

Profile of tourist visiting the Canary Islands (2017)

POLAND



How many are they and how much do they spend?



	Poland	All markets
Tourist arrivals (FRONTUR)	n.d.	15,975,507
Tourist arrivals (> 16 years old)	266,514	13,852,616
Average daily expenditure (€)	132.10	140.18
. in their place of residence	97.24	101.15
. in the Canary Islands	34.86	39.03
Average length of stay	7.94	9.17
Turnover per tourist (€)	985	1,155
Total turnover (> 16 years old) (€m)	263	15,999
Share of total tourist	1.9%	100%
Share of total turnover	1.6%	100%
<u>% tourists who pay in the Canary Islands:</u>		
Accommodation:		
- Accommodation	12.4%	13.5%
- Additional accommodation expenses	3.6%	6.3%
Transport:		
- Public transport	18.6%	14.5%
- Taxi	10.4%	21.2%
- Car rental	27.8%	19.4%
Food and drink:		
- Food purchases at supermarkets	49.8%	55.0%
- Restaurants	39.7%	57.3%
Souvenirs:		
	68.0%	53.3%
Leisure:		
- Organized excursions	34.5%	17.7%
- Leisure, amusement	12.2%	8.4%
- Trip to other islands	5.0%	2.3%
- Sporting activities	8.1%	6.1%
- Cultural activities	4.6%	4.4%
- Discos and disco-pubs	5.4%	6.1%
Others:		
- Wellness	2.6%	4.9%
- Medical expenses	2.0%	4.0%
- Other expenses	9.9%	9.6%



+124%
TOURISTS*
266,514



+1%
TRAVEL EXPENSES
€985



+126%
TURNOVER
€263 MILL

What do they book at their place of residence?



	Poland	All markets
Flight only	4.2%	9.3%
Flight and accommodation (room only)	11.9%	26.9%
Flight and accommodation (B&B)	3.2%	8.3%
Flight and accommodation (half board)	3.9%	19.3%
Flight and accommodation (full board)	16.6%	4.4%
Flight and accommodation (all inclusive)	60.2%	31.9%
<u>% Tourists using low-cost airlines</u>	53.6%	50.8%
<u>Other expenses in their place of residence:</u>		
- Car rental	14.3%	12.6%
- Sporting activities	4.7%	5.1%
- Excursions	10.2%	6.2%
- Trip to other islands	1.6%	1.5%

* Tourists over 16 years old.

How do they book?



	Poland	All markets
<u>Accommodation booking</u>		
Tour Operator	44.3%	42.4%
- Tour Operator's website	53.4%	80.6%
Accommodation	8.6%	14.6%
- Accommodation's website	83.5%	84.0%
Travel agency (High street)	31.9%	19.3%
Online Travel Agency (OTA)	13.8%	17.3%
No need to book accommodation	1.4%	6.4%

	Poland	All markets
<u>Flight booking</u>		
Tour Operator	48.3%	44.8%
- Tour Operator's website	51.4%	78.6%
Airline	18.9%	25.8%
- Airline's website	92.6%	97.3%
Travel agency (High street)	29.4%	18.0%
Online Travel Agency (OTA)	3.5%	11.4%

How far in advance do they book their trip?



	Poland	All markets
The same day they leave	1.0%	0.5%
Between 2 and 7 days	17.8%	5.9%
Between 8 and 15 days	13.7%	7.4%
Between 16 and 30 days	13.8%	13.4%
Between 31 and 90 days	29.5%	34.6%
More than 90 days	24.2%	38.3%

Who are they?



	Poland	All markets
<u>Gender</u>		
Men	53.4%	48.1%
Women	46.6%	51.9%

	Poland	All markets
<u>Age</u>		
Average age (tourists > 16 years old)	38.9	46.9
Standard deviation	12.3	15.5

	Poland	All markets
<u>Age range (> 16 years old)</u>		
16-24 years old	9.9%	8.4%
25-30 years old	20.5%	10.2%
31-45 years old	43.9%	27.9%
46-60 years old	17.6%	31.7%
Over 60 years old	8.1%	21.8%

	Poland	All markets
<u>Occupation</u>		
Business owner or self-employed	40.6%	23.8%
Upper/Middle management employee	34.7%	35.2%
Auxiliary level employee	12.4%	15.3%
Students	6.0%	5.0%
Retired	4.2%	18.6%
Unemployed / unpaid dom. work	2.2%	2.1%

	Poland	All markets
<u>Annual household income level</u>		
€12,000 - €24,000	38.7%	17.9%
€24,001 - €36,000	26.0%	19.3%
€36,001 - €48,000	13.7%	16.1%
€48,001 - €60,000	9.0%	15.1%
€60,001 - €72,000	3.1%	9.3%
€72,001 - €84,000	2.8%	6.3%
More than €84,000	6.6%	16.0%

Profile of tourist visiting the Canary Islands (2017)

POLAND



Which island do they choose?



