

**MORE
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AI and Tourism

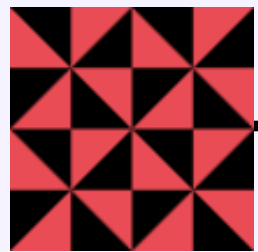
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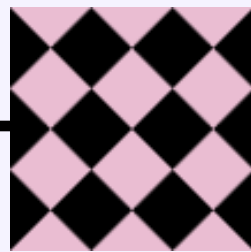
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Background

02



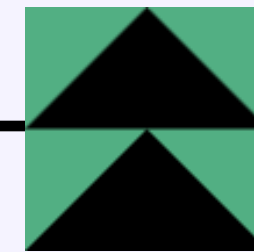
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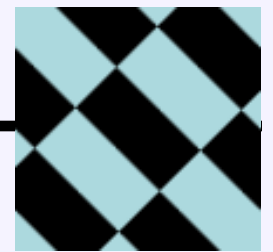
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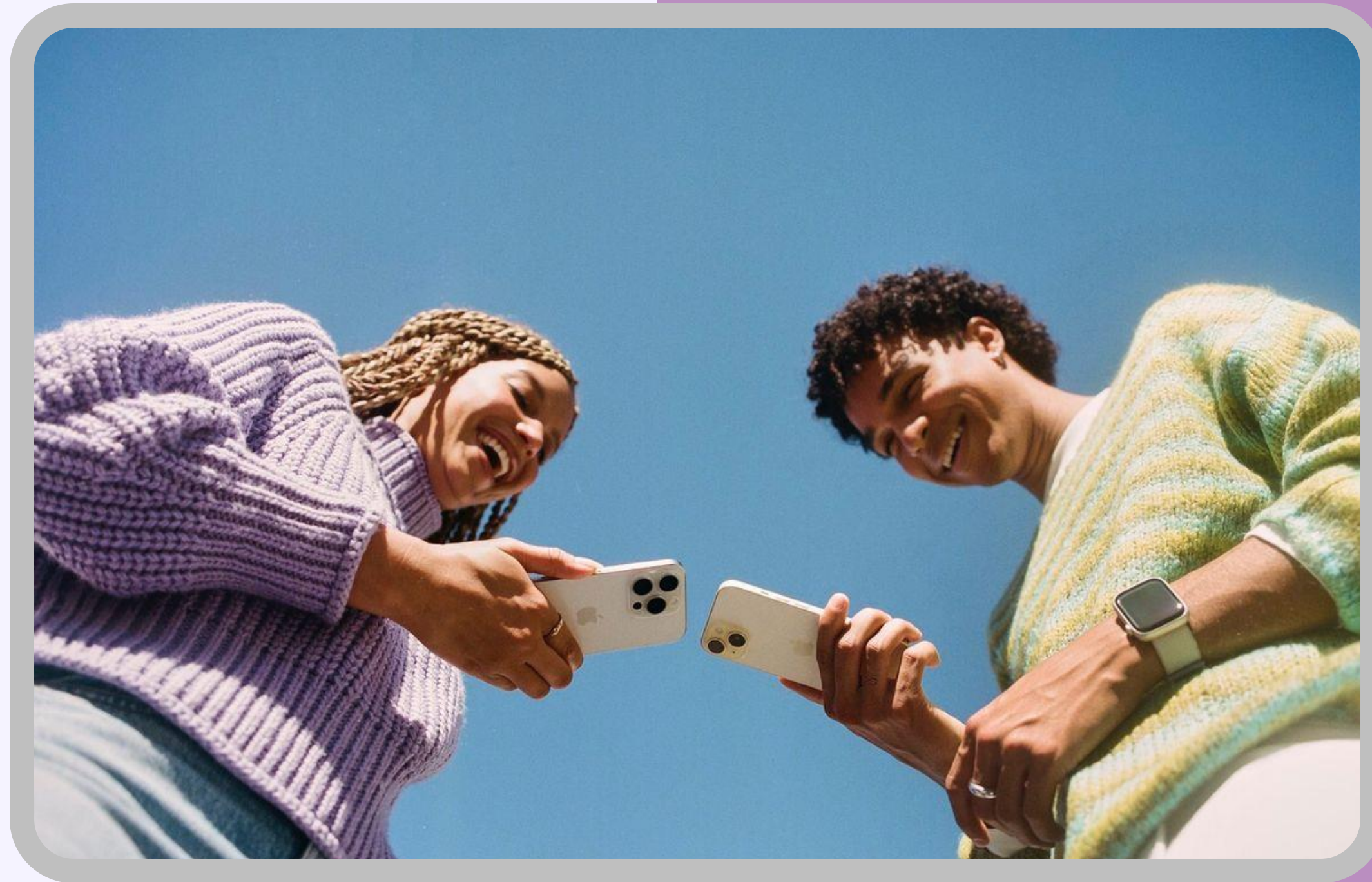


Results

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Conclusions



Background

Background



01

Artificial Intelligence is transforming the way Spaniards plan, book and experience their tourist trips. Spain, as one of the world's leading tourist destinations, faces both the challenge and the opportunity of integrating these technologies to improve its image and international competitiveness

02

In this context, we have carried out a study to analyse the perception, acceptance and expected impact of Artificial Intelligence in the Spanish tourism sector, exploring both the opportunities it opens up and the resistance it generates among different population profiles.

03

The study gathers information on the areas where AI provides the greatest value for tourism, the level of comfort when using it, its impact on human contact, its role in managing overcrowding and sustainability, and how it can strengthen Spain's image as a destination.

04

The results are presented below, segmented by generation - Z, Y, X and Boomers - and by gender, in order to identify significant differences in Spaniards' attitudes towards technology applied to tourism.

Objectives



Objectives

01

To analyze the perception and acceptance of Artificial Intelligence in the Spanish tourism sector, as well as the expected impact of its implementation.

02

To identify the areas where AI provides the greatest value - planning, prices, management - and measure the level of comfort when using it to organise trips

03

To determine whether AI is perceived as improving the tourist experience or, on the contrary, as causing a loss of quality due to reduced human contact

04

To study how the implementation of AI affects Spain's tourism image and to identify which specific factors reinforce that perception.

05

To analyze whether Spaniards believe AI can be an effective tool for managing tourist overcrowding and improving destination sustainability.

06

To segment the results by generation - Z, Y, X and Boomers - and by gender in order to detect significant differences in attitudes towards technology.

Methodology



Technical Details

Universe

Spanish population aged 18 to 75

Sample

1,000 interviews

Scope

National (Spain)

Technique

Online self-administered interview - CAWI

Fieldwork dates

February 2026

Questionnaire

Semi-structured, lasting approximately 7 minutes

Sampling Error

With a sample size of 1,000 interviews, the sampling error is estimated at +/- 3.16% for overall data, p=q=50, with a 95% confidence level

Anonymity and confidentiality

The complete anonymity of respondents' answers is guaranteed. Responses will be used solely for the preparation of statistical tables

Quality Control

In accordance with ISO 20252 and the ICC/ESOMAR Code of Conduct.

