

Spain

Market Profile



The island of Ireland welcomed

423k

visitors from Spain in 2018

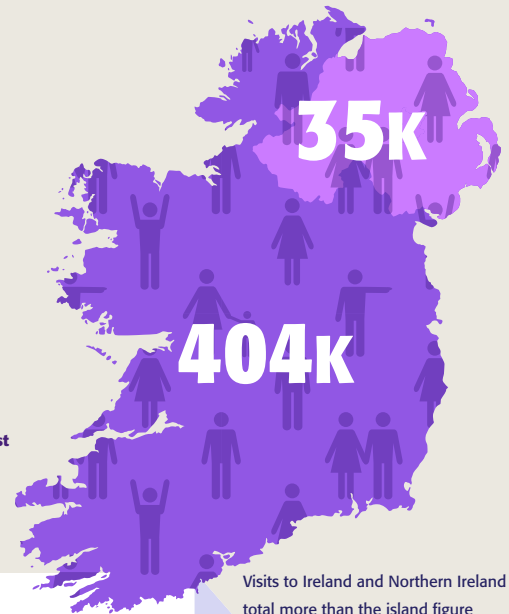


Visitor Market

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

Where do they come from?

- 33% Barcelona
- 30% Madrid
- 9% North East
- 6% North Centre
- 6% South
- 6% Centre
- 5% East
- 5% North West



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

17k

Overnight in both Northern Ireland and the Republic of Ireland

29M

Outbound

Spain is Europe's 6th largest outbound market. In 2018, 76% of all outbound trips were to Europe.

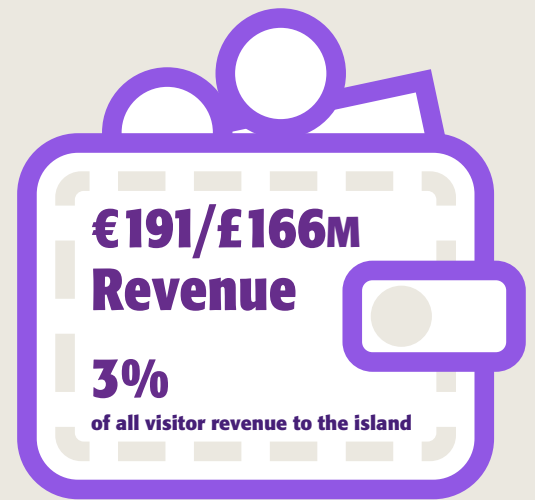
Latest performance

Read more to access the latest performance on visitors, holidaymakers and revenue from Spain.

[READ MORE](#)

Revenue and Bednights

Visitors from Spain spend on average €451/£392 per trip and stay on average 9.3 nights.

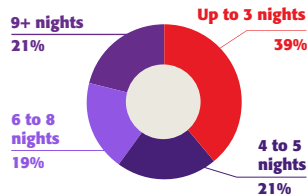


3.9M
Bednights

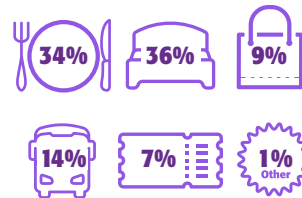


One-third of Spanish nights were spent in self catering accommodation.

Breakdown of nights



€451/£392
Spend per visitor

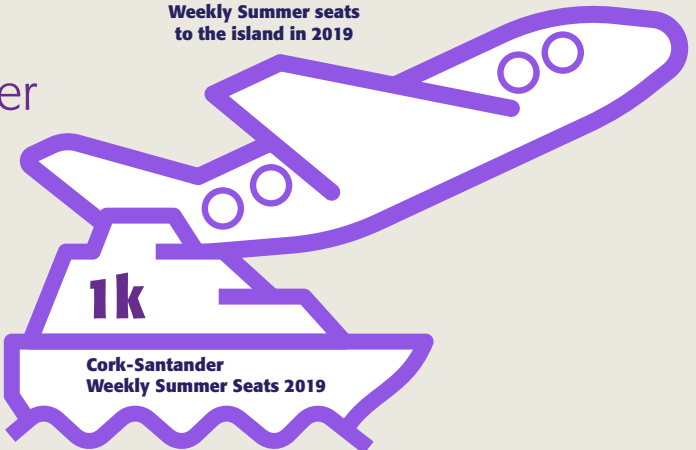


Air Access

Spain is the second best served market to the island of Ireland after GB, and record access was available in Summer 2019 with 82k weekly seats from Spain delivered via 446 departures. This access is supported through strong outbound demand.

