



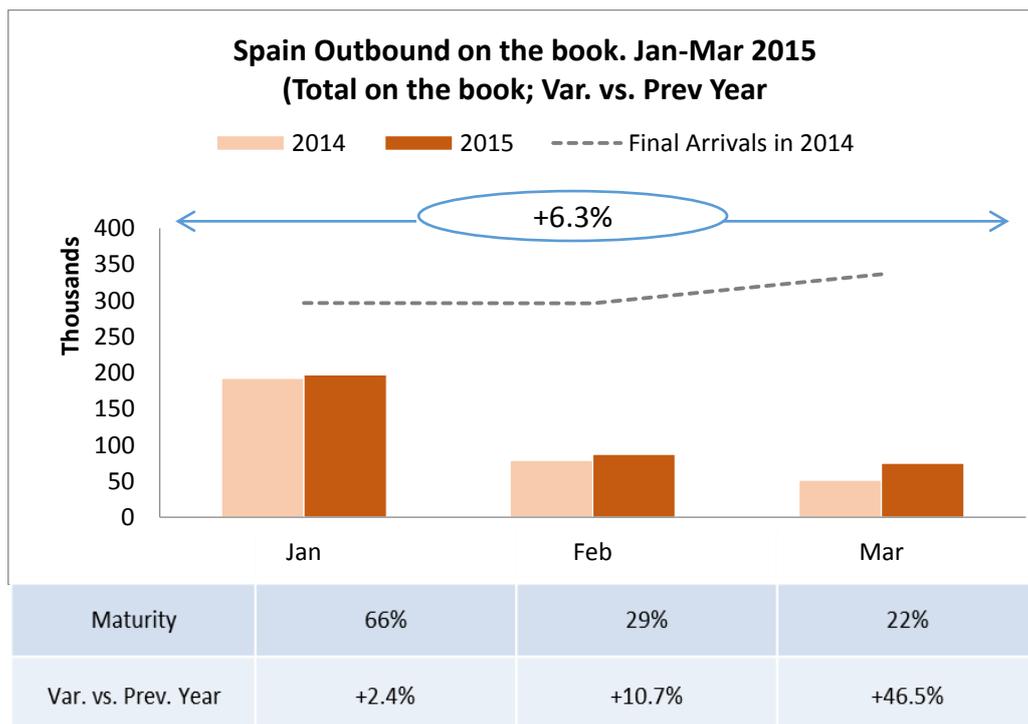
# News Release

## Spanish Tourism Rebounds

28 January 2015

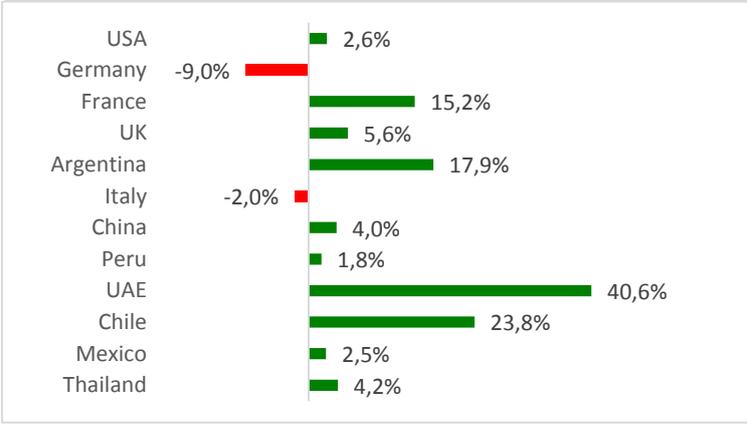
Forward Keys, which monitors future travel patterns by analysing ~70m booking transactions a day, crunching more daily traveller data than anyone else, is seeing 6.3% growth in bookings for international departures from Spain during the first quarter of 2015.

Olivier Jager, Co-founder and CEO, Forward Keys, commented: “We are seeing highly encouraging booking trends. Spanish outbound bookings for travel in February are up by 10.7% and bookings for March are currently up by 46.5% compared to the equivalent time last year. This tells us that travellers are booking earlier and/or that there will likely be a bigger volume of departures in the first quarter of 2015. Whichever way you see it, these numbers are grounds for optimism.”



