

# THE INFLUENCE EXERTED BY THE AVAILABILITY OF LOW-COST FLIGHT ROUTES TO MATURE MASS COASTAL DESTINATIONS. THE CASE OF THE SELECTION OF SALOU BY ENGLISH HOLYDAYMAKERS

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International workshop of the Regional Studies Association *Research Network on Tourism and Regional Development*

**Evolution and transformation in tourism destinations: Revitalisation through innovation?**

VILA-SECA (10-13 February 2014)

Research group on  
territorial analysis  
and tourism studies  
(GRATET)



Department of Geography



UNIVERSITAT ROVIRA I VIRGILI



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# 1 Background

TOURISM ACTIVITY IN SPAIN



11% GDP  
12% jobs

More than 60 million of international tourists (2013)



CHARTER / "TRADITIONAL" / **LOW COST**



**REGIONAL AIRPORTS**

# 1 Background (the question)

INFLUENCE OF LOW-COST FLIGHTS  
ROUTES IN THE DECISION OF  
TOURISTS TO VISIT A DESTINATION?

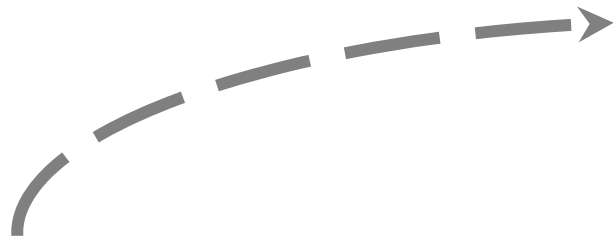


# 1 Background (warnings!)

**a) The existence of a low-cost flight route does not guarantee that a visit will happen**



Where are  
passengers?



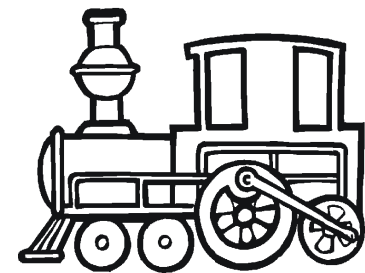
Where are tourists?

# 1 Background (warnings!)

a) The existence of a low-cost flight route does not guarantee that a visit will happen

b) **Low-cost flight route is not necessary if there are alternative ways available to travel to the destination**

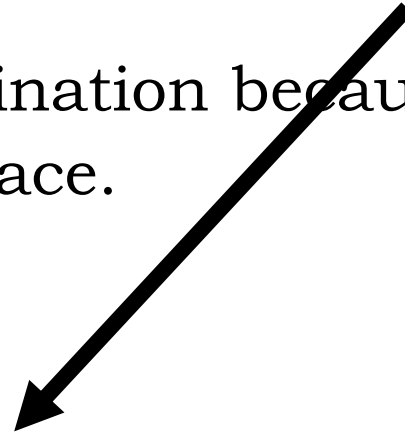
X



# 1 Background (but)

The existence of the low-cost route **increases** the **p**robability to visit a destination because it adds another way the visit takes place.

$\Delta p$



defined as the difference between the probability that a potential visitor came to a destination because the availability of a low-cost flight and the probability of the visit would have been performed anyway if the low-cost flight does not exist.

