



CON MI AGENCIA, VIAJO SEGURO

PRESS REALEASE

76% of ACAVE travel agencies affirm that the recovery has begun, although it will not reach the level of 2019 until next year

- **There is a general consensus in considering that Holy Week has been positive: While 35% of the agencies say they have equaled the billing of a pre-pandemic campaign, another 60% declare that the results have been positive, although they have not yet reached the levels of 2019.**
- **Almost 60% of the agencies already have all their staff outside of ERTE, but 40% He still needs help and has had to request the RED mechanism.**

Wednesday, April 27, 2022.- The Corporate Association of Specialized Travel Agencies (ACAVE), the main employer in the sector in Spain and which represents the interests of Spanish travel agencies in ECTAA, the European employer of travel agencies and tour operators, has presented the results of a survey on prospects for the recovery of tourism activity, carried out among the 450 agencies associated with ACAVe throughout Spain.



Global prospects for recovery

Asked all the agencies -regardless of their specialty, broadcasters, receptive, etc.- **about how they have assessed the results of the 2022 Easter season**, 60% affirm that it has been a positive Easter, but still far from the figures of turnover prior to the pandemic, while 35% consider that it has been a completely normal campaign, having recovered the levels of 2019. Only 5% affirm that this Easter season has continued to be negative in terms of reservations and billing.

In the same way, all the agencies have been asked for a **general assessment of how this season is presented for their company**. 76% affirm that they have started the recovery after a good Easter, and have good prospects for 2022 as a whole, however, they place the total recovery of billing in 2023. On the other hand, 22% of the agencies consulted affirm have already recovered 100% of the level of reserves and billing prior to the pandemic, and that they expect these figures to be maintained for the whole of 2022. Only 2% of the agencies consider that it will take 2 or 3 years for the total recovery of billing levels.

Jordi Martí, president of ACAVE, considers that *“we must be optimistic but cautious. These last three years have been very hard for the travel agency sector and 15% of jobs have been lost along the way. After several false starts due to the successive waves of the pandemic, this Easter has been the first with normalized operations and without restrictions. More and more markets are opening up and removing barriers. If the forecasts are maintained and the summer follows this same trend, many companies will be able to consolidate this growth”*.

In terms of the **operational situation of the agency**, 60% of the agencies state that they are open and operating at 100% with all staff outside of ERTE. That leaves 40% of agencies still in the recovery process and in need of help. Precisely, it has been 40% of those surveyed who have stated that they have requested to benefit from the RED mechanism proposed by the Government.

Asked specifically about **the effectiveness/suitability of the RED mechanism**, 35% of those surveyed have assessed it positively and consider that it is an effective aid for agencies in difficulty. On the contrary, 24% consider that it is an insufficient mechanism, and 11% go further and affirm that it is not adapted to the needs of travel agencies. 30% do not think, for not having had to resort to it.



In this chapter, the agencies were asked if **they will make new hires** during the 2022 season, and 35% stated that they do plan to reinforce the team with new employees.

Issuing agencies sector – summer outlook

The issuing agencies surveyed have **good prospects for the summer season**, and expect Spaniards to resume their travel habits both for holidays in Spain and in other countries. In this sense, 44% consider that the level of reservations and billing for the summer season will still be between 20 and 40% below 2019, while 22% of the issuing agencies expect to repeat the results this summer of 2019, thus confirming that they have overcome the crisis. On the other hand, 28% estimate that they will achieve a good level of reserves but still between 10 and 20% lower than in 2019.

As for the **effect on summer reservations due to the rise in fuel prices and the war in Ukraine**, 75% have noticed an effect and are registering a slowdown in the rate of reservations, although they consider that it will be reactivated as Travel dates are approaching. Another 25% have not noticed any affectation.



Receptive sector: First summer forecasts

The receptive agencies have drawn very similar forecasts to the broadcasters regarding the **summer season**. In this sense, 42% believe that their results will be between 20 and 40% less than their best result in 2019, while 12.5% trust in repeating the results of 2019. At an intermediate point is 37 0.5% of those surveyed, who expect to achieve a turnover between 10 and 20% lower than in 2019.

The rise in fuel prices and inflation has slowed down the reserves for 78% of the agencies, while 17.5% have not noticed any change. If we talk about the impact of the war in Ukraine, 70% have noticed an impact and a slowdown in reserves, especially in those markets close to the conflict zones and that still see the consequences of this conflict with uncertainty. 30% of the agencies have not noticed any type of affectation by the war.

Specialized cruise agencies

Cruise agencies still see recovery as a long way off. None of the respondents in this category have yet recovered the levels of 2019. 28% expect that this summer they will be able to invoice between 10 and 20% less than before the pandemic. Another 43% will record reservations and billing between 20 and 40% less than in 2019, and 29% of respondents expect this billing to reach just 50% of before the pandemic.

The rise in fuel prices will be especially damaging for a sector whose consumption is very important. In this way, 100% of those surveyed foresee a clear impact on prices and therefore a slowdown in reservations.



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About ACAVE

The Corporate Association of Specialized Travel Agencies (ACAVe) is the employers' association for state-wide travel agencies based in Catalonia. ACAVe is the most representative Association in Spain and includes 450 associates and around 1,000 points of sale throughout Spain. Agencies of different types are part of the Association: holiday and corporate broadcasters, tour operators, coastal and city receptive, online agencies and cruise companies.

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