

TOURISM IN THE REGION OF VALENCIA 2009

PRESENTATION

The Ministry of Tourism makes available to the tourism industry the publication *El Turismo en la Comunitat Valenciana 2009* [Tourism in the Region of Valencia] for the purpose of offering an integrated and contrasted analysis of the principal indicators of the development of tourism from various perspectives.

It can be highlighted that 2009 was a year in which the economic crisis impacted, as in other destinations, the tourism activity of the Region of Valencia. Nevertheless, the decline in the number of tourists was slight, due above all to the good performance of national demand, which showed an increase in the number of trips to our tourist areas, compensating to some extent the decrease in the number of arrivals of tourists from other countries, especially from the United Kingdom, which represented nearly 42% of all the foreign tourists that visited us.

Despite the complex international economic situation, the Region was consolidated in 2009 as the third tourism destination of Spain, with nearly 23.3 million tourists, both Spanish and foreign, who chose us as the principal destination for their trips.

Also in 2009, and following the strategy initiated in previous years with the holding of the America's Cup, the sports events of international importance held in the Region of Valencia contributed to stimulating tourist activity, as occurred with the holding of the second edition of the Grand Prix of Formula 1 in the city of Valencia or the Masters Golf Tournament in Castellon.

Furthermore, during the past year and with the purpose of offering a new tourism analysis, planning and monitoring tool of the Region to the different industry agents, the Ministry of Tourism put into motion the *Observatorio Turístico de la Comunitat Valenciana* [Tourism Observatory of the Region of Valencia], which can be accessed from the institutional website, and which has the information related to the development of the principal markets and tourism demand segments.

Tourism continues being the strategic sector in our economic development, representing in 2008 13% of the total GDP of the Region and 12.8% of the employment, and for this reason the Ministry of Tourism carries out actions aimed at driving its prompt reactivation, as well as the acceleration of the return of the activity to levels prior to the change of the economic cycle, with the objective of contributing to make other productive sectors associated with it more dynamic.

Belén Juste Picón
Minister of Tourism

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WORLD TOURISM BUSINESS

The international tourism industry observed during 2009 how the number of arrivals of tourists from different destination as well as tourism revenue has been reduced.

Therefore, breaking the rising trend of the number of arrivals in recent years, the World Tourism Organisation calculated that in 2009 a decrease took place in arrivals of 4.3%¹. In the same way, tourism revenue was estimated to have decreased by 5.8%, reaching 611,000 million Euros, and confirming the interrelation that exists between the trends of these two indicators.

All the regions suffered decreases in tourism revenue in the period of reference, and also in the number of arrivals (with the only exception of Africa).

As for the ranking of countries by number of arrivals of international tourists and revenue, in 2009 the three top places were occupied by France, United States and Spain, regarding arrivals as well as revenue. France continued in 2009 to hold first place as a tourist destination, while it occupied third place regarding tourism revenue. The United States was in first place in tourism revenue, followed by Spain, which was ranked as third destination in number of arrivals.

As for the tourism business in the European Union, according to the data published by Eurostat, the number of overnight stays in hotels in the European Union in 2009 decreased by 5.1% with respect to 2008, calculating a total of 1.5 trillion overnight stays. Among the members of the Union, Spain stands out regarding the number of overnight stays, counting a total of 251 million, 6.5% less than in 2008. The greatest number of overnight stays made by non-residents was recorded in Spain, with a total of 142 million.

¹ The data are provisional, published in the intermediate issue of April of the WTO Barometer of world tourism.

TOURISM ACTIVITY IN SPAIN

FOREIGN TOURISTS

According to the assessment of tourism in Spain that is made by the Spanish Institute of Tourism Studies (IET), the year 2009 ended with a decrease of 8.7% in the number of arrivals of international tourists. The decrease was reflected by the tourism revenue obtained in 2009 showing a negative year-on-year variation rate of somewhat more than 9%.

Spain was situated as the third most visited destination in the world in 2009, following France and the United States.

The WTO estimated a total of 54.9 million tourists with destination to the United States compared with the 52.2 million that Spain received. France, which in 2008 received a total of 74.2 million visitors, continued leading international tourism.

The results of the Balance of Payments that is drawn up by the Bank of Spain calculated for the year 2009 that the tourism revenue and the payments for tourism recorded negative year-on-year variations, resulting, therefore, in a lower total than that resulting in 2008. This balance permitted covering 58% of the trade deficit.

REVENUE AND PAYMENTS HEADING *TOURISM AND TRAVEL*

	Millions of Euros	% year-on-year variation
Tourism revenue	38,125	-9
Payments for tourism	11,925	-13.8
Balance for tourism	26,200	-6.7
Coverage of trade deficit (%)	58	79.8

Source: IET. 2009

As mentioned above, the number of foreign tourists coming to Spain was 52.2 million, a figure that signified a decrease of 8.7% with respect to 2008. Furthermore, the total tourism spending, in the amount of 48,242 million Euros, decreased by 6.7%. The average daily spending (96 Euros) was increased by 0.3%, as well as the spending per tourist (926 Euros), which made it 2.2%. The average stay was for 9.7 nights, showing an increase of 1.9% over 2008.

Around 91% of the foreign tourists that travelled to Spain were concentrated in six Autonomous Regions. Canary Islands and Catalonia, with respective drops of 12.3% and 11% in the number of arrivals, were the regions that noticed more the change in trend experienced in the flow of foreign tourists towards Spain since 2008.

TOURISTS BY PRINCIPAL DESTINATION

Principal autonomous regions of destination	Tourists	% year-on-year var.	Share
Total Spain	52,235,377	-8.7	100
Catalonia	12,771,530	-11	24.4
Balearic Islands	9,036,508	-9.8	17.3
Canary Islands	8,203,561	-12.3	15.7
Andalusia	7,350,599	-7.8	14.1
Region of Valencia	5,108,886	-10.6	9.8
Region of Madrid	4,895,446	6.1	9.4

Source: IET. Frontur. 2009

The total spending decreased in the main autonomous regions of destination with the exception of the Region of Madrid.

AVERAGE STAY AND SPENDING ACCORDING TO THE PRINCIPAL DESTINATION

Principal autonomous regions of destination	Spending (million Euros)	% var.	Average stay	% var.
TOTAL	48,242	-6.7	9.7	1.9
Catalonia	9,643	-6	7.7	4.8
Canary Islands	9,082	-13.4	10.6	-0.3
Balearic Islands	8,791	-7.2	9.5	5.8
Andalusia	7,338	-6.7	12.2	3.5
Region of Madrid	5,227	9.6	7.6	-3.5
Region of Valencia	4,102	-14.2	12.2	-4.8

Source: IET. Egatur. 2009

With respect to the origin of the tourists, the principal market was of British origin, which made up a fourth of all tourists, despite the fact that a significant decline of 15.5% in their arrivals was recorded. The German market was next in importance, with nearly 9 million tourists, and the French with nearly 8 million. In general the principal markets recorded decreases in their arrivals to Spain, although both the tourists coming from France as well as those coming from Belgium did not record such marked declines.

PRINCIPAL MARKETS OF ORIGIN

Principal Markets	Tourists	% year-on-year var.	Share	% year-on-year var. in total spending
United Kingdom	13,329,132	-15.5	25.5	-17.7
Germany	8,925,909	-11.3	17.1	-6.6
France	7,916,165	-2.9	15.2	-6.3
Scandinavia	3,339,410	-7.1	6.4	-6.6
Italy	3,181,559	-5.1	6.1	-5.6

Source: IET. Frontur and Egatur. 2009

The decrease produced in 2009 in the number of arrivals of tourists from the United Kingdom was generalized in the principal Spanish receiving destinations of this market.

PRINCIPAL DESTINATIONS FROM UNITED KINGDOM

2009	Tourists	Share	% year-on-year var.
Andalusia	2,582,864	19.4	-14.0
Balearic Islands	2,874,530	21.6	-15.9
Canary Islands	2,751,590	20.7	-17
Catalonia	1,640,284	12.3	-23.8
Region of Valencia	2,138,922	16.1	-14.5

Source: IET. Frontur. 2009

The German market grew only in the Region of Valencia, decreasing in the remainder of the principal receiving destinations.

PRINCIPAL DESTINATIONS FROM GERMANY

2009	Tourists	Share	% year-on-year var.
Andalusia	922,451	10.3	-1.9
Balearic Islands	3,610,392	40.4	-11.1
Canary Islands	2,166,745	24.3	-12.7
Catalonia	1,052,069	11.8	-23
Region of Valencia	499,773	5.6	1

Source: Frontur. 2009

The number of French tourists also decreased in the principal receiving destinations:

PRINCIPAL DESTINATIONS FROM FRANCE

2009	Tourists	Share	% year-on-year var.
Andalusia	762,888	9.6	-1.7
Balearic Islands	350,725	4.4	-4.3
Canary Islands	137,924	1.7	-17.6
Catalonia	3,779,461	47.7	-7.2
Region of Valencia	695,162	8.8	-3

Source: IET. Frontur. 2009

The Italian market continued the downwards trend begun in 2008, decreasing the number of tourists arriving in Spain by 5.6% in the reference period. The drop was more marked, calculated at 10.8%, in its principal receiving region, which is Catalonia. The rest of the principal receiving regions also suffered decreases, with the exception of Andalusia, which saw Italian arrivals increase by 5.4% with respect to the previous year.

PRINCIPAL DESTINATIONS FROM ITALY

2009	Tourists	Share	% year-on-year var.
Andalusia	315,135	9.9	5.4
Balearic Islands	424,968	13.3	-5.2
Canary Islands	176,469	5.5	-22.9
Catalonia	1,158,566	36.4	-10.8
Region of Valencia	279,947	8.8	-1.8

Source: IET. Frontur. 2009

The Dutch market was also reduced with respect to 2008 in the set of receiving regions:

PRINCIPAL DESTINATIONS FROM NETHERLANDS

2009	Tourists	Share	% year-on-year var.
Andalusia	336,287	16.1	-12.6
Balearic Islands	206,428	9.9	-7.4
Canary Islands	382,110	18.2	-12.7
Catalonia	637,427	30.4	-13.9
Region of Valencia	259,957	12.4	-22.5

Source: IET. Frontur. 2009

DOMESTIC TOURISM

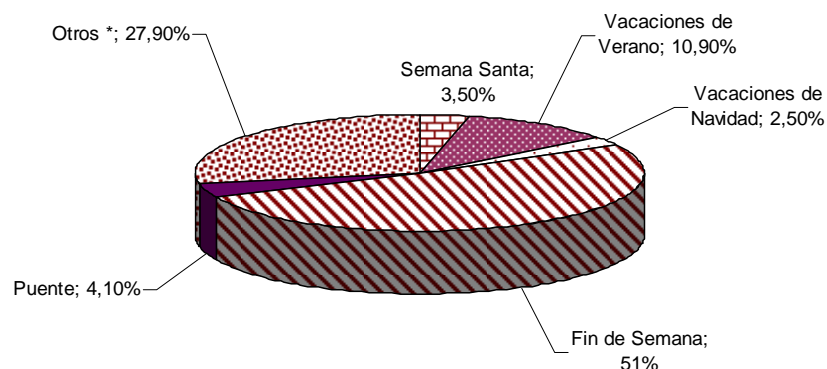
The statistical operation Familitur, which the Institute of Tourism Studies conducts, allows following the development of tourist trips made by residents of Spain.

During the year 2009 Spanish residents made nearly 172 million trips, 0.2% less than in 2008. Of these, 92.5% of the trips were domestic, down 0.6%, compared to the 5.6% increase of trips by Spanish residents to other countries.

The principal markets of origin of the domestic trips by Spain were the Region of Madrid, whose residents made 17.4% of the trips, the trips with origin in Catalonia concentrated 16.5%, those made by residents of Andalusia 16% and, finally, the residents of the Region of Valencia made up 10.7% of the total trips.

The principal destinations in Spain in terms of travellers were Andalusia (18.4%), Catalonia (14.5%), the Region of Valencia (11.4%) and Castilla and Leon (10.6%).

DISTRIBUTION OF DOMESTIC TRIPS ACCORDING TO THE TYPE OF TRIP



Source: IET. Familitur 2009

Translation: Otros (others); Semana Santa (Easter); Vacaciones de Verano (Summer holidays); Vacaciones de Navidad (Christmas holidays); Fin de semana (weekend); Puente (long weekend).

* Others: Includes work trips, recurring work trips, education, recurring trips for education, family and friend visits, health, sports, religious, administrative processes, and other recreational trips.

2009	Trips	Share	% year-on-year var.
Total Spain	159,047,824	100	-0.6
Andalusia	29,285,636	18.4	0.9
Catalonia	23,047,717	14.5	0.1
Region of Valencia	18,161,240	11.4	2.1
Castilla and León	16,892,308	10.6	-0.5
Region of Madrid	11,023,097	6.9	-4.1

Source: IET. Familitur 2009

2009	Overnight Stays	% Share	% year-on-year var.
Total Spain	684,574,730	100	0
Andalusia	131,360,013	19.2	1.2
Region of Valencia	90,688,608	13.2	1.2
Catalonia	85,969,302	12.6	-3.2
Castilla and León	71,664,825	10.5	-2.1
Region of Madrid	41,438,358	6.1	-2.1

Source: IET. Familitur 2009

ACTIVITY IN REGULATED TOURIST ACCOMMODATIONS

Lastly, it is possible to point out the principal results of the surveys of Occupancy in Tourist Accommodations drawn up by the National Statistics Institute (INE).

The result of the set of tourist occupancy rate surveys shows how 2009 was a year of decline in overnight stays made in the total collective tourist accommodations (hotels, apartments, campsites and rural lodging). The year-on-year variation rate was -7.4%, and this decrease occurred among residents (-2.9%) and among non-residents (-10.5%). The total number of overnight stays is calculated at 349.4 million. If we analyze the distribution of these overnight stays according to the type of lodging, 72.1% of the total was made in hotels. If we only count those made in accommodations other than hotels, apartments lodged 60.4%, campsites 31.5% and finally, rural lodgings 8.1%.

The provisional results of the Survey of Hotel Occupancy estimate at 77.6 million the total travellers registered in Spanish hotel establishments, which signifies a decrease of 6.64% with respect to the travellers lodged in 2008. According to the origin of the demand, in financial year 2009, a decrease of 4.17% occurred in the number of Spanish travellers, and 9.08% in the number of foreigners. The Spanish travellers lodged in establishments in Spain as a whole make up 58.3% of the total.

The number of overnight stays, calculated at 251.9 million, went down by 6.6% due mainly to the decrease in the overnight stays of the foreign demand (-9.08%), which also signified 56.4% of the total of the overnight stays made. The overnight stays of the residents in Spain also decreased, although to a lesser extent (-3.17%).

Of the overnight stays, 47.2% were made in hotels of the highest categories, of 4 and 5 stars, two points higher than in 2008, and covers 43.5% of the total bed-places offered in this type of tourist accommodation.

It is estimated that the average stay for the entire year was 3.24 days, the same as was calculated for 2008, and an average occupancy rate by bed-places was 49.5%, which was 7.5% less than that recorded in 2008. This decrease in the occupancy rate is explained, in part, by the increase of 1.3% in the number of bed-places available, which were 1,362,877.

With respect to the origin of the overnight stays made by foreigners, 28.1% were from the German market and 26.1% from the British market. The German market is consolidated, therefore, as the top issuing market, although it recorded a decrease of 10.6% in its overnight stays. The British market also reduced the number of the overnight stays by 10.6%.

According to the autonomous destination regions, Balearic Islands, Canary Islands, Catalonia and Andalusia concentrated 68.6% of the total of the overnight stays in hotels during 2009, although the destination of Andalusia, Region of Valencia, Catalonia, Canary Islands and the Region of Madrid are the ones that received 65% of the overnight stays of residents, compared to Balearic Islands, Canary Islands, Catalonia and Andalusia which were preferred by the non-residents.

The Occupancy Survey in Tourist Campsites counted a total of 6.2 million travellers registered in Spanish campsites during the year 2009, which signified a slight year-on-year decrease of 0.49%. This negative trend is due overall to the decrease of 5.14% in the number of resident travellers from other countries, since Spanish travellers increased their presence by 1.80%.

The total of overnight stays, 30.6 million, went down by 1.31%, with a negative development for the foreign demand (-4.14%) but positive for the domestic demand (1.18%). The share of the overnight stays made by Spanish travellers is 54.5% of the total.

Spanish campsites offered in 2009 an average of 482,967 bed-places distributed in 184,321 plots, figures that signify a decrease with respect to 2008 of 0.7% in the case of bed-places and an increase of 1.1% in the case of the number of plots offered. The occupancy rate of the plots, calculated at 36.5% decreased 1.19 points.

In turn, the Occupancy Survey in Tourist Apartments estimated a total of 7.6 million travellers, which signified a year-on-year decrease of 7.9%. The demand barely increased by 0.8%, while the number of foreign travellers was reduced by 11.6%, representing 65.3% of the total travellers.

Overnight stays made in total Spanish tourist apartments reached 58.9 million and decreased by 13.8%, in the domestic market (-6.7%) and in the international market (-15.9%).

The average occupancy rate of bed-places, calculated at 36.2%, was 13.3% less than in 2008. On the other hand, the number of bed-places throughout the year and estimated at a total of 442,550 increased by 0.2%.

The Occupancy Survey in Rural Tourism Lodgings offers some positive results for the year 2009, with a total of 2.7 million travellers registered in the different accommodations that make up this modality, a figure that signifies a year-on year increase of 3%. As for the overnight stays, Spanish rural accommodation received a total of 7.9 million, 0.3% more than in 2008. In this modality, the domestic demand signified 84% of the total of the overnight stays, and these increased 2.2% with respect to 2008.

Rural tourism lodgings showed an average of 136,345 bed-places throughout the year, 9.6% more than in 2008. The results offered by the INE with regard to the occupancy rate per bed-places show a decrease of 8.3%, registering an annual average of 16.9%. The average occupancy rate at the weekend was situated at 28.5%, 6.6% less.

TOURISM ACTIVITY IN THE REGION OF VALENCIA

PRINCIPAL INDICATORS OF THE ECONOMIC IMPACT OF TOURISM IN THE REGION OF VALENCIA

In 2009 the Minister of Tourism and Excetur, Alliance for Tourism Excellence, collaborated for the fourth consecutive year in conducting the study of the *Economic Impact of Tourism, IMPACTUR Region of Valencia*, corresponding to the year 2008. In this year a review was made of the principal variables of the study in order to include the new Input-Output framework of the Region of Valencia relative to the year 2000. The study estimated the participation of tourism in the overall economy and employment of the Region of Valencia; this study can be consulted in the section Tourism Observatory of the institutional website of the Ministry of Tourism <http://www.turisme.gva.es>.

The participation of tourism in the Region of Valencia in 2008 is estimated at:

- 13.0% of total GDP (13,845 million Euros).
- 12.8% of total EMPLOYMENT (294,679 jobs)
- 6.5% of total investment (2,139 million Euros of Gross Capital Formation – Investment).
- 5.2% of public spending (983 million Euros of public spending).

TOURISM DEMAND IN THE REGION OF VALENCIA

The principal source used in this section is the Tourist Studies Institute (IET), through its statistical operations Frontur, Egatur and Familitur.

In 2009, the Region of Valencia received 23.3 million tourists. The domestic demand represented 78% of trips. Of total trips by Spanish residents, 51.6% corresponded to weekend trips.

All types of accommodation	Tourists/Trips
Total tourists, destination Region of Valencia 2009	23,270,125
Total overnight stays, Region of Valencia 2009	152,834,395

Source: IET (Frontur-Egatur-Familitur). 2009. Note: The data from Familitur for 2008 was revised upwards during 2009 by including new data coming from the broadening of the sample in 2007.

All types of accommodation	Tourists/Trips
Total foreign tourists	5,108,886
Spanish tourist trips	18,161,239
Weekend trips	9,384,033
Other trips	8,777,206

Source: IET (Frontur-Familitur). 2009 provisional data. Note: The data from Familitur for 2008 was revised upwards during 2009 by including new data coming from the broadening of the sample in 2007.

Of the overnight stays, 59.3% were made by the domestic demand.

All types of accommodation	Overnight stays
Total foreign tourists	62,145,787
Spanish tourist trips	90,688,608
Weekend trips	17,910,978
Other trips	72,777,630

Source: IET (Egatur-Familitur). 2009 provisional data. Note: The data from Familitur for 2008 was revised upwards during 2009 by including new data coming from the broadening of the sample in 2007.

During 2009, a year marked by the economic crisis, the number of tourists with destination in the Region of Valencia decreased slightly (-1.0%) with respect to 2008, in a declining economic climate of 2.7 for all tourists combined with destination in Spain. The number of overnight stays decreased 6% (-4.2% overall in Spain).

The good performance of the domestic demand, which increased by 2.1% in number of trips and 1.2% in number of overnight stays, was offset to a great extent by the decrease in foreign demand, which was especially affected in the case of Great Britain, principal market for the Region of Valencia with a share of 41.9%, where the economic crisis was joined by the devaluation of the pound with respect to the euro.

As regards the development of free accommodation, the domestic demand showed a greater number of trips to owned dwellings (11.3%) while the trips with accommodation in dwellings of family members or friends decreased by 2%. The foreign demand was negative with respect to both the use of owned dwellings (-11.7%) and the use of the dwelling of family or friends (-5.8%).

According to the data of the National Statistics Institute, the overnight stays in collective accommodation (hotels, apartments, campsites and rural lodging), estimated at 36 million, and decreased 5.4% below the average of Spanish destinations (-7.3%). The domestic demand experienced a slight decrease (-0.68%) and foreign demand decreased 11%. The domestic demand began the first quarter of the year with a decrease of 19%, which was offset by the increments of the second (7.8%), third (0.6%) and fourth quarters (2.7%). Foreign demand still decreased 9.6% in the fourth quarter.

In the case of the hotel establishments, the holiday periods par excellence in Spain: Easter Week and the two months of July and August contributed to improve the forecast results, thus during Easter Week the decrease of overnight hotel stays softened the decrease to 5.5%, in the central months of summer the overnight stays increased by 0.7%, so that in the overall year the decrease was 3.7% (in a declining economic climate of 6.6% for the group of Spanish destinations), based on the increase in domestic demand (1.7%) and the decrease in foreign demand (-11.8%).

In August, the holding of the European Grand Prix of Formula 1 in the urban circuit of Valencia led to the growth of 3.5% in overnight stays of the domestic demand and softened the decline in the foreign demand in the city. During the first week of November, coinciding with the holding of the "Valencia Tennis Open 500" and the "Ferrari World Finals" on 14th and 15th November, the province of Valencia experienced an increase of overnight stays of 6% in that month, based on the development of the domestic (5.7%) and the foreign (6.9%) demand.

Moreover, the economic crisis influenced both the decrease in prices in hotel accommodation of the Region of Valencia (-6.2%) as well as the decrease in revenue (-4.3%).

In this respect, the new profitability indicators of the hotel sector published by the INE showed that in 2009 the hotels in the Region of Valencia invoiced an average of 57.9 Euros per occupied room (Average Daily Rate, ADR), which signified an average year-on-year decrease of 4.7%, which together with the decrease in the occupancy rate per room (-10.3%)* resulted in revenue per available room (Revpar) estimated at 31.1 Euros, down 13.6% from 2008. August is the month of the year with the highest Revpar (58.5 Euros) followed by July and September; December and January are situated at the lowest end, at around 19 Euros.

Issue number 1 of the *Barómetro de Rentabilidad de los Destinos Turísticos* [*Profitability barometer of the tourist destinations*] published by Exceltur in March 2010, estimated a decrease of 9.8% for the average of Spanish holiday destinations and 18% for the urban destinations in 2009.

For the other accommodation modalities, the INE pushed data for Spain overall, showing that the prices of apartments decreased 1.7%, while the campsite and rural lodging modalities increased their prices by 3.1% and 0.3% respectively.

Cruise traffic in the port of Valencia, in relation to all Spanish ports, occupied seventh place in the number of cruise ships docking and the eighth in the number of passengers, registering respective decreases of 12.8% and 7.2%. Alicante occupied ninth position regarding passengers, with an increase of 17.2% compared to those recorded for 2008 and tenth in the number of cruises, with the figure recorded for 2009 being 1.7% higher than the previous year.

* Non-weighted 2009 average.

In 2009 the participants in the main meeting destinations* of the Region of Valencia were estimated at more than 268,000, which signified a year-on-year decrease of 2%. The performance was different by provinces, with increases in Alicante (23.7%) and Castellon (121.8%) and a decrease of 19.8% in the city of Valencia where 21% of the participants were of international origin.

Taking into account the entire work and business segment, the Forntur and Familitur surveys conducted by the IET showed that it was the most affected by the crisis with respect to the rest of travel motives, with decreases in the number of trips by domestic (-10.6%) and foreign (-37.5%) demand.

Foreign demand

In 2009 the number of foreign tourists with destination in the Region of Valencia decreased by 10.6%, in a climate of overall decrease in Spain of 8.7%. The decreases softened throughout the year, so that in the last quarter the decrease was 2.5%. The third quarter concentrated 37.7% of the foreign tourists that visited the Region of Valencia.

QUARTERLY EVOLUTION OF FOREIGN TOURISTS

Quarter	% Variation	Share %
1st	-28.9	15.2
2nd	-10.5	28.3
3rd	-4.7	37.7
4th	-2.5	18.8
Annual	-10.6	100.0

Source: IET. Frontur, provisional data from April 2009.

The performance of the British market was affected in 2009 by both the economic crisis and the devaluation of the pound, which resulted in a decrease of 15.5% for the group of Spanish destinations and 14.5% for the Region of Valencia, where it represented 41.9% of the total tourists.

The performance of the other main markets of origin was positive in the case of Germany, with a share of 9.8% and a growth of 1.6% and Belgium with a share of 4.3% and an increase of 7.1%. The French and Italian markets, with respective shares of 13.6% and 5.5% experienced moderate decreases, calculated respectively at -3.3% and 1.9%. Finally the Scandinavian countries (6.5%) and the Netherlands (5.1%) recorded respective decreases of 16% and 22.4%, although these markets recorded respective increases in 2008 of 31.5% and 7%.

* Sources: Valencia Tourism, Alicante Convention Bureau, Benidorm Convention Bureau, *Ciutat d'Elx* Conference Centre, Grupo Intur. Alicante: includes the meetings held in the cities of Alicante, Benidorm and Elche. Castellon: includes the meeting held in the cities of Castellon and Peñíscola. Valencia: includes the meeting held in the city of Valencia.

DEVELOPMENT OF MAIN MARKETS WITH DESTINATION IN THE REGION OF VALENCIA 2009/2008

	Year 2009	% Variation	Share %
Total countries	5,108,886	-10.6	100
United Kingdom	2,139,364	-14.5	41.9
France	692,926	-3.3	13.6
Germany	502,266	1.6	9.8
Scandinavian countries	333,276	-16.3	6.5
Italy	279,757	-1.9	5.5
Netherlands	260,366	-22.4	5.1
Belgium	218,574	7.1	4.3
Rest of Europe	192,804	-2.7	3.8
Switzerland	128,435	-5.7	2.5
Ireland	128,361	-15.4	2.5
Rest of the world	80,331	-18.1	1.6
Portugal	58,005	-22.6	1.1
Rest of America	53,849	-22.3	1.1
USA	40,560	-18.2	0.8

Source: IET. Frontur

Of the foreign tourists that travelled to the Region of Valencia, 81% did so by air, showing a decrease of 11.6% with respect to 2008. The arrival of international travellers to the Region of Valencia was accomplished in 81.5% of the cases by flights on Low Cost Carriers (LCC). The airport of El Altet is the fourth national airport in this segment and received 77.6% of the arrivals to the Region of Valencia, recording increases in international traffic in the second quarter. The airport of Manises began the year with marked decreases while in the last two months of the year it experienced increases.

In turn, arrivals by roads decreased to a lesser extent (-5.5%) than arrivals by air.

The number of tourists decreased in the main accommodation modalities, except in the case of the campsites where it grew by 10.8%; thus, hotel accommodation, the most-used modality with a share of 35%, decreased by 14%, although the increase in the average stay influenced the lesser decrease in overnight stays (-7.3%); the dwellings of family and friends, with a share of 27% decreased by 5.8%, owned dwellings, with a share of 18.9% decreased 11.7% and rented dwellings with a share of 13.2% decreased 6.9%.

DEVELOPMENT OF TRIPS AND OVERNIGHT STAYS WITH DESTINATION IN THE REGION OF VALENCIA BY ACCOMMODATION

	Share of trips	% year-on-year variation	Share of overnight stays	% year-on-year variation	% var. of average stay
TOTAL	100.0	-10.6	100.0	-14.9	-4.8
Owned dwelling/time share	18.9	-11.7	29.7	-20.4	-9.6
Dwellings of family or friends (free)	27.3	-5.8	24.7	-7.3	-2.1
Hotels or similar	34.9	-14.3	20.0	-7.6	8.7
Rented dwelling	13.2	-6.9	16.6	-24.6	n.s.
Campsites	3.5	10.8	6.3	20.8	n.s.
Others	2.2	-28.8	2.6	-42.3	n.s.

Source: IET Frontur/Egatur 2009-2008 [n.s. – not specified]

In 2009 the number of tourists who travelled for recreation and holidays decreased by 8.2%, while travelling for personal reasons decreased by 5.7% and work-related and business trips were the ones that underwent the greatest decrease of 37.5%.

In 2009, the total spending of foreign tourists in the Region of Valencia, calculated at 4,102 million Euros, decreased by 14.2%, in a climate in which in all of Spain it decreased by 6.7%.

The average spending per trip in the Region of Valencia, calculated at 804 Euros decreased by 3.9%, which is related to the decrease in the average stay (-4.8%); it can be pointed out that the modality of owned dwellings, which represents 30% of the overnight stays, experienced a decrease in the number of visits (-11.7%) as well as in duration of the stay (-9.6%).

At the same time the decrease in the average stay influenced the increase in average daily spending (0.9%), estimated at 66 Euros.

DEVELOPMENT OF TOURIST SPENDING ACCORDING TO DESTINATION

	Total (Million Euros)	% Var.	Average spending	% Var.	Average daily spending(*)	% Var.
Region of Valencia	4,102	-14.2	804	-3.9	66	0.9
Spain	48,242	-6.7	926	2.2	96	0.3

Source: IET. Egatur

(*) Spending refers to all concepts (transportation, accommodation, purchases, restaurants, leisure activities, etc.) and includes what is spent at the origin and destination. The use of a low-cost flight compared to a normal flight signifies lesser spending, as does the use of a free dwelling (owned dwelling or that of family).

