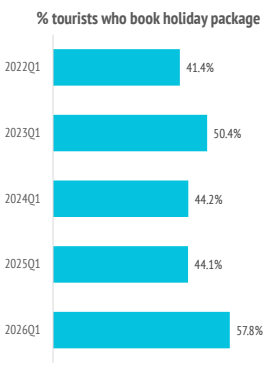
Tourist profile. Historical data (2022 - 2026)

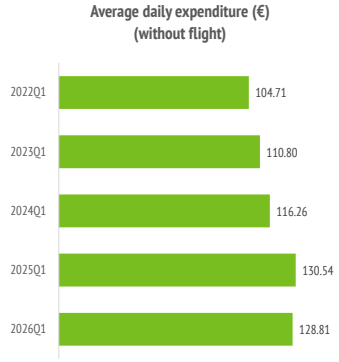
POLAND: First Quarter

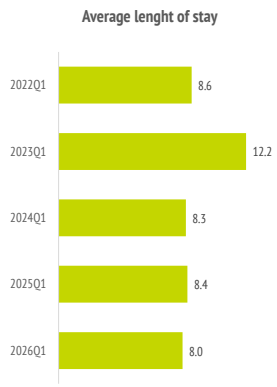
How many are they and how much do they spend?

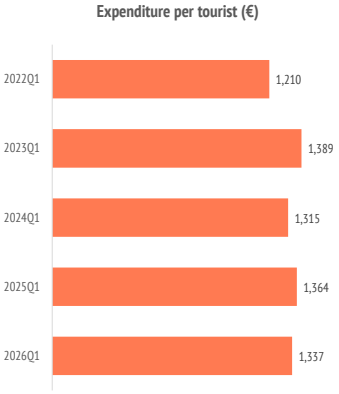
	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**n.d.**	**n.d.**	**n.d.**	**n.d.**	**n.d.**
Tourist arrivals ≥ 16 years old (EGT) (*)	**64**	**70**	**78**	**122**	**122**
- book holiday package (*)	26	35	34	54	71
- do not book holiday package (*)	37	35	43	68	52
- % tourists who book holiday package	41.4%	50.4%	44.2%	44.1%	57.8%
Children < 16 years old (FRONTUR - EGT) (*)	n.d.	n.d.	n.d.	n.d.	n.d.
Expenditure per tourist (€) (group spend / group size)	**1,004**	**1,093**	**1,108**	**1,065**	**1,132**
Expenditure per tourist (€) (group spend / +16)	**1,210**	**1,389**	**1,315**	**1,364**	**1,337**
- book holiday package	1,427	1,795	1,448	1,710	1,527
- holiday package	1,252	1,508	1,184	1,458	1,307
- others	175	287	264	251	219
- do not book holiday package	1,057	978	1,209	1,090	1,078
- flight	317	266	341	311	342
- accommodation	361	280	415	343	368
- others	379	432	454	436	368
Average lenght of stay	**8.6**	**12.2**	**8.3**	**8.4**	**8.0**
- Median	7.0	7.5	7.0	7.0	7.0
Average daily expenditure (€)	**148.70**	**159.26**	**165.55**	**184.23**	**182.12**
- Median	126.36	156.25	147.04	169.77	176.16
Average daily expenditure (without flight)	**104.71**	**110.80**	**116.26**	**130.54**	**128.81**
- Median	93.96	100.01	103.79	114.05	123.81
Average cost of the flight (€)	**344**	**401**	**381**	**392**	**403**
Total turnover (€m)	**77**	**97**	**102**	**166**	**163**
Turnover without flight (€m)	**55**	**69**	**73**	**118**	**114**

