

Tourist profile by quarter of trip (2015)

Canary Islands: Polish

How many they are and how much do they spend?



	Q1	Q2	Q3	Q4	Total
Tourist arrivals (> 16 years old)	40,020	34,878	54,618	64,106	193,622
Average daily expenditure (€)	103.07	114.42	134.30	105.22	114.64
. in their place of residence	76.70	85.45	99.59	77.74	85.08
. in the Canary Islands	26.38	28.97	34.72	27.48	29.56
Average length of stay	8.08	7.67	9.32	7.82	8.27
Turnover per tourist (€)	815	854	1,179	784	915
Total turnover (> 16 years old) (€m)	32.6	29.8	64.4	50.3	177.1
Share of polish turnover	18.4%	16.8%	36.4%	28.4%	100%
Share of polish tourist	20.7%	18.0%	28.2%	33.1%	100%

Expenditure in the Canary Islands per tourist and trip (€)

	Q1	Q2	Q3	Q4	Total
Accommodation (*) :	14.57	26.72	14.09	28.22	21.14
- Accommodation	12.25	26.70	13.30	28.04	20.38
- Additional accommodation expenses	2.32	0.02	0.79	0.18	0.76
Transport:	30.86	30.40	29.12	22.60	27.55
- Public transport	7.02	5.01	5.36	4.13	5.23
- Taxi	0.88	3.02	3.42	3.21	2.75
- Car rental	22.96	22.37	20.33	15.26	19.56
Food and drink:	37.18	47.24	69.73	54.98	54.07
- Food purchases at supermarkets	16.60	22.20	34.95	23.41	25.04
- Restaurants	20.57	25.04	34.77	31.57	29.02
Souvenirs:	81.89	48.81	123.89	39.42	73.72
Leisure:	46.06	63.86	72.44	54.72	59.58
- Organized excursions	22.65	36.96	45.05	24.93	32.30
- Leisure, amusement	5.01	5.58	12.07	8.84	8.37
- Trip to other islands	6.87	5.74	4.71	10.22	7.17
- Sporting activities	5.01	8.31	4.39	6.79	6.02
- Cultural activities	2.58	0.48	0.66	0.64	1.02
- Discos and disco-pubs	3.95	6.78	5.57	3.30	4.70
Others:	6.47	4.53	9.88	7.73	7.50
- Wellness	2.45	0.29	1.89	0.25	1.18
- Medical expenses	0.44	0.83	1.90	0.68	1.00
- Other expenses	3.58	3.40	6.09	6.80	5.32

How far in advance do they book their trip?



	Q1	Q2	Q3	Q4	Total
The same day they leave	4.2%	2.0%	0.8%	1.9%	2.1%
Between 2 and 7 days	43.9%	33.4%	20.8%	23.7%	28.9%
Between 8 and 15 days	14.1%	12.3%	16.1%	15.8%	14.9%
Between 16 and 30 days	12.5%	18.2%	13.7%	15.1%	14.7%
Between 31 and 90 days	17.1%	14.1%	19.3%	33.8%	22.5%
More than 90 days	8.2%	20.0%	29.4%	9.7%	17.0%

What do they book at their place of residence?



	Q1	Q2	Q3	Q4	Total
Flight only	2.9%	0.7%	2.0%	4.4%	2.7%
Flight and accommodation (room only)	2.4%	8.4%	6.9%	11.3%	7.7%
Flight and accommodation (B&B)	1.4%	1.3%	2.9%	3.8%	2.6%
Flight and accommodation (half board)	2.0%	6.7%	4.4%	5.3%	4.6%
Flight and accommodation (full board)	10.0%	9.1%	10.5%	7.8%	9.3%
Flight and accommodation (all inclusive)	81.4%	73.8%	73.3%	67.3%	73.0%
% Tourists using low-cost airlines	35.7%	59.5%	44.3%	58.5%	50.0%
Other expenses in their place of residence:					
- Car rental	11.0%	12.1%	8.6%	10.0%	10.2%
- Sporting activities	8.9%	11.4%	5.8%	7.3%	7.9%
- Excursions	8.5%	14.6%	6.6%	4.7%	7.8%
- Combined trip to other islands	0.5%	8.1%	0.3%	0.8%	1.9%

How do they book?