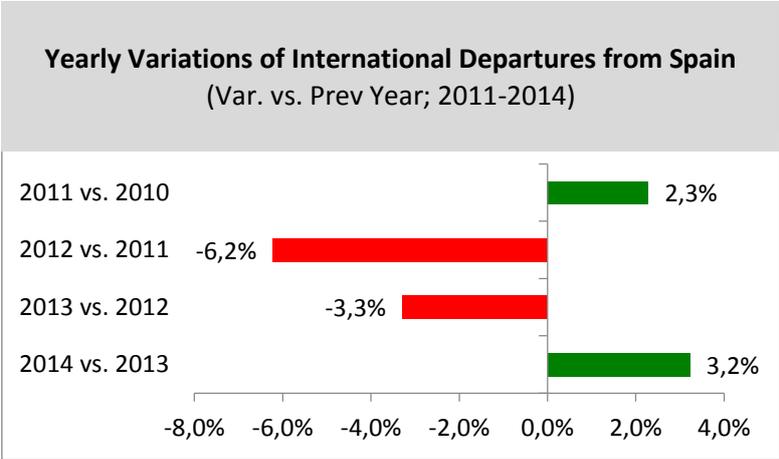
Looking at the top destinations for Spanish outbound, most countries are up on where they were at the same time last year. The big winners are the Middle East and Latin America. Bookings to the UAE are 41% up on last year, no doubt thanks to increased flight connectivity between Dubai and Spain, as well as various leisure and business events in the Gulf in January.

**Top 12 Destinations for Spanish Outbound on the Book**  
 (Rank according to total bookings;  
 Var. of expected departures vs. Prev. Year; Jan-Mar 2015)



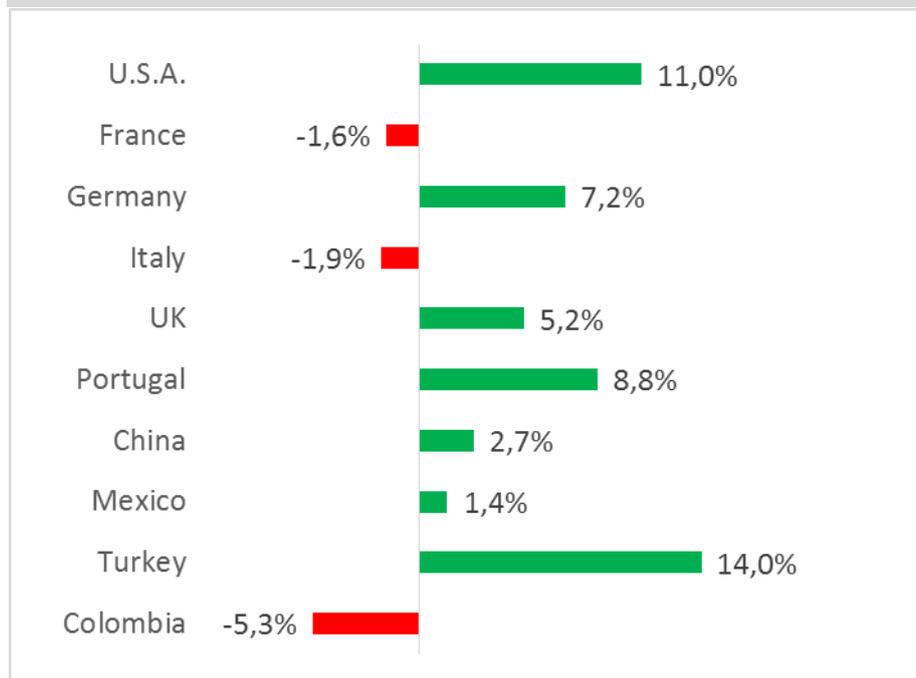
Bookings for Chile and Argentina also show a substantial increase compared to last year, up by 23.8% and 17.9% respectively, which can most likely be explained by a new code-share agreement between the Spanish national airline Iberia and the Latin American carrier TAM that makes it easier for Spanish travellers to go to South America.

The promising start to 2015 follows a recovery in 2014. Overall departure from Spain grew 3.2% last year, a welcome rebound from the 2012 global economic crisis, where yearly departures fell 6.2% from 2011.



Among the top destinations in 2014, the notable improvers were Turkey up 14%, the USA up 11%, Portugal up 9%, Germany up 7% and the UK up 5%.

**Top 10 Destinations for Spanish Outbound**  
(Rank according to total departures;  
Var. of total departures vs. Prev. Year; Jan-Dec 2014)



## ENDS

### About Forward Keys

Forward Keys predicts future travel patterns by analysing ~70m booking transactions a day, crunching more daily traveller data than anyone else. It is used by travel marketers, retailers, hotels and Destination Marketing Organisations (DMOs) worldwide, to forecast how many visitors from a particular origin market will be in a long haul destination on a given date, enabling them to better manage their staffing levels, to fine tune supply requirements and to predict future market trends. Data is so rich that it is possible to obtain almost real-time feedback on how events or even promotional campaigns influence people's travel intentions and how booking trends are evolving. Forward Key's data is retrieved daily from all the major global booking systems (GDSs), off-line travel agencies and airlines.

For further information please visit [www.ForwardKeys.com](http://www.ForwardKeys.com) or contact:

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