



Smart Steps' analysis on tourism in Spain during the summer of 2026

Summer 2026: June, July, August and 1–15 September

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Context

Tourism mobility analysis in Spain during the summer of 2026

We analysed **tourist mobility in Spain** during the **summer of 2026** —June, July, August, and the first 15 days of September— using the crowd mobility analytics platform, **Smart Steps**. We then compared the data with that from the same period in 2025.

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

**Cumulative data on journeys made during the period under review.*

KEY FINDINGS



+14.7%

Inbound tourism,
15 June – 20 September
2026 vs 2025



~19.8 M*

Local tourism trips,
June–August 2026



~8.5 M*

Outbound tourism trips,
June–August 2026



24.9%

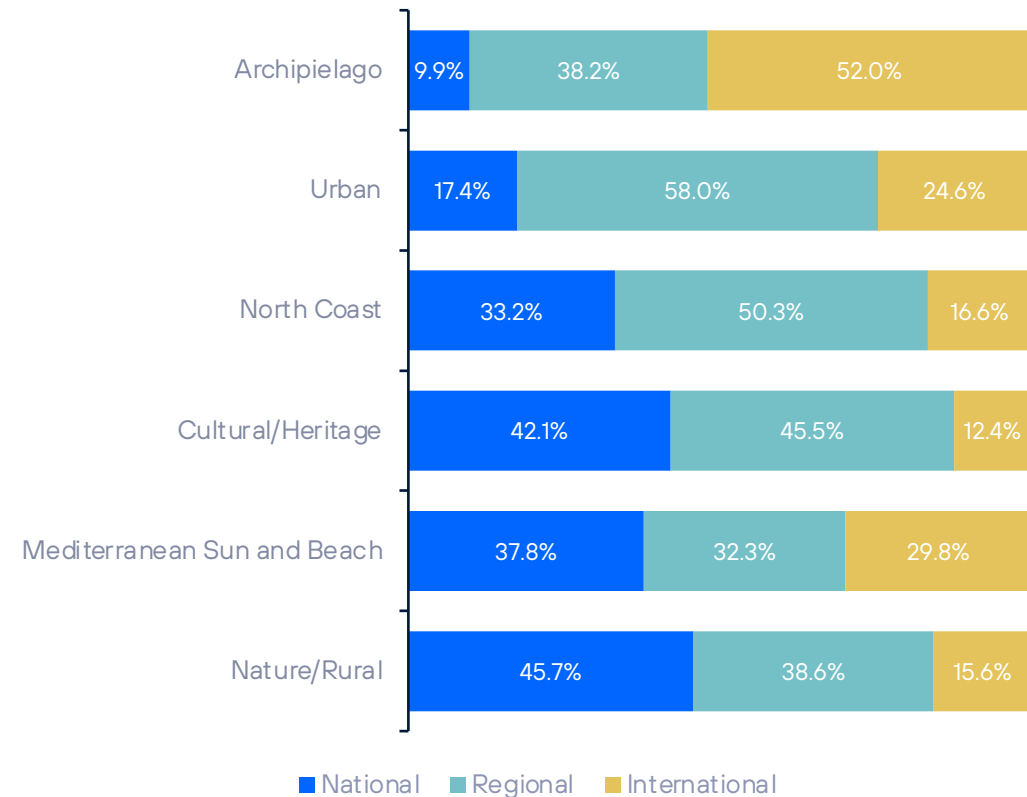
Spanish population (aged
18+) who undertook local
tourism, 1–15 September

What kind of destination does each tourist choose?

We classify each trip according to the type of destination —Urban, Mediterranean Sun and Beach, Nature/Rural, Cultural/Heritage, Northern Coast or Archipelagos— and its point of origin: **Regional** (same province), **National** (another province) or **International** (inbound tourism).

Urban tourism is mainly regional (58.0%) in nature, whilst the **archipelagos** stand out for their **international character**, with more than half of their visitors coming from outside Spain (52.0%). **Mediterranean sun and beach** tourism presents the most balanced profile in terms of the three origins.

