

# Tourist profile by islands (2017)

## POLAND



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



	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourist arrivals (FRONTUR) (thousands)	n.d.	n.d.	n.d.	n.d.	n.d.
Tourist arrivals (> 16 years old)	45,239	61,181	50,769	94,159	14,503
Average daily expenditure (€)	123.78	126.64	137.79	138.50	--
. in their place of residence	89.73	98.91	99.35	100.49	--
. in the Canary Islands	34.05	27.73	38.44	38.01	--
Average length of stay	7.49	7.79	8.20	7.82	--
Turnover per tourist (€)	900	966	1,014	1,010	--
Total turnover (€m)	41	59	51	95	--
Polish tourist arrivals: share by islands	17.0%	23.0%	19.1%	35.4%	5.5%
Polish turnover: share by islands	16.5%	24.0%	20.9%	38.6%	--
<b>% tourists who pay in the Canary Islands:</b>					
<b>Accommodation:</b>					
- Accommodation	12.6%	7.1%	10.7%	16.4%	--
- Additional accommodation expenses	6.5%	0.8%	4.0%	2.0%	--
<b>Transport:</b>					
- Public transport	23.8%	13.2%	24.4%	17.1%	--
- Taxi	12.2%	11.1%	16.2%	5.3%	--
- Car rental	32.9%	24.2%	28.7%	23.0%	--
<b>Food and drink:</b>					
- Food purchases at supermarkets	46.4%	45.9%	61.2%	42.2%	--
- Restaurants	48.9%	41.5%	46.6%	26.6%	--
<b>Souvenirs:</b>					
	71.6%	59.4%	74.4%	69.1%	--
<b>Leisure:</b>					
- Organized excursions	36.0%	37.5%	36.1%	30.5%	--
- Leisure, amusement	12.4%	9.4%	17.0%	13.0%	--
- Trip to other islands	4.6%	7.8%	3.2%	5.2%	--
- Sporting activities	6.6%	15.4%	9.8%	4.4%	--
- Cultural activities	8.6%	5.9%	5.9%	1.8%	--
- Discos and disco-pubs	4.1%	9.1%	6.4%	3.9%	--
<b>Others:</b>					
- Wellness	2.2%	3.1%	3.1%	2.3%	--
- Medical expenses	0.9%	1.3%	2.9%	2.8%	--
- Other expenses	9.3%	11.3%	10.3%	6.1%	--



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



	LZ	FUE	GC	TFE	LP
Flight only	2.1%	0.6%	5.5%	5.7%	--
Flight and accommodation (room only)	11.0%	7.3%	9.0%	11.8%	--
Flight and accommodation (B&B)	9.2%	0.4%	2.7%	0.7%	--
Flight and accommodation (half board)	3.2%	2.2%	1.9%	4.6%	--
Flight and accommodation (full board)	18.5%	15.9%	22.1%	15.4%	--
Flight and accommodation (all inclusive)	56.0%	73.6%	58.7%	61.9%	--
<b>% Tourists using low-cost airlines</b>	46.1%	45.2%	50.5%	59.3%	--
<b>Other expenses in their place of residence:</b>					
- Car rental	15.2%	7.9%	10.3%	13.3%	--
- Sporting activities	4.3%	4.2%	3.3%	4.1%	--
- Excursions	10.9%	10.6%	5.4%	11.5%	--
- Trip to other islands	2.3%	1.8%	2.2%	1.0%	--

\* Tourists over 16 years old.

### How do they book?



	LZ	FUE	GC	TFE	LP
<b>Accommodation booking</b>					
<b>Tour Operator</b>	39.5%	57.5%	47.3%	41.3%	--
- Tour Operator's website	48.8%	54.5%	59.7%	49.0%	--
<b>Accommodation</b>	11.7%	2.9%	9.2%	12.0%	--
- Accommodation's website	90.9%	86.7%	77.9%	81.9%	--
<b>Travel agency (High street)</b>	33.8%	30.3%	26.8%	36.9%	--
<b>Online Travel Agency (OTA)</b>	13.9%	9.3%	13.3%	8.3%	--
<b>No need to book accommodation</b>	1.2%	0.0%	3.4%	1.5%	--
<b>Flight booking</b>					
<b>Tour Operator</b>	42.3%	60.8%	50.7%	47.1%	--
- Tour Operator's website	46.1%	59.1%	51.6%	45.9%	--
<b>Airline</b>	20.0%	6.9%	21.7%	17.0%	--
- Airline's website	86.1%	92.2%	100.0%	86.8%	--
<b>Travel agency (High street)</b>	31.1%	28.4%	23.3%	34.2%	--
<b>Online Travel Agency (OTA)</b>	6.5%	3.8%	4.3%	1.8%	--

