



THE SPANISH TOURISM OFFICE UK HOLIDAYMAKERS & SUSTAINABILITY KEY SURVEY FINDINGS

DECEMBER 2022



What people think,
feel and do



SUSTAINABLE TRAVEL

Project Details

The following results are from a sample size of 1,800 UK adults who have been to Spain in the last 5 years. The survey, orchestrated by Opinium, took place from the 2nd – 8th November 2022 with two major objectives:

- 1 To better understand the attitude of holidaymakers in the United Kingdom to sustainable travel. The importance of different aspects of sustainable travel to various demographics.
- 2 To better understand Spain's position in the mind of British travellers when considering sustainability, sustainable travel and sustainable initiatives.

Sustainable Travel

Sustainability important in all stages of holiday planning, particularly for young British travellers

For 86% of UK British adults who have been to Spain in the last five years, sustainability was an important factor when selecting their holiday destination. More than a quarter of these respondents (26%) believed sustainability was “very important”.

Beyond destination, 84% of the same base said sustainability was important when booking any travel relating to the holiday, including getting to the destination, as well as travel there. A similar number (87%) said that they consider it important to factor in sustainability when looking to go to places on the holiday.

Younger travellers were more likely than their older peers to consider the sustainability of their travel important. 18–24-year-olds are the most sustainably conscious of all respondents when considering the selection of their holiday destination (94%), travel relating to the holiday (94%), and places to go on holiday (94%). In comparison, just three quarters (75%) of those aged 65+ considered sustainability when selecting a destination for a holiday (75%), travel related to the holiday (71%), and places to go during the trip (77%).

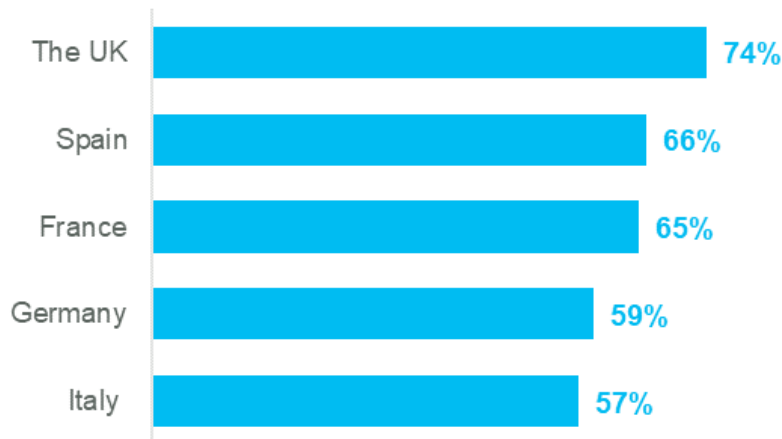


Two in three travellers who visited Spain think it is easy to holiday sustainably in the country

In comparison to a selection of its continental European neighbours, respondents felt that it was easier to have a sustainable holiday in Spain.

With 66% of respondents saying it's easy to have a sustainable holiday in Spain, this was higher than the responses for France (65%), Germany (59%) and Italy (57%). With closer proximity and less need for long and mid-haul travel, the UK was chosen as an easy place to holiday sustainably by three-quarters of the respondents (74%).

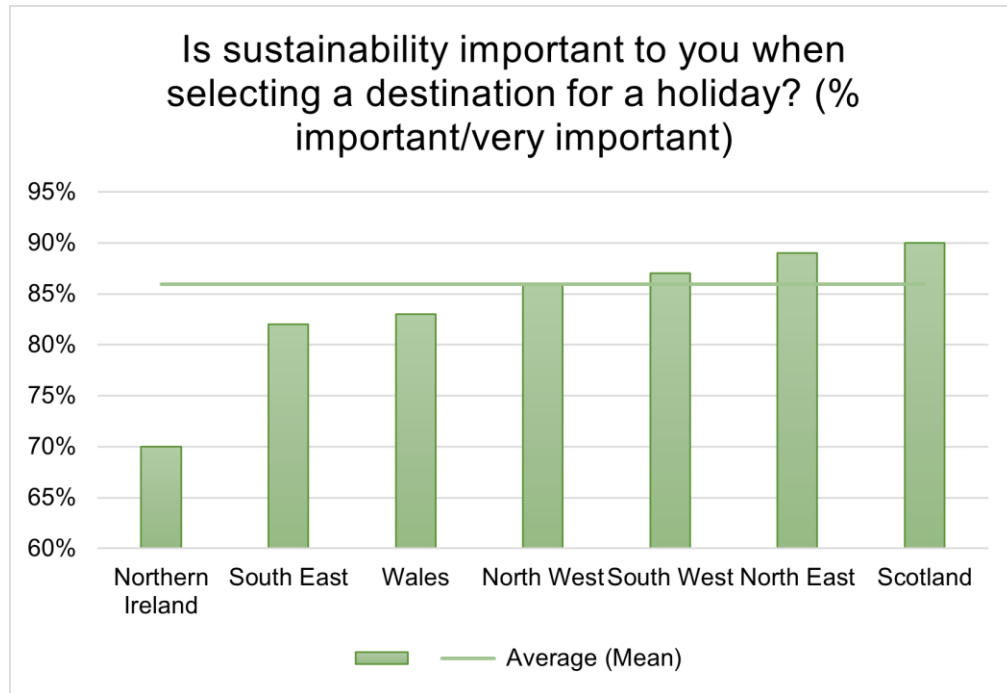
How easy is it to holiday sustainably in the following countries? (% very easy/quite easy)





