Spain
Market Profile

Visitor Market
Spain is our 5th largest source market and accounts for 4% of all visitors to the island.

Where do they come from?
35% Madrid
28% Barcelona

+15% Visitor growth in 2016
+18% Ireland
+15% Northern Ireland

23.5M Outbound
Spain is Europe’s 6th largest outbound visitor market. In 2016 76% of all outbound trips were to Europe.

Latest performance
To access the latest performance on visitors, holidaymakers and revenue from Spain.

The island of Ireland welcomed 391k visitors from Spain in 2016.

Visits to Ireland and Northern Ireland total more than the island figure due to visitors spending time in both locations.

READ MORE
Revenue and Bednights
Spend by visitors from Spain increased by +18% to €200M/£160M in 2016.

4.7M Bednights
One-third of Spanish nights were spent in paid accommodation.

Length of stay
- Up to 3 nights: 37%
- 4 to 5 nights: 21%
- 6 to 8 nights: 15%
- 20% nights: 28%

€508/€410 Spend per visitor
- €508/£410

Air Access
Weekly air seats capacity to the island of Ireland increased by +9% in Summer 2017. Of the 80,000 weekly one-way seats available from Spain to the island of Ireland, approximately 26,000 are of inbound potential.

64K Seats per week to Ireland
- 5 Airlines
- 344 Departures
- 20 Spanish airports

16K Weekly seats to Northern Ireland
- 4 airlines
- 93 departures
- 12 Spain airports

Industry Opportunities
Tourism Ireland works with airline partners to create co-operative marketing opportunities for our industry partners to also get involved with.

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Holiday Market
Spain is the 7th largest market for holidaymakers to the island of Ireland.

Interest in Visiting
83% of Spanish holidaymakers are interested in taking a holiday to the island of Ireland. The island is 5th most popular on the list of holiday destinations they are interested in visiting.

- **Holidaymaker growth to the island in 2016**
  +22%
  +73% since 2011

- **5.4 nights**
  Average stay
  - Up to 3 nights 38%
  - 4 to 5 nights 25%
  - 6 to 8 nights 21%
  - 9+ nights 16%

- **Reasons for Visiting**
  - Holiday 58%
  - Business & Other 33%
  - Visiting friends & relatives 28%

- **83% interested in a holiday to the island**

- **48%**
  Intend to holiday to the island in the next 3 years
  To convert general interest to specific intention to travel we motivate visitors through uniqueness of our island, easily fill a holiday with things to see and our friendly and welcoming people.

- **21%**
  Actively planning a holiday to the island in 12 months
  The island of Ireland competes with Italy, France, Portugal and Great Britain in terms of destinations that Spanish holidaymakers are actively planning on visiting.

- **Driving holiday growth**
  Tourism Ireland has created a tailor-made marketing programme targeting Spanish holidaymakers to stimulate interest and holiday booking from our 7th largest holiday market.

Tourism Ireland
Our Best Prospects
Tourism Ireland targets our marketing activity at the Culturally Curious and Social Energisers in Spain and these segments account for over half of all Spanish holidaymakers to the island of Ireland.

32% Culturally Curious
Culturally Curious holidaymakers in Spain are particularly interested in broadening their minds, immersing in local experiences and meeting the locals.

34% Social Energisers
Spanish Social Energiser holidaymakers are especially interested in enjoying the buzz/excitement of new places, being spontaneous and packing every minute with things to see and do.

Spanish Explorer
Holidaymakers from Spain like to travel around and explore the regions of Ireland. Over a quarter (28%) use a car during their trip.

44% Holiday during Apr-Sept

28% of Spanish holidaymakers use a car

Car hire/brought 28%
do not use a car 72%

Visit Northern Ireland 13%
Engaged Holidaymakers
Spanish holidaymakers are active visitors, exploring our historical sites and engaging in multiple events and activities while on the island.

143k
Visited Historical Sites
117k
Participated in events/pastimes

Holidaymaker Profile
Spanish holidaymakers tend to be younger than from other markets with a third under 25 years. They are very loyal holidaymakers (32% repeat) to the island of Ireland.

95% Visit sites of historical interest
78% Engage in excursions/events
29% Take part in hiking/cross-country walking

Holiday as couples: 34%
ABC1 holidaymakers: 91%
First visit: 68%

Socio economic group:
ABC: 20%
C2: 9%
C1: 71%

Online & Offline Inspiration
Spanish holidaymakers use multiple sources of information for inspiration and planning. 58% were influenced online to choose to holiday in Ireland and 91% used online to plan their holiday.

58% online influence to choose Ireland
Holidaymakers use a variety of digital sources to inspire them and help to choose a holiday destination.

44% Talk to friends & relatives for inspiration
Traditional media and other sources of information continue to be important, with inspiration coming from friends, as well as ads, guidebooks, TV and radio programmes.

90% Independent
The majority of holidaymakers choose to book independently.

Partnering for Success
Tourism Ireland is the organisation responsible for marketing the island of Ireland overseas as a tourist destination.