



TOURISM

MAIN FIGURES IN SPAIN (2015)

 VOLUME TOURISTS

68,1 MILLION

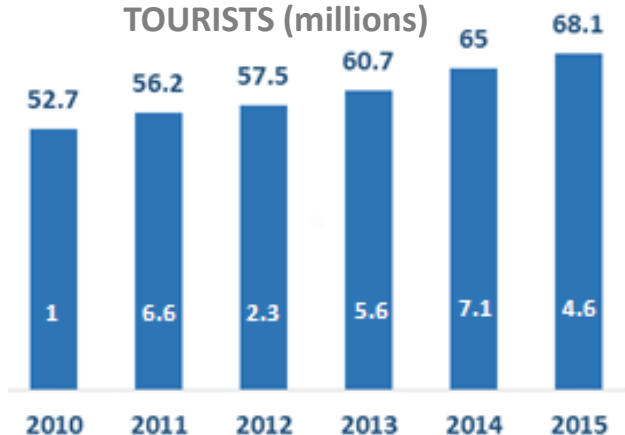
 PRODUCTIVITY

Most competitive tourism sector in the World (W.E.F.)

Spain ranks **3rd** in earnings

Spain ranks **3rd** in touristic arrivals

NUMBER OF INTERNATIONAL TOURISTS (millions)



RANKING BY RECEIPTS (2015)



Spain ranks **1st** in the World as the most tourism-ready economy

Top 10 most tourism-ready economies	
	Global rank*
Spain	1
France	2
Germany	3
United States	4
United Kingdom	5
Switzerland	6
Australia	7
Italy	8
Japan	9
Canada	10

Source: World Economic Forum 2015



TOURISM

MADRID, INTERNATIONAL BUSINESS & SHOPPING CENTER

2015 Country & City rankings

Worldwide ranking: number of meetings per country

RANK	COUNTRY	# MEETINGS
1	U.S.A.	925
2	Germany	667
3	United Kingdom	582
4	Spain	572
5	France	522
6	Italy	504
7	Japan	355
8	China-P.R.	333
	Netherlands	333
10	Canada	308



BUSINESS
TOURISM

5th
IN THE WORLD

2015 Country & City rankings

Worldwide ranking: number of meetings per city

RANK	CITY	# MEETINGS
1	Berlin	195
2	Paris	186
3	Barcelona	180
4	Vienna	178
5	London	171
	Madrid	171



CONFERENCES
IN MADRID

171

Source: WEF (2015)



The Globe Shopper Index



SHOPPING
TOURISM

2nd
IN EUROPE



European cities

Rank	City Name	Overall score
1	London	67,3
-2	Madrid	67,1
-2	Barcelona	67,1
4	Paris	65,5
5	Rome	62,9
6	Berlin	62,3
7	Lisbon	61,6
8	Amsterdam	61,3
9	Prague	59,7
10	Budapest	59,6
11	Milan	59,3
12	Vienna	59,1
13	Istanbul	58,4
14	Dublin	57,6
15	Brussels	56,8
16	Athens	56,2
17	Munich	55,5
18	Copenhagen	54,1
19	Moscow	53,9

Shops
2nd

Affordability
11th

Convenience
11th

Hotels & transport
5th

Culture & climate
7th