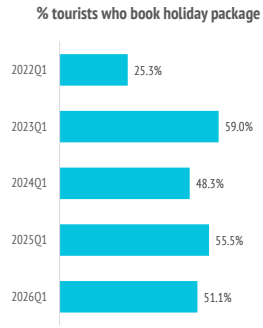
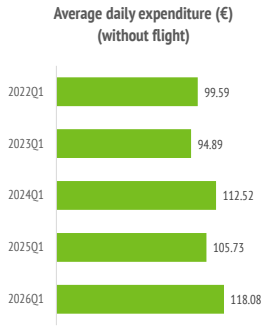
Tourist profile. Historical data (2022 - 2026)
LA PALMA: First Quarter

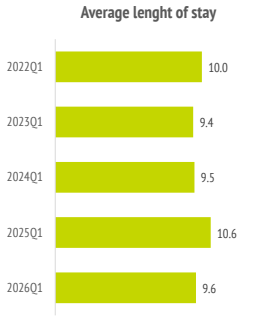
How many are they and how much do they spend?

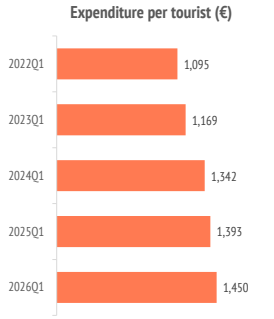
	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**22**	**38**	**54**	**57**	**61**
Tourist arrivals ≥ 16 years old (EGT) (*)	**21**	**35**	**50**	**54**	**58**
- % tourists who book holiday package	25.3%	59.0%	48.3%	55.5%	51.1%
Children < 16 years old (FRONTUR - EGT) (*)	2	3	4	3	3
Expenditure per tourist (€) (group spend / group size)	**1,012**	**1,055**	**1,241**	**1,349**	**1,332**
Expenditure per tourist (€) (group spend / +16)	**1,095**	**1,169**	**1,342**	**1,393**	**1,450**
- book holiday package	1,185	1,273	1,396	1,551	1,533
- holiday package	881	1,085	1,142	1,273	1,259
- others	304	187	254	278	274
- do not book holiday package	1,064	1,020	1,291	1,195	1,363
- flight	272	316	387	353	337
- accommodation	372	333	464	434	553
- others	421	370	440	408	474
Average lenght of stay	**10.0**	**9.4**	**9.5**	**10.6**	**9.6**
- Median	7.1	7.0	7.0	8.0	7.0
Average daily expenditure (€)	**134.59**	**138.42**	**162.22**	**154.88**	**164.14**
- Median	126.82	128.49	143.10	133.04	154.24
Average daily expenditure (without flight)	**99.59**	**94.89**	**112.52**	**105.73**	**118.08**
- Median	80.00	87.78	102.80	96.43	111.50
Average cost of the flight (€)	**273**	**369**	**401**	**429**	**392**
Total turnover (€m)	**22**	**41**	**67**	**76**	**84**
Turnover without flight (€m)	**17**	**28**	**47**	**52**	**61**

(*) Thousands of tourists









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

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Accommodation:					
- Accommodation	78.2%	89.9%	90.9%	92.4%	94.7%
- Additional accommodation expenses	2.8%	7.2%	6.0%	7.4%	8.4%
Transport:					
- National/International Transport	86.4%	96.8%	97.6%	96.3%	96.4%
- Flights between islands	16.7%	5.3%	6.5%	7.5%	9.7%
- Taxi	23.1%	39.6%	32.8%	31.9%	29.0%
- Car rental	65.2%	68.2%	71.9%	60.5%	66.9%
- Public transport	14.1%	9.0%	10.2%	13.2%	20.0%
Food and drink:					
- Food purchases at supermarkets	68.6%	62.5%	74.0%	61.7%	66.1%
- Restaurants	84.4%	70.9%	89.0%	78.4%	61.8%
Leisure:					
- Organized excursions	13.4%	24.3%	22.0%	24.5%	25.2%
- Sport activities	3.5%	4.2%	5.9%	4.1%	2.4%
- Cultural activities	2.0%	4.2%	3.1%	3.5%	6.3%
- Museums	6.2%	9.5%	14.5%	15.0%	15.4%
- Theme Parks	2.4%	0.5%	0.5%	0.6%	7.1%
- Discos and pubs	3.2%	1.3%	1.4%	0.3%	1.3%
- Wellness	0.9%	3.3%	2.1%	2.2%	3.5%
Purchases of goods:					
- Souvenirs	45.4%	34.2%	33.5%	39.7%	41.0%
- Other expenses	3.0%	0.8%	0.4%	0.5%	1.5%
Other:					
- Medical or pharmaceutical expenses	6.8%	5.7%	7.1%	6.2%	6.5%
- Other expenses	11.2%	11.5%	10.4%	7.2%	5.8%

