

Tourist profile. Historical data (2019 - 2025)

LA PALMA: Second Quarter



How many are they and how much do they spend?



	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
TOURISTS					
Tourist arrivals (FRONTUR) (*)	56	38	27	33	39
Tourist arrivals ≥ 16 years old (EGT) (*)	51	35	24	29	37
- % tourists who book holiday package	49.7%	36.8%	44.9%	41.4%	51.6%
Children < 16 years old (FRONTUR - EGT) (*)	5	3	3	3	2
Expenditure per tourist (€)	1,051	853	1,199	1,134	1,201
- book holiday package	1,114	1,030	1,117	1,154	1,326
- holiday package	851	846	877	908	1,080
- others	263	184	240	246	246
- do not book holiday package	989	751	1,266	1,120	1,068
- flight	286	236	321	292	389
- accommodation	320	259	585	374	315
- others	384	256	360	454	364
Average lenght of stay	11.0	7.5	8.7	10.2	9.0
- Median	7.8	7.0	7.0	7.0	7.0
Average daily expenditure (€)	111.42	128.58	141.62	136.42	149.72
- Median	110.95	115.34	120.72	120.27	139.98
Average daily expenditure (without flight)	76.43	88.86	101.84	99.13	101.48
- Median	76.12	80.63	85.72	88.61	92.43
Average cost of the flight (€)	314.68	266.53	301.82	304.54	412.87
Total turnover (≥ 16 years old) (€m)	54	30	29	33	44
Turnover without flight (≥ 16 years old) (€m)	38	20	22	24	29

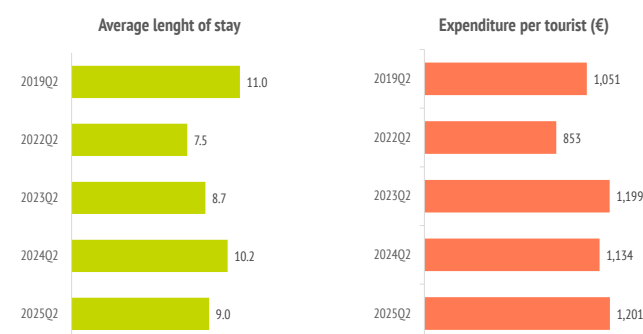
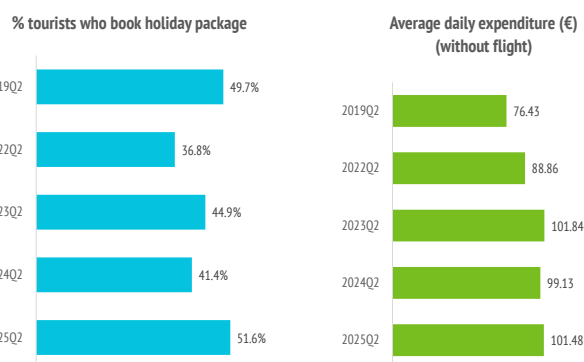
(*) Thousands of tourists

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

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Accommodation:					
- Accommodation	86.0%	92.5%	92.8%	90.8%	88.0%
- Additional accommodation expenses	10.5%	4.3%	8.4%	7.5%	9.0%
Transport:					
- National/International Transport	95.9%	97.8%	98.3%	96.9%	92.8%
- Flights between islands	5.4%	4.4%	7.8%	9.8%	16.1%
- Taxi	35.4%	19.3%	29.5%	26.2%	31.0%
- Car rental	64.1%	74.8%	67.2%	68.7%	64.6%
- Public transport	18.0%	14.0%	9.1%	11.2%	11.6%
Food and drink:					
- Food purchases at supermarkets	74.9%	69.6%	69.5%	69.5%	54.8%
- Restaurants	76.1%	75.2%	74.2%	85.2%	65.1%
Leisure:					
- Organized excursions	33.0%	20.7%	31.1%	30.6%	40.1%
- Sport activities	3.9%	3.5%	4.5%	8.4%	6.0%
- Cultural activities	5.0%	0.7%	0.9%	0.6%	1.4%
- Museums	15.3%	9.8%	15.5%	10.0%	12.7%
- Theme Parks	3.7%	2.0%	1.4%	0.4%	1.7%
- Discos and pubs	1.0%	4.4%	3.5%	0.2%	1.5%
- Wellness	3.1%	2.2%	3.2%	1.3%	3.6%
Purchases of goods:					
- Souvenirs	61.0%	35.7%	39.5%	41.9%	34.1%
- Other expenses	3.2%	0.7%	0.8%	0.7%	0.3%
Other:					
- Medical or pharmaceutical expenses	10.0%	9.5%	8.9%	5.7%	7.6%
- Other expenses	11.1%	4.0%	4.5%	7.0%	3.6%

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.



