



B2B-Spain Market update November 2023

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Key facts about Spain

- Population: 47,56 millones
- Number of HH: 18,9 millones
- Number of single HH: 5.066.940 (26,8%)
- Average salary: 30 690 euro per year
 - Top 10% makes 105 500 euro per year
- Where do people live: Urban population 80,5%.
- Tourists :
 - Pre-Pandemic 80 million tourists per year
 - 2022: 75 million
 - 2023 : 37,5 Million (first 6 months above y-o-y)



This is Spain



- Spain is one of the countries in Europe with the fastest growth.
- Huge investments in green transition and digitalization through EU's Next Generation Fund
- Highly educated workforce and a strong middle-class consumer base
- Large state-of-the-art network of air, sea and land infrastructure.



Economic situation – Opportunities



- Still suffering consequences of the pandemic and with big uncertainty due to price of energy, wars and inflation, but....
- With a GDP of \$1,200 billion, Spain is the 4th economy of the EU and the 14th in the world.
- Spain is the 13th recipient of foreign investments in the world.
 - Foreign companies are investing in Spain and plan to keep doing this. More than 14,600 foreign firms have set up their business in Spain.
 - 70 out of 100 top companies in Forbes Global 2000 operate in Spain.
- The unemployment rate going down and are now at 11,6%, one of the lowest unemployment rates registered since the finance crisis in 2008
- Inflation going down. Now is 3,5%.
- Economic growth in 2023 is expected to be 2.2%. More than double than the average of EU.

	2014	2015	2016	2017	2018	2019	2020	2021	2022
	1,4	3,8	3,0	3,0	2,3	2,0	-11,3	5,5	5,5
	1,6	2,3	2,0	2,8	2,1	1,8	-5,6	5,4	3,5
	2	2	1,1	2,3	1,1	0,7	-0,7	3,9	3,3

Tourism situation

Travel in 2022 (official data from National Institute of Statistics in Spain)

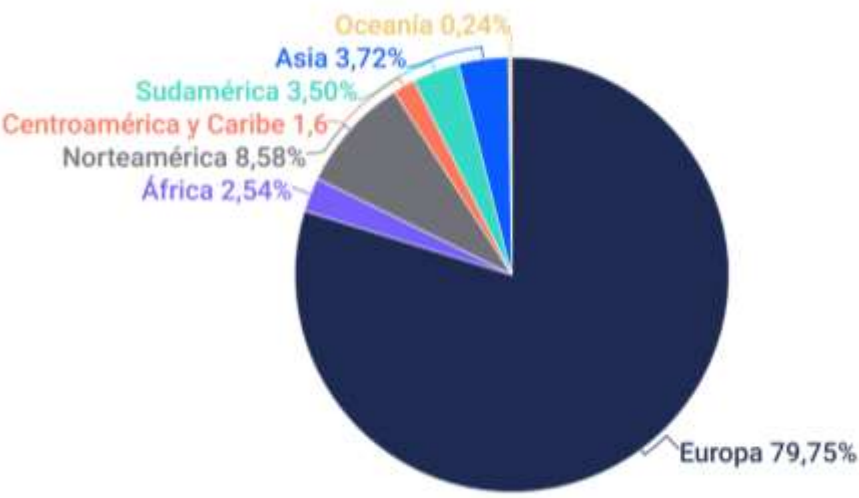
- In 2022 the number of trips increased by 19.9% and spending by 54.6%.
- 79,75 % was spent in Europe and 111M € was spent in Norway
- Only 9,4% of the trips were international.
- Trips abroad accounted for 18.4% of overnight stays and 29.5% of the total expenditure. Average daily expenditure of 108 €.
- The main reason for travel in 2022 were leisure (51.6% of the total) and visits to relatives or friends (34.2%).



