

## Holidays to Spain - UK - February 2017

Report Price: £1995.00 | \$2510.51 | €2325.77

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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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