

Situation of the tourism sector

Year ending 2018



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The tourism sector

General summary table. 2018

GRAN CANARIA

Indicador	2018	Yearly Variation
Total tourists	4.509.834	-1,69%
Foreign Passengers (AENA)	3.911.404	-4,03%
Occupation by rooms/apartments	75,97%	-3,66
Average stay	7,68	-0,19
Average rate	82,03	2,01%
Overnight stays	30.870.159	-3,52%
Hotel occupancy by room	83,60%	-2,98
Average hotel rates	96,13	0,92%
Average stay in hotels	7,24	-0,22
Extra hotel occupancy by apartments	66,90%	-3,66
Average apartments rates	57,47	3,21%
Average stay in apartments	8,55	-0,11
Tourism sector contracts	121.190	1,31%
Total tourist expenditure	4.489,4 million euros	
Average expenditure per tourist	1.173,69 euros	
Average expenditure per tourist and day	131,79 euros	

AIR CONNECTIVITY. GRAN CANARIA

Indicador	2018	Var .
Origins	151	+3
Country	25	-
Airline groups	47	-

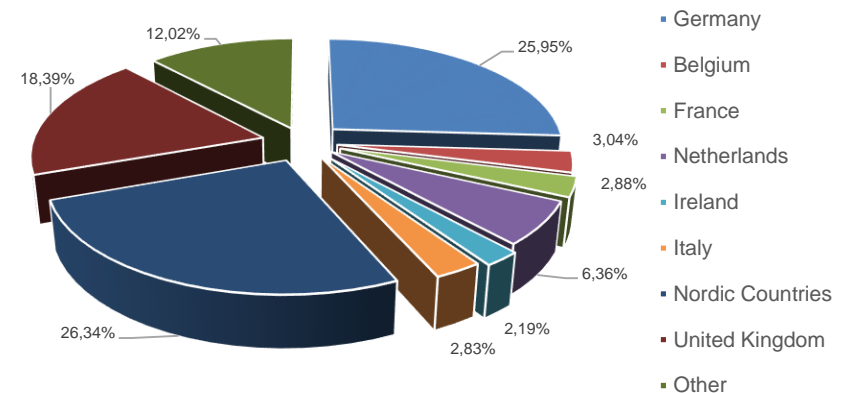
CANARY ISLANDS

	Total tourists 2018	Yearly Variation
CANARY ISLANDS	15.559.786	-2,60%
Lanzarote	3.063.316	-2,63%
Fuerteventura	2.253.207	-5,76%
Gran Canaria	4.509.834	-1,69%
Tenerife	5.948.942	-3,76%

Tourist profile. Gran Canaria

Reason for stay	The leisure/vacation motif continues to be the main motif, accounting for 92.92% of total visits in 2018.
Type of accommodation	Hotel accommodations increase to 75.01%. The other categories experienced a slight increase except for rented accommodation, which fell by 2.71 points.
Duration of stay	The duration of the most frequent stay is "less than 7 nights", reaching 61.65% of the total. It is worth noting the increase, albeit small, of the category "more than 32 nights".
Use of tourist package	The contracting of tourist packages reaches 59.70%, decreasing 3.01 points with respect to 2017.

