

# SPAIN

## Market Profile 2019



Spain is the Island of Ireland's 5th largest source market of overseas tourists and revenue for the island of Ireland.

### Tourist Market

The island of Ireland welcomed 431k tourists from Spain in 2019, a marginal increase of +2% compared to 2018.

#### Where do they come from?

<b>35%</b>	<b>23%</b>	<b>9%</b>	<b>9%</b>	<b>8%</b>	<b>7%</b>	<b>6%</b>	<b>4%</b>
Barcelona	Madrid	North East	South	East	North West	North Centre	Centre




**Tourist growth vs. 2018**

- Ireland: +2%
- Northern Ireland: +9%

**29m**  
**outbound trips**

Spain is Europe's 7th largest outbound market. In 2019, 77% of all outbound trips from Spain were to Europe.



Access the latest performance on tourists, holidaymakers and revenue from Spain.  
[Read more](#)



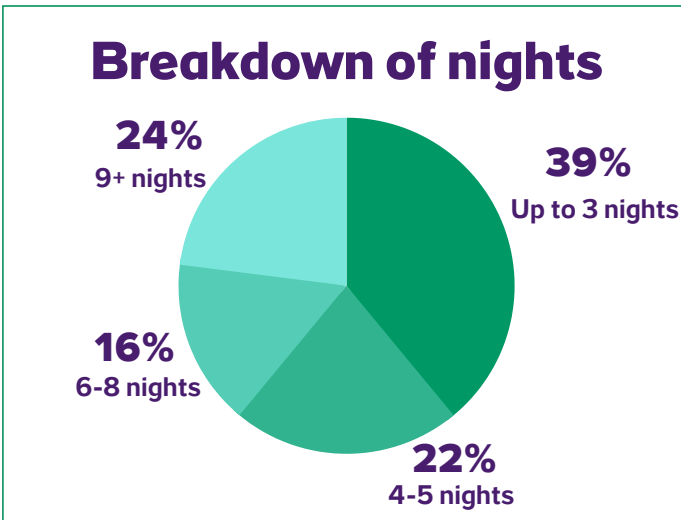
**i** Visits to Ireland and Northern Ireland will total more than the island figure due to tourists spending time in both locations.

# Revenue & Bednights

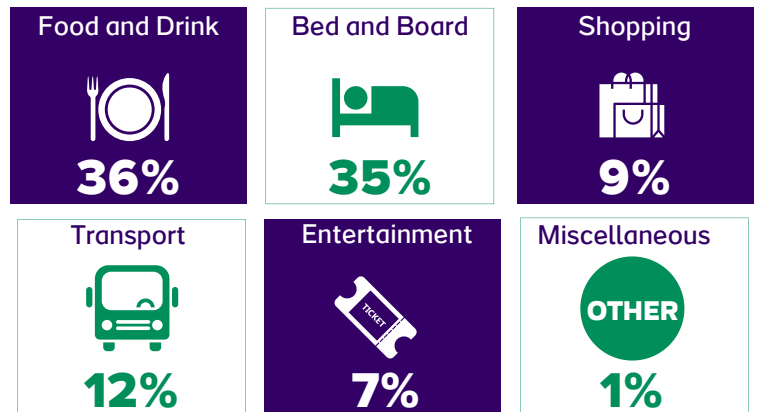
Spanish tourists spent a total of €218m/£190m on the island in 2019, growing by +14% compared to 2018. This represents an average spend of €506/£441 per tourist.



**3.8m** Three quarters of nights were spent in paid accommodation. Hotels are the most popular with 40% using this accommodation but for short stays only (13% of nights).



