

Getting to know Spain

- **Currency** : Euro. €1 = R20.19 (2025)
- **Population**: 47.9-million (2025)
- **GDP per capita** : \$30 84738 (2025)

Outbound performance

Arrivals: 33 711 (2025) – 81% of 2019 figure

Long-haul market size: 5,4-million in 2025

Spain's outbound tourist numbers to sub-Saharan Africa are expected to reach 353 000 in 2026



Spend

- **Average spend/visitor** : R21 800
- **Total spend**: R669 million (2025)

Spaniards travel trends

- The Spaniards are **keen travellers**, and the capital, they enjoy gastronomy, Summer vacations and short regional breaks
- They prefer to book their **travel independent (64%)** and to a degree some prefer **fully inclusive (32%)**
- While **holidays** accounted for the largest share 48% of arrivals in 2025, the growth was primarily driven by **VFR** (moving from 16% in 2024 to 22%)



Top competitors



Other competitors



South Africa is rated #5 on Wildlife and #2 on being an Adventurous destination,

Spaniards who travel to South Africa

In 2025

Just under half are Repeaters (46%)

More than half are male (58%)

Mostly travel alone (50%) or with spouse/partner (31%)

56% are aged 25-40; 33% are 41-60

11% are MICE delegates; 13% are business travellers

View travel as a way of learning about cultures and an opportunity to break free

Prefer online news, web pages, blogs, travel booking/review websites, travel brochures and video streaming (YouTube) for travel research

Inspired by word-of-mouth and seek detailed information about prospective travel



Arrivals

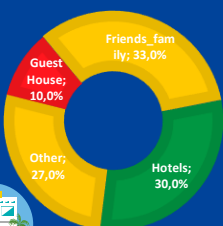
41 524 6 399 6 609 23 304 32 020 31 166 33 711



2019 2020 2021 2022 2023 2024 2025

Source: SAT Departure Survey & StatsSA (Arrivals)

Where do they stay?



What do they like to do?

- Eating Out
- Shopping
- Visiting Natural Attractions



Provincial Spread

