



B2B-Spain Market update September 2022

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Economic situation - Challenges

- The pandemic was a major setback for the Spanish economy
- Today, uncertainty related to inflation, war and the energy crisis
- In the past year inflation has been 10,4% making a big impact on households purchasing power
 - In 2022 the inflation is expected to be 7,2%
- In 2022 the economic growth is expected to be 4,1%, adjusted down from 5,1%
- In the second half of 2021 Spain had the fifth highest electricity price in Europe

Economic situation – Opportunities

- With a GDP of \$1.2 billion, Spain is the 4th economy of the EU and the 14th in the world.
- Spain will receive 70 billion euros direct transfer from the EU next generation fund which provides a unique opportunity to restore the economy and develop further
 - The government of Spain hopes this fund will contribute to an additional economic growth of 2,5% the next years
- Spain is the 13th recipient of foreign investments in the world.
 - Foreign companies are investing in Spain and plan to keep doing this
 - More than 14,600 foreign firms have set up their business in Spain.
 - 70 out of 100 top companies in Forbes Global 2000 operate in Spain.
- The unemployment rate is going down and are now at 12,5%, making the lowest unemployment rate since the finance crisis in 2008

COVID STATUS

- COVID is not an issue any more in Spain. At least for the moment. They are now talking about the flu but I don't think this will influence tourism abroad.

Tourism situation

Travel in 2021 (official data from INE)

- Total travel of Spanish during 2021 was 142,9 million trips. 40,7% more than in 2020.
- 95% of the trips were domestic and only 5% were international.
- If we talk about bednights travel abroad was 11% of the total bednights (longer trips) and 16,6% of total expenditure with an average spending of 79 euros (domestic is 49 euros).



Trends summer 2022 (Observatur)

- The international percentage is much higher (up to 25%) when we see at the young people segment (under 35 years old).
- Women showed more interest in cultural trips while men showed more interest in relax and wellbeing.
- Family travel was most popular among the 35-49 years old segment.
- Sun and beach went down while culture trips are the ones which had a higher increase (6% more than in 2019).
- They point out that sustainability is not mentioned as much as expected.
- Cost saving was important for Spanish travelers this summer. Still spending went up for the first time since 2018.
- Travel abroad increased in comparison with the growth for domestic travel. But travel to far away destinations is not consolidated yet due to the pandemic psychological factors.
- Plane travel recovered to levels near prepandemic.
- Still important flexibility and cancellation policies
- Professional advice is more valued than before COVID.
- Travelers are worried about massification of some destinations.

Bednight statistics Spain-Norway

Kommersielle gjestedøgn 2013-2019: Spania



Highcharts.com

- Steady and stable growth over the last years.
- Better development on shoulder seasons.
- Before the pandemic, very high expectations for winter 2019-2020 and for summer season 2020.
- In 2019 Spain was the 9th largest market for Norway worldwide, with a market share of 3%.

Commercial overnight stays

The table is sorted by the largest share in 2019

	2007	2010	2013	2016	2017	2018	2019	Share in 2019	Change 2018-2019	Change 2007-2019
In total	28,663,930	28,540,497	29,243,016	33,114,132	33,296,767	33,812,674	35,179,554	100%	4%	23%
Norway	20,138,157	20,637,311	21,551,130	23,387,248	23,348,139	23,684,456	24,478,073	70%	3%	20%
Total foreign visitors	8,325,773	7,903,186	7,691,886	9,726,884	9,948,628	10,128,218	10,701,481	30%	6%	29%
Germany	1,703,050	1,637,206	1,309,550	1,687,582	1,725,068	1,830,027	1,955,111	18%	7%	15%
Sweden	912,975	958,838	999,339	1,189,888	1,168,554	1,126,646	1,103,425	10%	-2%	21%
USA	330,727	315,436	303,199	496,626	671,385	815,656	956,174	9%	17%	189%
Denmark	1,006,816	914,053	835,121	828,916	776,196	757,113	755,652	7%	0%	-25%
The Netherlands	873,342	799,515	519,989	658,478	716,308	735,973	773,696	7%	5%	-11%
United Kingdom	755,172	520,428	581,496	734,876	716,930	627,203	649,981	6%	4%	-14%
China	70,694	68,133	161,878	392,529	476,767	450,827	471,822	4%	5%	567%
France	291,826	318,280	285,525	372,107	382,769	414,147	451,608	4%	9%	55%
Spain	313,766	245,638	174,862	304,303	346,610	342,877	343,513	3%	0%	9%

Bednight statistics 2021 and July 2022

Kommersielle gjestedøgn total for året. Sortert etter størrelse.

