

# TOURIST PROFILE BY ISLAND OF STAY (2019)

## POLAND

### How many are they and how much do they spend?

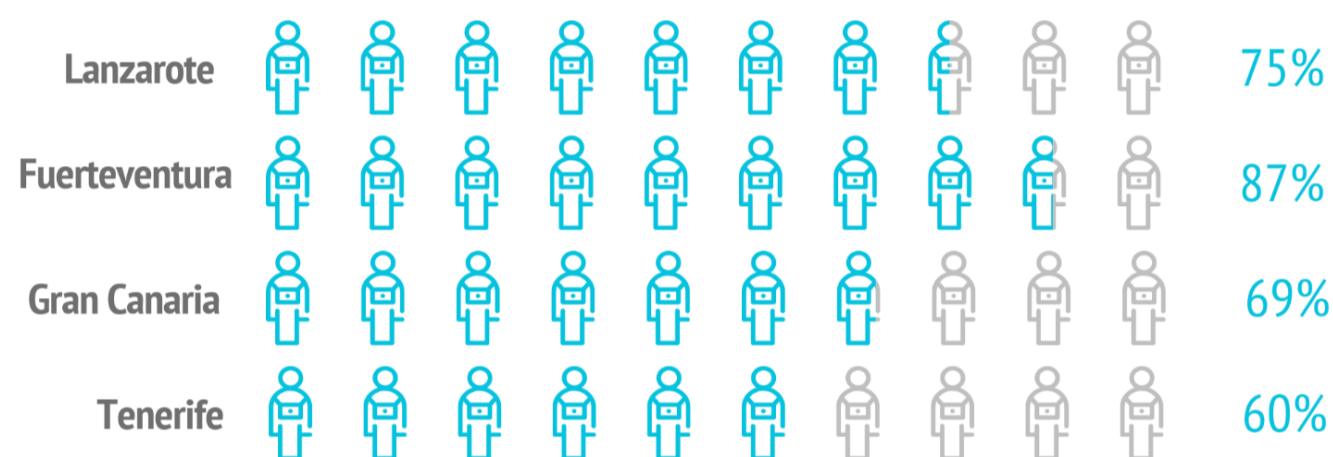


	LZ	FUE	GC	TFE	LP
<b>TOURISTS</b>					
Tourist arrivals (FRONTUR) (*)	n.d.	n.d.	n.d.	n.d.	n.d.
Tourist arrivals > 15 years old (EGT)	<b>31,207</b>	<b>62,964</b>	<b>75,233</b>	<b>117,321</b>	<b>5,183</b>
- book holiday package	23,407	54,621	51,748	69,830	--
- do not book holiday package	7,800	8,343	23,485	47,492	--
- % tourists who book holiday package	75.0%	86.7%	68.8%	59.5%	--

