

LOW-COST DOES NOT INCREASE TOURIST SPENDING.

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Contrary to what many of us might think, the increase in tourists caused by the irruption of the [low-cost airlines](#) has not translated into an increase in overall tourism spending.

To reach this conclusion, a team from the [Complutense University of Madrid](#) (UCM) has led a study on the contribution to global tourist spending of the irruption of these low cost companies during the period 2004-2010. The result is a zero balance, for which one of the explanations could be that the tourist who uses these airlines spends less per day of stay

One of his recommendations is not to promote this business model through subsidies, since it does not lead to an increase in income from tourism, neither in the short nor in the long term, it simply increases the number of tourists but produces a decrease in spending medium. Tupper tourism?.

There are no comments yet.