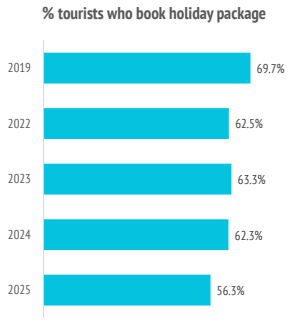
Tourist profile. Historical data (2019 - 2025)

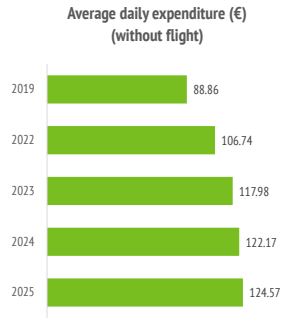
Poland

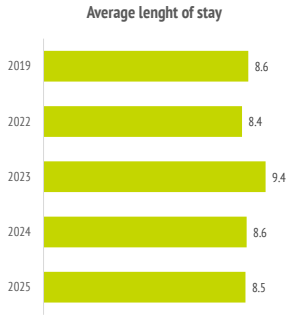
How many are they and how much do they spend?

	2019	2022	2023	2024	2025
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**310**	**328**	**401**	**490**	**621**
Tourist arrivals ≥ 16 years old (EGT) (*)	**290**	**249**	**256**	**296**	**415**
- % tourists who book holiday package	69.7%	62.5%	63.3%	62.3%	56.3%
Children < 16 years old (FRONTUR - EGT) (*)	20	78	144	193	206
Expenditure per tourist (€)	**1,048**	**1,171**	**1,418**	**1,396**	**1,353**
- book holiday package	1,159	1,296	1,552	1,528	1,500
- holiday package	963	1,080	1,300	1,286	1,266
- others	196	217	252	241	234
- do not book holiday package	793	963	1,187	1,178	1,165
- flight	215	272	345	313	299
- accommodation	221	317	358	402	385
- others	357	374	484	463	481
Average lenght of stay	**8.6**	**8.4**	**9.4**	**8.6**	**8.5**
- Median	7.0	7.0	7.0	7.0	**7.0**
Average daily expenditure (€)	**127.55**	**148.95**	**172.13**	**176.25**	**174.51**
- Median	115.72	131.10	157.18	156.49	**158.17**
Average daily expenditure (without flight)	**88.86**	**106.74**	**117.98**	**122.17**	**124.57**
- Median	81.67	95.77	107.28	108.38	**114.10**
Average cost of the flight (€)	**323.2**	**327.1**	**438.5**	**420.1**	**378.5**
Total turnover (≥ 16 years old) (€m)	**304**	**292**	**364**	**414**	**562**
Turnover without flight (≥ 16 years old) (€m)	**210**	**210**	**251**	**289**	**405**

(*) Thousands of tourists









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

	2019	2022	2023	2024	2025
Accommodation:					
- Accommodation	89.2%	88.4%	87.9%	91.1%	88.9%
- Additional accommodation expenses	7.2%	4.8%	5.8%	6.1%	6.5%
Transport:					
- National/International Transport	94.0%	95.5%	95.8%	96.6%	96.8%
- Flights between islands	7.0%	7.5%	9.4%	7.7%	5.9%
- Taxi	57.6%	58.1%	57.3%	54.3%	49.4%
- Car rental	31.2%	42.9%	39.7%	44.5%	48.7%
- Public transport	8.9%	9.8%	12.8%	11.8%	12.4%
Food and drink:					
- Food purchases at supermarkets	44.7%	54.6%	54.4%	52.9%	54.4%
- Restaurants	41.5%	51.7%	49.8%	51.3%	57.4%
Leisure:					
- Organized excursions	35.9%	36.0%	38.1%	39.9%	35.8%
- Sport activities	3.6%	6.0%	5.2%	4.4%	6.0%
- Cultural activities	3.4%	2.7%	3.7%	3.5%	3.1%
- Museums	3.8%	5.9%	4.5%	4.9%	6.2%
- Theme Parks	13.2%	14.4%	15.1%	16.6%	17.1%
- Discos and pubs	6.2%	3.7%	3.9%	5.4%	4.0%
- Wellness	0.7%	1.0%	1.6%	0.7%	1.6%
Purchases of goods:					
- Souvenirs	58.1%	51.5%	49.7%	54.0%	51.4%
- Other expenses	0.7%	0.6%	1.1%	0.3%	1.2%
Other:					
- Medical or pharmaceutical expenses	3.7%	4.1%	4.2%	5.7%	5.1%
- Other expenses	7.2%	5.2%	7.1%	4.4%	5.1%

