

# TOURIST PROFILE BY ISLAND OF STAY (2023)

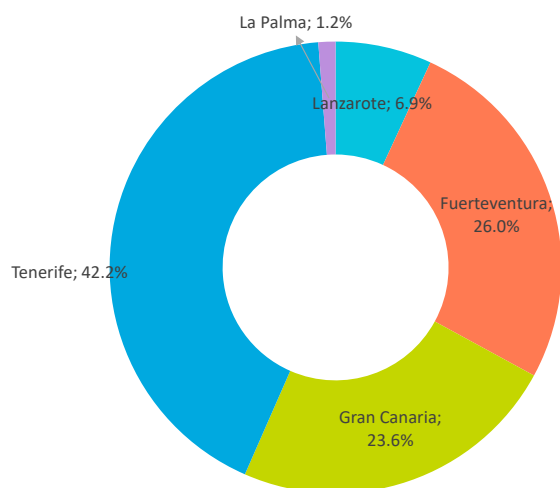
## POLAND



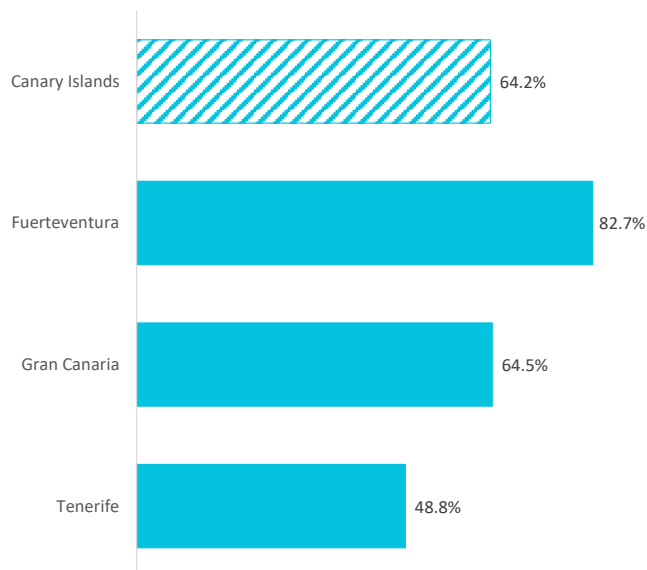
### INBOUND TOURISM AND TOURIST EXPENDITURE

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourist arrivals ≥ 16 years old (EGT)	254,137	17,513	66,146	60,018	107,182	3,106
% Tourists	100%	6.9%	26.0%	23.6%	42.2%	1.2%
% tourists who book holiday package	64.2%	--	82.7%	64.5%	48.8%	--
Expenditure per tourist (€)	1,414	--	1,291	1,593	1,386	--
- book holiday package	1,555	--	1,327	1,820	1,602	--
- holiday package	1,304	--	1,151	1,529	1,290	--
- others	251	--	176	291	312	--
- do not book holiday package	1,163	--	1,119	1,180	1,181	--
- flight	335	--	327	373	324	--
- accommodation	343	--	362	294	351	--
- others	485	--	430	512	505	--
Average lenght of stay	9.38	--	7.63	8.69	10.94	--
Average daily expenditure (€)	172.2	--	172.1	195.7	158.8	--
Average daily expenditure without flight (€)	118.6	--	116.0	138.1	109.7	--
Average cost of the flight (€)	431.8	--	416.3	483.3	406.5	--
Total turnover (≥ 16 years old) (€m)	359	--	85	96	149	--
% Turnover	100%	--	23.8%	26.6%	41.3%	--
Tourist arrivals (FRONTUR)	n.d.	n.d.	n.d.	n.d.	n.d.	n.d.
Passenger arrivals on non-stop flights (AENA)	339,133	24,199	94,019	62,972	155,660	2,283
Children < 16 years old (FRONTUR - EGT)	n.d.	n.d.	n.d.	n.d.	n.d.	n.d.

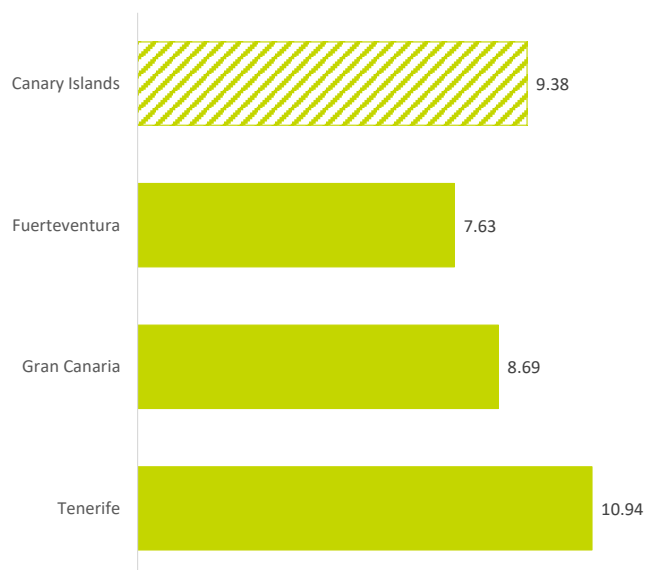
% TOURISTS (≥ 16 years old)



