



COUNTRY: SPAIN

SECTOR: TOURISM

BY NUMBERS (IMPORTANCE OF THE SECTOR)

HISTORICAL, ECONOMICAL AND/OR STATISTICAL BACKGROUND

Tourism is the world's third largest export category. After chemicals and fuels and ahead of automotive products, tourism is the top export category. Mediterranean Europe led results in 2017 reflecting strong demand for destinations along the Mediterranean

When ranking the world's top international tourism destinations, it is important to consider both international tourist arrivals and international tourism receipts.

Seven out of the top ten destinations appear on both lists, despite showing market differences in terms of type of tourist they attract, as well as the average length of stay and spending per trip and the night.

Spain is one of these seven destinations. The Spanish tourism sector has closed the year 2017 with record figures. In 2017, Spain climbed from 3rd to 2nd place in arrivals below France and surpassing the USA. (81,8 millions of international tourist arrivals, an increase of an 8,6% more than in 2016, more than six million arrivals more in one year) and held on to 2nd position in receipts (68 US\$ billion) to become the world's second largest destination by both international tourist arrivals and receipts.

The average expenditure per tourist has grown by 3.1% in 2017, which, in absolute

INTERNATIONAL

- Origin and destination of tourists

The main countries of residence of tourists were the United Kingdom, Germany and France. The arrival of tourists from the United Kingdom increased by 6.2% in 2017 and those of German tourists by 6.1%. However, the number of tourists from France fell by 0.1%.

The preferred community for tourists in 2017 was Catalonia, with 19 million visitors, 5% more than in 2016.

It was followed by the Canary Islands (with 14.2 million and an increase of 7.2%), the Balearic Islands (with 13.8 million and an increase of 6.1%), Andalusia (11.5 million tourists, 8.9 % more than in 2016), Comunidad Valenciana (8.9 million, 15.3% more) and Comunidad de Madrid (6.7 million, with an increase of 15.8%).

- How do tourists arrive?

The main source of entry for tourists to our country was by air. Specifically, 66.6 million of these arrived in Spain by plane, which represented an increase of 10.4% over the previous year. By road, 12.9 million arrived, 0.7% less than in 2016.

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- 2nd. World Tourism Destination in number of Inte
- 2nd World position in receipts (68 US\$ billion)

terms means that each tourist spent an average of 1,061 euros during their stay in Spain.

The tourists who visited our country in 2017 spent 86,823 million euros, 12.2% more than the previous year.

- Why do they come?

71 million tourists visited Spain for leisure, recreation and vacations, with an annual growth of 10.5%. Meanwhile, 4.7 million came for business or professional reasons (0.6% more) and 6 million for other unspecified reasons.

- How much time are you staying for?

The duration of the stay among tourists in 2017 was from four to seven nights


- How do tourist organize their trip?

Regarding the form of organization of the trip, 57.8 million tourists arrived in Spain without a tourism package (10.5% more than in 2016) and 24.0 million with tourist package (4.3% more than in 2016)

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COUNTRY: SPAIN		SECTOR: TOURISM
SECONDARY LEVEL	BACHELOR LEVEL	MASTER LEVEL
	Travel agencies and events	Travel Journalism
	Guides, assistance and Tourism Information	Ecotourism
	Tourism Management	Tourism and Humanity
	Tourism and Marketing	Tourism and Communication
	Leisure and Tourism	BEYOND THE MASTER LEVEL



COUNTRY: SPAIN

SECTOR: HOSPITALITY & HOTEL MANAGEMENT

BY NUMBERS (IMPORTANCE OF THE SECTOR)

HISTORICAL, ECONOMICAL AND/OR STATISTICAL BACKGROUND

In a country like Spain, tourist accommodation is of vital importance. It would be useless to have innumerable attractions for visitors and one of the best climates in the world without a hospitality and accommodation offer at the height of the circumstances. Fortunately, that is not the case, and tourists who visit Spain have more than enough quality hotel offer. Hotel establishments, despite the many and varied alternatives, remain the flagship of the hospitality industry. In 2017 hotel investment exceeded 2,000 million euros and more than half of international tourists who visited the country chose to stay in hotels, hostels or similar establishments.

In the case of domestic tourism, characterized by visits to family and friends and vacations in second residences, a fifth of the trips included accommodation in hotel establishments. Thus, the stays of tourists, both Spanish and residents abroad, resulted in a total of 330 million overnight stays, mostly in 4-star hotels. The average stay was 3.3 days and the occupancy rate, a key indicator of the sector together with the average daily rate (ADR) and income per available room (RevPAR), was close to 60%. In the months of July and August, however, the occupation exceeded 70% in the group of hotels in the country. An occupation that, without any doubt, contributed to the sector giving employment to an average of 200,000 people.


INTERNATIONAL CONTEXT

It is not surprising, though, that there are many large Spanish hotel chains, such as Meliá Hotels International, Riu Hotels & Resorts, Iberostar Hotels & Resorts, NH Hotel Group and Barceló Hotel Group. Special mention deserves the state network of Paradores de Turismo, which has the fourth largest number of establishments in the national territory (95).

<https://www.tourspain.es/es-es/ConocimientoTuristico/CoyunturaTuristicaHoteles>

<http://www.ine.es/dynt3/inebase/es/index.htm?ty>

	RELATED FIELDS	USEFUL LINKS
	Tourism sector	
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COUNTRY: SPAIN		SECTOR: HOSPITALITY
SECONDARY LEVEL	BACHELOR LEVEL	MASTER LEVEL
Culinary Arts and Gastronomy	Hospitality and accommodation management	International Hotel Management
Pastry	Kitchen Management	Events Management
Restaurant Service	Restaurant Service Management	
Bakery	Hospitality and Tourism Management	
	Gastronomy and Culinary Sciences	
		BEYOND THE MASTER LEVEL