



B2B-Spain Market update April 2023

Eugenia Fierros

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 8,4% making a big impact on households purchasing power
 - In 2023 the inflation is expected to be 4,4%
- In 2022 the economic growth was 5,5%, adjusted up from expectations of 4,5% autumn 2022
- Economic growth in 2023 is expected to be 1,4%



Economic situation – Opportunities

- With a GDP of \$2,3 billion, **Spain is the 4th economy of the EU** and the 16th in the world.
- Spain will receive 81 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 12,87%, one of the lowest unemployment rates registered since the finance crisis in 2008



Tourism situation

Travel in 2022 (official data from National Institute of Statistics in Spain)

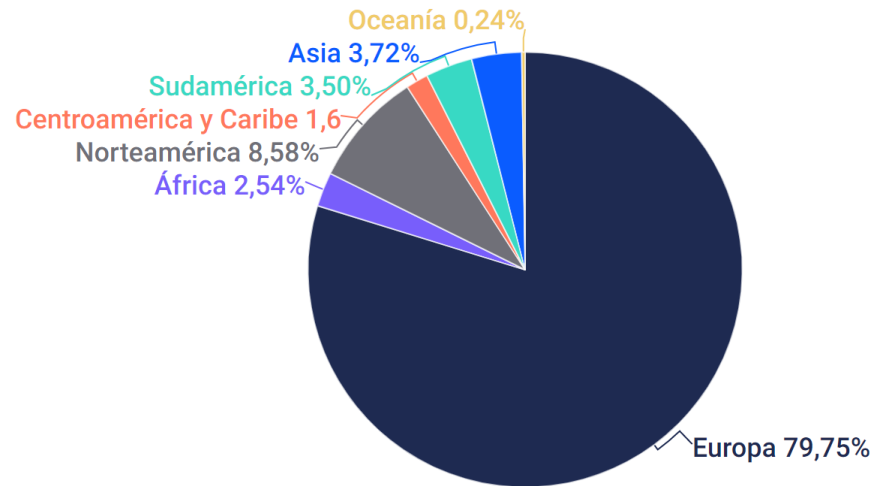
- In 2022 Spanish tourists spent a total of 15,003 million € abroad
- 79,75 % was spent in Europe
- 111M € was spent in Norway
- In 2022 as a whole, the number of trips increased by 19.9% and spending by 54.6%.
- 90,6% of the trips were domestic and 9,4% were international.
- Trips abroad accounted for 18.4% of overnight stays and 29.5% of the total expenditure, with an average daily expenditure of 108 euros.
- The main reason for travel in 2022 were leisure (51.6% of the total) and visits to relatives or friends (34.2%).



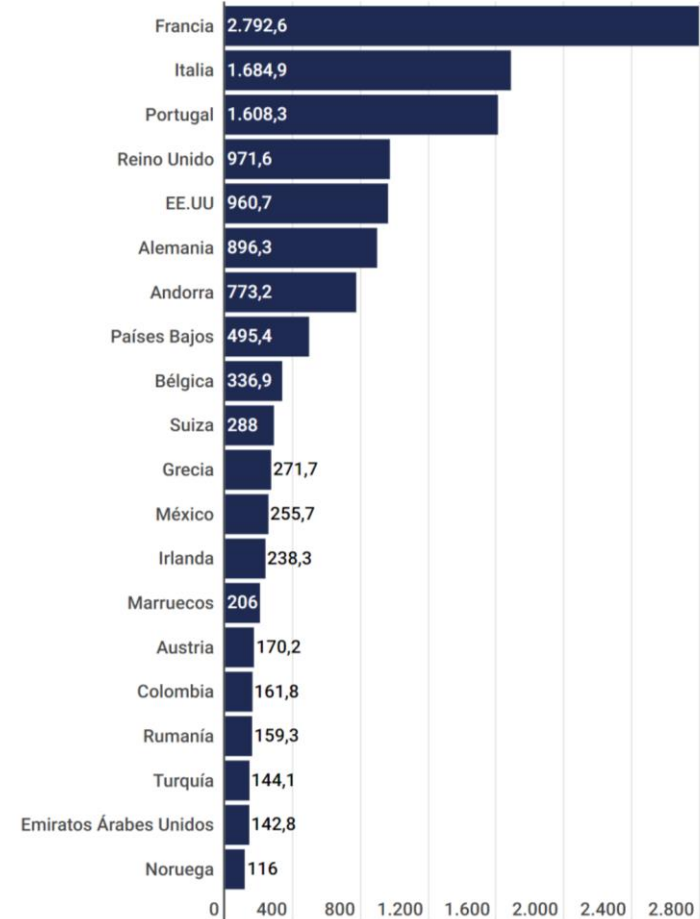
Tourism spending

¿Dónde gastaron más dinero los residentes de España en 2022?