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

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Expenditure per tourist and trip (€)					
Accommodation:	483	376	596	555	593
- Accommodation	433	353	563	464	499
- Additional accommodation expenses	49	23	34	91	94
Transport:	625	563	780	683	847
- National/International Transport	328	272	307	314	445
- Flights between islands	95	70	110	116	153
- Taxi	78	98	177	101	100
- Car rental	110	110	168	133	120
- Public transport	15	13	17	19	30
Food and drink:	197	157	193	246	227
- Food purchases at supermarkets	83	55	85	122	94
- Restaurants	115	102	108	123	133
Leisure:	305	284	405	342	272
- Organized excursions	78	63	71	97	73
- Sport activities	84	83	151	38	69
- Cultural activities	15	30	20	40	25
- Museums	25	15	18	15	16
- Theme Parks	18	11	65	73	18
- Discos and pubs	34	37	12	12	20
- Wellness	50	45	68	70	53
Purchases of goods:	373	99	47	249	147
- Souvenirs	58	32	43	92	69
- Other expenses	315	68	4	157	78
Other:	77	123	85	77	100
- Medical or pharmaceutical expenses	21	27	18	40	15
- Other expenses	56	97	67	37	85

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What is the main purpose of their trip?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Holiday, leisure	92.2%	86.4%	86.6%	84.7%	79.5%
Visiting family or friends	4.9%	8.6%	3.7%	11.6%	5.0%
Business and work	1.6%	2.8%	2.7%	2.9%	5.5%
Education and training	0.3%	0.0%	0.0%	0.5%	0.6%
Sports training	0.1%	0.5%	1.8%	0.1%	6.1%
Health or medical care	0.2%	0.1%	0.0%	0.0%	0.0%
Fairs and congresses	0.0%	0.0%	4.7%	0.0%	2.3%
Others	0.7%	1.4%	0.5%	0.3%	1.0%

What is the main motivation for their holidays?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Rest	24.1%	28.6%	26.9%	19.7%	20.4%
Enjoy family time	10.1%	11.1%	6.6%	7.8%	7.0%
Have fun	2.7%	3.8%	12.4%	10.8%	4.4%
Explore the destination	55.2%	51.2%	49.2%	54.5%	61.4%
Practice their hobbies	3.8%	2.8%	3.9%	3.6%	5.7%
Other reasons	4.2%	2.5%	0.9%	3.6%	1.1%

Where did they spend their main holiday last year? *

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Didn't have holidays	--	24.1%	11.0%	9.9%	7.5%
Canary Islands	--	14.1%	14.6%	23.4%	22.6%
Other destination	--	61.8%	74.4%	66.6%	69.9%
- Balearic Islands	--	6.4%	4.8%	6.6%	2.2%
- Rest of Spain	--	20.4%	9.3%	17.3%	14.1%
- Italy	--	2.2%	10.7%	7.4%	7.3%
- France	--	7.7%	8.9%	4.3%	4.6%
- Turkey	--	0.2%	2.8%	1.0%	1.1%
- Greece	--	4.7%	8.0%	3.5%	4.8%
- Portugal	--	3.8%	10.7%	6.6%	6.5%
- Croatia	--	1.1%	3.1%	1.6%	1.4%
- Egypt	--	0.8%	3.4%	0.6%	1.6%
- Tunisia	--	0.0%	0.6%	0.0%	0.2%
- Morocco	--	0.1%	0.1%	2.9%	1.2%
- Others	--	14.5%	11.9%	14.8%	24.9%

