

Tourist profile. Historical data (2019 - 2025)

POLAND: Second Quarter



How many are they and how much do they spend?



	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
TOURISTS					
Tourist arrivals (FRONTUR) (*)	n.d.	n.d.	n.d.	n.d.	n.d.
Tourist arrivals ≥ 16 years old (EGT) (*)	69	65	61	61	91
- book holiday package (*)	47	44	37	37	53
- do not book holiday package (*)	21	21	25	24	38
- % tourists who book holiday package	69.0%	67.3%	59.8%	61.2%	58.6%
Children < 16 years old (FRONTUR - EGT) (*)	n.d.	n.d.	n.d.	n.d.	n.d.
Expenditure per tourist (€)	983	1,093	1,248	1,168	1,240
- book holiday package	1,037	1,228	1,237	1,301	1,293
- holiday package	845	1,007	1,033	1,085	1,080
- others	192	221	204	216	212
- do not book holiday package	863	814	1,266	960	1,164
- flight	221	193	347	285	231
- accommodation	221	303	401	263	466
- others	421	318	518	413	467
Average lenght of stay	8.2	8.1	8.3	8.1	9.2
- Median	7.0	7.0	7.0	7.0	7.0
Average daily expenditure (€)	125.26	141.63	156.38	160.86	151.52
- Median	114.02	120.68	130.39	153.19	149.15
Average daily expenditure (without flight)	88.75	103.71	109.74	109.55	111.58
- Median	78.06	91.28	88.58	104.85	108.33
Average cost of the flight (€)	281.99	293.07	372.15	365.15	311.03
Total turnover (≥ 16 years old) (€m)	68	71	76	71	112
Turnover without flight (≥ 16 years old) (€m)	48	52	53	49	84

