

	A	B	C	D	E	F	G	H	I	J	K
1	SPAIN Profile										
2	Arrivals to the U.S.										
3											
4	TRENDS IN ARRIVALS (in thousands)										
5	Year		2009	2010	2011	2012	2013	2014	2015 ¹	2016	Change 2016 / 2009
6	Arrivals		597	640	700	607	620	708	753	801	204
7		% Change	-9	7	9	-13	2	14	6	6	34
8											
9	TRENDS IN RECEIPTS (in millions)										
10	Year		2009	2010	2011	2012	2013	2014 ^r	2015 ^r	2016 ^r	Change 2016 / 2009
11	Total Travel & Tourism Exports²		\$2,277	\$2,532	\$2,870	\$2,311	\$2,374	\$2,764	\$2,900	\$2,954	\$677
12	Travel Receipts (at U.S. destinations)		\$1,713	\$1,932	\$2,121	\$1,662	\$1,819	\$2,012	\$2,098	\$2,191	\$478
13	Education Receipts		\$162	\$169	\$187	\$209	\$172	\$202	\$237	\$264	\$102
14	Other Business/Personal Receipts		\$1,529	\$1,738	\$1,907	\$1,425	\$1,626	\$1,778	\$1,829	\$1,895	\$366
15	Health/Border/Seasonal		\$22	\$25	\$27	\$28	\$21	\$32	\$32	\$32	\$10
16	Passenger Fare Receipts (on U.S. carriers)		\$564	\$600	\$749	\$649	\$555	\$752	\$802	\$763	\$199
17	% Change in Total Receipts		-20	11	13	-19	3	16	5	2	30
18											
19	SELECTED TRAVELER CHARACTERISTICS (by percentage point change)										
20	Information Sources Used to Plan Trip (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change³ (Points)						
21		Airlines	36	41	5.2						
22		Personal Recommendation	29	31	2.3						
23		Online Travel Agency	34	30	-3.4						
24		National/State/City Travel Office	20	23	3.2						
25		Travel Agency Office	15	17	1.4						
26		Travel Guides	11	14	2.9						
27		Corporate Travel Dept.	10	8	-2.0						
28		Tour Operator/Travel Club	3	6	3.3						
29		Other	6	6	0.3						
30											
31	Main Purpose of Trip		2015 (Percent)	2016 (Percent)	% Point Change³ (Points)						
32		Vacation/Holiday	57	60	3.1						
33		Visit Friends/Relatives	19	22	2.7						
34		Business	14	9	-4.6						
35		Convention/Conference/Trade Show	5	5	0.2						
36		Education	5	4	-1.1						
37		Health Treatment	0.2	0.0	-0.2						
38		Religion/Pilgrimages	0.2	0.0	-0.2						
39		Other	1	0.4	-0.1						
40											
41	Purpose of Trip (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change³ (Points)						
42		Vacation/Holiday	66	72	6.5						
43		Visit Friends/Relatives	32	34	1.4						
44		Business	15	10	-4.3						
45		Convention/Conference/Trade Show	7	6	-0.9						
46		Education	8	6	-2.1						
47		Religion/Pilgrimages	0.4	0.4	0.0						
48		Health Treatment	0.2	0.0	-0.2						
49		Other	1	1	0.0						
50											
51	Net Purposes of Trip:										
52		Leisure & VFR	82	85	2.7						
53		Business & Convention	20	16	-4.8						
54											

