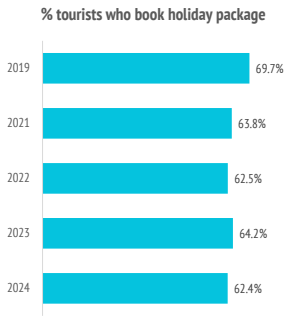
Tourist profile. Historical data (2019 - 2024)

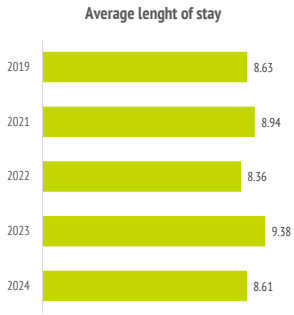
POLAND

How many are they and how much do they spend?

	2019	2021	2022	2023	2024
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**n.d.**	**n.d.**	**n.d.**	**n.d.**	**n.d.**
Tourist arrivals ≥ 16 years old (EGT) (*)	**290**	**215**	**249**	**254**	**297**
- book holiday package (*)	202	137	156	163	185
- do not book holiday package (*)	88	78	94	91	112
- % tourists who book holiday package	69.7%	63.8%	62.5%	64.2%	62.4%
Children < 16 years old (FRONTUR - EGT) (*)	n.d.	n.d.	n.d.	n.d.	n.d.
Expenditure per tourist (€)	**1,048**	**1,157**	**1,171**	**1,414**	**1,385**
- book holiday package	1,159	1,183	1,296	1,555	1,520
- holiday package	963	963	1,080	1,304	1,280
- others	196	220	217	251	239
- do not book holiday package	793	1,112	963	1,163	1,161
- flight	215	268	272	335	310
- accommodation	221	374	317	343	400
- others	357	470	374	485	450
Average lenght of stay	**8.63**	**8.94**	**8.36**	**9.38**	**8.61**
Average daily expenditure (€)	**127.6**	**140.9**	**148.9**	**172.2**	**173.9**
Average daily expenditure (without flight)	**88.9**	**104.0**	**106.7**	**118.6**	**121.0**
Average cost of the flight (€)	**323.2**	**301.2**	**327.1**	**431.8**	**413.9**
Total turnover (≥ 16 years old) (€m)	**304**	**248**	**292**	**359**	**411**
Turnover without flight (≥ 16 years old) (€m)	**210**	**184**	**210**	**250**	**289**

(*) Thousands of tourists





% Tourists whose spending has been greater than €0 in each item

	2019	2021	2022	2023	2024
Accommodation:					
- Accommodation	89.2%	91.7%	88.4%	87.6%	90.0%
- Additional accommodation expenses	7.2%	8.8%	4.8%	6.0%	5.8%
Transport:					
- National/International Transport	94.0%	96.7%	95.5%	95.9%	96.2%
- Flights between islands	7.0%	8.5%	7.5%	9.5%	7.2%
- Taxi	57.6%	53.2%	58.1%	56.9%	54.9%
- Car rental	31.2%	43.8%	42.9%	39.5%	44.2%
- Public transport	8.9%	12.7%	9.8%	12.3%	12.1%
Food and drink:					
- Food purchases at supermarkets	44.7%	55.4%	54.6%	53.6%	53.4%
- Restaurants	41.5%	50.8%	51.7%	49.2%	52.3%
Leisure:					
- Organized excursions	35.9%	38.3%	36.0%	38.1%	39.7%
- Sport activities	3.6%	6.9%	6.0%	4.9%	4.3%
- Cultural activities	3.4%	2.8%	2.7%	3.7%	3.8%
- Museums	3.8%	4.4%	5.9%	4.2%	4.5%
- Theme Parks	13.2%	12.9%	14.4%	14.8%	16.4%
- Discos and pubs	6.2%	4.7%	3.7%	4.0%	5.8%
- Wellness	0.7%	1.9%	1.0%	1.6%	0.6%
Purchases of goods:					
- Souvenirs	58.1%	54.6%	51.5%	49.4%	54.0%
- Real state	0.3%	0.4%	0.4%	0.3%	0.0%
- Other expenses	0.7%	1.3%	0.6%	1.1%	0.3%
Other:					
- Medical or pharmaceutical expenses	3.7%	5.4%	4.1%	4.2%	6.2%
- Other expenses	7.2%	8.9%	5.2%	7.0%	4.2%

Average expenditure of tourists whose spending has been greater than €0 in each item