## €506/ £441 spend per tourist



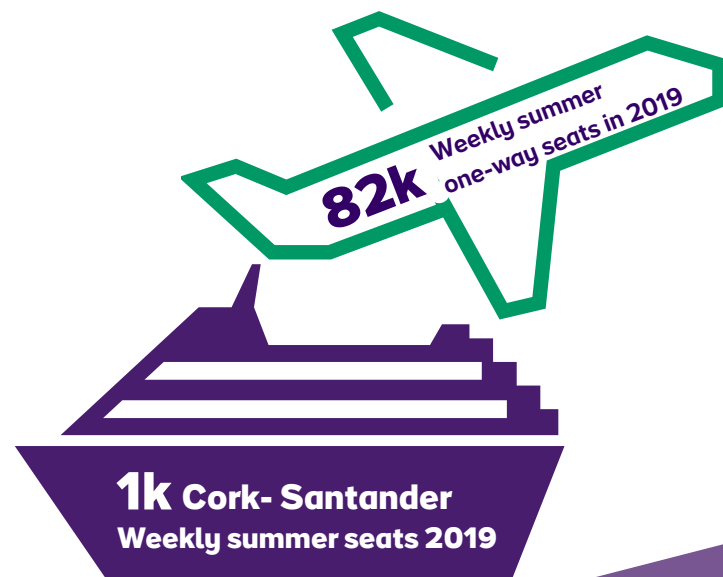
# Air & Sea access links

There is strong air and sea access available between the island and Spain. In 2019, there was a record of 82k seats available per week from Spain to the island.

**65k** 65k one-way seats per week to Ireland:  
 • 19 Spanish airports  
 • 4 airlines

**17k** 117k one-way seats per week to Northern Ireland:  
 • 14 Spanish airports  
 • 4 airlines

**Industry Opportunities**  
 Tourism Ireland works with air/sea carriers to create co-operative marketing opportunities for our industry partners to get involved with. [Read more](#)




# Holiday Market

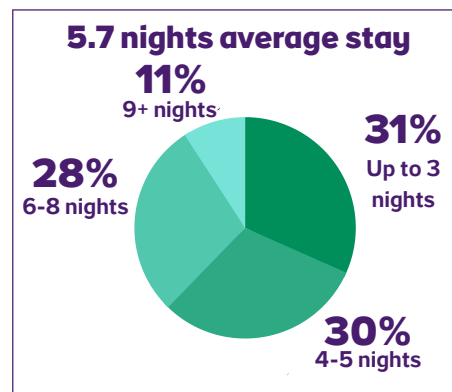
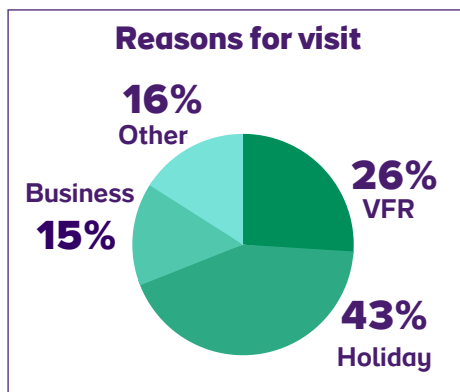
Spain is the 6th largest market for holidaymakers to the island of Ireland. In 2019, 186k holidaymakers from Spain were welcomed on the island, resulting in a +16% increase over 2018.

**1.1m**  
HOLIDAYMAKER  
NIGHTS

Spanish holidaymakers stay an average 5.7 nights on the island of Ireland, and 3.8 nights Northern Ireland.



**186k**  
Holidaymakers  
in 2019



## Interest in Visiting

82% of Spanish holidaymakers are interested in taking a holiday to the island of Ireland. The island is the 9th most popular destination of the top 20 outbound destinations monitored.

**43%** intend to holiday on the island of Ireland in the next 3 years.  
To convert general interest to specific intention to travel we motivate holidaymakers through the uniqueness of our local traditions and a holiday experience, in a lively and fun place to visit.

**17%** actively planning a holiday to the island within 12 months  
The island of Ireland competes with France, Italy, Portugal and Great Britain in terms of destinations that Spanish holidaymakers are actively planning on visiting.



Tourism Ireland has created a tailor-made marketing programme targeting Spanish holidaymakers to simulate interest and holiday booking from our 7th largest market. [Read More](#)



# Our Best Prospects

Tourism Ireland targets our marketing activity at the 3+ million Culturally Curious holidaymakers in Spain.