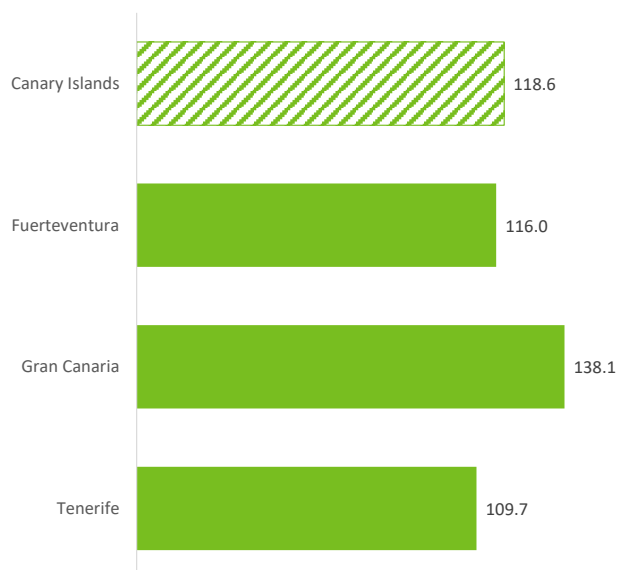
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



AVERAGE LENGHT OF STAY



EXPENDITURE PER TOURIST WITHOUT FLIGHT (€)



## TOURIST PROFILE BY ISLAND OF STAY (2023)

## POLAND

## % Tourists whose spending has been greater than €0 in each item

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
<b>Accommodation:</b>						
- Accommodation	87.6%	--	97.0%	82.6%	82.8%	--
- Additional accommodation expenses	6.0%	--	4.1%	4.9%	8.5%	--
<b>Transport:</b>						
- National/International Transport	95.9%	--	98.2%	95.4%	94.3%	--
- Flights between islands	9.5%	--	9.4%	8.4%	11.3%	--
- Taxi	56.9%	--	67.0%	61.6%	46.3%	--
- Car rental	39.5%	--	31.9%	32.5%	50.7%	--
- Public transport	12.3%	--	10.2%	15.3%	12.8%	--
<b>Food and drink:</b>						
- Food purchases at supermarkets	53.6%	--	42.4%	54.0%	62.8%	--
- Restaurants	49.2%	--	34.5%	49.2%	60.8%	--
<b>Leisure:</b>						
- Organized excursions	38.1%	--	45.5%	29.3%	36.3%	--
- Sport activities	4.9%	--	4.9%	2.7%	5.7%	--
- Cultural activities	3.7%	--	3.2%	2.9%	5.2%	--
- Museums	4.2%	--	4.0%	6.8%	1.9%	--
- Theme Parks	14.8%	--	4.8%	9.9%	25.0%	--
- Discos and pubs	4.0%	--	2.8%	4.5%	4.7%	--
- Wellness	1.6%	--	2.0%	1.3%	1.9%	--
<b>Purchases of goods:</b>						
- Souvenirs	49.4%	--	43.0%	51.0%	51.9%	--
- Real estate	0.3%	--	1.1%	0.0%	0.0%	--
- Other purchases	1.1%	--	0.6%	2.4%	0.5%	--
<b>Others:</b>						
- Medical expenses	4.2%	--	6.0%	2.8%	4.6%	--
- Other expenses	7.0%	--	7.7%	5.8%	8.0%	--

## Average expenditure of tourists whose spending has been greater than €0 in each item

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
<b>Expenditure per tourist and trip (€)</b>						
<b>Accommodation:</b>	<b>791</b>	<b>--</b>	<b>666</b>	<b>942</b>	<b>766</b>	<b>--</b>
- Accommodation	659	--	593	817	611	--
- Additional accommodation expenses	132	--	73	125	156	--
<b>Transport:</b>	<b>807</b>	<b>--</b>	<b>724</b>	<b>837</b>	<b>829</b>	<b>--</b>
- National/International Transport	450	--	424	507	431	--
- Flights between islands	94	--	85	78	106	--
- Taxi	110	--	97	100	126	--
- Car rental	120	--	100	101	137	--
- Public transport	33	--	18	51	29	--
<b>Food and drink:</b>	<b>259</b>	<b>--</b>	<b>185</b>	<b>344</b>	<b>262</b>	<b>--</b>
- Food purchases at supermarkets	113	--	82	160	108	--
- Restaurants	146	--	103	184	153	--
<b>Leisure:</b>	<b>578</b>	<b>--</b>	<b>583</b>	<b>471</b>	<b>655</b>	<b>--</b>
- Organized excursions	132	--	117	106	147	--
- Sport activities	134	--	235	81	118	--
- Cultural activities	45	--	44	43	46	--
- Museums	45	--	44	31	71	--
- Theme Parks	81	--	46	98	83	--
- Discos and pubs	60	--	39	63	73	--
- Wellness	82	--	58	51	116	--
<b>Purchases of goods:</b>	<b>183</b>	<b>--</b>	<b>159</b>	<b>232</b>	<b>141</b>	<b>--</b>
- Souvenirs	108	--	84	146	108	--
- Real estate	13	--	13	0	0	--
- Other purchases	62	--	62	86	33	--
<b>Others:</b>	<b>182</b>	<b>--</b>	<b>162</b>	<b>287</b>	<b>136</b>	<b>--</b>
- Medical expenses	50	--	95	15	26	--
- Other expenses	132	--	67	273	110	--