	Q1	Q2	Q3	Q4	Total
Accommodation booking					
Tour Operator	53.8%	52.8%	55.8%	43.3%	50.8%
- Tour Operator's website	62.2%	44.4%	58.7%	62.3%	57.7%
Accommodation	10.9%	8.6%	4.0%	13.4%	9.2%
- Accommodation's website	98.2%	81.4%	86.2%	85.7%	88.2%
Travel agency (High street)	31.5%	33.7%	33.9%	30.1%	32.1%
Online Travel Agency (OTA)	2.2%	4.6%	5.2%	11.4%	6.5%
No need to book accommodation	1.7%	0.3%	1.2%	1.8%	1.3%

	Q1	Q2	Q3	Q4	Total
Flight booking					
Tour Operator	60.0%	54.7%	52.5%	43.1%	51.4%
- Tour Operator's website	66.5%	49.0%	65.9%	46.9%	57.7%
Airline	11.3%	11.5%	9.3%	25.1%	15.2%
- Airline's website	74.6%	65.5%	92.9%	89.8%	84.7%
Travel agency (High street)	26.8%	26.1%	35.6%	29.8%	30.2%
Online Travel Agency (OTA)	1.9%	7.8%	2.6%	2.0%	3.2%

Where do they stay?



	Q1	Q2	Q3	Q4	Total
5* Hotel	2.9%	3.8%	3.7%	1.8%	2.9%
4* Hotel	68.9%	64.8%	62.2%	52.3%	60.8%
1-2-3* Hotel	19.0%	28.5%	23.7%	16.4%	21.2%
Apartment	7.0%	2.2%	8.0%	24.9%	12.3%
Property (privately-owned, friends, family)	1.2%	0.2%	1.4%	2.2%	1.4%
Others	1.0%	0.5%	0.9%	2.5%	1.4%

How are they?



	Q1	Q2	Q3	Q4	Total
Gender					
Percentage of men	57.8%	52.3%	50.4%	47.5%	51.3%
Percentage of women	42.2%	47.7%	49.6%	52.5%	48.7%

	Q1	Q2	Q3	Q4	Total
Age					
Average age (tourists > 16 years old)	33.9	35.5	40.6	34.4	36.3
Standard deviation	8.2	10.4	13.5	11.9	11.8

	Q1	Q2	Q3	Q4	Total
Age range					
16-24 years old	10.5%	8.0%	4.5%	8.0%	7.5%
25-30 years old	30.1%	32.0%	22.5%	45.0%	33.2%
31-45 years old	51.5%	45.7%	47.7%	33.4%	43.4%
46-60 years old	6.8%	11.5%	12.7%	8.2%	9.8%
Over 60 years old	1.1%	2.7%	12.6%	5.4%	6.0%

	Q1	Q2	Q3	Q4	Total
Occupation					
Business owner or self-employed	40.5%	45.6%	31.8%	42.6%	39.5%
Upper/Middle management employee	37.7%	31.0%	38.4%	32.5%	35.1%
Auxiliary level employee	11.2%	9.7%	12.3%	12.3%	11.6%
Students	5.2%	6.1%	2.5%	6.4%	4.9%
Retired	0.9%	4.9%	14.3%	2.3%	6.1%
Unemployed / unpaid dom. work	4.4%	2.8%	0.8%	3.9%	2.8%

	Q1	Q2	Q3	Q4	Total
Annual household income level					
€12,000 - €24,000	48.2%	36.8%	33.1%	45.7%	40.9%
€24,001 - €36,000	25.9%	10.9%	31.0%	22.9%	24.2%
€36,001 - €48,000	16.5%	29.7%	14.2%	12.1%	16.5%
€48,001 - €60,000	3.1%	11.0%	9.2%	6.5%	7.4%
€60,001 - €72,000	6.3%	7.2%	4.6%	5.6%	5.7%
€72,001 - €84,000	0.0%	4.0%	2.9%	3.3%	2.6%
More than €84,000	0.0%	0.3%	5.0%	3.8%	2.8%

(*) Bear in mind that 97% of polish tourists pay the accommodation before travelling.