TOURISTS IN GRAN CANARIA BY NATIONALITY 2018

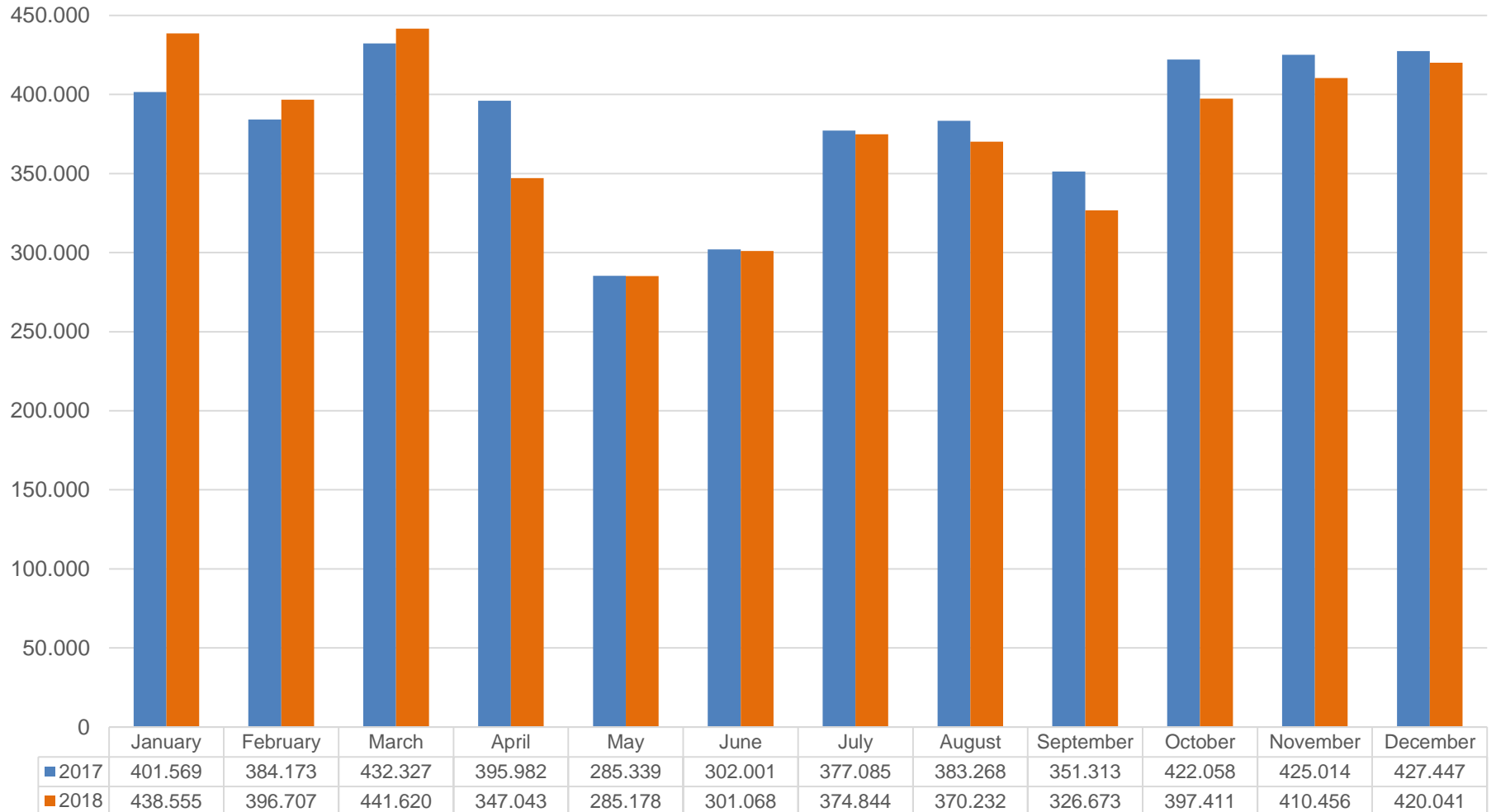


Summary tables by market. 2018

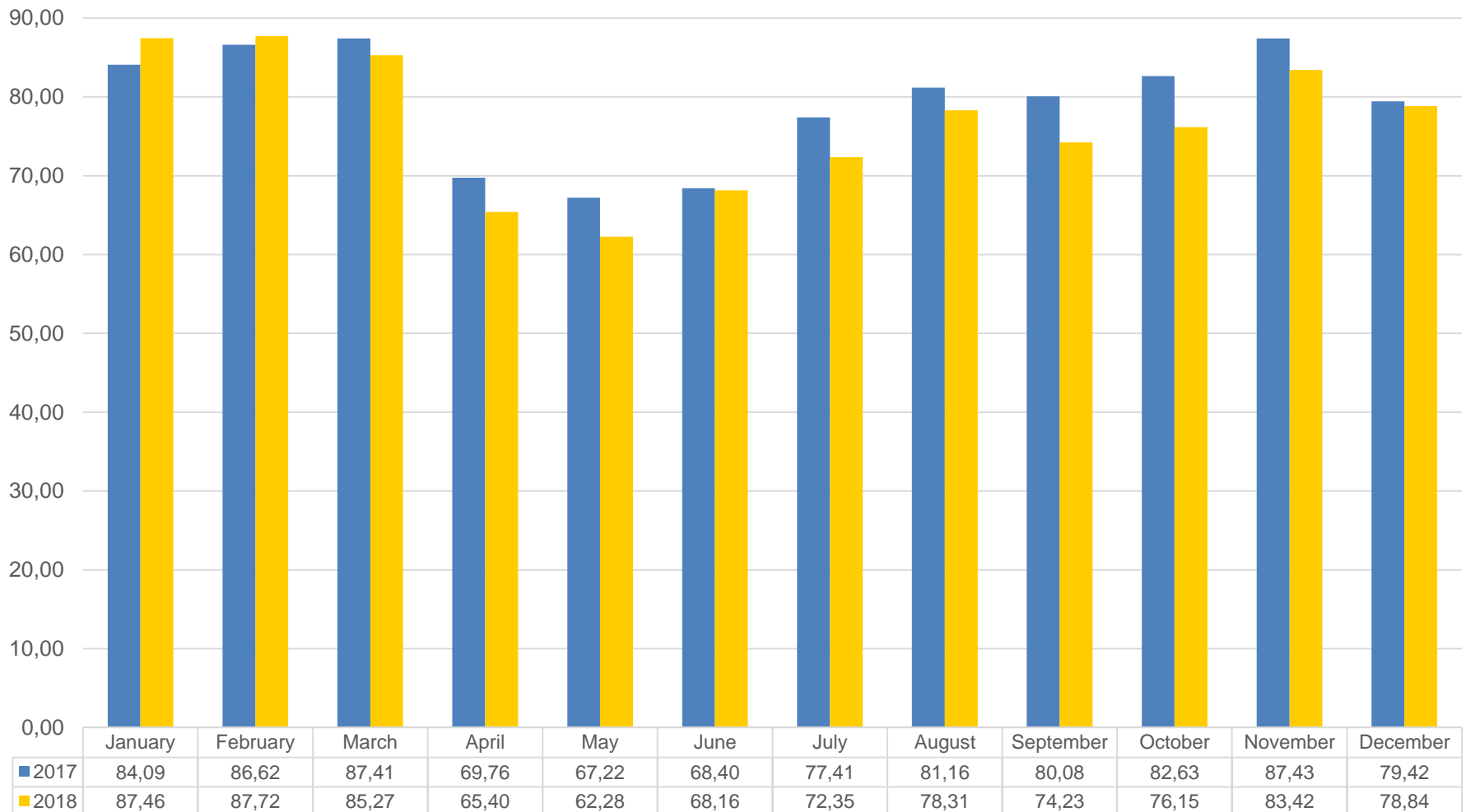
Germany	Accumulated	Var(%)
Total tourists	978.758	-3,28%
Arriving passengers	1.009.088	-4,04%
Total overnight stays	6.498.846	-8,35%
Average stay	9,40 días	-0,31 days
Nordic Countries	Accumulated	Var(%)
Total tourists	993.655	-3,52%
Arriving passengers	1.001.613	-3,00%
Total overnight stays	7.283.679	-3,02%
Average stay	9,19 days	+0,24 days
United Kingdom	Accumulated	Var(%)
Total tourists	857.654	-3,62%
Arriving passengers	875.559	-7,17%
Total overnight stays	5.706.666	-2,02%
Average stay	8,33 days	+0,2 days
Spain	Accumulated	Var(%)
Total tourists	573.983	4,47%
Total overnight stays	4.297.665	1,43%
Average stay	4,26 days	-0,59 days

Note: The average stay in the Nordic countries is calculated as the arithmetic mean of Finland, Denmark, Norway and Sweden.
Source: AENA, ISTAC.

Evolution of the seasonality in Gran Canaria. 2018



Evolution of the occupancy rate by room-apartments in Gran Canaria. 2018



Section 1

Tourists and Passengers

Tourists in Gran Canaria. 2018

COUNTRY OF ORIGIN	2017	2018	Var.	Var. (%)
Germany	1.011.967	978.759	-33.208	-3,28%
Belgium	112.609	114.816	2.207	1,96%
France	108.870	108.748	-122	-0,11%
Netherlands	241.791	239.874	-1.917	-0,79%
Ireland	79.451	82.632	3.181	4,00%
Italy	110.889	106.642	-4.247	-3,83%
Nordic Countries	1.029.919	993.655	-36.264	-3,52%
United Kingdom	889.884	857.654	-32.230	-3,62%
Other	452.767	453.071	304	0,07%
Foreigners	4.038.154	3.935.851	-102.303	-2,53%
National	549.425	573.983	24.558	4,47%
TOTAL	4.587.579	4.509.834	-77.745	-1,69%

