



Tourism analysis in Spain during the summer of 2025, powered by Smart Steps

Summer 2025: June, July, August, and September

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Context

Tourism mobility analysis in Spain during the summer of 2025

We analysed **tourist mobility in Spain** during the **summer of 2025** (June, July, August and September) using the crowd mobility analysis platform **Smart Steps** and compared the data with that from the same period in 2024.

The solution, developed by **Telefónica Tech**, integrates next-generation technologies such as **Artificial Intelligence and Big Data** to convert anonymised, categorised, extrapolated and aggregated data from millions of mobile lines into insights into the behaviour of groups of people.

MAIN RECOGNIZED INSIGHTS

+8%*

International tourists

**compared to summer 2024.*

65 Mill.*

National tourists

**cumulative data on journeys made during the four months.*

August

Highest number of tourists ever recorded in a single month



Domestic tourism

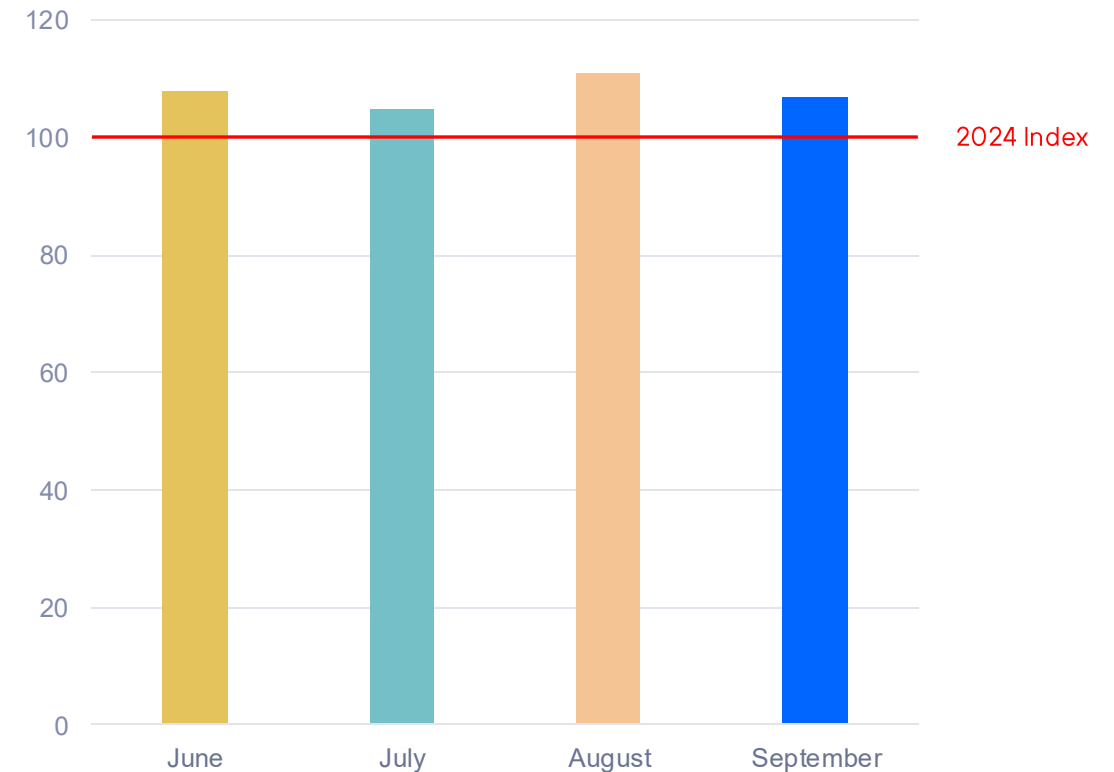
How has interprovincial tourism among residents evolved?

Around **65 million*** **domestic tourists** travelled during the summer of 2025. All in all, that's 3 million more domestic tourists than in the summer of 2024. The trend was pretty much the same, especially in July and September, with tourism within Spain increasing by **10%** in **June and August** compared to the previous summer.

41.28% of the Spanish population travelled within Spain in June 2025, 42.14% in July, 48.03% in August and 36.63% in September.

**Cumulative data on journeys made during the four summer months.*

COMPARISON OF INTERPROVINCIAL TOURISM IN THE SUMMERS OF 2024 AND 2025



Which destinations have been the most popular?

In general terms, the figures remained very similar to the previous year, **with little variation in behaviour**.

We observed a lot of tourism in **second homes and in coastal areas**, for example, in Girona, Tarragona and northern Spain. It was, however, fairly spread out across the different Spanish provinces, with a decrease in tourism in Barcelona.



