



# Industry news observatory

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**Star Hotels**  
(Case Study)

**UpSideRisks**

**April 2024**

## News related to the tourism industry in Europe in the month of April.



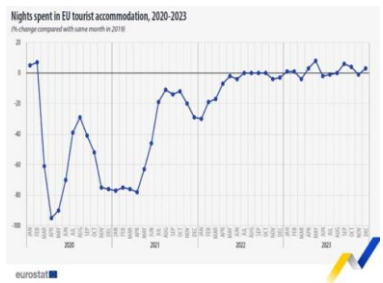
### Amsterdam imposes strict restrictions on the construction of new hotels

**April 19.** In a move to combat tourism, Amsterdam has put a stop to the construction of new hotels. Under the new rules, construction of a new hotel is not permitted unless another hotel closes, and the new hotel must be more modern or more sustainable than the one that closed. Additionally, Amsterdam is urging hotel developers to consider locations outside the city center. The 26 projects that are already in the process of hotel development in the city are exempt from the new restriction. [Read more](#)



### Overwhelmed by tourists, European city adds mandatory entry fee

**March 5.** Tourists who plan to take advantage of available flights for a summer excursion to Europe should be prepared to pay an additional fee if they plan to visit the floating city. Venice officials approved an access fee that will apply on select dates, from April 25 to mid-July, in an effort to combat the effects of overtourism. [Read more](#)



### The number of nights in EU accommodation increases 3.9% in 4Q2023

**April 9.** In the last three months of 2023, almost 500 million nights were spent in EU tourist accommodation: 217 million nights in October, 134 million nights in November and 144 million nights in December. This corresponds to 19 million more nights (+3.9%) than those spent in the last three months of 2022. Nineteen of the twenty-six EU countries with available data reported a positive trend. The largest increases in the last quarter of 2023 were recorded in Malta and Croatia, with +16.4% and +10.5%, respectively. More than half of the 494 million overnight stays in the EU in the fourth quarter were observed in the top three countries: Spain (93 million overnight stays), Germany (92 million) and Italy (64 million). [Read more](#)



### CEOWORLD - The best countries to invest in travel, tourism and hospitality, 2024

**April 21.** According to the latest rankings by CEOWORLD magazine, Singapore has been declared the best country to invest in travel, tourism and hospitality. The United States, France, Spain and Germany made the top five. Malaysia came in at number six, followed by Japan at seventh. CEOWORLD magazine's ranking also places the UK in eighth place, ahead of Thailand (ninth) and the United Arab Emirates (10th). [Read more.](#)

## News related to the tourism industry in Spain in the month of April.



### Spain welcomed almost 20 million international air passengers in the first quarter, 16% more than in 2023

**April 18.** The month of March maintains the positive trend of the first two months of the year and experiences a significant increase in international air passengers, which grew by 16.8% year-on-year to reach 7.6 million, according to data published today by Turespaña. Of these, 57% came from within the European Union, experiencing an increase of 19.9%, while the flow from the rest of the world, which accounted for the remaining 43%, increased by 13.9%. In the total for the first quarter, Spain has already received around 19.9 million international passengers, 16% more than in the first three months of 2023. [Read more](#)



### Employment in the tourism sector in Spain increased by 6.1% in March compared to the same month in 2023, exceeding 2.7 million contributors

**April 17.** Social Security affiliates linked to tourism activities reached 2,739,483 in March, which represents an increase of 6.1% compared to the same month in 2023 (157,035 new workers). Tourism employment now represents 13.1% of the total number of affiliates of the country's economy, which as a whole grew by 3% for that month. [Read more](#)



### Room Mate enters the luxury segment after increasing its sales by 37%

**April 15.** The Room Mate hotel chain takes positions in the luxury segment at the moment of greatest splendor for the Spanish tourism industry. The company led by Kike Sarasola will present this week its new Room Mate Collection brand, which will begin a new stage after the American fund Angelo Gordon and the Canadian manager Westmont Hospitality assumed control of the company. The launch of this new flagship coincides with the boom experienced by luxury tourism in Spain. [Read more](#)



### Canary Islands: massive protests against mass tourism that they say overwhelms the islands

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## News related to the tourism industry in Latin America and Africa in the month of April.



### Mexico reports record figures in tourism in the first two months of 2024

**April 15.** During the first two months of 2024, Mexico received more than 6 billion dollars due to international visitors, as reported in a Sectur statement. This figure represents an increase of 8.8% compared to the same period in 2023. This consolidates an upward trend that has remained constant in recent years. [Read more](#)



### New investments will revolutionize the Mexican hotel sector

**April 6.** According to an analysis by JLL, in the next six years more than 20,190 hotel rooms will be added to the available inventory in Mexico, which considers both recreational and business tourism. The report indicates that it is in the Mexican Caribbean where there is the highest concentration of investment in the construction of new rooms in the short and medium term, highlighting high-end products. The most developed vacation markets in the country observe constant and dynamic demand, so the appetite for new investments remains robust. [Read more](#)



### More than 100% foreign tourism investment soars in Mexico

**April 15.** Mexico has managed to position itself as an attractive destination for attracting tourist investments. For example, in the period 2019-2023, foreign direct investment in tourism (FIDT) totaled \$11,641 million dollars, according to data released by the Ministry of Tourism (Sectur). In 2023 alone, the FIDT totaled \$2,561 million dollars, which exceeded by 135% the \$1,091 million dollars registered in 2019, prior to the pandemic in the United States and Canada, the countries that invest the most in the country's tourism sector. [Read more](#)



### Growing solar investments amid tourism expansion

**April 19.** Zanzibar's tourism industry is experiencing significant growth and tourist numbers have reached record levels. This increase in tourism is driving demand for reliable and sustainable energy sources, leading to an increase in solar PV installations. International hotels are the main contributors to this trend, recognizing the need to provide uninterrupted power supply to their customers. The challenge, however, is that these types of facilities are currently considered luxury investments out of reach of the average Tanzanian citizen. [Read more](#)





## Contacts

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