

Tourist profile. Historical data (2019 - 2025)

LA PALMA: First Quarter



How many are they and how much do they spend?



	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
TOURISTS					
Tourist arrivals (FRONTUR) (*)	72	22	38	54	57
Tourist arrivals ≥ 16 years old (EGT) (*)	66	21	35	50	54
- % tourists who book holiday package	49.1%	25.3%	59.0%	48.3%	55.5%
Children < 16 years old (FRONTUR - EGT) (*)	6	2	3	4	3
Expenditure per tourist (€)	1,081	1,095	1,169	1,342	1,393
- book holiday package	1,011	1,185	1,273	1,396	1,551
- holiday package	776	881	1,085	1,142	1,273
- others	234	304	187	254	278
- do not book holiday package	1,149	1,064	1,020	1,291	1,195
- flight	283	272	316	387	353
- accommodation	439	372	333	464	434
- others	427	421	370	440	408
Average lenght of stay	11.5	10.0	9.4	9.5	10.6
- Median	7.0	7.1	7.0	7.0	8.0
Average daily expenditure (€)	106.12	134.59	138.42	162.22	154.88
- Median	100.18	126.82	128.49	143.10	133.04
Average daily expenditure (without flight)	78.59	99.59	94.89	112.52	105.73
- Median	75.25	80.00	87.78	102.80	96.43
Average cost of the flight (€)	269.5	273.2	369.3	400.7	429.4
Total turnover (≥ 16 years old) (€m)	72	22	41	67	76
Turnover without flight (≥ 16 years old) (€m)	54	17	28	47	52

(*) Thousands of tourists

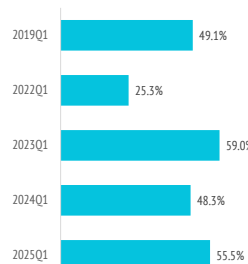
% Tourists whose spending has been greater than €0 in each item

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Accommodation:					
- Accommodation	92.6%	78.2%	89.9%	90.9%	92.4%
- Additional accommodation expenses	10.6%	2.8%	7.2%	6.0%	7.4%
Transport:					
- National/International Transport	99.1%	86.4%	96.8%	97.6%	96.3%
- Flights between islands	5.5%	16.7%	5.3%	6.5%	7.5%
- Taxi	34.5%	23.1%	39.6%	32.8%	31.9%
- Car rental	63.1%	65.2%	68.2%	71.9%	60.5%
- Public transport	20.9%	14.1%	9.0%	10.2%	13.2%
Food and drink:					
- Food purchases at supermarkets	76.1%	68.6%	62.5%	74.0%	61.7%
- Restaurants	79.5%	84.4%	70.9%	89.0%	78.4%
Leisure:					
- Organized excursions	21.5%	13.4%	24.3%	22.0%	24.5%
- Sport activities	5.8%	3.5%	4.2%	5.9%	4.1%
- Cultural activities	3.6%	2.0%	4.2%	3.1%	3.5%
- Museums	16.2%	6.2%	9.5%	14.5%	15.0%
- Theme Parks	1.4%	2.4%	0.5%	0.5%	0.6%
- Discos and pubs	2.1%	3.2%	1.3%	1.4%	0.3%
- Wellness	1.8%	0.9%	3.3%	2.1%	2.2%
Purchases of goods:					
- Souvenirs	47.2%	45.4%	34.2%	33.5%	39.7%
- Other expenses	0.6%	3.0%	0.8%	0.4%	0.5%
Other:					
- Medical or pharmaceutical expenses	8.1%	6.8%	5.7%	7.1%	6.2%
- Other expenses	7.6%	11.2%	11.5%	10.4%	7.2%

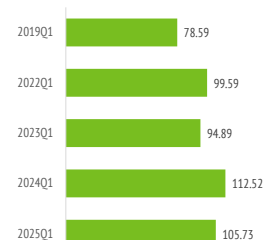
Source: Encuesta sobre Gasto Turístico (EGT, ISTAC).

