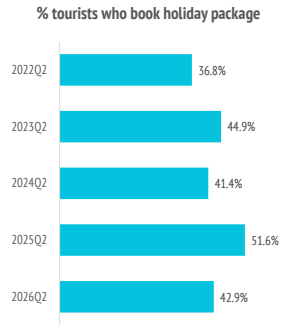
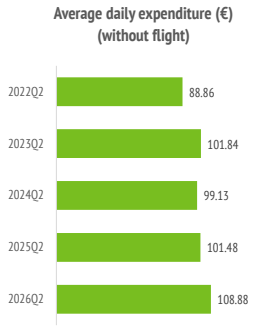
Tourist profile. Historical data (2022 - 2026)
LA PALMA: Second Quarter

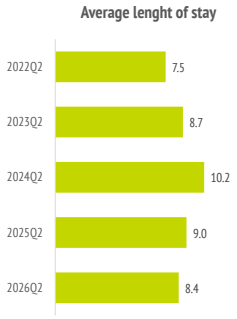
How many are they and how much do they spend?

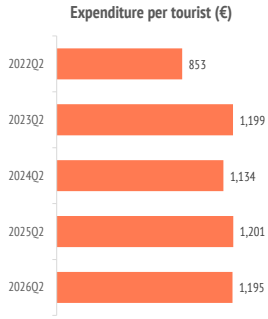
	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**38**	**27**	**33**	**39**	**50**
Tourist arrivals ≥ 16 years old (EGT) (*)	**35**	**24**	**29**	**37**	**48**
- % tourists who book holiday package	36.8%	44.9%	41.4%	51.6%	42.9%
Children < 16 years old (FRONTUR - EGT) (*)	3	3	3	2	2
Expenditure per tourist (€) (group spend / group size)	**777**	**1,144**	**1,065**	**1,101**	**1,161**
Expenditure per tourist (€) (group spend / +16)	**853**	**1,199**	**1,134**	**1,201**	**1,195**
- book holiday package	1,030	1,117	1,154	1,326	1,249
- holiday package	846	877	908	1,080	1,003
- others	184	240	246	246	246
- do not book holiday package	751	1,266	1,120	1,068	1,156
- flight	236	321	292	389	328
- accommodation	259	585	374	315	394
- others	256	360	454	364	433
Average lenght of stay	**7.5**	**8.7**	**10.2**	**9.0**	**8.4**
- Median	7.0	7.0	7.0	7.0	7.0
Average daily expenditure (€)	**128.58**	**141.62**	**136.42**	**149.72**	**153.53**
- Median	115.34	120.72	120.27	139.98	142.58
Average daily expenditure (without flight)	**88.86**	**101.84**	**99.13**	**101.48**	**108.88**
- Median	80.63	85.72	88.61	92.43	103.63
Average cost of the flight (€)	**267**	**302**	**305**	**413**	**344**
Total turnover (€m)	**30**	**29**	**33**	**44**	**58**
Turnover without flight (€m)	**20**	**22**	**24**	**29**	**41**

(*) Thousands of tourists









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

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Accommodation:					
- Accommodation	92.5%	92.8%	90.8%	88.0%	88.3%
- Additional accommodation expenses	4.3%	8.4%	7.5%	9.0%	7.5%
Transport:					
- National/International Transport	97.8%	98.3%	96.9%	92.8%	93.2%
- Flights between islands	4.4%	7.8%	9.8%	16.1%	9.8%
- Taxi	19.3%	29.5%	26.2%	31.0%	26.3%
- Car rental	74.8%	67.2%	68.7%	64.6%	64.0%
- Public transport	14.0%	9.1%	11.2%	11.6%	15.7%
Food and drink:					
- Food purchases at supermarkets	69.6%	69.5%	69.5%	54.8%	56.2%
- Restaurants	75.2%	74.2%	85.2%	65.1%	66.3%
Leisure:					
- Organized excursions	20.7%	31.1%	30.6%	40.1%	23.8%
- Sport activities	3.5%	4.5%	8.4%	6.0%	8.3%
- Cultural activities	0.7%	0.9%	0.6%	1.4%	4.4%
- Museums	9.8%	15.5%	10.0%	12.7%	15.6%
- Theme Parks	2.0%	1.4%	0.4%	1.7%	2.0%
- Discos and pubs	4.4%	3.5%	0.2%	1.5%	1.2%
- Wellness	2.2%	3.2%	1.3%	3.6%	1.6%
Purchases of goods:					
- Souvenirs	35.7%	39.5%	41.9%	34.1%	39.3%
- Other expenses	0.7%	0.8%	0.7%	0.3%	0.9%
Other:					
- Medical or pharmaceutical expenses	9.5%	8.9%	5.7%	7.6%	8.6%
- Other expenses	4.0%	4.5%	7.0%	3.6%	2.1%

