

Spain, a global tourism power

The most competitive country in the world in tourism according to the
World Economic Forum

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01.

Spain, a world tourism country



2nd

Spain's position among the most visited countries in the world

85,169,048

Is the number of foreign tourists who visited Spain in 2023 (INE)

1.8%

Is the increase in the number of tourists in comparison to 2019 (INE)

24.7%

Is the increase in tourist spending between 2022 and 2023 (INE).

2,739,483

Is the number of workers linked to tourism activities as of March 2024 (+6.1% year-on-year) (Turespaña)

642,841

Is the number of companies engaged in tourism-related activities in Spain (INE)

20%

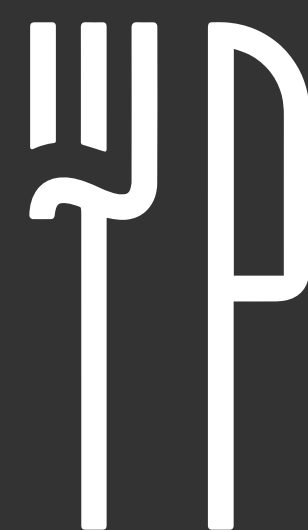
Is the percentage of Spanish companies engaged in activities associated with tourism (INE)

Tourism businesses by type



Accommodation services

29,332



Restaurant sector

217,610

(69,410 restaurants + 148,200 beverage establishments)