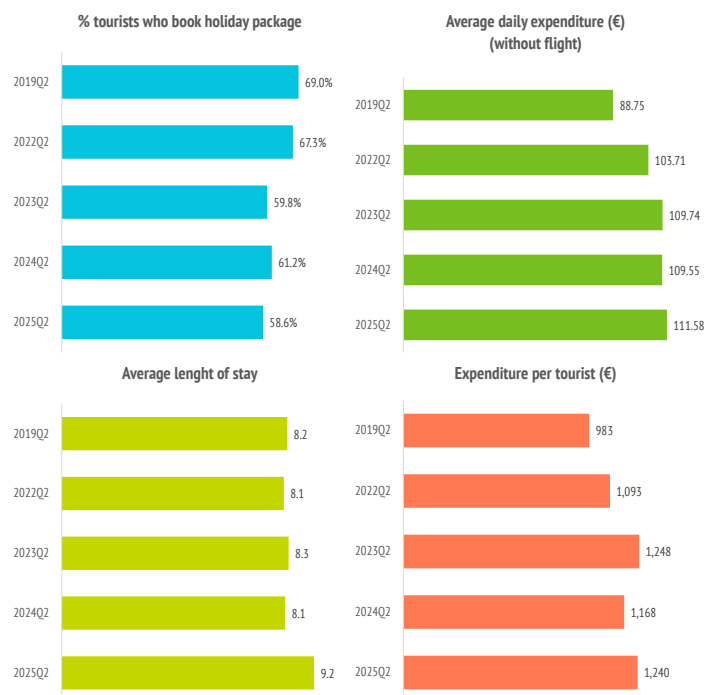
(*) Thousands of tourists

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

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Accommodation:					
- Accommodation	89.0%	96.1%	87.2%	88.6%	91.9%
- Additional accommodation expenses	4.6%	4.4%	6.1%	3.1%	4.8%
Transport:					
- National/International Transport	94.1%	97.0%	95.7%	97.3%	98.3%
- Flights between islands	9.5%	6.6%	8.8%	6.4%	4.1%
- Taxi	61.4%	59.5%	55.4%	47.4%	52.1%
- Car rental	36.3%	41.0%	43.9%	49.0%	52.6%
- Public transport	7.6%	10.1%	9.6%	11.3%	9.0%
Food and drink:					
- Food purchases at supermarkets	41.1%	44.7%	53.7%	50.9%	54.2%
- Restaurants	39.3%	46.5%	49.2%	54.4%	54.0%
Leisure:					
- Organized excursions	35.1%	34.7%	33.6%	38.2%	34.1%
- Sport activities	1.6%	5.9%	8.3%	3.3%	4.6%
- Cultural activities	5.6%	1.9%	6.4%	7.3%	1.6%
- Museums	3.6%	5.1%	2.5%	4.4%	5.2%
- Theme Parks	18.1%	12.2%	16.0%	13.7%	15.9%
- Discos and pubs	7.0%	3.9%	4.9%	5.2%	4.2%
- Wellness	0.0%	1.0%	0.7%	0.6%	1.3%
Purchases of goods:					
- Souvenirs	61.2%	47.6%	56.0%	48.0%	53.2%
- Other expenses	1.8%	1.3%	1.3%	0.6%	0.4%
Other:					
- Medical or pharmaceutical expenses	3.2%	3.5%	2.8%	6.2%	4.3%
- Other expenses	6.2%	2.6%	7.4%	4.9%	2.4%

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.



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

Expenditure per tourist and trip (€)	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Accommodation:					
- Accommodation	706	833	731	639	796
- Additional accommodation expenses	434	516	556	518	601
Transport:					
- National/International Transport	541	532	754	684	609
- National/International Transport	300	302	389	375	317
- Flights between islands	69	41	123	66	70
- Taxi	81	79	105	85	103
- Car rental	77	90	113	96	100
- Public transport	14	20	24	61	20
Food and drink:					
- Food purchases at supermarkets	198	223	235	236	267
- Food purchases at supermarkets	95	70	81	81	123
- Restaurants	103	152	154	155	144
Leisure:					
- Organized excursions	403	445	593	522	538
- Organized excursions	100	102	112	120	140
- Sport activities	98	144	193	111	38
- Cultural activities	43	36	46	41	76
- Museums	23	33	67	18	22
- Theme Parks	75	54	73	47	65
- Discos and pubs	63	36	62	84	73
- Wellness	0	40	41	100	124
Purchases of goods:					
- Souvenirs	299	87	132	140	87
- Souvenirs	117	83	101	90	76
- Other expenses	183	4	31	50	12
Other:					
- Medical or pharmaceutical expenses	105	187	180	152	135
- Medical or pharmaceutical expenses	59	39	78	11	85
- Other expenses	45	148	103	140	50

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What is the main purpose of their trip?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Holiday, leisure	96.1%	95.3%	93.0%	92.0%	94.4%
Visiting family or friends	1.7%	2.6%	4.6%	4.5%	3.4%
Business and work	0.0%	1.2%	1.5%	0.6%	1.4%
Education and training	1.3%	0.0%	0.0%	1.2%	0.0%
Sports training	0.4%	0.0%	0.9%	1.1%	0.8%
Health or medical care	0.0%	0.0%	0.0%	0.0%	0.0%
Fairs and congresses	0.5%	0.0%	0.0%	0.0%	0.0%
Others	0.0%	0.8%	0.0%	0.6%	0.0%

What is the main motivation for their holidays?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Rest	53.0%	49.4%	50.2%	44.1%	51.9%
Enjoy family time	6.9%	5.1%	7.1%	4.3%	4.8%
Have fun	5.6%	1.3%	2.1%	2.9%	0.9%
Explore the destination	34.0%	43.3%	37.6%	47.4%	41.1%
Practice their hobbies	0.5%	0.9%	2.0%	0.0%	0.8%
Other reasons	0.0%	0.0%	1.1%	1.3%	0.6%

