



# Spain

## Market snapshot Visitor Profile



**#5**

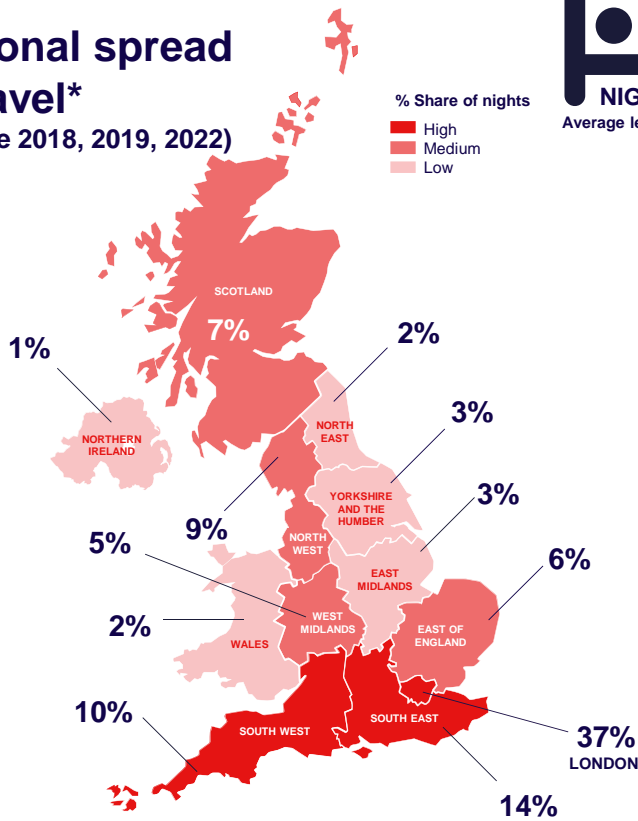
Global ranking for inbound visits to the UK in 2022



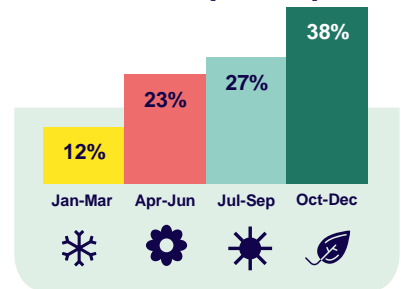
Holiday visitors from Spain spent a record £482 million in the UK in 2022.



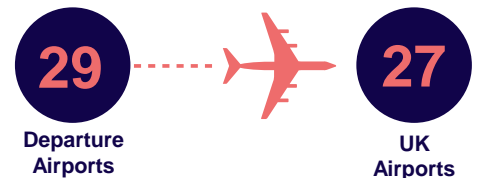
### Regional spread of travel\* (average 2018, 2019, 2022)



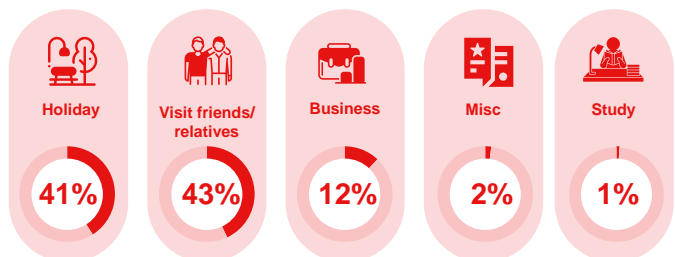
### Seasonal spread of travel\* (2022)



### Departure & Destination Airports\*\* (2022)



### Purpose of travel\* (2022)



Sources: \* International Passenger Survey (IPS) by ONS. All spend is stated in nominal terms. \*\* Apex as of August 2023.



Consumer website: [visitbritain.com](http://visitbritain.com)  
Corporate website: [visitbritain.org](http://visitbritain.org)  
Image Library: [assets.visitbritain.org](http://assets.visitbritain.org)  
Trade website: [trade.visitbritain.com](http://trade.visitbritain.com)  
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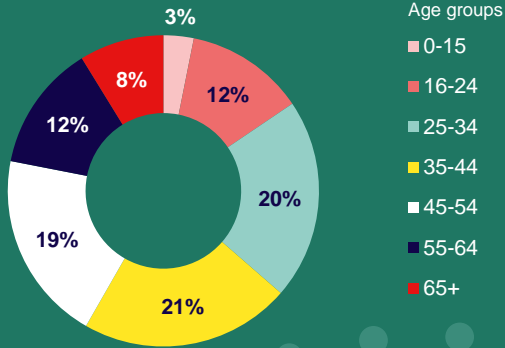


