

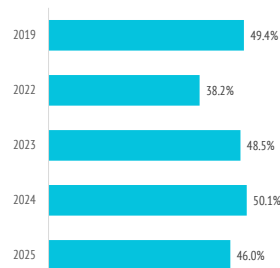
How many are they and how much do they spend?



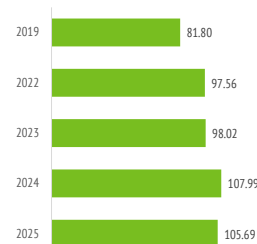
	2019	2022	2023	2024	2025
TOURISTS					
Tourist arrivals (FRONTUR) (*)	258	146	149	170	202
Tourist arrivals ≥ 16 years old (EGT) (*)	236	132	134	155	189
- % tourists who book holiday package	49.4%	38.2%	48.5%	50.1%	46.0%
Children < 16 years old (FRONTUR - EGT) (*)	22	14	15	15	13
Expenditure per tourist (€)	1,115	1,089	1,259	1,302	1,366
- book holiday package	1,183	1,289	1,341	1,380	1,524
- holiday package	931	1,051	1,101	1,124	1,235
- others	252	238	240	256	289
- do not book holiday package	1,049	965	1,182	1,224	1,233
- flight	314	267	349	360	404
- accommodation	343	341	426	436	400
- others	392	357	408	428	428
Average length of stay	10.5	8.8	9.6	9.5	9.7
- Median	8.0	7.0	7.0	7.0	7.5
Average daily expenditure (€)	119.48	138.08	143.80	155.05	158.97
- Median	115.11	125.00	126.83	142.81	140.47
Average daily expenditure (without flight)	81.80	97.56	98.02	107.99	105.69
- Median	79.18	85.00	87.95	100.71	96.38
Average cost of the flight (€)	342.6	317.0	385.8	389.1	449.2
Total turnover (≥ 16 years old) (€m)	263	144	169	202	258
Turnover without flight (≥ 16 years old) (€m)	182	102	117	142	173

(*) Thousands of tourists

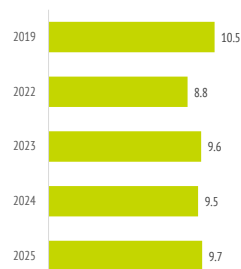
% tourists who book holiday package



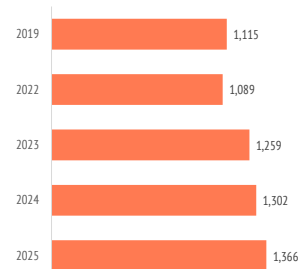
Average daily expenditure (€) (without flight)



Average length of stay



Expenditure per tourist (€)



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

	2019	2022	2023	2024	2025
Accommodation:					
- Accommodation	89.0%	89.5%	91.6%	92.2%	89.3%
- Additional accommodation expenses	10.0%	5.8%	6.8%	7.8%	9.2%
Transport:					
- National/International Transport	98.0%	96.5%	97.5%	96.9%	95.3%
- Flights between islands	5.7%	7.4%	6.5%	7.8%	9.3%
- Taxi	31.7%	27.0%	31.5%	27.8%	27.3%
- Car rental	64.6%	71.5%	67.9%	68.2%	64.5%
- Public transport	16.7%	12.6%	11.8%	12.8%	14.2%
Food and drink:					
- Food purchases at supermarkets	73.9%	66.9%	67.6%	72.3%	65.5%
- Restaurants	77.2%	75.1%	76.4%	82.0%	72.3%
Leisure:					
- Organized excursions	28.8%	26.9%	33.6%	30.7%	34.2%
- Sport activities	5.7%	6.1%	5.4%	7.8%	5.5%
- Cultural activities	4.1%	2.0%	2.6%	3.1%	3.4%
- Museums	15.1%	8.7%	11.1%	13.8%	15.7%
- Theme Parks	2.0%	2.0%	1.4%	1.6%	1.2%
- Discos and pubs	2.9%	2.4%	1.8%	1.0%	1.7%
- Wellness	2.3%	3.5%	3.0%	2.2%	2.2%
Purchases of goods:					
- Souvenirs	54.0%	42.0%	40.4%	38.9%	43.0%
- Other expenses	1.1%	0.8%	0.8%	0.7%	0.5%
Other:					
- Medical or pharmaceutical expenses	7.8%	8.8%	8.5%	7.6%	6.8%
- Other expenses	8.4%	6.5%	7.7%	9.7%	6.3%