## TOURIST PROFILE BY ISLAND OF STAY (2023)

## POLAND

## TOURIST PROFILE

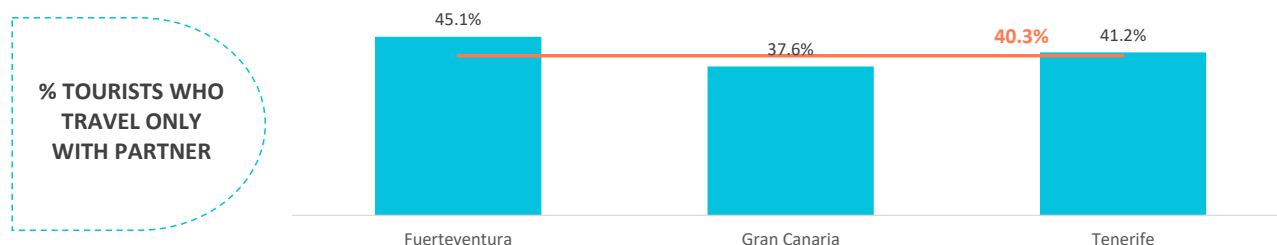
## Who are they?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
<b>Gender</b>						
Percentage of men	49.3%	--	50.0%	52.2%	47.1%	--
Percentage of women	50.7%	--	50.0%	47.8%	52.9%	--
<b>Age</b>						
Average age (tourists above 16 years old)	37.77	--	38.47	40.71	35.46	--
Standard deviation	12.8	--	12.8	13.7	11.8	--
<b>Age range</b>						
16-24 years old	17.5%	--	17.4%	11.6%	21.3%	--
25-30 years old	15.6%	--	14.2%	11.8%	18.0%	--
31-45 years old	44.1%	--	44.5%	46.3%	43.5%	--
46-60 years old	15.8%	--	18.0%	19.2%	11.6%	--
Over 60 years old	7.0%	--	5.8%	11.1%	5.6%	--
<b>Occupation</b>						
Salaried worker	48.2%	--	50.9%	44.4%	47.4%	--
Self-employed	22.3%	--	22.9%	24.9%	21.0%	--
Unemployed	1.6%	--	0.5%	1.1%	2.1%	--
Business owner	17.9%	--	16.4%	18.9%	18.9%	--
Student	5.0%	--	4.9%	3.7%	6.5%	--
Retired	4.3%	--	4.4%	6.2%	3.4%	--
Unpaid domestic work	0.4%	--	0.0%	0.7%	0.0%	--
Others	0.4%	--	0.0%	0.0%	0.8%	--
<b>Annual household income level</b>						
Less than €25,000	26.7%	--	22.2%	25.6%	31.9%	--
€25,000 - €49,999	40.8%	--	40.6%	38.8%	40.1%	--
€50,000 - €74,999	19.7%	--	20.7%	22.6%	16.1%	--
More than €74,999	12.8%	--	16.5%	13.1%	11.9%	--
<b>Education level</b>						
No studies	0.1%	--	0.0%	0.0%	0.3%	--
Primary education	1.1%	--	0.6%	0.7%	1.9%	--
Secondary education	18.5%	--	20.7%	18.1%	19.5%	--
Higher education	80.2%	--	78.7%	81.2%	78.3%	--

## Who do they come with?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Unaccompanied	5.6%	--	4.0%	7.1%	6.6%	--
Only with partner	40.3%	--	45.1%	37.6%	41.2%	--
Only with children (< 13 years old)	4.9%	--	3.4%	5.2%	6.0%	--
Partner + children (< 13 years old)	9.8%	--	10.9%	7.3%	8.9%	--
Other relatives	14.7%	--	12.2%	17.8%	13.4%	--
Friends	7.5%	--	3.4%	8.2%	9.9%	--
Work colleagues	1.0%	--	0.8%	2.6%	0.3%	--
Organized trip	0.2%	--	0.0%	0.8%	0.0%	--
Other combinations <sup>(2)</sup>	16.0%	--	20.2%	13.5%	13.6%	--
<sup>(2)</sup> Different situations have been isolated						
<b>Tourists with children</b>	<b>24.3%</b>	<b>--</b>	<b>20.2%</b>	<b>24.8%</b>	<b>23.8%</b>	<b>--</b>
- Between 0 and 2 years old	1.1%	--	0.8%	3.1%	0.2%	--
- Between 3 and 12 years old	22.1%	--	18.7%	20.1%	22.6%	--
- Between 0 -2 and 3-12 years old	1.1%	--	0.8%	1.6%	0.9%	--
<b>Tourists without children</b>	<b>75.7%</b>	<b>--</b>	<b>79.8%</b>	<b>75.2%</b>	<b>76.2%</b>	<b>--</b>
<b>Group composition:</b>						
- 1 person	7.5%	--	4.5%	12.4%	7.4%	--
- 2 people	51.6%	--	58.0%	47.0%	53.2%	--
- 3 people	19.1%	--	16.1%	22.2%	19.2%	--
- 4 or 5 people	18.4%	--	18.1%	16.3%	16.8%	--
- 6 or more people	3.4%	--	3.3%	2.1%	3.4%	--
<b>Average group size:</b>	<b>2.72</b>	<b>--</b>	<b>2.69</b>	<b>2.58</b>	<b>2.72</b>	<b>--</b>

\*People who share the main expenses of the trip



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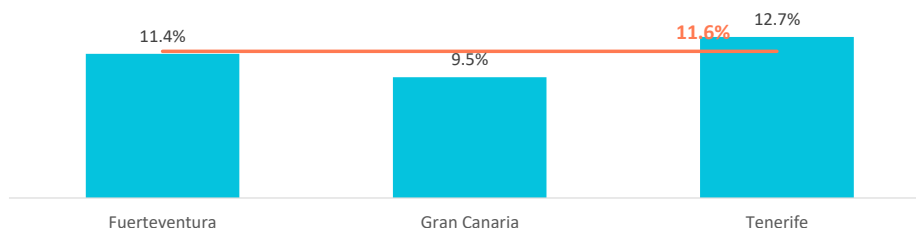


