



The footprint of American tourists visiting Spain

in Summer 2022

Source:

near+ B. Expedia

Near: Geolocated data from mobile app users (+200,000 apps.)

App ecosystem:

Travel

Transport

airlines, car rentals, trains*

OTAs / meta-search engines

Booking, Cleartrip, Expedia, Homeaway, Airbnb, Kayak, Kiwi, Hotels. Com, Orbitz, Priceline, etc.

Accommodation

Hotel chains: IHG, Radisson, Hyatt, etc.

Others

Currency exchange, weather apps

Leisure / social

Games

E.g.: Unicorn, spades, solitaire, etc.

Social networks

Twitter

Others

TV Guide, CBS sports, etc

Sample:

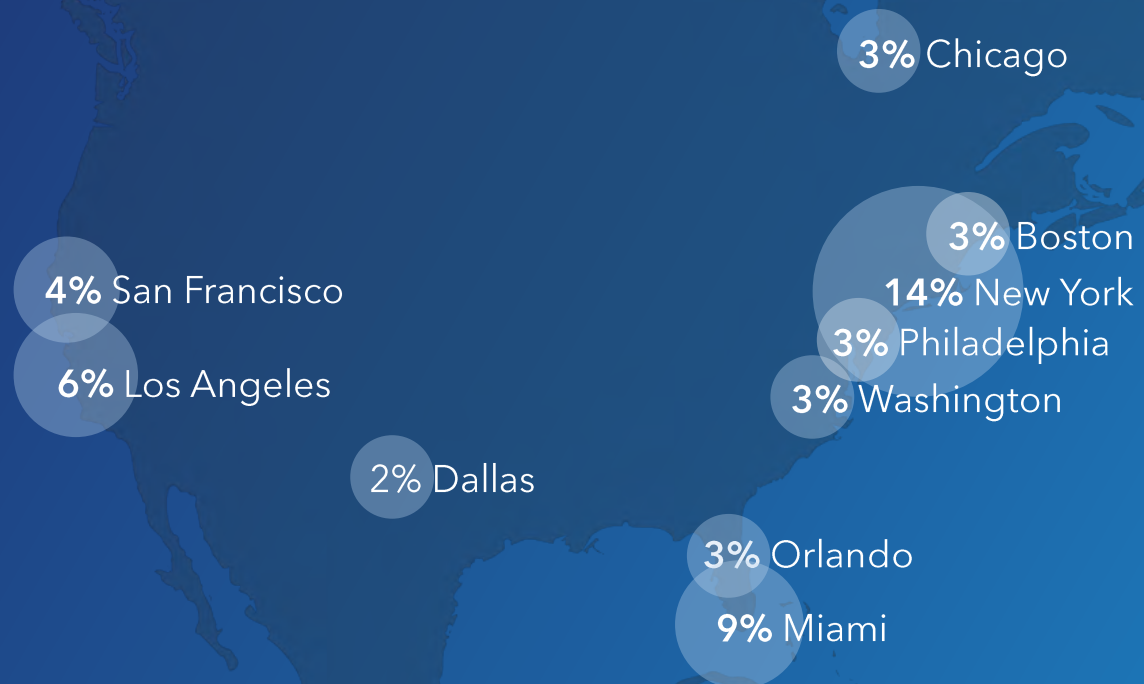
Mobile App Usage: 38. 933 users



- 1 What is the origin and profile of American tourists that visited Spain this summer?
- 2 How long do American tourists stay in Spain?
- 3 Do they stay in one destination or do they move around the territory?
- 4 Which tourist experiences are they most interested in?
- 5 What type of accommodation do they prefer?

What is the origin and profile of American tourists that visited Spain this summer?

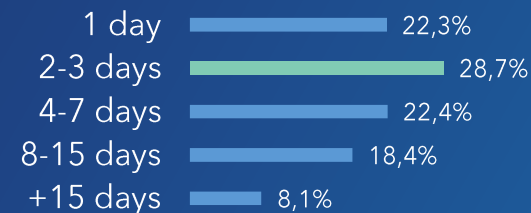
Half of the American tourists that visited Spain this summer came from 10 cities in the United States



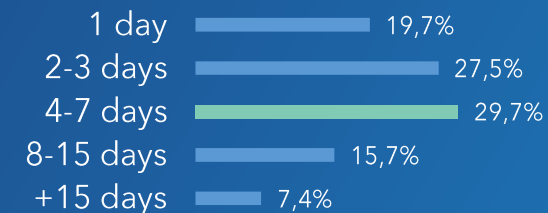
How long do American tourists stay in Spain?

