

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2014 Market Profile: Spain



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Visitation Trends (Arrivals)

[Thousands of Visitors]	2007	2008	2009	2010	2011	2012	2013	2014	Change 2014/2007
Total Arrivals	516	658	597	640	700	607	620	700	184
Percentage Change (%)	22	27	-9	7	9	-13	2	13	36

Spending Trends (Exports)

[Millions of U.S. Dollars]	2007	2008	2009	2010	2011	2012	2013	2014 ^p	Change 2014/2007
Total Travel and Tourism Exports ¹	\$2,038	\$2,857	\$2,277	\$2,532	\$2,870	\$2,312	\$2,303	-	-
Travel (all purposes including education)	\$1,584	\$2,122	\$1,713	\$1,932	\$2,121	\$1,663	\$1,642	-	-
Of which: Education Related	\$159	\$165	\$162	\$169	\$187	\$209	\$214	-	-
Of which: Other Business/ Personal Travel	\$1,407	\$1,938	\$1,529	\$1,738	\$1,907	\$1,425	\$1,398	-	-
Passenger Air Transportation	\$454	\$735	\$564	\$600	\$749	\$649	\$661	-	-
Change (%) in Total Exports	33	40	-20	11	13	-19	0	-	-

⁽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>

^(p) Preliminary estimates will be available in October 2015.

Information Sources Used for Trip Planning

Information Sources Used (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Airlines	35	36	1.4
Online Travel Agency	41	32	-9.0
Personal Recommendation	26	26	0.0
National/State/City Travel Office	22	22	0.0
Travel Agency Office	12	16	4.2
Travel Guides	16	13	-3.6
Corporate Travel Dept.	15	9	-6.1
Tour Operator/Travel Club	4	4	-0.2
Other	6	7	0.3

Main Purpose of Trip

Main Purpose of Trip	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Vacation/Holiday	55	60	4.7
Visit Friends/Relatives	23	20	-2.5
Business	10	8	-1.9
Convention/Conference/Trade Show	3	7	3.8
Education	8	4	-3.9
Religion/Pilgrimages	0	0	0.2
Health Treatment	0	0	-0.3
Other	1	1	-0.2

All Purposes of Trip

Purpose of Trip (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Vacation/Holiday	68	71	3.0
Visit Friends/Relatives	32	33	0.8
Business	13	11	-1.5
Convention/Conference/Trade Show	5	8	2.5
Education	9	7	-2.2
Religion/Pilgrimages	0.2	0.9	0.7
Health Treatment	0.5	0.2	-0.3
Other	1	1	0.0
NET PURPOSES OF TRIP:			
Leisure & VFR	82	85	2.6
Business & Convention	16	17	1.0

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Activity Participation While in the United States

Activity Participation While in the U.S. (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Shopping	90	89	-1.0
Sightseeing	81	83	2.1
National Parks/Monuments	50	49	-1.0
Art Gallery/Museum	45	47	2.0
Experience Fine Dining	48	45	-2.8
Historical Locations	40	39	-0.5
Small Towns/Countryside	30	32	2.1
Guided Tours	31	30	-0.9
Cultural / Ethnic Heritage Sites	27	27	0.5
Amusement/Theme Parks	25	26	0.9
Nightclubbing/Dancing	28	23	-5.1
Concert/Play/Musical	23	21	-2.7
Sporting Event	20	20	0.6
American Indian Communities	7	12	5.7
Casinos/Gamble	6	9	2.7
Environ./Eco. Excursions	3	7	4.7
Water Sports	7	6	-0.7
Camping/Hiking	3	3	0.1
Golfing/Tennis	1	3	1.4
Hunting/Fishing	1	2	0.8
Snow Sports	3	1	-2.6
Other	1	1	0.4



Transportation Used in the United States

Transportation Types Used in United States (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
City Subway/Tram/Bus	41	44	3.5
Taxicab/Limousine	33	40	7.7
Auto, Private or Company	31	33	2.1
Air Travel between U.S. Cities	32	26	-6.7
Rented Auto	20	25	5.0
Bus between Cities	19	24	5.1
Ferry/River Taxi/Srt Scenic Cruise	20	22	2.1
Railroad between Cities	7	8	0.9
Cruise Ship/River Boat 1+ Nights	5	7	2.3
Rented Bicycle/Motorcycle/Moped	6	5	-0.7
Motor Home/Camper	1.1	0	-1.0

Select Traveler Characteristics

Traveler Characteristics	2013	2014	Change ⁽²⁾
Advance Trip Decision Time (mean days)	98	92	-5.9
Advance Trip Decision Time (median days)	80	60	-20.0
Prepaid Package	10	7	-2.1
First International Trip to the U.S.	40	34	-6.4
Length of Stay in U.S. (mean nights)	17.1	17.6	0.5
Length of Stay in U.S. (median nights)	9	9	0.0
Number of States Visited (% 1 state)	71	68	-2.8
Average Number of States Visited	1.4	1.6	0.2
Hotel/Motel (% 1+ nights)	69	73	4.0
Average # of Nights in Hotel/Motel	10.4	10.2	-0.2
Travel Party Size (mean # of persons)	1.5	1.6	0.1
Gender: % Male (among adults)	53	55	1.9
Household Income (mean average)	\$73,702	\$82,290	\$8,588
Household Income (median average)	\$48,028	\$54,159	\$6,131
Average Age: Female (among adults)	35	37	2.1
Average Age: Male (among adults)	38	39	0.8

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

Visitation to U.S. Destinations/Regions ⁽³⁾	Market Share 2013 (Percent)	Volume 2013 (000)	Market Share 2014 (Percent)	Volume 2014 (000)
Regions				
Middle Atlantic	61.3	380	56.5	396
States				
New York	58.8	364	53.8	377
Cities				
New York City	57.0	353	53.3	373

(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.

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

(p) Estimate is preliminary and subject to revision.

Note: This profile shows only a portion of the 37 travel characteristics data reported on international arrivals to the United States. 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? The NTTTO 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 the international traveler who visits the United States.

Survey of International Air Travelers: Table Number and Description

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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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