



# B2B-Spain Market update April 2024

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# Key facts about Spain

- Population: 47,56 millones
- Number of HH: 18,9 millones
- Number of single HH: 5.066.940 (26,8%)
- Average salary: 30 690 euro per year
  - Top 10% makes 105 500 euro per year
- Where do people live: Urban population 80,5%.
- Tourists (incoming to Spain) :
  - Pre-Pandemic 80 million tourists per year
  - 2022: 75 million
  - 2023 : 85 Million (1,8% more than 2019)



# This is Spain




- Spain is one of the countries in Europe with the fastest economic growth.
- Huge investments in green transition and digitalization through EU's Next Generation Fund
- Highly educated workforce and a strong middle-class consumer base
- Large state-of-the-art network of air, sea and land infrastructure.



# Economic situation – Opportunities



- Still suffering consequences of the pandemic and with big uncertainty due to price of energy, wars and inflation, but...
- With a GDP of \$1,200 billion, **Spain is the 4th economy of the EU** and the 14th in the world.
- 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 going down and are now at 11,6%, one of the lowest unemployment rates registered since the finance crisis in 2008
- Inflation going down. Now is 3,5%.
- Economic growth in 2023 was 2.5%. More than double than the average of EU.

	2014	2015	2016	2017	2018	2019	2020	2021	2022
	1,4	3,8	3,0	3,0	2,3	2,0	-11,3	5,5	5,5
	1,6	2,3	2,0	2,8	2,1	1,8	-5,6	5,4	3,5
	2	2	1,1	2,3	1,1	0,7	-0,7	3,9	3,3

 Norway

# Tourism situation

# Travel in 2023 (official data from National Institute of Statistics in Spain)

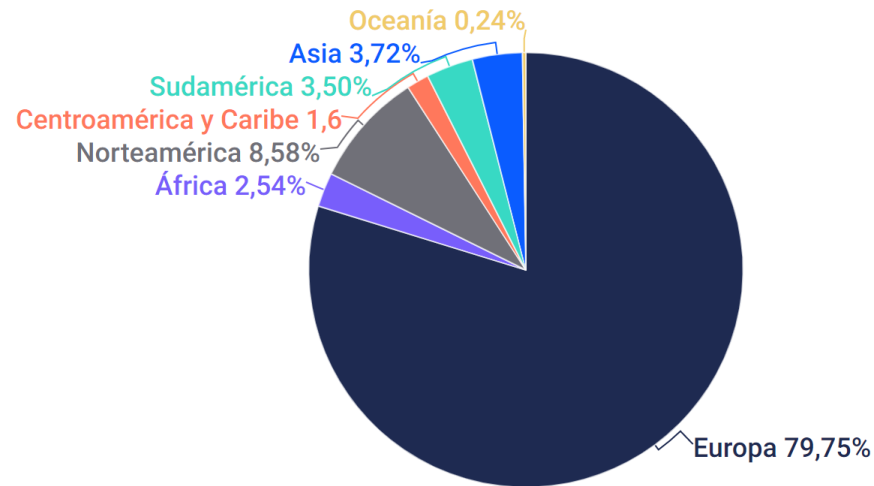
- 185,9 million trips – 8,5% more than 2022
- Domestic increased 7,5% while **international travel increased by 19,6%**.
- **20%** of bednights corresponded to **travel abroad**
- **Spending** increased by **16,8%**. **67%** was spent in Spain and **33% in travel abroad**.
- Trips abroad accounted for **18.4%** of overnight stays and **29.5%** of the total expenditure. Average daily expenditure of **108 €**.
- The main reasons for travel in 2023 were **leisure** (51.6% of the total) and visits to relatives or friends (34.2%).



