

SPAIN

Market Profile 2019



Spain is the fifth-largest market for overseas tourism to the island of Ireland

Tourist Market

The island of Ireland welcomed 431,000 tourists from Spain in 2019, an increase of +2% over 2018.

Where do they come from?

35% Barcelona	23% Madrid	9% North East	9% South	8% East	7% North West	6% North Centre	4% Centre
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Tourist growth 2019 vs 2018:

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



**29m
outbound
trips**

Spain is Europe's seventh-largest outbound travel market. In 2019, 77% of all outbound trips from Spain were within Europe.



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



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

Revenue and Bednights

In 2019, Spanish tourists spent a total of €218/£190 million on the island of Ireland in 2019, an increase of +14% over 2018. This represented an average spend of €506/£441 per tourist.

3.8m



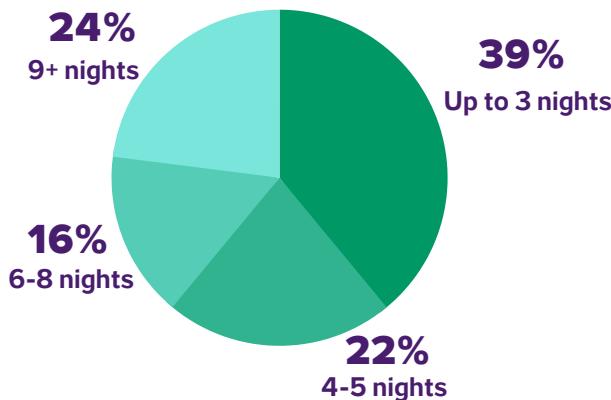
Three-quarters of nights were spent in paid accommodation. Hotels were the most popular, with 40% using this type of accommodation, but for short stays only (13% of nights).

€218m/£190m

REVENUE

4% of all tourist revenue to the island

Breakdown of nights



€506/£441 spend per tourist

Food and Drink



36%

Bed and Board



35%

Shopping



9%

Transport



12%

Entertainment



7%

Miscellaneous



OTHER
1%

Air and Sea Access Links

There is strong air and sea access between Spain and the island of Ireland. In 2019, there were a record 82,000 air seats available each week.

65k



65,000 one-way seats per week to Ireland:

- 19 Spanish airports
- 4 airlines

17k



17,000 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 in which our industry partners can get involved.

[Read more here.](#)

82K

Weekly summer
one-way seats in 2019

1K Cork-Santander

Weekly summer seats 2019

Holiday Market

Spain is the sixth-largest market for holidaymakers to the island of Ireland. In 2019, we welcomed 186,000 holidaymakers from Spain, an increase of +16% on 2018.

1.1m

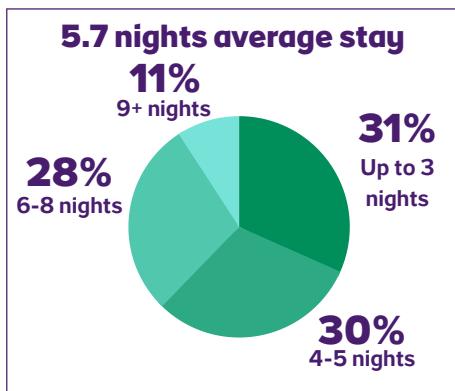
**HOLIDAYMAKER
BEDNIGHTS**



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

186k

**Holidaymakers
in 2019**



Interest in Visiting

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

43%

intend to holiday on the island of Ireland in the next three years

To convert general interest to specific intention to travel, we motivate holidaymakers by highlighting the uniqueness of our local traditions and holiday experience and that Ireland is a lively and fun place to visit.

17%

actively planning a holiday to the island of Ireland 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 to visit.



Tourism Ireland has created a tailor-made marketing programme targeting Spanish holidaymakers to stimulate interest and holiday bookings.

