

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2015 Market Profile: Spain



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Visitation Trends (Arrivals)

[Thousands of Visitors]	2008	2009	2010	2011	2012	2013	2014 ^r	2015 ¹	Change 2015/2008
Total Arrivals	658	597	640	700	607	620	708	753	94
Percentage Change (%)	27	-9	7	9	-13	2	14	6	14

Spending Trends (Exports)

[Millions of U.S. Dollars]	2008	2009	2010	2011	2012	2013 ^r	2014 ^r	2015 ^r	Change 2015/2008
Total Travel and Tourism Exports ²	\$2,857	\$2,277	\$2,532	\$2,870	\$2,311	\$2,374	\$2,715	\$2,873	\$16
Travel Receipts	\$2,122	\$1,713	\$1,932	\$2,121	\$1,662	\$1,819	\$1,993	\$2,127	\$5
Education Receipts	\$165	\$162	\$169	\$187	\$209	\$172	\$195	\$233	\$68
Other Business/Personal	\$1,938	\$1,529	\$1,738	\$1,907	\$1,425	\$1,626	\$1,778	\$1,873	-\$65
Health/Border/Seasonal	\$19	\$22	\$25	\$27	\$28	\$21	\$20	\$21	\$2
Passenger Fare Receipts	\$735	\$564	\$600	\$749	\$649	\$555	\$722	\$746	\$11
% Change in Total Exports	40%	-20%	11%	13%	-19%	3%	14%	6%	1%

Information Sources Used for Trip Planning

Information Sources Used (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Airlines	36	36	-0.2
Online Travel Agency	32	34	1.2
Personal Recommendation	26	29	3.5
National/State/City Travel Office	22	20	-2.1
Travel Agency Office	16	15	-0.6
Travel Guides	13	11	-2.0
Corporate Travel Dept.	9	10	1.7
Tour Operator/Travel Club	4	3	-1.0
Other	7	6	-0.6

Main Purpose of Trip

Main Purpose of Trip	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Vacation/Holiday	60	57	-3.3
Visit Friends/Relatives	20	19	-1.4
Business	8	14	6.0
Education	4	5	1.0
Convention/Conference/Trade Show	7	5	-2.1
Health Treatment	0.0	0.2	0.2
Religion/Pilgrimages	0.2	0.2	0.0
Other	1	1	-0.3

All Purposes of Trip

Purpose of Trip (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Vacation/Holiday	71	66	-5.3
Visit Friends/Relatives	33	32	-0.3
Business	11	15	3.5
Education	7	8	1.0
Convention/Conference/Trade Show	8	7	-0.5
Religion/Pilgrimages	1	0	-0.5
Health Treatment	0	0	0.0
Other	1	1	-0.6
NET PURPOSES OF TRIP:			
Leisure & VFR	85	82	-2.5
Business & Convention	17	20	3.5

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Shopping	89	86	-3.0
Sightseeing	83	80	-3.4
National Parks/Monuments	49	47	-1.7
Experience Fine Dining	45	46	0.4
Art Gallery/Museum	47	40	-6.2
Historical Locations	39	34	-4.8
Small Towns/Countryside	32	28	-4.2
Guided Tours	30	27	-2.5
Amusement/Theme Parks	26	26	0.0
Cultural / Ethnic Heritage Sites	27	26	-1.9
Nightclubbing/Dancing	23	19	-4.1
Concert/Play/Musical	21	19	-1.7
Sporting Event	20	18	-2.7
American Indian Communities	12	8	-4.6
Casinos/Gamble	9	7	-1.6
Environ./Eco. Excursions	7	6	-1.6
Camping/Hiking	3	6	2.5
Water Sports	6	5	-0.7
Golfing/Tennis	3	3	-0.1
Hunting/Fishing	2	2	0.2
Snow Sports	1	1	0.4
Other	1	1	-0.1



Transportation Used in the United States

Transportation Types Used in United States (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
City Subway/Tram/Bus	44	40	-4.8
Taxicab/Limousine	40	35	-5.0
Auto, Private or Company	33	33	0.4
Air Travel between U.S. Cities	26	29	3.0
Rented Auto	25	28	3.0
Ferry/River Taxi/Srt Scenic Cruise	22	19	-2.5
Bus between Cities	24	18	-6.0
Railroad between Cities	8	8	-0.3
Rented Bicycle/Motorcycle/Moped	5	6	0.6
Cruise Ship/River Boat 1+ Nights	7	4	-3.2
Motor Home/Camper	0.1	2	2.0

Select Traveler Characteristics

Traveler Characteristics	2014	2015	Change ⁽³⁾
Advance Trip Decision Time (mean days)	92	87	-4.9
Advance Trip Decision Time (median days)	60	60	0.0
Prepaid Package	7	8	0.2
First International Trip to the U.S.	34	32	-1.3
Length of Stay in U.S. (mean nights)	17.6	18.9	1.3
Length of Stay in U.S. (median nights)	9	9	0.0
Number of States Visited (% 1 state)	68	72	3.6
Average Number of States Visited	1.6	1.5	-0.1
Hotel/Motel (% 1+ nights)	73	70	-3.0
Average # of Nights in Hotel/Motel	10.2	9.4	-0.8
Travel Party Size (mean # of persons)	1.6	1.6	0.0
Gender: % Male (among adults)	55	55	0.7
Household Income (mean average)	\$82,290	\$79,785	-\$2,505
Household Income (median average)	\$54,159	\$54,906	\$747
Average Age: Female (among adults)	37	39	1.5
Average Age: Male (among adults)	39	41	1.5

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

Visitation to U.S. Destinations/Regions ⁽³⁾ (Multiple Responses)	Market Share 2014 (Percent)	Volume 2014 ^r (000)	Market Share 2015 (Percent)	Volume 2015 ¹ (000)
Regions				
Middle Atlantic	56.52	400	45.38	342
States				
New York	53.75	380	43.52	328
Cities				
New York City	53.29	377	43.06	324

(1) 2015 arrivals and percent change reflect a combination of additional records counted and market conditions.

(2) 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 for travel between the United States and foreign countries and between two foreign points).

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>

(3) Percentage-point and percentage changes are based on non-rounded data.

(4) 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.

(r) Estimate was revised.

(p) Estimate is preliminary and subject to revision.

Note: Estimate not shown due to sample size fewer than 400 for this year. This profile shows only a portion of the 37 travel attributes 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? NTTO sells custom reports. To learn more, visit: <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.

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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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