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



	LZ	FUE	GC	TFE	LP
The same day they leave	0.2%	0.9%	0.0%	2.3%	--
Between 2 and 7 days	15.4%	19.9%	21.9%	17.8%	--
Between 8 and 15 days	10.0%	10.3%	9.4%	20.3%	--
Between 16 and 30 days	13.7%	9.8%	18.7%	15.0%	--
Between 31 and 90 days	41.5%	31.8%	24.9%	22.1%	--
More than 90 days	19.3%	27.4%	25.0%	22.5%	--

### Who are they?



	LZ	FUE	GC	TFE	LP
<b>Gender</b>					
Men	53.0%	48.8%	56.3%	54.1%	--
Women	47.0%	51.2%	43.7%	45.9%	--
<b>Age</b>					
Average age (tourists > 16 years old)	36.6	37.9	39.8	39.2	--
Standard deviation	10.5	11.5	13.0	13.2	--
<b>Age range (&gt; 16 years old)</b>					
16-24 years old	8.9%	10.4%	8.1%	12.1%	--
25-30 years old	22.7%	23.9%	21.4%	19.7%	--
31-45 years old	51.0%	43.7%	42.7%	39.5%	--
46-60 years old	13.7%	16.8%	16.2%	19.3%	--
Over 60 years old	3.7%	5.2%	11.6%	9.3%	--
<b>Occupation</b>					
Business owner or self-employed	31.9%	39.2%	44.1%	41.7%	--
Upper/Middle management employee	45.2%	32.5%	32.6%	33.9%	--
Auxiliary level employee	15.9%	15.4%	8.1%	10.1%	--
Students	3.4%	7.0%	4.8%	7.8%	--
Retired	1.6%	4.0%	9.0%	3.3%	--
Unemployed / unpaid dom. work	2.0%	1.9%	1.4%	3.1%	--
<b>Annual household income level</b>					
€12,000 - €24,000	40.7%	34.2%	39.1%	40.9%	--
€24,001 - €36,000	24.8%	24.2%	23.4%	26.8%	--
€36,001 - €48,000	10.1%	14.5%	15.8%	16.4%	--
€48,001 - €60,000	10.1%	13.6%	7.4%	4.0%	--
€60,001 - €72,000	6.4%	4.8%	0.0%	2.6%	--
€72,001 - €84,000	2.7%	1.5%	6.1%	2.4%	--
More than €84,000	5.2%	7.2%	8.3%	6.9%	--

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#### Which island do they choose?

Tourists (> 16 years old)	LZ	FUE	GC	TFE	LP
- 2013	7,252	8,945	4,754	5,107	--
- 2014	22,422	38,863	18,833	47,012	106
- 2015	25,311	44,822	18,905	49,408	--
- 2016	14,218	31,782	26,077	46,214	800
- 2017	45,239	61,181	50,769	94,159	14,503

Share (%)	LZ	FUE	GC	TFE	LP
- 2013	27.8%	34.3%	18.2%	19.6%	--
- 2014	17.6%	30.5%	14.8%	36.9%	0.1%
- 2015	18.3%	32.4%	13.7%	35.7%	--
- 2016	11.9%	26.7%	21.9%	38.8%	0.7%
- 2017	17.0%	23.0%	19.1%	35.4%	5.5%

#### Where do they stay?

	LZ	FUE	GC	TFE	LP
5* Hotel	2.9%	1.1%	1.8%	2.6%	--
4* Hotel	43.8%	67.2%	44.1%	54.2%	--
1-2-3* Hotel	14.7%	18.3%	20.6%	11.6%	--
Apartment	37.5%	13.3%	25.3%	28.0%	--
Property (privately-owned, friends, family)	0.2%	0.2%	3.6%	1.7%	--
Others	0.8%	0.0%	4.5%	1.8%	--

