

# Impact of COVID-19 on national summer tourism

May 21, 2020



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Madrid -  
Photography by David Fernández, from Pixabay



## POPULATION

Residents in Spain of legal age with the intention of traveling before the arrival of COVID-19.

## FIELD WORK

April 16 to 25, 2020.

## CONTEXT

The survey was conducted during confinement imposed by the alarm state.

## SAMPLE

900 respondents residing in Spain of legal age. 741 with the intention of traveling before the arrival of COVID-19.

## SAMPLE ERROR

3.6% with 95% confidence.

## COLLECTION METHOD

Various digital channels have been selected through which a digital survey has been distributed. Telephone surveys have been carried out to reach low digitized segments.

## SURVEY DESIGN

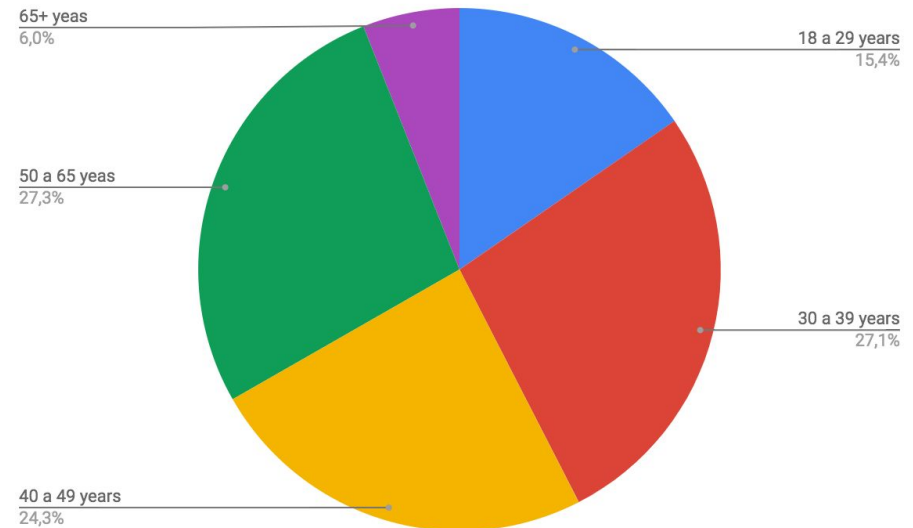
The survey was made up of 15 questions with 8 logical leaps, and Yes / No questions were used, as well as selecting one option and selecting several options.

For selection questions for one or more options, the order of the options has been shown randomly for each respondent.

Survey link: <https://abitari.typeform.com/to/RHJqlx>

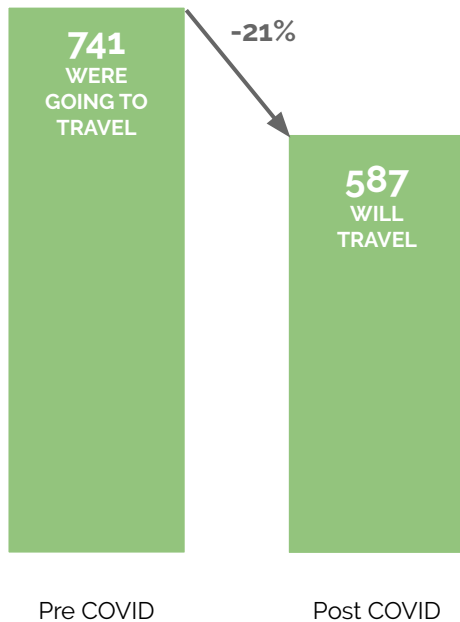
Link to [survey responses](#)

## SAMPLE PROFILE



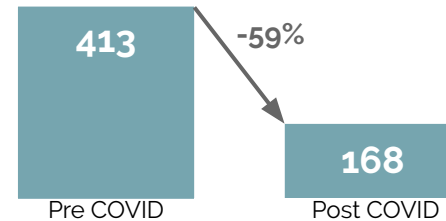
# The national tourist's intention to travel in summer **falls 21%** due to COVID-19

## ALL DESTINATIONS:



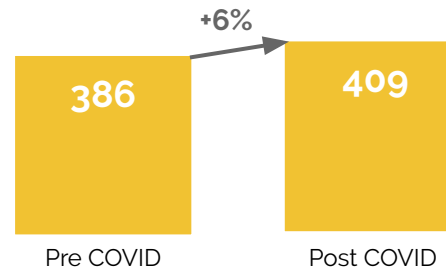
Of those surveyed intending to travel in the summer, **70%** will stay in at least one **national tourist accommodation**.