[Read more here.](#)



Our Best Prospects

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



17% are Culturally Curious

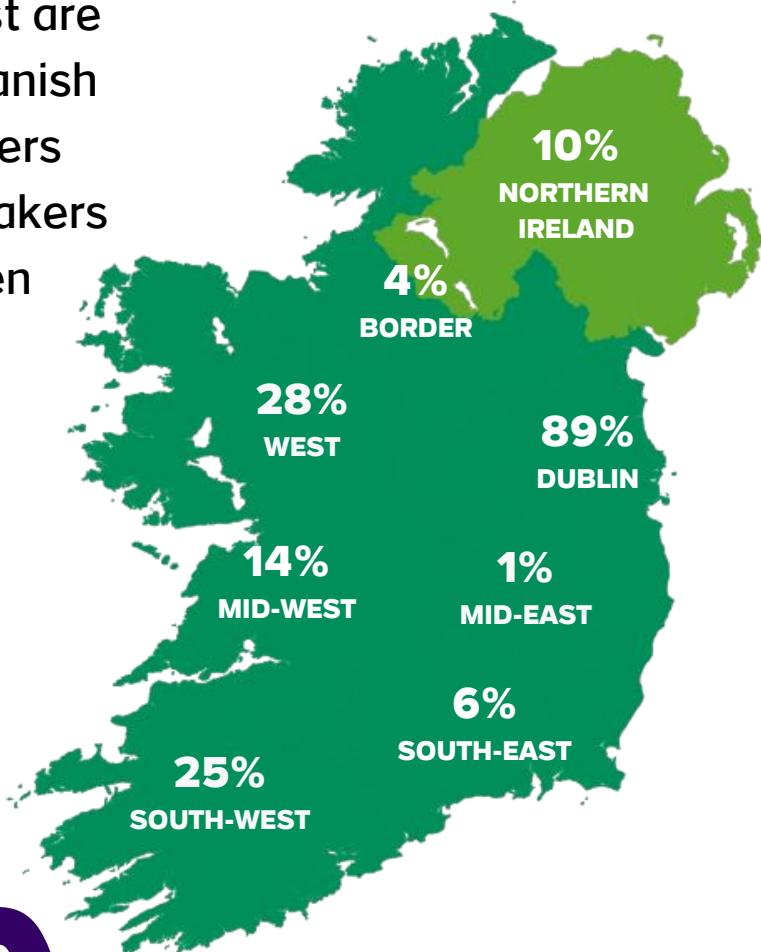
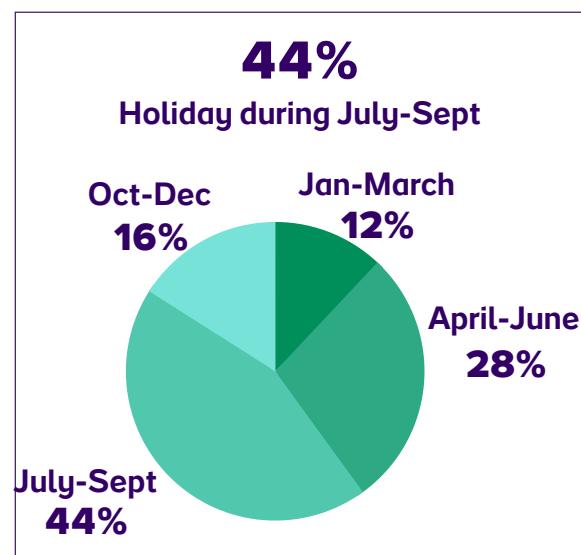
These holidaymakers immerse themselves in a destination by soaking up the atmosphere and meeting the locals.

41% of the Culturally Curious in Spain intend to travel to Ireland in the next three years.