The most visited provinces during the summer of 2025 were: **Alicante, Girona, Cádiz, Tarragona, Málaga, Madrid, Cantabria, Castellón, Valencia.**



The cities with the highest number of tourist departures: **Madrid, Barcelona, Seville and Valencia.**





Inbound tourism

Spain, one of the leading international tourist destinations

Spain welcomed nearly **50.5 million*** international **tourists** during the summer of 2025, reaching **historic levels** with figures of around **15 million arrivals per month**.

~51M

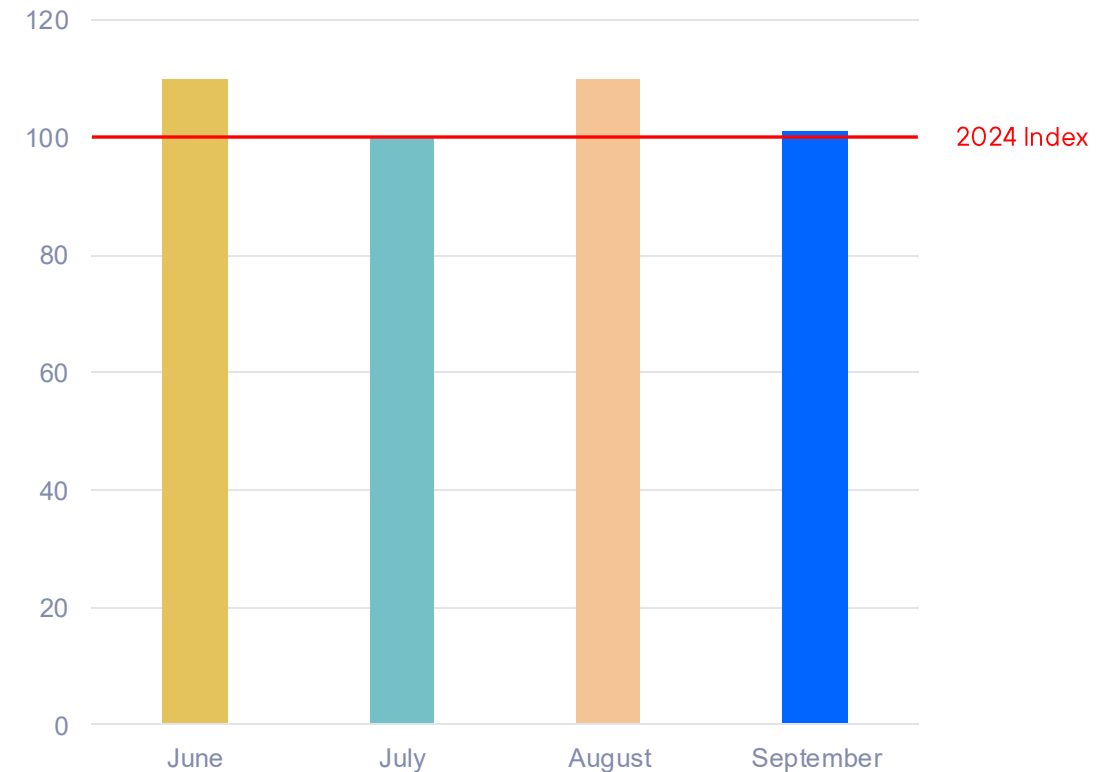
International tourists

~15M

Arrivals per month

**Cumulative data on journeys made during the four summer months.*

INTERNATIONAL TOURISM COMPARISON SUMMERS 2024 AND 2025



Spain, one of the main international tourist destinations

Inbound tourism in **Spain continued to experience** remarkable growth during the summer of 2025, consolidating the country as one of the **leading international destinations**. There was an **8% increase** in foreign tourist arrivals compared to 2024.

The most **significant increase was in August**, which saw a peak in international arrivals.



Which countries are driving the growth of inbound tourism?



The **UK** remained the main source of tourists to Spain, accounting for **17%** of the total.



Germany also remains one of the key markets.



France accounts for **16%** of total tourists, increasing its presence in Spain by an average of 23% compared to the summer months of 2024.