Where did they spend their main holiday last year? *

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Didn't have holidays	--	16.3%	13.3%	7.6%	10.4%
Canary Islands	--	15.4%	15.7%	17.1%	16.0%
Other destination	--	68.4%	70.9%	75.3%	73.6%
- Balearic Islands	--	2.0%	2.1%	2.6%	1.3%
- Rest of Spain	--	5.2%	7.3%	10.7%	6.7%
- Italy	--	7.3%	12.4%	7.8%	10.5%
- France	--	1.1%	4.9%	3.6%	1.5%
- Turkey	--	8.3%	7.6%	10.1%	8.7%
- Greece	--	16.6%	10.3%	12.5%	14.0%
- Portugal	--	2.0%	1.5%	5.8%	4.6%
- Croatia	--	6.7%	4.0%	1.7%	5.4%
- Egypt	--	3.4%	3.7%	4.9%	6.2%
- Tunisia	--	1.2%	1.0%	1.0%	1.9%
- Morocco	--	0.4%	0.0%	1.5%	2.0%
- Others	--	14.2%	16.1%	13.0%	10.8%

* Percentage of valid answers

What other destinations did they consider for this trip? *

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
None (I was clear about "this Canary Island")	--	4.0%	9.0%	7.6%	6.6%
Canary Islands (other island)	--	22.8%	21.1%	22.9%	22.8%
Other destination	--	73.2%	69.8%	69.5%	70.6%
- Balearic Islands	--	4.5%	4.4%	5.9%	4.0%
- Rest of Spain	--	11.1%	11.3%	7.5%	11.6%
- Italy	--	11.5%	11.4%	11.7%	10.8%
- France	--	2.0%	3.2%	2.4%	1.6%
- Turkey	--	7.5%	7.1%	6.3%	6.9%
- Greece	--	14.1%	10.9%	14.1%	13.1%
- Portugal	--	10.7%	7.9%	9.0%	9.9%
- Croatia	--	7.0%	6.5%	4.4%	6.1%
- Egypt	--	3.3%	5.1%	3.8%	4.0%
- Others	--	1.5%	2.0%	4.3%	2.5%

* Percentage of valid answers

Importance of each factor in the destination choice



	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Climate	78.2%	71.5%	78.5%	75.4%	72.6%
Safety	71.2%	65.0%	62.7%	66.2%	66.0%
Landscapes	64.3%	62.3%	66.5%	74.5%	61.1%
Sea	58.1%	55.4%	57.3%	57.6%	53.6%
Environment	48.6%	47.0%	56.7%	61.6%	52.8%
Tranquility	59.0%	54.9%	50.0%	63.9%	51.6%
Beaches	49.3%	48.5%	49.0%	47.9%	47.3%
Accommodation supply	43.8%	50.8%	37.1%	42.7%	43.5%
European belonging	52.7%	53.1%	50.8%	52.8%	42.9%
Authenticity	39.3%	46.8%	33.2%	46.6%	37.0%
Price	36.2%	40.1%	27.9%	42.2%	35.5%
Effortless trip	35.4%	40.3%	31.8%	38.1%	33.9%
Gastronomy	28.9%	45.7%	34.4%	39.7%	33.9%
Exoticism	35.5%	33.2%	27.0%	29.1%	30.3%
Historical heritage	5.8%	7.4%	9.0%	9.3%	16.0%
Fun possibilities	14.5%	15.1%	12.3%	13.4%	15.7%
Hiking trail network	12.5%	18.4%	13.8%	16.2%	12.8%
Culture	8.3%	8.2%	9.0%	10.6%	9.2%
Shopping	7.6%	7.9%	6.2%	5.6%	6.1%
Nightlife	6.3%	7.5%	4.4%	3.0%	5.8%

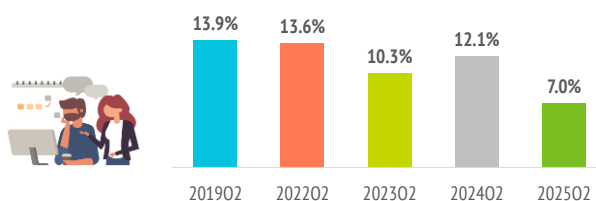
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")
% of tourists who indicate that the factor is "very important" in their choice.

