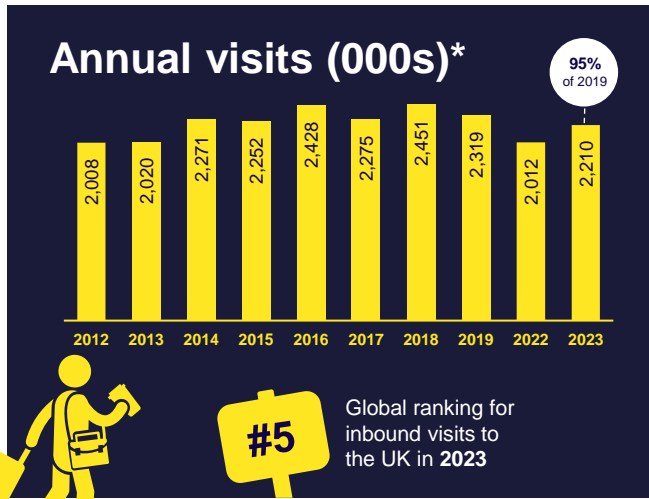


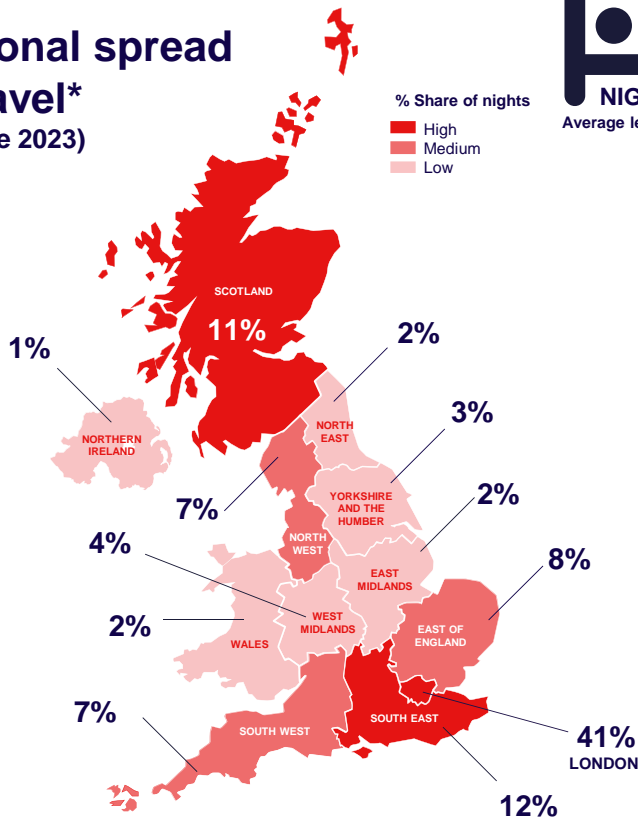


Spain

Market snapshot Visitor Profile



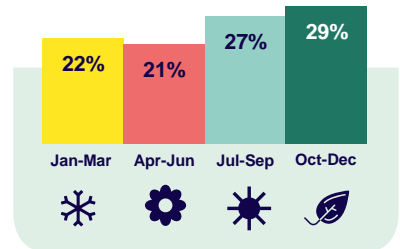
Regional spread of travel* (average 2023)



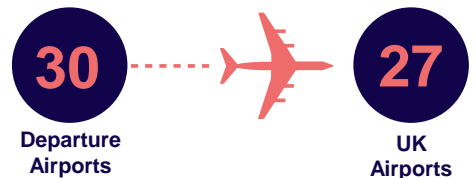
Holiday visitors from Spain spent a **record** £490 million in the UK in 2023.*



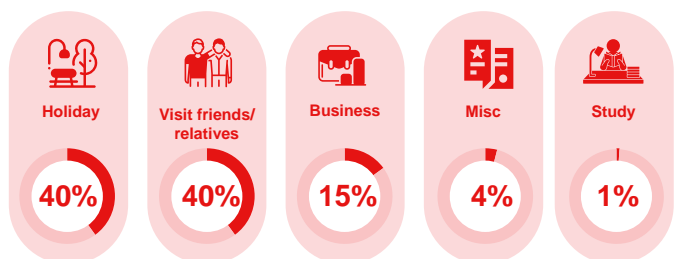
Seasonal spread of travel* (2023)



Departure & Destination Airports** (2023)



Purpose of travel* (2023)



Sources: * International Passenger Survey (IPS) by ONS. All spend is stated in nominal terms. ** Apex as of May 2024.



