



MARKET: Spain

26th May 2020

CHALLENGES

- **Trying to survive** (The Spanish government promise cash packages)
- Trying to **maintain the staff operative** (The Spanish government support the salary of the employees in certain percentage)
- Trying to **convince the clients to postpone the trip instead of cancel it**, but most of them want their money back, which is impossible for the tour operator and travel agencies to accomplish due to the facts that the clients money are in "other hands" in this moment. (Air companies, different suppliers, etc....etc.....)
- Trying to **sell the already "open destinations"** ...Slovenia, Switzerland,

BOOKING SITUATION

- The booking situation has exploded this week, (from yesterday 25th of May) after the Prime Minister press conferences, where Mr. Sanchez said to the Spanish that from the 1st of July they will be able to travel and have holidays
- The majority of the bookings were made in Spain, most of the OTA's web pages "crash down" like Booking.com , Logitravel, among others.
- The best accommodation were apartments, Bed & Breakfast, rural houses, and hotels in this orders

BORDERS & TRAVEL ADVICE

- Spain will **open to the world the 1st of July** 😊
- Before the first of July, potential tourist have to respect a quarantine periode of 14 days
- At the moment Spaniards can not cross regional "borders"
- Spain is divided into different zone and phases, for example Madrid is in fase 1 while Canarias Island are in phase 2. **Different phases allowed different kind of mobility and business**

OTHER

- ✓ Tour operators need fresh and official information from Norway and from Norwegian suppliers **regarding the post covid travelling rules**
- ✓ **Webinars are more popular than ever.** The content are basically focus on the post covid situation
- ✓ Tour operators **are expecting Norway to open borders in a bilateral way**
- ✓ **FIT or small group will be the trend of the new season**, small accommodations like B&B, cabins, apartment are the most demand



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