Tourists in Canary Islands. 2018

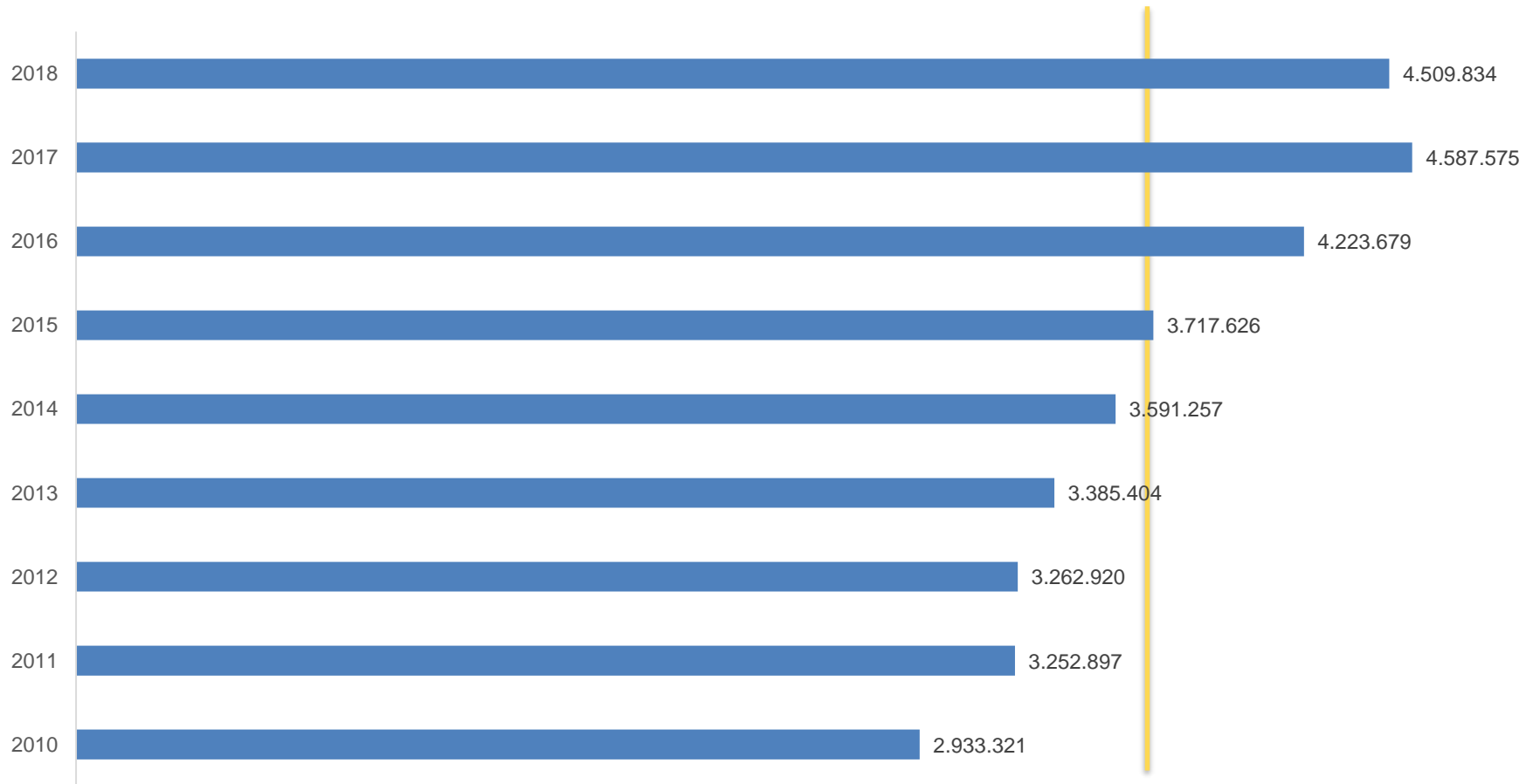
FOREIGNERS	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife
2017	14.310.373	2.884.775	2.242.054	4.038.154	5.437.630
2018	13.824.419	2.789.965	2.098.704	3.935.851	5.173.835
Total variation	-485.955	-94.810	-143.350	-102.303	-263.795
Var. (%)	-3,40%	-3,29%	-6,39%	-2,53%	-4,85%

NATIONAL	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife
2017	1.665.137	261.344	148.923	549.425	743.963
2018	1.735.372	254.976	146.337	573.983	722.250
Total variation	70.235	-6.368	-2.586	24.558	-21.713
Var. (%)	4,22%	-2,44%	-1,74%	4,47%	-2,92%

TOTAL	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife
2017	15.975.508	3.146.118	2.390.979	4.587.579	6.181.593
2018	15.559.786	3.063.316	2.253.207	4.509.834	5.948.942
Total variation	-415.722	-82.802	-137.773	-77.745	-232.651
Var. (%)	-2,60%	-2,63%	-5,76%	-1,69%	-3,76%

Evolution of tourists in Gran Canaria. Full year. 2010-2018

Period average: 3.718.279



Foreign tourists in Spain. 2018

AUTONOMOUS COMMUNITY	2018	Var. (%)
TOTAL	82.773.156	1,10%
Andalusia	11.693.927	1,53%
Balearics	13.856.456	0,47%
Canary Islands	13.751.914	-3,25%
Catalonia	19.123.195	0,02%
Region of Valencia	9.208.898	3,17%
Region of Madrid	7.121.590	6,30%
Rest of autonomous community	8.017.177	5,50%
COUNTRY OF ORIGIN	2018	Var. (%)
Germany	11.414.481	-4,06%
France	11.343.649	0,68%
Ireland	2.049.272	0,15%
Italy	4.382.503	3,78%
Netherlands	3.848.545	3,89%
United Kingdom	18.502.722	-1,62%
Nordic Countries	5.783.558	-1,23%

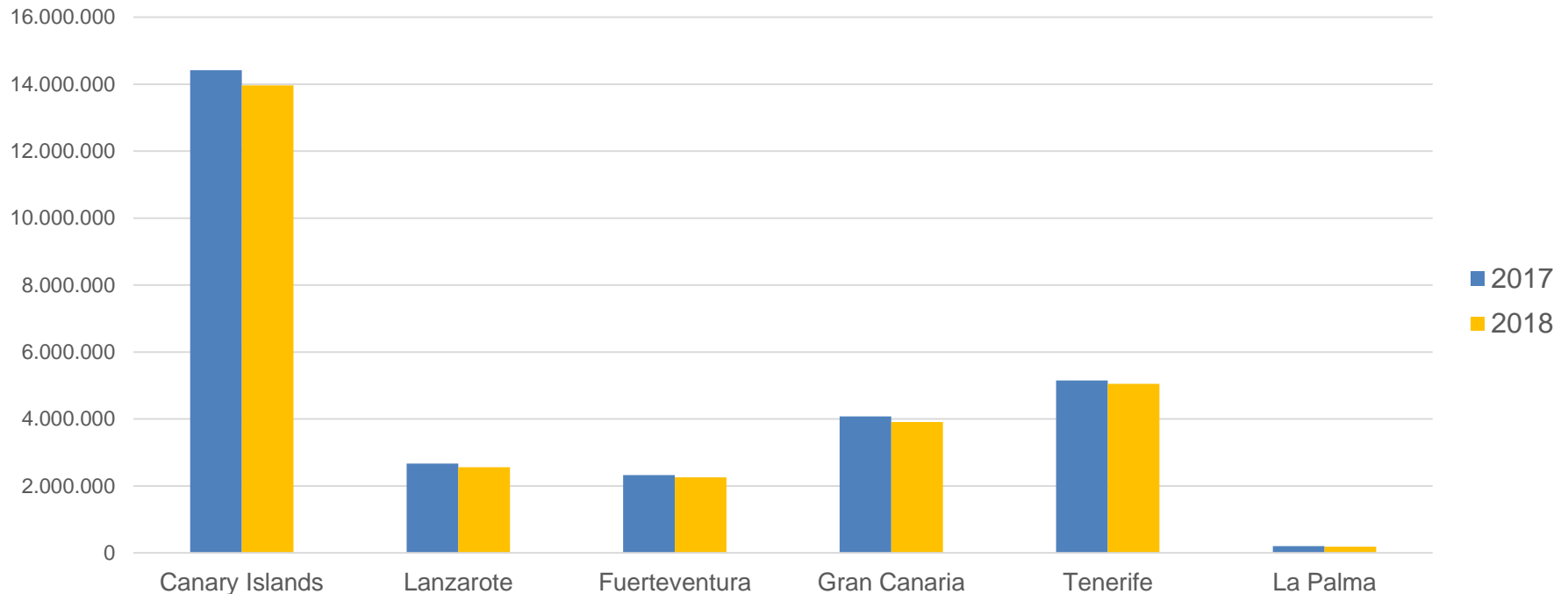
Foreign passengers arriving in Gran Canaria. 2018

COUNTRY OF ORIGIN	2017	2018	Var. 17-18	Var. (%)
Germany	1.051.547	1.009.088	-42.459	-4,04%
Austria	35.763	32.614	-3.149	-8,81%
Belgium	119.179	109.099	-10.080	-8,46%
Denmark	186.021	179.943	-6.078	-3,27%
Russian Federation	49	103	54	110%
Finland	132.346	140.205	7.859	5,94%
France	69.433	65.162	-4.271	-6,15%
United Kingdom	943.176	875.559	-67.617	-7,17%
Netherlands	243.990	232.251	-11.739	-4,81%
Ireland	84.898	87.280	2.382	2,81%
Italy	98.018	95.923	-2.095	-2,14%
Norway	349.084	338.865	-10.219	-2,93%
Czech Republic	14.667	13.806	-861	-5,87%
Poland	85.463	77.489	-7.974	-9,33%
Sweden	365.169	342.600	-22.569	-6,18%
Switzerland	114.270	117.989	3.719	3,25%
Others Countries	182.534	193.428	10.894	5,97%
TOTAL	4.075.607	3.911.404	-164.203	-4,03%

Source: AENA.

