

travel audience  
an amadeus company

Turn  
**dreamers**  
into **visitors**

WHAT ARE THE PLANS OF SPANISH TRAVELERS FOR SPRING AND SUMMER 2021?



# What are the plans of Spanish travelers for **spring and summer 2021**?

With its mild and sunny climate during the whole year, Spain is the second most popular destination in the world according to the United Nations World Tourism Organization's (UNWTO) tourism ranking. The country offers plenty of experiences in terms of nature and tourism activities, attracting millions of travelers to its coasts, vibrant cities, historical sites, islands and mountains. In our report we want to focus on where Spanish travelers prefer to travel.

The pandemic has changed the way we all travel and plan our vacations. However, as countries worldwide

roll out COVID-19 vaccines there is hope that travel will resume soon in a safe and responsible way. Anticipating travel revival, we analyzed air travel search data from Spain made in January 2021 and found out:

- **When and where Spanish travelers are planning to go in spring and summer**
- **What are the top destinations on their mind**



Online air travel searches are indicators of interest and demand to a destination from a certain market and potentially a signal to focus your advertising activities there.



# When and where are Spanish travelers dreaming to travel in **spring and summer**?

## When are they planning to go on a trip?

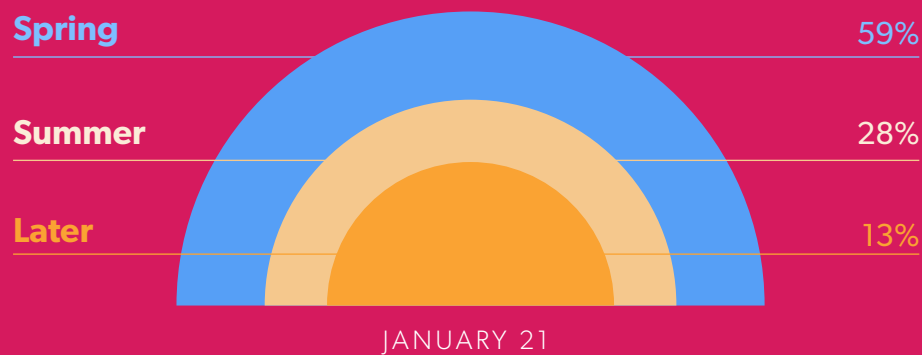
More than a half of air travel searches made from Spain in January 2021 were for travel in springtime. 28% of travelers are searching for summer trips followed by 12% that are making longer term plans. This shows that this market has a better potential for short- and mid-term campaigns to grow that demand further.

## Where are they heading?

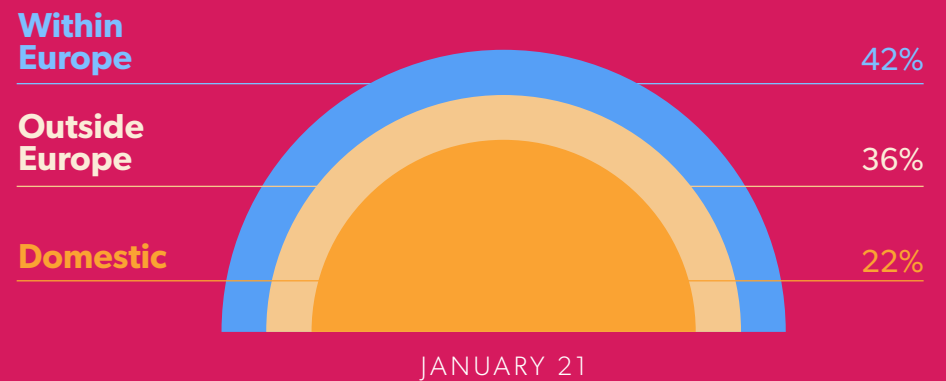
A majority of Spanish travelers is searching for a trip outside of Europe followed by 36% that prefers travel within Europe. 22% of Spaniards consider domestic air travel for this spring and summer, which shows that this market has a high potential for local Destination Marketing Organizations (DMOs) as well.