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

Expenditure per tourist and trip (€)	2019	2022	2023	2024	2025
Accommodation:	**643**	**738**	**783**	**823**	**770**
- Accommodation	481	572	651	643	640
- Additional accommodation expenses	162	166	132	180	130
Transport:	**597**	**635**	**813**	**771**	**745**
- National/International Transport	344	343	458	435	391
- Flights between islands	78	67	91	89	102
- Taxi	82	97	111	102	112
- Car rental	78	112	121	116	113
- Public transport	16	16	32	30	28
Food and drink:	**196**	**224**	**261**	**253**	**269**
- Food purchases at supermarkets	81	89	113	102	110
- Restaurants	114	136	148	151	159
Leisure:	**462**	**420**	**585**	**554**	**584**
- Organized excursions	103	112	131	137	137
- Sport activities	98	85	137	90	80
- Cultural activities	45	55	46	89	79
- Museums	26	28	46	40	36
- Theme Parks	67	62	82	70	68
- Discos and pubs	59	53	59	66	63
- Wellness	65	27	85	61	121
Purchases of goods:	**271**	**167**	**167**	**120**	**331**
- Souvenirs	102	69	106	82	84
- Other expenses	169	97	61	37	247
Other:	**100**	**101**	**173**	**148**	**131**
- Medical or pharmaceutical expenses	43	41	50	41	37
- Other expenses	57	61	124	107	94

Source: Tourist Expenditure Survey (EGT, ISTAC).

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

Tourist profile. Historical data (2019 - 2025)

Poland

What is the main purpose of their trip?

	2019	2022	2023	2024	2025
Holiday, leisure	0.1%	1.0%	0.1%	0.3%	0.1%
Visiting family or friends	4.3%	1.3%	1.6%	2.6%	1.4%
Business and work	0.0%	0.4%	0.8%	0.1%	0.3%
Education and training	0.5%	0.3%	0.3%	0.8%	0.3%
Sports training	0.1%	0.0%	0.2%	0.0%	0.0%
Health or medical care	2.1%	4.5%	5.1%	3.6%	4.8%
Fairs and congresses	0.9%	1.1%	1.6%	1.0%	0.6%
Others	95.9%	93.7%	91.9%	93.7%	93.8%

What is the main motivation for their holidays?

	2019	2022	2023	2024	2025
Rest	55.8%	50.6%	50.0%	47.1%	48.5%
Enjoy family time	7.4%	6.3%	7.6%	5.3%	7.7%
Have fun	3.7%	2.1%	2.5%	2.1%	2.3%
Explore the destination	31.0%	39.2%	37.6%	43.0%	39.7%
Practice their hobbies	1.6%	1.0%	1.4%	2.0%	0.7%
Other reasons	0.4%	0.8%	0.9%	0.4%	1.1%

