



PRESS RELEASE – EASTER 2024 FORECASTS

ACAVE travel agencies anticipate Easter with an increase in bookings of between 5 and 10% on average compared to 2023 in both the sender and the receptive

- **Issuer: Spaniards who book their holidays in agencies are mainly opting for holidays in European capitals and also in the United States, a destination that campaign after campaign continues to grow in travelers' preferences.**
- **Receptive: France and the United Kingdom top the list of the source markets that have made the most bookings to visit Spain on these dates, followed by the United States.**

Wednesday, March 20, 2024.- The **Corporate Association of Specialized Travel Agencies (ACAVE)**, the main employers' association in the sector in Spain and which represents 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 Easter campaign, carried out among the 400 agencies associated with ACAVE throughout Spain.

The results of the survey anticipate a very good result for this official start of the tourist season. **Jordi Martí, president of ACAVE**, values these figures positively and points out that *"This year we have an early Easter scenario and that has conditioned the choices of travelers. The main destinations are those in the city, as reflected in the results of the survey. Many travelers are choosing urban travel, especially in European capitals and U.S. destinations. On the other hand, we have some uncertainty for the last minute with the ski resorts, because after the last few weeks they have been able to extend their opening after a fairly warm winter and have reached Easter with the facilities open, but the rise in temperatures in recent days could tip the preferences of travelers towards other destinations in the last-minute elections"*.



According to both issuing and receiving agencies, 52% of respondents expect to increase their bookings by between 5 and 15% compared to 2023, and another 26% expect bookings to rise by even more than 15%. 9% expect to match the results of last year's Easter campaign and only 14% have responded that it could be the same or lower than 2023.

Source 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**, however, this year there are also many bookings for national destinations (an option that in previous years customers used to organize more on their own outside of agencies).

The most popular destinations at this time of year will be European capitals such as Paris, Rome or London, but the United States is also gaining strength, especially stays in New York City. Among other international destinations chosen for these dates we find Asian countries such as Japan, China, Vietnam or Thailand, something that has been possible thanks to the reestablishment of all air frequencies. The negative note in this context is the **war in Gaza**, which has generated an evident halt in the demand for some traditional destinations for these dates in the Middle East, especially Israel and Jordan.

As a **novelty**, this season some agencies have noticed an increase in demand from less common destinations such as Azerbaijan, Uzbekistan or Nepal.

Among the **national destinations** most chosen by Spaniards for this Easter are the Canary Islands, followed by urban destinations such as Madrid and Barcelona, as well as other cities with a great tradition at Easter such as Seville, Malaga, Valencia, Zamora or León.

Likewise, many bookings are being registered for the Balearic Islands, rural tourism destinations throughout Spain and, to a lesser extent, to ski resorts. Despite the good snow levels in most resorts, these destinations are not among the top positions at the moment. However, agencies believe that many bookings from more prudent travelers may arrive at the last minute.



Inbound sector: arrival of travellers to domestic destinations

The incoming agencies surveyed indicate that international markets will continue to have a greater weight than domestic markets in trips to Spanish destinations. **75% of bookings in the inbound sector correspond to foreign travellers** compared to 25% from nationals.

By country, the **most important markets of origin** for the clients of incoming travel agencies will be, in this order: **France**, the **United Kingdom**, which constitute the main group of arrivals on these dates, followed by the **United States, which already occupies the third position**. Next we find Germany and the Nordic countries.

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

About ACAVe

The Corporate Association of Specialized Travel Agencies (ACAVe) is the statewide travel agency association based in Catalonia. ACAVe is the most representative Association in Spain and encompasses 400 associates 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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