

Spain Market Profile 2024

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Inbound Tourists

The island of Ireland welcomed around 263,000 Spanish tourists who spent over €233 million / £203 million and stayed 2.4 million nights. Spain was the island's fifth-largest source of overseas tourists and nights, and the sixth-largest source of revenue.

Metric	Value	Global Rank
Revenue	€233 million / £203 million	6th
Trips	263 thousand	5th
Nights	2.4 million	5th

Where did our tourists come from?

The majority (74%) of Spanish tourists came from Barcelona (27%), the South (23%), Madrid (13%) and North-East (12%).

Region	Share of trips
Barcelona	27%
South	23%
Madrid	13%
North-East	12%
East	9%
Centre	7%
Canaries / Balearics	4%
North-West	3%
North-Centre	2%

Where did our tourists visit?

Country	Trips
Ireland	246,000
Northern Ireland	30,000

Visits to Ireland and Northern Ireland total more than the island of Ireland figure due to tourists overnighing in both.

When did our tourists visit?

Over-half (53%) of Spanish tourists visited the island during Q3 and Q4 (July - December).

Quarter	Share of visits
Quarter 1	23%
Quarter 2	24%
Quarter 3	29%
Quarter 4	24%

What were our tourists' reasons for visiting?

Two-fifths (42%) of Spanish tourists visiting the island of Ireland came for a holiday, generating 35% of Spanish tourism revenue. Around one-in-seven (14%) were visiting for "other" reasons and they accounted for the second-largest share (32%) of Spanish tourism revenue.

Purpose of visit	Revenue	Share of revenue
Holiday	€82 million / £72 million	35%
Visiting friends / relatives	€40 million / £35 million	17%
Business	€35 million / £31 million	15%
Other	€75 million / £66 million	32%

Purpose of visit	Trips	Share of trips
Holiday	110,000	42%
Visiting friends / relatives	84,000	32%
Business	33,000	12%
Other	37,000	14%

Purpose of visit	Nights	Share of nights
Holiday	633,000	26%
Visiting friends / relatives	667,000	28%
Business	271,000	11%
Other	848,000	35%

How much did our tourists spend and how long did they stay?

On average, Spanish tourists spent €887 / £771 per trip or €96 / £84 per night and stayed 9.2 nights on the island of Ireland.

Region	Metric	Value
Island of Ireland	Average spend per trip	€887 / £771
Island of Ireland	Average spend per night	€96 / £84
Island of Ireland	Average length of stay	9.2 nights
Northern Ireland	Average spend per trip	£331
Northern Ireland	Average spend per night	£73
Northern Ireland	Average length of stay	4.5 nights

How did our tourists spend their money?

A third (33%) of Spanish tourists' revenue was spent on food and drink.

Category	Share of spend
Food & Drink	33%
Accommodation	25%
Shopping	22%
Transport	10%
Entertainment	8%
Miscellaneous	2%

How long did our tourists stay?

Three-quarter (75%) stayed four or more nights on the island of Ireland.

Length of stay	Share of trips
1-3 nights	25%
4-5 nights	27%
6-8 nights	22%
9+ nights	26%

Regionality: Inbound Tourists and Holidaymakers

Definitions

Dublin: Dublin City and County.

Midlands / Mid-East: Laois, Longford, Louth, Offaly, Westmeath, Kildare, Meath, Wicklow.

South-East: Carlow, Kilkenny, Waterford, Wexford.

South-West: Cork, Kerry.

Mid-West: Clare, Limerick, Tipperary.

West: Galway, Mayo, Roscommon.

Border: Cavan, Donegal, Leitrim, Monaghan, Sligo.

Northern Ireland: Antrim, Armagh, Down, Fermanagh, Derry/Londonderry, Tyrone

What areas did our tourists and holidaymakers visit?

Dublin and the South-West were the most popular regions for Spanish tourists and holidaymakers.

Over 13,000 Spanish tourists and 10,000 holidaymakers included an overnight on both sides of the border.

