



Manufacturing and Services
Office of Travel and Tourism Industries

2008 Market Profile: Spain



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Visitation Trends (Arrivals)

[Thousands of Visitors]	2001	2002	2003	2004	2005	2006	2007	2008	Change 2008/2001
Total Arrivals	291	270	284	333	386	424	516	658	367
Percentage Change (%)	-19%	-7%	5%	17%	16%	10%	22%	27%	126%

Spending Trends (Exports)

[Millions of U.S. Dollars]	2001	2002	2003	2004	2005	2006	2007	2008	Change 2008/2001
Total Travel & Tourism Exports (1)	\$1,015	\$1,017	\$1,060	\$1,335	\$1,582	\$1,774	\$2,076	n/a	n/a
Travel Receipts	\$825	\$804	\$846	\$1,077	\$1,299	\$1,454	\$1,622	n/a	n/a
Passenger Fare Receipts	\$190	\$213	\$214	\$258	\$283	\$320	\$454	n/a	n/a
Change (%) in Total Exports	-24%	0%	4%	26%	19%	12%	17%	n/a	n/a

Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2007	2008	% Point Change (2)
Personal Computer	37%	46%	10 pts.
Travel Agency	40%	37%	-4 pts.
Friends/Relatives	16%	13%	-3 pts.
Airlines Directly	13%	11%	-2 pts.

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Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2007	2008	% Point Change (2)
Leisure/Rec./Holidays	56%	66%	10 pts.
Visit Friends/Relatives	22%	16%	-6 pts.
Business/Professional	16%	11%	-5 pts.
Convention/Conference	2%	4%	3 pts.

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2007	2008	% Point Change (2)
Leisure/Rec./Holidays	67%	77%	10 pts.
Visit Friends/Relatives	31%	27%	-5 pts.
Business/Professional	22%	13%	-9 pts.
Convention/Conference	6%	6%	0 pts.
NET PURPOSES OF TRIP:			
Leisure & VFR	83%	89%	6 pts.
Business & Convention	24%	17%	-6 pts.

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2007	2008	% Point Change (2)
Taxi/Cab/Limousine	50%	46%	-4 pts.
City Subway/Tram/Bus	32%	35%	3 pts.
Company or Private Auto	24%	27%	3 pts.
Airlines in U.S.	23%	26%	4 pts.
Rented Auto	20%	22%	2 pts.

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2007	2008	% Point Change (2)
Shopping	82%	89%	7 pts.
Dining in Restaurants	76%	77%	2 pts.
Visit Historical Places	51%	64%	13 pts.
Sightseeing in Cities	43%	55%	12 pts.
Art Gallery/Museum	37%	40%	4 pts.
Concert/Play/Musical	23%	28%	4 pts.
Visit Small Towns	20%	26%	6 pts.
Cultural Heritage Sites	17%	26%	9 pts.
Guided Tours	16%	24%	8 pts.
Nightclubs/Dancing	12%	19%	6 pts.

Select Traveler Characteristics

Traveler Characteristics	2007	2008	Change (2)
Advance Trip Decision Time (mean days)	64	85	21 days
Advance Trip Decision Time (med. days)	45	60	15 days
Prepaid Package	11%	14%	4 pts.
First International Trip to the U.S.	39%	52%	13 pts.
Length of Stay in U.S. (mean nights)	13.8	12.8	-1 night
Length of Stay in U.S. (median nights)	7.0	8.0	1 night
Number of States Visited (% 1 state)	73%	69%	-4 pts.
Average Number of States Visited	1.4	1.5	0 states
Hotel/Motel (% 1+ nights)	82%	83%	1 pt.
Average # of Nights in Hotel/Motel	7.3	7.8	1 night
Travel Party Size (mean # of persons)	1.5	1.7	0.2
Gender: % Male (among adults)	59%	63%	4 pts.
Household Income (mean average)	\$91,100	\$91,300	\$200
Household Income (median average)	\$73,400	\$75,200	\$1,800
Average Age: Female	35	35	0 years
Average Age: Male	39	37	-2 years

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U.S. Destinations Visited (States, Cities, and Regions)

Visitation to U.S. Destinations/Regions (3)	Market Share 2007	Volume 2007 (000)	Market Share 2008	Volume 2008 (000)
REGIONS				
Middle Atlantic	**	**	64.1%	422
STATES				
New York	**	**	62.3%	410
CITIES				
New York City	**	**	62.6%	412

(1) Total Travel & Tourism Exports = travel receipts (purchase of travel and tourism-related goods and services, to include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incidental to a foreign visit) + passenger fare receipts (fares paid to U.S. air carriers and vessel operators for travel between the United States and foreign countries and between two foreign points).

(2) Percentage-point and percentage changes are based on non-rounded data.

(3) Only census region, state, and city destinations having a sample size of 400 or more are displayed. Due to quarterly data weighting by country and port of entry, some unreported destinations may have a higher proportion of total than those reported.

(n/a) Estimate not available.

(**) Estimate not shown due to sample size fewer than 400 for this year.

Note: This profile shows only a portion of the 35 travel characteristics data reported on international arrivals to the United States. Additional information may be obtained for a fee. To learn more, please visit: <http://tinnet.ita.doc.gov/research/programs/ifs/index.html>.

For a list of the states that comprise each census region, please visit: http://tinnet.ita.doc.gov/outreachpages/census_regions.html.

Source: U.S. Department of Commerce, ITA, Office of Travel and Tourism Industries; Bureau of Economic Analysis.

Publication Date: May 2009



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Survey of International Air Travelers

The Survey of International Air Travelers (or “In-Flight” survey) provides a level of detail and insight into the traveler characteristics and travel patterns of international visitors to and from the United States not found elsewhere. Responses are weighted with data from the Department of Homeland Security and the following thirty-five tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about the Spanish traveler who visits the United States.

Survey of International Air Travelers: Table Number and Description

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- Summary of International Travel to the United States (I-94)
- Forecast of International Arrivals to the United States
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- U.S. Travel and Tourism Satellite Accounts
- Canadian Statistics
- Travel Barometer

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