Spain for Tourism and Leisure Industry
Spain is the second-most visited destination in the world. More than 63 million international tourists visited our country (October, 2022), recovering the pre pandemic path of growth.

The tourism industry accounts for 8.5% of GDP and creates 2.5 million jobs (12.7% of total employment) in 2021.

Tourism in Spain generated revenues of close to €35 billion in year 2021, still below the level of 2019. Nevertheless, the average revenue per tourist was €1,119 registering an increase of 7.1% compared to pre pandemic.

Spain has more than 14,600 touristic establishments resulting in a high hotel density. 20% of these are in higher categories, 4 and 5-star-hotels.

Catalonia, the Canary Islands, the Balearic Islands, Andalusia and the Valencia area are the Spanish regions that receive the most visitors each year.
Why Spain for
Tourism and Leisure Industry?

Leader in tourism
Spain has been the most competitive country in the tourism industry since 2015, according to the World Economic Forum (2022). Furthermore, it performs top-3 in the Travel and Tourism Development Index 2021 just behind Japan and USA.

The United Nations tourism institution headquarters - World Tourism Organization (WTO) - are located in Spain.

Healthcare and security
Spain is one of the safest countries in the world and has an outstanding and modern healthcare system with first-rate quality standards.

First-Class cuisine
Thanks to its quality and variety, Spain’s cuisine is world-renowned and another major attraction for the international visitors.

3 out of the 10 best restaurants in the world are Spanish (2022).

Connectedness
Spain has excellent road, rail and air connections and a good digital infrastructure network.

Spain has launched a new smart platform for tourist destinations to support a competitive and collaborative innovation model that addresses the challenge of digital transformation in the industry.

Business opportunities
Spain offers attractive opportunities for industries undergoing digital transformation and those connected to emerging tourism segments such as heritage and cultural tourism, health tourism and culinary tourism.

Spain’s Recovery, Transformation and Resilience Plan includes investments and reforms focussing on a new tourism model that transforms and organises the Spanish sector around the goals of the 2030 Agenda for Sustainable Development. The Plan announces investment of €3,400 millions.

Cultural and natural resources
Spain has the forth highest number of UNESCO World Heritage Sites in the world. With 53 biosphere reserves, it has more UNESCO-declared protected areas than any other country on the planet. And Spain has been awarded more than 729 Blue Flag Eco-Labels (the highest number in the world).
OUR SERVICES

- Advice on business start-ups
- Locations search
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- Identifying business opportunities
- Organising agendas
- Immigration advice
- Identifying strategic partners and technology partners
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