

# TOURIST AREAS IN SPAIN REPORT FULL SUPERMARKETS



The impact of tourism on the distribution of large consumption is reflected in most tourist areas in Spain. Mainly in the Mediterranean and in the archipelagos. During the high season, the influx to supermarkets is three times higher than the usual amount. This was reported by the Spanish Association of Distributors, Self-services and Supermarkets (ASEDAS).

In particular, supermarkets in the tourist areas contribute to the tourism revenues of the Spanish economy by maintaining stores dedicated to visitors in the key places on the coast. **They also adapt the assortment to the demand, especially of the foreign tourists.**

Employers have recalled that in the communities of Andalusia, Balearic, Canary Islands, Catalonia, Murcia and the Community of Valencia there are almost 2,400 supermarkets of the association's specialized brands. This is 35% of the stores that operate in these areas.

The economic impact of this activity is reflected in several sectors of local or national food production, bodega, bakery and fruit. The sale of wines in the coastal areas is double the sales of inland supermarkets. It also drags other categories such as meat and deli, cheese and impulse snacks.

The bakery, especially freshly made, is another key sector. Sales are concentrated between 9:00 am and 11:00 am, which requires a very precise operation. Meanwhile, the consumption of seasonal fruit in the coastal areas also shoots up to more than double the usual. The price/quality factor is the most appreciated by international visitors.

## **Assortment modified up to 30% with products main source market countries**

Supermarkets in these areas also make a logistical effort to receive products from Great Britain, Germany, Russia and Holland. These are the origin of tourists who demand more products from their homelands. Thus, the assortment of many stores is modified up to 30% to respond to the demand of these consumers.

Adapting the assortments during the high season has also reflected in the employment rate. It is estimated that supermarkets specialized in ASEDAS tourism employ more than 60,000 people. The distribution of proximity by stable employment is clear, with between 85% and 90% of fixed employment.

However, in these tourist areas in Spain there is a reinforcement of personnel during the months of greater tourist influx. **This year, more than 11,000 people have been recruited, who come to cover vacations and the peak of work involved in the summer season.**

"Tourism and the agri-food sector are two of the main pillars of the economy in Spain. The local supermarket combine both sectors. We are proud to make our economic contribution to the country's GDP with the service we give to tourists in the areas of greater affluence," said the general director of ASEDAS, Ignacio Garcia Magarzo.

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