DEVELOPMENT OF TOURISTS AND AVERAGE STAY ACCORDING TO DESTINATION

	Tourists	% Variation	Average stay	% Variation
Region of Valencia	5,108,886	-10.6	12.2	-4.8
Spain	52,235,377	-8.7	9.7	1.9

Source: IET. Frontur and Egatur.

The development of total spending by quarter began being negative (-7%) in the last quarter of 2008, the drop sharpening in the first quarter of 2009 (-32%), the last quarter of 2009 ending with a decrease of 6.6%.

DEVELOPMENT OF TOTAL SPENDING IN THE REGION OF VALENCIA BY QUARTERS

Quarters	Share	% year-on-year Var. in Region of Valencia
1st	14,3	-32,1
2nd	26,7	-15,5
3rd	39,7	-8,0
4th	19,2	-6,6
Annual	100,0	-14,2

Source: IET. Egatur. 2009

In the year 2009, 13% of foreign tourists travelled to the Region of Valencia in a tourist package that signified an increase of 19.6% after several continued years of decrease. Around 59% of the tourists that travelled with a tourist package came from the United Kingdom with an increase of 70%. Belgium followed at some distance, with a share of 9.4%, increased 58%; France, with a share of 8.1%, decreased 18%; and finally Italy, with a share of 5.6%, increased 22.4%.

If we analyze the spending structure of the foreign tourists that travelled to the Region of Valencia without a package (87%), we see that transportation represented 34.5% of the total, followed in importance by accommodation (23%) and restaurants (17.5%). With respect to 2008 the spending on accommodation, restaurants and excursions decreased above the average, in turn spending on food decreased only 1.1%.

SHARE AND EVOLUTION OF TOTAL SPENDING ACCORDING TO ITEMS

	Restaurants	Food	Excursions	Transportation	Accommodation	Total spending without package
2009	17.5	12.5	12.3	34.5	23.1	100
% var. 09/08	-19	-1.1	-27.8	-14.9	-17.7	-16.6

Source: IET. Egatur. Definitive 2008 data. Provisional 2009 data. Base: Tourists without tourist package.

The tourist coming from the U.S.A. spends the most per trip (1,875 Euros), followed by those from Scandinavian countries and Switzerland. The tourists with origin in the United Kingdom spent 5.1% less per trip and their average stay was reduced by 13%. Switzerland and Germany increased the average spending per trip in 2009. The Scandinavian countries, Netherlands, Germany, France and Ireland increased their average stay.

DEVELOPMENT OF SPENDING PER TRIP ACCORDING TO MARKET OF ORIGIN

	Spending per tourist 2009	% year-on-year Var.	Average stay 2009	% year-on-year Var.
TOTAL	803.58	-3.9	12.2	-4.8
USA	1874.53	-5.4	19.8	29.7
Scandinavian countries	956.14	-0.7	13.1	15
Switzerland	932.87	6.8	11.7	-6.4
Belgium	871.63	-1.1	12.8	-4.9
Netherlands	864.89	-0.7	13.5	13.8
Germany	857.76	6.9	15.6	2.1
Italy	726.93	-13.6	8.6	-27.9
France	704.13	-6.7	12.1	5.6
United Kingdom	687.62	-5.1	10.6	-13.1
Ireland	674.59	-8.4	9.9	12.7

Source: Egatur. Definitive 2008 data. Provisional 2009 data.

Domestic demand

In 2009 trips by Spanish tourists to the Region of Valencia increased 2.1%, with positive development (7.2%) for recreational trips and negative development (-10.6%) for trips for personal reasons of work or school.

	Share of trips	% year-on-year Variation
TOTAL	100.0	2.1
Leisure, recreation, holiday	66.4	7.2
Visiting family or friends	18.7	-3.4
Work/Business	8.8	-10.6
Education	4.6	-13.9
Others	1.4	n.s.

Source: IET Familitur. 2009-2008

The summer holiday trips that represent 17% of the trips and 50% of the overnight stays have increased in number although the average stay went down. The long-weekend trips increased by 41% and the weekend trips remained the same. In Easter Week the number of trips decreased (-4.4%) although the number of overnight stays increased (2.0%).

DEVELOPMENT OF TRIPS/OVERNIGHT STAYS WITH DESTINATION IN THE REGION OF VALENCIA BY TYPE OF TRIP

	Share of trips	% year-on-year trips	Share of overnight stays	% year-on-year variation in overnight stays
TOTAL TRIPS	100.0	2.1	100.0	1.2
Weekend	51.7	0.0	19.7	-0.1
Summer holiday	17.0	7.5	50.0	-1.0
Easter Week	3.8	-4.4	3.6	2.0
Long weekends	4.5	41.1	2.7	32.9
Christmas	1.8	12	2.1	24.3
Other leisure trips	4.4	7.3	8.2	-3.8
Other trips (*)	16.8	n.s.	13.7	n.s.

Source: IET Familitur. 2009-2008. (*) Work, school, personal. The summer includes the May-October period.

The development of the trips by quarter was divergent, while in the second quarter it grew by 38% and the advances for the summer were positive, the results for the third quarter remained at the 2008 figures, and in the fourth quarter there was a decrease of 17.7%.

QUARTERLY DEVELOPMENT OF SPANISH TOURISTS

Quarter	% year-on-year variation	Share
1st	-9.8	19.9
2nd	38.3	29.3
3rd	-0.3	33.1
4th	-17.7	17.7
Annual	2.1	100.0

Source: IET Familitur. 2009-2008

These results are explained in part by the variable performance of weekend trips, which signified 41.6% of the total and which experienced a sharp drop in the last quarter, in contrast to a strong increase in 2008.

MONTHLY DEVELOPMENT OF WEEKEND TRIPS

Month	% year-on-year variation	% accumulated year-on-year variation
January	-7.7	-7.7
February	-6.2	-6.8
March	48	10
April	5.5	8.8
May	66.2	20.1
June	26.4	21.5
July	-16.1	13.8
August	14.9	13.9
September	-13.7	10.5
October	-29.5	6.1
November	-21.9	3.2
December	-43.5	0

Source: IET Familitur. 2009-2008

If the development is analyzed according to the type of accommodation used, a sharp increase in the number of trips to owned dwellings (11.3%) was observed, although this did not result in an increase of overnight stays, the trips with accommodation in dwellings of family or friends decreased slightly (-2%), while trips and overnight stays in hotels increased, coinciding with the estimates of the INE. The rental of dwellings experienced the greatest negative decrease of -17.5%, which can be related to supply in the modality of hotel establishments.

DEVELOPMENT OF TRIPS AND OVERNIGHT STAYS WITH DESTINATION IN THE REGION OF VALENCIA BY ACCOMMODATION

	Share of trips	% year-on-year variation	Share of overnight stays	% year-on-year variation
TOTAL	100.0	2.1	100.0	1.2
Owned dwelling/time share	36.6	11.3	33.9	-0.1
Dwelling of family or friends (free)	31.9	-2.0	30.3	-0.1
Hotels or similar	16.8	2.6	16.9	9.0
Rented dwelling	9.1	-17.5	13.6	-5.7
Others	5.6	n.s.	5.4	n.s.

Source: IET Familitur. 2009-2008

With respect to the principal markets of origin, the Region of Valencia itself, with a share of 58.9% increased by 5.3%. Other markets that experienced growth were Catalonia (5.3%) and Andalusia (17.9%). The Region of Madrid decreased by 3% and Castilla-La Mancha by 15.4%.

DEVELOPMENT OF TRIPS ACCORDING TO MARKET OF ORIGIN

	% year-on-year variation	Share of trips
TOTAL	2.1	100
Region of Valencia	5.3	58.9
Region of Madrid	-3	15.4
Castilla-La Mancha	-15.4	4.9
Catalonia	5.3	4.8
Andalusia	17.9	3.3
Region of Murcia	-18.3	3.1
Aragon	-5.1	2.4
Basque Country	20.5	1.8
Castilla y Leon	0.7	1.6
Region of Navarra	21.3	0.7
Principality of Asturias	29.2	0.6
Extremadura	-7.7	0.5
Balearic Islands	-26.6	0.4
La Rioja	-15.6	0.2
Cantabria	-8.4	0.2
Remainder	n.s.	0.9

Source: IET Familitur. 2009-2008

In the segment of summer holiday trips in 2009, the average stay was reduced. The Region of Madrid is the principal market of origin (35.4%), followed by the Region of Valencia (21.8%).

In 2009 tourists from Madrid increased by 5.8% the summer holiday trips to the Region of Valencia and those from Valencia by 2%. In general the remainder of the principal markets experienced outstanding advances, except in the case of Aragon and La Rioja.

DEVELOPMENT OF SUMMER HOLIDAY TRIPS ACCORDING TO THE MARKET OF ORIGIN

	% year-on-year variation	Share of trips
TOTAL	7.5	100.0
Region of Madrid	5.8	35.4
Region of Valencia	2	21.8
Castilla-La Mancha	18.6	7.8
Catalonia	13.8	6.5
Basque Country	21.7	4.7
Castilla y Leon	5.4	4.7
Aragon	-19.4	3.8
Region of Navarra	19.8	2.0
La Rioja	-9.3	0.8
Remainder	n.s.	12.6

Source: IET Familitur. 2009-2008

For the year 2009 the Familitur statistics estimated the average daily spending of Spanish tourists with destination in the Region of Valencia to be 31.1 Euros.

According to the type of accommodation used, the average daily spending was estimated at 60 Euros for hotel establishments, 39* Euros for the modality of rented dwellings, 19.6 Euros in owned dwellings and 24.0 in dwellings of family and friends.

Outbound market from Valencia

The Region of Valencia is the fourth domestic outbound market. In 2009 the residents from Valencia made 18.5 million trips, 10.7% of the total trips by residents of Spain. This signified a year-on-year increase of 2.3% in the number of trips in the domestic context in which the trips of Spaniards remained at the levels of 2008 (-0.2%).

Of the total trips made by residents of the Region of Valencia, 93.8% were domestic and the remainder were to a foreign country.

The trips by Valencia residents to other countries (6%) increased by 39.1%, while trips with destination in Spain increased only 0.5%. The trips by Valencia residents within the Region of Valencia represented 61.8% of the trips with destination in Spain and increased as we saw in the previous paragraph by 5.3%, although the number of overnight stays underwent a slight decrease (-0.9%).

* Data corrected on 27/07/2010

TOURISM EMPLOYMENT IN THE REGION OF VALENCIA

A report drawn up with the data published by the Tourist Studies Institute (IET) and by the INE with information from the General Treasury of the Social Security* and from the Labour Force Survey, as well as the surveys of activity in tourist accommodation.

Enrolment in the Social Security

During 2009, the number of workers enrolled in Social Security as members of the work force in the area of hotels/restaurants and travel agencies in the Region of Valencia was 131,059, a figure that showed a decrease of 5.6% in the year-on-year variation.

	Hotels/restaurants and Travel Agencies	% year- on-year variation
Total Spain	1,318,088	-3.4
Andalusia	201,076	-4
Balearic Islands	75,738	-5.5
Canary Islands	105,119	-8.6
Catalonia	219,772	-3.3
Region of Valencia	131,159	-5.6
Region of Madrid	187,518	-1.6

Source: IET with data from the Ministry of Labour and Social Affairs

* The number of workers enrolled as active workforce through economic activities of the company according to the National Classification of Economic Activities (CNAE 93). The characteristic areas of economic activities of the tourism sector are formed by the following headings: Hotels/Restaurants, Land transportation, Ocean and river transportation, Air transportation, Travel Agency activities, Wholesalers and Retailers of tourism and Other tourism support activities, Other activities attached to transportation, Car rental and other means of transportation, Recreational, cultural and sports activities.

However, the activities most representative of the tourism sector are those of Hotels/Restaurants and of Travel Agencies, whose areas of economic activity are broken down into the following headings: Hotels/Restaurants: Hotels and Other Accommodations, Restaurants; Travel Agencies: Activities of Travel Agencies, Tourism wholesalers and retailers and Other tourism support activities.

In the monthly analysis that the IET offers with data from the Autonomous Regions, only the headings of hotels/restaurants and travel agencies are considered.

With the change to the new CNAE 2009, the headings in economic activities related to tourism of the CNAE 93 underwent some changes. They are the following:

- Hotels and other accommodation (CNAE 93) is now called Accommodation Services (CNAE 09)
- Restaurants and collective dining rooms (CNAE 93) becomes Food and Drink Services (CNAE 09)
- Travel Agencies (CNAE 93) become Travel Agencies and Tour Operators (CNAE 09).

In the table that is shown below the number of persons enrolled in Social Security are listed according to the different activities that make up the heading of Hotels/Restaurants and Travel Agencies:

	Accommodation Services	% year-on-year variation	Food and Drink Services	% year-on-year variation	Travel Agencies / Tour Operators	% year-on-year variation
Total Spain	258,843	-7.3	1,001,540	-2.3	57,707	-4.1
Andalusia	41,957	-7.6	151,451	-2.7	7,668	-7.6
Balearic Islands	33,876	-7.6	37,279	-3.5	4,584	-5.9
Canary Islands	48,659	-10.5	52,366	-7.1	4,095	-4.8
Catalonia	38,989	-6.6	170,003	-2.6	10,780	-2.6
Region of Valencia	19,892	-6.9	107,140	-5.2	4,126	-10.3
Region of Madrid	19,367	-4.5	153,379	-0.9	14,773	-4.2

Source: IET with data from the Ministry of Labour and Social Affairs.

Personnel employed in the different types of tourist accommodation in the Region of Valencia

Results of the occupancy surveys in establishments of tourist accommodation conducted by the INE, of the number of persons employed in the different types:

Personnel employed in all types of accommodations	2009	% year-on-year Variation
Total Spain	238,454	-5.2
Andalusia	38,793	-7.9
Balearic Islands	28,178	-5.4
Canary Islands	46,732	-7.6
Catalonia	31,889	-5.7
Region of Valencia	19,345	-7.2
Region of Madrid	16,313	-3.3

Source: INE. 2009 data are provisional.

The distribution of the number of employees by type of tourist establishment in the Region of Valencia is the following:

2009	Annual average	% year-on-year variation
Hotels	15,565	-8.4
Campsites	791	-4.5
Tourist Apartments	1,619	-7.6
Rural Lodging	1,370	7.0
Total accommodations	19,345	-7.2

Source: INE. 2009 data are provisional.

The INE, in its occupancy surveys, calculated an increase in the number of bed-nights for the entire year 2009 of 2.7% in the Region of Valencia.

2009	Total bed-nights	% year-on-year variation
Hotels	122,677	2.6
Campsites	61,957	0.6
Tourist Apartments	75,118	4.2
Rural Lodging	8,672	6.0
Total accommodations	268,424	2.7

Source: INE. 2009 data are provisional.

The following table shows the year-on-year development of the personnel employed in accommodation establishments as a whole by province:

2009	Annual average	% year-on-year variation
Alicante	10,249	-8.2
Castellon	3,260	1.1
Valencia	5,835	-9.5

Source: INE. 2009 data are provisional.

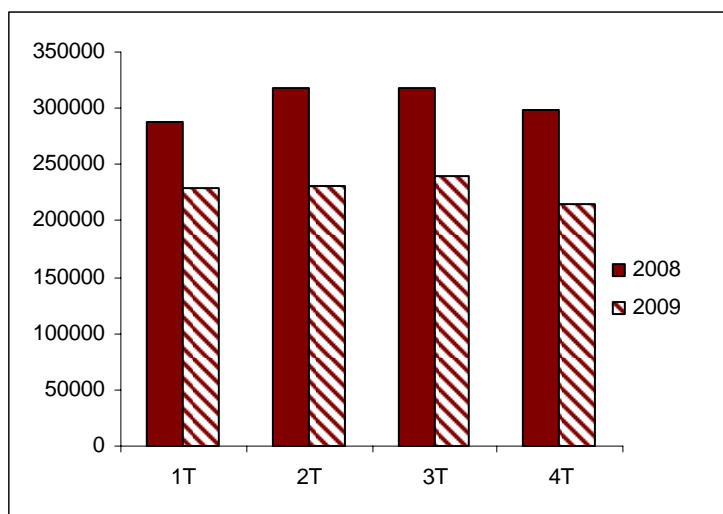
Survey of the labour force

In 2009, the tourism sector of the Region of Valencia recorded a total of 276,743 persons in the labour force*, a figure that signifies an increase of 1.5% compared to 2008. The increase of persons in the labour force for the total of all the sectors was 1.3%.

The labour force of the Region of Valencia linked to the tourism industry represented for the entire year 10.78% of the total employed population of Valencia and 11.8% of the total Spanish population.

There were 228,510 people employed in the tourism industry, 7.4% less than the past year, calculating, therefore, a total of 48,233 unemployed. This figure situated the unemployment rate at 17.4%. This percentage is lower than the unemployment rate for the entire Valencia economy (21.2%), although higher than the rate calculated for the overall services sector, which was at 12.2%.

PERSONS EMPLOYED IN THE TOURISM INDUSTRY OF THE REGION OF VALENCIA



Source: IET. Prepared from data of the EPA.
Translation: 1T (1Q) ... 4T (4Q).

According to the data offered by the Labour Force Survey (EPA), it is estimated that for the reference period, the tourism industry of Valencia employed 11.3% of the total employed population in the Region of Valencia. This percentage signifies 10.6% of the total employed population in the industry in Spain as a whole.

* Persons of 16 or more years of age that, during the week of reference (that prior to conducting the survey) supplied manpower for the production of goods and services or were available and in condition to be incorporated to this production. They are subdivided into employed and unemployed.

TOURIST INDUSTRY: LABOUR FORCE, EMPLOYED AND UNEMPLOYED

TOURISM INDUSTRY	LABOUR FORCE		EMPLOYED		UNEMPLOYED	Unemployment rate 2009
	2009	% Var. 09/08	2009	% Var. 09/08	2009	
National Total	2,496,561	2.3	2,143,119	-2.3	353,442	14.2
Andalusia	400,191	-3.0	331,104	-6.8	69,087	17.3
Balearic Islands	136,776	8.3	112,997	1.2	23,779	17.4
Canary Islands	215,416	2.7	171,887	-4.7	43,529	20.2
Catalonia	400,809	3.8	351,975	-0.7	48,834	12.2
Region of Valencia	276,743	1.5	228,510	-7.4	48,233	17.4
Madrid	381,858	2.5	342,060	-0.4	39,798	10.4
Other Regions	684,768	3.8	604,586	0.5	80,182	11.7

Source: IET with data from the EPA.

Of the total number of persons employed in the tourism industry of the Region of Valencia, it is estimated that 78.4% of the total are salaried staff, of which 39.9% have a temporary contract, 9.5% less with respect to 2008.

EMPLOYED: SALARIED STAFF AND SELF-EMPLOYED

TOURISM INDUSTRY 2009	SALARIED STAFF		SEASONALITY		SELF-EMPLOYED	
	TOTAL	Var. 09/08	RATE	Var. 09/08	TOTAL	Var. 09/08
National Total	1,686,881	-1.6	31.4	-9.5	455,503	-4.7
Andalusia	253,843	-7.4	39.9	-1.5	77,045	-4.9
Balearic Islands	97,128	2.9	29.0	-8.2	15,869	-8
Canary Islands	153,076	-5.0	36.6	1.9	18,601	-3.7
Catalonia	282,072	-1.3	23.7	-17.7	69,837	1.6
Region of Valencia	179,330	-5.2	39.9	-9.5	49,180	-14.5
Madrid	285,727	2.7	22.3	-20.6	56,333	-13.1
Other Regions	435,705	0.8	32.8	-7.1	168,637	-0.4

Source: IET with data from the EPA.

Finally, self-employment in the tourism industry of the Region of Valencia, which is 21.6%, dropped by 14.5% in 2009.

DEVELOPMENT OF THE ACTIVITY IN TOURIST ACCOMMODATIONS

The source used for preparing this section is the Occupancy Survey conducted by the National Statistics Institute in the different tourist accommodation establishments. The data corresponding to the year 2008 are definitive, while those of 2009 are provisional.

In accordance with the provisional figures that the Spanish National Statistics Institute (INE) offers, through its Occupancy Surveys on regulated accommodations, in the year 2009 the number of travellers entering collective accommodations in the Region of Valencia reached 8.4 million with a between-year decrease of 4.4%, while the number of overnight stays, which was 36 million, decreased 5.4%.

The decrease was generalized in the principal tourist regions and, therefore, in the entirety of Spain (-7.29%).

With respect to the offer of bed-places in regulated accommodations, in 2009 an average of 268,424 bed-places available in the establishments of the Region of Valencia was calculated, signifying, therefore, 11.1% of the total for Spain.

Total bed-places available in 2009		% Share
Catalonia	444,691	18.4
Canary Islands	399,291	16.5
Andalusia	372,666	15.4
Region of Valencia	268,424	11.1
Balearic Islands	233,643	9.7

Source: INE. Occupancy Survey in Tourist Accommodations 2009.

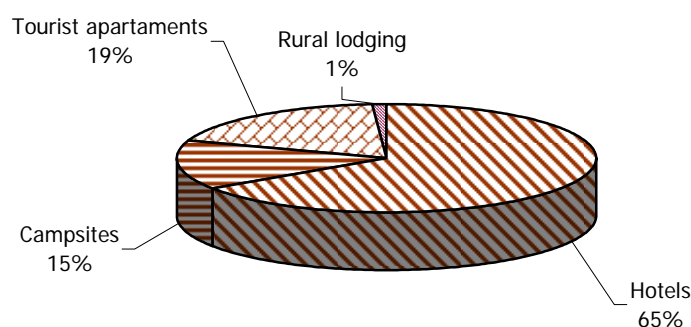
The establishments in the Region of Valencia received 10% of the total of the overnight stays made in the overall offer of regulated accommodations of Spain, hence ranking in fifth place in relation to the principal autonomous regions in the tourism sector.

Overnight stays in collective accommodations 2009		% Share
Canary Islands	74,910,866	21.4
Catalonia	61,046,245	17.5
Balearic Islands	55,458,436	15.9
Andalusia	50,136,994	14.3
Region of Valencia	36,054,873	10.3

Source: INE. Occupancy Survey in Tourist Accommodations 2009.

As shown in the following graph, the majority of the overnight stays made in all the tourist accommodations in the Region of Valencia were recorded in its hotel establishments.

DISTRIBUTION OF THE OVERNIGHT STAYS ACCORDING TO TYPE OF ACCOMMODATIONS



Source: INE. Occupancy Survey in Tourist Accommodations 2009.

Of the total overnight stays, 57% were made by tourists that are residents of Spain. This share is 3 points higher than the share of 2008.

Specifically, the number of overnight stays made by travellers residing in Spain was 20,574,429, a figure 0.9% less than in 2008. With respect to foreign demand, the overnight stays decreased by 10.8%.

Development of the activity in hotel establishments

According to the figures provided by the National Statistics Institute (INE), through the Hotel Occupancy Survey, in the year 2009 the hotels in the Region of Valencia lodged a total of 6.97 million tourists, with a between-year decline of 4.3%; the number of overnight stays, calculated at 23.6 million, declined 3.68%.

The overnight stays of the domestic demand, which signifies 63.5% of the total, increased 1.65%, while those of foreign demand recorded a decrease of 11.77%.

The average stay calculated for the entire Region of Valencia in hotel establishments and similar was 3.4 overnight stays per traveller, the same as in 2008.

With regard to the rest of Spanish destinations, the hotel establishments and similar of the Region of Valencia recorded 9.3% of the hotel overnight stays in Spain, ranking in the fifth position among the main receiving autonomous regions.

Total overnight stays /Destination	2009	% accumulated evolution
Region of Valencia	23,628,349	-3.68
Spain	251,904,459	-6.60
Catalonia	40,854,824	-3.07
Canary Islands	45,287,533	-10.53
Balearic Islands	46,028,555	-8.40
Andalusia	40,682,783	-7.90

Source: INE. Occupancy Survey in Tourist Accommodations 2009

Overnight stays by Spanish/Destination	2009	% accumulated evolution
Region of Valencia	15,025,008	1.65
Spain	109,839,818	-3.17
Catalonia	14,593,944	2.92
Canary Islands	9,896,893	-8.57
Balearic Islands	6,049,806	-7.78
Andalusia	23,190,756	-3.14

Source: INE. Occupancy Survey in Tourist Accommodations 2009

Overnight stays by foreigners/destination	2009	% accumulated evolution
Region of Valencia	8,603,343	-11.77
Spain	142,064,641	-9.08
Catalonia	26,260,880	-6.11
Canary Islands	35,390,640	-11.26
Balearic Islands	39,978,748	-8.53
Andalusia	17,492,028	-13.53

Source: INE. Occupancy Survey in Tourist Accommodations 2009

The hotel establishments of the Region of Valencia recorded an average annual occupancy rate of 51.18%, which signified a decline of 3.4 points from 2008.

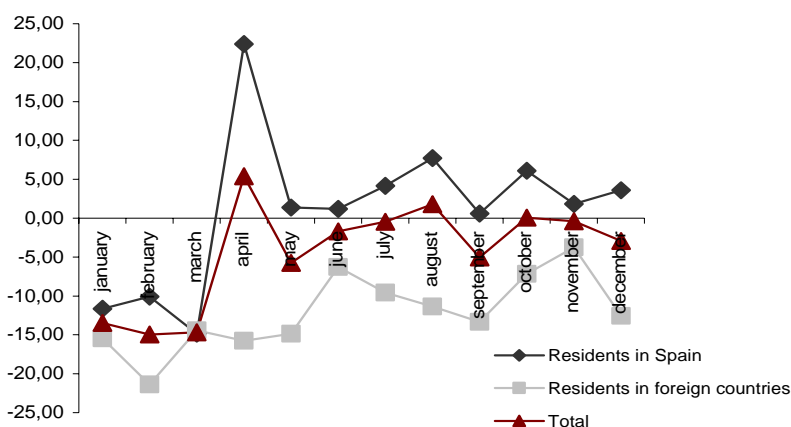
The average of available bed-places offered in 2009 was estimated at 122,677, which signifies a 2.6% increase in the offer. The hotel offer in the Region of Valencia was 9% of the total bed-places in Spain.

Bed-places/destination	2009	% Variation 09/08
Region of Valencia	122,677	2.7
Spain	1,362,877	1.1
Catalonia	205,488	2.2
Canary Islands	201,041	-2.4
Balearic Islands	182,155	-1.3
Andalusia	244,321	1.6

Source: INE. Occupancy Survey in Tourist Accommodations 2009

If the monthly evolution of the overnight stays in hotels is taken into account, it is observed that those made by Spanish residents show a positive sign from the month of May (since April is considered affected by the effect of Easter Week), compared to the sign of overnight stays of foreigners which was negative during the entire year, a fact that logically had an impact on the total.

MONTHLY YEAR-ON-YEAR VARIATION 2009/2008 OF OVERNIGHT STAYS IN HOTEL ESTABLISHMENTS OF THE REGION OF VALENCIA



Source: INE. Occupancy Survey in Tourist Accommodations 2009

DISTRIBUTION OF THE OVERNIGHT STAYS OF THE RESIDENTS WITH DESTINATION IN THE REGION OF VALENCIA ACCORDING TO AUTONOMOUS REGION OF ORIGIN

Autonomous Region of origin	% Share	Year-on-year variation 09/08
Region of Madrid	27.2	6.9
Region of Valencia	22.6	-3.5
Catalonia	9.5	2.2
Andalusia	6.7	3.4
Castilla-La Mancha	6.4	3.7
Castilla y León	5.9	1.5
Basque Country	5.0	-0.8
Aragon	3.0	6.6
Region of Murcia	2.4	12.8
Galicia	2.2	-5.0
Principality of Asturias	2.0	-14.1
Region of Navarra	1.6	0.2
Extremadura	1.4	2.8
Cantabria	1.2	10.5
La Rioja	1.0	-1.1
Balearic Islands	0.9	-15.9
Canary Islands	0.9	-0.8
Ceuta and Melilla	0.2	12.3

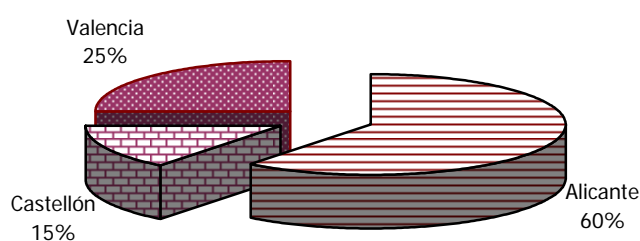
Source: INE. Occupancy Survey in Tourist Accommodations 2009

From the above table, it can be highlighted that 50% of the overnight stays made in the hotel establishments of the Region of Valencia had their origin in only two autonomous regions (Region of Madrid and Region of Valencia), and that the greater loss of share was produced in the overnight stays of the residents of the Region of Valencia.

DEVELOPMENT BY PROVINCE

The tourism activity in the hotel accommodations of the three provinces of Valencia during 2009 was distributed as follows:

PROVINCIAL DISTRIBUTION OF THE OVERNIGHT STAYS IN HOTELS



Source: INE. Occupancy Survey in Tourist Accommodations 2009

And regarding the origin of the demand, the provincial distribution of the total overnight stays in hotels is shown below:

2009	% foreigners	% Spanish
Alicante	75.0	52.2
Castellon	5.4	19.8
Valencia	19.6	28.0

Source: INE. Occupancy Survey in Tourist Accommodations 2009

Province of Alicante

The number of travellers lodged in hotel establishments in 2009 in the province of Alicante decreased by 2.63%. In turn, the number of the overnight stays went down 4.57%.

Province of Alicante	2009	Year-on-year variation 09/08
Travellers	3,393,729	-2.63
Overnight stays	14,288,722	-4.57
Occupancy rate by bed-places*	56,32	-4
Estimated bed-places	67,282	2.60

Source: INE. Occupancy Survey in Tourist Accommodations 2009

*Percentage difference.

The number of available bed-places, calculated by the total of the year, which was 67,282, increased 2.6%, with a weighted occupancy rate of the hotel bed-places of 56.32%; this percentage was four points below that estimated for 2008. As regards the average occupancy rate by bed-places on weekends, the percentage was 63%, only exceeded by that recorded in the establishments of the Balearic Islands.

The average estimated stay for the entire province was 4.21 overnight stays per traveller, a figure that signifies a between-year decrease of 2%.

With respect to the origin of the demand, the overnight stays were distributed as follows: 55% were made by travellers residing in Spain, and signified a slight between-year increase of 0.14%. The foreign travellers reduced their presence by 10.24% in the hotel establishments of the province, as well as their overnight stays (-9.8%).