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

Expenditure per tourist and trip (€)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Accommodation:	**555**	**611**	**642**	**736**	**841**
- Accommodation	494	510	587	623	674
- Additional accommodation expenses	61	100	55	113	167
Transport:	**791**	**775**	**810**	**901**	**917**
- National/International Transport	317	382	411	446	406
- Flights between islands	115	98	90	124	188
- Taxi	153	131	114	105	114
- Car rental	157	141	169	160	184
- Public transport	48	24	25	67	24
Food and drink:	**245**	**171**	**224**	**245**	**253**
- Food purchases at supermarkets	101	65	79	94	100
- Restaurants	144	106	145	151	154
Leisure:	**247**	**432**	**356**	**415**	**435**
- Organized excursions	51	103	77	77	95
- Sport activities	23	113	85	96	189
- Cultural activities	21	78	27	27	38
- Museums	8	16	19	25	23
- Theme Parks	37	10	30	57	17
- Discos and pubs	91	56	47	55	25
- Wellness	16	54	71	78	47
Purchases of goods:	**439**	**132**	**88**	**73**	**154**
- Souvenirs	80	46	49	46	46
- Other expenses	359	86	40	26	108
Other:	**196**	**85**	**54**	**91**	**124**
- Medical or pharmaceutical expenses	50	21	21	20	63
- Other expenses	146	64	33	71	61

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 (2022 - 2026)
LA PALMA: First Quarter

What is the main purpose of their trip?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Holiday, leisure	13.2%	4.3%	4.1%	7.1%	3.7%
Visiting family or friends	0.0%	0.5%	0.0%	0.7%	0.0%
Business and work	1.3%	0.6%	0.1%	0.5%	0.2%
Education and training	0.0%	0.1%	0.1%	0.4%	0.5%
Sports training	0.0%	0.0%	0.0%	0.0%	0.0%
Health or medical care	0.0%	0.0%	0.0%	0.0%	0.0%
Fairs and congresses	16.7%	5.3%	1.8%	4.0%	0.7%
Others	68.1%	89.7%	93.8%	88.0%	94.7%

What is the main motivation for their holidays?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Rest	24.0%	27.0%	24.0%	22.4%	16.4%
Enjoy family time	12.1%	9.2%	7.3%	8.2%	8.2%
Have fun	2.7%	11.2%	4.0%	3.3%	7.6%
Explore the destination	55.5%	45.7%	59.6%	59.8%	60.8%
Practice their hobbies	2.8%	5.3%	2.7%	1.2%	4.9%
Other reasons	2.8%	1.6%	2.4%	5.1%	2.2%

Where did they spend their main holiday last year? *

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Didn't have holidays	18.8%	8.1%	12.3%	8.7%	5.6%
Canary Islands	19.1%	27.4%	22.9%	23.9%	21.1%
Other destination	62.1%	64.5%	64.9%	67.4%	73.2%
- Balearic Islands	6.5%	2.2%	2.4%	3.1%	2.1%
- Rest of Spain	24.9%	9.1%	11.3%	10.0%	13.7%
- Italy	7.1%	10.0%	12.7%	7.1%	8.9%
- France	3.5%	7.4%	5.6%	9.9%	8.6%
- Turkey	0.4%	0.7%	1.0%	1.1%	0.6%
- Greece	2.9%	9.2%	4.5%	8.1%	4.1%
- Portugal	2.6%	6.1%	6.1%	6.2%	5.3%
- Croatia	1.2%	1.7%	2.0%	3.8%	3.4%
- Egypt	0.1%	0.4%	0.6%	0.7%	2.4%
- Tunisia	0.0%	0.1%	0.5%	0.0%	0.0%
- Morocco	0.9%	0.4%	1.6%	0.2%	1.3%
- Others	12.1%	17.1%	16.7%	17.2%	22.9%

