

Tourist industry in crisis in Spain until 2010

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A new report predicts 100,000 job losses between now and May, while Andalucía announces measures to combat the crisis.

The tourist industry in Spain will not recover from the current crisis until 2010 according to the latest report from the Alliance for Tourism Excellence, EXCELTUR.

In 2008 for the first time the tourist industry did not contribute to the growth of the Spanish economy showing its own negative growth of 1.1% with respect to 2007.

Exceltur Executive Deputy President, José Luis Zoreda, warned that the slowdown would be noted especially from the summer with a fall in national demand. He predicted that 100,000 jobs in the sector would be lost between now and May, some 6% of the total.

More than 75% of companies in the sector reported reduced sales and profits last year. Overall tourism income last year was down 4.1% and this year the reduction in income was expected to fall a further 5.7%. Confidence in the industry was back down to 2002 levels.

Meanwhile in Andalucía the regional tourism councillor, Luciano Alonso, has presented in Málaga a plan of 845 measures designed to promote the region this year, with a budget of 88.3 million, the largest ever.

The plan intends to consolidate the national market as well as attract tourists from the Eurozone, UK and Scandinavian countries. 80 tourism fairs would be attended and 127 promotions for tourism professionals will be set up in Andalucía with plans also to promote the AVE link to Madrid and elsewhere. Cultural festivals such as flamenco and sporting events will also be supported under the plan.



Regional Councillor for Tourism in Andalucía, Luciano Alonso, in

Málaga today - Photo EFE