

## Families warned to plan ahead for holidays

Outward Route:

e.g. port, region, country or company...

▼

07/04/2016

09:00

▼

Thu 07 Apr 2016

☒ Return

☐ One Way

Passengers:

2

▼

18+ years

0

▼

under 18

Multiple Routes / Different Return

£ Pound Sterling

▼

Return Route:

▼

08/04/2016

09:00

▼

Fri 08 Apr 2016

Method of Travel:

Standard Car

▼

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- February ( 27 Articles )
- January ( 28 Articles )

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#### 2009 - Archive

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**Date:** 17 March 2016

Families heading to Spain this year have been warned to book well in advance to avoid disappointment.

Trade analyst GfK said that those that fail to do so will end up paying much higher prices as a result.

GfK business group director David Hope said that there has been an increase in the number of bookings made to so-called 'safe' destinations such as Spain.

At a travel industry seminar he said: "The top five destinations account for 64 per cent of all [summer 2016] bookings to date. Can these destinations take up the shortfall from Turkey, Tunisia and Egypt which accounted for 20 per cent of bookings last year?"

Although there was a 40 per cent reduction in bookings to Turkey, the study did show that sales to the Canary Islands were 33 per cent up to the end of January.

Mainland Spain experienced a 36 per cent rise in bookings, while there was a 19 per cent increase in bookings to the Balearics.

Italy also saw a significant rise in bookings, as did Cyprus, while Portugal and the Caribbean saw substantial increases.

Mr Hope added: "We either need a hell of a lot more product for these markets or it [the market] is going to come to saturation. Then what are we going to sell in the lates period? Will families which haven't yet booked be priced out?"

"It's a positive position amid uncertainty. Consumer confidence is high and cumulative bookings reflect that. But can the destinations perceived as safe continue to grow? Do they have enough accommodation? If not, what will tour operators offer?"

Prices to Spain rose by two per cent in the period leading up to January 2nd.

By Janine Griffiths

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