** Percentage of valid answers*

What other destinations did they consider for this trip? *

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
None (I was clear about "this Canary Island")	43.3%	42.4%	36.6%	37.2%	37.9%
Canary Islands (other island)	32.2%	30.1%	35.4%	28.7%	35.6%
Other destination	24.5%	27.5%	28.1%	34.1%	26.4%
- Balearic Islands	1.2%	2.4%	3.9%	2.9%	3.6%
- Rest of Spain	8.2%	5.7%	5.1%	7.4%	4.8%
- Italy	2.7%	3.0%	1.9%	5.2%	4.0%
- France	0.5%	0.2%	0.4%	1.6%	0.7%
- Turkey	1.0%	0.5%	1.5%	0.6%	0.8%
- Greece	2.6%	3.7%	3.5%	2.9%	2.1%
- Portugal	2.3%	4.9%	5.1%	9.4%	5.3%
- Croatia	0.7%	1.4%	1.3%	0.4%	0.8%
- Egypt	0.0%	2.1%	2.6%	1.6%	0.4%
- Others	5.3%	3.5%	2.8%	2.2%	3.8%

** Percentage of valid answers*

Importance of each factor in the destination choice

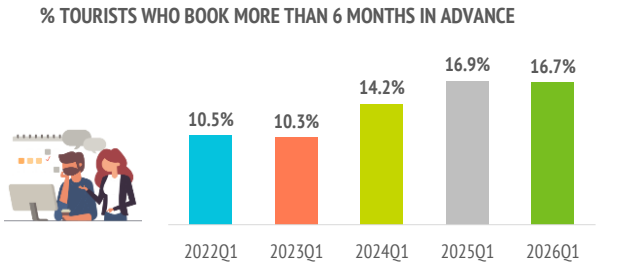
	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Landscapes	75.0%	64.2%	70.7%	72.2%	69.5%
Climate	66.4%	71.3%	68.0%	64.5%	67.0%
Safety	45.0%	43.7%	41.5%	44.8%	46.4%
Tranquility	58.0%	44.9%	51.1%	48.9%	42.7%
Sea	32.3%	37.5%	38.7%	38.1%	40.7%
Hiking trail network	41.5%	36.9%	41.2%	36.1%	39.0%
Environment	59.3%	47.5%	48.8%	48.7%	37.0%
European belonging	39.7%	31.5%	31.8%	30.6%	35.4%
Effortless trip	24.9%	28.9%	22.4%	23.9%	30.4%
Authenticity	36.2%	34.2%	35.3%	28.8%	29.8%
Gastronomy	17.6%	27.0%	19.9%	22.0%	25.5%
Accommodation supply	28.1%	23.7%	31.0%	27.4%	24.6%
Price	15.5%	20.3%	22.4%	22.7%	21.6%
Beaches	12.8%	20.2%	16.9%	14.7%	17.5%
Fun possibilities	14.7%	16.2%	13.0%	8.7%	12.6%
Culture	13.2%	8.1%	9.0%	4.7%	11.7%
Historical heritage	14.2%	8.9%	8.5%	7.5%	9.4%
Exoticism	12.2%	14.2%	13.1%	8.7%	8.8%
Shopping	1.9%	6.2%	3.3%	4.2%	3.2%
Nightlife	3.5%	4.8%	1.5%	4.1%	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?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
The same day	7.5%	0.0%	0.1%	0.0%	0.2%
Between 1 and 30 days	46.2%	19.1%	17.6%	22.1%	20.4%
Between 1 and 2 months	22.5%	36.7%	33.8%	18.3%	20.8%
Between 3 and 6 months	13.3%	33.9%	34.4%	42.6%	41.8%
More than 6 months	10.5%	10.3%	14.2%	16.9%	16.7%



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

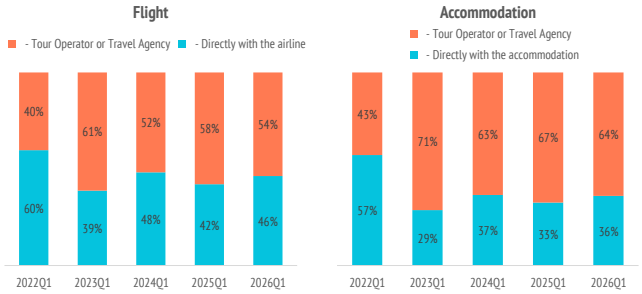
	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Previous visits to the Canary Islands	48.2%	50.2%	44.6%	44.2%	50.7%
Friends or relatives	27.8%	24.8%	26.6%	27.5%	27.5%
Internet or social media	45.5%	44.2%	65.2%	43.7%	61.7%
Mass Media	6.0%	0.8%	2.6%	2.5%	2.6%
Travel guides and magazines	11.7%	18.6%	14.9%	14.8%	24.1%
Travel Blogs or Forums	8.7%	7.0%	7.8%	6.5%	10.0%
Travel TV Channels	3.7%	1.3%	1.3%	0.6%	3.2%
Tour Operator or Travel Agency	12.4%	27.3%	15.0%	21.9%	28.7%
Public administrations or similar	5.2%	0.2%	1.0%	0.4%	0.4%
Others	4.2%	4.2%	1.3%	3.9%	2.7%

