

U.S. Department of Commerce  
International Trade Administration



Office of Travel and Tourism Industries

# 2010 Market Profile: Spain



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## Visitation Trends (Arrivals)

[Thousands of Spain Visitors]	2003	2004	2005	2006	2007	2008	2009	2010	Change 2010/2003
Total Arrivals	284	333	386	424	516	658	597	640	356
Percentage Change (%)	5	17	16	10	22	27	-9	7	125

## Spending Trends (Exports)

[Millions of U.S. Dollars]	2003	2004	2005	2006	2007	2008	2009	2010 <sup>r</sup>	Change 2010/2003
Total Travel & Tourism Exports (1)	\$1,060	\$1,335	\$1,582	\$1,774	\$2,076	\$2,867	\$2,160	\$2,164	\$1,104
Travel Receipts	\$846	\$1,077	\$1,299	\$1,454	\$1,622	\$2,132	\$1,596	\$1,599	\$753
Passenger Fare Receipts	\$214	\$258	\$283	\$320	\$454	\$735	\$564	\$565	\$351
Change (%) in Total Exports	4	26	19	12	17	38	-25	0	104

(r) Revised.

## Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2009 (Percent)	2010 (Percent)	Point Change (2)
Personal Computer	46	39	-6.9
Travel Agency	34	37	3.0
Friends/Relatives	13	14	1.1
Airlines Directly	14	13	-0.9

## Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Leisure/Rec./Holidays	63	60	-3.8
Visit Friends/Relatives	16	17	0.8
Business/Professional	8	12	4.2
Study/Teaching	6	5	-0.9
Convention/Conference	6	5	-1.1

## All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Leisure/Rec./Holidays	77	72	-4.7
Visit Friends/Relatives	26	26	0.0
Business/Professional	9	15	6.3
Study/Teaching	8	7	-1.0
Convention/Conference			
NET PURPOSES OF TRIP:			
Leisure & VFR	87	84	-3.2
Business & Convention	15	19	3.9

## Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Taxi/Cab/Limousine	40	45	5.0
City Subway/Tram/Bus	34	39	5.4
Company or Private Auto	27	25	-2.9
Airlines in U.S.	21	20	-1.1
Rented Auto	22	19	-2.4

## Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2009 (Percent)	2010 (Percent)	Point Change (2)
Shopping	85	82	-2.2
Dining in Restaurants	72	74	2.3
Visit Historical Places	63	59	-3.3
Sightseeing in Cities	59	53	-5.8
Art Gallery/Museum	38	38	-0.1
Visit Small Towns	27	26	-1.8
Cultural Heritage Sites	26	25	-1.4
Concert/Play/Musical	24	23	-1.9
Guided Tours	25	20	-5.1
Visit National Parks	17	18	0.3

## Select Traveler Characteristics

Traveler Characteristics	2009	2010	Change (2)
Advance Trip Decision Time (mean days)	92	92	-0.3 days
Advance Trip Decision Time (median days)	60	60	0.0 days
Prepaid Package	11%	12%	0.5 pts.
First International Trip to the U.S.	46%	42%	-3.9 pts.
Length of Stay in U.S. (mean nights)	16.6	14.3	-2.3 nights
Length of Stay in U.S. (median nights)	8	8	0 nights
Number of States Visited (% 1 state)	68%	65%	-3.1 pts.
Average Number of States Visited	1.5	1.5	0.0 states
Hotel/Motel (% 1+ nights)	78%	82%	3.7 pts.
Average # of Nights in Hotel/Motel	7.8	8.1	0.3 nights
Travel Party Size (mean # of persons)	1.8	1.7	-0.1
Gender: % Male (among adults)	55%	58%	2.6 pts.
Household Income (mean average)	\$83,400	\$80,900	-\$2,500
Household Income (median average)	\$68,400	\$65,500	-\$2,900
Average Age: Female	35	37	1.8 years
Average Age: Male	37	42	4.4 years

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2009 (Percent)	Volume 2009 (000)	Market Share 2010 (Percent)	Volume 2010 (000)
<b>REGIONS</b>				
Middle Atlantic	63.3	378	63.3	405
<b>STATES</b>				
New York	59.9	357	60.6	388
<b>CITIES</b>				
New York City	59.9	357	60.6	388

- (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.

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://tinet.ita.doc.gov/research/programs/ifs/index.html>.

For a list of the states that comprise each census region, please visit: [http://tinet.ita.doc.gov/outreachpages/census\\_regions.html](http://tinet.ita.doc.gov/outreachpages/census_regions.html).

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

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# Survey of International Air Travelers

The Survey of International Air Travelers 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**

Table 1	Country of Residence	Table 19	Number of States Visited
Table 2	Advance Trip Decision	Table 20	Number of Destinations Listed
Table 3	Advance Airline Reservation	Table 21	Transportation in U.S.
Table 4	Means of Booking Air Trip	Table 22	Port of Entry
Table 5	Information Sources	Table 23	Main Destination
Table 6	Use of Package	Table 24	U.S. Destinations Visited
Table 7	Use of Prepaid Lodging	Table 25	Leisure Activities
Table 8	Advance Package Booking	Table 26	Total Trip Expenditures
Table 9	Pre-Booked Lodging	Table 27	Itemized Trip Expenditures
Table 10	Travel Companions	Table 28	Trip Expenses Payment Method
Table 11	Travel Party Size	Table 29	Factors in Airline Choice
Table 12	Main Purpose of Trip	Table 30	Main Factor in Airline Choice
Table 13	Purpose of Trip	Table 31	Type of Airline Ticket
Table 14	Type of Accommodation	Table 32	Seating Area
Table 15	Nights in the U.S.	Table 33	Gender & Age of Traveler
Table 16	First Int'l U.S. Trip	Table 34	Occupation
Table 17	U.S. Trips Last 12 Months	Table 35	Annual Household Income
Table 18	U.S. Trips Last 5 Years		



# Interested in obtaining data for your organization?

OTTI collects, analyzes and disseminates international travel and tourism statistics from the U.S. Travel and Tourism Statistical System and produces visitation data tables, including a business and pleasure arrivals rate of change analysis and detailed region, country and port analyses.

To learn more, you are encouraged to visit:

<http://tinet.ita.doc.gov/research/programs/ifs/customized.html>

## For OTTI programs of interest visit:

<http://www.tinet.ita.doc.gov/research/index.html>

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (I-92)
- Canadian Statistics
- Survey of International Air Travelers (SIAT)
- Forecast of International Arrivals to the United States
- U.S. Travel and Tourism Exports, Imports and the Balance of Trade
- U.S. Travel and Tourism Satellite Accounts
- Travel Trade Barometer

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