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

Expenditure per tourist and trip (€)	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Accommodation:	**376**	**596**	**555**	**593**	**672**
- Accommodation	353	563	464	499	518
- Additional accommodation expenses	23	34	91	94	154
Transport:	**563**	**780**	**683**	**847**	**767**
- National/International Transport	272	307	314	445	369
- Flights between islands	70	110	116	153	104
- Taxi	98	177	101	100	125
- Car rental	110	168	133	120	149
- Public transport	13	17	19	30	20
Food and drink:	**157**	**193**	**246**	**227**	**245**
- Food purchases at supermarkets	55	85	122	94	97
- Restaurants	102	108	123	133	148
Leisure:	**284**	**405**	**342**	**272**	**421**
- Organized excursions	63	71	97	73	136
- Sport activities	83	151	38	69	69
- Cultural activities	30	20	40	25	34
- Museums	15	18	15	16	20
- Theme Parks	11	65	73	18	26
- Discos and pubs	37	12	12	20	24
- Wellness	45	68	70	53	110
Purchases of goods:	**99**	**47**	**249**	**147**	**1,396**
- Souvenirs	32	43	92	69	72
- Other expenses	68	4	157	78	1,324
Other:	**123**	**85**	**77**	**100**	**107**
- Medical or pharmaceutical expenses	27	18	40	15	16
- Other expenses	97	67	37	85	91

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: Second Quarter

What is the main purpose of their trip?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Holiday, leisure	0.1%	0.0%	0.0%	0.0%	3.6%
Visiting family or friends	86.4%	86.6%	84.7%	79.5%	80.9%
Business and work	2.8%	2.7%	2.9%	5.5%	3.4%
Education and training	0.0%	0.0%	0.5%	0.6%	0.4%
Sports training	0.5%	1.8%	0.1%	6.1%	5.2%
Health or medical care	0.0%	0.0%	0.0%	0.0%	0.0%
Fairs and congresses	0.0%	4.7%	0.0%	2.3%	0.2%
Others	1.4%	0.5%	0.3%	1.0%	0.6%

What is the main motivation for their holidays?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Rest	28.6%	26.9%	19.7%	20.4%	19.4%
Enjoy family time	11.1%	6.6%	7.8%	7.0%	3.3%
Have fun	3.8%	12.4%	10.8%	4.4%	5.6%
Explore the destination	51.2%	49.2%	54.5%	61.4%	63.3%
Practice their hobbies	2.8%	3.9%	3.6%	5.7%	6.5%
Other reasons	2.5%	0.9%	3.6%	1.1%	1.9%

Where did they spend their main holiday last year? *

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Didn't have holidays		11.0%	9.9%	7.5%	12.0%
Canary Islands	14.1%	14.6%	23.4%	22.6%	20.3%
Other destination	61.8%	74.4%	66.6%	69.9%	67.8%
- Balearic Islands	6.4%	4.8%	6.6%	2.2%	3.0%
- Rest of Spain	20.4%	9.3%	17.3%	14.1%	12.8%
- Italy	2.2%	10.7%	7.4%	7.3%	10.1%
- France	7.7%	8.9%	4.3%	4.6%	4.4%
- Turkey	0.2%	2.8%	1.0%	1.1%	1.8%
- Greece	4.7%	8.0%	3.5%	4.8%	5.0%
- Portugal	3.8%	10.7%	6.6%	6.5%	5.6%
- Croatia	1.1%	3.1%	1.6%	1.4%	2.5%
- Egypt	0.8%	3.4%	0.6%	1.6%	2.3%
- Tunisia	0.0%	0.6%	0.0%	0.2%	0.5%
- Morocco	0.1%	0.1%	2.9%	1.2%	0.9%
- Others	14.5%	11.9%	14.8%	24.9%	18.8%

