

Spain

Market Profile



The island of Ireland welcomed

391k

visitors from Spain in 2016



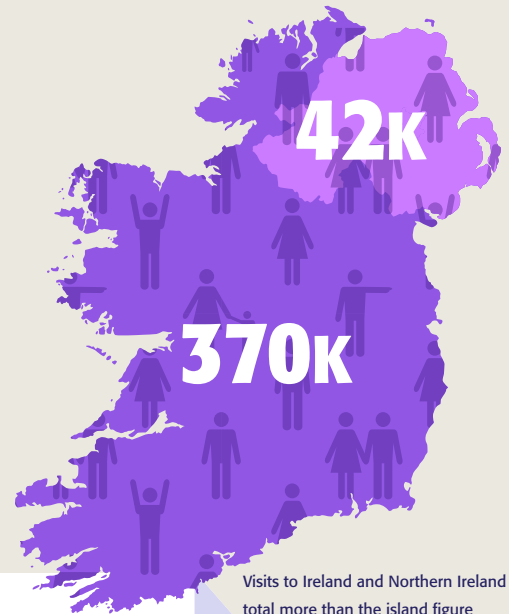
Visitor Market

Spain is our 5th largest source market and accounts for 4% of all visitors to the island.

Where do they come from?

35%
Madrid

28%
Barcelona



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

+15%

Visitor growth in 2016



Ireland



Northern Ireland

23.5M

Outbound

Spain is Europe's 6th largest outbound visitor market. In 2016 76% of all outbound trips were to Europe.

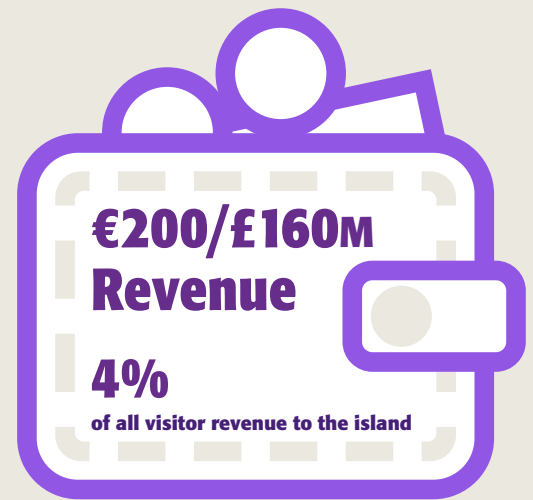
Latest performance

To access the latest performance on visitors, holidaymakers and revenue from Spain.

[READ MORE](#)

Revenue and Bednights

Spend by visitors from Spain increased by +18% to €200M/£160M in 2016.

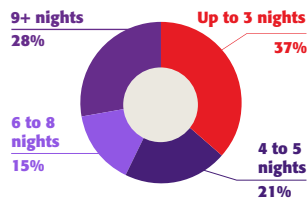


4.7M

Bednights

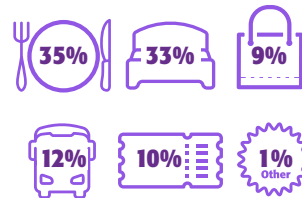
One-third of Spanish nights were spent in paid accommodation.

Length of stay



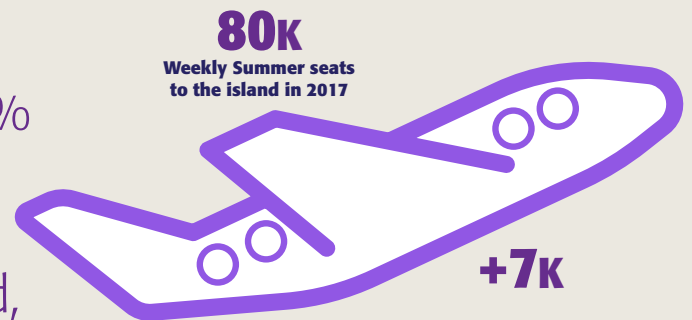
€508/£410

Spend per visitor



Air Access

Weekly air seats capacity to the island of Ireland increased by +9% in Summer 2017. Of the 80,000 weekly one-way seats available from Spain to the island of Ireland, approximately 26,000 are of inbound potential.