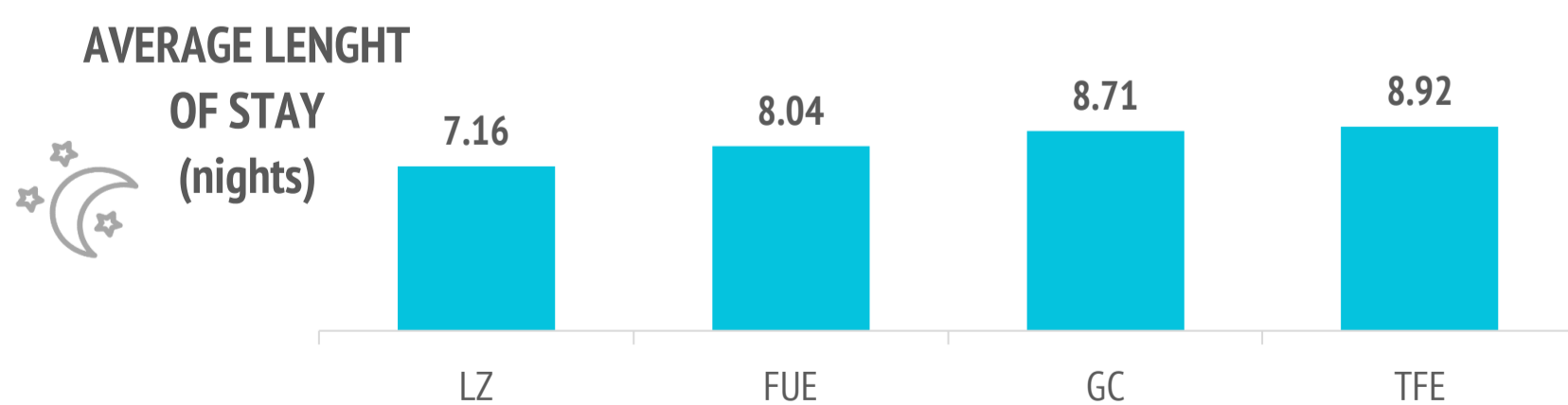
### TOURISTS



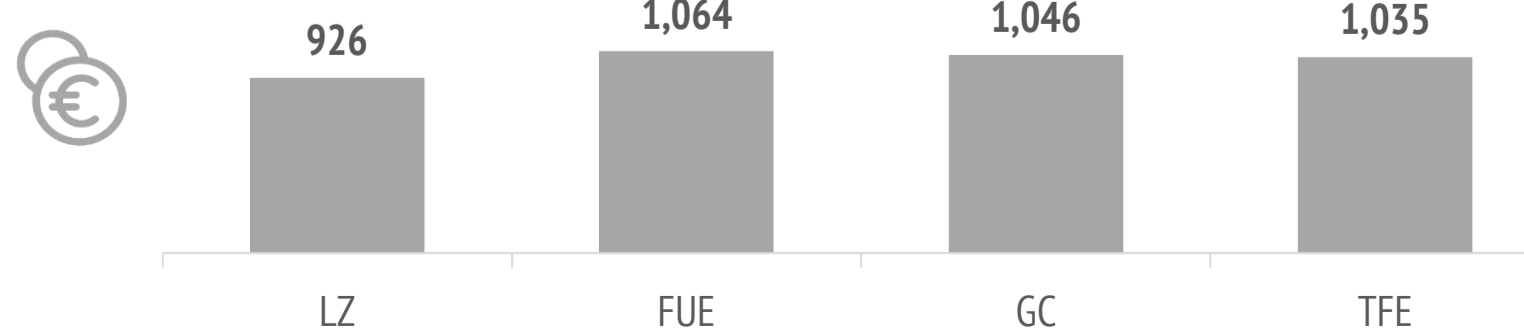
### % TOURISTS WHO BOOK HOLIDAY PACKAGE



	LZ	FUE	GC	TFE	LP
<b>Expenditure per tourist (€)</b>	<b>926</b>	<b>1,064</b>	<b>1,046</b>	<b>1,035</b>	--
- book holiday package	984	1,100	1,191	1,159	--
- holiday package	820	925	951	975	--
- others	164	175	241	184	--
- do not book holiday package	752	828	725	852	--
- flight	205	192	185	238	--
- accommodation	239	335	232	221	--
- others	308	301	308	394	--
<b>Average length of stay</b>	<b>7.16</b>	<b>8.04</b>	<b>8.71</b>	<b>8.92</b>	--
- book holiday package	7.12	7.95	8.36	8.13	--
- do not book holiday package	7.25	8.64	9.47	10.07	--
<b>Average daily expenditure (€)</b>	<b>130.7</b>	<b>136.2</b>	<b>128.2</b>	<b>122.0</b>	--
- book holiday package	139.4	140.8	144.6	139.4	--
- do not book holiday package	104.3	105.7	92.2	96.4	--
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>29</b>	<b>67</b>	<b>79</b>	<b>121</b>	--
- book holiday package	23	60	62	81	--
- do not book holiday package	6	7	17	40	--