Foreign passengers in the Canary Islands. 2018

FOREIGNERS	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
2017	14.414.978	2.667.122	2.324.499	4.075.607	5.148.812	198.938
2018	13.960.097	2.561.709	2.258.673	3.911.404	5.045.468	182.843
Total Variation	-454.881	-105.413	-65.826	-164.203	-103.344	-16.095
Var. (%)	-3,16%	-3,95%	-2,83%	-4,03%	-2,01%	-8,09%

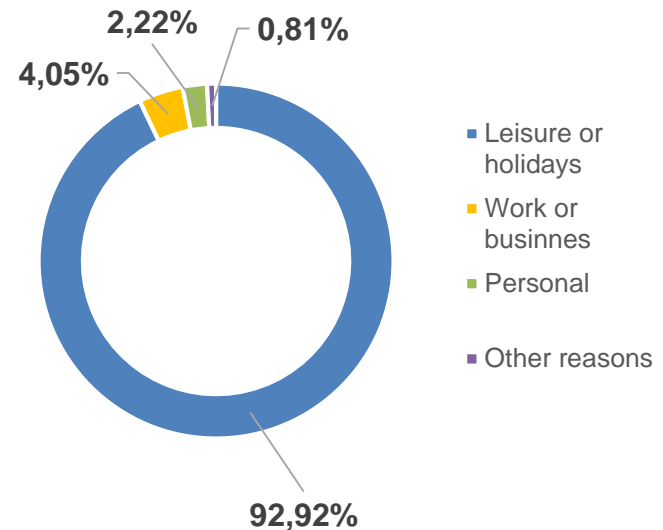


Sección 2

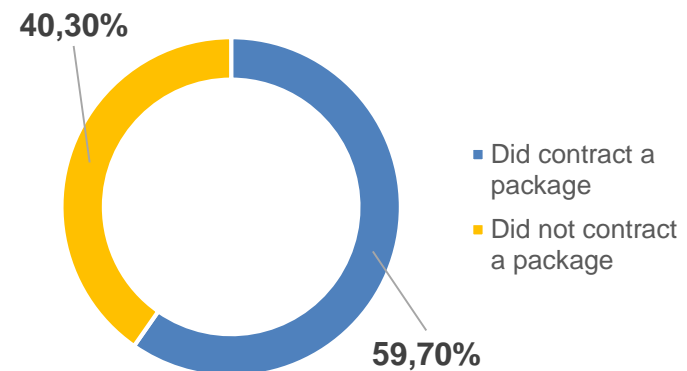
Customer profile

Tourists according to the reason of the stay and contracting of tourist packages. 2018

	2017	2018
GRAN CANARIA		
Leisure or holidays	93,39%	92,92%
Work or businnes	3,73%	4,05%
Personal	2,26%	2,22%
Other reasons	0,60%	0,81%

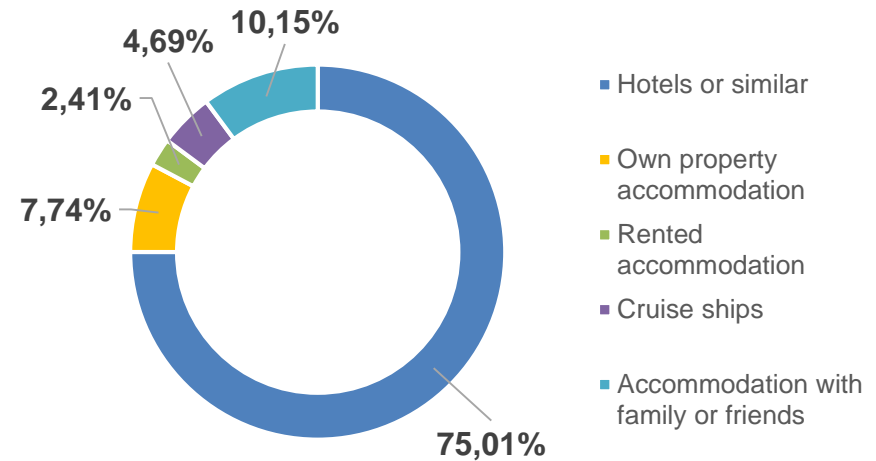


	2017	2018
GRAN CANARIA		
Did contract a package	62,71%	59,70%
Did not contract a package	37,29%	40,30%

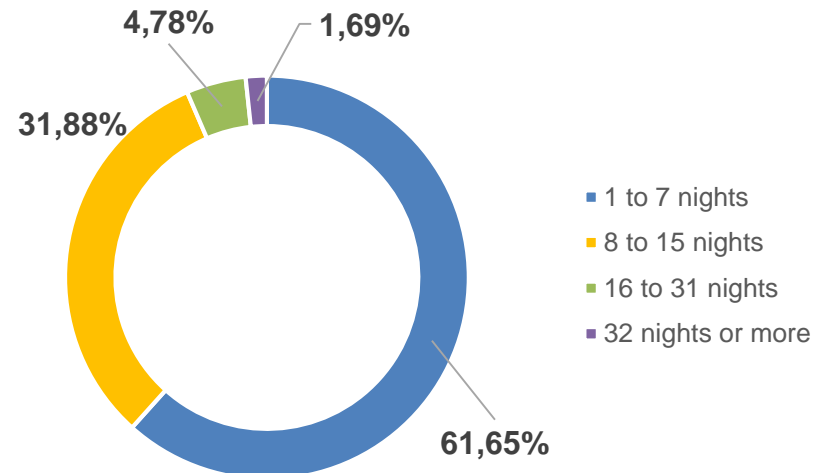


Tourist by type of accommodation and by number of nights stayed. 2018

	2017	2018
GRAN CANARIA		
Hotels or similar	74,87%	75,01%
Own property accommodation	10,45%	7,74%
Rented accommodation	1,73%	2,41%
Cruise ships	4,64%	4,69%
Accommodation with family or friends	8,30%	10,15%



	2017	2018
GRAN CANARIA		
1 to 7 nights	62,44%	61,65%
8 to 15 nights	31,86%	31,88%
16 to 31 nights	4,26%	4,78%
32 nights or more	1,44%	1,69%