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Results

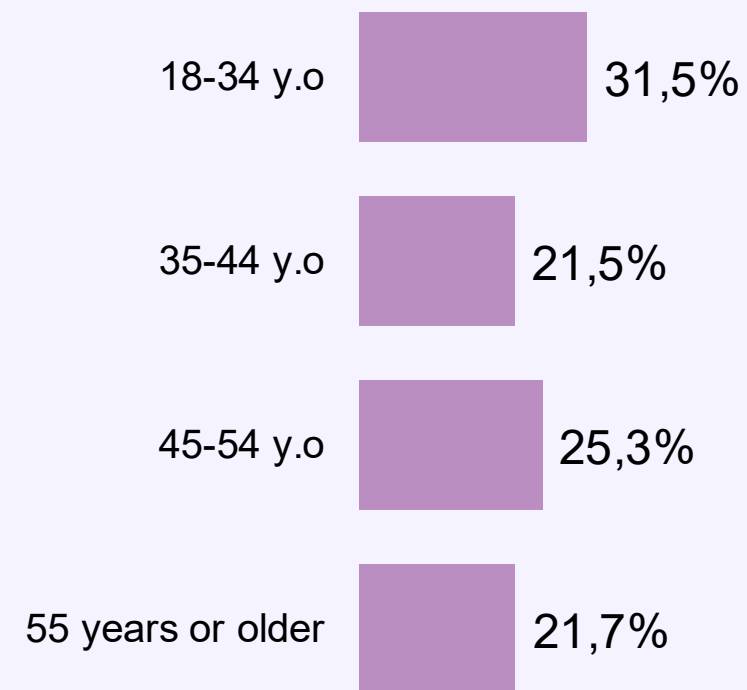


Sample composition

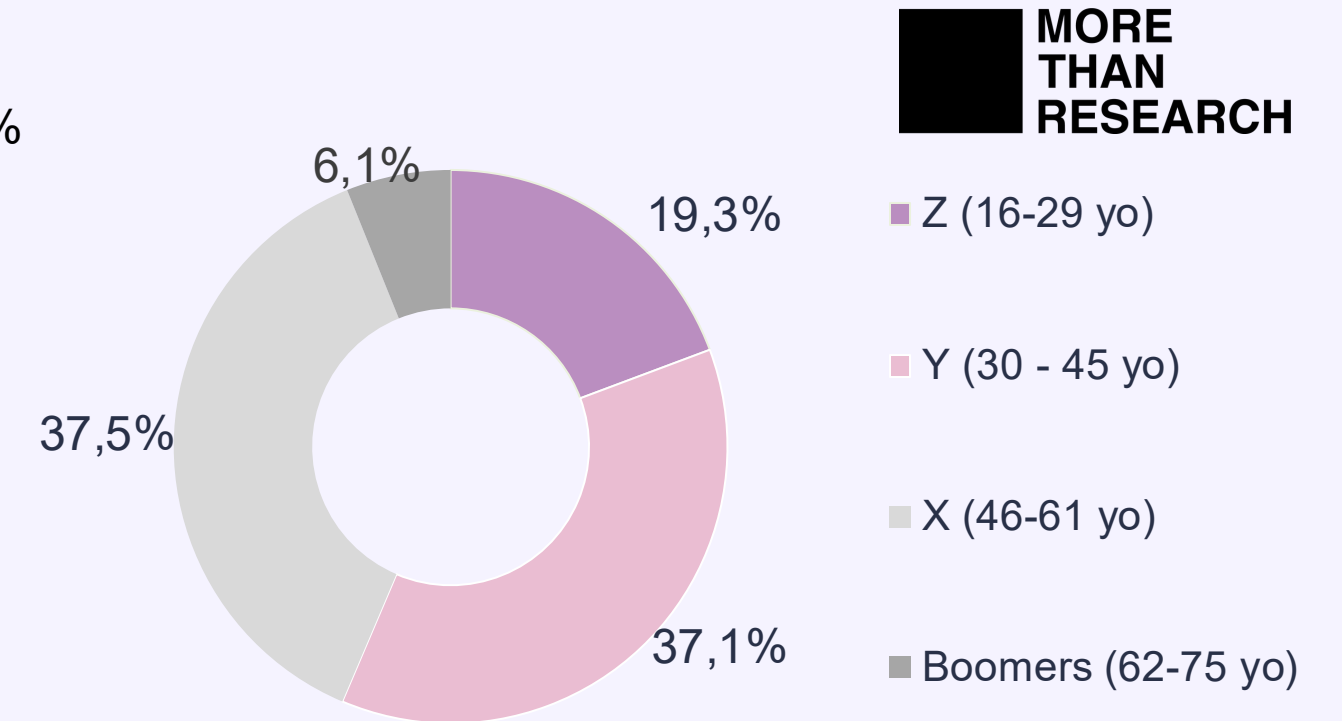
Gender



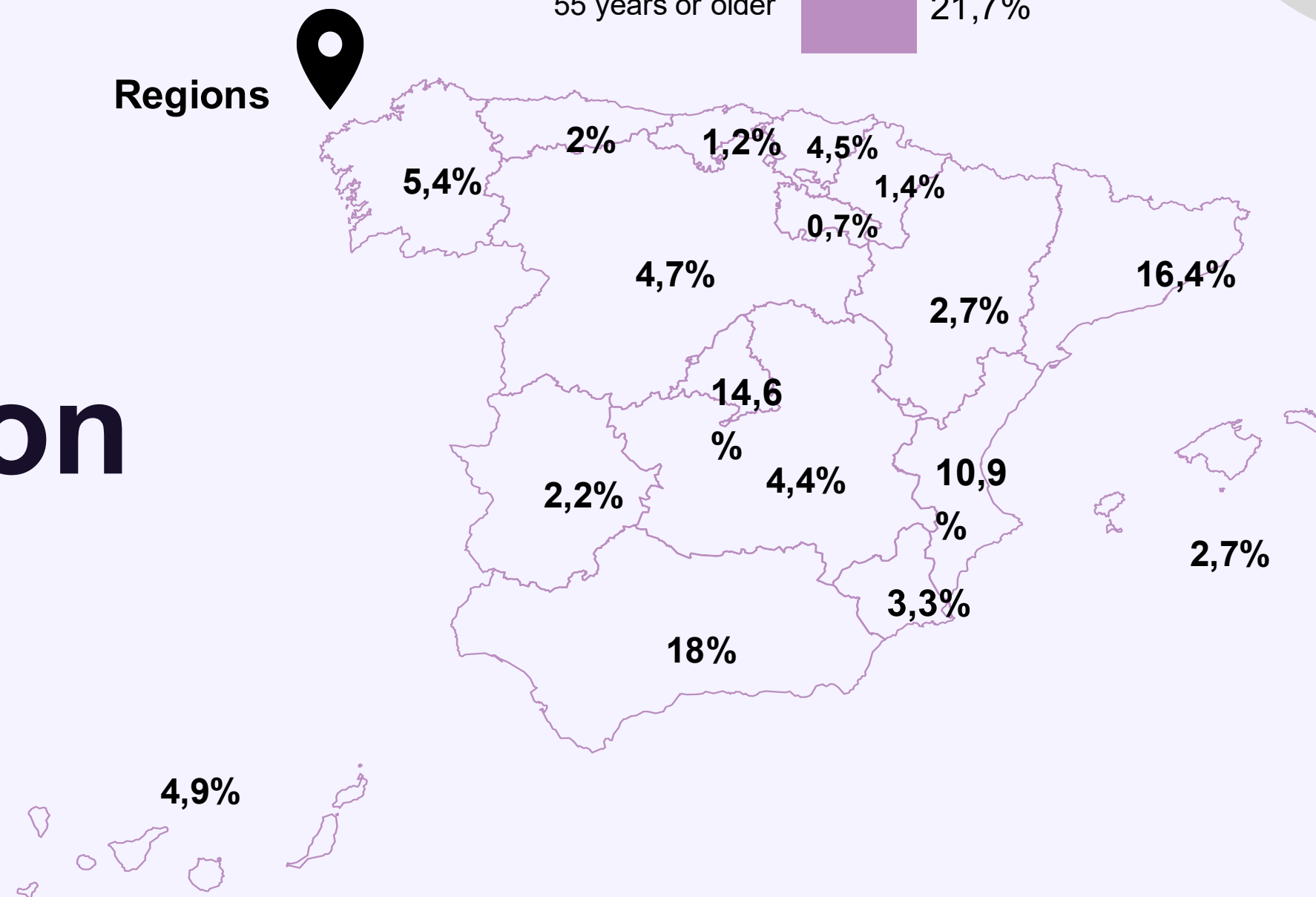
Age



Generation



Regions



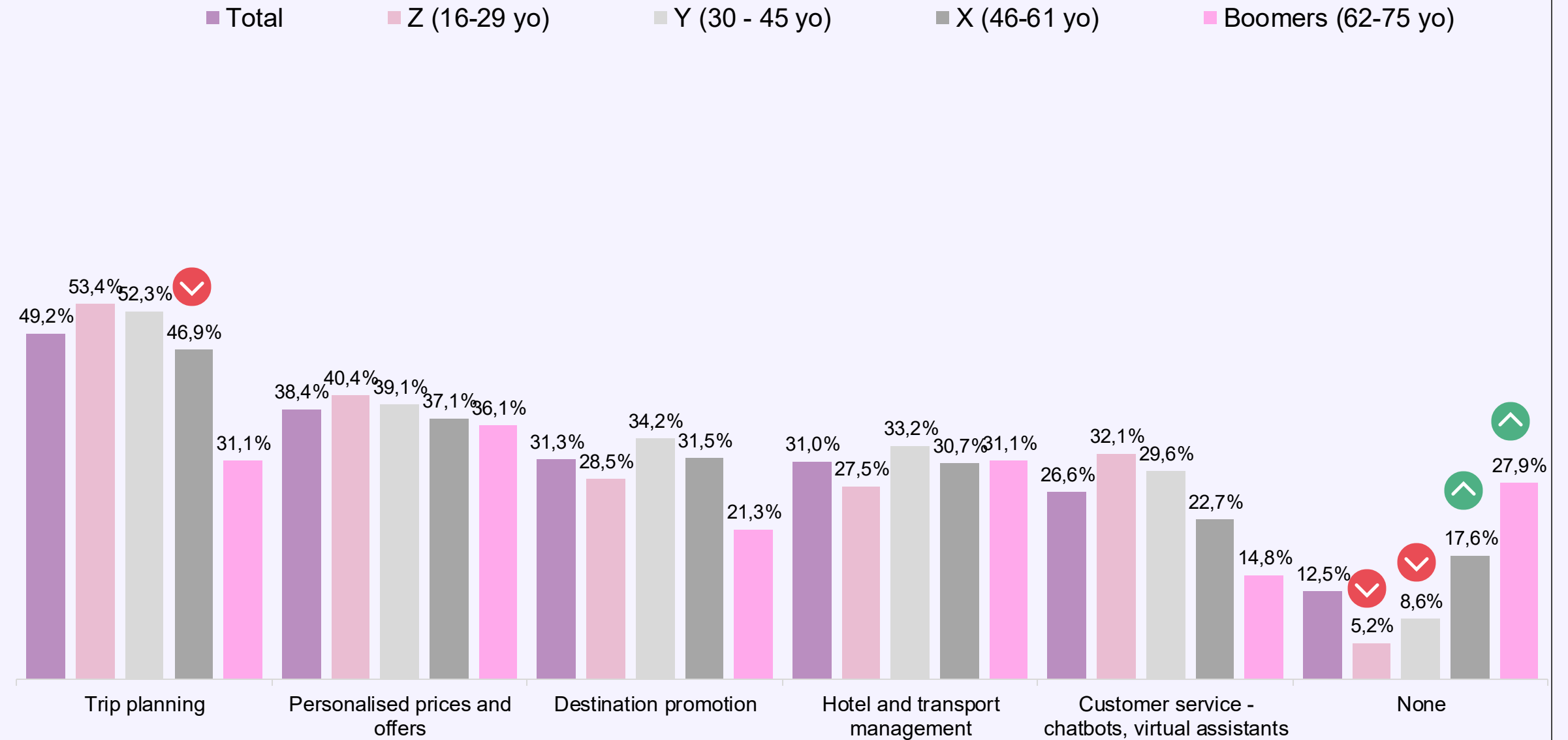
Base: 1,000 interviews

Usefulness of AI in tourism

Trip planning is the main use that Spaniards see for AI in tourism.

The three youngest generations show a greater tendency to perceive Artificial Intelligence as a useful tool for trip planning and for finding competitive prices/offers.

The Boomer generation is the most critical of AI, being the group least likely to perceive clear benefits from its use

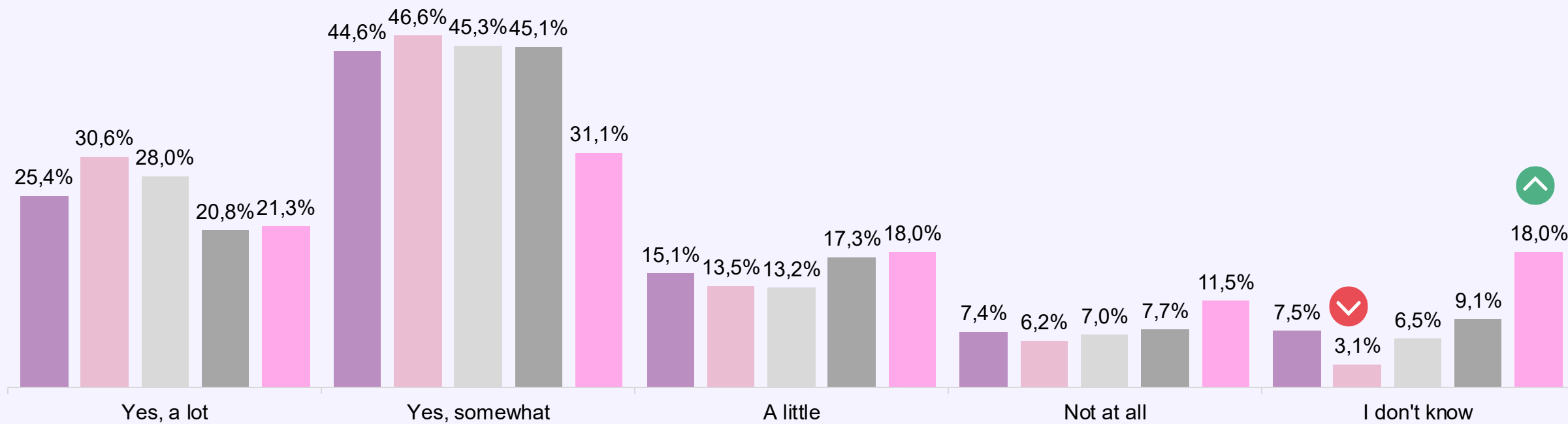


Q1. In which areas do you think AI could be most useful for tourism?

Base: 1,000 interviews

- Significantly higher differences are compared with the total sample
- Significantly lower differences are compared with the total sample

■ Total ■ Z (16-29 yo) ■ Y (30 - 45 yo) ■ X (46-61 yo) ■ Boomers (62-75 yo)



70% of Spaniards believe that AI has the capacity to improve the tourist experience.

This view is especially strong among Generation Z, which leads in level of agreement and shows a clearly defined position, followed by Generation Y, which also has a mostly positive opinion.

By contrast, Boomers show more uncertainty on this point, as almost 2 in 10 do not have a formed opinion on the matter.

Improving the tourist experience

Q2. Do you think AI can improve the tourist experience?