** Percentage of valid answers*

What other destinations did they consider for this trip? *

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
None (I was clear about "this Canary Island")	40.0%	34.1%	37.7%	35.2%	35.7%
Canary Islands (other island)	23.2%	23.0%	27.6%	25.4%	26.2%
Other destination	36.8%	42.9%	34.7%	39.3%	38.2%
- Balearic Islands	4.9%	4.3%	5.7%	7.5%	5.0%
- Rest of Spain	7.1%	7.4%	5.3%	5.4%	7.0%
- Italy	4.4%	5.0%	7.8%	7.0%	5.7%
- France	3.3%	1.3%	1.1%	2.8%	1.0%
- Turkey	2.5%	2.1%	1.7%	1.0%	1.0%
- Greece	5.1%	5.4%	6.9%	5.0%	5.6%
- Portugal	3.9%	9.9%	3.5%	5.8%	7.4%
- Croatia	0.9%	2.3%	0.7%	1.0%	2.0%
- Egypt	2.2%	2.7%	0.3%	1.3%	1.7%
- Others	2.4%	2.7%	1.8%	2.4%	1.8%

** Percentage of valid answers*

Importance of each factor in the destination choice

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Landscapes	63.7%	66.5%	64.6%	68.9%	65.9%
Tranquility	58.7%	54.5%	51.9%	49.7%	54.9%
Climate	65.0%	62.6%	60.8%	50.7%	53.5%
Safety	40.7%	46.5%	42.5%	48.3%	50.7%
Environment	45.9%	51.4%	46.5%	50.8%	47.5%
Sea	36.4%	40.3%	36.3%	33.9%	39.7%
European belonging	27.7%	25.4%	33.7%	35.3%	39.1%
Hiking trail network	30.9%	41.3%	38.5%	42.8%	34.7%
Authenticity	32.9%	37.3%	39.1%	34.7%	33.8%
Accommodation supply	22.5%	19.4%	27.9%	27.5%	32.8%
Effortless trip	29.0%	22.8%	28.5%	25.5%	29.1%
Price	24.5%	25.1%	29.3%	23.5%	28.7%
Beaches	16.0%	18.4%	16.1%	14.0%	23.3%
Gastronomy	26.5%	25.6%	23.7%	24.2%	22.9%
Exoticism	18.9%	22.4%	14.9%	12.1%	17.6%
Historical heritage	8.3%	19.4%	15.3%	9.6%	12.1%
Culture	6.6%	11.9%	6.0%	6.5%	11.6%
Fun possibilities	11.4%	18.3%	12.4%	8.8%	9.7%
Shopping	3.4%	3.4%	7.3%	2.2%	3.9%
Nightlife	1.5%	4.0%	1.8%	1.4%	3.6%

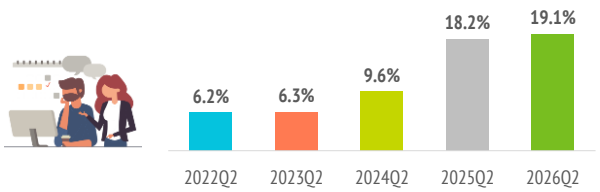
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important

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

How far in advance do they book their trip?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
The same day	0.5%	0.0%	0.0%	0.5%	0.2%
Between 1 and 30 days	44.9%	16.7%	13.9%	14.4%	22.7%
Between 1 and 2 months	33.6%	29.7%	33.3%	21.1%	20.3%
Between 3 and 6 months	14.8%	47.2%	43.1%	45.9%	37.7%
More than 6 months	6.2%	6.3%	9.6%	18.2%	19.1%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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

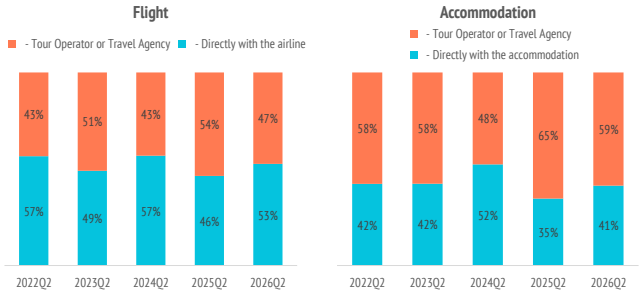
	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Previous visits to the Canary Islands	36.5%	39.9%	38.8%	40.8%	44.3%
Friends or relatives	29.6%	28.1%	20.4%	22.9%	23.0%
Internet or social media	69.7%	60.2%	51.2%	60.6%	47.3%
Mass Media	4.6%	1.0%	10.9%	3.9%	2.5%
Travel guides and magazines	13.1%	18.8%	20.4%	15.8%	18.7%
Travel Blogs or Forums	18.8%	8.2%	9.5%	9.9%	8.0%
Travel TV Channels	0.1%	0.8%	1.4%	1.3%	1.3%
Tour Operator or Travel Agency	16.7%	29.0%	14.4%	24.1%	20.7%
Public administrations or similar	7.8%	1.3%	1.2%	1.1%	1.4%
Others	1.9%	7.7%	2.5%	4.8%	3.7%