### TRIP BOOKING

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
The same day	1.3%	--	0.0%	2.8%	1.6%	--
Between 1 and 30 days	34.0%	--	43.9%	32.6%	29.3%	--
Between 1 and 2 months	28.7%	--	22.0%	28.7%	32.5%	--
Between 3 and 6 months	24.4%	--	22.8%	26.3%	23.9%	--
More than 6 months	11.6%	--	11.4%	9.5%	12.7%	--

% TOURISTS WHO  
BOOK THEIR TRIP  
WITH MORE THAN 6  
MONTHS



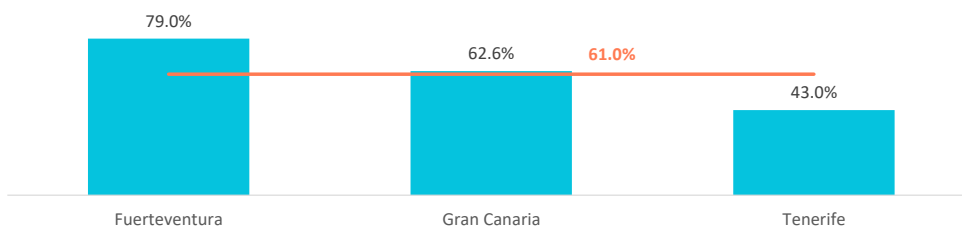
#### With whom did they book their flight and accommodation?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
<b>Flight</b>						
- Directly with the airline	32.8%	--	14.3%	31.8%	48.1%	--
- Tour Operator or Travel Agency	67.2%	--	85.7%	68.2%	51.9%	--
<b>Accommodation</b>						
- Directly with the accommodation	19.6%	--	9.2%	23.7%	27.6%	--
- Tour Operator or Travel Agency	80.4%	--	90.8%	76.3%	72.4%	--

#### What do they book?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Room only	18.8%	--	8.6%	18.4%	29.4%	--
Bed and Breakfast	7.2%	--	3.0%	8.8%	10.7%	--
Half board	11.8%	--	9.0%	10.1%	14.8%	--
Full board	1.1%	--	0.4%	0.0%	2.1%	--
All inclusive	61.0%	--	79.0%	62.6%	43.0%	--

% TOURISTS WHO  
BOOK ALL  
INCLUSIVE



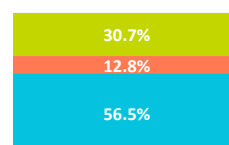
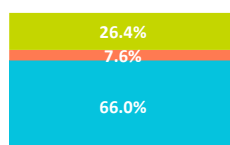
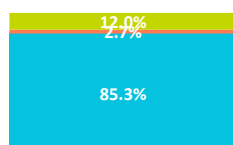
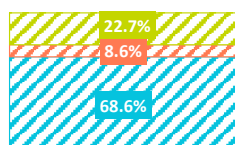
### ACCOMMODATION

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
1-2-3* Hotel	10.1%	--	9.7%	13.8%	8.3%	--
4* Hotel	54.0%	--	73.4%	44.7%	43.7%	--
5* Hotel / 5* Luxury Hotel	4.6%	--	2.2%	7.5%	4.5%	--
Aparthotel / Tourist Villa	8.6%	--	2.7%	7.6%	12.8%	--
House/room rented in a private dwelling	8.2%	--	6.5%	9.7%	10.1%	--
Private accommodation <sup>(1)</sup>	6.1%	--	0.4%	8.7%	9.4%	--
Others (Cottage, cruise, camping,...)	8.4%	--	5.1%	8.0%	11.3%	--

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

#### TYPE OF ACCOMMODATION

Hotels Aparthotel / Tourist Villa Others



Canary Islands

Fuerteventura

Gran Canaria

Tenerife

## TOURIST PROFILE BY ISLAND OF STAY (2023)

## POLAND

## TRIP MOTIVATION AND DESTINATION CHOICE

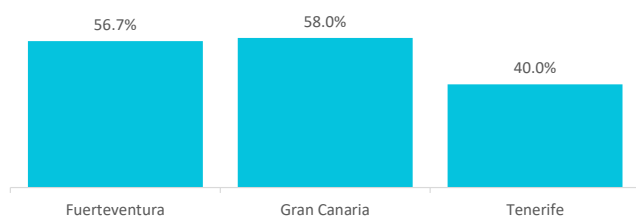
## What is the main reason for visiting the Canary Islands?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Holidays	91.8%	--	97.4%	88.1%	89.5%	--
Family reasons	5.1%	--	1.9%	6.3%	7.4%	--
Business	1.6%	--	0.3%	3.7%	1.6%	--
Education and training	0.1%	--	0.2%	0.0%	0.0%	--
Sports training	0.3%	--	0.0%	0.0%	0.5%	--
Health	0.0%	--	0.0%	0.0%	0.0%	--
Conventions and Exhibitions	0.2%	--	0.0%	1.0%	0.0%	--
Others	0.8%	--	0.3%	1.0%	0.9%	--