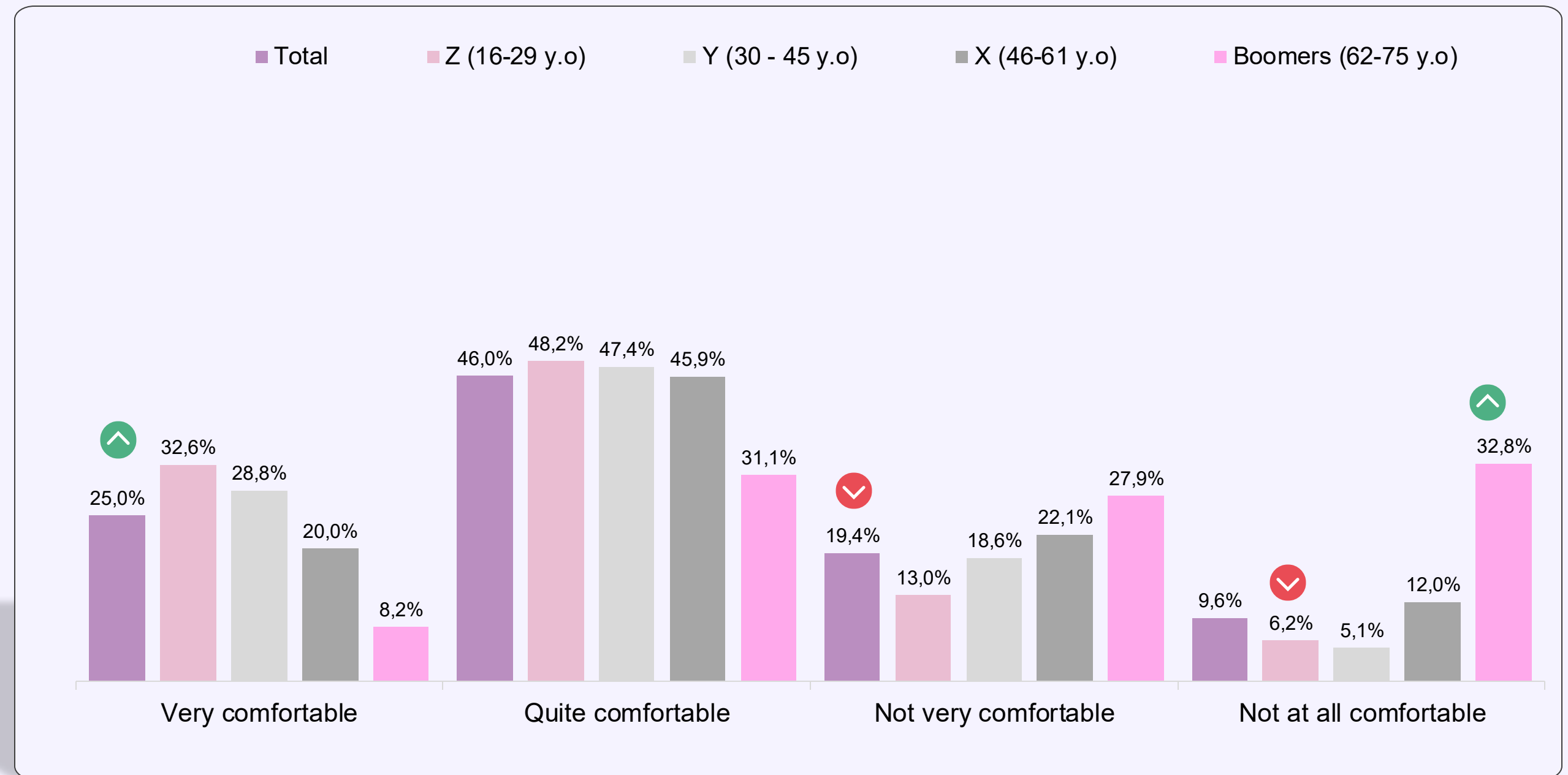
Base: 1,000 interviews

▲ Significantly higher differences are compared with the total sample
▼ Significantly /lower differences are compared with the total sample

Comfort in using AI tools to organise a trip

More than half of Spaniards would feel comfortable using AI tools to organize their trips.

However, rejection is more common among Boomers: compared with the other generations, 6 in 10 show some degree of discomfort when using this type of tool to organize a trip, reflecting greater resistance to the use of this technology

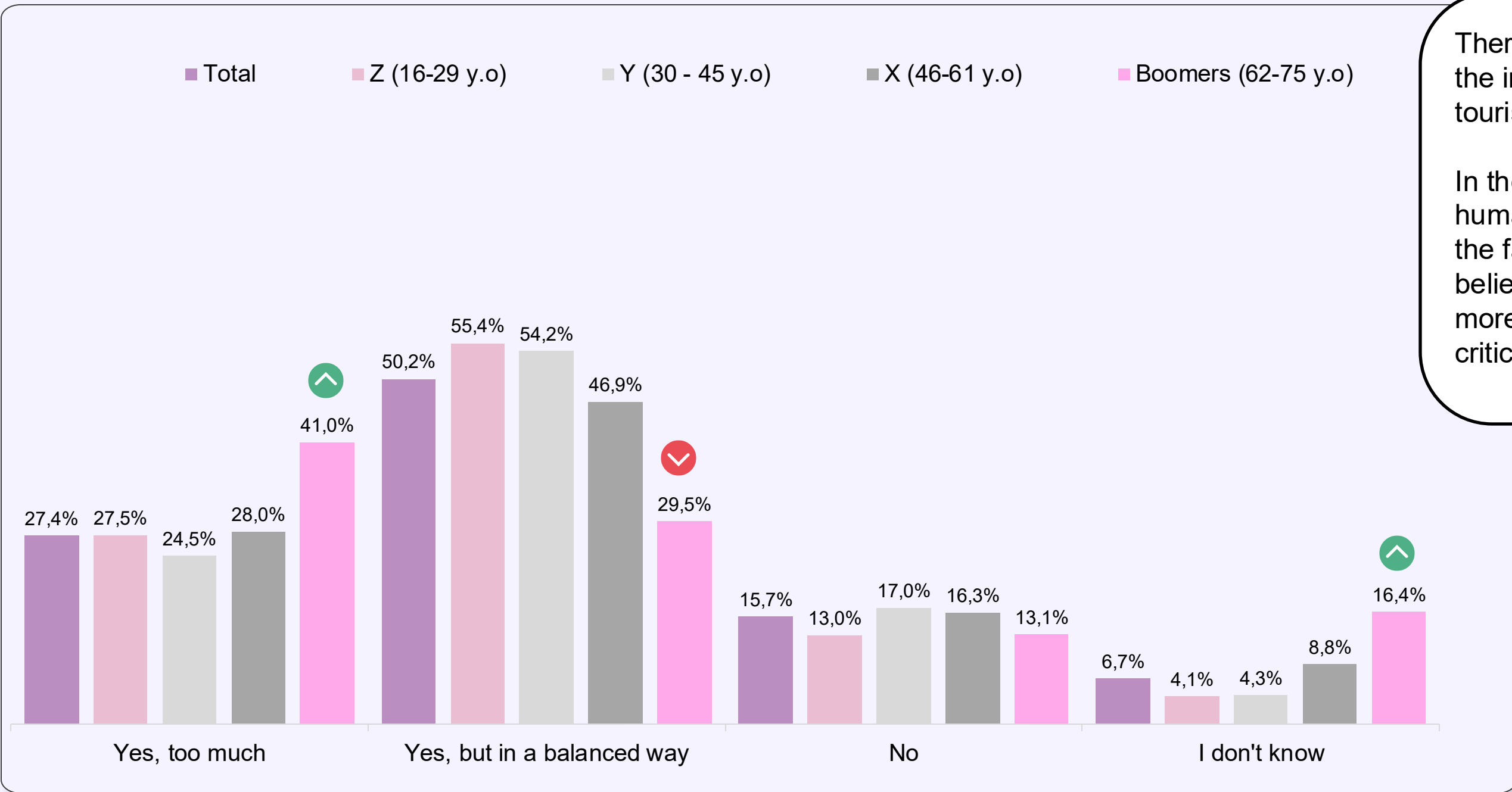


Base: 1,000 interviews

- ⬆️ Significantly higher differences are compared with the total sample
- ⬇️ Significantly /lower differences are compared with the total sample

Q3. Would you feel comfortable using AI tools to organise a trip – for example, automatic recommendations or virtual assistants?

Impact of AI on human contact



There is consensus among the population regarding the impact of AI on reducing human contact in the tourism sector.