** Multi-choise question*

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

With whom did they book their flight and accommodation?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Flight					
- Directly with the airline	56.6%	49.0%	56.8%	46.4%	52.6%
- Tour Operator or Travel Agency	43.4%	51.0%	43.2%	53.6%	47.4%
Accommodation					
- Directly with the accommodation	42.3%	42.4%	52.3%	34.7%	41.4%
- Tour Operator or Travel Agency	57.7%	57.6%	47.7%	65.3%	58.6%



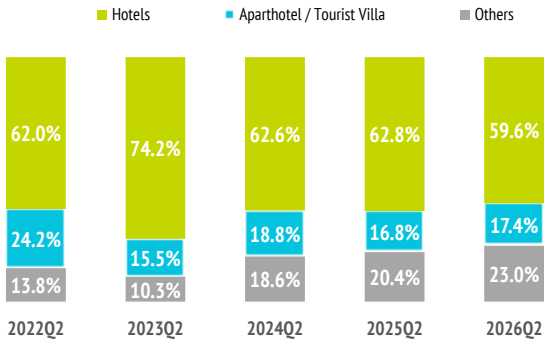
Where are they from?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Germany	23.6%	22.7%	33.2%	35.0%	32.7%
Spanish Mainland	46.6%	38.5%	32.8%	30.6%	31.6%
United Kingdom	9.2%	8.9%	7.4%	10.3%	14.5%
Netherlands	6.5%	5.8%	11.3%	6.2%	5.7%
Others	0.0%	1.4%	0.1%	4.1%	3.8%
Poland	0.7%	0.1%	0.4%	0.8%	2.1%
France	1.7%	3.0%	2.6%	2.5%	1.8%
Austria	1.2%	1.4%	1.5%	1.1%	1.6%
Portugal	0.0%	0.0%	0.7%	1.7%	1.2%
Romania	0.0%	0.0%	0.0%	0.0%	1.0%
Others	10.6%	18.2%	9.9%	7.6%	3.8%

Where do they stay?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
1-2-3* Hotel	1.9%	4.7%	5.5%	6.2%	5.1%
4* Hotel	60.1%	69.5%	57.1%	56.7%	54.6%
5* Hotel / 5* Luxury Hotel	0.0%	0.0%	0.0%	0.0%	0.0%
Aparthotel / Tourist Villa	24.2%	15.5%	18.8%	16.8%	17.4%
House/room rented in a private dwelling	1.8%	5.2%	10.1%	11.5%	9.5%
Private accommodation (1)	6.8%	2.0%	5.5%	4.6%	6.6%
Others (Cottage, cruise, camping,..)	5.2%	3.1%	3.0%	4.3%	6.9%

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

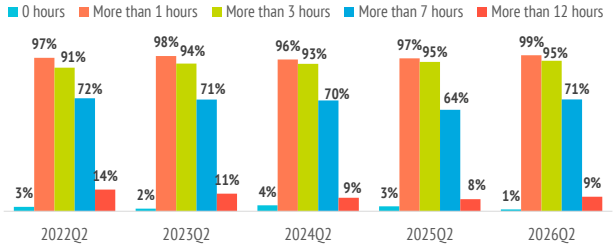


What do they book?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Room only	27.8%	25.4%	26.7%	30.1%	30.4%
Bed and Breakfast	16.2%	21.0%	18.1%	21.7%	16.1%
Half board	39.0%	34.3%	36.7%	28.7%	33.5%
Full board	0.6%	0.0%	3.5%	0.9%	4.0%
All inclusive	16.4%	19.3%	14.9%	18.6%	16.0%

