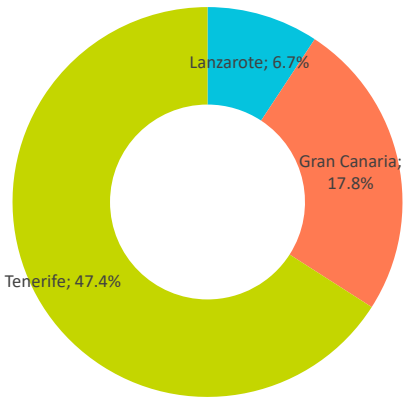
# TOURIST PROFILE BY ISLAND OF STAY (2025)

# POLAND

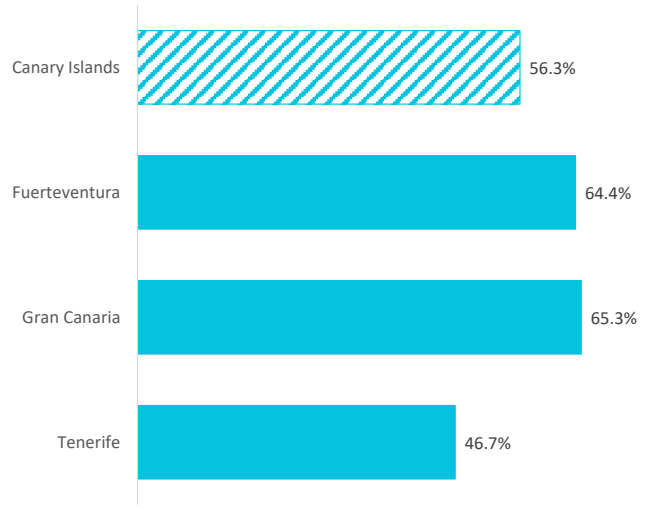
## INBOUND TOURISM AND TOURIST EXPENDITURE

| | Canary Islands | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|---|---|---|---|---|---|---|
| **Tourist arrivals ≥ 16 years old (EGT)** | **415,095** | **27,628** | **111,817** | **73,947** | **196,625** | **4,382** |
| **% Tourists** | **100%** | 6.7% | 26.9% | 17.8% | 47.4% | 1.1% |
| % tourists who book holiday package | **56.3%** | -- | 64.4% | 65.3% | 46.7% | -- |
| **Expenditure per tourist (€)** | **1,353** | **--** | **1,281** | **1,431** | **1,358** | **--** |
| - book holiday package | **1,500** | -- | 1,383 | 1,528 | 1,580 | -- |
| - holiday package | **1,266** | -- | 1,225 | 1,262 | 1,286 | -- |
| - others | **715** | -- | 582 | 776 | 791 | -- |
| - do not book holiday package | **1,165** | -- | 1,096 | 1,249 | 1,163 | -- |
| - flight | **299** | -- | 274 | 314 | 301 | -- |
| - accommodation | **385** | -- | 398 | 425 | 364 | -- |
| - others | **715** | -- | 582 | 776 | 791 | -- |
| **Average lenght of stay** | **8.5** | **--** | **8.2** | **8.9** | **8.7** | **--** |
| - Median | 7.0 | -- | 7.0 | 7.0 | 7.0 | -- |
| **Average daily expenditure (€)** | **174.51** | **--** | **167.90** | **175.19** | **176.52** | **--** |
| - Median | 158.17 | -- | 141.59 | 173.92 | 166.27 | -- |
| **Average daily expenditure without flight (€)** | **124.57** | **--** | **121.14** | **126.64** | **124.97** | **--** |
| - Median | 114.10 | -- | 103.04 | 123.66 | 116.15 | -- |
| **Average cost of the flight (€)** | **378.50** | **--** | **348.86** | **396.71** | **382.28** | **--** |
| **Total turnover (≥ 16 years old) (€m)** | **562** | **--** | **143** | **106** | **267** | **--** |
| **% Turnover** | **100%** | -- | 25.5% | 18.8% | 47.5% | -- |
| **Turnover without flight (≥ 16 years old) (€m)** | **405** | **--** | **104** | **76** | **192** | **--** |
| **Tourist arrivals (FRONTUR)** | **n.d.** | **n.d.** | **n.d.** | **n.d.** | **n.d.** | **n.d.** |
| **Passenger arrivals on non-stop flights (AENA)** | **513,420** | **34,091** | **141,444** | **87,315** | **244,514** | **6,056** |
| **Children < 16 years old (FRONTUR - EGT)** | **n.d.** | **n.d.** | **n.d.** | **n.d.** | **n.d.** | **n.d.** |

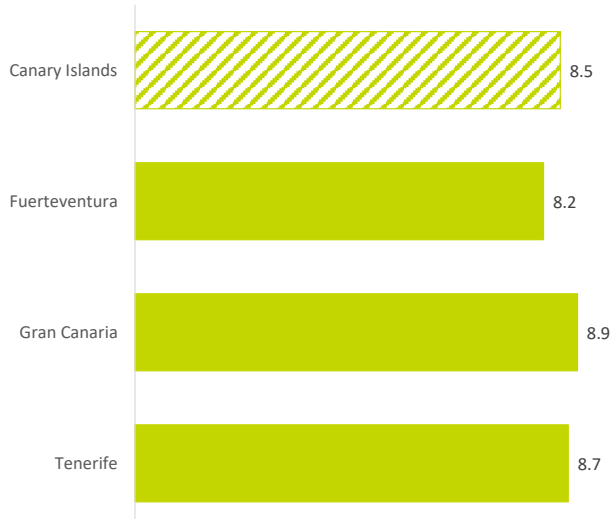
### % TOURISTS (≥ 16 years old)



