

## Holidays to Spain - UK - May 2014

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“Spain has become such a popular place to visit among British tourists that it is now starting to be perceived as an unimaginative destination. In order to refresh Spain’s image as a holiday destination, travel companies can focus more on promoting what can be considered lesser known, and thus more original, Spanish holiday destinations.”

—  
Matt King, Head of Leisure, Tourism, Tech &

### This report looks at the following areas:

- How can Spain reinvigorate its image as an original holiday destination?
- How will the rising popularity of private holiday rentals impact the market?

#### Definition

This report examines the habits and attitudes of British holidaymakers concerning holidays to Spain. A holiday must constitute at least one overnight stay. The business travel market is not reviewed in this report.

An adult, for the purposes of Mintel’s research, is anyone aged 16 or over.

The standard travel and tourism definitions used in the terminology of this report are as follows:

- Tourism is any travel which involves at least one overnight stay away from home.
- A holiday is a subjectively defined form of tourism, as defined by the tourist in response to surveys such as the IPS. A holiday can be distinguished from other leisure travel such as visits to friends and relatives (VFR) or shopping trips.
- Short-haul refers destinations within Europe. The following destinations are considered to be short-haul: Austria, Belgium, Bulgaria, Croatia, Cyprus EU, Cyprus Non-EU, Czech Republic, Denmark, Estonia, Finland, France, Germany, Gibraltar, Greece, Hungary, Iceland, Irish Republic, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Norway, Poland, Portugal, Romania, Russia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey and Other Europe.
- The Canaries are included as a part of the Spanish market, and Madeira and the Azores are included as part of the Portuguese market.
- Long-haul refers to destinations outside of Europe.
- A package holiday is defined as the simultaneous sale of at least two elements of a holiday to the traveller: fares on public transport (eg flights) and commercial accommodation (eg hotel or self-catering apartment). Other elements, such as meals or excursions, are not essential to the definition of an inclusive tour. The term ‘all-inclusive’ is used to describe a special type of resort holiday in which food, drink, excursions and other services are provided as part of the total holiday cost.
- An independent holiday is one in which the traveller organises and books transport and accommodation from separate sources.

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