(*) Thousands of tourists









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

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Accommodation:					
- Accommodation	81.7%	82.0%	87.6%	88.1%	90.6%
- Additional accommodation expenses	4.8%	8.5%	9.3%	7.2%	4.4%
Transport:					
- National/International Transport	96.0%	93.5%	93.9%	96.4%	95.3%
- Flights between islands	8.2%	13.6%	11.8%	9.8%	5.0%
- Taxi	43.7%	46.6%	40.6%	36.7%	46.2%
- Car rental	50.6%	39.4%	49.0%	49.5%	52.4%
- Public transport	11.6%	19.3%	14.7%	11.5%	14.5%
Food and drink:					
- Food purchases at supermarkets	63.5%	62.2%	59.8%	56.2%	54.9%
- Restaurants	57.3%	54.8%	55.6%	64.2%	55.9%
Leisure:					
- Organized excursions	31.2%	28.7%	35.8%	30.6%	34.0%
- Sport activities	7.4%	3.8%	6.9%	8.7%	3.5%
- Cultural activities	2.3%	4.7%	2.6%	3.5%	1.6%
- Museums	4.1%	5.2%	5.8%	5.6%	10.5%
- Theme Parks	12.8%	10.8%	16.1%	18.1%	17.7%
- Discos and pubs	1.5%	2.6%	3.3%	3.6%	2.1%
- Wellness	1.6%	1.7%	1.3%	1.1%	1.1%
Purchases of goods:					
- Souvenirs	43.4%	45.1%	59.0%	49.2%	50.9%
- Other expenses	0.0%	0.0%	0.0%	2.1%	0.0%
Other:					
- Medical or pharmaceutical expenses	5.5%	5.3%	7.2%	6.2%	4.9%
- Other expenses	7.0%	7.6%	2.6%	6.9%	3.5%

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

Expenditure per tourist and trip (€)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Accommodation:	**722**	**840**	**849**	**795**	**818**
- Accommodation	643	706	592	653	633
- Additional accommodation expenses	78	134	256	142	185
Transport:	**671**	**767**	**778**	**792**	**773**
- National/International Transport	359	429	405	406	422
- Flights between islands	80	72	115	113	82
- Taxi	99	103	111	118	140
- Car rental	118	130	125	116	113
- Public transport	15	34	22	38	16
Food and drink:	**248**	**287**	**265**	**252**	**222**
- Food purchases at supermarkets	92	136	119	96	88
- Restaurants	156	151	146	157	134
Leisure:	**328**	**537**	**484**	**651**	**410**
- Organized excursions	113	142	96	96	115
- Sport activities	28	83	84	109	38
- Cultural activities	61	43	68	86	53
- Museums	19	35	64	25	41
- Theme Parks	58	86	85	63	60
- Discos and pubs	26	76	47	63	55
- Wellness	23	72	41	209	46
Purchases of goods:	**61**	**112**	**84**	**508**	**75**
- Souvenirs	61	112	84	85	**75**
- Other expenses	0	0	0	423	**0**
Other:	**38**	**83**	**111**	**88**	**86**
- Medical or pharmaceutical expenses	9	23	53	14	**28**
- Other expenses	29	60	58	74	**59**

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 (2022 - 2026)

POLAND: First Quarter

What is the main purpose of their trip?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Holiday, leisure	93.3%	87.4%	90.3%	91.9%	94.1%
Visiting family or friends	5.5%	9.0%	4.7%	6.1%	4.0%
Business and work	0.5%	1.6%	2.0%	0.0%	1.3%
Education and training	0.0%	0.2%	1.6%	0.6%	0.0%
Sports training	0.8%	0.5%	1.3%	0.4%	0.6%
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%	0.0%
Others	0.0%	1.3%	0.0%	1.0%	0.0%

What is the main motivation for their holidays?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Rest	48.8%	43.8%	45.6%	45.1%	48.0%
Enjoy family time	8.8%	11.6%	8.4%	11.1%	5.6%
Have fun	2.6%	4.1%	1.3%	2.7%	3.1%
Explore the destination	36.0%	39.6%	39.9%	38.6%	42.1%
Practice their hobbies	2.5%	0.9%	4.1%	1.5%	1.1%
Other reasons	1.4%	0.0%	0.7%	0.9%	0.0%

