

## Tourist profile by quarter of trip (2017)

### POLAND

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



	Q1	Q2	Q3	Q4	Total
Tourist arrivals (FRONTUR) (thousands)	n.d.	n.d.	n.d.	n.d.	n.d.
Tourist arrivals (> 16 years old) (thousands)	75.1	57.6	76.1	57.7	267
Average daily expenditure (€)	129.49	128.67	132.43	138.49	132.10
. in their place of residence	93.11	90.04	101.87	103.70	97.24
. in the Canary Islands	36.38	38.63	30.56	34.78	34.86
Average length of stay	8.16	7.71	8.22	7.51	7.94
Turnover per tourist (€)	994	945	1,029	956	985
Total turnover (€m)	74.6	54.4	78.4	55.2	263
Tourist arrivals: share by quarter	28.2%	21.6%	28.6%	21.7%	100%
Turnover: share by quarter	28.4%	20.7%	29.8%	21.0%	100%
<u>% tourists who pay in the Canary Islands:</u>					
<b>Accommodation:</b>					
- Accommodation	18.2%	12.4%	9.0%	9.5%	12.4%
- Additional accommodation expenses	5.7%	3.9%	1.6%	3.4%	3.6%
<b>Transport:</b>					
- Public transport	19.0%	16.2%	17.3%	22.1%	18.6%
- Taxi	10.7%	10.9%	12.3%	6.9%	10.4%
- Car rental	31.2%	29.8%	24.9%	25.1%	27.8%
<b>Food and drink:</b>					
- Food purchases at supermarkets	56.4%	51.8%	41.1%	50.8%	49.8%
- Restaurants	38.7%	46.0%	38.3%	36.4%	39.7%
<b>Souvenirs:</b>	66.4%	66.0%	70.8%	68.6%	68.0%
<b>Leisure:</b>					
- Organized excursions	33.0%	37.2%	38.9%	27.8%	34.5%
- Leisure, amusement	8.7%	15.0%	11.1%	15.6%	12.2%
- Trip to other islands	5.8%	1.6%	7.1%	4.8%	5.0%
- Sporting activities	2.6%	10.2%	10.2%	10.6%	8.1%
- Cultural activities	3.2%	3.9%	5.2%	6.2%	4.6%
- Discos and disco-pubs	3.5%	10.0%	5.1%	3.6%	5.4%
<b>Others:</b>					
- Wellness	2.4%	3.1%	2.8%	2.1%	2.6%
- Medical expenses	0.8%	2.6%	3.2%	1.5%	2.0%
- Other expenses	8.3%	14.8%	10.2%	6.8%	9.9%

2017



+124%  
TOURISTS\*  
266,514



+1%  
TRAVEL EXPENSES  
€985



+126%  
TURNOVER  
€263 MILL

#### What do they book at their place of residence?



	Q1	Q2	Q3	Q4	Total
Flight only	7.1%	4.6%	3.1%	1.7%	4.2%
Flight and accommodation (room only)	18.5%	13.5%	5.4%	10.1%	11.9%
Flight and accommodation (B&B)	4.0%	2.4%	3.0%	3.0%	3.2%
Flight and accommodation (half board)	6.2%	4.4%	2.3%	2.4%	3.9%
Flight and accommodation (full board)	8.1%	25.7%	18.7%	16.1%	16.6%
Flight and accommodation (all inclusive)	56.1%	49.4%	67.4%	66.7%	60.2%
<u>% Tourists using low-cost airlines</u>	61.3%	59.1%	48.3%	44.8%	53.6%
<u>Other expenses in their place of residence:</u>					
- Car rental	23.9%	9.8%	9.2%	13.1%	14.3%
- Sporting activities	6.5%	5.8%	4.3%	1.8%	4.7%
- Excursions	11.2%	10.3%	11.8%	7.0%	10.2%
- Trip to other islands	1.6%	0.0%	2.8%	1.7%	1.6%

\* Tourists over 16 years old.

#### How do they book?



	Q1	Q2	Q3	Q4	Total
<b>Accommodation booking</b>					
<b>Tour Operator</b>	43.2%	37.9%	44.2%	52.1%	44.3%
- Tour Operator's website	58.3%	54.5%	49.8%	51.0%	53.4%
<b>Accommodation</b>	10.9%	11.2%	4.7%	8.3%	8.6%
- Accommodation's website	85.7%	82.8%	84.0%	80.5%	83.5%
<b>Travel agency (High street)</b>	21.1%	34.7%	43.2%	28.1%	31.9%
<b>Online Travel Agency (OTA)</b>	24.1%	13.1%	6.4%	11.3%	13.8%
<b>No need to book accommodation</b>	0.7%	3.1%	1.6%	0.3%	1.4%
<b>Flight booking</b>					
<b>Tour Operator</b>	46.3%	45.7%	45.9%	56.5%	48.3%
- Tour Operator's website	50.4%	48.7%	52.9%	53.0%	51.4%
<b>Airline</b>	31.6%	19.2%	9.3%	14.8%	18.9%
- Airline's website	92.1%	93.1%	96.6%	90.1%	92.6%
<b>Travel agency (High street)</b>	18.9%	32.0%	41.2%	24.7%	29.4%
<b>Online Travel Agency (OTA)</b>	3.2%	3.1%	3.6%	4.1%	3.5%