Expenditure per tourist and trip (€)	2019	2021	2022	2023	2024
Accommodation:	**643**	**719**	**738**	**791**	**818**
- Accommodation	481	523	572	659	652
- Additional accommodation expenses	162	196	166	132	166
Transport:	**597**	**637**	**635**	**807**	**763**
- National/International Transport	344	312	343	450	430
- Flights between islands	78	64	67	94	87
- Taxi	82	112	97	110	102
- Car rental	78	127	112	120	113
- Public transport	16	22	16	33	29
Food and drink:	**196**	**229**	**224**	**259**	**247**
- Food purchases at supermarkets	81	94	89	113	101
- Restaurants	114	135	136	146	146
Leisure:	**462**	**448**	**420**	**578**	**556**
- Organized excursions	103	102	112	132	135
- Sport activities	98	78	85	134	89
- Cultural activities	45	56	55	45	89
- Museums	26	59	28	45	35
- Theme Parks	67	56	62	81	70
- Discos and pubs	59	46	53	60	63
- Wellness	65	49	27	82	73
Purchases of goods:	**365**	**681**	**192**	**183**	**118**
- Souvenirs	102	80	69	108	80
- Real state	94	563	25	13	0
- Other expenses	169	37	97	62	37
Other:	**100**	**118**	**101**	**182**	**147**
- Medical or pharmaceutical expenses	43	45	41	50	39
- Other expenses	57	73	61	132	108

Source: Encuesta sobre el Gasto Turístico (ISTAC).

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.

Tourist profile. Historical data (2019 - 2024)

POLAND

What is the main purpose of their trip?

	2019	2021	2022	2023	2024
Holiday, leisure	95.9%	94.6%	93.7%	91.8%	92.2%
Visiting family or friends	2.1%	2.6%	4.5%	5.1%	4.3%
Business and work	0.9%	1.6%	1.1%	1.6%	1.4%
Education and training	0.6%	0.1%	0.0%	0.1%	1.0%
Sports training	0.5%	0.6%	0.3%	0.3%	1.0%
Health or medical care	0.0%	0.0%	0.0%	0.0%	0.0%
Fairs and congresses	0.1%	0.1%	0.0%	0.2%	0.0%
Others	0.0%	0.4%	0.4%	0.8%	0.1%

What is the main motivation for their holidays?

	2019	2021	2022	2023	2024
Rest	55.8%	61.4%	50.6%	49.6%	47.2%
Enjoy family time	7.4%	4.8%	6.3%	7.7%	5.7%
Have fun	3.7%	2.4%	2.1%	2.6%	2.0%
Explore the destination	31.0%	29.8%	39.2%	37.9%	42.4%
Practice their hobbies	1.6%	1.4%	1.0%	1.4%	2.1%
Other reasons	0.4%	0.3%	0.8%	0.8%	0.6%

Where did they spend their main holiday last year? *

	2019	2021	2022	2023	2024
Didn't have holidays	--	35.3%	18.1%	16.6%	8.8%
Canary Islands	--	13.4%	15.9%	16.3%	16.7%
Other destination	--	51.3%	65.9%	67.1%	74.5%
Balearic Islands	--	1.9%	3.2%	2.9%	3.7%
Rest of Spain	--	3.1%	5.5%	5.8%	9.7%
Italy	--	6.3%	7.3%	9.3%	10.1%
France	--	0.8%	1.4%	2.1%	3.1%
Turkey	--	2.6%	7.0%	7.5%	8.8%
Greece	--	12.1%	13.7%	12.3%	13.9%
Portugal	--	3.1%	4.5%	1.7%	3.7%
Croatia	--	4.8%	6.5%	6.1%	4.0%
Egypt	--	1.7%	2.0%	2.7%	3.8%
Tunisia	--	0.3%	0.7%	0.8%	1.2%
Morocco	--	0.3%	0.5%	0.3%	0.9%
Others	--	14.4%	13.5%	15.6%	11.7%

** Percentage of valid answers*

What other destinations did they consider for this trip? *

	2019	2021	2022	2023	2024
None (I was clear about "this Canary Island")	--	8.6%	7.7%	8.0%	6.1%
Canary Islands (other island)	--	23.5%	24.0%	21.5%	25.2%
Other destination	--	67.9%	68.2%	70.4%	68.6%
Balearic Islands	--	4.4%	4.9%	4.1%	4.0%
Rest of Spain	--	9.6%	11.1%	11.5%	10.5%
Italy	--	9.4%	8.7%	11.0%	10.8%
France	--	1.6%	2.0%	2.5%	2.2%
Turkey	--	5.1%	6.3%	6.5%	5.8%
Greece	--	14.2%	12.4%	11.8%	13.2%
Portugal	--	9.0%	9.4%	8.8%	9.1%
Croatia	--	5.7%	6.1%	5.4%	4.8%
Egypt	--	4.4%	4.1%	5.4%	4.1%
Others	--	4.6%	3.2%	3.3%	4.1%

