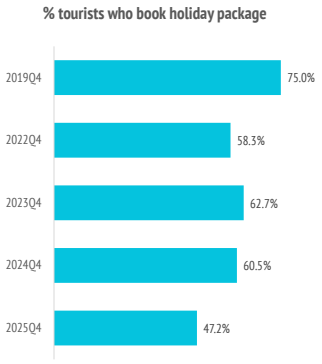
Tourist profile. Historical data (2019 - 2025)

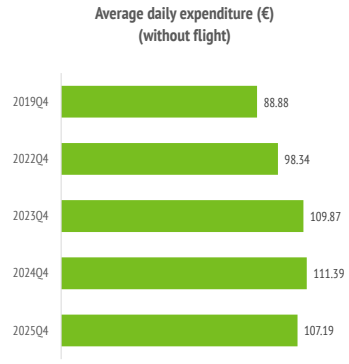
POLAND: Fourth Quarter

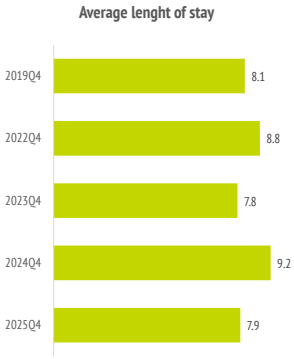
How many are they and how much do they spend?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**n.d.**	**n.d.**	**n.d.**	**n.d.**	**n.d.**
Tourist arrivals ≥ 16 years old (EGT) (*)	**58**	**55**	**55**	**71**	**96**
- book holiday package (*)	44	32	34	43	46
- do not book holiday package (*)	15	23	21	28	51
- % tourists who book holiday package	75.0%	58.3%	62.7%	60.5%	47.2%
Children < 16 years old (FRONTUR - EGT) (*)	n.d.	n.d.	n.d.	n.d.	n.d.
Expenditure per tourist (€) (group spend / group size)	**853**	**979**	**1,088**	**1,172**	**997**
Expenditure per tourist (€) (group spend / +16)	**981**	**1,067**	**1,262**	**1,364**	**1,082**
- book holiday package	1,023	1,170	1,381	1,450	1,134
- holiday package	824	943	1,170	1,266	933
- others	199	227	211	184	201
- do not book holiday package	853	921	1,061	1,231	1,036
- flight	219	239	315	298	267
- accommodation	236	298	363	459	362
- others	398	385	383	475	407
Average lenght of stay	**8.1**	**8.8**	**7.8**	**9.2**	**7.9**
- Median	7.0	7.0	7.0	7.0	7.0
Average daily expenditure (€)	**128.16**	**132.00**	**164.33**	**160.57**	**148.26**
- Median	116.96	123.04	150.60	147.63	133.25
Average daily expenditure (without flight)	**88.88**	**98.34**	**109.87**	**111.39**	**107.19**
- Median	80.34	93.26	105.72	101.55	96.14
Average cost of the flight (€)	**295**	**266**	**418**	**410**	**294**
Total turnover (€m)	**57**	**58**	**69**	**97**	**104**
Turnover without flight (€m)	**40**	**44**	**46**	**68**	**76**

(*) Thousands of tourists









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

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Accommodation:					
- Accommodation	87.6%	83.0%	92.4%	93.4%	86.0%
- Additional accommodation expenses	8.4%	5.9%	3.6%	6.9%	7.8%
Transport:					
- National/International Transport	91.8%	92.9%	97.8%	97.8%	96.2%
- Flights between islands	6.0%	8.6%	6.2%	3.9%	5.6%
- Taxi	54.7%	55.3%	57.5%	62.8%	47.9%
- Car rental	25.7%	42.3%	41.8%	41.2%	52.1%
- Public transport	10.1%	9.5%	13.0%	14.0%	22.4%
Food and drink:					
- Food purchases at supermarkets	40.5%	56.6%	51.3%	50.2%	56.2%
- Restaurants	41.0%	57.2%	45.8%	50.8%	62.3%
Leisure:					
- Organized excursions	28.3%	34.4%	37.4%	36.4%	32.2%
- Sport activities	3.9%	7.1%	5.4%	5.1%	5.5%
- Cultural activities	2.8%	4.2%	1.8%	1.3%	4.4%
- Museums	3.7%	8.8%	5.7%	5.2%	7.7%
- Theme Parks	10.2%	15.9%	12.1%	9.1%	13.9%
- Discos and pubs	1.8%	5.3%	4.8%	7.1%	6.3%
- Wellness	1.9%	0.8%	2.4%	0.0%	2.2%
Purchases of goods:					
- Souvenirs	58.9%	53.5%	39.7%	51.4%	46.8%
- Other expenses	0.0%	0.0%	2.1%	0.4%	1.4%
Other:					
- Medical or pharmaceutical expenses	3.9%	5.1%	5.6%	4.8%	4.6%
- Other expenses	6.0%	6.1%	5.9%	4.1%	3.6%