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

Expenditure per tourist and trip (€)	2019	2022	2023	2024	2025
Accommodation:					
- Accommodation	545	533	596	674	705
- Additional accommodation expenses	458	473	532	566	572
- Additional accommodation expenses	87	59	64	107	133
Transport:					
- National/International Transport	644	691	817	803	897
- National/International Transport	350	329	396	401	472
- Flights between islands	73	102	128	112	134
- Taxi	82	99	127	115	100
- Car rental	121	136	145	148	146
- Public transport	18	25	21	27	46
Food and drink:					
- Food purchases at supermarkets	218	208	213	214	247
- Food purchases at supermarkets	89	69	84	82	96
- Restaurants	129	138	129	132	151
Leisure:					
- Organized excursions	315	333	400	362	400
- Organized excursions	84	70	99	90	86
- Sport activities	76	85	105	64	106
- Cultural activities	28	44	55	24	36
- Museums	16	17	19	19	23
- Theme Parks	19	22	32	26	39
- Discos and pubs	41	48	31	76	56
- Wellness	49	46	58	63	52
Purchases of goods:					
- Souvenirs	309	285	138	156	457
- Souvenirs	57	49	58	56	54
- Other expenses	252	235	79	100	404
Other:					
- Medical or pharmaceutical expenses	93	107	97	89	228
- Medical or pharmaceutical expenses	24	19	18	18	16
- Other expenses	69	87	79	71	212

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.

What is the main purpose of their trip?

	2019	2022	2023	2024	2025
Holiday, leisure	92.1%	87.3%	90.4%	90.8%	87.1%
Visiting family or friends	6.5%	7.4%	4.3%	6.2%	6.2%
Business and work	0.7%	4.0%	2.9%	2.7%	3.4%
Education and training	0.2%	0.2%	0.7%	0.1%	0.3%
Sports training	0.1%	0.3%	0.4%	0.0%	1.4%
Health or medical care	0.1%	0.0%	0.0%	0.0%	0.0%
Fairs and congresses	0.0%	0.0%	0.9%	0.0%	0.8%
Others	0.3%	0.7%	0.4%	0.2%	0.8%

What is the main motivation for their holidays?

	2019	2022	2023	2024	2025
Rest	30.2%	24.7%	26.2%	27.3%	19.1%
Enjoy family time	8.9%	10.5%	8.5%	7.8%	8.6%
Have fun	3.1%	6.2%	7.1%	5.4%	5.8%
Explore the destination	51.6%	54.3%	52.2%	54.2%	59.5%
Practice their hobbies	3.4%	2.8%	3.1%	3.3%	4.7%
Other reasons	2.9%	1.5%	3.0%	2.1%	2.3%

Where did they spend their main holiday last year? *

	2019	2022	2023	2024	2025
Didn't have holidays	--	19.7%	9.6%	10.9%	6.3%
Canary Islands	--	18.0%	22.6%	22.6%	25.2%
Other destination	--	62.3%	67.7%	66.4%	68.5%
- Balearic Islands	--	5.8%	4.4%	4.0%	2.8%
- Rest of Spain	--	21.4%	14.6%	13.8%	14.2%
- Italy	--	5.8%	7.9%	10.1%	7.4%
- France	--	5.5%	6.3%	5.7%	5.8%
- Turkey	--	0.9%	1.5%	1.1%	1.1%
- Greece	--	3.3%	7.9%	4.3%	5.6%
- Portugal	--	3.7%	6.3%	6.6%	6.2%
- Croatia	--	1.2%	1.8%	1.6%	1.5%
- Egypt	--	0.5%	1.8%	0.5%	1.3%
- Tunisia	--	0.5%	0.2%	0.2%	0.3%
- Morocco	--	0.4%	0.2%	1.7%	1.1%
- Others	--	13.4%	14.9%	16.9%	21.2%

* Percentage of valid answers

What other destinations did they consider for this trip? *

	2019	2022	2023	2024	2025
None (I was clear about "this Canary Island")	--	31.1%	32.9%	31.2%	31.1%
Canary Islands (other island)	--	24.4%	25.8%	29.0%	26.7%
Other destination	--	44.5%	41.3%	39.8%	42.2%
- Balearic Islands	--	6.2%	4.7%	5.0%	4.3%
- Rest of Spain	--	8.6%	6.3%	6.5%	7.9%
- Italy	--	3.9%	5.7%	5.6%	5.6%
- France	--	2.1%	1.8%	1.6%	1.7%
- Turkey	--	1.9%	2.1%	1.5%	1.4%
- Greece	--	7.0%	7.0%	6.6%	5.4%
- Portugal	--	7.0%	6.5%	7.6%	8.8%
- Croatia	--	2.5%	1.7%	1.7%	1.6%
- Egypt	--	2.2%	2.2%	1.3%	2.1%
- Others	--	3.2%	3.3%	2.5%	3.5%

