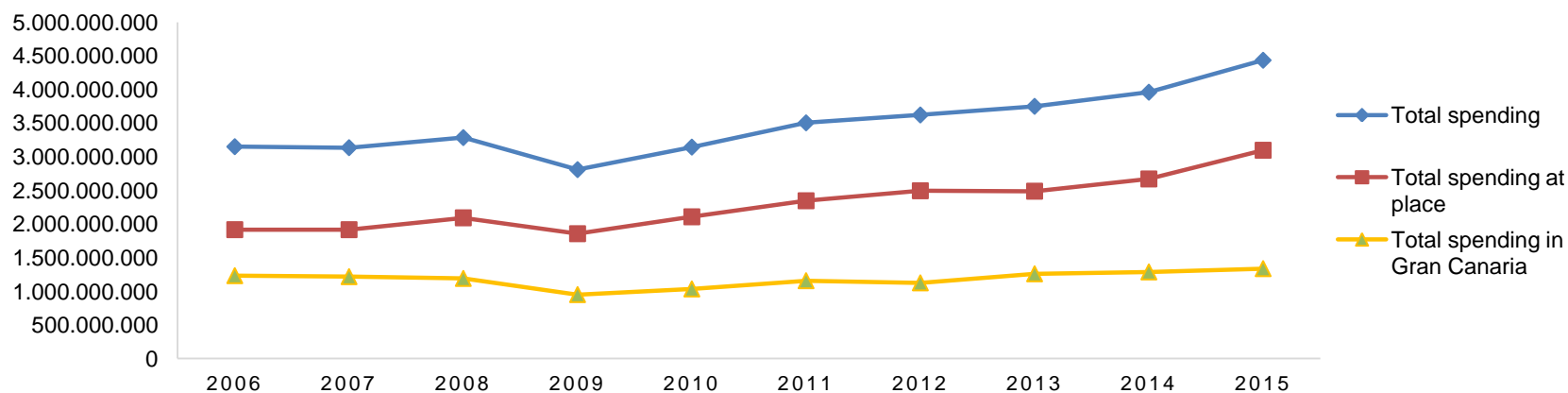
TOTAL TOURIST SPENDING	Germany	Spain	Holland	Nordic Countries	United Kingdom	Others
2014	946.991.637	308.288.798	187.297.248	1.203.022.254	588.161.445	725.593.564
2015	1.111.456.998	375.174.499	234.035.407	1.200.438.296	699.507.355	813.741.223
Total variation	164.465.361	66.885.701	46.738.159	-2.583.958	111.345.910	88.147.659
% var.	17,37%	21,7%	24,95%	-0,21%	18,93%	12,15%

TOTAL SPENDING PER TOURIST	Germany	Spain	Holland	Nordic Countries	United Kingdom	Others
2014	1.289,14	746,45	1.028,16	1.141,84	989,75	1.216,74
2015	1.338,44	758,7	1.256,80	1.247,08	1.130,96	1.269,19
Total variation	49,3	12,25	228,64	105,24	141,21	52,45
% var.	3,82%	1,64%	22,24%	9,22%	14,27%	4,31%

DAILY SPENDING PER TOURIST	Germany	Spain	Holland	Nordic Countries	United Kingdom	Others
2014	139,03	124,35	114,48	126,6	120,75	145,89
2015	145,23	123,71	122,8	135,02	140,97	150,84
Total variation	6,2	-0,64	8,32	8,42	20,22	4,95
% var.	4,27%	-0,52%	6,78%	6,24%	14,34%	3,28%

