



Exploring the world with
EL PAÍS

EL PAÍS

Travel

el viajero

LEADER IN AUDIENCE FOR TRAVEL INFORMATION

Inspiration for all types of getaways.
Up-to-date travel information.
25 years as the travel supplement for EL PAÍS.

Comprehensive coverage on travel | Comprehensive coverage on travel Audience | leader among competitors | Contests | Social Media



With specials among the year:

- Summer extra
- Otoño – Interior tourism
- El Viajero Guide



EL PAÍS SALUD

EL PAÍS GASTRO

EL PAÍS CULTURA

EL PAÍS SOSTENIBILIDAD

EL PAÍS ECONOMÍA

EL PAÍS TECNOLOGÍA
E INNOVACIÓN

EL PAÍS EDUCACIÓN

EL PAÍS AUTOMOCIÓN

EL PAÍS VIAJES

EL PAÍS LIFESTYLE



EL PAÍS TRAVEL

el viajero

NUMBER ONE IN TRAVEL INFORMATION FOR ALL TYPES OF GETAWAYS TO FIND TRAVEL INSPIRATION.

DIGITAL.

With +421 K U.U. per month and +694 K page views per month. With permanent access from the elpais.com website.

ON PAPER.

With more than 798,000 readers, making it the leader in readership among the competition (*). With various SPECIALS in both print and digital format throughout the year.

OUR COMMUNITY

f 128K **X +182K** **@ +84,8K**

UP-TO-DATE TRAVEL INFORMATION.
25 YEARS AS THE COUNTRY'S TRAVEL SUPPLEMENT.

EL VIAJERO PROFILE

67%

URBAN

43%

HIGHER STUDIES

44%

25 - 54 YEARS

52%

STATUS AB



Passion for travelling

67% of El Viajero readers are passionate about travelling.



They enjoy getaways in Spain

More than 482,000 readers took a five-day getaway in Spain last year.



Organisers

57% of users like to personally organise their holidays.



Interest in foreign travel

249,000 readers of El País travelled abroad last year.



Documented

74% of readers prefer to do research before organizing or undertaking a trip.



They use digital media

63% of users use digital media to find out all about the trips they want to take.

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(*) competencia directa Supl. Viajes (EL MUNDO) con 373.000 lectores

Fuente: Datos OMNITURE enero-mayo '24.
CS Estudio Turismo y Gastronomía Julio-Agosto '23.
Fuente:RRSS dato jun'24. AIMC '24. EL PAÍS 2024.