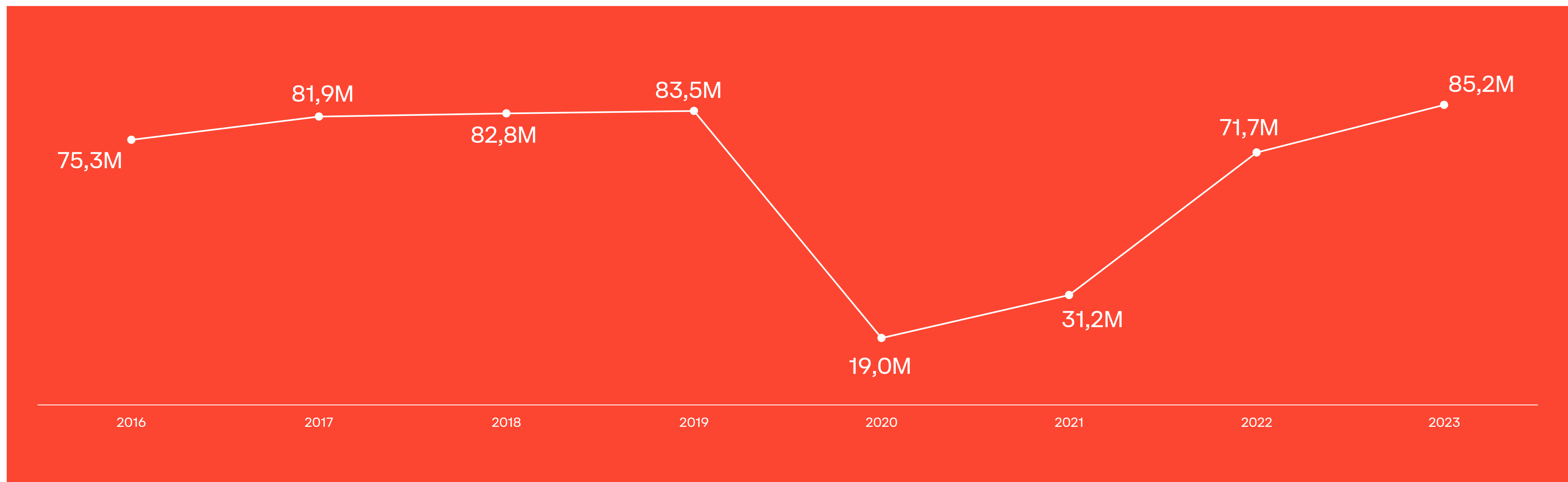
Travel agencies and tour operators

13,055

Number of visitors

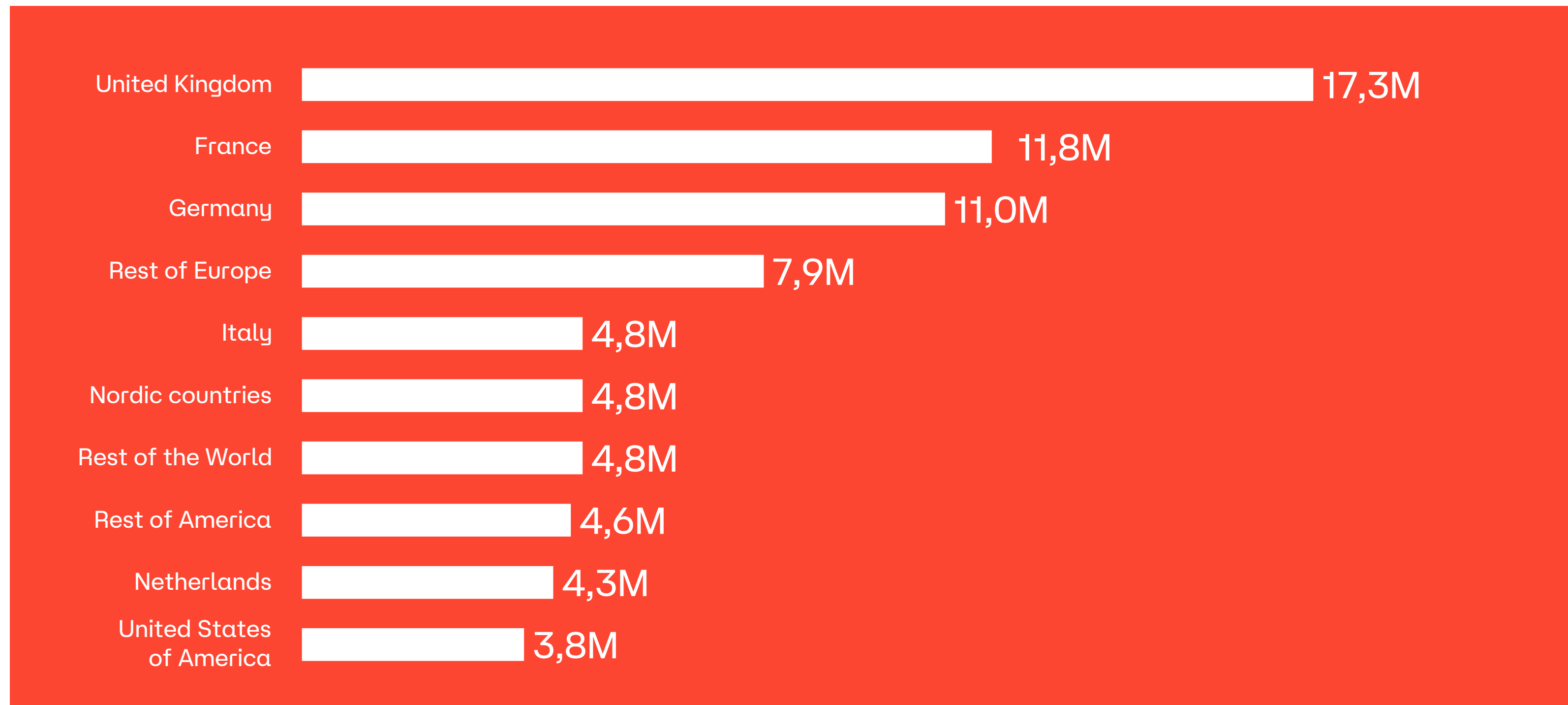


Tourism in Spain confirms its recovery and registers a new record with more than 85 million visitors