** Percentage of valid answers*

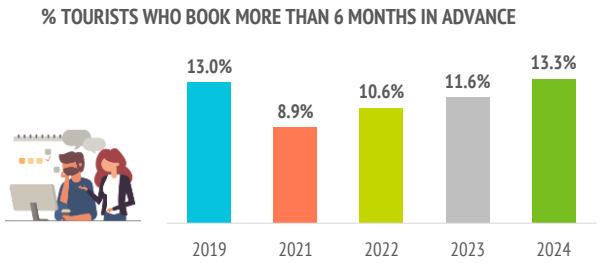
Importance of each factor in the destination choice

	2019	2021	2022	2023	2024
Climate	83.0%	80.5%	75.7%	75.8%	77.5%
Landscapes	63.5%	61.5%	63.5%	64.3%	64.2%
Safety	69.7%	60.0%	62.4%	66.4%	61.2%
Sea	60.4%	62.1%	57.9%	57.7%	58.5%
Tranquility	57.8%	49.7%	53.2%	55.3%	53.1%
European belonging	52.9%	51.4%	51.4%	49.4%	50.5%
Environment	47.9%	47.4%	48.8%	49.4%	50.4%
Beaches	50.1%	51.0%	50.7%	48.4%	48.7%
Accommodation supply	43.2%	41.5%	42.9%	39.7%	39.3%
Authenticity	39.2%	36.9%	40.1%	35.4%	35.7%
Gastronomy	31.4%	35.2%	34.2%	33.9%	33.7%
Effortless trip	35.2%	31.3%	33.4%	31.6%	33.6%
Price	38.5%	34.3%	37.0%	33.1%	31.3%
Exoticism	31.9%	30.3%	30.8%	30.2%	26.5%
Hiking trail network	11.2%	12.6%	17.6%	16.6%	16.7%
Fun possibilities	15.9%	11.9%	14.4%	12.9%	14.7%
Culture	9.7%	9.5%	8.2%	8.7%	11.3%
Historical heritage	7.8%	8.7%	7.9%	7.9%	10.7%
Nightlife	6.1%	6.8%	6.3%	5.6%	7.0%
Shopping	6.5%	4.6%	5.8%	5.2%	5.8%

Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important
% of tourists who indicate that the factor is "very important" in their choice.

How far in advance do they book their trip?

	2019	2021	2022	2023	2024
The same day	1.1%	1.1%	0.4%	1.3%	0.7%
Between 1 and 30 days	39.0%	54.7%	40.8%	34.0%	32.5%
Between 1 and 2 months	21.5%	24.4%	28.5%	28.7%	27.6%
Between 3 and 6 months	25.3%	11.0%	19.6%	24.4%	25.9%
More than 6 months	13.0%	8.9%	10.6%	11.6%	13.3%



What channels did they use to get information about the trip? *

	2019	2021	2022	2023	2024
Previous visits to the Canary Islands	39.7%	38.3%	37.9%	35.2%	35.9%
Friends or relatives	29.6%	30.3%	25.8%	27.7%	25.7%
Internet or social media	63.1%	68.2%	65.3%	64.9%	64.5%
Mass Media	3.6%	3.1%	3.4%	3.4%	3.8%
Travel guides and magazines	12.6%	12.3%	13.1%	10.9%	12.0%
Travel Blogs or Forums	17.3%	23.6%	19.6%	19.2%	21.0%
Travel TV Channels	1.1%	1.3%	2.3%	1.2%	1.4%
Tour Operator or Travel Agency	32.5%	34.3%	31.0%	33.9%	28.6%
Public administrations or similar	0.1%	1.4%	0.7%	0.3%	0.5%
Others	1.7%	2.1%	2.6%	3.1%	3.6%

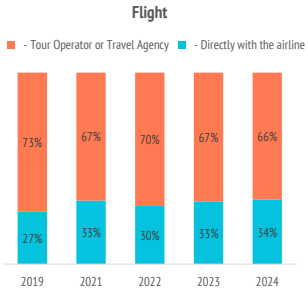
** Multi-choise question*

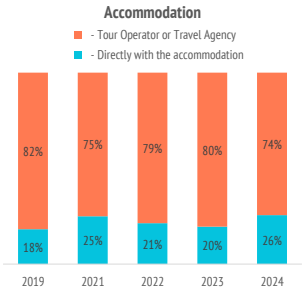
Tourist profile. Historical data (2019 - 2024)

POLAND

With whom did they book their flight and accommodation?