Region	Share of tourists
Dublin	52%
Midlands / Mid-East	15%
South-East	10%
South-West	15%
Mid-West	6%
West	8%
Border	4%
Northern Ireland	11%

Region	Share of holidaymakers
Dublin	71%
Midlands / Mid-East	9%
South-East	8%
South-West	17%
Mid-West	9%
West	17%
Border	6%
Northern Ireland	16%

Where did our tourists and holidaymakers visit?

Dublin was a must-visit for the majority of Spanish tourists (52%) and holidaymakers (71%).

Region	Share of tourists
Dublin only	44%
Outside Dublin only	48%
Both Dublin and outside Dublin	8%

Region	Share of holidaymakers
Dublin only	52%
Outside Dublin only	29%
Both Dublin and outside Dublin	19%

Inbound Holidaymakers

Spain was the island of Ireland's ninth largest source of holiday revenue, the seventh largest source of holidaymakers and the tenth largest contributor to holiday nights. Spanish holidaymakers spent €751 / £653 per trip (or €130/£113 per night) and stayed on average 5.8 nights.

Metric	Value	Global Rank
Revenue	€82 million / £72 million	9th
Trips	110 thousand	7th
Nights	633 thousand	10th

Region	Metric	Value
Island of Ireland	Average spend per trip	€751 / £653
Island of Ireland	Average spend per night	€130 / £113
Island of Ireland	Average length of stay	5.8 nights
Northern Ireland	Average spend per trip	£264
Northern Ireland	Average spend per night	£92
Northern Ireland	Average length of stay	2.9 nights

When did our holidaymakers visit?

More than half (55%) of Spanish holidaymakers visited the island of Ireland in Q1 or Q4 (January - March and October - December).

Quarter	Share of visits
Quarter 1	28%
Quarter 2	16%
Quarter 3	29%
Quarter 4	27%

How long did our holidaymakers stay?

The majority (72%) of Spanish holidaymakers stayed up to five nights on the island of Ireland.

Length of stay	Share of trips
1-3 nights	37%
4-5 nights	35%
6-8 nights	15%
9+ nights	13%

What age were our holidaymakers?

Around six-in-ten (57%) Spanish holidaymakers were under 35 years old

Age	Share of trips
<25 years	21%
25-34 years	36%
35-44 years	16%
45-54 years	15%
55-64 years	10%
65+ years	2%

Holidaymaker gender and dependent children

Around three-fifths (58%) Spanish holidaymakers were female. One-sixth (16%) of Spanish holidaymakers had dependent children in the household.

Gender	Share of trips
Female	58%
Male	42%

Had our holidaymakers been here before?

It was a first visit for around three-fifths (62%) of Spanish holidaymakers.

Visitor type	Share of trips
First visit	62%
Repeat visit	35%
Born in Ireland	2%

Who did our holidaymakers travel with?

Around one-third (35%) travelled as part of a couple. Around a quarter travelled alone (27%) and a further one quarter travelled with an "other adult party".

Party composition	Share of trips
Solo	27%
Couple	35%
Family	13%
Other adult party	25%

Where did our holidaymakers stay?

The majority (56%) of nights spent by Spanish holidaymakers were in hotels (31%) or with friends and family (26%).

Accommodation type	Share of nights
Hotel	31%
Friends / family	26%
Rented accommodation	13%
Guesthouse / B&B	11%
Caravan / camping	8%
Hostel	7%

How did our holidaymakers travel and get around

The majority (97%) of Spanish holidaymakers travelled independently, 3% travelled as part of a package, and around a quarter (28%) used a car while on the island of Ireland.

Car use	Share of trips
Hired a car	20%
Brought own car	3%
Borrowed a car	5%
Did not use a car	72%

What were our holidaymakers' interest and activities?

Spanish holidaymakers are active tourists. They explored our historical sites and engaged in multiple events and activities while on the island of Ireland.

93% visited historical or cultural sites.

