



**tourism market insights**  
**SPAIN**

**WESGRO**

cape town & western cape  
research

an inspiring place to know

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# 1. Overview of Spain

About Spain	
Where is Spain?	Spain is located in Southwestern Europe, bordering the Mediterranean Sea, North Atlantic Ocean, Bay of Biscay, and Pyrenees Mountains; southwest of France
Population (millions)	49,3 (2018)
Time Difference	South Africa is an hour ahead of Spain
Language	Castilian Spanish is the official language nationwide
Economy	Spain is amongst the top twenty largest economies in the world in terms of GDP.
Formal Greeting	'Hola' (hello)

# 1. Overview of Spain

- Spain's economy is expected to slow down in 2019. Real GDP is expected to increase by 2.4% in 2019, down from growth of 2.8% in 2018.
- Spain's current population is around 46,5 million and with relatively slow fertility of 1.3 births per female, the median age is rising. It is predicted that the median age will grow from 43.7 years in 2018 to 49.1 years in 2030.
- In 2018, Spain's savings ratio amounted to 5,0% of disposable income and consumer expenditure per capita amounted to USD 18 231.
- Consumer spending is expected to grow at an average annual rate of 1,3% over the 2019 – 2030 period. Miscellaneous goods and services, and clothing and footwear are expected to be the fastest growing categories over the 2019 – 2030 period.
- Since 2014, Spain has recovered from an economic crisis over the 2009 – 2013 period, which has led to steady disposable income and increased consumer expenditure. However, with the unemployment rate at 17%, and a widening wealth gap, consumer confidence remains fragile. According to a 2017 survey by Self Bank, 56% of respondents cited travel as their main reason for saving.
- Spain's ageing population has led to a rise in demand for products such as anti-ageing treatments, leisure services and health goods. The share of outbound travellers aged 50 – 64 grew from 16% in 2013 to 22% in 2018, while the share of 25 – 34 year olds decreased from 20% in 2013 to 15% in 2018.
- In 2018, a total of 30 517 400 Spanish international outbound trips were made with an expenditure value of EUR 24 million, which is expected to increase to EUR 35 million by 2024.
- Most travellers prefer travel to other European destinations. France, Portugal, Italy, UK, and Andorra were the top five outbound destinations for Spanish travellers in 2018 which accounted for 59,5% of all outbound trips. The USA was the most popular non-European destination for Spanish travellers over the period 2014 – 2018. Morocco and Egypt were the most popular African destination for Spanish travellers and accounted for 2,6% and 0,2% of outbound trips, respectively, in 2018.
- Spanish travellers have, on average, 38 days annual leave per year. Seasonality patterns indicate that they are most likely to travel during August, April, July and June, respectively. December 2018 saw a notable increase in international outbound trips. Of all outbound trips in 2018, 77,3% were for the purpose of leisure.
- A 2017 European Traveller Insights Reoport by eDreams ODIGEO noted growth of 15% in the number of European travellers booking short breaks and Spanish travellers in particular saw notable increases in building their own packages. Bookings with an Online Travel Agent via a mobile device grew by 164% from 2007 to 2017.

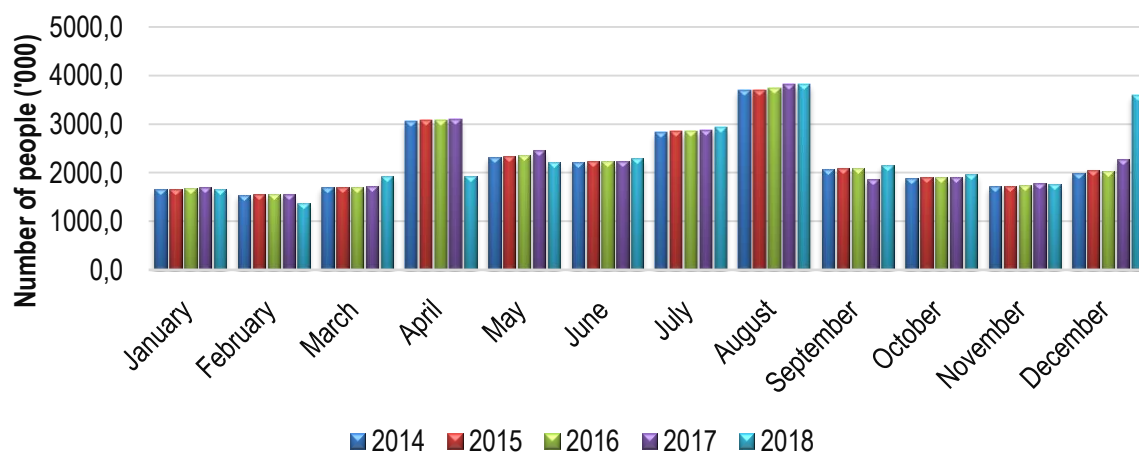
## 2. Overview of the Spanish Travel Market