In the opinion of 40% of Boomers, this reduction in human contact in tourism is excessive. Together with the fact that they are also the group least likely to believe that human interaction will be affected in a more nuanced way, this makes them the most critical group towards AI

Base: 1,000 interviews

- ⬆ Significantly higher differences are compared with the total sample
- ⬇ Significantly /lower differences are compared with the total sample

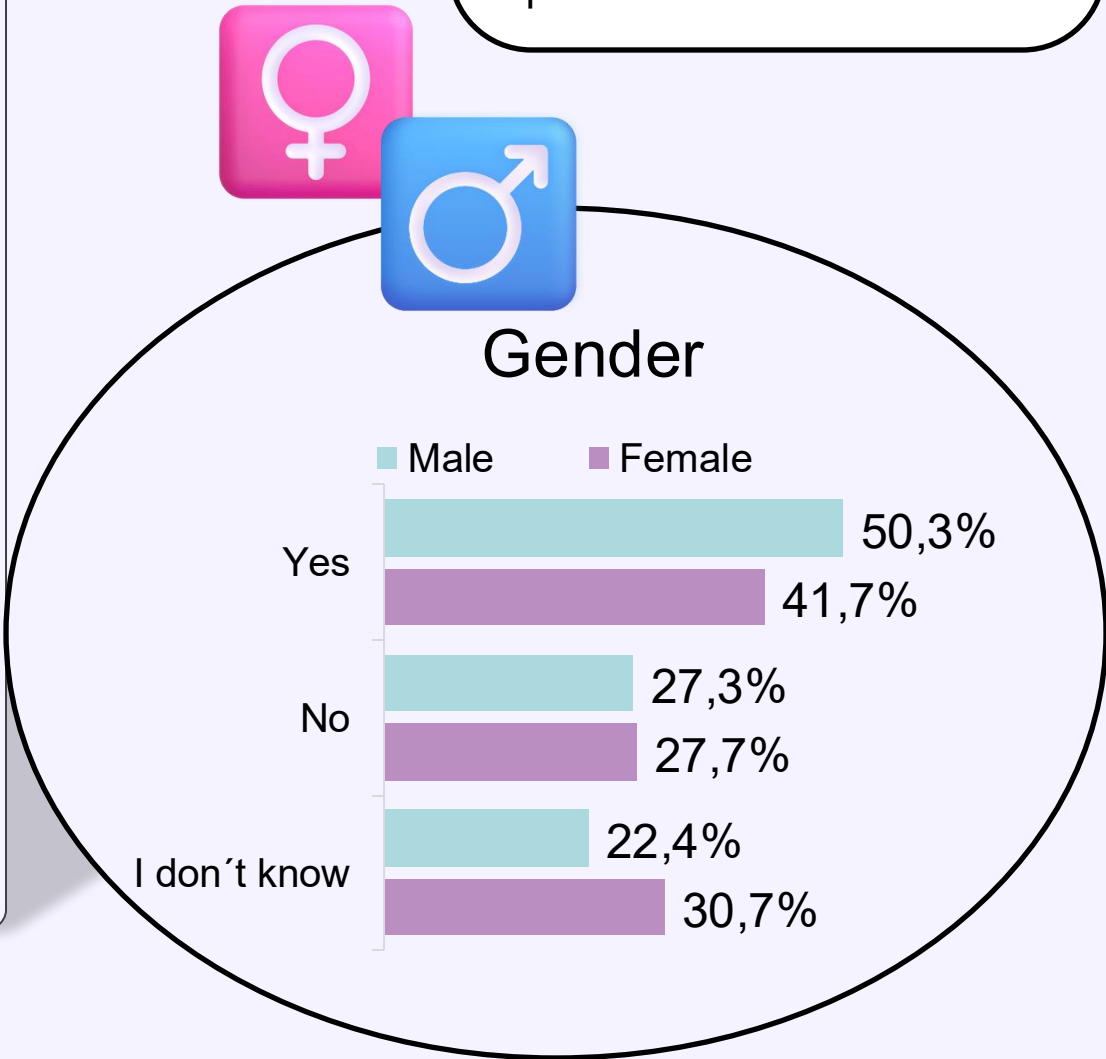
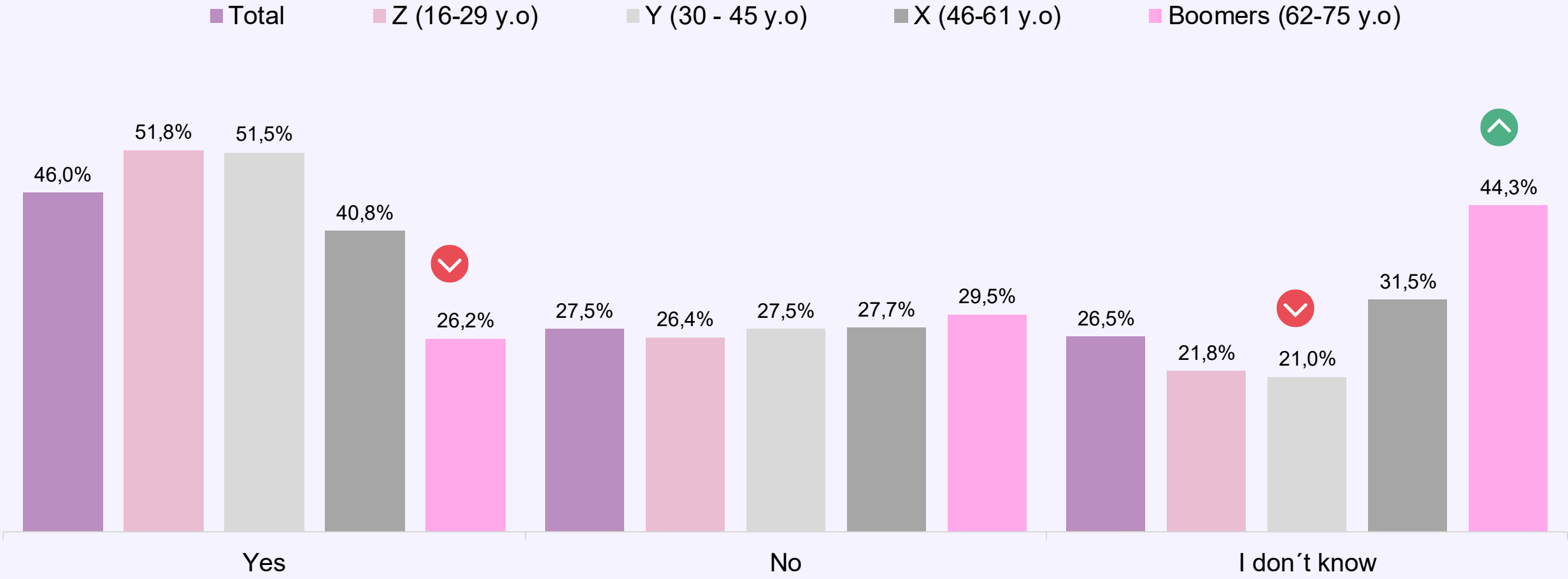
Q4. Do you think the use of AI could reduce human contact in tourism?

Managing overcrowding and sustainability



46% of the population believes that AI can help improve these aspects, an opinion that is more common among younger generations - Generation Z and Generation Y.
 27.5% of Spaniards think that AI will not help, a similar opinion across all groups. However, uncertainty remains high on this topic, as more than a quarter do not know whether AI will have an impact, with Baby Boomers standing out in this respect.

