Spain for Tourism and Leisure Industry
Facts & Figures

- **Number of tourists.** Spain is the second country in the world in terms of number of foreign visitors, with 83.7 million international tourists per year.

- **Driving force behind the economy.** The tourism industry accounts for 12.3% of GDP and creates 2.6 million jobs (12.7% of total employment).

- **Revenues.** Each year tourism in Spain generates revenues of more than €90 billion, with year-on-year increases of 2.8%. The average revenue per tourist is 1,162 euros per visitor.

- **Hotel infrastructure.** There are around 15,000 hotel establishments in Spain. Of those, nearly 20% have the superior/luxury 4-star and 5-star hotel rating. 8 Spanish hotel groups are ranked among the top 100 worldwide.
## Why Spain for Tourism and Leisure Industry?

### Leader in tourism
According to the WEF (World Economic Forum), Spain is the **most competitive country in the tourism sector from among 140 economies worldwide.**

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

### Connectivity
Spain has **excellent road, rail and air connections** and a good digital infrastructure.

### First-class cuisine
Thanks to its quality and variety, Spain’s **cuisine is world-renowned** and is another of the main attractions for foreign tourists.

### Cultural and natural resources
Spain ranks **third country in the world with the most UNESCO World Heritage sites.** With 52 biosphere reserves, it has more UNESCO-declared protected areas than **any other country** on the planet. Spain enjoys more than 300 days of sunlight a year.

### Opportunities
Spain offers **attractive business opportunities for industries** undergoing digital transformation and those connected to emerging tourism segments such as heritage-cultural tourism, health tourism and culinary tourism, as well as all aspects of events organization (MICE).
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