

Ibiza

Destination One-Pager

The Balearic island that sold its clubs’ crown and bought a villa market instead. Ultra-prime is now the island’s core business; the dance floor is the marketing department.

19M+

visitors to the Balearic Islands in 2025 — a new record; Ibiza is the #2 island

TOP SOURCE MARKETS

Germany		4.93M
United Kingdom		3.56M
Spain (domestic)		~3.5M

Source: INE Frontur / Govern de les Illes Balears — <https://www.ine.es/>

Full destination coverage: <https://travelintelligenceoffice.com/ibiza/>