64k

Seats per week to Ireland



5 Airlines
344 Departures
20 Spanish airports

16k

weekly seats to Northern Ireland



4 airlines
93 departures
12 Spain airports

Industry Opportunities

Tourism Ireland works with airline partners to create co-operative marketing opportunities for our industry partners to also get involved with.

[GET INVOLVED](#)

Holiday Market

Spain is the 7th largest market for holidaymakers to the island of Ireland.

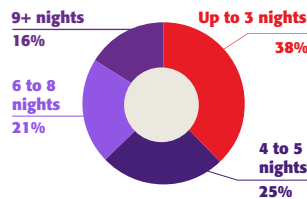


Holidaymaker growth to the island in 2016

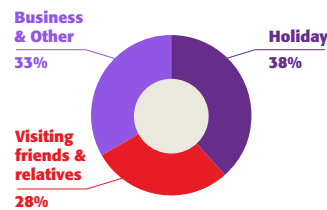
+73%
since 2011

5.4 nights

Average stay

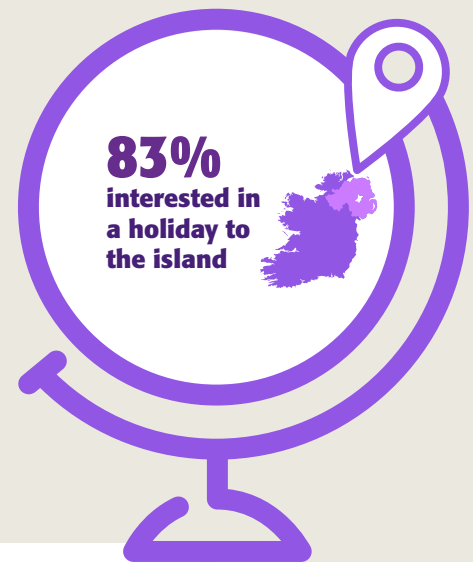


Reasons for Visiting



Interest in Visiting

83% of Spanish holidaymakers are interested in taking a holiday to the island of Ireland. The island is 5th most popular on the list of holiday destinations they are interested in visiting.



48%

Intend to holiday to the island in the next 3 years

To convert general interest to specific intention to travel we motivate visitors through uniqueness of our island, easily fill a holiday with things to see and our friendly and welcoming people.

21%

Actively planning a holiday to the island in 12 months

The island of Ireland competes with Italy, France, Portugal and Great Britain in terms of destinations that Spanish holidaymakers are actively planning on visiting.

Driving holiday growth

Tourism Ireland has created a tailor-made marketing programme targeting Spanish holidaymakers to stimulate interest and holiday booking from our 7th largest holiday market.

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Our Best Prospects

Tourism Ireland targets our marketing activity at the Culturally Curious and Social Energisers in Spain and these segments account for over half of all Spanish holidaymakers to the island of Ireland.



32%

Culturally Curious

Culturally Curious holidaymakers in Spain are particularly interested in broadening their minds, immersing in local experiences and meeting the locals.

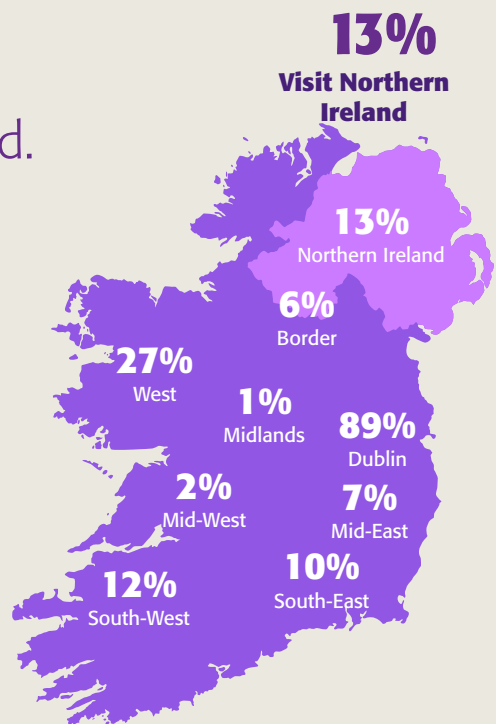
34%

Social Energisers

Spanish Social Energiser holidaymakers are especially interested in enjoying the buzz/excitement of new places, being spontaneous and packing every minute with things to see and do.