## INTERNATIONAL DESTINATION:



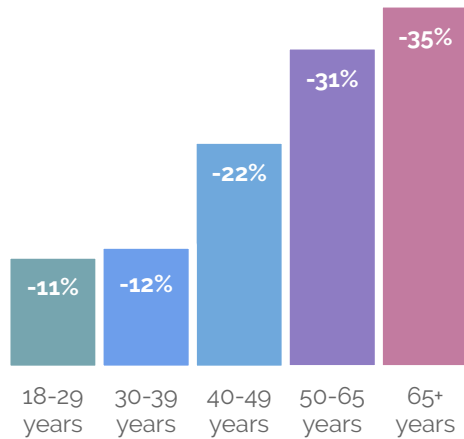
**Traveling abroad** becomes the **least desired option** with a drop of 59%.

## NATIONAL DESTINATION:

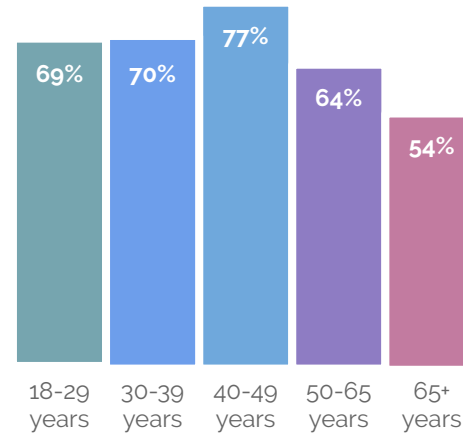


**6% more national tourism** than before the Coronavirus, despite the drop in the intention to travel in the summer.

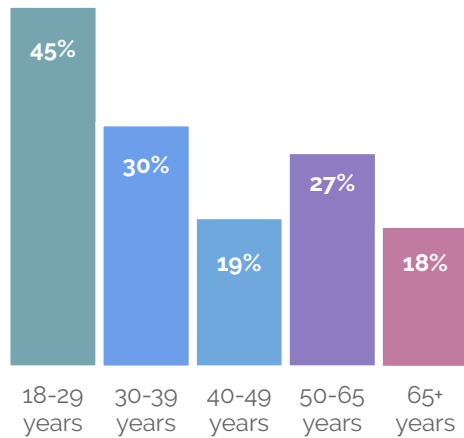
### FALL IN THE INTENTION TO TRAVEL:



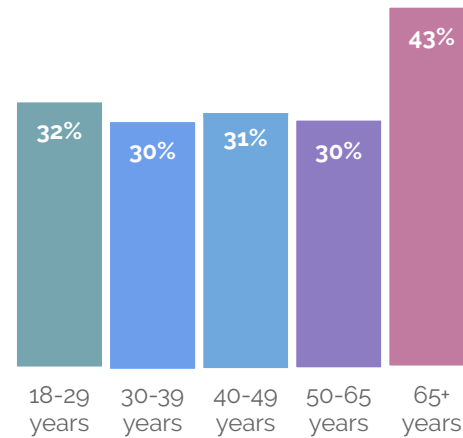
### THEY WILL STAY IN AT LEAST 1 NATIONAL ACCOMMODATION:



### THEY WILL STAY IN AT LEAST 1 INTERNATIONAL ACCOMMODATION:

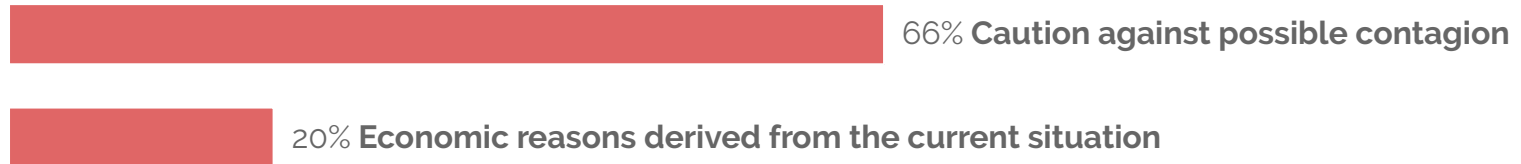


### THEY WILL STAY IN A SECOND RESIDENCE:



## Fear of contagion, the first reason for those who have stopped traveling

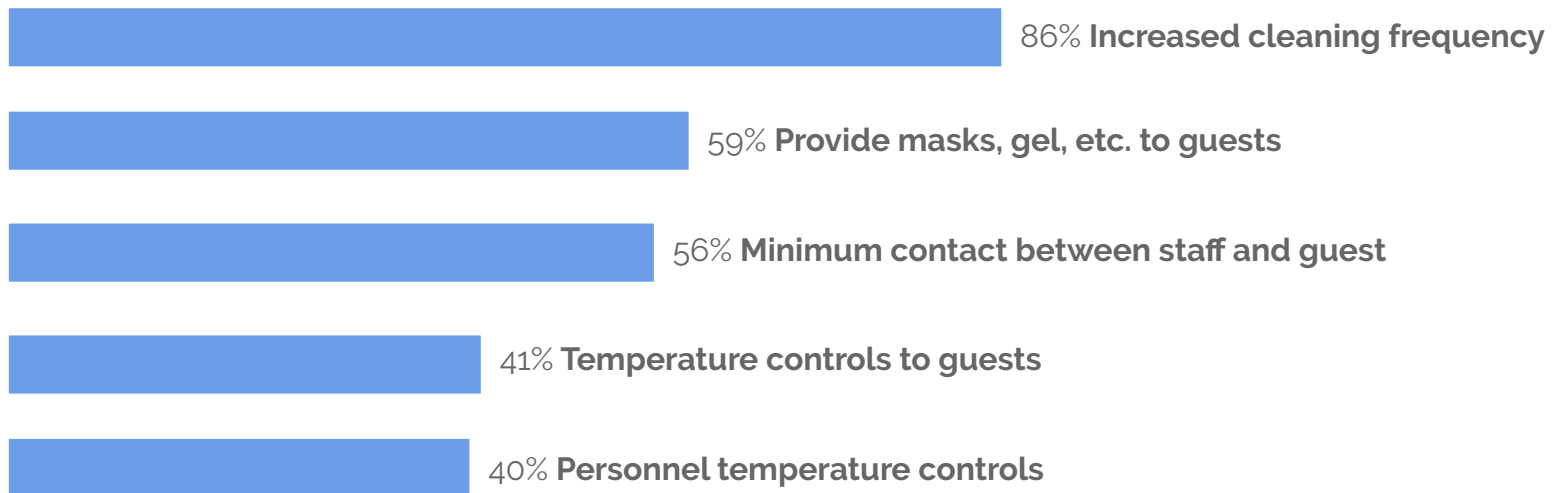
### TOP REASONS NOT TO TRAVEL



- ➔ **32%** of those who have **stopped traveling** because of COVID-19 have indicated that **they would travel if they knew that the accommodation was taking measures** to avoid infections.

## 91% of all travelers expect the establishment to **take additional security measures**

### TOP EXPECTED MEASURES

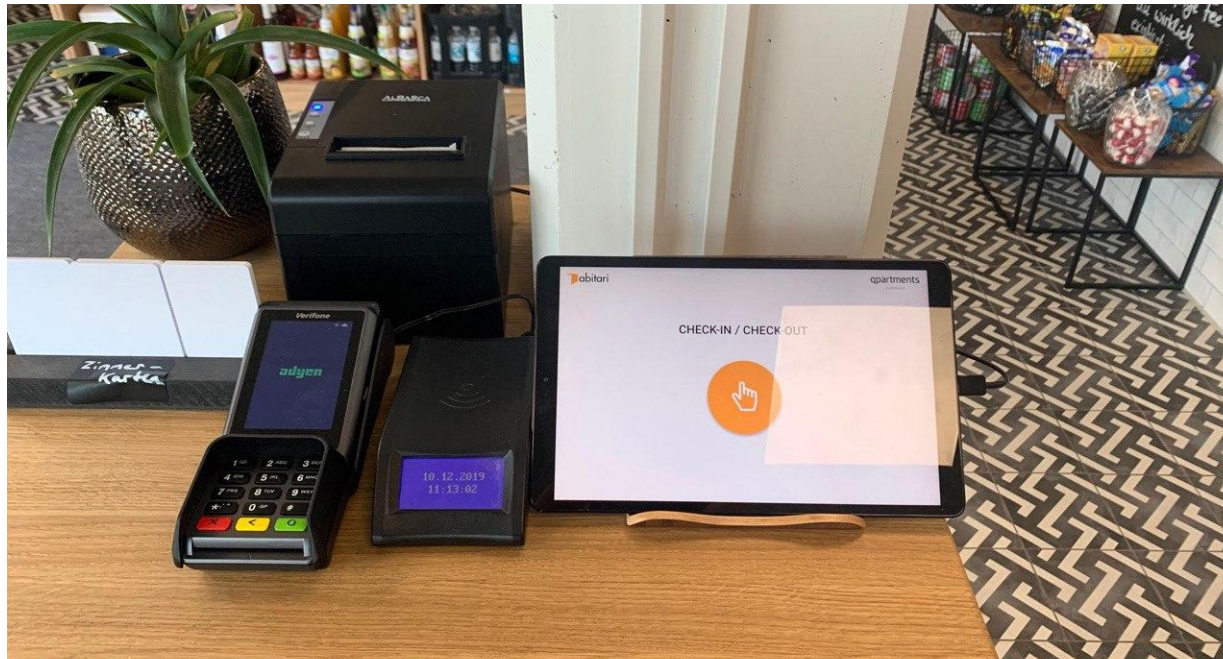


### OTHERS

- Know at all times what measures the hotel is taking to increase the feeling of security
- Limit capacity
- Block rooms 24 hours after a client's departure

70% of respondents consider that **self-check-in** is an appropriate measure to avoid contagion

→ This percentage rises **to 85%** if accompanied by **hydroalcoholic gel**



Study carried out by:



For any questions about the study you can write to [info@abitari.com](mailto:info@abitari.com)

In collaboration with:



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