Gran Canaria

SOCLIMPACT

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A specific tool (Google Cloud Vision) is used to scan the content of images posted by tourists on Instagram, while they are on holiday in selected islands.

Instagram geotagged posts from these islands are scanned according to tourists' publications (identified by a travel-related hashtag, such as #visit #holiday #travel, etc) during summer 2019 (from June to September), returning a total number of 745,235 pictures considered in the analysis. The breakdown by island highlights that 48,337 pictures are related to Gran Canaria, as shown in the table below. The map of Gran Canaria shows the word cloud stemming from the analysis of the pictures' content.

Source: Report D5.3

FOREST FIRES - AUGUST 2019
- Around **1.5% - 2%** of posts mentions forest fires.
- Demand for nature-related activities in the island dropped by almost **10% as a consequence of forest fires**

NUM. OF POSTS (TOTAL)	AVG. NUM. OF PICTURES PER POST	SHARE OF GEOTAGGED POSTS	NUMBER OF SCANNED PICTURES
33,145	1.67	67%	48,337

1°C +

- decrease of 3.5% in demand for nature-based activities
- increase of 3.5% in demand for beach-based activities