Activities in the Canary Islands

Outdoor time per day	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
0 hours	2.8%	1.6%	3.8%	3.1%	1.2%
1 - 2 hours	6.3%	4.8%	2.8%	2.3%	3.5%
3 - 6 hours	19.3%	22.8%	23.2%	30.4%	24.4%
7 - 12 hours	57.9%	59.7%	61.7%	56.6%	61.7%
More than 12 hours	13.7%	11.1%	8.5%	7.7%	9.2%
Outdoor time per day	8.6	8.6	8.4	8.3	8.6



Activities in the Canary Islands	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Explore the island on their own	79.0%	72.8%	69.9%	70.3%	75.0%
Walk, wander	79.8%	76.9%	69.4%	77.7%	74.7%
Hiking	47.2%	49.3%	48.4%	52.9%	55.5%
Beach	55.8%	60.2%	48.3%	54.3%	51.6%
Taste Canarian gastronomy	40.7%	42.8%	40.4%	35.1%	43.6%
Swimming pool, hotel facilities	37.5%	47.4%	41.7%	35.8%	38.0%
Museums / exhibitions	16.8%	26.8%	18.6%	18.9%	26.7%
Organized excursions	16.3%	29.1%	27.0%	23.2%	20.1%
Other Nature Activities	19.2%	12.5%	15.0%	16.0%	17.8%
Astronomical observation	10.6%	12.8%	14.9%	18.1%	16.5%
Wineries / markets / popular festivals	15.5%	23.7%	20.1%	12.2%	11.5%
Running	3.8%	3.5%	3.9%	10.7%	9.8%
Sea excursions / whale watching	8.7%	18.5%	8.1%	10.5%	7.1%
Beauty and health treatments	2.5%	2.7%	2.3%	3.9%	3.9%
Swim	3.5%	2.0%	3.1%	4.1%	3.8%
Theme parks	2.2%	0.5%	2.0%	4.2%	2.9%
Nightlife / concerts / shows	1.5%	3.4%	2.0%	3.0%	2.7%
Practice other sports	2.4%	3.2%	0.9%	4.0%	2.7%
Scuba Diving	2.3%	0.1%	0.7%	2.0%	2.0%
Cycling / Mountain bike	1.6%	1.0%	0.9%	2.4%	1.8%
Windsurf / Kitesurf	0.4%	--	0.5%	0.0%	0.0%
Surf	0.4%	--	--	--	--
Golf	0.3%	0.2%	0.8%	--	--

** Multi-choise question*

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

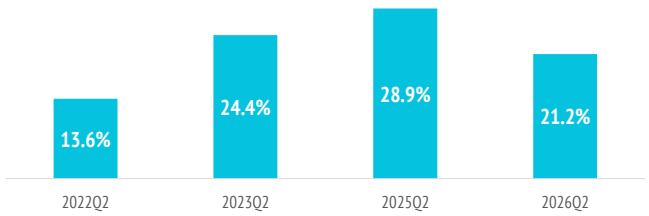
What places do they visit?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Caldera de Taburiente National Pa	78.2%	71.0%	69.9%	71.7%	71.0%
Tazacorte Harbour	65.0%	56.9%	57.5%	59.3%	60.9%
Roque de Los Muchachos Observa	59.7%	54.2%	58.3%	57.4%	57.0%
Santa Cruz de La Palma	48.6%	46.2%	46.6%	56.0%	55.9%
Ruta de los Volcanes	57.8%	48.0%	50.1%	52.1%	53.4%
Nuevo Volcán en Cumbre Vieja	47.2%	45.9%	44.2%	54.1%	53.0%
Los Llanos de Aridane	48.6%	39.1%	45.9%	50.6%	45.6%
Los Tilos Forest	47.6%	36.7%	19.0%	40.0%	40.2%

How many islands do they visit during their trip?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
One island	86.4%	75.6%	85.7%	71.1%	78.8%
Two islands	13.1%	22.0%	9.8%	23.2%	18.3%
Three or more islands	0.5%	2.4%	4.5%	5.7%	2.9%

% TOURISTS VISITING MORE THAN ONE ISLAND



¿Cuántos son fieles al destino?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
La Palma: Repeat tourists	68.9%	55.9%	52.9%	64.7%	61.1%
La Palma: At least 10 previous visits	4.1%	2.1%	5.3%	3.7%	4.5%
Canary Islands: Repeat tourists	78.0%	66.9%	67.6%	76.9%	76.2%
Canary Islands: At least 10 previous visits	15.7%	15.7%	20.1%	19.6%	21.8%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Average rating	9.24	9.17	8.93	8.85	9.09