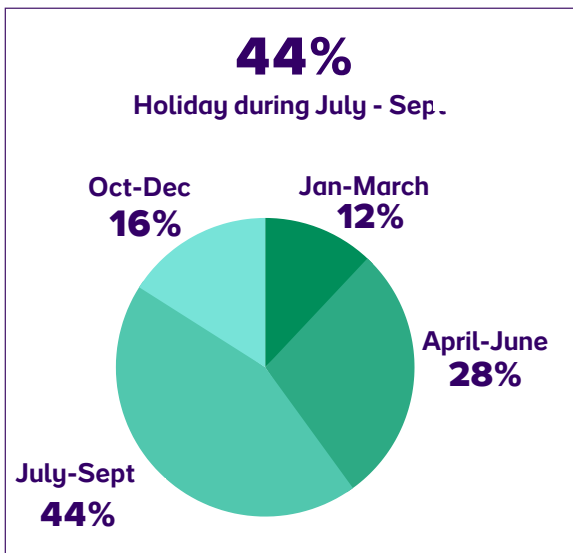
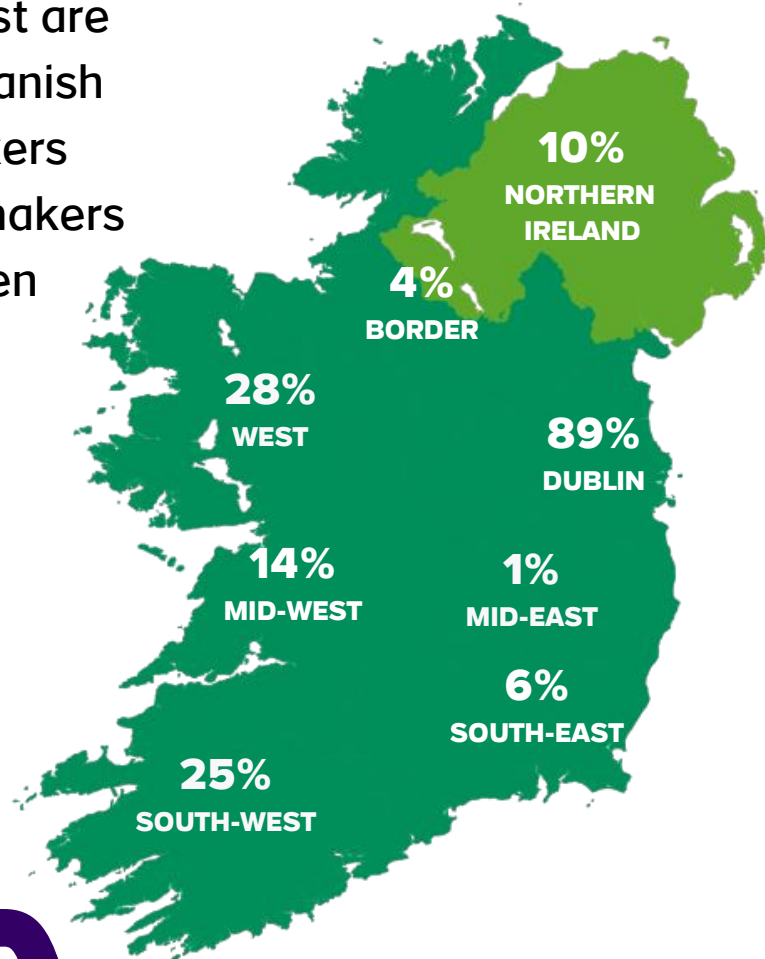
**17% are Culturally Curious**  
 These holidaymakers immerse themselves in a destination by soaking up the atmosphere and meeting the locals.

**41% of the Culturally Curious in Spain intend to travel to Ireland in the next 3 years**

As well as immersing in local experiences, the Culturally Curious in Spain like to connect with nature and enjoy the local landscape.

