



Euromonitor
International

Lodging (Destination) in Spain

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Lodging sees solid value growth, but challenges remain for both hotels and short-term rentals
Despite hurdles, Airbnb maintains its lead, while Accor outperforms

PROSPECTS AND OPPORTUNITIES

Lodging revenues expected to grow along with rising number of arrivals and expansion of offerings
Sustainability and guest experiences in the focus of hotel development strategies

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Travel in Spain - Industry Overview

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DISCLAIMER

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