



IET PROYECTOS

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.

FRONTUR EXPERIENCE AND TRAVELING HABITS QUESTIONNAIRE 2006

Trip of reference

- Travellers going to other destinations / n° of nights
- Stages of the trip: municipality, self- governing communities, sort of accommodation, number of nights
- Main purpose of the trip
- Package tour
- N° 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, accomodation, food, etc.)

FRONTUR EXPERIENCE AND TRAVELING HABITS

QUESTIONNAIRE 2006

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.

FRONTUR EXPERIENCE AND TRAVELING HABITS

QUESTIONNAIRE 2006

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



FRONTUR EXPERIENCE AND TRAVELING HABITS

QUESTIONNAIRE 2006

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!*