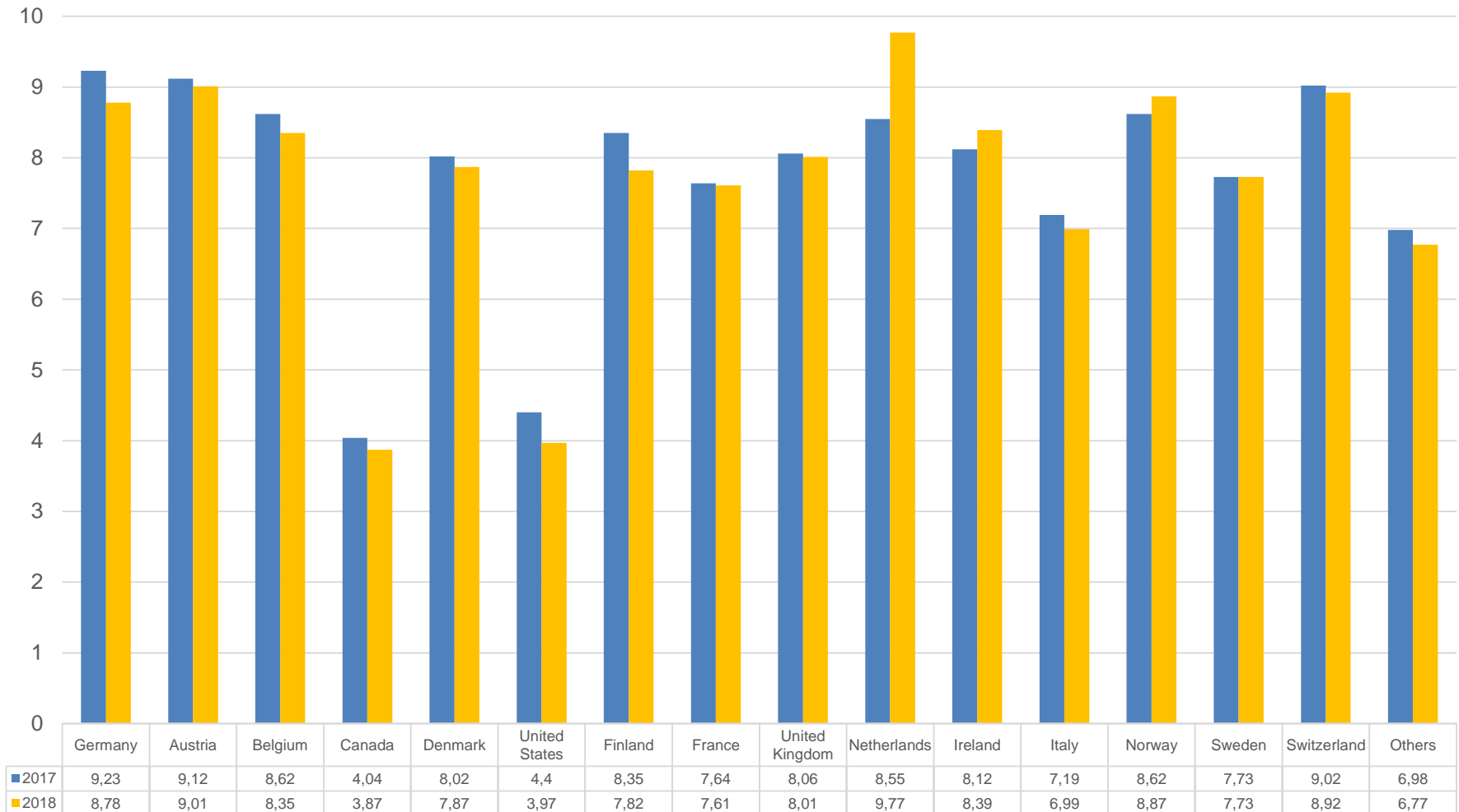


Sección 3
**Accommodation
indicators**

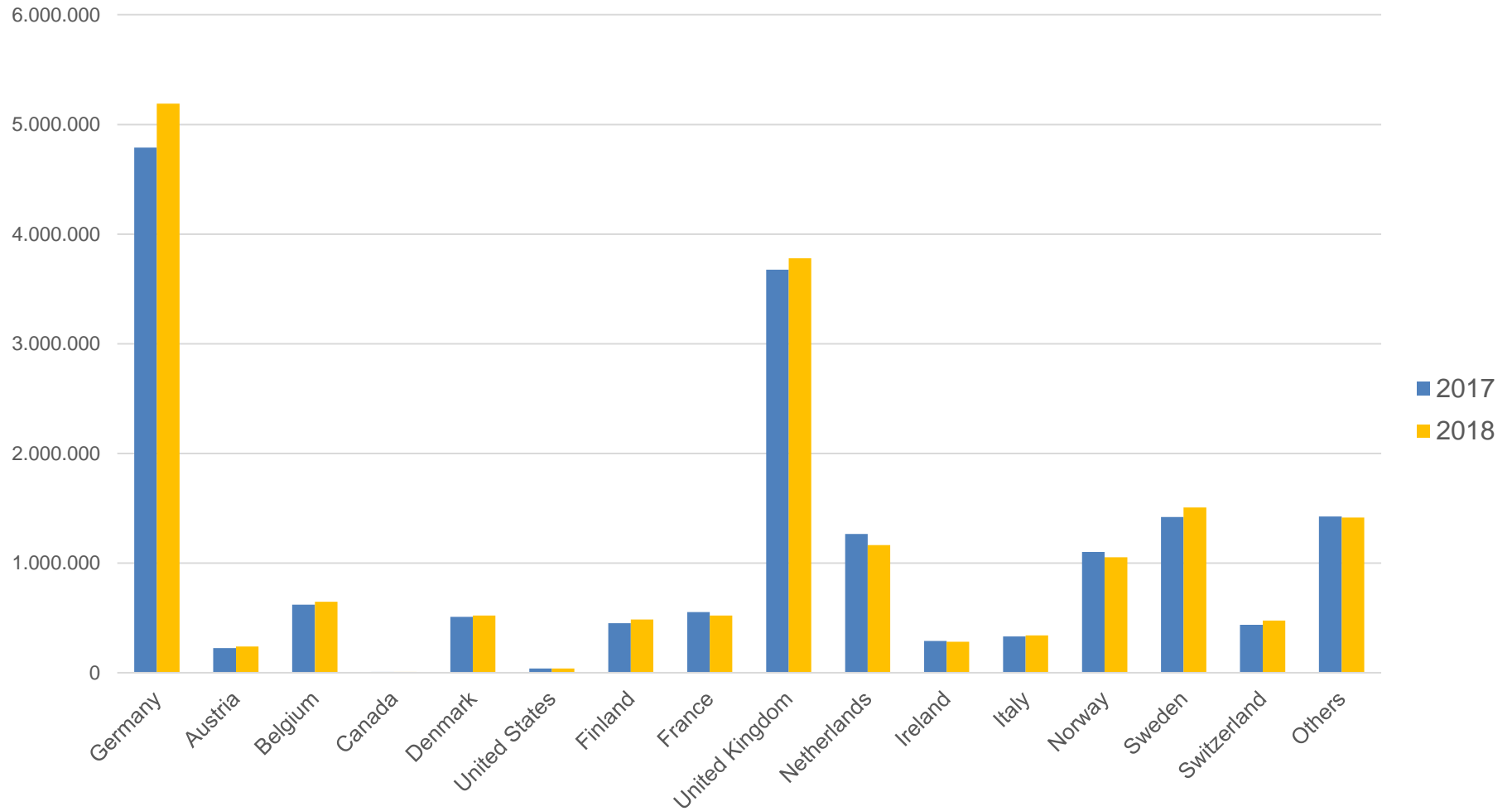
Accommodation survey in hotels and non-hotel establishments. Gran Canaria. 2018