Where did they spend their main holiday last year? *

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Didn't have holidays	15.0%	13.7%	9.9%	8.1%	6.3%
Canary Islands	13.8%	22.6%	19.7%	17.4%	17.9%
Other destination	71.1%	63.7%	70.3%	74.5%	75.8%
- Balearic Islands	3.6%	3.3%	4.9%	1.2%	2.4%
- Rest of Spain	7.5%	5.1%	8.8%	8.4%	7.9%
- Italy	9.9%	9.5%	14.6%	13.2%	13.6%
- France	3.0%	1.3%	2.7%	3.6%	2.5%
- Turkey	5.8%	6.1%	5.4%	5.7%	6.5%
- Greece	12.4%	8.9%	12.1%	11.5%	11.1%
- Portugal	6.6%	0.9%	4.0%	3.8%	4.6%
- Croatia	7.7%	8.9%	3.3%	9.3%	8.0%
- Egypt	1.2%	2.5%	2.0%	4.2%	5.4%
- Tunisia	0.0%	0.4%	0.2%	1.1%	1.1%
- Morocco	0.0%	0.2%	0.6%	1.3%	2.0%
- Others	13.3%	16.5%	11.7%	11.2%	10.8%

** Percentage of valid answers*

What other destinations did they consider for this trip? *

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
None (I was clear about "this Canary Island")	11.1%	10.5%	5.7%	10.3%	10.4%
Canary Islands (other island)	29.7%	28.9%	32.2%	22.5%	29.4%
Other destination	59.2%	60.6%	62.1%	67.2%	60.2%
- Balearic Islands	5.8%	5.2%	3.6%	2.5%	3.6%
- Rest of Spain	13.2%	10.9%	10.7%	14.6%	9.5%
- Italy	5.1%	6.3%	9.3%	10.9%	9.7%
- France	2.0%	3.9%	2.9%	3.7%	2.1%
- Turkey	4.5%	4.7%	3.1%	2.4%	4.6%
- Greece	6.1%	5.5%	8.9%	9.1%	6.8%
- Portugal	9.0%	9.1%	9.5%	10.7%	8.2%
- Croatia	5.1%	4.0%	4.8%	4.7%	4.5%
- Egypt	4.0%	8.8%	4.5%	5.8%	6.2%
- Others	4.4%	2.1%	4.9%	2.8%	5.0%

** Percentage of valid answers*

Importance of each factor in the destination choice

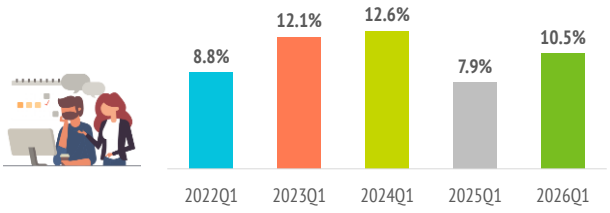
	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Climate	84.6%	83.3%	85.8%	78.1%	77.3%
Landscapes	66.4%	67.0%	59.0%	67.9%	62.7%
Safety	65.7%	67.9%	54.6%	62.4%	62.3%
Environment	54.8%	47.9%	46.2%	60.0%	56.0%
Tranquility	53.7%	57.8%	52.9%	53.2%	54.2%
European belonging	52.5%	53.1%	52.8%	53.8%	48.4%
Sea	55.1%	58.1%	62.0%	51.2%	46.7%
Beaches	52.2%	46.6%	54.4%	42.3%	42.6%
Authenticity	39.0%	34.1%	32.4%	36.1%	33.5%
Accommodation supply	35.5%	26.9%	30.2%	33.7%	31.3%
Gastronomy	29.2%	36.4%	34.8%	33.9%	31.2%
Effortless trip	33.5%	35.7%	31.0%	30.5%	30.0%
Price	29.9%	34.0%	27.1%	37.0%	28.2%
Exoticism	30.0%	27.6%	24.8%	26.3%	25.2%
Hiking trail network	23.9%	22.1%	13.1%	21.3%	14.8%
Culture	6.9%	7.2%	11.8%	11.3%	12.7%
Fun possibilities	12.2%	15.2%	10.1%	12.9%	12.2%
Historical heritage	8.1%	5.6%	10.3%	11.5%	10.4%
Nightlife	3.8%	4.6%	6.6%	6.3%	7.9%
Shopping	4.6%	5.5%	4.0%	6.9%	7.1%

