

# NIGHTLIFE IS ONE OF THE MAIN ATTRACTIONS IN SPANISH DESTINATIONS



During the summer, coastal tourist areas in Spain see a significant increase in social activity, particularly in leisure venues along the coast. A recent study by the National Federation of Leisure and Entertainment Entrepreneurs and Coca-Cola revealed that nightlife is a major attraction in holiday destinations. The study surveyed establishments in the leisure and entertainment sector across different autonomous communities in Spain and found that 52.89% of visitors who go to the premises are between the ages of 20 and 30, 25-30% are between the ages of 30 and 40, 13.82% are between the ages of 40 and 50, and less than 1% are between the ages of 50 and 60. The average age of visitors falls in the 30s.

The public that visits leisure venues can be divided into four groups: 46.26% are locals, 24.48% are from the same province, 16.31% are domestic tourists from outside the region, and 12.92% are international tourists. On average, tourists make up almost one-third, precisely 29.2%, of overall visitors. However, tourists make up as much as 80% of the public at seaside and island destinations in Spain.

Around 70% of discos, cocktail bars, nightclubs, shows, and concerts have adjusted to serve tourists. Specifically, 32.38% of these establishments employ multilingual staff, 18.18% have signage in multiple languages, and 13.64% have marketing departments specializing in tourism and conducting digital promotional campaigns in countries that contribute heavily to tourism in their region. Summer is the peak season for one in three leisure venues (34%) out of the 15,000 in Spain, as it is the busiest time for the industry in all coastal tourist areas.

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