

Profile of polish tourist visiting Canary Islands

2015



How many they are and how much do they spend?



	Poland	All markets
Tourist arrivals (> 16 years old)	193,622	12,310,044
Average daily expenditure (€)	114.64	133.60
. in their place of residence	85.08	95.33
. in the Canary Islands	29.56	38.27
Average length of stay	8.27	9.46
Turnover per tourist (€)	915	1,125
Total turnover (> 16 years old) (€m)	177	13,854
Share of total turnover	1.3%	100%
Share of total tourist	1.6%	100%

Expenditure in the Canary Islands per tourist and trip (€)

	Poland	All markets
Accommodation (*) :	21.14	44.10
- Accommodation	20.38	37.76
- Additional accommodation expenses	0.76	6.33
Transport:	27.55	27.41
- Public transport	5.23	4.99
- Taxi	2.75	7.42
- Car rental	19.56	14.99
Food and drink:	54.07	153.13
- Food purchases at supermarkets	25.04	68.64
- Restaurants	29.02	84.49
Souvenirs:	73.72	55.15
Leisure:	59.58	36.28
- Organized excursions	32.30	14.63
- Leisure, amusement	8.37	5.23
- Trip to other islands	7.17	1.51
- Sporting activities	6.02	5.38
- Cultural activities	1.02	2.18
- Discos and disco-pubs	4.70	7.34
Others:	7.50	15.71
- Wellness	1.18	2.97
- Medical expenses	1.00	1.46
- Other expenses	5.32	11.28

How far in advance do they book their trip?



	Poland	All markets
The same day they leave	2.1%	0.6%
Between 2 and 7 days	28.9%	7.3%
Between 8 and 15 days	14.9%	8.9%
Between 16 and 30 days	14.7%	15.4%
Between 31 and 90 days	22.5%	33.9%
More than 90 days	17.0%	33.8%

What do they book at their place of residence?



	Poland	All markets
Flight only	2.7%	11.1%
Flight and accommodation (room only)	7.7%	25.5%
Flight and accommodation (B&B)	2.6%	7.6%
Flight and accommodation (half board)	4.6%	18.3%
Flight and accommodation (full board)	9.3%	4.4%
Flight and accommodation (all inclusive)	73.0%	33.2%
% Tourists using low-cost airlines	50.0%	47.1%
Other expenses in their place of residence:		
- Car rental	10.2%	11.5%
- Sporting activities	7.9%	5.4%
- Excursions	7.8%	5.7%
- Combined trip to other islands	1.9%	2.0%

How do they book?



	Poland	All markets
Accommodation booking		
Tour Operator	50.8%	42.8%
- Tour Operator's website	57.7%	78.8%
Accommodation	9.2%	14.0%
- Accommodation's website	88.2%	81.9%
Travel agency (High street)	32.1%	19.8%
Online Travel Agency (OTA)	6.5%	15.4%
No need to book accommodation	1.3%	8.0%

Flight booking

	Poland	All markets
Tour Operator	51.4%	45.5%
- Tour Operator's website	57.7%	77.7%
Airline	15.2%	24.9%
- Airline's website	84.7%	96.2%
Travel agency (High street)	30.2%	18.6%
Online Travel Agency (OTA)	3.2%	11.0%

Where do they stay?



	Poland	All markets
5* Hotel	2.9%	6.8%
4* Hotel	60.8%	37.7%
1-2-3* Hotel	21.2%	15.0%
Apartment	12.3%	30.3%
Property (privately-owned, friends, family)	1.4%	7.0%
Others	1.4%	3.2%

How are they?



	Poland	All markets
Gender		
Percentage of men	51.3%	49.8%
Percentage of women	48.7%	50.2%

Age

	Poland	All markets
Average age (tourists > 16 years old)	36.3	44.5
Standard deviation	11.8	14.9

Age range

	Poland	All markets
16-24 years old	7.5%	8.8%
25-30 years old	33.2%	13.1%
31-45 years old	43.4%	32.8%
46-60 years old	9.8%	28.4%
Over 60 years old	6.0%	17.0%

Occupation

	Poland	All markets
Business owner or self-employed	39.5%	23.7%
Upper/Middle management employee	35.1%	37.1%
Auxiliary level employee	11.6%	16.6%
Students	4.9%	5.6%
Retired	6.1%	14.5%
Unemployed / unpaid dom. work	2.8%	2.5%

Annual household income level

	Poland	All markets
€12,000 - €24,000	40.9%	18.3%
€24,001 - €36,000	24.2%	18.9%
€36,001 - €48,000	16.5%	16.9%
€48,001 - €60,000	7.4%	14.6%
€60,001 - €72,000	5.7%	9.2%
€72,001 - €84,000	2.6%	6.1%
More than €84,000	2.8%	16.0%

(*) Bear in mind that 97% of polish tourists pay the accommodation before travelling.