Experience in the Canary Islands	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Worse or much worse than expected	1.0%	1.2%	3.7%	0.9%	2.2%
Lived up to expectations	48.8%	50.6%	42.4%	51.0%	42.3%
Better or much better than expected	50.2%	48.2%	54.0%	48.1%	55.5%

Future intentions (scale 0-10)	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Return to the Canary Islands	9.25	9.10	8.84	8.95	9.07
Recommend visiting the Canary Islands	9.46	9.50	9.20	9.20	9.47

Who are they?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Gender					
Men	33.5%	46.0%	43.4%	61.5%	52.5%
Women	66.5%	54.0%	56.6%	38.5%	47.5%
Age					
Average age	45.84	45.98	50.28	49.32	49.71
Standard deviation	13.1	14.8	15.0	16.4	16.6
Age range					
16 - 24 years old	3.2%	9.0%	2.0%	7.3%	7.1%
25 - 30 years old	10.8%	11.8%	13.0%	7.7%	10.7%
31 - 45 years old	34.0%	23.9%	20.4%	28.4%	25.3%
46 - 60 years old	36.4%	35.6%	36.3%	24.3%	22.5%
Over 60 years old	15.5%	19.7%	28.3%	32.4%	34.4%
Occupation					
Salaried worker	60.7%	67.2%	58.6%	54.4%	58.8%
Self-employed	9.0%	8.9%	10.3%	11.3%	7.8%
Unemployed	6.8%	0.0%	1.8%	0.3%	2.4%
Business owner	10.4%	6.0%	2.7%	4.2%	3.1%
Student	2.3%	3.8%	4.0%	2.8%	2.5%
Retired	9.7%	12.6%	21.5%	26.2%	23.6%
Unpaid domestic work	0.3%	0.0%	0.0%	0.0%	0.1%
Others	0.8%	1.4%	1.0%	0.8%	1.7%
Annual household income level					
Less than €25,000	16.8%	7.1%	8.9%	10.1%	8.4%
€25,000 - €49,999	38.2%	40.1%	41.7%	36.0%	33.3%
€50,000 - €74,999	19.0%	23.3%	28.3%	29.2%	34.0%
More than €74,999	26.0%	29.5%	21.1%	24.6%	24.2%
Education level					
No studies	0.9%	2.6%	1.3%	0.9%	1.3%
Primary education	0.9%	0.9%	2.5%	2.8%	1.3%
Secondary education	22.4%	18.9%	17.6%	12.1%	17.4%
Higher education	75.8%	77.6%	78.5%	84.3%	80.0%

Who do they come with?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Unaccompanied	7.6%	7.5%	8.4%	10.6%	16.0%
Only with partner	53.1%	60.9%	57.8%	55.4%	52.4%
Only with children (< 13 years old)	2.9%	1.4%	3.0%	4.3%	0.8%
Partner + children (< 13 years old)	5.9%	4.5%	3.6%	3.9%	1.7%
Other relatives	4.0%	8.9%	10.2%	4.8%	6.6%
Friends	10.5%	3.0%	5.1%	9.3%	11.3%
Work colleagues	2.0%	1.3%	1.5%	2.5%	1.2%
Organized trip	0.9%	0.0%	0.7%	1.0%	2.0%
Other combinations (2)	13.0%	12.4%	9.8%	8.2%	8.0%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**10.8%**	**8.0%**	**10.8%**	**9.9%**	**3.6%**
- Between 0 and 2 years old	0.2%	0.7%	2.3%	0.7%	0.4%
- Between 3 and 12 years old	10.3%	7.2%	8.0%	8.4%	3.0%
- Between 0 -2 and 3-12 years old	0.3%	0.1%	0.5%	0.8%	0.2%
Tourists without children	**89.2%**	**92.0%**	**89.2%**	**90.1%**	**96.4%**
Group composition:					
- 1 person	8.6%	8.7%	11.2%	13.3%	20.1%
- 2 people	62.9%	69.5%	64.8%	67.6%	60.2%
- 3 people	13.0%	9.9%	8.7%	7.1%	7.9%
- 4 or 5 people	12.6%	10.4%	13.4%	8.8%	6.1%
- 6 or more people	2.9%	1.5%	2.0%	3.3%	5.8%
Average group size:	**2.49**	**2.30**	**2.36**	**2.27**	**2.35**

**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.