ORIGIN OF TOURISTS BY TYPE OF DESTINATION (% OF TRIPS, SUMMER 2026)





Local Tourism

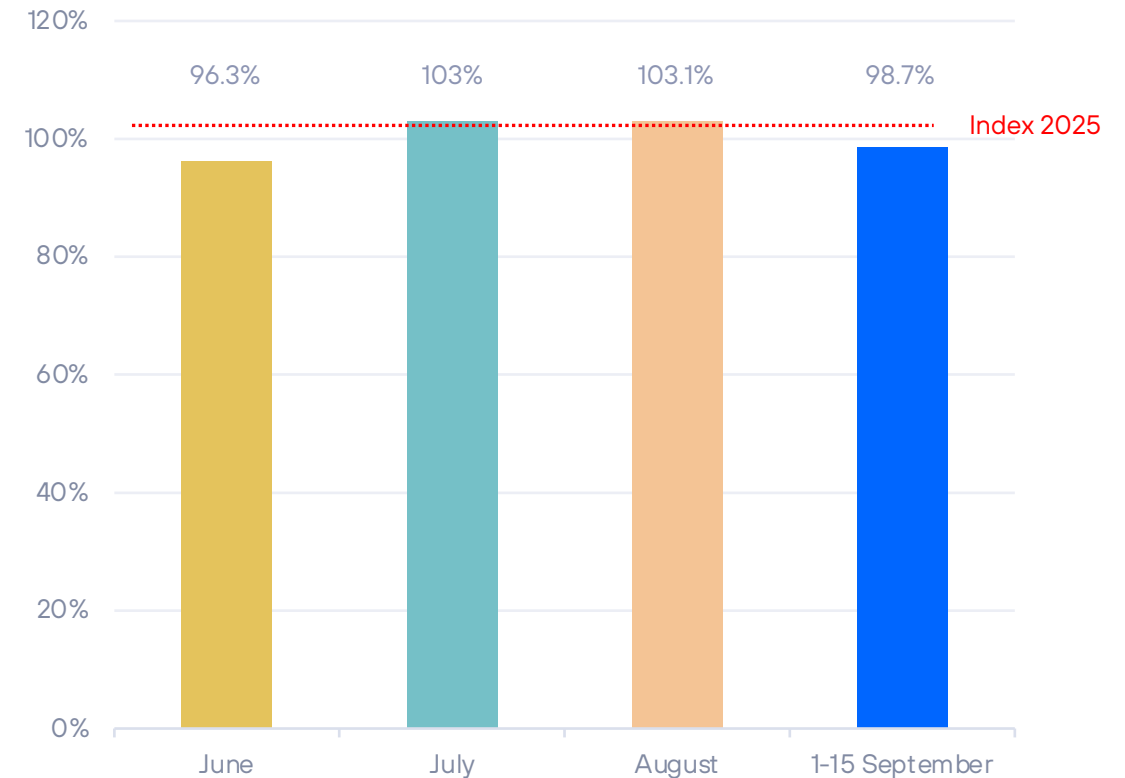
How has inter-provincial tourism evolved among residents?

Around **19.8 million* trips** were recorded across Spain during June, July, and August 2026, **0.9% more** than in the same period in 2025. The trend was very similar, particularly in **August and July**, which saw slight increases (+3.1% and +3.0% respectively), whilst June recorded a fall of -3.7%.

24.9% of the Spanish population (aged 18 and over) went on local holidays between September 1st and 15th.

**Cumulative data on journeys made during the period under review.*

INTERPROVINCIAL TOURISM COMPARISON: 2025 AND 2026 SUMMERS



Which destinations have been the favourites?

Generally speaking, the figures remained very similar to those of the previous year, **with little variation in trends**.

