

FITUR 2022 – PRESS RELEASE**ACAVE agencies place the increase in
travel reservations for Easter between
40 and 50% more than in 2021**

- **The war in Ukraine and the rise in prices have slowed down the pace of Spanish reservations, but an increase is expected shortly before Easter.**
- **The receptive sector also expects a good campaign, notably due to the arrival of travelers from France, the United Kingdom and the Benelux.**

Madrid, Wednesday, March 30, 2022.- 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 employers' association of travel and tour agencies operators, has presented the results of a survey on travel forecasts for the Easter campaign, carried out among the 450 agencies associated with ACAVe throughout Spain.

Issuing sector, the trips of the Spaniards for Holy Week

This Easter will clearly be the beginning of the comeback for most companies in the sector. On average, the agencies place the increase in sales for this period between 40 and 50% more than in 2021. We can even say that 42% of those surveyed put the increase above 50%.

Martí Sarrate, president of ACAVE, positively values these figures and points out that *“Easter has been an important shock for both the issuing and receptive markets. It is clear that people want to travel and have not been afraid to plan holidays not only in Spain, but also in the rest of Europe and in more exotic destinations. Only the war in Ukraine and its aftermath that have slowed down the pace of bookings in recent weeks, although we expect them to pick up as we get closer to Easter, cast a shadow over the picture.”*

In this sense, while 11% have not noticed any effect from the war in Ukraine, 79% of the agencies surveyed affirm that the rate of travel reservations has slowed down although there are no cancellations, although they expect a recovery before Palm Sunday. However, 10% of the agencies consulted have registered cancellations in recent weeks and are somewhat more concerned. Asked about the impact of the pandemic on the decision to travel, 58% consider that it is still affecting the decision to travel, while 42% believe that it is no longer a critical factor.

At the time of the survey, 89% of those surveyed indicated that most of the reservations for Easter had been made more than 1 month in advance, which would indicate that this tendency of Spaniards to book with a greater advance.

Regarding the **national destinations** preferred by Spaniards for this Holy Week, those surveyed placed the Canary Islands in first place, followed by other destinations on the peninsular coast, such as Catalonia, Valencia and Andalusia, and then the Balearic Islands. Likewise, a significant rise in urban tourism and tourism related to traditional Holy Week events was recorded, especially in Andalusia, followed by rural tourism.

As for **international destinations**, the Spanish are betting this season in the first place on trips to European capitals, an option that is recovering after the last two years that it had been affected by the pandemic. Next, we find a strong demand for destinations on the African continent, especially from countries of the Mediterranean arch (Egypt, Tunisia or Morocco) but also other traditional products such as safaris. Likewise, many reserves are registered for the United States and to a lesser extent Latin America and Asian countries.

Receptive sector: arrival of mostly foreign travelers

The receptive agencies surveyed have especially highlighted the significant increase in reservations that have already been registered from international markets. More than 71% were made more than 1 month in advance.

The receptive agencies surveyed consider that, on average, there will be an increase of between 30 and 40% compared to the same campaign in 2021. Even 29% of those surveyed put this increase above 50%.

Despite the good expectations, the prudence of travelers in the face of uncertainty is being noted. While 15% of agencies have not noticed any effect from the war in Ukraine, 57% have registered a slowdown or even a stop in the pace of travel reservations (although not cancellations). On the contrary, 28% of the agencies have suffered cancellations due to the war and the rise in prices. Asked about the pandemic, 57% of the agencies consider that it is still affecting the decision to travel, while 43% believe that it is no longer a critical factor.

By markets, on average the survey identifies a proportion of reservations of 70% international and 30% national. By country, the most important markets of origin will be in this order: France, the United Kingdom and Benelux, followed at a considerable distance by the Nordic countries, Portugal and the United States.

In addition to the attractiveness of the destination and the weather, the main reasons for choosing Spain have been mainly flexibility in booking conditions, quality/price ratio, and security and 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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