			Hotels 2018	Non-hotels 2018	Total 2018
Number of nights	Foreigners	Dato	17.136.269	9.436.225	26.572.494
		Var %	-2,99%	-3,11%	-3,03%
	Spaniards	Dato	2.169.123	2.128.542	4.297.665
		Var %	-1,11%	-11,30%	-6,44%
	Total	Dato	19.305.392	11.564.767	30.870.159
		Var %	-2,78%	-4,73%	-3,52%
Number of travellers staying	Foreigners	Dato	2.088.581	934.860	3.023.441
		Var %	-1,69%	-5,94%	-3,05%
	Spaniards	Dato	576.523	420.977	996.500
		Var %	6,94%	3,23%	5,21%
	Total	Dato	2.665.104	1.355.837	4.020.941
		Var %	0,05%	-3,27%	-1,10%
Occupancy rates	By number of beds	Dato	78,97%	50,00%	63,75%
		Var	-3,46	-1,32	-3,27
	By bedrooms	Dato	83,60%	66,90%	75,97%
		Var	-2,98	-3,285	-3,66
Average stay (days)	Foreigners	Dato	8,17	9,99	8,78
		Var	-0,14	0,19	-0,02
	Spaniards	Dato	3,76	5,06	4,26
		Var	-0,31	-0,82	-0,59
	Total	Dato	7,24	8,55	7,68
		Var	-0,22	-0,11	-0,19
Daily average rate (Euros)		Dato	96,13	57,47	82,03
		Var %	0,92%	3,21%	2,01%

