

Tourist profile by municipality

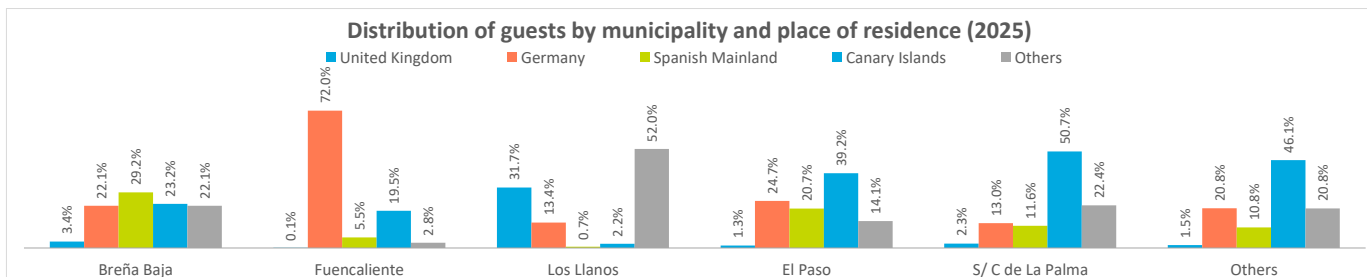
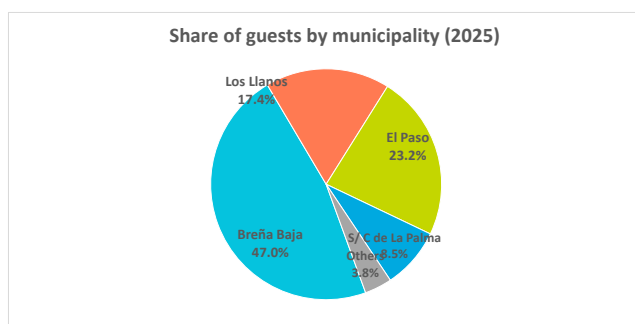
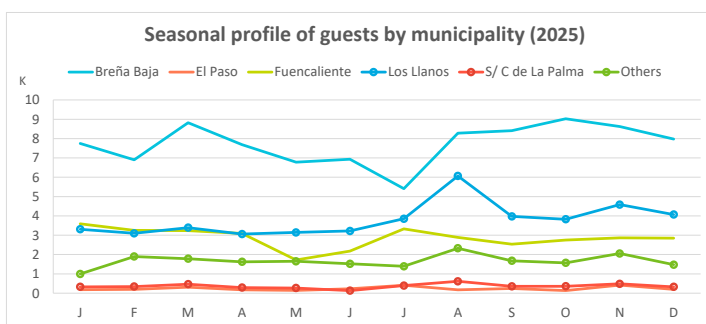
La Palma (2025)



GUESTS IN ACCOMMODATION

Place of residence:	Municipality of stay							Accommodation type	
	Breña Baja	Fuencaliente	Los Llanos	El Paso	S/ C de La Palma	Others	La Palma	Hotel	Apartment
International	44,086	2,108	33,296	18,284	6,339	3,241	107,354	80,143	27,211
- United Kingdom	3,110	4	10,885	578	391	113	15,081	14,215	866
- Germany	20,500	2,026	4,585	11,262	2,188	1,565	42,126	23,696	18,430
Spanish Mainland	27,041	155	234	9,427	1,951	810	39,618	33,105	6,513
Canary Islands	21,472	549	760	17,880	8,521	3,468	52,650	34,557	18,093
Total	92,599	2,812	34,290	45,591	16,811	7,519	199,622	147,805	51,817

Lugar de residencia:	Municipality of stay (%)							Accommodation type (%)	
	Breña Baja	Fuencaliente	Los Llanos	El Paso	S/ C de La Palma	Others	La Palma	Hotel	Apartment
Extranjero	47.6%	75.0%	97.1%	40.1%	37.7%	43.1%	53.8%	54.2%	52.5%
- Reino Unido	3.4%	0.1%	31.7%	1.3%	2.3%	1.5%	7.6%	9.6%	1.7%
- Alemania	22.1%	72.0%	13.4%	24.7%	13.0%	20.8%	21.1%	16.0%	35.6%
Península	29.2%	5.5%	0.7%	20.7%	11.6%	10.8%	19.8%	22.4%	12.6%
Canarias	23.2%	19.5%	2.2%	39.2%	50.7%	46.1%	26.4%	23.4%	34.9%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%