Main nationalities of tourists

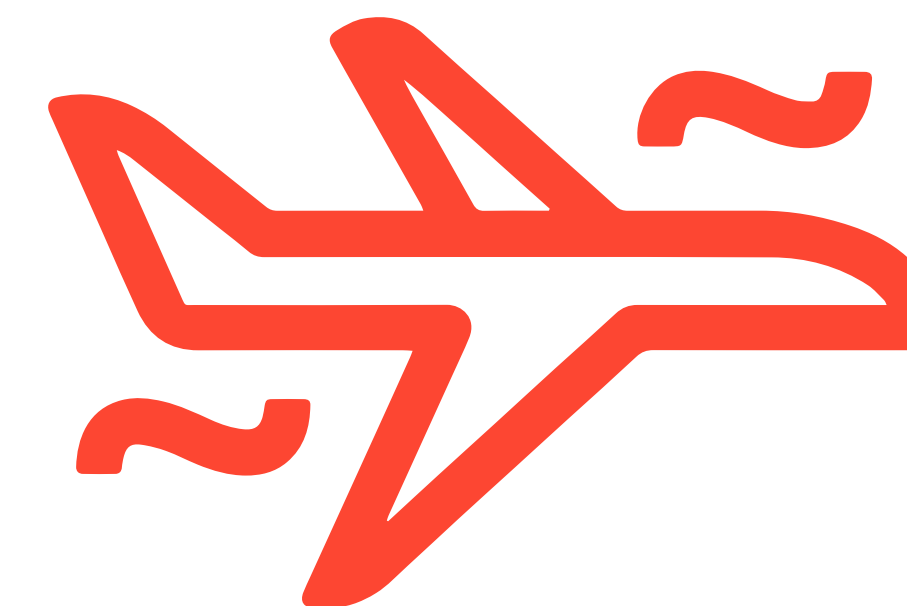
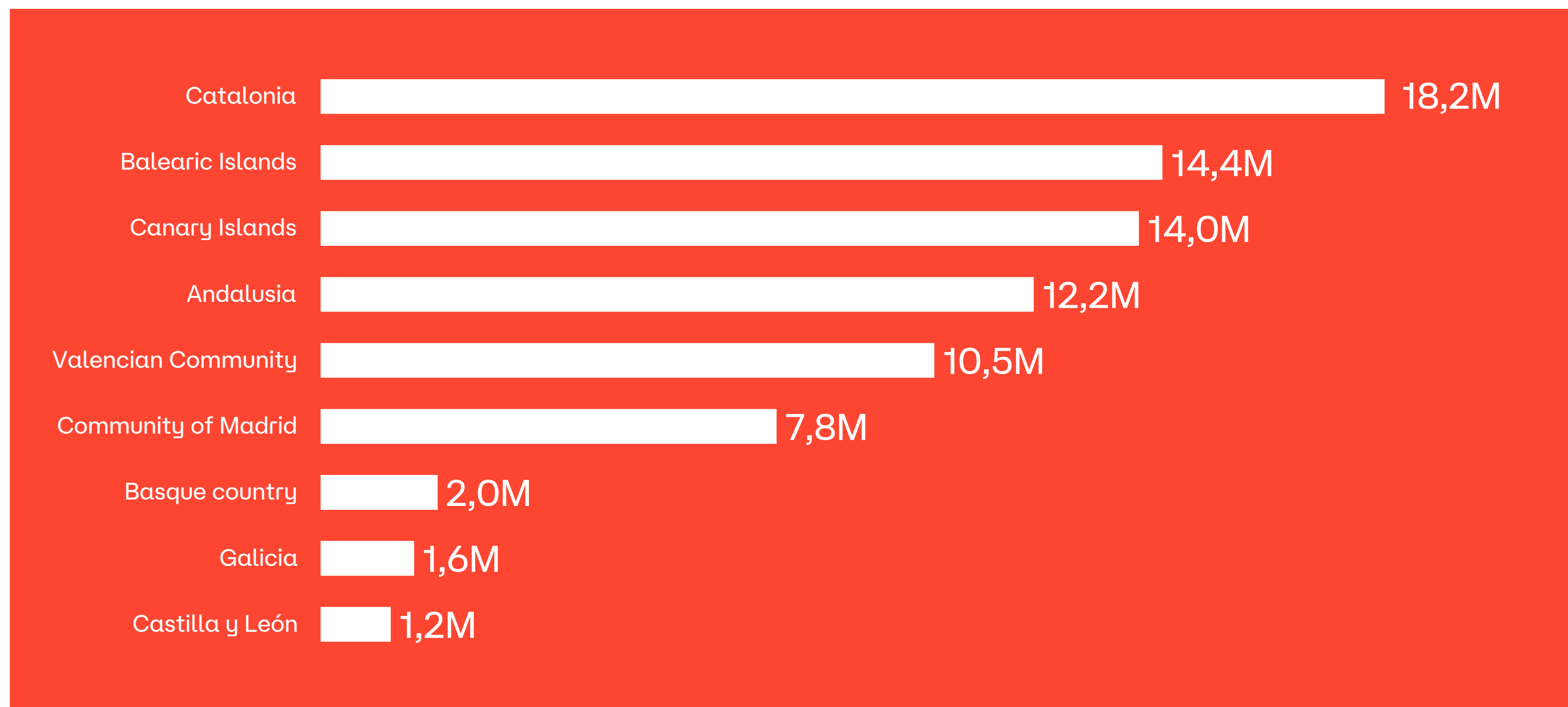
The United Kingdom, France and Germany top the list of countries of origin for tourists to Spain in 2023. Three out of four visitors come from Europe, while the United States and the other countries of the American continent are confirmed as key players for Spanish tourism.



Source: INE

Main destinations in Spain

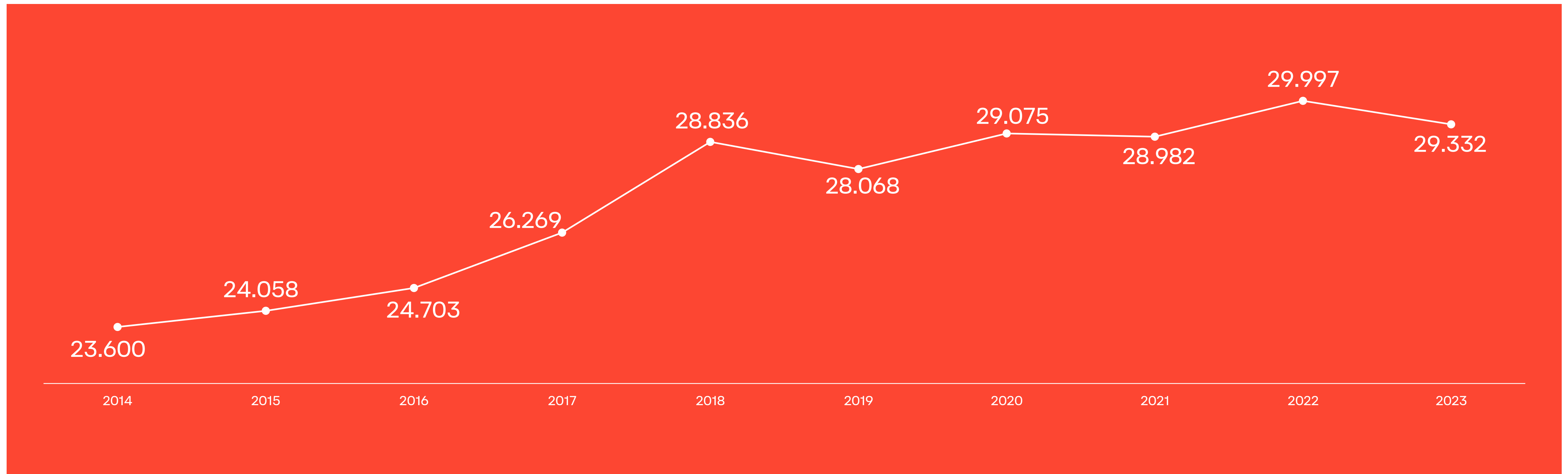
Catalonia consolidates its position as the main tourist destination within Spain in 2023. Island regions round out the podium, accounting for more than 30% of foreign visitors. Territories such as Andalusia, the Valencian Community or Madrid also acquire great relevance as some of the favorite destinations for tourists.