As for the distribution of the overnight stays according to autonomous region of origin, the following table details their evolution:

DISTRIBUTION OF THE OVERNIGHT STAYS WITH DESTINATION IN THE PROVINCE OF ALICANTE ACCORDING TO AUTONOMOUS REGION OF ORIGIN

Autonomous Region of origin	Overnight stays	Year-on-year variation 09/08
Region of Madrid	3,938,737	1.8
Region of Valencia	3,234,650	-13.1
Castilla-La Mancha	1,030,410	14.7
Castilla y León	1,017,232	-1.3
Andalusia	970,965	7.5
Basque Country	851,771	-15.9
Catalonia	838,723	-5.7
Region of Murcia	419,813	23.0
Aragon	357,637	-0.1
Principality of Asturias	330,312	-30.0
Galicia	293,901	-22.1
Region of Navarra	261,467	-6.6
Cantabria	192,491	1.2
Extremadura	189,293	-13.4
La Rioja	153,922	-20.3
Balearic Islands	94,007	-26.1
Canary Islands	88,553	16.0
Ceuta and Melilla	26,334	46.6

Source: INE. Occupancy Survey in Tourist Accommodations 2009

Costa Blanca

According to the information provided by the INE, the tourist area of the Costa Blanca in 2009 was the area with the most overnight stays of Spanish residents recorded in its hotel establishments, with a total of 7.59 millions.

Benidorm

The hotel establishments of Benidorm received 48.36% of the total travellers with destination in the province and 69.6% of its overnight stays.

In 2009, decreases took place in the number of travellers as well as in the number of overnight stays.

Benidorm	2009	Year-on-year variation 09/08
Travellers	1,637,497	-2.76
Overnight stays	9,952,784	-5.49

Source: INE. Occupancy Survey in Tourist Accommodations 2009

With respect to the origin of the demand, increases occurred in both the number of travellers and the overnight stays of Spanish residents, 7.91% and 1.55% respectively. The average occupancy rate by bed-places in hotel establishments was 70.56%, going up to 71.06% during the weekends.

Finally, an average stay of 6.08 days per traveller was calculated in the hotel establishments of Benidorm.

Alicante

The hotel establishments of the city of Alicante recorded a negative between-year variation, in travellers (-8.06%) as well as in overnight stays (-1.92%). The overnight stays carried out in the city of Alicante signified 9.58% of the total of the province.

Alicante	2009	Year-on-year variation 09/08
Travellers	658,770	-8.06
Overnight stays	1,368,806	-1.92

Source: INE. Occupancy Survey in Tourist Accommodations 2009

Province of Castellon

In the year 2009, the hotel establishments of the province of Castellon presented between-year increases with respect to the number of travellers as well as the number of overnight stays.

Province of Castellon	2009	Year-on-year variation 09/08
Travellers	1,027,461	9.09
Overnight stays	3,439,234	10.57
Occupancy rate by bed-places*	48,46	1.95
Estimated bed-places	18,428	5.90

Source: INE. Occupancy Survey in Tourist Accommodations 2009

*Percentage difference.

This increase in travellers and overnight stays was due, principally, to the increase recorded of the domestic market in the establishments of the province, since it signified 83% of the total travellers and it increased 12.57%. On the contrary, foreign demand decreased in both number of travellers (-4.75%) and overnight stays (-11.21%).

The distribution of the demand according to origin (overnight stays) is the following:

Autonomous Region of origin	% Share	Year-on-year variation 09/08
Region of Madrid	27.49	11.04
Region of Valencia	21.00	11.99
Catalonia	16.10	20.09
Castilla-La Mancha	5.65	-1.61
Castilla y León	5.51	13.67
Aragon	5.45	15.51
Basque Country	4.28	14.03
Andalusia	3.53	-17.52
Region of Navarra	2.06	4.82
Extremadura	1.50	25.54
Galicia	1.43	-7.22
La Rioja	1.33	31.40
Region de Murcia	1.14	1.64
Cantabria	1.06	37.53
Principality of Asturias	0.98	2.44
Canary Islands	0.70	-11.56
Balearic Islands	0.66	-13.98
Ceuta and Melilla	0.13	112.24

Source: INE. Occupancy Survey in Tourist Accommodations 2009

The weighted occupancy rate of the hotel bed-places was 48.46%; this percentage is 1.95 points higher than that estimated for 2008.

The average stay in the province, which was 3.35 overnight stays per traveller, remained practically the same with respect to that recorded the previous year (0.05 points).

Castellon de la Plana

The hotel establishments of the city of Castellon presented, however, sharp drops in travellers as well as in overnight stays, compared to the increases recorded for the overall province.

Castellon de la Plana	2009	Year-on-year variation 09/08
Travellers	139,474	-15.38
Overnight stays	267,737	-15.62

Source: INE. Occupancy Survey in Tourist Accommodations 2009

Peñíscola¹

Of the overnight stays made in hotel establishments in the province, 49% were located in Peñíscola, which presented with respect to 2008 an increase of 20%, and 35.8% in the number of travellers lodged in the establishments of the city.

Peñíscola	2009	Year-on-year variation 09/08
Travellers	432,298	35.8
Overnight stays	1,675,612	20

Source: INE. Occupancy Survey in Tourist Accommodations 2009

Province of Valencia

The number of travellers lodged in hotel establishments of the province of Valencia in 2009, experienced a decrease of 10.60% in comparison with 2008.

The number of overnight stays also recorded an important drop, calculated at 8.49%.

Province of Valencia	2009	Year-on-year variation 09/08
Travellers	2,551,843	-10.60
Overnight stays	5,900,396	-8.49
Occupancy rate by bed-places*	43.17	-4.58
Estimated bed-places	36,967	1.51

Source: INE. Occupancy Survey in Tourist Accommodations 2009

*Percentage difference.

¹ In the calculation of the between-year variation, the data from January 2009 were not taken into account since no published data exist for that month in 2008. The annual total for 2009 does include the month of January.

The number of available bed-places, calculated for the entire year, which was 39,967, increased 1.51%, with a weighted occupancy rate of the hotel bed-places of 43.17%; this percentage is lower than that estimated for 2008, being situated 4.58 points below. As for the occupancy rate by bed-places on weekends, the percentage was 57.80%. The estimated average stay for the entire province was 3.39 days.

With respect the origin of demand in hotel establishments in the province of Valencia, in 2009 a decrease occurred in the number of travellers as well as in overnight stays of Spanish residents, -7.19% and -3.51%, respectively. The evolution of the foreign travellers showed more marked declines: -17.54% regarding the number of tourists lodged and -18.97% regarding their overnight stays.

Valencia

The hotel establishments of Valencia received 59.7% of the total of the travellers with destination in the province, who made 51.7% of the overnight stays.

Valencia	2009	Year-on-year variation 09/08
Travellers	1,523,902	-6.99
Overnight stays	3,051,224	-5.95

Source: INE. Occupancy Survey in Tourist Accommodations 2009

The months where a higher occupancy rate for bed-places was recorded were July and August with 79.82% and 84.84%, respectively. These percentages increased if we consider the occupancy rate for bed-places on weekends with figures that are around 91% in July and 90% in August, 15 points higher than the occupancy reached in the same months of 2008.

Development of non-hotel activity

The set of establishments that comprise the non-hotel activity of the Region of Valencia (campsites, tourist apartments and rural accommodations), received in 2009 at a total of 1,490,673 travellers that made 12,426,524 overnight stays. These figures signify decreases in both variables: -4.5% in travellers and -8.5% in overnight stays, compared to those of 2008.

As regards the overall activity in non-hotel accommodation of Spain, the Region of Valencia grouped 12.7% of its overnight stays, occupying third place in reference to the demand.

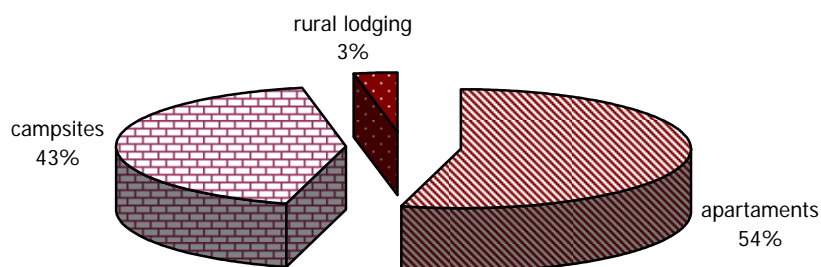
Overnight stays in collective accommodations 2009		% share
Canary Islands	29,623,333	30.4
Catalonia	20,191,421	20.7
Region of Valencia	12,426,524	12.7
Andalusia	9,454,211	9.7
Balearic Islands	9,429,881	9.7

Source: INE. Occupancy Survey in Tourist Accommodations 2009

If we analyze the data according to origin of the demand, the number of Spanish travellers lodged in the non-hotel modality remained unchanged with respect to 2008, and signified 63% of the total. Foreign travellers reduced their presence by 11.3%.

In reference to the non-hotel overnight stays, those made by the Spanish travellers decreased 7.1%, somewhat less than those made by foreign tourists, who did so by 9.5%, representing 55.3% of the total.

DISTRIBUTION OF THE OVERNIGHT STAYS ACCORDING TO ACCOMMODATION MODALITY



Source: INE. Occupancy Survey in Tourist Accommodations 2009

Development of the activity in campsites

In order to analyze the results obtained by this accommodation modality, the available provisional data are those offered by the Occupancy Survey in Tourist Campsites which was prepared by the National Statistics Institute in monthly periods.

In 2009 the number of travellers lodging at the campsites in the Region of Valencia was 590,466, which signified a decrease of 2.9%. The residents of Spain made up 417,366, representing 70.6% of the total, and hardly decreased their presence (-0.1%). The foreign visitors reduced their presence by 9.2%.

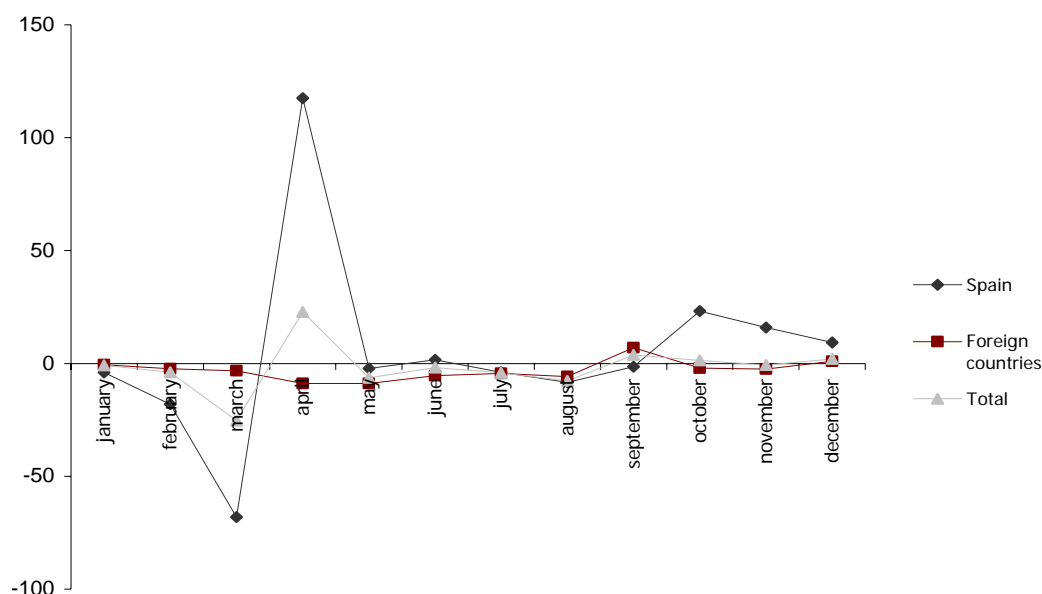
The number of overnight stays estimated for the entire year was 5,329,589. This figure shows a between-year variation of -2.3%, and the majority presence of the foreign market can be highlighted, which reached 61% of the total. The variation with respect to the number of overnight stays of foreign origin was 1% less than in 2008, compensating the drop of 4.3% of the domestic demand.

The campsites of Valencia were the second Spanish destination regarding the number of overnight stays, following Catalonia, with an average stay of 9.03 overnight stays per traveller.

Overnight stays in campsites 2009		% share
Catalonia	13,353,357	43.5
Reg. of Valencia	5,329,589	17.4
Andalusia	3,744,983	12.2
Murcia	1,202,384	3.9
Cantabria	1,076,743	3.5

Source: INE. Occupancy Survey in Tourist Accommodations 2009

**YEAR-ON-YEAR MONTHLY VARIATION OF THE OVERNIGHT STAYS
IN CAMPSITES 2009/2008 BY ORIGIN**



Source: INE. Occupancy Survey in Tourist Accommodations 2009

The number of available establishments estimated for the entire year was 91, five less than in 2008, with an average capacity of 61,957 bed-places, corresponding to 19,030 plots. In 2009 the offered plots increased by 1.12%. The annual average occupancy rate by plots for the entire Region of Valencia was 51.32% in 2009, a figure that placed it 2.59 points below that calculated for 2008. On the contrary, the average stay was slightly higher than that of 2008, being situated at 9.03 days (compared to 8.97 of 2008).

MONTHLY OCCUPANCY RATE IN THE CAMPSITES OF THE REGION OF VALENCIA IN 2009

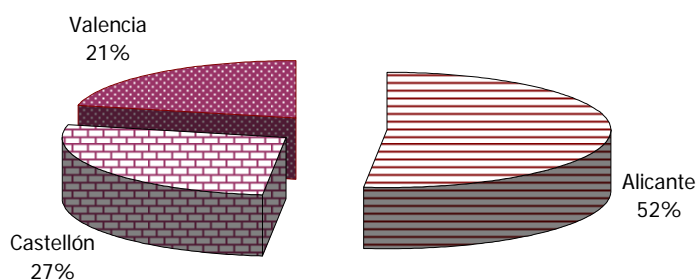


Source: INE. Occupancy Survey in Tourist Accommodations 2009

DEVELOPMENT BY PROVINCE

The tourism activity in the tourist campsites of the three provinces of Valencia during 2009 was distributed as follows:

PROVINCIAL DISTRIBUTION OF THE OVERNIGHT STAYS IN CAMPSITES



Source: INE. Occupancy Survey in Tourist Accommodations 2009

And in relation to the origin of the demand, the provincial distribution of the total overnight stays in campsites is that which is shown below:

2009	% foreigners	% Spanish
Alicante	66.5	27.9
Castellon	21.6	35.5
Valencia	11.9	36.6

Source: INE. Occupancy Survey in Tourist Accommodations 2009

Province of Alicante

As regards the total number of travellers and overnight stays in campsites of the province of Alicante during 2009, the evolution was positive in the number of travellers, compared to the evolution of the number of overnight stays, which went down -2.41%. The number of plots grew by 2.40% with respect to 2008, and the occupancy rate was 58%, a lower percentage than that of 2008 by 4.7 points.

Province of Alicante	2009	Year-on-year variation 09/08
Travellers	190,201	1.02
Overnight stays	2,754,779	-2.41
Occupancy rate by plots*	58,02	-4.71
Estimated plots	7,762	2.40

Source: INE. Occupancy Survey in Tourist Accommodations 2009

*Percentage difference.

The average stay in the campsites of the province is calculated at 14.5 days, the longest average stay among the principal Spanish provinces in this accommodation modality.

The entries of Spanish resident travellers in the campsites of the province, 61% of the total, showed an increase of 3.83% with respect to 2008, although the overnight stays went down 4.45%.

On the contrary, the number of foreign tourists lodging in this modality recorded a decrease of 3.36%, as well as in their overnight stays, which went down 2.23%.

In 2009 Benidorm was, by far, the tourist point in which the longest average stay was recorded (33.88 days) and the highest occupancy rate by plots (67.14%). Benidorm was also the tourist point with the highest number of overnight stays made by travellers residing in other countries.

Province of Castellon

The campsites of the province of Castellon presented in 2009 a decrease in the number of lodged travellers which increased the number of overnight stays by 0.55% between years.

Province of Castellon	2009	Year-on-year variation 09/08
Travellers	192,445	-8.38
Overnight stays	1,436,721	0.55
Occupancy rate by plots*	44.68	0.77
Estimated plots	5,852	-3.97

Source: INE. Occupancy Survey in Tourist Accommodations 2009

*Percentage difference.

The entries of travellers of Spanish origin in campsites of the province signified a decrease of 7.86% with respect to 2008, while their overnight stays experienced an increase of 15.12% and comprised 86.5% of the total.

As for the foreign travellers, their presence was reduced by 10.14%, as well as the overnight stays, which dropped by 11.21%.

The occupancy rate by plots calculated for the year 2009 was 44.68%, 0.77 points higher than 2008, with an annual average stay of 7.47 days.

Province of Valencia

As regards the total number of travellers and overnight stays lodged in campsites in the year 2009, the province of Valencia presented a negative evolution in both indicators: -1% and -5.54%, respectively. The number of plots estimated for the entire year 2009 was 5,416, 5.3% more than in 2009.

Province of Valencia	2009	Year-on-year variation 09/08
Travellers	207,820	-1.04
Overnight stays	1,138,091	-5.54
Occupancy rate by plots*	48.88	-3.88
Estimated plots	5,416	5.33

Source: INE. Occupancy Survey in Tourist Accommodations 2009

*Percentage difference.

The overnight stays of travellers with origin in Spain went down by 2.79% between years compared to those made by foreign travellers that increased by 2.33%.

Development of the activity in tourist apartments

The tourist apartments of the Region of Valencia received in 2009 a total of 780,418 travellers, which was a between-year decline of 6.2%. These travellers signified a total of 6,726,646 overnight stays, 13.2% less than in 2008.

The decreases occurred in the domestic demand as well as in the foreign: the number of travellers with origin in Spain reached 404,069, a figure that was 0.2% less than that recorded in 2008. The number of overnight stays made through the domestic demand, a total of 3,173,632, also decreased with respect to 2008, with a between-year variation of -9.6%. As for the foreign demand, the number of travellers was 374,848, below that of 2008 (-11.96%) as was their overnight stays, which decreased by 16.15%. The average stay, the second highest of all the Spanish autonomous regions was 8.62 overnight stays per traveller.

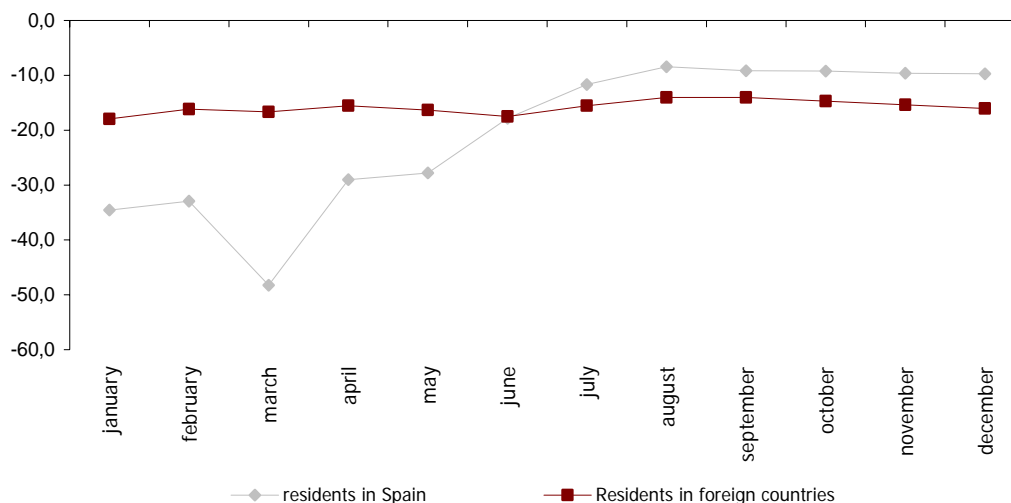
The average occupancy rate of the bed-places in 2009 was situated at 24.39%, 4.83 points below 2008. The average of available bed-places was 75,118, which signified a between-year increment of 4.23%. As a whole, the offer of bed-places in tourist apartments in the Region of Valencia was 17% of the total Spanish offer in this modality.

The tourist apartments of the Region of Valencia were those that received more overnight stays by Spanish residents after the Canary Islands, with the ranking for 2009 for all overnight stays being the following:

Ranking of overnight stays in apartments 2009		% Share
Canary Islands	29,189,389	49.5
Baleares	8,842,968	15.0
Region of Valencia	6,726,646	11.4
Catalonia	5,820,850	9.9
Andalusia	5,162,986	8.8

Source: INE. Occupancy Survey in Tourist Accommodations 2009

YEAR-ON-YEAR MONTHLY VARIATION 2009/2008 OF OVERNIGHT STAYS IN TOURIST APARTMENTS



Source: INE. Occupancy Survey in Tourist Accommodations 2009

With respect to the origin by autonomous regions of the overnight stays of Spanish tourists, in 2009 it was calculated that 35% of the total were made by travellers coming from the Region of Madrid, followed in importance by those from the Region of Valencia which made up 27% of them.

In the year 2009, the overnight stays of the visitors from Madrid decreased nearly 11%, while those of the travellers coming from the Region of Valencia increased 5.38%.

OCCUPANCY RATE AND AVERAGE MONTHLY STAY IN APARTMENTS 2009. 09/08 DIFFERENCE IN THE OCCUPANCY RATE BY BED-PLACES AND AVERAGE MONTHLY STAY

	Occupancy rate 2009	Difference in occupancy rate 09/08	Average stay 2009	Difference in average stay 09/08
January	13.62	-3.28	13.55	0.06
February	15.62	-2.98	9.15	-1
March	14.69	-6.62	8.69	0.65
April	17.36	-0.81	6.52	-1.04
May	17.00	-5.23	6.38	-1.21
June	26.45	-5.99	7.52	-0.51
July	41.63	-8.29	9.76	-0.26
August	54.06	-5.56	10.18	-0.46
September	25.82	-6.7	9	-0.39
October	17.49	-5.12	7.37	-1.57
November	10.21	-4.93	7.54	-1.69
December	9.84	-3.86	5.83	-2.15

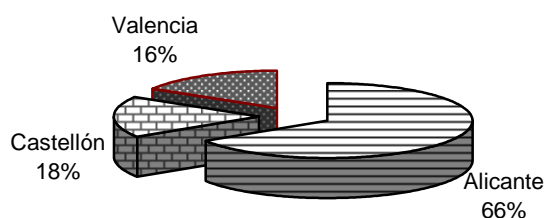
Source: INE. Occupancy Survey in Tourist Accommodations 2009

The average stay estimated for the entire year 2009 was 8.62 days.

DEVELOPMENT BY PROVINCE

The tourism activity in the tourist apartments of the three provinces of Valencia during 2009 was distributed as follows:

PROVINCIAL DISTRIBUTION OF THE OVERNIGHT STAYS IN TOURIST APARTMENTS



Source: INE. Occupancy Survey in Tourist Accommodations 2009

In relation to the origin of the demand, the provincial distribution of the total overnight stays in tourist apartments of the Region of Valencia is that shown below:

2009	% Spanish	% foreigners
Alicante	33.28	66.72
Castellon	70.46	29.54
Valencia	77.85	22.15

Source: INE. Occupancy Survey in Tourist Accommodations 2009

Province of Alicante

The data related to the total of the year 2009 of the tourist apartments of the province show decreases in the number of travellers and in overnight stays.

Province of Alicante	2009	Between-year variation 09/08
Travellers	534,998	-5.32
Overnight stays	4,427,501	-14.28
Occupancy rate by bed-places*	23.35	-5.81
Estimated bed-places	51,729	7.28

Source: INE. Occupancy Survey in Tourist Accommodations 2009

*Percentage difference.

With respect to the origin of the demand, the number of Spanish travellers increased by 6.44% compared to that of the foreign travellers which decreased by 12.06% between years. The overnight stays of the Spanish travellers recorded a decrease of 8.15% and the overnight stays made by tourists from abroad decreased 17.10%.

In this collective accommodation modality, the overnight stays of the foreign travellers signified 66.7%.

It can be highlighted that the Costa Blanca was the tourist area in which more stays of domestic demand were made, with 1.4 million.

The weighted occupancy rate by bed-places in the tourist apartments of the province was 23.35%, a percentage that signifies a decrease of 5.8 points with respect to 2008. The annual average stay was 8.28 days, a considerable reduction from the previous year.

The number of available bed-places estimated for the entire year increased by 4.23%.

Province of Castellon

The data on the total year 2009 in tourist apartments reveal that the province of Castellon experienced a decrease above the average of the Region of Valencia, placing the number of travellers at 15.22% and the overnight stays at 15.44% less than in 2008.

Province of Castellon	2009	Year-on-year variation 09/08
Travellers	127,275	-15.22
Overnight stays	1,201,828	-15.44
Occupancy rate by bed-places*	25.33	-2.29
Estimated bed-places	12,900	-7.7

Source: INE. Occupancy Survey in Tourist Accommodations 2009

*Percentage difference.

With regard to the origin of the demand, the number of Spanish travellers was reduced by 12.74%, reaching the figure of 94,840 travellers. The number of overnight stays made by the Spanish tourists was 846,750, a figure that indicates a decrease of 14.60% with regard to the previous year.

As for the behaviour of the foreign demand, the number of travellers experienced a decrease of 21.71%, as did the overnight stays, which went down 17.40% between years. The weighted average occupancy rate by bed-places in the tourist apartments of the province was 25.33%, 2.29 points less than in 2008, with an annual average stay of 9.44 days.

Province of Valencia

The data related to the total of the year 2009 in tourist apartments of the province of Valencia were positive in relation to the number of travellers (1.10%), but the overnight stays showed decreases (-5.59%).

Province of Valencia	2009	Year-on-year variation 09/08
Travellers	118,146	1.10
Overnight stays	1,097,318	-5.59
Occupancy rate by bed-places*	28.36	-3.41
Estimated bed-places	10,489	6.22

Source: INE. Occupancy Survey in Tourist Accommodations 2009

*Percentage difference.

As for the origin of the demand; both the number of travellers and the overnight stays of Spanish residents went down (-0.46% and -6.97% respectively).

On the other hand, the foreign travellers lodged in the apartments in Valencia hardly decreased their presence (-0.46%), although their overnight stays did increase (7.24%).

The weighted average occupancy rate by bed-places in the tourist apartments of the province was 28.36%, 3.41 points less than in 2008, with an annual average stay of 9.28 days.

Development of activity in rural tourism accommodations

The Occupancy Survey of Rural Tourism conducted by the National Statistics Institute estimated an average of 8,672 available bed-places for 2009 distributed in 933 rural accommodation establishments. This number of bed-places situated the Region of Valencia in fifth place among the Spanish autonomous regions regarding the number of bed-places, and signified an increase of 6.5% with respect to the preceding year.

Bed-places in rural accommodations		% Share
Castilla-Leon	25,840	20.5
Catalonia	12,530	9.9
Principality of Asturias	11,543	9.1
Andalusia	10,659	8.4
Castilla-La Mancha	9,145	7.2
Region of Valencia	8,672	6.9
Aragon	7,663	6.1

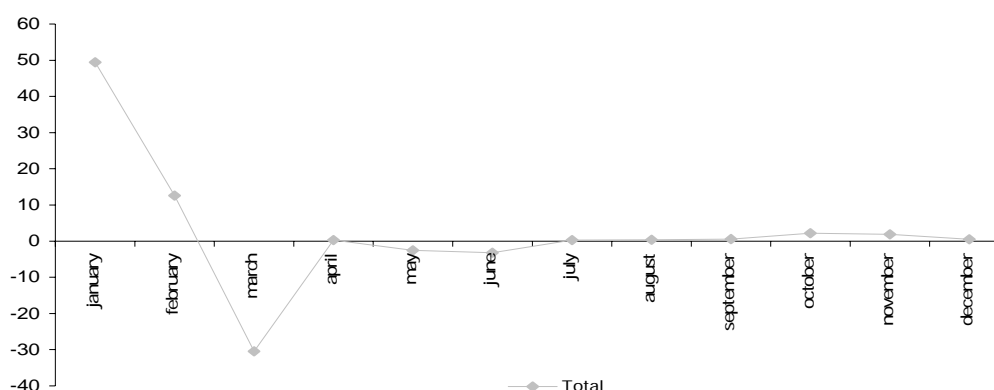
Source: INE. Occupancy Survey in Tourist Accommodations 2009

As regards the demand for rural accommodation in the Region of Valencia, the same source estimated a total of 119,789 travellers lodged in this modality. This figure indicates a decrease of 0.41% with respect to 2008. As for origins, nearly all the travellers were Spanish (more than 95%), and their presence increased 1.2% compared to foreign demand, which decreased 25%.

The total of overnight stays was 370,289, a figure that showed an increase of 0.7% with respect to 2008. The Spanish travellers increased their overnight stays by 1.7%, while the foreigners decreased their overnight stays by 7.8% (although of all the overnight stays, these only represented 10.6%).

The overnight stays made by travellers coming from the Region of Valencia signified 75.02% of the total and, with respect to 2008, only went down 0.1%.

2009/2008 YEAR-ON-YEAR MONTHLY VARIATION. OVERNIGHT STAYS IN RURAL ACCOMMODATIONS



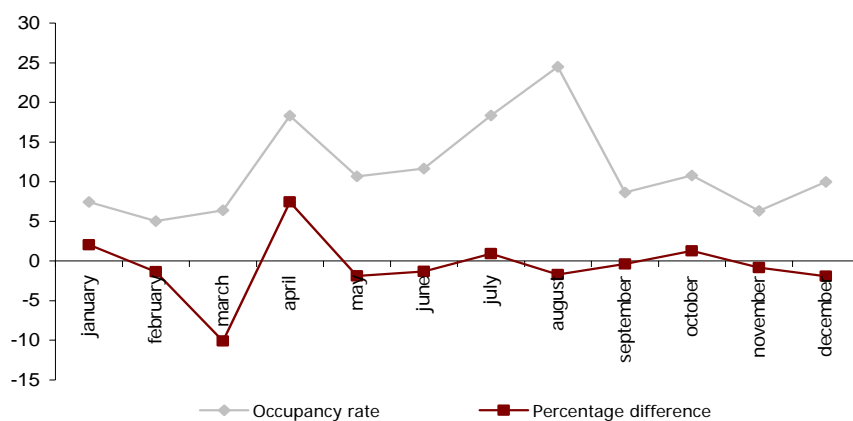
Source: INE. Occupancy Survey in Tourist Accommodations 2009

The average stay estimated for the entire year was 3.09 days, a datum that situated it in terms similar to that of Spain as a whole (2.92%).

The weighted average occupancy rate by bed-places in 2009 was 11.59%, 0.62 points below that calculated for 2008. The occupancy rate is slightly higher when referring to weekend occupancy (18.68%).