Other indicators

	Municipality of stay							Accommodation type	
	Breña Baja	Fuencaliente	Los Llanos	El Paso	S/ C de La Palma	Others	La Palma	Hotelero	Extrahotelero
Bednights									
International	357,782	36,173	254,076	150,037	25,468	27,068	850,604	577,969	272,635
- United Kingdom	23,661	16	85,207	3,173	1,727	636	114,420	108,349	6,071
- Germany	201,587	32,881	37,556	111,168	11,583	18,108	412,883	202,555	210,328
Spanish Mainland	114,799	1,189	577	43,485	5,534	3,831	169,415	132,259	37,156
Canary Islands	73,565	3,813	2,128	45,551	22,397	14,868	162,322	95,775	66,547
Total	546,146	41,175	256,781	239,073	53,399	45,767	1,182,341	806,003	376,338
Length of stay									
International	8.1	17.2	7.6	8.2	4.0	--	7.9	7.2	10.0
- United Kingdom	7.6	4.0	7.8	5.5	4.4	--	7.6	7.6	7.0
- Germany	9.8	16.2	8.2	9.9	5.3	--	9.8	8.5	11.4
Spanish Mainland	4.2	7.7	2.5	4.6	2.8	--	4.3	4.0	5.7
Canary Islands	3.4	6.9	2.8	2.5	2.6	--	3.1	2.8	3.7
Total	5.9	14.6	7.5	5.2	3.2	--	5.9	--	--
ADR (€)	87.3	63.0	69.0	80.7	68.7	--	79.1	83.1	69.8
RevPar (€)	61.7	33.5	38.5	43.5	48.7	--	48.4	49.0	46.9
Total revenue (€ million)	25.0	1.0	9.1	10.3	2.7	--	49.4	36.3	13.1
Bed-space occupancy rate (%)	57.6	43.0	54.0	47.0	30.1	--	50.5	51.3	48.9
Occupancy rate per room/apartment	70.7	53.2	55.8	53.9	70.9	--	61.2	58.9	67.2
Tourist population ⁽¹⁾	1,496	113	704	655	146	125	3,239	--	--
Employment	407	19	234	221	91	44	1,016	740	276

⁽¹⁾ Equivalent tourist population is obtained by dividing the total number of bednights during the reference period by 365 days (366 in case of leap year).

Sources: Encuestas de alojamiento turístico hotelero y extrahotelero (ISTAC). Note 1: guests checking in as new arrivals. Note 2: Occupancy rate could be above 100% because of extra beds.

Tourist profile by municipality

La Palma (2025)

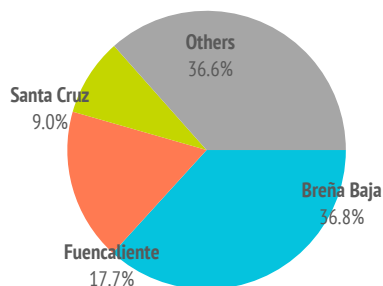


How many are they and how much do they spend?



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Tourist arrivals (≥ 16 years old)	69,434	33,408	16,995	188,903
Average daily expenditure (€)	--	--	--	158.97
Average length of stay	8.33	8.71	10.66	9.71
Turnover per tourist (€)	--	--	--	1,367
Total turnover (≥ 16 years old)(€m)	--	--	--	258
Share of total turnover	--	--	--	100%
Share of total tourists	36.8%	17.7%	9.0%	100%

Share of tourists by municipality (2025)



What is the main motivation for their holidays?



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Rest	14.6%	35.5%	6.9%	19.1%
Explore the destination	66.5%	45.8%	51.7%	59.5%
Other reasons	18.8%	18.7%	41.4%	21.4%

How far in advance do they book their trip?