### EXPENDITURE PER TOURIST (€)



### Importance of each factor in the destination choice

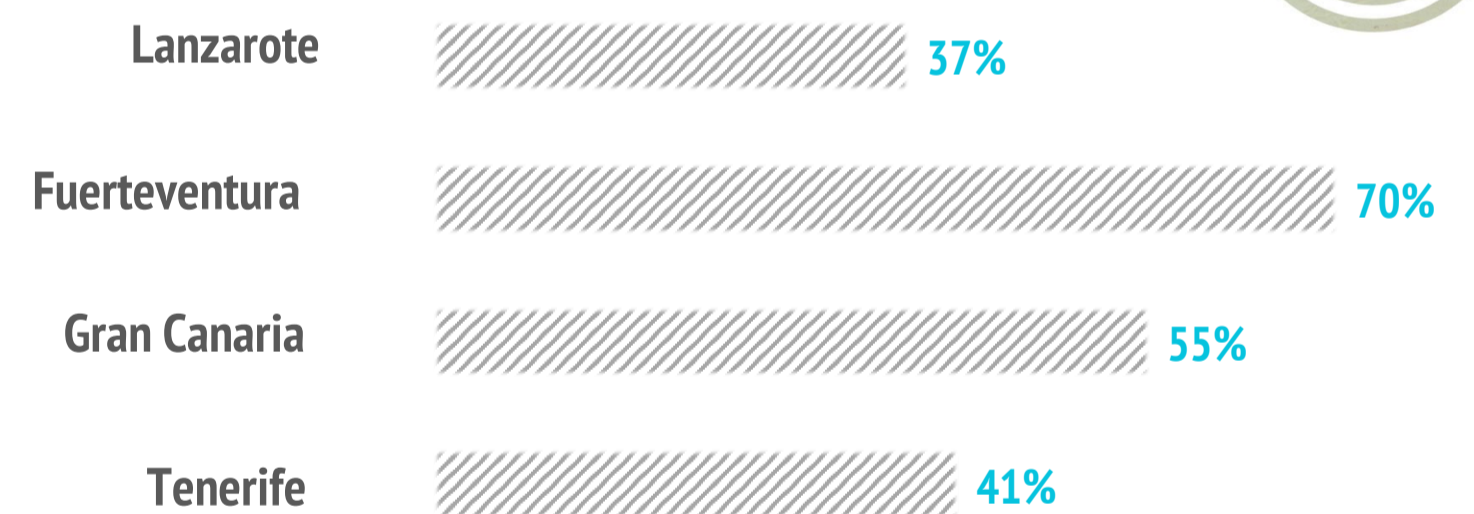


	LZ	FUE	GC	TFE	LP
Climate	88.5%	80.6%	84.9%	81.8%	--
Safety	73.7%	79.2%	69.7%	63.9%	--
Landscapes	61.7%	62.6%	62.2%	64.8%	--
Sea	57.0%	73.5%	58.8%	55.8%	--
Tranquility	55.7%	66.9%	52.7%	55.3%	--
European belonging	43.0%	61.0%	53.7%	49.5%	--
Beaches	36.7%	69.7%	55.2%	40.5%	--
Environment	42.3%	42.6%	44.4%	52.3%	--
Accommodation supply	41.2%	48.7%	44.7%	39.8%	--
Authenticity	35.5%	49.8%	35.9%	36.8%	--
Price	36.1%	40.4%	40.8%	37.3%	--
Effortless trip	32.3%	44.8%	34.7%	32.6%	--
Exoticism	23.6%	35.8%	29.3%	34.3%	--
Gastronomy	28.2%	32.2%	36.3%	28.6%	--
Fun possibilities	15.4%	10.9%	15.5%	20.3%	--
Hiking trail network	8.5%	7.2%	12.5%	11.9%	--
Culture	7.4%	6.5%	12.8%	10.6%	--
Historical heritage	4.2%	6.5%	7.8%	9.1%	--
Shopping	5.1%	4.7%	8.2%	7.5%	--
Nightlife	2.8%	3.6%	8.7%	7.4%	--

Each aspect is rated individually ("Not important", "Somewhat", "Quite", "Very important")

% of tourists who indicate that the factor is "very important" in their choice.

### % TOURISTS WHO CHOOSE BEACHES



### What is the main motivation for their holidays?



	LZ	FUE	GC	TFE	LP
Rest	47.5%	56.8%	65.1%	51.8%	--
Enjoy family time	7.2%	8.2%	5.9%	8.1%	--
Have fun	2.0%	0.4%	4.8%	5.2%	--
Explore the destination	40.6%	31.5%	22.0%	33.3%	--
Practice their hobbies	2.5%	2.1%	1.8%	0.6%	--
Other reasons	0.0%	1.0%	0.3%	1.0%	--

### How far in advance do they book their trip?



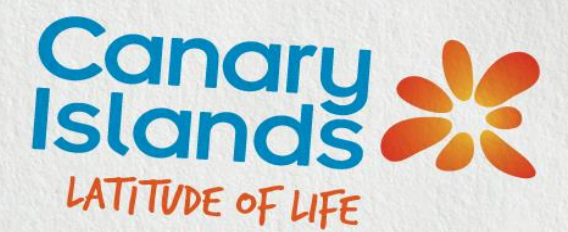
	LZ	FUE	GC	TFE	LP
The same day	1.4%	0.9%	1.8%	0.8%	--
Between 1 and 30 days	32.3%	39.7%	48.6%	35.0%	--
Between 1 and 2 months	21.8%	21.1%	22.8%	21.3%	--
Between 3 and 6 months	30.0%	25.0%	20.5%	27.0%	--
More than 6 months	14.4%	13.4%	6.4%	15.9%	--

Source: Encuesta sobre el Gasto Turístico (ISTAC).

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

# TOURIST PROFILE BY ISLAND OF STAY (2019)

## POLAND



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

	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	43.8%	37.7%	44.5%	35.2%	--
Friends or relatives	25.9%	27.0%	32.7%	29.9%	--
Internet or social media	71.8%	59.1%	62.6%	62.9%	--
Mass Media	3.3%	6.0%	2.4%	3.4%	--
Travel guides and magazines	17.0%	12.6%	14.8%	10.6%	--
Travel Blogs or Forums	26.2%	14.4%	14.3%	18.6%	--
Travel TV Channels	1.3%	1.0%	1.2%	1.1%	--
Tour Operator or Travel Agency	38.1%	37.8%	32.2%	29.1%	--
Public administrations or similar	0.0%	0.5%	0.0%	0.0%	--
Others	0.9%	2.6%	2.0%	1.1%	--