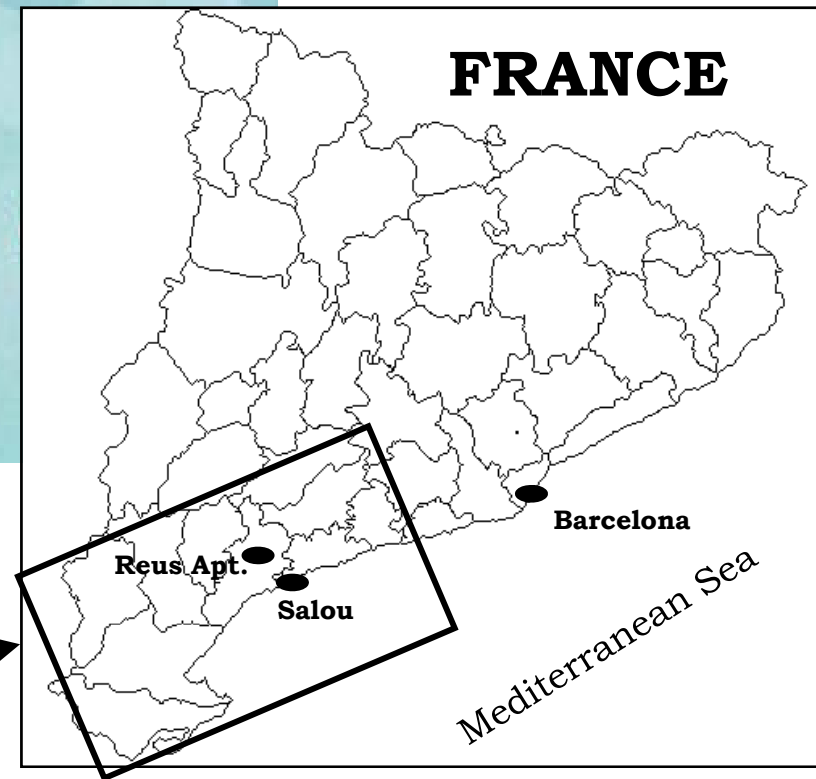
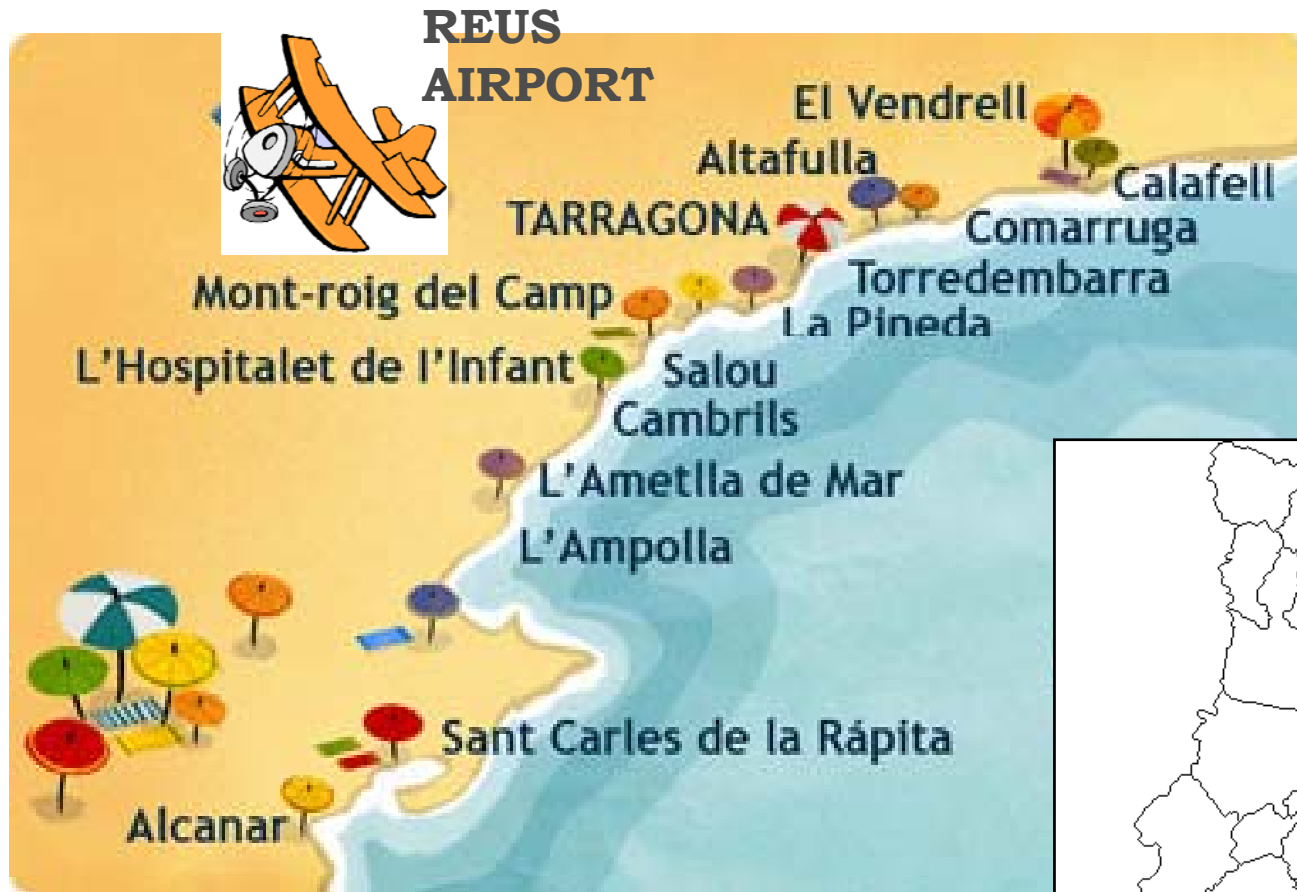
## 2 Objective