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Between 0 and 30 days	16.5%	23.0%	16.1%	20.0%
Between 1 and 2 months	21.2%	20.1%	25.2%	20.1%
More than 3 months	62.4%	56.9%	58.7%	59.9%

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



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Previous visits to the Canary Islands	46.4%	53.5%	39.4%	48.2%
Friends or relatives	22.5%	22.8%	37.7%	28.7%
Internet or social media	54.7%	64.3%	51.1%	57.4%
Tour Operator or Travel Agency	23.0%	33.8%	6.4%	19.0%
Others	43.2%	44.0%	31.0%	38.9%

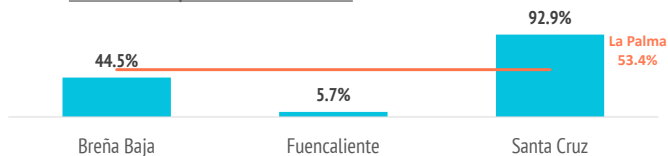
(*) Multi-choice question

What do they book?



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Room only/ Bed & Breakfast	44.5%	5.7%	92.9%	53.4%
Half board / Full board	43.3%	24.1%	2.9%	28.2%
All inclusive	12.2%	70.2%	4.2%	18.5%

ROOM ONLY / BED & BREAKFAST



(Canary Islands: 29.4%)

Importance of each factor in the destination choice



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Landscapes	78.6%	52.1%	59.9%	70.1%
Climate	61.9%	71.9%	46.2%	62.2%
Tranquility	52.5%	53.0%	44.1%	51.8%
Environment	57.1%	35.7%	46.9%	50.6%
Safety	48.5%	59.1%	41.4%	46.8%
Sea	42.7%	31.7%	38.6%	37.2%
European belonging	35.5%	39.4%	30.5%	33.2%
Authenticity	34.8%	23.9%	41.8%	33.2%
Effortless trip	28.3%	27.6%	27.7%	26.5%
Accommodation supply	26.9%	37.1%	12.5%	26.4%
Price	26.7%	26.6%	17.8%	23.8%
Gastronomy	24.6%	19.5%	25.8%	23.3%
Beaches	18.5%	11.1%	18.7%	15.4%
Exoticism	13.2%	6.5%	15.8%	11.1%
Fun possibilities	13.5%	9.5%	11.5%	10.0%
Historical heritage	9.2%	7.2%	17.5%	9.3%
Culture	8.6%	4.8%	6.7%	6.7%
Shopping	4.3%	2.3%	6.6%	3.7%
Nightlife	3.6%	1.4%	0.7%	1.9%
Hiking trail network	0.0%	0.0%	0.0%	0.0%

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.

Where do they stay?



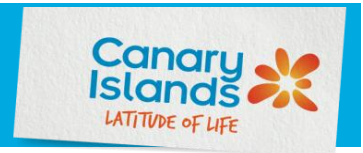
	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Type of accommodation				
All markets	100%	100%	100%	100%
- Hotel	65.5%	93.8%	35.0%	56.1%
- Apartment	30.7%	0.6%	10.1%	16.6%
- Private accommodation	2.9%	4.1%	49.6%	22.3%
- Other type of accommodation	0.9%	1.5%	5.3%	5.1%
German market	100%	100%	100%	100%
- Hotel	48.4%	91.8%	49.0%	48.1%
- Apartment	48.2%	0.0%	4.0%	22.6%
- Private accommodation	2.9%	6.5%	43.1%	24.3%
- Other type of accommodation	0.5%	1.7%	3.9%	5.0%
Spanish Mainland market	100%	100%	100%	100%
- Hotel	79.4%	57.7%	31.5%	60.5%
- Apartment	16.1%	0.0%	1.9%	11.2%
- Private accommodation	2.9%	21.0%	61.2%	22.9%
- Other type of accommodation	1.6%	21.3%	5.3%	5.4%
British market	100%	100%	100%	100%
- Hotel	90.1%	99.6%	66.0%	89.7%
- Apartment	9.2%	0.0%	0.0%	2.2%
- Private accommodation	0.0%	0.1%	25.3%	5.0%
- Other type of accommodation	0.7%	0.3%	8.7%	3.0%
Other markets	100%	100%	100%	100%
- Hotel	65.5%	95.1%	25.5%	54.0%
- Private accommodation	30.8%	2.1%	21.2%	16.7%
- Apartment	3.8%	2.7%	47.6%	23.8%
- Other type of accommodation	0.0%	0.1%	5.7%	5.5%

