

Holidays to Spain - UK - 2023

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This report looks at the following areas:

- How the holiday to Spain market is performing in a post-COVID-19 world.
- The impact of the rise in the cost of living on demand for holidays to Spain.
- The role sustainability is playing in the development of Spanish tourism.
- Future interest in holidaying in Spain compared to other overseas destinations.
- The most popular types of holidays to Spain, accommodation, and booking methods.
- How Spain is perceived compared to other popular European short-haul destinations.

Spain has long been the UK's most popular overseas holiday destination and is set to remain so in the post-COVID-19 era. Just over a third of UK adults say they would consider visiting the country for a holiday within the next five years from March 2023, which is notably higher than any other competing overseas destination.

Near-term demand for holidays to Spain would be even more robust if not for the negative impact that the considerable rise in the cost of living is having on household budgets in the UK. What is more, a weaker pound and inflation in holiday resort prices in Spain have made holidaying even more expensive. Despite this, however, Spain remains among the most affordable overseas destinations, which will help it to remain competitive during challenging times.

While affordability is one of Spain's key assets, overtourism is perhaps its greatest weakness. Spain is considerably more likely than any main rival European destination to be seen as having too many tourists. This is a key barrier for those who are not interested in taking a holiday in Spain and highlights the ongoing need for Spanish tourism to spread awareness about the interesting holiday opportunities that exist beyond the historically most popular and overcrowded tourist areas.



"Demand for holidays to Spain will continue to improve in 2023, however, high inflation will prevent the market from recovering as quickly as it would under more stable economic conditions."

- George Zaborowski, Senior Analyst

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The good news is that most UK consumers considering a holiday in Spain within the next five years desire to look beyond the main tourist sights and express interest in interacting with locals. This suggests that there is plenty of scope for Spain to refresh its image among UK holidaymakers via promotional campaigns that draw greater attention to its equally interesting but lesser known and less crowded tourist destinations where travellers have a better chance of experiencing the 'real Spain'.



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- **Concern about heatwaves may dent interest in tourism to southern Spain**
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