	A	B	C	D	E	F	G	H	I	J	K
1	SPAIN Profile										
2	Arrivals to the U.S.										
3											
55	Transportation Types Used in U.S.: (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
56	City Subway/Tram/Bus		40	41	1.5						
57	Auto, Private or Company		33	36	2.3						
58	Taxicab/Limousine		35	31	-4.1						
59	Air Travel between U.S. Cities		29	25	-3.5						
60	Rented Auto		28	25	-2.9						
61	Ferry/River Taxi/Short Scenic Cruise		19	21	1.4						
62	Bus between Cities		18	18	0.2						
63	Transportation Types Used in U.S.: (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
64	Ride-Sharing Service		-	11	-						
65	Railroad between Cities		8	8	0.6						
66	Rented Bicycle/Motorcycle/Moped		6	6	-0.2						
67	Cruise Ship/River Boat 1+ Nights		4	5	0.7						
68	Motor Home/Camper		2	0.4	-1.7						
69	Activity Participation While Within U.S. (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
70	Shopping		86	89	2.8						
71	Sightseeing		80	82	1.8						
72	National Parks/Monuments		47	50	3.5						
73	Art Gallery/Museum		40	44	4.1						
74	Historical Locations		34	39	4.4						
75	Guided Tours		27	31	3.7						
76	Small Towns/Countryside		28	29	1.4						
77	Amusement/Theme Parks		26	27	0.9						
78	Cultural / Ethnic Heritage Sites		26	25	-0.1						
79	Experience Fine Dining		46	24	-21.6						
80	Concert/Play/Musical		19	22	2.9						
81	Nightclubbing/Dancing		19	20	0.6						
82	Sporting Event		18	18	0.4						
83	American Indian Communities		8	12	4.1						
84	Casinos/Gamble		7	8	1.3						
85	Water Sports		5	6	1.0						
86	Environ./Eco. Excursions		6	5	-0.7						
87	Camping/Hiking		6	4	-1.8						
88	Golfing/Tennis		3	3	0.0						
89	Hunting/Fishing		2	1	-0.4						
90	Snow Sports		1	1	0.0						
91	Other		1	1	0.1						
92											
93	SELECTED TRAVELER CHARACTERISTICS		2015 (Percent)	2016 (Percent)	Change						
94	Advance Trip Decision Time (mean days)		87	104	17.4						
95	Advance Trip Decision Time (median days)		60	70	10.0						
96	Prepaid Package		8	10	1.9						
97	First International Trip to the U.S.		32	31	-0.9						
98	Length of Stay in U.S. (mean nights)		18.9	18.3	-0.6						
99	Length of Stay in U.S. (median nights)		9	9	0.0						
100	Number of States Visited (% 1 state)		72	71	-1.0						
101	Average Number of States Visited		1.5	1.5	0.0						
102	Hotel/Motel (% 1+ nights)		70	75	5.2						
103	Average # of Nights in Hotel/Motel		9.4	9.8	0.4						
104	Travel Party Size (mean # of persons)		1.6	1.6	0.0						
105	Gender: % Male (among adults)		55	53	-2.8						
106	Household Income (mean average)		\$ 79,785	\$ 66,010	-\$13,775						
107	Household Income (median average)		\$ 54,906	\$ 45,046	-\$9,860						
108	Average Age: Female (among adults)		39	38	-0.9						
109	Average Age: Male (among adults)		41	40	-0.8						
110											

	A	B	C	D	E	F	G	H	I	J	K
1	SPAIN Profile										
2	Arrivals to the U.S.										
3											
	VISITATION TO U.S. DESTINATIONS⁴ (multiple response)		Market Share 2015 (Percent)	Volume 2015 (000s)	Market Share 2016 (Percent)	Volume 2016¹ (000s)					
111											
112											
113	Regions										
114	Middle Atlantic		45.38	342	48.58	389					
115	States										
116	New York		43.52	328	46.91	376					
117	Cities										
118	New York City		43.06	324	46.10	369					
119											
120	Notes:										
121	(1)	2015 arrivals and percent change reflect a combination of additional records counted and market conditions.									
122	(2)	<p><i>Total Travel & Tourism Exports</i> = 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).</p> <p>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>									
123											
124											
125	(3)	Percentage-point and percentage changes are based on non-rounded data.									
126											
127	(4)	Only census region, state, and city destinations having a sample size of 400 or more are displayed.									
128											
129	(-)	No estimate available.									
130											
131	(n/a)	Estimate not yet available.									
132											
133	(**)	Estimate not shown due to sample size fewer than 400 for this year.									
134											
135	(r)	Estimate was revised.									
136											
137	(p)	Estimate is preliminary and subject to revision.									
138											
139	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									
140											
141		For a list of the states that comprise each census region, please visit: http://travel.trade.gov/outreachpages/census_regions.html									
142											
143		Interested in data for your destination? The NTTO sells custom reports. To learn more, go to:									
144		http://travel.trade.gov/research/reports/ifs/customized.asp									
145											
146		Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; Bureau of Economic Analysis									
147											
148		Publication Date: November 2017									