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

Expenditure per tourist and trip (€)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Accommodation:	**567**	**702**	**663**	**811**	**587**
- Accommodation	450	538	541	635	491
- Additional accommodation expenses	118	163	121	177	95
Transport:	**601**	**572**	**729**	**706**	**637**
- National/International Transport	321	286	427	419	305
- Flights between islands	115	60	50	71	94
- Taxi	70	97	99	86	100
- Car rental	80	113	102	109	115
- Public transport	15	16	51	21	23
Food and drink:	**242**	**236**	**228**	**271**	**230**
- Food purchases at supermarkets	92	108	91	111	100
- Restaurants	150	128	137	159	130
Leisure:	**598**	**391**	**534**	**436**	**489**
- Organized excursions	106	101	126	124	117
- Sport activities	154	54	108	69	56
- Cultural activities	66	68	47	91	62
- Museums	48	22	44	32	33
- Theme Parks	76	68	64	62	62
- Discos and pubs	53	53	52	60	52
- Wellness	95	25	92	0	107
Purchases of goods:	**103**	**71**	**193**	**95**	**147**
- Souvenirs	103	71	108	75	**79**
- Other expenses	0	0	85	20	**68**
Other:	**77**	**120**	**126**	**173**	**108**
- Medical or pharmaceutical expenses	24	41	68	62	**22**
- Other expenses	53	79	58	111	**86**

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: Fourth Quarter

What is the main purpose of their trip?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Holiday, leisure	94.6%	91.0%	92.8%	93.2%	92.4%
Visiting family or friends	2.4%	7.4%	3.2%	4.8%	6.3%
Business and work	1.8%	0.8%	2.6%	0.8%	1.1%
Education and training	1.2%	0.0%	0.0%	0.0%	0.0%
Sports training	0.0%	0.3%	0.0%	1.1%	0.0%
Health or medical care	0.0%	0.0%	0.0%	0.0%	0.0%
Fairs and congresses	0.0%	0.0%	0.0%	0.0%	0.2%
Others	0.0%	0.6%	1.4%	0.0%	0.0%

What is the main motivation for their holidays?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Rest	61.3%	47.8%	48.9%	51.1%	40.6%
Enjoy family time	10.1%	6.0%	3.9%	2.9%	7.1%
Have fun	2.2%	1.7%	2.8%	1.4%	2.3%
Explore the destination	23.0%	43.1%	38.8%	41.0%	47.0%
Practice their hobbies	3.4%	0.5%	2.8%	3.6%	0.2%
Other reasons	0.0%	1.0%	2.7%	0.0%	2.8%

Where did they spend their main holiday last year? *

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Didn't have holidays	--	20.8%	14.8%	10.4%	12.7%
Canary Islands	--	20.7%	12.1%	17.3%	20.4%
Other destination	--	58.5%	73.0%	72.4%	66.8%
- Balearic Islands	--	3.5%	3.2%	3.4%	2.2%
- Rest of Spain	--	5.3%	6.8%	9.9%	8.3%
- Italy	--	6.7%	10.6%	8.2%	12.6%
- France	--	0.7%	1.5%	3.8%	1.5%
- Turkey	--	4.7%	7.7%	7.4%	4.2%
- Greece	--	10.3%	14.5%	10.9%	11.7%
- Portugal	--	5.7%	5.1%	3.3%	3.7%
- Croatia	--	4.3%	6.4%	5.4%	1.8%
- Egypt	--	2.0%	1.8%	4.5%	3.6%
- Tunisia	--	1.3%	0.9%	1.8%	1.0%
- Morocco	--	1.0%	0.8%	1.5%	2.3%
- Others	--	13.1%	13.8%	12.4%	14.0%

