

Profile of Polish tourist visiting Canary Islands

2016



How many are they and how much do they spend?



	Poland	All markets
Tourist arrivals (> 16 years old)	119,090	13,114,359
Average daily expenditure (€)	123.46	135.94
. in their place of residence	91.29	98.03
. in the Canary Islands	32.16	37.90
Average length of stay	8.21	9.36
Turnover per tourist (€)	975	1,141
Total turnover (> 16 years old) (€m)	116	14,957
Share of total turnover	0.8%	100%
Share of total tourist	0.9%	100%
Expenditure in the Canary Islands per tourist and trip (€) (*)		
Accommodation (**):	32.01	47.11
- Accommodation	30.81	40.52
- Additional accommodation expenses	1.20	6.60
Transport:	21.26	26.01
- Public transport	6.32	5.14
- Taxi	4.33	6.94
- Car rental	10.61	13.93
Food and drink:	64.20	148.33
- Food purchases at supermarkets	36.02	63.46
- Restaurants	28.18	84.87
Souvenirs:	66.53	53.88
Leisure:	56.98	34.52
- Organized excursions	33.00	14.95
- Leisure, amusement	7.17	4.55
- Trip to other islands	3.18	1.85
- Sporting activities	8.64	5.11
- Cultural activities	1.70	2.04
- Discos and disco-pubs	3.29	6.01
Others:	11.46	13.91
- Wellness	5.80	3.23
- Medical expenses	0.68	1.69
- Other expenses	4.98	8.99

How far in advance do they book their trip?



	Poland	All markets
The same day they leave	1.3%	0.6%
Between 2 and 7 days	19.6%	6.3%
Between 8 and 15 days	14.4%	7.9%
Between 16 and 30 days	16.6%	14.7%
Between 31 and 90 days	23.9%	34.3%
More than 90 days	24.2%	36.2%

What do they book at their place of residence?



	Poland	All markets
Flight only	4.2%	8.8%
Flight and accommodation (room only)	10.8%	25.7%
Flight and accommodation (B&B)	4.5%	8.0%
Flight and accommodation (half board)	3.4%	20.4%
Flight and accommodation (full board)	12.6%	4.3%
Flight and accommodation (all inclusive)	64.6%	32.8%
% Tourists using low-cost airlines	52.4%	48.7%
Other expenses in their place of residence:		
- Car rental	13.4%	11.8%
- Sporting activities	4.5%	5.3%
- Excursions	10.8%	5.7%
Trip to other islands	2.3%	1.6%

(*) Expense is prorated among all the tourists (even those who have not spent in destination).

(**) Accommodation expenses may seem low because most tourists pay the accommodation before traveling.

How do they book?



	Poland	All markets
Accommodation booking		
Tour Operator	44.2%	42.3%
- Tour Operator's website	51.2%	78.8%
Accommodation	11.7%	14.7%
- Accommodation's website	89.3%	83.5%
Travel agency (High street)	29.4%	20.5%
Online Travel Agency (OTA)	13.1%	16.5%
No need to book accommodation	1.6%	6.0%

	Poland	All markets
Flight booking		
Tour Operator	46.4%	44.6%
- Tour Operator's website	52.9%	76.3%
Airline	19.5%	24.8%
- Airline's website	88.7%	96.2%
Travel agency (High street)	28.8%	19.1%
Online Travel Agency (OTA)	5.3%	11.5%

Where do they stay?



	Poland	All markets
5* Hotel	3.9%	7.1%
4* Hotel	49.2%	39.6%
1-2-3* Hotel	20.5%	14.6%
Apartment	23.4%	31.5%
Property (privately-owned, friends, family)	1.1%	4.6%
Others	1.8%	2.6%

Who are they?



	Poland	All markets
Gender		
Percentage of men	50.8%	48.5%
Percentage of women	49.2%	51.5%
Age		
Average age (tourists > 16 years old)	37.6	46.3
Standard deviation	12.5	15.3
Age range (> 16 years old)		
16-24 years old	9.3%	8.2%
25-30 years old	24.7%	11.1%
31-45 years old	44.7%	29.1%
46-60 years old	14.1%	30.9%
Over 60 years old	7.3%	20.7%
Occupation		
Business owner or self-employed	41.1%	23.1%
Upper/Middle management employee	31.0%	36.1%
Auxiliary level employee	12.8%	15.5%
Students	6.0%	5.1%
Retired	4.6%	18.0%
Unemployed / unpaid dom. work	4.5%	2.2%
Annual household income level		
€12,000 - €24,000	38.1%	17.8%
€24,001 - €36,000	23.0%	19.4%
€36,001 - €48,000	12.4%	16.9%
€48,001 - €60,000	10.4%	14.6%
€60,001 - €72,000	7.8%	9.5%
€72,001 - €84,000	0.0%	6.0%
More than €84,000	8.3%	15.8%

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Which island do they choose?