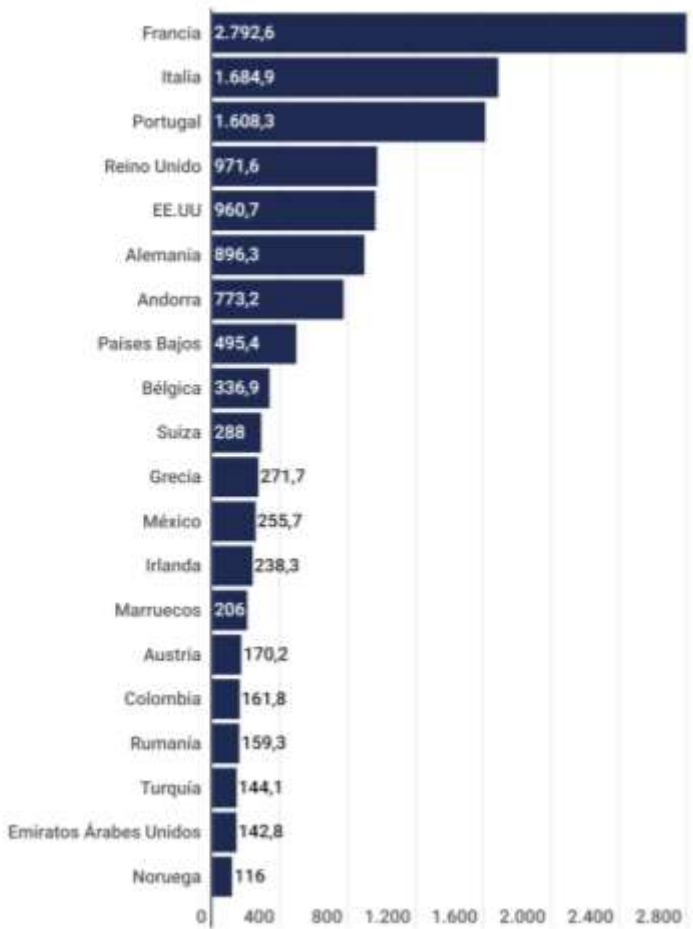
Tourism spending

¿Dónde gastaron más dinero los residentes de España en 2022?

Distribución del gasto por continente (millones de euros)



Los 20 países con mayor gasto turístico, en millones de euros



Year 2023 (up to June)

- Outgoing tourism still 4% behind 2019 but spending went up 16,7%. (IET)
- Domestic tourism was 91,1% and International travel with 8,9% of total, increased by 18,1% (compared to 2022) (IET)
- MICE sector is totally recovered with a ROI of 5.100 mill €
- In the next months the spending in travel is expected to increase by 28% despite the economic uncertainty (Amadeus)



TRENDS

- Agencies are optimistic for 2023
- Air traffic in August reached 95,7% compared to 2019 (AENA).
- Trend to look for exclusive experiences and for adventure destinations
- Domestic destinations are still much more relevant than international but international travel is going up quickly, specially within in Europe.
- Before Israel war, agencies predicted USA, Caribbean, Italy, Portugal, Japan, Egypt and Jordan as popular destinations.
- Carbon footprint is getting more and more important in the decision making for tourism (Mastercard). Still there is a lot of confusion due to lack of knowledge about the matter
- Good expectations for the winter. 18% of travel agencies expect to increase 15% sales on the last trimester of 2023.



TRENDS

- Need for travel. Travel is now a priority for many despite the economic uncertainty.
- Cultural, inland, and nature tourism are on the rise.
- **Real sustainability against “green washing”.**
- Increases in the 'silver' or senior segment.
- Young generations with new ways and new needs.
- Climate is favouring the choice for cooler destinations
- More prepared tourists. Specialization is the word.
- More agencies offering tailor made and high end packages.
- Experiential tourism.
- Increase for culture travel and for well being tourism
- Increase in cruises.