\* Multi-choise question

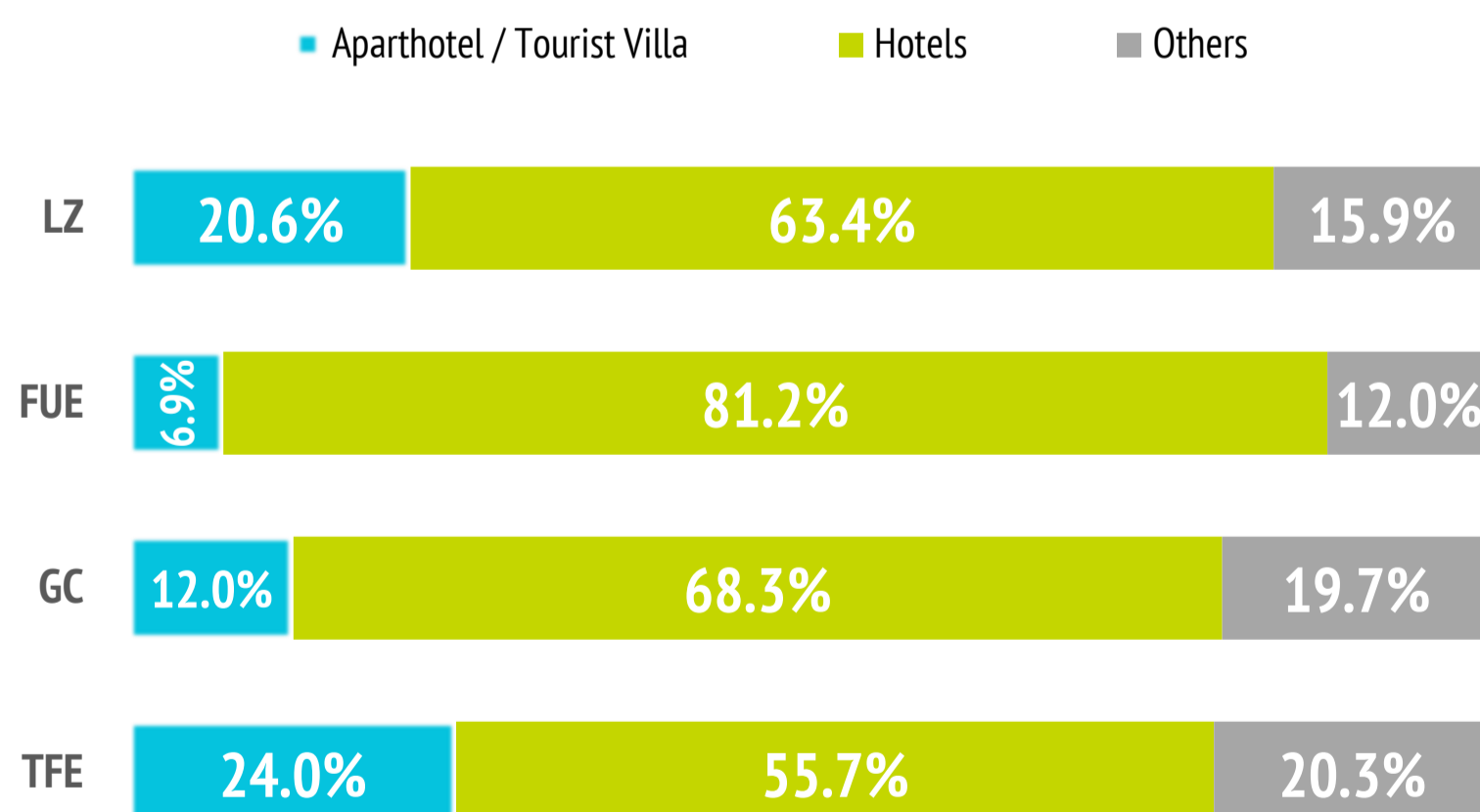
### With whom did they book their flight and accommodation? 👁

	LZ	FUE	GC	TFE	LP
<b>Flight</b>					
- Directly with the airline	26.3%	12.8%	23.7%	37.5%	--
- Tour Operator or Travel Agency	73.7%	87.2%	76.3%	62.5%	--
<b>Accommodation</b>					
- Directly with the accommodation	18.2%	9.0%	15.9%	25.4%	--
- Tour Operator or Travel Agency	81.8%	91.0%	84.1%	74.6%	--

### Where do they stay? 🏠

	LZ	FUE	GC	TFE	LP
1-2-3* Hotel	5.3%	22.1%	20.4%	10.5%	--
4* Hotel	56.0%	55.8%	45.0%	43.4%	--
5* Hotel / 5* Luxury Hotel	2.2%	3.2%	2.8%	1.8%	--
Aparthotel / Tourist Villa	20.6%	6.9%	12.0%	24.0%	--
House/room rented in a private dwelling	5.5%	2.9%	8.4%	7.7%	--
Private accommodation (1)	2.6%	0.8%	3.0%	5.8%	--
Others (Cottage, cruise, camping,...)	7.8%	8.3%	8.3%	6.8%	--

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



### What do they book? 🍽

	LZ	FUE	GC	TFE	LP
Room only	8.5%	6.4%	17.9%	26.6%	--
Bed and Breakfast	1.9%	0.5%	6.9%	8.7%	--
Half board	17.3%	11.6%	11.4%	12.2%	--
Full board	3.4%	3.4%	0.7%	1.7%	--
All inclusive	69.0%	78.1%	63.1%	50.8%	--