FOR TRAVELING IN MARCH AND LATER

## When are they planning to travel?



## Searches within and outside Europe

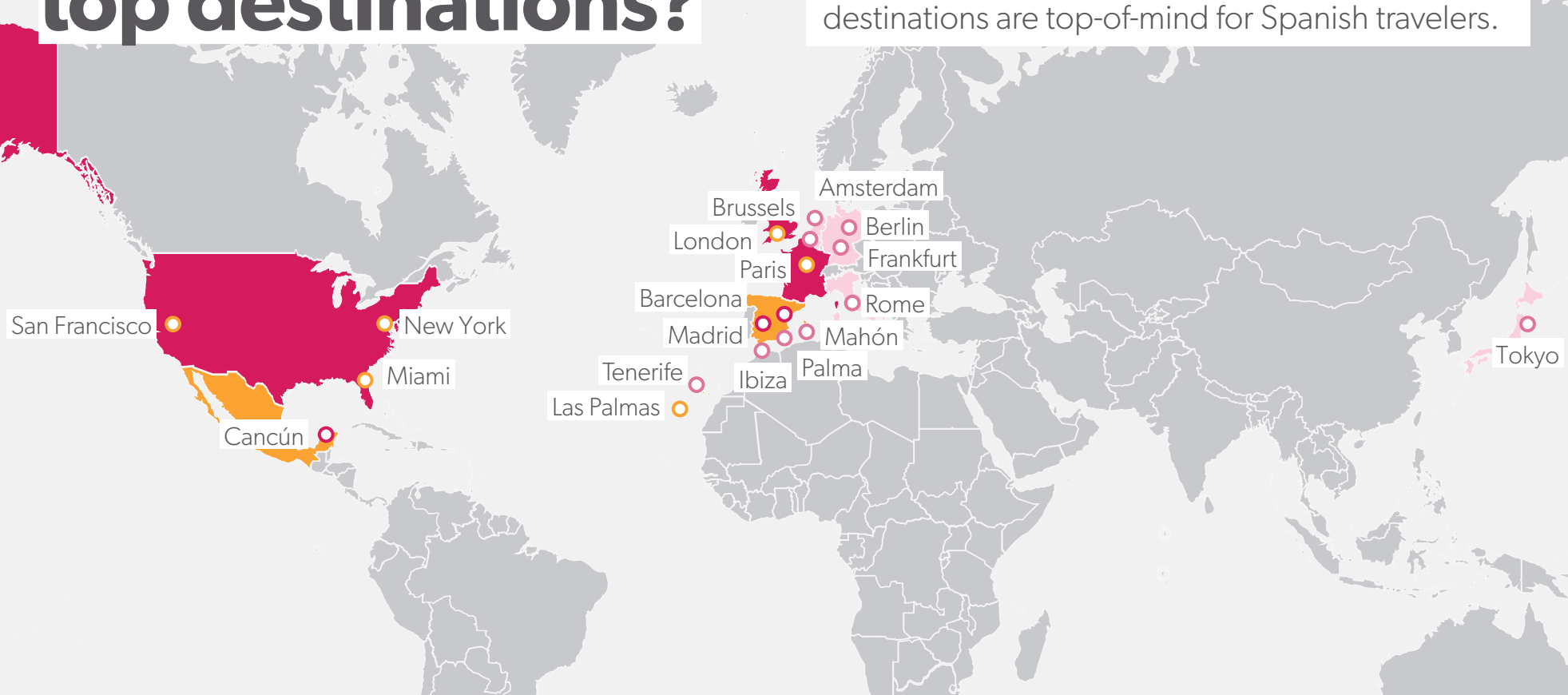


The Spanish market would be a good target for European, non-European as well as domestic destinations that want to bring visitors in spring and summer. A conversion-oriented advertising campaign can become a great way to attract Spanish travelers to these destinations.



