

Tourist profile. Historical data (2019 - 2025)

POLAND: First Quarter



How many are they and how much do they spend?



	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
TOURISTS					
Tourist arrivals (FRONTUR) (*)	n.d.	n.d.	n.d.	n.d.	n.d.
Tourist arrivals ≥ 16 years old (EGT) (*)	89	64	70	78	122
- book holiday package (*)	53	26	35	34	54
- do not book holiday package (*)	35	37	35	43	68
- % tourists who book holiday package	60.1%	41.4%	50.4%	44.2%	44.1%
Children < 16 years old (FRONTUR - EGT) (*)	n.d.	n.d.	n.d.	n.d.	n.d.
Expenditure per tourist (€)	813	1,210	1,389	1,315	1,364
- book holiday package	949	1,427	1,795	1,448	1,710
- holiday package	775	1,252	1,508	1,184	1,458
- others	174	175	287	264	251
- do not book holiday package	609	1,057	978	1,209	1,090
- flight	147	317	266	341	311
- accommodation	180	361	280	415	343
- others	283	379	432	454	436
Average lenght of stay	8.5	8.6	12.2	8.3	8.4
- Median	7.0	7.0	7.5	7.0	7.0
Average daily expenditure (€)	107.71	148.70	159.26	165.55	184.23
- Median	102.10	126.36	156.25	147.04	169.77
Average daily expenditure (without flight)	78.41	104.71	110.80	116.26	130.54
- Median	77.96	93.96	100.01	103.79	114.05
Average cost of the flight (€)	222.14	344.37	400.61	380.78	391.73
Total turnover (≥ 16 years old) (€m)	72	77	97	102	166
Turnover without flight (≥ 16 years old) (€m)	52	55	69	73	118

(*) Thousands of tourists

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

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Accommodation:					
- Accommodation	88.1%	81.7%	82.0%	87.6%	88.1%
- Additional accommodation expenses	9.6%	4.8%	8.5%	9.3%	7.2%
Transport:					
- National/International Transport	94.1%	96.0%	93.5%	93.9%	96.4%
- Flights between islands	6.1%	8.2%	13.6%	11.8%	9.8%
- Taxi	52.2%	43.7%	46.6%	40.6%	36.7%
- Car rental	31.2%	50.6%	39.4%	49.0%	49.5%
- Public transport	12.0%	11.6%	19.3%	14.7%	11.5%
Food and drink:					
- Food purchases at supermarkets	48.3%	63.5%	62.2%	59.8%	56.2%
- Restaurants	45.5%	57.3%	54.8%	55.6%	64.2%
Leisure:					
- Organized excursions	34.8%	31.2%	28.7%	35.8%	30.6%
- Sport activities	4.8%	7.4%	3.8%	6.9%	8.7%
- Cultural activities	2.4%	2.3%	4.7%	2.6%	3.5%
- Museums	4.8%	4.1%	5.2%	5.8%	5.6%
- Theme Parks	9.6%	12.8%	10.8%	16.1%	18.1%
- Discos and pubs	8.2%	1.5%	2.6%	3.3%	3.6%
- Wellness	0.3%	1.6%	1.7%	1.3%	1.1%
Purchases of goods:					
- Souvenirs	53.9%	43.4%	45.1%	59.0%	49.2%
- Other expenses	0.3%	0.0%	0.0%	0.0%	2.1%
Other:					
- Medical or pharmaceutical expenses	4.8%	5.5%	5.3%	7.2%	6.2%
- Other expenses	11.2%	7.0%	7.6%	2.6%	6.9%