Scotland UK region which values sustainable destinations the most

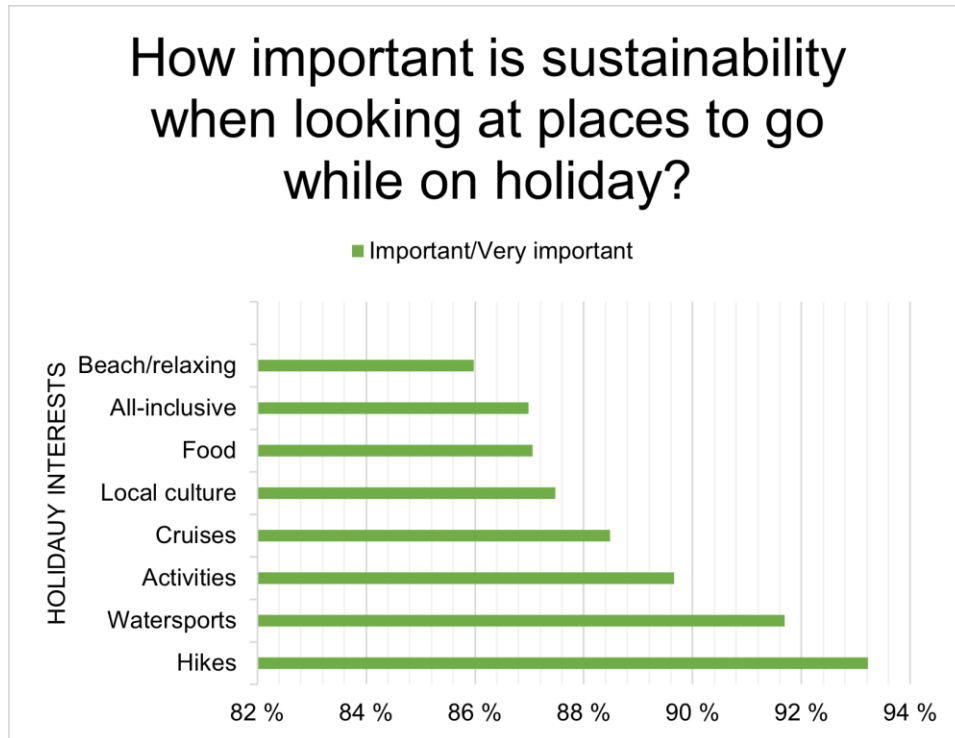
90% of respondents in Scotland said sustainability was important or very important when selecting a destination to go on holiday. Scotland is followed by the Northeast of England (89%) and the Southwest of England (87%).



Sustainable activities most important to outdoor active travellers

Selecting sustainable activities while holidaying is important to all travellers (87%). Those who prefer active outdoor activities such as hiking (93%) and watersports (92%) value sustainability the most when selecting an activity to do while abroad. Beachgoers value sustainability slightly less, with 86% of those who prefer to relax on the beach caring about selecting sustainable activities.





Sustainable Spain

Over half of Spain visitors not aware of any sustainability measures the country has taken

Just one in eight (12%) of respondents could provide an example of the measures Spain as a travel destination has taken to become more sustainable. Over a third (34%) were unsure, and over half (54%) were not aware of any sustainable measures enacted by Spain.

Of the examples given, the most frequently brought-up measures are as follows:

Temperature control:

- “Banning the use of air conditioning in order to improve sustainability and save energy.”*
- “Banning certain public buildings from setting their air conditioning below 27C.”*
- “Rules on how heating and air conditioning is used in places like restaurants and similar public places.”*

Recycling:

- “Spain has a lot of facilities for separating waste so that it is easier to recycle.”*
- “I have noticed more recycling bins at various locations separating glass/plastics etc.”*
- “They are working at reducing all single-use plastics at all holiday resorts”*

SPAIN'S SUSTAINABLE INITIATIVES



Transport:

“Increased promotion of railway and cycling in cities. Increased green spaces in cities. Reduced traffic in city centres”.

“They offer very reasonable public transport. We got return travel for 5 miles for 2 Euros. They also benefit from solar energy, for electrical usage.”

“Very good electric train transport links from the airport along the coast, also good high-speed links between cities.”

Young British travellers think sustainable travel to Spain is easiest

Almost three quarters (73%) of those aged 18-34 think it is easy to holiday sustainably in Spain. 24% of the age bracket said it was very easy to holiday in Spain sustainably, with 49% saying it was quite easy. Comparatively, less than half (49%) of respondents over 65 thought it was easy to holiday sustainably in Spain. Only 12% of those 65+ thought it was very easy



For further information on Spain as a visitor destination, please visit www.spain.info or email Spain@wearelotus.co.uk