Where did they spend their main holiday last year? *

	2019	2022	2023	2024	2025
Didn't have holidays	--	18.1%	16.5%	9.2%	10.1%
Canary Islands	--	15.9%	16.4%	16.7%	17.6%
Other destination	--	65.9%	67.1%	74.0%	72.3%
- Balearic Islands	--	3.2%	3.0%	3.4%	2.3%
- Rest of Spain	--	5.5%	5.9%	9.3%	7.7%
- Italy	--	7.3%	9.2%	9.7%	10.9%
- France	--	1.4%	2.3%	3.4%	2.2%
- Turkey	--	7.0%	7.4%	8.8%	7.2%
- Greece	--	13.7%	12.1%	13.8%	13.6%
- Portugal	--	4.5%	2.1%	3.9%	3.8%
- Croatia	--	6.5%	6.1%	3.7%	5.6%
- Egypt	--	2.0%	2.6%	3.6%	4.3%
- Tunisia	--	0.7%	0.8%	1.2%	1.5%
- Morocco	--	0.5%	0.2%	1.0%	1.6%
- Others	--	13.5%	15.4%	12.2%	11.6%

** Percentage of valid answers*

What other destinations did they consider for this trip? *

	2019	2022	2023	2024	2025
None (I was clear about "this Canary Island")	--	7.7%	8.0%	5.7%	7.5%
Canary Islands (other island)	--	24.0%	21.5%	25.3%	22.2%
Other destination	--	68.2%	70.5%	69.0%	70.3%
- Balearic Islands	--	4.9%	4.2%	4.1%	3.5%
- Rest of Spain	--	11.1%	11.4%	10.5%	12.9%
- Italy	--	8.7%	11.0%	10.8%	11.9%
- France	--	2.0%	2.5%	2.2%	2.6%
- Turkey	--	6.3%	6.5%	5.8%	5.2%
- Greece	--	12.4%	11.8%	12.9%	12.2%
- Portugal	--	9.4%	8.9%	9.3%	9.1%
- Croatia	--	6.1%	5.5%	5.2%	5.4%
- Egypt	--	4.1%	5.4%	4.3%	4.2%
- Others	--	3.2%	3.3%	3.9%	3.3%

** Percentage of valid answers*

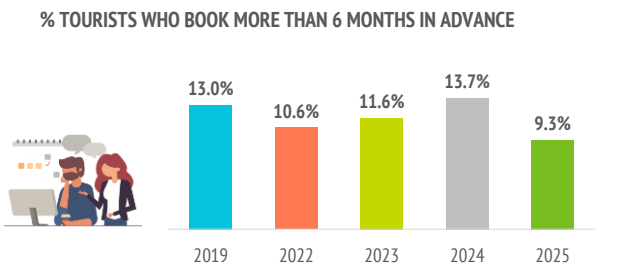
Importance of each factor in the destination choice

	2019	2022	2023	2024	2025
Climate	83.0%	75.7%	75.9%	78.0%	73.9%
Safety	69.7%	62.4%	66.1%	60.8%	64.6%
Landscapes	63.5%	63.5%	64.4%	64.6%	63.2%
Tranquility	57.8%	53.2%	55.2%	52.9%	54.0%
Sea	60.4%	57.9%	58.4%	58.8%	53.1%
Environment	47.9%	48.8%	49.7%	50.8%	52.1%
European belonging	52.9%	51.4%	49.2%	50.5%	48.2%
Beaches	50.1%	50.7%	48.8%	49.6%	43.8%
Accommodation supply	43.2%	42.9%	39.7%	39.2%	37.8%
Price	38.5%	37.0%	33.3%	31.0%	35.8%
Authenticity	39.2%	40.1%	35.3%	36.0%	35.1%
Gastronomy	31.4%	34.2%	34.2%	34.6%	32.6%
Effortless trip	35.2%	33.4%	31.7%	33.6%	32.3%
Exoticism	31.9%	30.8%	30.5%	26.0%	27.0%
Hiking trail network	11.2%	17.6%	16.6%	16.4%	15.8%
Fun possibilities	15.9%	14.4%	13.0%	14.5%	13.5%
Historical heritage	7.8%	7.9%	7.9%	10.4%	12.0%
Culture	9.7%	8.2%	8.5%	11.3%	11.6%
Shopping	6.5%	5.8%	5.2%	5.9%	5.4%
Nightlife	6.1%	6.3%	5.6%	6.7%	5.3%

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.