How far in advance do they book their trip?



	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
The same day	0.7%	0.4%	1.2%	0.8%	0.5%
Between 1 and 30 days	32.0%	42.5%	33.5%	27.8%	40.5%
Between 1 and 2 months	20.5%	23.7%	32.5%	31.1%	27.0%
Between 3 and 6 months	32.9%	19.9%	22.6%	28.2%	25.0%
More than 6 months	13.9%	13.6%	10.3%	12.1%	7.0%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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



	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Previous visits to the Canary Islands	40.2%	35.6%	38.5%	39.4%	34.1%
Friends or relatives	30.1%	22.1%	28.0%	27.6%	25.4%
Internet or social media	62.8%	63.6%	65.0%	62.7%	63.9%
Mass Media	4.4%	2.5%	4.7%	3.9%	5.1%
Travel guides and magazines	11.9%	12.3%	10.2%	18.0%	6.8%
Travel Blogs or Forums	11.4%	13.9%	19.2%	16.8%	18.7%
Travel TV Channels	1.2%	4.0%	1.1%	2.7%	2.6%
Tour Operator or Travel Agency	35.7%	34.7%	31.7%	30.3%	26.3%
Public administrations or similar	0.0%	1.0%	0.0%	0.0%	0.0%
Others	0.7%	2.6%	3.8%	6.2%	1.6%

* Multi-choice question

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With whom did they book their flight and accommodation?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Flight					
- Directly with the airline	25.5%	26.6%	36.4%	35.3%	35.4%
- Tour Operator or Travel Agency	74.5%	73.4%	63.6%	64.7%	64.6%
Accommodation					
- Directly with the accommodation	16.0%	19.2%	19.8%	26.0%	29.1%
- Tour Operator or Travel Agency	84.0%	80.8%	80.2%	74.0%	70.9%

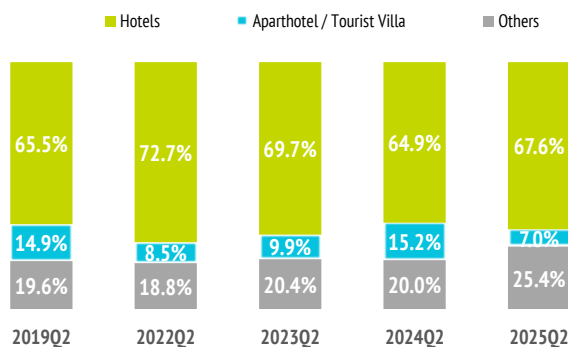
Where does the flight come from?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Poland	89.4%	89.4%	83.8%	79.5%	84.1%
Spanish Mainland	0.4%	1.1%	1.8%	6.4%	6.3%
Germany	7.3%	4.4%	6.9%	5.7%	5.1%
Italy	0.3%	0.0%	0.0%	0.0%	1.0%
Austria	0.0%	0.8%	0.6%	1.3%	0.8%
Others	0.0%	0.0%	1.5%	0.0%	0.7%
Denmark	0.0%	0.0%	0.0%	0.0%	0.7%
Switzerland	0.5%	0.0%	0.0%	0.8%	0.7%
United Kingdom	2.1%	1.3%	4.1%	4.7%	0.5%
Slovakia	0.0%	0.3%	0.0%	0.0%	0.0%
Others	0.0%	2.7%	1.3%	1.5%	0.0%