	Årstall			%endring 2020-2021	%endring 2019-2021	andel
	2019	2020	2021			
I alt	35 179 554	23 720 833	27 092 046	14 %	-23 %	100 %
Norge	24 478 073	20 402 530	23 782 515	17 %	-3 %	88 %
Utlandet i alt	10 701 481	3 318 303	3 309 531	0 %	-69 %	12 %
Tyskland	1 955 111	565 953	788 659	39 %	-60 %	24 %
Sverige	1 103 425	397 600	376 801	-5 %	-66 %	11 %
Danmark	755 652	589 832	262 335	-56 %	-65 %	8 %
Nederland	773 696	171 852	217 594	27 %	-72 %	7 %
USA	956 174	203 954	211 696	4 %	-78 %	6 %
Storbritannia	649 981	288 742	179 954	-38 %	-72 %	5 %
Frankrike	451 608	65 530	114 200	74 %	-75 %	3 %
Italia	273 372	65 730	101 058	54 %	-63 %	3 %
Spania	343 513	43 286	70 186	62 %	-80 %	2 %
Sveits	243 469	43 380	57 178	32 %	-77 %	2 %
Belgia	160 179	27 845	48 978	76 %	-69 %	1 %
Østerrike	112 522	23 402	37 288	59 %	-67 %	1 %
Russland	154 189	19 033	16 401	-14 %	-89 %	0 %
Kina	471 822	27 614	6 135	-78 %	-99 %	0 %
Japan	100 283	8 833	4 807	-46 %	-95 %	0 %
Sør-Korea	104 339	5 670	749	-87 %	-99 %	0 %

Kilde: SSB

2021

July 2022

Kommersielle gjestedøgn. Sortert etter størrelse juli 2022

Overnattinger	JULI				%endring 2021-2022	%endring 2019-2022	andel 2022	JANUAR-JULI %endring 2019-2022
	2019	2020	2021	2022				
I alt	6 575 171	6 371 069	6 617 789	6 677 066	1 %	2 %	100 %	1 %
Norge	4 242 158	5 890 153	6 068 564	4 479 053	-26 %	6 %	67 %	6 %
Utlandet i alt	2 333 013	480 916	549 225	2 198 013	300 %	-6 %	33 %	-10 %
Tyskland	549 491	84 711	176 291	589 985	235 %	7 %	27 %	10 %
Nederland	236 899	30 061	40 478	305 994	656 %	29 %	14 %	35 %
Sverige	228 758	20 874	58 644	221 728	278 %	-3 %	10 %	-11 %
USA	177 486	31 729	41 086	152 969	272 %	-14 %	7 %	-26 %
Danmark	110 386	129 497	43 604	134 234	208 %	22 %	6 %	12 %
Frankrike	106 081	5 000	12 270	102 147	732 %	-4 %	5 %	-4 %
Sveits	72 387	7 501	13 652	85 598	527 %	18 %	4 %	10 %
Belgia	52 564	5 020	9 896	66 052	567 %	26 %	3 %	22 %
Storbritannia	74 164	18 109	15 997	65 731	311 %	-11 %	3 %	-16 %
Italia	49 873	3 352	8 920	42 377	375 %	-15 %	2 %	-12 %
Spania	67 664	2 912	4 968	44 769	801 %	-34 %	2 %	-28 %
Østerrike	30 782	2 291	7 263	31 677	336 %	3 %	1 %	3 %
Russland	41 808	835	1 426	2 443	71 %	-94 %	0 %	-88 %
Taiwan	9 657	116	35	829	2269 %	-91 %	0 %	-94 %
Thailand	4 870	249	302	1 956	548 %	-60 %	0 %	-81 %
Japan	16 478	361	371	1 030	178 %	-94 %	0 %	-89 %
Kina	91 409	493	717	3 088	331 %	-97 %	0 %	-96 %
Sør-Korea	25 759	159	38	5 017	13103 %	-81 %	0 %	-84 %

- These charts show how tourism recovers. At the end of 2021, we can see a 62% growth compared to 2020 but the bednights were still -80% compared to 2019.
- 2022. We can see the recovery of traffic between Spain and Norway and the increasing interest of Spanish tourists for Norway this summer. In July we saw a 801% growth compared to July 2021 but looking at bednights from January to July we are still 28% below 2019. Still we need to take into consideration that August is the most important month for Spanish tourists traveling to Norway

Update from the travel trade

Summer 2022

- All tour operators we talked to were very satisfied with the summer. None of them reached 2019 figures but all reported better results than expected.
- Many last minute sales. Challenge for groups due to high fares in hotels and flights.
- About hotel fares there were discrepancies. It was a problem for some of the operators but others had negotiated in advance and still had good fares for the summer.
- Challenge with the flights. Less capacity and higher fares. They mentioned the price increase from KLM.
- Some are offering new destinations and products in Norway.
- Some destinations mentioned as working specially well: Costa Rica, Iceland, Maldives, Sweden. Due to the fact that they did not close borders.
- Many tour operators mentioned a challenge with staff.

Autumn / Winter 2022-2023

- In general the perspective from the travel trade is positive towards this winter.
- Tour operators with a tradition of selling Norway in winter expect to reach 2019 levels.
- Already selling winter in December as an alternative to Finland for adult tourism (instead of families).
- Some are starting to offer the combination of Bergen and Tromsø in winter.
- Some already started selling Northern Lights in the Autumn (October-November), but others pointed out the lack of product available and difficulty to sell these months.
- Big challenge with flight capacity and prices.

Activities in the Spanish market

B2B Activities in Spain

- FITUR
- Webinars and digital fam trips
- Digital product presentations
- Cooperation with big travel agency groups and travel agency associations. Roadshows, presentations, etc.
- Local workshop 5-6 October. Madrid and Barcelona
- Winter events in the Autumn.
- Ad campaigns in travel trade magazines.
- E-learning
- Newsletter
- Maintaining database



B2B Activities in Latin America

- Brazil and Argentina
- Digital Days
- Monthly webinars in Argentina and Brazil from September.
- E-learning platform
- Norway Insights



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THANK YOU!!!