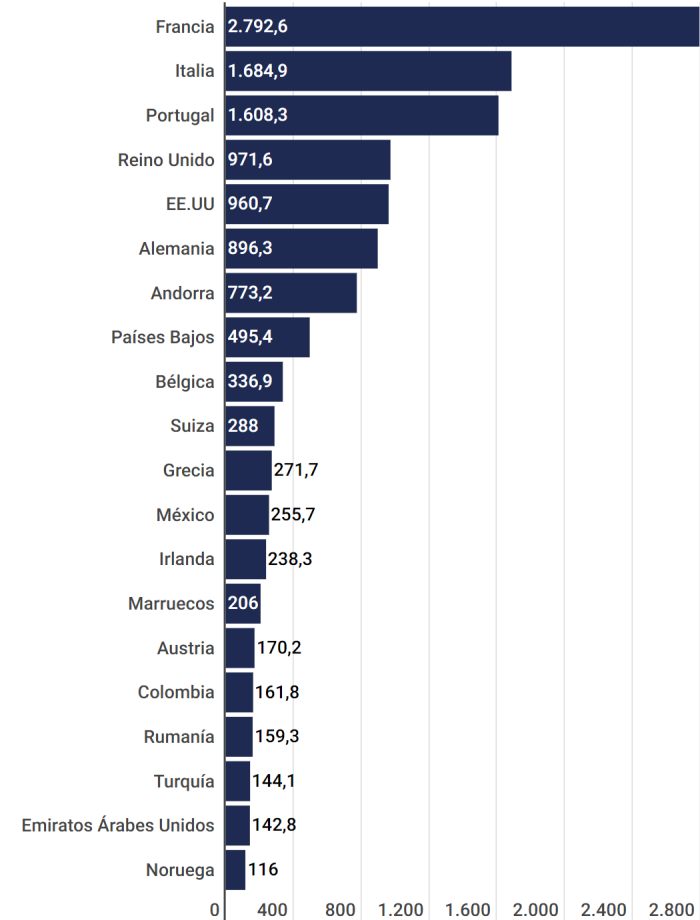
# Tourism spending

## ¿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

- Optimism towards summer 2024
- Record in air traffic in 2023 in Spanish airports: 2,9% more than 2019 (AENA).
- Trend to look for exclusive experiences and for adventure destinations
- Consumers are using more and more technology when searching for their holidays. They request more personalized and automatized services.
- Domestic destinations are still much more relevant than international but international travel is going up quickly, specially within in Europe.
- Before Israel war, agencies predicted USA, Caribbean, Italy, Portugal, Japan, Egypt and Jordan as popular destinations.
- Carbon footprint is getting more and more important in the decision making for tourism (Mastercard). Still there is a lot of confusion due to lack of knowledge about the matter
- Senior tourism getting more and more important (60's Baby boom)

 **Norway**



# TRENDS

- Need for travel. Travel is now a priority for many despite the economic uncertainty.
- Cultural, inland, and nature tourism are on the rise.
- Real sustainability against “green washing”.
- Increases in the 'silver'. The new “young seniors”.
- Young generations with new ways and new needs.
- Climate is favouring the choice for cooler destinations
- More prepared tourists. Specialization is the word.
- More agencies offering tailor made and high end packages.
- Experiential tourism.
- Increase for culture travel and for well being tourism
- Increase in cruises.



# The Spanish traveler profile (Travelize)

- Dominating age range: 55-64 years old (26,28%), Followed by 45-54 year old (19,5%)
- High education. 38% have bachelor degree or similar.
- 57% travel in couple and 48% don't have children.
- 20% will increase their travel budget in 2024



# Sources of inspiration

- Friends and Family 66.7%
- Online review (Trip Advisor) 43,3%
- Search engines (Google) 42%
- Travel agency 38,2%
- Travel TV programs 36,3%
- Instagram 36,26%



# Motivations for travel

- Visiting small and unique towns
- Cultural & Historical experiences
- Nature/Outdoor experiences
- Food experiences
- Big city experiences



# Travel behaviour

- 46% prefer package trips including flights and accommodation. Booked through online travel agencies.
- 49% of respondents use 3-4 star hotels. 43,8% opt for budget hotels and hostels. Airbnb is used by 28% of travelers.
- 71.4% chose sun and beach holidays, followed by visiting friends and family (87%), next choice is a relaxing holiday (54,22%) where nature would be a part.