How far in advance do they book their trip?

	2019	2022	2023	2024	2025
The same day	1.1%	0.4%	1.3%	0.7%	1.5%
Between 1 and 30 days	39.0%	40.8%	34.0%	31.9%	37.2%
Between 1 and 2 months	21.5%	28.5%	28.7%	27.7%	25.8%
Between 3 and 6 months	25.3%	19.6%	24.4%	26.0%	26.2%
More than 6 months	13.0%	10.6%	11.6%	13.7%	9.3%



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

	2019	2022	2023	2024	2025
Previous visits to the Canary Islands	39.7%	37.9%	35.4%	36.1%	37.2%
Friends or relatives	29.6%	25.8%	27.7%	25.2%	27.9%
Internet or social media	63.1%	65.3%	65.4%	64.7%	63.3%
Mass Media	3.6%	3.4%	3.3%	3.9%	4.6%
Travel guides and magazines	12.6%	13.1%	11.1%	11.6%	9.5%
Travel Blogs or Forums	17.3%	19.6%	18.9%	20.9%	20.7%
Travel TV Channels	1.1%	2.3%	1.3%	1.6%	2.8%
Tour Operator or Travel Agency	32.5%	31.0%	33.7%	29.0%	27.0%
Public administrations or similar	0.1%	0.7%	0.3%	0.5%	0.8%
Others	1.7%	2.6%	3.0%	3.6%	2.9%

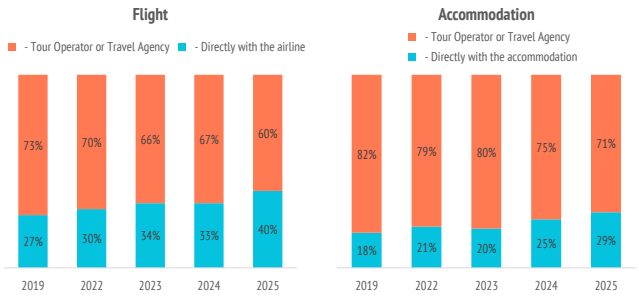
** Multi-choise question*

Tourist profile. Historical data (2019 - 2025)

Poland

With whom did they book their flight and accommodation?

	2019	2022	2023	2024	2025
Flight					
- Directly with the airline	27.3%	30.4%	33.5%	33.4%	39.9%
- Tour Operator or Travel Agency	72.7%	69.6%	66.5%	66.6%	60.1%
Accommodation					
- Directly with the accommodation	18.2%	21.4%	20.3%	25.1%	28.7%
- Tour Operator or Travel Agency	81.8%	78.6%	79.7%	74.9%	71.3%



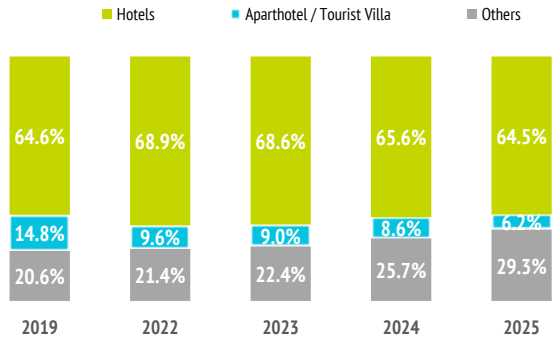
Where are they from?

