



comparativa ACUMUALDA a

2017-2018

Mercado	Las Palmas			Santa Cruz de Tenerife			Totales		
	2018	2017	% ^ aa.	2018	2017	% ^ aa.	2018	2017	% ^ aa.
1.Turismos	19.505	17.651	10,50%	10.996	11.037	-0,37%	30.501	28.688	6,32%
2.Todo Terreno	7.726	5.334	44,84%	4.913	3.825	28,44%	12.639	9.159	38,00%
3.Com.Ligeros	4.125	3.370	22,40%	3.281	3.071	6,84%	7.406	6.441	14,98%
4.Ind.Medios	1.990	1.800	10,56%	1.049	1.102	-4,81%	3.039	2.902	4,72%
5.Industriales	213	188	13,30%	137	102	34,31%	350	290	20,69%
6.Autobuses	109	98	11,22%	76	79	-3,80%	185	177	4,52%
7.Motocicletas	2.607	2.006	29,96%	2.348	1.834	28,03%	4.955	3.840	29,04%
8.Ciclomotores	156	236	-33,90%	105	144	-27,08%	261	380	-31,32%
9.Especiales	108	115	-6,09%	68	63	7,94%	176	178	-1,12%
Totales	36.539	30.798	18,64%	22.973	21.257	8,07%	59.512	52.055	14,33%

comparativa MES

2017-2018

Mercado	Las Palmas			Santa Cruz de Tenerife			Totales		
	2018	2017	% ^ aa.	2018	2017	% ^ aa.	2018	2017	% ^ aa.
1.Turismos	3.108	2.102	47,86%	1.642	1.413	16,21%	4.750	3.515	35,14%
2.Todo Terreno	1.120	615	82,11%	683	419	63,01%	1.803	1.034	74,37%
3.Com.Ligeros	590	337	75,07%	469	371	26,42%	1.059	708	49,58%
4.Ind.Medios	278	217	28,11%	122	148	-17,57%	400	365	9,59%
5.Industriales	32	24	33,33%	21	13	61,54%	53	37	43,24%
6.Autobuses	11	18	-38,89%	8	0	#+INF	19	18	5,56%
7.Motocicletas	311	258	20,54%	357	250	42,80%	668	508	31,50%
8.Ciclomotores	26	36	-27,78%	17	26	-34,62%	43	62	-30,65%
9.Especiales	14	10	40,00%	6	7	-14,29%	20	17	17,65%
Totales	5.490	3.617	51,78%	3.325	2.647	25,61%	8.815	6.264	40,72%

comparativa canales de venta acumulado

Mercado	Canales	Las Palmas			Santa Cruz de Tenerife			Totales		
		2018	2017	% ^ aa.	2018	2017	% ^ aa.	2018	2017	% ^ aa.
1.Turismos	Alquiler	7.993	7.169	11,49%	1.701	2.213	-23,14%	9.694	9.382	3,33%
	Empresas	3.672	3.203	14,64%	1.171	1.152	1,65%	4.843	4.355	11,21%
	Particular	7.840	7.279	7,71%	8.124	7.672	5,89%	15.964	14.951	6,78%
	Totales	19.505	17.651	10,50%	10.996	11.037	-0,37%	30.501	28.688	6,32%
2.TODO Terreno	Alquiler	1.647	1.048	57,16%	450	618	-27,18%	2.097	1.666	25,87%
	Empresas	1.566	877	78,56%	793	490	61,84%	2.359	1.367	72,57%
	Particular	4.513	3.409	32,38%	3.670	2.717	35,08%	8.183	6.126	33,58%
	Totales	7.726	5.334	44,84%	4.913	3.825	28,44%	12.639	9.159	38,00%
3.Com.Ligeros	Alquiler	465	590	-21,19%	207	70	195,71%	672	660	1,82%
	Empresas	1.716	1.055	62,65%	553	537	2,98%	2.269	1.592	42,53%
	Particular	1.944	1.725	12,70%	2.521	2.464	2,31%	4.465	4.189	6,59%
	Totales	4.125	3.370	22,40%	3.281	3.071	6,84%	7.406	6.441	14,98%
4.Ind.Medios	Alquiler	204	242	-15,70%	71	82	-13,41%	275	324	-15,12%
	Empresas	983	810	21,36%	526	578	-9,00%	1.509	1.388	8,72%
	Particular	803	748	7,35%	452	442	2,26%	1.255	1.190	5,46%
	Totales	1.990	1.800	10,56%	1.049	1.102	-4,81%	3.039	2.902	4,72%
5.Industriales	Alquiler	31	14	121,43%				31	14	121,43%
	Empresas	167	159	5,03%	131	99	32,32%	298	258	15,50%
	Particular	15	15	0,00%	6	3	100,00%	21	18	16,67%
	Totales	213	188	13,30%	137	102	34,31%	350	290	20,69%
6.Autobuses	Alquiler	4	0	#+INF				4	0	#+INF
	Empresas	102	94	8,51%	75	79	-5,06%	177	173	2,31%
	Particular	3	4	-25,00%	1	0	#+INF	4	4	0,00%
	Totales	109	98	11,22%	76	79	-3,80%	185	177	4,52%
7.Motocicletas	Alquiler	138	149	-7,38%	57	46	23,91%	195	195	0,00%
	Empresas	178	142	25,35%	198	165	20,00%	376	307	22,48%
	Particular	2.291	1.715	33,59%	2.093	1.623	28,96%	4.384	3.338	31,34%
	Totales	2.607	2.006	29,96%	2.348	1.834	28,03%	4.955	3.840	29,04%
8.Ciclomotores	Alquiler	0	6	-100,00%	1	1	0,00%	1	7	-85,71%
	Empresas	14	34	-58,82%	6	6	0,00%	20	40	-50,00%
	Particular	142	196	-27,55%	98	137	-28,47%	240	333	-27,93%
	Totales	156	236	-33,90%	105	144	-27,08%	261	380	-31,32%
9.Especiales	Alquiler	18	30	-40,00%	21	18	16,67%	39	48	-18,75%
	Empresas	14	17	-17,65%	8	17	-52,94%	22	34	-35,29%
	Particular	76	68	11,76%	39	28	39,29%	115	96	19,79%
	Totales	108	115	-6,09%	68	63	7,94%	176	178	-1,12%
Totales	36.539	30.798	18,64%	22.973	21.257	8,07%	59.512	52.055	14,33%	



