

Spain for **Tourism and Leisure Industry**



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INVESTIN
SPAIN



Facts & Figures

- ✓ Spain is the second country in the world in terms of the number of foreign visitors, with more than 83 million international tourists pre pandemic. 40.3% of these tourists have visited Spain ten or more times in their lifetime and 82% are repeat visitors.
- ✓ The tourism industry accounts for 11.7% of GDP and creates 2.3 million jobs (12.2% of total employment).
- ✓ Tourism in Spain generates revenues of close to €90 billion a year, with year-on-year increases of 3.1%. The average revenue per tourist is €1,082 per visitor.
- ✓ Spain has around 15,000 hotel establishments. Nearly 20% of these are in higher categories, 4 and 5 stars. The number of hotel beds, which has been growing steadily over the last three years, is close to 1.5 million units.
- ✓ Catalonia, the Canary Islands, the Balearic Islands, Andalusia and the Valencia area are the Spanish regions that receive the most visitors each year. Barcelona and Madrid are among the world's top 5 destination cities for trade fairs, conferences and exhibitions. Spain ranks 4th in the world¹.

¹ International Congress and Convention Association (ICCA).



Why Spain for *Tourism and Leisure Industry?*



Leader in tourism

According to the WEF (World Economic Forum), since 2015 Spain has been the **most competitive country in the tourism industry from among 140 economies worldwide.**

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 **third highest number of UNESCO World Heritage Sites** in the world. With 52 biosphere reserves, it has more UNESCO-declared protected areas than **any other country** on the planet. And Spain has been awarded more than 669 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, **Spanish cuisine is world-renowned** and another major attraction for foreign tourists. 3 of the top10 restaurants in the world are Spanish.



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, as well as all aspects of event organization (MICE).

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.

OUR SERVICES



Advice on business **start-ups**



Locations search



Focal point between central and regional authorities



Tailored industry **know-how**



Identifying **business opportunities**



Organising **agendas**



Immigration advice



Identifying **strategic partners** and technology partners



Institutional support



Funding and incentives **search**



Connectivity with **investors**



After-care service

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