

FOR IMMEDIATE RELEASE

La Palma Emerges as One of 2026's Best-Value Winter Sun Escapes for UK Travellers

London, 14 January 2026 – With quieter destinations and affordable experiences in high demand, La Palma is perfectly placed to benefit from a January booking boom. As UK travellers shake off the winter blues and plan their next escape, La Palma is emerging as one of the best-value and most rewarding holiday destinations for 2026, offering sunshine, space and standout experiences without the premium price tag.



From left to right: Puerto Naos, Santa Cruz de La Palma, Credit: Visit La Palma



UK travel companies are bracing for one of their busiest booking periods of the year as winter-weary consumers look ahead to sunnier breaks, while shift away from overcrowded hotspots is expected to accelerate in 2026 – a trend that places La Palma firmly in the spotlight. A value-added Canary Island alternative offers the same year-round sunshine as its neighbours, but with lower accommodation costs, fewer crowds and exceptional natural assets included at little or no extra cost.

Rather than paying for expensive attractions, visitors to La Palma enjoy value-added experiences as part of the destination itself. Free access to world-class hiking trails, stargazing under some of the clearest skies in the world, unspoilt black-sand beaches such as [Puerto Naos](#) and [Nogales](#), charming towns and villages like [Santa Cruz de La Palma](#) and [Los Llanos de Aridane](#), where local cafés, markets and culture remain refreshingly affordable. Eating out also represents strong value, with locally sourced seafood, Canarian specialities and quality wines available at prices that compare favourably with other Canary Islands.

As UK travellers become more cost-conscious, but unwilling to compromise on quality, La Palma's combination of affordability, authenticity and tranquillity is proving increasingly attractive. The island appeals particularly to couples, walkers, nature lovers and travellers seeking a slower, more meaningful break, without the crowds or inflated prices seen elsewhere during peak periods. With demand shifting towards destinations that feel calmer, less commercial and better value, La Palma is well positioned to see increased interest from UK travellers in 2026, especially during the busy January booking window.

As the appetite grows for holidays that offer more experiences for less spend, La Palma stands out as a destination that delivers exceptional value – not through discounts, but through everything that comes naturally.

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Notes to editors

About La Palma

La Palma, known as "La Isla Bonita" (The Beautiful Island), is the northwestern-most island of the Canary Islands archipelago. Recognized as a UNESCO Biosphere Reserve and a Starlight Reserve, La Palma offers visitors pristine natural landscapes, rich cultural heritage, and authentic Canarian experiences away from mass tourism. The island is particularly renowned for its volcanic landscapes, ancient laurel forests, world-class stargazing, and artisan wine production. For further information please visit: <https://visitlapalma.es/en/>

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