

Spain for **Tourism and Leisure Industry**



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Facts & Figures

- ✓ Spain is the second-most visited destination in the world. Almost 72 million international tourists visited our country (2022), recovering the pre pandemic path of growth.
- ✓ The tourism industry accounts for 12.2% of GDP and creates 2.4 million jobs (12.5% of total employment) in 2022.
- ✓ Tourism in Spain generated revenues of close to €87.1 billion in year 2022. Nevertheless, the average revenue per tourist was €1,127 registering an increase of 10.50% compared to pre pandemic.
- ✓ Spain has more than 16,400 touristic establishments resulting in a high hotel density. 19.6% 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.



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.



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).



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 €3,400 millions.

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