Where do they stay?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
1-2-3* Hotel	16.5%	12.0%	11.3%	11.1%	9.2%
4* Hotel	45.7%	58.4%	52.8%	48.7%	55.3%
5* Hotel / 5* Luxury Hotel	3.3%	2.3%	5.6%	5.1%	3.1%
Aparthotel / Tourist Villa	14.9%	8.5%	9.9%	15.2%	7.0%
House/room rented in a private dwelling	4.9%	6.3%	8.7%	9.1%	16.3%
Private accommodation (1)	4.6%	2.0%	5.1%	6.8%	4.8%
Others (Cottage, cruise, camping,...)	10.0%	10.5%	6.5%	4.0%	4.3%

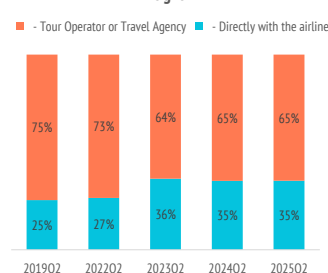
(1) Own property /House of friends or relatives / Free housing exchange / Other private accommodation.



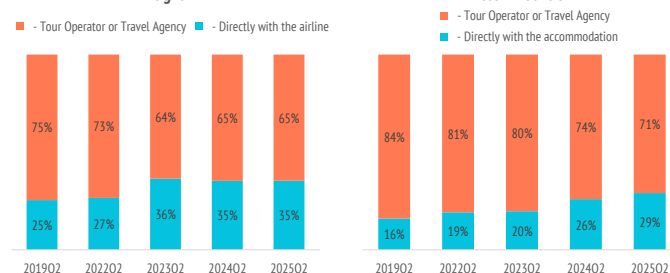
What do they book?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Room only	14.6%	18.8%	19.8%	21.9%	24.9%
Bed and Breakfast	6.2%	6.0%	8.1%	11.9%	7.6%
Half board	13.8%	13.5%	11.4%	9.9%	12.0%
Full board	3.2%	2.7%	1.4%	2.0%	3.3%
All inclusive	62.1%	59.0%	59.2%	54.2%	52.3%

Flight

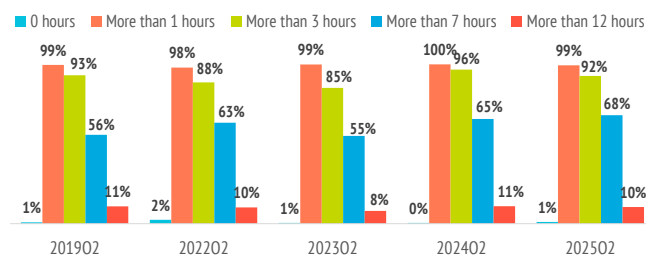


Accommodation



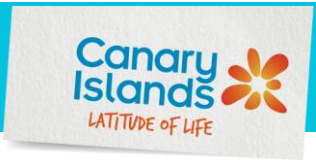
Activities in the Canary Islands

Outdoor time per day	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
0 hours	0.8%	2.4%	0.5%	0.5%	1.0%
1 - 2 hours	6.4%	9.3%	14.7%	3.2%	6.6%
3 - 6 hours	37.2%	25.2%	29.9%	30.8%	24.6%
7 - 12 hours	44.7%	52.9%	46.9%	54.6%	57.3%
More than 12 hours	10.8%	10.1%	8.0%	10.9%	10.4%
Outdoor time per day	7.9	7.7	7.2	8.5	8.2



