

Tourist profile by quarter of trip (2016)

Canary Islands: Polish market

How many are they and how much do they spend?

	Q1	Q2	Q3	Q4	Total
Tourist arrivals (> 16 years old)	27,970	23,110	33,839	34,170	119,090
Average daily expenditure (€)	120.26	128.39	117.63	128.51	123.46
. in their place of residence	92.48	92.17	89.15	91.85	91.29
. in the Canary Islands	27.78	36.22	28.47	36.66	32.16
Average length of stay	7.91	8.30	8.92	7.70	8.21
Turnover per tourist (€)	954	990	1,005	951	975
Total turnover (> 16 years old) (€m)	26.7	22.9	34.0	32.5	116.1
Polish turnover: share by quarter	23.0%	19.7%	29.3%	28.0%	100%
Polish tourist arrivals: share by quarter	23.5%	19.4%	28.4%	28.7%	100%

Expenditure in the Canary Islands per tourist and trip (€) (*)					
Accommodation (**):	38.22	45.02	24.83	25.25	32.01
- Accommodation	35.49	42.94	24.83	24.71	30.81
- Additional accommodation expenses	2.73	2.08	0.00	0.55	1.20
Transport:	17.68	17.06	23.48	24.84	21.26
- Public transport	6.79	2.21	7.08	7.97	6.32
- Taxi	4.75	2.04	4.62	5.26	4.33
- Car rental	6.14	12.81	11.79	11.61	10.61
Food and drink:	69.66	55.48	72.39	57.52	64.20
- Food purchases at supermarkets	45.70	36.94	38.82	24.72	36.02
- Restaurants	23.96	18.54	33.58	32.80	28.18
Souvenirs:	49.80	69.38	72.49	72.41	66.53
Leisure:	42.24	64.49	38.65	82.11	56.98
- Organized excursions	24.17	37.51	24.07	46.01	33.00
- Leisure, amusement	7.59	4.85	3.20	12.34	7.17
- Trip to other islands	0.99	0.61	4.47	5.44	3.18
- Sporting activities	7.60	14.78	3.53	10.39	8.64
- Cultural activities	0.21	3.80	1.82	1.37	1.70
- Discos and disco-pubs	1.68	2.94	1.57	6.56	3.29
Others:	5.88	18.57	6.52	16.13	11.46
- Wellness	1.87	9.58	1.93	10.30	5.80
- Medical expenses	0.00	0.15	0.14	2.14	0.68
- Other expenses	4.01	8.83	4.46	3.69	4.98

How far in advance do they book their trip?

	Q1	Q2	Q3	Q4	Total
The same day they leave	1.4%	3.2%	0.7%	0.7%	1.3%
Between 2 and 7 days	16.7%	12.1%	26.1%	20.7%	19.6%
Between 8 and 15 days	12.4%	14.3%	12.6%	18.0%	14.4%
Between 16 and 30 days	15.7%	21.8%	16.3%	14.2%	16.6%
Between 31 and 90 days	31.1%	17.2%	16.3%	29.6%	23.9%
More than 90 days	22.7%	31.5%	28.1%	16.7%	24.2%

What do they book at their place of residence?

	Q1	Q2	Q3	Q4	Total
Flight only	5.8%	8.0%	2.1%	2.2%	4.2%
Flight and accommodation (room only)	14.3%	6.2%	9.5%	12.4%	10.8%
Flight and accommodation (B&B)	6.5%	0.6%	5.0%	5.3%	4.5%
Flight and accommodation (half board)	0.9%	3.8%	1.9%	6.6%	3.4%
Flight and accommodation (full board)	13.8%	8.0%	9.0%	18.1%	12.6%
Flight and accommodation (all inclusive)	58.7%	73.5%	72.6%	55.4%	64.6%
% Tourists using low-cost airlines	55.2%	57.5%	52.6%	46.0%	52.4%
Other expenses in their place of residence:					
- Car rental	12.7%	19.8%	9.1%	13.2%	13.4%
- Sporting activities	1.7%	8.2%	5.9%	3.1%	4.5%
- Excursions	9.4%	13.7%	11.0%	9.7%	10.8%
- Trip to other islands	2.1%	0.0%	3.1%	3.4%	2.3%

(*) 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?

