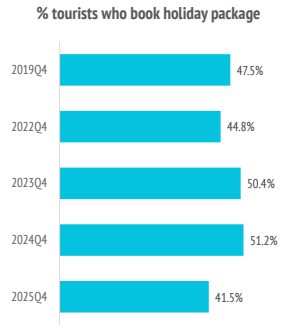
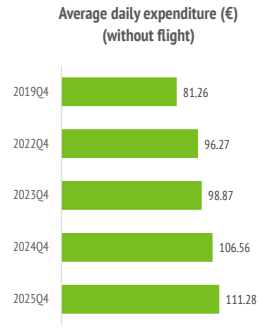
Tourist profile. Historical data (2019 - 2025)
LA PALMA: Fourth Quarter

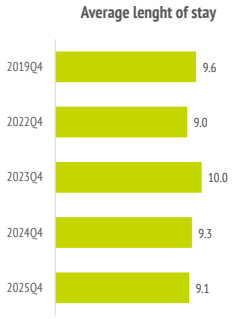
How many are they and how much do they spend?

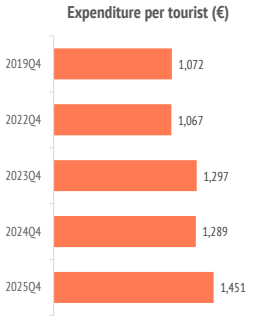
	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**67**	**41**	**47**	**48**	**59**
Tourist arrivals ≥ 16 years old (EGT) (*)	**64**	**39**	**44**	**46**	**58**
- % tourists who book holiday package	47.5%	44.8%	50.4%	51.2%	41.5%
Children < 16 years old (FRONTUR - EGT) (*)	4	2	3	2	2
Expenditure per tourist (€) (group spend / group size)	**1,041**	**972**	**1,162**	**1,254**	**1,334**
Expenditure per tourist (€) (group spend / +16)	**1,072**	**1,067**	**1,297**	**1,289**	**1,451**
- book holiday package	1,194	1,277	1,395	1,365	1,625
- holiday package	959	1,055	1,139	1,120	1,275
- others	235	222	255	245	350
- do not book holiday package	962	896	1,198	1,208	1,327
- flight	314	231	350	337	467
- accommodation	300	338	404	434	425
- others	348	327	444	437	435
Average lenght of stay	**9.6**	**9.0**	**10.0**	**9.3**	**9.1**
- Median	7.0	7.0	8.1	7.0	7.0
Average daily expenditure (€)	**120.86**	**135.08**	**146.32**	**152.25**	**171.80**
- Median	115.55	125.97	124.98	144.47	145.20
Average daily expenditure (without flight)	**81.26**	**96.27**	**98.87**	**106.56**	**111.28**
- Median	79.23	88.24	86.64	101.87	100.00
Average cost of the flight (€)	**351.22**	**297.13**	**404.94**	**373.97**	**496.69**
Total turnover (€m)	**68**	**41**	**57**	**60**	**83**
Turnover without flight (€m)	**46**	**30**	**39**	**42**	**55**

(*) Thousands of tourists









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

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Accommodation:					
- Accommodation	90.4%	87.9%	90.5%	92.6%	89.5%
- Additional accommodation expenses	7.7%	7.6%	3.8%	7.3%	10.0%
Transport:					
- National/International Transport	97.9%	97.9%	96.6%	96.6%	96.5%
- Flights between islands	7.6%	7.6%	7.6%	8.9%	6.1%
- Taxi	37.1%	37.7%	30.6%	28.7%	23.5%
- Car rental	64.0%	67.1%	61.7%	64.4%	67.4%
- Public transport	17.4%	12.1%	15.7%	15.3%	17.3%
Food and drink:					
- Food purchases at supermarkets	72.5%	69.1%	63.9%	74.5%	75.4%
- Restaurants	74.4%	69.6%	77.0%	76.9%	75.1%
Leisure:					
- Organized excursions	26.0%	36.2%	38.5%	31.5%	36.4%
- Sport activities	5.6%	6.4%	4.5%	6.5%	5.7%
- Cultural activities	3.7%	1.6%	2.6%	3.1%	4.3%
- Museums	16.1%	7.5%	9.0%	15.1%	17.0%
- Theme Parks	0.6%	1.2%	0.8%	2.4%	1.1%
- Discos and pubs	4.2%	1.1%	1.9%	1.7%	1.6%
- Wellness	2.8%	1.4%	3.4%	2.7%	1.7%
Purchases of goods:					
- Souvenirs	51.6%	37.8%	43.8%	38.7%	49.1%
- Other expenses	0.8%	0.3%	0.6%	1.1%	0.5%
Other:					
- Medical or pharmaceutical expenses	8.0%	7.8%	9.3%	6.5%	6.3%
- Other expenses	8.3%	9.3%	4.5%	12.8%	7.4%

