

SPAIN WELCOMED ALMOST 58 MILLION INTERNATIONAL TOURISTS IN EIGHT MONTHS



Spain has seen a significant increase in international tourists from January to August 2023, with 57.7 million visitors welcomed, nearly 20% more than in 2022. This recovery is almost on par with the pre-pandemic figures of 2019, as the current number is only 0.7% lower.

Tourists spent €73,393 million during these months, a 24.3% increase from the previous year. The most encouraging fact is that spending has increased by 15% over pre-pandemic levels. The average daily expenditure has also increased by 6.7% to €173.

During August of this year, the number of international tourists in Spain reached 10.1 million, a 13.9% increase compared to August of last year. Additionally, August 2023 spending was 13.5 billion euros, representing a 19.9% increase from August 2022.

The average expenditure per tourist per stay in August 2023 was €1,343, a 5.3% increase from last year. Moreover, the average daily spending increased by 6.7%, up to €173. This data comes from the Tourist Expenditure Survey (Egatur) conducted by INE.

On the other hand, the average length of trips taken by international tourists in August 2022 was 7.7 days, which is similar to previous figures. Most international tourists stayed for four to seven nights, with over 4.6 million tourists, increasing 13.9%.

The main source markets for international tourists

Spain received a significant number of international tourists in August 2023. The United Kingdom is the largest source market, with 2 million tourists, representing 20.1% of the total and an increase of 10% compared to the previous year. France and Germany were the next significant contributors, with 1.9 million and 1.2 million tourists, respectively. France saw a significant increase of 17.9% in annual rates, while Germany saw a more modest increase of 5.8%.

In addition to these countries, the United States, Switzerland, and Ireland markets saw impressive year-on-year growth, with 29.5%, 24.1%, and 22.4% more tourists visiting Spain than in August of the previous year. So far, in 2023, 2.5 million American and 1.3 million Swiss tourists have arrived in Spain.

Regarding spending, the United Kingdom tops the list with 19.8% of the total expenditure, increasing its annual rate by 15.7%. France follows with 14.4% and an increase of 20.1%, while Germany comes in third with 10.6% and a rise of 8.4%.

The Spanish communities with the highest tourist spending

According to Frontur (the Statistics of Tourist Movements in Borders), the Balearic Islands were the most popular destination for international tourists in August, accounting for 23.3% of the total. Catalonia (21.1%) and Andalusia (14.3%) followed.

While the Balearic Islands led in tourist spending and number of visitors in August, Catalonia received the most tourists during the first eight months of 2023. This was with almost 12.3 million visitors, an increase of 24.1% compared to the same period in 2022. The Balearic Islands are in second position, with nearly 10.5 million visitors and an 8.6% rise.

The Canary Islands are in third place, with more than 8.9 million international tourists, a 14.5% increase.

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