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

Aspects influencing the choice	LZ	FUE	GC	TFE	LP
Climate/sun	89.2%	91.6%	93.5%	89.1%	--
Scenery	44.7%	25.7%	34.9%	51.3%	--
Beaches	28.2%	52.3%	39.4%	26.5%	--
Tranquility/rest/relaxation	33.8%	34.4%	27.4%	25.6%	--
Security	18.8%	28.0%	29.2%	19.0%	--
Visiting new places	22.9%	22.6%	16.1%	24.8%	--
Active tourism	9.8%	2.2%	5.6%	11.3%	--
Price	10.7%	8.5%	6.6%	4.1%	--
Quality of the environment	13.5%	2.6%	3.7%	2.6%	--
Suitable destination for children	5.7%	7.3%	5.1%	2.6%	--
Nautical activities	6.0%	6.1%	3.4%	2.6%	--
Ease of travel	2.7%	3.8%	4.6%	4.7%	--
Theme parks	1.0%	1.4%	1.9%	7.1%	--
Shopping	2.8%	1.3%	2.5%	5.7%	--
Nightlife/fun	0.0%	0.5%	5.6%	2.5%	--
Culture	0.4%	1.0%	3.5%	2.2%	--

\* Multi-choice question

#### Who do they come with?

	LZ	FUE	GC	TFE	LP
Unaccompanied	6.1%	5.1%	4.9%	4.7%	--
Only with partner	42.1%	42.9%	39.1%	44.4%	--
Only with children (under the age of 13)	1.7%	1.1%	1.0%	0.8%	--
Partner + children (under the age of 13)	15.6%	18.4%	22.9%	11.4%	--
Other relatives	11.6%	3.7%	2.4%	10.1%	--
Friends	3.9%	4.7%	8.5%	6.8%	--
Work colleagues	0.0%	0.8%	0.6%	0.8%	--
Other combinations <sup>(1)</sup>	19.0%	23.3%	20.5%	21.1%	--

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

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

Impression of their stay	LZ	FUE	GC	TFE	LP
Good or very good (% tourists)	97.4%	93.6%	97.0%	96.8%	--
Average rating (scale 1-10)	9.58	9.18	9.44	9.31	--

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

Repeat tourists of each island	LZ	FUE	GC	TFE	LP
At least 1 previous visit	12.6%	20.1%	20.7%	24.5%	--
At least 10 previous visits	--	1.0%	1.1%	1.1%	--

#### Where does the flight come from?

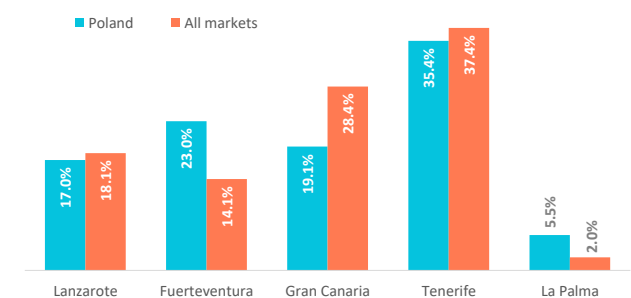
Tourists (> 16 years old)	LZ	FUE	GC	TFE	LP
Poland	97.8%	96.2%	89.6%	95.4%	--
United Kingdom	0.0%	2.9%	1.1%	3.5%	--
Germany	0.9%	0.9%	2.3%	0.3%	--
Spanish Mainland	1.3%	0.0%	5.9%	0.5%	--
Norway	0.0%	0.0%	0.8%	0.0%	--
Ireland	0.0%	0.0%	0.0%	0.3%	--
Belgium	0.0%	0.0%	0.4%	0.0%	--
Others	0.0%	0.0%	0.0%	0.0%	--

#### What did motivate them to come?

Prescription sources	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	38.9%	41.3%	44.4%	32.8%	--
Recommendation by friends/relatives	42.6%	37.1%	35.9%	39.9%	--
The Canary Islands television channel	1.1%	0.0%	0.0%	0.7%	--
Other television or radio channels	1.6%	3.7%	8.5%	3.0%	--
Information in press/magazines/books	14.0%	7.2%	12.6%	12.0%	--
Attendance at a tourism fair	0.0%	2.1%	0.6%	0.9%	--
Tour Operator's brochure or catalogue	8.9%	14.0%	6.7%	5.7%	--
Recommendation by Travel Agency	14.6%	16.2%	13.5%	16.7%	--
Information obtained via the Internet	47.3%	45.8%	42.4%	42.3%	--
Senior Tourism programme	0.0%	0.0%	0.0%	0.0%	--
Others	1.5%	3.7%	3.8%	3.6%	--

\* Multi-choice question

#### Share of tourist arrivals by islands



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.