* Percentage of valid answers

Importance of each factor in the destination choice

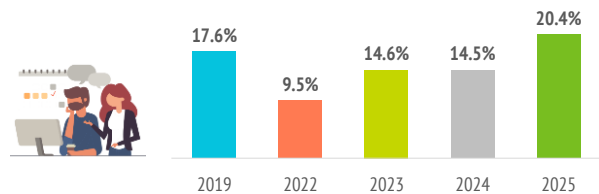
	2019	2022	2023	2024	2025
Landscapes	67.7%	66.0%	67.4%	67.8%	70.1%
Climate	68.0%	59.9%	63.2%	63.3%	62.2%
Tranquility	53.9%	54.6%	51.2%	52.5%	51.8%
Environment	49.3%	48.6%	52.6%	49.4%	50.6%
Safety	42.0%	42.7%	42.8%	46.3%	46.8%
Sea	39.4%	34.8%	38.7%	39.6%	37.2%
Hiking trail network	39.1%	37.2%	38.2%	38.0%	37.0%
European belonging	29.1%	31.4%	31.4%	33.6%	33.2%
Authenticity	30.1%	36.6%	35.3%	35.8%	33.2%
Effortless trip	26.0%	27.1%	27.5%	28.9%	26.5%
Accommodation supply	26.5%	27.1%	25.4%	28.8%	26.4%
Price	23.0%	27.4%	24.5%	26.0%	23.8%
Gastronomy	19.5%	24.5%	26.8%	22.5%	23.3%
Beaches	14.6%	17.4%	22.1%	20.5%	15.4%
Exoticism	10.8%	15.8%	18.1%	15.9%	11.1%
Fun possibilities	11.1%	12.3%	16.5%	11.1%	10.0%
Historical heritage	8.1%	10.0%	13.8%	10.6%	9.3%
Culture	5.5%	7.3%	11.0%	7.5%	6.7%
Shopping	3.5%	3.1%	7.0%	5.5%	3.7%
Nightlife	1.3%	1.2%	4.7%	2.7%	1.9%

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.

How far in advance do they book their trip?

	2019	2022	2023	2024	2025
The same day	0.6%	1.4%	0.2%	0.8%	0.7%
Between 1 and 30 days	24.3%	33.0%	18.3%	17.0%	19.2%
Between 1 and 2 months	21.1%	30.2%	28.4%	30.9%	20.1%
Between 3 and 6 months	36.4%	25.8%	38.6%	36.8%	39.5%
More than 6 months	17.6%	9.5%	14.6%	14.5%	20.4%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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

	2019	2022	2023	2024	2025
Previous visits to the Canary Islands	52.8%	40.5%	44.9%	41.0%	48.2%
Friends or relatives	26.3%	27.7%	23.6%	27.6%	28.7%
Internet or social media	65.3%	62.8%	55.0%	57.3%	57.4%
Mass Media	4.4%	4.3%	3.9%	4.2%	3.8%
Travel guides and magazines	25.7%	13.5%	19.9%	18.8%	17.4%
Travel Blogs or Forums	10.6%	14.3%	7.8%	9.6%	10.7%
Travel TV Channels	2.1%	3.4%	1.0%	1.5%	1.4%
Tour Operator or Travel Agency	22.1%	17.3%	20.6%	21.4%	19.0%
Public administrations or similar	1.0%	3.8%	2.4%	1.3%	1.1%
Others	1.3%	3.0%	4.9%	2.1%	4.5%

* Multi-choice question

Tourist profile. Historical data (2019 - 2025)

LA PALMA



With whom did they book their flight and accommodation?

