

Tourico Holidays Partners with Globalia, Spain's Largest Tourist Group

Global Travel Wholesaler Reports Strong Inbound & Outbound Hotel Growth in Spain

BARCELONA, Spain – September 28, 2016 – [Tourico Holidays](#), the world's fastest growing wholesale travel brokerage company, today announced a new distribution partnership with [Globalia](#), one of the largest travel agency groups in Spain. Globalia will now have access to Tourico's massive inventory of over 100,000 worldwide hotels, as Spain's inbound and outbound travel demand surges.

As a source market, Spain's hotel reservations have increased by 34 percent in 2016. According to Tourico's data, reservations to North America spurred much of the growth, increasing by 73 percent year-over-year. The Asia-Pacific market (+34 percent), Latin America (+25 percent), and Europe (+8 percent) also contributed to the significant overall growth.

"With outbound travel from Spain on the rise, our new partnership with Globalia will not only allow us to maintain momentum in the region, it will ensure Spanish travelers have access to even more travel product at unrivaled prices," said Nadia Younes, the Regional Sales Director in Spain, Portugal, and France for Tourico Holidays.

Tourico also today shared 2016 data revealing a 29 percent year-over-year increase in hotel bookings in Spain, with a 12 percent growth in average daily rates. Spain's inbound hotel growth can largely be attributed to source markets such as: United States (+178 percent), United Kingdom (+117 percent), China (+189 percent), Mexico (+150 percent), Brazil (+98 percent) Canada (+126 percent), Australia (+113 percent), Sweden (+74 percent) and Norway (+57 percent).

To meet the growing inbound demand, Tourico added an office in the country for the first time. A team of employees dedicated to Madrid, Palma, Bilbao, Andalucia, Portugal and the rest of Spain will be stationed in a new office in Via Laietana in Barcelona.

"As a burgeoning tourist market, travel agents and distributors across the globe are purchasing more products in Spain," Younes said. "To meet that growing demand, our local team is strategically contracting both big and small suppliers throughout the country."

About Tourico Holidays

Tourico Holidays is a leading global travel distribution company that contracts directly with travel providers, such as hotels, flights, cruise lines, attractions, car rentals, vacation homes and more. Tourico Holidays works on a high-volume, wholesale model to broker this inventory to over 4,900 clients in 100 countries using proprietary technology.

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