Distribución del gasto por continente (millones de euros)



Los 20 países con mayor gasto turístico, en millones de euros



Trends 2023 (Observatur)

- Agencies are optimistic for 2023, basing this on research like:
 1. The World Travel and Tourism Council who says that nearly 65% of respondents in 25 countries plan a leisure trip in the next 12 months.
 2. The European Travel Commission who report that 70% of Europeans plan to travel in the coming year.
- Domestic destinations will continue to be the main protagonists in the new year, although international travel will gain considerable prominence, especially in Europe.
- Agencies predict USA, Caribbean, Italy, Portugal, Egypt and Jordan as popular destinations.



TRENDS

- Need for travel. Travel is now a priority for many.
- Cultural, inland, sustainable and nature tourism will be on the rise.
- In some cases, it is even considered that the territories that have worked the most on their sustainability plans will begin to gain notoriety, as long as they know how to 'sell' these plans and the actions carried out in relation to these plans.
- A segment that will be increasingly relevant will be the so-called 'silver' or senior segment.
- Despite the uncertain economic scenario, people are increasingly willing to travel as it seems to have gained ground in the scale of people's priorities post-pandemic world.
- Another trend is the growing importance of the customers power in the decision-making process, which is evident, for example, in the preparation of trips, which are increasingly being made in advance, or in the price, which is becoming increasingly important.

 **Norway**



Bednight statistics Norway 2022

- Compared to numbers in 2019, total number of registered guest nights from Spain in Norway decreased with 22%
- Taking into account that the total number of guest nights has gone decreased, the numbers are more optimistic
- Spain has the same share of 3% of guest nights in 2022 as in 2019
- Between 2021-2022 number of commercial guest nights registered from Spain in Norway increased with 282%

Utvikling kommersielle gjestedøgn

	2007	2010	2013	2016	2019	Andel 2019	2020	2021	2022	Andel 2022	Endring 2021-2022	Endring 2019-2022
I alt	28663930	28540497	29243016	33114132	35179554	100 %	23720833	27092046	36127194	100 %	33 %	3 %
Norge	20338157	20637311	21551330	23387248	24478073	70 %	20402530	23782515	26313965	73 %	11 %	8 %
Utlandet i alt	8325773	7903186	7691686	9726884	10701481	30 %	3318303	3309531	9813229	27 %	197 %	-8 %
Tyskland	1703050	1637206	1309550	1687582	1955111	18 %	565953	788659	2213667	23 %	181 %	13 %
Sverige	912915	958838	999339	1189888	1103425	10 %	397600	376801	996498	10 %	164 %	-10 %
USA	330727	315436	303199	496626	956174	9 %	203954	211696	819080	8 %	287 %	-14 %
Danmark	1006816	914053	835 121	828916	755652	7 %	589832	262335	830456	8 %	217 %	10 %
Nederland	873342	799515	519989	658478	773696	7 %	171852	217594	1056754	11 %	386 %	37 %
Storbritannia	755172	520428	581496	734876	649981	6 %	288742	179954	567273	6 %	215 %	-13 %
Kina	70694	68133	161878	392529	471822	4 %	27614	6135	25146	0 %	310 %	-95 %
Frankrike	291826	318280	285525	372107	451608	4 %	65530	114200	461000	5 %	304 %	2 %
Spania	313766	245638	174862	304303	343513	3 %	43286	70186	267916	3 %	282 %	-22 %
Italia	228275	222540	164254	235288	273372	3 %	65730	101058	265617	3 %	163 %	-3 %