Tourists (> 16 years old)	Poland	All markets
- Lanzarote	45,239	2,488,213
- Fuerteventura	61,181	1,938,908
- Gran Canaria	50,769	3,900,824
- Tenerife	94,159	5,144,415
- La Palma	14,503	277,952

Share (%)	Poland	All markets
- Lanzarote	17.0%	18.1%
- Fuerteventura	23.0%	14.1%
- Gran Canaria	19.1%	28.4%
- Tenerife	35.4%	37.4%
- La Palma	5.5%	2.0%

Where do they stay?



	Poland	All markets
5* Hotel	2.0%	6.8%
4* Hotel	52.3%	38.4%
1-2-3* Hotel	15.4%	14.4%
Apartment	27.2%	32.4%
Property (privately-owned, friends, family)	1.4%	4.8%
Others	1.7%	3.2%

Why do they choose the Canary Islands?



Aspects influencing the choice	Poland	All markets
Climate/sun	90.8%	89.8%
Scenery	42.0%	22.9%
Beaches	33.7%	35.1%
Tranquillity/rest/relaxation	29.4%	37.2%
Security	23.6%	9.7%
Visiting new places	21.2%	14.7%
Active tourism	9.8%	5.4%
Price	6.5%	12.2%
Quality of the environment	4.8%	6.5%
Suitable destination for children	4.6%	7.6%
Nautical activities	4.0%	2.0%
Ease of travel	3.9%	8.9%
Theme parks	3.4%	3.1%
Shopping	3.3%	2.5%
Nightlife/fun	2.1%	3.8%
Culture	1.7%	2.7%

* Multi-choice question

Who do they come with?



	Poland	All markets
Unaccompanied	4.8%	8.7%
Only with partner	44.3%	46.8%
Only with children (under the age of 13)	1.0%	1.7%
Partner + children (under the age of 13)	15.6%	11.9%
Other relatives	6.9%	6.0%
Friends	5.9%	6.1%
Work colleagues	0.6%	0.3%
Other combinations ⁽¹⁾	20.9%	18.5%

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

How do they rate the Canary Islands?



Opinion on their stay	Poland	All markets
Good or very good (% tourists)	95.5%	94.0%
Average rating (scale 1-10)	9.31	8.92

How many are loyal to the Canary Islands?



Repeat tourists	Poland	All markets
At least 1 previous visit	47.0%	77.3%
At least 10 previous visits	2.4%	16.9%

Where does the flight come from?



Tourists (> 16 years old)	Share	Absolute
Poland	90.7%	241,849
United Kingdom	3.6%	9,647
Germany	3.0%	8,065
Spanish Mainland	2.3%	6,066
Norway	0.1%	381
Ireland	0.1%	321
Belgium	0.1%	184
Others	0.0%	0

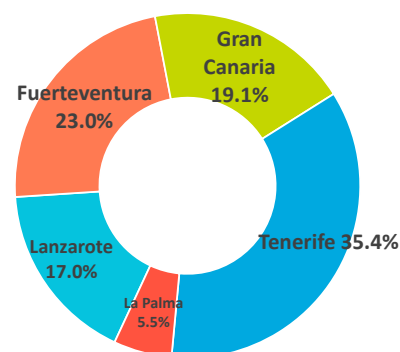
What did motivate them to come?



Prescription sources	Poland	All markets
Previous visits to the Canary Islands	40.6%	64.9%
Recommendation by friends/relatives	38.4%	35.0%
The Canary Islands television channel	0.4%	0.4%
Other television or radio channels	3.8%	1.0%
Information in press/magazines/books	10.7%	3.8%
Attendance at a tourism fair	0.9%	0.5%
Tour Operator's brochure or catalogue	8.3%	7.2%
Recommendation by Travel Agency	15.0%	9.3%
Information obtained via the Internet	43.6%	25.5%
Senior Tourism programme	0.0%	0.2%
Others	3.1%	5.9%

* Multi-choice question

Share of tourists > 16 years old by islands



Source: Encuesta sobre el Gasto Turístico (ISTAC). (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.