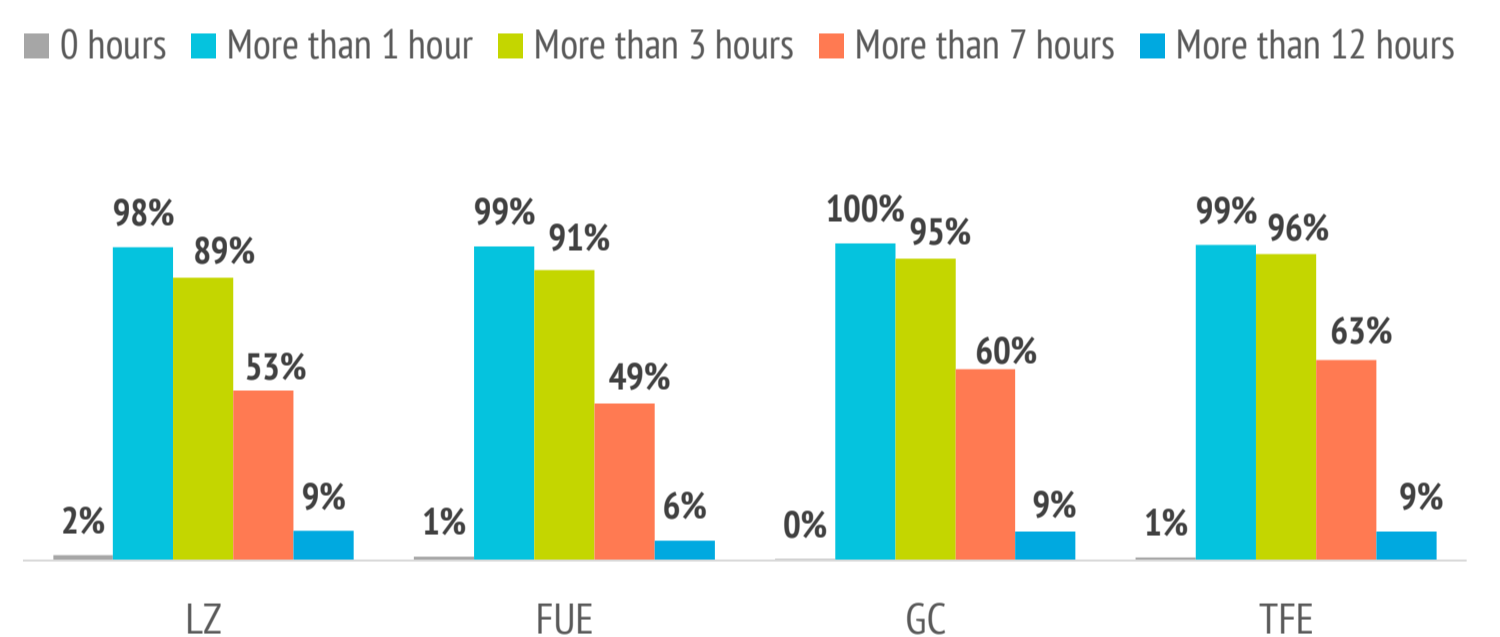
### Other expenses 📍

	LZ	FUE	GC	TFE	LP
Restaurants or cafes	49.1%	30.2%	44.0%	41.2%	--
Supermarkets	47.4%	33.3%	51.0%	46.0%	--
Car rental	35.8%	28.1%	30.8%	31.4%	--
Organized excursions	47.0%	35.8%	36.4%	33.8%	--
Taxi, transfer, chauffeur service	60.1%	69.0%	64.9%	49.9%	--
Theme Parks	7.7%	11.5%	10.9%	17.2%	--
Sport activities	5.4%	3.3%	6.2%	1.9%	--
Museums	12.5%	2.8%	3.9%	1.8%	--
Flights between islands	9.1%	4.5%	5.7%	8.9%	--

### Activities in the Canary Islands 🚶

Outdoor time per day	LZ	FUE	GC	TFE	LP
0 hours	1.7%	1.3%	0.4%	1.1%	--
1 - 2 hours	9.5%	7.5%	4.9%	2.9%	--
3 - 6 hours	35.5%	42.0%	34.6%	33.2%	--
7 - 12 hours	44.0%	42.9%	51.0%	53.8%	--
More than 12 hours	9.3%	6.3%	9.1%	9.1%	--

### TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	LZ	FUE	GC	TFE	LP
Beach	76.8%	82.0%	77.7%	80.7%	--
Walk, wander	68.4%	73.1%	71.8%	78.6%	--
Explore the island on their own	70.9%	52.7%	61.6%	68.7%	--
Swimming pool, hotel facilities	58.2%	58.7%	55.6%	57.9%	--
Organized excursions	30.5%	37.6%	32.2%	36.5%	--
Theme parks	8.5%	15.5%	18.1%	41.9%	--
Taste Canarian gastronomy	24.7%	15.4%	17.8%	28.7%	--
Sea excursions / whale watching	11.0%	7.6%	17.7%	24.1%	--
Sport activities	18.4%	13.9%	16.4%	11.7%	--
Nature activities	13.9%	8.2%	13.8%	11.4%	--
Museums / exhibitions	25.8%	4.5%	11.9%	11.0%	--
Wineries / markets / popular festivals	14.7%	8.0%	7.1%	10.9%	--
Nightlife / concerts / shows	6.4%	5.0%	12.7%	10.7%	--
Activities at sea	7.6%	5.1%	9.0%	7.9%	--
Astronomical observation	2.4%	1.9%	2.7%	5.4%	--
Beauty and health treatments	0.0%	1.3%	3.8%	1.2%	--