	2019	2022	2023	2024	2025
Flight					
- Directly with the airline	44.0%	53.0%	48.3%	45.6%	48.9%
- Tour Operator or Travel Agency	56.0%	47.0%	51.7%	54.4%	51.1%
Accommodation					
- Directly with the accommodation	34.4%	40.5%	38.8%	39.2%	38.9%
- Tour Operator or Travel Agency	65.6%	59.5%	61.2%	60.8%	61.1%

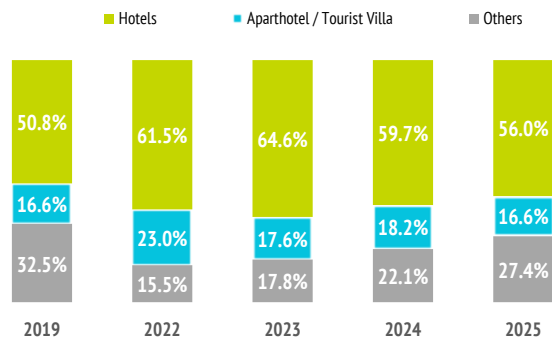
Where are they from?

	2019	2022	2023	2024	2025
Germany	39.5%	27.1%	31.1%	43.0%	42.0%
Spanish Mainland	20.1%	42.6%	34.0%	24.2%	27.0%
United Kingdom	10.1%	8.1%	7.9%	6.8%	7.8%
Netherlands	8.5%	5.6%	5.4%	7.8%	5.4%
Denmark	3.0%	1.4%	3.9%	3.5%	3.2%
Others	1.0%	0.5%	0.4%	1.2%	2.4%
Poland	2.4%	0.7%	2.2%	1.2%	2.3%
France	3.3%	2.8%	2.4%	2.9%	1.8%
Belgium	2.6%	2.5%	2.2%	1.8%	1.3%
Switzerland	3.6%	3.2%	1.9%	1.6%	1.3%
Others	5.9%	5.6%	8.5%	5.8%	5.6%

Where do they stay?

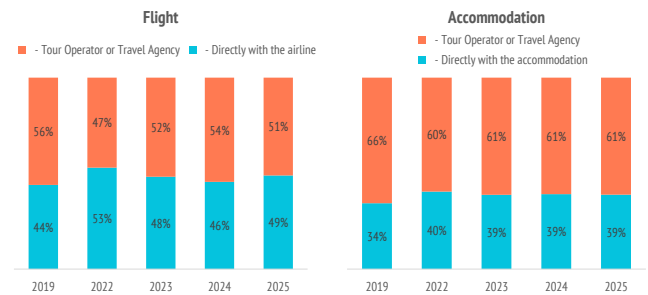
	2019	2022	2023	2024	2025
1-2-3* Hotel	10.7%	3.1%	6.3%	5.7%	6.1%
4* Hotel	40.1%	58.5%	58.3%	54.0%	49.9%
5* Hotel / 5* Luxury Hotel	0.0%	0.0%	0.0%	0.0%	0.0%
Aparthotel / Tourist Villa	16.6%	23.0%	17.6%	18.2%	16.6%
House/room rented in a private dwelling	11.2%	4.3%	8.1%	12.5%	16.4%
Private accommodation (1)	8.8%	5.9%	4.8%	4.4%	5.9%
Others (Cottage, cruise, camping,...)	12.5%	5.3%	4.9%	5.2%	5.1%

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



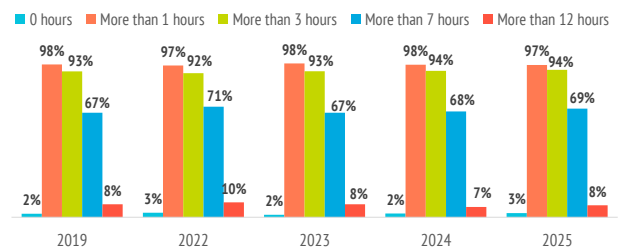
What do they book?

	2019	2022	2023	2024	2025
Room only	40.7%	29.6%	25.3%	29.1%	36.9%
Bed and Breakfast	12.5%	19.7%	17.9%	17.1%	16.5%
Half board	25.7%	31.6%	30.9%	31.1%	27.6%
Full board	0.6%	1.6%	3.6%	3.6%	0.6%
All inclusive	20.5%	17.5%	22.2%	19.1%	18.5%



Activities in the Canary Islands

Outdoor time per day	2019	2022	2023	2024	2025
0 hours	2.3%	2.9%	1.6%	2.4%	2.6%
1 - 2 hours	4.4%	4.9%	5.0%	3.9%	3.1%
3 - 6 hours	26.5%	21.4%	26.5%	26.0%	24.8%
7 - 12 hours	58.6%	61.2%	58.6%	61.1%	61.9%
More than 12 hours	8.3%	9.5%	8.3%	6.5%	7.6%
Outdoor time per day	8.1	8.4	8.2	8.0	8.2