	Q1	Q2	Q3	Q4	Total
Accommodation booking					
Tour Operator	54.7%	40.8%	42.3%	39.5%	44.2%
- Tour Operator's website	52.5%	60.8%	41.0%	56.2%	51.2%
Accommodation	11.6%	16.7%	8.3%	11.9%	11.7%
- Accommodation's website	83.7%	74.8%	100.0%	100.0%	89.3%
Travel agency (High street)	17.7%	30.4%	34.5%	33.6%	29.4%
Online Travel Agency (OTA)	12.2%	12.2%	13.8%	13.7%	13.1%
No need to book accommodation	3.8%	0.0%	1.1%	1.3%	1.6%

	Q1	Q2	Q3	Q4	Total
Flight booking					
Tour Operator	57.1%	46.9%	37.5%	46.3%	46.4%
- Tour Operator's website	46.0%	58.2%	52.6%	57.1%	52.9%
Airline	26.8%	16.7%	18.3%	16.8%	19.5%
- Airline's website	93.4%	89.6%	72.5%	100.0%	88.7%
Travel agency (High street)	14.1%	30.6%	35.5%	33.0%	28.8%
Online Travel Agency (OTA)	2.1%	5.9%	8.7%	4.0%	5.3%

Where do they stay?

	Q1	Q2	Q3	Q4	Total
5* Hotel	1.3%	3.6%	2.5%	7.7%	3.9%
4* Hotel	50.0%	58.9%	53.1%	38.1%	49.2%
1-2-3* Hotel	21.7%	12.8%	21.0%	24.3%	20.5%
Apartment	21.0%	21.6%	21.8%	28.1%	23.4%
Property (privately-owned, friends, family)	2.7%	1.1%	1.0%	0.0%	1.1%
Others	3.3%	2.1%	0.6%	1.8%	1.8%

Who are they?

	Q1	Q2	Q3	Q4	Total
Gender					
Percentage of men	47.4%	55.3%	49.0%	52.1%	50.8%
Percentage of women	52.6%	44.7%	51.0%	47.9%	49.2%

Age					
Average age (tourists > 16 years old)	38.2	38.6	36.3	37.8	37.6
Standard deviation	11.5	12.3	10.9	14.5	12.5

Age range (> 16 years old)					
16-24 years old	5.8%	3.7%	11.8%	13.3%	9.3%
25-30 years old	18.6%	29.8%	25.7%	25.3%	24.7%
31-45 years old	56.0%	48.4%	40.7%	36.8%	44.7%
46-60 years old	13.1%	9.8%	17.6%	14.4%	14.1%
Over 60 years old	6.6%	8.3%	4.2%	10.1%	7.3%

Occupation					
Business owner or self-employed	49.6%	39.9%	39.7%	36.5%	41.1%
Upper/Middle management employee	26.3%	32.5%	33.1%	31.6%	31.0%
Auxiliary level employee	15.4%	13.5%	11.7%	11.2%	12.8%
Students	5.0%	2.2%	7.4%	8.4%	6.0%
Retired	0.0%	4.5%	5.6%	7.4%	4.6%
Unemployed / unpaid dom. work	3.7%	7.6%	2.5%	4.8%	4.5%

Annual household income level					
€12,000 - €24,000	30.6%	35.9%	42.1%	42.9%	38.1%
€24,001 - €36,000	29.6%	23.2%	17.9%	21.5%	23.0%
€36,001 - €48,000	8.0%	15.8%	11.4%	15.0%	12.4%
€48,001 - €60,000	14.7%	9.0%	11.3%	6.7%	10.4%
€60,001 - €72,000	7.0%	10.1%	8.2%	6.4%	7.8%
€72,001 - €84,000	0.0%	0.0%	0.0%	0.0%	0.0%
More than €84,000	10.1%	6.0%	9.2%	7.5%	8.3%