Source: INE

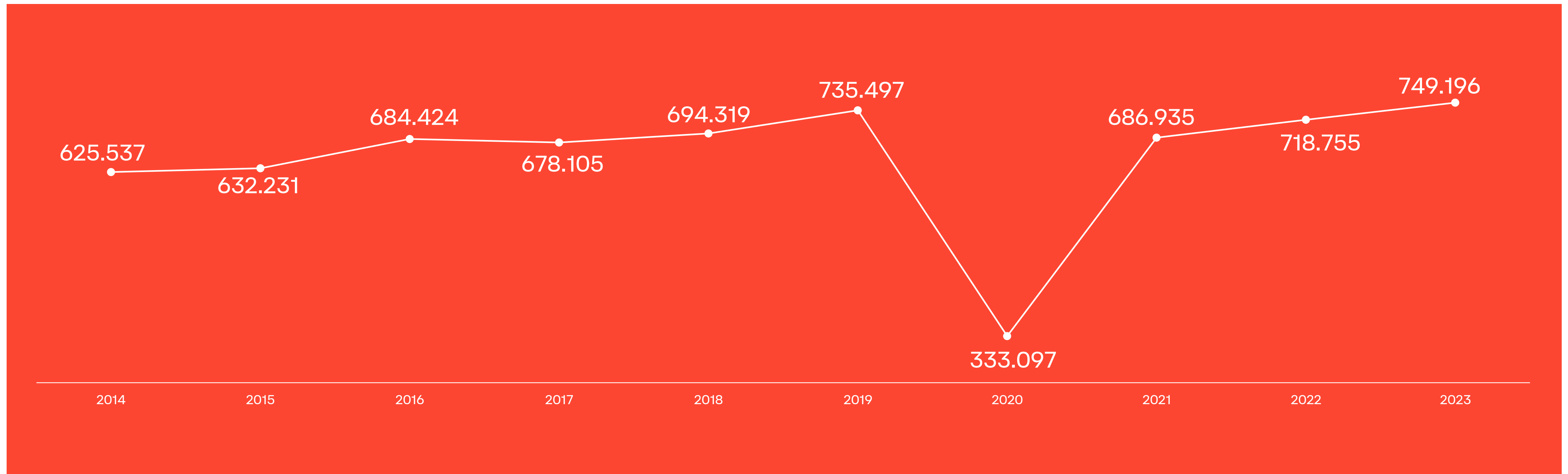
Number of tourist establishments (Hotels, hostels, campgrounds...)

The number of tourist establishments in Spain fell slightly, but reached its second best record in the historical series. The number of hotels, hostels, campsites and all types of accommodation is more than a thousand greater than before the pandemic, and reflects the good health of the tourism sector in Spain.



