

Las Canteras, a fashionable beach on Instagram

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Noticias

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Las Palmas de Gran Canaria



About 25,000 photos per year: that is the rate at which the contents identified with the tag #lascanteras grow on the Instagram social network, one of the platforms preferred by Internet users today and one of the most famous locations on the famous urban beach of The Gran Canarian palms. In February 2016 that same hashtag accumulated 50,000 images uploaded by the 'igers': today, two years later, they are almost double the snapshots that are shown of the beach in the fashion network.

The typical postcards uploaded by bathers, the most emblematic corners of Las Canteras, La Puntilla, La Cícer and the Alfredo Kraus Auditorium, the walk, sunrises and sunsets, restaurants, terraces and their most photogenic dishes or the practice of activities such as Surf are the usual object of the portrait that users share on Instagram. A social platform in which the beach reaffirms itself as one of the main icons of the Gran Canaria capital on the Internet.

In this month of March, #lascanteras already accumulates more than 99,600 Instagram content, which also includes the usual 'selfies' in the sand, the water or the walk; images of neighborhoods such as La Isleta or Guanarteme; the seagulls that roam in Playa Chica; or dives in the bottoms of the beach. Hotel establishments, companies dedicated to activities such as surfing or diving, restaurants and terraces or institutional profiles such as those of Ciudad de Mar (@ciudademar) or the official tourist profile of the city (@ig_LPAVisit) also contribute to increase the contents related to Las Canteras in a social network based on images, photos and stories (ephemeral contents that have gained great popularity among users in recent months).

The notoriety achieved by Las Canteras on instagram (also with other labels such as #playadelascanteras) reaffirm the seductive power of a beach that this year has once again been ratified by the Trip Advisor portal as one of the main beaches in Spain and Europe, and that also enjoys a great pull on other social networks. Among them, on Facebook, where specific pages dedicated to Las Canteras, such as Playa de Las Canteras or miplayadelascanteras accumulate tens of thousands of fans, with a large daily follow-up on everything that happens in this gem of Las Palmas de Gran Canaria.