As well as immersing themselves 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 holidaymakers 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

- 73% Churches/Cathedrals
- 68% Monuments
- 62% Historic Houses/Castles
- 60% Heritage/ Visitor Centres
- 37% Ancient Celtic Sites
- 35% Museums or Art Galleries

87% Engaged in pastimes/events

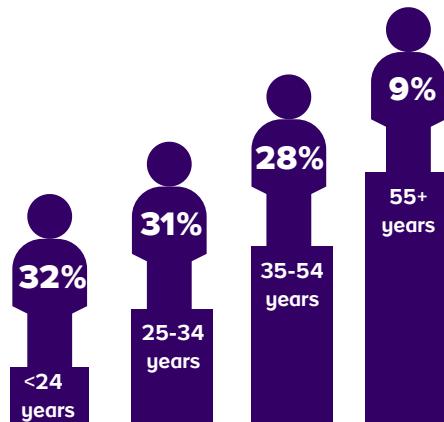
- 66% Visited National Parks and Forests
- 59% Visited Gardens
- 43% Shopping (excl. food, drink, souvenirs)
- 16% Attended Festival/Cultural Event
- 1% Attended an Organised Sporting Event

38% Participated in activities

- 37% Hiking/Cross-country Walking
- 6% Cycling
- 3% Golf
- 2% Water-based Activities (excl. fishing)
- 1% Equestrian

Holidaymaker Profile

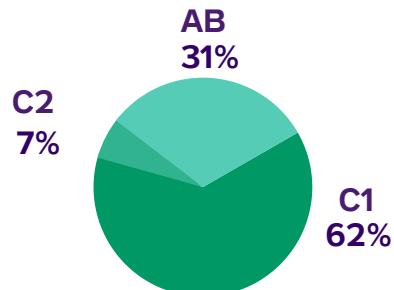
Almost two-thirds of Spanish holidaymakers who visited Ireland in 2019 were under 35 years old. One-quarter of holidaymakers in 2019 had previously visited Ireland.



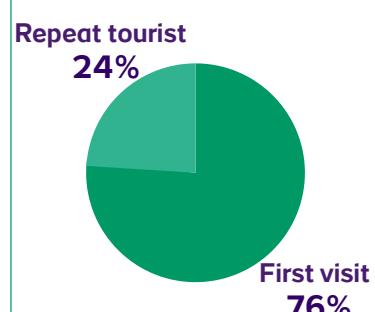
30%
Holiday as a couple

- Couple: 30%
- Other Adult Party: 27%
- Travelling alone: 23%
- Adult family: 11%
- Family with children U18: 10%

93% ABC1 Holidaymakers



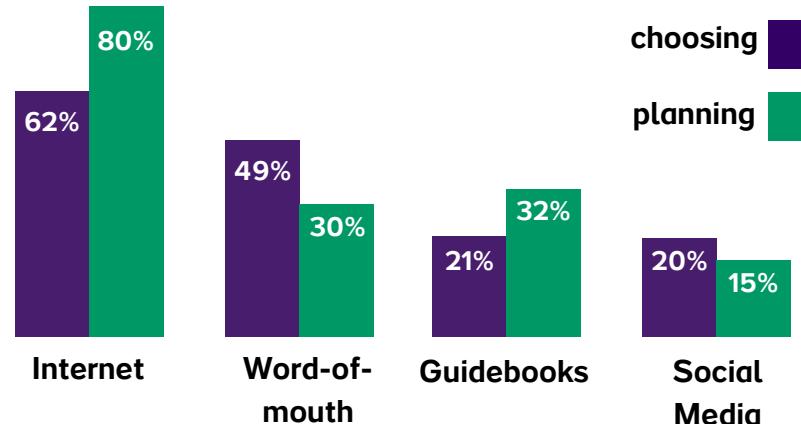
76% First visit



Online & Offline Inspiration

When choosing the island of Ireland, almost half of all Spanish holidaymakers were inspired by word-of-mouth from friends and family.

Sources of influence when choosing/planning to visit



Planned via the internet

Of the Spanish holidaymakers who used the internet to help plan their holiday to Ireland, over half planned their trip via an accommodation provider's website, and almost two in five used a review website.



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 Spain 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, Fáilte Ireland's Survey of Travellers and Tourism Ireland's overseas research programme.