

Booking in Spain

Market Direction | 2024-09-12 | 16 pages | Euromonitor

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Report description:

Booking in Spain continues to benefit from the rebound in tourism in 2024, with both online and offline travel intermediaries seeing a healthy performance. That said, online sales are stronger than offline, as consumers have become accustomed to the convenience which e-commerce and associated services offer, along with the options to research destinations and tailor the experience to personal tastes. In line with this, online travel agents (OTAs) continued to look for niches in which they can gr...

Euromonitor International's Booking in Spain report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2019-2023, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Booking Offline, Booking Online, Business Travel, Direct Suppliers, Leisure Travel, Travel Intermediaries.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Booking market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International
September 2024

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BOOKING IN SPAIN

KEY DATA FINDINGS

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Booking maintains healthy sales, with online intermediaries the strongest

Beach and sun holidays maintain their appeal, while experimental tourism grows in popularity

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Digitisation and personalisation will become increasingly important

Niche experiences and adventures offer opportunities for growth

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