Tourist profile by quarter of trip (2016)

Canary Islands: Polish market



Which island do they choose?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	3,797	627	3,218	6,576	14,218
- Fuerteventura	7,626	5,395	10,516	8,245	31,782
- Gran Canaria	4,526	5,251	8,634	7,666	26,077
- Tenerife	12,022	11,837	10,671	11,683	46,214
- La Palma	0	0	800	0	800

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	13.6%	2.7%	9.5%	19.2%	11.9%
- Fuerteventura	27.3%	23.3%	31.1%	24.1%	26.7%
- Gran Canaria	16.2%	22.7%	25.5%	22.4%	21.9%
- Tenerife	43.0%	51.2%	31.5%	34.2%	38.8%
- La Palma	0.0%	0.0%	2.4%	0.0%	0.7%

Who do they come with?



	Q1	Q2	Q3	Q4	Total
Unaccompanied	2.4%	1.1%	4.5%	4.9%	3.4%
Only with partner	31.3%	54.3%	45.2%	45.0%	43.6%
Only with children (under the age of 13)	0.0%	0.0%	2.1%	1.4%	1.0%
Partner + children (under the age of 13)	21.8%	11.6%	16.0%	7.8%	14.1%
Other relatives	4.7%	7.3%	7.2%	12.1%	8.1%
Friends	8.3%	1.9%	2.1%	8.7%	5.4%
Work colleagues	1.9%	0.0%	0.0%	0.5%	0.6%
Other combinations ⁽¹⁾	29.6%	23.9%	23.0%	19.6%	23.8%

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

How do they rate the destination?



Impression of their stay	Q1	Q2	Q3	Q4	Total
Good or very good (% tourists)	93.5%	96.4%	94.2%	95.2%	94.7%
Average rating (scale 1-10)	9.02	9.15	8.96	9.10	9.05

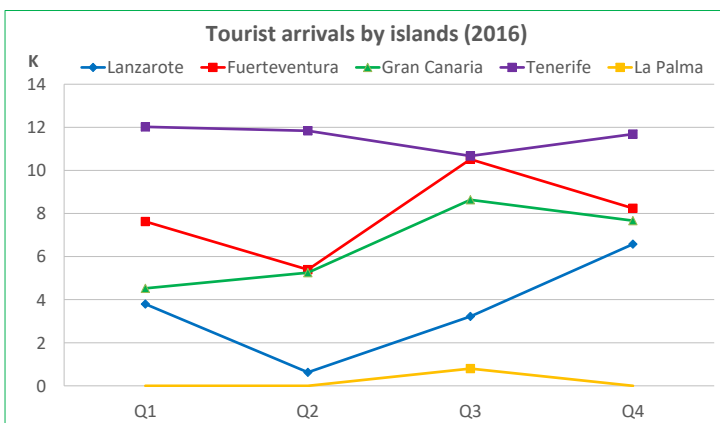
How many are loyal to the destination?

Repeat tourists of the Canary Islands	Q1	Q2	Q3	Q4	Total
Repeat tourists	49.4%	52.9%	27.1%	62.2%	47.3%
In love (at least 10 previous visits)	1.3%	0.0%	0.9%	4.7%	1.9%

Where does the flight come from?



Ten main origin markets	Q1	Q2	Q3	Q4	Total
Poland	86.4%	81.3%	84.9%	84.0%	84.3%
United Kingdom	7.4%	7.3%	3.2%	4.3%	5.3%
Germany	5.7%	5.0%	5.3%	4.8%	5.2%
Spanish Mainland	0.5%	2.9%	5.3%	3.4%	3.2%
Belgium	0.0%	0.0%	0.0%	1.4%	0.4%
Denmark	0.0%	2.1%	0.0%	0.0%	0.4%
Ireland	0.0%	0.0%	1.2%	0.0%	0.3%
France	0.0%	0.0%	0.0%	1.1%	0.3%
Norway	0.0%	1.4%	0.0%	0.0%	0.3%
Austria	0.0%	0.0%	0.0%	0.0%	0.0%



Why do they choose the Canary Islands?



