

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2013 Market Profile: Spain



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Visitation Trends (Arrivals)

[Thousands of Spain Visitors]	2006	2007	2008	2009	2010	2011	2012	2013	Change 2013/2006
Total Arrivals	424	516	658	597	640	700	607	620	196
Percentage Change (%)	10	22	27	-9	7	9	-13	2	46

Spending Trends (Exports)

[Millions of U.S. Dollars]	2006 ^r	2007 ^r	2008 ^r	2009 ^r	2010 ^r	2011 ^r	2012 ^r	2013 ^r	Change 2013/2006
Total Travel and Tourism Exports ¹	\$1,529	\$2,038	\$2,857	\$2,277	\$2,532	\$2,870	\$2,312	\$2,303	\$774
Travel (all purposes including education)	\$1,209	\$1,584	\$2,122	\$1,713	\$1,932	\$2,121	\$1,663	\$1,642	\$433
Of which: Education Related	\$116	\$159	\$165	\$162	\$169	\$187	\$209	\$214	\$98
Of which: Other Business/ Personal Travel	\$1,076	\$1,407	\$1,938	\$1,529	\$1,738	\$1,907	\$1,425	\$1,398	\$322
Passenger Air Transportation	\$320	\$454	\$735	\$564	\$600	\$749	\$649	\$661	\$341
Change (%) in Total Exports	19	33	40	-20	11	13	-19	0	51

⁽¹⁾ International standards now use a broader definition of travel than previously used, which includes education-related and health-related travel, as well as expenditures on goods and services by border, seasonal, and other short-term workers in the United States.

For more information, please visit: <http://travel.trade.gov/pdf/restructuring-travel.pdf>

^(r) Revised (December 2014).

Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 6 of 9)	2012 (Percent)	2013 (Percent)	Point Change (2)
Online Travel Agency	35	41	6.3
Airlines	36	35	-0.8
Personal Recommendation	27	26	-1.9
National/State/City Travel Office	27	22	-4.8
Travel Guides	14	16	2.7
Corporate Travel Dept.	12	15	3.0

2013 Market Profile: Spain

Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2012 (Percent)	2013 (Percent)	Point Change (2)
Vacation/Holiday	57	55	-2.0
Visit Friends/Relatives	16	23	7.3
Business	11	10	-1.1
Education	7	8	1.1

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2012 (Percent)	2013 (Percent)	Point Change (2)
Vacation/Holiday	68	68	0.1
Visit Friends/Relatives	33	32	-0.7
Business	12	13	0.5
Education	10	9	-1.5
NET PURPOSES OF TRIP:			
Leisure & VFR	81	82	1.3
Business & Convention	20	16	-4.3

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 6 of 11)	2012 (Percent)	2013 (Percent)	Point Change (2)
City Subway/Tram/Bus	47	41	-5.9
Taxicab/Limousine	40	33	-7.0
Air Travel between U.S. Cities	34	32	-1.2
Auto, Private or Company	32	31	-1.4
Rented Auto	19	20	0.9
Ferry/River Taxi/Srt Scenic Cruise	21	20	-1.5

2013 Market Profile: Spain

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 22)	2012 (Percent)	2013 (Percent)	Point Change (2)
Shopping	87	90	2.9
Sightseeing	85	81	-4.2
National Parks/Monuments	53	50	-3.4
Experience Fine Dining	51	48	-2.9
Art Gallery/Museum	47	45	-2.6
Historical Locations	40	40	-0.2
Guided Tours	33	31	-2.5
Small Towns/Countryside	29	30	0.6
Nightclubbing/Dancing	29	28	-0.7
Cultural / Ethnic Heritage Sites	33	27	-5.9

Select Traveler Characteristics

Traveler Characteristics	2012	2013	Change (2)
Advance Trip Decision Time (mean days)	98	98	-0.7
Advance Trip Decision Time (median days)	60	80	20.0
Prepaid Package	14	10	-4.5
First International Trip to the U.S.	41	40	-0.7
Length of Stay in U.S. (mean nights)	16.5	17.1	0.6
Length of Stay in U.S. (median nights)	8	9	1.0
Number of States Visited (% 1 state)	67	71	3.8
Average Number of States Visited	1.5	1.4	-0.1
Hotel/Motel (% 1+ nights)	82	69	-13.2
Average # of Nights in Hotel/Motel	8.9	10.4	1.5
Travel Party Size (mean # of persons)	1.5	1.5	0.0
Gender: % Male (among adults)	52	53	0.6
Household Income (mean average)	\$81,931	\$73,702	-\$8,229
Household Income (median average)	\$61,714	\$48,028	-\$13,686
Average Age: Female (among adults)	35	35	0.1
Average Age: Male (among adults)	39	38	-0.9

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2012 (Percent)	Volume 2012 (000)	Market Share 2013 (Percent)	Volume 2013 (000)
Regions				
Middle Atlantic	58.9	358	61.3	380
States				
New York	56.8	345	58.8	364
Cities				
New York City	56.7	344	57.0	353

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

Note: This profile shows only a portion of the 37 travel characteristics data reported on international arrivals to the U.S. Additional information may be obtained for a fee. To learn more, please visit our website: <http://travel.trade.gov/research/index.html>

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

Interested in data for your destination? NTTO sells custom reports. To learn more, go to: <http://travel.trade.gov/research/programs/ifs/customized.html>

Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; 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-seven tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about Spain travelers who visit the United States.

Survey of International Air Travelers: Table Number and Description

Table 1	Country of Residence	Table 20	Number of Destinations Visited
Table 2	Information Sources	Table 21	Transportation in the U.S.
Table 3	Advance Trip Decision	Table 22	Port of Entry
Table 4	Advance Airline Reservation	Table 23	Main Destination
Table 5	Means of Booking Air Trip	Table 24	U.S. Destinations Visited
Table 6	Advance Air Ticket Payment	Table 25	Leisure Activities
Table 7	Prepaid, inclusive tour package	Table 26	Total Trip Expenditures
Table 8	Pre-Booked Lodging	Table 27	Itemized Trip Expenditures
Table 9	Travel Insurance Purchased	Table 28	Trip Payment Methods - Average
Table 10	Travel Companions	Table 29	Payment Methods- Frequency
Table 11	Travel Party Size	Table 30	Payment Methods - Expen.Weighted
Table 12	Main Purpose of Trip	Table 31	Factors in Airline Choice
Table 13	Purpose(s) of Trip	Table 32	Main Factor in Airline Choice
Table 14	Type of Accommodation	Table 33	Seating Area
Table 15	Nights in the U.S.	Table 34	Type of Airline Ticket
Table 16	Total Nights Away From Home	Table 35	Gender and Age of Travelers
Table 17	First Trip to the U.S.	Table 36	Occupation
Table 18	U.S. Trips Last 12 months	Table 37	Annual Household Income
Table 19	Number of States Visited		



Interested in obtaining data for your organization?

One of the unique features of the Survey program is its 'data-mining' potential. The Survey research data, collected from the questionnaire, is maintained in a computer database. Therefore, customized reports, special tables and data files are available.

To learn more, go to: <http://travel.trade.gov/research/programs/ifs/index.html>

For NTTO programs of interest visit:

<http://travel.trade.gov/research/index.html>

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (APIS, formerly I-92)
- Survey of International Air Travelers (SIAT)
- Canadian Statistics
- 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

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