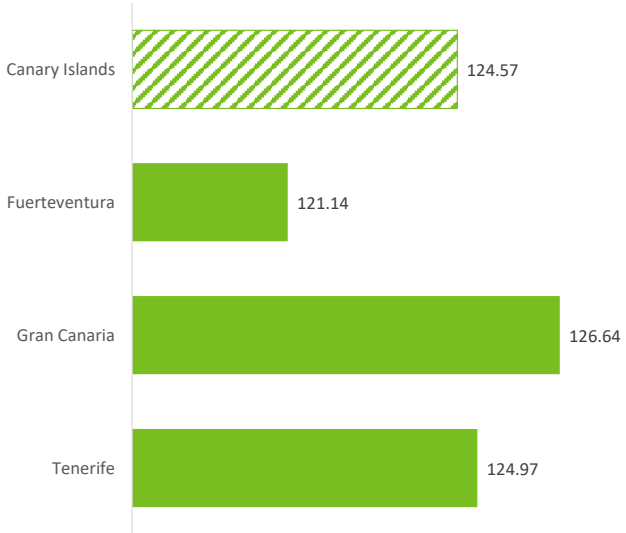

### TOURISTS WHO BOOK HOLIDAY PACKAGE (%)




### AVERAGE LENGHT OF STAY




### EXPENDITURE PER TOURIST WITHOUT FLIGHT (€)



# TOURIST PROFILE BY ISLAND OF STAY (2025)

# POLAND

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

| | Canary Islands | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|---|---|---|---|---|---|---|
| **Accommodation:** | | | | | | |
| - Accommodation | **88.9%** | -- | 90.4% | 92.2% | 85.7% | -- |
| - Additional accommodation expenses | **6.5%** | -- | 7.9% | 3.7% | 7.3% | -- |
| **Transport:** | | | | | | |
| - National/International Transport | **96.8%** | -- | 97.0% | 98.1% | 96.1% | -- |
| - Flights between islands | **5.9%** | -- | 9.1% | 7.0% | 2.7% | -- |
| - Taxi | **49.4%** | -- | 55.2% | 58.6% | 41.2% | -- |
| - Car rental | **48.7%** | -- | 37.3% | 38.4% | 60.8% | -- |
| - Public transport | **12.4%** | -- | 6.0% | 17.2% | 14.8% | -- |
| **Food and drink:** | | | | | | |
| - Food purchases at supermarkets | **54.4%** | -- | 49.9% | 51.2% | 59.2% | -- |
| - Restaurants | **57.4%** | -- | 40.8% | 48.0% | 72.8% | -- |
| **Leisure:** | | | | | | |
| - Organized excursions | **35.8%** | -- | 26.0% | 29.3% | 43.0% | -- |
| - Sport activities | **6.0%** | -- | 5.1% | 5.0% | 6.1% | -- |
| - Cultural activities | **3.1%** | -- | 1.5% | 1.8% | 4.6% | -- |
| - Museums | **6.2%** | -- | 3.4% | 5.0% | 6.6% | -- |
| - Theme Parks | **17.1%** | -- | 6.8% | 16.4% | 25.4% | -- |
| - Discos and pubs | **4.0%** | -- | 3.9% | 4.5% | 4.1% | -- |
| - Wellness | **1.6%** | -- | 1.6% | 0.3% | 1.9% | -- |
| **Purchases of goods:** | | | | | | |
| - Souvenirs | **51.4%** | -- | 57.8% | 57.6% | 47.8% | -- |
| - Other purchases | **1.2%** | -- | 1.5% | 0.3% | 1.2% | -- |
| **Others:** | | | | | | |
| - Medical expenses | **5.1%** | -- | 6.9% | 4.2% | 4.5% | -- |
| - Other expenses | **5.1%** | -- | 6.7% | 5.6% | 3.6% | -- |

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

| | Canary Islands | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|---|---|---|---|---|---|---|
| **Expenditure per tourist and trip (€)** | | | | | | |
| **Accommodation:** | **770** | **--** | **801** | **866** | **726** | **--** |
| - Accommodation | **640** | -- | 685 | 669 | 596 | -- |
| - Additional accommodation expenses | **130** | -- | 116 | 197 | 131 | -- |
| **Transport:** | **745** | **--** | **698** | **783** | **748** | **--** |
| - National/International Transport | **391** | -- | 359 | 404 | 398 | -- |
| - Flights between islands | **102** | -- | 100 | 143 | 83 | -- |
| - Taxi | **112** | -- | 105 | 101 | 124 | -- |
| - Car rental | **113** | -- | 114 | 107 | 114 | -- |
| - Public transport | **28** | -- | 19 | 28 | 30 | -- |
| **Food and drink:** | **269** | **--** | **215** | **303** | **277** | **--** |
| - Food purchases at supermarkets | **110** | -- | 120 | 135 | 98 | -- |
| - Restaurants | **159** | -- | 95 | 167 | 179 | -- |
| **Leisure:** | **584** | **--** | **540** | **496** | **603** | **--** |
| - Organized excursions | **137** | -- | 109 | 130 | 149 | -- |
| - Sport activities | **80** | -- | 79 | 78 | 84 | -- |
| - Cultural activities | **79** | -- | 42 | 77 | 91 | -- |
| - Museums | **36** | -- | 19 | 22 | 42 | -- |
| - Theme Parks | **68** | -- | 57 | 51 | 71 | -- |
| - Discos and pubs | **63** | -- | 66 | 98 | 49 | -- |
| - Wellness | **121** | -- | 168 | 40 | 117 | -- |
| **Purchases of goods:** | **331** | **--** | **130** | **3,131** | **239** | **--** |
| - Souvenirs | **84** | -- | 72 | 131 | 73 | -- |
| - Other purchases | **247** | -- | 58 | 3,000 | 166 | -- |
| **Others:** | **131** | **--** | **136** | **82** | **117** | **--** |
| - Medical expenses | **37** | -- | 36 | 32 | 43 | -- |
| - Other expenses | **94** | -- | 100 | 49 | 74 | -- |

# TOURIST PROFILE BY ISLAND OF STAY (2025)

# POLAND

## TOURIST PROFILE

### *Who are they?*

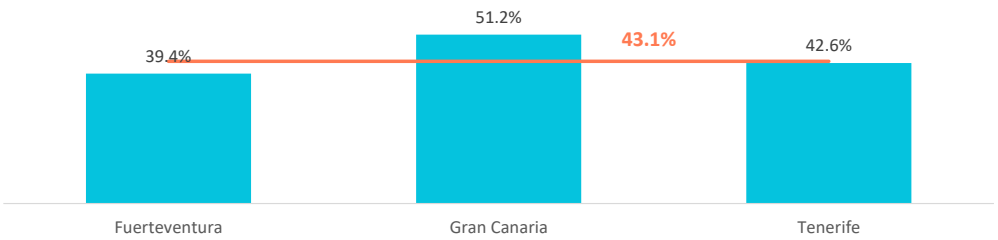
| | Canary Islands | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|---|---|---|---|---|---|---|
| **Gender** | | | | | | |
| Percentage of men | **54.3%** | -- | 49.9% | 53.6% | 56.8% | -- |
| Percentage of women | **45.7%** | -- | 50.1% | 46.4% | 43.2% | -- |
| **Age** | | | | | | |
| Average age (tourists above 16 years old) | **39.10** | -- | 38.92 | 40.57 | 38.41 | -- |
| Standard deviation | **12.8** | -- | 12.3 | 14.3 | 12.4 | -- |
| **Age range** | | | | | | |
| 16-24 years old | **11.1%** | -- | 9.6% | 9.7% | 11.9% | -- |
| 25-30 years old | **17.2%** | -- | 15.9% | 16.1% | 19.5% | -- |
| 31-45 years old | **46.2%** | -- | 50.2% | 47.1% | 44.0% | -- |
| 46-60 years old | **18.1%** | -- | 18.4% | 15.4% | 18.3% | -- |
| Over 60 years old | **7.4%** | -- | 5.9% | 11.7% | 6.3% | -- |
| **Occupation** | | | | | | |
| Salaried worker | **45.0%** | -- | 45.4% | 44.0% | 47.2% | -- |
| Self-employed | **26.0%** | -- | 28.1% | 22.4% | 24.7% | -- |
| Unemployed | **2.8%** | -- | 1.0% | 3.0% | 4.0% | -- |
| Business owner | **14.0%** | -- | 15.7% | 13.9% | 12.8% | -- |
| Student | **6.5%** | -- | 5.8% | 7.0% | 6.6% | -- |
| Retired | **4.7%** | -- | 3.4% | 7.7% | 3.7% | -- |
| Unpaid domestic work | **0.4%** | -- | 0.0% | 1.1% | 0.5% | -- |
| Others | **0.6%** | -- | 0.6% | 0.9% | 0.6% | -- |
| **Annual household income level** | | | | | | |
| Less than €25,000 | **22.5%** | -- | 20.3% | 20.5% | 25.2% | -- |
| €25,000 - €49,999 | **41.2%** | -- | 43.6% | 42.5% | 39.7% | -- |
| €50,000 - €74,999 | **22.7%** | -- | 23.5% | 24.5% | 20.6% | -- |
| More than €74,999 | **13.6%** | -- | 12.6% | 12.6% | 14.5% | -- |
| **Education level** | | | | | | |
| No studies | **0.7%** | -- | 1.1% | 0.0% | 0.5% | -- |
| Primary education | **0.3%** | -- | 0.0% | 0.0% | 0.5% | -- |
| Secondary education | **19.0%** | -- | 19.8% | 25.2% | 17.6% | -- |
| Higher education | **80.0%** | -- | 79.1% | 74.8% | 81.5% | -- |