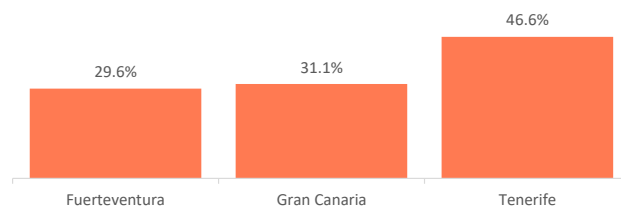
## What is the main motivation for their holidays?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Rest	49.6%	--	56.7%	58.0%	40.0%	--
Enjoy family time	7.7%	--	9.3%	8.0%	6.8%	--
Have fun	2.6%	--	1.4%	1.8%	4.2%	--
Explore the destination	37.9%	--	29.6%	31.1%	46.6%	--
Practice their hobbies	1.4%	--	2.5%	1.1%	1.2%	--
Other reasons	0.8%	--	0.4%	0.0%	1.3%	--

## REST



## EXPLORE THE DESTINATION



## Importance of each factor in the destination choice

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Climate	75.8%	--	77.7%	74.1%	74.8%	--
Safety	66.4%	--	69.6%	69.8%	62.3%	--
Tranquility	64.3%	--	54.2%	62.7%	72.2%	--
Sea	57.7%	--	64.1%	59.4%	53.4%	--
Accommodation supply	55.3%	--	61.5%	57.7%	47.7%	--
Beaches	49.4%	--	44.1%	46.8%	53.7%	--
Effortless trip	49.4%	--	51.7%	53.6%	46.7%	--
Price	48.4%	--	66.4%	50.9%	38.2%	--
European belonging	39.7%	--	46.2%	46.6%	30.5%	--
Landscapes	35.4%	--	32.6%	38.6%	33.2%	--
Environment	33.9%	--	28.2%	38.3%	34.5%	--
Gastronomy	33.1%	--	34.4%	30.4%	33.8%	--
Fun possibilities	31.6%	--	28.4%	37.2%	29.6%	--
Authenticity	30.2%	--	28.2%	28.9%	32.8%	--
Exoticism	16.6%	--	12.6%	16.6%	18.7%	--
Hiking trail network	12.9%	--	8.9%	15.3%	15.4%	--
Shopping	8.7%	--	7.2%	9.1%	9.1%	--
Culture	7.9%	--	7.3%	11.4%	5.9%	--
Historical heritage	5.6%	--	4.9%	7.8%	6.0%	--
Nightlife	5.2%	--	3.0%	9.1%	5.0%	--

Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important"). % of tourists who indicate that the factor is "very important" in their choice.

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Previous visits to the Canary Islands	35.2%	--	27.0%	40.4%	33.9%	--
Friends or relatives	27.7%	--	21.3%	27.4%	33.0%	--
Internet or social media	64.9%	--	60.4%	54.0%	70.7%	--
Mass Media	3.4%	--	4.6%	4.7%	1.9%	--
Travel guides and magazines	10.9%	--	6.0%	11.9%	12.0%	--
Travel Blogs or Forums	19.2%	--	20.7%	13.1%	21.5%	--
Travel TV Channels	1.2%	--	0.0%	1.0%	2.0%	--
Tour Operator or Travel Agency	33.9%	--	44.1%	32.0%	26.3%	--
Public administrations or similar	0.3%	--	0.0%	0.7%	0.2%	--
Others	3.1%	--	2.5%	5.1%	2.8%	--

\* Multi-choice question

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## POLAND

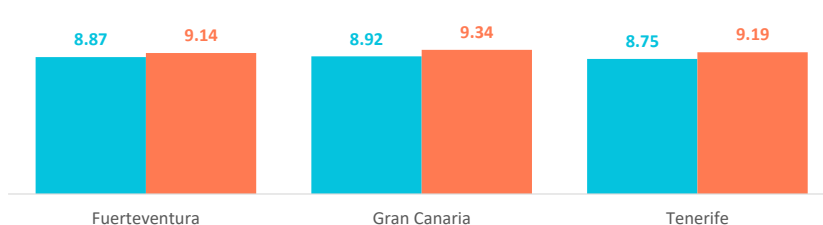
## SATISFACTION AND LOYALTY INDICATORS

## Satisfaction

Satisfaction (scale 0-10)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Average rating	9.07	--	8.93	9.33	9.00	--
Experience in the Canary Islands	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Worse or much worse than expected	3.2%	--	3.1%	2.8%	3.5%	--
Lived up to expectations	51.0%	--	52.4%	55.6%	48.0%	--
Better or much better than expected	45.8%	--	44.5%	41.6%	48.5%	--
Future intentions (scale 1-10)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Return to the Canary Islands	8.82	--	8.87	8.92	8.75	--
Recommend visiting the Canary Islands	9.21	--	9.14	9.34	9.19	--

RETURN TO THE  
CANARY  
ISLANDS

Canary Islands = 8.82

RECOMMEND  
VISITING THE  
CANARY ISLANDS

Canary Islands = 9.21

## How many are loyal to the Canary Islands?

## REPEAT TOURISTS WHO VISIT CANARY ISLANDS BY ISLAND OF STAY IN THIS TRIP

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
First visit	47.0%	--	50.6%	42.1%	49.6%	--
Repeat tourists	53.0%	--	49.4%	57.9%	50.4%	--
At least 10 previous visits	6.1%	--	3.2%	9.0%	5.8%	--
Repeat tourists (last 5 years)	48.5%	--	43.9%	51.5%	47.8%	--
Repeat tourists (last 5 years) (5 or more visits)	8.5%	--	3.9%	13.5%	7.3%	--

