



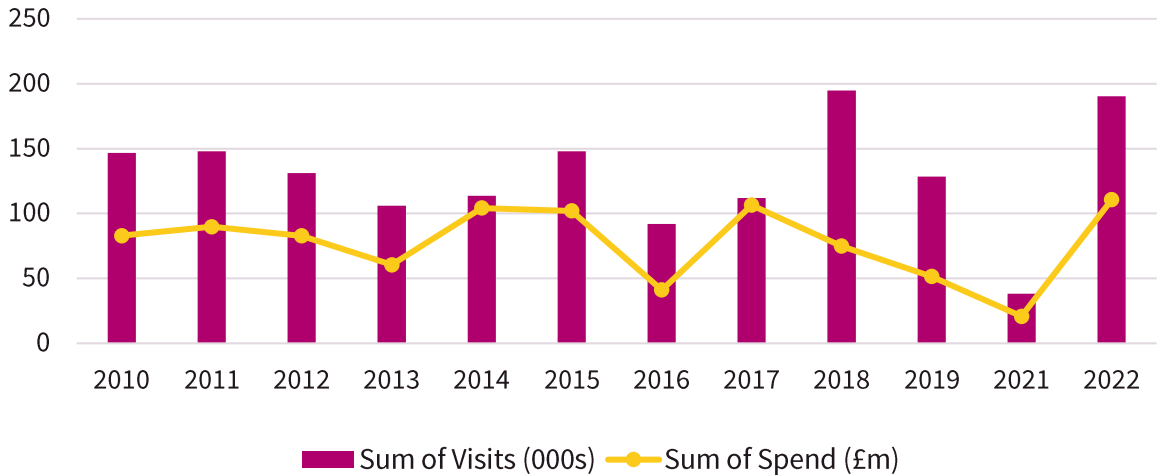
Insight Department:
Spain Factsheet | 2022

Published: June 2023

INSIGHT DEPARTMENT: SPAIN FACTSHEET 2022

In 2022, Spain was Scotland's fifth largest international source market by number of visits, sixth by expenditure and seventh by number of nights. Spanish visitors accounted for 6% of all overseas visits and 4% of all overseas spend in Scotland. The Spanish visitor market in 2022 saw a significant return to pre-pandemic levels, both in visits and spend.

Visits and spend over time



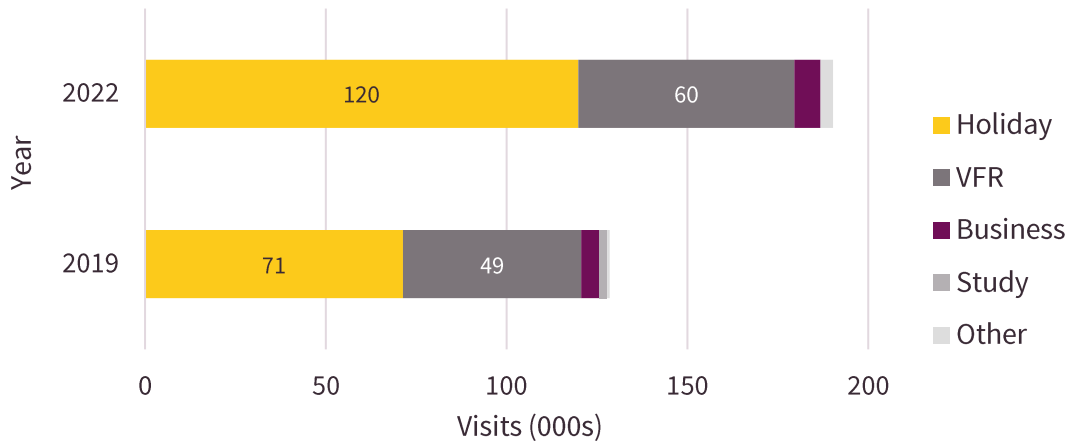
The total number of visits increased by 48% compared to 2019, almost reaching the record levels of 2018. Additionally, the total nights increased by 23%, while total tourism expenditure increased by 115%, a record high for the last decade.

| Year | Visits | Nights | Spend (£m) |
|--------|---------|-----------|------------|
| 2019 | 128,000 | 915,000 | 51 |
| 2022 | 190,000 | 1,123,000 | 111 |
| Change | 48% | 23% | 115% |