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

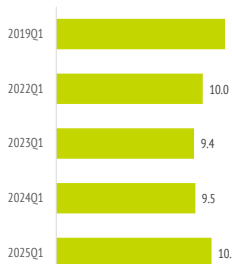
% tourists who book holiday package



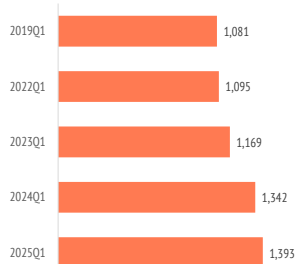
Average daily expenditure (€) (without flight)



Average lenght of stay



Expenditure per tourist (€)



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

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Expenditure per tourist and trip (€)					
Accommodation:					
- Accommodation	579	555	611	642	736
- Additional accommodation expenses	469	494	510	587	623
- Additional accommodation expenses	109	61	100	55	113
Transport:					
- National/International Transport	569	791	775	810	901
- National/International Transport	272	317	382	411	446
- Flights between islands	70	115	98	90	124
- Taxi	82	153	131	114	105
- Car rental	124	157	141	169	160
- Public transport	22	48	24	25	67
Food and drink:					
- Food purchases at supermarkets	241	245	171	224	245
- Food purchases at supermarkets	108	101	65	79	94
- Restaurants	133	144	106	145	151
Leisure:					
- Organized excursions	314	247	432	356	415
- Organized excursions	91	51	103	77	77
- Sport activities	92	23	113	85	96
- Cultural activities	26	21	78	27	27
- Museums	15	8	16	19	25
- Theme Parks	17	37	10	30	57
- Discos and pubs	31	91	56	47	55
- Wellness	42	16	54	71	78
Purchases of goods:					
- Souvenirs	189	439	132	88	73
- Souvenirs	53	80	46	49	46
- Other expenses	137	359	86	40	26
Other:					
- Medical or pharmaceutical expenses	97	196	85	54	91
- Medical or pharmaceutical expenses	32	50	21	21	20
- Other expenses	65	146	64	33	71

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What is the main purpose of their trip?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Holiday, leisure	93.2%	68.1%	89.7%	93.8%	88.0%
Visiting family or friends	5.4%	13.2%	4.3%	4.1%	7.1%
Business and work	0.7%	16.7%	5.3%	1.8%	4.0%
Education and training	0.6%	0.8%	0.0%	0.0%	0.1%
Sports training	0.0%	0.0%	0.1%	0.1%	0.4%
Health or medical care	0.1%	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%	0.6%	0.1%	0.5%

What is the main motivation for their holidays?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Rest	31.0%	24.0%	27.0%	24.0%	22.4%
Enjoy family time	4.6%	12.1%	9.2%	7.3%	8.2%
Have fun	3.9%	2.7%	11.2%	4.0%	3.3%
Explore the destination	54.3%	55.5%	45.7%	59.6%	59.8%
Practice their hobbies	2.4%	2.8%	5.3%	2.7%	1.2%
Other reasons	3.8%	2.8%	1.6%	2.4%	5.1%

Where did they spend their main holiday last year? *

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Didn't have holidays	--	18.8%	8.1%	12.3%	8.7%
Canary Islands	--	19.1%	27.4%	22.9%	23.9%
Other destination	--	62.1%	64.5%	64.9%	67.4%
- Balearic Islands	--	6.5%	2.2%	2.4%	3.1%
- Rest of Spain	--	24.9%	9.1%	11.3%	10.0%
- Italy	--	7.1%	10.0%	12.7%	7.1%
- France	--	3.5%	7.4%	5.6%	9.9%
- Turkey	--	0.4%	0.7%	1.0%	1.1%
- Greece	--	2.9%	9.2%	4.5%	8.1%
- Portugal	--	2.6%	6.1%	6.1%	6.2%
- Croatia	--	1.2%	1.7%	2.0%	3.8%
- Egypt	--	0.1%	0.4%	0.6%	0.7%
- Tunisia	--	0.0%	0.1%	0.5%	0.0%
- Morocco	--	0.9%	0.4%	1.6%	0.2%
- Others	--	12.1%	17.1%	16.7%	17.2%

* Percentage of valid answers

What other destinations did they consider for this trip? *

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
None (I was clear about "this Canary Island")	--	43.3%	42.4%	36.6%	37.2%
Canary Islands (other island)	--	32.2%	30.1%	35.4%	28.7%
Other destination	--	24.5%	27.5%	28.1%	34.1%
- Balearic Islands	--	1.2%	2.4%	3.9%	2.9%
- Rest of Spain	--	8.2%	5.7%	5.1%	7.4%
- Italy	--	2.7%	3.0%	1.9%	5.2%
- France	--	0.5%	0.2%	0.4%	1.6%
- Turkey	--	1.0%	0.5%	1.5%	0.6%
- Greece	--	2.6%	3.7%	3.5%	2.9%
- Portugal	--	2.3%	4.9%	5.1%	9.4%
- Croatia	--	0.7%	1.4%	1.3%	0.4%
- Egypt	--	0.0%	2.1%	2.6%	1.6%
- Others	--	5.3%	3.5%	2.8%	2.2%