	2019	2021	2022	2023	2024
Flight					
- Directly with the airline	27.3%	33.2%	30.4%	32.8%	33.8%
- Tour Operator or Travel Agency	72.7%	66.8%	69.6%	67.2%	66.2%
Accommodation					
- Directly with the accommodation	18.2%	25.0%	21.4%	19.6%	25.6%
- Tour Operator or Travel Agency	81.8%	75.0%	78.6%	80.4%	74.4%





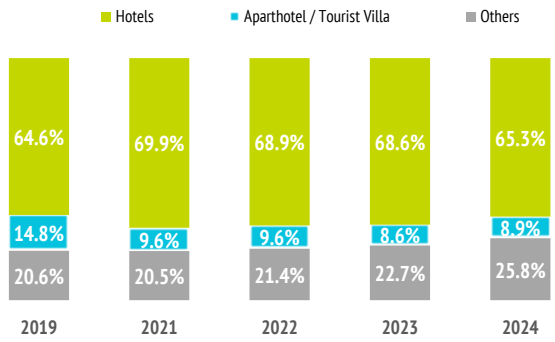
Where does the flight come from?

	2019	2021	2022	2023	2024
Poland	86.1%	93.5%	89.8%	84.4%	85.6%
Germany	7.3%	3.3%	3.3%	6.2%	6.3%
Spanish Mainland	1.7%	0.8%	2.8%	2.3%	3.1%
United Kingdom	1.9%	1.2%	1.2%	5.2%	2.0%
Denmark	0.1%	0.0%	0.6%	0.0%	0.7%
Austria	0.1%	0.0%	0.6%	0.2%	0.5%
Hungary	0.0%	0.0%	0.1%	0.2%	0.4%
Switzerland	0.2%	0.1%	0.2%	0.5%	0.4%
Italy	0.1%	0.0%	0.2%	0.0%	0.3%
Ireland	0.0%	0.0%	0.1%	0.0%	0.2%
Others	2.6%	1.0%	1.0%	1.0%	0.3%

Where do they stay?

	2019	2021	2022	2023	2024
1-2-3* Hotel	14.6%	15.0%	16.0%	10.1%	11.1%
4* Hotel	47.7%	50.9%	48.8%	54.0%	50.2%
5* Hotel / 5* Luxury Hotel	2.3%	4.0%	4.1%	4.6%	4.0%
Aparthotel / Tourist Villa	14.8%	9.6%	9.6%	8.6%	8.9%
House/room rented in a private dwelling	7.6%	8.5%	5.9%	8.2%	15.1%
Private accommodation (1)	3.9%	3.4%	5.5%	6.1%	6.1%
Others (Cottage, cruise, camping,..)	9.1%	8.6%	10.1%	8.4%	4.6%

(1) Own property /House of friends or relatives / Free housing exchange / Other private accommodation.

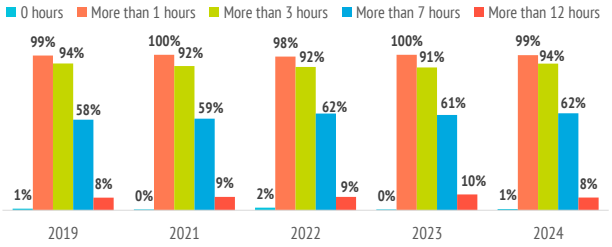


What do they book?

	2019	2021	2022	2023	2024
Room only	17.8%	19.6%	20.5%	18.8%	23.9%
Bed and Breakfast	5.7%	7.1%	5.6%	7.2%	5.7%
Half board	12.4%	14.7%	13.5%	11.8%	10.8%
Full board	2.0%	0.7%	1.7%	1.1%	2.5%
All inclusive	62.2%	57.9%	58.8%	61.0%	57.1%

Activities in the Canary Islands

Outdoor time per day	2019	2021	2022	2023	2024
0 hours	1.0%	0.5%	1.6%	0.5%	0.8%
1 - 2 hours	5.1%	7.2%	6.6%	8.1%	5.4%
3 - 6 hours	36.0%	33.7%	29.9%	30.4%	31.7%
7 - 12 hours	49.9%	50.1%	53.4%	50.9%	53.9%
More than 12 hours	8.0%	8.5%	8.5%	10.1%	8.1%
Outdoor time per day	7.7	7.9	7.9	7.9	8.0