Length of stay (all markets)

	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Type of accommodation				
- Hotel	7.2	8.7	7.4	8.1
- Apartment	10.0	7.0	7.8	10.4
- Private accommodation	15.6	10.0	13.8	12.7
- Other type of accommodation	9.2	8.7	7.6	12.2

Tourist profile by municipality

La Palma (2025)



Activities in the Canary Islands



Outdoor time per day	Breña Baja	Fuencaliente	Santa Cruz	La Palma
0 - 8 hours	54.0%	86.4%	40.8%	58.4%
More than 8 hours	46.0%	13.6%	59.2%	41.6%

Activities in the Canary Islands	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Walk, wander	80.2%	73.6%	66.8%	78.9%
Explore the island on their own	75.5%	64.8%	68.1%	74.5%
Nature activities	61.2%	51.2%	59.7%	60.7%
Beach	62.0%	31.9%	57.0%	58.8%
Taste Canarian gastronomy	42.6%	26.3%	44.0%	44.8%
Swimming pool, hotel facilities	36.8%	66.2%	7.6%	37.1%
Museums / exhibitions	31.7%	26.4%	23.1%	27.6%
Organized excursions	28.6%	22.1%	22.2%	25.0%
Wineries/markets/popular festivals	14.3%	14.6%	27.9%	18.3%
Astronomical observation	17.6%	14.4%	16.2%	17.3%
Sport activities	11.1%	15.5%	11.4%	11.1%
Activities at sea	3.7%	11.2%	7.9%	6.1%
Nightlife / concerts / shows	1.7%	2.0%	14.7%	3.5%
Beauty and health treatments	3.2%	2.9%	0.0%	2.6%
Theme parks	3.3%	0.3%	4.3%	2.2%
Sea excursions / whale watching	0.0%	0.0%	0.0%	0.0%

(* Pregunta multirespuesta)

¿Con quién vienen?



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Unaccompanied	9.5%	5.8%	15.3%	8.7%
Only with partner	59.0%	65.3%	45.7%	60.1%
With children	14.9%	10.5%	13.0%	13.2%
Other relatives	6.5%	9.2%	9.8%	6.9%
Other combination	10.2%	9.2%	16.2%	11.1%
With children (under the age of 13)	9.9%	9.7%	9.8%	9.8%

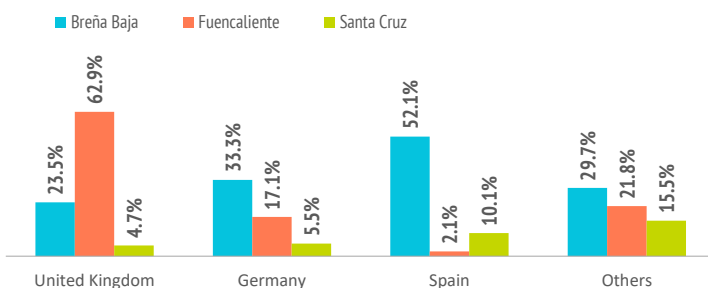
* Share over total answers

Where are they from?



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Tourists (> 15 years old)				
United Kingdom	3,445	9,233	690	14,676
Germany	26,378	13,547	4,369	79,319
Spain	26,554	1,052	5,149	50,988
Others	13,057	9,576	6,786	43,920
% Tourists				
United Kingdom	23.5%	62.9%	4.7%	100%
Germany	33.3%	17.1%	5.5%	100%
Spain	52.1%	2.1%	10.1%	100%
Others	29.7%	21.8%	15.5%	100%

Tourist arrivals by municipality (2025)



Who are they?