### Spain Travel Market

Largest Cities % of total population, number of people	<ol style="list-style-type: none"> <li>1. Madrid: 6,6% (3.1 million)</li> <li>2. Barcelona: 3,3% (1,6 million)</li> <li>3. Valencia: 1,6% (762 000)</li> <li>4. Zaragoza: 1,6% (658 500)</li> <li>5. Seville: 1,4% (654 600)</li> </ol>
Disposable income Per capita, US\$ 2017	17,315
Savings As % of disposable income	8.0%
Median Age	43.2 years
Paid Holidays (2019)	24.0
Public Holidays (2019)	14.0
Annual Leave (2019)	38.0
Outbound Departures ('000 trips)	<ol style="list-style-type: none"> <li>1. 2016: 25,988.8</li> <li>2. 2017: 28,803.9</li> <li>3. 2018: 30,517.4</li> </ol>
Top 3 Outbound Destinations ('000 trips, 2018)	<ol style="list-style-type: none"> <li>1. France: 7,395.4</li> <li>2. Portugal: 3,438.2</li> <li>3. Italy: 2,771.2</li> </ol>
Events impacting outbound travel	Extension exemption Vietnam visa for visitors from 5 European countries including Spain
Type of Outbound Trips	Leisure: 77.3% Business: 22.7%