82k

Weekly Summer seats to the island in 2019



65k
Seats per week to Ireland



4 Airlines
19 Spanish airports

17k
weekly seats to Northern Ireland



4 airlines
14 Spanish 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](#)

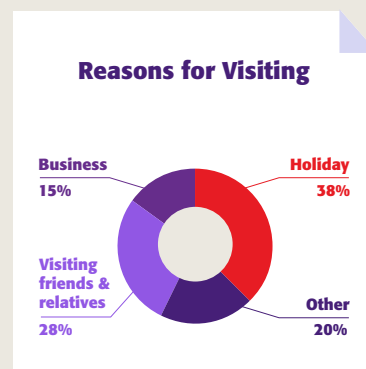
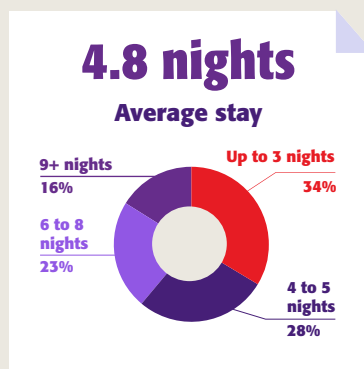
Holiday Market

Spain is the 7th largest market for holidaymakers to the island of Ireland. Two-fifths of visitors from Spain are holidaymakers.



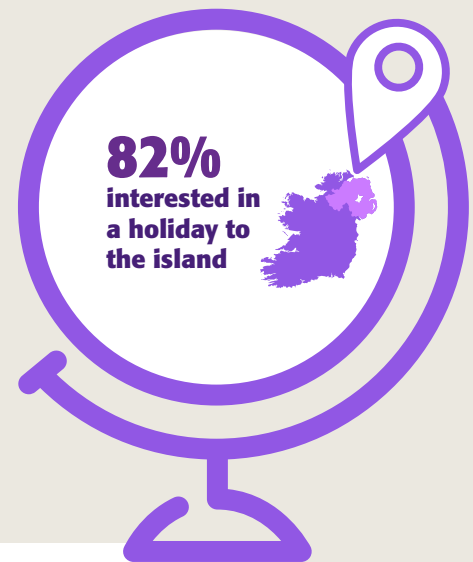
762K Holidaymaker nights to the island

The average stay for Spanish holidaymakers to the island of Ireland is 4.8 nights and average of nights spent in Northern Ireland is 3.4 nights.



Interest in Visiting

82% of Spanish holidaymakers are interested in taking a holiday to the island of Ireland. The island is 9th most popular on the list of holiday destinations they are interested in visiting.



43% 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 local tradition and holiday experience, in a lively and fun place to visit.

17% 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.

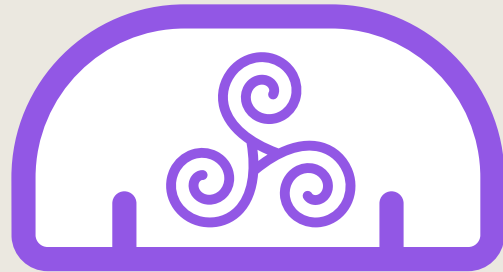
Driving holiday growth

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

[READ MORE](#)

Our Best Prospects

Tourism Ireland targets our marketing activity at the Culturally Curious holidaymakers in Spain. This segment accounts for over 3 million potential outbound holidaymakers in Spain.



17%

Culturally Curious holidaymakers

Culturally Curious holidaymakers in Spain are particularly interested in getting off the beaten track and broadening their minds, immersing in local experiences by soaking up the atmosphere and meeting the locals.