Activities in the Canary Islands	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Beach	82.5%	86.5%	77.3%	79.7%	81.2%
Walk, wander	77.8%	80.4%	75.6%	82.2%	79.7%
Explore the island on their own	66.5%	62.6%	64.7%	67.7%	70.5%
Swimming pool, hotel facilities	61.8%	63.1%	61.9%	62.6%	52.6%
Hiking	--	31.6%	25.2%	38.9%	36.8%
Taste Canarian gastronomy	20.6%	24.8%	24.9%	32.0%	31.3%
Organized excursions	38.0%	34.6%	26.0%	37.5%	26.4%
Theme parks	29.9%	17.8%	23.8%	22.4%	19.5%
Sea excursions / whale watching	20.3%	14.5%	17.3%	19.7%	18.7%
Swim	--	11.5%	11.1%	11.1%	15.3%
Museums / exhibitions	13.3%	7.7%	8.5%	13.3%	11.9%
Wineries / markets / popular festivals	6.6%	10.6%	11.8%	10.2%	11.6%
Running	--	5.5%	4.4%	4.2%	9.3%
Other Nature Activities	--	5.4%	5.9%	11.0%	9.2%
Nightlife / concerts / shows	14.5%	9.4%	5.7%	7.8%	7.0%
Astronomical observation	3.8%	1.7%	2.0%	3.8%	6.9%
Practice other sports	--	5.6%	3.6%	10.1%	6.5%
Surf	--	1.6%	2.1%	2.7%	5.5%
Scuba Diving	--	4.2%	3.4%	4.0%	5.5%
Cycling / Mountain bike	--	2.8%	2.5%	1.8%	3.8%
Beauty and health treatments	1.4%	1.8%	1.7%	0.5%	1.8%
Golf	--	0.2%	1.6%	0.5%	1.4%
Windsurf / Kitesurf	--	--	1.2%	0.6%	1.1%

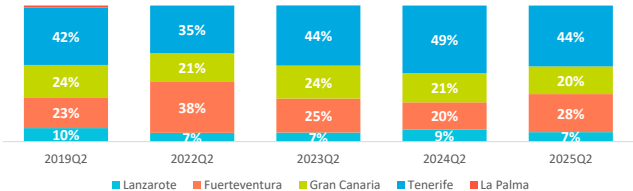
* Multi-choise question



Which island do they choose?



Tourists (≥ 16 year old)	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Lanzarote	6,775	4,236	4,050	5,450	6,286
Fuerteventura	15,503	24,609	15,261	12,221	25,295
Gran Canaria	16,355	13,454	14,740	13,137	18,364
Tenerife	28,861	22,634	26,927	30,220	40,167
La Palma	1,049	239	36	117	301



How many are loyal to the Canary Islands?



	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Repeat tourists	53.6%	50.7%	47.4%	54.2%	50.1%
At least 10 previous visits	2.5%	4.1%	3.9%	5.0%	1.8%
Repeat tourists (last 5 years)	50.1%	45.7%	43.5%	51.4%	45.3%
Repeat tourists (last 5 years)(5 or more visits)	11.2%	6.2%	10.5%	9.5%	5.2%

Who are they?



	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Gender					
Men	51.4%	55.9%	51.0%	52.6%	49.4%
Women	48.6%	44.1%	49.0%	47.4%	50.6%
Age					
Average age	41.1	42.2	36.9	42.0	39.4
Standard deviation	13.3	12.3	11.4	13.7	13.1
Age range					
16 - 24 years old	5.6%	3.7%	11.7%	8.0%	8.6%
25 - 30 years old	16.9%	14.1%	20.6%	16.8%	17.5%
31 - 45 years old	47.2%	46.1%	52.0%	42.6%	50.1%
46 - 60 years old	17.4%	24.6%	11.1%	19.9%	13.9%
Over 60 years old	12.9%	11.5%	4.6%	12.7%	9.9%
Occupation					
Salaried worker	43.9%	47.1%	38.9%	43.9%	52.0%
Self-employed	19.6%	25.6%	27.9%	32.0%	25.5%
Unemployed	0.0%	0.0%	0.0%	0.6%	3.7%
Business owner	19.9%	19.4%	25.1%	12.5%	9.6%
Student	7.5%	0.3%	4.6%	2.8%	2.7%
Retired	7.5%	6.4%	3.1%	7.7%	4.9%
Unpaid domestic work	0.8%	0.8%	0.0%	0.0%	1.0%
Others	0.7%	0.6%	0.4%	0.6%	0.7%
Annual household income level					
Less than €25,000	29.5%	31.7%	29.9%	29.1%	15.3%
€25,000 - €49,999	54.5%	35.2%	39.6%	37.1%	48.2%
€50,000 - €74,999	10.3%	24.6%	14.2%	25.3%	19.6%
More than €74,999	5.8%	8.5%	16.4%	8.5%	16.9%
Education level					
No studies	0.0%	0.0%	0.0%	0.0%	0.6%
Primary education	1.4%	0.0%	1.8%	1.0%	1.1%
Secondary education	15.2%	18.2%	15.6%	18.8%	19.2%
Higher education	83.4%	81.8%	82.6%	80.2%	79.1%