* Percentage of valid answers

Importance of each factor in the destination choice



	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Landscapes	70.1%	75.0%	64.2%	70.7%	72.2%
Climate	76.8%	66.4%	71.3%	68.0%	64.5%
Tranquility	51.8%	58.0%	44.9%	51.1%	48.9%
Environment	51.1%	59.3%	47.5%	48.8%	48.7%
Safety	40.9%	45.0%	43.7%	41.5%	44.8%
Sea	37.0%	32.3%	37.5%	38.7%	38.1%
Hiking trail network	44.1%	41.5%	36.9%	41.2%	36.1%
European belonging	31.4%	39.7%	31.5%	31.8%	30.6%
Authenticity	29.8%	36.2%	34.2%	35.3%	28.8%
Accommodation supply	27.2%	28.1%	23.7%	31.0%	27.4%
Effortless trip	27.9%	24.9%	28.9%	22.4%	23.9%
Price	24.7%	15.5%	20.3%	22.4%	22.7%
Gastronomy	18.6%	17.6%	27.0%	19.9%	22.0%
Beaches	11.5%	12.8%	20.2%	16.9%	14.7%
Fun possibilities	8.8%	14.7%	16.2%	13.0%	8.7%
Exoticism	9.0%	12.2%	14.2%	13.1%	8.7%
Historical heritage	8.6%	14.2%	8.9%	8.5%	7.5%
Culture	5.6%	13.2%	8.1%	9.0%	4.7%
Shopping	1.7%	1.9%	6.2%	3.3%	4.2%
Nightlife	1.5%	3.5%	4.8%	1.5%	4.1%

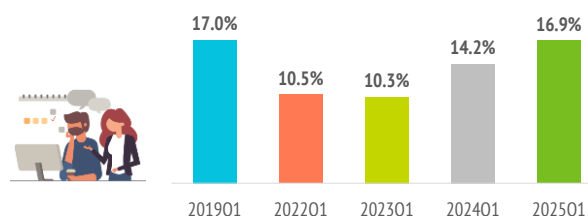
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")
% of tourists who indicate that the factor is "very important" in their choice.

How far in advance do they book their trip?



	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
The same day	0.9%	7.5%	0.0%	0.1%	0.0%
Between 1 and 30 days	26.9%	46.2%	19.1%	17.6%	22.1%
Between 1 and 2 months	18.0%	22.5%	36.7%	33.8%	18.3%
Between 3 and 6 months	37.2%	13.3%	33.9%	34.4%	42.6%
More than 6 months	17.0%	10.5%	10.3%	14.2%	16.9%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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



	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Previous visits to the Canary Islands	57.4%	48.2%	50.2%	44.6%	44.2%
Friends or relatives	26.6%	27.8%	24.8%	26.6%	27.5%
Internet or social media	61.2%	45.5%	44.2%	65.2%	43.7%
Mass Media	5.0%	6.0%	0.8%	2.6%	2.5%
Travel guides and magazines	26.5%	11.7%	18.6%	14.9%	14.8%
Travel Blogs or Forums	8.1%	8.7%	7.0%	7.8%	6.5%
Travel TV Channels	2.7%	3.7%	1.3%	1.3%	0.6%
Tour Operator or Travel Agency	22.8%	12.4%	27.3%	15.0%	21.9%
Public administrations or similar	1.5%	5.2%	0.2%	1.0%	0.4%
Others	0.8%	4.2%	4.2%	1.3%	3.9%

* Multi-choice question

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With whom did they book their flight and accommodation?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Flight					
- Directly with the airline	46.8%	59.7%	38.8%	48.3%	42.1%
- Tour Operator or Travel Agency	53.2%	40.3%	61.2%	51.7%	57.9%
Accommodation					
- Directly with the accommodation	37.6%	57.2%	28.7%	36.5%	32.6%
- Tour Operator or Travel Agency	62.4%	42.8%	71.3%	63.5%	67.4%