### Seasonality Patterns

NUMBER OF PEOPLE TRAVELLING BY MONTH, JAN - DEC 2014 - 2018

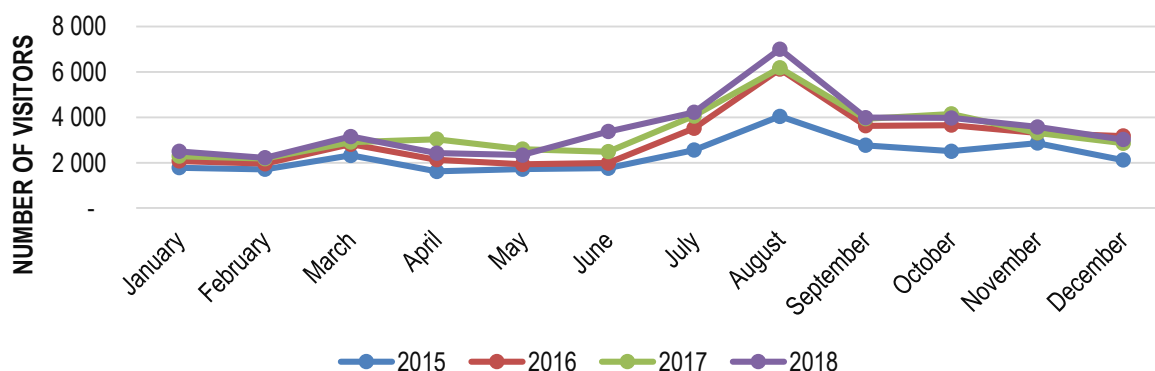


### 3. The Spanish Traveller to South Africa

#### Spain Travel Market

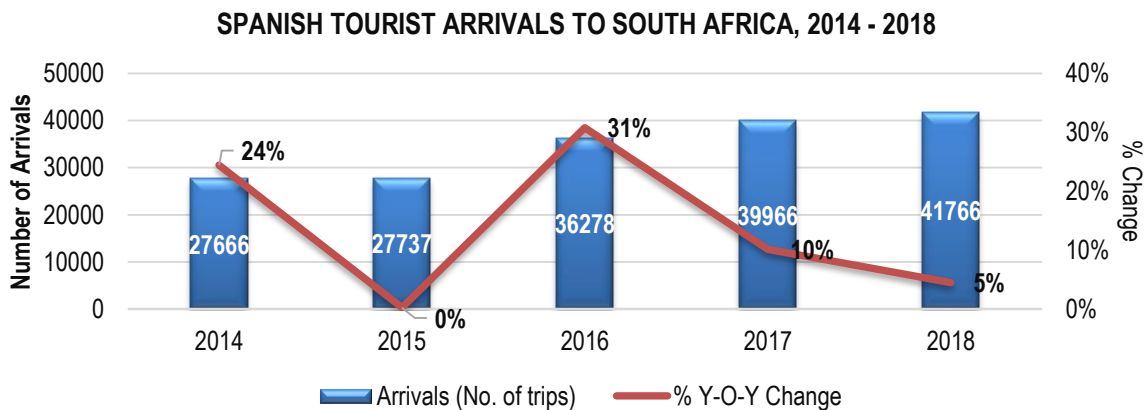
Number of Arrivals	2015: 27 737 2016: 36 278 2017: 39 966 2018: 41 766
Purpose of visit to South Africa (2017)	Leisure (64,8%) Business (30,2%)
Average length of stay in South Africa (Number of nights)	2016: 10,3 2017: 16,3 2018: 20,4
Age profile (2018)	18 – 24 yrs (18,0%) 25 – 34 yrs (34,1%) 35 – 44 yrs (21,0%) 45 – 54 yrs (15,6%)
Repeater Rate of Spanish Travellers (2018)	1. First Time: 58,5% 2. 2 -3 times: 20,9%
Accommodation Usage (2018)	1. Hotels (167 076) 2. Friends & Family (135 262) 3. Guesthouses (80 870)
Total Foreign Direct Spend in South Africa (R in millions)	2016: R 828 2017: R 668 2018: R 706
Average Spend in South Africa	2016: R 26 700 2017: R 19 600 2018: R 19 300
Most positive experiences for Spanish visitors in South Africa (2017)	1. The scenery 2. The wildlife 3. The hospitality and friendly people

**SEASONALITY PATTERNS: SPANISH TRAVELLERS TO SOUTH AFRICA BY MONTH, JAN - DEC 2015 - 2018**



### 3. The Spanish Traveller to South Africa

#### 3.1. Visitor Arrivals to South Africa



#### 3.2. Purpose of visit to South Africa

Spanish visitors travelling to South Africa are predominantly visiting for the purpose of holiday, business, and visiting friends and relatives. They are most impressed with South Africa's scenery, wildlife, and the friendliness of people. They typically visit the Western Cape, Gauteng, and Mpumalanga province and their length of stay in the country is on average 20.4 nights.

They are typically between the ages of 18 and 44 years, with 18,0% in the 18 – 24 years category, 34,1% in the 25 – 34 years category, and 21,0% are in the 35 – 44 years category. In 2018, 58,5% of Spanish travellers to South Africa were first time visitors to the country and 41,5% were repeat visitors.

##### Top reasons for travel to SA

Holiday (60,6%)

Business (12,1%)

VFR (14,7%)

Average  
length of  
stay (2018)

20,4  
nights

#### 3.3. Activities in South Africa

##### Top activities undertaken

1. Scenery

2. Wildlife

3. Hospitality and friendly people

4. Diverse Experience

5. Culture & Heritage

The scenery, wildlife, hospitality and friendly people, diverse experience, and culture & heritage were amongst the top activities undertaken by Spanish tourists while in South Africa. In 2018 their average spend was R19 300 per tourist.

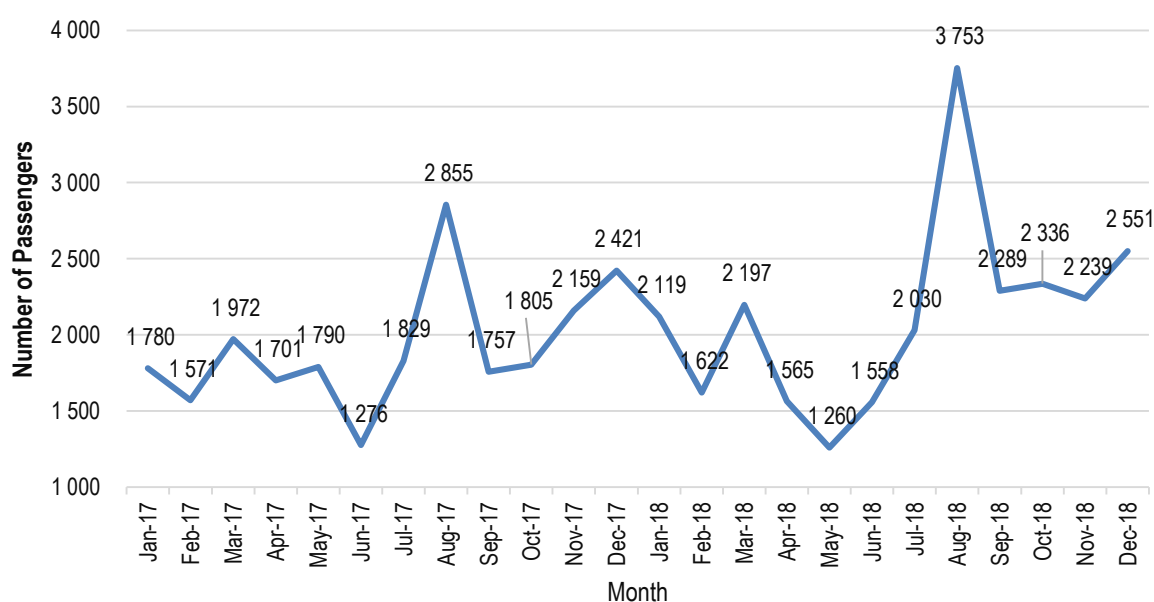
They are more likely to book hotels or stay with family and friends. Many Spanish guests also make use of guesthouse accommodation.