* Percentage of valid answers

What other destinations did they consider for this trip? *

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
None (I was clear about "this Canary Island")	--	40.0%	34.1%	37.7%	35.2%
Canary Islands (other island)	--	23.2%	23.0%	27.6%	25.4%
Other destination	--	36.8%	42.9%	34.7%	39.3%
- Balearic Islands	--	4.9%	4.3%	5.7%	7.5%
- Rest of Spain	--	7.1%	7.4%	5.3%	5.4%
- Italy	--	4.4%	5.0%	7.8%	7.0%
- France	--	3.3%	1.3%	1.1%	2.8%
- Turkey	--	2.5%	2.1%	1.7%	1.0%
- Greece	--	5.1%	5.4%	6.9%	5.0%
- Portugal	--	3.9%	9.9%	3.5%	5.8%
- Croatia	--	0.9%	2.3%	0.7%	1.0%
- Egypt	--	2.2%	2.7%	0.3%	1.3%
- Others	--	2.4%	2.7%	1.8%	2.4%

* Percentage of valid answers

Importance of each factor in the destination choice

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
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%

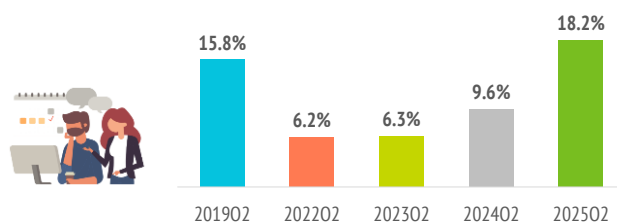
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")

% of tourists who indicate that the factor is "very important" in their choice.

How far in advance do they book their trip?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
The same day	0.3%	0.5%	0.0%	0.0%	0.5%
Between 1 and 30 days	17.7%	44.9%	16.7%	13.9%	14.4%
Between 1 and 2 months	22.3%	33.6%	29.7%	33.3%	21.1%
Between 3 and 6 months	43.8%	14.8%	47.2%	43.1%	45.9%
More than 6 months	15.8%	6.2%	6.3%	9.6%	18.2%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Previous visits to the Canary Islands	53.4%	36.5%	39.9%	38.8%	40.8%
Friends or relatives	21.6%	29.6%	28.1%	20.4%	22.9%
Internet or social media	61.9%	69.7%	60.2%	51.2%	60.6%
Mass Media	2.8%	4.6%	1.0%	10.9%	3.9%
Travel guides and magazines	26.3%	13.1%	18.8%	20.4%	15.8%
Travel Blogs or Forums	9.5%	18.8%	8.2%	9.5%	9.9%
Travel TV Channels	2.0%	0.1%	0.8%	1.4%	1.3%
Tour Operator or Travel Agency	21.5%	16.7%	29.0%	14.4%	24.1%
Public administrations or similar	1.9%	7.8%	1.3%	1.2%	1.1%
Others	2.9%	1.9%	7.7%	2.5%	4.8%

* Multi-choice question

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With whom did they book their flight and accommodation?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Flight					
- Directly with the airline	43.8%	56.6%	49.0%	56.8%	46.4%
- Tour Operator or Travel Agency	56.2%	43.4%	51.0%	43.2%	53.6%
Accommodation					
- Directly with the accommodation	33.1%	42.3%	42.4%	52.3%	34.7%
- Tour Operator or Travel Agency	66.9%	57.7%	57.6%	47.7%	65.3%