41%

Intend to travel to Ireland in next 3 years

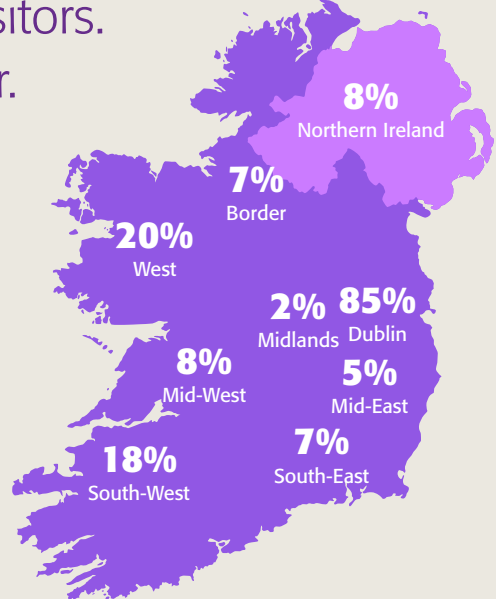
As well as immersing in local experiences such as specialty food and drink, Culturally Curious holidaymakers in Spain like to connect with nature and admire the local landscape. They also enjoy visiting areas that are rich in history.

Spanish Explorer

Dublin, the West and the South West are the most popular regions among Spanish visitors. 31% of Spanish holidaymakers use a car. 45% of Spanish holidaymakers come to the island of Ireland between July and September.

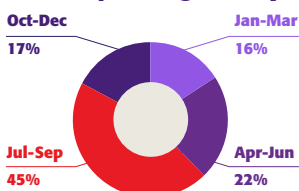
8%

Visit Northern Ireland



45%

Holiday during Jul-Sep



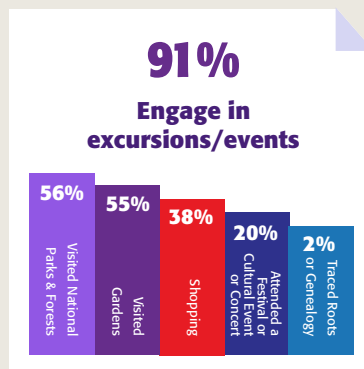
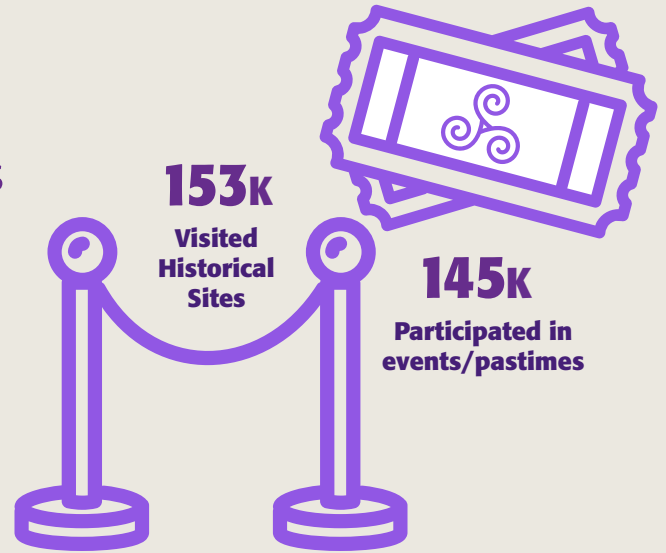
49K
Spanish holidaymakers use a car

42K
Rented a car

5K
brought their own car

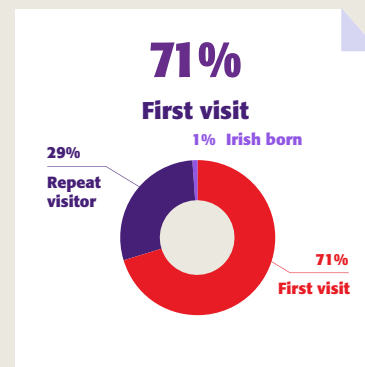
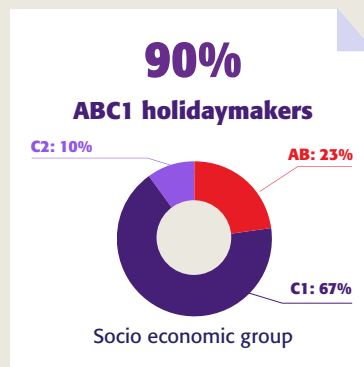
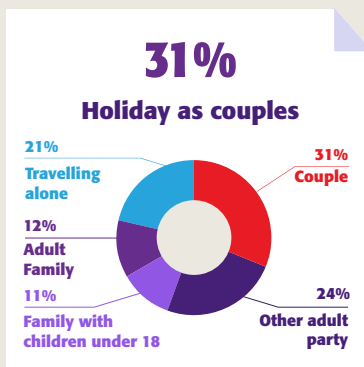
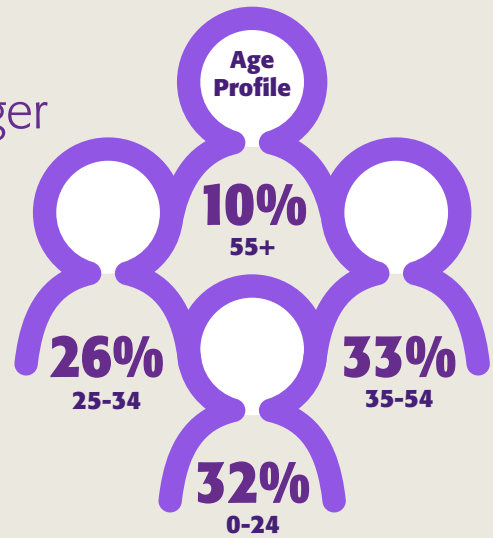
Engaged Holidaymakers