## REPEAT TOURIST OF EACH ISLAND BY ISLAND OF STAY IN THIS TRIP

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	23.4%	--	12.6%	7.0%	14.1%	--
Fuerteventura	29.3%	--	41.8%	4.6%	6.0%	--
Gran Canaria	28.4%	--	8.1%	47.8%	13.0%	--
Tenerife	37.9%	--	3.7%	6.2%	44.1%	--
La Palma	5.1%	--	15.2%	5.3%	4.3%	--
CANARY ISLANDS	53.0%	--	49.4%	57.9%	50.4%	--

## How to interpret the table

- Column Canary Islands = refers to the % of repeat polish tourists on each island regardless of island of stay in this trip (2023).
- Column each island = refers to the % of repeat polish tourist on each island by island of stay in 2023. For example: 41,8% refers to % repeat polish tourist who repeat Fuerteventura in 2023 and stay in Fuerteventura in this trip. 8.1% polish tourist who stay in Fuerteventura in 2023 and has previously been to Gran Canaria.
- Row CANARY ISLANDS = refers to the % repeat polish tourists by island of stay. For example: 50,4% refers to % polish tourist who visit Tenerife in 2023 and has previously been to Canary Islands.

## ISLANDS

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
One island	83.1%	--	78.0%	88.3%	81.8%	--
Two islands	15.1%	--	22.0%	9.5%	15.4%	--
Three or more islands	1.9%	--	0.0%	2.2%	2.7%	--

## Visited islands during their trip (with overnight staying)

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	7.6%	--	2.1%	0.0%	0.2%	--
Fuerteventura	27.5%	--	100%	0.2%	3.0%	--
Gran Canaria	24.9%	--	0.0%	100%	2.8%	--
Tenerife	43.2%	--	0.0%	3.1%	100%	--
La Gomera	0.5%	--	0.0%	0.0%	1.0%	--
La Palma	1.4%	--	0.0%	0.0%	0.4%	--
El Hierro	0.7%	--	0.0%	0.0%	1.5%	--
Cruise	0.2%	--	0.0%	0.0%	0.4%	--

# TOURIST PROFILE BY ISLAND OF STAY (2023)

## POLAND



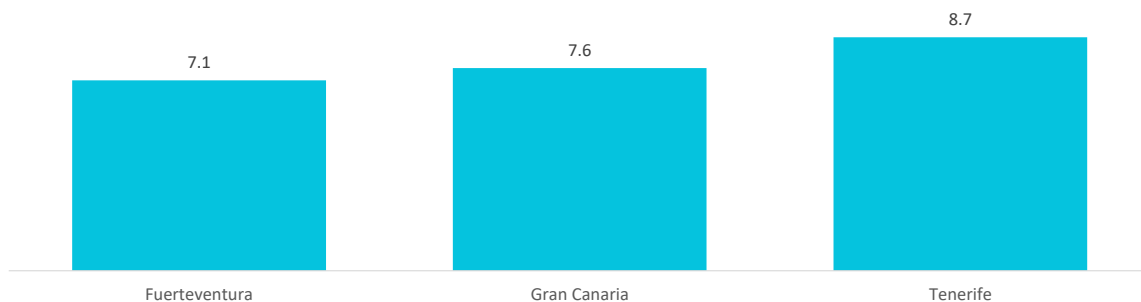
### ACTIVITIES IN THE CANARY ISLANDS

#### Outdoor time per day

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
0 hours	0.5%	--	0.4%	1.4%	0.0%	--
1 - 2 hours	8.1%	--	14.3%	8.7%	2.6%	--
3 - 6 hours	30.4%	--	34.4%	36.4%	24.9%	--
7 - 12 hours	50.9%	--	42.3%	43.9%	60.4%	--
More than 12 hours	10.1%	--	8.6%	9.6%	12.2%	--
<b>Outdoor time per day</b>	<b>7.9</b>	--	<b>7.1</b>	<b>7.6</b>	<b>8.7</b>	--



Canary  
Islands  
7.9



#### Activities in the Canary Islands

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Walk, wander	80.9%	--	83.6%	77.1%	81.9%	--
Beach	77.9%	--	73.1%	73.1%	83.8%	--
Swimming pool, hotel facilities	66.1%	--	56.4%	61.4%	74.8%	--
Explore the island on their own	58.7%	--	68.4%	57.4%	49.0%	--
Taste Canarian gastronomy	31.8%	--	28.9%	24.3%	38.5%	--
Hiking	30.4%	--	37.5%	21.7%	29.2%	--
Organized excursions	26.2%	--	19.8%	28.9%	28.2%	--
Nightlife / concerts / shows	21.7%	--	10.6%	15.0%	33.6%	--
Theme parks	17.8%	--	13.8%	12.7%	24.7%	--
Sea excursions / whale watching	13.0%	--	8.1%	14.9%	12.7%	--
Wineries / markets / popular festivals	11.6%	--	10.6%	7.3%	14.1%	--
Museums / exhibitions	10.4%	--	7.8%	18.7%	5.6%	--
Other Nature Activities	7.0%	--	3.9%	7.7%	9.2%	--
Swim	6.3%	--	7.9%	2.5%	7.9%	--
Beauty and health treatments	5.9%	--	3.2%	3.6%	9.2%	--
Running	5.2%	--	0.9%	7.2%	5.7%	--
Practice other sports	4.3%	--	3.5%	4.5%	4.6%	--
Astronomical observation	3.0%	--	2.7%	3.0%	2.8%	--
Cycling / Mountain bike	2.7%	--	4.3%	0.2%	3.7%	--
Surf	2.4%	--	2.4%	0.8%	2.1%	--
Scuba Diving	1.7%	--	2.1%	2.6%	1.0%	--
Golf	1.3%	--	2.8%	0.0%	1.4%	--
Windsurf / Kitesurf	0.9%	--	2.2%	0.3%	0.4%	--

