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Balearic tourist spending up more than a third in April

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Palma.—While there are those who are always sceptical about the regular tourist spending statistics, they do at least act as an indicator of tourism activity. As such, the Egatur figures for April seem to reinforce a general view of the month having been much busier than usual. This may not be a view shared everywhere in Majorca, but it was certainly evident in parts of the island. The total spending in the Balearics went up by 36.4%, which was by some distance the highest percentage increase in the country. This gave a total of 906 million euros. Three regions registered higher amounts - Catalonia with 1,472 million, the Canaries with 1,348 million and Andalusia on 1,099 million. In the case of the first two of these regions, the rises were both 20%. In Andalusia it was half this.

For the first four months of the year combined, the spending in the Balearics was 1,453 million euros, a rise of almost 13%. By contrast with the figures for April alone, the Balearics were in sixth spot. The Canaries headed the list with a similar percentage increase

but to 5,675 million euros. Catalonia, Andalusia, Madrid and Valencia occupied the four positions below the Canaries.

Nationally, the increase for January to April as a whole was 15.3%: a total spend of 20,394 million euros. In April, there was an increase of just under 20% to 6,739 million euros. The Easter holidays did of course have an influence on the April numbers.

UK tourists were the highest spenders for both April alone and for the first four months. UK spending nationwide in April was more than eighteen per cent of the total spending by all tourists. The German market was second with 16.1%. From January to April, UK spending was 18.9% of the total, which equated to 3,847 million euros, a rise of almost fourteen per cent.

It might be noted that with the cost of Balearic and Spanish holidays having in general been rising, the spending in the Egatur survey can be expected to reflect this. One key element of the survey is the cost of holidays.



Best of British at the Coleman Hall

Age Concern held their Sapphire Tea at the Coleman Hall yesterday to celebrate Queen Elizabeth's 65 year reign. Scores of people enjoyed a traditional tea along with Blue champagne. A minute's silence was observed at the start of the event in memory of the victims of the terror attacks in London and Manchester. *A full report will appear in tomorrow's newspaper.*



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