comparativa canales de venta mes

Mercado	Canales	Las Palmas			Santa Cruz de Tenerife			Totales		
		2018	2017	% ^ aa.	2018	2017	% ^ aa.	2018	2017	% ^ aa.
1.Turismos	Alquiler	1.433	818	75,18%	380	257	47,86%	1.813	1.075	68,65%
	Empresas	590	361	63,43%	142	165	-13,94%	732	526	39,16%
	Particular	1.085	923	17,55%	1.120	991	13,02%	2.205	1.914	15,20%
	Totales	3.108	2.102	47,86%	1.642	1.413	16,21%	4.750	3.515	35,14%
2.TODO Terreno	Alquiler	154	91	69,23%	34	13	161,54%	188	104	80,77%
	Empresas	247	123	100,81%	87	74	17,57%	334	197	69,54%
	Particular	719	401	79,30%	562	332	69,28%	1.281	733	74,76%
	Totales	1.120	615	82,11%	683	419	63,01%	1.803	1.034	74,37%
3.Com.Ligeros	Alquiler	77	30	156,67%	98	0	#+INF	175	30	483,33%
	Empresas	195	105	85,71%	53	65	-18,46%	248	170	45,88%
	Particular	318	202	57,43%	318	306	3,92%	636	508	25,20%
	Totales	590	337	75,07%	469	371	26,42%	1.059	708	49,58%
4.Ind.Medios	Alquiler	34	34	0,00%	9	2	350,00%	43	36	19,44%
	Empresas	124	90	37,78%	60	90	-33,33%	184	180	2,22%
	Particular	120	93	29,03%	53	56	-5,36%	173	149	16,11%
	Totales	278	217	28,11%	122	148	-17,57%	400	365	9,59%
5.Industriales	Alquiler	3	2	50,00%				3	2	50,00%
	Empresas	28	21	33,33%	20	13	53,85%	48	34	41,18%
	Particular	1	1	0,00%	1	0	#+INF	2	1	100,00%
	Totales	32	24	33,33%	21	13	61,54%	53	37	43,24%
6.Autobuses	Empresas	11	17	-35,29%	8	0	#+INF	19	17	11,76%
	Particular	0	1	-100,00%				0	1	-100,00%
	Totales	11	18	-38,89%	8	0	#+INF	19	18	5,56%
7.Motocicletas	Alquiler	11	13	-15,38%	7	2	250,00%	18	15	20,00%
	Empresas	21	14	50,00%	19	12	58,33%	40	26	53,85%
	Particular	279	231	20,78%	331	236	40,25%	610	467	30,62%
	Totales	311	258	20,54%	357	250	42,80%	668	508	31,50%
8.Ciclomotores	Alquiler	0	2	-100,00%	1	0	#+INF	1	2	-50,00%
	Empresas	1	4	-75,00%				1	4	-75,00%
	Particular	25	30	-16,67%	16	26	-38,46%	41	56	-26,79%
	Totales	26	36	-27,78%	17	26	-34,62%	43	62	-30,65%
9.Especiales	Alquiler	4	1	300,00%	2	4	-50,00%	6	5	20,00%
	Empresas	0	2	-100,00%				0	2	-100,00%
	Particular	10	7	42,86%	4	3	33,33%	14	10	40,00%
	Totales	14	10	40,00%	6	7	-14,29%	20	17	17,65%
Totales	5.490	3.617	51,78%	3.325	2.647	25,61%	8.815	6.264	40,72%	