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

Expenditure per tourist and trip (€)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Accommodation:					
- Accommodation	557	722	840	849	795
- Additional accommodation expenses	382	643	706	592	653
Transport:					
- National/International Transport	175	78	134	256	142
- Flights between islands	470	671	767	778	792
- Taxi	236	359	429	405	406
- Car rental	86	80	72	115	113
- Public transport	67	99	103	111	118
- Wellness	64	118	130	125	116
- Other expenses	17	15	34	22	38
Food and drink:					
- Food purchases at supermarkets	170	248	287	265	252
- Restaurants	76	92	136	119	96
- Other expenses	95	156	151	146	157
Leisure:					
- Organized excursions	301	328	537	484	651
- Sport activities	89	113	142	96	96
- Cultural activities	56	28	83	84	109
- Museums	37	61	43	68	86
- Theme Parks	19	19	35	64	25
- Discos and pubs	55	58	86	85	63
- Wellness	39	26	76	47	63
- Other expenses	5	23	72	41	209
Purchases of goods:					
- Souvenirs	95	61	112	84	508
- Other expenses	82	61	112	84	85
- Medical or pharmaceutical expenses	14	0	0	0	423
- Other expenses	95	38	83	111	88
- Medical or pharmaceutical expenses	43	9	23	53	14
- Other expenses	52	29	60	58	74

Source: Encuesta sobre Gasto Turístico (EGT, 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 - 2025)

POLAND: First Quarter



What is the main purpose of their trip?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Holiday, leisure	94.2%	93.3%	87.4%	90.3%	91.9%
Visiting family or friends	2.8%	5.5%	9.0%	4.7%	6.1%
Business and work	1.7%	0.5%	1.6%	2.0%	0.0%
Education and training	0.0%	0.0%	0.2%	1.6%	0.6%
Sports training	1.2%	0.8%	0.5%	1.3%	0.4%
Health or medical care	0.0%	0.0%	0.0%	0.0%	0.0%
Fairs and congresses	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.0%	0.0%	1.3%	0.0%	1.0%

What is the main motivation for their holidays?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Rest	48.4%	48.8%	43.8%	45.6%	45.1%
Enjoy family time	5.0%	8.8%	11.6%	8.4%	11.1%
Have fun	4.2%	2.6%	4.1%	1.3%	2.7%
Explore the destination	39.2%	36.0%	39.6%	39.9%	38.6%
Practice their hobbies	1.9%	2.5%	0.9%	4.1%	1.5%
Other reasons	1.2%	1.4%	0.0%	0.7%	0.9%

Where did they spend their main holiday last year? *

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Didn't have holidays	--	15.0%	13.7%	9.9%	8.1%
Canary Islands	--	13.8%	22.6%	19.7%	17.4%
Other destination	--	71.1%	63.7%	70.3%	74.5%
- Balearic Islands	--	3.6%	3.3%	4.9%	1.2%
- Rest of Spain	--	7.5%	5.1%	8.8%	8.4%
- Italy	--	9.9%	9.5%	14.6%	13.2%
- France	--	3.0%	1.3%	2.7%	3.6%
- Turkey	--	5.8%	6.1%	5.4%	5.7%
- Greece	--	12.4%	8.9%	12.1%	11.5%
- Portugal	--	6.6%	0.9%	4.0%	3.8%
- Croatia	--	7.7%	8.9%	3.3%	9.3%
- Egypt	--	1.2%	2.5%	2.0%	4.2%
- Tunisia	--	0.0%	0.4%	0.2%	1.1%
- Morocco	--	0.0%	0.2%	0.6%	1.3%
- Others	--	13.3%	16.5%	11.7%	11.2%

* Percentage of valid answers

What other destinations did they consider for this trip? *

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
None (I was clear about "this Canary Island")	--	11.1%	10.5%	5.7%	10.3%
Canary Islands (other island)	--	29.7%	28.9%	32.2%	22.5%
Other destination	--	59.2%	60.6%	62.1%	67.2%
- Balearic Islands	--	5.8%	5.2%	3.6%	2.5%
- Rest of Spain	--	13.2%	10.9%	10.7%	14.6%
- Italy	--	5.1%	6.3%	9.3%	10.9%
- France	--	2.0%	3.9%	2.9%	3.7%
- Turkey	--	4.5%	4.7%	3.1%	2.4%
- Greece	--	6.1%	5.5%	8.9%	9.1%
- Portugal	--	9.0%	9.1%	9.5%	10.7%
- Croatia	--	5.1%	4.0%	4.8%	4.7%
- Egypt	--	4.0%	8.8%	4.5%	5.8%
- Others	--	4.4%	2.1%	4.9%	2.8%