Assess the influence exerted by the availability of a low-cost flight route between East Midland (England) and **Reus** airports (Catalonia) in English holidaymakers

 **SALOU**



### 3 Study area



COSTA DAURADA

## 4 Data and methodology

Saladié et al. (submitted)

English tourists: Reus Airport  $\longrightarrow$  East Midlands airport

on holidays at **Costa Daurada**

SURVEY : 338 respondents

213 in Salou (63%)

**ANALYSED SAMPLE**

## 4 Data and Methodology

Causal Chain Approach (Young et al., 2004, 2005)

### **Question 18 (k).**

How true is to say that you came to the destination because of the low-cost Ryanair flights to Reus? (0-10)

### **Question 19 (1-c).**

How true is to say that you would have come to the destination even if there were no low cost flights to Reus? (0-10)

$$\Delta p_i = \mathbf{k}_i * \mathbf{c}_i \longrightarrow \Delta \mathbf{p} = \sum_{i=1}^N (\mathbf{k}_i * \mathbf{c}_i) / N$$

## 5 Results (sample profile)

<b>STRUCTURE</b>		<b>AGE</b>		<b>SIZE (only adults)</b>	
<b>FWC &lt;13</b>	<b>44.6%</b>	<25	11.3%	One	5.2%
FWC 13-17	8.5%	25-34	17.8%	<b>Two</b>	<b>70.0%</b>
FWC >17	2.3%	<b>35-44</b>	<b>26.8%</b>	Three	8.4%
AR <36	6.6%	<b>45-54</b>	<b>28.6%</b>	More than three	16.4%
<b>AR &gt;35</b>	<b>20.7%</b>	55-64	11.3%	<b>ACCOMMODATION</b>	
AF <26	6.1%	>65	4.2%	<b>Hotel</b>	<b>83.6%</b>
AF 26-35	3.8%	<b>BOOKING</b>		Own / F or R	6,1%
AF >35	5.6%	Travel agency	19.7%	Rental apartments	8,4%
Nobody	1.8%	<b>Independently</b>	<b>80.3%</b>	Other	1,9%

**Nights: 7.7** (on average)

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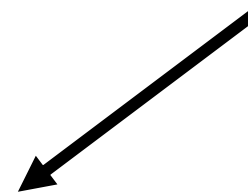
FWC: family with children / AR: adults relatives / AF: adults friends / F or R: friends or relatives

## 5 Results (Sample profile)

1st time in Salou (Costa Daurada)?

YES: 47.4%

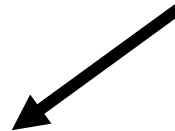
**NO: 52.6%**



Reus airport used before?

**YES: 86.6%**

NO: 13.4%



HOW MANY TIMES?