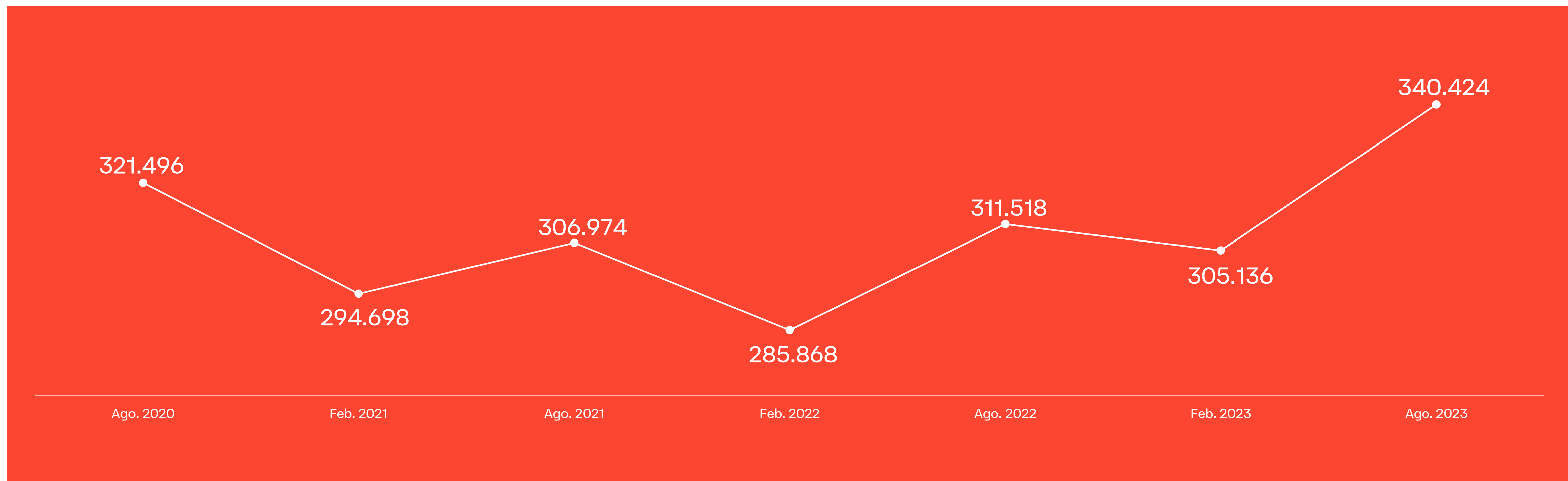
Evolution of the number of hotel beds

The number of hotel beds in Spain exceeds for the first time that reached before the pandemic and marks an all-time high at over 749,000. The number grows by 4.2% in the last year and accumulates an increase that exceeds nine percentage points since 2021, in line with the increase in the number of visitors.



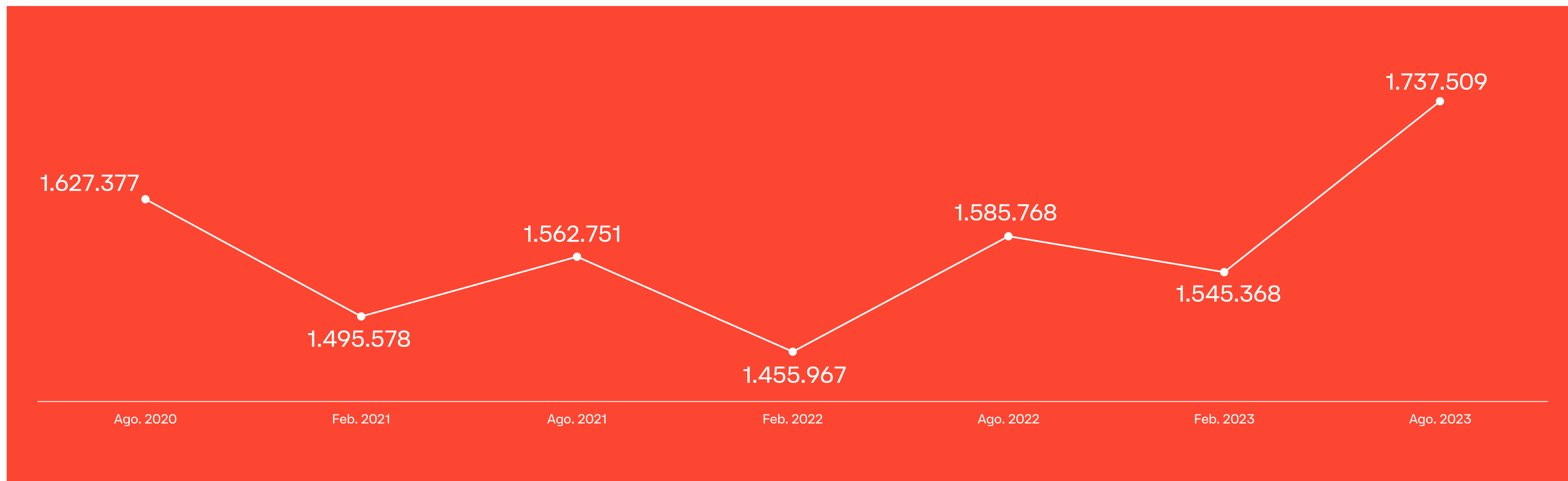
Number of tourist homes

The registration of tourist homes soared in August 2023, reaching 340,000 for the first time after growing by 11.6% with respect to February of the same year. This graph also reflects the seasonality of tourism in Spain, which peaks in the hottest months.