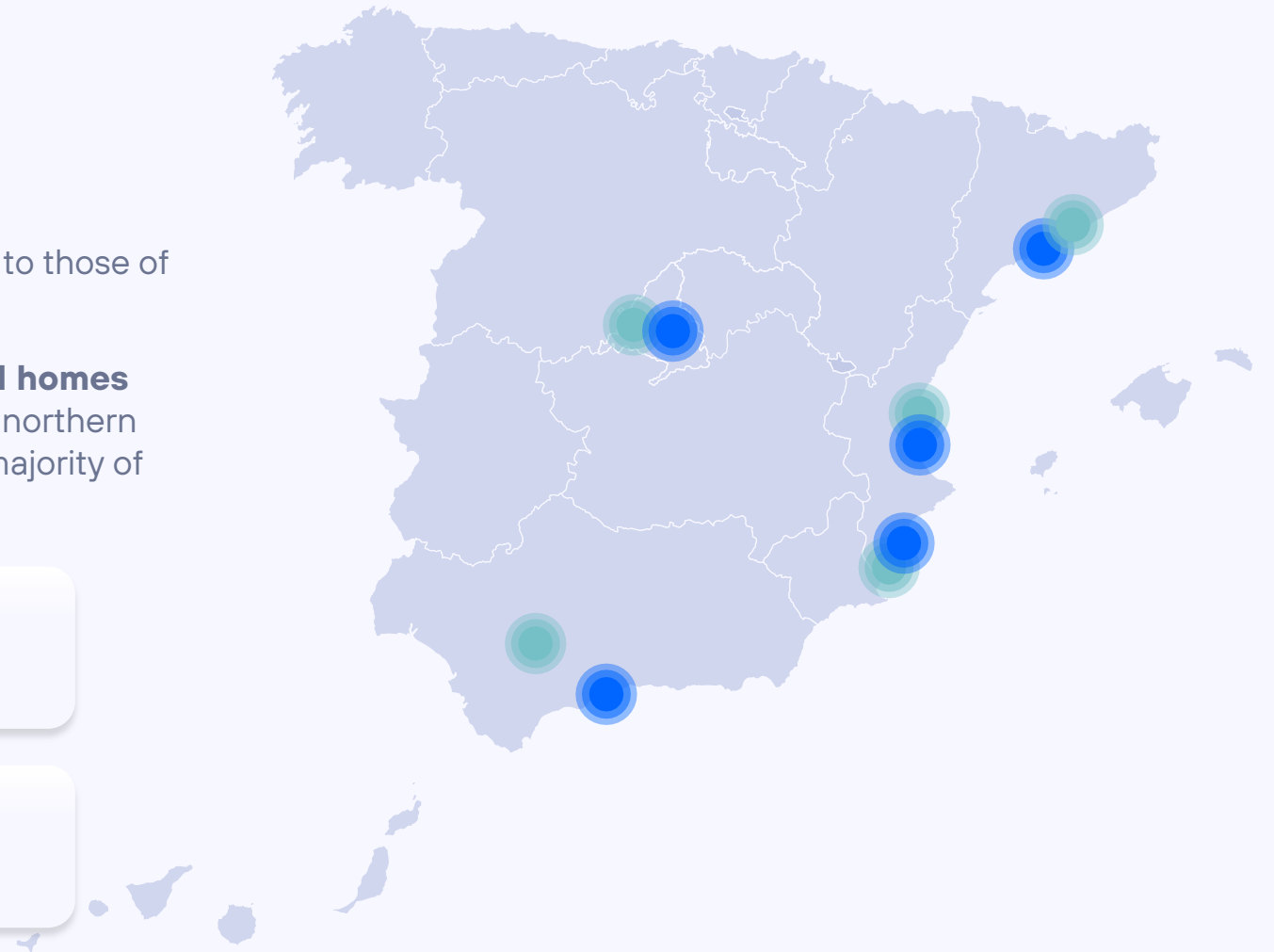
We observed a high level of tourism linked to **second homes** and in **coastal areas**, such as Alicante, Valencia and northern Spain, whilst Madrid and Barcelona account for the majority of trips due to their large populations.



The most visited provinces during the summer of 2026 were: **Barcelona, Madrid, Valencia, Alicante, and Málaga.**



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





Inbound Tourism

Spain, one of the leading international tourist destinations

Inbound tourism continued to grow during the summer of 2026, showing year-on-year increases in the three months analysed. The strongest growth was recorded in **June, at 20%**, followed by **July, at 16.6%**, and **August, at 13.7%**.

