

QUICK FACTS AND INSIGHTS SPAIN

Economic environment

Population:	45million
Internet penetration:	47% of the population use the internet
GDP 2006 (PPP):	US\$1,276 billion
GDP growth:	c. 3%

Spain is the world's 14th largest economy, and 5th within Europe. Economic growth is expected to slow in 2008-09. Elections are due in 2008. Like other Southern European countries, Spain's internet penetration is currently growing fast.

Source: Economist / ETC

Spanish outbound travel trends

- Outbound travel and holidays from Spain are steadily increasing. There has been a tradition of holidaying at home but with rising affluence and boosted by low cost flights, it has become more common to take holidays abroad.
- The key driver for taking overseas holidays is visiting other countries, learning about their culture and seeing and doing lots. This is reflected in their most popular types of holidays – cities and touring. France is by far the most popular destination.
- Holidays are concentrated in the summer months, but short breaks are spread more widely through the year, in particular around public holiday times. The average length of stay for holidays abroad is around 9 nights.
- Internet usage in Spain is growing relatively quickly and this has been mirrored in a more widespread use of it for both planning and booking holidays. However, travel agents still have an important role – attributed in part to lack of familiarity with destinations and language barriers.
- The Spaniards most likely to holiday abroad are younger people, couples, non-family households and people living in the main urban areas. This fits with Scotland's visitor profile.

Scotland's visitors

- Spain is becoming an increasingly important tourist market for Scotland - it is now our 8th largest market in terms of total spend. Growth is expected to continue, due to good low cost flight links and a good fit with Spaniards' desire for new cultural experiences.
- The most popular activities amongst visitors to Scotland are touring, sightseeing (especially castles), exploring scenery and cities and walking.
- Holidays trips to Scotland are currently concentrated in the summer months and last on average between a week and 10 days.
- Flights are used by most Spanish visitors to travel to Scotland, and the most commonly used accommodation is B&Bs.
- Spanish people holidaying in Scotland tend to be younger and travelling as couples or with friends. The majority in a year are likely to be first-time visitors.

For more information on Scotland's visitors from Spain, visit www.visitscotland.org