



## PRESS RELEASE

# ACAVE agencies expect a record summer with a 15% average increase in bookings compared to 2022 and exceeding 2019 levels

- The high demand has caused an increase in travel costs, say the agencies, especially in two chapters: air transport and accommodation.
- The advance of reservations has also been exceptional this year: 50% of agencies have registered most of their reservations more than 2 months before the date of travel.

**Wednesday, June 21, 2023.-** The **Corporate Association of Specialized Travel Agencies (ACAVE)**, the main employer of the sector in Spain and representing the interests of Spanish travel agencies in ECTAA, the European association of travel agencies and tour operators, has presented the results of a survey on travel forecasts for the summer campaign, carried out among the 400 agencies associated with ACAVE throughout Spain.

The results of the survey allow us to anticipate a record summer, despite the fact that inflation does not subside and travel prices reach historic levels this year. **80% of respondents place the average increase in bookings this summer at around 15% compared to the same period in 2022**, "which," says *Jordi Martí, president of ACAVE*, "is not only a confirmation of the total recovery of the issuing and receptive sector but a symptom that we have also overcome the pre-pandemic record years".

Agencies have advised more insistently to anticipate reservations to minimize the travel bill and, as far as possible, be flexible in the dates to get better price options. In this sense, the agencies have been asked for what they consider as the main factors of the price increase and **37% of the respondents have placed in first position the increase in the price of airline tickets**; secondly, **29% have pointed out the high prices of hotel stays**; **19% of the agencies have pointed out as 3rd factor in importance the rise in restaurant prices** (and food) and finally **15%** has placed in fourth place the increase in the price of excursions and other activities.



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

The issuing sector that has noticed an increase in the anticipation of reservations by Spaniards: **50% of the issuing agencies surveyed say that most reservations have been registered more than 2 months in advance**, while **25% have seen that on average the anticipation in the reservation was between 1 and 2 months with respect to the date of the trip**. It should be noted that many agencies are also waiting for a significant number of last-minute reservations, either because the client has not yet closed their travel dates or because they expect that at the last minute offers can be found, something that agencies see unlikely in a context like the current one.

As for **national destinations**, Spaniards who hire their trips through agencies are betting this season in the first place on the **Canary Islands**, followed by the **Balearic Islands**, and destinations on the **Mediterranean coast**, especially highlighting **Andalusia** and **Catalonia**. Next, the Atlantic coasts are located and for the first time urban tourism destinations such as Madrid stand out.

Regarding **international destinations**, respondents place in first position **Middle Eastern countries such as Egypt and Jordan**, and, in second place, the **United States and countries of the Asian continent such as China, Japan, Thailand or Vietnam**. It is followed at a greater distance by **cruise ships, African countries and safaris and European capitals**.

For this survey, agencies have also been asked to give their recommendations on destinations that are still an interesting economic option for this summer 2023. Among the most recurrent destinations in the answers are **Albania, Bulgaria, Morocco and Turkey**.

## Receptive sector: arrival of mostly foreign travelers

Almost 67% of the incoming agencies surveyed consider that inflation and price increases have not affected the decision of many foreigners to travel to Spain. Regarding the advance in the reservation, 39% of the **incoming agencies surveyed affirm that most of the reservations have been registered more than 2 months in advance**, while 23% have seen that **on average the advance in the reservation was between 1 and 2 months with respect to the date of the trip**. Another 15% are also noticing the effect of the last hour more.

**By markets**, on average the survey identifies a **proportion of reservations of 75% international and 25% national**. By countries, **the most important origin markets** will be in this order: **France and the United Kingdom**, and further away **Germany**, and **Benelux**. **The United States continues to grow as an emerging source market for Spain and in the field of travel managed by travel agencies, it already exceeds markets such as Benelux**.



The favorite destinations this season for foreigners who will visit Spain are first the coasts of Catalonia and Andalusia, followed by urban tourism destinations such as Barcelona and Madrid, and further away the Balearic and Canary Islands. Further away, but with a remarkable growth this year we also have wine routes and rural tourism proposals.

### **Elections July 23**

ACAVE appreciates the decision of the Central Electoral Board that travel contracted before the call for elections is considered a reason to exempt from participating in a polling station, but understands that the period related to the hiring of the trip has to be extended until the date on which the person receives the notification to be part of the table, and so requested to the JEC. In this regard, the Board yesterday sent a notification to ACAVE in which it states that it is the Area Electoral Boards that have "*the competence to assess, taking into account the circumstances of each specific case, the sufficiency of the excuses presented by the voters, where appropriate, regarding their duty to be part of the polling stations*". Therefore, the JEC opens the door for a traveler who has contracted the trip after May 30 and before the designation as a member of the table, can present allegations by providing the documents of the contracted trip and justifying the damage that the cancellation of the trip would cause, being in this case the Electoral Board of Zone who will decide according to the circumstances of the specific case.

This temporary constraint is very relevant throughout the tourism sector and especially in the travel agency sector. And it is that in the current dates traditionally a large percentage of travel reservations are registered for the second half of July, and that could cause many customers to delay their decision to hire their holidays until the date on which their designation for a table is confirmed or not. It should be recalled that, in previous electoral processes, although this assumption was not officially recognized as an official reason, in practice it was always accepted as long as it was demonstrated that the trips had been contracted prior to the date of notification.

At the moment there has not been a brake on reservations, but there has been a very notable increase in consultations with agencies on how to proceed in case of having to cancel the holidays for being summoned to a table and also on the procedure to follow to request the exemption. ACAVE recalls its recommendation to take out **cancellation insurance that covers this case**. The travel agency will advise you properly on the insurance that best suits your needs.



### **About ACAVe**

The Corporate Association of Specialized Travel Agencies (ACAVe) is the employers' association of statewide 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 receptives, online agencies and cruise companies.

### **For more information:**

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