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?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
The same day	0.8%	1.6%	1.1%	0.6%	2.3%
Between 1 and 30 days	43.6%	31.6%	32.6%	34.0%	28.0%
Between 1 and 2 months	35.7%	32.0%	31.1%	26.4%	30.6%
Between 3 and 6 months	11.2%	22.8%	22.5%	31.1%	28.6%
More than 6 months	8.8%	12.1%	12.6%	7.9%	10.5%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Previous visits to the Canary Islands	47.2%	47.5%	45.0%	38.2%	39.6%
Friends or relatives	27.8%	27.8%	26.9%	33.0%	22.8%
Internet or social media	68.3%	63.3%	64.8%	65.3%	63.9%
Mass Media	3.9%	1.2%	1.7%	4.4%	4.3%
Travel guides and magazines	19.5%	11.3%	8.9%	11.6%	10.0%
Travel Blogs or Forums	23.4%	18.3%	26.3%	23.4%	19.1%
Travel TV Channels	1.5%	2.9%	1.3%	4.2%	1.3%
Tour Operator or Travel Agency	21.1%	23.0%	18.7%	19.4%	23.0%
Public administrations or similar	0.8%	0.6%	1.2%	0.5%	0.3%
Others	0.6%	2.7%	0.0%	3.6%	5.4%

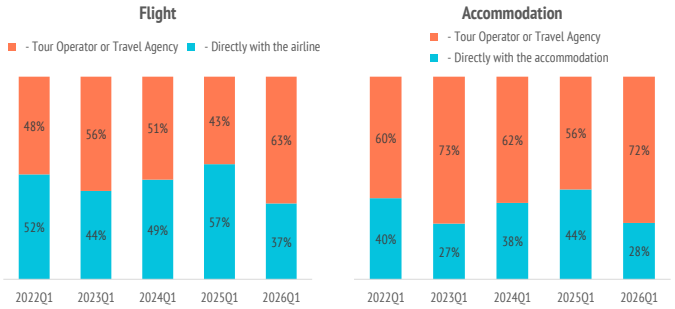
** Multi-choise question*

Tourist profile. Historical data (2022 - 2026)

POLAND: First Quarter

With whom did they book their flight and accommodation?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Flight					
- Directly with the airline	51.8%	43.6%	49.2%	56.8%	37.4%
- Tour Operator or Travel Agency	48.2%	56.4%	50.8%	43.2%	62.6%
Accommodation					
- Directly with the accommodation	40.0%	27.5%	37.7%	44.3%	27.8%
- Tour Operator or Travel Agency	60.0%	72.5%	62.3%	55.7%	72.2%