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Which island do they choose?



Tourists (> 16 years old)	Poland	All markets
- Lanzarote	35,600	2,242,245
- Fuerteventura	62,173	1,806,014
- Gran Canaria	27,223	3,447,259
- Tenerife	68,181	4,518,215
- La Palma	0	167,100

Share (%)	Poland	All markets
- Lanzarote	18.4%	18.4%
- Fuerteventura	32.2%	14.8%
- Gran Canaria	14.1%	28.3%
- Tenerife	35.3%	37.1%
- La Palma	0.0%	1.4%

Who do they come with?



	Poland	All markets
Unaccompanied	5.6%	9.8%
Only with partner	50.5%	48.0%
Only with children (under the age of 13)	1.5%	1.4%
Partner + children (under the age of 13)	14.5%	11.8%
Other relatives	6.3%	6.4%
Friends	5.7%	6.1%
Work colleagues	0.7%	0.4%

Why do they choose the Canary Islands?



Aspects influencing the choice

	Poland	All markets
Climate/sun	87.1%	89.3%
Scenery	42.1%	22.6%
Tranquillity/rest/relaxation	31.4%	37.9%
Beaches	30.2%	33.6%
Visiting new places	26.3%	14.1%
Security	18.4%	7.5%
Price	8.8%	14.1%
Active tourism	7.0%	5.2%
Quality of the environment	6.1%	6.4%
Theme parks	5.3%	3.1%
Nautical activities	4.6%	2.1%
Suitable destination for children	4.3%	7.7%
Shopping	3.7%	3.0%
Culture	2.9%	2.7%
Nightlife/fun	2.4%	4.3%
Ease of travel	2.4%	8.3%

* Multi-choice question

How do they value the destination?



Impression of their stay	Poland	All markets
Good or very good (% tourists)	95.3%	93.3%
Average rating (scale 1-10)	9.20	8.84

How many are loyal to the destination?

Percentage of repeat tourists	Poland	All markets
Repeat tourists	37.9%	76.4%
In love (more than 10 visits)	1.3%	16.7%

Where does the flight come from?



Ten main origin countries	Poland	All markets
Poland	173,569	183,396
Germany	6,371	2,561,891
United Kingdom	5,666	3,848,961
Spain	3,978	1,897,955
Ireland	1,298	400,647
Austria	1,075	78,497
Others	578	214,665
Norway	459	410,416
Switzerland	458	243,535
Netherlands	170	386,532

What did motivate them to come?

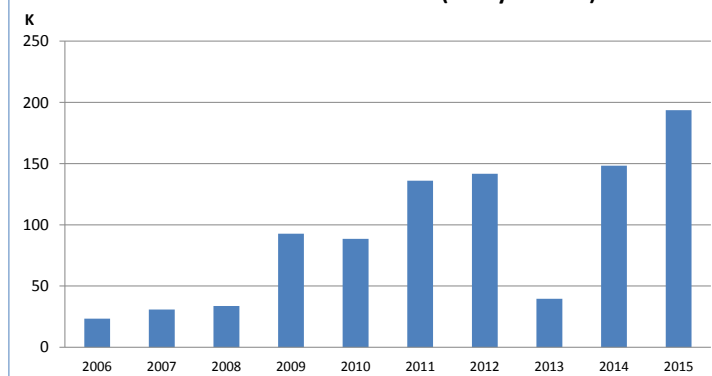


Aspects motivating the choice

	Poland	All markets
Previous visits to the Canary Islands	31.9%	64.1%
Recommendation by friends or relatives	40.4%	34.7%
The Canary Islands television channel	0.5%	0.4%
Other television or radio channels	5.1%	0.7%
Information in the press/magazines/books	10.3%	3.7%
Attendance at a tourism fair	0.0%	0.5%
Tour Operator's brochure or catalogue	10.9%	8.2%
Recommendation by Travel Agency	19.2%	9.5%
Information obtained via the Internet	44.6%	25.6%
Senior Tourism programme	0.2%	0.3%
Others	3.3%	6.7%

* Multi-choice question

Polish market: Tourist arrivals (> 16 years old)



Source: ISTAC (Encuesta sobre el Gasto Turístico).

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

Polish tourist arrivals (> 16 years old) by quarter