Visitors from Spain spent on average £181 more during their visit compared to 2019. Although the average length of visit was 17% lower than pre-pandemic, the average spend per night was 75% greater at £99. This is likely due to an increase in the proportion of holiday visits and a decrease in visits to friends or relatives, which tend to be for longer periods.

| Year | Spend/visit | Nights/visit | Spend/night |
|--------|-------------|--------------|-------------|
| 2019 | £400 | 7.1 | £56 |
| 2022 | £581 | 5.9 | £99 |
| Change | 45% | -17% | 75% |

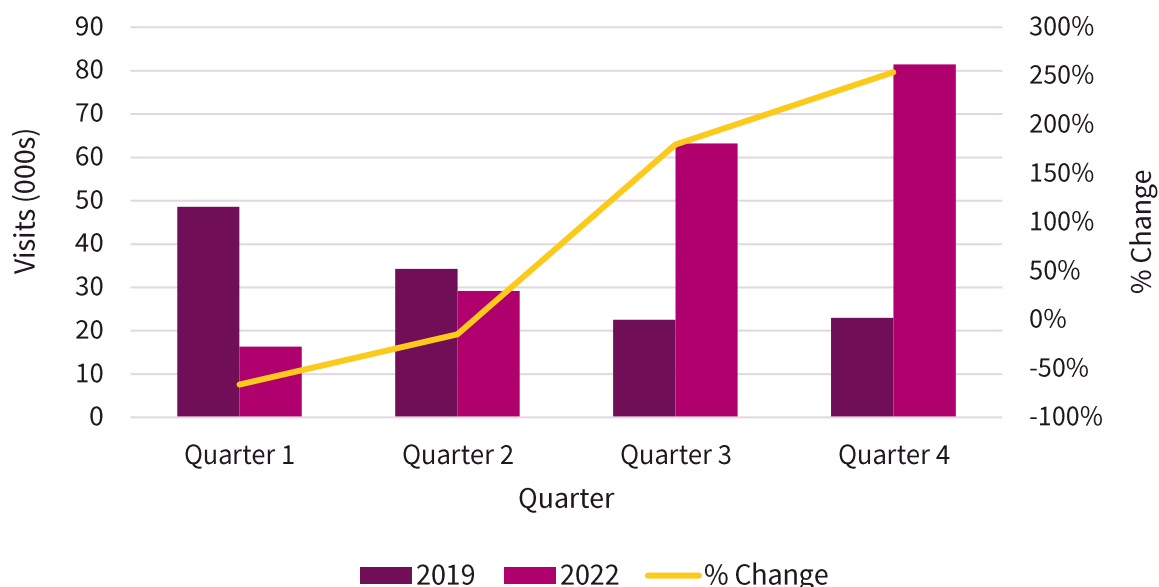
Visits by purpose of visit



Just under two-thirds of all visits were for the purpose of taking holidays, while around one-third were visits to friends or relatives and 4% for business. 2022 saw a shift in visit intention compared to pre-pandemic times, with an increase in the proportion of holiday visits and a decrease in visits to friends or relatives. There was also a marginal increase in those taking ‘other’ types of visits, as well as a decrease in study visits.

| Purpose of visit | 2019 visits (000s) | Visitor proportion (%) | 2022 visits (000s) | Visitor proportion (%) |
|------------------|--------------------|------------------------|--------------------|------------------------|
| Business | 5 | 4% | 7 | 4% |
| Holiday | 71 | 55% | 120 | 63% |
| VFR | 49 | 38% | 60 | 32% |
| Study | 2 | 2% | 0 | 0% |
| Other | 1 | 1% | 3 | 2% |

Visits by season



In 2022, the proportion of visits to Scotland by Spanish visitors increased quarter on quarter, with around two fifths of visits happening during the final quarter of the year, between October and December. This contrasts with 2019 where the proportion of visits decreased quarter on quarter. Traditionally, although travellers from Spain visit Scotland throughout the year, most visitors were seen during the first and second quarters. There has therefore been a significant switch in the seasonality of Spanish visitors to Scotland. This could be attributed to the Omicron variant of COVID-19 causing a fourth wave of travel restrictions across Europe in early 2022.

