



UNLOCKING THE SPAIN MARKET

BY SAT INSIGHTS UNIT
(Based on 2025 Data & Insights)



SOUTH AFRICAN TOURISM



Canada

USA

Brazil

Netherlands

UK

France

Spain

Germany

Italy

Russia

China

Japan

India

Nigeria

Kenya

Zambia

Malawi

Mozambique

Botswana

Zimbabwe

Namibia

Eswatini

Lesotho

South Africa

Australia

Spain facts



POPULATION (2024)

47.9-million



The only European country with a physical border with an African country.

The peak travel month for Spain's arrivals to South Africa is **August**. This was consistent pre-pandemic and 2023 has reverted to the same pattern with August almost double the travel of the other months. Arrivals climb from **April to June** and are highest from **July to October**.

The Marcha Real, Spain's national anthem is said to be one of the world's oldest national anthems

LAND MASS
505 988km²



per capita GDP
\$30 84738
(2025)



CURRENCY + EXCHANGE RATE
Euro €
Exchange rate:
€1 = R20.19 (2025)

Arrivals in South Africa
from Spain in 2025

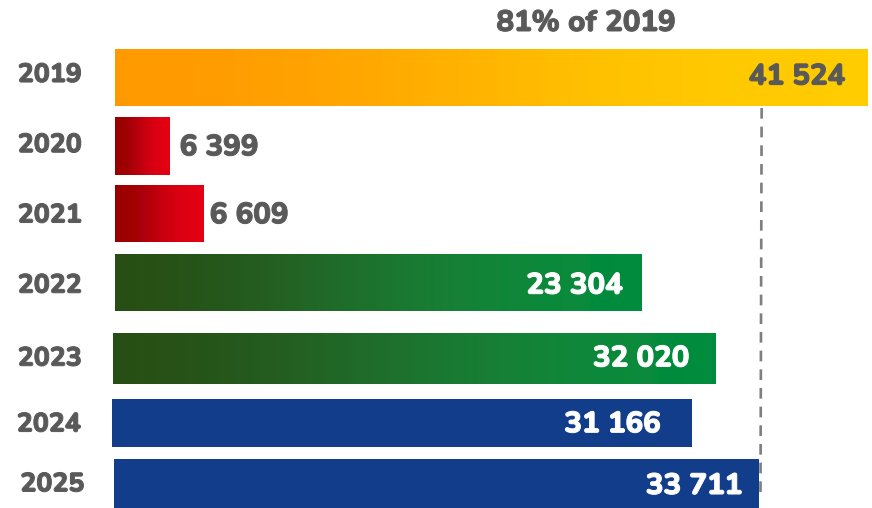
33 711



Spain Arrivals to
SA estimated at
45 040
for 2026

The number of Spanish visitors to South Africa is expected to reach **43 170** by end of **2025**, growing by **40,2%** increase compared to **2024**

Spain travel status



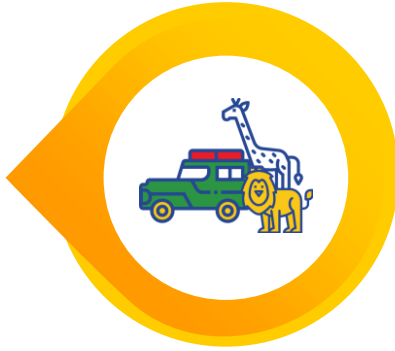
Arrivals from Spain grew significantly from **23 304** in **2022** to **32 020** in **2023**, reflecting a strong annual increase of 37.4%. However, after this sharp rise, 2024 experienced a slight decline of 2.7%, with arrivals easing to **31 166**. **2025** arrivals improved markedly reaching **33 711**, an **8,2% increase from 2024**

Competition for the Spanish market



South Africa is rated **#5** as a market that offers **wildlife** experiences:

- #1**  Australia
- #3**  Kenya
- #4**  Peru



Competitor performance



South Africa is expected to see **positive growth** from the Spanish market, as with The **Caribbean, China and Australia**

What are Spanish visitors looking for?



Wildlife experiences



To experience a different country



Natural scenery



To experience South Africa's different cultures




A diversity of attractions

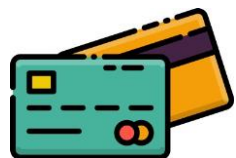
Spain Travel status

Purpose of visit (2025)

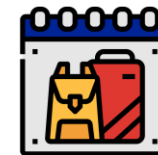
 Holiday travel **48%**

 VFR **22%**

 Business travel **13%**



Spanish tourists contributed **R669,8-million** in tourism receipts in 2025



70% of Spanish tourists generally book **within 3 month** of their travel, with 39% booking a month before travelling

South Africa is seen to offer **Authentic travel experiences** and it seen as an **adventurous destination** by Spaniards





Getting to South Africa

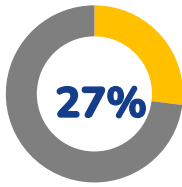
Travel preferences

- Most prefer independent travel (not package holidays)
- Prefer to book directly with the airline, or through a travel agent
- Prefer to book accommodation directly, sometimes using an agent

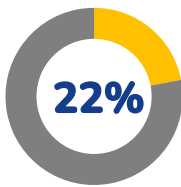
No direct flights from Spain to South Africa

Flight hours to South Africa from Spain:
from **±14 hours (indirect, including one stop)**

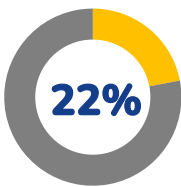
Information sourcing (2025)



