



PRESS RELEASE – EASTER FORECASTS 2023

ACAVE travel agencies foresee a successful Easter with increases in reservations between 10 and 15% on average compared to 2022

- **Despite inflation and rising prices – especially in air transport – the demand for travel continues to grow from Spaniards, who mainly choose trips to European capitals, urban getaways in Spain and on the Mediterranean coast as well as the archipelagos of the Balearic and Canary Islands.**
- **Long-distance travel also plays a prominent role with safaris in African destinations, the reopening of all Asian markets and travel to the US and the Middle East.**
- **France and the United Kingdom top the list of the markets of origin that have made the most reservations to visit Spain on these dates. In addition, this year a notable increase in tourism from the United States is expected during these dates.**

Madrid, Wednesday, March 29, 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, European employers of travel agencies and tour operators, has presented the results of a survey on travel forecasts for the Easter campaign, carried out among the 380 agencies associated with ACAVe throughout Spain.

The results of the survey anticipate a very good result for this season. **Jordi Martí, president of ACAVE**, values these figures positively and points out that "*The calendar and the weather have been very propitious to encourage the desire to travel both Spaniards and foreigners. Despite the economic circumstances, the tourism sector continues an upward trend and that is allowing travel agencies to consolidate economic stability and recover 100% of their activity and workforce.*"



According to both issuing and incoming agencies, 56% of respondents expect to increase their reservations between 5 and 15% compared to 2022, and another 24% will register an increase in reservations even above 15%. 12% expect to match the results of last year's Easter campaign and only 8% have responded that it could be equal to or below 2022. All agree that pre-pandemic activity levels have recovered.

Issuing sector, the trips of Spaniards for Easter

According to the survey, the destinations most chosen by Spaniards who go to travel agencies to plan their Easter holidays are mainly international **destinations**, especially trips to European capitals, an option that maintains its sustained recovery since the end of the pandemic. Especially noteworthy are trips to Paris, Rome, Lisbon, London, Copenhagen or Istanbul. Among other international destinations chosen for these dates is the United States, countries of the Mediterranean arc (Egypt, Tunisia or Morocco) but also other traditional products such as safaris. On the other hand, the recent opening of Asian markets has also resulted in an increase in reserves for countries such as China or Japan.

National **destinations** are also a very attractive option for Spaniards for this period. Respondents place the Canary Islands, Catalonia, Valencia, Andalusia and Bahrain in first place. Likewise, there is a significant rebound in urban tourism linked to culture and shopping in cities such as Madrid and Barcelona, and tourism related to traditional Easter events, especially in Andalusia and Castilla y León.

Receptive sector: arrival of mostly foreign travelers

The incoming agencies surveyed have particularly highlighted the significant increase in bookings that have already been recorded from international markets. Approximately 90% of **the reservations of the incoming sector correspond to foreign travelers** compared to 10% of nationals.

By country, the **most important origin markets** of customers of incoming travel agencies will be in this order: France, the United Kingdom, the United States and Benelux, followed at a considerable distance by Italy, Portugal and Germany. It is worth noting especially the increase in visitors from the United States compared to previous years, attracted by European destinations by the favorable dollar / euro exchange rate.

The **Spanish destinations** most demanded by foreign visitors for this period will be the archipelagos of the Canary and Balearic Islands, along with the Mediterranean coast, notably Catalonia, Andalusia and Valencia. In addition, the demand for urban destinations such as Barcelona and Madrid is growing.

Communication of accommodation reservations and car rental

Since January 2, travel agencies, in application of Royal Decree 933/2021, of October 26, are obliged to communicate to the Ministry of Interior the data of the reservations of natural persons staying in Spanish accommodation or renting a motor vehicle in Spanish territory, something they previously had to make only accommodations. The regulation stipulates that they must be communicated within a period not exceeding 24 hours, which means that travel agencies may be forced to face significant personnel costs in order to manage these obligations.

The survey has included a question in this regard, and **52% of the agencies say that they are registering a significant overload of work, but have not been able to hire reinforcements of staff** to be able to cope with the increase in bureaucracy. They claim that these efforts are taking away available hours from their team to perform commercial work. Another **5% say they have been forced to hire more staff to deal with these efforts**. Another 23% of the agencies state that they have not yet been able to assess the impact of the measure adequately to position themselves in this regard and another 20% are not affected by the measure due to their specialty or type of activity.

All the travel agencies consulted agree on the nonsense of the rule and the difficulties of its application and consider it a serious obstacle to their activity.

About ACAve

The Corporate Association of Specialized Travel Agencies (ACAve) is the association of state-wide travel agencies based in Catalonia. ACAve is the most representative Association in Spain and includes 380 associates and around 1,000 points of sale throughout Spain. The Association includes agencies of different types: holiday and corporate broadcasters, tour operators, coastal and city receptives, online agencies and cruise companies .

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