



Custom Questions- Spain



Top Strengths of Spain as a Meeting Location

- Planning Professionals -

Weather

Planners highlight the sunny climate of Spain as a major strength in regard to planning meetings and events. Attractive weather for attendees all year round allow for planners to plan meetings and events at any point of the year.

Affordable

Spain's value for the money was cited by many planners as a major strength. Planners described Spain as a location that could accommodate all budgets with very competitive pricing.

Culinary Experience

Many planners highlight the culinary strength of Spain as a meeting destination. In addition, the variety of both food and locations were cited as strengths by planners in regard to planning meetings and events.

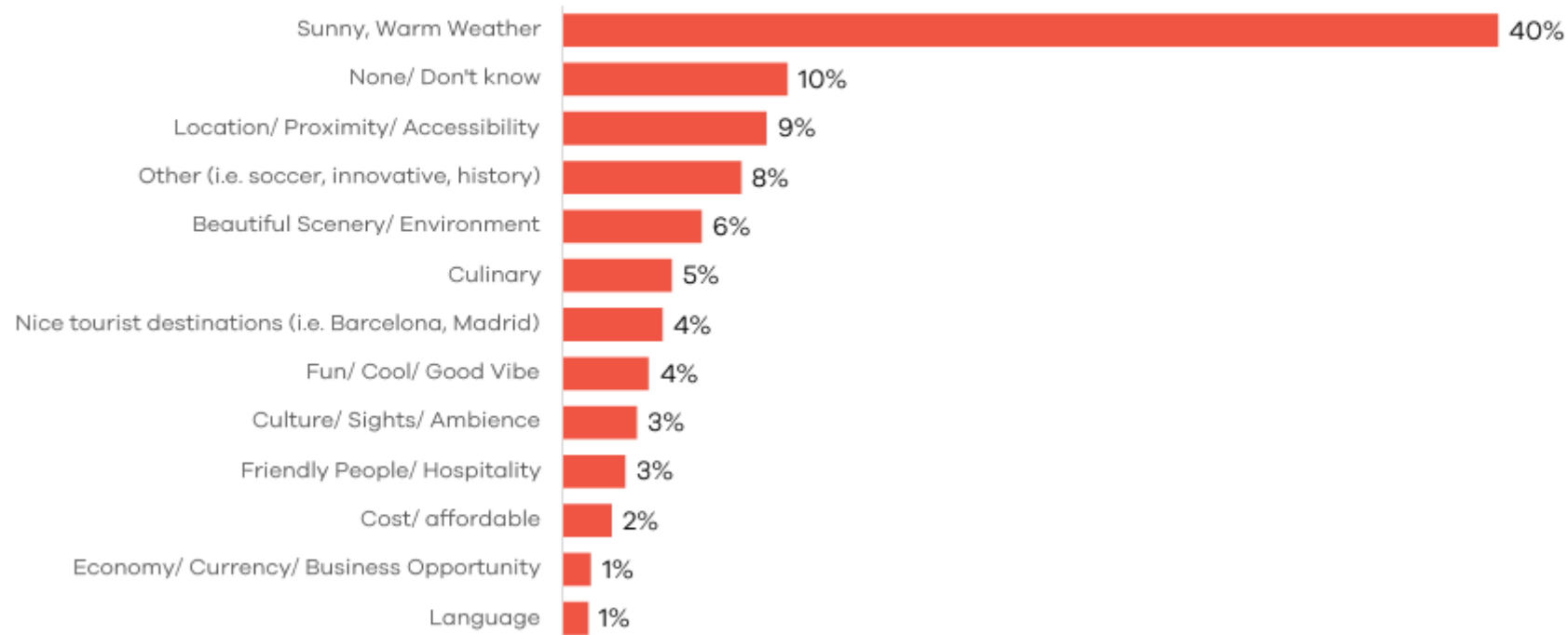
Source: A Portrait of European Meeting & Convention Travel April 2022

Base: Planning Professionals (n=80)

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Question/ Please provide the top three (3) strengths of Spain as a meeting and incentive location. (Note: We are looking for your perception, even if you have never visited.)

Top Strengths of Spain as a Meeting Location - Meeting Attendees -



Source: A Portrait of European Meeting & Convention Travel April 2022

Base: Meeting Attendees (n=1600)

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Question/ Please provide the top three (3) strengths of Spain as a meeting and incentive location. (Note: We are looking for your perception, even if you have never visited.)

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Top Weaknesses of Spain as a Meeting Location - Planning Professionals -



Lack of Availability

Planners cite the limited availability for venues and hotels during peak times as a weakness of Spain as a destination for meetings and events. Particularly during the high season, it can be difficult to find available dates, and the dates that are available may be more expensive as a result.

