

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

2011 Market Profile: Spain



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Visitation Trends (Arrivals)

[Thousands of Spain Visitors]	2004	2005	2006	2007	2008	2009	2010	2011	Change 2011/2004
Total Arrivals	333	386	424	516	658	597	640	700	367
Percentage Change (%)	17	16	10	22	27	-9	7	9	110

Spending Trends (Exports)

[Millions of U.S. Dollars]	2004	2005	2006	2007	2008	2009	2010	2011 ^p	Change 2011/2004
Total Travel & Tourism Exports (1)	\$1,335	\$1,582	\$1,774	\$2,076	\$2,867	\$2,160	\$2,156	\$2,537	\$1,202
Travel Receipts	\$1,077	\$1,299	\$1,454	\$1,622	\$2,132	\$1,596	\$1,556	\$1,786	\$709
Passenger Fare Receipts	\$258	\$283	\$320	\$454	\$735	\$564	\$600	\$751	\$493
Change (%) in Total Exports	26	19	12	17	38	-25	0	18	90

(p) Preliminary

Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2010 (Percent)	2011 (Percent)	Point Change (2)
Personal Computer	39	42	2.7
Travel Agency	37	36	-0.7
Friends/Relatives	14	16	2.2
Airlines Directly	13	13	-0.2

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Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Leisure/Rec./Holidays	60	65	5.3
Visit Friends/Relatives	17	18	0.7
Business/Professional	12	9	-3.4
Study/Teaching	5	6	0.6

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Leisure/Rec./Holidays	72	79	7.4
Visit Friends/Relatives	26	26	-0.1
Business/Professional	15	12	-3.0
Study/Teaching	7	8	1.3
NET PURPOSES OF TRIP:			
Leisure & VFR	84	88	4.6
Business & Convention	19	14	-4.9

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
City Subway/Tram/Bus	39	42	2.5
Taxi/Cab/Limousine	45	39	-5.6
Airlines in U.S.	20	27	6.8
Rented Auto	19	26	6.2
Company or Private Auto	25	18	-6.7

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2010 (Percent)	2011 (Percent)	Point Change (2)
Shopping	82	84	1.5
Dining in Restaurants	74	78	4.2
Visit Historical Places	59	64	4.4
Sightseeing in Cities	53	59	6.6
Art Gallery/Museum	38	38	-0.8
Concert/Play/Musical	23	30	7.6
Visit Small Towns	26	29	3.8
Cultural Heritage Sites	25	26	1.4
Visit National Parks	18	23	5.1
Guided Tours	20	23	2.9

Select Traveler Characteristics

Traveler Characteristics	2010	2011	Change (2)
Advance Trip Decision Time (mean days)	92	91	-1.1 days
Advance Trip Decision Time (median days)	60	60	0.0 days
Prepaid Package	12%	13%	1.1 pts.
First International Trip to the U.S.	42%	44%	2.4 pts.
Length of Stay in U.S. (mean nights)	14.3	16.6	2.3 nights
Length of Stay in U.S. (median nights)	8	9	1 nights
Number of States Visited (% 1 state)	65%	65%	-0.1 pts.
Average Number of States Visited	1.5	1.5	0.0 states
Hotel/Motel (% 1+ nights)	82%	79%	-2.2 pts.
Average # of Nights in Hotel/Motel	8.1	8.4	0.3 nights
Travel Party Size (mean # of persons)	1.7	1.7	0.0
Gender: % Male (among adults)	58%	53%	-4.8 pts.
Household Income (mean average)	\$80,900	\$76,400	-\$4,500
Household Income (median average)	\$65,500	\$61,900	-\$3,600
Average Age: Female	37	35	-2.0 years
Average Age: Male	42	38	-3.2 years

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2010 (Percent)	Volume 2010 (000)	Market Share 2011 (Percent)	Volume 2011 (000)
REGIONS				
Middle Atlantic	63.3	405	61.2	429
STATES				
New York	60.6	388	58.1	407
CITIES				
New York City-WP-Wayne	60.6	388	57.4	402

(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://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.

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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.

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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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