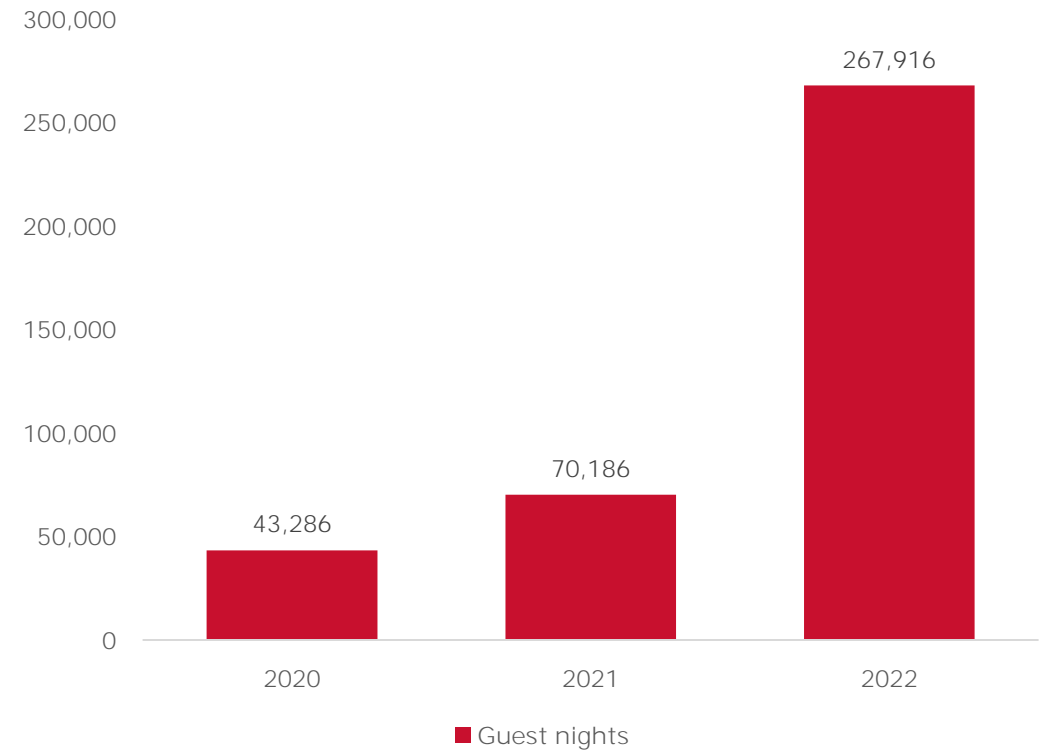
Challenges

- Increase in prices and cost of living and decrease in purchasing power.
- Norway perceived as an expensive country.
- Lack of direct flights.
- Direct flights to neighbour countries



Tourism to Norway

Bednight statistics Spain-Norway 2013 - 2022



- Steady and stable growth from 2013 – 2019.
- Better development on shoulder seasons.
- Setback during pandemic, but in 2022 the numbers were almost back on track,

Bednight statistics Norway 2022

- Compared to numbers in 2019, total number of registered guest nights from Spain in Norway decreased with -22%
- Taking into account that the total number of guest nights has gone down, the situation was good.
- Spain had the same share of 3% of guest nights in 2022 as in 2019
- Between 2021-2022 number of commercial guest nights registered from Spain in Norway increased with 282%



	2007	2010	2013	2016	2019	Andel 2019	2020	2021	2022
Frankrike	291826	318280	285525	372107	451608	4 %	65530	114200	461000
Spania	313766	245638	174862	304303	343513	3 %	43286	70186	267916
Italia	228275	222540	164254	235288	273372	3 %	65730	101058	265617
Sveits	121970	133159	139545	204456	243469	2 %	43380	57178	267826
Belgia	65857	88866	81671	130164	160179	1 %	27845	48978	192687
Russland	130434	172811	211805	105285	154189	1 %	19033	16401	20711
Australia	41620	43917	61294	87498	125339	1 %	22041	4052	54115
Østerrike	64536	76045	67776	98760	112522	1 %	23402	37288	118856
India	0	0	0	0	106608	1 %	27152	13661	41295
Sør-Korea	40609	38008	57042	88157	104339	1 %	5670	749	22365