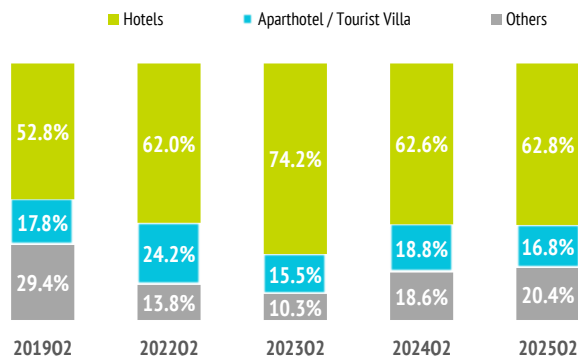
Where are they from?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Germany	38.9%	23.6%	22.7%	33.2%	35.0%
Spanish Mainland	20.5%	46.6%	38.5%	32.8%	30.6%
United Kingdom	8.5%	9.2%	8.9%	7.4%	10.3%
Netherlands	8.4%	6.5%	5.8%	11.3%	6.2%
Others	2.0%	0.0%	1.4%	0.1%	4.1%
France	6.6%	1.7%	3.0%	2.6%	2.5%
Denmark	0.9%	0.0%	3.4%	1.3%	2.3%
Portugal	0.0%	0.0%	0.0%	0.7%	1.7%
Belgium	2.6%	2.1%	3.2%	3.9%	1.6%
Switzerland	2.7%	2.1%	4.1%	0.0%	1.5%
Others	9.0%	8.3%	9.1%	6.6%	4.0%

Where do they stay?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
1-2-3* Hotel	8.1%	1.9%	4.7%	5.5%	6.2%
4* Hotel	44.7%	60.1%	69.5%	57.1%	56.7%
5* Hotel / 5* Luxury Hotel	0.0%	0.0%	0.0%	0.0%	0.0%
Aparthotel / Tourist Villa	17.8%	24.2%	15.5%	18.8%	16.8%
House/room rented in a private dwelling	9.3%	1.8%	5.2%	10.1%	11.5%
Private accommodation (1)	9.8%	6.8%	2.0%	5.5%	4.6%
Others (Cottage, cruise, camping,...)	10.2%	5.2%	3.1%	3.0%	4.3%

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

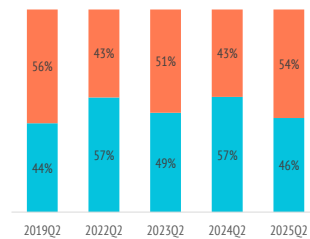


What do they book?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Room only	37.1%	27.8%	25.4%	26.7%	30.1%
Bed and Breakfast	10.8%	16.2%	21.0%	18.1%	21.7%
Half board	29.1%	39.0%	34.3%	36.7%	28.7%
Full board	1.4%	0.6%	0.0%	3.5%	0.9%
All inclusive	21.6%	16.4%	19.3%	14.9%	18.6%

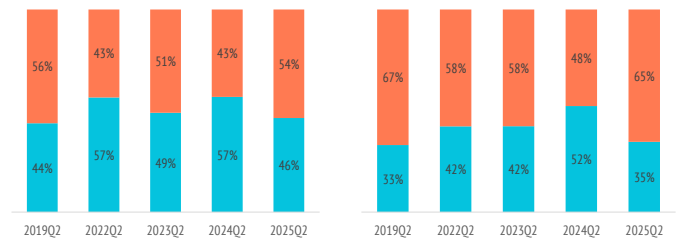
Flight

■ - Tour Operator or Travel Agency ■ - Directly with the airline



Accommodation

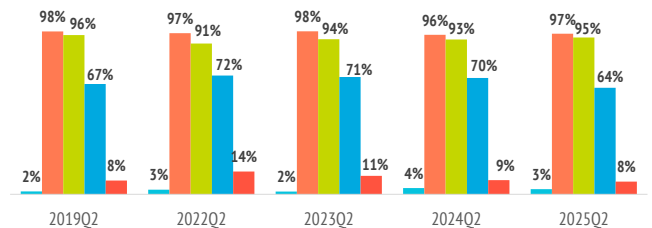
■ - Tour Operator or Travel Agency ■ - Directly with the accommodation



Activities in the Canary Islands

Outdoor time per day	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
0 hours	1.7%	2.8%	1.6%	3.8%	3.1%
1 - 2 hours	2.2%	6.3%	4.8%	2.8%	2.3%
3 - 6 hours	29.6%	19.3%	22.8%	23.2%	30.4%
7 - 12 hours	58.3%	57.9%	59.7%	61.7%	56.6%
More than 12 hours	8.3%	13.7%	11.1%	8.5%	7.7%
Outdoor time per day	8.1	8.6	8.6	8.4	8.3

■ 0 hours ■ More than 1 hours ■ More than 3 hours ■ More than 7 hours ■ More than 12 hours