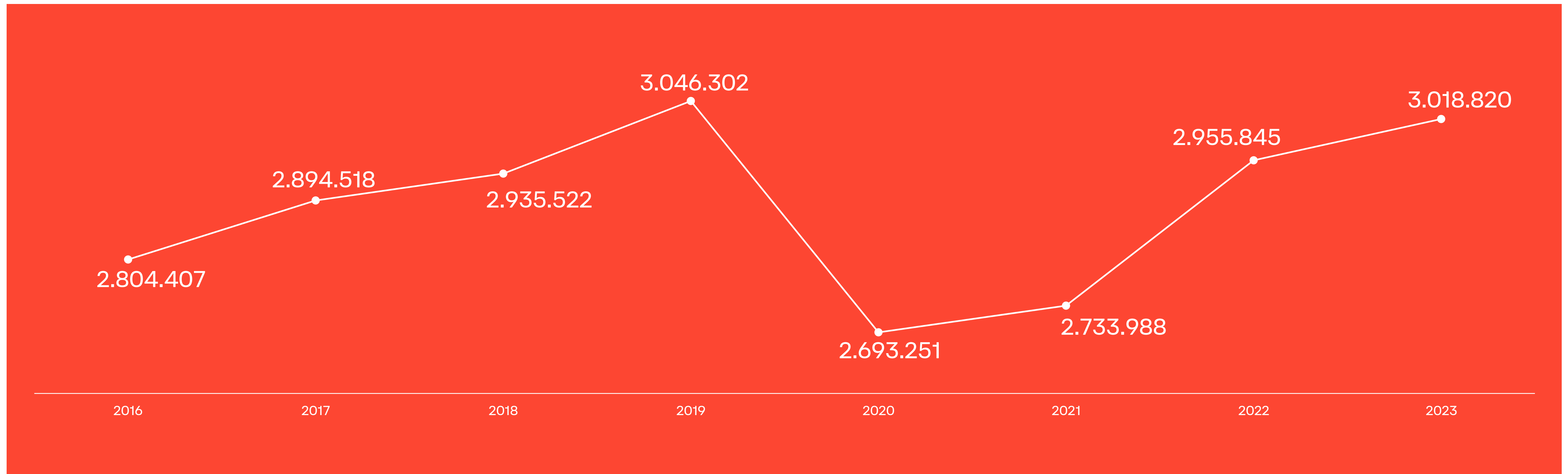
Bedplaces in tourist accommodation

As with the data on the number of dwellings for tourist use, the number of bedplaces also reflects the seasonality of tourism in Spain. In August 2023, there were more than 1.7 million bedplaces in this type of accommodation, following an increase of more than 9.5% compared to the same month in 2022.



Employment in the tourism sector

The tourism sector exceeds three million workers for the first time after the pandemic. Employment in the sector confirms its upward trend and grew by 2.1% in the last financial year. These figures are less than 30,000 short of the historic high recorded in 2019.



Corporate museums



Mega Museum Estrella Galicia

Company	Hijos de Rivera
Location	A Coruña
Year the museum was founded	2019



Museum of Wine Culture

Company	Vivanco
Location	Briones, La Rioja
Year the museum was founded	2004



Pagos del Rey Wine Museum

Company	Félix Solís Avantis
Location	Morales de Toro, Zamora
Year the musum was founded	2014



Bernabéu and Real Madrid Museum Tour

Company	Real Madrid C.F.
Location	Madrid
Year the museum was founded	1999

Corporate museums



Legends

Company	LaLiga
Location	Madrid
Year the museum was founded	2023



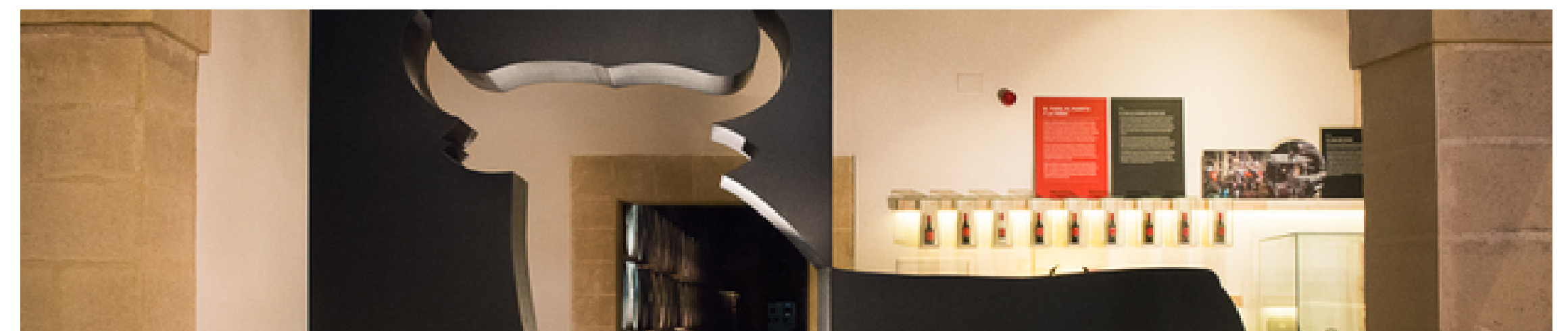
Postal and Telegraph Museum

Company	Correos
Location	Madrid
Year the museum was founded	1865



Madrid Metro Museums

Company	Metro de Madrid
Location	Madrid
Museums	Nave de Motores, Chamberí, Chamartín, los Caños del Peral y el Vestíbulo del Pacífico



Toro Gallery

Company	Osborne
Location	El Puerto de Santa María
Year the museum was founded	2019

202.651 M€

Is the value of Spain's tourism GDP forecast for 2024 (Exceltur)

8,6%

Is the increase in tourism activity levels compared to 2023 (Exceltur)

13,4%

Is the estimated value of tourism's share of the Spanish economy (Exceltur)

02.