Tourist expenditure evolution. Gran Canaria. 2006-2015

	Total spending	(%) Var.	Total spending at place	(%) Var.	Total spending in Gran Canaria	(%) Var.
2006	3.150.010.845	-	1.916.741.068	-	1.233.269.777	-
2007	3.135.118.518	-0,47%	1.916.530.935	-0,01%	1.218.587.584	-1,19%
2008	3.284.727.475	4,77%	2.092.686.676	9,19%	1.192.040.798	-2,18%
2009	2.808.753.359	-14,49%	1.856.706.525	-11,28%	952.046.835	-20,13%
2010	3.143.802.156	11,93%	2.107.813.811	13,52%	1.035.988.344	8,82%
2011	3.504.268.957	11,47%	2.346.029.290	11,30%	1.158.239.667	11,80%
2012	3.621.227.436	3,34%	2.494.852.268	6,34%	1.126.375.168	-2,75%
2013	3.749.295.598	3,54%	2.488.268.112	-0,26%	1.261.027.486	11,95%
2014	3.959.354.946	5,60%	2.670.481.554	7,32%	1.288.873.393	2,21%
2015	4.434.353.778	12%	3.096.793.866	15,96%	1.337.559.912	3,78%



Source: ISTAC.

Section 5 Employment

Employment in tourism sector. Gran Canaria. 2015

GRAN CANARIA	Unemployment	Contracts
Land transport and piping	1.932	7.561
Maritime transport	211	3.142
Air transport	165	1.306
Storage and transport activities	1.014	5.375
Accommodation services	5.520	34.095
Food and drink services	8.841	38.935
Rental activities	838	2.349
Travel agencies activities, tour operators, reservation services	235	1.011
Creative and artistic services, shows and spectacles	348	3.084
Library, archive, museum activities... and	72	138
Sporting, recreational and entertainment activities	1.216	6.205
Total Tourism 2015	20.392	103.201
Total Tourism 2014	21.175	98.958
% variation	-3,70%	4,29%

CANARIES	Unemployment	Contracts
Total Tourism 2015	51.979	305.306
Total Tourism 2014	54.455	278.410
% variation	-4,55%	9,66%

Section 6
Air Connectivity

Main airlines in Gran Canaria, per passengers. 2015

AIRLINES	2014	2015	Total var.	% var.
Binter Canarias Group	809.114	845.745	36.631	4,53%
Ryanair	497.645	551.754	54.109	10,87%
Norwegian	333.400	323.118	-10.882	-3,08%
Iberia +Iberia Express	266.834	314.423	47.589	17,83%
Air Europa	312.853	305.835	-7.018	-2,24%
Thomas Cook Scandinavia	302.455	304.606	2.151	0,71%
Tuifly	282.335	295.931	13.596	4,82%
Vueling Airlines	275.805	289.763	13.958	5,06%
Condor	243.536	257.293	13.757	5,65%
Air Berlin	224.429	206.501	-17.928	-7,99%
Thomson Airways	186.496	186.984	488	0,26%
Transavia Holland	108.294	109.874	1.580	1,46%
Tuifly Nordic	102.584	106.150	3.566	3,48%
SAS	91.197	90.660	-537	-0,59%

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

Main origin airports. Gran Canaria. 2015

AIRPORT	2014	2015	Total var.	% var.
Madrid-Barajas	596.008	651.530	55.522	9,32%
Barcelona-El Prat	155.913	169.333	13.420	8,61%
Dusseldorf	156.668	162.508	5.840	3,73%
Oslo / Gardermoen	161.400	150.413	-10.987	-6,81%
Estocolmo/ Arlanda	148.860	146.500	-2.360	-1,59%
Amsterdam/ Schiphol	128.249	144.537	16.288	12,70%
Londres/ Gatwick	134.440	142.132	7.692	5,72%
Frankfurt	101.059	107.656	6.597	6,53%
Manchester	113.690	104.834	-8.856	-7,79%
Múnich	99.238	103.184	3.946	3,98%
Copenhagen	92.656	99.162	6.506	7,02%
Helsinki	109.771	94.585	-15.186	-13,83%
Hamburgo/ Fuhlsbuettel	97.195	89.116	-8.079	-8,31%
Sevilla	89.981	87.453	-2.528	-2,81%
Hannover	67.577	76.716	9.139	13,52%

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



GranCanaria