### *Who do they come with?*

| | Canary Islands | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|---|---|---|---|---|---|---|
| Unaccompanied | **6.3%** | -- | 7.3% | 8.1% | 5.9% | -- |
| Only with partner | **43.1%** | -- | 39.4% | 51.2% | 42.6% | -- |
| Only with children (< 13 years old) | **2.9%** | -- | 3.1% | 2.6% | 3.0% | -- |
| Partner + children (< 13 years old) | **9.4%** | -- | 14.6% | 10.2% | 5.6% | -- |
| Other relatives | **13.3%** | -- | 13.2% | 10.4% | 13.9% | -- |
| Friends | **5.6%** | -- | 5.9% | 6.0% | 5.0% | -- |
| Work colleagues | **0.5%** | -- | 0.5% | 0.5% | 0.6% | -- |
| Organized trip | **0.8%** | -- | 1.5% | 0.0% | 0.8% | -- |
| Other combinations [(2)] | **18.0%** | -- | 14.5% | 10.9% | 22.6% | -- |
| [(2)] *Different situations have been isolated* | | | | | | |
| **Tourists with children** | **0.5%** | -- | **1.3%** | **0.3%** | **0.5%** | -- |
| - Between 0 and 2 years old | **0.0%** | -- | 0.1% | 0.0% | 0.0% | -- |
| - Between 3 and 12 years old | **0.5%** | -- | 1.1% | 0.3% | 0.4% | -- |
| - Between 0 -2 and 3-12 years old | **0.0%** | -- | 0.1% | 0.0% | 0.0% | -- |
| **Tourists without children** | **99.5%** | -- | **98.7%** | **99.7%** | **99.5%** | -- |
| **Group composition:** | | | | | | |
| - 1 person | **9.5%** | -- | 10.5% | 11.8% | 9.3% | -- |
| - 2 people | **49.8%** | -- | 46.3% | 52.8% | 50.3% | -- |
| - 3 people | **16.0%** | -- | 15.1% | 15.3% | 15.6% | -- |
| - 4 or 5 people | **20.7%** | -- | 24.4% | 16.6% | 20.5% | -- |
| - 6 or more people | **4.0%** | -- | 3.7% | 3.5% | 4.3% | -- |
| **Average group size:** | **2.72** | -- | 2.80 | 2.54 | 2.72 | -- |

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

**% TOURISTS WHO TRAVEL ONLY WITH PARTNER**



# TOURIST PROFILE BY ISLAND OF STAY (2025)

# POLAND

## TRIP MOTIVATION AND DESTINATION CHOICE

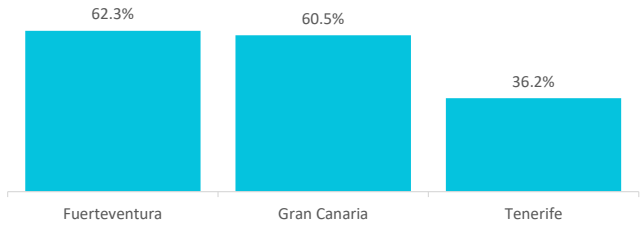
### *What is the main reason for visiting the Canary Islands?*

| | Canary Islands | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|---|---|---|---|---|---|---|
| Holidays | **93.8%** | -- | 96.4% | 93.2% | 91.6% | -- |
| Family reasons | **4.8%** | -- | 3.6% | 3.4% | 6.7% | -- |
| Business | **0.6%** | -- | 0.0% | 2.0% | 0.6% | -- |
| Education and training | **0.2%** | -- | 0.0% | 0.0% | 0.4% | -- |
| Sports training | **0.3%** | -- | 0.0% | 0.7% | 0.4% | -- |
| Health | **0.0%** | -- | 0.0% | 0.0% | 0.0% | -- |
| Conventions and Exhibitions | **0.0%** | -- | 0.0% | 0.0% | 0.0% | -- |
| Others | **0.3%** | -- | 0.0% | 0.8% | 0.3% | -- |

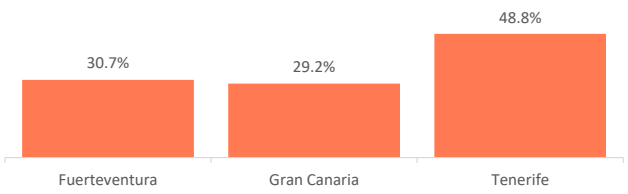
### *What is the main motivation for their holidays?*

| | Canary Islands | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|---|---|---|---|---|---|---|
| Rest | **48.5%** | -- | 62.3% | 60.5% | 36.2% | -- |
| Enjoy family time | **7.7%** | -- | 5.4% | 5.5% | 10.0% | -- |
| Have fun | **2.3%** | -- | 0.7% | 4.3% | 2.2% | -- |
| Explore the destination | **39.7%** | -- | 30.7% | 29.2% | 48.8% | -- |
| Practice their hobbies | **0.7%** | -- | 0.4% | 0.5% | 0.9% | -- |
| Other reasons | **1.1%** | -- | 0.5% | 0.0% | 1.9% | -- |

**REST**




**EXPLORE THE DESTINATION**




### *Importance of each factor in the destination choice*

| | Canary Islands | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|---|---|---|---|---|---|---|
| Climate | **73.9%** | -- | 77.9% | 75.8% | 70.4% | -- |
| Safety | **64.6%** | -- | 68.0% | 66.6% | 62.1% | -- |
| Tranquility | **63.2%** | -- | 58.0% | 61.0% | 66.3% | -- |
| Sea | **54.0%** | -- | 54.2% | 60.0% | 51.0% | -- |
| Accommodation supply | **53.1%** | -- | 58.1% | 56.9% | 47.5% | -- |
| Beaches | **52.1%** | -- | 41.3% | 56.2% | 57.4% | -- |
| Effortless trip | **48.2%** | -- | 48.7% | 53.6% | 47.5% | -- |
| Price | **43.8%** | -- | 60.5% | 47.5% | 32.4% | -- |
| European belonging | **37.8%** | -- | 40.9% | 44.6% | 33.1% | -- |
| Landscapes | **35.8%** | -- | 43.2% | 38.5% | 31.6% | -- |
| Environment | **35.1%** | -- | 36.0% | 43.1% | 31.7% | -- |
| Gastronomy | **32.6%** | -- | 33.3% | 30.5% | 32.6% | -- |
| Fun possibilities | **32.3%** | -- | 38.6% | 34.3% | 28.8% | -- |
| Authenticity | **27.0%** | -- | 25.5% | 33.8% | 25.3% | -- |
| Exoticism | **15.8%** | -- | 8.7% | 12.9% | 19.6% | -- |
| Hiking trail network | **13.5%** | -- | 15.0% | 19.4% | 11.8% | -- |
| Shopping | **12.0%** | -- | 10.0% | 12.0% | 12.4% | -- |
| Culture | **11.6%** | -- | 10.4% | 16.9% | 10.5% | -- |
| Historical heritage | **5.4%** | -- | 5.2% | 5.9% | 5.0% | -- |
| Nightlife | **5.3%** | -- | 5.1% | 9.4% | 3.9% | -- |