## 4. The Spanish Traveller to the Western Cape

### Spain Travel Market

Number of Arrivals	2015: 15 286 2016: 18 292 2017: 23 340 2018: 22 645
Total Foreign Direct Spend in the Western Cape (R in millions)	2015: 142 2016: 202 2017: 302
Average Spend in the Western Cape	2015: R 10 600 2016: R 13 100 2017: R 15 300
Average length of stay in the Western Cape (Number of nights)	2015: 11,5 2016: 10,0 2017: 11,6
Total bed nights spent in the Western Cape	2015: 156 000 2016: 160 000 2017: 243 000
Total number of *formal bed nights spent in the Western Cape	2015: 115 000 2016: 118 000 2017: 185 000

**SPANISH PASSENGER MOVEMENT THROUGH CAPE TOWN INTERNATIONAL AIRPORT,  
JAN 2017 – DEC 2018**



Sources: SA Tourism, OAG Traffic Analyser, 2019

\*Formal bed nights = Hotels, B&B's, Guesthouses, Self-catering units, Game Lodges and Backpackers

## 4. The Spanish Traveller to the Western Cape

### 4.1. Visitor Arrivals to the Western Cape

The Western Cape saw a significant increase in Spanish visitors in 2016 and 2017. Visitor numbers declined by 3% in 2018. This may be as a result of the drought in the Western Cape and tighter spending budgets amongst the Spanish over this period.

The top airlines operating between Spain and Cape Town are British Airways, Emirates, Iberia, Air France, and Ethiopian Airlines.

Period	Tourist Arrivals	Y-O-Y % Change
2014	16 503	-
2015	15 286	-7,4%
2016	18 292	19,7%
2017	23 340	27,6%
2018	22 645	-3,0%

### 4.2. Passenger Traffic through Cape Town International Airport

Inbound Passenger Performance: Spain – Cape Town				
Country	Passengers 2018	% Change 2017-18	Passengers Jan - Sep 2019	% Change Jan - Sep 2018-19
Spain	21 500	9%	16 190	5%

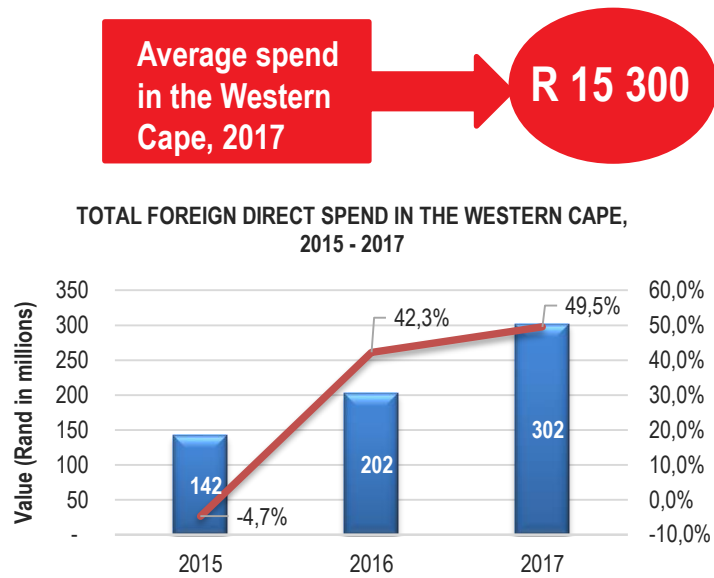
Top 5 Cities: Spain – Cape Town					
Rank	Airport	Passengers 2018	% Change 2017-18	Passengers Jan - Sep 2019	% Change Jan - Sep 2018-19
1	Madrid	9 500	10%	7 599	14%
2	Barcelona	6 422	8%	4 691	-1%
3	Valencia	829	20%	693	12%
4	Alicante	800	4%	631	7%
5	Malaga	823	7%	623	-5%