| Season | 2019 visits (000s) | Visitor proportion (%) | 2022 visits (000s) | Visitor proportion (%) |
|-----------|--------------------|------------------------|--------------------|------------------------|
| Quarter 1 | 49 | 38% | 16 | 9% |
| Quarter 2 | 34 | 27% | 29 | 15% |
| Quarter 3 | 23 | 18% | 63 | 33% |
| Quarter 4 | 23 | 18% | 81 | 43% |

INSIGHT DEPARTMENT: SPAIN FACTSHEET 2022

About this data

All data is sourced from the International Passenger Survey by the Office for National Statistics. Refer to the [ONS website](#) for more on IPS methodology.

Important Notice On Continued Impact of COVID in relation to IPS Data Collection

The International Passenger Survey (IPS) was suspended on 16 March 2020 due to the coronavirus (COVID-19) pandemic. Interviewing initially began at UK airports at the start of 2021, though the IPS remained suspended at some seaports and train stations during the year. To produce statistics for the periods impacted the Office for National Statistics (ONS) have applied the following processes to the data since March 2020:

- **March 2020** - With the data collected for most of March when the IPS was running the ONS had part of the data needed for the month. To produce estimates for the full month of March the ONS worked on the assumption that passenger characteristics in the second, unsampled, half of the month were represented by those sampled in the first half.
- **April – December 2020 (Q2, Q3, Q4 2020)** - The travel and tourism figures for this period are based entirely on administrative sources and modelling as no data was collected during this period.
- **2021** – The ONS were unable to restart interviewing at Eurotunnel (but continued at Eurostar) in Q4 2021 due to COVID-19 restrictions. The ONS has used passenger numbers to model the Eurotunnel data for this quarter. Data for those travelling via Dover was only collected from Q3 2021. In addition, no estimates are included for any travel across the Irish border. Please see [visitbritain.org](https://www.visitbritain.org) for more information.
- **January to June 2022** – The ONS were unable to restart interviewing at Eurotunnel (but continued at Eurostar) during this period due to COVID-19 restrictions. The ONS has used passenger numbers to model the Eurotunnel data for Q1-Q2 2022. The ONS restarted IPS interviews at all ports from July 2022. Please see [visitbritain.org](https://www.visitbritain.org) for more information.

Please refer to the [ONS website](#) for the official release and more information on IPS methodology and UK outbound travel and for Full Year 2022 details are on this [ONS page](#).

Appendix

International Passenger Survey 2022

USING AND INTERPRETING STATISTICAL DATA

Sources: Data is sourced from the Office for National Statistics' International Passenger Survey (IPS).

Information about the survey can be found on the VisitBritain website

www.visitbritain.org (Insights & Statistics section) or the Office for National Statistics website www.statistics.gov.uk/hub/index.html.

Sample Sizes: Some analysis within this report may be based on small sample sizes. Before using the data, it is important to recognise the limitations of using a small sample size. Further information, including methodology and sample sizes, can be found on the VisitBritain website www.visitbritain.org (Insights & Statistics section).

Disclaimer: This publication is provided in good faith to update VisitScotland stakeholders on its activity. The publication is provided "as is" and VisitScotland accepts no responsibility for any error or omission. We do not provide any guarantees, conditions or warranties that the publication is current, secure, accurate, complete or free from bugs or viruses. This publication, including all data and other information contained within it, is not intended to amount to advice on which any reliance should be placed. VisitScotland is not responsible for how the publication is used or interpreted. We therefore disclaim all liability and responsibility arising from any reliance placed on this publication by anyone who may use any of its contents. VisitScotland may add, change, improve or update this publication at any time without notice. Images © VisitScotland

CONTACT US

Insight Department

VisitScotland
Ocean Point One
94 Ocean Drive
Edinburgh EH6 6JH

0131 472 2222

research@visitscotland.com visitscotland.com

visitscotland.com
visitscotland.org

Front Cover: Jedburgh Abbey, Scottish Borders
© VisitScotland / Kenny Lam

Back Cover: North Ronaldsay lighthouse, Orkney
© Orkney.com

Published June 2023