

# Spain is top destination for festival tourism, says new Festicket report

[Festicket](#), the world's largest online portal for festival travel, has shared its findings into the Spanish festival industry at [BIME Pro 2018](#).

As a leading retailer of international live music experiences, Festicket's insights offer a unique overview of the who, what, and how of festivals across Spain and the habits of international travellers to the region.

According to data gathered from Festicket users\*, Spain is now the number 1 destination for festival travel. In just three years, Spain has gone from being 5th place to leading the way for festival tourism: a growth of more than 70% each year. Spain has long been a popular holiday destination, but these stats show that Spain is now considered a music destination as well.

The majority of these travellers are coming from the United Kingdom (43%), with France (9%) Ireland (6%) and the United States (6%) following behind. Israeli and Portuguese festival fans are also in the top ten travellers to Spain for the first time in 2018, showing a trend towards more adventurous travel from these regions.

When it comes to how much travellers spend on their overall festival experience, Spain is once again topping the list. Visitors to music festivals in Spain spend €300 on average, compared with €282 in Hungary, €280 in Croatia, €196 in the UK and €188 in Portugal. British travellers splurge the most in Spain, spending an average of €370 per person. This reflects a global trend towards revellers being prepared to spend more in order to have the best possible experience on their trip.

Festicket also explored the accommodation options being chosen by travellers heading abroad for their festival fix. While the price and convenience of camping has made it a traditional accommodation partner for festivals, in Spain, more travellers are choosing hotels. This is particularly noticeable for festivals in the largest Spanish cities: in Barcelona, 56% of travellers chose a hotel, while in Madrid, 57% chose a hotel and a further 42% chose a hostel. The availability of high-quality accommodation in these cities is a key reason why revellers choose to stay in hotels rather than camp.

Frederico Camara, Commercial Director for Iberia, comments: “Clearly Spain is now leading the way when it comes to festival tourism. The region is benefitting from its long-standing reputation as a holiday destination and a great mix of large, established festivals as well as smaller, more niche events that bring diverse audiences to Spanish shores. As more accommodation and tourism options become available, travellers are able to create their perfect trip around a festival. You can’t beat the combination of music, travel and a lot of Spanish sunshine.”

**\*The data from this report comes from Festicket's user base of over 2.5m festival goers.**

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#### ABOUT FESTICKET

Festicket is the world's largest portal for discovering and booking festival experiences.

Festicket provides fans of live music with a unique, hassle-free, and money-saving service to discover and book tickets & packages for their next festival trip. Working closely with festival partners and suppliers, Festicket packages festival tickets with accommodation, travel, and add-ons to ensure that festival-goers' next live music experience is as simple and enjoyable as possible.

Founded in 2013 by Zack Sabban, Jonathan Younes and Jerome Elfassy, Festicket has quickly grown to be the leading music festival platform with over 1200 music festivals on offer, and a growing community of 2.5m+ festival-goers.

Recently ranked as the UK's 21st fastest-growing technology company by the Sunday Times Tech Track 100, Festicket has seen an annualized sales rise of +224% since 2015 and is on course for another record year in 2018. Festicket has offices in London (HQ), Amsterdam, Berlin, Porto and San Francisco.



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