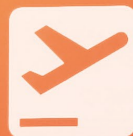


Spain for **Tourism and Leisure Industry**



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SPAIN



Facts & Figures

- ✓ Spain is the second-most visited destination in the world. 85 million international tourists visited our country in 2023), with an annual increase of 24.7%.
- ✓ The tourism industry accounts for 12.8% of GDP and creates 2.8 million jobs (13.3% of the labor force) in 2023.
- ✓ Tourism in Spain generated revenues of close to €100 billion in year 2023. The average revenue per tourist was €1,278.
- ✓ Spain has more than 15,000 touristic establishments resulting in a high hotel density. 20% of these are in higher categories, 4 and 5-star-hotels.
- ✓ Catalonia, Andalusia, the Canary Islands and the Balearic Islands are the Spanish regions that receive the most visitors each year.



Why Spain for *Tourism and Leisure Industry?*



Leader in tourism

Spain is the second most competitive country in the tourism according to the Travel&Tourism Development index, World Economic Forum (2023).

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



Connectivity

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.



Cultural and natural resources

Spain has the **5th highest number of UNESCO World Heritage Sites in the World (50 sites)**. 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 639 Blue Flag Eco-Labels (the highest number in the world).



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 (2023).



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 focusing 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 €3,940 million.

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know-how



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business
opportunities



Organising
agendas



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Identifying **strategic**
partners and
technology partners



Institutional
support



Funding and
incentives **search**



Connectivity
with **investors**



Aftercare
services

OUR INTERNATIONAL NETWORK



Head office:
Paseo de la Castellana 278
28046 Madrid (Spain)
investinspain@icex.es
www.investinspain.org



NIPO 224240527



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