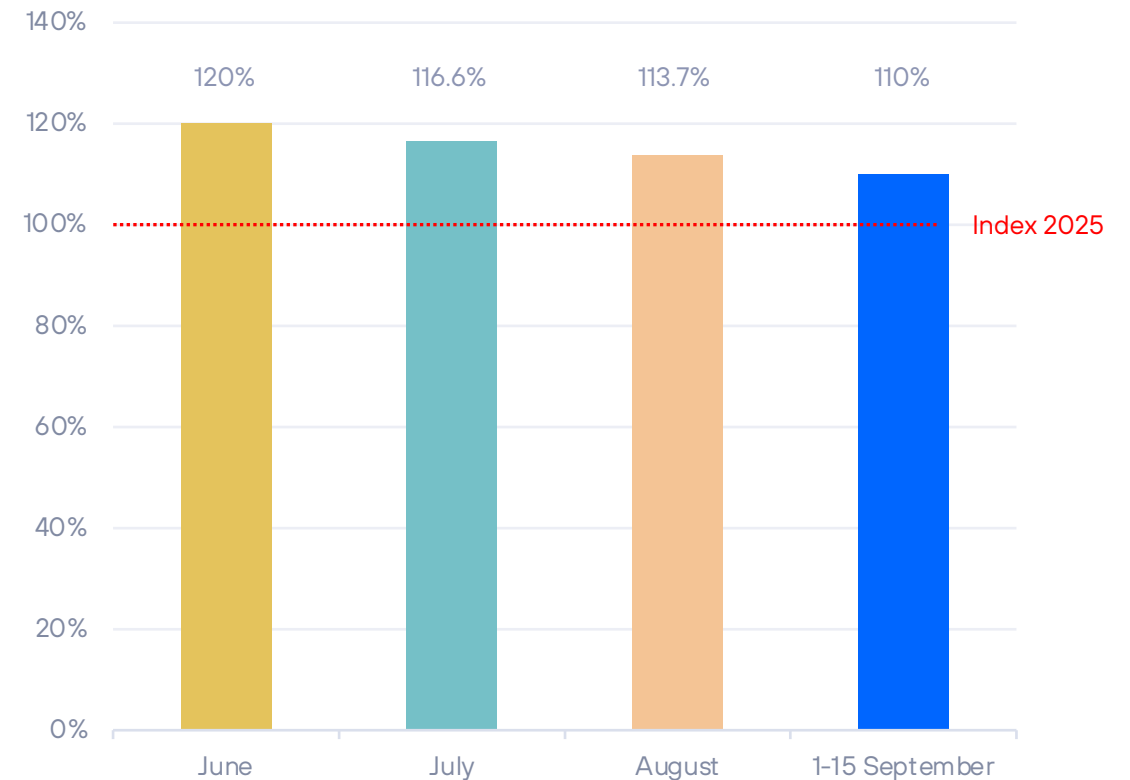
This positive trend has continued into September.

During the **first 15 days of the month**, inbound tourism particularly rose by **10% compared to the same period in 2025**.