Activities in the Canary Islands	2019	2022	2023	2024	2025
Walk, wander	80.3%	76.5%	79.7%	80.5%	78.9%
Explore the island on their own	76.2%	73.8%	75.1%	71.8%	74.5%
Beach	60.1%	60.6%	65.1%	59.7%	58.8%
Hiking	--	50.0%	51.6%	55.7%	57.6%
Taste Canarian gastronomy	41.1%	41.1%	42.2%	43.5%	44.8%
Swimming pool, hotel facilities	39.3%	43.6%	47.2%	41.9%	37.1%
Museums / exhibitions	22.6%	18.6%	22.8%	23.2%	27.6%
Organized excursions	16.9%	19.7%	26.4%	24.9%	25.0%
Other Nature Activities	--	17.6%	16.4%	18.5%	18.9%
Wineries / markets / popular festivals	18.8%	18.5%	19.7%	18.8%	18.3%
Astronomical observation	16.2%	16.7%	15.7%	16.2%	17.3%
Sea excursions / whale watching	15.1%	9.8%	15.2%	8.8%	11.9%
Running	--	5.2%	6.5%	6.1%	6.8%
Swim	--	4.7%	3.9%	4.0%	4.0%
Nightlife / concerts / shows	5.0%	3.1%	6.6%	3.8%	3.5%
Practice other sports	--	3.0%	2.0%	2.4%	3.0%
Beauty and health treatments	3.0%	3.4%	3.7%	1.8%	2.6%
Scuba Diving	--	4.0%	2.4%	3.7%	2.5%
Cycling / Mountain bike	--	2.7%	1.8%	2.0%	2.4%
Theme parks	1.8%	1.9%	1.5%	3.3%	2.2%
Surf	--	0.4%	0.4%	0.6%	0.3%
Windsurf / Kitesurf	--	0.1%	0.0%	0.1%	0.1%
Golf	--	0.1%	0.0%	0.3%	0.1%

* Multi-choice question

Tourist profile. Historical data (2019 - 2025)

LA PALMA



What places do they visit?

	2019	2022	2023	2024	2025
Santa Cruz de La Palma	74.1%	76.6%	78.3%	77.9%	74.3%
Los Llanos de Aridane	63.1%	59.5%	60.1%	59.0%	61.4%
Tazacorte Harbour	64.5%	59.3%	63.0%	59.6%	60.1%
Caldera de Taburiente National Pa	62.3%	54.3%	53.6%	53.1%	57.2%
Nuevo Volcán en Cumbre Vieja	0.0%	53.7%	54.5%	53.0%	51.9%
Ruta de los Volcanes	55.9%	45.8%	51.7%	51.6%	50.4%
Roque de Los Muchachos Observa	47.9%	48.1%	48.0%	47.4%	47.6%
Los Tilos Forest	41.9%	48.5%	46.6%	20.5%	32.9%

¿Cuántos son fieles al destino?

	2019	2022	2023	2024	2025
La Palma: Repeat tourists	68.9%	63.4%	63.0%	62.4%	68.2%
La Palma: At least 10 previous visits	5.7%	5.1%	4.0%	2.9%	5.7%
Canary Islands: Repeat tourists	79.4%	73.7%	77.4%	73.2%	79.9%
Canary Islands: At least 10 previous visits	0.0%	0.0%	0.0%	0.0%	0.0%

Who are they?

	2019	2022	2023	2024	2025
Gender					
Men	52.2%	40.7%	42.9%	48.0%	57.6%
Women	47.8%	59.3%	57.1%	52.0%	42.4%
Age					
Average age	50.94	45.86	47.92	49.14	49.61
Standard deviation	14.1	13.7	15.3	14.9	16.3
Age range					
16 - 24 years old	3.7%	4.4%	7.9%	5.0%	6.4%
25 - 30 years old	6.7%	12.7%	8.0%	9.4%	8.9%
31 - 45 years old	22.5%	33.8%	27.6%	25.7%	26.7%
46 - 60 years old	40.2%	33.1%	31.1%	33.6%	26.0%
Over 60 years old	26.9%	16.1%	25.3%	26.3%	32.0%
Occupation					
Salaried worker	54.9%	66.0%	59.9%	58.4%	54.1%
Self-employed	10.2%	8.4%	8.0%	11.8%	8.6%
Unemployed	1.3%	2.8%	1.0%	0.9%	0.5%
Business owner	9.6%	7.0%	9.1%	5.8%	8.1%
Student	3.3%	2.6%	2.8%	2.9%	3.5%
Retired	20.0%	11.6%	18.1%	19.4%	24.0%
Unpaid domestic work	0.3%	0.7%	0.0%	0.2%	0.1%
Others	0.4%	0.9%	1.0%	0.5%	1.0%
Annual household income level					
Less than €25,000	12.4%	15.8%	10.7%	9.5%	8.3%
€25,000 - €49,999	36.3%	35.8%	38.0%	36.8%	32.8%
€50,000 - €74,999	25.8%	24.1%	24.2%	26.8%	31.0%
More than €74,999	25.5%	24.3%	27.2%	26.9%	27.8%
Education level					
No studies	1.1%	0.5%	1.2%	0.9%	1.0%
Primary education	3.2%	1.7%	2.4%	1.3%	1.9%
Secondary education	19.7%	19.5%	18.4%	16.9%	17.1%
Higher education	76.1%	78.2%	78.0%	80.9%	80.0%