	2019	2022	2023	2024	2025
Poland	86.1%	89.8%	84.3%	86.3%	86.8%
Spanish Mainland	1.7%	2.8%	2.3%	3.1%	3.6%
United Kingdom	1.9%	1.2%	5.1%	1.8%	0.9%
Italy	0.1%	0.2%	0.0%	0.3%	0.7%
Switzerland	0.2%	0.2%	0.4%	0.4%	0.4%
Austria	0.1%	0.6%	0.2%	0.5%	0.3%
Finland	0.1%	0.0%	0.0%	0.0%	0.3%
Netherlands	0.8%	0.0%	0.1%	0.1%	0.3%
Portugal	0.0%	0.4%	0.1%	0.1%	0.3%
#N/D	0.0%	0.0%	0.0%	0.0%	0.2%
Others	9.1%	4.7%	7.4%	7.5%	6.2%

Where do they stay?

	2019	2022	2023	2024	2025
1-2-3* Hotel	14.6%	16.0%	10.2%	11.4%	9.5%
4* Hotel	47.7%	48.8%	53.8%	50.2%	50.2%
5* Hotel / 5* Luxury Hotel	2.3%	4.1%	4.6%	4.1%	4.8%
Aparthotel / Tourist Villa	14.8%	9.6%	9.0%	8.6%	6.2%
House/room rented in a private dwelling	7.6%	5.9%	9.8%	15.4%	17.5%
Private accommodation (1)	3.9%	5.5%	5.6%	4.9%	6.9%
Others (Cottage, cruise, camping,..)	9.1%	10.1%	7.0%	5.5%	4.9%

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

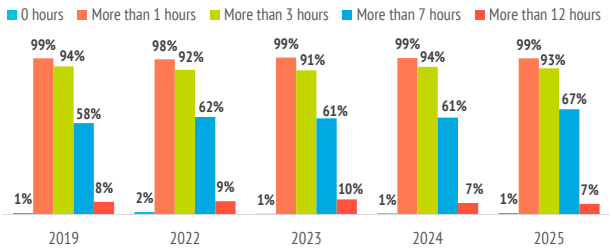


What do they book?

	2019	2022	2023	2024	2025
Room only	17.8%	20.5%	19.8%	23.4%	27.9%
Bed and Breakfast	5.7%	5.6%	7.5%	6.1%	7.2%
Half board	12.4%	13.5%	11.7%	10.9%	12.9%
Full board	2.0%	1.7%	1.1%	2.7%	1.9%
All inclusive	62.2%	58.8%	59.9%	57.0%	50.2%

Activities in the Canary Islands

Outdoor time per day	2019	2022	2023	2024	2025
0 hours	1.0%	1.6%	0.5%	0.8%	1.0%
1 - 2 hours	5.1%	6.6%	8.1%	5.6%	6.3%
3 - 6 hours	36.0%	29.9%	30.4%	32.2%	26.0%
7 - 12 hours	49.9%	53.4%	51.3%	54.1%	60.0%
More than 12 hours	8.0%	8.5%	9.6%	7.3%	6.8%
Outdoor time per day	7.7	7.9	7.8	7.9	8.0



Activities in the Canary Islands	2019	2022	2023	2024	2025
Beach	79.5%	87.3%	81.2%	82.4%	80.6%
Walk, wander	74.0%	81.9%	78.2%	77.7%	77.4%
Explore the island on their own	63.5%	68.8%	66.3%	67.2%	68.9%
Swimming pool, hotel facilities	57.1%	58.9%	59.1%	56.7%	53.3%
Hiking	--	34.8%	31.6%	35.5%	34.5%
Taste Canarian gastronomy	22.7%	31.6%	26.4%	29.0%	29.8%
Organized excursions	34.7%	32.5%	30.2%	33.2%	25.8%
Theme parks	25.6%	20.4%	21.9%	24.3%	21.2%
Sea excursions / whale watching	17.5%	14.2%	17.6%	20.4%	17.3%
Swim	--	14.2%	11.9%	13.7%	12.7%
Museums / exhibitions	11.7%	11.5%	10.7%	12.7%	12.6%
Wineries / markets / popular festivals	9.8%	11.8%	12.8%	10.4%	10.1%
Running	--	8.4%	6.3%	6.5%	8.2%
Other Nature Activities	--	8.1%	6.2%	9.2%	8.1%
Nightlife / concerts / shows	9.0%	8.1%	6.9%	8.1%	6.7%
Practice other sports	--	6.7%	4.2%	7.0%	5.1%
Astronomical observation	4.0%	3.5%	2.9%	4.0%	4.9%
Scuba Diving	--	3.2%	5.3%	4.4%	4.4%
Cycling / Mountain bike	--	3.3%	2.5%	3.4%	4.3%
Surf	--	2.6%	2.9%	4.1%	3.8%
Beauty and health treatments	1.8%	0.9%	1.8%	0.9%	2.3%
Windsurf / Kitesurf	--	1.0%	1.3%	1.2%	2.2%
Golf	--	0.7%	1.4%	0.5%	1.2%