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



	Q1	Q2	Q3	Q4	Total
The same day they leave	0.3%	2.7%	0.5%	1.1%	1.0%
Between 2 and 7 days	10.5%	17.8%	27.7%	14.3%	17.8%
Between 8 and 15 days	12.1%	15.7%	10.5%	18.1%	13.7%
Between 16 and 30 days	15.2%	9.1%	11.0%	20.2%	13.8%
Between 31 and 90 days	33.2%	31.8%	25.1%	28.2%	29.5%
More than 90 days	28.7%	22.8%	25.2%	18.2%	24.2%

#### Who are they?



	Q1	Q2	Q3	Q4	Total
<b>Gender</b>					
Men	50.9%	53.5%	49.7%	61.3%	53.4%
Women	49.1%	46.5%	50.3%	38.7%	46.6%
<u>Age</u>					
Average age (tourists > 16 years old)	40.2	38.1	36.8	40.7	38.9
Standard deviation	11.5	12.3	11.5	13.8	12.3
<u>Age range (&gt; 16 years old)</u>					
16-24 years old	6.9%	8.3%	16.0%	7.2%	9.9%
25-30 years old	15.4%	24.6%	20.1%	23.7%	20.5%
31-45 years old	49.2%	43.3%	44.3%	36.9%	43.9%
46-60 years old	21.3%	16.2%	15.5%	17.2%	17.6%
Over 60 years old	7.2%	7.7%	4.1%	15.0%	8.1%
<u>Occupation</u>					
Business owner or self-employed	50.6%	37.4%	32.3%	42.3%	40.6%
Upper/Middle management employee	33.0%	37.8%	36.6%	31.1%	34.7%
Auxiliary level employee	10.5%	10.8%	15.8%	11.7%	12.4%
Students	2.7%	5.0%	12.0%	3.3%	6.0%
Retired	2.0%	5.9%	1.4%	8.7%	4.2%
Unemployed / unpaid dom. work	1.1%	3.1%	2.0%	2.9%	2.2%
<u>Annual household income level</u>					
€12,000 - €24,000	31.7%	30.7%	44.7%	47.9%	38.7%
€24,001 - €36,000	23.2%	24.5%	32.0%	23.9%	26.0%
€36,001 - €48,000	16.8%	17.6%	11.0%	9.2%	13.7%
€48,001 - €60,000	12.3%	12.2%	5.4%	6.3%	9.0%
€60,001 - €72,000	2.9%	4.0%	2.4%	3.5%	3.1%
€72,001 - €84,000	3.9%	4.3%	0.7%	2.5%	2.8%
More than €84,000	9.2%	6.8%	3.8%	6.6%	6.6%

## Tourist profile by quarter of trip (2017)

### POLAND

#### Which island do they choose?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	13,267	10,146	11,812	10,013	<b>45,239</b>
- Fuerteventura	14,125	14,263	19,912	12,881	<b>61,181</b>
- Gran Canaria	12,095	10,241	14,276	14,156	<b>50,769</b>
- Tenerife	23,964	22,954	26,685	20,555	<b>94,159</b>
- La Palma	11,614	0	2,889	0	<b>14,503</b>

#### Where do they stay?

	Q1	Q2	Q3	Q4	Total
5* Hotel	2.5%	2.9%	0.0%	3.1%	<b>2.0%</b>
4* Hotel	49.5%	51.2%	59.7%	47.5%	<b>52.3%</b>
1-2-3* Hotel	14.5%	16.4%	13.3%	18.4%	<b>15.4%</b>
Apartment	31.3%	25.5%	24.7%	26.9%	<b>27.2%</b>
Property (privately-owned, friends, family)	1.0%	2.1%	2.0%	0.3%	<b>1.4%</b>
Others	1.1%	1.9%	0.3%	3.8%	<b>1.7%</b>

#### Who do they come with?

	Q1	Q2	Q3	Q4	Total
Unaccompanied	3.2%	5.7%	4.6%	6.1%	<b>4.8%</b>
Only with partner	42.8%	38.6%	45.1%	51.0%	<b>44.3%</b>
Only with children (under the age of 13)	1.4%	1.8%	0.8%	0.0%	<b>1.0%</b>
Partner + children (under the age of 13)	17.3%	17.0%	17.2%	9.7%	<b>15.6%</b>
Other relatives	8.0%	6.3%	6.2%	7.1%	<b>6.9%</b>
Friends	4.8%	7.1%	4.1%	8.3%	<b>5.9%</b>
Work colleagues	0.7%	1.0%	0.0%	0.9%	<b>0.6%</b>
Other combinations <sup>(1)</sup>	21.9%	22.4%	21.9%	16.8%	<b>20.9%</b>

\* Multi-chose question (different situations have been isolated)

#### How do they rate the Canary Islands?

Impression of their stay	Q1	Q2	Q3	Q4	Total
Good or very good (% tourists)	95.0%	94.2%	94.0%	99.1%	<b>95.5%</b>
Average rating (scale 1-10)	9.28	9.18	9.24	9.55	<b>9.31</b>