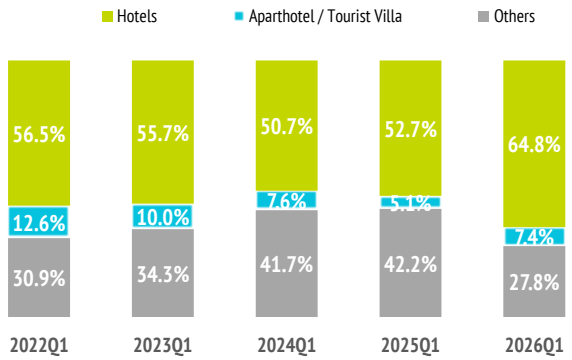
Where does the flight come from?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Poland	83.0%	70.8%	82.5%	83.2%	86.5%
Germany	5.2%	9.5%	7.5%	7.2%	6.8%
Spanish Mainland	8.1%	3.3%	3.8%	2.6%	3.1%
Italy	0.3%	0.0%	0.0%	1.3%	1.3%
Netherlands	0.0%	0.5%	0.0%	0.4%	0.8%
Hungary	0.0%	0.0%	0.7%	0.0%	0.7%
United Kingdom	1.9%	14.9%	2.6%	2.4%	0.6%
Switzerland	0.0%	0.0%	0.1%	0.7%	0.3%
Austria	0.0%	0.2%	0.0%	0.5%	0.0%
Others	0.0%	0.9%	0.7%	1.1%	0.0%

Where do they stay?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
1-2-3* Hotel	20.2%	9.9%	8.8%	10.4%	12.3%
4* Hotel	30.3%	43.7%	39.3%	38.3%	49.2%
5* Hotel / 5* Luxury Hotel	6.0%	2.1%	2.6%	4.0%	3.3%
Aparthotel / Tourist Villa	12.6%	10.0%	7.6%	5.1%	7.4%
House/room rented in a private dwelling	9.2%	12.3%	24.2%	26.4%	20.7%
Private accommodation (1)	8.0%	10.1%	6.3%	7.9%	4.8%
Others (Cottage, cruise, camping,..)	13.7%	11.9%	11.2%	7.9%	2.2%

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

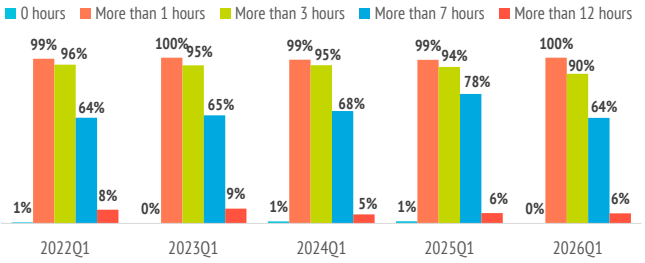


What do they book?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Room only	31.8%	31.2%	36.0%	41.0%	31.8%
Bed and Breakfast	7.9%	6.7%	5.0%	7.5%	5.9%
Half board	11.6%	10.6%	12.9%	10.9%	14.5%
Full board	2.6%	1.1%	5.4%	2.2%	1.1%
All inclusive	46.1%	50.4%	40.8%	38.3%	46.7%

Activities in the Canary Islands

Outdoor time per day	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
0 hours	0.6%	0.0%	1.2%	1.3%	0.0%
1 - 2 hours	3.6%	4.6%	3.3%	4.3%	9.8%
3 - 6 hours	32.0%	30.2%	27.6%	16.3%	26.6%
7 - 12 hours	55.5%	56.3%	62.4%	71.9%	57.6%
More than 12 hours	8.2%	8.9%	5.4%	6.2%	6.1%
Outdoor time per day	8.3	7.9	8.1	8.6	7.7