Tourists (> 16 years old)	Poland	All markets
- Lanzarote	14,218	2,328,674
- Fuerteventura	31,782	1,914,107
- Gran Canaria	26,077	3,654,806
- Tenerife	46,214	4,885,901
- La Palma	800	221,541

Share (%)	Poland	All markets
- Lanzarote	11.9%	17.9%
- Fuerteventura	26.7%	14.7%
- Gran Canaria	21.9%	28.1%
- Tenerife	38.8%	37.6%
- La Palma	0.7%	1.7%

Who do they come with?



	Poland	All markets
Unaccompanied	3.4%	9.1%
Only with partner	43.6%	47.6%
Only with children (under the age of 13)	1.0%	1.5%
Partner + children (under the age of 13)	14.1%	11.8%
Other relatives	8.1%	6.0%
Friends	5.4%	6.1%
Work colleagues	0.6%	0.3%
Other combinations ⁽¹⁾	23.8%	17.5%

* Multi-choice question (different situations have been isolated)

How do they rate the destination?



Impression of their stay	Poland	All markets
Good or very good (% tourists)	94.7%	94.1%
Average rating (scale 1-10)	9.05	8.90

How many are loyal to the destination?

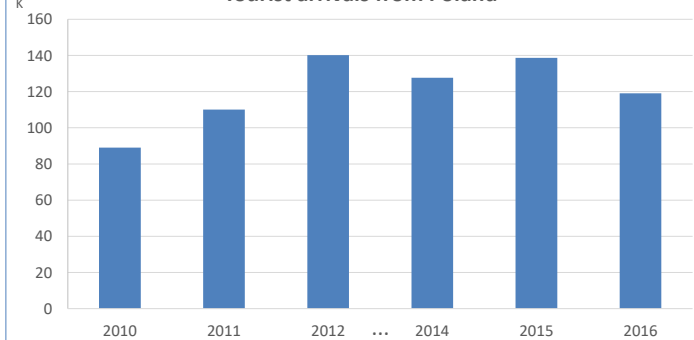
Repeat tourists of the Canary Islands	Poland	All markets
Repeat tourists	47.3%	77.3%
In love (at least 10 previous visits)	1.9%	16.1%

Where does the flight come from?



Ten main origin markets	Poland	All markets
Poland	100,402	106,860
United Kingdom	6,301	4,208,588
Germany	6,226	2,882,932
Spanish Mainland	3,785	2,164,168
Belgium	494	444,170
Denmark	492	253,091
Ireland	399	431,419
France	379	227,689
Norway	314	393,235
Austria	0	113,534

Tourist arrivals from Poland



Source: Encuesta sobre el Gasto Turístico (ISTAC). The information of 2013 is not shown due to sample failure. (1) Combination of some groups previously analyzed.

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

Why do they choose the Canary Islands?



Aspects influencing the choice	Poland	All markets
Climate/sun	85.2%	89.8%
Scenery	37.0%	21.9%
Beaches	30.8%	34.5%
Tranquility/rest/relaxation	27.9%	36.6%
Security	24.6%	11.1%
Visiting new places	24.0%	14.6%
Price	11.1%	12.7%
Active tourism	10.6%	5.1%
Nautical activities	5.7%	2.2%
Suitable destination for children	5.2%	7.5%
Quality of the environment	4.5%	6.5%
Ease of travel	3.3%	8.9%
Security against natural catastrophes	3.1%	0.8%
Theme parks	2.2%	3.0%
Shopping	2.0%	2.6%
Nightlife/fun	2.0%	3.8%

* Multi-choice question

What did motivate them to come?



Aspects motivating the choice	Poland	All markets
Previous visits to the Canary Islands	38.1%	64.1%
Recommendation by friends or relatives	35.2%	34.5%
The Canary Islands television channel	0.4%	0.3%
Other television or radio channels	3.8%	0.8%
Information in the press/magazines/books	8.9%	3.8%
Attendance at a tourism fair	1.7%	0.5%
Tour Operator's brochure or catalogue	8.9%	8.0%
Recommendation by Travel Agency	20.5%	9.7%
Information obtained via the Internet	44.2%	25.8%
Senior Tourism programme	0.0%	0.2%
Others	4.0%	6.1%

* Multi-choice question

Seasonal profile of tourist from Poland