# What are the top destinations?

We analyzed searches made in Spain in January 2021 and put together the top destination map based on different criteria to find out what destinations are top-of-mind for Spanish travelers.



## Top in terms of search volumes

1	Paris, France
2	New York City, USA
3	London, UK
+24 ▲ 4	Cancún, Mexico
5	Amsterdam, Netherlands
6	Miami, USA
7	Frankfurt am Main, Germany
8	Berlin, Germany
9	Rome, Italy
10	Brussels, Belgium

## Top for travel in spring

1	New York City, USA
+12 ▲ 2	Miami, USA
3	Paris, France
4	London, UK
+31 ▲ 5	Cancún, Mexico
6	Madrid, Spain
+10 ▲ 7	Las Palmas de Gran Canaria, Spain
8	Amsterdam, Netherlands
9	Barcelona, Spain
10	Santa Cruz de Tenerife, Spain

## Top for travel in summer

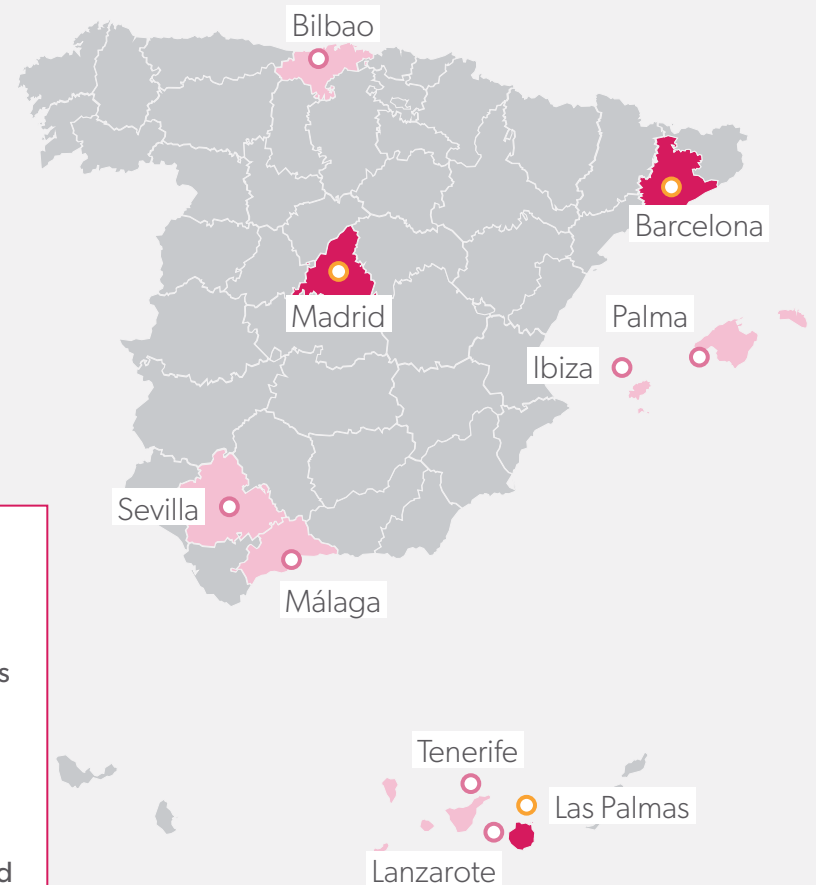
1	New York City, USA
2	Miami, USA
3	Paris, France
4	London, UK
5	Palma, Spain
6	Ibiza, Spain
7	San Francisco, USA
+16 ▲ 8	Cancún, Mexico
9	Tokyo, Japan
+12 ▲ 10	Mahón, Spain

▲ Increase in ranking position in comparison to 2020



# What are the **top destinations**?

Both rankings remained stable in comparison to the last year. Looking at the top cities for the European travel, we can see two Spanish destinations taking the first positions. It indicates that Spanish travelers are very keen to go on a domestic trip this spring and summer. This might be a signal for similar destinations to Madrid and Barcelona to target those travelers.