Sources: SA Tourism, OAG Traffic Analyser, 2019

### 4.3. Spend Patterns

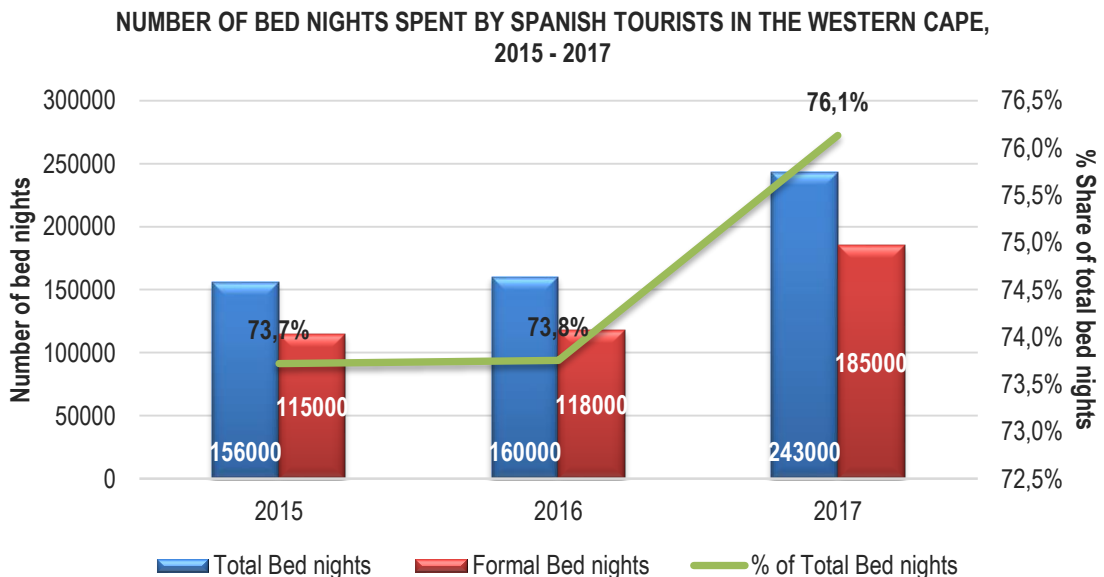
In 2017, the Spanish market contributed R302 million to the Western Cape's economy making it amongst the top 10 most lucrative European source markets for the province.

On average, Spanish tourists spent R15 300 per trip in the Western Cape in 2017. Total Foreign Direct Spend saw a decrease in 2015 but has since increased steadily, growing by a significant 49,5% from 2016 to 2017.



### 4.4. Bed nights and Average Length of Stay in the Western Cape

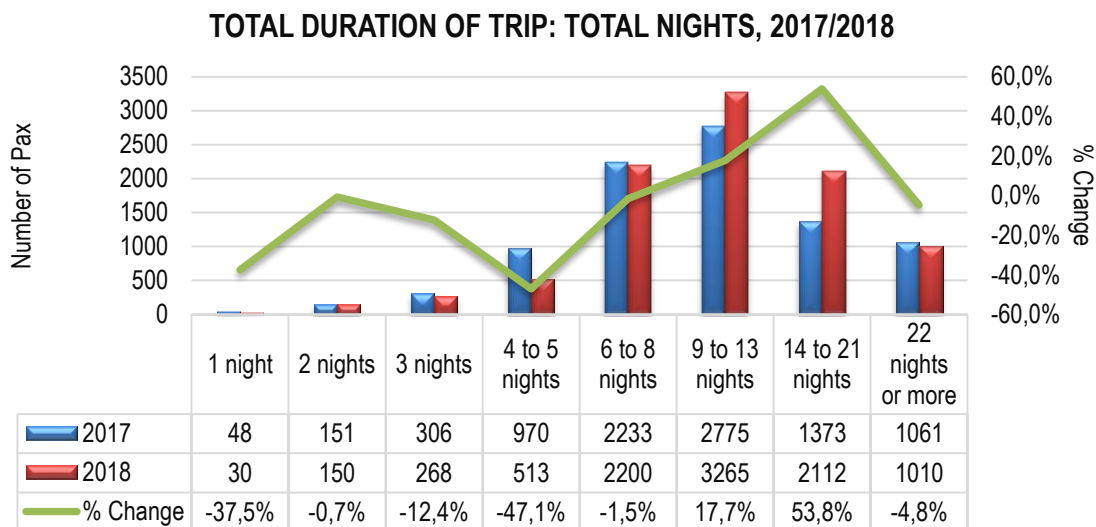
In 2017, Spanish travellers spent 243 000 bed nights in the Western Cape, of which 185 000 were spent in the \*formal accommodation sector. The number in total bed nights increased by 51,9% and formal bed nights increased by 56,8% when compared to the 2016 figures.