Activities in the Canary Islands	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Walk, wander	84.9%	81.0%	79.5%	77.6%	85.4%
Beach	88.3%	82.0%	79.4%	79.5%	73.7%
Explore the island on their own	74.0%	72.3%	66.4%	72.6%	73.6%
Swimming pool, hotel facilities	44.5%	48.0%	43.0%	43.4%	46.5%
Hiking	42.3%	38.9%	36.5%	36.4%	37.5%
Taste Canarian gastronomy	37.8%	30.2%	28.8%	30.6%	28.1%
Organized excursions	25.7%	20.9%	21.5%	19.0%	26.3%
Theme parks	18.6%	19.4%	19.5%	23.0%	19.5%
Sea excursions / whale watching	8.0%	14.3%	16.5%	16.1%	12.9%
Museums / exhibitions	11.9%	14.3%	11.8%	12.3%	12.8%
Wineries / markets / popular festivals	7.9%	16.3%	8.4%	10.4%	10.9%
Running	13.7%	10.5%	7.1%	6.3%	10.8%
Other Nature Activities	14.0%	6.8%	10.6%	9.8%	10.1%
Swim	11.8%	8.4%	11.8%	9.6%	9.3%
Practice other sports	7.4%	4.0%	5.7%	6.5%	6.4%
Nightlife / concerts / shows	4.5%	6.3%	6.3%	5.4%	6.2%
Cycling / Mountain bike	3.2%	1.6%	5.2%	4.2%	3.6%
Astronomical observation	2.4%	1.9%	2.0%	3.6%	2.0%
Scuba Diving	3.1%	3.4%	2.2%	3.3%	1.6%
Surf	2.4%	3.3%	5.1%	3.4%	1.1%
Beauty and health treatments	0.3%	--	0.5%	1.1%	0.8%
Golf	2.0%	1.8%	--	1.4%	0.3%
Windsurf / Kitesurf	1.1%	0.5%	2.6%	3.2%	0.2%

** Multi-choise question*

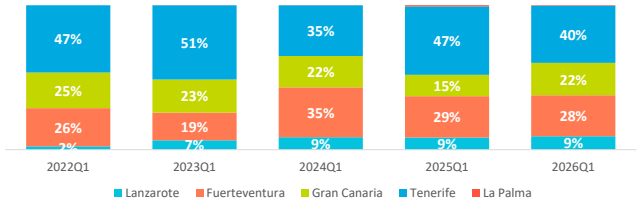
Tourist profile. Historical data (2022 - 2026)

POLAND: First Quarter

Which island do they choose?

Tourists (≥ 16 year old)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Lanzarote	1,501	4,562	6,678	10,355	11,399
Fuerteventura	16,792	13,326	26,739	34,684	34,530
Gran Canaria	15,670	15,896	16,732	17,998	27,370
Tenerife	29,670	35,739	27,129	57,672	48,210
La Palma	0	31	37	951	459

Share by islands	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Lanzarote	2.4%	6.6%	8.6%	8.5%	9.3%
Fuerteventura	26.4%	19.2%	34.6%	28.5%	28.3%
Gran Canaria	24.6%	22.9%	21.6%	14.8%	22.4%
Tenerife	46.6%	51.4%	35.1%	47.4%	39.5%
La Palma	0.0%	0.0%	0.0%	0.8%	0.4%



How many islands do they visit during their trip?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
One island	85.0%	79.9%	83.5%	86.5%	90.2%
Two islands	11.9%	16.1%	15.4%	11.6%	8.5%
Three or more islands	3.1%	4.0%	1.1%	1.9%	1.3%

How many are loyal to the Canary Islands?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Repeat tourists	58.9%	70.9%	60.4%	57.6%	59.6%
At least 10 previous visits	6.2%	11.9%	5.3%	6.1%	6.8%
Repeat tourists (last 5 years)	54.6%	67.0%	57.0%	54.7%	54.6%
Repeat tourists (last 5 years)(5 or more visits)	8.1%	13.5%	12.4%	7.5%	10.0%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Average rating	9.35	9.20	9.17	9.01	8.91

Experience in the Canary Islands	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Worse or much worse than expected	2.7%	1.9%	1.2%	4.6%	2.4%
Lived up to expectations	47.4%	52.5%	50.0%	53.0%	53.0%
Better or much better than expected	49.8%	45.5%	48.9%	42.4%	44.6%

Future intentions (scale 0-10)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Return to the Canary Islands	9.10	9.06	8.97	8.87	8.88
Recommend visiting the Canary Islands	9.48	9.41	9.34	9.18	9.35