The majority of American tourists stay 2-3 days in urban destinations and 4-7 days in island destinations

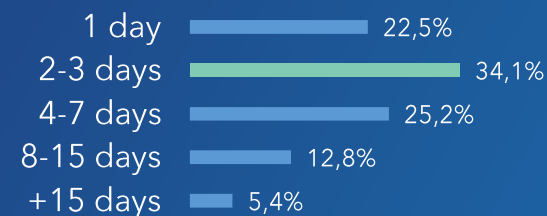
Madrid



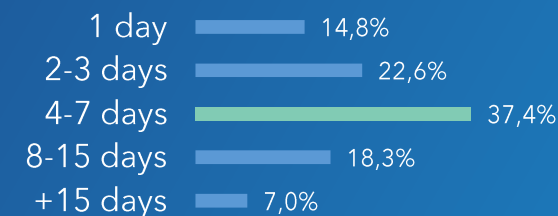
Balearic Islands



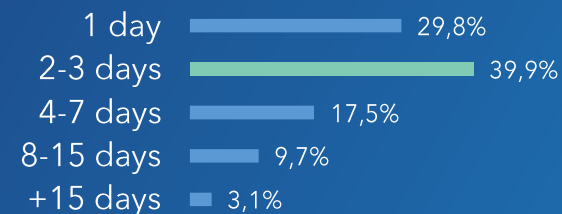
Barcelona



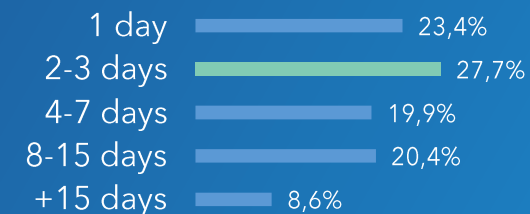
Tenerife Province



Sevilla Province



Valencia Province



Do they stay in one destination or do they move around the territory?

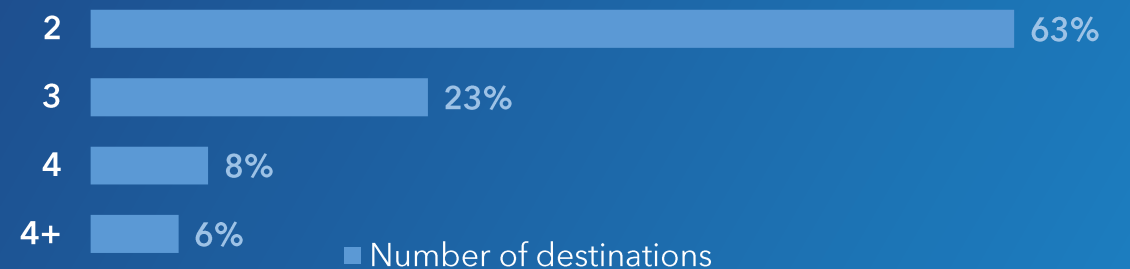
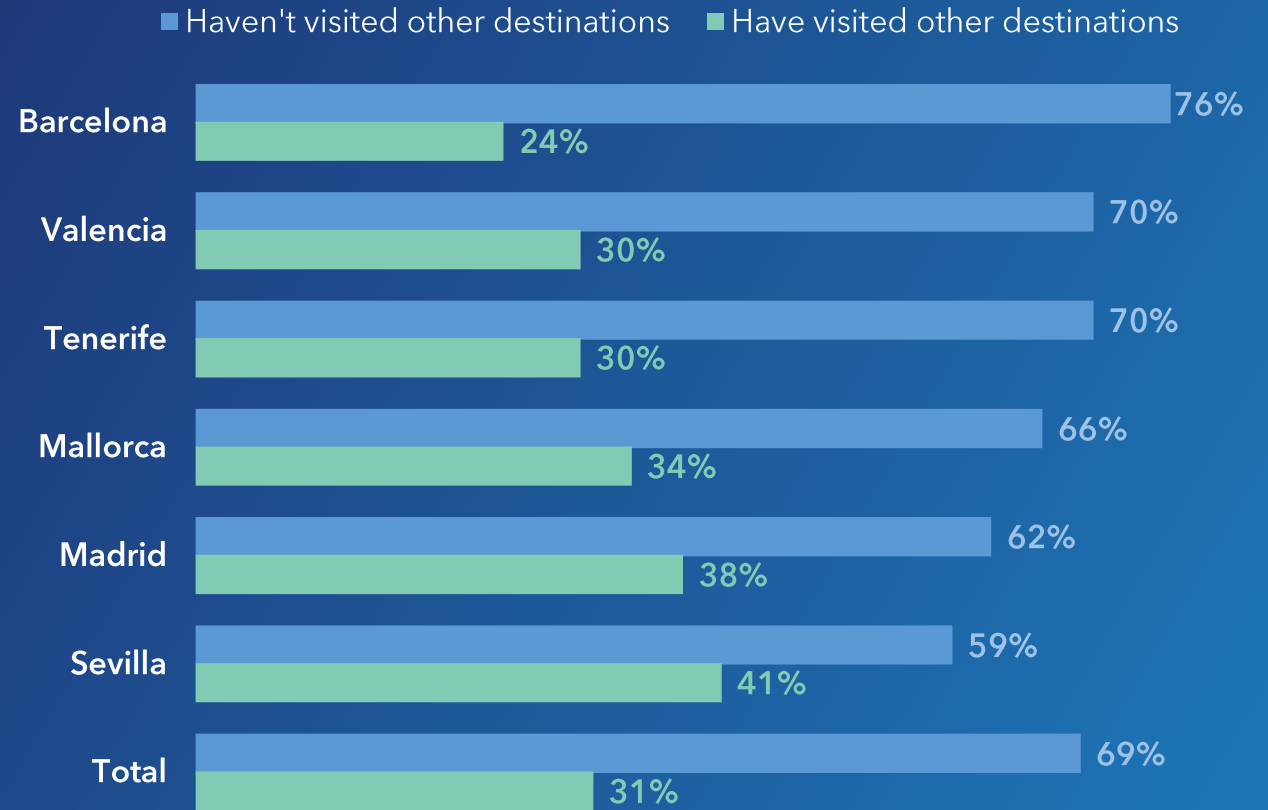
Approximately 80% of American tourists stayed in 15 provinces this summer