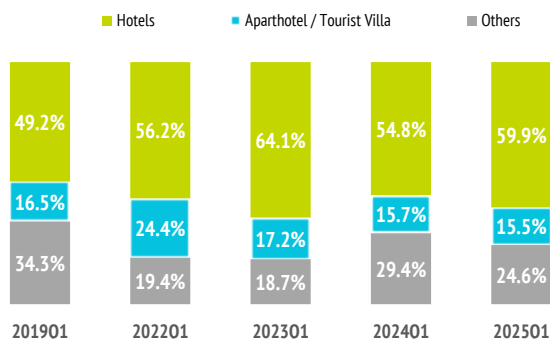
Where are they from?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Germany	45.8%	24.6%	36.9%	52.4%	54.3%
Spanish Mainland	13.2%	42.1%	21.7%	15.3%	14.8%
Denmark	3.7%	0.0%	7.8%	7.2%	6.8%
United Kingdom	12.2%	9.2%	9.8%	7.7%	6.2%
Netherlands	8.2%	3.9%	6.6%	5.3%	4.2%
Others	1.2%	1.9%	0.3%	0.9%	2.1%
Ireland	0.0%	2.5%	0.5%	0.0%	2.1%
Poland	0.0%	0.0%	0.1%	0.1%	1.7%
Switzerland	5.6%	5.8%	1.5%	1.1%	1.7%
Luxembourg	0.0%	0.0%	1.9%	0.4%	1.5%
Others	10.1%	10.0%	12.9%	9.6%	4.6%

Where do they stay?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
1-2-3* Hotel	14.4%	3.1%	6.7%	7.9%	6.6%
4* Hotel	34.8%	53.1%	57.3%	46.9%	53.3%
5* Hotel / 5* Luxury Hotel	0.0%	0.0%	0.0%	0.0%	0.0%
Aparthotel / Tourist Villa	16.5%	24.4%	17.2%	15.7%	15.5%
House/room rented in a private dwelling	13.5%	6.5%	7.3%	14.6%	17.3%
Private accommodation (1)	6.0%	8.3%	6.6%	6.6%	3.8%
Others (Cottage, cruise, camping,...)	14.8%	4.6%	4.9%	8.3%	3.6%

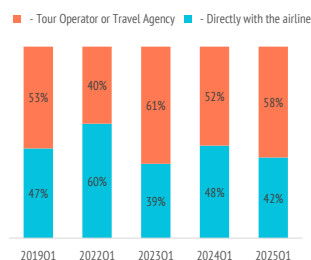
(1) Own property / House of friends or relatives / Free housing exchange / Other private accommodation.



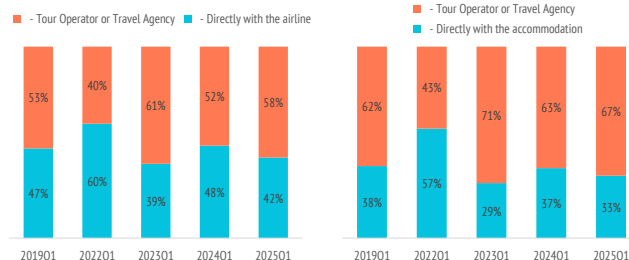
What do they book?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Room only	45.5%	25.1%	26.1%	35.6%	35.1%
Bed and Breakfast	13.2%	35.1%	18.2%	13.9%	14.4%
Half board	24.7%	32.5%	31.2%	29.2%	35.3%
Full board	0.9%	1.3%	4.6%	4.9%	0.5%
All inclusive	15.7%	6.0%	19.9%	16.4%	14.7%

Flight

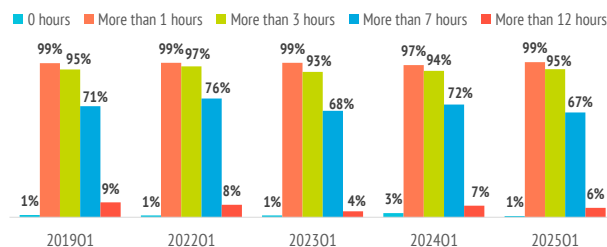


Accommodation



Activities in the Canary Islands

Outdoor time per day	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
0 hours	1.4%	1.1%	1.2%	2.6%	0.7%
1 - 2 hours	4.0%	2.3%	5.8%	3.7%	4.6%
3 - 6 hours	23.5%	20.6%	25.0%	21.6%	27.7%
7 - 12 hours	61.6%	68.0%	64.3%	64.7%	61.0%
More than 12 hours	9.5%	7.9%	3.8%	7.4%	6.0%
Outdoor time per day	8.4	8.9	7.7	8.1	7.8



