

# SPAIN: SUMMER HOTEL BOOKINGS ARE UP 17% COMPARED TO 2019



As the summer approaches, SiteMinder has released data regarding hotel reservations in Spain for the upcoming season. The data confirms a record-breaking summer. According to the hotel trade platform, the number of hotel bookings in the country's accommodations is 17% higher than at the start of the 2019 summer season, which previously held the record.

The World Hotel Index report by SiteMinder reveals that Spain has experienced the highest growth in hotel bookings compared to 2019 volumes in Europe. Portugal follows closely with slightly lower figures, while Italy and the United Kingdom also show an increase.

One of the factors explaining this trend is the increase in demand from international travelers, who account for 55% of hotel bookings, compared to 53.6% last year. Throughout the year, **foreign tourists have increased their share of hotel reservations in Spain, which shows their confidence in the destination. British, French, Germans, Italians, and Dutch are the most frequent Spain travelers.**

According to the data, 63% of the current reservations are for vacations in June or July, with only 13% for August. Additionally, travelers are now booking their trips 33 days in advance, an increase from the previous year's average of 22 days.

Despite the rise in inflation and hotel room prices, which have increased by an average of 12%, reservations continue to grow.

In light of these data, experts are already predicting that it will be difficult to find last-minute deals this year and are encouraging travelers to book early. **Experts point out that booking behavior has constantly been changing in recent years due to multiple and complex circumstances,** so it is more important than ever for hotels to be dynamic and ready for change.

Last-minute offers are becoming scarce due to how accommodations attract new clients. Many Spanish hotels have implemented technology to appeal to travelers globally and optimize their rates, resulting in higher occupancy rates at an earlier time.

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