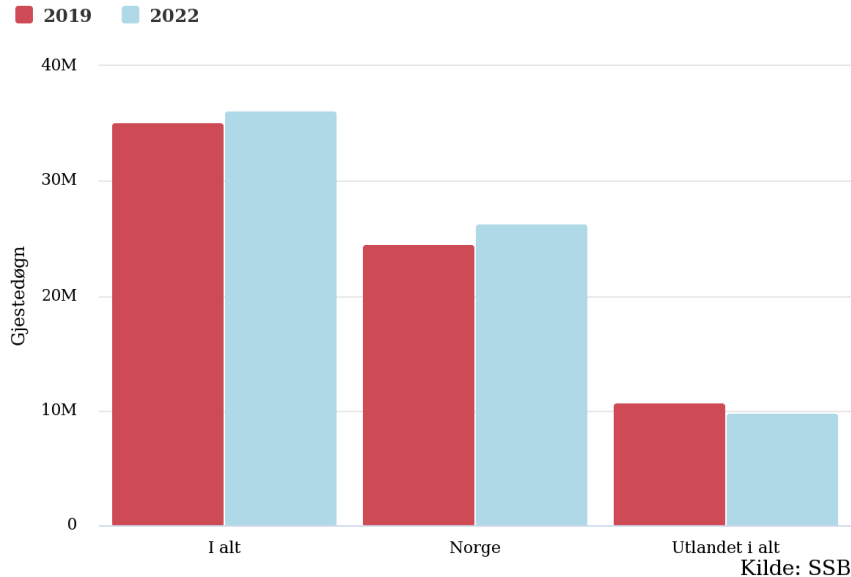
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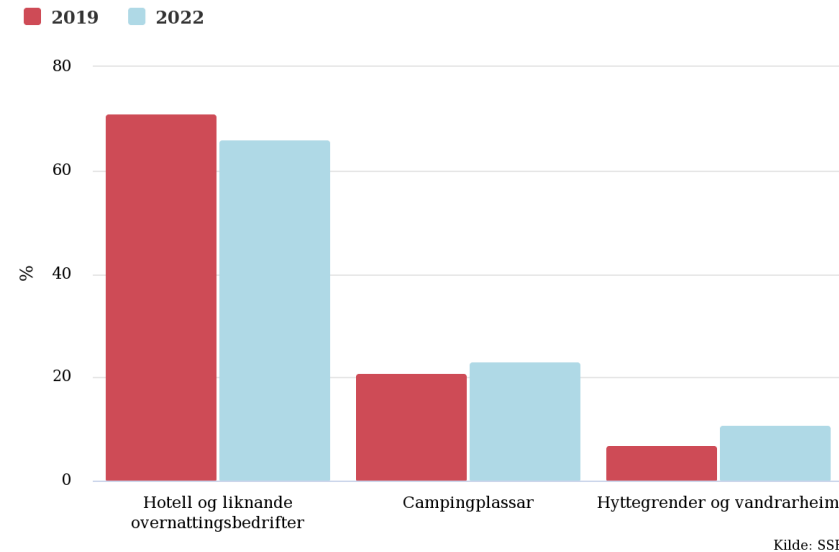
Trends in bednight statistics Norway 2022