Consumer website: visitbritain.com
 Corporate website: visitbritain.org
 Image Library: assets.visitbritain.org
 Trade website: trade.visitbritain.com
 Media centre: media.visitbritain.com

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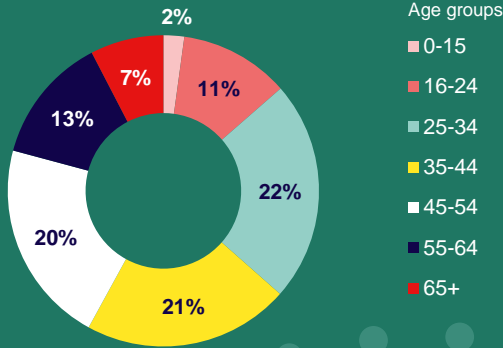
Javier Omeñaca
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Communications Manager Spain
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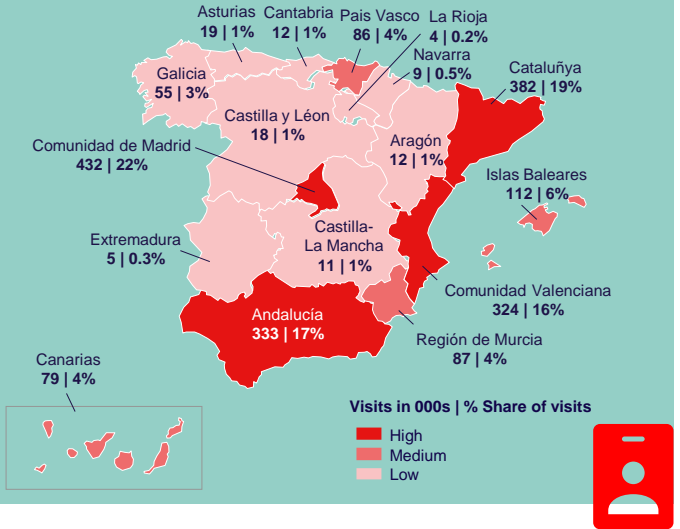




Key demographics* (2023)



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)



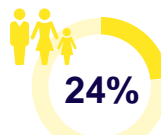
On their own



Spouse / Partner



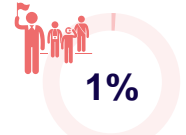
With adult friends



With children under 18



With other adult family members



Part of a tour group

Sources:

*International Passenger Survey (IPS) by ONS; age: share of 'don't know' not shown

*** 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



Top 5 sustainable actions by visitors to Britain¹

- 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



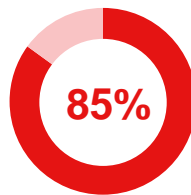
Combine a trip to Britain and other places in Europe



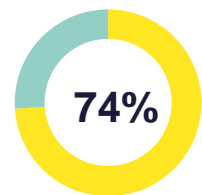
Undecided



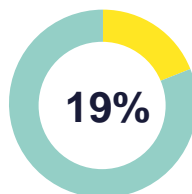
Share of Spanish travellers interested in visiting UK film/TV locations in future**



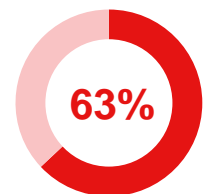
Share of Spanish visits which were repeat visits*



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; film/TV locations: base UK considerers, 2023

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

¹ based on previous visitors to Britain