The perception that AI can help improve these aspects is higher among men.
 By contrast, uncertainty is higher among women, who show a higher percentage of "don't know" responses



⬆️ Significantly higher differences are compared with the total sample
 ⬆️ Significantly /lower differences are compared with the total sample

Base: 1,000 interviews

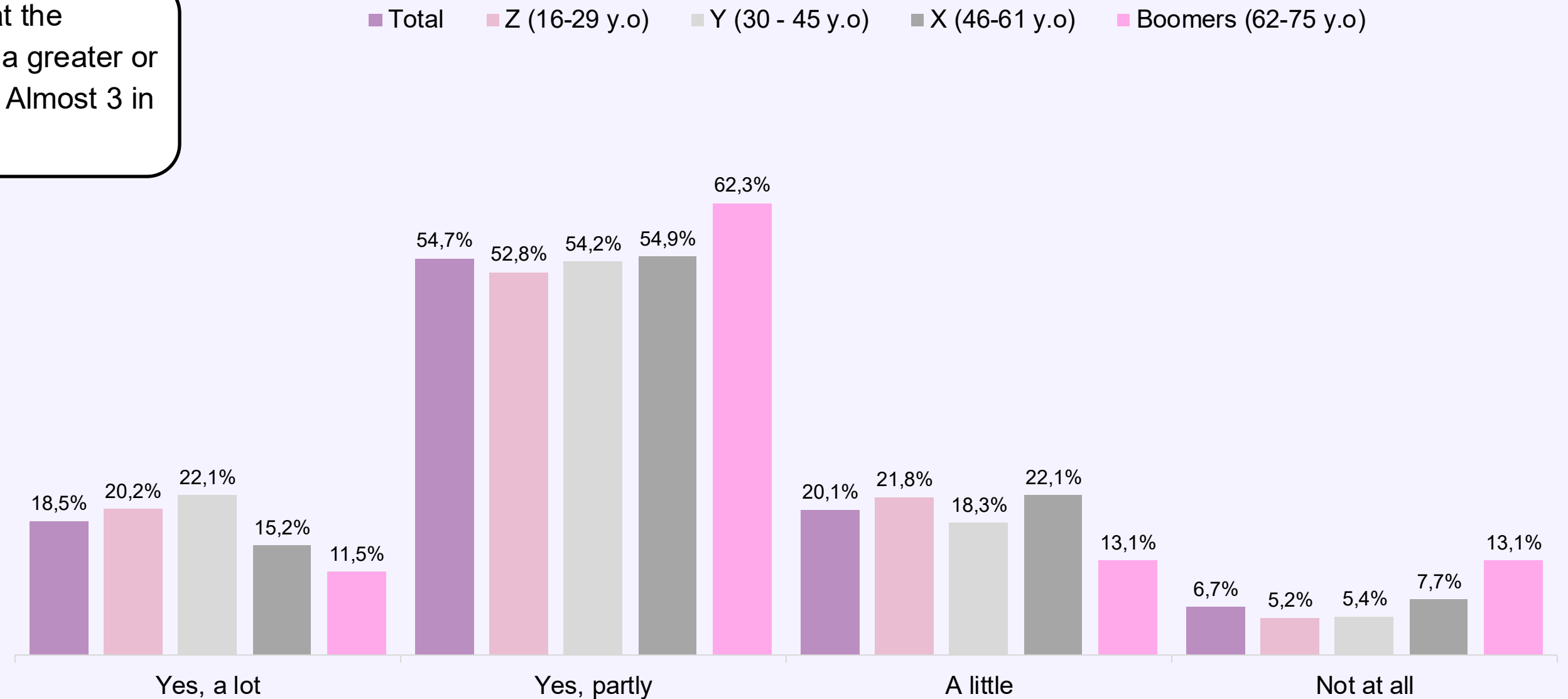
Q5. Thinking about tourist destinations, do you think AI can help better manage overcrowding and sustainability?

Dependence of future tourism on AI

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This perception is shared quite consistently across all generations, with no relevant differences between them.

Overall, there is broad consensus that the tourism of the future will be linked, to a greater or lesser extent, to Artificial Intelligence. Almost 3 in 4 Spaniards say this is the case.

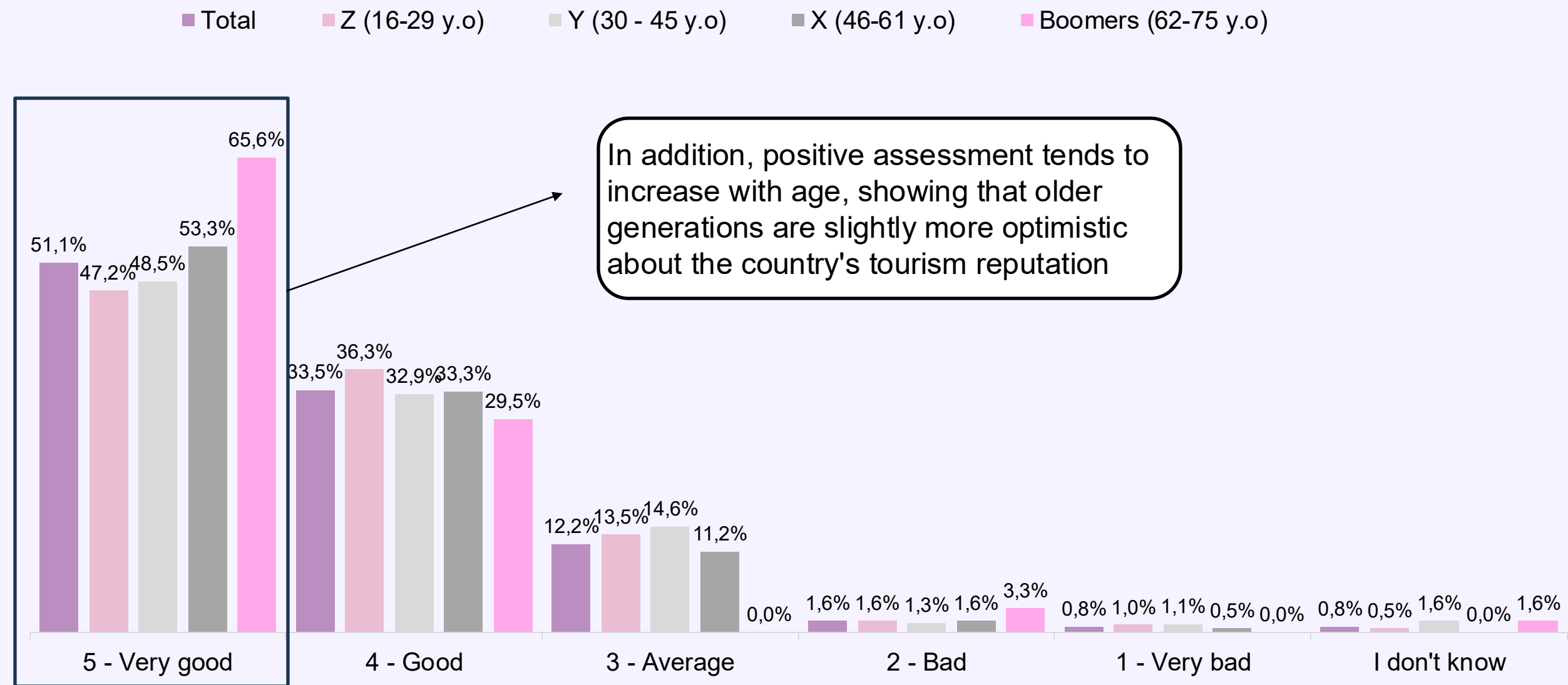


- ⬆ Significantly higher differences are compared with the total sample
- ⬇ Significantly /lower differences are compared with the total sample

Base: 1,000 interviews

Q6. In general, do you think the tourism of the future will depend heavily on AI?