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Gender				
Menos de 50.000€	56.7%	58.1%	57.2%	57.6%
Women	43.3%	41.9%	42.8%	42.4%
Age range (> 15 years old)				
16 - 44 years old	34.2%	43.3%	52.6%	41.0%
Over 44 years old	65.8%	56.7%	47.4%	59.0%
Occupation				
Active	68.8%	71.3%	74.5%	70.8%
Inactive	31.2%	28.7%	25.5%	29.2%
Annual household income level				
Less than €50,000	42.4%	33.4%	53.0%	41.1%
More than €50,000	57.6%	66.6%	47.0%	58.9%
Education level				
No studies/Primary education	3.4%	4.0%	4.9%	2.9%
Secondary education	17.5%	16.9%	23.7%	17.1%
Higher education	79.0%	79.1%	71.4%	80.0%

How do they rate the Canary Islands?



Satisfaction (scale 0-10)	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Average rating	8.88	8.82	8.74	8.86

Experience in the Canary Islands	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Worse or much worse than expected	0.7%	2.4%	4.3%	1.5%
Lived up to expectations	51.8%	47.8%	40.3%	49.2%
Better or much better than expected	47.5%	49.8%	55.4%	49.3%

Future intentions (scale 1-10)	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Return to the Canary Islands	9.01	9.03	8.94	9.04
Recommend visiting the Canary Islands	9.18	9.15	9.39	9.22

8.87/10

Return to the Canary Islands

9.23/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?



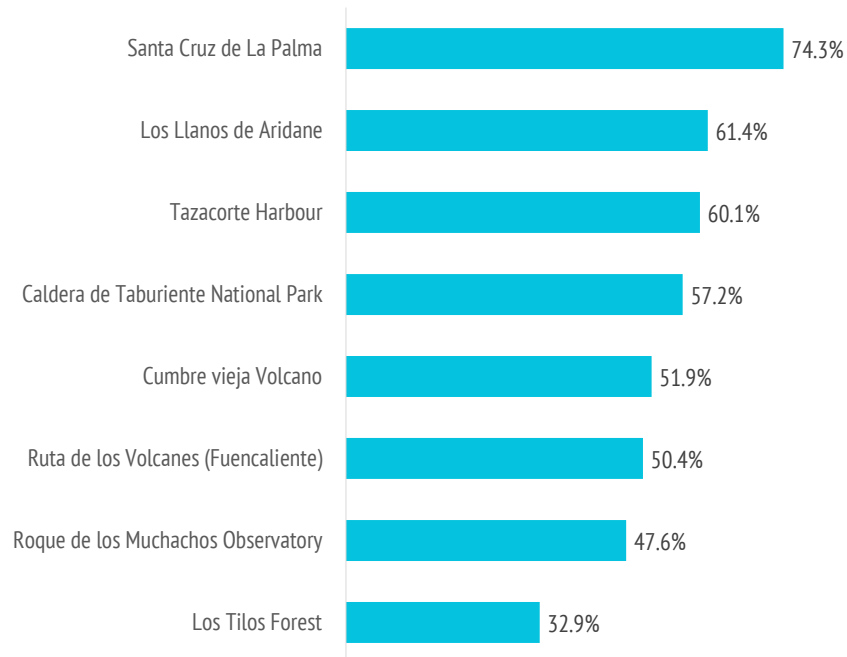
	Breña Baja	Fuencaliente	Santa Cruz	La Palma
Repeat tourists				
- Germany	80.6%	91.1%	76.2%	83.6%
- Spain	87.2%	83.9%	75.0%	86.2%
- United Kingdom	82.8%	74.7%	70.9%	77.2%
- Others	72.1%	67.2%	66.0%	66.9%
Repeat tourists (3 or more visits)				
- Germany	67.0%	82.4%	40.1%	69.1%
- Spain	74.1%	61.2%	60.0%	71.6%
- United Kingdom	69.2%	59.0%	57.1%	62.3%
- Others	47.7%	53.7%	52.7%	48.9%

How many islands do they visit during their trip?



	Breña Baja	Fuencaliente	Santa Cruz	La Palma
One island	80.3%	91.0%	71.4%	80.5%
Two or more islands	19.7%	9.0%	28.6%	19.5%

WHICH PLACES DO THE VISIT IN LA PALMA?*



**Multi-choice question

”

7 in 10 tourists in La Palma visit
Santa Cruz de La Palma