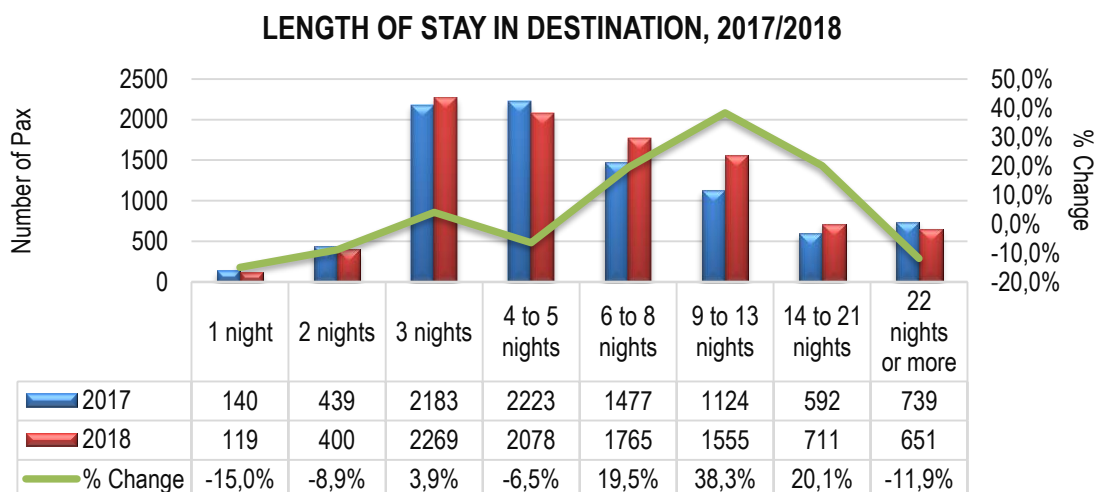
*\*Formal Bednights refers to Hotels, B&Bs, Guesthouses, Self-catering units, Game Lodges and Backpackers.*

## 5. Spanish Traveller Booking Trends

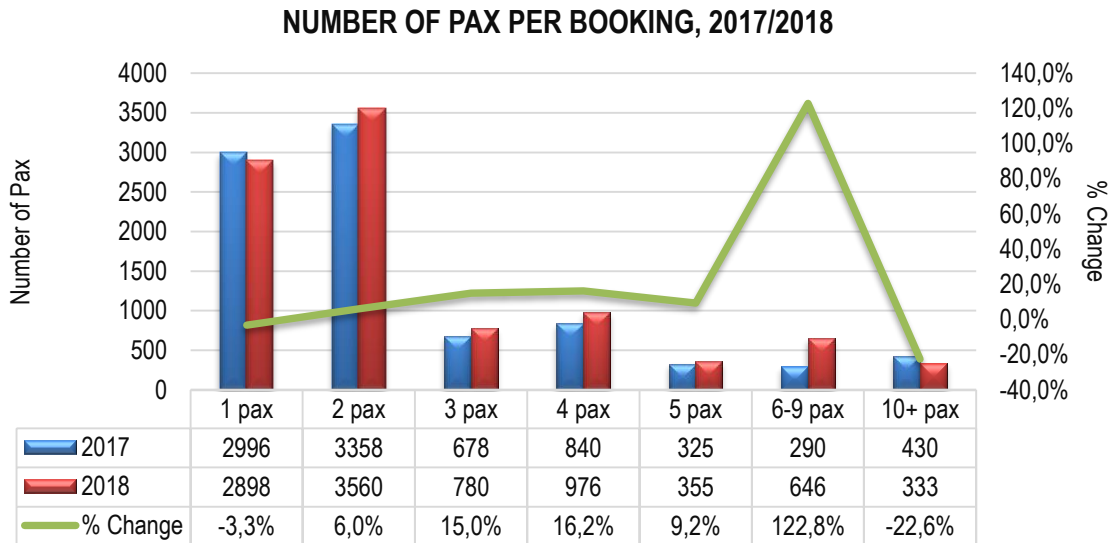
This section provides an overview of traveller booking trends obtained from ForwardKeys, an established data, IT and business intelligence company. ForwardKeys offers a new approach to traveller operational business intelligence, leveraging global flight reservation information and other data to monitor and qualify traveller flows, map global demand, and forecast trends. ForwardKeys receives fresh data daily from different BI providers, ranging from capacity data, to flight searches, and booked air plane tickets. It is therefore important to note that the sample of bookers represent travellers who have conducted bookings at the respective BI providers aligned with ForwardKeys, and does not represent the complete travel market.