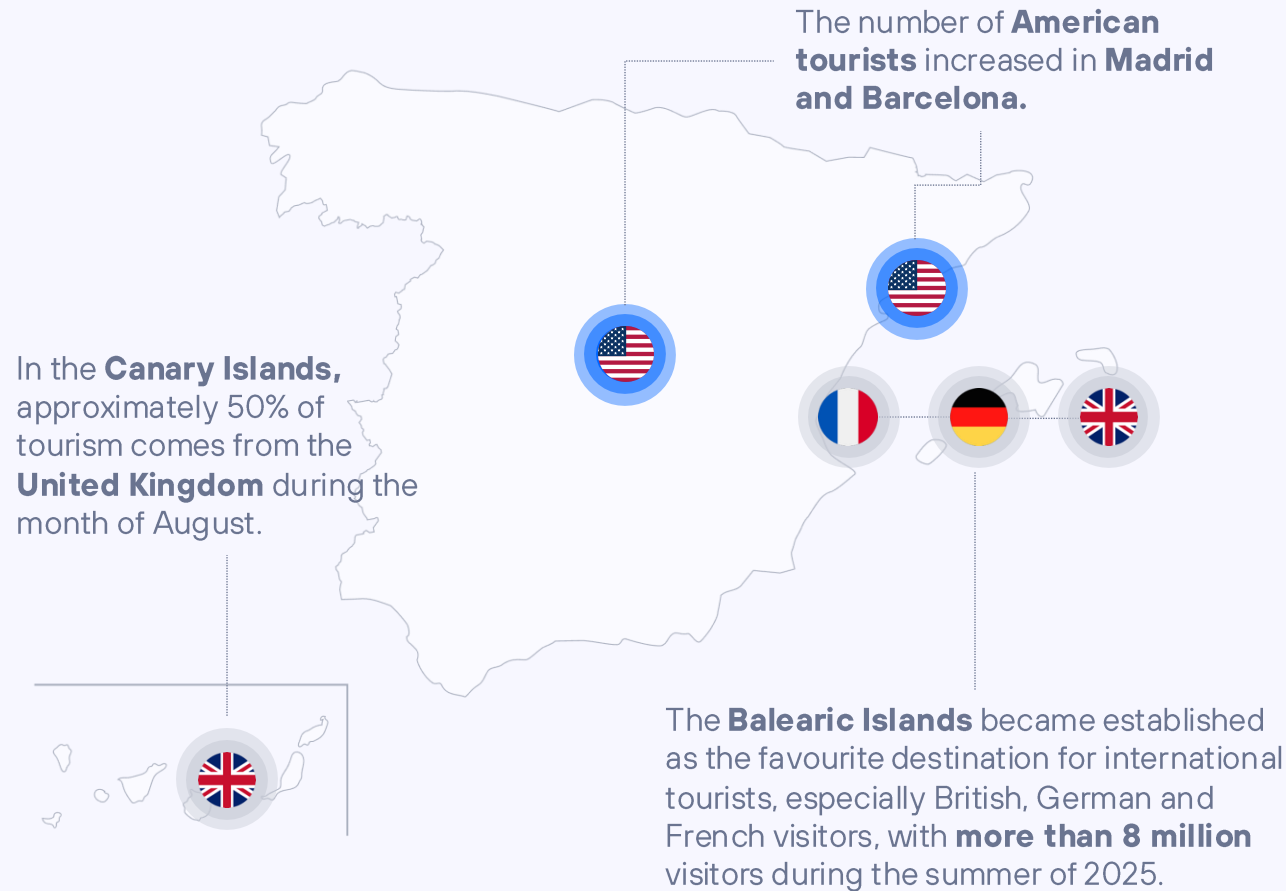
There was also an increase in tourists from **Russia, Romania, Ukraine, Bosnia, Turkey, Iraq, and Libya.**



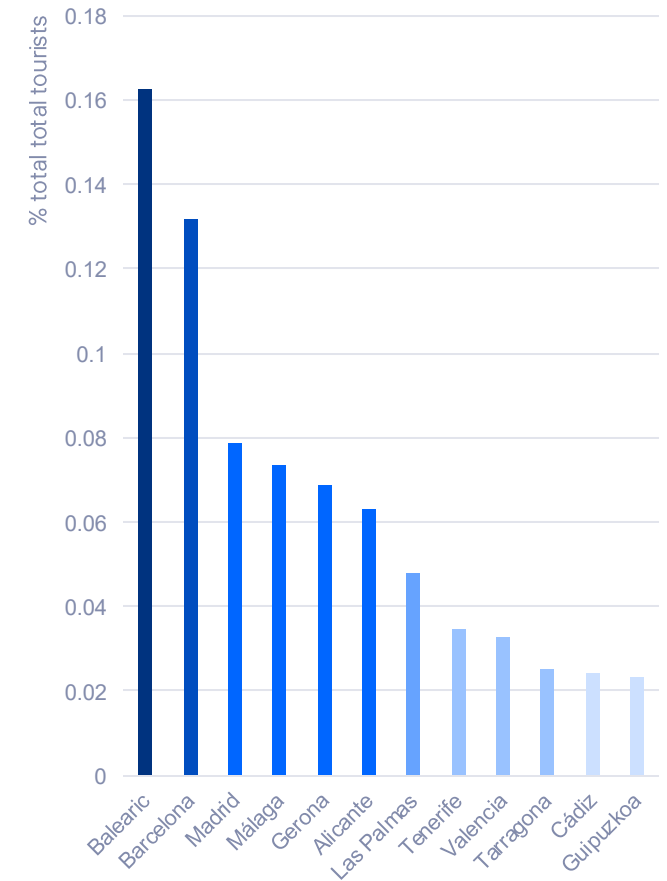
Tourism from **Argentina and Brazil** is on the rise.