** Percentage of valid answers*

What other destinations did they consider for this trip? *

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
None (I was clear about "this Canary Island")	--	12.8%	8.0%	5.9%	9.9%
Canary Islands (other island)	--	26.1%	18.6%	25.3%	26.5%
Other destination	--	61.1%	73.3%	68.8%	63.6%
- Balearic Islands	--	4.5%	4.4%	4.3%	4.3%
- Rest of Spain	--	8.6%	10.8%	14.0%	13.3%
- Italy	--	6.2%	12.3%	10.5%	12.6%
- France	--	1.9%	2.5%	0.5%	1.8%
- Turkey	--	6.7%	7.4%	6.6%	3.7%
- Greece	--	10.8%	11.3%	13.0%	9.1%
- Portugal	--	9.4%	10.5%	7.7%	7.2%
- Croatia	--	3.7%	3.9%	2.9%	3.3%
- Egypt	--	5.0%	4.9%	5.6%	4.7%
- Others	--	4.3%	5.4%	3.5%	3.6%

** Percentage of valid answers*

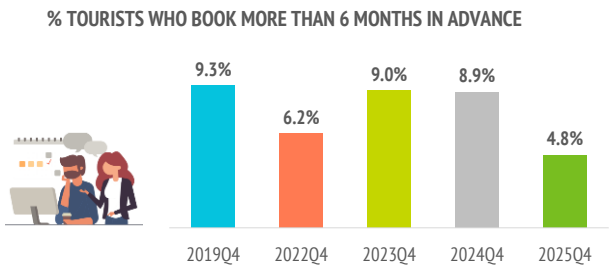
Importance of each factor in the destination choice

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Climate	91.1%	80.1%	78.6%	84.4%	79.7%
Safety	66.6%	56.7%	63.1%	59.2%	66.6%
Tranquility	59.1%	50.3%	52.2%	44.2%	60.7%
Landscapes	59.5%	63.2%	63.4%	58.3%	60.0%
Sea	62.1%	63.0%	65.9%	63.0%	58.1%
European belonging	59.4%	49.2%	37.4%	54.8%	52.0%
Environment	48.4%	51.8%	47.8%	47.1%	51.8%
Beaches	47.8%	49.9%	55.5%	51.3%	45.5%
Price	41.6%	35.8%	37.4%	26.9%	39.9%
Effortless trip	43.0%	29.9%	28.4%	33.2%	37.6%
Authenticity	40.5%	36.1%	36.5%	27.1%	36.8%
Accommodation supply	45.1%	40.3%	43.6%	39.9%	30.9%
Gastronomy	28.5%	25.3%	34.6%	29.0%	28.5%
Exoticism	35.9%	23.2%	31.2%	19.7%	25.4%
Culture	9.5%	6.6%	9.6%	11.5%	16.6%
Hiking trail network	13.9%	18.9%	16.8%	21.4%	16.4%
Historical heritage	7.0%	8.5%	9.1%	10.9%	14.0%
Fun possibilities	13.2%	11.9%	10.2%	18.0%	13.5%
Shopping	4.9%	6.2%	4.8%	4.2%	5.2%
Nightlife	3.6%	7.6%	4.2%	5.8%	4.6%

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?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
The same day	0.6%	0.6%	0.0%	0.5%	4.9%
Between 1 and 30 days	43.7%	48.0%	36.9%	35.5%	39.0%
Between 1 and 2 months	22.6%	31.5%	30.5%	26.5%	31.0%
Between 3 and 6 months	23.8%	13.8%	23.6%	28.6%	20.3%
More than 6 months	9.3%	6.2%	9.0%	8.9%	4.8%



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

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Previous visits to the Canary Islands	40.3%	38.1%	34.1%	38.4%	45.7%
Friends or relatives	28.4%	32.4%	30.7%	23.9%	26.3%
Internet or social media	57.9%	61.6%	67.1%	59.1%	58.7%
Mass Media	3.3%	4.3%	2.9%	6.5%	5.2%
Travel guides and magazines	6.5%	8.3%	12.5%	11.3%	11.3%
Travel Blogs or Forums	11.2%	23.5%	23.1%	24.4%	19.5%
Travel TV Channels	0.0%	1.3%	0.0%	1.8%	1.0%
Tour Operator or Travel Agency	33.6%	30.0%	31.4%	24.3%	23.1%
Public administrations or similar	0.0%	0.0%	0.4%	0.0%	1.1%
Others	3.1%	5.0%	3.6%	3.5%	1.0%