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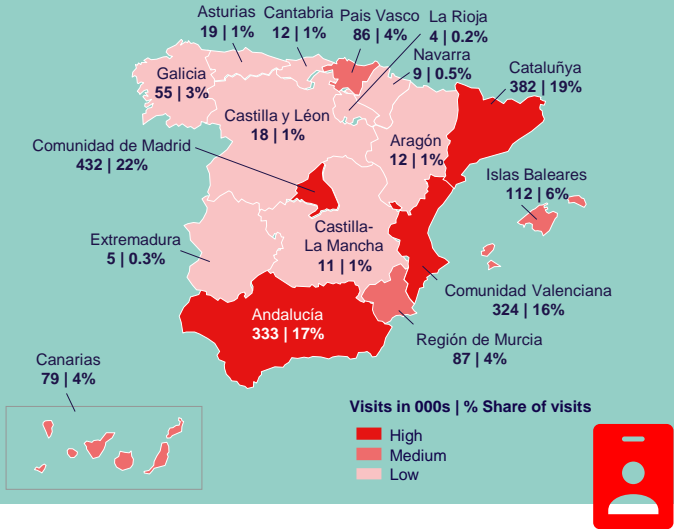
## Market snapshot Visitor Profile



### Key demographics\* (2022)



### Visitors' origin\* (2022)



### Top drivers for destination choice\*\*\* (2022)

- 1 Offers good value for money
- 2 There are vibrant towns and cities to explore
- 3 It's easy to get around once there
- 4 Is a place where I can explore history and heritage
- 5 I can roam around visiting many types of places



### Perceptions of the UK\*\*\*\* (2023)

The UK ranks within the top 10 out of 60 nations for:



Vibrant cities



Contemporary culture



Tourism



Culture



Historic buildings



Cultural heritage

### Top sources of inspiration\*\*\* (2022)

#1



Friends or family (in person)

#2



Travel websites via search engines

#3



Bargain deals on airfares or tours

### Travel companions\*\*\* (2022)



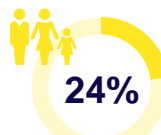
On their own



Spouse / Partner



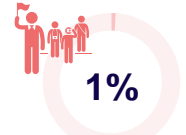
With adult friends



With children under 18



With other adult family members



Part of a tour group

#### Sources:

\*International Passenger Survey (IPS) by ONS

\*\*\* VisitBritain/Kubi Kalloo MIDAS research project 2022

\*\*\*\*Anholt-Ipsos Nation Brands Index 2023



### Top 5 activities desired on a holiday/short break abroad

- 1 Explore local food and beverage specialities
- 2 Visit famous/iconic tourist attractions and places
- 3 Explore history and heritage
- 4 Experience coastal places and scenery
- 5 Experience rural life and scenery

Share who state holidays benefit their wellbeing

74%

### Top 5 sustainable actions by visitors to Britain<sup>1</sup>

- 1 Buying local when I can
- 2 Using public/greener transport
- 3 Visiting places outside of peak season
- 4 Enjoying unpolluted nature
- 5 Visiting less well-known places/attractions

### Likelihood to combine Britain with other destinations



Travel only to Britain



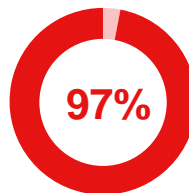
Combine a trip to Britain and other places in Europe



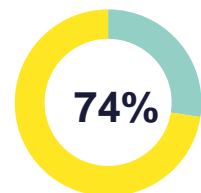
Undecided



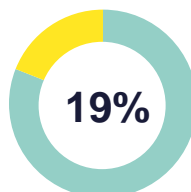
Share of Spanish visitors “likely” or “extremely likely” to recommend Britain\*



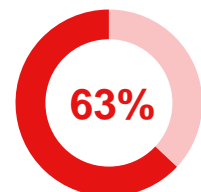
Share of Spanish visits which were repeat visits\*



Share of Spanish travellers with accessibility requirements



Share of Spanish who would return to the UK to visit a different part\*\*



#### Sources:

\*International Passenger Survey: recommendation: 2017, repeat visits stated exclude UK nationals, 2015

\*\*Anholt-Ipsos Nation Brands Index: reasons to return to the UK, 2019

All other information on this page is resourced from VisitBritain/Kubi Kalloo MIDAS research project 2022

based on international leisure travellers

<sup>1</sup> based on previous visitors to Britain