IET PROYECTS
FOR 2007
March 2007
Foster the joint analysis of tourism information:

- Assessment of tourism for 2006
• Improve IET statistics and analysis
  • Competing destinations
  • Spain in Europe
Research into the factors that influence tourism

Study on elder people tourism

Geographic approach to the tourist use of private accommodation

Study on tourism labour market

Module on habits and traveling experience within the Inbound Tourism Survey
FRONTUR EXPERIENCE AND TRAVELING HABITS

AIMS OF THE SURVEY

Collect information about non resident tourists´stay in Spain which is not included in other questionnaires.

Characterize the general profile of the traveller according to the purpose of the trip, its planification, tourist habits and links with Spain.

Quantify the importance of owning a house or the possibility of using it, as well as the expectation of buying a real property in Spain, and define this sort of tourist.
Trip of reference

- Travellers going to other destinations / nº of nights
- Stages of the trip: municipality, self-governing communities, sort of accommodation, number of nights
- Main purpose of the trip
- Package tour
- Nº of visits to Spain and intention to return in the following 12 months.
- Considering other destinations and reasons to choose Spain (quality/price, weather, beaches, security, gastronomy,…)
- Main sources of information to organize the trip (friends, travel agencies, internet, tourist offices, advertising, tourist fairs,…)
- Degree of satisfaction and fulfillment of expectations concerning different issues (prices, accommodation, food, etc.)
Tourist habits and bonds with Spain

- Check the existence of bonds with Spain (place of birth, relatives and/or friends, place of work or studies, tenancy of a house in Spain, …)

- Trips with at least one night stay in the last three years for work purposes.

- Trips with at least one night stay in the last three years for study purposes.

- Trips with at least one night stay in the last three years for leisure or personal purposes, season, means of transport, accommodation.
Ownership of a property in Spain

Housing availability: rented, family and friend, own house:
  Type: new or second hand
  Year of purchase
  Type of use: personal, renting, both, investment
  Nº of visits per year

- Intention of buying a house in the following 12 months:
  Type of house
  Place
  Type of use
Sociodemographic features

- Tourist group broken down by age and sex.
- Study level.
- Economic activity.
FRONTUR EXPERIENCE AND TRAVELING HABITS

25,000 surveys per year

20,000

5,000
¡THANKS FOR YOUR ATTENTION!