Below is listed the between-year monthly evolution of the occupancy rate in rural accommodations of the Region of Valencia of 2009 with respect to 2008:

OCCUPANCY RATE BY BED-PLACES AND PERCENTAGE DIFFERENCE 2009/2008

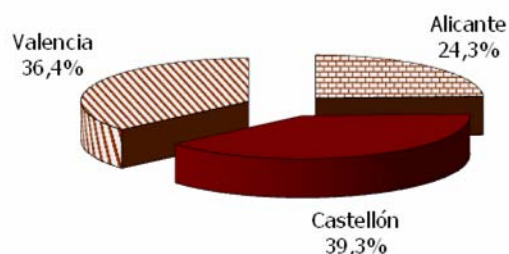


Source: INE. Occupancy Survey in Tourist Accommodations 2009

DEVELOPMENT BY PROVINCE

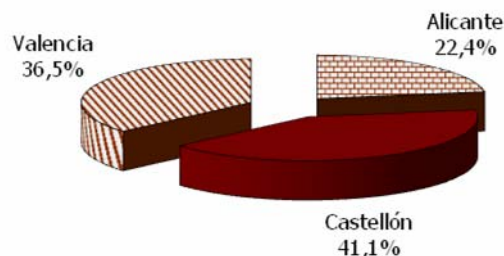
The shares corresponding to the distribution of the travellers and overnight stays in the rural accommodation establishments of the three provinces of Valencia are shown in the graph below:

PROVINCIAL DISTRIBUTION OF THE TRAVELLERS IN RURAL ACCOMMODATIONS



Source: INE. Occupancy Survey in Tourist Accommodations 2009

PROVINCIAL DISTRIBUTION OF THE OVERNIGHT STAYS IN RURAL ACCOMMODATIONS



Source: INE. Occupancy Survey in Tourist Accommodations 2009

And in relation to the origin of the demand, the provincial distribution of the total overnight stays in rural tourism establishments in 2009 is shown below:

2009	% Spanish	% foreigners
Alicante	78.1	21.9
Castellon	92.5	7.4
Valencia	95.0	5.0

Source: INE. Occupancy Survey in Tourist Accommodations 2009

Province of Alicante

The data related to the total of the year 2009 of rural tourism accommodations show increments in the number of travellers, while the overnight stays decreased.

Province of Alicante	2009	Year-on-year variation 09/08
Travellers	29,161	8.30
Overnight stays	83,094	-3.20
Occupancy rate by bed-places*	11.56	-1.24
Estimated bed-places	1,945	7.24

Source: INE. Occupancy Survey in Tourist Accommodations 2009

*Percentage difference.

The weighted occupancy rate of the bed-places in rural accommodations was 11.56%, which signified a decrease of 1.24 points with respect to 2008. The bed-places of this modality increased in the province of Alicante by 7.24%.

Province of Castellon

The rural lodging establishments of the province of Castellon presented increments in the number of travellers lodged (14.73%) as well as in the overnight stays (14.13%).

Province of Castellon	2009	Year-on-year variation 09/08
Travellers	47,054	14.80
Overnight stays	152,181	14.23
Occupancy rate by bed-places*	11.13	0.80
Estimated bed-places	3,714	6.36

Source: INE. Occupancy Survey in Tourist Accommodations 2009

*Percentage difference.

The weighted occupancy rate of the bed-places in rural accommodations rose to 11.12%, 0.80 points less than the previous year.

The annual average stay was 3.23 days, slightly higher than that recorded for the Region of Valencia (3.09 days).

Province of Valencia

The number of travellers lodged in this tourism modality, which during 2009 was 43,577, went down 16.78% and the overnight stays, with a total of 135,014, also experienced a decrease of 9.29% with regard to 2008.

Province of Valencia	2009	Year-on-year variation 09/08
Travellers	43,577	-16.78
Overnight stays	135,014	-9.29
Occupancy rate by bed-places*	11.84	-2.23
Estimated bed-places	3,013	4.91

Source: INE. Occupancy Survey in Tourist Accommodations 2009

* Percentage difference.

The weighted occupancy rate of bed-places in rural accommodations was 11.84%, 2.23 points less than the previous year.

The annual average stay was 3.09 days, slightly above that of 2008. In this type of accommodations, 85% of the total overnight stays were made by Spanish travellers.

DEVELOPMENT OF THE REGULATED TOURISM SUPPLY²

The data available for analyzing the evolution of the regulated offer in Valencia are those presented by the Registry of Tourist Enterprises of the Region of Valencia Tourist Board, according to which the regulated accommodations, with a supply of 342,395 bed-places grew 2.4% overall. By modalities, the hotel establishments increased their supply of bed-places by 3.9% and tourist apartments by 2.3%³; the total rural accommodations increased 5.3% due to the positive evolution of the rural houses (7.2%). In turn, the supply of bed-places in campsites decreased slightly.

COLLECTIVE ACCOMMODATION SUPPLY IN THE REGION OF VALENCIA 2009

	Hotels	Hostels	Campsites	Apartments	Rural Accom.	Youth Hostels	Total
Alicante	67,265	3,021	22,785	81,887	1,769	493	177,220
Castellon	22,154	1,593	19,006	41,161	3,549	599	88,062
Valencia	32,990	1,978	19,828	25,543	2,262	1,216	83,817
Total	122,409	6,592	61,619	148,591	7,580	2,308	349,099

Source: Region of Valencia Tourist Board. General Registry of Tourism Enterprises, Establishments and Professions of the Region of Valencia on 31 December 2009.

² More information referring to the tourist establishments of the Region of Valencia in the publication *La Oferta Turística Municipal y Comarcal en la Region of Valencia 2009* [The Municipal and District Tourism Supply in the Region of Valencia 2009] is available at www.turisme.gva.es

³ According to the INE survey, the supply of available bed-places in tourist apartments went down 3.56%. In this regard, it can be pointed out that the surveys were initially conducted in operating companies.

DEVELOPMENT 2009/2008

	Hotels	Hostels	Campsites	Apartments	Rural Accom.	Youth Hostels	Total
Alicante	0.4	-2.6	-3.3	5.1	6.0	-7.5	2.0
Castellon	2.3	0.8	-2.1	4.8	3.9	0.0	2.5
Valencia	1.4	6.6	-1.1	2.9	2.4	2.0	1.4
Total	1.0	0.8	-2.2	4.6	3.9	-0.7	2.0

Source: Region of Valencia Tourist Board. General Registry of Tourism Enterprises, Establishments and Professions of the Region of Valencia on 31 December 2009.

DEVELOPMENT OF THE HOTEL ACTIVITY BY TOURIST AREAS. RESULTS OF THE *TOURISM SURVEY*

In this section the results of the *Tourism Survey* are analyzed; this is a statistical operation prepared by the Service of Tourism Studies, Quality and R&D&I of the Region of Valencia Tourist Board, where data are shown on the occupancy rate and number of overnight stays in hotels and hostels of the Region of Valencia and with a level of territorial breakdown by provinces and tourist areas.

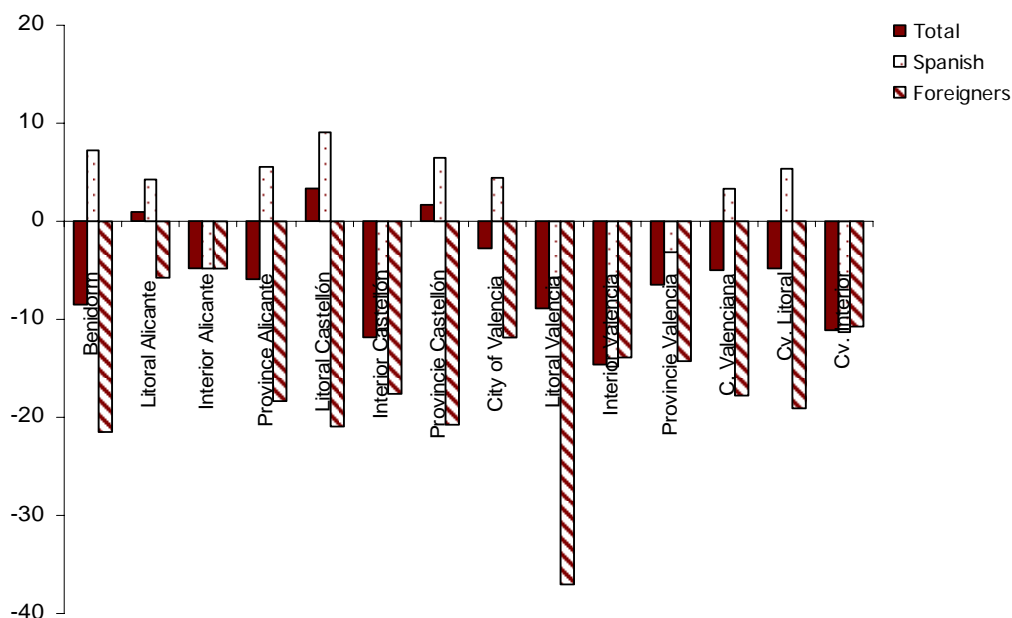
In the overall calculation for the year 2009, a total of 22,948,511 overnight stays were counted, a figure that indicates a decrease of 5.04% with respect to 2008.

The number of overnight stays went down 4.79% in the overall coastal area, while in the inland areas the decrease was 11.14%.

The overnight stays of domestic tourists increased 3.31%, while the foreign demand went down 17.80% in the entire Region of Valencia. If we analyze the increase of the domestic demand by tourist areas, its increase in Benidorm (7.15%), in the coast of Castellon (9.03%) and in the city of Valencia (4.38%) can be highlighted.

With regard to the foreign demand, the greatest decreases were in Benidorm which fell 21.52% and on the coast of Valencia which also dropped by 37.12%.

VARIATION 2009/2008 OF THE OVERNIGHT STAYS BY AREAS AND ORIGINS



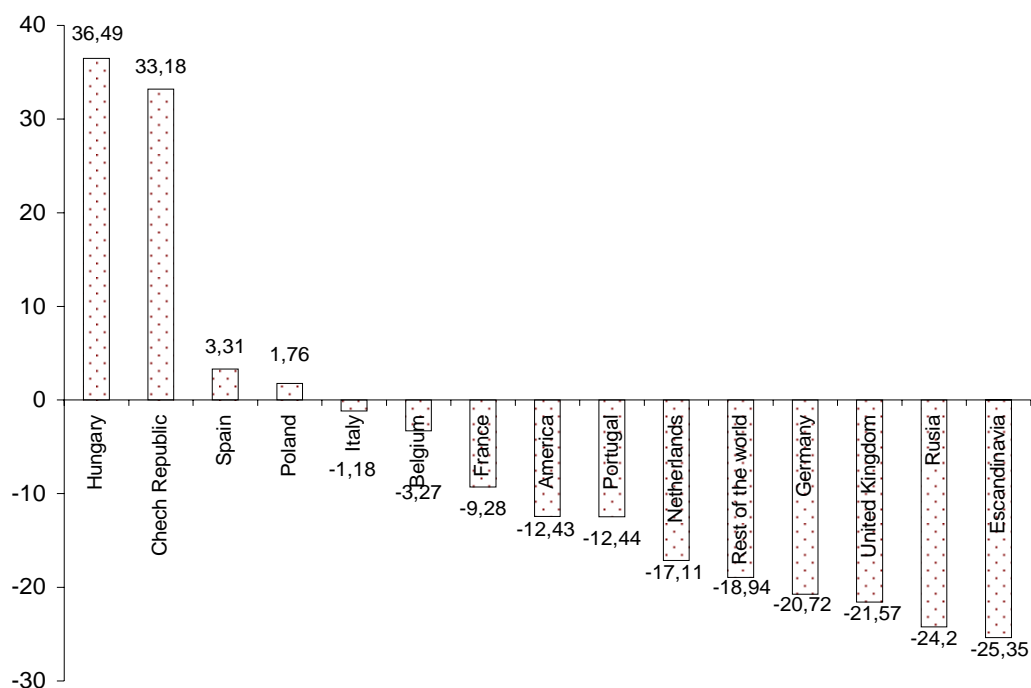
Source: Region of Valencia Tourist Board. Tourism Survey

Markets of origin

The data related to the composition of the demand by nationalities of origin show that in 2009 there was a negative evolution in all the markets with traditional weight in the Region of Valencia.

The British market, the principal foreign issuing market, concentrated 51.07% of the overnight stays of foreigners in the total Region of Valencia and 17.50% of the total (Spanish residents and foreigners). This share was less than that of 2008, which was 21.18%.

ACCUMULATED VARIATION 09/08 OF THE NUMBER OF OVERNIGHT STAYS ACCORDING TO THE COUNTRY OF ORIGIN

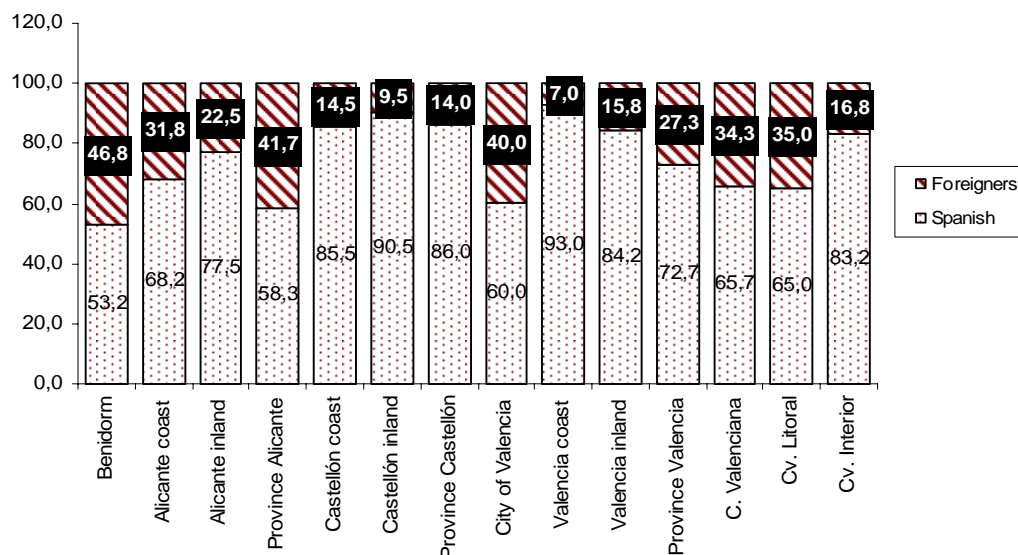


Source: Region of Valencia Tourist Board. Tourism Survey.

For the group of areas of the Region of Valencia, the market of Spanish origin signified 65.74% of the total overnight stays.

The composition of the demand by areas is shown below, clearly showing the predominance of the domestic demand in all of them.

COMPOSITION (%) OF THE DEMAND BY AREAS AND NATIONALITY



Source: Region of Valencia Tourist Board. Tourism Survey.

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DISTRIBUTION OF THE FOREIGN DEMAND BY TOURIST AREAS

	Benidorm	Alicante Coast	Alicante Inland	Castellon Coast	Castellon Inland	City of Valencia	Valencia Coast	Valencia Inland
United Kingdom	86.06	8.30	0.42	0.93	0.05	3.73	0.23	0.28
Belgium	72.72	12.02	0.43	3.99	0.14	8.99	1.21	0.49
Portugal	72.03	5.84	2.18	7.55	0.20	8.50	1.27	2.43
Netherlands	56.16	12.85	1.62	7.48	0.26	20.25	0.68	0.71
France	17.56	28.17	2.71	25.69	1.24	17.80	3.44	3.38
Germany	14.86	34.51	2.87	13.67	0.46	25.35	4.89	3.38
Scandinavia	13.05	51.78	4.46	9.15	0.67	17.52	1.99	1.37
Italy	5.17	16.17	3.45	6.79	0.70	60.83	1.88	5.01

Source: Region of Valencia Tourist Board. Tourism Survey. Principal issuing countries.

In the above table, the concentration of overnight stays of the British market in Benidorm, that of the French on the coast of Castellon, the Scandinavian market on the coast of Alicante and that of the Italians in the city of Valencia stand out. The inland area of the three provinces, as well as the coast of Valencia, showed a very low share of overnight stays with origin in the principal foreign issuing markets.

Seasonality

In relation to the seasonality of the demand, understood as the concentration in certain months of the majority of the overnight stays in hotel establishments, the following table tries to approximate the evolution of this seasonality according to the origin of the overnight stays, showing the percentage of overnight stays made in the central months of high season (July, August and September) with respect to the total.

The values show for 2009 an increase in the percentage of overnight stays made during these months. Despite the absolute value of the overnight stays recorded, which was 8,455,654, it signified a negative variation with respect to 2008 of 2.4%.

**DEVELOPMENT OF THE HOTEL SEASONALITY IN THE REGION OF VALENCIA
BY ORIGIN OF THE TOURISTS**

Year	% Overnight stays by Spanish in high season	% Overnight stays by foreigners in high season	% Total overnight stays high season
1990	41.1	30.1	36.5
1991	40.5	30.5	37.1
1992	41.7	26.1	36.1
1993	42.5	28.5	37.5
1994	41.0	29.2	36.4
1995	40.4	27.5	34.9
1996	40.2	26.3	34.4
1997	41.9	27.0	35.3
1998	42.4	26.8	35.1
1999	41.3	27.5	34.9
2000	39.5	26.7	33.9
2001	40.5	26.3	34.3
2002	39.8	28.1	34.7
2003	38.6	28.1	34.2
2004	38.6	27.9	34.4
2005	38.7	30.2	35.4
2006	37.7	29.8	34.7
2007	37.6	30.7	34.9
2008	39.3	30.6	35.9
2009	39.7	31.4	36.8

Source: Region of Valencia Tourist Board. Tourism Survey.

Furthermore, in the following table the monthly distribution of the overnight stays in 2009 and the year-on-year variation is shown.

OVERNIGHT STAYS BY MONTHS AND YEAR-ON-YEAR VARIATION

	Total overnight stays	% Variation 09/08
January	1,053,024	-15.36
February	1,253,078	-15.76
March	1,684,322	-12.54
April	1,813,006	2.24
May	1,915,180	-6.83
June	2,295,426	1.06
July	2,866,447	0.6
August	3,195,943	-3.85
September	2,393,264	-4.05
October	1,886,326	-10.34
November	1,439,273	-1.47
December	1,153,222	-2.09

Source: Region of Valencia Tourist Board. Tourism Survey.

Occupancy rate

The average occupancy of the bed-places in 2009 was 54.78%, which indicated a negative difference of 4.20 points with respect to 2008. The average occupancy in high season was 64.34% and that registered during low season was 43.69%.

Furthermore, the average of available bed-places was 115,962, a figure that signifies an increase of 2.36% of the between-year variation.

AVAILABLE BED-PLACES IN HOTEL ESTABLISHMENTS

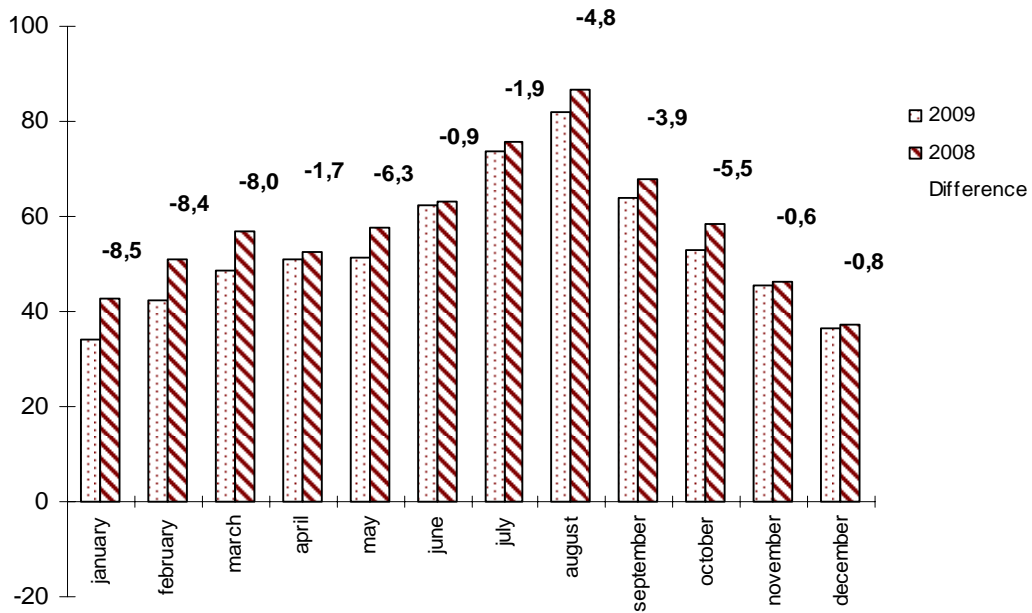
	Total available bed-places	% Variation 09/08
January	101,606	5.60
February	107,332	4.14
March	112,799	0.30
April	119,688	5.92
May	121,417	4.96
June	123,940	2.68
July	125,731	3.38
August	125,815	1.72
September	125,056	1.74
October	117,180	-0.96
November	106,146	0.55
December	104,829	-0.19

Source: Region of Valencia Tourist Board. Tourism Survey.

It can be pointed out that during the low-season months a percentage of available bed-places of 88% was maintained with respect to the average of available bed-places in high season (May-October).

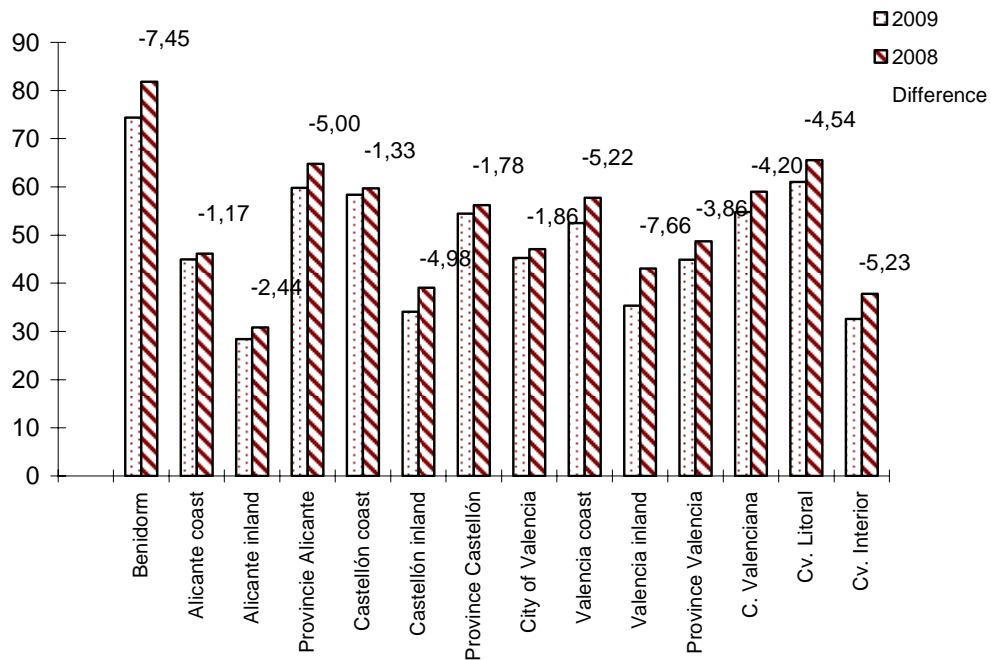
Below is shown the diagram with the monthly evolution of the occupancy rate, as well as the year-on-year difference.

MONTHLY OCCUPANCY RATE AND YEAR-ON-YEAR DIFFERENCE



Source: Region of Valencia Tourist Board. Tourism Survey.

AVERAGE OCCUPANCY RATE BY AREAS AND DIFFERENCE 09/08



Source: Region of Valencia Tourist Board. Tourism Survey

DEVELOPMENT BY TOURIST AREAS

Province of Alicante

The hotel establishments of the province of Alicante recorded a total of 14,205,670 overnight stays in 2009, a figure that signified a decrease of 5.97%.

The overnight stays made by Spanish travellers grew by 5.5%, while those made by foreigners decreased 18.36%.

Benidorm

Benidorm, which has an offer of bed-places that makes up 31% of the total of the Region of Valencia and more than 55% of the bed-places of the province, experienced a decrease in the hotel activity of 5.50% with respect to 2008. Therefore, the total of overnight stays estimated for the hotel establishments of Benidorm was nearly 9.8 million.

The domestic demand, with 5,187,544 overnight stays and which made up 53% of the total, increased 7.15%; while the overnight stays made by foreigners, 4,568,377, comprised 47% of the total and decreased 21.52%.

If we analyze the distribution of the foreign demand according to country of origin, the British market, which comprises 76% of the total foreigners that were lodged in Benidorm, represented 35% of the total overnight stays (including the domestic). As for 2008, the overnight stays in Benidorm made by persons residing in the United Kingdom decreased 22.82%. Other markets important for the Benidorm offer, although with a much lower number of overnight stays, were the Belgian market, with 343,862 overnight stays, and the Dutch market with 258,985 overnight stays.

The area of Benidorm recorded in 2009 an annual average occupancy rate of 74.35%, with this percentage being the highest recorded among the other tourist areas of the Region of Valencia. This percentage signified a negative difference of 7.45 points with respect to that recorded in 2008.

The average occupancy during the low season in the hotel establishments of Benidorm was 62.65%, 9.27 points below that estimated for 2008 and for the high season this average was estimated at 84.70%, a percentage 5.99 points below that obtained in 2008.

Finally, the hotel establishments of Benidorm had an annual average of 36,309 available bed-places during 2009, a figure that shows an increase of 0.59% with respect to 2008.

Coast of Alicante

Continuing with the analysis of the hotel activity according to tourist areas, the results of the *Tourism Survey* are now analyzed regarding the coast of Alicante, which does not include Benidorm, and where a total of 3,884,927 overnight stays were estimated,

signifying an increase of 0.85% with respect to 2008. The Spanish visitors made a total of 2,651,191 overnight stays, a figure that signifies 68% of the total, and that was 4.23% higher than in 2008. In turn, the foreign demand, with 1,233,736 overnight stays, decreased 5.70%.

If we analyze the origin of the overnight stays of foreigners in the hotel establishments of the coast of Alicante, the dominance of the British market (27%) is observed in the total of the foreigners, although it suffered a between-year decrease of 8.96%.

The general average occupancy rate during the entire year on the coast of Alicante was 44.95%, 1.17 points below that recorded in 2008.

The average occupancy in high season was estimated at 57.76%, while that recorded during the low season was 30.67%. Both percentages indicate a decrease of 1.13 and 1.72 points respectively in relation to the same period in 2008. The available bed-places estimated for the entire year were 23,852, a figure that shows a positive year-on-year variation of 3.92%.

Inland Alicante

The number of overnight stays recorded in the hotel establishments of the inland area of Alicante was a total of 564,822, a figure that signifies a decrease of 4.84%. By origin, those made by the Spanish, a total of 437,482 overnight stays, decreased 4.83%, and those estimated for the foreigners, 127,340, decreased 4.88%. The domestic demand signified a share of 77%, compared to 23% of the foreign demand.

The occupancy rate estimated for the entire year 2009 was 28.40%, a percentage 2.44 points lower than that of 2008. The total of available bed-places was 5,502, a figure that was 4.38% higher than that estimated for 2008.

Province of Castellon

The province of Castellon has 15% of the hotel bed-places offered in the entire Region of Valencia. The evolution of the total overnight stays, which reached 3,424,381, increasing 1.60% with respect to the year 2008. As for the origin of the demand, the number of overnight stays made by Spanish travellers was 2,944,437, a figure that showed an increase of 6.48%, while the foreigners, with 479,944 overnight stays, decreased 20.70%.

Coast of Castellon

The coast of Castellon saw how in 2009 the number of overnight stays grew by 3.35%, reaching the figure of 3,082,475. Of all these, the ones of Spanish origin, 2,635,010, represented 85% of the total, and had a positive between-year variation of 9.03%, while the overnight stays made by foreigners, 447,465, fell 20.92%.

As for the origin by nationalities, the French market, which makes up 28% of the total foreigners that were lodged on the Castellon coast, with a total of 126,532 overnight

stays, signified 22.89% less than in the year 2008. As for the United Kingdom, although it does not have as much weight as in the province of Alicante, in the year 2009 it increased its overnight stays on the coast of Castellon by 8.6%.

The general average occupancy rate in the establishments of the Castellon coast was estimated at 58.33%, a percentage that is 1.33 points below that calculated for the previous year. The average occupancy in high season was estimated at 67.63% and that of the low season was 43%. The first percentage signified an increase of 0.13 points and the second a decrease of 4.36 points with respect to 2008.

During 2009 an average of 14,757 bed-places remained open in the Castellon coastal area. This figure indicates a between-year increase of 5.09%.

Inland Castellon

The number of overnight stays recorded in the hotel establishments of the inland area of Castellon was a total of 341,906, a figure that indicates a decrease of 11.81%. By origin, those made by the Spanish residents (309,427) as well as by foreigners (32,479) decreased (-11.16% and -17.55%, respectively).

The annual average occupancy rate, estimated at 34.08% decreased 4.98 points as regards 2008. The number of available bed-places, a total of 2,798, increased 1.33%.

Province of Valencia

In the province of Valencia during the year 2009, the estimated number of overnight stays was 5,318,460, a figure that indicates a decrease of 6.52%. The overnight stays made by the domestic demand were 3,865,253, which was a decrease of 3.19% with respect to 2008, and those made by residents in other countries, 1,453,207, decreased 14.35%.

The bed-places in hotel establishments offered in the province of Valencia increased by 1.81% with respect to 2008, estimating a total of 32,744. This figure represented 28.3% of the total bed-places of the Region of Valencia.

City of Valencia⁴

The number of overnight stays recorded in the hotel establishments of the area of the city of Valencia was 3,052,215, which was 2.75% below that of the year 2008.

The overnight stays made by the domestic demand, 1,832,446, grew by 4.38% with respect to the previous year, while the overnight stays by foreigners, 1,219,769, decreased 11.80%.

⁴ In the area of Valencia, for statistical purposes, El Saler and El Perellonet were segregated, since, although they belong to the city of Valencia, their offer is clearly of the coast: in the same way some hotels of towns near the city such as Manises or Alfafar, because of their category and type of tourism, are integrated to the area of Valencia.

The distribution of the foreign demand according to the country of origin offers the following data: the Italian market continued being the principal market in the city of Valencia with a total of 261,320 overnight stays and it experienced a slight decrease of 0.35%. The British market followed, being the second in importance, with 149,642 overnight stays recorded in 2009, and decreased 17.99%. The other important markets, such as the German, French and Dutch markets also underwent decreases in the city of Valencia in comparison with the year 2008.

The annual average occupancy rate in the city of Valencia was 45.23%, a percentage that indicated a decrease of 1.86 points with respect to 2008. The average of available bed-places during 2009 was 18,507, 1.55% more than the previous year.

Coast of Valencia

In the coastal area of Valencia in 2009 a total of 1,415,727 overnight stays were calculated, a figure that indicates a decrease of 8.93% with respect to the year 2008. Of all of them, those of Spanish origin, 1,316,979, represented 93% of the total, and there was a negative between-year variation of 5.76%. The overnight stays made by the foreigners, 98,748, were reduced by 37.12%.