Tourist profile by quarter of trip (2015)

Canary Islands: Polish

Which island do they choose?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	7,058	7,440	7,148	13,955	35,600
- Fuerteventura	14,306	15,560	17,134	15,173	62,173
- Gran Canaria	3,352	4,353	10,176	9,341	27,223
- Tenerife	15,304	7,525	20,160	25,192	68,181
- La Palma	0	0	0	0	0

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	17.6%	21.3%	13.1%	21.9%	18.4%
- Fuerteventura	35.7%	44.6%	31.4%	23.8%	32.2%
- Gran Canaria	8.4%	12.5%	18.6%	14.7%	14.1%
- Tenerife	38.2%	21.6%	36.9%	39.6%	35.3%
- La Palma	0.0%	0.0%	0.0%	0.0%	0.0%

Who do they come with?

	Q1	Q2	Q3	Q4	Total
Unaccompanied	4.7%	7.2%	5.1%	5.8%	5.6%
Only with partner	53.4%	45.0%	48.6%	53.2%	50.5%
Only with children (under the age of 13)	0.4%	1.7%	2.0%	1.8%	1.5%
Partner + children (under the age of 13)	13.9%	12.2%	18.9%	12.5%	14.5%
Other relatives	3.2%	10.1%	9.0%	3.9%	6.3%
Friends	5.5%	8.0%	2.1%	7.7%	5.7%
Work colleagues	1.6%	0.2%	0.0%	0.9%	0.7%

Why do they choose the Canary Islands?

Aspects influencing the choice	Q1	Q2	Q3	Q4	Total
Climate/sun	86.2%	83.7%	84.5%	91.8%	87.1%
Scenery	47.5%	32.8%	39.7%	45.9%	42.1%
Tranquillity/rest/relaxation	22.6%	29.4%	35.3%	34.8%	31.4%
Beaches	31.0%	25.8%	32.2%	30.6%	30.2%
Visiting new places	18.3%	38.4%	30.2%	21.3%	26.3%
Security	7.6%	18.7%	28.5%	16.3%	18.4%
Price	16.2%	9.3%	3.4%	8.5%	8.8%
Active tourism	5.9%	7.9%	5.2%	8.8%	7.0%
Quality of the environment	6.7%	4.8%	3.6%	8.4%	6.1%
Theme parks	2.9%	3.3%	8.3%	5.6%	5.3%
Nautical activities	4.6%	9.3%	2.9%	3.4%	4.6%
Suitable destination for children	4.7%	6.0%	3.0%	4.3%	4.3%
Shopping	9.2%	0.8%	2.8%	2.7%	3.7%
Culture	2.6%	4.8%	2.4%	2.4%	2.9%
Nightlife/fun	2.0%	5.3%	2.0%	1.4%	2.4%
Ease of travel	5.0%	0.2%	0.8%	3.3%	2.4%

How do they value the destination?

Impression of their stay	Q1	Q2	Q3	Q4	Total
Good or very good (% tourists)	94.5%	96.5%	93.7%	96.7%	95.3%
Average rating (scale 1-10)	9.13	9.17	9.13	9.32	9.20

How many are loyal to the destination?

