

## EMEA-Market

## Update- Q3 2021

**LEISURE TRAVEL**

**France**

Offline and online agency travel sales declined by only 18% in September 2021 versus September 2019. While the decline had reached 30% in July and August. The acceleration has been particularly strong since mid-September.

In September, **Spain** (1st position) and **Greece** (3rd position) played the extension of the summer, with good progress (+58% and +64% respectively, compared to 2019).

On the long haul side, the **Dominican Republic** (4th) was in the lead in August and September. **Mauritius**, which reopened on October 1, is currently the 7th most popular long-haul destination.

Among the top 20 destinations, **Tanzania** (8th), the **United Arab Emirates** (6th) with Dubai, and **Finland** (16th) recorded the highest increases.

In September, long-haul travel currently represents 20% of business volume, medium-haul travel 21% and in France 59% (vs. 33%, 20% and 47% respectively in 2019).

For this winter, the share of long-haul travel represents 38% compared to 54% in 2019. The situation is still complicated. Travelers are used to book 15 days before departure.

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**Iberian Peninsula & Mediterranean**

After a late beginning due to new restrictions due to sixth wave. A gradual improvement in activity as the summer progressed, spurred essentially by Spanish demand. We have seen how in each country, local demand was the main feeder market: **STAYCATION**

**Incoming**

* The travel restrictions into Spain in a good part of the international markets has limited the recovery of foreign demand towards Spain in these summer months. The activation of foreign tourism has been late and limited, so that the arrival of tourists in July and August 2021 is still -52.0% below the same months of 2019.
* Best performance stands out of **proximity markets** such as French and Portuguese, from central Europe; Switzerland , Holland, Belgium and the German market. While we have missed the United Kingdom, Italy and Russia for total restrictions applied most of the summer.

**Outgoing**

* Throughout summer, these were some of the main international destinations Spanish travelers were requesting, as they were allowed to travel: Greece, Riviera Maya, Maldives, Costa Rica and Safaris, were quite popular within the most adventurous.
* As of September, The pick up on international requests is clear. Announcements of border openings such US, Canada, some Asian countries and the rest of Europe has activated leisure travel for Q4.
* Most requested destinations as from September include all main European cities, Dubai, Maldives and Caribbean.
* Having 75% of Europeans vaccinated is leading to a recovery of international travel.
* Easy cancelation policy is still key to secure business.
* Last minute bookings continue to be a trend.
* Hotels with easy access to facilitate PCR test if needed are appreciated.

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**CORPORATE/BUSINESS TRAVEL**

**France**

90% of Air France-KLM destinations in 2019 are covered. Domestic travel has picked up fairly quickly and is currently followed by Europe. South Korea and Singapore as well as India are slowly picking up.

The United States, which accounts for 40% of Air France's revenues, has been recovering gradually since the announcement of the opening of the borders, but without a precise date, we can only expect an effective recovery in December.

KERING:

Very limited number of hotels are solicited for 2022. KERING travel buyer team keep reinforcing their best buy strategy. They keep offering Booking rates, Chain Deal rates… to their employees. Therefore any hotels which is willing to cooperate with KERING is able to load rates until they are competitive.

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**Iberian Peninsula & Mediterranean**

TMC consolidation: BCD Travel Spain and Globalia Unite under AVoris, being now the biggest TMC in Spain, since July.

Travelperk buys Click Travel UK in June. Expansion of their offices within US.

Account Inditex switched TMC from CWT into AMEX.

Most of Spanish managed accounts launch new RFP for 2022. Rate chain agreements are a lot more appreciated than before the pandemic. Dual rates requested.

6Pm same day cancelation policy is key to many corporates.

**GEBTA Survey** to Spanish Corporate; 56% see Q4 as a starting point for business travel to activate.

Within Europe, more optimistic; 76% will activate it if restrictions and infections keep going down.

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