2016	2019	Andel 2019	2020	2021	2022	Andel 2022	Endring 2021-2022	Endring 2019-2022
304303	343513	3 %	43286	70186	267916	3 %	282 %	-22 %

Bednight statistics August 2023

	August								Sommeresongen mai-august	
	2019	2020	2021	2022	2023	%-ending 2022-2023	%-ending 2019-2023	andel 2023	2023	%-ending 2019-2023
I alt	4 958 781	3 512 447	4 357 724	5 158 405	5 081 145	-1 %	2 %	100 %	19 157 499	3 %
Utlandet i alt	2 002 161	610 411	836 633	1 919 160	2 090 583	9 %	4 %	41 %	6 855 680	3 %
Norge	2 956 620	2 902 036	3 521 091	3 239 245	2 990 562	-8 %	1 %	59 %	12 301 819	3 %
Tyskland	439 288	264 670	322 428	521 243	515 438	-1 %	17 %	25 %	1 707 146	14 %
Nederland	225 579	67 215	83 384	296 654	273 735	-8 %	21 %	13 %	798 679	29 %
USA	148 934	13 426	28 980	143 827	177 973	24 %	19 %	9 %	635 402	11 %
Sverige	135 054	31 850	69 155	130 373	139 621	7 %	3 %	7 %	576 195	6 %
Frankrike	110 424	11 068	34 157	115 270	120 746	5 %	9 %	6 %	337 658	3 %
Italia	95 966	14 594	35 897	96 604	105 373	9 %	10 %	5 %	189 995	5 %
Spania	99 067	2 887	14 191	74 561	85 693	15 %	-13 %	4 %	198 294	-18 %
Danmark	64 045	57 893	45 786	75 244	83 978	12 %	31 %	4 %	336 586	31 %
Storbritannia	81 408	25 635	16 328	70 972	81 568	15 %	0 %	4 %	281 164	1 %
Sveits	44 302	8 998	17 743	48 936	54 698	12 %	23 %	3 %	225 550	32 %
Belgia	36 690	4 918	16 111	45 661	51 990	14 %	42 %	2 %	171 615	45 %
Østerrike	20 085	6 326	11 631	24 784	28 089	13 %	40 %	1 %	89 047	17 %
Resten av Asia	44 179	1 274	2 905	14 393	20 402	42 %	-54 %	1 %	62 205	-53 %
Sør-Korea	20 955	218	114	5 655	15 327	171 %	-27 %	1 %	58 271	-29 %
Kina	92 862	540	749	3 409	13 133	285 %	-86 %	1 %	39 972	-87 %
De forente arabiske emirater	12 646	123	655	8 173	10 069	23 %	-20 %	0 %	28 640	0 %
Resten av Sør-Amerika	7 313	4 240	2 082	5 000	7 648	53 %	5 %	0 %	25 068	-5 %
India	9 849	1 133	1 255	4 997	7 285	46 %	-26 %	0 %	31 332	-43 %
Japan	16 241	401	308	2 718	5 486	102 %	-66 %	0 %	17 050	-72 %
Brasil	7 182	645	410	3 954	5 093	29 %	-29 %	0 %	18 992	-33 %
Taiwan	6 861	49	14	895	4 755	431 %	-31 %	0 %	17 993	-41 %
Singapore	2 628	121	168	1 922	3 173	65 %	21 %	0 %	15 477	13 %
Russland	35 617	745	1 578	3 461	2 889	-17 %	-92 %	0 %	9 432	-91 %
Thailand	2 951	221	283	1 328	2 353	77 %	-20 %	0 %	10 852	-34 %
Qatar	3 830	272	368	1 556	2 240	44 %	-42 %	0 %	7 505	-17 %
Indonesia	1 798	17	89	396	845	113 %	-53 %	0 %	4 155	-66 %