* Percentage of valid answers

Importance of each factor in the destination choice



	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
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%

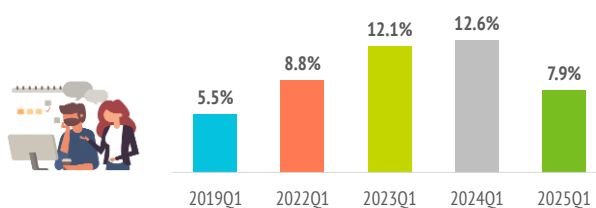
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important") % of tourists who indicate that the factor is "very important" in their choice.

How far in advance do they book their trip?



	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
The same day	2.3%	0.8%	1.6%	1.1%	0.6%
Between 1 and 30 days	45.3%	43.6%	31.6%	32.6%	34.0%
Between 1 and 2 months	26.6%	35.7%	32.0%	31.1%	26.4%
Between 3 and 6 months	20.3%	11.2%	22.8%	22.5%	31.1%
More than 6 months	5.5%	8.8%	12.1%	12.6%	7.9%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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



	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Previous visits to the Canary Islands	41.8%	47.2%	47.5%	45.0%	38.2%
Friends or relatives	30.4%	27.8%	27.8%	26.9%	33.0%
Internet or social media	66.0%	68.3%	63.3%	64.8%	65.3%
Mass Media	1.9%	3.9%	1.2%	1.7%	4.4%
Travel guides and magazines	15.4%	19.5%	11.3%	8.9%	11.6%
Travel Blogs or Forums	26.5%	23.4%	18.3%	26.3%	23.4%
Travel TV Channels	1.4%	1.5%	2.9%	1.3%	4.2%
Tour Operator or Travel Agency	20.6%	21.1%	23.0%	18.7%	19.4%
Public administrations or similar	0.4%	0.8%	0.6%	1.2%	0.5%
Others	1.7%	0.6%	2.7%	0.0%	3.6%

* Multi-choice question

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With whom did they book their flight and accommodation?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Flight					
- Directly with the airline	37.8%	51.8%	43.6%	49.2%	56.8%
- Tour Operator or Travel Agency	62.2%	48.2%	56.4%	50.8%	43.2%
Accommodation					
- Directly with the accommodation	26.0%	40.0%	27.5%	37.7%	44.3%
- Tour Operator or Travel Agency	74.0%	60.0%	72.5%	62.3%	55.7%

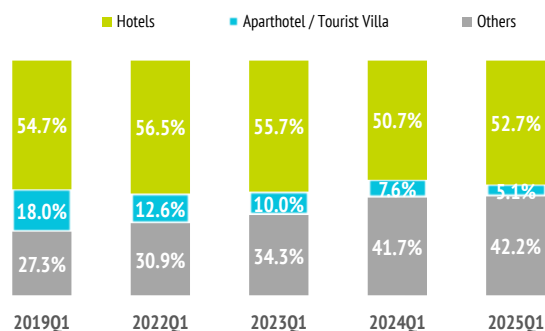
Where does the flight come from?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
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?

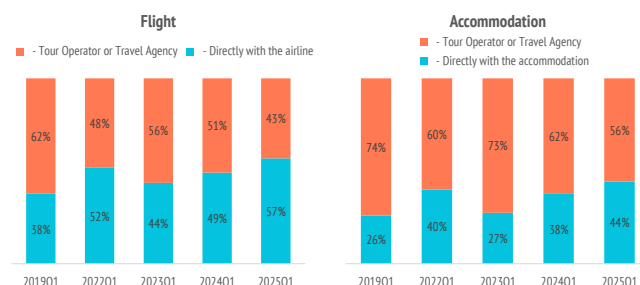
	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
1-2-3* Hotel	17.8%	20.2%	9.9%	8.8%	10.4%
4* Hotel	36.3%	30.3%	43.7%	39.3%	38.3%
5* Hotel / 5* Luxury Hotel	0.7%	6.0%	2.1%	2.6%	4.0%
Aparthotel / Tourist Villa	18.0%	12.6%	10.0%	7.6%	5.1%
House/room rented in a private dwelling	13.6%	9.2%	12.3%	24.2%	26.4%
Private accommodation (1)	4.0%	8.0%	10.1%	6.3%	7.9%
Others (Cottage, cruise, camping,...)	9.7%	13.7%	11.9%	11.2%	7.9%

