

Holidays to Spain - UK - February 2017

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“Mintel’s consumer research shows that greater product diversification would not only be in accordance with Spanish tourism’s long-term goals, but would also meet rising demand for the ‘Real Spain’ and generate new, higher margin, commercial opportunities.”
– **John Worthington, Senior Analyst**

This report looks at the following areas:

- **Baby Boomers are key to raising traveller spend**
- **Millennials are the most experimental visitors**
- **‘Real Spain’ expertise could be a selling-point for high street travel shops**

Holidays to Spain reached record levels of volume and expenditure during 2016, buoyed by a general period of recovery in the overseas travel market and assisted by a slump in tourism in a number of competitor destinations affected by a series of terrorist incidents. Growth is likely to slow in the months ahead as UK economic conditions become more uncertain and inflationary pressures begin to squeeze consumer spending, but Spain is still expected to outperform many other destinations.

In the long term, however, the holidays to Spain market continues to face the long-term strategic challenge of how to diversify away from an over-reliance on mass market beach tourism in the Canaries, Balearics and Costas, and develop other regions and product areas, and how to shift perceptions of being a cheap and cheerful destination and raise spend per head among UK visitors.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Overview

What you need to know

Covered in this Report

Executive Summary

Holidays to Spain reach record high

Figure 1: Forecast volume of holidays to Spain, 2011-21

Spain's reputation as a 'value brand' can be a mixed blessing

Figure 2: Holiday resort costs* in selected destinations, 2017

Budget air travel a key catalyst

Rising consumer loyalty offers opportunities

Figure 3: Holidays taken in Spain in the past five years, October 2016

Beyond Barcelona

Figure 4: Holiday types taken in Spain in the past five years, October 2016

City break sector can also help to spread seasonal load

Figure 5: Month of booking and travel for last holiday in Spain, October 2016

Interest in exploring the 'Real Spain' is strong

Figure 6: Important elements of a holiday in Spain, October 2016

What we think

Issues and Insights

Baby Boomers are key to raising traveller spend

The facts

The implications

Millennials are the most experimental visitors

The facts

The implications

'Real Spain' expertise could be a selling-point for high street travel shops

The facts

The implications

The Market – What You Need to Know

Record high

But growth expected to slow in 2017

All-inclusive push

One million short breakers

Twin-pronged approach

Italy's rise indicates potential for upmarket holidays to Spain

Value for money Spain

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But value perception can be double-edged
Motoring costs have dropped

Market Size and Forecast

Spain benefits from 'borrowed tourists'

Figure 7: Volume and value of holidays to Spain, 2011-21

Figure 8: Forecast volume of holidays to Spain, 2011-21

Figure 9: Forecast value* of holidays to Spain, 2011-21

The impact of the EU referendum vote

Figure 10: Alternative market scenarios for the post-Brexit holidays to Spain market, by total value^, 2016-21

Figure 11: Detailed post-Brexit scenarios for the post-Brexit holidays to Spain market, by total value^, 2016-21

Segment Performance

Package revival but all-inclusive trend brings challenges

Figure 12: Package holidays versus independent holidays to Spain, by volume, 2011-16

Short breaks up by 48% in past five years

Figure 13: Holidays to Spain, volume by duration, 2011-16

Slow boat to Spain

Figure 14: Holidays to Spain, volume by mode of travel (air, sea, tunnel), 2011-16

Value of the mature market

Figure 15: Volume and value of visits to Spain by UK residents, by age, 2015

Canaries and Balearics dominate

Figure 16: UK holiday visitors to Spain, volume by leading regions, December 2015-November 2016

Market Background

Consumers remain upbeat but economy enters uncharted waters

Overseas travel outlook

Figure 17: Domestic and overseas holiday volume and expenditure, 2011-16

Figure 18: Top 20 overseas holiday destinations, by number of trips, 2011-16

Travellers likely to become more currency-conscious

Figure 19: Annual average exchange rates, GBP versus euro and US Dollar, 2011-January 2017

Spain is third cheapest for holiday costs

Figure 20: Worldwide holiday resort costs*, 2014-17

Oil prices gradually rising

Figure 21: Brent crude spot oil price (US\$ per barrel), January 2014-January 2017

But Spain offers good value for motorists

Figure 22: Holiday motoring costs by leading European destinations, 2016

Figure 23: Holiday motoring costs by leading European destinations, as at 9 January 2017

Figure 24: Holiday car hire usage abroad in the past three years, by destination visited, March 2016

New airline routes to Spain

Figure 25: New airline routes between the UK and Spain launched in 2016

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Figure 26: Selected new airline routes between the UK and Spain to be launched in 2017

Threat of 'overtourism'

Launch Activity – What You Need to Know

- New routes help to open up Green Spain
- TUI expanding its resort brand concepts
- Casa Cook aims to re-invent classic beach resort for Millennials
- Major new theme park development
- Off the beaten track
- Sports participation breaks

Launch Activity and Innovation

- Big two tour ops develop their bespoke brands
- Ferrari Land offers opportunities in family short break segment
- Special interest Spain
- Pokémon city tours

The Consumer – What You Need to Know

- London calling
- Lapsed Boomers
- Virtual cities
- Boomer luxury opportunity
- Key booking windows
- Potential for diversification
- Safety and value for money are key messages – But dull?

Experience of Holidaying in Spain

Rise in frequency of visits
 Figure 27: Holidays taken in Spain in the past five years, October 2016

Current/recent visitors
 Figure 28: Socio-economic profile of adults who have holidayed in Spain in the past five years, October 2016
 Figure 29: Financial situation profile of adults who have holidayed in Spain in the past five years, October 2016
 Figure 30: Generational profile of adults who have holidayed in Spain in the past five years, October 2016
 Figure 31: Regional profile of adults who have holidayed in Spain in the past five years, October 2016

Lapsed visitors
 New potentials

Types of Holiday Taken in Spain

Spain's challenge
 City breaks offer best opportunity for diversification
 Niche holidays to Spain
 Figure 32: Holiday types taken in Spain in the past five years, October 2016
 Londoners are adventurous city breakers

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The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 33: Repertoire of holiday types taken in Spain in the past five years, October 2016

Millennials are more experimental travellers

Types of Holiday Accommodation Used in Spain

Magaluf leads upmarket shift

But luxury sector has room to expand

Figure 34: Accommodation used for holidays in Spain in the past five years, October 2016

High value property rental market

Booking Holidays in Spain

Half of all holidays taken in one quarter of the year

Figure 35: Month of booking and travel for last holiday in Spain, October 2016

OTAs are most popular booking channel

Figure 36: Method of booking last holiday in Spain, October 2016

Figure 37: Method of booking last holiday in Spain, by age group, October 2016

Attractions of Visiting Spain

Gastronomy, culture and authenticity can drive diversification

Figure 38: Important elements of a holiday in Spain, October 2016

Figure 39: Important elements of a holiday in Spain, by experience of holidaying in Spain, October 2016

Londoners show thirst for novelty

Attitudes towards Holidaying in Spain

Majority in support of eco-tax

Figure 40: Opinions on new Balearic Islands 'tourist tax', October 2016

Consumers keen to explore beyond the beach

Safety first

Young adults and C2DE families most likely to be deterred by weak Pound

Figure 41: Attitudes towards holidays in Spain, October 2016

'Too many Brits' for affluent cosmopolitans

More of an edge needed for Millennials

Appendix

Definitions

Abbreviations

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