# Tourism to Norway

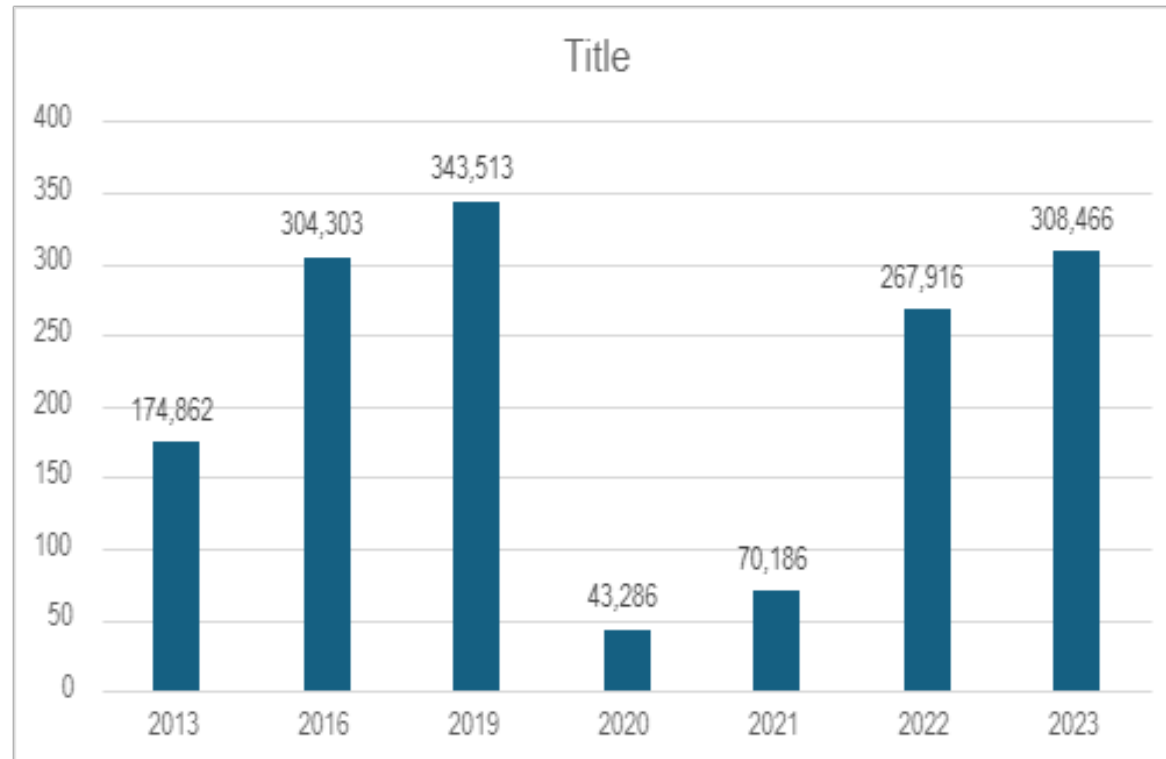
# Bednight statistics 2023

Kommersielle overnattinger, sortert etter størst andel desember 2023

	Desember					Året 2023				
	2019	2020	2021	2022	2023	%-endring 2022-2023	%-endring 2019-2023	andel	Januar-desember	%-endring 2019-2023
I alt	1 629 717	838 106	1 251 208	1 707 425	1 792 315	5 %	10 %	100 %	37 044 492	5 %
Norge	1 187 777	746 558	979 944	1 305 768	1 300 092	0 %	9 %	73 %	25 907 064	6 %
Utlandet i alt	441 940	91 548	271 264	401 657	492 223	23 %	11 %	27 %	11 137 428	4 %
Tyskland	47 088	2 932	37 871	44 193	57 644	30 %	22 %	12 %	2 300 749	18 %
Storbritannia	45 800	9 010	26 817	47 553	56 040	18 %	22 %	11 %	677 195	4 %
USA	34 965	6 959	15 782	45 031	53 134	18 %	52 %	11 %	1109159	16 %
Sverige	58 342	12 788	32 121	42 462	50 110	18 %	-14 %	10 %	1 098 202	0 %
Danmark	53 338	7 386	48 475	45 077	49 213	9 %	-8 %	10 %	825 675	9 %
Nederland	18 285	1 701	15 093	23 093	26 706	16 %	46 %	5 %	1 018 928	32 %
Frankrike	14 480	1 248	13 677	18 166	20 871	15 %	44 %	4 %	499 152	11 %
Spania	11 003	1 186	10 189	14 327	14 664	2 %	33 %	3 %	308 466	-10 %
Italia	11 176	1 190	10 305	11 436	13 005	14 %	16 %	3 %	288 373	5 %