Benchmark companies





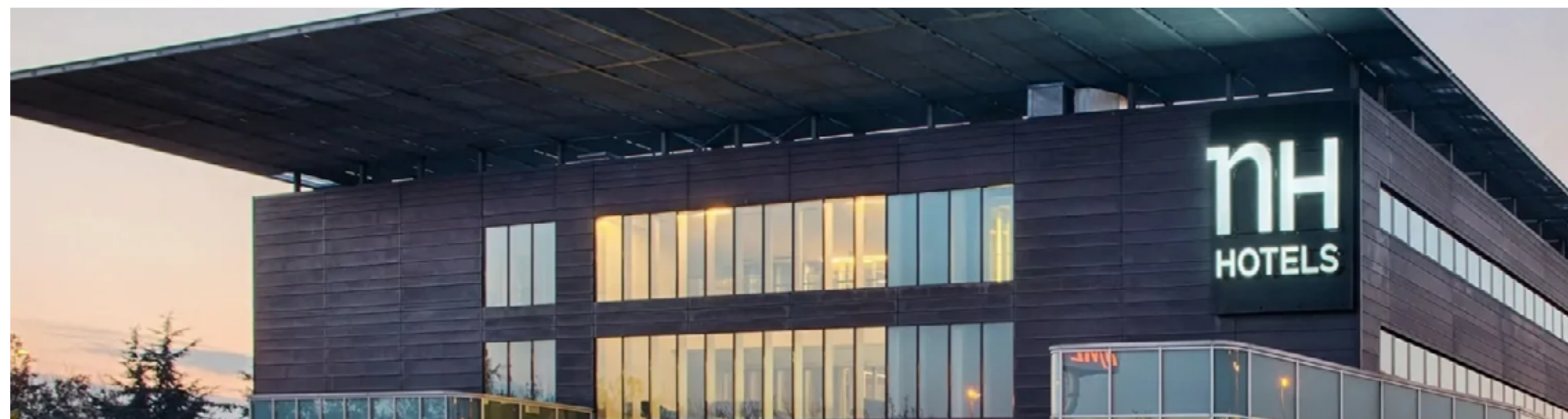
Barceló Hotel Group

Foundation	1931
Headquarters	Palma de Mallorca
Founder	Simón Barceló



Meliá Hotels International

Foundation	1956
Headquarters	Palma de Mallorca
Fundador	Gabriel Escarrer Julià



NH Hotel Group

Foundation	1978
Headquarters	Madrid
Founder	Antonio Catalán Díaz



Paradores

Founder	1928
Headquarters	Madrid
Founder	Alfonso XIII de España, Gobierno de España



Iberia

Foundation	1927
Headquarters	Madrid
Founder	Horacio Echevarrieta



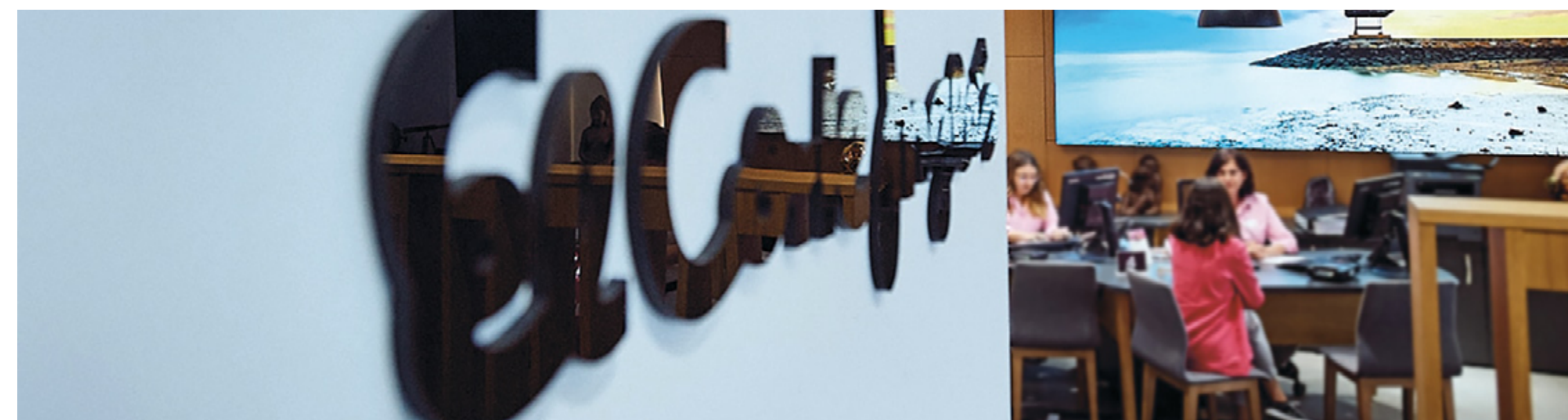
Nuba

Foundation	1994
Headquarters	Madrid
Founder	Hilario de la Mata



Renfe

Foundation	2005
Headquarters	Madrid
Founder	Spanish Government



Viajes El Corte Inglés

Foundation	1940
Headquarters	Madrid
Founders	Ramón Areces, César Rodríguez González