*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 | **37.2%** | -- | 33.1% | 44.9% | 35.0% | -- |
| Friends or relatives | **27.9%** | -- | 23.7% | 27.4% | 32.5% | -- |
| Internet or social media | **63.3%** | -- | 59.0% | 61.2% | 65.2% | -- |
| Mass Media | **4.6%** | -- | 2.5% | 5.1% | 5.9% | -- |
| Travel guides and magazines | **9.5%** | -- | 5.9% | 12.8% | 9.1% | -- |
| Travel Blogs or Forums | **20.7%** | -- | 15.3% | 17.6% | 24.8% | -- |
| Travel TV Channels | **2.8%** | -- | 0.3% | 3.3% | 3.6% | -- |
| Tour Operator or Travel Agency | **27.0%** | -- | 28.7% | 34.6% | 22.8% | -- |
| Public administrations or similar | **0.8%** | -- | 0.8% | 0.0% | 1.2% | -- |
| Others | **2.9%** | -- | 3.0% | 4.0% | 2.2% | -- |

** Multi-choise question*

# TOURIST PROFILE BY ISLAND OF STAY (2025)

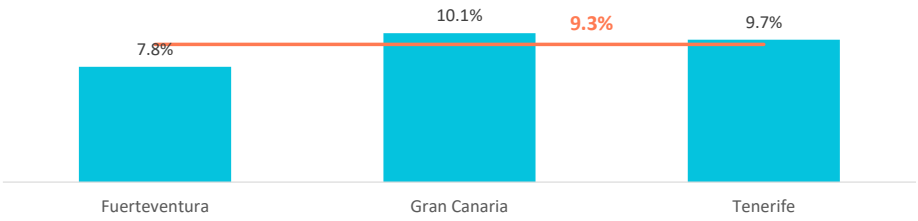
# POLAND

## TRIP BOOKING

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

| | Canary Islands | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|---|---|---|---|---|---|---|
| The same day | **1.5%** | -- | 1.4% | 3.4% | 1.0% | -- |
| Between 1 and 30 days | **37.2%** | -- | 46.1% | 34.8% | 32.2% | -- |
| Between 1 and 2 months | **25.8%** | -- | 20.8% | 26.8% | 29.9% | -- |
| Between 3 and 6 months | **26.2%** | -- | 23.8% | 24.9% | 27.1% | -- |
| More than 6 months | **9.3%** | -- | 7.8% | 10.1% | 9.7% | -- |

**% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS**




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

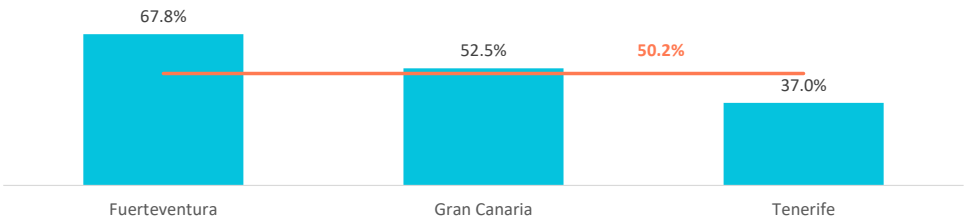
| | Canary Islands | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|---|---|---|---|---|---|---|
| **Flight** | | | | | | |
| - Directly with the airline | **39.9%** | -- | 32.4% | 33.2% | 47.9% | -- |
| - Tour Operator or Travel Agency | **60.1%** | -- | 67.6% | 66.8% | 52.1% | -- |
| **Accommodation** | | | | | | |
| - Directly with the accommodation | **28.7%** | -- | 22.7% | 23.3% | 34.5% | -- |
| - Tour Operator or Travel Agency | **71.3%** | -- | 77.3% | 76.7% | 65.5% | -- |

### *What do they book?*

| | Canary Islands | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|---|---|---|---|---|---|---|
| Room only | **27.9%** | -- | 21.7% | 19.2% | 36.1% | -- |
| Bed and Breakfast | **7.2%** | -- | 3.3% | 6.9% | 10.4% | -- |
| Half board | **12.9%** | -- | 5.2% | 18.7% | 15.5% | -- |
| Full board | **1.9%** | -- | 2.1% | 2.6% | 1.0% | -- |
| All inclusive | **50.2%** | -- | 67.8% | 52.5% | 37.0% | -- |

**% TOURISTS WHO BOOK ALL INCLUSIVE**



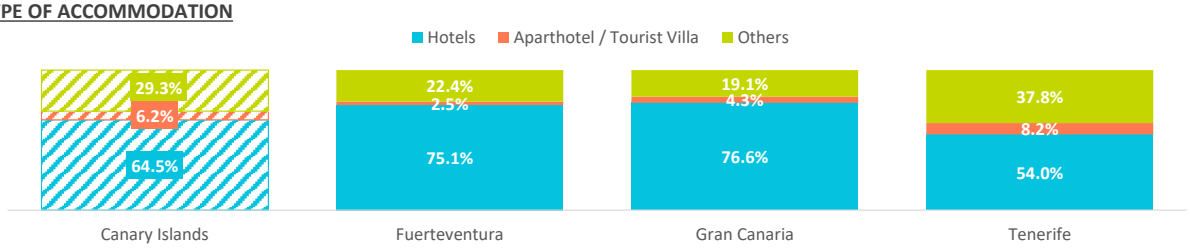



## ACCOMMODATION

| | Canary Islands | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|---|---|---|---|---|---|---|
| 1-2-3* Hotel | **9.5%** | -- | 7.0% | 17.8% | 8.7% | -- |
| 4* Hotel | **50.2%** | -- | 67.0% | 54.5% | 38.6% | -- |
| 5* Hotel / 5* Luxury Hotel | **4.8%** | -- | 1.0% | 4.4% | 6.7% | -- |
| Aparthotel / Tourist Villa | **6.2%** | -- | 2.5% | 4.3% | 8.2% | -- |
| House/room rented in a private dwelling | **0.0%** | -- | 0.0% | 0.0% | 0.0% | -- |
| Private accommodation [(1)] | **6.9%** | -- | 4.0% | 6.5% | 9.3% | -- |
| Others (Cottage, cruise, camping,..) | **4.9%** | -- | 4.2% | 3.3% | 6.1% | -- |

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

**TYPE OF ACCOMMODATION**



# TOURIST PROFILE BY ISLAND OF STAY (2025)
# POLAND

## SATISFACTION AND LOYALTY INDICATORS

### *Satisfaction*

| Satisfaction (scale 0-10) | Canary Islands | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|---|---|---|---|---|---|---|
| Average rating | **8.92** | -- | 8.89 | 9.03 | 8.86 | -- |

