

# Booking in Spain

September 2023

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## Booking in Spain - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Recovery in travel supports growth both in online and offline booking options  
Consumers increasingly in search of new travel experiences

#### PROSPECTS AND OPPORTUNITIES

Greater diversification and personalisation of the travel experience set to continue  
AI solutions and the use of technology will continue to support growth in online booking

#### CATEGORY DATA

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## Travel in Spain - Industry Overview

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