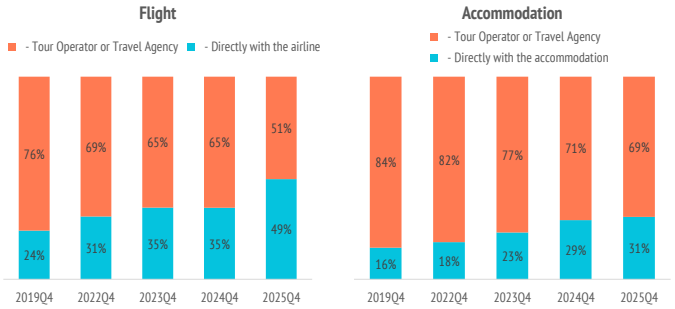
** Multi-choise question*

Tourist profile. Historical data (2019 - 2025)

POLAND: Fourth Quarter

With whom did they book their flight and accommodation?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Flight					
- Directly with the airline	24.0%	31.0%	35.4%	35.3%	49.4%
- Tour Operator or Travel Agency	76.0%	69.0%	64.6%	64.7%	50.6%
Accommodation					
- Directly with the accommodation	15.6%	18.3%	23.1%	29.2%	30.8%
- Tour Operator or Travel Agency	84.4%	81.7%	76.9%	70.8%	69.2%



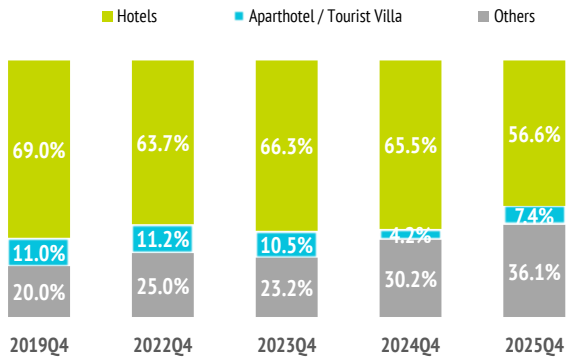
Where does the flight come from?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Poland	82.9%	90.0%	86.8%	88.0%	87.2%
Spanish Mainland	3.9%	1.7%	3.3%	2.3%	4.6%
Germany	5.0%	2.5%	8.0%	7.4%	4.2%
Finland	0.0%	0.0%	0.0%	0.0%	1.3%
Ireland	0.0%	0.2%	0.0%	0.0%	1.1%
Denmark	0.0%	0.0%	0.0%	0.0%	0.7%
Austria	0.0%	1.9%	0.0%	0.0%	0.1%
Belgium	0.0%	0.6%	0.0%	0.0%	0.0%
Netherlands	0.9%	0.0%	0.0%	0.3%	0.0%
Italy	0.0%	0.1%	0.0%	0.3%	0.0%
Others	7.2%	2.9%	1.9%	1.6%	0.8%

Where do they stay?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
1-2-3* Hotel	15.6%	16.4%	11.4%	15.7%	8.8%
4* Hotel	50.9%	43.5%	51.4%	44.1%	43.6%
5* Hotel / 5* Luxury Hotel	2.5%	3.8%	3.5%	5.7%	4.2%
Aparthotel / Tourist Villa	11.0%	11.2%	10.5%	4.2%	7.4%
House/room rented in a private dwelling	5.2%	7.0%	14.2%	18.7%	20.2%
Private accommodation (1)	4.6%	8.1%	2.2%	4.5%	9.6%
Others (Cottage, cruise, camping,..)	10.2%	9.9%	6.9%	7.0%	6.3%

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

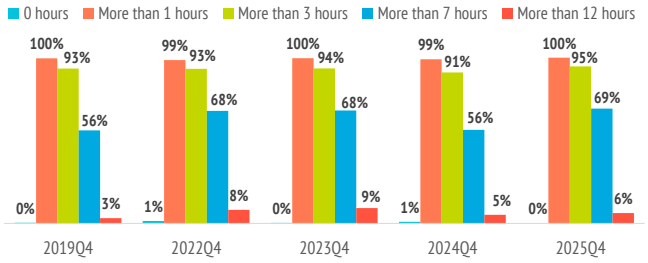


What do they book?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Room only	13.3%	26.6%	23.0%	28.9%	34.1%
Bed and Breakfast	6.0%	4.2%	7.1%	4.5%	6.6%
Half board	15.7%	15.3%	8.2%	4.3%	13.6%
Full board	2.3%	0.0%	0.5%	3.1%	0.4%
All inclusive	62.8%	53.9%	61.1%	59.1%	45.4%