**Cumulative data on journeys made during the period under review.*

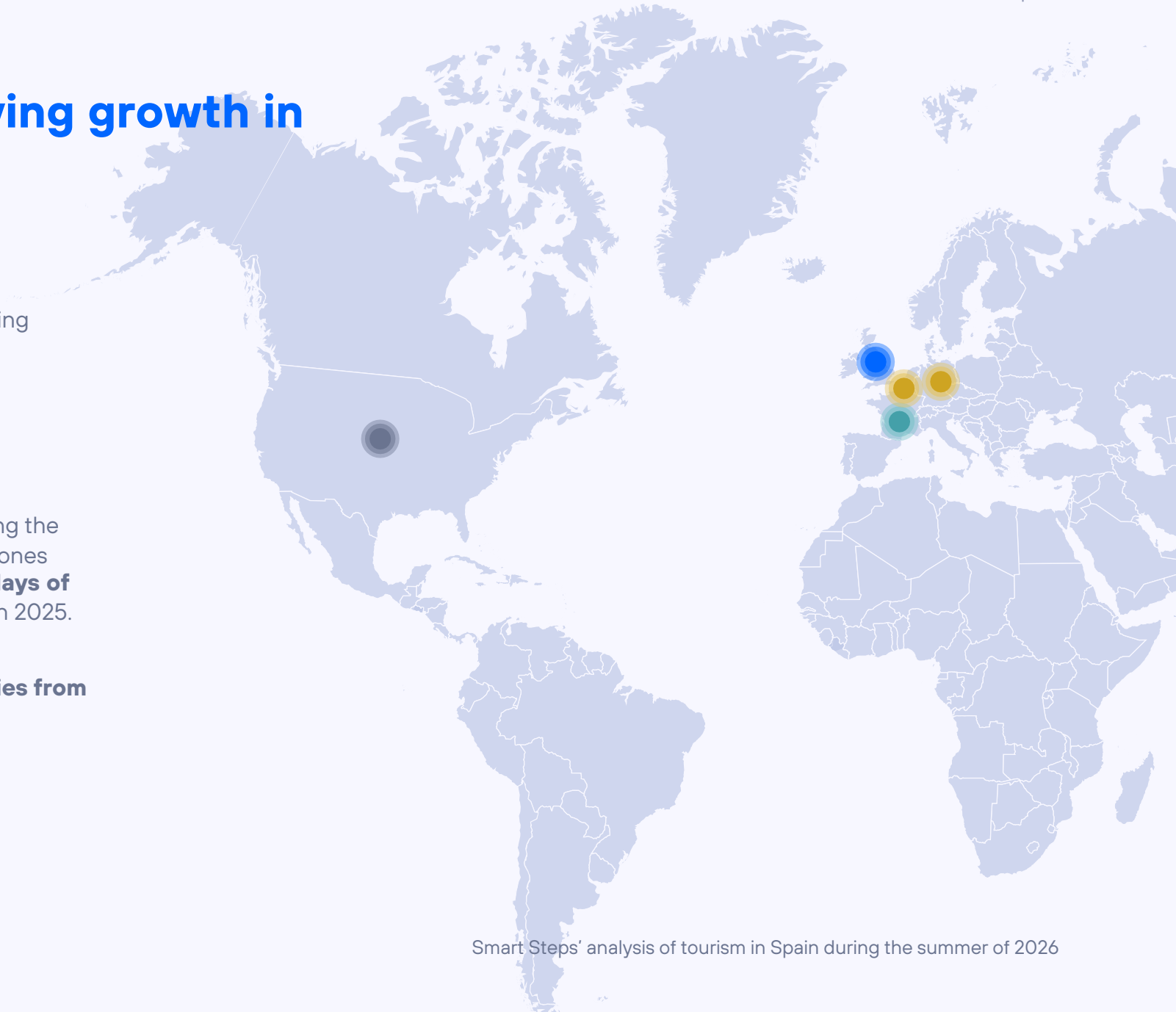
~ 28.16M*
International tourists

INTERNATIONAL TOURISM COMPARISON: 2025 AND 2026 SUMMERS



Which countries are driving growth in inbound tourism?

