

Travel Accommodation in Spain

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Abstracts

Domestic tourism continued to impact the revenue of hotels but due to record numbers in the number of international tourists, hotels started recovering in 2013 with marginal growth in the number of hotel rooms, 2% growth in bed nights and an increasing occupancy rate as more international tourists have chosen to book in hotels. Leisure performed marginally better than business in 2013. According to Exceltur, the hotels situated on the coast with 52 locations increased their revenue by 4% per...

Euromonitor International's Travel Accommodation 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 2009-2013, 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 2018 illustrate how the market is set to change.

Product coverage: Travel Accommodation by Category, Travel Accommodation by Channel.

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

Why buy this report?

Get a detailed picture of the Travel Accommodation 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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Executive Summary

New Record in Terms of International Arrivals

Domestic Tourism Continues To Affect Overall Travel and Tourism

Low Cost Trend Increases Its Presence

Online Proliferation Intensifies Price Competition

Social Networks Are Increasingly Being Used An Important Marketing Tool

SWOT

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