



The Development of Tourism in Spain

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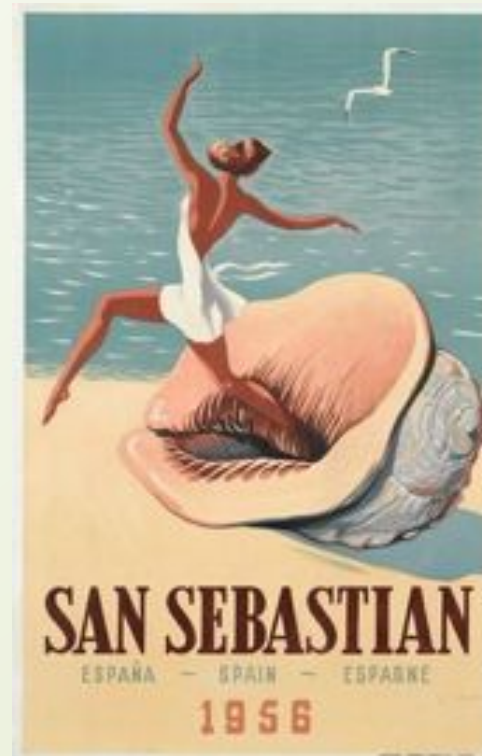
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20st Century Spain

- Spain has come a long way in the tourism industry. It wasn't until the late 1900's, after decades of promotion and advertisements that Spain finally began to gain popularity as a tourist destination.
- In 1914 the National Commission for the Promotion of Tourism (Comisaría Regia de Turismo) displayed their advertisements in a Spanish Tourism exhibition in London, attracting British tourists with advertisements of Spain's nice weather and beaches.

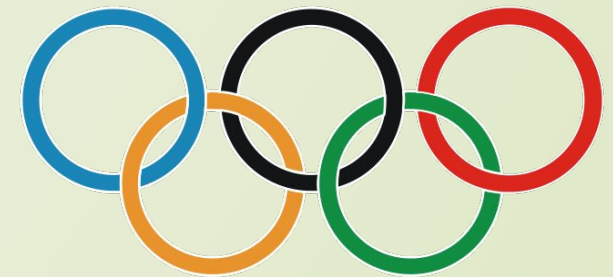
- The National Tourism Board (Patronato Nacional de Turismo) took over in 1928 and mass produced posters with art and slogans, continuing to exploit the sun and sand in Spain with the phrase “Sunny Spain”.
- Here are some examples of the posters used in the mid 1900s:



- The 1992 Summer Olympic Games in Barcelona also gave Spain more popularity and brought more tourists to Spain
- People realized then that Spain had more to offer than advertised.



Barcelona '92

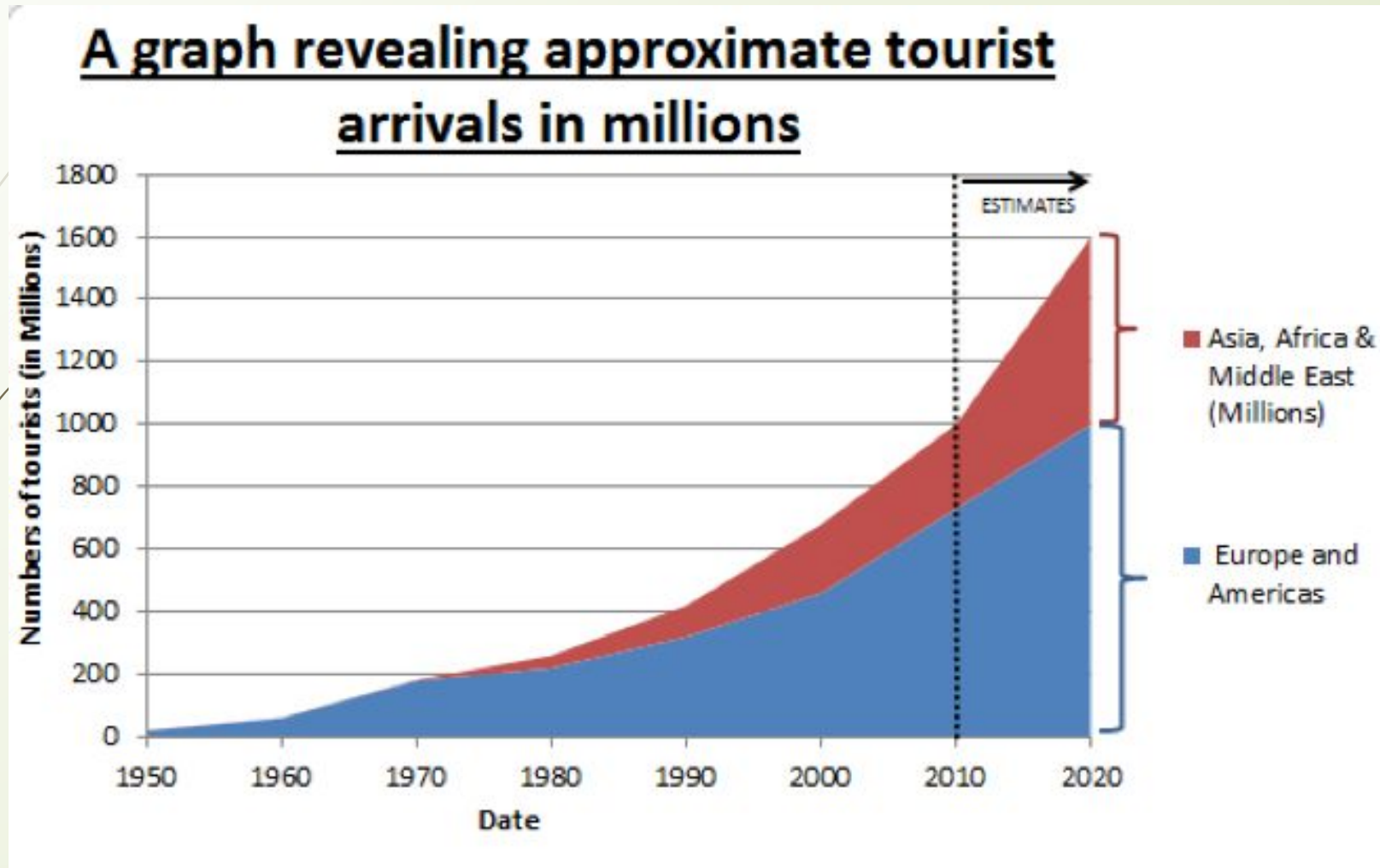




Spain is more than sun and beaches

- The “Sunny Spain” image is slowly shifting as more and more people are learning about Spain and discovering this country has so much more to offer than just beaches and sun.
 - Within the Ministerio de Industria, Turismo y Comercio, the state agency Turespaña is working at expanding people's view of Spain, opening their eyes to other attractions.
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Tourism Worldwide



History and Architecture

- Many tourists visit Spain to experience a unique culture influenced by ancient Romans, Celts, Moors, and Muslims migrating from North Africa.
- This led to a diverse culture and the creation of beautiful architecture, displayed even to this day in mosques, cathedrals, palaces, and many other monuments and artifacts of history.



Spain has a lot to offer





Economic Impact of Tourism

- Spain's economy rose 3.2 percent in 2015.
- The GDP growth figure- in line with expectations- is one of the best among European countries. (20%)
- According to a new program in Spain called, The Local, a record was set of 68.1 million foreign tourist that visited Spain in 2014.
- Because of the recent attacks, this has bumped Spain's visits tremendously.
- This has left Spain with a positive impact and helped them recover from the economic crisis.



Sources:

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