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

Expenditure per tourist and trip (€)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Accommodation:	**530**	**601**	**605**	**668**	**703**
- Accommodation	432	510	549	557	581
- Additional accommodation expenses	99	91	56	110	122
Transport:	**631**	**632**	**797**	**857**	**872**
- National/International Transport	359	303	419	387	515
- Flights between islands	75	96	123	139	75
- Taxi	66	83	94	144	91
- Car rental	117	127	136	148	142
- Public transport	14	23	24	39	50
Food and drink:	**208**	**189**	**254**	**209**	**241**
- Food purchases at supermarkets	81	59	96	75	92
- Restaurants	127	130	158	134	149
Leisure:	**255**	**321**	**341**	**408**	**458**
- Organized excursions	66	65	107	86	89
- Sport activities	80	88	87	72	177
- Cultural activities	22	46	24	22	45
- Museums	11	14	17	26	28
- Theme Parks	9	14	23	27	60
- Discos and pubs	24	44	29	108	28
- Wellness	42	49	54	68	32
Purchases of goods:	**187**	**82**	**208**	**159**	**80**
- Souvenirs	53	48	65	44	57
- Other expenses	134	34	143	115	23
Other:	**81**	**70**	**93**	**140**	**416**
- Medical or pharmaceutical expenses	22	9	21	11	14
- Other expenses	59	61	72	129	402

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.

Tourist profile. Historical data (2019 - 2025)
LA PALMA: Fourth Quarter

What is the main purpose of their trip?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Holiday, leisure	92.0%	90.2%	90.9%	90.2%	91.3%
Visiting family or friends	7.3%	7.1%	4.9%	6.5%	6.0%
Business and work	0.3%	1.7%	2.2%	3.2%	1.4%
Education and training	0.0%	0.2%	1.5%	0.0%	0.0%
Sports training	0.3%	0.5%	0.0%	0.0%	0.2%
Health or medical care	0.0%	0.0%	0.0%	0.0%	0.0%
Fairs and congresses	0.0%	0.0%	0.3%	0.0%	1.1%
Others	0.2%	0.3%	0.2%	0.0%	0.0%

What is the main motivation for their holidays?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Rest	31.2%	24.3%	27.6%	35.4%	14.9%
Enjoy family time	9.9%	9.6%	8.1%	5.7%	7.7%
Have fun	0.5%	7.8%	3.1%	3.4%	7.6%
Explore the destination	49.9%	52.6%	52.8%	48.6%	60.3%
Practice their hobbies	6.2%	4.6%	2.1%	5.0%	8.8%
Other reasons	2.3%	1.1%	6.2%	1.9%	0.7%

Where did they spend their main holiday last year? *

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Didn't have holidays	--	19.7%	12.3%	10.6%	4.4%
Canary Islands	--	16.1%	23.9%	22.5%	30.1%
Other destination	--	64.2%	63.7%	67.0%	65.6%
- Balearic Islands	--	4.8%	3.0%	3.1%	2.1%
- Rest of Spain	--	14.4%	14.6%	12.3%	13.0%
- Italy	--	11.1%	6.9%	8.1%	7.6%
- France	--	4.0%	4.2%	8.0%	5.0%
- Turkey	--	2.0%	1.6%	1.7%	1.1%
- Greece	--	3.8%	9.7%	4.9%	3.3%
- Portugal	--	2.9%	3.6%	6.7%	7.0%
- Croatia	--	1.7%	1.1%	0.7%	0.1%
- Egypt	--	0.6%	2.0%	0.3%	1.9%
- Tunisia	--	1.7%	0.1%	0.0%	0.3%
- Morocco	--	0.7%	0.3%	0.5%	1.3%
- Others	--	16.4%	16.7%	20.7%	23.0%

