Insights into Key Outbound Tourism Markets: Spain

Rebecca Rico Irwin

ATREVIA
OUTLINE

1. Insights into Key Outbound Tourism Markets: Spain
2. Travel Preferences of Spanish Tourists
3. Travel Patterns and Habits
4. Recommendations for Digital Marketing Officers
5. Examples or best practices
1. POTENTIAL OF THE SPANISH OUTBOUND MARKET

53% of Spanish tourists are expected to travel more in 2024, a significant increase compared to previous years. Of these, 43% plan to travel to foreign countries.

Based on the available data for 2022 and assuming a conservative growth rate of 20% for outbound tourism, the estimated number of outbound trips made by Spanish tourists in 2023 is approximately 19.2 million.
2. DESTINATIONS OF SPANISH TOURISTS

- Europe continues to be the most sought-after destination for Spanish digital tourists when traveling abroad (66%)
- Portugal receives the most Spanish bookings followed by Italy, Andorra and France
- Brexit has significantly affected the decline in travel to the United Kingdom
- Noticeable shift of digital tourists towards distant Spanish-speaking destinations, which have managed to double their share from 5% in 2019 to 11% in 2022
- There is also growth in the Middle East and North Africa as destinations (from 4% to 6%)
3. TRAVEL PATTERNS AND HABITS

Spanish digital travelers have regained the share of bookings abroad after the pandemic.

The average expenditure per trip is already above the figures from 2019 by 12% in the first months of 2023.

- Before the pandemic, traveling abroad only entailed a 6% higher expenditure compared to staying in Spain.
- After the pandemic, spending on trips abroad has grown significantly more than that for domestic tourism, reaching 21% more than national tourism.
- Potential slowdown in growth towards the end of 2024.

Travel seasons

- Summer Peak
- Holiday seasons: Christmas, Easter, national public holidays
4. RECOMMENDATIONS TO DIGITAL MARKETING OFFICERS WHO WANT TO CONSIDER THE SPANISH MARKET

Given the diverse interests of Spanish tourists, Destination Marketing Organizations should consider promoting a range of holiday types.

The strong recovery in the Spanish tourism sector suggests a resilient market, but DMOs should be aware of the potential challenges ahead, such as competition from other destinations and changes in consumer behavior due to economic factors.
5. EXAMPLES OF BEST PRACTICES

ELENA CABRERA
Country Manager at Ryanair in Spain

I am immensely proud to share one of our recent collaborations with the Pequeño Deseo Foundation, with whom we have been partnering for over a decade. In 2022, we decided to celebrate Christmas in a truly special way: organizing a trip to Disneyland Paris for 18 ill children and their families. This experience was not only exceptional for our company but also had a significant personal impact. It provided a dose of joy and strength for both the children and their loved ones. This journey represents our ongoing commitment to the community and the desire to make a positive difference in the lives of those who need it most.

SONIA PRIETO
CEO and Board Member at OHAI

At OHAI, we are very proud to be creating a new hotel category that responds to everything mentioned above. Our Outdoor Living proposal offers a place where the experience is "unique" and "sustainable" inherently, without compromising on the most demanding standards of "quality." Our marketing strategy makes this beautiful and important "mission" visible and real.
Thank you for your attention!

Spain, presented by:

MS. REBECCA RICO
Director of Social Listening & Digital Intelligence

ATREVIA