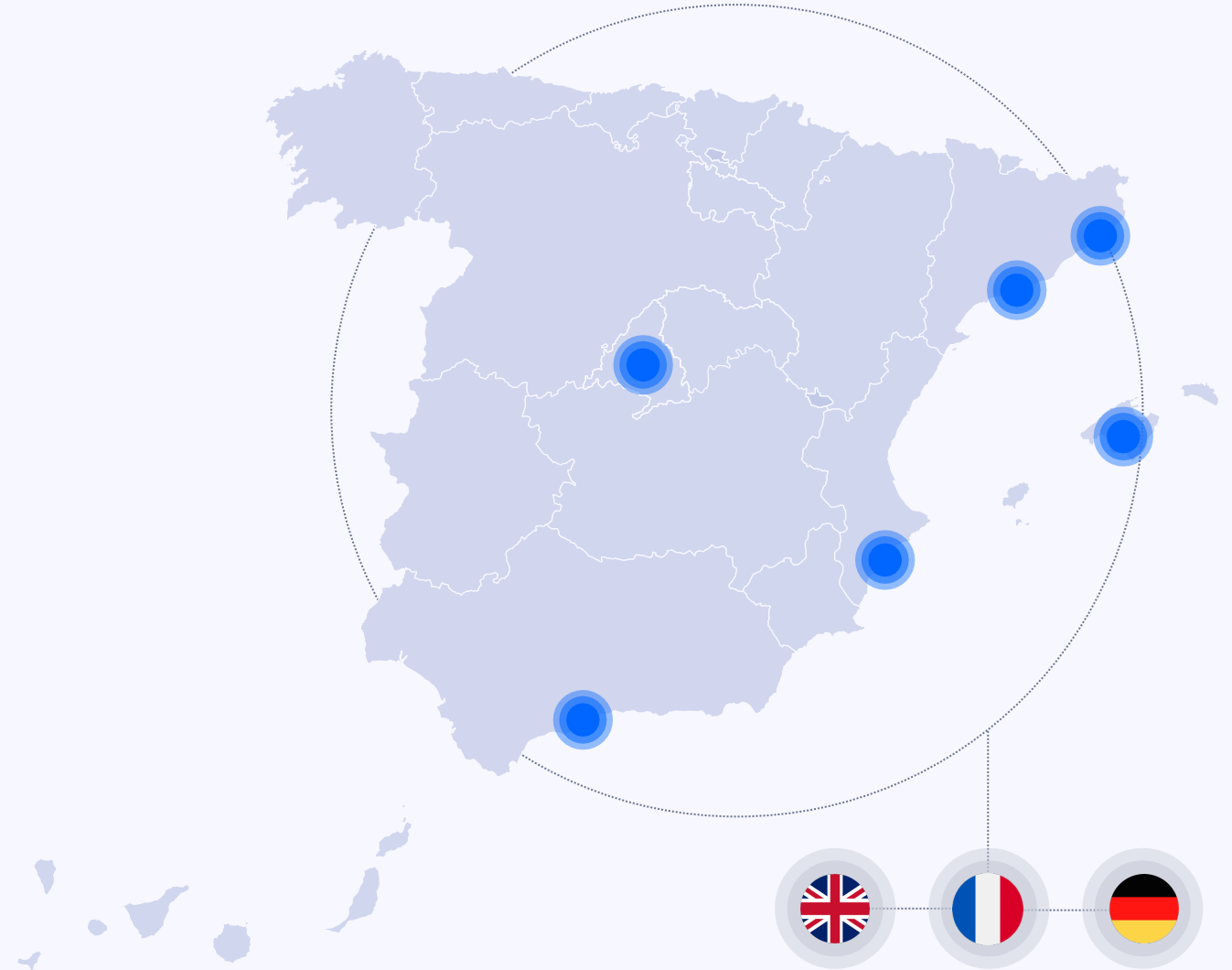
-  **The United Kingdom** remains the **leading country in terms of tourist numbers** travelling to Spain during the summer of 2026.
-  **France** ranks **second among inbound markets**.
-  **Germany and the Netherlands** remain among the **main inbound markets** and stand out as the ones showing the **highest growth in the first 15 days of September** compared with the same period in 2025.
-  **The US** rounds off the list of the **main countries from which** tourists visit Spain.



What are your favorite destinations?

The Balearic Islands and Barcelona have established themselves as the **leading international tourist destinations** during the summer of 2026 (June to 15 September), followed by **Madrid, Málaga, Girona, and Alicante**.

Most of the tourists visiting these destinations come from **the United Kingdom, France, and Germany**.