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



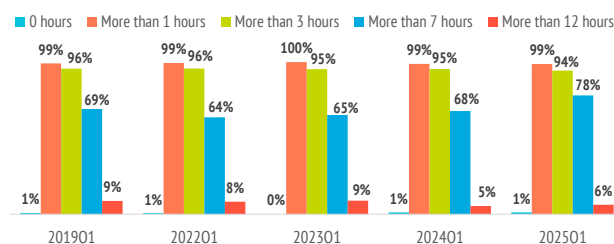
What do they book?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Room only	27.7%	31.8%	31.2%	36.0%	41.0%
Bed and Breakfast	7.1%	7.9%	6.7%	5.0%	7.5%
Half board	6.5%	11.6%	10.6%	12.9%	10.9%
Full board	1.2%	2.6%	1.1%	5.4%	2.2%
All inclusive	57.5%	46.1%	50.4%	40.8%	38.3%



Activities in the Canary Islands

Outdoor time per day	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
0 hours	0.9%	0.6%	0.0%	1.2%	1.3%
1 - 2 hours	3.5%	3.6%	4.6%	3.3%	4.3%
3 - 6 hours	26.5%	32.0%	30.2%	27.6%	16.3%
7 - 12 hours	60.4%	55.5%	56.3%	62.4%	71.9%
More than 12 hours	8.7%	8.2%	8.9%	5.4%	6.2%
Outdoor time per day	8.2	8.3	7.9	8.1	8.6



Activities in the Canary Islands	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
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

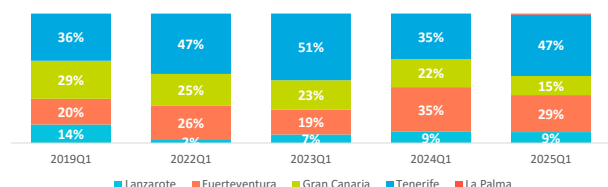
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Which island do they choose?

Tourists (≥ 16 year old)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Lanzarote	12,627	1,501	4,562	6,678	10,355
Fuerteventura	17,598	16,792	13,326	26,739	34,684
Gran Canaria	26,088	15,670	15,896	16,732	17,998
Tenerife	32,228	29,670	35,739	27,129	57,672
La Palma	0	0	31	37	951



How many are loyal to the Canary Islands?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Repeat tourists	56.6%	58.9%	70.9%	60.4%	57.6%
At least 10 previous visits	1.8%	6.2%	11.9%	5.3%	6.1%
Repeat tourists (last 5 years)	52.7%	54.6%	67.0%	57.0%	54.7%
Repeat tourists (last 5 years)(5 or more visits)	7.7%	8.1%	13.5%	12.4%	7.5%

Who are they?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Gender					
Men	48.3%	47.1%	48.1%	54.2%	50.8%
Women	51.7%	52.9%	51.9%	45.8%	49.2%
Age					
Average age	38.5	38.3	39.3	40.9	38.4
Standard deviation	11.9	11.7	13.3	12.5	10.9
Age range					
16 - 24 years old	8.9%	9.4%	18.4%	7.8%	10.7%
25 - 30 years old	21.6%	21.1%	8.5%	10.1%	13.3%
31 - 45 years old	44.3%	45.9%	44.1%	54.6%	54.6%
46 - 60 years old	19.2%	18.6%	18.7%	17.5%	17.8%
Over 60 years old	6.0%	5.0%	10.3%	9.9%	3.6%
Occupation					
Salaried worker	38.8%	32.3%	45.0%	49.3%	37.9%
Self-employed	23.9%	33.6%	25.8%	23.3%	35.8%
Unemployed	1.6%	1.0%	2.4%	0.0%	1.9%
Business owner	22.1%	21.8%	16.1%	15.8%	16.4%
Student	5.8%	5.9%	5.0%	3.3%	5.5%
Retired	6.9%	4.9%	4.4%	5.0%	1.7%
Unpaid domestic work	0.9%	0.0%	0.3%	2.4%	0.0%
Others	0.0%	0.5%	0.9%	0.9%	0.8%
Annual household income level					
Less than €25,000	36.0%	26.8%	22.0%	23.7%	23.5%
€25,000 - €49,999	42.9%	36.5%	33.2%	39.2%	37.2%
€50,000 - €74,999	14.5%	23.2%	25.9%	11.2%	23.5%
More than €74,999	6.6%	13.5%	18.9%	25.9%	15.8%
Education level					
No studies	0.3%	0.0%	0.0%	0.0%	1.3%
Primary education	0.9%	1.0%	0.6%	1.8%	0.3%
Secondary education	21.9%	11.0%	17.4%	12.0%	17.3%
Higher education	76.9%	88.1%	82.0%	86.3%	81.1%

