



## PRESS RELEASE

# 60% of ACAVE agencies expect this summer to equal or exceed the volume of reservations of the 2019 summer season

- Most of the reservations for this summer have been made between 1 and 3 months in advance, especially during the month of May.
- Factors such as higher prices and the war in Ukraine are now slowing down the pace of bookings and will likely cause an increase in last minute bookings.

**Wednesday, June 22, 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 travel forecasts for the summer campaign, carried out among the 450 agencies associated with ACAVE throughout Spain.

The survey shows very positive results: **more than 60% of the agencies surveyed predict a full recovery of activity to pre-pandemic levels for this summer.** This outbreak of activity began at Easter and was accentuated in the following months, especially in May. This normalization of the activity has allowed the majority of the travel agencies to have definitively come out of the situation of economic risk, in fact, **more than 80% of the agencies surveyed have already completely left the ERTE/Red Mechanism**, and only the remaining 20% still have some worker affected in these circumstances. **Jordi Martí, president of ACAVE**, considers that *“Although we must continue to be cautious, it is clear that these data allow us to see the future with much more optimism than at the beginning of this year. The start of Easter was much better than expected, but in the last two months the sector has registered an unprecedented recovery that is allowing most travel agencies to definitively leave the risk situation behind.”*

Another symptom of the recovery is the reactivation of the **hiring of travel agents**. There are many agencies that have started hiring processes and have incorporated new people into their teams. But nearly 38% of those surveyed say they are having a hard time finding new professionals because fewer people are available to work as travel agents.



## Issuing sector, the trips of the Spaniards in summer

Despite the prudence required by the experience of 3 years of the pandemic, the agencies are very optimistic about the progress in reserves and the outlook that is outlined for this summer. **24% of agencies expect to close the summer season with the same billing and reservations as the same season in 2019**, the last record before the pandemic. Other agencies go further: approximately **33% of those surveyed expect to even exceed the figures for 2019**. However, 20% of those surveyed estimate that their results will be between 5 and 15% below the summer campaign of 2019. 23% estimate that their result will be more than 16% below 2019.

About the moment of reservation, almost 67% affirm that the majority is made **between 1 and 3 months in advance**. Almost 17% state that most reservations are made more than 3 months in advance. 16% of incoming agencies consider that most reservations will be made shortly before the trip, at most between 2 and 3 weeks before.

Regarding the effect of the **Ukraine conflict** on the issuing market, 50% of those surveyed affirm that it has not affected their activity, while 47% have noticed that reservations have slowed down and consider that their clients may be waiting to see how the conflict evolves before hiring the trip. Another piece of information is the impact due to the **rise in prices and inflation**: while 34.5% of those surveyed are noticing a drop in reserves for this reason, 65.5% do not believe that there is any impact.

As for **national destinations**, Spaniards who contract their trips through agencies are betting this season in the first place on the **Balearic Islands**, followed by the **Canary Islands** and destinations on the **Mediterranean coast**, especially **Catalonia and Andalusia**. Below are the Atlantic coasts and rural tourism destinations.

Regarding **international destinations**, those surveyed placed the **United States and Middle Eastern countries** in the first position, followed by **European coasts and islands, European capitals, cruise ships, African countries and safaris**. Further away and with less demand than previous years, there are countries in **Latin America and the Asian continent**, where many travel restrictions still weigh.

## Receptive sector: arrival of mostly foreign travelers

Incoming agencies have registered a booking trend very similar to that of issuing agencies: Almost 50% of those surveyed expect to equal or exceed the results of 2019. In this case, **14,5% of those surveyed expect to close the season of summer with the same billing and reservations as the same season of 2019 while 32% of those surveyed trust that they will even exceed the figures for 2019**.



However, among the agencies that will not yet match the results of 2019, there is a significant percentage that worked with Russia or destinations in Eastern Europe and that have seen their activity drop significantly, for this reason **23% still place their expected turnover for this summer between 5 and 15% below that of 2019**. Finally, 29.6% will close the summer more than 16% below 2019.

46.2% state that they are affected by the **conflict in Ukraine** because for them Eastern Europe was an important market. On the other hand, 53.8% have not noticed this effect by not working with these markets. Regarding the **rise in prices and inflation**, 63% consider that it is not affecting, while 47% affirm that they have noticed a decrease in reserves.

**By markets**, on average the survey identifies a **proportion of reservations of 90% international and 10% national**. By country, the most important **markets of origin will be in this order: France, Germany, United Kingdom and Benelux**. To a lesser extent also **the United States**.

In addition to the attractiveness of the destination and the weather, **the main reasons for choosing Spain** have been mainly quality and price, as well as flexibility in booking conditions, quality/price ratio, and to a lesser extent confidence in the application of Covid measures.

### **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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