Hjemmemarkedet driver veksten også i 2022

Kommersielle gjestedøgn

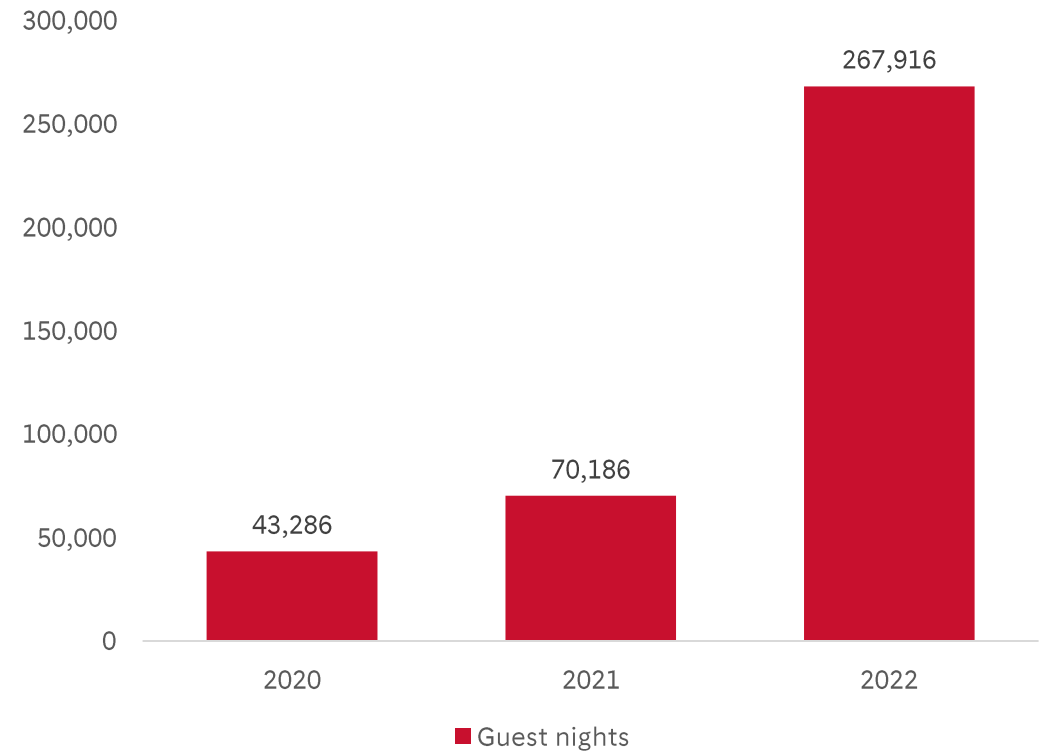


Camping har vokst under pandemien og hotell har mistet andeler



- Total commercial guest nights is up 2022 compared to 2019
- Domestic travel is pushing the trend, representing over half the guest nights
- Camping has grown during the pandemic and has taken market shares from the hotel segment

Bednight statistics Spain-Norway 2013 - 2022



- Steady and stable growth from 2013 – 2019.
- Better development on shoulder seasons.
- Before the pandemic, very high expectations for winter 2019-2020 and for summer season 2020.
- Setback during pandemic, but in 2022 the numbers were almost back on track,

Bednight statistics 2023

kommerielle overnattinger, sortert etter størst andel i februar

	Februar				%endring fra 2022	%endring fra 2020	andel 2023	Så lang i år %-endring fra 2020
	2020	2021	2022	2023				
I alt	2 206 272	923 296	1 775 823	2 110 038	19 %	-4 %	100 %	-5 %
Utlandet i alt	639 876	87 637	466 282	576 724	24 %	-10 %	27 %	-13 %
Norge	1 566 396	835 659	1 309 541	1 533 314	17 %	-2 %	73 %	-2 %
Danmark	157 715	6 201	153 519	139 730	-9 %	-11 %	24 %	-20 %
Sverige	97 449	12 086	58 573	70 781	21 %	-27 %	12 %	-23 %
Storbritannia	74 724	10 814	48 277	66 017	37 %	-12 %	11 %	-11 %
Tyskland	48 878	3 379	36 243	61 438	70 %	26 %	11 %	17 %
USA	41 228	6 407	18 766	44 785	139 %	9 %	8 %	7 %
Nederland	32 143	1 601	20 824	28 092	35 %	-13 %	5 %	9 %
Frankrike	20 150	979	18 675	24 397	31 %	21 %	4 %	16 %
Sveits	11 048	257	8 730	12 685	45 %	15 %	2 %	14 %
Italia	15 422	1 957	10 740	12 664	18 %	-18 %	2 %	-20 %
Spania	10 734	2 577	8 539	9 455	11 %	-12 %	2 %	-8 %
Belgia	7 816	219	3 688	6 200	68 %	-21 %	1 %	-19 %
Østerrike	3 963	262	3 563	5 729	61 %	45 %	1 %	34 %
Singapore	2 159	4	299	3 964	1226 %	84 %	1 %	44 %
Brasil	2 979	66	760	3 499	360 %	17 %	1 %	3 %
India	5 130	345	1 913	2 561	34 %	-50 %	0 %	-56 %
Kina	6 806	90	873	2 245	157 %	-67 %	0 %	-77 %
Thailand	4 241	231	205	1 782	769 %	-58 %	0 %	-66 %
Canada	1 871	179	884	1 618	83 %	-14 %	0 %	-39 %
De forente arabiske emirater	1 250	302	797	1 335	68 %	7 %	0 %	28 %
Taiwan	1 608	2	71	1 324	1765 %	-18 %	0 %	-38 %
Japan	2 891	70	574	1 191	107 %	-59 %	0 %	-61 %
Sør-Korea	786	44	709	734	4 %	-7 %	0 %	-35 %
Indonesia	1 654	98	41	707	1624 %	-57 %	0 %	-40 %
Russland	4 030	1 567	2 007	606	-70 %	-85 %	0 %	-85 %
Qatar	963	445	775	594	-23 %	-38 %	0 %	-42 %