\* Multi-choise question

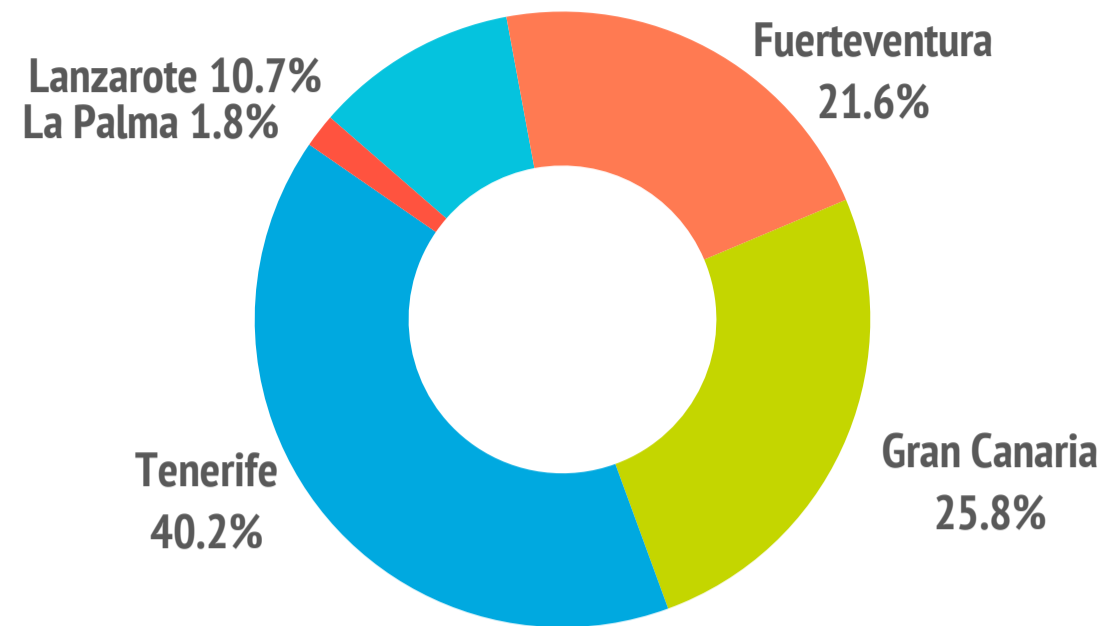
### CANARY ISLANDS



# TOURIST PROFILE BY ISLAND OF STAY (2019)

## POLAND

### Which island do they choose?



### How many islands do they visit during their trip?

	LZ	FUE	GC	TFE	LP
One island	91.3%	82.2%	89.7%	80.3%	--
Two islands	8.7%	17.4%	7.6%	16.8%	--
Three or more islands	0.0%	0.4%	2.6%	2.9%	--

#### % TOURISTS VISITING MORE THAN ONE ISLAND



### Internet usage during their trip

	LZ	FUE	GC	TFE	LP
<b>Research</b>					
- Tourist package	27.2%	20.8%	19.7%	15.9%	--
- Flights	15.1%	15.9%	11.5%	10.5%	--
- Accommodation	26.1%	23.1%	28.6%	15.8%	--
- Transport	22.2%	17.9%	25.3%	20.2%	--
- Restaurants	38.0%	27.9%	33.4%	33.2%	--
- Excursions	43.0%	40.3%	40.8%	38.9%	--
- Activities	59.0%	45.5%	53.4%	43.2%	--
<b>Book or purchase</b>					
- Tourist package	38.8%	52.0%	39.4%	34.2%	--
- Flights	52.0%	50.7%	52.4%	62.8%	--
- Accommodation	51.1%	51.4%	43.5%	54.1%	--
- Transport	41.7%	48.9%	38.6%	52.0%	--
- Restaurants	11.5%	15.7%	9.6%	15.6%	--
- Excursions	16.6%	23.3%	16.9%	21.2%	--
- Activities	10.1%	17.6%	18.5%	27.2%	--

\* Multi-choice question

Internet usage in the Canary Islands	LZ	FUE	GC	TFE	LP
<b>Did not use the Internet</b>	<b>0.7%</b>	<b>7.3%</b>	<b>8.4%</b>	<b>6.5%</b>	--
<b>Used the Internet</b>	<b>99.3%</b>	<b>92.7%</b>	<b>91.6%</b>	<b>93.5%</b>	--
- Own Internet connection	54.3%	51.7%	40.3%	51.6%	--
- Free Wifi connection	33.7%	21.2%	25.1%	25.5%	--
<b>Applications*</b>					
- Search for locations or maps	84.7%	72.2%	78.4%	83.8%	--
- Search for destination info	68.0%	52.4%	58.0%	61.3%	--
- Share pictures or trip videos	57.3%	52.9%	47.1%	53.1%	--
- Download tourist apps	9.4%	7.3%	8.4%	8.3%	--
- Others	15.8%	17.0%	10.6%	9.3%	--

\* Multi-choice question

### Which is the most visited place in each island?



The data refers to % of tourists on each island who have visited the place.

