

SPAIN: NEW RECORD OF FOREIGN TOURIST SPENDING IN THE FIRST QUARTER



Spending by international tourists reached 10.066 million euros until March, representing an increase of 8.1% over the same period in 2013 and a new record, according to the Ministry of Industry, Energy, and Tourism, after the latest data from the survey produced by Egatur and the General Department of Knowledge and Tourism Studies was published. In March, foreign tourists visiting Spain spent 3.982 million euros, an increase of 6.6%, the highest historical increase. Canary was the community that received the most of the total volume for the fifth consecutive month.

This growth is mainly due to the increase in foreign tourist arrivals in March (+0.7%) and the average expenditure per trip (5.9%).

In the first quarter, the average daily expenditure increased by 2.5% to 113 euros, and the average expenditure per tourist increased by 0.8% to 999 euros.

The bulk of spending was done by the German tourists with 1.744 million euros of which accounted for 17.3% of the total and with 11.6% higher spending, despite the fact the amount of tourists from this country grew only 0.3%. Their average expenditure grew significantly, while the average time spent on vacation declined.

Thus, British tourists came in second with 1.644 billion, up 7.8%, despite the decline in arrivals (-3.3%). They accounted for 16.3% of total spending with increases in average spending per trip and day, 4.9% and 6.1% respectively, while they cut their average stay.

The third place was taken by the Scandinavian tourists who spent 1.515 million euros, up 10.2%. The average daily expenditure increased significantly to 130 euros, up 5.6%. Canary captured 61% of the cost generated by this market, becoming the main target.

French tourists, with 941 million, spent 2.1% less up to March with an average expenditure per visitor of 567 euros (-12.3%) and a daily expenditure of 93 euros (-9%). Their budget decreased the most.

America was ranked as the fifth largest market with 380 million euros, registering the largest increases in average daily spending (+12.8%) and person (14.5%) and having the tourists with the highest average spending in this period with 2,079 euros per person.

Increases in tourist from Italy and the Netherlands are notable.

Canary - the Biggest Winner

By region, the Canary Islands, Catalonia, Andalusia, and Madrid were the highest recipients of the volume of expenditure.

Far above the rest, Canary led the total expenditure of 3.615 million euros. This represents 35.9% of the total, an improvement of 14.3%, and the biggest increase for the quarter compared to the same period of 2013, being the community most favored by the increase in tourist spending.

This increase was driven by the arrival of non-residents and the upturn in average spending (+3.3%) which stood at 1,158 euros; visitors arrived from Scandinavia, Germany, and the UK which made up the most of the expenditure.

Catalonia follows the Canary Islands with 2,033 million euros, up 2%, although the average spending per visitor fell by 7.1%. However, it benefited from 20.2% of the total expenditure made.

In Andalusia, tourist spending rose 8.5% to 1.360 million, coinciding with the increased number of tourists and a 17.5% growth in the average daily expenditure, the largest in this period (105 euros). Especially notable is the increase in spending by tourists from Germany compared with a decline by French tourists.

Madrid Continues to Improve

Madrid captured 10.8% of the total expenditure incurred up to March with 1,091 million euros, an increase of 13.9%, continuing the upward trend in recent months. The average expenditure per person and average daily spending rose 6.6% and 9.1%, respectively, to 1,100 euros and 156 euros. The Valencia Community received 782 million euros of expenditure, representing an increase of 3%, less than the increase of tourists (9.2%) after significant declines in average spending per person (-8.2%), recording the largest drop. The UK contributed about a third of the total expenditure.

With respect to the Balearic Islands, spending reached 402 million euros, down 15.9%, the steepest decline despite the 11.2% increase in the average daily expenditure, the most pronounced of all communities. For the third consecutive month, the decline in the number of tourists dragged the total expenditure to negative rates.

Hotel Expenditure Increased

As for accommodations, expenditure by foreign tourists in hotel accommodations accounted for 64.7% of the total expenditure, increased by 7.8%, while the figure for non-hotel accommodation rose by 8.6%.

Looking at the whole trip, 64.9% of the expenditure was made on travel without the tour package, 3% or 6.529 million, while trips with a package increased by 18.9 % to 3,537,000.

Spending on leisure travel accounted for 80% of total spending and demonstrated a growth of 3.6%.

Date: 2014-05-05

Article link:

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