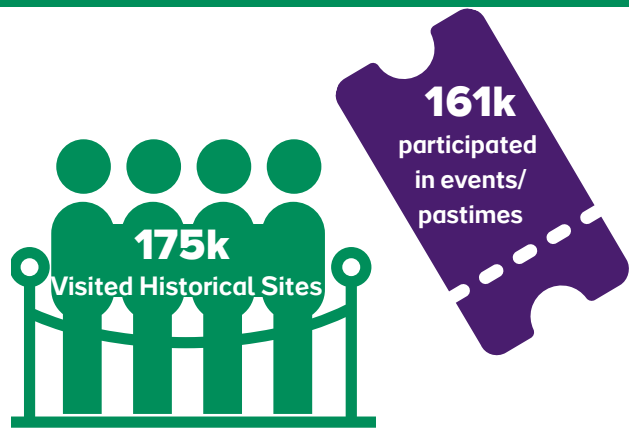
# Spanish Explorer

Dublin, the West and the South West are the most popular regions among Spanish tourists. 31% of Spanish holidaymakers use a car. 44% of Spanish holiday makers come to the island of Ireland between July and September.

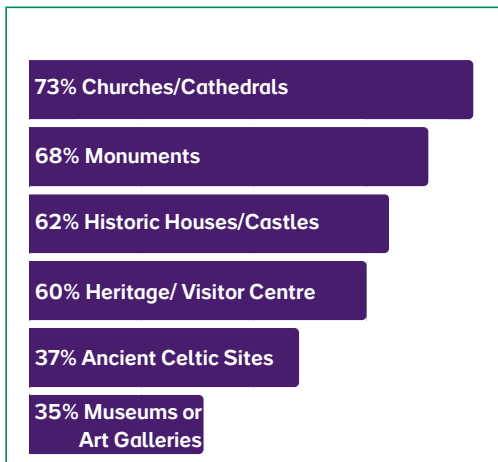


# Engaged Holidaymakers

Spanish holidaymakers are active tourists, exploring our historical sites and engaging in multiple events and activities while on the island.



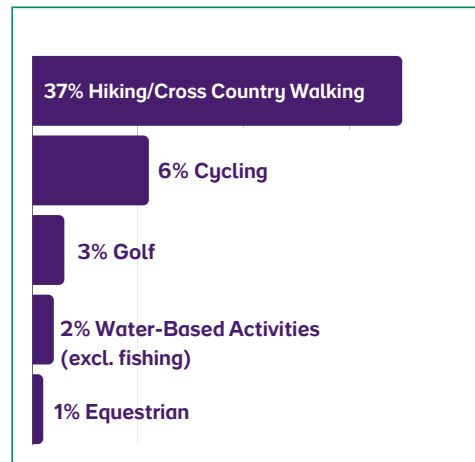
**90%** Visited sites of historical interest



**87%** Engaged in pastimes/events

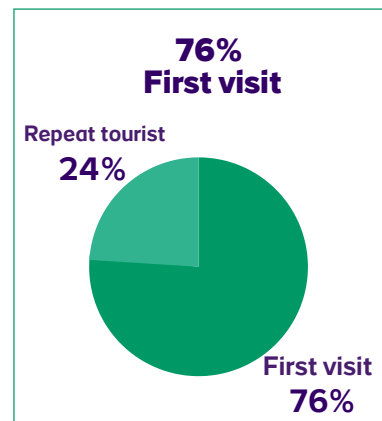
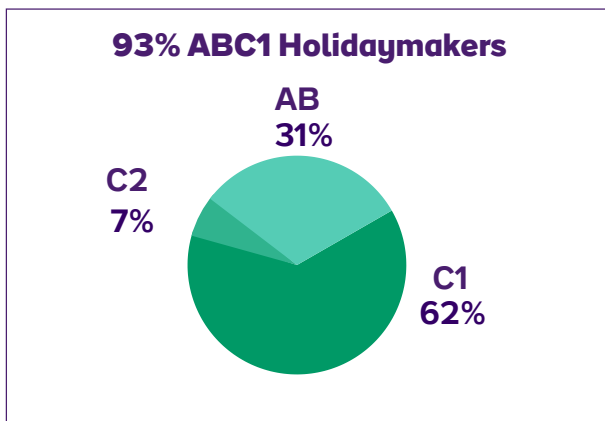
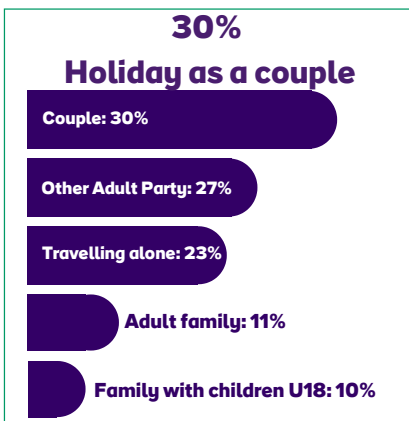
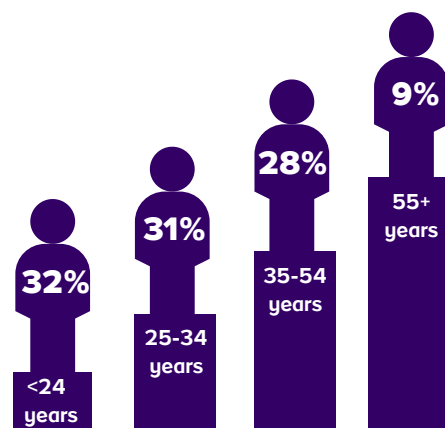