**4.6 (on average)**

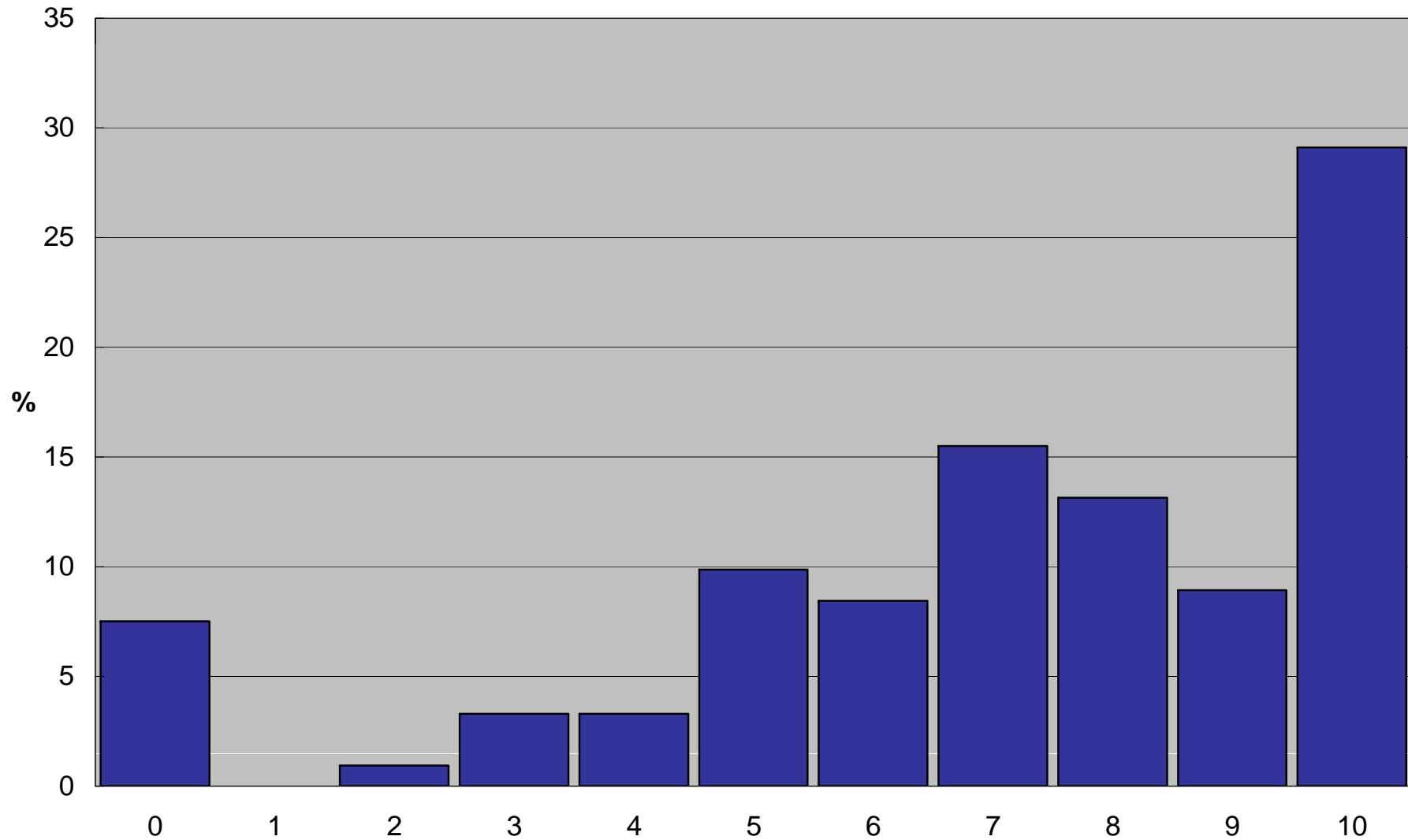
## 5 Results (sample profile)

