

CHINESE TOURIST ARRIVALS IN SPAIN ARE UP 420% IN THE FIRST SIX MONTHS OF THE YEAR



In Spain, the Asian market is seeing impressive growth in triple-digit figures. Tourist arrivals from China have increased by 420% in the first half of the year, with a spending increase of 592% compared to last year. According to Turespaña's estimates, American visits have also increased by 55% in the first six months of the year, with a spending increase of over 60%. These are all positive signs for the tourism industry in Spain.

There are no limitations on traveling Chinese tourists outside China; the authorities only mandate an antigen test for their return. Furthermore, Spain has regained its status as an 'Approved Destination,' making it one of the countries eligible for group travel as permitted by China.

This semester, Spain has seen significant tourism growth in two major Asian countries. South Korea experienced a 258.4% increase in tourist arrivals and a 215% increase in spending compared to the same period in the previous year. Similarly, Japan has also shown strong growth figures, with a 200% increase in arrivals and a 134% increase in spending, as estimated by Turespaña.

Spain continues to attract tourists from the United Kingdom, Germany, and France. Among these three main source markets, British visitors remain the highest. In the current semester, the number of tourists from the United Kingdom has increased by 19.8% compared to 2022, and they have spent 16% more. Germany ranks second in terms of spending, with an increase of 12.7% this semester compared to 2022, and third in terms of visitors, with 12.9%. German tourists have also shown growth, with an increase of 10.8% this semester compared to the previous year, and have spent 12% more. France ranks third in tourism spending, contributing 7.9% of the total, and second in tourist flow, with 13% of all tourists arriving in Spain. The arrival of French tourists has experienced remarkable growth in the first half of the year, with a 23.3% increase, and their spending has also increased by 24%.

Date: 2023-08-10

Article link: <https://www.tourism-review.com/chinese-tourist-arrivals-grew-sharply-news13529>