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



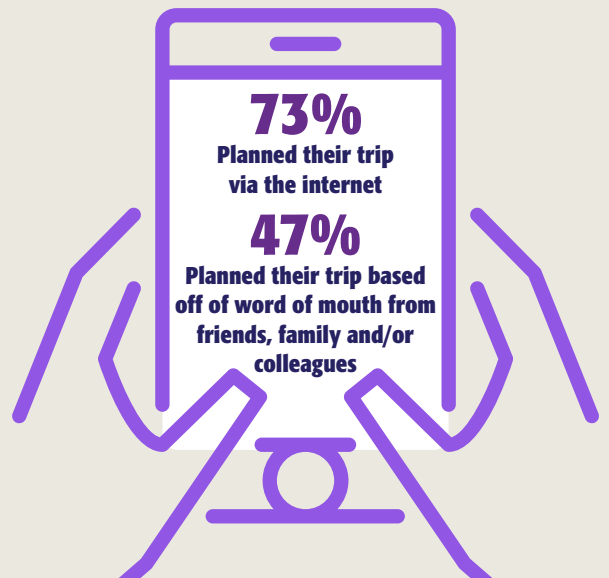
Holidaymaker Profile

Spanish holidaymakers tend to be younger than other markets, with only 10% over the age of 55.

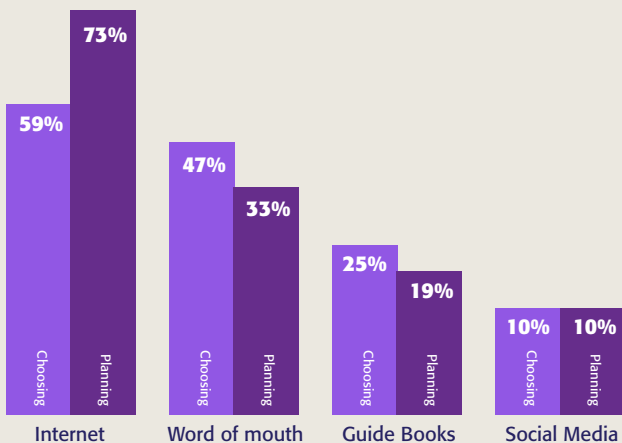


Online & Offline Inspiration

When choosing a destination to visit, 59% of holidaymakers from Spain were inspired via the internet to come to Ireland.



Just some of the sources of influence when choosing/planning visit



Planned via Social Media

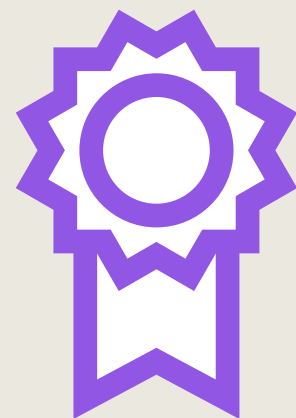
Of those who used Social Media, Facebook was the most popular social media outlet for holidaymakers with over four-fifths (89%) using it when planning to visit the island of Ireland, followed by Youtube (32%) and Twitter (22%).

Planned via the Internet

55% of all holidaymakers who used the internet to choose to visit the island of Ireland did so using a carrier website and 36% used an accommodation 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 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, Fáilte Ireland's Survey of Overseas Travellers and Port Survey, and Tourism Ireland overseas research programme.