** Multi-choise question*

Tourist profile. Historical data (2022 - 2026)
LA PALMA: First Quarter

With whom did they book their flight and accommodation?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Flight					
- Directly with the airline	59.7%	38.8%	48.3%	42.1%	46.3%
- Tour Operator or Travel Agency	40.3%	61.2%	51.7%	57.9%	53.7%
Accommodation					
- Directly with the accommodation	57.2%	28.7%	36.5%	32.6%	36.0%
- Tour Operator or Travel Agency	42.8%	71.3%	63.5%	67.4%	64.0%



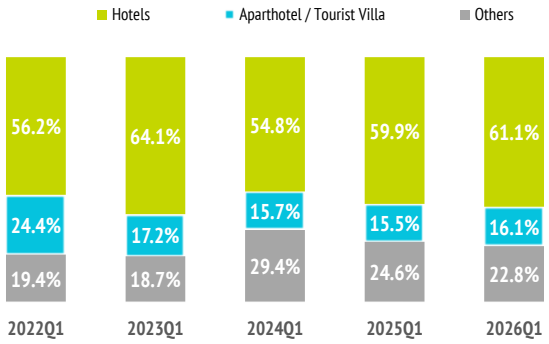
Where are they from?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Germany	24.6%	36.9%	52.4%	54.3%	49.9%
Spanish Mainland	42.1%	21.7%	15.3%	14.8%	17.8%
United Kingdom	9.2%	9.8%	7.7%	6.2%	7.1%
Netherlands	3.9%	6.6%	5.3%	4.2%	5.5%
Denmark	0.0%	7.8%	7.2%	6.8%	4.7%
France	3.8%	3.4%	2.9%	1.3%	4.1%
Austria	0.7%	2.4%	1.0%	1.0%	3.4%
Italy	1.6%	1.0%	0.9%	1.1%	1.2%
Luxembourg	0.0%	1.9%	0.4%	1.5%	0.8%
Poland	0.0%	0.1%	0.1%	1.7%	0.8%
Others	14.0%	8.5%	6.8%	7.1%	4.6%

Where do they stay?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
1-2-3* Hotel	3.1%	6.7%	7.9%	6.6%	10.1%
4* Hotel	53.1%	57.3%	46.9%	53.3%	50.9%
5* Hotel / 5* Luxury Hotel	0.0%	0.0%	0.0%	0.0%	0.0%
Aparthotel / Tourist Villa	24.4%	17.2%	15.7%	15.5%	16.1%
House/room rented in a private dwelling	6.5%	7.3%	14.6%	17.3%	16.1%
Private accommodation (1)	8.3%	6.6%	6.6%	3.8%	2.1%
Others (Cottage, cruise, camping,..)	4.6%	4.9%	8.3%	3.6%	4.7%

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

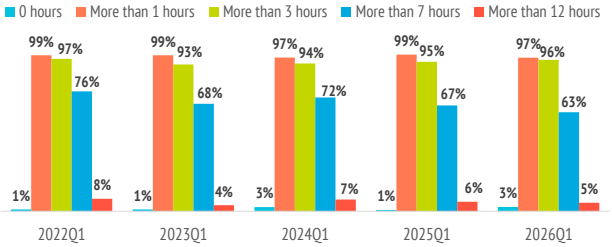


What do they book?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Room only	25.1%	26.1%	35.6%	35.1%	39.1%
Bed and Breakfast	35.1%	18.2%	13.9%	14.4%	11.8%
Half board	32.5%	31.2%	29.2%	35.3%	34.6%
Full board	1.3%	4.6%	4.9%	0.5%	1.3%
All inclusive	6.0%	19.9%	16.4%	14.7%	13.2%