Who are they?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Gender					
Men	47.1%	48.1%	54.2%	50.8%	51.2%
Women	52.9%	51.9%	45.8%	49.2%	48.8%
Age					
Average age	38.3	39.3	40.9	38.4	40.9
Standard deviation	11.7	13.3	12.5	10.9	13.1
Age range					
16 - 24 years old	9.4%	18.4%	7.8%	10.7%	9.1%
25 - 30 years old	21.1%	8.5%	10.1%	13.3%	11.4%
31 - 45 years old	45.9%	44.1%	54.6%	54.6%	51.0%
46 - 60 years old	18.6%	18.7%	17.5%	17.8%	18.8%
Over 60 years old	5.0%	10.3%	9.9%	3.6%	9.7%
Occupation					
Salaried worker	32.3%	45.0%	49.3%	37.9%	42.9%
Self-employed	33.6%	25.8%	23.3%	35.8%	26.4%
Unemployed	1.0%	2.4%	0.0%	1.9%	1.6%
Business owner	21.8%	16.1%	15.8%	16.4%	17.9%
Student	5.9%	5.0%	3.3%	5.5%	4.4%
Retired	4.9%	4.4%	5.0%	1.7%	6.7%
Unpaid domestic work	0.0%	0.3%	2.4%	0.0%	0.0%
Others	0.5%	0.9%	0.9%	0.8%	0.0%
Annual household income level					
Less than €25,000	26.8%	22.0%	23.7%	23.5%	14.5%
€25,000 - €49,999	36.5%	33.2%	39.2%	37.2%	39.1%
€50,000 - €74,999	23.2%	25.9%	11.2%	23.5%	25.0%
More than €74,999	13.5%	18.9%	25.9%	15.8%	21.4%
Education level					
No studies	0.0%	0.0%	0.0%	1.3%	0.2%
Primary education	1.0%	0.6%	1.8%	0.3%	1.2%
Secondary education	11.0%	17.4%	12.0%	17.3%	16.3%
Higher education	88.1%	82.0%	86.3%	81.1%	82.2%

Who do they come with?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Unaccompanied	10.1%	5.4%	1.6%	3.9%	3.7%
Only with partner	38.5%	36.0%	45.2%	35.3%	39.5%
Only with children (< 13 years old)	8.1%	5.5%	4.4%	4.4%	5.2%
Partner + children (< 13 years old)	8.6%	10.0%	12.9%	13.1%	10.0%
Other relatives	11.4%	17.7%	11.9%	16.7%	14.0%
Friends	8.0%	10.8%	7.1%	5.4%	4.2%
Work colleagues	1.2%	0.5%	2.3%	1.1%	1.3%
Organized trip	0.0%	0.0%	0.3%	0.5%	2.2%
Other combinations (2)	14.1%	14.0%	14.2%	19.7%	19.8%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**24.9%**	**31.3%**	**23.4%**	**25.7%**	**24.0%**
- Between 0 and 2 years old	1.3%	0.9%	0.5%	0.6%	1.8%
- Between 3 and 12 years old	22.5%	29.3%	21.5%	23.5%	20.6%
- Between 0 -2 and 3-12 years old	1.0%	1.1%	1.4%	1.6%	1.6%
Tourists without children	**75.1%**	**68.7%**	**76.6%**	**74.3%**	**76.0%**
Group composition:					
- 1 person	10.4%	6.7%	6.0%	7.9%	8.6%
- 2 people	47.2%	50.7%	51.7%	42.4%	47.8%
- 3 people	15.7%	22.0%	17.9%	17.5%	13.8%
- 4 or 5 people	22.8%	16.8%	21.7%	28.3%	24.9%
- 6 or more people	3.9%	3.8%	2.6%	3.9%	4.8%
Average group size:	**2.74**	**2.80**	**2.70**	**2.89**	**2.82**

**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.