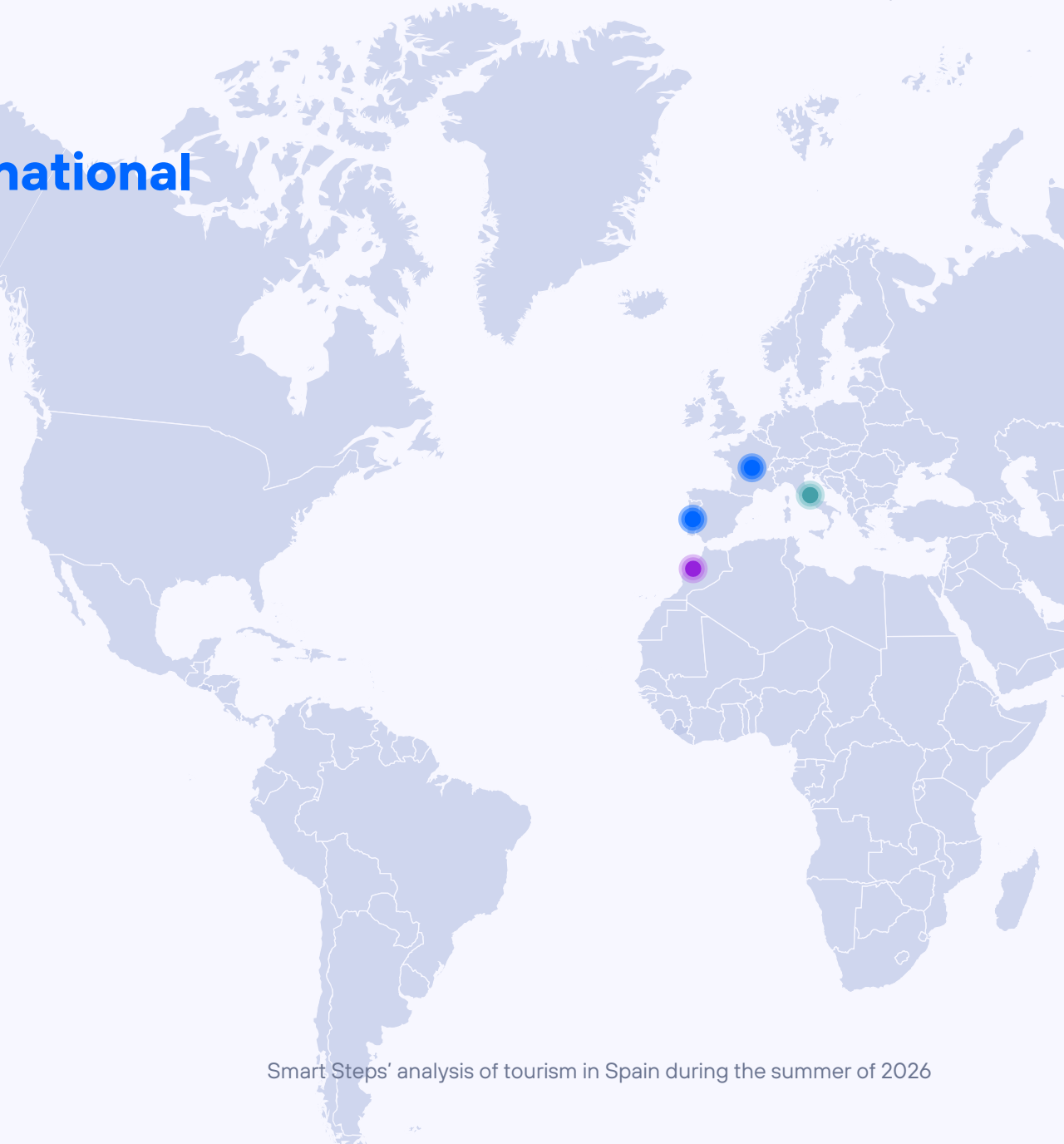




Outbound Tourism

Which have been the favorite international destinations for Spanish citizens?

-  **Portugal and France** were the most popular international destinations for Spanish travellers, accounting for **more than 60% of outbound tourism**.
-  **Italy** ranked as the **third most visited destination**, followed by **the United Kingdom and Germany**.
-  **Morocco** also remains one of the **top international destinations** for Spanish tourists.

