

## Hey big spender! Brits part with 1.46 billion euros in Spain during 2012

Written by Talor Wimpy

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"Recession, what recession?" some may say as Brits proved the biggest spenders in 2012, parting with a total of 1.46 billion euros, up 12% from 2011, according to data provided by the Spanish Government. The French came in second at 515 million euros, up 16.6%, whilst spending from Scandinavian tourists grew by 17.5% and the Irish by 32%. Data further revealed that the average daily expenditure reached 76.3 euros during 2012, up 8.9%, with an average stay of 12 days per visitor. Indeed the Spanish Ministry of Industry, Trade and Tourism's latest report (Jan 2013) on spending by foreign tourists last year reveals that throughout the Valencia Community (home to the Alicante province which generated 70% of turnover), spending by foreign tourists amounted to 4.84 billion euros in total, 9.4% more than last year.

Marc Pritchard, Sales and Marketing Manager for leading Spanish homes builder Taylor Wimpey España comments,

"Spain has indeed been through a challenging period but seeing the continual rise of tourists and associated spend to the country as a whole and the Costa Blanca specifically is immensely reassuring for both current and prospective property owners.

"Improved personal finances and a decrease in holiday prices have contributed to rising tourist levels, helping to alleviate some of the stresses on the Spanish economy. And of course, with the continued ease of access to Spain, particularly the Costa Blanca with new flights scheduled from the UK to Alicante starting this spring, we fully expect Spain remain a top tourist as well as holiday home destination in 2013."

A case in point

Taylor Wimpey Espana's client, Penelope Askew, 65, from Essex spent a lifetime being sensible and saving her hard earned pennies but finally saw an opportunity to fulfil her dream of owning a home abroad. She wanted a property within easy reach of the UK and fell in love with the Lagunas del Sol development on the Costa Blanca, only a 2 hour flight away.

She says:

"I recently retired and have been careful with money all of my adult life. I saw the opportunity to buy a 2 bedroom holiday home in a brilliant location for a competitive price and jumped at the

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chance to spend more time in warmer climes in a home away from home in Spain.

"There's always something to do... whether on the beautifully manicured golf courses or enjoying the sunshine on the stunning beaches. Lagunas del Sol has lovely swimming pools with plenty of room for relaxing or if I fancy going further afield slightly inland, the Costa Blanca has caves with resident artisans and in many of the towns there are weekday markets with local traders selling their goods.

"Taylor Wimpey España made my Spanish holiday home dream a reality. From start to finish I found the process of owning my own piece of the Costa Blanca hassle free. My queries were dealt with immediately and a friendly contact in Spain was always available to provide detail to assist with purchasing my home."

With award winning beaches, easy access to Alicante and San Javier airport in Murcia, Benidorm an hour away and Cartagena half an hour, the Costa Blanca is a well-known tourist destination with a gorgeous sea port. It's easy to see why people come here time and again!

And if like Penelope you want to make that holiday more permanent then Lagunas del Sol is the perfect choice for a holiday home. Set in a charming rural area and located close to the heart of Rojales, the development comprises townhouses designed in a natural setting and very close to the beautiful beaches that this area is famous for.

All the properties are being built to excellent specifications boasting 3 bedrooms, a garden, private parking and enjoy outstanding views towards the swimming pools and gardens, available now from just €139,840.

For more information contact Taylor Wimpey España today on 08000 121 020 or visit [www.taylorwimpeyspain.com](http://www.taylorwimpeyspain.com) . If you reside outside of the UK you will need to call 00 34 971 706 972.