Activities in the Canary Islands	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Walk, wander	82.8%	79.8%	76.9%	69.4%	77.7%
Explore the island on their own	74.4%	79.0%	72.8%	69.9%	70.3%
Beach	54.7%	55.8%	60.2%	48.3%	54.3%
Hiking	--	47.2%	49.3%	48.4%	52.9%
Swimming pool, hotel facilities	38.1%	37.5%	47.4%	41.7%	35.8%
Taste Canarian gastronomy	43.8%	40.7%	42.8%	40.4%	35.1%
Organized excursions	19.7%	16.3%	29.1%	27.0%	23.2%
Museums / exhibitions	22.8%	16.8%	26.8%	18.6%	18.9%
Astronomical observation	14.6%	10.6%	12.8%	14.9%	18.1%
Other Nature Activities	--	19.2%	12.5%	15.0%	16.0%
Wineries / markets / popular festivals	17.4%	15.5%	23.7%	20.1%	12.2%
Running	--	3.8%	3.5%	3.9%	10.7%
Sea excursions / whale watching	14.7%	8.7%	18.5%	8.1%	10.5%
Theme parks	1.2%	2.2%	0.5%	2.0%	4.2%
Swim	--	3.5%	2.0%	3.1%	4.1%
Practice other sports	--	2.4%	3.2%	0.9%	4.0%
Beauty and health treatments	2.7%	2.5%	2.7%	2.3%	3.9%
Nightlife / concerts / shows	3.5%	1.5%	3.4%	2.0%	3.0%
Cycling / Mountain bike	--	1.6%	1.0%	0.9%	2.4%
Scuba Diving	--	2.3%	0.1%	0.7%	2.0%
Windsurf / Kitesurf	--	0.4%	--	0.5%	0.0%
#N/D	14.9%	--	--	--	--
Surf	--	0.4%	--	--	--

* Multi-choice question

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What places do they visit?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Los Llanos de Aridane	80.0%	78.2%	71.0%	69.9%	71.7%
Caldera de Taburiente National Pa	66.3%	65.0%	56.9%	57.5%	59.3%
Nuevo Volcán en Cumbre Vieja	65.8%	59.7%	54.2%	58.3%	57.4%
Santa Cruz de La Palma	66.8%	48.6%	46.2%	46.6%	56.0%
Roque de Los Muchachos Observa	60.0%	47.2%	45.9%	44.2%	54.1%
Los Tilos Forest	0.0%	57.8%	48.0%	50.1%	52.1%
Tazacorte Harbour	50.8%	48.6%	39.1%	45.9%	50.6%
Ruta de los Volcanes	43.6%	47.6%	36.7%	19.0%	40.0%

¿Cuántos son fieles al destino?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
La Palma: Repeat tourists	67.5%	68.9%	55.9%	52.9%	64.7%
La Palma: At least 10 previous visits	6.0%	4.1%	2.1%	5.3%	3.7%
Canary Islands: Repeat tourists	80.9%	78.0%	66.9%	67.6%	76.9%
Canary Islands: At least 10 previous visits	21.6%	15.7%	15.7%	20.1%	19.6%