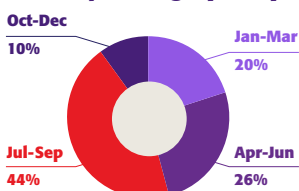
Spanish Explorer

Holidaymakers from Spain like to travel around and explore the regions of Ireland. Over a quarter (28%) use a car during their trip.



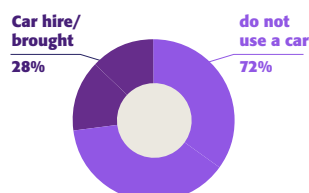
44%

Holiday during Apr-Sept



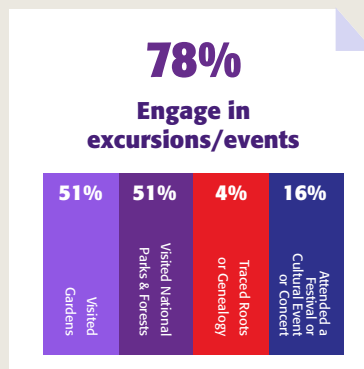
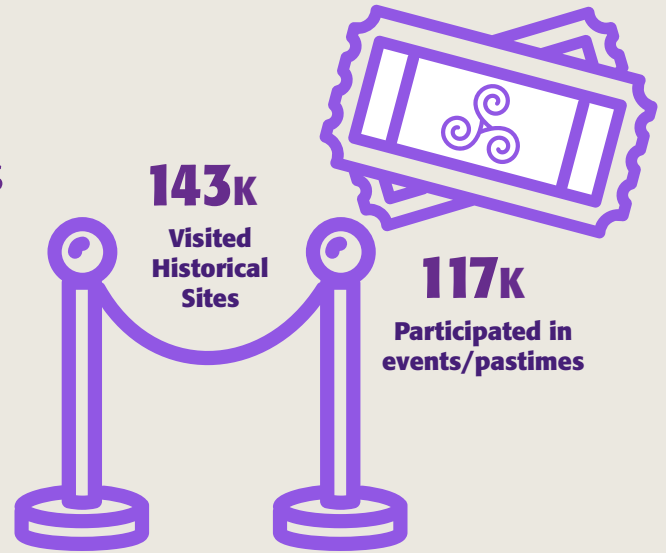
28% of Spanish

