

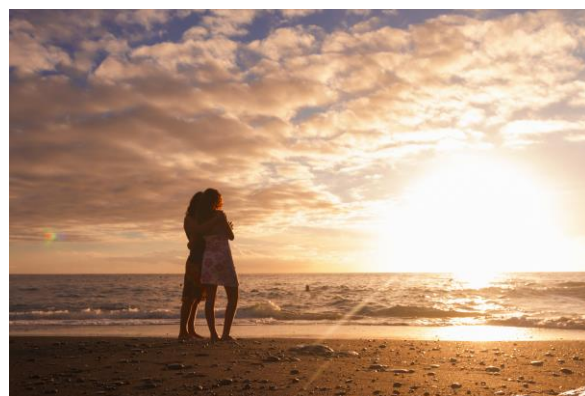


La Palma's Isla Bonita Love Festival Pairs with Lustral Fest for a Glitzy Comeback

London, 30 June 2025 – Just when the rainbow flag is reluctantly folded away after the Pride Month, the special edition of Isla Bonita Love Festival begins. La Palma is a holiday destination welcoming all visitors because “love is love, no matter who you love”. In a landmark cultural fusion, this year's Love Festival is lovingly paired with Lustral Fest, as part of the programme of events of the Bajada de la Virgen de las Nieves, the traditional celebration which is held every 5 years.



Love festival. Credit: Viajar Con Paco



Puerto Naos. Credit: Alex Bramwell / Lex Thoonen



A Very Special Edition: Lustral Fest Joins the Celebration

On 25th July, global reggaeton icon Nicky Jam takes the stage, hailed as one of the genre's founding fathers and international urban music trailblazer. Then, on 26 July, the Central Venue of the Lustral Fest will be awash in salsa with the legendary Marc Anthony, whose unmistakable voice and stage presence have made him a multigenerational, worldwide sensation. Together, Lustral Fest and Love Festival form an unparalleled week of music, culture, and inclusivity—cementing La Palma's place on the global events map.

A Party with a Purpose

On 30th July, La Palma Island continues celebrating inclusion, where #LoveWithoutLabels isn't just a hashtag, it's a lifestyle. Spanish superstar Alejandro Sanz headlines a diverse, high-energy line-up that includes: Vanesa Martín – a lyrical powerhouse with a heart, Edurne – pop princess, Pignoise & Bombai – bringing the sunshine and the guitar riffs, Nicki Nicole (Argentina) – breaking genre boundaries, Todrick Hall (USA) – singer, dancer, drag icon, and all-round sensation, Rebecca & Fiona (Sweden) – electro-pop queens with basslines and beliefs.

A Hidden Paradise of Privacy, Tranquillity and Respect for LGBT+ Travellers

Recognised as a haven of natural beauty and open-minded hospitality, La Palma is emerging as a discreet yet deeply welcoming destination for LGBT+ travellers seeking authenticity over ostentation. Renowned as La Isla Bonita, La Palma is a UNESCO Biosphere Reserve known for its unspoiled landscapes, volcanic trails, black-sand beaches, and starlit skies free from light pollution. Beyond its ecological treasures, the island radiates a quiet human warmth rooted in its culture of respect, discretion, and tolerance. From eco-friendly boutique hotels to secluded fincas, LGBT+ visitors consistently praise the island's blend of privacy and friendliness, making it ideal for romantic escapes, honeymoons, or simply reconnecting with yourself in nature. La Palma doesn't host large-scale Pride festivals, but its cultural calendar includes inclusive celebrations such as carnivals, film nights, local fiestas, and art exhibitions where diversity is organically woven into the fabric of island life.

Find more details: [Lustral Fest La Palma La Palma | La Palma](#)

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About La Palma

La Palma is a Biosphere and Starlight Reserve, located in the northwestern corner of the Canary Islands. Rugged, beautiful, surprising, and wonderful surface area stretches over 706 square kilometres, and boasts a wide landscape enriched with climate diversity defining it as the "Beautiful Island." La Palma echoes exceptional natural beauty that makes it a fascinating island with versatile flora and fauna, inviting for new discoveries.



<https://visitlapalma.es/en>

About AVIAREPS

AVIAREPS is the world's leading international sales, marketing and communications company for travel and lifestyle brands. Since the company's founding in Germany in 1994, its talented team of local travel experts has helped more than 250 clients grow their business around the world. The AVIAREPS global network now spans 71 owned offices in 69 countries and on six continents. For more information about how our local expertise and global reach can help your business grow around the world, please visit www.aviareps.com.

For high-resolution images, logos and more information about La Palma please contact Ivana Shiell, PR Manager: IShiell@aviareps.com

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