** Multi-choise question*

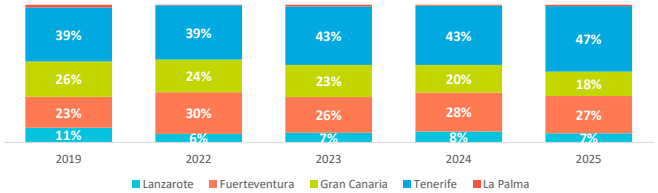
Tourist profile. Historical data (2019 - 2025)

Poland

Which island do they choose?

Tourists (≥ 16 year old)	2019	2022	2023	2024	2025
Lanzarote	30,636	15,266	18,028	23,505	27,628
Fuerteventura	65,103	75,239	66,350	83,788	111,817
Gran Canaria	74,386	58,857	59,870	59,179	73,947
Tenerife	113,606	97,849	109,063	127,523	196,625
La Palma	5,552	967	3,003	1,928	4,382

Share by islands	2019	2022	2023	2024	2025
Lanzarote	10.6%	6.2%	7.0%	7.9%	6.7%
Fuerteventura	22.5%	30.3%	25.9%	28.3%	27.0%
Gran Canaria	25.7%	23.7%	23.4%	20.0%	17.8%
Tenerife	39.3%	39.4%	42.6%	43.1%	47.4%
La Palma	1.9%	0.4%	1.2%	0.7%	1.1%



How many islands do they visit during their trip?

	2019	2022	2023	2024	2025
One island	84.5%	84.7%	83.0%	82.4%	87.2%
Two islands	13.3%	13.4%	15.2%	15.7%	11.3%
Three or more islands	2.2%	1.9%	1.8%	1.9%	1.5%

How many are loyal to the Canary Islands?

	2019	2022	2023	2024	2025
Repeat tourists	53.0%	53.2%	53.3%	51.0%	52.3%
At least 10 previous visits	1.9%	5.7%	6.3%	4.8%	5.4%
Repeat tourists (last 5 years)	49.7%	50.2%	48.9%	46.2%	48.7%
Repeat tourists (last 5 years)(5 or more visits)	7.5%	6.3%	8.8%	8.6%	6.5%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019	2022	2023	2024	2025
Average rating	9.02	9.27	9.07	9.02	8.92

Experience in the Canary Islands	2019	2022	2023	2024	2025
Worse or much worse than expected	2.0%	3.0%	3.2%	2.7%	4.3%
Lived up to expectations	54.0%	48.2%	50.6%	52.0%	53.4%
Better or much better than expected	44.0%	48.7%	46.2%	45.3%	42.3%

Future intentions (scale 0-10)	2019	2022	2023	2024	2025
Return to the Canary Islands	8.67	8.78	8.84	8.71	8.59
Recommend visiting the Canary Islands	9.25	9.31	9.22	9.15	9.07

Who are they?