Type of activity	Share of trips
Churches or cathedrals	65%
Monuments	60%
Castles or houses	55%
Museums or art galleries	48%
Heritage centres	46%
Ancient Celtic sites	22%

75% engaged in pastimes and events.

Type of activity	Share of trips
Shopping excluding food, drink, and souvenirs	53%
Gardens	51%
National parks including forests	46%
Festivals or cultural events including concerts	14%
Sporting events	3%

37% participated in active pursuits.

Type of activity	Share of trips
Hiking including cross-country walking	34%
Water-based activities excluding fishing and swimming	2%
Golf	2%
Cycling	2%
Fishing	1%
Equestrian	1%

Likelihood to recommend a holiday in Ireland to others

The vast majority (87%) of Spanish holidaymakers would recommend a holiday in Ireland to others. The main reasons given are the friendly people (46%), the scenery and nature (40%) and that it's generally a great place to visit (20%).

Outbound holidaymakers

Sources of inspiration, research and planning

Outbound holidaymakers from Spain use multiple sources of inspiration when choosing their holiday destination, including family and friends' recommendations, online search and travel websites.

While social media, for example, is cited in its own right, it's often also a channel for the discovery of travel articles and recommendations.

Channel	Share of holidaymakers' inspiration
Family and friends' recommendations	47%
Online search	41%
Travel websites including company websites and booking platforms	31%
Guidebooks	30%
Destination websites	22%
Social media	19%
Films, TV shows, travel shows	17%

Channel	Share of holidaymakers' research and planning
Online search	50%
Travel websites including company websites and booking platforms	39%
Destinations websites	37%
Guidebooks	35%
Family and friends' recommendations	31%
Travel articles, e.g. magazines, websites	20%
Social media	15%

Enrichment Explorers

Our target segment makes up 29% of all Spanish outbound holidaymakers

Who are the Enrichment Explorers as people?

Embracing a lifestyle centred around exploration, they exude passion and consistently seek fresh experiences. They place emphasis on human connection which extends to their travels, with great importance placed on engaging with local communities. They have a wide variety of hobbies and interests, with learning and experiencing new things high on their priority list – even during their free time on holiday.

What do they look for on a holiday?

Passionate about travelling, these holidaymakers enjoy going off the tourist trail to obtain the most authentic experience. Regardless of the chosen destination, Enrichment Explorers aspire to immerse themselves in the country's richness, exploring wildlife and nature and discovering their passion for art, history and culture.

They are less likely to have children and most likely to travel with a partner.

Top 10 holiday needs

1. To feel connected to nature
2. To broaden and simulate their mind
3. To feel the character of the place and people
4. To appreciate historical / modern architecture
5. To experience the vibrancy of the place and people
6. To experience living like a local
7. To enjoy authentic moments with friendly locals
8. To be transported back in history
9. To discover and explore somewhere new
10. To enjoy the beauty of the landscape

Outbound Tourists

Spain was the world's twelfth-largest outbound market in 2024 and 78% of all outbound trips from Spain were to other parts of Europe.

Access by air

There were 4.7 million direct one-way air seats available on 21,778 flights from Spain to the island of Ireland in 2024. There were 19 gateways from Spain, operated by 6 carriers to 7 airports on the island of Ireland

Where can our tourists fly from?

The top ten Spanish airports accounted for the majority (87%) of seats in 2024. Málaga accounted for nearly one-in-five (18%) seats.

Airports in Spain	Share of seats
Málaga	18%
Lanzarote	11%
Barcelona	11%
Alicante	11%
Palma	9%
Tenerife	9%
Madrid	8%
Reus	5%
Gran Canaria	4%
Valencia	3%

Who can our tourists fly with?

Seven carriers operated between Spain and the island of Ireland. In 2024, Ryanair was responsible for delivering almost three-fifths (58%) of seats to the island of Ireland.

Carrier	Share of seats
Ryanair	58%
Aer Lingus	21%
easyJet	8%
Jet2	7%
Iberia	3%
Vueling	2%