Activities in the Canary Islands

Outdoor time per day	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
0 hours	0.4%	1.4%	0.3%	0.9%	0.0%
1 - 2 hours	6.2%	5.3%	6.1%	8.0%	5.3%
3 - 6 hours	37.3%	25.3%	25.4%	34.6%	25.5%
7 - 12 hours	53.0%	59.7%	58.9%	51.3%	63.0%
More than 12 hours	3.1%	8.2%	9.2%	5.2%	6.2%
Outdoor time per day	7.3	8.0	8.3	7.5	8.4



Activities in the Canary Islands	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Walk, wander	68.4%	82.6%	79.7%	72.9%	78.5%
Beach	78.2%	85.5%	82.5%	80.6%	78.3%
Explore the island on their own	62.1%	75.2%	64.9%	61.7%	71.9%
Swimming pool, hotel facilities	51.2%	53.5%	57.5%	51.5%	46.3%
Hiking	--	37.1%	33.6%	36.3%	39.2%
Taste Canarian gastronomy	19.3%	37.9%	21.0%	26.2%	27.2%
Organized excursions	27.3%	23.9%	27.2%	28.8%	20.9%
Theme parks	18.6%	19.2%	17.7%	20.5%	15.3%
Museums / exhibitions	9.2%	16.5%	9.7%	11.9%	14.9%
Swim	--	13.7%	8.9%	13.3%	12.9%
Sea excursions / whale watching	15.7%	13.4%	14.8%	18.0%	12.6%
Running	--	5.8%	6.8%	3.6%	10.5%
Wineries / markets / popular festivals	8.6%	19.9%	8.1%	12.8%	10.2%
Other Nature Activities	--	7.6%	10.0%	8.6%	9.0%
Nightlife / concerts / shows	6.0%	7.2%	6.2%	9.1%	7.8%
Cycling / Mountain bike	--	2.0%	5.4%	1.9%	6.8%
Astronomical observation	4.2%	5.6%	2.7%	5.3%	5.0%
Surf	--	5.2%	3.8%	3.7%	3.8%
Practice other sports	--	8.2%	4.6%	4.3%	2.9%
Scuba Diving	--	0.7%	2.4%	4.5%	2.6%
Windsurf / Kitesurf	--	0.9%	2.4%	--	2.3%
Beauty and health treatments	2.5%	0.6%	1.1%	0.9%	2.1%
Golf	--	0.4%	1.1%	--	0.5%

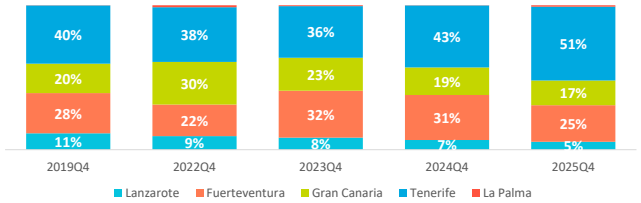
** Multi-choise question*

Tourist profile. Historical data (2019 - 2025)

POLAND: Fourth Quarter

Which island do they choose?

Tourists (≥ 16 year old)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Lanzarote	6,583	5,118	4,621	4,746	5,267
Fuerteventura	16,174	11,863	17,796	22,172	24,341
Gran Canaria	11,850	16,050	12,547	13,588	16,516
Tenerife	23,372	20,614	19,631	30,531	49,173
La Palma	111	728	313	86	913



Share by islands	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Lanzarote	11.3%	9.4%	8.4%	6.7%	5.5%
Fuerteventura	27.8%	21.8%	32.4%	31.2%	25.3%
Gran Canaria	20.4%	29.5%	22.9%	19.1%	17.2%
Tenerife	40.2%	37.9%	35.8%	42.9%	51.1%
La Palma	0.2%	1.3%	0.6%	0.1%	0.9%

How many are loyal to the Canary Islands?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Repeat tourists	54.5%	60.9%	48.8%	53.3%	57.2%
At least 10 previous visits	2.4%	6.8%	5.8%	8.2%	9.9%
Repeat tourists (last 5 years)	54.5%	60.7%	42.1%	44.2%	54.3%
Repeat tourists (last 5 years)(5 or more visits)	8.1%	6.6%	6.3%	10.2%	9.4%

How many islands do they visit during their trip?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
One island	89.0%	81.0%	88.1%	82.8%	87.7%
Two islands	9.2%	16.8%	11.2%	12.2%	11.2%
Three or more islands	1.9%	2.2%	0.6%	5.0%	1.2%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Average rating	8.89	9.40	9.16	9.07	9.02

