

Holidays to Spain - UK - February 2012

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“Long-term Spanish tourism strategy points in the direction of moving the appeal of the country further upmarket, of drawing a clear distinction between Spain and cheaper package destinations. But in the short term, Spain will be able to derive market advantage by promoting its lower resort costs and reliability in a travel era characterised by a revival of the tried and trusted and the familiar.”

– John Worthington, Senior Analyst

In this report we answer the key questions:

- Is it in Spain’s interest to be seen as a cheap holiday destination?
- How should Spain respond to the all-inclusive trend?
- How can Spain differentiate its beach holidays from rival destinations?
- Is Spain’s perceived reliability a strength or weakness?
- What are the prospects for the short break market in Spain?

This report analyses market trends, consumer preferences and attitudes towards holidays to Spain, investigating the core market factors, key players, products and innovations in the industry.

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

- **tourism** is any travel, which involves an overnight stay away from home.
- a **holiday** can be distinguished from other leisure travel such as visits to friends and relatives (VFR) or shopping trips.
- a **long holiday** is a holiday of four nights or more away from home; a **short break** is a holiday that involves one to three nights away.
- **short-haul** refers to air holidays within Europe. **Long-haul**, therefore, refers to holidays outside Europe.
- an **inclusive tour**, or **package holiday**, is defined as the simultaneous sale of at least two elements of a holiday to the traveller. 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 included.
- an **independent holiday** is one in which the traveller organises and books transport and accommodation from separate sources.
- **seat-** or **flight-only** is a type of independent holiday.

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