	2019	2022	2023	2024	2025
Gender					
Men	51.7%	49.9%	48.9%	53.8%	54.3%
Women	48.3%	50.1%	51.1%	46.2%	45.7%
Age					
Average age	39.2	39.2	37.7	39.9	39.1
Standard deviation	12.7	12.7	12.8	12.9	12.8
Age range					
16 - 24 years old	8.9%	10.4%	17.6%	10.1%	11.1%
25 - 30 years old	20.7%	18.2%	16.0%	16.1%	17.2%
31 - 45 years old	43.6%	44.5%	43.7%	47.1%	46.2%
46 - 60 years old	18.5%	18.4%	15.7%	18.0%	18.1%
Over 60 years old	8.2%	8.5%	7.0%	8.8%	7.4%
Occupation					
Salaried worker	40.3%	41.2%	48.3%	48.9%	45.0%
Self-employed	21.1%	28.4%	22.2%	23.6%	26.0%
Unemployed	4.9%	1.6%	1.6%	0.8%	2.8%
Business owner	22.2%	18.0%	17.8%	16.8%	14.0%
Student	5.5%	4.8%	5.0%	4.1%	6.5%
Retired	5.2%	5.5%	4.3%	4.1%	4.7%
Unpaid domestic work	0.5%	0.2%	0.4%	1.3%	0.4%
Others	0.3%	0.3%	0.4%	0.4%	0.6%
Annual household income level					
Less than €25,000	34.9%	32.9%	26.8%	26.0%	22.5%
€25,000 - €49,999	48.0%	37.4%	40.6%	37.6%	41.2%
€50,000 - €74,999	10.9%	19.2%	19.7%	19.5%	22.7%
More than €74,999	6.1%	10.5%	12.9%	16.9%	13.6%
Education level					
No studies	1.4%	0.4%	0.1%	0.3%	0.7%
Primary education	1.2%	1.3%	1.0%	0.7%	0.3%
Secondary education	19.4%	17.0%	18.3%	17.8%	19.0%
Higher education	77.9%	81.3%	80.5%	81.1%	80.0%

Who do they come with?

	2019	2022	2023	2024	2025
Unaccompanied	5.5%	5.5%	5.5%	4.7%	6.3%
Only with partner	45.2%	45.9%	41.4%	44.7%	43.1%
Only with children (< 13 years old)	5.6%	6.0%	5.2%	3.4%	2.9%
Partner + children (< 13 years old)	10.4%	8.9%	9.7%	10.1%	9.4%
Other relatives	12.2%	11.4%	14.3%	15.7%	13.3%
Friends	5.4%	6.2%	7.3%	6.5%	5.6%
Work colleagues	0.2%	0.6%	0.9%	0.8%	0.5%
Organized trip	0.2%	0.7%	0.2%	0.1%	0.8%
Other combinations (2)	15.3%	14.9%	15.6%	14.0%	18.0%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**26.0%**	**23.3%**	**24.5%**	**22.1%**	**19.8%**
- Between 0 and 2 years old	2.6%	2.0%	1.1%	0.6%	0.9%
- Between 3 and 12 years old	21.8%	20.4%	22.3%	20.8%	18.2%
- Between 0 -2 and 3-12 years old	1.6%	0.9%	1.1%	0.8%	0.8%
Tourists without children	**74.0%**	**76.7%**	**75.5%**	**77.9%**	**80.2%**
Group composition:					
- 1 person	10.0%	8.2%	7.3%	7.0%	9.5%
- 2 people	48.4%	51.4%	51.9%	51.1%	49.8%
- 3 people	18.1%	16.4%	18.7%	18.1%	16.0%
- 4 or 5 people	20.0%	19.5%	18.5%	20.9%	20.7%
- 6 or more people	3.6%	4.6%	3.5%	2.9%	4.0%
Average group size:	**2.70**	**2.73**	**2.72**	**2.72**	**2.72**

**People who share the main expenses of the trip*

Source: Tourist Expenditure Survey (EGT, ISTAC).

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