holidaymakers use a car



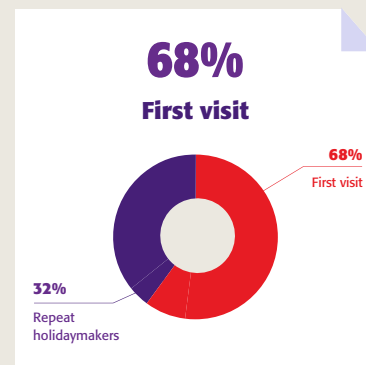
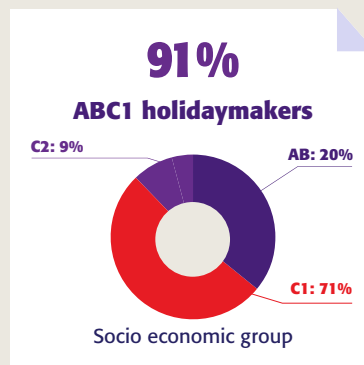
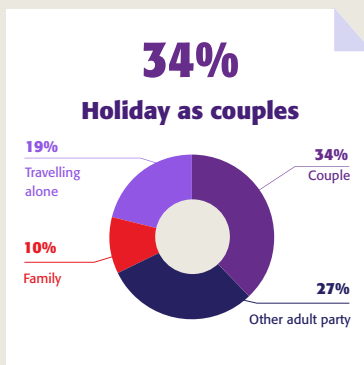
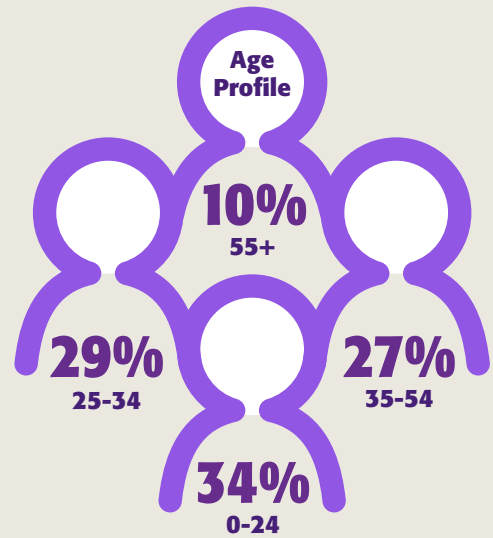
Engaged Holidaymakers

Spanish holidaymakers are active visitors, exploring our historical sites and engaging in multiple events and activities while on the island.



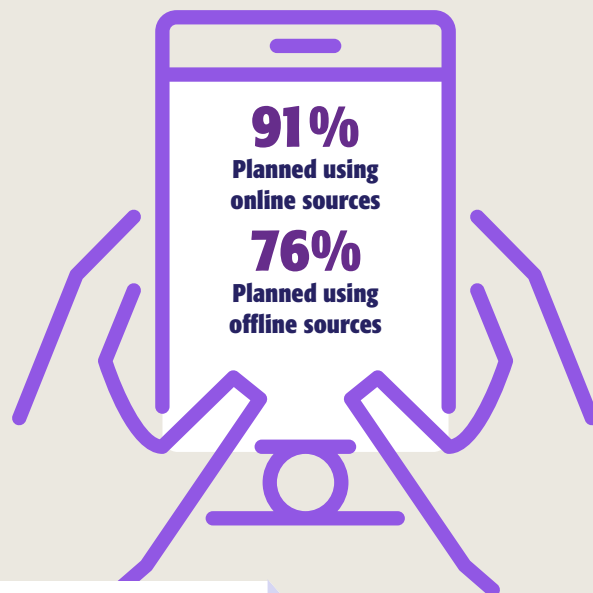
Holidaymaker Profile

Spanish holidaymakers tend to be younger than from other markets with a third under 25 years. They are very loyal holidaymakers (32% repeat) to the island of Ireland.



Online & Offline Inspiration

Spanish holidaymakers use multiple sources of information for inspiration and planning. 58% were influenced online to choose to holiday in Ireland and 91% used online to plan their holiday.



58%

**online influence to
choose Ireland**

Holidaymakers use a variety of digital sources to inspire them and help to choose a holiday destination.

44%

**Talk to friends & relatives
for inspiration**

Traditional media and other sources of information continue to be important, with inspiration coming from friends, as well as ads, guidebooks, TV and radio programmes.

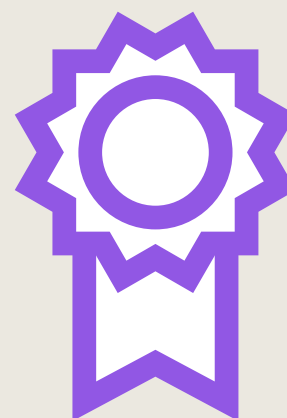
90%

Independent

The majority of holidaymakers choose to book independently.

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 visitors and revenue 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 visitor numbers and market intelligence.

[READ MORE](#)

Marketing Opportunities

Select the marketing opportunity that's right for you to help attract additional visitors 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 and Fáilte Ireland's Survey of Overseas Travellers and Tourism Ireland overseas research programme.