Do they stay in one destination or do they move around the territory?

Approximately 30% of American tourists travel to more than one destination in Spain

- Barcelona is the destination which “captivates” American tourists the most
- Sevilla, on the other hand, is usually visited along other destinations (*possibly driven by the lack of direct connectivity*)
- Over 60% of those following an itinerary typically travel to 2 autonomous communities

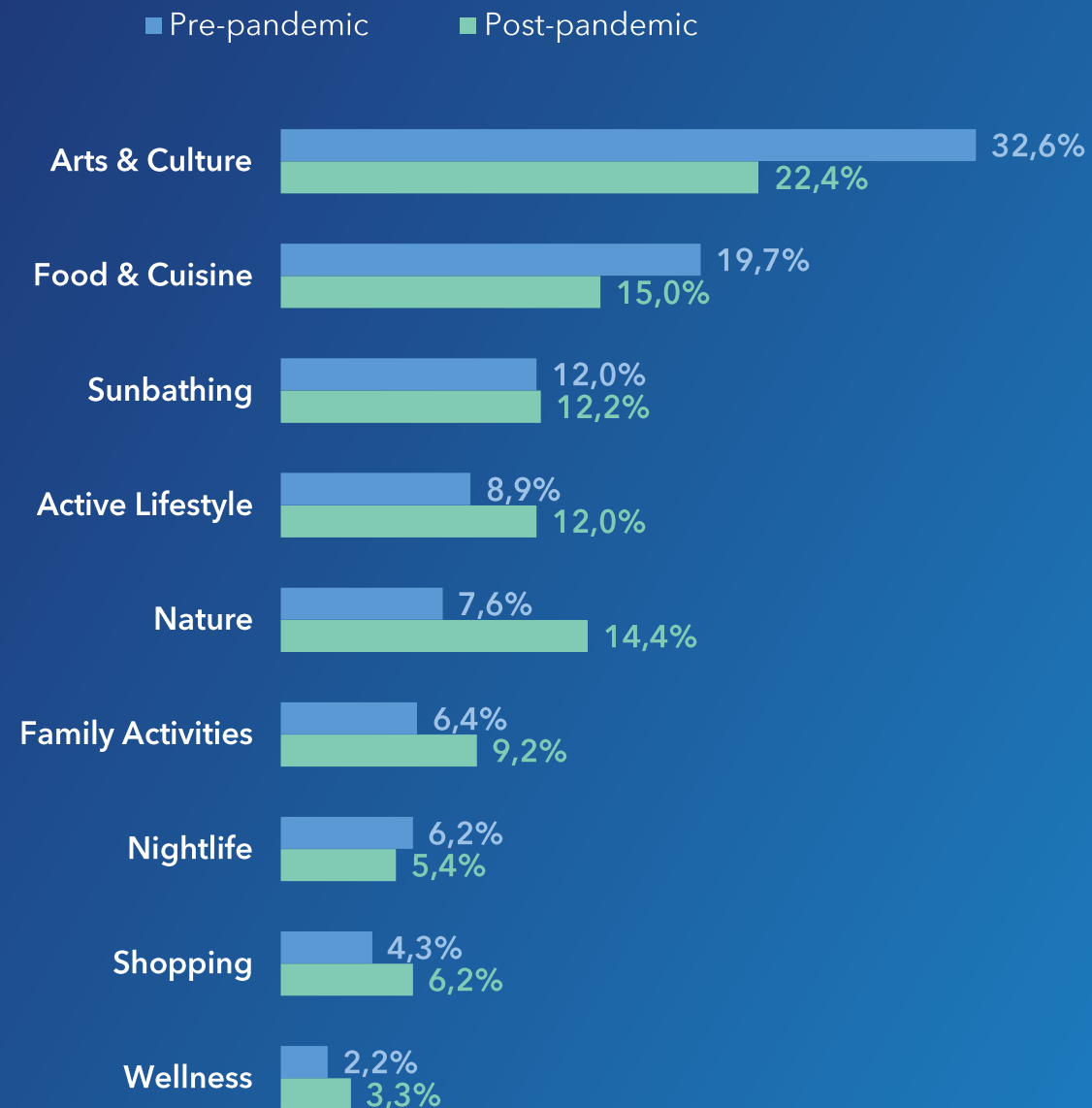


■ Number of destinations

Which tourist experiences are they most interested in?

Culture, food and cuisine and nature are the key interests of Americans visiting Spain

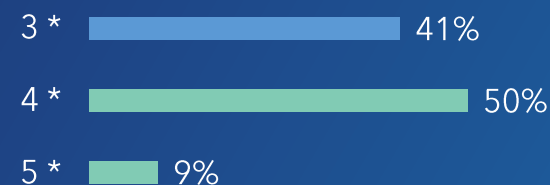