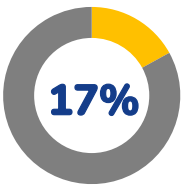
Previous experience



Travel aggregators

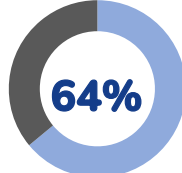


Online travel agents

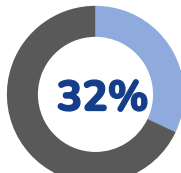


Social media platforms

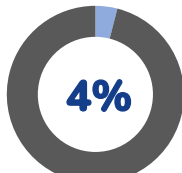
Travel package preferences (2025)



Independent/Unbundled



Fully inclusive package



Package

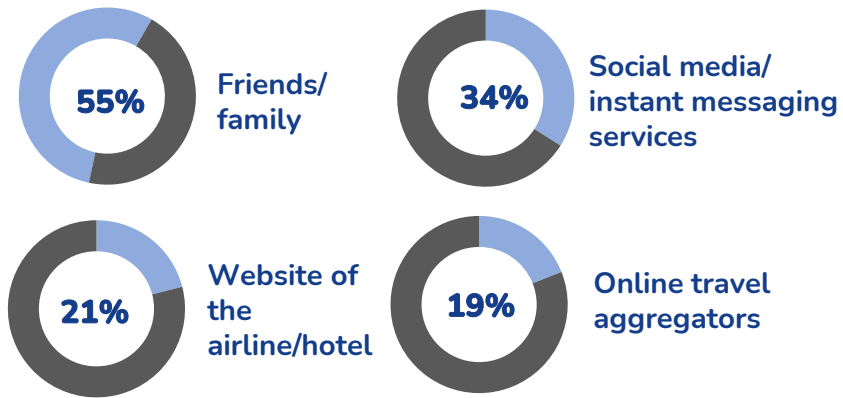
Popular Airlines:



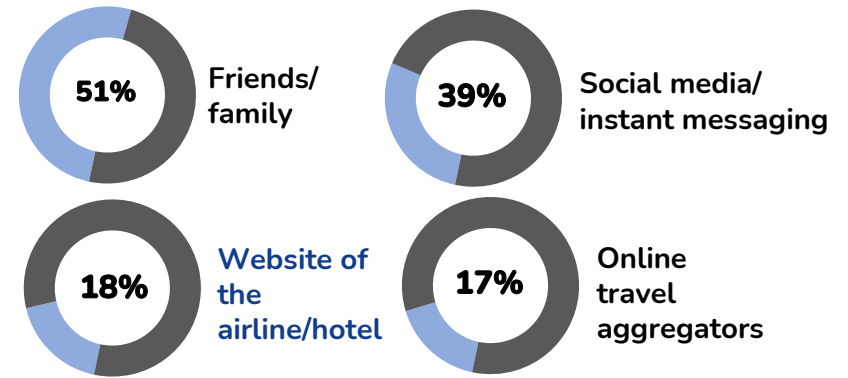
When sharing their holiday experiences, Spaniards' preferred channels are friends/family or Social media/ instant messaging services

Role of Media Channels

Channels used to share details of holiday experiences during trips



Channels used to share holiday experiences after trips



5.0
million



Spanish long-haul travellers globally

Profile of Spanish arrivals



The **Western Cape** is Spanish visitors' most visited province in South Africa



54% are **first-time travellers** to South Africa



Visitors **25 to 40 y.o** accounted for **56%** of Spanish visitors



Male visitors (58%) outnumber female visitors



Mostly **solo** travellers (50%), or travel with a **spouse** or **partner** (31%)



Prefer to use **online travel aggregators**, travel blogs and social media for research. Also draw on information from friends and relatives, travel agents, and past experience



Spanish visitors prefer to stay in **Friends and Family** (33%), **Hotels** (30%), and **Guest Houses** (10%)



Spanish travellers spent an average of **R21 800 per trip** in 2025



A considerable **number of Spanish** visitors say they would **visit South Africa again**



SA is not highly associated with being a value for **money** destination (rated **10 out of 10 destinations**)



How long do Spanish travellers stay?

Overall, Spaniards spend an average of **14 nights** in 2025.

Activities of choice



Eating out



Shopping



Natural attractions



Wildlife

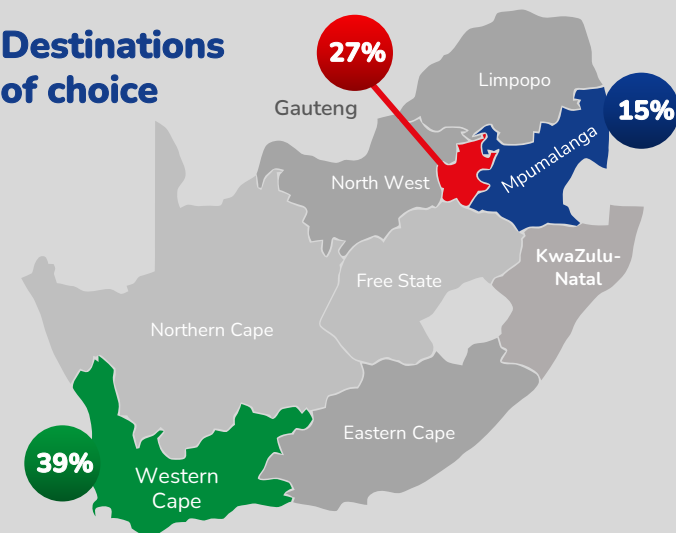


Socialising



Beach

Destinations of choice





SOUTH AFRICAN TOURISM

Prepared by the Insights Unit
South African Tourism
Bojanala House
90 Protea Road, Chislehurst, 2196
Tel: +27 11 895 3000