Activities in the Canary Islands	2019	2021	2022	2023	2024
Beach	79.5%	88.3%	87.3%	80.9%	81.9%
Walk, wander	74.0%	79.8%	81.9%	77.9%	77.8%
Explore the island on their own	63.5%	69.0%	68.8%	66.1%	67.3%
Swimming pool, hotel facilities	57.1%	62.5%	58.9%	58.7%	54.9%
Hiking	--	29.8%	34.8%	31.8%	36.2%
Organized excursions	34.7%	30.5%	32.5%	30.4%	32.4%
Taste Canarian gastronomy	22.7%	29.7%	31.6%	26.2%	28.5%
Theme parks	25.6%	18.4%	20.4%	21.7%	23.8%
Sea excursions / whale watching	17.5%	21.5%	14.2%	17.8%	20.3%
Swim	--	40.6%	14.2%	11.6%	13.5%
Museums / exhibitions	11.7%	9.4%	11.5%	10.4%	12.6%
Wineries / markets / popular festivals	9.8%	10.1%	11.8%	13.0%	10.5%
Other Nature Activities	--	5.9%	8.1%	5.9%	10.2%
Nightlife / concerts / shows	9.0%	5.6%	8.1%	7.0%	8.5%
Practice other sports	--	5.4%	6.7%	4.3%	7.2%
Running	--	8.1%	8.4%	6.3%	7.2%
Scuba Diving	--	7.0%	3.2%	5.2%	4.7%
Surf	--	4.0%	2.6%	2.7%	4.0%
Astronomical observation	4.0%	4.2%	3.5%	3.0%	3.9%
Cycling / Mountain bike	--	5.3%	3.3%	2.4%	3.7%
Beauty and health treatments	1.8%	1.8%	0.9%	1.7%	1.0%
Windsurf / Kitesurf	--	1.6%	1.0%	0.9%	1.0%
Golf	--	0.8%	0.7%	1.3%	0.5%

** Multi-choise question*

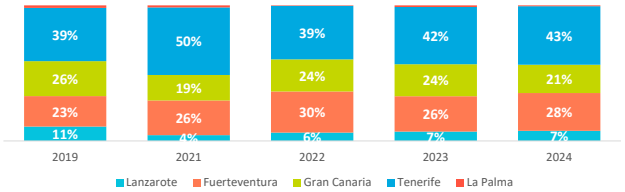
Tourist profile. Historical data (2019 - 2024)

POLAND

Which island do they choose?

Tourists (≥ 16 year old)	2019	2021	2022	2023	2024
Lanzarote	30,636	9,143	15,266	17,513	22,168
Fuerteventura	65,103	54,834	75,239	66,146	82,806
Gran Canaria	74,386	40,362	58,857	60,018	61,661
Tenerife	113,606	106,919	97,849	107,182	128,177
La Palma	5,552	3,237	967	3,106	1,932

Share by islands	2019	2021	2022	2023	2024
Lanzarote	10.6%	4.3%	6.2%	6.9%	7.5%
Fuerteventura	22.5%	25.6%	30.3%	26.0%	27.9%
Gran Canaria	25.7%	18.8%	23.7%	23.6%	20.8%
Tenerife	39.3%	49.8%	39.4%	42.2%	43.2%
La Palma	1.9%	1.5%	0.4%	1.2%	0.7%



How many are loyal to the Canary Islands?

	2019	2021	2022	2023	2024
Repeat tourists	53.0%	52.6%	53.2%	53.0%	50.9%
At least 10 previous visits	1.9%	3.5%	5.7%	6.1%	4.8%
Repeat tourists (last 5 years)	49.7%	48.3%	50.2%	48.5%	46.2%
Repeat tourists (last 5 years)(5 or more visits)	7.5%	6.0%	6.3%	8.5%	8.9%

Who are they?