** Percentage of valid answers*

What other destinations did they consider for this trip? *

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
None (I was clear about "this Canary Island")	--	32.6%	33.3%	34.6%	29.2%
Canary Islands (other island)	--	23.7%	28.1%	28.6%	29.8%
Other destination	--	43.6%	38.6%	36.8%	41.0%
- Balearic Islands	--	4.8%	4.1%	3.5%	2.5%
- Rest of Spain	--	7.2%	5.8%	5.9%	7.4%
- Italy	--	2.7%	6.0%	4.1%	4.9%
- France	--	1.3%	1.4%	1.7%	0.8%
- Turkey	--	2.0%	2.2%	1.3%	1.2%
- Greece	--	8.5%	6.1%	6.5%	5.0%
- Portugal	--	5.5%	6.3%	9.5%	8.8%
- Croatia	--	2.9%	0.9%	0.6%	1.9%
- Egypt	--	4.7%	2.0%	1.0%	3.2%
- Others	--	3.9%	3.8%	2.6%	5.3%

** Percentage of valid answers*

Importance of each factor in the destination choice

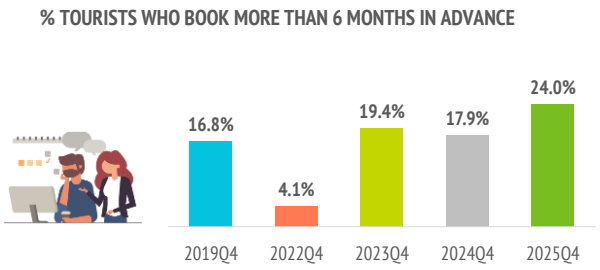
	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Climate	70.2%	65.0%	66.5%	67.5%	74.1%
Landscapes	64.4%	66.8%	65.9%	70.0%	71.1%
Tranquility	49.3%	52.3%	50.2%	52.6%	56.1%
Environment	42.0%	43.1%	53.0%	48.8%	52.4%
Safety	35.7%	43.6%	39.7%	53.4%	48.6%
Sea	36.6%	34.1%	44.1%	44.9%	40.8%
Hiking trail network	33.6%	42.8%	35.6%	37.2%	37.7%
European belonging	26.0%	27.8%	31.4%	38.5%	37.7%
Authenticity	26.6%	38.4%	33.5%	34.6%	35.8%
Effortless trip	23.1%	28.8%	28.3%	39.1%	33.5%
Accommodation supply	27.9%	33.6%	25.5%	28.8%	26.7%
Gastronomy	16.2%	27.5%	28.7%	25.4%	23.1%
Price	19.9%	26.1%	22.8%	28.9%	21.6%
Beaches	12.0%	20.2%	26.9%	30.5%	15.0%
Fun possibilities	8.0%	11.5%	14.3%	7.9%	11.8%
Exoticism	7.7%	12.7%	16.9%	13.0%	11.2%
Historical heritage	7.0%	8.8%	14.1%	13.5%	8.4%
Culture	4.0%	5.2%	13.1%	8.7%	5.5%
Shopping	3.0%	1.8%	9.6%	8.1%	4.4%
Nightlife	0.0%	0.8%	4.8%	4.5%	0.6%

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?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
The same day	1.0%	0.3%	0.1%	0.0%	0.9%
Between 1 and 30 days	25.5%	26.8%	14.7%	14.6%	16.0%
Between 1 and 2 months	24.1%	34.5%	28.5%	26.5%	23.8%
Between 3 and 6 months	32.6%	34.4%	37.2%	40.9%	35.2%
More than 6 months	16.8%	4.1%	19.4%	17.9%	24.0%



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

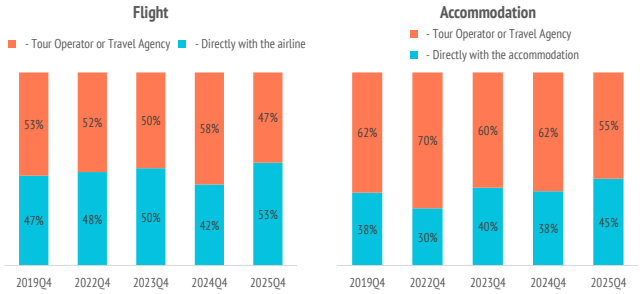
	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Previous visits to the Canary Islands	53.3%	38.1%	43.1%	42.2%	56.0%
Friends or relatives	25.5%	25.7%	19.7%	33.0%	26.9%
Internet or social media	70.7%	70.7%	56.9%	50.7%	64.5%
Mass Media	5.5%	3.7%	6.7%	2.3%	6.6%
Travel guides and magazines	26.3%	14.1%	19.2%	23.4%	20.3%
Travel Blogs or Forums	10.7%	8.2%	4.7%	8.8%	13.0%
Travel TV Channels	1.9%	6.2%	0.8%	0.5%	2.2%
Tour Operator or Travel Agency	21.7%	16.7%	14.4%	25.3%	16.6%
Public administrations or similar	0.3%	0.9%	4.4%	2.1%	2.0%
Others	0.9%	4.5%	5.2%	2.7%	4.2%