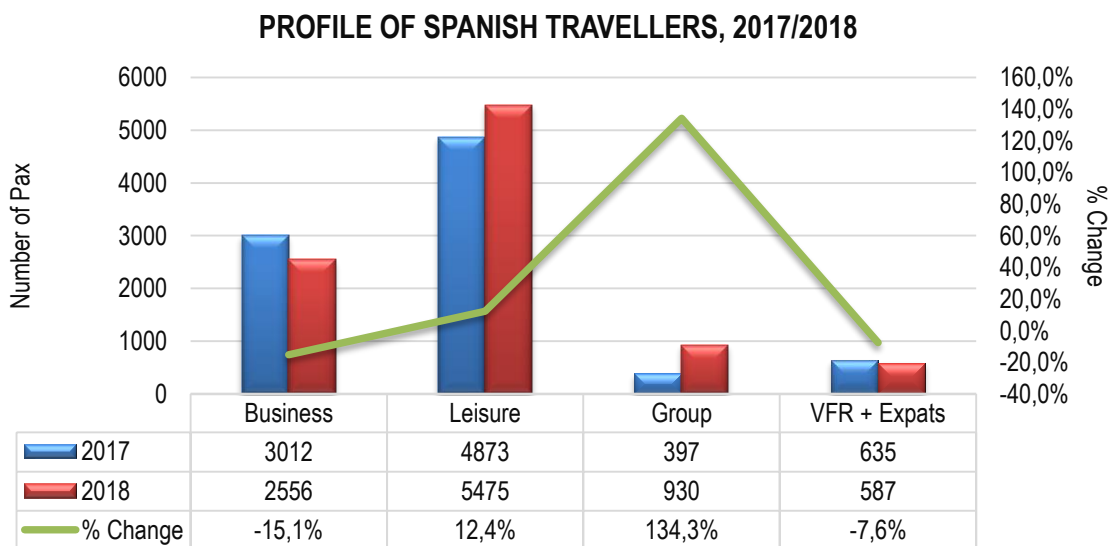
The total duration of trip indicates that Spanish visitors spent a longer time travelling as well as in the destination in 2018. The year-on-year change was most significant in the 9 to 13 nights and 14 to 21 nights categories. The length of stay in destination saw significant increases in the 6 to 8 nights (+19,5%), 9 to 13 nights (+38,3%) and 14 to 21 nights (+20,1%) categories, indicating that Spanish tourists took longer holidays and spent a longer time in Cape Town in 2018.