Lack of Uniqueness/ Too Familiar

According to planners, Spain is frequently visited not only for meetings and events, but for personal trips, which may lead to attendees finding it less exciting than other destinations.

Quality of Service

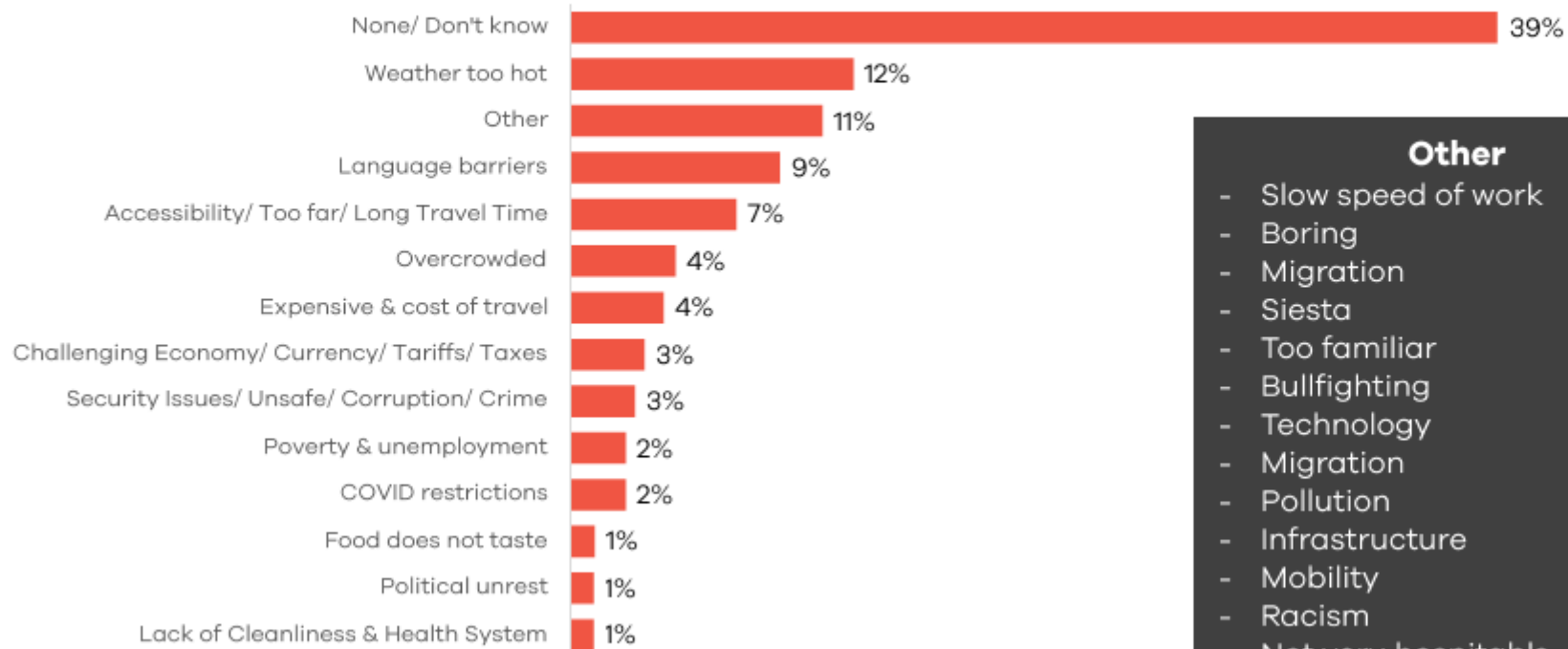
Planners describe the service quality varying across the regions, with some areas described as slow or disorganized.

Source: A Portrait of European Meeting & Convention Travel April 2022

Base: Planning Professionals (n=72)

Question/ Please provide the top three (3) weaknesses of Spain as a meeting and incentive location. (Note: We are looking for your perception, even if you have never visited.)

Top Weaknesses of Spain as a Meeting Location - Meeting Attendees -



- Other**
- Slow speed of work
 - Boring
 - Migration
 - Siesta
 - Too familiar
 - Bullfighting
 - Technology
 - Migration
 - Pollution
 - Infrastructure
 - Mobility
 - Racism
 - Not very hospitable

Source: A Portrait of European Meeting & Convention Travel April 2022

Base: Meeting Attendees (n=1600)

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Question/ Please provide the top three (3) weaknesses of Spain as a meeting and incentive location. (Note: We are looking for your perception, even if you have never visited.)

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