Most important reason to fly to Reus airport

<b>DISTANCE FROM REUS AIRPORT TO SALOU</b>	47.9%
<b>PRICE OF FLIGHT</b>	40.4%
<b>OTHERS</b>	11.7%

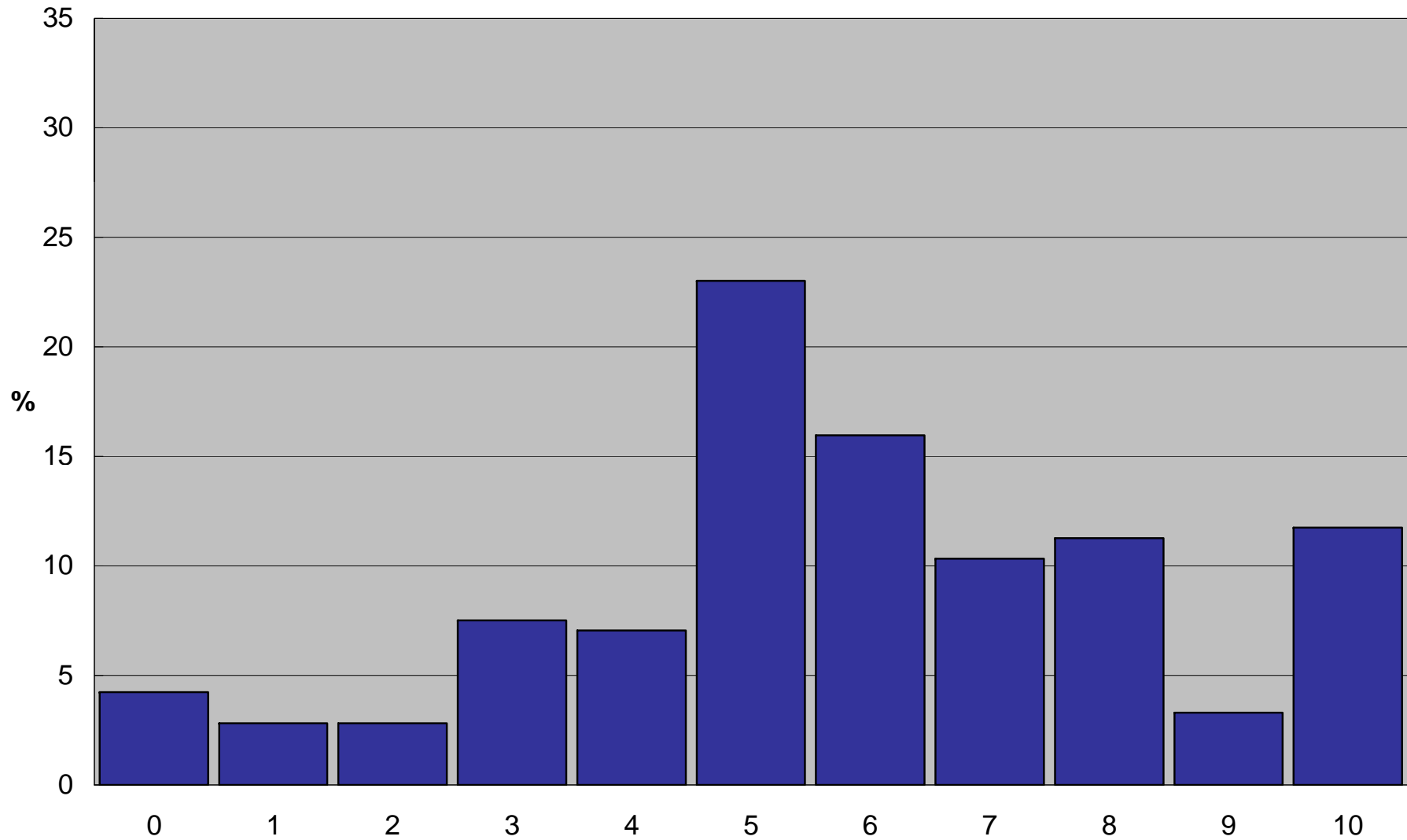
# 5 Results

## FREQUENCY OF ANSWERS TO QUESTION 18



# 5 Results

## FREQUENCY OF ANSWERS TO QUESTION 19





## 5 Results

### Causal effect of the low-cost route

“Pure low-cost loyal tourists” = 5 (q18: 10; q19: 0)

“Pure destination loyal tourists” = 7 (q18: 0; q19: 10)

	Salou
N	213
K	0.710
1-C (background probability)	0.579
<b><math>\Delta p</math></b> (uplift probability; C*K)	<b>0.322</b>

Whole Costa Daurada  $\Delta p = 0.284$  (Saladié et al., submitted)

## 5 Results

### Causal effect of the low-cost route

	$\Delta p$	N
Accommodated in own, friends or relatives lodge	0.169	13
Accommodated in a hotel	0.339	178
Distance Reus airport - Salou (main reason to fly to Reus airport)	0.253	102
Price (main reason to fly to Reus airport)	0.429	86
Accommodated in a hotel, first time visit and price of flight	0.467	36

## 6 Conclusions

- Uplift probability: 32.2%
- (but) Background probability: 57.9% (they would have visited anyway Salou- resilience of destination)
- Influence is not homogeneous (highest: hotel – 1st time visit – price)
- Results must be taken into account by:
  - Accommodation and hospitality providers
  - Destination managers
  - Low-cost airlines

**FUTURE RESEARCH: Other routes – Other airports**



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# Thanks for your attention!

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