Share by islands	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Lanzarote	14.3%	2.4%	6.6%	8.6%	8.5%
Fuerteventura	19.9%	26.4%	19.2%	34.6%	28.5%
Gran Canaria	29.5%	24.6%	22.9%	21.6%	14.8%
Tenerife	36.4%	46.6%	51.4%	35.1%	47.4%
La Palma	0.0%	0.0%	0.0%	0.0%	0.8%

How many islands do they visit during their trip?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
One island	87.2%	85.0%	79.9%	83.5%	86.5%
Two islands	10.2%	11.9%	16.1%	15.4%	11.6%
Three or more islands	2.6%	3.1%	4.0%	1.1%	1.9%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Average rating	9.16	9.35	9.20	9.17	9.01

Experience in the Canary Islands	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Worse or much worse than expected	1.5%	2.7%	1.9%	1.2%	4.6%
Lived up to expectations	47.0%	47.4%	52.5%	50.0%	53.0%
Better or much better than expected	51.5%	49.8%	45.5%	48.9%	42.4%

Future intentions (scale 0-10)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Return to the Canary Islands	9.08	9.10	9.06	8.97	8.87
Recommend visiting the Canary Islands	9.43	9.48	9.41	9.34	9.18

Who do they come with?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Unaccompanied	6.5%	10.1%	5.4%	1.6%	3.9%
Only with partner	39.2%	38.5%	36.0%	45.2%	35.3%
Only with children (< 13 years old)	5.7%	8.1%	5.5%	4.4%	4.4%
Partner + children (< 13 years old)	11.8%	8.6%	10.0%	12.9%	13.1%
Other relatives	12.8%	11.4%	17.7%	11.9%	16.7%
Friends	9.4%	8.0%	10.8%	7.1%	5.4%
Work colleagues	0.5%	1.2%	0.5%	2.3%	1.1%
Organized trip	0.0%	0.0%	0.0%	0.3%	0.5%
Other combinations (2)	13.9%	14.1%	14.0%	14.2%	19.7%

(2) Combination of some of the groups previously analyzed

Tourists with children	26.6%	24.9%	31.3%	23.4%	25.7%
- Between 0 and 2 years old	5.1%	1.3%	0.9%	0.5%	0.6%
- Between 3 and 12 years old	20.4%	22.5%	29.3%	21.5%	23.5%
- Between 0-2 and 3-12 years old	1.2%	1.0%	1.1%	1.4%	1.6%
Tourists without children	73.4%	75.1%	68.7%	76.6%	74.3%
Group composition:					
- 1 person	12.8%	10.4%	6.7%	6.0%	7.9%
- 2 people	45.0%	47.2%	50.7%	51.7%	42.4%
- 3 people	16.7%	15.7%	22.0%	17.9%	17.5%
- 4 or 5 people	22.3%	22.8%	16.8%	21.7%	28.3%
- 6 or more people	3.2%	3.9%	3.8%	2.6%	3.9%
Average group size:	2.72	2.74	2.80	2.70	2.89

*People who share the main expenses of the trip

Source: Encuesta sobre Gasto Turístico (EGT, ISTAC).

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