#### WALK, WANDER



#### BEACH



# TOURIST PROFILE BY ISLAND OF STAY (2023)

## POLAND

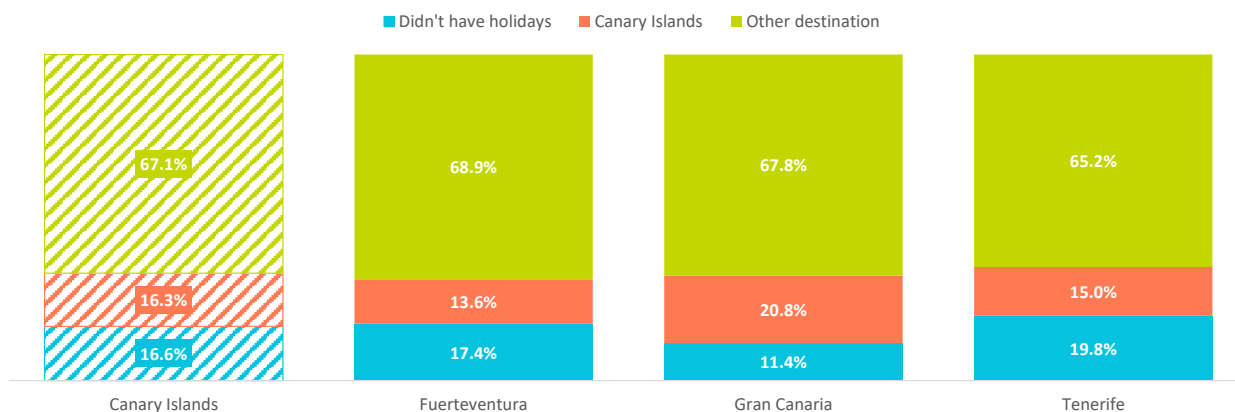


### COMPETITORS

Where did they spend their main holiday last year? \*

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Didn't have holidays	16.6%	--	17.4%	11.4%	19.8%	--
Canary Islands	16.3%	--	13.6%	20.8%	15.0%	--
Other destination	67.1%	--	68.9%	67.8%	65.2%	--
Balearic Islands	2.9%	--	4.2%	2.5%	3.0%	--
Rest of Spain	5.8%	--	3.0%	6.3%	6.6%	--
Italy	9.3%	--	8.8%	7.5%	10.4%	--
France	2.1%	--	2.3%	1.1%	2.9%	--
Turkey	7.5%	--	11.0%	10.4%	4.3%	--
Greece	12.3%	--	14.8%	12.6%	8.9%	--
Portugal	1.7%	--	2.0%	1.8%	1.4%	--
Croatia	6.1%	--	5.6%	6.6%	7.0%	--
Egypt	2.7%	--	1.9%	4.0%	2.5%	--
Tunisia	0.8%	--	1.2%	1.1%	0.4%	--
Morocco	0.3%	--	0.0%	1.0%	0.2%	--
Others	15.6%	--	14.1%	12.9%	17.5%	--

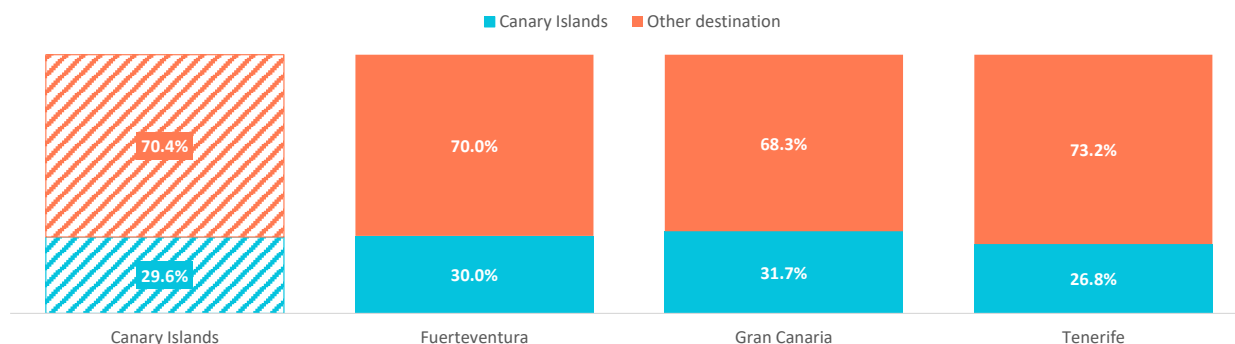
\* Percentage of valid answers



What other destinations did they consider for this trip? \*

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
None (I was clear about "this Canary Island")	8.0%	--	8.3%	9.3%	7.0%	--
Canary Islands (other island)	21.5%	--	21.7%	22.4%	19.8%	--
Other destination	70.4%	--	70.0%	68.3%	73.2%	--
Balearic Islands	4.1%	--	4.1%	3.1%	4.6%	--
Rest of Spain	11.5%	--	11.2%	13.3%	10.3%	--
Italy	11.0%	--	10.9%	9.5%	12.0%	--
France	2.5%	--	0.6%	2.1%	4.1%	--
Turkey	6.5%	--	8.5%	7.5%	5.3%	--
Greece	11.8%	--	13.8%	11.7%	11.3%	--
Portugal	8.8%	--	7.2%	7.8%	10.3%	--
Croatia	5.4%	--	4.7%	5.6%	6.2%	--
Egypt	5.4%	--	5.2%	4.7%	5.6%	--
Others	3.3%	--	3.8%	2.8%	3.5%	--