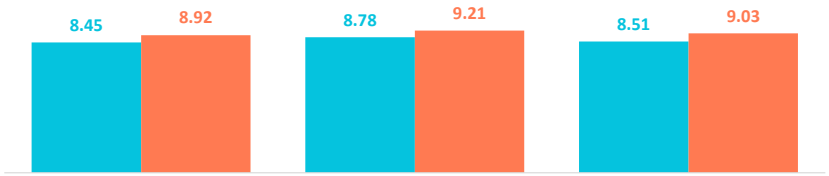
| Experience in the Canary Islands | Canary Islands | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|---|---|---|---|---|---|---|
| Worse or much worse than expected | **4.3%** | -- | 5.2% | 3.4% | 4.3% | -- |
| Lived up to expectations | **53.4%** | -- | 57.7% | 58.7% | 49.7% | -- |
| Better or much better than expected | **42.3%** | -- | 37.1% | 38.0% | 46.0% | -- |

| Future intentions (scale 0-10) | Canary Islands | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|---|---|---|---|---|---|---|
| Return to the Canary Islands | **8.59** | -- | 8.45 | 8.78 | 8.51 | -- |
| Recommend visiting the Canary Islands | **9.07** | -- | 8.92 | 9.21 | 9.03 | -- |

RETURN TO THE CANARY ISLANDS




Canary Islands 8.59




RECOMMEND VISITING THE CANARY ISLANDS




Canary Islands 9.07

### *How many are loyal to the Canary Islands?*

**REPEAT TOURISTS WHO VISIT CANAY ISLANDS BY ISLAND OF STAY IN THIS TRIP**

| | Canary Islands | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|---|---|---|---|---|---|---|
| First visit | **47.7%** | -- | 52.4% | 39.7% | 50.9% | -- |
| Repeat tourists | **52.3%** | -- | 47.6% | 60.3% | 49.1% | -- |
| At least 10 previous visits | **5.4%** | -- | 4.1% | 5.6% | 6.3% | -- |
| Repeat tourists (last 5 years) | **48.7%** | -- | 42.2% | 56.2% | 46.4% | -- |
| Repeat tourists (last 5 years) (5 or more visits) | **6.5%** | -- | 4.0% | 10.2% | 6.7% | -- |

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

| | Canary Islands | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|---|---|---|---|---|---|---|
| Lanzarote | 17.5% | -- | 11.2% | 7.0% | 15.0% | -- |
| Fuerteventura | 27.3% | -- | **42.3%** | 4.1% | 10.2% | -- |
| Gran Canaria | 27.8% | -- | 3.6% | **55.6%** | 12.0% | -- |
| Tenerife | 39.7% | -- | 4.4% | 4.6% | **46.8%** | -- |
| La Palma | 4.1% | -- | 14.3% | 3.7% | 12.9% | -- |
| CANARY ISLANDS | **52.3%** | -- | 47.6% | 60.3% | 49.1% | -- |

***How to interpret the table***

*1. Column Canary Islands = refers to the % of **repeat polish tourists** on each island regardless of island of stay in this trip (2025).*

*2. Column each island = refers to the % of **repeat polish tourists** on each island by island of stay in 2025. For example: 42,3% refers to % **repeat polish tourists** who repeat Fuerteventura in 2024 and stay in Fuerteventura in this trip. 3,6% **polish tourists who stay in Fuerteventura in 2025** and has previously been to Gran Canaria.*

*3. Row CANARY ISLANDS = refers to the % **repeat polish tourists** by island of stay. For exdample: 49,1% refers to % **polish tourists who visit Tenerife in 2025** 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 | **87.2%** | -- | 85.4% | 85.1% | 90.0% | -- |
| Two islands | **11.3%** | -- | 14.3% | 9.6% | 9.4% | -- |
| Three or more islands | **1.5%** | -- | 0.2% | 5.3% | 0.6% | -- |

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

| | Canary Islands | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|---|---|---|---|---|---|---|
| Lanzarote | **7.5%** | -- | 2.4% | 0.5% | 0.0% | -- |
| Fuerteventura | **27.5%** | -- | **100%** | 1.1% | 0.0% | -- |
| Gran Canaria | **18.1%** | -- | 0.5% | **100%** | 0.2% | -- |
| Tenerife | **48.3%** | -- | 0.0% | 3.5% | **100%** | -- |
| La Gomera | **0.2%** | -- | 0.0% | 0.0% | 0.3% | -- |
| La Palma | **1.6%** | -- | 0.0% | 0.7% | 0.9% | -- |
| El Hierro | **0.0%** | -- | 0.0% | 0.0% | 0.0% | -- |
| Cruise | **0.2%** | -- | 0.0% | 0.7% | 0.0% | -- |

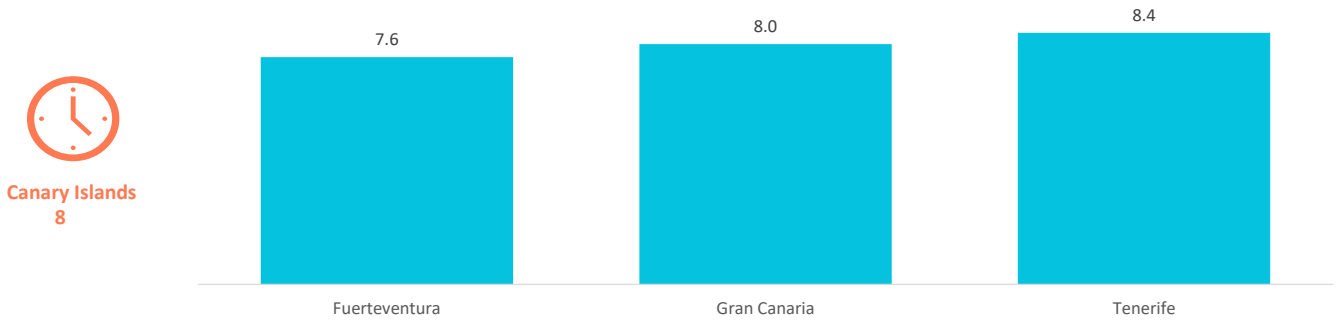
# TOURIST PROFILE BY ISLAND OF STAY (2025)

# POLAND

## ACTIVITIES IN THE CANARY ISLANDS

### *Outdoor time per day*

| | Canary Islands | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|---|---|---|---|---|---|---|
| 0 hours | **1.0%** | -- | 2.5% | 0.5% | 0.0% | -- |
| 1 - 2 hours | **6.3%** | -- | 10.2% | 7.3% | 4.2% | -- |
| 3 - 6 hours | **26.0%** | -- | 25.5% | 30.5% | 23.3% | -- |
| 7 - 12 hours | **60.0%** | -- | 55.1% | 51.4% | 66.4% | -- |
| More than 12 hours | **6.8%** | -- | 6.6% | 10.2% | 6.2% | -- |
| **Outdoor time per day** | **8.0** | -- | 7.6 | 8.0 | 8.4 | -- |