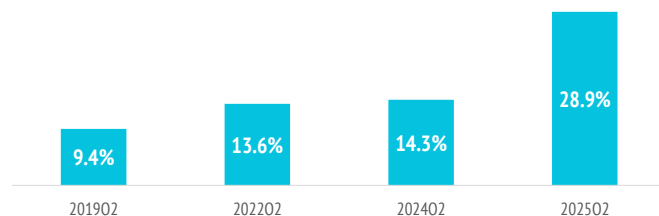
Who are they?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Gender					
Men	53.5%	33.5%	46.0%	43.4%	61.5%
Women	46.5%	66.5%	54.0%	56.6%	38.5%
Age					
Average age	51.37	45.84	45.98	50.28	49.32
Standard deviation	14.0	13.1	14.8	15.0	16.4
Age range					
16 - 24 years old	4.1%	3.2%	9.0%	2.0%	7.3%
25 - 30 years old	6.3%	10.8%	11.8%	13.0%	7.7%
31 - 45 years old	19.9%	34.0%	23.9%	20.4%	28.4%
46 - 60 years old	41.1%	36.4%	35.6%	36.3%	24.3%
Over 60 years old	28.6%	15.5%	19.7%	28.3%	32.4%
Occupation					
Salaried worker	52.9%	60.7%	67.2%	58.6%	54.4%
Self-employed	10.4%	9.0%	8.9%	10.3%	11.3%
Unemployed	1.0%	6.8%	0.0%	1.8%	0.3%
Business owner	10.3%	10.4%	6.0%	2.7%	4.2%
Student	2.4%	2.3%	3.8%	4.0%	2.8%
Retired	22.2%	9.7%	12.6%	21.5%	26.2%
Unpaid domestic work	0.1%	0.3%	0.0%	0.0%	0.0%
Others	0.8%	0.8%	1.4%	1.0%	0.8%
Annual household income level					
Less than €25,000	13.5%	16.8%	7.1%	8.9%	10.1%
€25,000 - €49,999	37.1%	38.2%	40.1%	41.7%	36.0%
€50,000 - €74,999	22.8%	19.0%	23.3%	28.3%	29.2%
More than €74,999	26.5%	26.0%	29.5%	21.1%	24.6%
Education level					
No studies	0.8%	0.9%	2.6%	1.3%	0.9%
Primary education	4.1%	0.9%	0.9%	0.0%	2.8%
Secondary education	20.1%	22.4%	18.9%	17.6%	12.1%
Higher education	75.0%	75.8%	77.6%	78.5%	84.3%

How many islands do they visit during their trip?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
One island	90.6%	86.4%	75.6%	85.7%	71.1%
Two islands	6.8%	13.1%	22.0%	9.8%	23.2%
Three or more islands	2.6%	0.5%	2.4%	4.5%	5.7%

% TOURISTS VISITING MORE THAN ONE ISLAND



How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Average rating	8.82	9.24	9.17	8.93	8.85

Experience in the Canary Islands	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Worse or much worse than expected	3.5%	1.0%	1.2%	3.7%	0.9%
Lived up to expectations	49.8%	48.8%	50.6%	42.4%	51.0%
Better or much better than expected	46.7%	50.2%	48.2%	54.0%	48.1%

Future intentions (scale 0-10)	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Return to the Canary Islands	8.82	9.25	9.10	8.84	8.95
Recommend visiting the Canary Islands	9.19	9.46	9.50	9.20	9.20

Who do they come with?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Unaccompanied	11.6%	7.6%	7.5%	8.4%	10.6%
Only with partner	60.4%	53.1%	60.9%	57.8%	55.4%
Only with children (< 13 years old)	4.0%	2.9%	1.4%	3.0%	4.3%
Partner + children (< 13 years old)	4.3%	5.9%	4.5%	3.6%	3.9%
Other relatives	4.7%	4.0%	8.9%	10.2%	4.8%
Friends	3.9%	10.5%	3.0%	5.1%	9.3%
Work colleagues	0.5%	2.0%	1.3%	1.5%	2.5%
Organized trip	0.1%	0.9%	0.0%	0.7%	1.0%
Other combinations (2)	10.3%	13.0%	12.4%	9.8%	8.2%

(2) Combination of some of the groups previously analyzed

Tourists with children	10.2%	10.8%	8.0%	10.8%	9.9%
- Between 0 and 2 years old	0.8%	0.2%	0.7%	2.3%	0.7%
- Between 3 and 12 years old	9.2%	10.3%	7.2%	8.0%	8.4%
- Between 0 -2 and 3-12 years old	0.2%	0.3%	0.1%	0.5%	0.8%
Tourists without children	89.8%	89.2%	92.0%	89.2%	90.1%
Group composition:					
- 1 person	14.4%	8.6%	8.7%	11.2%	13.3%
- 2 people	64.6%	62.9%	69.5%	64.8%	67.6%
- 3 people	11.7%	13.0%	9.9%	8.7%	7.1%
- 4 or 5 people	8.1%	12.6%	10.4%	13.4%	8.8%
- 6 or more people	1.2%	2.9%	1.5%	2.0%	3.3%
Average group size:	2.21	2.49	2.30	2.36	2.27

*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.