## Highest domestic search volume

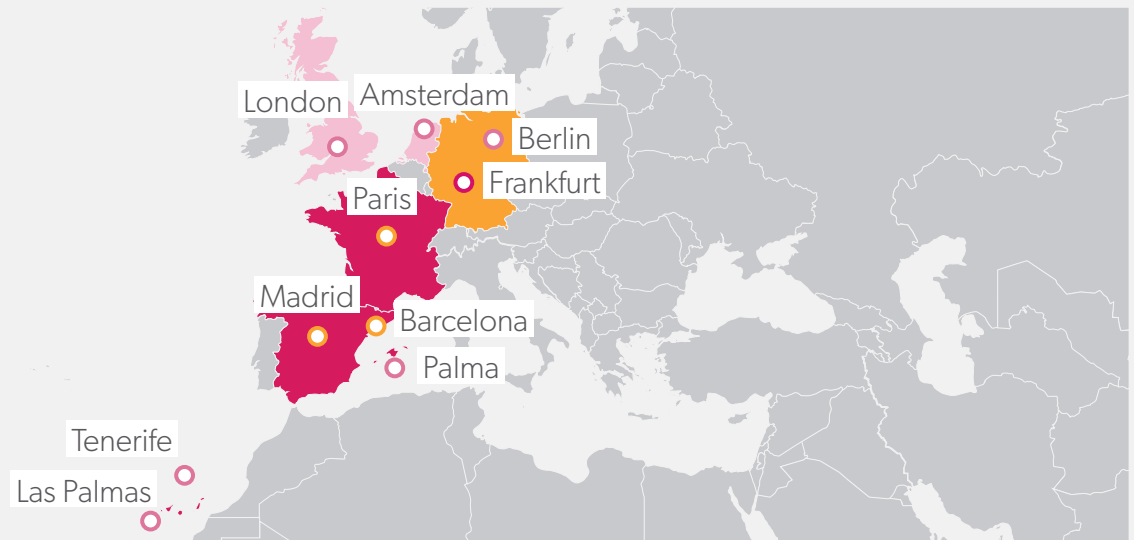
- 1 **Madrid, Spain**
- 2 **Barcelona, Spain**
- 3 **Las Palmas de Gran Canaria, Spain**
- 4 Santa Cruz de Tenerife, Spain
- 5 Palma, Spain
- 6 Sevilla, Spain
- 7 Lanzarote, Spain
- 8 Málaga, Spain
- 9 Bilbao, Spain
- 10 Ibiza, Spain



In case your destination is not in the top ranking for now, you might want to start raising awareness about it. Inspirational campaigns can be a suitable way to grow demand by building travelers' confidence and reassuring them about safety and convenience.

## Top destinations within Europe

- 1 **Madrid, Spain**
- 2 **Barcelona, Spain**
- 3 **Paris, France**
- 4 London, UK
- 5 Las Palmas de Gran Canaria, Spain
- 6 Santa Cruz de Tenerife, Spain
- 7 Amsterdam, Netherlands
- 8 Palma, Spain
- +11 ▲ **9 Frankfurt am Main, Germany**
- 10 Berlin, Germany