The distribution of the foreign demand in the coastal area of Valencia according to country of origin offers the following data: the German and French markets –which were the principal ones in 2009– experienced a decrease of 21.10% and 26.88%, respectively.

The general average occupancy rate in the establishments on the coast of Valencia was estimated at 52.50%, a percentage 5.22 points lower than that calculated for the previous year. The average occupancy in high season (65.18%) and in low season (36.43%) decreased 2.98 and 8.08, respectively with respect to 2008.

During 2008 an average of 7,512 bed-places remained available in the coastal area of Valencia, a figure that showed a slight decrease of 0.05% between years.

Inland Valencia

The data from the *Tourism Survey* referring to the inland area of Valencia showed a decrease in the tourism activity in comparison with the previous year, with the overnight stays having decreased 14.63% with respect to 2008. The domestic demand accumulated a total of 715,828 overnight stays, 14.76% less than in 2008, as did the foreign demand, which reduced the number of its overnight stays by 13.96%.

The annual average occupancy rate, estimated at 35.36% decreased 7.66 points with respect to 2008. The average number of bed-places available in 2009 was 6,725, which indicates a year-on-year increase of 4.72%.

STUDY OF THE IMPACT OF SPORTS EVENTS IN THE VENUE CITIES OF THE REGION OF VALENCIA

Continuing with the research regarding sports events undertaken by the Region of Valencia Tourist Board, in 2009 a study was conducted for the purpose of evaluating the impact of the sports events in the cities that host them and to identify the key factors that determine their success.

For that reason, a selection of sports events organized in the Region of Valencia was analyzed comparatively with others organized in other regions or countries. The selected events involved sailing (America's Cup and Volvo Ocean Race), racing (Formula 1), tennis (Open 500 of Valencia) and golf (Masters Golf Costa Azahar of Castellon).

In analyzing all the selected cases of study, a series of reflections were made that must be taken into account in successfully organizing sports events and in achieving the maximum corroboration of the benefits that they can generate from the tourism point of view and in dynamizing the local economy:

1. Direct and indirect impact of the event: the celebration of a large event brings about direct impacts on the economy of the venue city as well as indirect impacts on the destination, since the participants of the event can become potential tourists of this destination. This advertising, without cost for the local administration, makes possible the promotion of the city in other countries and is a complementary tool to the initiatives of city marketing and development of the city label.

In this regard, having figures of national and international renown with media interest among the participants of the sports events is an additional factor that ensures the promotion and dissemination of the tourney beyond its own geographic area and is an enticement to a greater number of fans and visitors.

2. The promotional actions of the event must be coordinated and offer the same messages in order to reinforce its impact. The content of the messages must ensure that the values of the sports event are associated with the characteristics of the city. A sports event's attributes such as a vanguard position, technology, exclusivity, teamwork, talent and nature can be linked to elements of the city: architecture, multiculturalism, heritage, quality of life, training, culture, connectivity.
3. An effect that comes derived from the media coverage associated with an international sports event is the possibility of the venue city, in the medium term, capturing investments coming from international companies in expansion that seek locations for new offices or for the holding of meetings and conferences.

4. One of the variables that most influence the positive results of a sports event is the selection of the dates for holding the competitions. The first and last competition of the annual sports calendar ensures a greater affluence of visitors and media coverage. In turn, the meteorological conditions of the venue city must be taken into account in planning events that are held outdoors.
5. Generating tourist attractions and offers complementary to the event: With the objective of raising the average stay ratios in the city and average spending per visitor, as well as making the participants loyal to the sports event in order to convert them into future visitors to the city, it is important for the city to present an attractive tourist offer during the days prior to and following the holding of the sports competition. The tourist and leisure offer can be completed with installations and activities so the participants can be initiated in the practice of the sport associated with the event. In this sense accessibility to these installations from the city centre is important, as is carrying out promotion with adequate coverage sufficiently in advance.
6. Awareness campaigns among the local public: in line with the promotion of the event information and awareness actions must be undertaken on the event directed at the local population. This has special relevance when they are minority sports or are related to a public following of high purchasing power. These campaigns shall have as their objective the generation of new fans among the local population through training, increasing the feeling of pride for being the hosts of an event of large dimensions, and informing on the economic benefits that will be generated for the venue city.
7. The planning of the welcome for the visitors and tourists, as well as the management of the signage towards the places in which the event is held is a key element for the management of a large-sized event, to the extent that it reduces the risk of saturation of the city by traffic and generation of negative perceptions among the local population. Complementary to these actions are the informative seminars to instruct the support personnel (tourist informers, public transportation, security service) on the peculiarities of the event, as well as putting into motion special public transportation services.
8. Continuity of the sporting spirit and legacy of the event: It is important to plan the legacy that the sports event leaves once the competition is over for the purpose of maximizing the investments made in infrastructures, lengthening the media impact and promotion of the city, and to keep alive the interest of the citizens until the next edition of the event. In this regard, it is appropriate to organize throughout the year cultural or sports events of lesser importance related to the subject of the event and, if possible, in the installations in which the competitions are held.
9. Impact studies: it is advisable to keep a control of the impact generated by the event in view of being able to measure its repercussion and to revise its management in future editions, correcting possible deviations with respect to what was planned, dimensioning of infrastructures, calculation of costs or schedules, among others.

10. In the organization of the event, the institutional support and involvement of the public administration in its organization is fundamental. Private initiative, either as organizing entity or as sponsor, and always in coordination with the public bodies, takes on an essential role in the promotion and dynamization of the event.

POST-SALE SERVICE: ASPECTS OF INTEREST FOR THE TOURISM DEMAND

Through the Tourist Information Offices Network (Tourist Info), the Region of Valencia Tourist Board coordinates the tourist information offices of the Region of Valencia, in collaboration with the local entities that make it up, and directly provides attention and welcoming service to the tourist through its five offices. This way, it is intended to contribute to the qualification of the tourism product from this Network of post-sale services at the destination, improving the degree of satisfaction of the guests and their fidelity to the product, offering the tourist a quality homogeneous service and image in the entire territory.

This effort of the Tourist Information Network to achieve excellence in the services it offers is reflected in the certifications granted by the Institute for Spanish Tourism Quality-ICTE, which, with the eight obtained in 2009, now add up to twenty-seven certifications indicative of the progressive commitment of the Network's offices in reaching the full satisfaction of the tourists that visit the Region of Valencia.

With the intention of evaluating some aspects of interest of the demand that visits the offices of the Tourist Information Network of the Region of Valencia, during the months with the greatest number of visitors in 2009 (July, August and the first half of September), the Region of Valencia Tourist Board conducted the Tourist Info Summer Survey on visitors to 174 offices of the Tourist Info Network. The survey provides information about the profile of the Network users, the characteristics of the trip organized to the tourism destination, the post-sale service quality of the offices and the perception of the tourism offer in the Region of Valencia, the use of Internet as an intermediary channel between the offer and the demand, and other relevant aspects.

Social-demographic characteristics

The number of valid questionnaires tabulated during 2009 was 7,905, which means 9.6% more questionnaires than the previous year, from which somewhat more than 56.69% corresponded to residents of Spain and 41.78% to foreign citizens. The remaining 1.53% did not indicate their place of residence.

If we distinguish between the residents in the Spanish territory and foreign residents, we observe that the Spanish demand mainly came from the Region of Valencia (16.45%), Region of Madrid (13.83%) and Catalonia (5.53%). Regarding the foreign residents, the largest group was from France (14.69%), United Kingdom (9.35%) and Germany (5.62%). One must bear in mind that these percentages are not representative of the actual foreign demand that visits the Region of Valencia, whose

principal origins are the same but not their proportion, since the main market is the British one, instead of the French. This data verify that the survey focuses on the demand that uses the network of Tourist Info offices and not on the demand and total demand that visits the Region of Valencia.

Regarding the gender distribution of the demand, 37.7% corresponded to men and 40.08% to women, while 22.58% of the people interviewed not answer this question. Regarding the age structure, 9.99% of those polled were in the age segment of 16 to 25 years old, 23.81% in the segment of 26 to 35 years old, 27.91% in that of 36 to 45 years old, 31.64% in that of 46 to 65 and 3.77% in that of over 65 years old. This classification question was not answered by 2.88%.

Another interesting aspect is the academic level of the sample population. Regarding this, 51.9% had university studies, 32.7% secondary education, 8.8% primary studies and only 1.3% did not have any academic degree. Of those polled 5.3% did not answer this question.

Characteristics of the trip

On the basis of the people surveyed that stated they stayed overnight in the Region of Valencia at the time of the filling out the survey, the following conclusions are extracted:

RESERVATIONS

Over half of the sample had organized their trip to the destination by making a prior reservation (51.11%). In this group, 13.8% made a complete reservation, that is, they bought a tourist package; 19.7% reserved accommodations through an agency, 20.6% reserved the accommodations directly through the company, 33.5% reserved the accommodations by contacting with the owner of the accommodations directly, 8.3% reserved transportation with the company and 6.9% reserved transportation through an agency¹.

If we break down the information between the population of sample residents and foreign residents, we observe that:

- The residents of the Spanish territory who said they made a prior reservation when organizing their vacation, made a complete reservation (tourist package) in 8.6% of the cases; 24.2% reserved accommodations through an agency, 25.6% reserved accommodations directly with the company, 34.9% reserved accommodations directly with the owner, 3.2% reserved transportation through the services of an agency and 4% reserved transportation directly with the transportation company.

¹ The sum of all the percentages is over a 100. This is due to the fact that the question referring to the type of reservation made was multiple choice, that is, it is possible that one of the people surveyed had reserved accommodations through an agency and the transportation directly with the company.

- The foreign residents that say they made a prior reservation when organizing their vacation, make a complete reservation (tourist package) in 19.4% of the cases; 14.9% reserved accommodations through an agency, 15.3% reserved accommodations directly through the company, 32% reserved accommodation directly through the owner, 10.8% reserved transportation through the services of an agency, 12.8% reserved transportation directly with the transportation company.

ACCOMMODATIONS USED

Regarding the type of accommodations used during the stay, the hotel (24.2%), owned dwelling (20.3%), rented dwelling (18.8%) and dwellings of friends and family (17.6%)² stood out.

If we break down the data according to the country of residence, we can observe that among the residents in Spain stand out those that stayed in a hotel during their vacation (26.6%), used owned dwellings (24.3%), those that stayed in dwellings of friends or family (15.3%) and those that used rented dwellings (14.6%). Among foreign residents we can highlight those that used a rented dwelling (24.3%), those that stayed at an hotel (21%), those that stayed in dwellings of family or friends (20.5%) and those that stayed in owned dwellings (15%).

MEANS OF TRANSPORTATION USED IN THE TRIP TO THE VACATION DESTINATION

The most-used means of transportation was the car (67.7%) and then, with quite a lower percentage, the airplane (22.5%).

Nonetheless, there are notable differences depending on the place of residence of the person surveyed. The residents of Spain mainly used cars for their trips (81.9%), using the plane only 3.7% of the cases. However, among the foreign residents we can highlight equality in the use of the car (48.9%) and the plane (47.1%).

² The sum of all the percentages used in all the accommodation is over 100%. This is due to the fact that this question is multiple choice, it is possible that during their stay, some of the people surveyed could have used more than one mode of accommodation.

FORM OF TRAVEL: INDIVIDUAL VS. COLLECTIVE

In this heading there are no significant differences depending on nationality of the person surveyed. The sample showed that the trip is made mainly with the family (47.2%), then as a couple (29.7%) and, in fewer numbers, with friends (19.1%)³.

INFORMATION CHANNELS ON THE CITY VISITED

The recommendations of friends and family were a basic way of obtaining tourist information regarding the destination, marked on the questionnaire carried out in the summer of 2009 by 47.8% of the people surveyed. The second most-used channel of information is still Internet (33.2%), followed by tourist brochures specific for the destination (9%).

The population segments of the sample shows that those who most said they used Internet to obtain information about the city visited were the people between 26 and 35 years old (48.9%) and those who have a higher level of education (47.2%). Also, if we observe the origin of the person interviewed, we see that the foreign residents used Internet to a greater extent (44%) than the residents of Spain (40.8%).

Among the foreign people surveyed that received the city information from Internet, the Danish (60.7%), Belgians (48.3%), Germans (45.9%) and Italians (45.2%) stood out.

Evaluation of the Region of Valencia as a vacation destination

MAIN REASONS TO VISIT THE REGION OF VALENCIA

An aspect of great importance was to know why the tourists decide to visit the cities of the Region of Valencia to spend their leisure and vacation time there. The main reasons were, by order of importance, the beach, the weather, the tranquillity of the location, the richness of the natural environment, the gastronomy, and the cultural, historic and monument attractions.

If the results depending on the nationality of the person surveyed are observed, one can see that the foreign residents appreciated in greater measure the weather (61.1%) compared to the Spaniards (38.1%). In second place is the beach, an important motivator for 60.9% of the foreigners and 50.2% of residents of Spain. In third place, 34.7% of the people surveyed who were foreign residents valued the peacefulness of

³ The sum of all the percentages is over to 100%. This is due to the fact that the question making reference to the people with whom the surveyed person travels is multiple choice. It is possible that, for example, some of the people surveyed travel with their family and also with friends.

the location, versus 39.3% of Spaniards. This is followed by gastronomy, valued by 27.7% of the foreigners and 20.8% of the Spaniards, the cultural and monument attractions in fifth place (24.9% of answers given by foreigners versus 21.9% of Spaniards) and the richness of the natural environment (with 24.6% of answers from the foreign residents, versus 25% of the residents of Spain).

Taking into account all the different age segments considered, they all placed the beach and climate among their main motivations. Regarding other reasons, all the age groups surveyed agreed on indicating the beach as the main motivation for the visit, followed by the climate and peacefulness of the location; there were differences observed directly related with age, since while the fourth motivation most marked by people up to 25 years old were the local festivals (29.4% of answers), for those people over 65 years old it was having an owned dwelling and the gastronomy (22.1%).

The users of the coastal and urban tourist information offices placed the beach and climate as the main motivator for the visit, as well as, in third place, the peacefulness of the location for the user surveyed in coastal offices and the cultural and monument attractions for the urban offices. The people surveyed in offices of the inland area valued more the richness of the natural environment, the peacefulness of the location and the cultural and monument attractions.

ACTIVITIES CARRIED OUT DURING THE STAY

The five main activities carried out or that were planned to be carried out by the people surveyed during their stay in the Region of Valencia destination chosen for their vacation were, in order of importance: walking (69%), going to the beach (68.8%), visiting museums and monuments (42.4%), visiting natural spaces (40%) and attending local festivals (27.5%).

Carrying out the analysis according to the origin of the people surveyed, it can be observed that the foreign residents had a more active attitude, since, even though the sample was smaller than that of the Spaniards surveyed, they obtained a greater percentage in answering all the items evaluated in the questionnaire, except visits to museums and/or monuments, visits to natural spaces and professional activities, in which both are practically equal, although the residents of Spain show a slightly higher percentage level than the foreign residents surveyed.

LOYALTY TO THE DESTINATION AND SATISFACTION OF EXPECTATIONS

Of the population surveyed 31.6% stated that it was their first visit to the Region of Valencia, while 67% of the total stated that they had been on more than one occasion. Another datum of interest is that 46.4% of the people surveyed who lived abroad indicated that it was the first visit they made to the Region of Valencia, versus 20.3% of the residents of Spain.

Regarding the level of satisfaction of the expectations of the user surveyed on the city he/she visited, 0 being the worst score and 10 the best, the score was 8.89 points, of

which the highest valued cities were the ones located in inland areas (9.06 points), while the lowest was obtained in the offices of coastal cities (8.8 points).

Analyzing the results according to the different variables of classification, the people surveyed in coastal offices showed a higher degree of loyalty (89.4% intend to return to visit) and differences can also be observed according to nationality, with the residents of Spain being the most in favour of returning (92% versus 84.2% of the answers of the foreign residents).

Quality evaluation of the Tourist Info Network

One of the essential reasons for which every summer the Tourist Info survey is carried out in the tourist information offices of the Region of Valencia is to know the users' evaluation of the quality level of their services and installations.

The average evaluation of the aspects proposed in the survey (staff friendliness and tone of voice used, attention received, presence and image of the staff, waiting time, atmosphere and image of the office, image and aesthetics of the information material, location and accessibility of the office, language offer in the information, office hours, reliability and clarity in the information and documentation received) was excellent in the Tourist Info Network offices, with an average score of 9.23 on a scale of 0 to 10, which was recognition of the efforts that the Region of Valencia Tourist Board and the various cities of Valencia have been carrying out in favour of the visitor's satisfaction with the Region of Valencia.

Analyzing in more detail the scores obtained, we can observe that the aspects that were scored below the global average were those related with the installations and work tools: atmosphere and image of the office, image and aesthetics of the brochures, location, accessibility of the office, image and aesthetics of the information material and office hours. In turn, the things valued over the global average were the ones related with human resources: kindness of the staff and tone of voice used, attention received, presence and image of the staff, waiting time and reliability and clarity of the information received.

Other questions introduced in the questionnaire served to evaluate the degree of knowledge of the user of the Tourist Info network, as well as to evaluate the degree of reliability through the repetition of visits to other offices in the network.

Regarding the knowledge of the person surveyed on the network of Offices of the Valencian Regional Government, the results show that 60.3% answered affirmatively to the question. If we distinguish between nationalities, the difference is noticeable, since 67.4% of the Spanish residents stated knowing the network, versus 51% of the foreign residents.

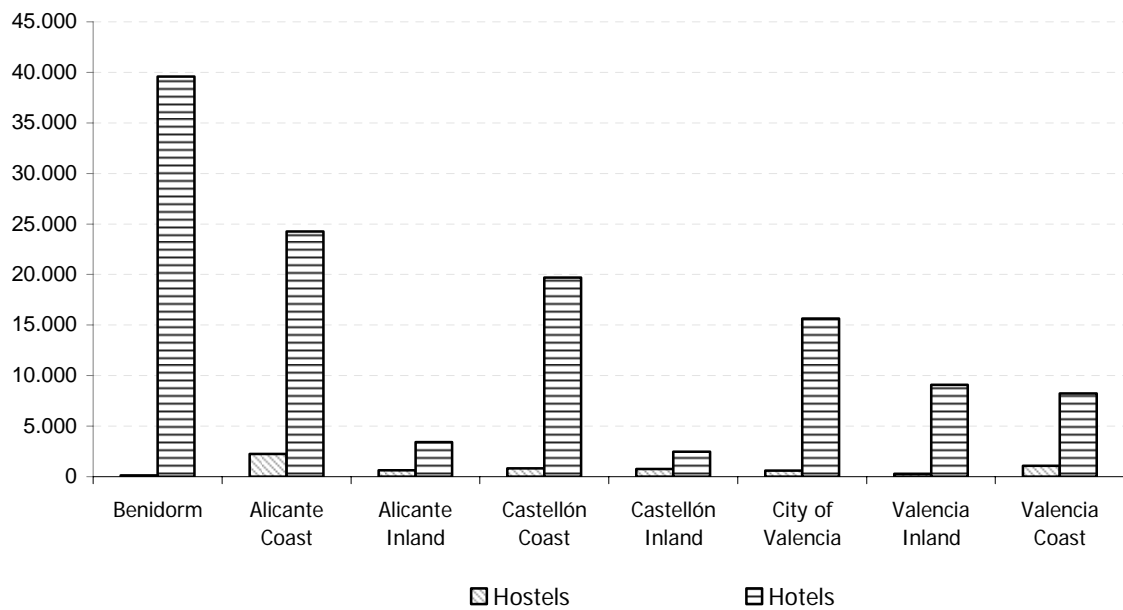
As for the repetition of visits to other Tourist Info offices, 50.5% declared having been in more than one during their visit to the Region of Valencia.

Knowing to what extent the office visited had favourably fulfilled the expectations the user had created was also considered to be of interest. The answers obtained reflected very positive data for the quality evaluation of the Network, since on a scale of 1 to 10, 0 being the worst score and 10 the best, the average obtained was of 9.43 points.