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.

Share by islands	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Lanzarote	9.9%	6.5%	6.6%	8.9%	7.0%
Fuerteventura	22.6%	37.8%	25.0%	20.0%	28.0%
Gran Canaria	23.9%	20.6%	24.2%	21.5%	20.3%
Tenerife	42.1%	34.7%	44.1%	49.4%	44.4%
La Palma	1.5%	0.4%	0.1%	0.2%	0.3%

How many islands do they visit during their trip?



	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
One island	81.6%	84.9%	87.4%	82.6%	88.7%
Two islands	16.7%	13.6%	11.4%	16.6%	10.2%
Three or more islands	1.7%	1.5%	1.2%	0.8%	1.2%

How do they rate the Canary Islands?



Satisfaction (scale 0-10)	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Average rating	9.01	9.25	9.13	9.02	8.96

Experience in the Canary Islands	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Worse or much worse than expected	1.7%	4.8%	1.3%	1.8%	2.9%
Lived up to expectations	62.6%	42.4%	47.7%	49.8%	54.9%
Better or much better than expected	35.7%	52.8%	51.0%	48.4%	42.2%

Future intentions (scale 0-10)	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Return to the Canary Islands	8.42	8.45	9.02	8.86	8.61
Recommend visiting the Canary Islands	9.17	9.02	9.27	9.17	9.17

Who do they come with?



	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Unaccompanied	4.0%	0.3%	6.7%	8.5%	2.6%
Only with partner	50.1%	50.8%	43.6%	43.6%	54.3%
Only with children (< 13 years old)	4.5%	6.2%	3.5%	2.7%	1.6%
Partner + children (< 13 years old)	10.2%	10.6%	11.5%	5.2%	8.1%
Other relatives	11.5%	11.3%	13.6%	18.5%	13.1%
Friends	2.6%	5.0%	5.6%	8.0%	8.1%
Work colleagues	0.0%	0.3%	0.0%	0.6%	0.0%
Organized trip	0.7%	0.7%	0.0%	0.2%	1.0%
Other combinations (2)	16.4%	14.8%	15.5%	12.6%	11.1%

(2) Combination of some of the groups previously analyzed

Tourists with children	24.1%	27.7%	25.7%	15.7%	20.1%
- Between 0 and 2 years old	0.9%	2.9%	2.8%	0.0%	2.4%
- Between 3 and 12 years old	21.2%	23.2%	21.8%	15.7%	16.9%
- Between 0 - 2 and 3-12 years old	2.1%	1.6%	1.1%	0.0%	0.7%
Tourists without children	75.9%	72.3%	74.3%	84.3%	79.9%
Group composition:					
- 1 person	6.8%	3.9%	9.4%	9.3%	5.2%
- 2 people	52.1%	53.3%	52.4%	54.9%	57.0%
- 3 people	18.0%	19.1%	17.9%	15.1%	18.9%
- 4 or 5 people	20.5%	17.2%	16.0%	18.6%	12.0%
- 6 or more people	2.5%	6.6%	4.3%	2.1%	6.9%
Average group size:	2.71	2.87	2.73	2.60	2.74

*People who share the main expenses of the trip