### *Activities in the Canary Islands*

| | Canary Islands | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|---|---|---|---|---|---|---|
| Walk, wander | **80.6%** | -- | 81.0% | 85.2% | 79.8% | -- |
| Beach | **77.4%** | -- | 73.1% | 76.9% | 80.3% | -- |
| Swimming pool, hotel facilities | **68.9%** | -- | 60.6% | 67.8% | 72.9% | -- |
| Explore the island on their own | **53.3%** | -- | 53.4% | 57.4% | 51.6% | -- |
| Taste Canarian gastronomy | **34.5%** | -- | 23.7% | 28.2% | 41.1% | -- |
| Hiking | **29.8%** | -- | 20.4% | 29.5% | 34.7% | -- |
| Organized excursions | **25.8%** | -- | 20.7% | 26.0% | 27.6% | -- |
| Nightlife / concerts / shows | **21.2%** | -- | 9.3% | 18.0% | 31.6% | -- |
| Theme parks | **17.3%** | -- | 11.1% | 11.2% | 24.0% | -- |
| Sea excursions / whale watching | **12.7%** | -- | 14.5% | 13.6% | 11.7% | -- |
| Wineries / markets / popular festivals | **12.6%** | -- | 7.2% | 16.0% | 11.5% | -- |
| Museums / exhibitions | **10.1%** | -- | 7.3% | 9.1% | 10.1% | -- |
| Other Nature Activities | **8.2%** | -- | 10.2% | 7.0% | 6.5% | -- |
| Swim | **8.1%** | -- | 7.1% | 6.7% | 7.6% | -- |
| Beauty and health treatments | **6.7%** | -- | 4.0% | 13.1% | 6.7% | -- |
| Running | **5.1%** | -- | 5.9% | 6.3% | 4.2% | -- |
| Practice other sports | **4.9%** | -- | 7.0% | 2.2% | 4.8% | -- |
| Astronomical observation | **4.4%** | -- | 4.5% | 5.9% | 3.8% | -- |
| Cycling / Mountain bike | **4.3%** | -- | 3.8% | 2.3% | 3.9% | -- |
| Surf | **3.8%** | -- | 5.8% | 3.2% | 3.5% | -- |
| Scuba Diving | **2.3%** | -- | 1.5% | 1.8% | 2.6% | -- |
| Golf | **2.2%** | -- | 1.8% | 0.7% | 3.4% | -- |
| Windsurf / Kitesurf | **1.2%** | -- | 0.8% | 1.1% | 1.5% | -- |

**WALK, WANDER**




**BEACH**



# TOURIST PROFILE BY ISLAND OF STAY (2025)

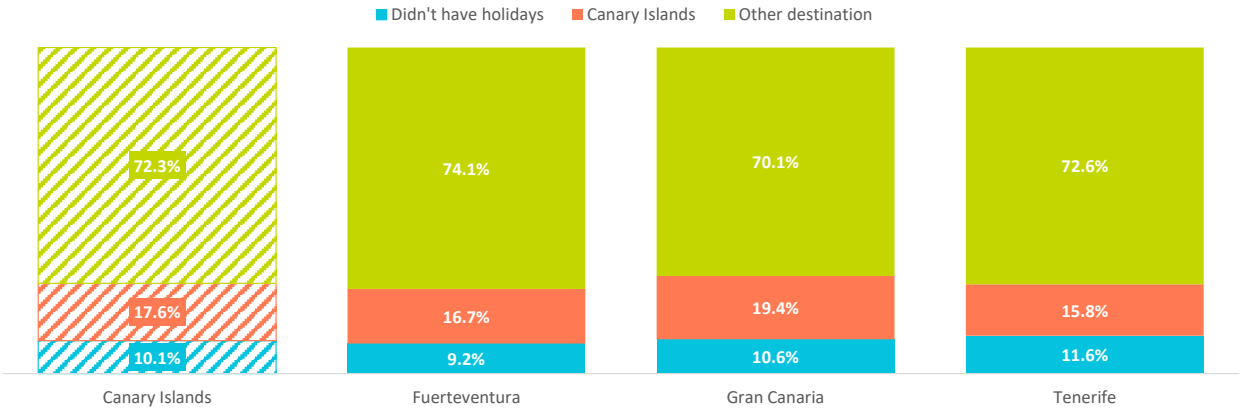
# POLAND

## COMPETITORS

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

| | Canary Islands | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|---|---|---|---|---|---|---|
| Didn't have holidays | **10.1%** | -- | 9.2% | 10.6% | 11.6% | -- |
| Canary Islands | **17.6%** | -- | 16.7% | 19.4% | 15.8% | -- |
| Other destination | **72.3%** | -- | 74.1% | 70.1% | 72.6% | -- |
| - Balearic Islands | **2.3%** | -- | 2.8% | 3.5% | 1.4% | -- |
| - Rest of Spain | **7.7%** | -- | 8.1% | 8.4% | 8.2% | -- |
| - Italy | **10.9%** | -- | 9.1% | 9.6% | 12.6% | -- |
| - France | **2.2%** | -- | 3.2% | 2.7% | 1.7% | -- |
| - Turkey | **7.2%** | -- | 7.3% | 8.2% | 6.6% | -- |
| - Greece | **13.6%** | -- | 13.0% | 15.2% | 12.6% | -- |
| - Portugal | **3.8%** | -- | 2.7% | 2.2% | 4.7% | -- |
| - Croatia | **5.6%** | -- | 4.8% | 3.6% | 7.3% | -- |
| - Egypt | **4.3%** | -- | 7.4% | 2.6% | 3.7% | -- |
| - Tunisia | **1.5%** | -- | 1.8% | 2.7% | 0.7% | -- |
| - Morocco | **1.6%** | -- | 1.7% | 1.3% | 1.8% | -- |
| - Others | **11.6%** | -- | 12.1% | 10.1% | 11.4% | -- |

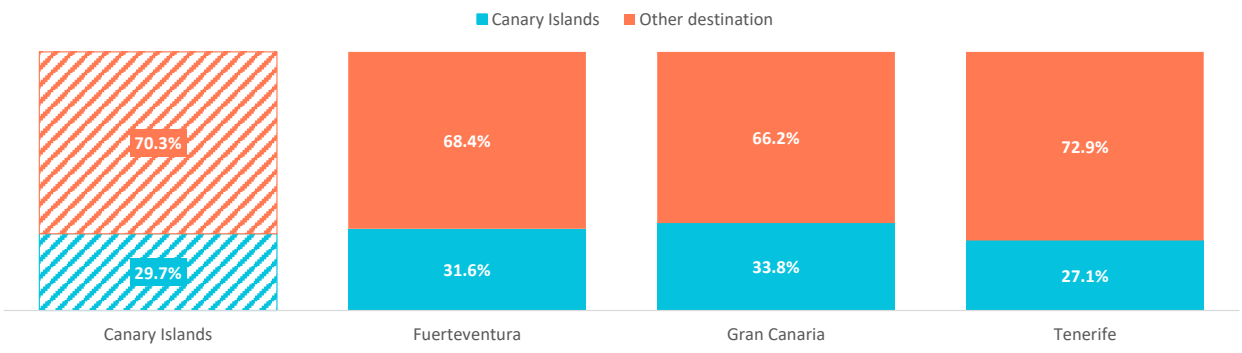
** Percentage of valid answers*




### *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") | **7.5%** | -- | 7.7% | 6.0% | 8.0% | -- |
| Canary Islands (other island) | **22.2%** | -- | 23.9% | 27.8% | 19.1% | -- |
| Other destination | **70.3%** | -- | 68.4% | 66.2% | 72.9% | -- |
| - Balearic Islands | **3.5%** | -- | 3.7% | 4.2% | 3.0% | -- |
| - Rest of Spain | **12.9%** | -- | 11.7% | 13.1% | 13.4% | -- |
| - Italy | **11.9%** | -- | 11.8% | 8.3% | 13.7% | -- |
| - France | **2.6%** | -- | 1.9% | 2.9% | 2.9% | -- |
| - Turkey | **5.2%** | -- | 6.0% | 6.0% | 4.6% | -- |
| - Greece | **12.2%** | -- | 11.5% | 12.1% | 12.4% | -- |
| - Portugal | **9.1%** | -- | 8.4% | 7.8% | 9.5% | -- |
| - Croatia | **5.4%** | -- | 5.5% | 5.2% | 5.4% | -- |
| - Egypt | **4.2%** | -- | 5.6% | 2.9% | 4.4% | -- |
| - Others | **3.3%** | -- | 2.4% | 3.8% | 3.6% | -- |