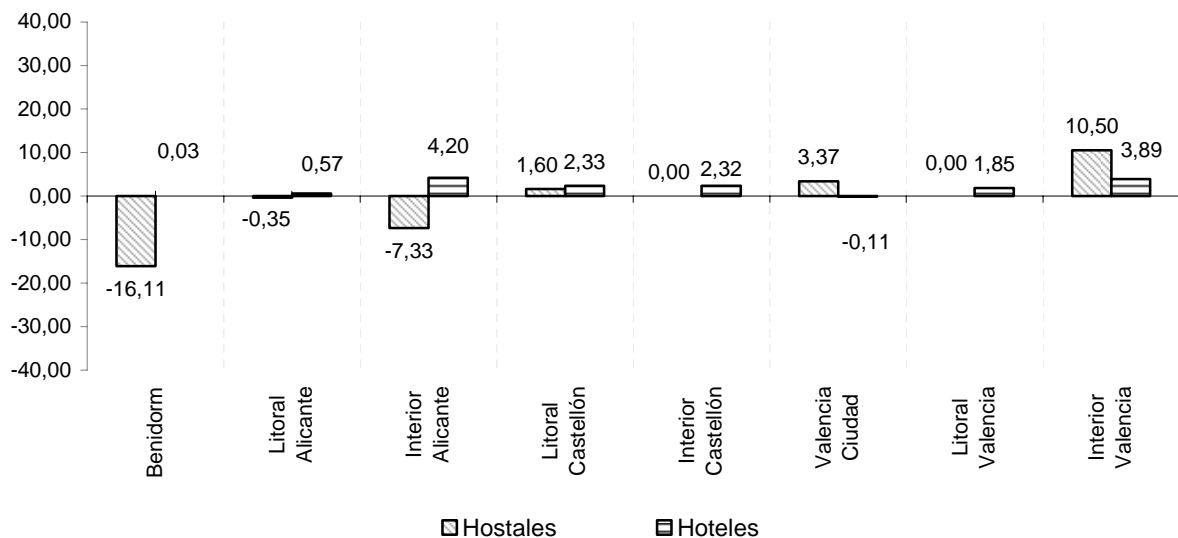
GRAPHIC ANALYSIS

1. Tourism Supply

1.1 MAXIMUM AVAILABLE BED-PLACES IN HOTEL ESTABLISHMENTS

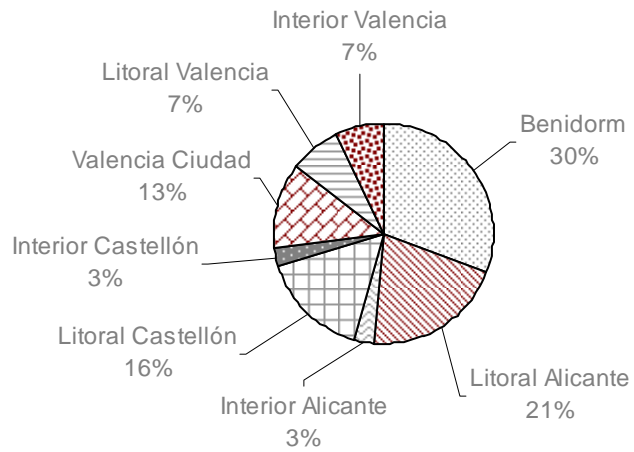


Variation in the hotel bed-places 09/08

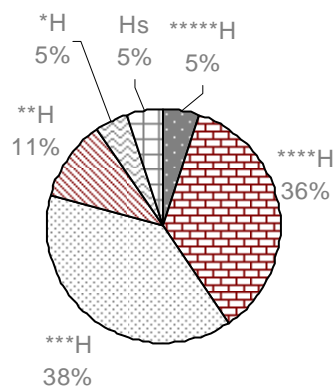


1.2 HOTEL BED-PLACES

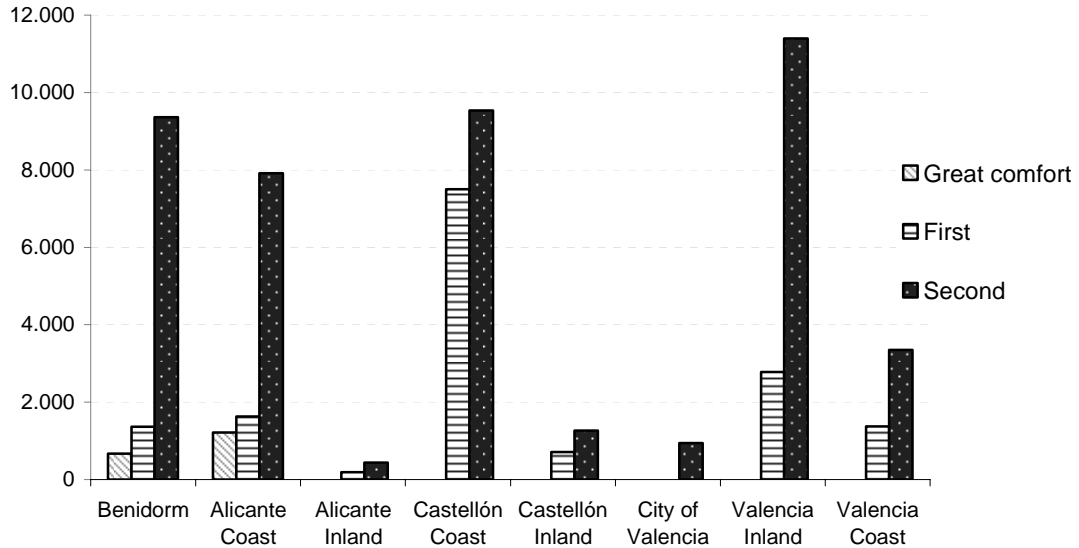
By tourist areas



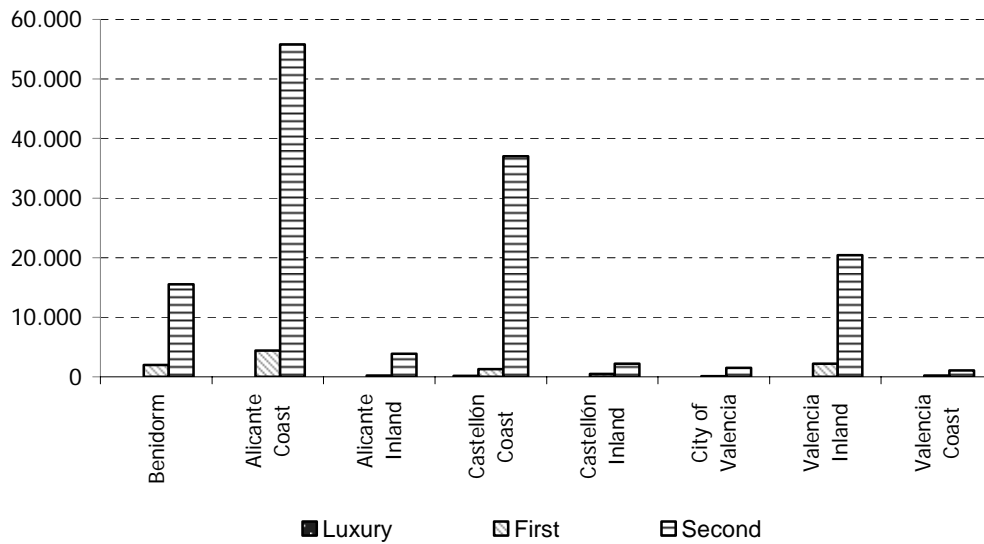
By establishment category



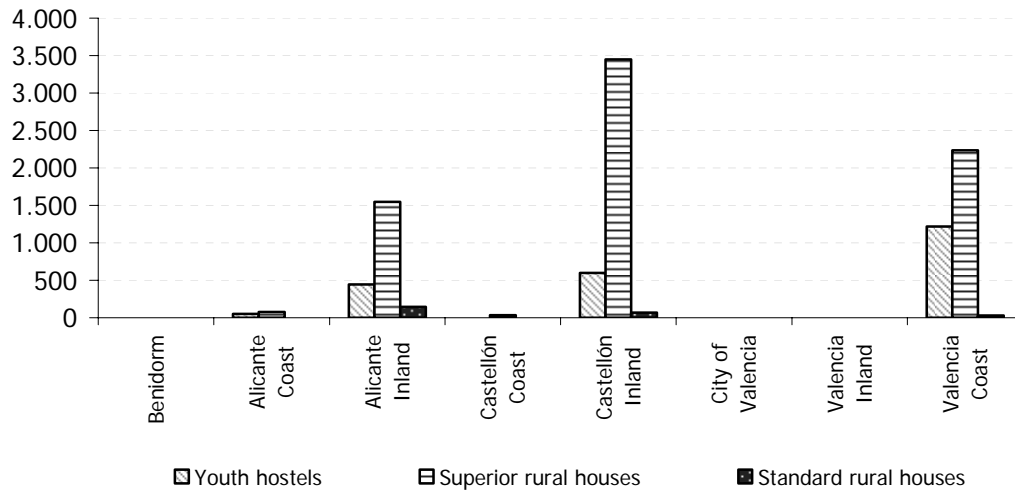
1.3 BED-PLACES AVAILABLE IN CAMPSITES



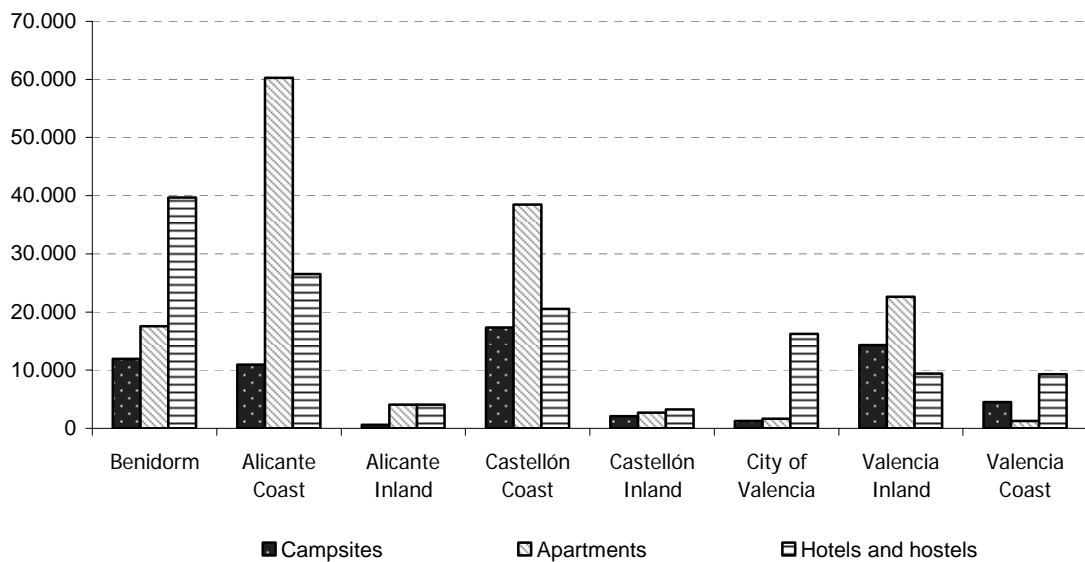
1.4 BED-PLACES AVAILABLE IN APARTMENTS



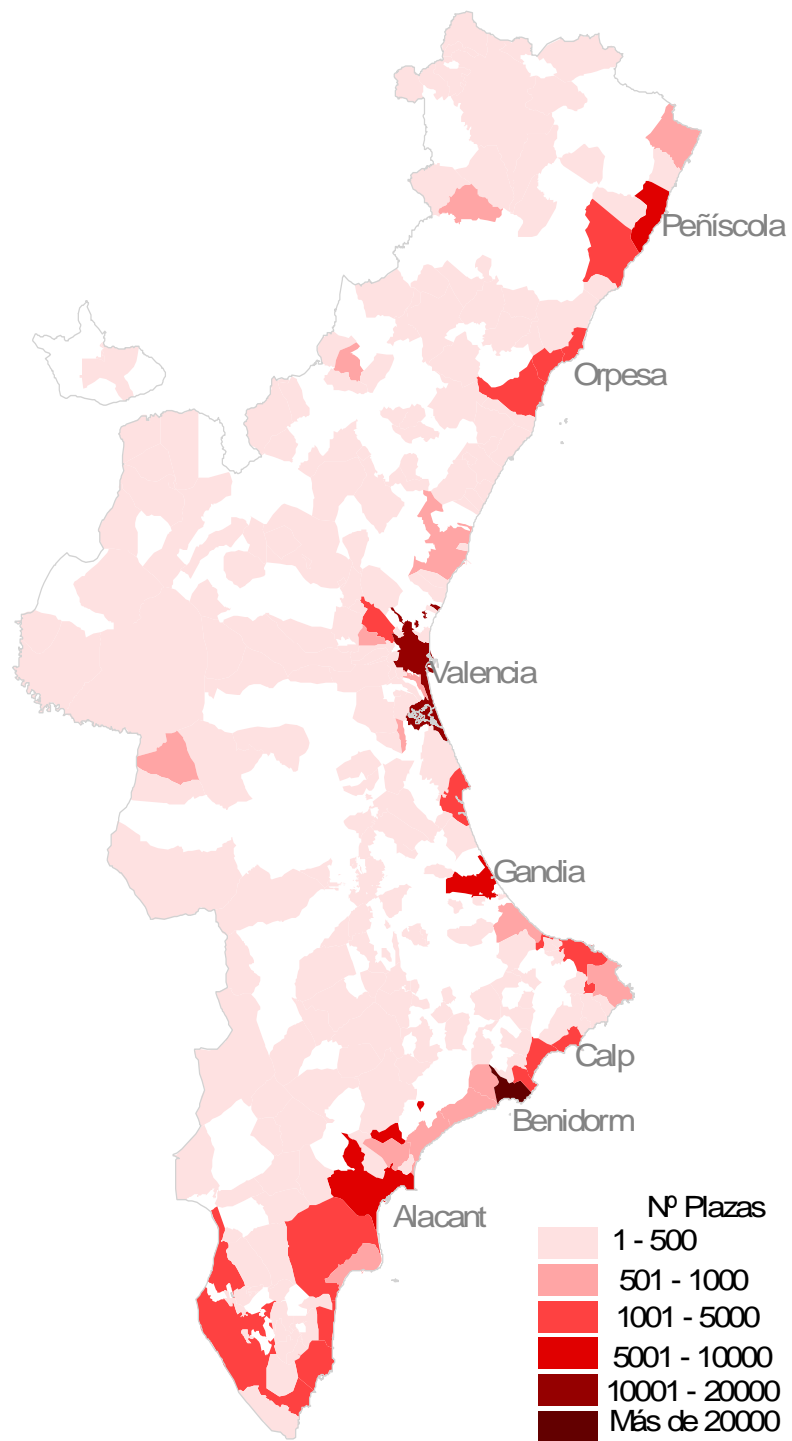
1.5 BED-PLACES AVAILABLE IN YOUTH HOSTELS AND RURAL ACCOMODATION ESTABLISHMENTS



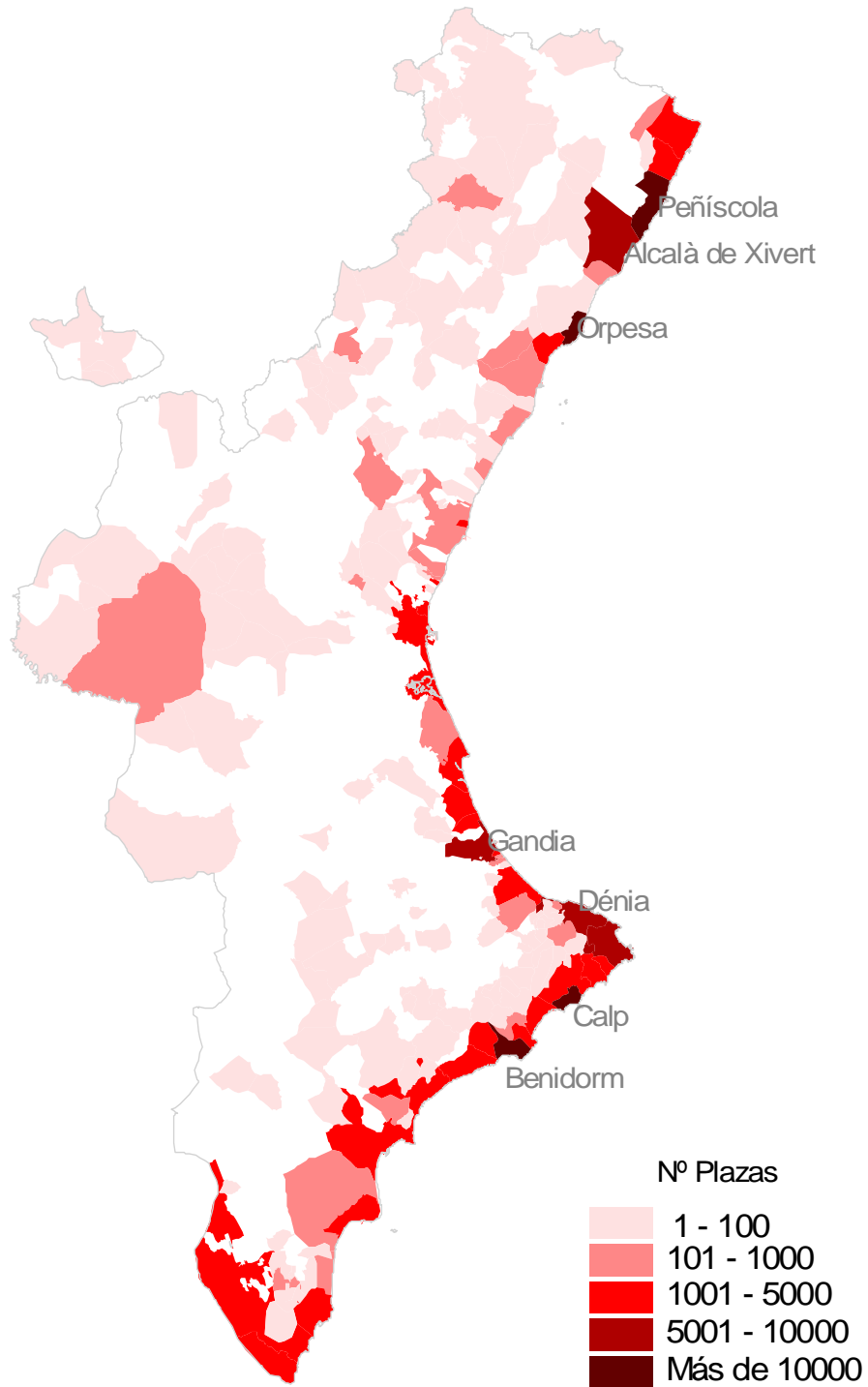
1.6 ACCOMMODATION SUPPLY (BED-PLACES)



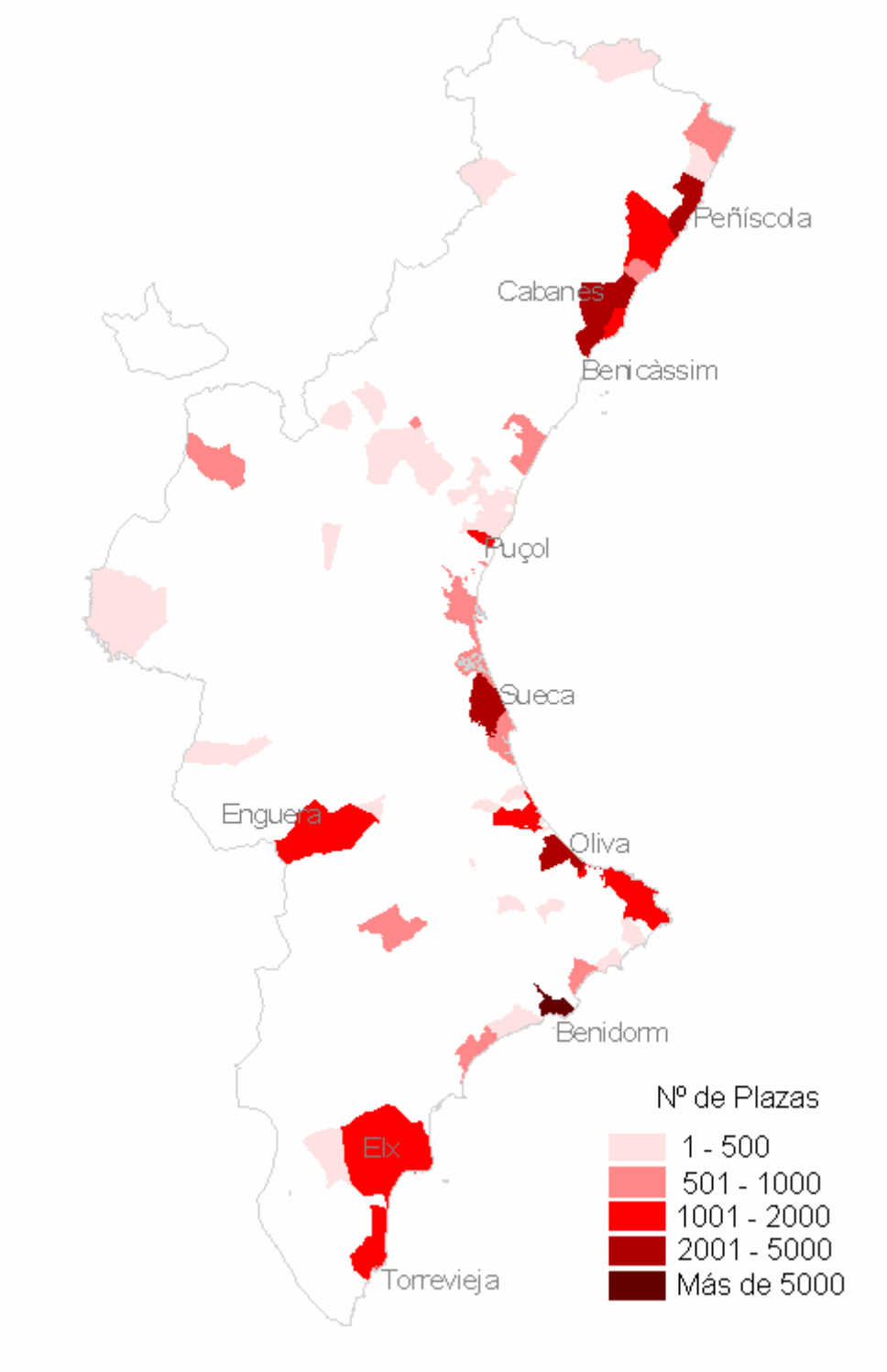
**1.7. DISTRIBUTION OF BED-PLACES IN HOTEL ESTABLISHMENTS.
HOTELS AND HOSTELS.**



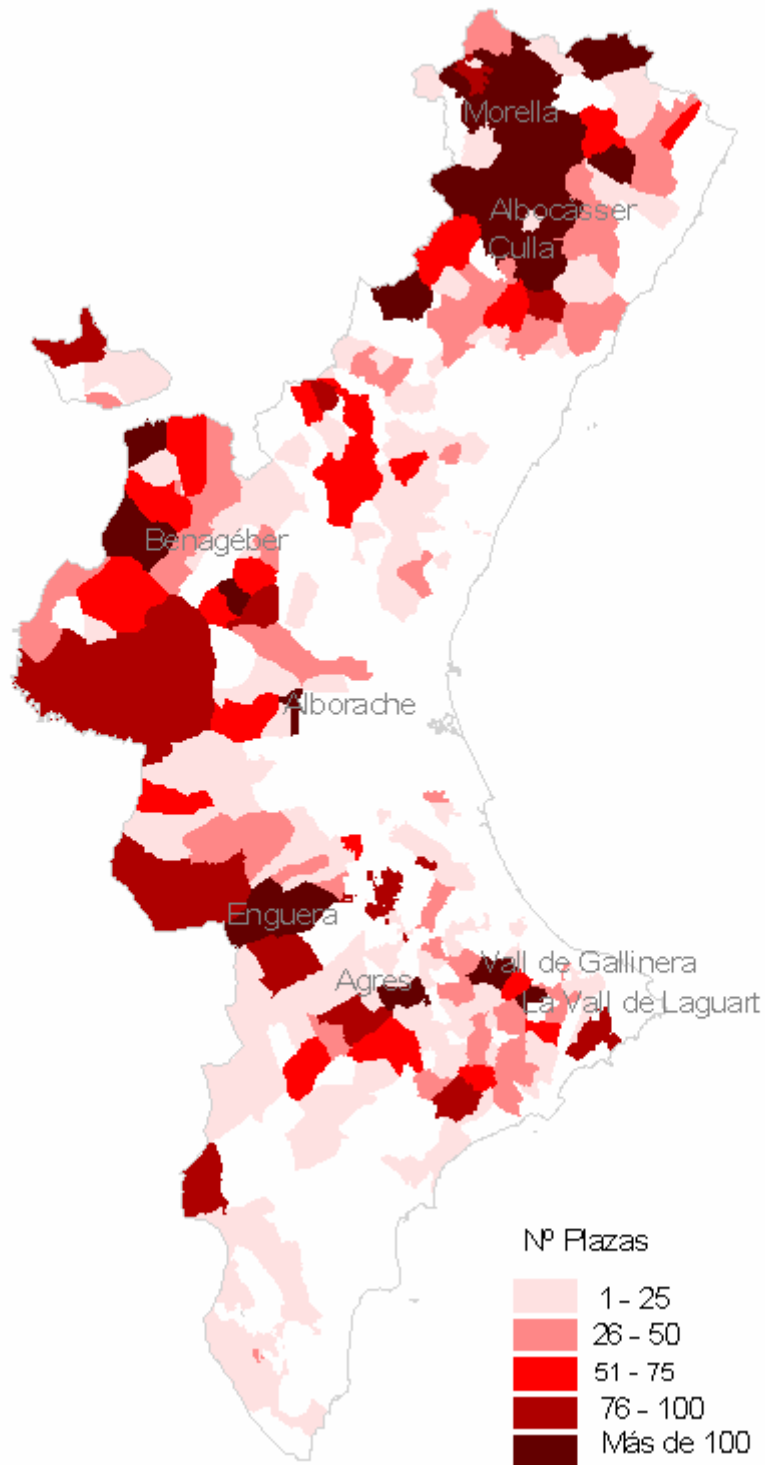
1.8. DISTRIBUTION OF BED-PLACES IN TOURIST APARTMENTS



1.9. DISTRIBUTION OF BED-PLACES IN CAMPSITES

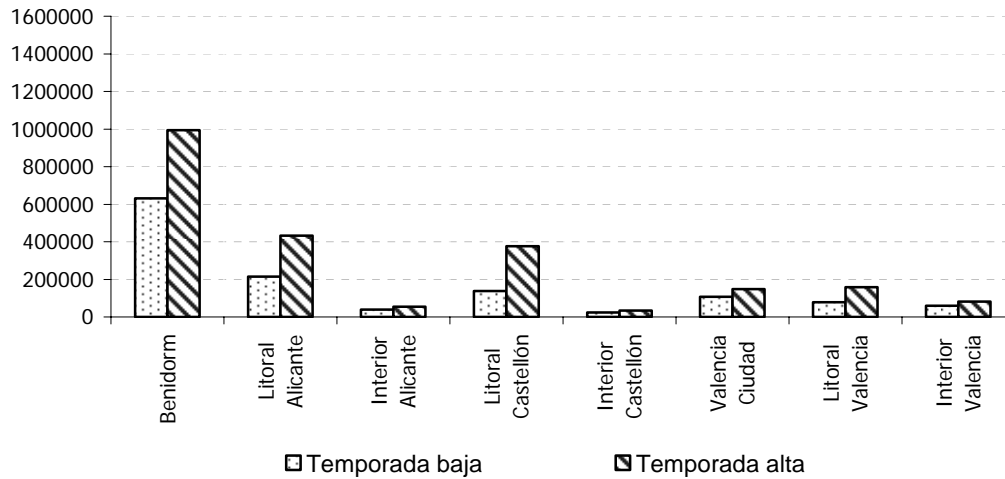


**1.10. DISTRIBUTION OF BED-PLACES IN RURAL ACCOMMODATIONS.
RURAL HOUSES AND YOUTH HOSTELS**

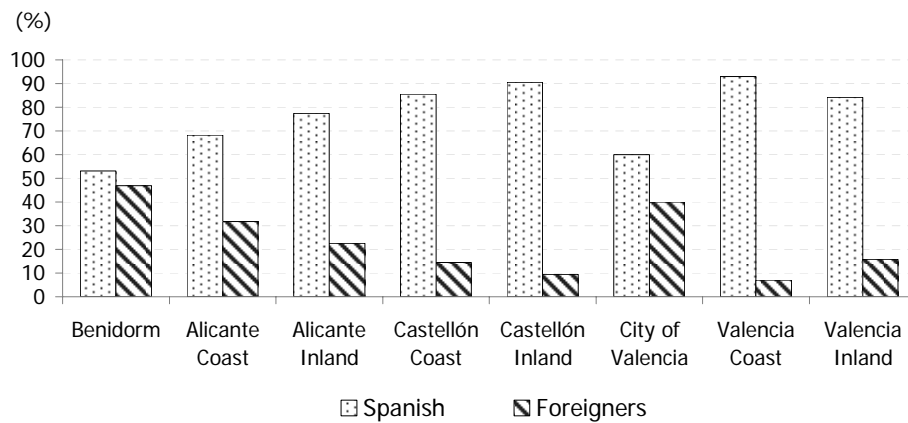


2. Tourism Demand

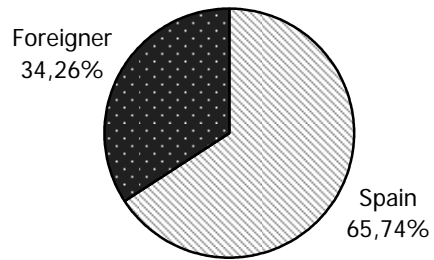
2.1 OVERNIGHT STAYS IN HOTEL ESTABLISHMENTS. MONTHLY AVERAGE BY AREAS



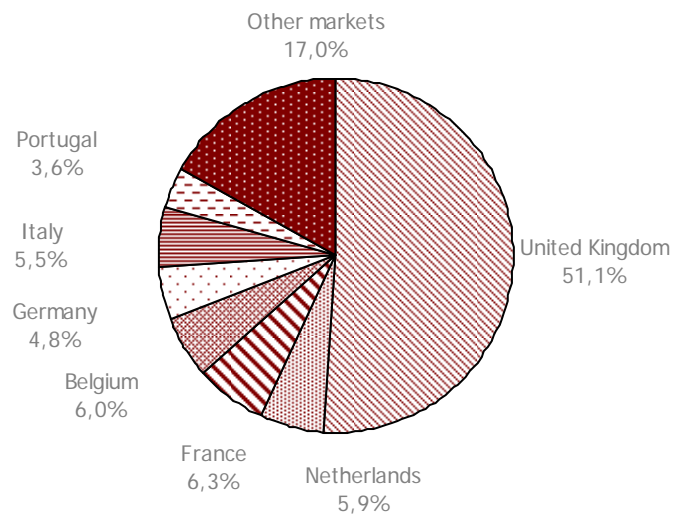
2.2 OVERNIGHT STAYS IN HOTEL ESTABLISHMENTS. PARTICIPATION BY ORIGIN



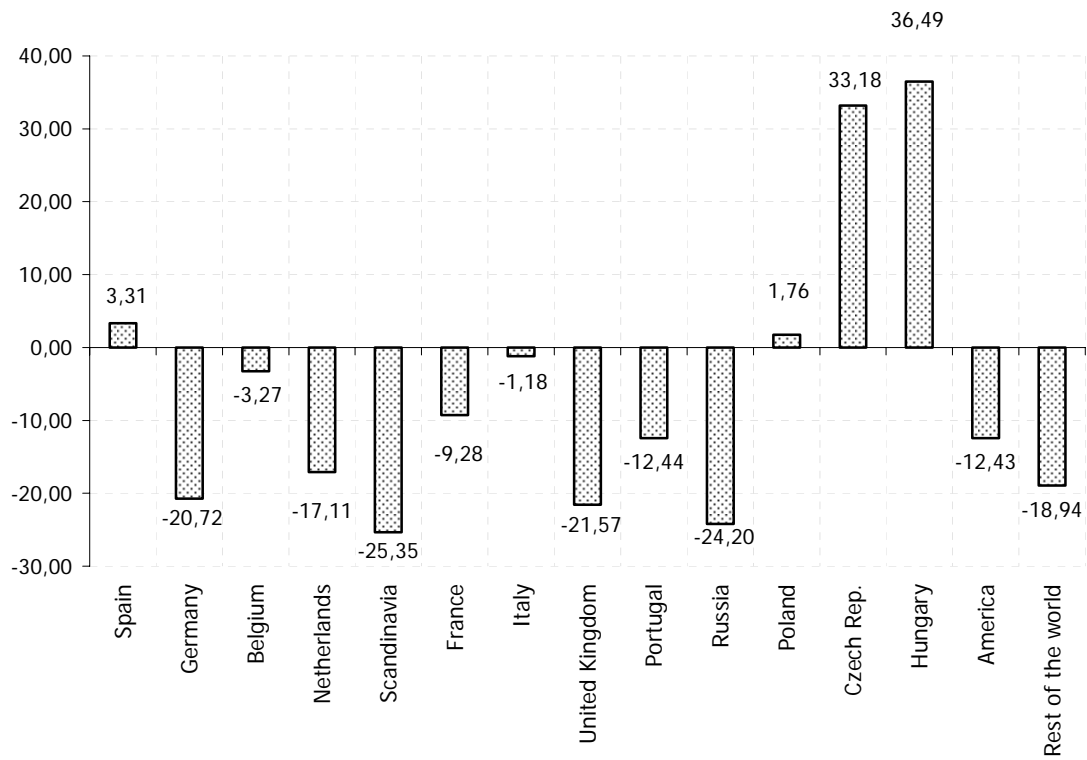
2.3 TOTAL OVERNIGHT STAYS BY ORIGIN



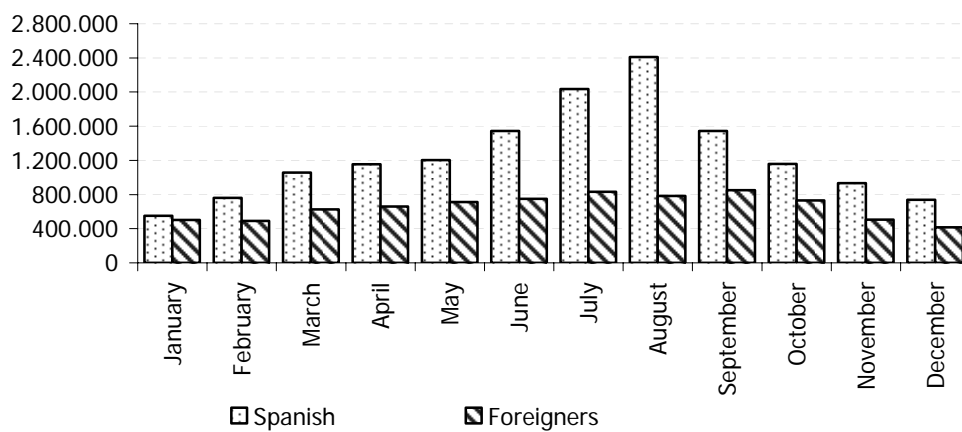
Overnight stays of foreigners by origin



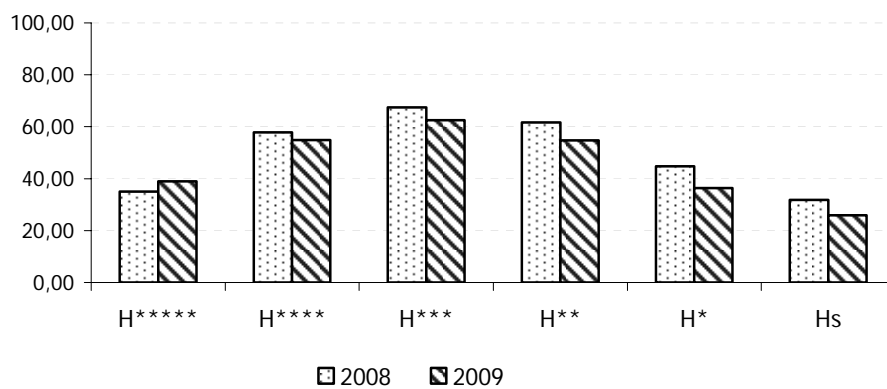
Variation in the number of overnight stays with respect to 2008



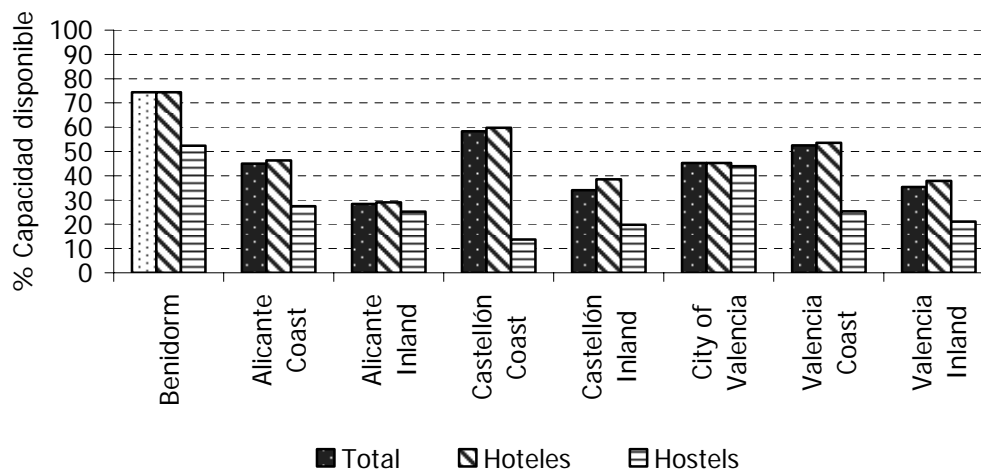
2.4 OVERNIGHT STAYS BY ORIGIN. MONTHLY EVOLUTION



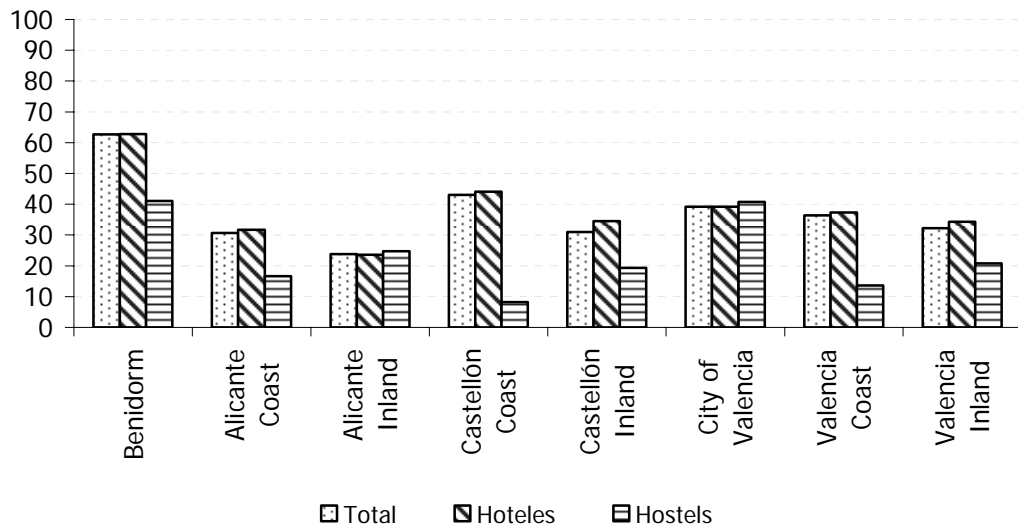
2.5 AVERAGE ANNUAL OCCUPANCY RATE BY CATEGORY OF THE ESTABLISHMENT. YEARS 2008 AND 2009



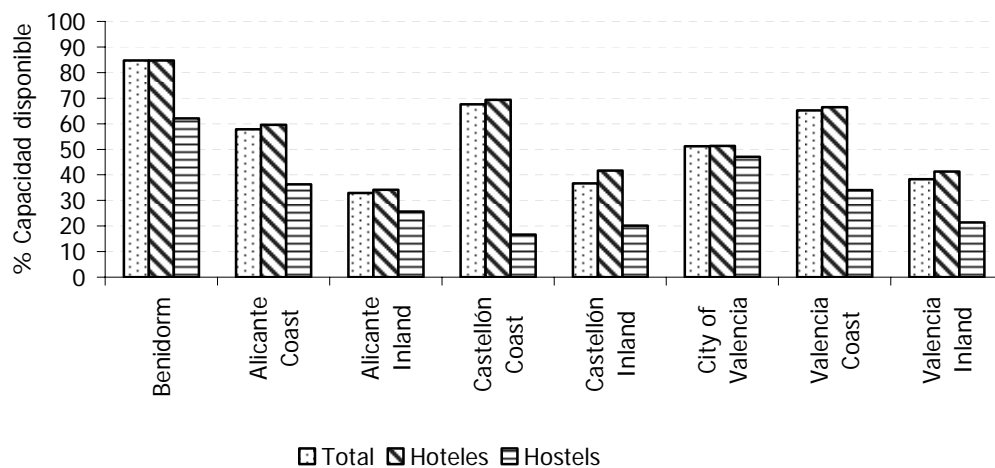
2.6 AVERAGE ANNUAL OCCUPANCY RATE BY AREAS