** Multi-choise question*

Tourist profile. Historical data (2019 - 2025)
LA PALMA: Fourth Quarter

With whom did they book their flight and accommodation?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Flight					
- Directly with the airline	46.5%	48.4%	50.4%	41.9%	53.3%
- Tour Operator or Travel Agency	53.5%	51.6%	49.6%	58.1%	46.7%
Accommodation					
- Directly with the accommodation	37.7%	29.6%	40.3%	38.4%	44.9%
- Tour Operator or Travel Agency	62.3%	70.4%	59.7%	61.6%	55.1%



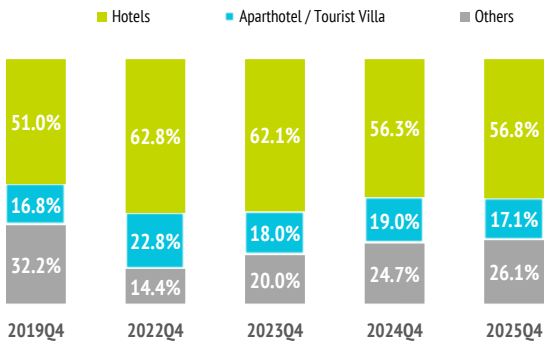
Where are they from?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Germany	42.6%	40.1%	42.7%	52.3%	50.4%
Spanish Mainland	14.2%	31.7%	26.9%	18.1%	21.7%
United Kingdom	10.8%	5.2%	7.0%	6.1%	6.6%
Netherlands	8.6%	4.6%	4.9%	6.6%	5.3%
Denmark	6.4%	3.8%	3.8%	3.2%	2.6%
Others	0.0%	0.6%	0.1%	2.6%	2.6%
Belgium	2.1%	2.3%	1.1%	1.6%	2.1%
USA	0.2%	0.8%	1.4%	0.6%	1.9%
Poland	0.2%	1.9%	0.7%	0.2%	1.6%
France	1.2%	3.0%	1.5%	2.8%	1.5%
Others	13.7%	5.9%	9.8%	5.9%	3.8%

Where do they stay?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
1-2-3* Hotel	9.2%	6.4%	7.3%	6.1%	7.3%
4* Hotel	41.9%	56.3%	54.8%	50.2%	49.5%
5* Hotel / 5* Luxury Hotel	0.0%	0.0%	0.0%	0.0%	0.0%
Aparthotel / Tourist Villa	16.8%	22.8%	18.0%	19.0%	17.1%
House/room rented in a private dwelling	11.9%	4.4%	10.4%	16.1%	16.3%
Private accommodation (1)	7.9%	5.5%	5.1%	3.5%	5.4%
Others (Cottage, cruise, camping,..)	12.5%	4.5%	4.5%	5.1%	4.4%

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

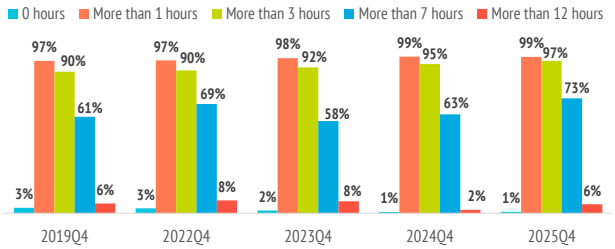


What do they book?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Room only	38.6%	31.0%	25.3%	32.6%	39.0%
Bed and Breakfast	16.3%	16.6%	15.3%	19.8%	16.9%
Half board	25.0%	30.9%	26.7%	28.9%	27.0%
Full board	0.0%	4.0%	6.7%	3.9%	0.5%
All inclusive	20.1%	17.5%	26.1%	14.9%	16.6%