** Percentage of valid answers*



# TOURIST PROFILE BY ISLAND OF STAY (2025)

# POLAND

## FLIGHT ORIGIN

### *Where does the flight come from?*

| | Canary Islands | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|---|---|---|---|---|---|---|
| Poland | **86.8%** | -- | 91.8% | 79.1% | 89.0% | -- |
| Spanish Mainland | **3.6%** | -- | 3.2% | 6.6% | 2.3% | -- |
| United Kingdom | **0.9%** | -- | 0.3% | 3.9% | 0.0% | -- |
| Italy | **0.7%** | -- | 1.2% | 0.7% | 0.6% | -- |
| Switzerland | **0.4%** | -- | 0.0% | 0.8% | 0.3% | -- |
| Others | **7.6%** | -- | 3.6% | 9.0% | 7.8% | -- |

## TRANSPORT (Data Q4 2025)

### *What means of transport have they used during their stay in the Canary Islands?*

| | Canary Islands | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|---|---|---|---|---|---|---|
| Rental vehicle | **62.5%** | -- | 63.7% | 41.7% | 66.5% | -- |
| Public transport | **38.9%** | -- | 29.8% | 57.6% | 36.5% | -- |
| Taxi / Private hire vehicle | **8.5%** | -- | 6.6% | 10.6% | 6.0% | -- |
| Organised excursions with transport included | **22.6%** | -- | 17.2% | 27.2% | 23.9% | -- |
| Bicycle | **4.5%** | -- | 2.4% | 4.0% | 4.2% | -- |
| On foot | **9.6%** | -- | 9.2% | 19.2% | 7.9% | -- |

** Multi-choise question*

### *What factors influenced their choice of transport?*

| | Canary Islands | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|---|---|---|---|---|---|---|
| No other alternative | **6.3%** | -- | 15.9% | 4.0% | 2.4% | -- |
| Comfort and convenience | **79.2%** | -- | 71.6% | 71.9% | 84.5% | -- |
| Price | **38.5%** | -- | 38.2% | 50.2% | 36.9% | -- |
| Acessibility | **41.3%** | -- | 37.1% | 57.6% | 38.6% | -- |
| Environmental impact | **4.0%** | -- | 2.3% | 4.5% | 5.0% | -- |
| Safety | **12.6%** | -- | 18.0% | 21.9% | 7.6% | -- |
| Available travel time | **23.4%** | -- | 29.9% | 22.2% | 20.3% | -- |
| Punctuality | **7.7%** | -- | 9.7% | 8.7% | 7.3% | -- |
| Flexible timetable | **11.1%** | -- | 10.4% | 2.2% | 13.8% | -- |

** Multi-choise question*

### *Did you experience any difficulties with transport during their stay in the Canary Islands?*

| | Canary Islands | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|---|---|---|---|---|---|---|
| Yes | **10.0%** | -- | 11.6% | 9.9% | 9.4% | -- |
| - Infrequent service | **2.7%** | -- | 1.1% | 3.0% | 2.8% | -- |
| - Confusing or insufficient information | **2.8%** | -- | 1.1% | 0.0% | 5.0% | -- |
| - Accessibility barriers | **0.0%** | -- | 0.0% | 0.0% | 0.0% | -- |
| - Delays or cancellations | **5.8%** | -- | 8.4% | 6.9% | 5.0% | -- |
| - High fares | **0.8%** | -- | 3.2% | 0.0% | 0.0% | -- |
| - Difficulties with booking systems | **0.3%** | -- | 1.1% | 0.0% | 0.0% | -- |
| - Poor connections | **0.5%** | -- | 0.0% | 0.0% | 0.8% | -- |
| - Others | **0.8%** | -- | 0.0% | 0.0% | 1.4% | -- |
| No | **90.0%** | -- | 88.4% | 90.1% | 90.6% | -- |

** The breakdown of the response 'Yes, they have had difficulties with transport during their stay in the Canary Islands' corresponds to a multi-response question. Percentages are calculated based on the total nu*

# TOURIST PROFILE BY ISLAND OF STAY (2025)

# POLAND

## TOURIST TAX (Data from Q4 2024 to Q3 2025)

### *Have they visited any holiday destination in the last five years where they were charged a tourist tax?*

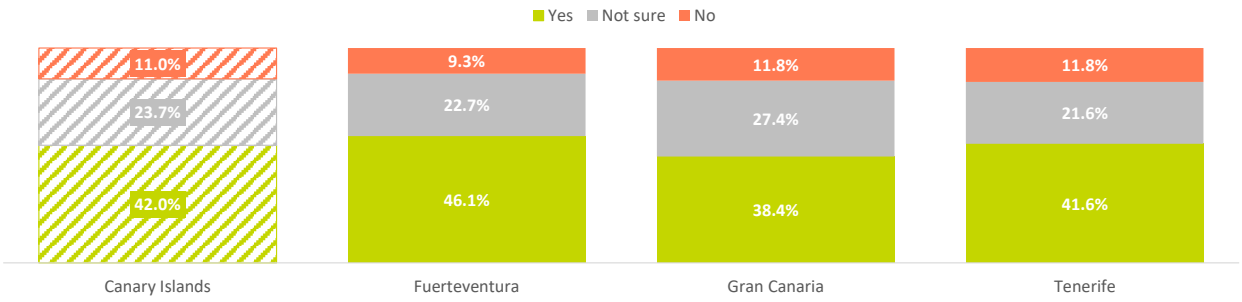
| | Canary Islands | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|---|---|---|---|---|---|---|
| Yes | **63.0%** | -- | 64.4% | 61.1% | 63.5% | -- |
| No | **14.6%** | -- | 13.1% | 14.9% | 15.5% | -- |
| Not remember | **22.3%** | -- | 22.6% | 24.0% | 21.0% | -- |

### *When choosing a travel destination, do they usually exclude those that charge a tourist tax?*

| | Canary Islands | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|---|---|---|---|---|---|---|
| Yes | **17.1%** | -- | 15.9% | 12.9% | 19.3% | -- |
| No | **4.4%** | -- | 8.6% | 4.2% | 2.3% | -- |

