

Spain

Market Summary

Total visitor arrivals have increased for the February 2010 calendar year to date, compared to the same period in 2009. In terms of leisure arrivals for the same period, Holiday visits, the largest segment has increased slightly, while Visiting Friends and Relatives visits, the second largest segment, has experienced significant growth. Demographically, all visitor age groups have increased during the same period.

Unemployment in Spain is the highest in Europe, nearly one in five Spanish adults are unemployed and over 40 per cent of under 25s were unemployed as at February 2010. Despite the grim economic and social climate, operators report that Australia is doing better than many other outbound long-haul destinations, with the honeymoon segment proving to be resilient and represents an opportunity for Australia in the year ahead.

1. Market News

- Spain's troubled economy remained in recession in Q4 2009 unlike other major European countries, with official figures showing output shrank for a sixth consecutive quarter. *Source: Associated Press, February 11, 2010*
- Spain's unemployment level is the highest within the euro zone approaching 20 per cent, representing approximately 4 million people. *Source: Reuters March 31, 2010*
- A report by consultants Deloitte has found that Barcelona offers some of the best value hotel rooms in Europe. The average price of a hotel room has plunged from €105 per night in January 2009 to €91 in January 2010. *Source: Deloitte Tourism Report, March 2010*
- The number of foreign tourists visiting Spain and the amount they spent fell last year. British tourists spent 17.7 per cent less in Spain last year compared with 2008. In total British tourists spent almost €11 billion followed by German tourists who spent almost €9 billion. Spending by visitors from France, Nordic countries and Italy also fell, according to a survey by Egatur. *Source: www.euroresidentes.com, February 1, 2010*
- Spain is still the most popular destination in Europe for European tourists although flight bookings to Turkey are on the rise. *Source: Skyscanner Flight Trends, March 2010*
- While European holidaymakers say they prefer traditional holiday spots such as Spain, 50 per cent say they intend to holiday at home this year - which does not bode well for Spain's tourism sector. *Source: Press Association, March 9, 2010*

2. Consumer Insights

- Spain's consumer confidence index rose to 72.7 points in March from 71.1 in February but is still well below the 100 mark that indicates consumer optimism. *Source: Reuters April 5, 2010*
- The Spanish took 174.5 million trips in 2009, an increase of 3.3 per cent on 2008, according to a survey by the Institute of Tourism Ministry of Trade and Industry. Only 7.2 per cent of the trips taken were abroad, while 92.8 per cent were to Spanish destinations. *Source: www.roundtownnews.co.uk, February 4, 2010*
- More than half (55 per cent) of Spain's internet users use social networks everyday and numbers continue to rise according to a new study. *Source: www.barcelonareporter.com, February 2, 2010*
- The Spanish may have to work longer as the government has approved a proposal to raise the retirement age from 65 to 67 in attempts to strengthen the economy. *Source: www.earthtimes.org, January 29, 2010*
- Spanish online travel sales held their own last year, despite the recession says a report from PhocusWright. It says online travel sales declined by only 1 per cent, which is somewhat surprising for a market that remains well below the European average for online travel penetration. *Source: www.breakingtravelnews.com, January 29, 2010*

3. Trade Update

- World-renowned chef Ferran Adria will be the face of a new 'I Need Spain' campaign that aims to change Spain's traditional 'holiday in the sun' image to a cultural tourist destination and revive the recession hit travel industry. *Source: www.expatica.com/es/life-in-spain, April 2, 2010*
- As at March 2010, there were 1,854 Aussie Specialist agents in Spain, of which 23 per cent were fully qualified.

4. Airline News

- Following news in July 2009 that its services to Madrid were increasing from four flights a week to daily, Qatar Airways will be adding Barcelona, its second Spanish city, to its roster from 7th June 2010, with flights departing daily. *Source: www.asiatraveltips.com, February 1, 2010*
- Navigation fees paid by airlines to use Spanish airports will fall 15 per cent over the next two years, according to the Public Works Ministry. *Source: El Pais, February 12, 2010*

5. Competitor News

- The number of Spanish tourists who visited Morocco has almost tripled during the last five years, with a 10 per cent increase in 2009 compared with 2008. Morocco says it expects a 14 per cent increase in Spanish tourists in 2010. *Source: Agence Magreb Arabe Presse, January 25, 2010*
- Dubai's tourism department has identified Spain as a strong target market and increased its presence at the Spanish International Travel and Tourism Fair, which was held in Madrid in January 2010. *Source: www.thefirstgroup.com, January 21, 2010*
- Tanzania earned US\$1.35 billion from tourism in 2009, up from a projected \$1.2 billion in 2008, making the sector the leading foreign exchange earner. Tanzania's main markets are Spain, Britain, Germany, the US and Scandinavian countries. *Source: Tanzanian Tourist Authority, January 26, 2010*
- Spain is one of only seven countries to have warned its citizens not to travel to Thailand given the current tension between anti-government demonstrators and troops in Bangkok. *Source: Dow Jones Newswires April 8, 2010*

6. Key Campaigns and Activities in Market

January to March campaigns and activities				
START DATE	END DATE	DESCRIPTION	TARGET AUDIENCE	PARTNERS
20 January 2010	24 January 2010	<p><i>Trade and consumer show "FITUR"</i></p> <ul style="list-style-type: none"> • Australia stand at leading Spanish trade and consumer show • 11 partners joined Tourism Australia at the stand • Official launch of Spanish version of australia.com at the show with a consumer promotion. 	Spanish travel trade / consumer	APTC, Finesse, Pacific Spirit Travel, Tour East, Southern World Travel, Tourism Northern Territory, Karisma, Marco Polo, Katai, Kuoni, Australia Alternativa

April to June campaigns and activities				
START DATE	END DATE	PROJECT/EVENT	TARGET AUDIENCE	PARTNERS
2 May 2010	16 May 2010	<p><i>Corroboree 2010</i>: Training event for 300 Aussie Specialist Travel agents from across Europe. Workshops with Australian industry on 5 to 8 May in Melbourne followed by famils throughout Australia (22 itineraries in total).</p>	Aussie Specialist travel agents throughout Europe	Qantas; Tourism Victoria; State & Territory Tourism Organisations; Australian tourism industry