

PRESS RELEASE

ACAVE agencies expect a new record-breaking summer with customers who are very attentive to prices and who are increasingly anticipating their bookings

- The advance booking has also been remarkable this year: almost 70% of agencies have registered the majority of their bookings more than 2 months in advance of the date of travel.

Thursday, June 20, 2024.- ACAVE, the main employers' association in the sector in Spain and which represents the interests of Spanish travel agencies in ECTAA, the European employers' association of travel agencies and tour operators, today presented the results of a survey on travel forecasts for the summer campaign, carried out among the 400 agencies associated with ACAVE throughout Spain.

Carried out a few days before the official start of the summer season, the results of the survey confirm another record summer, the third consecutive since the end of the pandemic. **Almost 60% of those surveyed place the average increase in bookings this summer between 5 and 15% compared to the same period in 2023.** In this sense, **Jordi Martí, president of ACAVE** explains that *"tourism activity in our country continues to surprise us because it is demonstrating a solidity and resistance that is proof of inflation and war conflicts that are conditioning the progress of other sectors. We believe that it is key for administrations to understand the need to continue betting on tourism and accompanying our companies in their digital transformation, in their expansion projects and in attracting talent. The latter is the main challenge that concerns us all and we need the public sector to be involved in this work: we have to be able to convey to young professionals the value of a stable, promising and secure professional career in a sector in continuous growth"*.

In this edition of the survey, agencies have also been asked what are the most determining factors for customers when booking their summer holidays (regardless of the choice of destination itself). In this sense, **the main factor is that the contracted trip has a good relationship between quality and price.** The **second factor** that respondents consider crucial is that it is **a safe, risk-free destination.** Meanwhile, the third is that the destination has a **favourable climate** (pleasant temperatures in summer).

This year there is also a clear decline in the habit of waiting for **last-minute offers**, something quite common in the years before the pandemic. On the contrary, what has been recorded is an advance of reserves to achieve better prices.

Outbound sector: Spaniards' summer trips

The issuing sector has noticed an increase in the anticipation of bookings by Spaniards higher than in other years: **68% of the issuing agencies surveyed say that most bookings have been made more than 2 months in advance**, while 15 % have seen that, on average, **the advance booking was between 1 and 2 months with respect to the date of travel**.

As for **national destinations**, Spaniards who book their trips through agencies are betting this season in the first place on the **Balearic Islands** and destinations on the **Mediterranean coast**, especially **Andalusia** and **Catalonia**. This is followed by Atlantic coast destinations such as **Galicia**, **Asturias** and **Cantabria**, which continue to register an increasing demand for combining beaches with more moderate temperatures than in the Mediterranean, and also **the Canary Islands**. Rural tourism is also performing well.

Regarding **international destinations**, respondents place **Asian countries such as China, Japan and Vietnam**, among others, in first position. In second place are travel to the **United States**, followed by **Latin American countries such as Brazil, Costa Rica, Mexico, the Dominican Republic and Cuba**. Next, we find the destinations on **the Mediterranean coast and North Africa** such as **Italy, France, Greece, Cyprus, Malta, Morocco and Tunisia**. It is followed at a greater distance by **cruise ships, other African countries and safaris** and **European capitals**.

Asked about the impact of the Gaza war, travel agencies agree that travel bookings to Israel have been paralysed and that border countries such as Egypt and Jordan are having a significant impact on border countries such as **Egypt and Jordan**, destinations that offer total security but are being affected by geographical proximity. Recently, a group of 20 ACAVE partner agencies made a familiarization trip to Egypt to certify the safety of this destination and verified that all operators, cities and attractions are operating normally.

For this survey, agencies have also been asked to give their recommendations on destinations that are still an interesting economic option for this summer 2024. Among the most recurrent destinations in the responses are **Romania, Albania, Morocco and Thailand**.

Inbound sector: the arrival of visitors to Spanish destinations

Many agencies have pointed out that this year there has been an advance in bookings from foreign tourists, so a first high season has been generated in the period of May and June, especially between Germans and English.

Almost 75% of the incoming agencies surveyed consider that inflation and price rises have not affected the decision of most foreign tourists to travel to Spain. In terms of advance booking, **40% of the incoming agencies surveyed say that most bookings have been registered more than 2 months in advance**, while 40 % have seen that, on average, **the advance booking was between 1 and 2 months with respect to the date of travel**. Another 20% book less than 3 weeks in advance.

By country, the **most important markets of origin for trips organised by agency** will be in this order: **the United Kingdom**, followed by **the United States** and at a further distance **France, Germany and Benelux**.

This season's favourite destinations for **foreigners visiting Spain** are, firstly, the **coasts of Catalonia and Andalusia**, followed by urban tourism destinations such as Barcelona and Madrid, and at a greater distance the Balearic Islands and the Canary Islands. At a greater distance, but with a notable growth this year we also have wine routes and rural tourism proposals.

About ACAVe

The Corporate Association of Specialised Travel Agencies (ACAVe) is the employers' association of travel agencies at the national level based in Catalonia. ACAVe is the most representative Association in Spain and includes 400 members and around 1,000 points of sale throughout Spain. The Association is made up of agencies of different types: holiday and corporate broadcasters, tour operators, coastal and city receptives, online agencies and cruise companies.

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