Average number of nights in hotels, by countries. Gran Canaria. 2017-2018

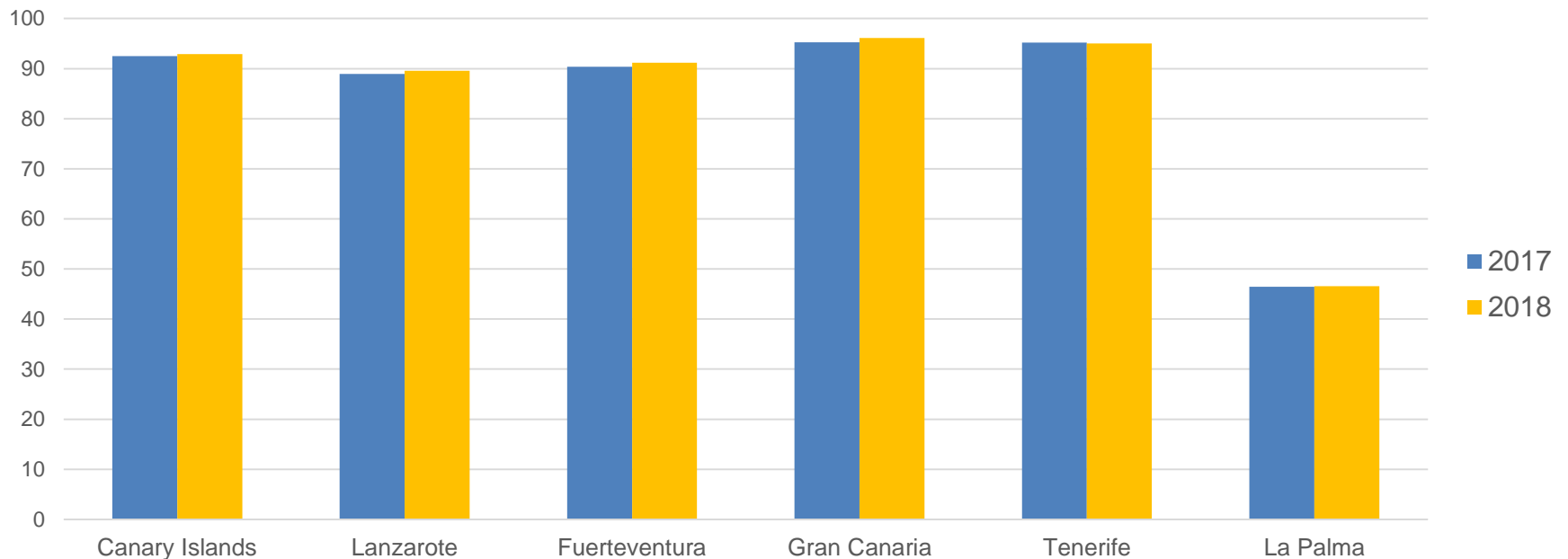


Total number of stays in hotels. Gran Canaria. 2017-2018

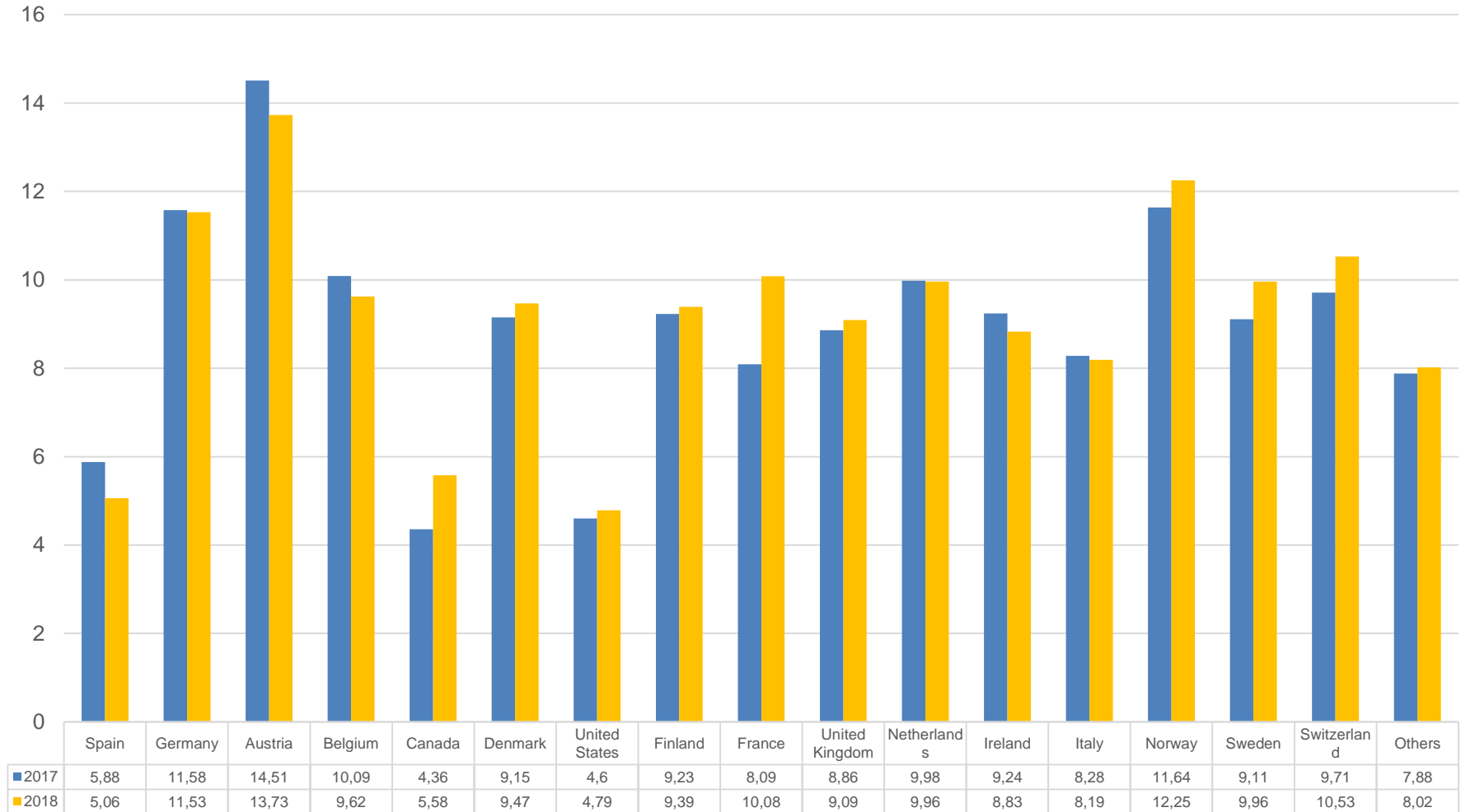


Average daily rate per room in hotels. Canary Islands. 2017-2018

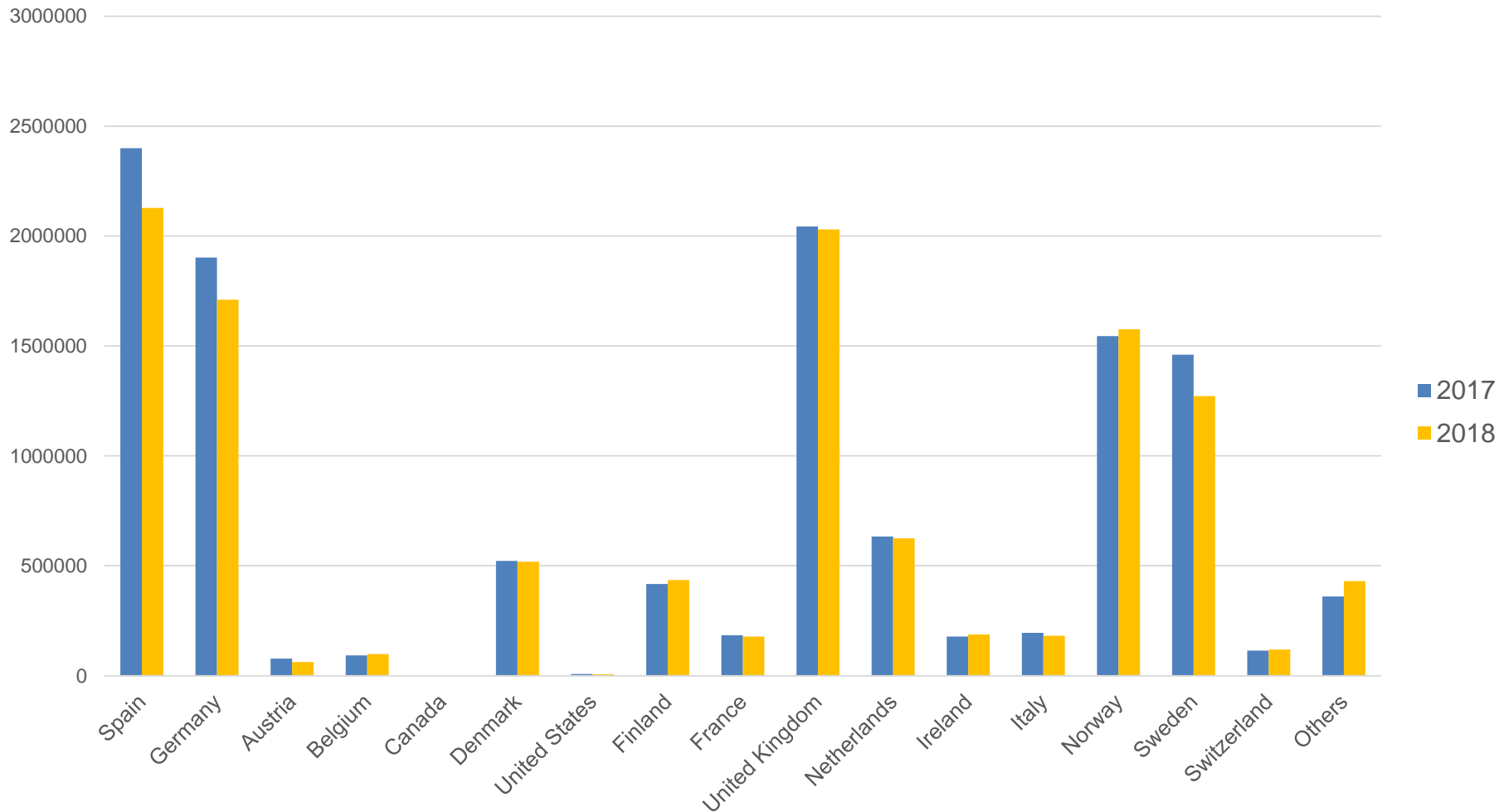
Island / Period	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
2017	92,48	88,94	90,35	95,25	95,22	46,46
2018	92,91	89,59	91,18	96,13	95,05	46,59
Total Variation	0,43	0,65	0,83	0,88	-0,17	0,13
Var. (%)	0,46%	0,73%	0,92%	0,92%	-0,18%	0,28%



Average stay in extrahotel establishments, by country. Gran Canaria. 2017-2018

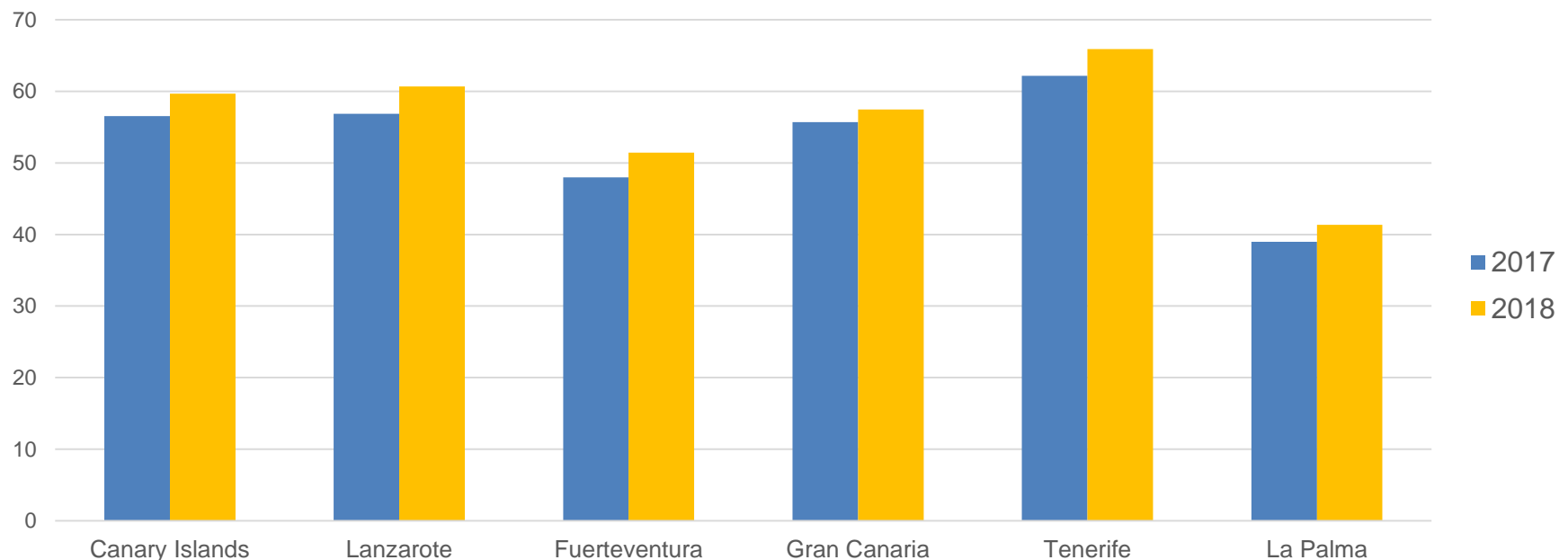


Average number of nights in extrahotel establishments, by countries Gran Canaria. 2017-2018