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

Repeat tourists	Q1	Q2	Q3	Q4	Total
At least 1 previous visit	61.1%	42.5%	32.9%	51.6%	<b>47.0%</b>
At least 10 previous visits	3.5%	1.6%	1.0%	3.8%	<b>2.4%</b>

#### Where does the flight come from?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
Poland	79.0%	93.2%	97.1%	95.1%	<b>90.7%</b>
United Kingdom	8.2%	3.2%	1.4%	1.1%	<b>3.6%</b>
Germany	8.2%	1.8%	0.0%	1.5%	<b>3.0%</b>
Spanish Mainland	4.4%	1.8%	1.5%	1.1%	<b>2.3%</b>
Norway	0.0%	0.0%	0.0%	0.7%	<b>0.1%</b>
Ireland	0.0%	0.0%	0.0%	0.6%	<b>0.1%</b>
Belgium	0.2%	0.0%	0.0%	0.0%	<b>0.1%</b>

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	17.7%	17.6%	15.6%	17.4%	<b>17.0%</b>
- Fuerteventura	18.8%	24.8%	26.3%	22.4%	<b>23.0%</b>
- Gran Canaria	16.1%	17.8%	18.9%	24.6%	<b>19.1%</b>
- Tenerife	31.9%	39.8%	35.3%	35.7%	<b>35.4%</b>
- La Palma	15.5%	0.0%	3.8%	0.0%	<b>5.5%</b>

#### Why do they choose the Canary Islands?

Aspects influencing the choice	Q1	Q2	Q3	Q4	Total
Climate/sun	91.3%	88.6%	87.9%	95.8%	<b>90.8%</b>
Scenery	44.3%	41.0%	45.2%	35.7%	<b>42.0%</b>
Beaches	22.3%	39.6%	41.6%	32.3%	<b>33.7%</b>
Tranquility/rest/relaxation	28.6%	31.0%	28.2%	30.5%	<b>29.4%</b>
Security	21.7%	19.4%	28.5%	23.5%	<b>23.6%</b>
Visiting new places	16.5%	19.8%	28.5%	19.2%	<b>21.2%</b>
Active tourism	16.6%	8.8%	6.2%	6.7%	<b>9.8%</b>
Price	5.3%	9.2%	4.3%	8.1%	<b>6.5%</b>
Quality of the environment	7.1%	3.9%	3.3%	4.3%	<b>4.8%</b>
Suitable destination for children	5.9%	3.8%	4.0%	4.5%	<b>4.6%</b>
Nautical activities	5.3%	4.1%	2.8%	3.6%	<b>4.0%</b>
Ease of travel	5.7%	2.6%	0.7%	6.9%	<b>3.9%</b>
Theme parks	2.8%	5.9%	4.1%	0.8%	<b>3.4%</b>
Shopping	3.5%	0.5%	4.6%	4.1%	<b>3.3%</b>
Nightlife/fun	1.0%	4.2%	2.2%	1.1%	<b>2.1%</b>
Culture	1.9%	1.7%	1.5%	1.9%	<b>1.7%</b>

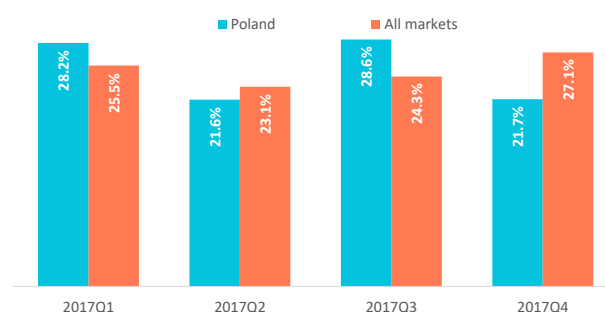
\* Multi-chose question

#### What did motivate them to come?

Prescription sources	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	52.0%	36.0%	28.4%	46.7%	<b>40.6%</b>
Recommendation by friends/relatives	37.4%	41.0%	37.8%	37.8%	<b>38.4%</b>
The Canary Islands television channel	0.9%	0.0%	0.0%	0.8%	<b>0.4%</b>
Other television or radio channels	2.2%	4.3%	5.1%	3.7%	<b>3.8%</b>
Information in press/magazines/books	8.8%	8.7%	13.5%	11.7%	<b>10.7%</b>
Attendance at a tourism fair	0.4%	0.0%	2.8%	0.0%	<b>0.9%</b>
Tour Operator's brochure or catalogue	7.0%	10.3%	10.8%	4.8%	<b>8.3%</b>
Recommendation by Travel Agency	12.3%	11.8%	22.6%	11.6%	<b>15.0%</b>
Information obtained via the Internet	38.4%	42.0%	49.0%	44.8%	<b>43.6%</b>
Senior Tourism programme	0.0%	0.0%	0.0%	0.0%	<b>0.0%</b>
Others	4.5%	2.4%	1.7%	4.0%	<b>3.1%</b>

\* Multi-chose question

#### Share of tourist arrivals by quarters



Tourists over 16 years old.

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.