2.7 AVERAGE OCCUPANCY RATE BY AREAS. LOW SEASON



2.8 AVERAGE OCCUPANCY RATE BY AREAS. HIGH SEASON



STATISTICAL TABLES

1. Tourism Supply

1.1. ACCOMMODATIONS

1.1.1. Number of hotel establishments (hotels)

AREAS AND PROVINCES	GOLD STARS					TOTAL
	1	2	3	4	5	
PROVINCE OF ALICANTE	52	74	127	70	11	334
Benidorm	8	30	56	30	3	127
Alicante. Coast	28	28	56	34	7	153
Alicante. Inland	16	16	15	6	1	54
PROVINCE OF CASTELLON	32	54	43	23	1	153
Castellón. Coast	20	32	33	20	1	106
Castellón. Inland	12	22	10	3	0	47
PROVINCE OF VALENCIA	35	49	78	53	10	225
Valencia. City (*)	4	7	22	29	8	70
Valencia. Coast	10	16	24	11	0	61
Valencia. Inland	21	26	32	13	2	94
REG. OF VALENCIA	119	177	248	146	22	712
Total coast	66	106	169	95	11	447
Total inland	49	64	57	22	3	195

Source: Ministry of Tourism, Registry of Tourist Enterprises, Establishments and Professions. (Information as of 31 December 2009)

(*) Only includes the municipality of Valencia

1.1.2. Number of bed-places in hotel establishments (hotels)

AREAS AND PROVINCES	GOLD STARS					TOTAL
	1	2	3	4	5	
PROVINCE OF ALICANTE	2.555	8.418	29.747	23.518	3.027	67.265
Benidorm	489	5.517	19.613	12.929	1.024	39.572
Alicante. Coast	1.578	2.301	9.149	9.379	1.859	24.266
Alicante. Inland	488	600	985	1.210	144	3.427
PROVINCE OF CASTELLON	1.691	3.011	8.224	8.854	374	22.154
Castellón. Coast	1.368	1.930	7.410	8.603	374	19.685
Castellón. Inland	323	1.081	814	251	0	2.469
PROVINCE OF VALENCIA	1.658	3.045	11.792	13.519	2.976	32.990
Valencia. City (*)	164	833	3.667	8.110	2.867	15.641
Valencia. Coast	365	772	4.582	3.384	0	9.103
Valencia. Inland	1.129	1.440	3.543	2.025	109	8.246
REG. OF VALENCIA	5.904	14.474	49.763	45.891	6.377	122.409
Total coast	3.800	10.520	40.754	34.295	3.257	92.626
Total inland	1.940	3.121	5.342	3.486	253	14.142

Source: Ministry of Tourism, Registry of Tourist Enterprises, Establishments and Professions. (Information as of 31 December 2009)

(*) Only includes the municipality of Valencia

1.1.3 Number and bed-places in hotel establishments (hostels)

AREAS AND PROVINCES	GOLD STARS						TOTAL	
	1		2		3		Number	Bed-places
	Number	Bed-places	Number	Bed-places	Number	Bed-places		
PROVINCE OF ALICANTE	65	2.138	20	883			85	3.021
Benidorm	2	125					2	125
Alicante. Coast	45	1.542	14	722			59	2.264
Alicante. Inland	18	471	6	161			24	632
PROVINCE OF CASTELLON	43	1.305	9	288			52	1.593
Castellón. Coast	21	683	3	141			24	824
Castellón. Inland	22	622	6	147			28	769
PROVINCE OF VALENCIA	43	1.288	15	626	1	64	59	1.978
Valencia. City (*)	10	413	4	201			14	614
Valencia. Coast	7	174	4	117			11	291
Valencia. Inland	26	701	7	308	1	64	34	1.073
REG. OF VALENCIA	151	4.731	44	1.797	1	64	196	6.592
Total coast	75	2.524	21	980	0	0	96	3.504
Total inland	66	1.794	19	616	1	64	86	2.474

Source: Ministry of Tourism, Registry of Tourist Enterprises, Establishments and Professions. (Information as of 31 December 2009)

(*) Only includes the municipality of Valencia

1.1.4. Bed-places in open hotels by months

AREAS AND PROVINCES	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
PROVINCE OF ALICANTE	32.982	32.621	34.433	37.317	37.520	38.524	38.661	38.661	38.283	36.987	34.189	33.858
Benidorm	20.422	21.449	22.496	22.865	22.731	22.866	23.178	23.178	22.911	22.345	20.410	19.992
Alicante. Coast	4.583	4.633	4.648	4.666	4.698	4.698	4.737	4.699	4.742	4.768	4.612	4.648
Alicante. Inland	57.987	58.703	61.577	64.848	64.949	66.088	66.576	66.538	65.936	64.100	59.211	58.498
PROVINCE OF CASTELLON	7.861	11.306	12.835	16.152	16.786	17.769	18.249	18.306	18.236	15.047	9.559	9.369
Castellón. Coast	1.491	2.085	2.065	2.103	2.103	2.434	2.472	2.472	2.472	2.055	2.129	2.002
Castellón. Inland	9.352	13.391	14.900	18.255	18.889	20.203	20.721	20.778	20.708	17.102	11.688	11.371
PROVINCE OF VALENCIA	18.118	18.118	18.099	17.905	17.905	18.085	18.085	18.085	18.085	18.055	17.899	17.899
Valencia. City (*)	6.076	6.404	6.910	6.895	7.918	8.042	8.285	8.285	8.285	6.773	6.507	6.277
Valencia. Coast	4.934	5.609	5.735	5.931	5.943	5.747	5.747	5.816	5.835	5.853	5.812	5.705
Valencia. Inland	29.128	30.131	30.744	30.731	31.766	31.874	32.117	32.186	32.205	30.681	30.218	29.881
REG. OF VALENCIA	96.467	102.225	107.221	113.834	115.604	118.165	119.414	119.502	118.849	111.883	101.117	99.750
Total coast	67.341	71.780	76.674	83.229	84.955	87.201	88.373	88.430	87.715	81.152	70.665	69.496
Total inland	11.008	12.327	12.448	12.700	12.744	12.879	12.956	12.987	13.049	12.676	12.553	12.355

Source: Region of Valencia Tourist Board, "TOURIST SURVEY".

(*) Considered as an area. See section on Statistics Sources.

1.1.5. Bed-places in open hostels by months

AREAS AND PROVINCES	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
PROVINCE OF ALICANTE	125	125	149	149	149	149	149	149	149	125	125	125
Benidorm	1.664	1.628	1.767	1.862	1.913	1.898	2.025	2.025	1.961	1.668	1.473	1.492
Alicante. Coast	861	844	873	873	837	807	824	764	800	800	806	806
Alicante. Inland	2.650	2.597	2.789	2.884	2.899	2.854	2.998	2.938	2.910	2.593	2.404	2.423
PROVINCE OF CASTELLON	331	331	452	589	533	514	666	722	586	294	294	294
Castellón. Coast	576	576	596	608	608	608	776	776	798	576	598	598
Castellón. Inland	907	907	1.048	1.197	1.141	1.122	1.442	1.498	1.384	870	892	892
PROVINCE OF VALENCIA	454	454	488	488	488	488	488	488	488	474	474	474
Valencia. City (*)	229	229	283	305	305	325	357	357	347	305	214	229
Valencia. Coast	899	920	970	980	980	986	1.032	1.032	1.078	1.055	1.045	1.061
Valencia. Inland	1.582	1.603	1.741	1.773	1.773	1.799	1.877	1.877	1.913	1.834	1.733	1.764
REG. OF VALENCIA	5.139	5.107	5.578	5.854	5.813	5.775	6.317	6.313	6.207	5.297	5.029	5.079
Total coast	4.000	3.968	4.206	4.323	4.338	4.299	4.657	4.597	4.637	4.099	3.922	3.957
Total inland	5.139	5.107	5.578	5.854	5.813	5.775	6.317	6.313	6.207	5.297	5.029	5.079

Source: Region of Valencia Tourist Board, "TOURIST SURVEY".

(*) Considered as an area. See section on Statistics Sources.

1.1.6. Number and bed-places in campsites

AREAS AND PROVINCES	GRAND COMFORT		FIRST		SECOND		TOTAL	
	Number	Bed-places	Number	Bed-places	Number	Bed-places	Number	Bed-places
PROVINCE OF ALICANTE	2	1.881	6	3.189	27	17.715	35	22.785
Benidorm	1	666	1	1.365	9	9.361	11	11.392
Alicante. Coast	1	1.215	4	1.631	16	7.917	21	10.763
Alicante. Inland	0	0	1	193	2	437	3	630
PROVINCE OF CASTELLON	0	0	12	8.209	25	10.797	37	19.006
Castellón. Coast	0	0	10	7.498	20	9.532	30	17.030
Castellón. Inland	0	0	2	711	5	1.265	7	1.976
PROVINCE OF VALENCIA	0	0	8	4.145	27	15.683	35	19.828
Valencia. City (*)	0	0	0	0	2	943	2	943
Valencia. Coast	0	0	4	2.776	15	11.394	19	14.170
Valencia. Inland	0	0	4	1.369	10	3.346	14	4.715
REG. OF VALENCIA	2	1.881	26	15.543	79	44.195	107	61.619
Total coast	2	1.881	19	13.270	60	38.204	81	53.355
Total inland	0	0	7	2.273	17	5.048	24	7.321

Source: Ministry of Tourism, Registry of Tourist Enterprises, Establishments and Professions. (Information as of 31 December 2009).

1.1.7. Number and bed-places in apartments

AREAS AND PROVINCES	CATEGORIES						TOTAL	
	LUXURY		FIRST		SECOND		Number	Bed-places
	Number	Bed-places	Number	Bed-places	Number	Bed-places		
PROVINCE OF ALICANTE	2	12	1.775	6.616	19.307	75.259	21.084	81.887
Benidorm	0	0	675	2.004	5.439	15.537	6.114	17.541
Alicante. Coast	2	12	1.069	4.410	12.993	55.835	14.064	60.257
Alicante. Inland	0	0	31	202	875	3.887	906	4.089
PROVINCE OF CASTELLON	45	180	399	1.758	8.238	39.223	8.682	41.161
Castellón. Coast	45	180	295	1.265	7.701	37.015	8.041	38.460
Castellón. Inland	0	0	104	493	537	2.208	641	2.701
PROVINCE OF VALENCIA	2	20	408	2.545	4.767	22.978	5.177	25.543
Valencia. City (*)	0	0	38	130	441	1.515	479	1.645
Valencia. Coast	2	20	335	2.194	4.080	20.411	4.417	22.625
Valencia. Inland	0	0	35	221	246	1.052	281	1.273

1.1.8. Number and bed-places in rural houses and youth hostels

AREAS AND PROVINCES	YOUTH HOSTELS		RURAL HOUSES			TOTAL RURAL ACCOMMODATIONS	
	Number	Bed-places	Standard		Superior	Number	Bed-places
			Number	Bed-places	Number		
PROVINCE OF ALICANTE	10	493	209	1.622	12	231	2.262
Benidorm	0	0	0	0	0	0	0
Alicante. Coast	1	50	8	76	0	9	126
Alicante. Inland	9	443	201	1.546	12	222	2.136
PROVINCE OF CASTELLON	16	599	491	3.482	8	515	4.148
Castellón. Coast	0	0	5	35	0	5	35
Castellón. Inland	16	599	486	3.447	8	510	4.113
PROVINCE OF VALENCIA	19	1.216	307	2.233	2	328	3.478
Valencia. City (*)	0	0	0	0	0	0	0
Valencia. Coast	0	0	0	0	0	0	0
Valencia. Inland	19	1.216	307	2.233	2	328	3.478
REG. OF VALENCIA	45	2.308	1.007	7.337	22	1.074	9.888
Total coast	1	50	13	111	0	14	161
Total inland	44	2.258	994	7.226	22	1.060	9.727

Source: Ministry of Tourism, Registry of Tourist Enterprises, Establishments and Professions. (Information as of 31 December 2009).

1.2. INFORMATION AND TRIPS

1.2.1. Travel Agencies

AREAS AND PROVINCES	Central Offices				Branch Offices			GENERAL TOTAL
	Wholesalers/ Retailers	Wholesalers	Retailers	Total	Wholesalers/ Retailers	Retailers	Total	
PROVINCE OF ALICANTE	41	3	255	299	172	66	240	539
Benidorm	12	1	23	36	20	3	25	61
Alicante. Coast	22	2	138	162	107	31	138	300
Alicante. Inland	7		94	101	45	32	77	178
PROVINCE OF CASTELLON	9	1	40	50	64	7	71	121
Castellón. Coast	9		27	36	39	5	44	80
Castellón. Inland		1	13	14	25	2	27	41
PROVINCE OF VALENCIA	58	5	382	445	250	88	347	792
Valencia. City (*)	43	2	151	196	130	42	181	377
Valencia. Coast	2		60	62	100	7	107	169
Valencia. Inland	13	3	171	187	20	39	59	246
REG. OF VALENCIA	108	9	677	794	486	161	658	1.452
Total coast	45	3	248	296	266	46	314	610
Total inland	20	4	278	302	90	73	163	465

Source: Ministry of Tourism, Registry of Tourist Enterprises, Establishments and Professions. (Information as of 31 December 2009).

1.2.2. Information Offices

AREAS AND PROVINCES	of the Tourist Info Network	Other Tourism Offices
PROVINCE OF ALICANTE	71	4
Benidorm	4	
Alicante. Coast	43	
Alicante. Inland	24	4
PROVINCE OF CASTELLON	45	
Castellón. Coast	26	
Castellón. Inland	19	
PROVINCE OF VALENCIA	60	1
Valencia. City (*)	6	
Valencia. Coast	24	
Valencia. Inland	30	1
REG. OF VALENCIA	176	5

1.3. SPORTS AND RECREATION

1.3.1. Sports and leisure installations

AREAS AND PROVINCES	Nautical*	Golf Courses	Water parks
PROVINCE OF ALICANTE	23	16	3
Benidorm	1	1	1
Alicante. Coast	22	11	1
Alicante. Inland	0	4	1
PROVINCE OF CASTELLON	7	3	3
Castellón. Coast	7	1	2
Castellón. Inland	0	2	1
PROVINCE OF VALENCIA	8	9	1
Valencia. City (*)	1	1	0
Valencia. Coast	7	2	1
Valencia. Inland	0	6	0
REG. OF VALENCIA	38	28	7

Source: Region of Valencia Tourist Board.

* In the list are included the marina harbours, yacht clubs, nautical stations and sports marinas.

1.3.2 Natural Parks

Name	Land area in hectares	Municipal Districts
Parc Natural del Montgó	2.093,35	Dénia and Jávea/Xàbia
Parc Natural del Carrascal de la Font Roja	2.298,28	Alcoi and Ibi
Parc Natural de Las Salinas de Santa Pola	2.491,98	Santa Pola y Elx
Parc Natural de las Lagunas de La Mata y Torrevieja	3.743,06	Torrevieja, Guardamar de Segura, Los Montesinos and Rojales
Parc Natural del Penyal de Ifach	46,75	Calp/Calpe
Parc Natural Serra Gelada	5.654,97	Benidorm, L'Alfas del Pi and Altea
Parc Natural de El Fondo	2.357,21	Elx and Crevillente
Parc Natural del Marjal Pego-Oliva	1.248,79	Oliva and Pego
Parc Natural de la Serra de Mariola	12.540,25	Agres, Alcoi, Alfafara, Banyeres de Mariola, Bocairent, Cocentaina and Muro de Alcoy
Parc Natural Puebla de San Miguel	6.376,45	Puebla de San Miguel, Casas Altas, Ademuz and Casas Bajas
Parc Natural Serra de Espada	31.180,00	Alfondeguilla, Algimia de Almonacid, Artana, Ayódar, Matet, Sueras, Tales, Vall de Almonacid, Alcudia de Veo, Ain, Almedijar, Azuébar, Chóvar, Esilda, Fuentes de Ayódar, Higueiras, Paviás, Torralba del Pinar and Villamalur
Parc Natural del Penyagolosa	1.094,45	Villahermosa del Río, Vistabella del Maestrat and Xodos
Paraje Natural del Desierto de las Palmas	3.089,69	Benicàssim, Cabanes, La Pobla Tornesa, Borriol and Castellón
Parc Natural de la Serra d'Irta	7.742,36	Alcalá de Xivert, Peñíscola and Santa Magdalena de Pulpis
Parc Natural de la Tinença de Benifassà	4.965,00	Castell de Cabres, la Pobla de Benifassà, Rosell and Vallibona
Parc Natural del Prat de Cabanes-Torreblanca	865,06	Cabanes and Torreblanca
Parc Natural de les Illes Columbretes	21,84	Castellón
Parc Natural de l'Albufera	21.008,41	Valencia, Silla, Sueca, Cullera, Albal, Beniparrell, Catarroja, Sedavi, Sollana, Alfafar, Massanassa, Algemesi and Albalat de la Ribera
Parc Natural Chera-Sot de Chera	6.451,17	Chera, Sot de Chera
Parc Natural de la Serra Calderona	18.079,46	Albalat dels Tarongers, Algimia de Alfara, Altura, Estivella, Gátova, Gilet, Marines, Nàquera, Olocau, Sagunt, Segart, Segorbe, Serra and Torres Torres
Parc Natural del Túria	4.607,07	Benaguasil, L'Eliana, Liria, Manises, Paterna, Pedralba, Quart de Poblet, Riba-Roja de Túria and Vilamarxant
Parc Natural Hoces del Cabriel	31.446,39	Villagordo del Cabriel, Venta del Moro, Requena

Source: Ministry of the Environment, Water, Urban Planning and Habitat.

1.3.3. Health and recreation

AREAS AND PROVINCES	Youth hostels and campsites		Health Tourism	
	Number	Bed-places	Thermalism	Other installations
PROVINCE OF ALICANTE	12	1.192	0	23
Benidorm	0	0	0	8
Alicante, Coast	6	797	0	12
Alicante, Inland	6	395	0	3
PROVINCE OF CASTELLON	7	822	2	10
Castellón, Coast	5	724	0	9
Castellón, Inland	2	98	2	1
PROVINCE OF VALENCIA	14	1.496	5	6
Valencia, City (*)	2	112	1	2
Valencia, Coast	1	94	0	3
Valencia, Inland	11	1.290	4	1
REG. OF VALENCIA	33	3.510	7	39

Source: Region of Valencia Tourist Board. Winsitur

* The data correspond to the number of hotels that have installations with beauty, relaxation and/or thalassotherapy services.

1.3.4. Blue Flags

MUNICIPALITIES AND PROVINCES	Beaches	Sports Marinas	MUNICIPALITIES AND PROVINCES	Beaches	Sports Marinas
ALICANTE					
Alacant	3	1	Guardamar Del Segura	3	0
Altea	2	1	Pilar De La Horadada	4	0
Benidorm	2	0	La Vila Joiosa	0	1
Benissa	1	1	L'Alfas Del Pi	1	0
Calp	3	1	Orihuela	6	1
Dénia	2	0	Santa Pola	4	1
El Campello	2	1	Teulada	3	0
Elx	3	0	Torrevieja	0	1
Finestrat	1	0	Xàbia	3	0
CASTELLON					
Alcalá De Xivert	3	1	Xilxes	2	0
Almenara	1	0	Moncofa	2	0
Benicarló	2	0	Orpesa	3	1
Benicassim	4	0	Peñíscola	1	0
Burriana	1	0	Torreblanca	2	0
Castelló De La Plana	2	0			
VALENCIA					
Bellreguard	1	0	Piles	1	0
Canet D'En Berenguer	1	0	Puçol	1	0
Cullera	5	0	Sagunt	1	0
Daimús	1	0	Tavernes De La Valldigna	1	0
Gandia	1	0	Valencia	5	0
Miramar	1	0	Xeraco	1	0
Oliva	2	0			

Source: Blue Flag International

1.4. CULTURE

1.4.1. Cultural Activity

AREAS AND PROVINCES	Museums and museum collections	Monuments and historical elements
ALICANTE PROVINCE	170	502
Benidorm	1	5
Alicante. Coast	77	220
Alicante. Inland	92	277
PROVINCE OF CASTELLON	90	294
Castellón. Coast	27	93
Castellón. Inland	63	201
PROVINCE OF VALENCIA	188	400
Valencia. City (*)	62	74
Valencia. Coast	25	40
Valencia. Inland	101	286
REG. OF VALENCIA	448	1.196

Source: Region of Valencia Tourist Board. Winsitur

1.5. OTHER INFORMATION

1.5.1. Demographics and territory

AREAS AND PROVINCES	Registered population	Surface area (Km2)	Density (Inhab/km2)	Forest surface area (Ha.)
ALICANTE PROVINCE	1.461.925	5.818	251	247.375,55
Benidorm	51.873	39	1.347	
Alicante, Coast	792.354	1.623	488	
Alicante, Inland	617.698	4.157	149	
PROVINCE OF CASTELLON	484.566	6.632	73	399.148,91
Castellón, Coast	292.688	917	319	
Castellón, Inland	191.878	5.715	34	
PROVINCE OF VALENCIA	2.216.285	10.806	205	568.552,76
Valencia, City (*)	738.441	135	5.486	
Valencia, Coast	294.665	581	507	
Valencia, Inland	1.183.179	10.091	117	
REG. OF VALENCIA	4.162.776	23.256	179	1.215.077,22

Source: 2001 Population Census, Region of Valencia Statistics Institute, Ministry of Agriculture and Ministry of the Environment, Water, Urban Planning and Habitat

1.5.2 Climate

	Average temperature			Number of hours of sunlight			Total precipitation in millimetres		
	Alicante Observatory	Castellon Observatory	Valencia Observatory	Alicante Observatory	Castellon Observatory	Valencia Observatory	Alicante Observatory	Castellon Observatory	Valencia Observatory
January	12,2	11,3	12,2	196	180	164	50,3	34,2	84,4
February	15,1	13,9	14,9	164	150	148	9,3	23,1	50,1
March	14,7	14,3	15,1	252	251	222	56,8	60,2	58,3
April	16,2	16,3	16,3	183	180	155	37,8	136,9	50,9
May	21,6	20,5	2,1	330	305	295	19,6	16,8	36,9
June	23,5	23,5	23,5	323	308	279	1,5	23,6	5,9
July	25,5	25,6	25,2	332	355	333	0,2	0,4	0
August	26,5	25,7	25,5	289	275	257	27,7	2,1	23,9
September	22,8	22,9	22,9	250	238	223	132	46,3	148
October	19,1	18,7	19,2	188	180	169	158,2	172,3	336,9
November	13,9	13,2	13,9	190	219	188	5,6	-0,3	0,3
December	12,6	11,4	12,7	190	181	162	13,5	92,8	45,7

Source: National Statistics Institute INE (Data for 2007)

2. Tourist Demand

2.1. OVERNIGHT STAYS

2.1.1. Total overnight stays in hotel establishments

AREAS AND PROVINCES	FOREIGNERS		SPANISH		TOTAL
	HOTELS	HOSTELS	HOTELS	HOSTELS	
ALICANTE PROVINCE	5.864.442	65.011	8.061.284	214.933	14.205.670
Benidorm	4.568.377	0	5.160.984	26.560	9.755.921
Alicante, Coast	1.179.378	54.358	2.527.528	123.663	3.884.927
Alicante, Inland	116.687	10.653	372.772	64.710	564.822
PROVINCE OF CASTELLON	467.698	12.246	2.887.315	57.122	3.424.381
Castellón, Coast	443.038	4.427	2.616.531	18.479	3.082.475
Castellón, Inland	24.660	7.819	270.784	38.643	341.906
PROVINCE OF VALENCIA	1.409.297	43.910	3.729.197	136.056	5.318.460
Valencia, City (*)	1.192.643	27.126	1.783.166	49.280	3.052.215
Valencia, Coast	95.376	3.372	1.293.669	23.310	1.415.727
Valencia, Inland	121.278	13.412	652.362	63.466	850.518
REG. OF VALENCIA	7.741.437	121.167	14.677.796	408.111	22.948.511
Total coast	6.286.169	62.157	11.598.712	192.012	18.139.050
Total inland	262.625	31.884	1.295.918	166.819	1.757.246

Source: Region of Valencia Tourist Board. TOURIST SURVEY.

(*) Considered as an area. See section on Statistics Sources.

2.1.2. Monthly overnight stays in hotel establishments by origin

AREAS AND PROVINCES	JANUARY		FEBRUARY		MARCH		APRIL		MAY		JUNE	
	Spanish	Foreigners	Spanish	Foreigners	Spanish	Foreigners	Spanish	Foreigners	Spanish	Foreigners	Spanish	Foreigners
PROVINCE OF ALICANTE	318.110	425.175	414.293	382.017	496.805	489.770	622.498	505.109	637.535	541.797	859.641	539.876
Benidorm	195.827	366.874	252.317	314.037	293.906	392.595	399.664	392.497	411.544	412.862	544.456	419.030
Alicante Coast	102.790	54.307	133.391	62.201	168.474	90.025	182.599	95.805	187.801	113.101	271.122	104.618
Alicante Inland	19.493	3.994	28.585	5.779	34.425	7.150	40.235	16.807	38.190	15.834	44.063	16.228
PROVINCE OF CASTELLON	63.473	12.126	127.717	23.235	221.525	34.950	214.443	36.762	220.635	44.121	315.340	85.073
Castellon Coast	53.392	10.523	107.095	20.773	197.000	27.017	185.552	34.753	195.302	42.017	285.877	83.015
Castellon Inland	10.081	1.603	20.622	2.462	24.525	7.933	28.891	2.009	25.333	2.104	29.463	2.058
PROVINCE OF VALENCIA	169.308	64.832	218.240	87.576	340.207	101.065	316.674	117.520	343.244	127.848	370.157	125.339
Valencia City (*)	97.293	52.918	113.888	72.760	174.965	85.150	159.545	93.226	153.802	109.361	166.773	106.327
Valencia Coast	42.089	6.145	63.785	7.466	97.221	4.803	103.251	6.412	118.536	8.358	143.069	7.857
Valencia Inland	29.926	5.769	40.567	7.350	68.021	11.112	53.878	17.882	70.906	10.129	60.315	11.155
REG. OF VALENCIA	550.891	502.133	760.250	492.828	1.058.537	625.785	1.153.615	659.391	1.201.414	713.766	1.545.138	750.288
Total coast	394.098	437.849	556.588	404.477	756.601	514.440	871.066	529.467	913.183	576.338	1.244.524	614.520
Total inland	59.500	11.366	89.774	15.591	126.971	26.195	123.004	36.698	134.429	28.067	133.841	29.441

(Continuation)

AREAS AND PROVINCES	JULY		AUGUST		SEPTEMBER		OCTOBER		NOVEMBER		DECEMBER	
	Spanish	Foreigners	Spanish	Foreigners	Spanish	Foreigners	Spanish	Foreigners	Spanish	Foreigners	Spanish	Foreigners
PROVINCE OF ALICANTE	1.135.231	636.365	1.403.484	540.073	821.176	617.981	623.167	533.977	520.905	391.278	423.372	326.035
Benidorm	683.441	458.146	821.824	356.672	536.342	460.718	438.334	424.270	332.235	312.488	277.654	258.188
Alicante Coast	410.288	167.804	537.529	168.810	246.238	145.680	145.407	98.707	148.534	70.970	117.018	61.708
Alicante Inland	41.502	10.415	44.131	14.591	38.596	11.583	39.426	11.000	40.136	7.820	28.700	6.139
PROVINCE OF CASTELLON	460.554	56.036	521.516	45.522	366.288	59.170	220.355	60.787	118.327	12.862	94.264	9.300
Castellon Coast	428.304	52.217	478.414	41.917	340.636	56.277	191.850	58.698	94.554	11.732	77.034	8.526
Castellon Inland	32.250	3.819	43.102	3.605	25.652	2.893	28.505	2.089	23.773	1.130	17.230	774
PROVINCE OF VALENCIA	438.042	140.219	486.051	199.297	355.532	173.117	313.006	135.034	295.479	100.422	219.313	80.938
Valencia City (*)	166.377	115.724	195.997	167.969	150.635	148.273	169.506	116.178	151.101	80.204	132.564	71.679
Valencia Coast	208.020	13.369	215.227	14.496	132.305	11.768	67.387	9.422	72.917	6.343	53.172	2.309
Valencia Inland	63.645	11.126	74.827	16.832	72.592	13.076	76.113	9.434	71.461	13.875	33.577	6.950
REG. OF VALENCIA	2.033.827	832.620	2.411.051	784.892	1.542.996	850.268	1.156.528	729.798	934.711	504.562	736.949	416.273
Total coast	1.730.053	691.536	2.052.994	581.895	1.255.521	674.443	842.978	591.097	648.240	401.533	524.878	330.731
Total inland	137.397	25.360	162.060	35.028	136.840	27.552	144.044	22.523	135.370	22.825	79.507	13.863

Source: Region of Valencia Tourist Board. TOURIST SURVEY.

(*) Considered as an area. See section on Statistics Sources.