Activities in the Canary Islands

Outdoor time per day	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
0 hours	3.4%	3.1%	1.7%	0.7%	0.9%
1 - 2 hours	6.9%	6.4%	5.8%	4.7%	2.5%
3 - 6 hours	28.5%	21.2%	34.0%	31.9%	23.7%
7 - 12 hours	54.9%	61.1%	50.9%	60.5%	67.1%
More than 12 hours	6.2%	8.1%	7.6%	2.2%	5.7%
Outdoor time per day	7.7	8.2	7.8	7.5	8.3



Activities in the Canary Islands	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Walk, wander	80.3%	81.1%	80.1%	81.4%	86.1%
Explore the island on their own	76.2%	71.8%	74.2%	68.9%	81.5%
Beach	58.0%	60.4%	70.7%	64.8%	65.5%
Hiking	--	50.5%	50.1%	54.3%	63.0%
Taste Canarian gastronomy	41.0%	38.3%	51.8%	40.5%	49.7%
Swimming pool, hotel facilities	35.5%	40.7%	49.9%	36.3%	35.9%
Museums / exhibitions	23.4%	19.5%	22.1%	24.5%	32.9%
Organized excursions	12.7%	21.9%	29.8%	21.5%	28.3%
Other Nature Activities	--	11.1%	19.1%	19.6%	20.3%
Wineries / markets / popular festivals	20.7%	17.1%	20.1%	18.6%	19.9%
Astronomical observation	15.4%	14.9%	17.8%	21.9%	19.0%
Sea excursions / whale watching	10.1%	9.3%	12.9%	6.0%	13.0%
Practice other sports	--	4.4%	1.7%	1.2%	4.8%
Running	--	4.6%	8.4%	6.4%	4.4%
Nightlife / concerts / shows	4.3%	2.3%	8.7%	2.9%	4.2%
Cycling / Mountain bike	--	4.9%	2.0%	1.5%	3.9%
Swim	--	3.2%	4.6%	1.0%	3.9%
Beauty and health treatments	4.5%	0.9%	5.0%	0.6%	3.6%
Scuba Diving	--	3.5%	3.8%	2.7%	3.5%
Theme parks	1.5%	1.9%	1.1%	3.7%	1.7%
Surf	--	0.2%	0.4%	1.2%	0.8%
Windsurf / Kitesurf	--	--	0.0%	0.0%	0.4%
Golf	--	0.2%	--	0.0%	0.2%

** Multi-choise question*

Tourist profile. Historical data (2019 - 2025)
LA PALMA: Fourth Quarter

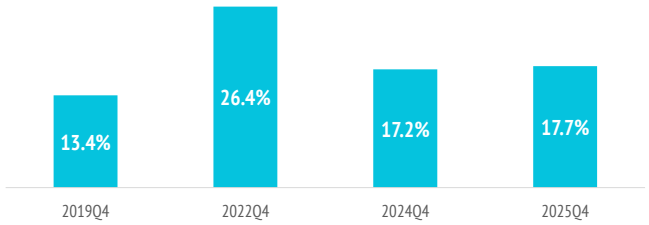
What places do they visit?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Caldera de Taburiente National Pa	70.2%	71.1%	81.7%	74.2%	77.6%
Tazacorte Harbour	57.1%	55.7%	59.6%	56.5%	64.8%
Roque de Los Muchachos Observa	58.8%	55.1%	65.1%	53.8%	64.8%
Santa Cruz de La Palma	57.9%	63.0%	58.9%	51.7%	63.5%
Ruta de los Volcanes	0.0%	52.4%	55.8%	56.9%	56.5%
Nuevo Volcán en Cumbre Vieja	56.2%	45.2%	56.0%	53.2%	53.0%
Los Llanos de Aridane	46.5%	45.4%	53.8%	48.4%	48.1%
Los Tilos Forest	36.4%	48.4%	48.1%	21.2%	41.3%

How many islands do they visit during their trip?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
One island	86.6%	73.6%	78.1%	82.8%	82.3%
Two islands	10.0%	22.0%	19.4%	14.1%	16.5%
Three or more islands	3.5%	4.4%	2.5%	3.2%	1.2%

% TOURISTS VISITING MORE THAN ONE ISLAND



¿Cuántos son fieles al destino?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
La Palma: Repeat tourists	72.4%	54.1%	65.2%	61.3%	72.3%
La Palma: At least 10 previous visits	7.1%	2.3%	4.8%	1.1%	6.9%
Canary Islands: Repeat tourists	83.5%	65.7%	76.4%	69.7%	85.3%
Canary Islands: At least 10 previous visits	24.9%	15.5%	13.9%	14.1%	20.6%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Average rating	8.81	9.00	9.10	8.73	9.03

