

SUMMER SEASON IN SPAIN: HIGHER SPENDING AND LONGER STAYS



Average traveler spending and length of stays this summer have increased by 21% and 5% in Spain, respectively, compared to the 2021 summer season.

These data highlight that this summer is undoubtedly the summer of recovery, after the hard restrictions when it comes to travel, restaurants or entertainment.

By autonomous communities, the top three places are held by the Valencian Community with an average basket of 506 euros, Catalonia with 359 euros and Andalusia with 355 euros.

In terms of bookings, almost 32% of respondents have decided to book their vacations this year more than a month in advance, 10% more compared to 2019 and 2021.

July is considered a record month since 9.1 million international tourists arrived in Spain, compared to the 9.9 million who had come in 2019. The tourism revenue reached 11,869 million euros (in 2019 it was 11,980 million euros).

Although last-minute demand has been high, there is a slight decrease compared to previous years, with 12.5% deciding to wait until the last minute to book their vacations this summer season in Spain whereas, in previous years, this figure ranged from 19.4% to 19.9%.

In this sense, experts point out that, although most of the reservations for this summer have been made in advance, many have wanted to take advantage of last minute offers to extend the summer as much as possible and it has been in these cases where the offer has been below the demand.

Thematic packages were established as a new post-pandemic trend: gastronomy and wellness were the most booked by Spanish tourists.

Gastronomic experiences and 'wellness' continue to lead the ranking, compared to 2019, gastronomic ones increased up to 23% their bookings.

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