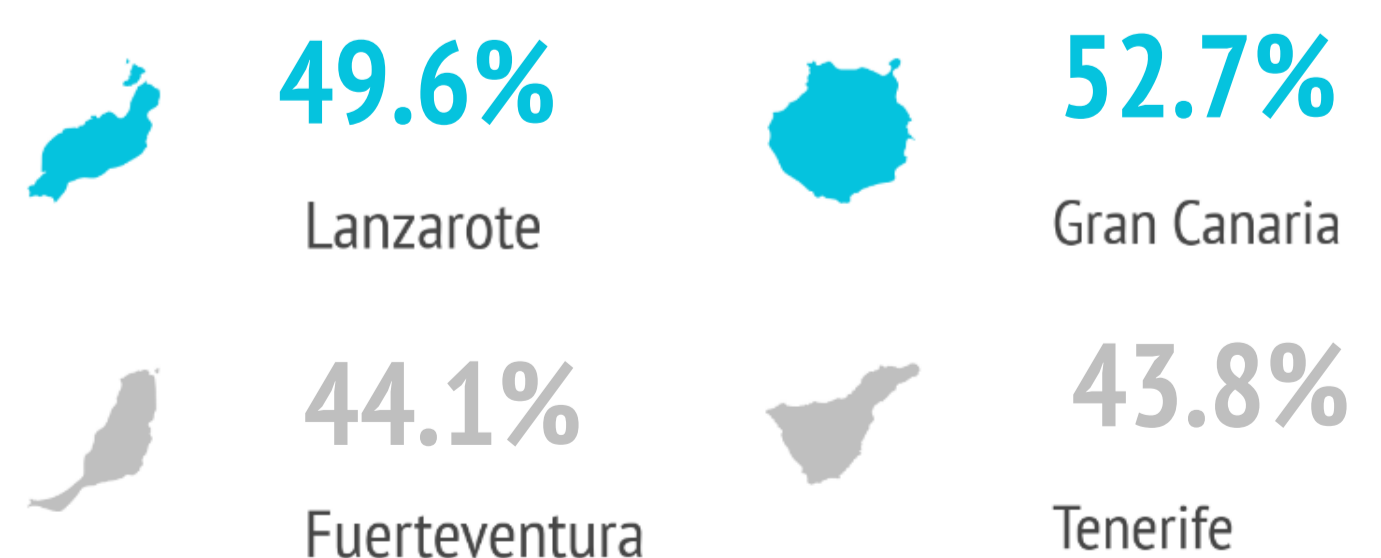
### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	LZ	FUE	GC	TFE	LP
Average rating	8.98	9.13	9.05	8.92	--
<b>Experience in the Canary Islands</b>					
Worse or much worse than expected	1.2%	0.5%	2.8%	1.9%	--
Lived up to expectations	54.6%	57.1%	50.3%	54.0%	--
Better or much better than expected	44.2%	42.4%	46.9%	44.0%	--
<b>Future intentions (scale 1-10)</b>					
Return to the Canary Islands	8.74	8.83	8.80	8.50	--
Recommend visiting the Canary Island:	9.19	9.28	9.28	9.25	--

### How many are loyal to the Canary Islands?

	LZ	FUE	GC	TFE	LP
Repeat tourists of the island	49.6%	44.1%	52.7%	43.8%	--
At least 10 previous visits	0.5%	0.9%	0.3%	1.7%	--
Repeat tourists	55.0%	51.7%	57.0%	49.4%	--
At least 10 previous visits	3.6%	2.0%	1.3%	2.0%	--

### REPEAT TOURIST OF EACH ISLAND



# TOURIST PROFILE BY ISLAND OF STAY (2019)

## POLAND

### Where does the flight come from?



	LZ	FUE	GC	TFE	LP
Poland	82.7%	91.2%	75.3%	93.4%	--
Germany	7.7%	5.3%	17.8%	0.8%	--
United Kingdom	3.1%	0.2%	3.0%	1.1%	--
Spanish Mainland	0.9%	0.0%	2.5%	1.5%	--
Netherlands	1.4%	1.9%	0.0%	0.4%	--
Switzerland	1.0%	0.6%	0.0%	0.0%	--
Norway	0.0%	0.0%	0.9%	0.0%	--
Finland	0.0%	0.0%	0.0%	0.3%	--
Luxembourg	1.2%	0.0%	0.0%	0.0%	--
Denmark	0.0%	0.0%	0.5%	0.0%	--
Belgium	0.5%	0.3%	0.0%	0.0%	--
Italy	0.0%	0.5%	0.0%	0.0%	--
Czech Republic	0.8%	0.0%	0.0%	0.0%	--
Austria	0.6%	0.0%	0.0%	0.0%	--
Others	0.0%	0.0%	0.0%	2.6%	--