Aspects influencing the choice	Q1	Q2	Q3	Q4	Total
Climate/sun	90.3%	86.8%	76.7%	88.5%	85.2%
Scenery	35.6%	43.7%	36.9%	33.9%	37.0%
Beaches	19.3%	22.0%	43.8%	33.4%	30.8%
Tranquillity/rest/relaxation	33.8%	27.7%	26.9%	24.4%	27.9%
Security	28.6%	26.9%	24.0%	20.4%	24.6%
Visiting new places	22.2%	24.6%	25.3%	23.9%	24.0%
Price	19.8%	7.9%	5.4%	11.7%	11.1%
Active tourism	14.8%	7.2%	9.8%	10.3%	10.6%
Nautical activities	5.6%	10.8%	4.0%	4.0%	5.7%
Suitable destination for children	5.1%	3.4%	3.8%	7.7%	5.2%
Quality of the environment	6.2%	8.6%	1.8%	3.1%	4.5%
Ease of travel	3.9%	0.5%	0.9%	6.9%	3.3%
Security against natural catastrophes	3.8%	1.3%	1.8%	4.9%	3.1%
Theme parks	1.1%	3.8%	3.3%	0.8%	2.2%
Shopping	1.0%	0.0%	5.4%	0.9%	2.0%
Nightlife/fun	3.3%	1.2%	2.4%	0.9%	2.0%

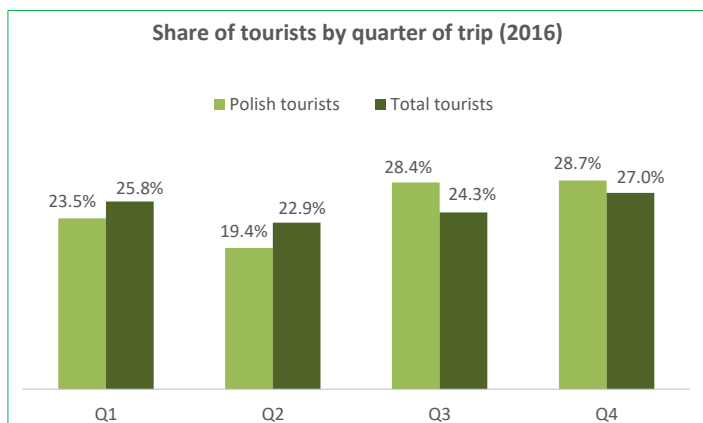
* Multi-choice question

What did motivate them to come?



Aspects motivating the choice	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	41.7%	35.5%	22.6%	51.9%	38.1%
Recommendation by friends or relatives	35.8%	33.1%	38.4%	33.0%	35.2%
The Canary Islands television channel	0.7%	0.0%	0.7%	0.0%	0.4%
Other television or radio channels	4.7%	3.1%	5.6%	1.7%	3.8%
Information in the press/magazines/books	9.0%	4.0%	11.4%	9.8%	8.9%
Attendance at a tourism fair	3.7%	0.0%	1.2%	1.7%	1.7%
Tour Operator's brochure or catalogue	5.2%	17.1%	9.5%	5.8%	8.9%
Recommendation by Travel Agency	21.3%	20.9%	22.6%	17.6%	20.5%
Information obtained via the Internet	42.4%	51.0%	43.5%	41.9%	44.2%
Senior Tourism programme	0.0%	0.0%	0.0%	0.0%	0.0%
Others	8.2%	2.1%	4.6%	1.2%	4.0%

* Multi-choice question



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.