The vast majority of Spaniards - 84.6% - consider Spain to have a very good image as a tourist destination



In addition, positive assessment tends to increase with age, showing that older generations are slightly more optimistic about the country's tourism reputation

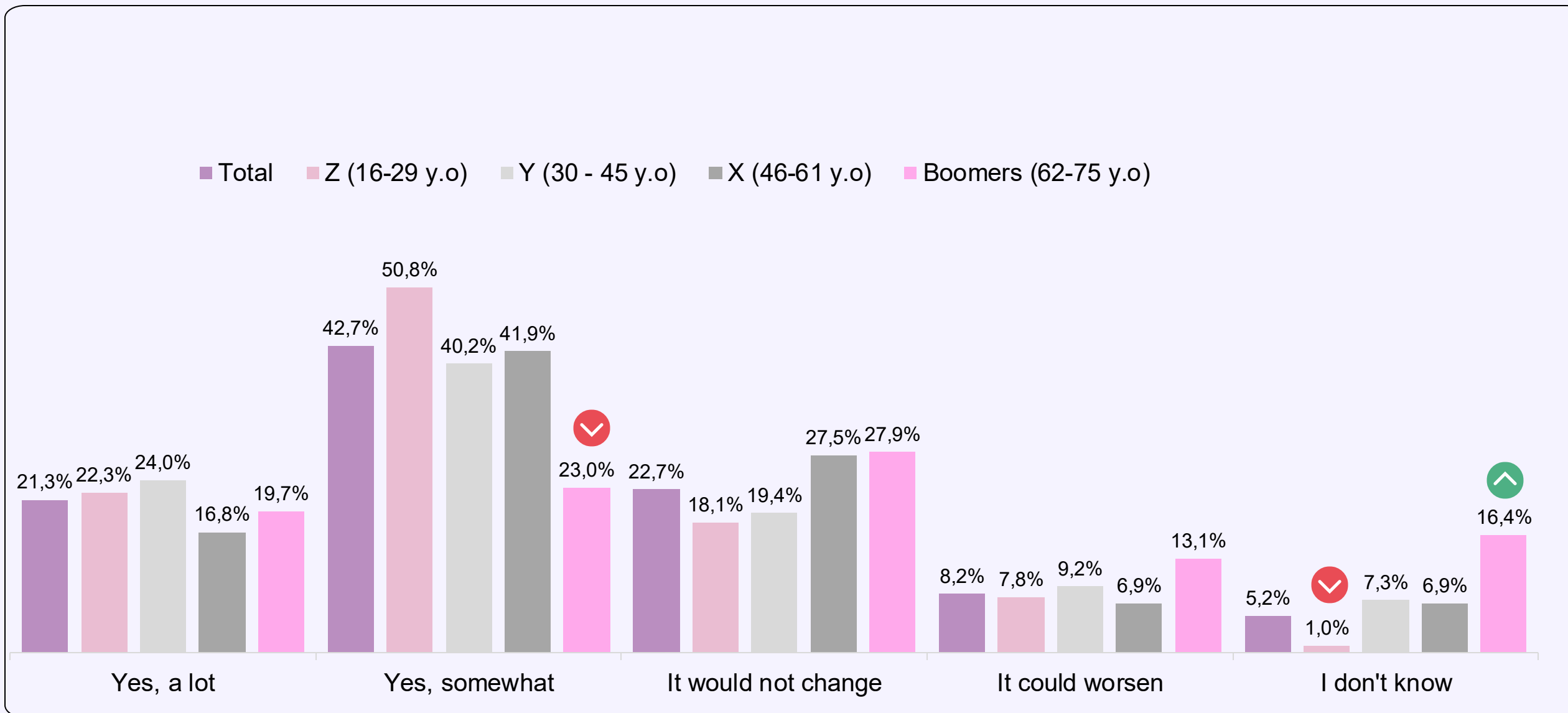
Perception of Spain as a destination

Base: 1,000 interviews

Q7. In general, what image do you have of Spain as a tourist destination?

- ⬆️ Significantly higher differences are compared with the total sample
- ⬇️ Significantly /lower differences are compared with the total sample

Effect of AI on Spain's image



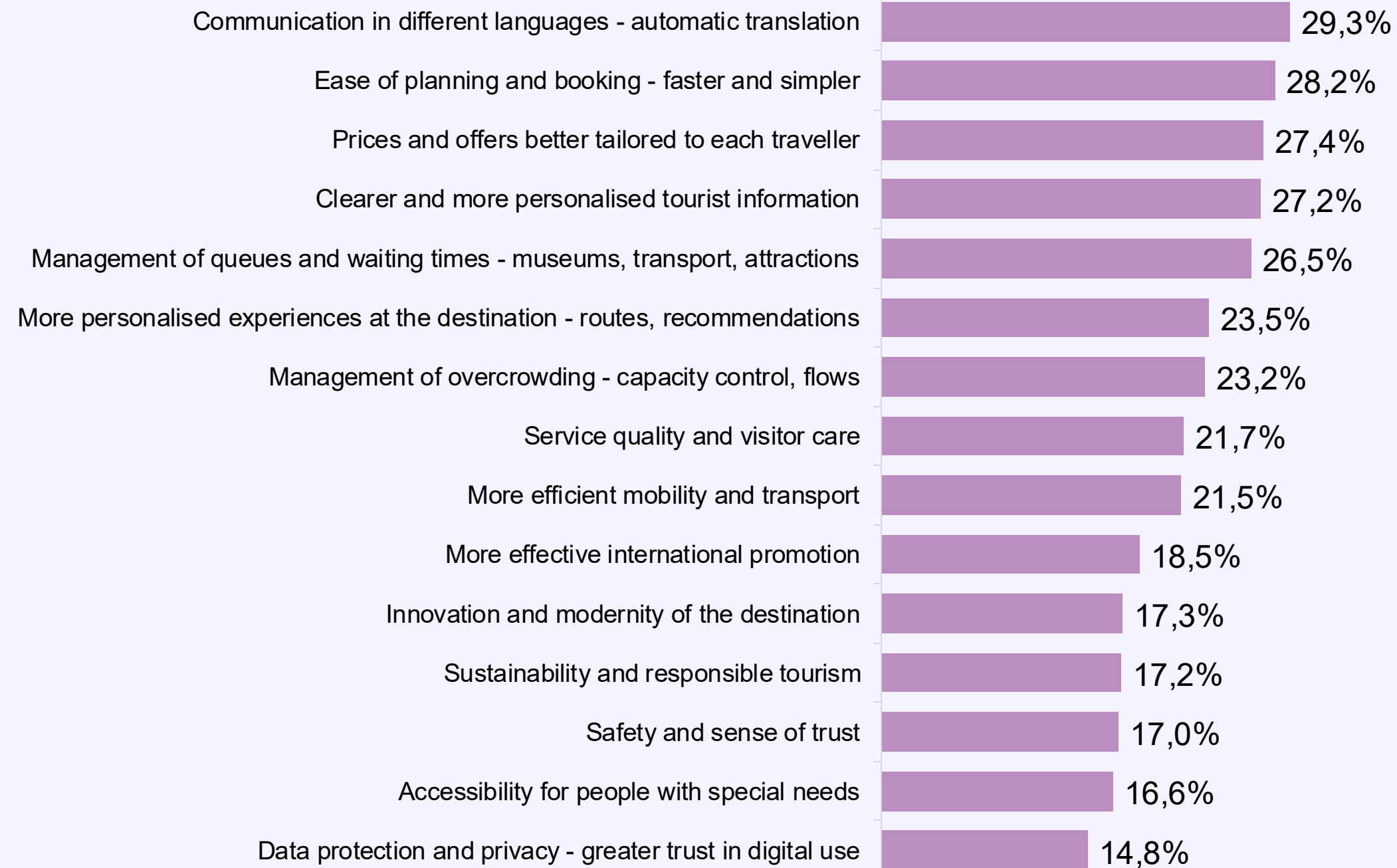
2 in 3 Spaniards believe that AI could improve Spain's tourism image. This opinion is most widely shared by Generation Z, while Boomers show more doubts and less optimism

Base: 1,000 interviews

- ↑ Significantly higher differences are compared with the total sample
- ↓ Significantly /lower differences are compared with the total sample

Q8. If Spain uses AI to better inform and assist tourists - websites, apps, assistants - do you think this would improve its image as a destination?