### Who are they?



	LZ	FUE	GC	TFE	LP
<b>Gender</b>					
Men	58.4%	54.8%	51.2%	48.1%	--
Women	41.6%	45.2%	48.8%	51.9%	--
<b>Age</b>					
Average age (tourist > 15 years old)	37.5	41.7	39.0	38.3	--
Standard deviation	10.8	12.8	13.1	12.5	--
<b>Age range (&gt; 15 years old)</b>					
16 - 24 years old	3.7%	6.7%	10.4%	10.3%	--
25 - 30 years old	27.4%	12.0%	21.8%	24.0%	--
31 - 45 years old	43.1%	49.4%	42.1%	41.8%	--
46 - 60 years old	22.0%	20.9%	17.4%	16.0%	--
Over 60 years old	3.8%	11.0%	8.3%	7.9%	--
<b>Occupation</b>					
Salaried worker	39.1%	38.0%	41.7%	40.6%	--
Self-employed	26.9%	21.5%	22.7%	17.7%	--
Unemployed	2.5%	8.3%	3.6%	4.3%	--
Business owner	23.5%	21.5%	20.0%	25.0%	--
Student	4.1%	4.8%	4.9%	5.9%	--
Retired	3.8%	5.3%	5.9%	5.6%	--
Unpaid domestic work	0.0%	0.6%	1.0%	0.2%	--
Others	0.0%	0.0%	0.4%	0.7%	--
<b>Annual household income level</b>					
Less than €25,000	27.0%	29.9%	41.9%	36.0%	--
€25,000 - €49,999	53.3%	56.4%	40.2%	45.8%	--
€50,000 - €74,999	9.4%	9.1%	10.1%	13.5%	--
More than €74,999	10.3%	4.7%	7.7%	4.7%	--
<b>Education level</b>					
No studies	1.2%	2.7%	0.9%	0.8%	--
Primary education	0.0%	0.6%	1.9%	1.5%	--
Secondary education	18.2%	19.5%	18.5%	20.9%	--
Higher education	80.6%	77.2%	78.8%	76.8%	--

### Who do they come with?



	LZ	FUE	GC	TFE	LP
Unaccompanied	5.1%	2.3%	5.9%	6.3%	--
Only with partner	42.5%	47.1%	47.6%	43.7%	--
Only with children (< 13 years old)	6.5%	6.2%	1.6%	8.0%	--
Partner + children (< 13 years old)	16.0%	11.7%	10.6%	7.7%	--
Other relatives	10.8%	12.1%	11.2%	13.4%	--
Friends	4.3%	4.2%	8.7%	4.3%	--
Work colleagues	0.0%	0.0%	0.6%	0.3%	--
Organized trip	0.0%	0.0%	0.0%	0.4%	--
Other combinations <sup>(1)</sup>	14.7%	16.3%	13.9%	15.9%	--

(1) Different situations have been isolated

Tourists with children	LZ	FUE	GC	TFE	LP
<b>Tourists with children</b>	<b>31.6%</b>	<b>30.7%</b>	<b>21.5%</b>	<b>25.1%</b>	--
- Between 0 and 2 years old	4.3%	2.9%	2.1%	2.5%	--
- Between 3 and 12 years old	25.0%	25.7%	17.6%	21.0%	--
- Between 0 -2 and 3-12 years c	2.3%	2.1%	1.8%	1.5%	--

Tourists without children	LZ	FUE	GC	TFE	LP
<b>Tourists without children</b>	<b>68.4%</b>	<b>69.3%</b>	<b>78.5%</b>	<b>74.9%</b>	--

Group composition:	LZ	FUE	GC	TFE	LP
- 1 person	8.0%	6.6%	9.0%	12.5%	--
- 2 people	47.5%	47.3%	54.1%	45.5%	--
- 3 people	19.0%	21.5%	17.8%	15.0%	--
- 4 or 5 people	23.3%	20.9%	17.1%	21.8%	--
- 6 or more people	2.2%	3.7%	2.0%	5.2%	--
<b>Average group size:</b>	<b>2.74</b>	<b>2.81</b>	<b>2.55</b>	<b>2.75</b>	--



% MEN



### % OF TOURISTS WITH INCOMES OVER €74,999

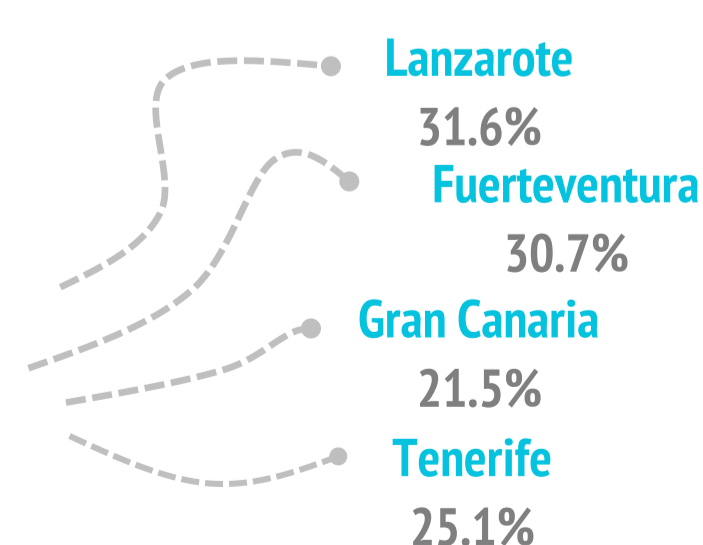
● Lanzarote ● Fuerteventura ● Gran Canaria ● Tenerife



### TOURIST TRAVELLING WITH CHILDREN



(Under the age of 13)



### % OF TOURISTS TRAVELLING ONLY WITH PARTNER