Activities in the Canary Islands	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Walk, wander	80.7%	66.0%	81.2%	86.7%	73.2%
Explore the island on their own	74.2%	64.5%	71.5%	71.9%	68.5%
Hiking	--	45.9%	49.7%	56.4%	52.3%
Beach	49.3%	43.5%	54.2%	52.6%	44.5%
Taste Canarian gastronomy	32.9%	36.8%	28.0%	50.8%	39.9%
Museums / exhibitions	21.7%	15.2%	18.3%	21.7%	26.6%
Swimming pool, hotel facilities	31.1%	28.4%	36.3%	31.1%	25.8%
Organized excursions	15.1%	11.2%	17.3%	19.7%	19.1%
Wineries / markets / popular festivals	15.9%	13.7%	17.1%	17.1%	18.3%
Other Nature Activities	--	19.6%	16.7%	18.1%	13.7%
Astronomical observation	11.2%	14.7%	8.3%	7.7%	9.6%
Sea excursions / whale watching	7.3%	2.9%	13.4%	6.5%	6.6%
Running	--	9.1%	5.7%	5.3%	6.0%
Swim	--	6.9%	2.7%	3.0%	2.8%
Cycling / Mountain bike	--	2.9%	3.0%	3.1%	1.8%
Beauty and health treatments	2.4%	0.7%	3.4%	2.6%	1.7%
Nightlife / concerts / shows	3.7%	2.6%	6.0%	4.4%	1.0%
Theme parks	1.9%	2.7%	0.8%	1.5%	0.9%
Practice other sports	--	0.5%	1.6%	2.8%	0.7%
Scuba Diving	--	0.7%	1.3%	3.3%	0.3%
Surf	--	1.7%	0.1%	0.3%	--
Windsurf / Kitesurf	--	--	0.1%	--	--
Golf	--	--	--	0.2%	--

* Multi-choise question

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What places do they visit?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Los Llanos de Aridane	70.1%	76.4%	71.9%	80.8%	72.5%
Caldera de Taburiente National Pa	67.6%	55.6%	62.1%	60.0%	57.1%
Nuevo Volcán en Cumbre Vieja	62.4%	53.7%	60.3%	64.5%	56.6%
Los Tilos Forest	0.0%	29.9%	46.5%	50.3%	48.3%
Santa Cruz de La Palma	61.0%	52.8%	46.1%	53.2%	48.2%
Roque de Los Muchachos Observa	53.5%	40.6%	49.4%	50.2%	46.3%
Tazacorte Harbour	40.1%	41.9%	36.8%	43.8%	40.4%
Ruta de los Volcanes	36.7%	36.5%	36.0%	21.7%	10.7%

¿Cuántos son fieles al destino?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
La Palma: Repeat tourists	71.0%	71.2%	63.2%	64.8%	69.0%
La Palma: At least 10 previous visits	5.1%	8.3%	4.6%	3.8%	5.5%
Canary Islands: Repeat tourists	81.3%	80.5%	79.4%	75.7%	77.8%
Canary Islands: At least 10 previous visits	18.2%	17.7%	18.8%	10.1%	21.3%