- The American tourists drivers to come to Spain reflect a general trend that has increased since the pandemic: a preference for outdoor spaces and activities to stay healthy



What type of accommodation do they prefer?

60% of Americans stay in 4- and 5-star hotels, according to the percentage of their comments by hotel category

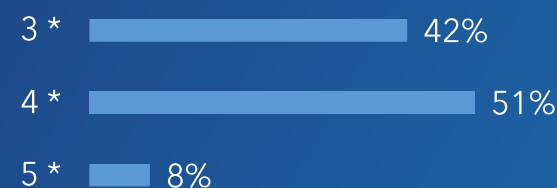
United States



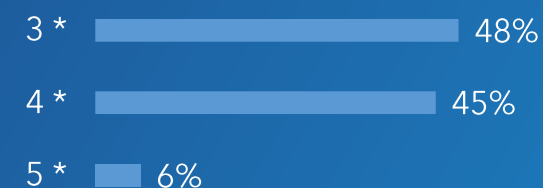
Germany



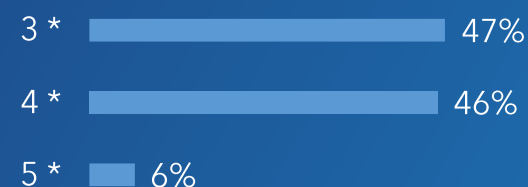
Switzerland



Brazil



Canada



Argentina





Let's talk

info@mabrian.com
www.mabrian.com



MABRIAN HEADQUARTERS

Carreró des Muret s/N,
07702 Maó, Menorca, Spain
+34 871 201 231



COMMERCIAL OFFICE

Av. Diagonal 512 1º 1ª,
08006 Barcelona, Spain
+34 931 968 272