Kina	13 317	411	1 027	5 232	11 668	123 %	-12 %	2 %	90 472	-81 %
Sveits	8 113	573	4 600	7 914	11 158	41 %	38 %	2 %	322 008	32 %
Australia	7 329	201	632	7 660	9 765	27 %	33 %	2 %	115147	-8 %
Singapore	8 753	51	429	5 569	8 976	61 %	3 %	2 %	47 531	23 %
Belgia	4 066	373	2 746	4 139	5 825	41 %	43 %	1 %	233 524	46 %
India	5 989	2 235	1 476	2 580	5 089	97 %	-15 %	1 %	62 851	-41 %
Østerrike	4 560	217	2 252	3 387	4 027	19 %	-12 %	1 %	134 212	19 %
De forente arabiske emirater	1 490	220	719	1 676	3 773	125 %	153 %	1 %	46 625	16 %
Brasil	2 265	485	379	2 542	2 705	6 %	19 %	1 %	43 666	-14 %
Thailand	3 351	257	222	1 231	2 086	69 %	-38 %	0 %	33 110	-38 %
Canada	3 459	402	420	1 472	1 987	35 %	-43 %	0 %	65196	13 %
Malaysia	3 156	159	175	1 371	1 905	39 %	-40 %	0 %	20 616	-15 %
Indonesia	2 390	235	137	657	1 723	162 %	-28 %	0 %	13 638	-46 %
Taiwan	1 038	2	69	596	1 494	151 %	44 %	0 %	32 991	-33 %
Japan	3 562	68	287	1 320	1 492	13 %	-58 %	0 %	32 704	-67 %
Mexico	795	138	345	1 095	1 339	22 %	68 %	0 %	17297	14 %
Sør-Korea	1 581	521	86	781	998	28 %	-37 %	0 %	75340	-28 %
Qatar	726	977	554	657	893	36 %	23 %	0 %	13 350	-2 %
Russland	4 875	1 596	1 416	735	713	-3 %	-85 %	0 %	17 339	-89 %