Where AI could improve Spain's image



TOP 5 Factors

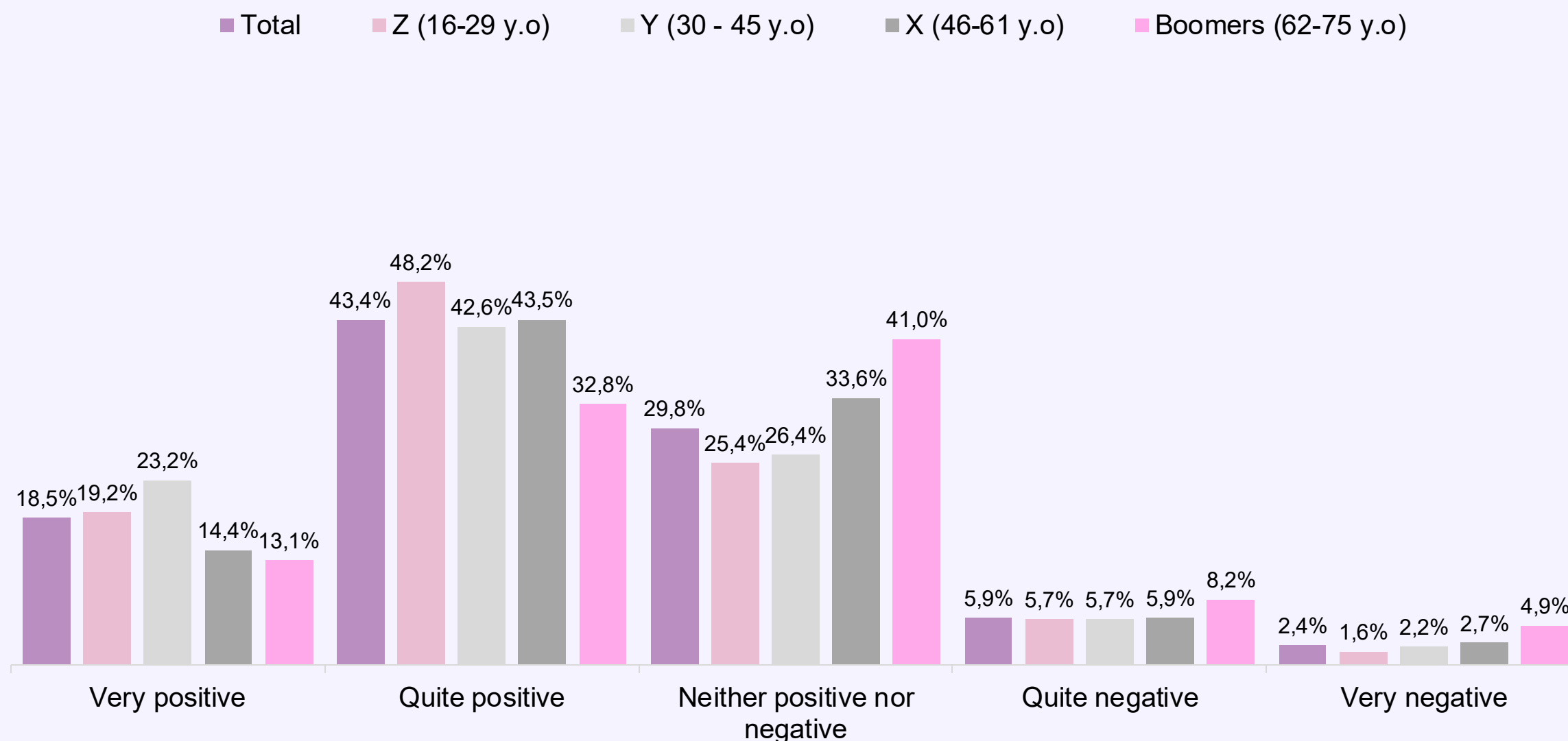
- 1 Communication in different languages
- 2 Ease of planning and booking
- 3 Prices and offers better tailored to each traveller
- 4 Clearer and more personalised tourist information
- 5 Management of queues and waiting times - museums, transport, attractions

⬆ Significantly higher differences are compared with the total sample

⬇ Significantly /lower differences are compared with the total sample

Base: 1,000 interviews

Q9. Thinking about Spain as a tourist destination, in which aspects do you think AI could improve - or strengthen - its image?



Overall, almost 2 in 3 Spaniards believe that AI could have a positive effect on tourism in Spain, an opinion that is stronger among younger generations.

Boomers, however, are the most critical of the impact that AI could have on tourism in Spain

Overall impact of AI on national tourism

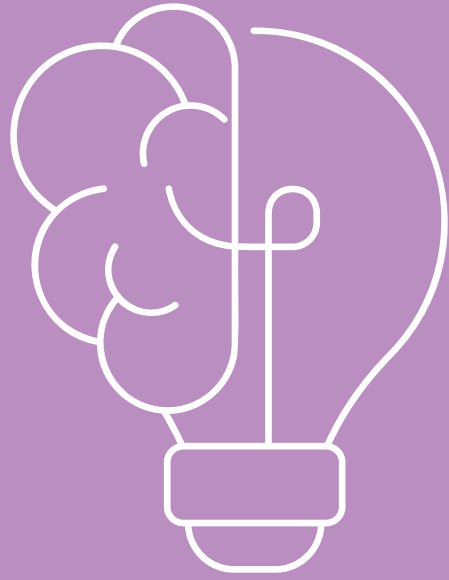
⬆️ Significantly higher differences are compared with the total sample

⬇️ Significantly /lower differences are compared with the total sample

Base: 1,000 interviews

Q10. In general, do you think Artificial Intelligence will have a positive or negative impact on tourism in Spain?

Conclusions



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Conclusions

Key Data



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The tourism of the future will either be AI-powered or it will not exist: 3 in 4 Spaniards already take this for granted

- The study leaves little room for doubt: almost 3 in 4 Spaniards believe that the tourism of the future will depend on AI.
- We are not talking about an emerging technology, but about a mindset that consumers have already adopted. AI is moving from being an innovation to becoming an expectation.
- Moreover, this view cuts across generations, indicating that it is not a youth trend, but a broad social consensus

More technology, but without losing the human touch: this is how tourists want AI

- 70% believe that AI can improve the tourist experience, especially in planning, prices and personalization. However, a key nuance emerges: there is consensus that AI will reduce human contact, although most accept this "in a balanced way".
- This outlines a clear model: tourists want technological efficiency, but without losing the human element

Two tourists, two speeds: AI divides Spanish travellers by generation

- The study shows one of the most relevant tensions: young people - Gen Z and Y - show high acceptance, comfort and enthusiasm, while Boomers show greater rejection, discomfort and doubts.
- While the majority feel comfortable using AI for travel, 6 in 10 Boomers show discomfort. This is not only a difference in usage, but a split in the tourist experience of the future, where two speeds of adoption will coexist

AI could become the new "sun and beach": technology as a competitive advantage for Spanish tourism

- 2 in 3 Spaniards believe that AI would improve Spain's tourism image.
- And not in an abstract way, but through very specific levers: language and communication, easier planning, personalised prices, clear information and queue management.
- In other words, AI does not only optimise the experience; it can also become a national competitive advantage.

Infographic

The Impact of Artificial Intelligence on Spanish Tourism (2026)

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Based on a February 2026 study of 1,000 Spaniards (18-75), this research evaluates how Spain, a global tourism leader, integrates AI to enhance its international competitiveness and image, highlighting transforming travel planning, perception, and generational divides.

General Perception

70%

believe AI improves the travel experience

There is a solid consensus regarding AI's ability to enhance trip value.



Primary Use/Planning



Planning is the primary use case (49.2%)

Trip planning is currently the area where Spaniards perceive the greatest practical utility.

Image Refinement



Strengthening Spain's National Image

2 out of 3 Spaniards believe AI will improve the country's tourism reputation.

Generational Gap & Challenges



Young Optimism vs. Boomer Resistance

Generations Z and Y lead in acceptance while Boomers show greater skepticism.



The Risk to Human Contact

27.4% of the population fears that AI excessively reduces personal interaction in tourism.



Technological Comfort Level



50% Technological Comfort Level

Half of Spaniards feel comfortable using AI tools to organize their trips.

Perception of Experience Improvement by Generation

■ Believe AI Improves Experience ■ Uncertain/No Opinion



Thank you



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