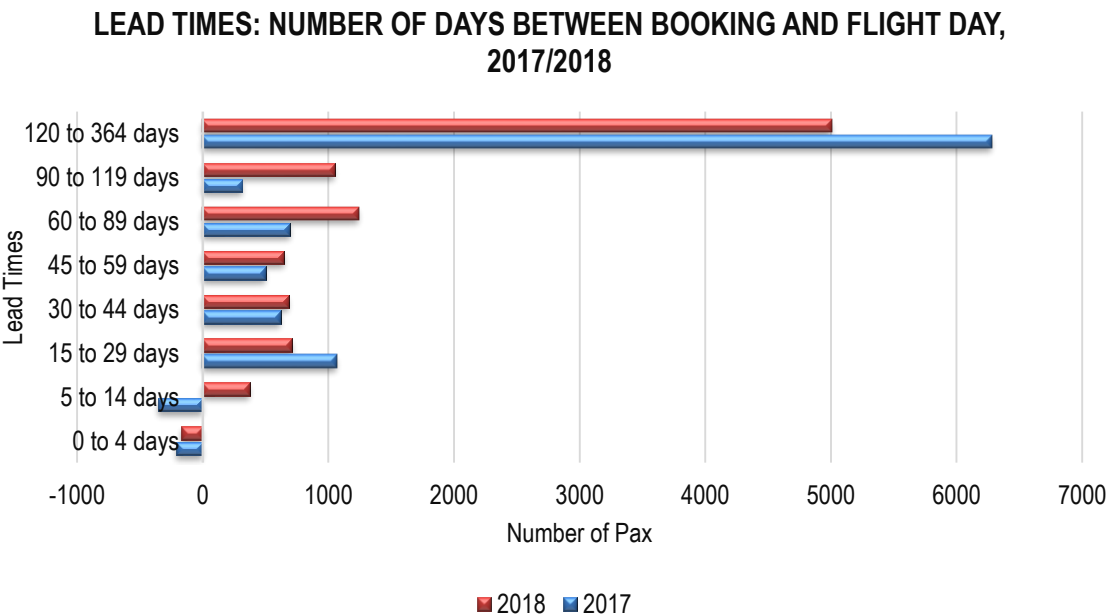
# 5. Spanish Traveller Booking Trends



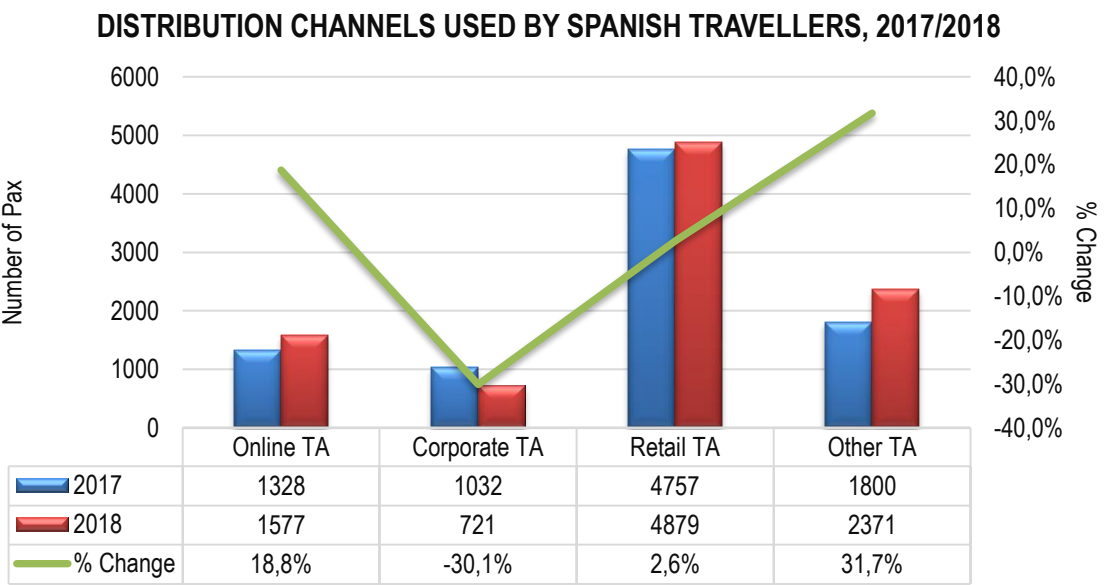
The number of passengers per booking indicates that Spanish travellers are inclined to travel in smaller groups, though most still travel in pairs. The year-on-year change was most significant in the 3 pax (+15,0%) and 4 pax (+16,2%) categories. Business Travel declined by 15,1% in 2018 and Group Travel grew by a significant 134,3% from 2017 to 2018, which is further supported by the 122,8% increase in the 6 – 9 pax category.



# 5. Spanish Traveller Booking Trends



Booking trends indicate that Spanish tourists are more likely to book their flights more than 4 months before the actual flight day. The use of Online Travel Agencies (OTA's) grew by 18,8% from 2017 to 2018, however, Retail Travel Agency remains the top distribution channel used by Spanish travelers when making bookings.



## 6. Key Findings

- Spanish visitors travelling to South Africa are predominantly visiting for the purpose of holiday, business, and visiting friends and relatives. They are most impressed with South Africa's scenery, wildlife, and the friendliness of people.
- In 2018, a total of 30 517 400 Spanish international outbound trips were made with an expenditure value of EUR 24 million, which is expected to increase to EUR 35 million by 2024.
- Most travellers do not venture beyond other European destinations. The USA was the most popular non-European destination for Spanish travellers over the period 2014 – 2018. Morocco and Egypt were the most popular African destination for Spanish travellers and accounted for 2,6% and 0,2% of outbound trips, respectively, in 2018.
- Spain's ageing population has led to a rise in demand for products such as anti-ageing treatments, leisure services and health goods. The share of outbound travellers aged 50 – 64 grew from 16% in 2013 to 22% in 2018, while the share of 25 – 34 year olds decreased from 20% in 2013 to 15% in 2018.
- Spanish travellers have, on average, 38 days annual leave per year. Seasonality patterns indicate that they are most likely to travel during August, April, July and June, respectively. December 2018 saw a notable increase in international outbound trips.
- In 2017, the Spanish market contributed R302 million to the Western Cape's economy making it amongst the top 10 most lucrative European source markets for the province.
- The Western Cape is the leading province visited by Spanish travellers followed by Gauteng and Mpumalanga province.

## 7. List of sources

1. South African Tourism
2. Euromonitor International
3. OAG Airline Passenger Traffic Analyser
4. ForwardKeys
5. eDreams ODIGEO

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