Activities in the Canary Islands

Outdoor time per day	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
0 hours	1.1%	1.2%	2.6%	0.7%	2.7%
1 - 2 hours	2.3%	5.8%	3.7%	4.6%	1.4%
3 - 6 hours	20.6%	25.0%	21.6%	27.7%	33.2%
7 - 12 hours	68.0%	64.3%	64.7%	61.0%	57.3%
More than 12 hours	7.9%	3.8%	7.4%	6.0%	5.4%
Outdoor time per day	8.9	7.7	8.1	7.8	7.9



Activities in the Canary Islands	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Explore the island on their own	64.5%	71.5%	71.9%	68.5%	80.4%
Walk, wander	66.0%	81.2%	86.7%	73.2%	79.9%
Beach	43.5%	54.2%	52.6%	44.5%	59.2%
Hiking	45.9%	49.7%	56.4%	52.3%	56.4%
Taste Canarian gastronomy	36.8%	28.0%	50.8%	39.9%	44.5%
Swimming pool, hotel facilities	28.4%	36.3%	31.1%	25.8%	36.9%
Museums / exhibitions	15.2%	18.3%	21.7%	26.6%	32.5%
Wineries / markets / popular festivals	13.7%	17.1%	17.1%	18.3%	22.0%
Organized excursions	11.2%	17.3%	19.7%	19.1%	21.9%
Other Nature Activities	19.6%	16.7%	18.1%	13.7%	19.8%
Astronomical observation	14.7%	8.3%	7.7%	9.6%	12.7%
Sea excursions / whale watching	2.9%	13.4%	6.5%	6.6%	7.7%
Theme parks	2.7%	0.8%	1.5%	0.9%	6.0%
Nightlife / concerts / shows	2.6%	6.0%	4.4%	1.0%	5.3%
Running	9.1%	5.7%	5.3%	6.0%	5.0%
Swim	6.9%	2.7%	3.0%	2.8%	4.1%
Practice other sports	0.5%	1.6%	2.8%	0.7%	2.7%
Beauty and health treatments	0.7%	3.4%	2.6%	1.7%	2.6%
Cycling / Mountain bike	2.9%	3.0%	3.1%	1.8%	2.1%
Scuba Diving	0.7%	1.3%	3.3%	0.3%	1.9%
Surf	1.7%	0.1%	0.3%	--	0.2%
Windsurf / Kitesurf	--	0.1%	--	--	--
Golf	--	--	0.2%	--	--

** Multi-choise question*

Tourist profile. Historical data (2022 - 2026)
LA PALMA: First Quarter

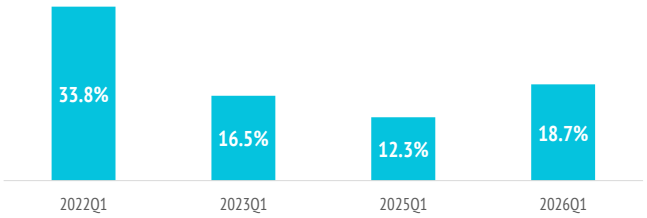
What places do they visit?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Caldera de Taburiente National Pa	76.4%	71.9%	80.8%	72.5%	75.4%
Tazacorte Harbour	55.6%	62.1%	60.0%	57.1%	63.9%
Roque de Los Muchachos Observa	53.7%	60.3%	64.5%	56.6%	63.8%
Santa Cruz de La Palma	40.6%	49.4%	50.2%	46.3%	51.5%
Ruta de los Volcanes	52.8%	46.1%	53.2%	48.2%	50.7%
Nuevo Volcán en Cumbre Vieja	29.9%	46.5%	50.3%	48.3%	49.1%
Los Llanos de Aridane	36.5%	36.0%	21.7%	10.7%	38.2%
Los Tilos Forest	41.9%	36.8%	43.8%	40.4%	32.4%

How many islands do they visit during their trip?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
One island	66.2%	83.5%	91.3%	87.7%	81.3%
Two islands	28.8%	14.6%	7.6%	10.3%	11.2%
Three or more islands	5.0%	1.9%	1.1%	2.0%	7.5%

% TOURISTS VISITING MORE THAN ONE ISLAND



¿Cuántos son fieles al destino?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
La Palma: Repeat tourists	71.2%	63.2%	64.8%	69.0%	77.6%
La Palma: At least 10 previous visits	8.3%	4.6%	3.8%	5.5%	3.5%
Canary Islands: Repeat tourists	80.5%	79.4%	75.7%	77.8%	86.7%
Canary Islands: At least 10 previous visits	17.7%	18.8%	10.1%	21.3%	21.3%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Average rating	9.05	8.80	9.08	8.71	8.49