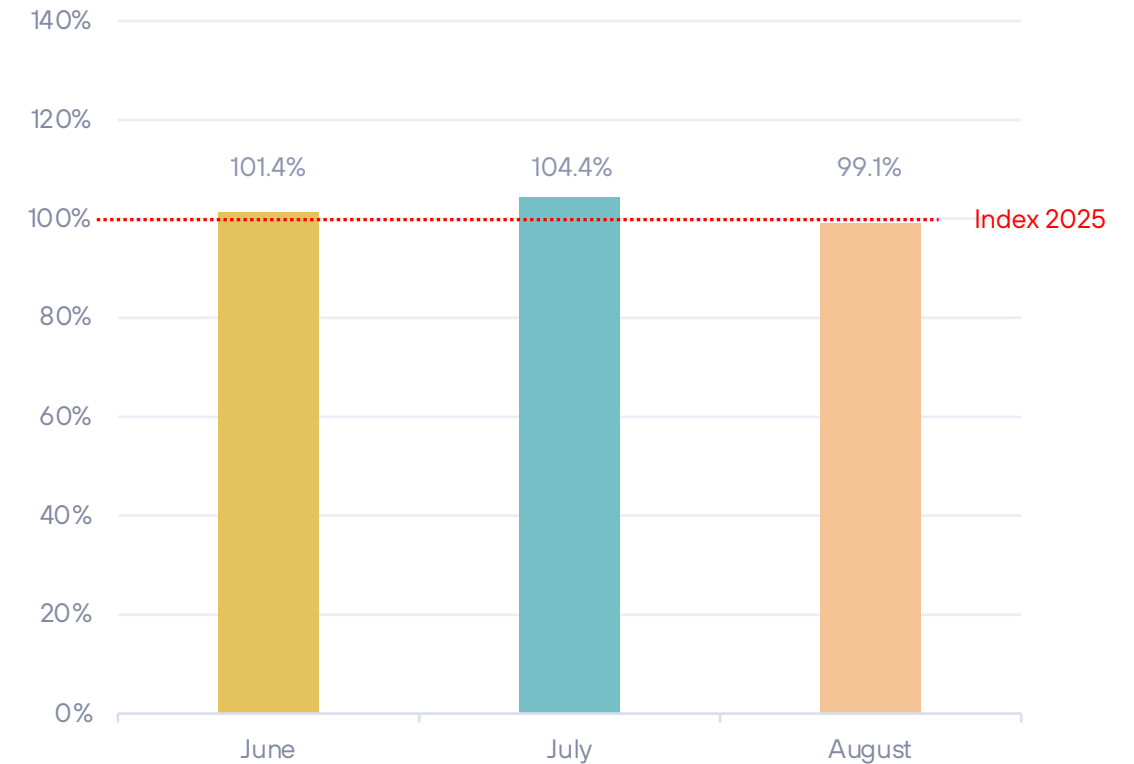


How has the trend changed?

Spanish outbound tourism **grew by 1.4 per cent** in June–August 2026 compared with the same period in 2025. July was the month with the highest growth (+4.4%).

+1.4%
Outbound Tourism

SPANISH TOURISM OUTBOUND TREND COMPARISON: 2025 AND 2026 SUMMERS





The benefits of Smart Steps

How can this solution help the tourism sector?

It is possible to anticipate demand, ease pressure on overcrowded areas and promote sustainable tourism by gaining a better understanding of how and when tourists travel.

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



Optimising infrastructure and planning resources

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



Making strategic decisions based on data

Designing itineraries that promote tourism in less-visited areas, thereby easing the pressure on more overcrowded destinations; diversifying tourist activities; planning the opening of new hotels; and preparing for and planning crisis management, amongst other things.



Improving the segmentation and customisation of campaigns

We can customise marketing campaigns based on location or behaviour, or launch promotions triggered by an increase in a specific target group in the area, etc.

Let's Talk

Find out how our **Smart Steps** solution can be tailored to your needs, to help you make **strategic decisions** on promoting tourism in your local area, **adjust your range** of services and optimise your regional **marketing campaigns**.

CONTACT US

