

# Holidays to Spain - UK - April 2010

Report Price: £1500 / \$2295 / €1688



## What is this report about?

This report examines how best Spain's enduring appeal and new approaches can be best utilised to convince those holidaymakers that stayed away during 2009 to return. It looks at consumer trends, innovations of relevance, the market environment, the country's competition and includes exclusive consumer research on the frequency of, future intentions towards and attitudes regarding holidaying in Spain.

## What have we found out?

- The recession hit UK breaks to Spain hard. Holidays fell by over 1.7 million trips to an estimated total of 10.3 million. Despite this impact, the country remained our favourite overseas destination.
- Six in ten adults have taken a break in Spain at some point, similar to the overall percentage of holidaymakers amongst the UK population. A core of two in ten has never been to Spain and reports no desire to go, unchanged from 2007.
- Across 2010, both the number of holidays to Spain and overall expenditure look likely to increase as consumer confidence returns and many people consider overseas holidays once again. However, average spend on those breaks will fall as sun-seekers take advantage of cheap deals and discounts – Spain currently fares very well against other eurozone countries in value-for-money terms.
- The aging of the UK population is not an unwelcome development for Spain. The most likely adults to visit the country are people aged 55-64, followed by adults aged 45-54. Both age groups are forecast to increase in number between now and 2015.
- The lion's share of holidays to Spain are booked on the internet. Between five and six in ten are arranged this way, and Independent holidays now make up over 60% of all trips.
- Almost two in five people are likely to/may take a Spanish beach holiday in future. One in four feel the same way about a cultural/sightseeing trips, and just under one in five are interested in city breaks. However Spain's very popularity with the British is somewhat of an Achilles' heel, with one in five agreeing that "There are too many British people on holiday in Spain".

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