- **-10% compared to 2019**

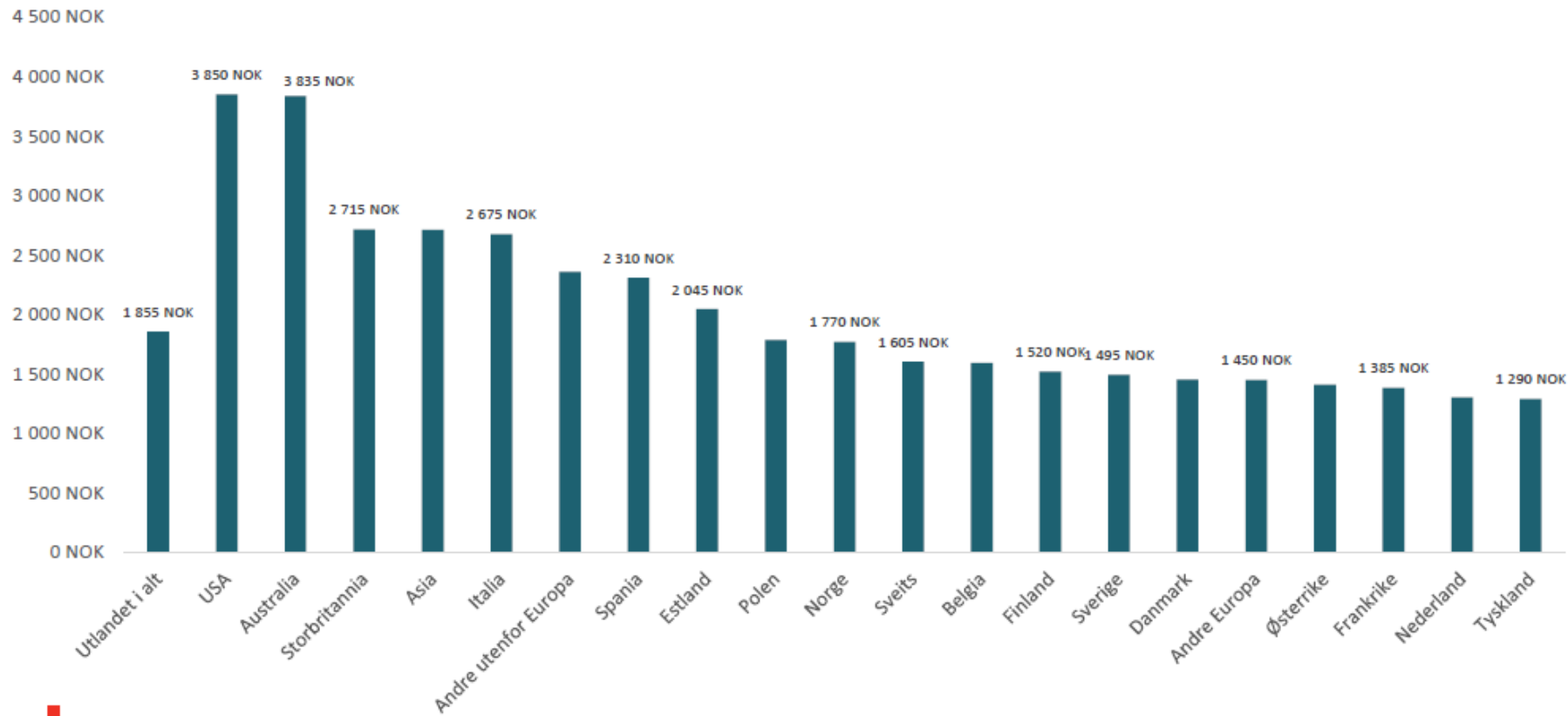
# Bednight statistics Spain-Norway 2013 - 2023



- Steady and stable growth from 2013 – 2019.
- Better development on shoulder seasons.
- Setback during pandemic, but in 2023 the numbers were almost back on track,

# A high spending market

## GJENNOMSNI TT LIG D Ø G N F O R B R U K P E R F E R I E M A R K E D



# Challenges

- Bus cabotage rules.
- Increase in prices and cost of living and decrease in purchasing power.
- Norway perceived as an expensive country.
- Lack of direct flights.
- Direct flights to neighbour countries. This can be an opportunity



# 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.



# Activities in the Spanish market

# B2B Activities in Spain

- FITUR 24-29 January
- Workshop in Madrid – 29-30 May
- Winter workshop and event -November
- Webinars
- Digital product presentations
- Cooperation with big travel agency groups and travel agency associations. Roadshows, presentations, etc.
- 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, and Mexico.
- Travel agencies campaign to push our e-learning platforms.
- Webinars.
- Roadshow March



SPAIN

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A person is skydiving over a mountain range with patches of snow. The skydiver is holding a large Norwegian flag that is fully deployed and billowing in the wind. The sky is clear blue with a few wispy clouds. The text "THANK YOU!!!" is written in large white letters across the upper part of the image.

**THANK YOU!!!**