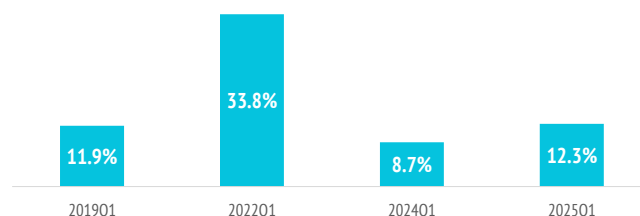
Who are they?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Gender					
Men	54.9%	47.5%	43.2%	50.2%	51.6%
Women	45.1%	52.5%	56.8%	49.8%	48.4%
Age					
Average age	54.33	48.50	53.42	49.41	53.71
Standard deviation	13.7	13.6	14.2	14.3	16.6
Age range					
16 - 24 years old	2.1%	3.4%	1.1%	3.5%	6.1%
25 - 30 years old	5.0%	7.9%	6.8%	8.2%	5.2%
31 - 45 years old	17.3%	35.6%	23.0%	29.6%	22.5%
46 - 60 years old	39.2%	31.1%	31.5%	33.8%	22.2%
Over 60 years old	36.3%	22.1%	37.6%	24.9%	44.0%
Occupation					
Salaried worker	43.0%	60.9%	48.9%	62.3%	42.0%
Self-employed	10.1%	11.0%	9.9%	12.0%	5.6%
Unemployed	0.9%	1.4%	0.1%	0.7%	0.6%
Business owner	10.8%	5.2%	9.1%	5.1%	8.9%
Student	2.2%	1.1%	1.4%	2.1%	2.6%
Retired	32.2%	15.8%	29.6%	17.1%	38.5%
Unpaid domestic work	0.4%	3.6%	0.0%	0.2%	0.0%
Others	0.4%	1.2%	1.1%	0.5%	1.8%
Annual household income level					
Less than €25,000	14.3%	11.0%	13.2%	7.5%	7.2%
€25,000 - €49,999	40.9%	35.3%	35.2%	36.7%	32.6%
€50,000 - €74,999	20.8%	29.3%	25.0%	25.9%	35.7%
More than €74,999	24.0%	24.4%	26.6%	29.9%	24.5%
Education level					
No studies	1.0%	0.1%	1.4%	1.3%	0.5%
Primary education	4.2%	4.8%	1.7%	0.0%	2.9%
Secondary education	24.6%	17.5%	13.4%	13.1%	20.4%
Higher education	70.3%	77.6%	83.5%	85.6%	76.2%

How many islands do they visit during their trip?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
One island	88.1%	66.2%	83.5%	91.3%	87.7%
Two islands	7.7%	28.8%	14.6%	7.6%	10.3%
Three or more islands	4.2%	5.0%	1.9%	1.1%	2.0%

% TOURISTS VISITING MORE THAN ONE ISLAND



How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Average rating	8.88	9.05	8.80	9.08	8.71

Experience in the Canary Islands	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Worse or much worse than expected	1.5%	2.9%	3.3%	2.1%	1.3%
Lived up to expectations	52.3%	57.8%	54.7%	52.8%	52.4%
Better or much better than expected	46.3%	39.3%	42.1%	45.0%	46.3%

Future intentions (scale 0-10)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Return to the Canary Islands	8.97	9.48	8.86	8.80	8.87
Recommend visiting the Canary Islands	9.21	9.60	9.16	9.06	9.06

Who do they come with?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Unaccompanied	9.8%	25.8%	6.3%	5.5%	10.7%
Only with partner	62.6%	40.8%	53.8%	59.5%	69.1%
Only with children (< 13 years old)	1.7%	2.8%	3.7%	3.3%	0.7%
Partner + children (< 13 years old)	1.7%	5.1%	3.6%	4.7%	2.8%
Other relatives	3.9%	3.1%	8.1%	5.4%	2.5%
Friends	9.3%	6.7%	6.4%	6.9%	5.9%
Work colleagues	0.4%	3.7%	4.7%	2.5%	1.2%
Organized trip	1.1%	0.3%	1.0%	0.6%	1.5%
Other combinations (2)	9.5%	11.8%	12.3%	11.6%	5.6%

(2) Combination of some of the groups previously analyzed

Tourists with children	5.0%	9.4%	11.1%	13.9%	5.3%
- Between 0 and 2 years old	0.7%	0.4%	0.5%	1.0%	0.6%
- Between 3 and 12 years old	3.4%	8.9%	9.4%	11.4%	4.3%
- Between 0 -2 and 3-12 years old	0.9%	0.1%	1.1%	1.5%	0.4%

Tourists without children	95.0%	90.6%	88.9%	86.1%	94.7%
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Group composition:					
- 1 person	14.0%	28.5%	7.7%	7.9%	13.8%
- 2 people	74.1%	47.3%	63.5%	67.7%	73.0%
- 3 people	6.0%	6.4%	12.2%	9.9%	5.1%
- 4 or 5 people	5.3%	16.2%	14.3%	12.0%	7.2%
- 6 or more people	0.6%	1.7%	2.4%	2.5%	1.0%

Average group size:	2.08	2.22	2.49	2.45	2.13
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*People who share the main expenses of the trip

Source: Encuesta sobre Gasto Turístico (EGT, ISTAC).

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