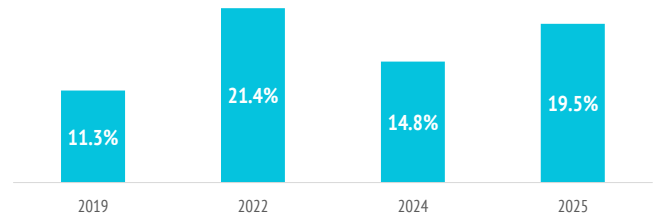
Source: Tourist Expenditure Survey (EGT, ISTAC).

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

How many islands do they visit during their trip?

	2019	2022	2023	2024	2025
One island	88.7%	78.6%	80.6%	85.2%	80.5%
Two islands	8.2%	18.0%	16.2%	11.8%	16.1%
Three or more islands	3.1%	3.4%	3.2%	3.0%	3.3%

% TOURISTS VISITING MORE THAN ONE ISLAND



How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019	2022	2023	2024	2025
Average rating	8.86	9.08	9.01	8.92	8.86

Experience in the Canary Islands	2019	2022	2023	2024	2025
Worse or much worse than expected	2.0%	1.7%	2.1%	2.2%	1.5%
Lived up to expectations	50.6%	50.3%	48.6%	48.4%	49.2%
Better or much better than expected	47.4%	47.9%	49.3%	49.4%	49.2%

Future intentions (scale 0-10)	2019	2022	2023	2024	2025
Return to the Canary Islands	8.87	9.15	9.06	8.82	9.04
Recommend visiting the Canary Islands	9.19	9.37	9.37	9.16	9.22

Who do they come with?

	2019	2022	2023	2024	2025
Unaccompanied	10.6%	9.9%	6.8%	9.1%	9.9%
Only with partner	57.7%	51.1%	54.7%	55.5%	57.0%
Only with children (< 13 years old)	3.0%	4.7%	3.1%	2.8%	3.3%
Partner + children (< 13 years old)	5.4%	6.4%	5.7%	4.2%	4.6%
Other relatives	5.2%	5.8%	8.9%	6.0%	5.6%
Friends	5.6%	6.7%	5.5%	5.7%	7.3%
Work colleagues	0.3%	1.3%	2.4%	1.8%	1.4%
Organized trip	0.3%	0.3%	0.6%	0.6%	0.6%
Other combinations (2)	11.8%	13.8%	12.3%	14.4%	10.4%

(2) Combination of some of the groups previously analyzed

Tourists with children	11.2%	14.2%	11.9%	10.7%	9.8%
- Between 0 and 2 years old	0.7%	0.4%	0.6%	1.1%	0.5%
- Between 3 and 12 years old	10.0%	13.5%	10.5%	8.4%	8.6%
- Between 0 -2 and 3-12 years old	0.5%	0.3%	0.8%	1.3%	0.8%
Tourists without children	88.8%	85.8%	88.1%	89.3%	90.2%
Group composition:					
- 1 person	13.6%	11.0%	9.0%	11.2%	12.7%
- 2 people	63.4%	58.9%	63.5%	62.8%	64.8%
- 3 people	10.8%	13.1%	11.0%	10.7%	8.4%
- 4 or 5 people	10.6%	14.7%	14.1%	13.5%	11.5%
- 6 or more people	1.6%	2.3%	2.3%	1.8%	2.5%
Average group size:	2.29	2.47	2.45	2.39	2.33

*People who share the main expenses of the trip