



Euromonitor
International

Travel in Spain

September 2026

Table of Contents

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Strengthening regulation reshapes supply across lodging and transport

Premium and value travellers drive growth through different paths

Territorial diversification reshapes Spain's travel flows

Chart 1 Travel Sales by Category: Value 2026

WHAT'S NEXT?

Premium and value travellers are expected to shape travel demand through different paths

AI and automation are set to redefine the travel customer journey

Sustainability is expected to accelerate the shift towards regenerative tourism

Chart 1 Forecast Travel Sales by Category: Value 2026-2031

COMPETITIVE LANDSCAPE

Iberia capitalises on premium demand while Vueling focuses on value travel

Booking.com expands across travel services despite regulatory pressures

PRODUCTS

Compliance requirements drive changes in accommodation and transport offers

Airlines redesign networks and service propositions to improve efficiency

Digital capabilities strengthen customer engagement and commercial performance

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031

Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031

Chart 2 Population by Generation 2026

Chart 3 Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/travel-in-spain/report.