What are their favourite destinations?



MAIN PROVINCE OF DESTINATION





Outbound tourism

What have been the favourite international destinations for Spaniards?



Portugal and France led the way as the most visited destinations by Spaniards, receiving **more than 58%** of total outbound tourism.



The **United States** ranked among the **top 10 most visited destinations**, especially during August, driven by student tourism.



Greece also continued to gain popularity as a tourist destination among Spaniards.



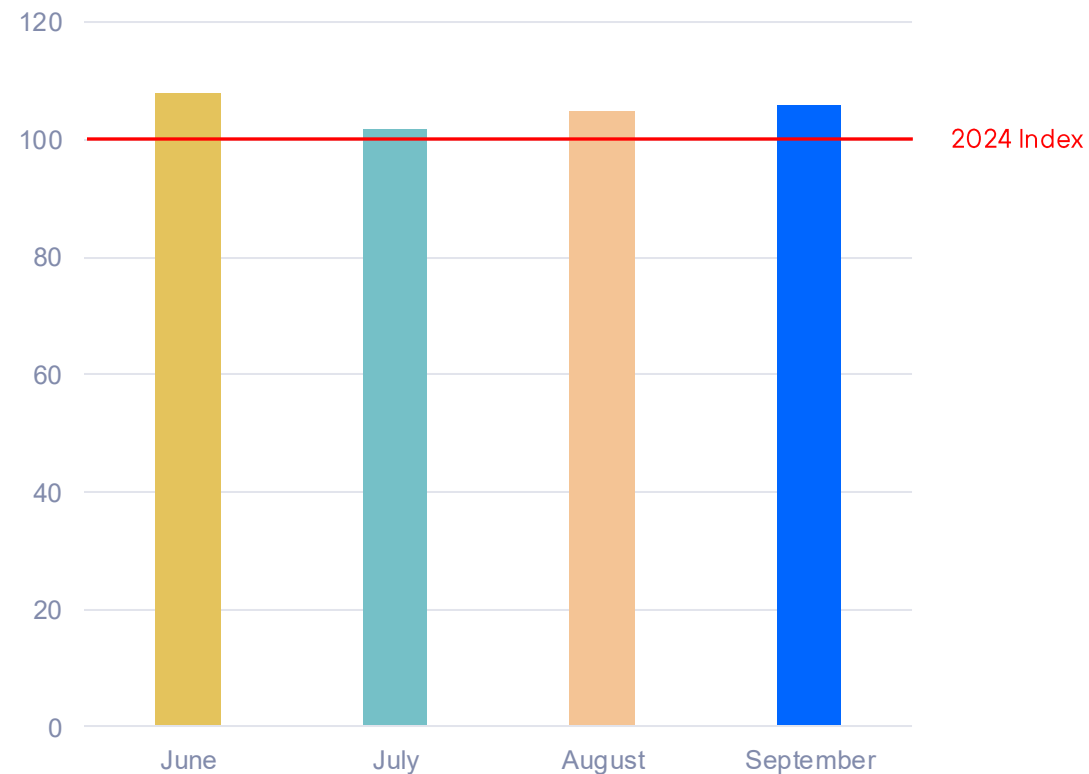
Italy ranked third among the most visited countries, followed by: **the United Kingdom, Germany, Andorra, and Morocco.**

How has the trend changed?

Spanish outbound tourism **grew by 6%** compared to the summer of 2024, reflecting a positive trend towards Spanish residents travelling abroad.

+6%
Outbound tourism

SPANISH OUTBOUND TOURISM COMPARISON SUMMERS 2024 AND 2025





Smart Steps Benefits

How can this solution help the tourism sector?

It is possible to anticipate demand, alleviate pressure in saturated areas, and promote sustainable tourism by better understanding how and when tourists move.

Smart Steps not only provides an overview of the present, but also helps to **plan the future of the tourism** sector and the challenges associated with it, both for **public administrations and for local businesses and shops**, in a more efficient and personalised way.



Optimising infrastructure and planning resources

Planning airport demand or efficient car park management; optimising infrastructure and public transport routes in areas with high tourist traffic; limiting the impact on natural spaces at certain times of the year to improve the sustainability of tourism, etc.



Making strategic decisions based on data

Designing routes that promote tourism in less visited areas, alleviating pressure on more saturated destinations; diversifying tourist activities; planning the opening of new hotels or preventing and planning crisis management, among others.



Improve the segmentation and personalisation of campaigns

Personalising marketing campaigns according to origin, behaviour, or launching promotions that are activated by an increase in a specific target in the area, etc.

Let's Talk

Find out more about how our **Smart Steps** solution can be tailored to your needs, helping you make **strategic decisions** about promoting tourism in your area, **adapting your range** of services and optimising your regional **marketing campaigns**.

CONTACT US