Experience in the Canary Islands	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Worse or much worse than expected	2.9%	3.3%	2.1%	1.3%	4.1%
Lived up to expectations	57.8%	54.7%	52.8%	52.4%	53.9%
Better or much better than expected	39.3%	42.1%	45.0%	46.3%	42.0%

Future intentions (scale 0-10)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Return to the Canary Islands	9.48	8.86	8.80	8.87	8.79
Recommend visiting the Canary Islands	9.60	9.16	9.06	9.06	9.09

Who are they?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Gender					
Men	47.5%	43.2%	50.2%	51.6%	51.9%
Women	52.5%	56.8%	49.8%	48.4%	48.1%
Age					
Average age	48.50	53.42	49.41	53.71	52.53
Standard deviation	13.6	14.2	14.3	16.6	15.6
Age range					
16 - 24 years old	3.4%	1.1%	3.5%	6.1%	2.4%
25 - 30 years old	7.9%	6.8%	8.2%	5.2%	6.9%
31 - 45 years old	35.6%	23.0%	29.6%	22.5%	29.6%
46 - 60 years old	31.1%	31.5%	33.8%	22.2%	22.6%
Over 60 years old	22.1%	37.6%	24.9%	44.0%	38.5%
Occupation					
Salaried worker	60.9%	48.9%	62.3%	42.0%	46.4%
Self-employed	11.0%	9.9%	12.0%	5.6%	12.8%
Unemployed	1.4%	0.1%	0.7%	0.6%	1.4%
Business owner	5.2%	9.1%	5.1%	8.9%	7.1%
Student	1.1%	1.4%	2.1%	2.6%	0.8%
Retired	15.8%	29.6%	17.1%	38.5%	30.2%
Unpaid domestic work	3.6%	0.0%	0.2%	0.0%	0.0%
Others	1.2%	1.1%	0.5%	1.8%	1.2%
Annual household income level					
Less than €25,000	11.0%	13.2%	7.5%	7.2%	6.8%
€25,000 - €49,999	35.3%	35.2%	36.7%	32.6%	31.2%
€50,000 - €74,999	29.3%	25.0%	25.9%	35.7%	30.5%
More than €74,999	24.4%	26.6%	29.9%	24.5%	31.4%
Education level					
No studies	0.1%	1.4%	1.3%	0.5%	0.6%
Primary education	4.8%	1.7%	0.0%	2.9%	0.3%
Secondary education	17.5%	13.4%	13.1%	20.4%	11.4%
Higher education	77.6%	83.5%	85.6%	76.2%	87.7%

Who do they come with?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Unaccompanied	25.8%	6.3%	5.5%	10.7%	8.2%
Only with partner	40.8%	53.8%	59.5%	69.1%	57.9%
Only with children (< 13 years old)	2.8%	3.7%	3.3%	0.7%	2.8%
Partner + children (< 13 years old)	5.1%	3.6%	4.7%	2.8%	6.7%
Other relatives	3.1%	8.1%	5.4%	2.5%	4.7%
Friends	6.7%	6.4%	6.9%	5.9%	5.3%
Work colleagues	3.7%	4.7%	2.5%	1.2%	0.3%
Organized trip	0.3%	1.0%	0.6%	1.5%	1.8%
Other combinations (2)	11.8%	12.3%	11.6%	5.6%	12.2%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**9.4%**	**11.1%**	**13.9%**	**5.3%**	**12.1%**
- Between 0 and 2 years old	0.4%	0.5%	1.0%	0.6%	1.5%
- Between 3 and 12 years old	8.9%	9.4%	11.4%	4.3%	8.5%
- Between 0 -2 and 3-12 years old	0.1%	1.1%	1.5%	0.4%	2.1%
Tourists without children	**90.6%**	**88.9%**	**86.1%**	**94.7%**	**87.9%**
Group composition:					
- 1 person	28.5%	7.7%	7.9%	13.8%	12.3%
- 2 people	47.3%	63.5%	67.7%	73.0%	62.3%
- 3 people	6.4%	12.2%	9.9%	5.1%	8.3%
- 4 or 5 people	16.2%	14.3%	12.0%	7.2%	12.8%
- 6 or more people	1.7%	2.4%	2.5%	1.0%	4.3%
Average group size:	**2.22**	**2.49**	**2.45**	**2.13**	**2.42**

**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.