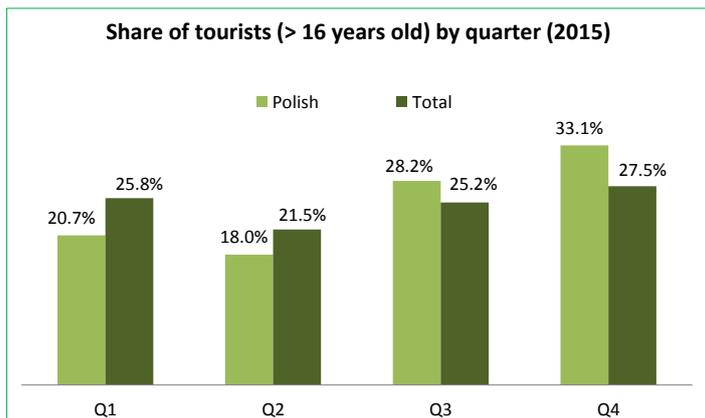
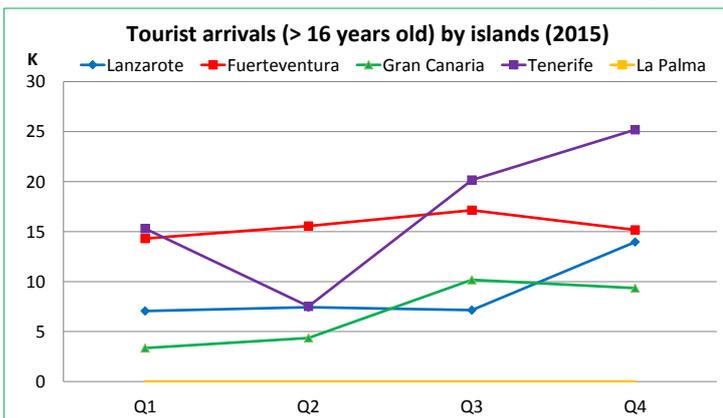
Percentage of repeat tourists	Q1	Q2	Q3	Q4	Total
Repeat tourists	43.2%	32.9%	27.6%	46.5%	37.9%
In love (more than 10 visits)	1.6%	1.0%	0.8%	1.7%	1.3%

Where does the flight come from?

Ten main origin countries	Q1	Q2	Q3	Q4	Total
Poland	83.1%	86.0%	96.9%	89.5%	89.6%
Germany	8.6%	3.4%	0.0%	2.7%	3.3%
United Kingdom	5.0%	5.4%	0.4%	2.5%	2.9%
Spain	0.0%	2.2%	1.6%	3.6%	2.1%
Ireland	1.8%	1.7%	0.0%	0.0%	0.7%
Austria	1.2%	0.0%	0.0%	0.9%	0.6%
Others	0.0%	0.0%	1.1%	0.0%	0.3%
Norway	0.0%	0.0%	0.0%	0.7%	0.2%
Switzerland	0.0%	1.3%	0.0%	0.0%	0.2%
Netherlands	0.4%	0.0%	0.0%	0.0%	0.1%

What did motivate them to come?

Aspects motivating the choice	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	37.5%	28.1%	22.9%	38.2%	31.9%
Recommendation by friends or relatives	30.6%	45.0%	39.1%	45.1%	40.4%
The Canary Islands television channel	0.0%	0.0%	0.0%	1.6%	0.5%
Other television or radio channels	5.8%	8.2%	6.0%	2.2%	5.1%
Information in the press/magazines/books	8.9%	8.4%	11.6%	11.1%	10.3%
Attendance at a tourism fair	0.0%	0.0%	0.0%	0.0%	0.0%
Tour Operator's brochure or catalogue	9.9%	13.7%	17.4%	4.7%	10.9%
Recommendation by Travel Agency	16.7%	29.9%	16.1%	17.9%	19.2%
Information obtained via the Internet	48.9%	39.6%	53.3%	37.2%	44.6%
Senior Tourism programme	0.0%	0.1%	0.0%	0.6%	0.2%
Others	2.0%	0.1%	2.7%	6.2%	3.3%



Source: ISTAC (Encuesta sobre el Gasto Turístico).

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