	2019	2021	2022	2023	2024
Gender					
Men	51.7%	49.3%	49.9%	49.3%	54.3%
Women	48.3%	50.7%	50.1%	50.7%	45.7%
Age					
Average age	39.2	38.1	39.2	37.8	39.6
Standard deviation	12.7	12.0	12.7	12.8	12.9
Age range					
16 - 24 years old	8.9%	9.8%	10.4%	17.5%	10.0%
25 - 30 years old	20.7%	22.4%	18.2%	15.6%	16.5%
31 - 45 years old	43.6%	44.5%	44.5%	44.1%	47.3%
46 - 60 years old	18.5%	17.7%	18.4%	15.8%	17.8%
Over 60 years old	8.2%	5.6%	8.5%	7.0%	8.3%
Occupation					
Salaried worker	40.3%	43.6%	41.2%	48.2%	49.0%
Self-employed	21.1%	27.5%	28.4%	22.3%	23.5%
Unemployed	4.9%	2.7%	1.6%	1.6%	0.8%
Business owner	22.2%	18.8%	18.0%	17.9%	16.8%
Student	5.5%	4.1%	4.8%	5.0%	4.3%
Retired	5.2%	2.8%	5.5%	4.3%	4.0%
Unpaid domestic work	0.5%	0.5%	0.2%	0.4%	1.0%
Others	0.3%	0.1%	0.3%	0.4%	0.5%
Annual household income level					
Less than €25,000	34.9%	32.1%	32.9%	26.7%	26.2%
€25,000 - €49,999	48.0%	41.5%	37.4%	40.8%	37.8%
€50,000 - €74,999	10.9%	15.5%	19.2%	19.7%	19.0%
More than €74,999	6.1%	10.9%	10.5%	12.8%	16.9%
Education level					
No studies	1.4%	0.1%	0.4%	0.1%	0.3%
Primary education	1.2%	0.4%	1.3%	1.1%	0.7%
Secondary education	19.4%	13.1%	17.0%	18.5%	17.6%
Higher education	77.9%	86.4%	81.3%	80.2%	81.4%

How many islands do they visit during their trip?

	2019	2021	2022	2023	2024
One island	84.5%	85.3%	84.7%	83.1%	83.4%
Two islands	13.3%	13.6%	13.4%	15.1%	14.8%
Three or more islands	2.2%	1.1%	1.9%	1.9%	1.9%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019	2021	2022	2023	2024
Average rating	9.02	9.09	9.27	9.07	9.00

Experience in the Canary Islands	2019	2021	2022	2023	2024
Worse or much worse than expected	2.0%	3.4%	3.0%	3.2%	2.8%
Lived up to expectations	54.0%	51.0%	48.2%	51.0%	53.2%
Better or much better than expected	44.0%	45.6%	48.7%	45.8%	43.9%

Future intentions (scale 1-10)	2019	2021	2022	2023	2024
Return to the Canary Islands	8.67	8.63	8.78	8.82	8.69
Recommend visiting the Canary Islands	9.25	9.20	9.31	9.21	9.13

Who do they come with?

	2019	2021	2022	2023	2024
Unaccompanied	5.5%	6.2%	5.5%	5.6%	4.7%
Only with partner	45.2%	48.0%	45.9%	40.3%	45.1%
Only with children (< 13 years old)	5.6%	5.1%	6.0%	4.9%	3.4%
Partner + children (< 13 years old)	10.4%	6.1%	8.9%	9.8%	10.4%
Other relatives	12.2%	11.6%	11.4%	14.7%	15.4%
Friends	5.4%	6.6%	6.2%	7.5%	6.5%
Work colleagues	0.2%	0.7%	0.6%	1.0%	1.2%
Organized trip	0.2%	0.4%	0.7%	0.2%	0.1%
Other combinations (2)	15.3%	15.2%	14.9%	16.0%	13.3%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**26.0%**	**20.1%**	**23.3%**	**24.3%**	**22.2%**
- Between 0 and 2 years old	2.6%	1.5%	2.0%	1.1%	0.6%
- Between 3 and 12 years old	21.8%	17.1%	20.4%	22.1%	20.8%
- Between 0 -2 and 3-12 years old	1.6%	1.5%	0.9%	1.1%	0.7%
Tourists without children	**74.0%**	**79.9%**	**76.7%**	**75.7%**	**77.8%**
Group composition:					
- 1 person	10.0%	9.4%	8.2%	7.5%	6.8%
- 2 people	48.4%	56.1%	51.4%	51.6%	52.2%
- 3 people	18.1%	14.6%	16.4%	19.1%	18.3%
- 4 or 5 people	20.0%	18.3%	19.5%	18.4%	19.7%
- 6 or more people	3.6%	1.6%	4.6%	3.4%	3.0%
Average group size:	**2.70**	**2.54**	**2.73**	**2.72**	**2.70**

**People who share the main expenses of the trip*

Source: Encuesta sobre el Gasto Turístico (ISTAC).

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.