\* Percentage of valid answers



# TOURIST PROFILE BY ISLAND OF STAY (2023)

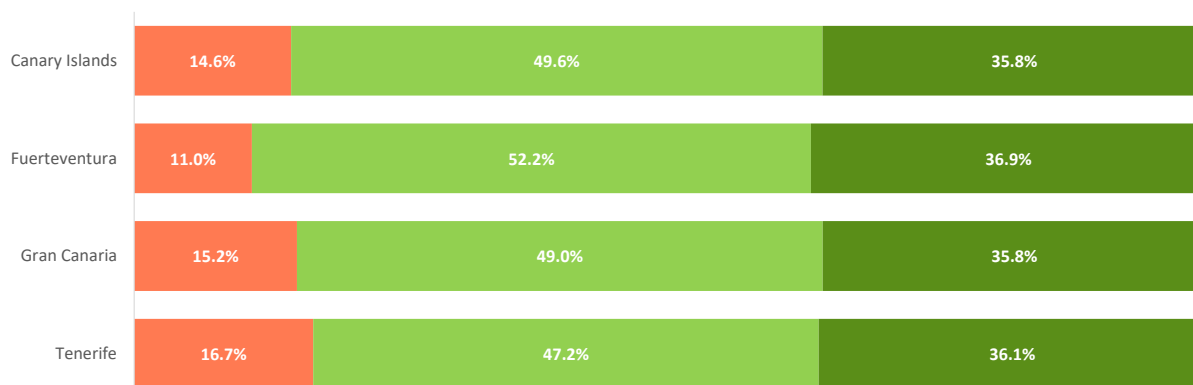
## POLAND



### SUSTAINABLE DESTINATION

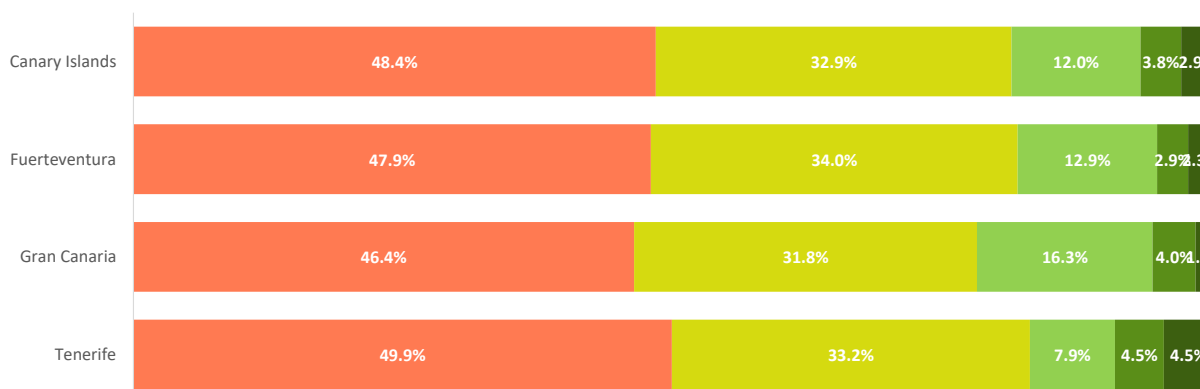
When booking a trip, do they tend to choose the most sustainable options?

■ No ■ Yes, but only if it not inconvenient ■ Yes, even if it means some inconvenience



Would they be willing to spend more on travel to reduce their carbon footprint?

■ No ■ Yes, up to 5% more ■ Yes, up to 10% more ■ Yes, up to 20% more ■ Yes, over 20% more



Percepction of the following sustainability measures during their stay \*

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Quality of life on the island	7.8	--	7.7	7.8	7.8	--
Tolerance towards tourism	8.9	--	9.0	9.0	8.9	--
Cleanliness of the island	8.4	--	8.6	8.3	8.3	--
Air quality	8.8	--	9.0	8.9	8.4	--
Rational water consumption	7.6	--	7.6	7.6	7.5	--
Energy saving	7.0	--	7.0	7.2	6.9	--
Use of renewable energy	7.2	--	7.0	7.7	7.0	--
Recycling	7.2	--	7.0	7.4	7.1	--
Easy to get around by public transport	7.7	--	7.2	8.4	7.6	--
Overcrowding in tourist areas	6.8	--	6.4	7.2	6.8	--
Supply of local products	7.5	--	7.4	7.6	7.4	--

\* Scale 0 - 10 ( 0 = Not important and 10 = Very important)

### FLIGHT ORIGIN

Where does the flight come from?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Poland	84.4%	--	90.3%	81.6%	81.9%	--
Germany	6.2%	--	6.1%	10.7%	2.9%	--
United Kingdom	5.2%	--	1.5%	0.7%	10.4%	--
Spanish Mainland	2.3%	--	0.4%	5.5%	2.1%	--
Switzerland	0.5%	--	0.9%	0.0%	0.7%	--
Others	1.4%	--	0.8%	1.5%	1.9%	--

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.