**38%** Participated in activities



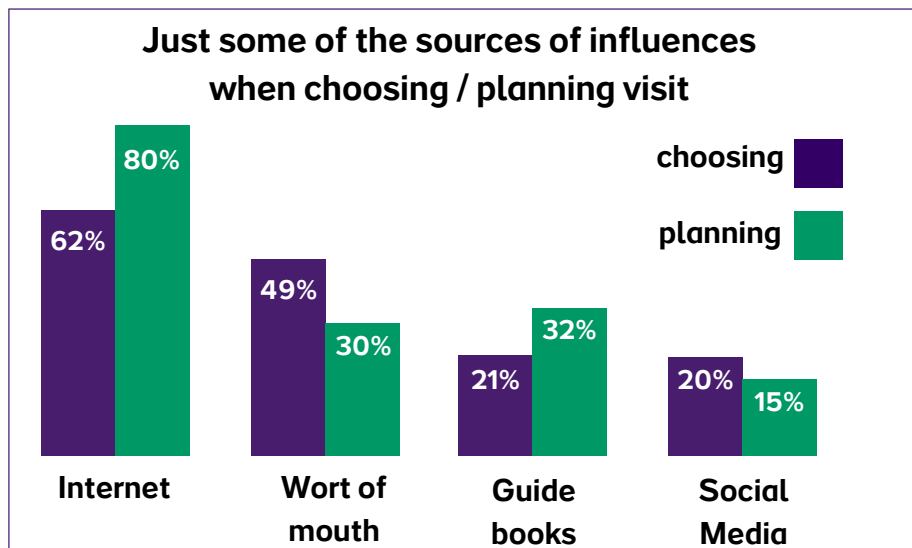
# Holidaymaker Profile

Almost two thirds of Spanish holidaymakers that visited Ireland in 2019 were under 35 years old. One-quarter of holidaymakers in 2019 had previously visited Ireland.



# Online & Offline Inspiration

When choosing Ireland as a destination to visit, almost half of all Spanish holidaymakers were inspired to visit based on word of mouth from friends/family.



## Planned via the internet

Of the Spanish holidaymakers that used the internet to help plan their holiday to Ireland, over half planned their trip via an accommodation providers website, and almost 2-in-5 used a review websites.



## Partnering for success

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



### Contact Us

Get in contact with our Spanish team who can partner with you to help deliver more tourists and holidaymakers from Spain to your business and the island of Ireland.

[Read More](#)

### Market Insights

Learn about opportunities in other markets and keep up-to-date on latest tourist numbers and market intelligence.

[Read More](#)

### Marketing Opportunities

Select the marketing opportunity that's right for you to help attract additional tourists and grow your business from Italy and other markets.

[Read More](#)

All the information contained within this publication is based on information provided by NISRA's Northern Ireland Passenger Survey, the CSO's Country of Residence Survey and the Passenger Card Inquiry and Fáilte Ireland's Survey and Tourism Ireland's overseas research programme