- +15% compared to 2022
- -18% compared to 2019

Some feedback from touroperators working with Norway

- Most of them are satisfied with the results for the summer but they all mentioned that they could have sold more but had plane capacity problems. There were not enough flights and price for flights was very high.
- Mismatch with price issue. Many mention the advantage of the NOK value but they also mention high prices. Specially for accomodation.
- Some had problems with the quality and service in some hotels.
- Good perspectives for the autumn.
- Potential for new products like combination Fjords/North, Trondheim/Roros, Oslo/Fjords.
- Good perspectives for the winter. Norway gaining awareness among “non Santa” tourists.
- Tromso too overcrowded in winter and some operators are looking at new destinations. Problem with flights.



Winter 2023

- Optimistic about the autumn and winter
- Norway already is even gaining Finland for some segments (not families) looking for winter experiences.
- Need to diversify products and destinations but challenge with flight connections. Potential for Lofoten, Alta, Kirkenes.
- Potential for combining Fjords & North.
- Challenge with flight connections.



Travel trade overview

Four big travel groups

- WAMOS
- IBEROSTAR
- AVORIS
- VIAJES EL CORTE INGLES



WAMOS GROUP



- NAUTALIA. More than 200 travel agencies
- MAPAPLUS
- Wamos Tours
- Wamos Circuitos
- Wamos Airline

IBEROSTAR GROUP



TRAVEL AGENCIES:

W2M

Viajes Azul Marino

Ubico

The Sphere

Dakari

TOUR OPERATORS

Icáron

Kannak

Marco Polo

W2M Pro

New Blue

DMC & AIRLINE

AVORIS

TRAVEL AGENCIES

Btravel (more than 500 agencies)

Halcon Viajes (more than 600 agencies)

Viajes Ecuador (more than 400 agencies)

RACC

Geomon

Muchoviaje

TOUR OPERATORS

Travelplan

Special Tours

Catai

Joliday, Leplan, Leski, Lemusik, Iberrail, Viva Tours, Mundosenior, Welcomebeds, Rodhasol

Marsol, Nortravel

AIRLINE

Iberojet

GRUPO VIAJES EL CORTE INGLES



TRAVEL AGENCIES

More than 700 travel agencies Viajes El Corte Inglés

Excellence

UTOPICA

TOUR OPERATORS

Tourmundial

COMPANIES MERGED/BOUGHT

Logitravel (technological platform they bought)

Club de vacaciones

Smytravel

Traveltool

TRAVEL AGENCIES AND ASSOCIATIONS

- Around 4.500 travel agencies with 9.500 outlets
- Increase of number of tour operators and mix Mayorista/Minorista
- TRAVEL ASSOCIATIONS: ACAVE, CEAV, DITT GESTION, NEGO, etc.



Activities in the Spanish market

B2B Activities in Spain

- FITUR 24 29 January
- Workshop in Madrid – May
- Follow-up Sustainability Lab fam trip
- Winter workshop and event -November
- Webinars
- Digital product presentations
- Cooperation with big travel agency groups and travel agency associations. Roadshows, presentations, etc.
- Ad campaigns in travel trade magazines.
- E-learning promotion campaign
- Newsletter
- Daily contact with the tour operators and travel agencies



B2B Activities in Latin America

- Brazil as priority one and Argentina, and Mexico.
- Travel agencies campaign to push our e-learning platforms.
- Webinars.
- Roadshow March



The image is a composite background. The upper portion shows a coastal town with a harbor, nestled at the foot of large, green mountains under a clear sky. The lower portion shows a vineyard with rows of grapevines. On the right side, there are close-up details of dark red grapes hanging from a vine with green leaves.

SPAIN IS

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A skydiver is seen from above, holding a large Norwegian flag that is spread out in the air. The skydiver is wearing a black jumpsuit and a helmet. The flag is red with a blue cross and white borders. The background shows a rugged mountain landscape with patches of snow and green vegetation. The sky is clear and blue.

THANK YOU!!!