▲ Increase in ranking position in comparison to 2020



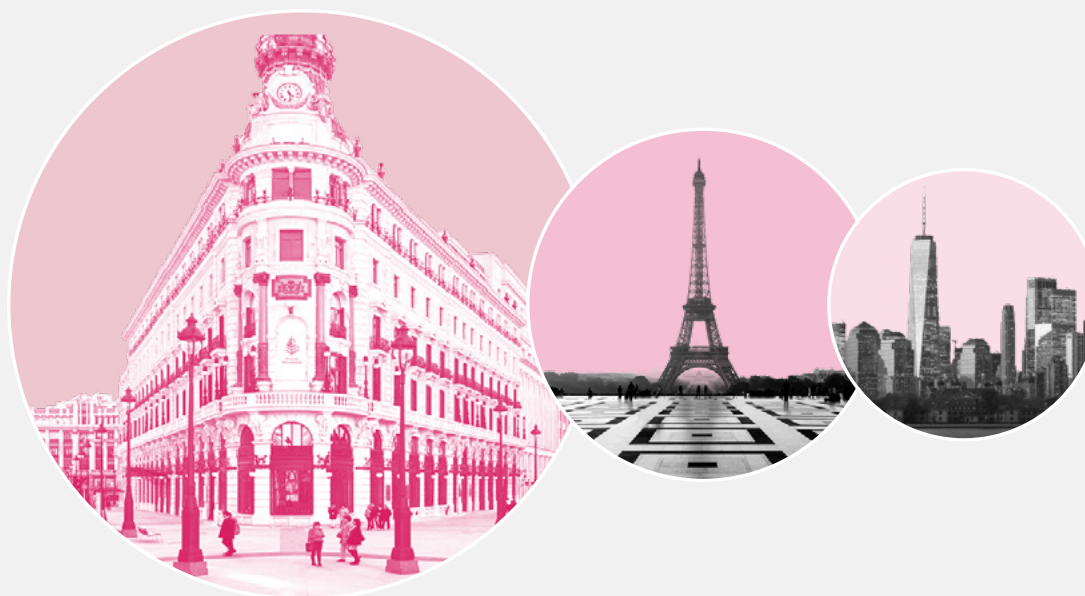
# What are the top destinations?



Do you see your destination trending? Amazing! Don't miss out on an opportunity to convert demand to your destination into real visitors. Conversion-oriented advertising (e.g. display ads) will bring you bookings as soon as the borders reopen, and travel is safe again.

## Highest volumes for immediate travel

	<b>1</b>	<b>Madrid, Spain</b>
	<b>2</b>	<b>Paris, France</b>
	<b>3</b>	<b>New York City, USA</b>
	4	Barcelona, Spain
	5	London, UK
	6	Las Palmas de Gran Canaria, Spain
	7	Santa Cruz de Tenerife, Spain
+21 ▲	<b>8</b>	<b>Cancún, Mexico</b>
	9	Amsterdam, Netherlands
	10	Miami, USA



## Highest ranking increase (within top 100)

+70 ▲	<b>62</b>	<b>Male, Maldives</b>
+51 ▲	<b>42</b>	<b>Santo Domingo, Dominican Republic</b>
+50 ▲	<b>85</b>	<b>Cali, Colombia</b>
+48 ▲	82	Santa Cruz de la Palma, Spain
+41 ▲	55	Punta Cana, Dominican Republic
+33 ▲	6	Cancún, Mexico
+30 ▲	54	Tangier, Morocco
+29 ▲	80	Göteborg, Sweden
+28 ▲	60	Warsaw, Poland
+27 ▲	83	Guayaquil, Ecuador





TRAVELER SPOTLIGHT

# Spain

Highest daily average search increase from

## San Sebastian

January shows **39.5% increase** compared to the average of last 12 months



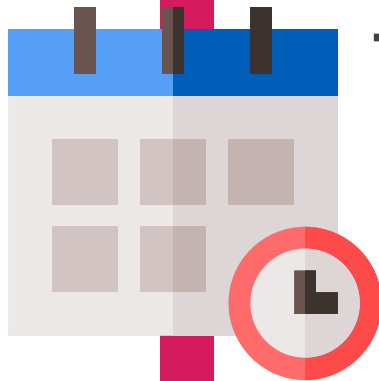
## 55 days

was the average time between searching and the travel day in January



## Jan 4

was the day with highest search volumes: **25%** above January average



## 12 am – 1 pm

was the time with highest search volumes with **6%** of the daily searches

## 27 February

is the most searched day assuming the advance time on the peak demand date

## 9,4 days


is the average searched stay for March onwards



## Madrid

is the most searched destination on the peak day with **3.55%** of the total volume





As an Amadeus company, travel audience is a part of the leading technology company dedicated to the global travel industry and has access to unique travel data including searches, bookings, schedules and traffic.

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