Experience in the Canary Islands	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Worse or much worse than expected	1.1%	1.3%	1.2%	2.3%	0.7%
Lived up to expectations	51.3%	52.4%	43.8%	47.7%	48.3%
Better or much better than expected	47.6%	46.3%	55.0%	50.0%	50.9%

Future intentions (scale 0-10)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Return to the Canary Islands	8.86	8.95	9.14	8.80	9.27
Recommend visiting the Canary Islands	9.15	9.22	9.48	9.19	9.34

Who are they?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Gender					
Men	55.0%	48.8%	40.9%	53.0%	59.8%
Women	45.0%	51.2%	59.1%	47.0%	40.2%
Age					
Average age	53.20	46.64	47.24	51.64	48.73
Standard deviation	13.6	14.8	15.6	14.9	15.3
Age range					
16 - 24 years old	1.8%	3.3%	11.2%	5.6%	3.2%
25 - 30 years old	5.8%	17.4%	5.7%	7.2%	12.1%
31 - 45 years old	18.9%	28.4%	27.3%	19.4%	27.1%
46 - 60 years old	42.9%	31.6%	31.1%	34.4%	29.7%
Over 60 years old	30.6%	19.3%	24.7%	33.4%	27.9%
Occupation					
Salaried worker	61.8%	67.4%	62.9%	51.0%	61.4%
Self-employed	9.0%	6.7%	7.7%	10.1%	9.6%
Unemployed	1.2%	1.4%	1.1%	0.7%	0.7%
Business owner	8.4%	6.9%	9.4%	9.4%	9.4%
Student	1.6%	1.6%	1.5%	0.8%	2.2%
Retired	17.5%	14.7%	16.9%	27.6%	15.7%
Unpaid domestic work	0.1%	0.0%	0.0%	0.0%	0.3%
Others	0.3%	1.4%	0.6%	0.5%	0.8%
Annual household income level					
Less than €25,000	7.9%	20.3%	9.1%	10.0%	7.3%
€25,000 - €49,999	31.0%	30.0%	37.9%	33.2%	27.2%
€50,000 - €74,999	26.8%	24.9%	22.5%	31.5%	30.9%
More than €74,999	34.3%	24.8%	30.5%	25.2%	34.6%
Education level					
No studies	1.0%	0.3%	0.4%	0.8%	0.9%
Primary education	2.8%	0.6%	3.5%	2.4%	1.1%
Secondary education	17.0%	22.8%	26.1%	18.5%	18.8%
Higher education	79.3%	76.3%	70.0%	78.3%	79.2%

Who do they come with?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Unaccompanied	13.6%	9.5%	9.6%	16.0%	9.8%
Only with partner	64.9%	63.1%	56.3%	53.6%	57.3%
Only with children (< 13 years old)	0.8%	3.7%	0.9%	1.1%	4.7%
Partner + children (< 13 years old)	2.5%	3.1%	6.1%	2.4%	3.9%
Other relatives	5.0%	4.4%	9.0%	2.4%	6.7%
Friends	4.5%	6.9%	6.5%	6.0%	6.4%
Work colleagues	0.2%	0.0%	2.7%	0.4%	0.9%
Organized trip	0.0%	0.0%	0.9%	0.7%	0.0%
Other combinations (2)	8.6%	9.4%	7.8%	17.4%	10.4%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**5.4%**	**10.6%**	**9.6%**	**4.3%**	**10.7%**
- Between 0 and 2 years old	0.7%	0.5%	0.9%	0.9%	0.4%
- Between 3 and 12 years old	4.6%	9.5%	7.8%	2.9%	9.4%
- Between 0 -2 and 3-12 years old	0.2%	0.5%	0.9%	0.5%	0.9%
Tourists without children	**94.6%**	**89.4%**	**90.4%**	**95.7%**	**89.3%**
Group composition:					
- 1 person	16.7%	10.0%	13.4%	18.3%	13.7%
- 2 people	67.7%	68.0%	65.1%	62.0%	64.7%
- 3 people	6.0%	7.4%	7.8%	8.1%	8.1%
- 4 or 5 people	8.2%	12.7%	11.3%	11.1%	10.9%
- 6 or more people	1.5%	1.9%	2.3%	0.5%	2.6%
Average group size:	**2.17**	**2.38**	**2.33**	**2.15**	**2.32**

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

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.