Average daily rate per room in extrahotel establishments. Canary Islands. 2017-2018

Island / Period	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
2017	56,56	56,88	47,98	55,68	62,16	38,97
2018	59,68	60,7	51,42	57,47	65,89	41,36
Total Variation	3,12	3,82	3,44	1,79	3,73	2,39
Var. (%)	5,52%	6,72%	7,17%	3,21%	6,00%	6,13%



Section 4

Tourist Expenditure

Tourist expenditure in the Canary Islands. 2018

TOTAL EXPENDITURE	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
2018	15.589.493.327	2.783.379.203	2.238.812.013	4.489.410.480	5.621.816.174	280.375.304

EXPENDITURE PER TOURIST	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
2018	1.154,17	1.132,82	1.205,86	1.173,69	1.126,34	1.114,24

DAILY EXPENDITURE PER TOURIST	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
2018	133,22	137,55	133,16	131,79	132,08	120,22

Average expenditure per tourist in Gran Canaria. 2018

	2018
TOTAL	1.173,69
Without tourist package	1.080,71
- Accommodation	351,98
- Airplane ticket	277,22
- Transport in destination	49,62
- Food (shopping and catering)	258,14
- Leisure, culture and sport	41,95
- Shopping	91,91
- Other	9,88
With tourist package	1.243,19
- Package	931,57
- Extras accommodation	10,20
- Transport in destination	21,62
- Food (shopping and catering)	193,81
- Leisure, culture and sport	37,19
- Shopping	42,13
- Other	6,67

Tourist expenditure by market. Gran Canaria. 2018

TOTAL EXPENDITURE	Germany	Spain	Netherland	Nordic Countries	United Kingdom	Others
2018	994.716.245,44	394.221.604,36	216.421.722,38	1.218.909.098,10	741.704.223,42	923.437.586,71

EXPENDITURE PER TOURIST	Germany	Spain	Netherland	Nordic Countries	United Kingdom	Others
2018	1.283,66	747,19	1.069,49	1.465,82	1.014,45	1.219,12

DAILY EXPENDITURE PER TOURIST	Germany	Spain	Netherland	Nordic Countries	United Kingdom	Others
2018	130,64	111,29	122,17	149,02	128,57	134,04

Section 5 Employment

Employment in the tourism sector. Gran Canaria. 2018

UNEMPLOYED AND CONTRACTS IN THE TOURISM SECTOR, ACCORDING TO CNAE-2009

GRAN CANARIA	Unemployed	Contracts
Inland and Pipeline transportation	1.405	7.324
Maritime transport	171	3.735
Air transport	122	781
Accommodation services	5.120	40.456
Food and beverage services	7.918	46.571
Real estate activities	516	1.383
Rental activities	564	4.151
Travel agencies activities, tour operators, reservation services	195	1.096
Creative and artistic services, shows and spectacles	305	4.939
Library, archive, museum activities...	45	406
Gambling and betting activities	218	1.694
Sports, leisure and entertainment activities	1.018	8.654
Total Tourism 2017	18.135	119.615
Total Tourism 2018	17.597	121.190
Change % over year 2017	-2,97%	1,31%

CANARY ISLANDS	Unemployed	Contracts
Total Tourism 2017	47.876	360.444
Total Tourism 2018	47.006	369.361
Change % over year 2017	-1,81%	2,31%

Note: The figure for the unemployed corresponds to the demand for employment in the tourism sector in December 2018. Source OBECAN.

Employment in the tourism sector. Gran Canaria. 2018

UNEMPLOYED AND CONTRACTS IN THE TOURISM SECTOR, ACCORDING TO CNAE-2009

GRAN CANARIA	Employment	Var. (%)
Inland and Pipeline Transportation	12.104	1,33%
Maritime transport	1.328	13,87%
Air transport	1.078	11,45%
Storage and transport activities	6.294	2,46%
Accommodation services	21.044	-0,05%
Food and beverage services	25.427	2,64%
Rental Activities	2.304	2,31%
Activities of travel agencies, tour operators	1.945	5,68%
Creative, artistic and entertainment activities	1.328	11,86%
Activities of libraries, archives, museums...	375	6,23%
Sports, leisure and Entertainment Activities	4.589	9,43%
Total Tourism 2018	77.813	2,56%

CANARY ISLANDS	Employment	Var. (%)
Total Tourism 2018	211.007	-0,93%

Note: the number of jobs has been calculated as the arithmetic average of the jobs in each quarter. Source ISTAC..

Section 6
Air connectivity

Ranking of airlines in Gran Canaria, by passengers. 2018

Airlines	2017	2018	Var. total	Var. (%)
BINTER CANARIAS	993.579	1.123.103	129.524	13,04%
TUI GROUP	844.274	835.210	-9.064	-1,07%
RYANAIR DAC	744.851	728.123	-16.728	-2,25%
THOMAS COOK AIRLINES	695.432	618.945	-76.487	-11,00%
NORWEGIAN	492.421	554.426	62.005	12,59%
VUELING AIRLINES, S.A.	347.631	428.695	81.064	23,32%
GRUPO IBERIA	402.008	409.435	7.427	1,85%
AIR EUROPA	246.472	388.700	142.228	57,71%
JET2.COM LIMITED	192.832	231.191	38.359	19,89%
LUFTHANSA GROUP	160.549	217.854	57.305	35,69%

Note: only arrivals have been accounted for. Grupo Binter comprises the sum of Naysa, Canarias Airlines and Binter Canarias. Source AENA.

Ranking of origin airports. Gran Canaria. 2018

AEROPUERTO	2018	2017	Var. total	Var. (%)
MADRID-BARAJAS ADOLFO SUÁREZ	746.969	796.826	49.857	6,67%
BARCELONA-EL PRAT	228.222	256.310	28.088	12,31%
DUSSELDORF	180.786	194.137	13.351	7,38%
OSLO GARDERMOEN	169.600	162.420	-7.180	-4,23%
ESTOCOLMO ARLANDA	168.499	157.056	-11.443	-6,79%
AMSTERDAM SCHIPHOL	169.061	156.127	-12.934	-7,65%
MANCHESTER INTERNACIONAL	166.803	153.374	-13.429	-8,05%
LONDRES GATWICK	168.917	145.047	-23.870	-14,13%
FRANKFURT INTERNACIONAL	131.332	132.327	995	0,76%
COPENHAGUE	120.473	112.310	-8.163	-6,78%
HELSINKI HELSINKI-VANTAA	100.889	109.467	8.578	8,50%
SEVILLA	92.688	109.396	16.708	18,03%
HAMBURGO FUHLBUETTEL	107.671	101.592	-6.079	-5,65%
MUNICH FRANZ JOSEF STRAUSS	116.709	100.187	-16.522	-14,16%

Note: Island airports have not been taken into account in the ranking of airports of origin. Source AENA.



GranCanaria
Patronato de Turismo