Internationalisation

NH Hotel Group

355 hotels in 35 countries

Amadeus

Operates in more than 190 countries and boards more than 1.5 billion passengers a year

Globalia

Presence in 30 countries, 15,000 employees and more than 11M passengers per year

Iberostar

128 hotels, 18 countries, 3 continents

Aena

Manages 33 airports outside Spain

Barceló Hotel Group

More than 270 hotels in 24 countries

Iberia

Travels to 138 destinations in 45 countries, with a fleet of 162 aircraft

Meliá Hotel Group

More than 400 countries in 40 countries

Spanish presence at the World Travel Awards 2023



Spain has demonstrated its power as a global tourism player with its presence at the World Travel Awards 2023. The six awards and the multiple nominations of Spanish representatives highlight the good health of the tourism sector.



Hilton Diagonal Mar Barcelona
World's Leading Business Hotel 2023



Barceló Hotel Group
World's Leading Hotel Management Company 2023



NUBA
World's Leading Luxury Travel Agency 2023



Madrid
World's Leading Meetings & Conference Destination 2023



Campo Viejo
World's Leading Tourism Winery 2023

03.

Spanish tourism in international rankings



Ranking of the most visited countries in the world

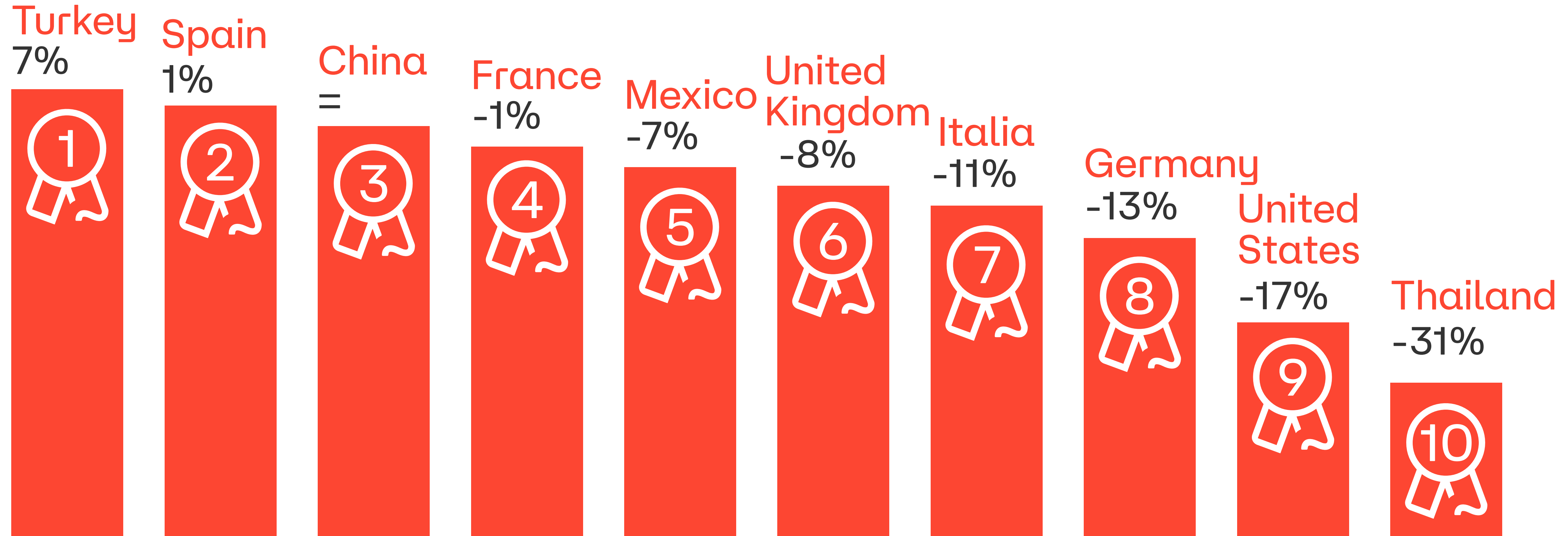
1	France	77,5M
2	Spain	71,7M
3	United States	50,9M
4	Turkey	50,5M

5	Italy	49,8M
6	Mexico	38,3M
7	United Kingdom	29,5M
8	Germany	28,5M
9	Greece	27,8M
10	Austria	26,2M

UN Tourism Recovery Tracker

Only two countries in the world have better tourism figures than before the pandemic. Spain ranks second in the ranking with a growth of 1%.

Percentage change in the tourism sector (2019-2023)





Foro de Marcas
Renombradas
Españolas