Experience in the Canary Islands	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Worse or much worse than expected	0.0%	0.3%	2.2%	1.7%	4.7%
Lived up to expectations	54.8%	46.2%	48.1%	54.3%	50.7%
Better or much better than expected	45.2%	53.5%	49.7%	44.0%	44.7%

Future intentions (scale 0-10)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Return to the Canary Islands	8.79	9.16	9.05	8.71	8.74
Recommend visiting the Canary Islands	9.33	9.54	9.39	9.21	9.18

Who are they?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Gender					
Men	57.0%	44.2%	45.7%	49.1%	60.6%
Women	43.0%	55.8%	54.3%	50.9%	39.4%
Age					
Average age	40.3	38.7	37.0	40.5	39.9
Standard deviation	13.4	13.2	12.3	13.7	14.2
Age range					
16 - 24 years old	8.8%	8.7%	20.1%	6.9%	9.2%
25 - 30 years old	21.5%	22.9%	16.9%	19.5%	22.1%
31 - 45 years old	36.7%	44.2%	42.1%	44.7%	40.9%
46 - 60 years old	22.3%	14.3%	15.4%	19.0%	18.3%
Over 60 years old	10.7%	9.9%	5.5%	9.9%	9.5%
Occupation					
Salaried worker	37.6%	32.7%	45.2%	48.8%	52.0%
Self-employed	18.8%	36.4%	22.9%	22.8%	17.8%
Unemployed	2.6%	1.8%	2.8%	0.4%	4.0%
Business owner	31.1%	16.1%	15.5%	18.4%	14.2%
Student	5.4%	3.7%	5.9%	2.7%	2.0%
Retired	4.5%	9.2%	6.1%	4.1%	9.1%
Unpaid domestic work	0.0%	0.0%	1.5%	2.8%	0.9%
Others	0.0%	0.0%	0.0%	0.0%	0.0%
Annual household income level					
Less than €25,000	32.5%	33.3%	27.2%	33.7%	31.0%
€25,000 - €49,999	53.0%	38.1%	55.4%	36.4%	38.0%
€50,000 - €74,999	10.0%	17.0%	10.4%	14.5%	21.3%
More than €74,999	4.5%	11.6%	7.0%	15.5%	9.7%
Education level					
No studies	0.8%	0.8%	0.0%	0.0%	0.9%
Primary education	1.2%	2.0%	1.6%	0.0%	0.0%
Secondary education	21.0%	15.9%	21.6%	16.3%	15.1%
Higher education	77.1%	81.3%	76.8%	83.7%	84.0%

Who do they come with?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Unaccompanied	8.4%	7.2%	7.6%	6.0%	14.7%
Only with partner	43.8%	53.7%	41.2%	49.9%	46.9%
Only with children (< 13 years old)	6.9%	3.6%	6.0%	2.5%	1.5%
Partner + children (< 13 years old)	7.4%	4.6%	9.4%	9.6%	7.6%
Other relatives	14.2%	11.0%	9.0%	12.0%	6.8%
Friends	4.5%	7.0%	7.6%	6.4%	7.4%
Work colleagues	0.3%	0.6%	2.4%	0.3%	0.0%
Organized trip	0.0%	1.2%	0.8%	0.0%	0.6%
Other combinations (2)	14.5%	11.0%	16.0%	13.3%	14.5%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**23.8%**	**11.3%**	**19.1%**	**21.7%**	**13.1%**
- Between 0 and 2 years old	4.1%	1.0%	0.7%	2.0%	0.7%
- Between 3 and 12 years old	18.0%	10.0%	17.1%	18.0%	11.8%
- Between 0 -2 and 3-12 years old	1.7%	0.3%	1.3%	1.6%	0.6%
Tourists without children	**76.2%**	**88.7%**	**80.9%**	**78.3%**	**86.9%**
Group composition:					
- 1 person	14.7%	12.6%	11.0%	8.5%	18.4%
- 2 people	42.8%	62.2%	49.4%	52.4%	54.9%
- 3 people	21.0%	8.2%	14.5%	16.7%	7.4%
- 4 or 5 people	16.4%	16.6%	22.5%	18.5%	17.3%
- 6 or more people	5.2%	0.4%	2.6%	3.9%	2.0%
Average group size:	**2.67**	**2.36**	**2.64**	**2.72**	**2.37**

**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.