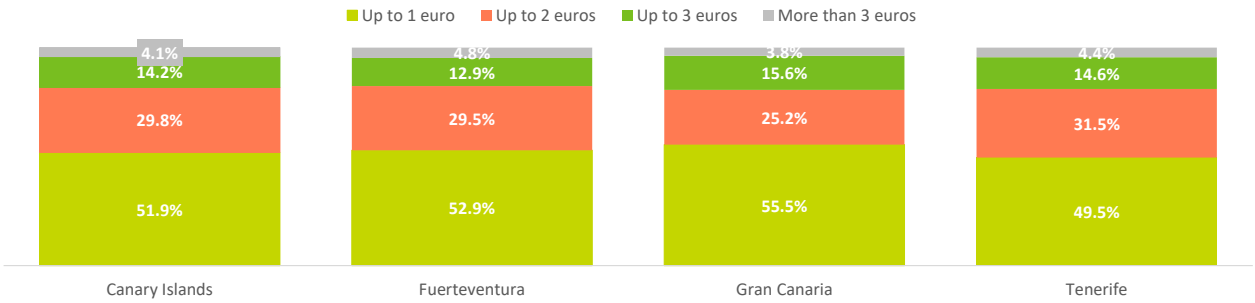
### *Would they be willing to pay a tourist tax for each day of accommodation in the Canary Islands?*

| | Canary Islands | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|---|---|---|---|---|---|---|
| Yes | **42.0%** | -- | 46.1% | 38.4% | 41.6% | -- |
| - For any purpose | **10.0%** | -- | 10.4% | 8.6% | 10.8% | -- |
| - Improve living conditions | **5.2%** | -- | 5.9% | 7.7% | 3.5% | -- |
| - Improve economic development | **2.8%** | -- | 4.8% | 1.8% | 2.0% | -- |
| - Improve the environment | **17.1%** | -- | 15.9% | 12.9% | 19.3% | -- |
| - Improve the tourist environment | **4.4%** | -- | 8.6% | 4.2% | 2.3% | -- |
| - Other purposes | **2.6%** | -- | 0.5% | 3.2% | 3.6% | -- |
| Not sure | **23.7%** | -- | 22.7% | 27.4% | 21.6% | -- |
| No | **11.0%** | -- | 9.3% | 11.8% | 11.8% | -- |




### *How much would they be willing to pay?*

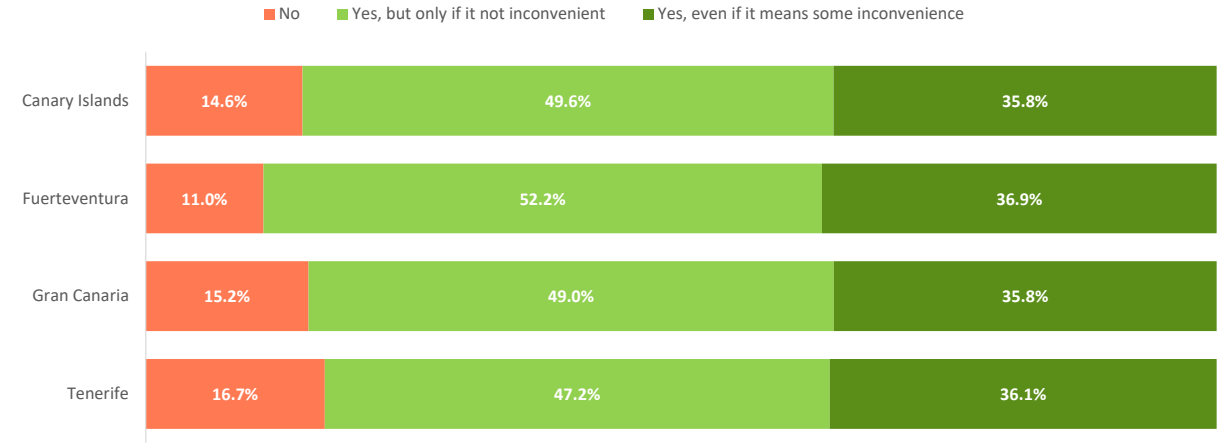
| | Canary Islands | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|---|---|---|---|---|---|---|
| Up to 1 euro | **51.9%** | -- | 52.9% | 55.5% | 49.5% | -- |
| Up to 2 euros | **29.8%** | -- | 29.5% | 25.2% | 31.5% | -- |
| Up to 3 euros | **14.2%** | -- | 12.9% | 15.6% | 14.6% | -- |
| More than 3 euros | **4.1%** | -- | 4.8% | 3.8% | 4.4% | -- |



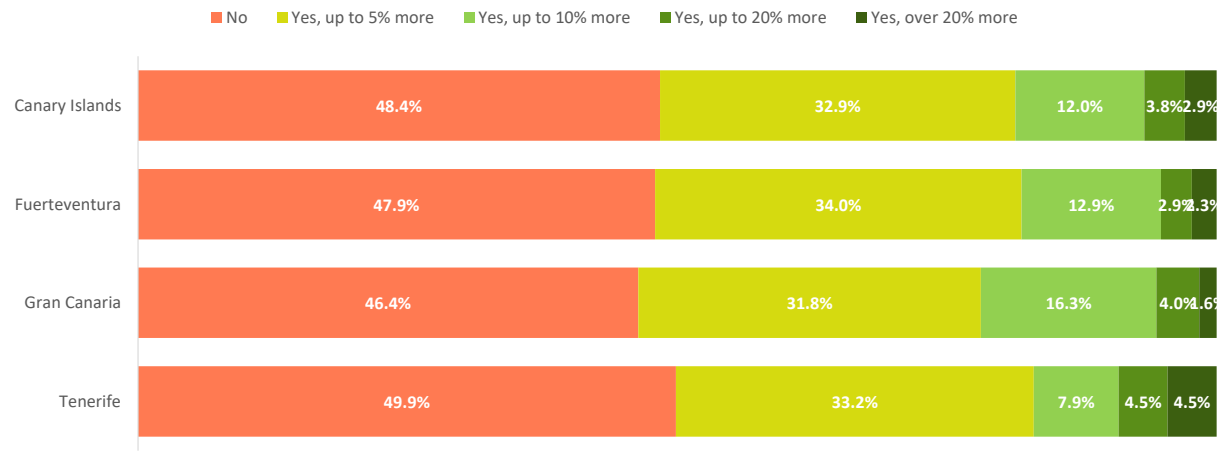
# TOURIST PROFILE BY ISLAND OF STAY (2025)
# POLAND

## SUSTAINABLE DESTINATION (DATA = 2023)

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




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




### *Percepcion of the following sustainability measures during their stay **

| | Canary Islands | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|---|---|---|---|---|---|---|
| Quality of life on the island | **7.76** | -- | 7.68 | 7.83 | 7.77 | -- |
| Tolerance towards tourism | **8.93** | -- | 8.95 | 8.97 | 8.90 | -- |
| Cleanliness of the island | **8.43** | -- | 8.59 | 8.27 | 8.35 | -- |
| Air quality | **8.76** | -- | 9.02 | 8.89 | 8.45 | -- |
| Rational water consumption | **7.57** | -- | 7.58 | 7.59 | 7.48 | -- |
| Energy saving | **7.03** | -- | 7.05 | 7.20 | 6.87 | -- |
| Use of renewable energy | **7.18** | -- | 7.01 | 7.75 | 6.99 | -- |
| Recycling | **7.19** | -- | 7.02 | 7.40 | 7.12 | -- |
| Easy to get around by public transport | **7.69** | -- | 7.19 | 8.35 | 7.63 | -- |
| Overcrowding in tourist areas | **6.83** | -- | 6.38 | 7.15 | 6.84 | -- |
| Supply of local products | **7.47** | -- | 7.41 | 7.62 | 7.42 | -- |

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

*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.*