Kilde: SSB

Travel trade overview

Four big travel groups

- WAMOS
- IBEROSTAR
- AVORIS
- VIAJES EL CORTE INGLES



WAMOS GROUP



- NAUTALIA. More than 200 travel agencies
- MAPAPLUS
- Wamos Tours
- Wamos Circuitos
- Wamos Airline

IBEROSTAR GROUP



TRAVEL AGENCIES:

W2M

Viajes Azul Marino

Ubico

The Sphere

Dakari

TOUR OPERATORS

Icáron

Kannak

Marco Polo

W2M Pro

New Blue

DMC & AIRLINE

AVORIS

TRAVEL AGENCIES

Btravel (more than 500 agencies)

Halcon Viajes (more than 600 agencies)

Viajes Ecuador (more than 400 agencies)

RACC

Geomon

Muchoviaje

TOUR OPERATORS

Travelplan

Special Tours

Catai

Joliday, Leplan, Leski, Lemusik, Iberrail, Viva Tours, Mundosenior, Welcomebeds, Rodhasol

Marsol, Nortravel

AIRLINE

Iberojet

 **Norway**



GRUPO VIAJES EL CORTE INGLES



TRAVEL AGENCIES

More than 700 travel agencies Viajes El Corte Inglés

Excellence

UTOPICA

TOUR OPERATORS

Tourmundial

COMPANIES MERGED/BOUGHT

Logitravel (technological platform they bought)

Club de vacaciones

Smytravel

Traveltool

TRAVEL AGENCIES AND ASSOCIATIONS

- Around 4.500 travel agencies with 9.500 outlets
- Increase of number of tour operators and mix Mayorista/Minorista
- TRAVEL ASSOCIATIONS: ACAVE, CEAV, DITT GESTION, NEGO, etc.



NTW Participants

NTW Participants

- Arctic Yeti
- Catai
- Civitatis Tours (NEW)
- Different Roads
- Europamundo
- Ir y Venir
- Kannak (NEW)
- Mapatours
- Noruega Tours
- Producto Propio
- Special Tours
- Tourist Forum
- TUI
- Viajes EV Pamiés Mongay (Hurtigruten)
- Tierras Polares

Expectations 2023

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.
- 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.
- Some are offering new destinations and products in Norway.
- Many tour operators mentioned a challenge with staff.



Summer 2023

- In general the predictions are good. People have a need for travel and there is already a 41% increase in flights compared to 2022. 1,6% more than 2019.
- Most of the tour operators mention the lack of flights and the price of the air tickets. This can be a challenge. Specially when our neighbour destinations are improving their connectivity.
- This was specially an issue this winter.

Activities in the Spanish market

B2B Activities in Spain

- FITUR
- Winter event
- Sustainability LAB 30-31 May
- Webinars
- Digital product presentations
- Cooperation with big travel agency groups and travel agency associations. Roadshows, presentations, etc.
- **Local Roadshow 17-19 October. Bilbao, Barcelona, Madrid.**
- Ad campaigns in travel trade magazines.
- E-learning promotion campaign
- Newsletter
- Daily contact with the tour operators and travel agencies



B2B Activities in Latin America

- Brazil as priority one and Argentina, Colombia and Mexico.
- Travel agencies campaign to push our e-learning platforms.
- Webinars.
- Roadshow 11-15 September.



Contact us:

Eugenia Fierros

Market and Industry Specialist Spain & LATAM

E-mail: eugenia.fierros@innovationnorway.no

Luca Bocci

Industry Specialist MICE Spain, France and Italy

E-mail: luca.bocci@innovationnorway.no





THANK YOU!!!