

RECORD YEAR IN SALES AND OCCUPANCY FOR THE SPANISH HOTEL SECTOR



The Spanish hotel sector will maintain the path of growth during spring 2023, with sales figures and portfolio occupancy higher than in 2019, thanks to a demand that resists inflation, according to the report presented last week by the Spanish Confederation of Hotels and Tourist Accommodation (CEHAT). Only for Easter, the occupancy forecasts will increase to around 80%

The study reflects that the spring 2023 data yield results of 112 points compared to the base 100 that was taken as a reference in 2019. **It seems that the uncertainty caused in the sector by the difficult economic situation that threatened the 2022 season due to the start of the conflict in Ukraine is being left behind.** The report also records a RevPAR for the winter season of 21% above 2019.

Recovery of the Main Markets

On the other hand, the volume of international tourists exceeds 2019 levels for the first time, thanks to the recovery of the main markets.

In addition, air connectivity with the main source markets is at pre-pandemic levels, except the British and German cities, which have not yet fully recovered and have been slowed down by the risk of recession. In the case of Germany, this slowdown limits the offer of its main airlines that maintain higher levels compared to other markets, according to the report.

Prospects for Spring

According to the report, the outlook for the Spanish hotel sector and tourism this spring is “very promising”.

“The growing tendency to book earlier, the increase in occupancy (22% more than in 2022) and the direct channel portfolio sales (126% higher than in 2019) reflect the good evolution of the sector. In addition, cancellations are considerably lower (62% from 2019 levels) reflecting the strength of the current portfolios,” CEHAT explains.

In the opinion of Jorge Marichal, president of CEHAT, “the prospects for this spring season in Spain are very positive. They start with **occupancy forecasts for Easter of around 80%**, highlighting sun and beach reserves and segments such as campsites (90%), and around 65% for inland destinations”.

Moreover, according to the latest Exceltur Barometer, 86 of 105 national destinations experience positive growth in their revenues compared to 2019. The holiday destinations on the Andalusian coast and those in the Balearic Islands, with the most differentiated tourist offer, register the best RevPAR results. Among them, it is worth highlighting San José, which leads the revenue with €194, followed by Ibiza (€163), Estepona (€152), Marbella (€140) and Chiclana (€135).

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