2.1.3. Monthly overnight stays in hotels by origin

AREAS AND PROVINCES	JANUARY		FEBRUARY		MARCH		APRIL		MAY		JUNE	
	Spanish	Foreigners	Spanish	Foreigners	Spanish	Foreigners	Spanish	Foreigners	Spanish	Foreigners	Spanish	Foreigners
PROVINCE OF ALICANTE	307.730	422.552	402.992	379.137	483.427	485.220	605.689	499.156	617.385	534.666	837.905	534.631
Benidorm	194.138	366.874	251.159	314.037	292.503	392.595	397.425	392.497	408.312	412.862	541.748	419.030
Alicante Coast	97.715	52.194	127.746	59.836	162.158	86.574	173.285	91.548	176.924	107.238	257.875	100.098
Alicante Inland	15.877	3.484	24.087	5.264	28.766	6.051	34.979	15.111	32.149	14.566	38.282	15.503
PROVINCE OF CASTELLON	59.102	12.126	124.228	23.043	218.705	28.047	210.555	36.611	216.742	43.888	311.973	84.750
Castellon Coast	52.946	10.523	106.037	20.590	195.774	27.017	184.524	34.753	195.006	42.017	284.734	82.399
Castellon Inland	6.156	1.603	18.191	2.453	22.931	1.030	26.031	1.858	21.736	1.871	27.239	1.811
PROVINCE OF VALENCIA	161.134	62.269	209.159	85.044	328.461	98.475	307.893	114.897	331.190	124.784	355.715	121.863
Valencia City (*)	94.565	50.741	109.745	71.417	171.742	83.835	156.944	91.937	148.868	107.359	163.048	104.148
Valencia Coast	41.238	6.105	63.143	7.430	95.376	4.581	101.407	6.230	117.317	8.235	140.874	7.318
Valencia Inland	25.331	5.423	36.271	6.197	61.343	10.059	49.542	16.730	65.005	9.190	51.793	10.397
REG. OF VALENCIA	527.966	496.947	736.379	487.224	1.030.593	611.742	1.124.137	650.664	1.165.317	703.338	1.505.593	741.244
Total coast	386.037	435.696	548.085	401.893	745.811	510.767	856.641	525.028	897.559	570.352	1.225.231	609.385
Total inland	47.364	10.510	78.549	13.914	113.040	17.140	110.552	33.699	118.890	25.627	117.314	27.711

(Continuation)

AREAS AND PROVINCES	JULY		AUGUST		SEPTEMBER		OCTOBER		NOVEMBER		DECEMBER	
	Spanish	Foreigners	Spanish	Foreigners	Spanish	Foreigners	Spanish	Foreigners	Spanish	Foreigners	Spanish	Foreigners
PROVINCE OF ALICANTE	1.105.696	627.479	1.369.850	528.923	803.218	611.426	608.317	529.846	508.060	388.383	411.015	323.023
Benidorm	681.144	458.146	818.867	356.672	532.858	460.718	436.239	424.270	331.116	312.488	275.475	258.188
Alicante Coast	389.029	159.713	511.298	158.803	236.436	139.769	139.434	95.579	143.947	68.738	111.681	59.288
Alicante Inland	35.523	9.620	39.685	13.448	33.924	10.939	32.644	9.997	32.997	7.157	23.859	5.547
PROVINCE OF CASTELLON	453.221	55.535	505.207	42.105	362.056	58.905	216.928	60.723	116.653	12.745	91.945	9.220
Castellon Coast	424.919	51.716	471.966	38.620	338.889	56.051	191.335	58.634	94.117	11.732	76.284	8.446
Castellon Inland	28.302	3.819	33.241	3.485	23.167	2.854	25.593	2.089	22.536	1.013	15.661	774
PROVINCE OF VALENCIA	426.332	136.217	467.566	191.476	344.044	169.086	302.837	130.333	283.975	98.095	210.891	76.758
Valencia City (*)	162.962	112.939	188.414	162.616	147.088	145.886	164.893	112.653	146.239	79.261	128.658	69.851
Valencia Coast	204.377	12.909	208.866	13.473	129.760	11.324	66.515	9.255	72.236	6.235	52.560	2.281
Valencia Inland	58.993	10.369	70.286	15.387	67.196	11.876	71.429	8.425	65.500	12.599	29.673	4.626
REG. OF VALENCIA	1.985.249	819.231	2.342.623	762.504	1.509.318	839.417	1.128.082	720.902	908.688	499.223	713.851	409.001
Total coast	1.699.469	682.484	2.010.997	567.568	1.237.943	667.862	833.523	587.738	641.416	399.193	516.000	328.203
Total inland	122.818	23.808	143.212	32.320	124.287	25.669	129.666	20.511	121.033	20.769	69.193	10.947

Source: Region of Valencia Tourist Board. TOURIST SURVEY.

(*) Considered as an area. See section on Statistics Sources.

2.1.4. Monthly overnight stays in hostels by origin

AREAS AND PROVINCES	JANUARY		FEBRUARY		MARCH		APRIL		MAY		JUNE	
	Spanish	Foreigners	Spanish	Foreigners	Spanish	Foreigners	Spanish	Foreigners	Spanish	Foreigners	Spanish	Foreigners
PROVINCE OF ALICANTE	10.380	2.623	11.301	2.880	13.378	4.550	16.809	5.953	20.150	7.131	21.736	5.245
Benidorm	1.689	0	1.158	0	1.403	0	2.239	0	3.232	0	2.708	0
Alicante. Coast	5.075	2.113	5.645	2.365	6.316	3.451	9.314	4.257	10.877	5.863	13.247	4.520
Alicante. Inland	3.616	510	4.498	515	5.659	1.099	5.256	1.696	6.041	1.268	5.781	725
PROVINCE OF CASTELLON	4.371	0	3.489	192	2.820	6.903	3.888	151	3.893	233	3.367	323
Castellón. Coast	446	0	1.058	183	1.226	0	1.028	0	296	0	1.143	76
Castellón. Inland	3.925	0	2.431	9	1.594	6.903	2.860	151	3.597	233	2.224	247
PROVINCE OF VALENCIA	8.174	2.563	9.081	2.532	11.746	2.590	8.781	2.623	12.054	3.064	14.442	3.476
Valencia. City (*)	2.728	2.177	4.143	1.343	3.223	1.315	2.601	1.289	4.934	2.002	3.725	2.179
Valencia. Coast	851	40	642	36	1.845	222	1.844	182	1.219	123	2.195	539
Valencia. Inland	4.595	346	4.296	1.153	6.678	1.053	4.336	1.152	5.901	939	8.522	758
REG. OF VALENCIA	22.925	5.186	23.871	5.604	27.944	14.043	29.478	8.727	36.097	10.428	39.545	9.044
Total coast	8.061	2.153	8.503	2.584	10.790	3.673	14.425	4.439	15.624	5.986	19.293	5.135
Total inland	12.136	856	11.225	1.677	13.931	9.055	12.452	2.999	15.539	2.440	16.527	1.730

(Continuation)

AREAS AND PROVINCES	JULY		AUGUST		SEPTEMBER		OCTOBER		NOVEMBER		DECEMBER	
	Spanish	Foreigners	Spanish	Foreigners	Spanish	Foreigners	Spanish	Foreigners	Spanish	Foreigners	Spanish	Foreigners
PROVINCE OF ALICANTE	29.535	8.886	33.634	11.150	17.958	6.555	14.850	4.131	12.845	2.895	12.357	3.012
Benidorm	2.297	0	2.957	0	3.484	0	2.095	0	1.119	0	2.179	0
Alicante. Coast	21.259	8.091	26.231	10.007	9.802	5.911	5.973	3.128	4.587	2.232	5.337	2.420
Alicante. Inland	5.979	795	4.446	1.143	4.672	644	6.782	1.003	7.139	663	4.841	592
PROVINCE OF CASTELLON	7.333	501	16.309	3.417	4.232	265	3.427	64	1.674	117	2.319	80
Castellón. Coast	3.385	501	6.448	3.297	1.747	226	515	64	437	0	750	80
Castellón. Inland	3.948	0	9.861	120	2.485	39	2.912	0	1.237	117	1.569	0
PROVINCE OF VALENCIA	11.710	4.002	18.485	7.821	11.488	4.031	10.169	4.701	11.504	2.327	8.422	4.180
Valencia. City (*)	3.415	2.785	7.583	5.353	3.547	2.387	4.613	3.525	4.862	943	3.906	1.828
Valencia. Coast	3.643	460	6.361	1.023	2.545	444	872	167	681	108	612	28
Valencia. Inland	4.652	757	4.541	1.445	5.396	1.200	4.684	1.009	5.961	1.276	3.904	2.324
REG. OF VALENCIA	48.578	13.389	68.428	22.388	33.678	10.851	28.446	8.896	26.023	5.339	23.098	7.272
Total coast	30.584	9.052	41.997	14.327	17.578	6.581	9.455	3.359	6.824	2.340	8.878	2.528
Total inland	14.579	1.552	18.848	2.708	12.553	1.883	14.378	2.012	14.337	2.056	10.314	2.916

Source: Region of Valencia Tourist Board. TOURIST SURVEY.

(*) Considered as an area. See section on Statistics Sources.

2.1.5. Total overnight stays by foreign visitors, by origin

AREAS AND PROVINCES	Germany	Belgium	Netherlands	Scandinavia	France	Italy	U. Kingdom
PROVINCE OF ALICANTE	195.187	402.738	325.724	136.929	238.610	106.497	3.805.885
Benidorm	55.525	343.862	258.985	25.796	86.490	22.201	3.455.606
Alicante. Coast	128.951	56.854	59.255	102.322	138.770	69.457	333.235
Alicante. Inland	10.711	2.022	7.484	8.811	13.350	14.839	17.044
PROVINCE OF CASTELLON	52.819	19.527	35.693	19.414	132.659	32.178	39.277
Castellón. Coast	51.089	18.877	34.516	18.087	126.532	29.150	37.230
Castellón. Inland	1.730	650	1.177	1.327	6.127	3.028	2.047
PROVINCE OF VALENCIA	125.644	50.572	99.776	41.269	121.290	290.920	170.237
Valencia. City (*)	94.723	42.526	93.383	34.628	87.692	261.320	149.642
Valencia. Coast	18.278	5.727	3.116	3.942	16.962	8.088	9.245
Valencia. Inland	12.643	2.319	3.277	2.699	16.636	21.512	11.350
REG. OF VALENCIA	373.650	472.837	461.193	197.612	492.559	429.595	4.015.399
Total coast	253.843	425.320	355.872	150.147	368.754	128.896	3.835.316
Total inland	25.084	4.991	11.938	12.837	36.113	39.379	30.441

(Continuation)

AREAS AND PROVINCES	Portugal	Russia	Poland	Czech Rep.	Hungary	America	Rest of World
PROVINCE OF ALICANTE	227.637	67.516	21.606	9.686	3.105	78.494	309.814
Benidorm	204.820	27.091	5.796	2.475	961	9.546	69.208
Alicante. Coast	16.615	39.193	14.244	6.887	2.083	56.567	209.304
Alicante. Inland	6.202	1.232	1.566	324	61	12.381	31.302
PROVINCE OF CASTELLON	22.036	5.727	6.080	5.344	3.681	23.210	82.297
Castellón. Coast	570	203	260	119	120	1.614	13.514
Castellón. Inland	22.036	5.727	6.080	5.344	3.681	23.210	82.297
PROVINCE OF VALENCIA	34.698	19.022	13.663	5.511	2.468	137.715	340.440
Valencia. City (*)	24.175	17.076	9.338	4.120	2.281	121.500	277.362
Valencia. Coast	3.612	1.537	2.245	411	75	4.933	20.593
Valencia. Inland	6.911	409	2.080	980	112	11.282	42.485
REG. OF VALENCIA	284.371	92.265	41.349	20.541	9.254	239.419	732.551
Total coast	246.513	73.345	28.105	14.998	6.680	92.642	367.888
Total inland	13.683	1.844	3.906	1.423	293	25.277	87.301

Source: Region of Valencia Tourist Board. TOURIST SURVEY.

(*) Considered as an area. See section on Statistics Sources.

2.2. OCCUPANCY RATE

2.2.1. Average general occupancy rate. All year.

AREAS AND PROVINCES	TOTAL GENERAL	TOTAL HOTELS	TOTAL HOSTELS
PROVINCE OF ALICANTE	59,81	61,20	28,03
Benidorm	74,35	74,44	52,32
Alicante. Coast	44,95	46,37	27,44
Alicante. Inland	28,40	28,97	25,19
PROVINCE OF CASTELLON	54,46	57,00	17,24
Castellón. Coast	58,33	59,79	13,69
Castellón. Inland	34,08	38,46	19,77
PROVINCE OF VALENCIA	44,88	45,86	27,93
Valencia. City (*)	45,23	45,27	43,94
Valencia. Coast	52,50	53,61	25,31
Valencia. Inland	35,36	37,91	21,06
REG. OF VALENCIA	54,78	56,27	25,88
Total coast	60,98	62,16	26,14
Total inland	32,56	34,65	22,10

Source: Region of Valencia Tourist Board. TOURIST SURVEY.

(*) Considered as an area. See section on Statistics Sources.

2.2.2. Average occupancy rate in hotels. All year.

AREAS AND PROVINCES	GOLD STARS				
	1	2	3	4	5
PROVINCE OF ALICANTE	37,67	66,66	67,17	57,44	35,89
Benidorm		82,92	78,76	69,11	28,1
Alicante. Coast	37,67	49,15	48,73	46,22	39,94
Alicante. Inland	30,31	25,96	23,19	34,45	0
PROVINCE OF CASTELLON	28,58	38,1	57,83	68,84	40,95
Castellón. Coast	30,63	34,97	60,24	70,36	40,95
Castellón. Inland	22,62	44,02	43,3	18,5	0
PROVINCE OF VALENCIA	40,82	37,59	52,8	43,7	41,75
Valencia. City (*)	34,02	40,02	52,96	43,09	43,89
Valencia. Coast	26,5	36,75	66,37	49,6	36,75
Valencia. Inland	51,65	35,49	37,91	32,89	27,93
REG. OF VALENCIA	36,32	54,78	62,54	54,88	38,98
Total coast	35,71	63,39	67,91	60,94	36,51
Total inland	38,27	34,97	34,61	32,95	27,93

Source: Region of Valencia Tourist Board. TOURIST SURVEY.

(*) Considered as an area. See section on Statistics Sources.

2.2.3. Monthly occupancy rate in hotel establishments

AREAS AND PROVINCES	January	February	March	April	May	June
ALICANTE PROVINCE	40,56	46,85	49,95	56,02	56,35	68,3
Benidorm	56,23	61,87	64,92	71,69	71,23	84,45
Alicante. Coast	23,09	30,96	34,64	37,53	39,39	50,58
Alicante. Inland	15,5	22,56	24,29	34,33	31,49	36,51
PROVINCE OF CASTELLON	24,27	39,79	52,87	43,73	43,85	63,38
Castellón. Coast	25,72	41,66	55,65	44,57	45,54	67,74
Castellón. Inland	18,54	31,87	39,35	38,56	33,2	36,15
PROVINCE OF VALENCIA	25,14	34,91	44,16	44,6	45,59	49,13
Valencia. City (*)	26,27	35,9	45,17	45,83	46,18	49,03
Valencia. Coast	26,28	38,36	46,88	50,77	50,74	60,13
Valencia. Inland	20,28	28,12	38,45	34,83	37,98	35,62
REG. OF VALENCIA	34,24	42,41	48,69	50,91	51,35	62,22
Total coast	39,37	47,11	52,44	54,77	55,32	69,38
Total inland	18,15	26,66	33,34	35,31	34,75	36,05

(Continuation)

AREAS AND PROVINCES	July	August	September	October	November	December
ALICANTE PROVINCE	82,14	90,24	69,74	56,89	49,91	40,4
Benidorm	94,89	97,95	86,48	75,63	63,43	52,11
Alicante. Coast	73,99	90,41	52,62	33,86	33,83	27,14
Alicante. Inland	30,12	34,67	30,25	29,21	29,5	20,75
PROVINCE OF CASTELLON	75,73	82,11	64,92	53,08	35,03	28
Castellón. Coast	82,58	88,21	71,25	55,91	36,24	28,86
Castellón. Inland	35,99	46,39	29,03	37,51	30,66	24,54
PROVINCE OF VALENCIA	54,96	65,08	51,98	44,62	41,39	31,77
Valencia. City (*)	49,02	63,25	53,72	49,76	41,96	35,88
Valencia. Coast	82,64	85,75	56,53	35,14	39,54	30,34
Valencia. Inland	35,83	43,71	41,66	40,46	41,64	21
REG. OF VALENCIA	73,67	82	64,06	52,87	45,56	36,38
Total coast	85,44	92,71	71,22	56,72	48,62	39,5
Total inland	33,82	41,08	34,99	35,77	35,26	21,5

Source: Region of Valencia Tourist Board TOURIST SURVEY

(*) Considered as an area. Consult section of Statistical Sources

2.2.4. Monthly occupancy rate in hotels

AREAS AND PROVINCES	January	February	March	April	May	June
ALICANTE PROVINCE	41,68	48,08	51,29	57,35	57,51	69,91
Benidorm	56,28	61,98	65,07	71,78	71,23	84,54
Alicante. Coast	23,82	32	35,96	38,61	40,33	52,18
Alicante. Inland	15,37	22,8	24,16	35,78	32,08	38,16
PROVINCE OF CASTELLON	25,1	41,61	54,31	45,9	45,85	66,33
Castellón. Coast	26,59	42,54	57,08	46,01	46,98	69,48
Castellón. Inland	17,18	36,67	37,43	45,06	36,92	42,13
PROVINCE OF VALENCIA	25,3	35,4	45,12	45,94	46,61	50,03
Valencia. City (*)	26,03	35,72	45,58	46,36	46,19	49,27
Valencia. Coast	26,84	39,36	47,86	52,04	52,18	61,42
Valencia. Inland	20,74	29,36	40,43	37,53	40,55	36,36
REG. OF VALENCIA	35,11	43,51	49,93	52,43	52,64	63,9
Total coast	40,26	48,1	53,61	55,94	56,4	70,76
Total inland	18,12	28,05	33,84	38,11	36,82	38,07

(**) Data corrected on 12/07/2010

(Continuation)

AREAS AND PROVINCES	July	August	September	October	November	December
ALICANTE PROVINCE	83,98	92,05	71,58	58,23	51,06	41,22
Benidorm	95,06	98,08	86,51	75,71	63,55	52,09
Alicante. Coast	76,37	93,26	54,84	35,07	35,18	27,9
Alicante. Inland	30,74	36,48	31,63	28,85	29,02	20,48
PROVINCE OF CASTELLON	79,82	84,97	68,58	55,23	37,21	29,52
Castellón. Coast	84,93	89,97	73,08	56,94	37,21	29,44
Castellón. Inland	42,17	47,93	35,48	43,45	37,22	29,97
PROVINCE OF VALENCIA	56,6	66,25	53,42	45,71	42,24	32,3
Valencia. City (*)	49,24	62,65	54,03	49,61	41,99	35,8
Valencia. Coast	84,6	86,57	57,63	36,17	40,44	31,19
Valencia. Inland	39,25	48,21	45,56	44,67	44,99	21,43
REG. OF VALENCIA	75,9	83,89	66,15	54,3	46,81	37,26
Total coast	87,09	94,06	72,75	57,89	49,65	40,18
Total inland	36,68	43,88	38,57	38,48	37,79	22,36

Source: Region of Valencia Tourist Board TOURIST SURVEY

(*) Considered as an area. Consult section of Statistical Sources

2.2.5. Monthly occupancy rate in hostels

AREAS AND PROVINCES	January	February	March	April	May	June
ALICANTE PROVINCE	16,14	19,5	20,79	26,31	30,36	31,51
Benidorm	43,59	33,09	30,37	50,09	69,97	60,58
Alicante. Coast	14,06	17,57	17,9	24,29	28,23	31,2
Alicante. Inland	16,16	21,21	24,97	26,54	28,17	26,87
PROVINCE OF CASTELLON	15,77	14,49	31,6	11,25	11,71	10,96
Castellón. Coast	4,52	13,39	9,97	5,82	1,79	7,91
Castellón. Inland	21,98	15,13	45,99	16,51	20,47	13,55
PROVINCE OF VALENCIA	22,21	25,87	26,98	21,44	27,51	33,2
Valencia. City (*)	36,11	43,16	30	26,57	45,85	40,33
Valencia. Coast	12,55	10,57	23,56	22,14	14,19	28,04
Valencia. Inland	17,86	21,15	26,45	18,67	22,51	31,37
REG. OF VALENCIA	17,95	20,61	24,68	21,75	25,84	28,05
Total coast	14,19	17,12	18,03	21,65	24,04	28,21
Total inland	18,28	19,69	30,74	20,93	23,96	25,35

(Continuation)

AREAS AND PROVINCES	July	August	September	October	November	December
ALICANTE PROVINCE	41,34	49,17	28,08	23,86	21,82	20,75
Benidorm	49,73	64,02	77,94	54,06	29,84	56,23
Alicante. Coast	46,75	57,73	26,71	17,89	15,43	16,91
Alicante. Inland	26,52	23,6	22,15	31,39	32,27	22,33
PROVINCE OF CASTELLON	17,52	42,48	10,81	12,94	6,69	8,82
Castellón. Coast	18,82	43,54	11,86	6,35	4,95	9,58
Castellón. Inland	16,41	41,49	10,11	16,31	7,55	8,46
PROVINCE OF VALENCIA	27	45,21	27,55	26,31	26,6	23,06
Valencia. City (*)	40,98	85,51	41,83	55,38	40,82	39,02
Valencia. Coast	37,07	66,72	29,74	11,41	12,29	9,05
Valencia. Inland	16,91	18,71	20,55	17,41	23,08	18,94
REG. OF VALENCIA	31,64	46,41	24,04	22,91	20,79	19,48
Total coast	39,99	55,85	26,85	17,56	14,50	17,42
Total inland	19,77	27,04	17,81	21,75	22,31	17,46

Source: Region of Valencia Tourist Board TOURIST SURVEY

(*) Considered as an area. Consult section of Statistical Sources

STATISTICAL SERIES

FOREIGN TOURISTS BY DESTINATION

Year	Region of Valencia	Spain
1997	3,635,988	37,131,482
1998	3,903,299	41,892,265
1999	4,129,170	45,440,365
2000	4,235,612	46,402,926
2001	4,388,402	48,565,343
2002	4,702,416	50,330,624
2003	4,823,299	50,853,815
2004	4,880,765	52,429,832
2005	5,401,710	55,913,777
2006	5,577,615	58,004,462
2007	5,713,179	58,665,504
2008	5,714,639	57,212,899
2009	5,108,887	52,235,377

Source: IET. Frontur. 2009 Provisional data.

Note: With regard to the previous edition, data were revised for the year 1997.

FOREIGN OVERNIGHT STAYS BY DESTINATION

Year	Region of Valencia	Spain
2004	66,764,973	503,656,935
2005	65,453,128	522,134,666
2006	68,307,409	533,238,082
2007	71,276,288	542,993,204
2008	73,013,616	556,067,957
2009	62,145,787	504,353,637

Source: IET. Egatur. 2009 Provisional data.

Note: With regard to the previous edition, data were revised for the year 2007

TOTAL EXPENDITURES BY FOREIGNERS ACCORDING TO DESTINATION

Year	Region of Valencia	Spain
2004	4,025	43,758
2005	4,112	46,005
2006	4,334	48,243
2007	4,747	51,298
2008	4,781	51,706
2009	4,102	48,242

Source: IET. Egatur. 2009 Provisional data.

Figures in million of Euros

Note: With regard to the previous edition, data were revised for the year 2007

TRIPS BY SPANISH RESIDENTS ACCORDING TO DESTINATION

Year	Region of Valencia	Spain
2004	16,815,369	152,351,633
2005	17,670,891	157,005,360
2006	17,204,867	154,968,365
2007	15,717,548	146,781,703
2008*	17,787,698	160,007,871
2009	18,161,239	159,047,823

Source: IET. Familitur (*) The 2008 data were revised monthly during 2009 by incorporating the results of the broadening of the sample made in December 2007, and coinciding with the publication of data broken down for Ceuta and Melilla, which signifies a break in the series.

OVERNIGHT STAYS BY SPANISH RESIDENTS ACCORDING TO DESTINATION

Year	Region of Valencia	Spain
2005	87,560,091	686,164,623
2006	91,903,232	653,919,225
2007	86,921,725	660,186,882
2008*	89,613,249	684,574,730
2009	90,688,608	684,574,730

Source: IET. Familitur (*)The 2008 data were revised monthly during 2009 by incorporating the results of the broadening of the sample made in December 2007, and coinciding with the publication of data broken down for Ceuta and Melilla, which signifies a break in the series.

WEEKEND TRIPS OF SPANISH RESIDENTS BY DESTINATION

Year	Region of Valencia	Spain
2005	7,579,269	69,531,883
2006	7,410,687	74,935,095
2007	6,707,387	69,009,694
2008*	9,384,000	n.s.
2009	9,384,033	82,975,872

Source: IET. Familitur(*) The 2008 data were revised monthly during 2009 by incorporating the results of the broadening of the sample made in December 2007, and coinciding with the publication of data broken down for Ceuta and Melilla, which signifies a break in the series. (n.s. – not specified)

WEEKEND OVERNIGHT STAYS OF SPANISH RESIDENTS BY DESTINATION

Year	Region of Valencia	Spain
2005	13,681,472	124,226,280
2006	14,265,902	142,523,572
2007	13,686,917	135,228,055
2008*	17,928,907	n.s.
2009	17,910,978	158,443,277

Source: IET. Familitur (*) The 2008 data were revised monthly during 2009 by incorporating the results of the broadening of the sample made in December 2007, and coinciding with the publication of data broken down for Ceuta and Melilla, which signifies a break in the series.

SUMMER VACATION TRIPS OF SPANISH RESIDENTS BY DESTINATION

Year	Region of Valencia	Spain
2005	3,253,322	18,894,676
2006	3,200,131	17,169,650
2007	3,106,233	17,728,441
2008*	2,878,938	n.s.
2009	3,094,858	17,392,731

Source: IET. Familitur (*) The 2008 data were revised monthly during 2009 by incorporating the results of the broadening of the sample made in December 2007, and coinciding with the publication of data broken down for Ceuta and Melilla, which signifies a break in the series.

SUMMER VACATION OVERNIGHT STAYS OF SPANISH RESIDENTS BY DESTINATION

Year	Region of Valencia	Spain
2005	44,459,509	237,153,210
2006	46,694,014	241,434,350
2007	46,607,994	259,650,764
2008*	45,802,611	n.s.
2009	45,344,585	250,905,980

Source: IET. Familitur (*) The 2008 data were revised monthly during 2009 by incorporating the results of the broadening of the sample made in December 2007, and coinciding with the publication of data broken down for Ceuta and Melilla, which signifies a break in the series.

TRIPS OF RESIDENTS OF VALENCIA BY DESTINATION

Year	Total destinations	Internal	Issuer	Destination Reg. of Val.
2005	17,003,255	15,788,792	1,214,463	9,025,524
2006	14,825,379	13,891,634	933,745	7,912,146
2007	14,940,070	14,054,293	885,777	7,585,530
2008*	18,030,192	17,333,348	696,844	10,129,421
2009	18,454,649	17,310,406	1,144,243	10,696,326

Source: IET. Familitur. (*) Revised. Break in the series.

OVERNIGHT STAYS OF RESIDENTS OF VALENCIA BY DESTINATION

Year	Total destinations	Internal	Issuer	Destination Reg. of Val.
2005	78,203,573	65,202,461	13,001,113	33,121,845
2006	65,843,472	57,310,449	8,533,023	30,611,376
2007	70,220,540	61,152,110	9,068,430	31,399,797
2008*	80,703,071	71,253,190	9,449,881	39,620,308
2009	80,703,071	69,760,109	10,942,962	39,263,725

Source: IET. Familitur (*) Revised. Break in the series.

TRAVELLERS IN HOTEL ESTABLISHMENTS IN THE REGION OF VALENCIA

Year	Total travellers	Residents of Spain	Residents of other countries
1999	5,028,772	3,252,923	1,774,162
2000	5,141,154	3,400,694	1,739,257
2001	5,518,069	3,747,819	1,769,638
2002	5,551,826	3,727,364	1,823,545
2003	6,457,226	4,373,196	2,083,228
2004	6,703,485	4,722,180	1,981,736
2005	7,269,754	4,997,243	2,272,119
2006	7,685,130	5,293,639	2,391,491
2007	7,781,380	5,328,966	2,452,414
2008	7,281,597	4,829,380	2,452,220
2009	6,973,035	4,826,224	2,146,811

Source: INE. Linked series. 2009 provisional.

TRAVELLERS IN HOTEL ESTABLISHMENTS IN SPAIN

Year	Total travellers	Residents of Spain	Residents of other countries
1999	64,204,139	34,340,336	29,966,760
2000	64,964,190	34,711,190	30,358,430
2001	65,645,562	35,531,422	30,204,645
2002	65,606,671	35,926,595	29,755,902
2003	68,524,420	38,113,691	30,469,219
2004	73,236,412	42,357,539	30,884,355
2005	77,398,148	44,938,152	32,459,689
2006	89,893,568	51,353,528	38,569,186
2007	84,423,433	48,640,688	35,782,745
2008	83,161,233	47,295,602	35,867,699
2009	77,640,072	45,324,897	32,315,175

Source: INE. Linked series. 2009 provisional.

OVERNIGHT STAYS IN HOTEL ESTABLISHMENTS IN THE REGION OF VALENCIA

Year	Total overnight stays	Residents of Spain	Residents of other countries
1999	19,066,949	10,193,214	8,857,852
2000	20,009,761	10,919,341	9,076,318
2001	20,446,412	11,871,303	8,568,944
2002	20,429,691	11,708,894	8,712,873
2003	21,530,948	12,950,764	8,578,889
2004	21,581,670	13,256,323	8,327,226
2005	23,254,273	14,071,392	9,198,001
2006	25,052,423	15,418,995	9,633,425
2007	25,736,732	16,140,466	9,596,264
2008	24,531,982	14,780,637	9,751,345
2009	23,628,351	15,025,008	8,603,343

Source: INE. Linked series. 2009 provisional.

OVERNIGHT STAYS IN HOTEL ESTABLISHMENTS IN SPAIN

Year	Total overnight stays	Residents of Spain	Residents of other countries
1999	235,618,061	82,752,111	153,091,173
2000	232,147,183	84,659,212	147,673,265
2001	233,719,062	86,566,990	147,322,990
2002	227,457,309	88,046,734	139,532,419
2003	233,186,929	92,693,880	140,589,511
2004	239,867,173	101,576,011	138,317,461
2005	251,048,156	108,512,433	142,537,463
2006	267,027,858	115,088,253	151,939,606
2007	271,689,482	116,596,705	155,092,776
2008	269,712,903	113,434,531	156,254,202
2009	251,904,459	109,839,818	142,064,641

Source: INE. Linked series. 2009 provisional.

TRAVELLERS IN TOURIST APARTMENTS IN THE REGION OF VALENCIA

Year	Total travellers	Residents of Spain	Residents of other countries
2000	745,585	334,772	410,813
2001	786,999	360,136	426,866
2002	792,422	340,496	451,927
2003	730,131	338,533	391,596
2004	860,648	381,808	478,840
2005	812,200	384,760	427,439
2006	882,658	425,704	456,956
2007	869,220	448,068	421,150
2008	832,028	406,242	425,784
2009	780,418	405,590	374,828

Source: INE. 2009 provisional.

TRAVELLERS IN TOURIST APARTMENTS IN SPAIN

Year	Total travellers	Residents of Spain	Residents of other countries
2000	9,495,878	1,650,680	7,845,199
2001	8,979,008	1,691,555	7,287,452
2002	8,872,506	1,747,553	7,124,952
2003	8,866,115	1,978,575	6,887,541
2004	8,475,219	2,124,490	6,350,730
2005	8,386,828	2,288,083	6,098,745
2006	8,940,262	2,603,263	6,336,997
2007	8,611,540	2,734,187	5,877,354
2008	8,272,159	2,627,253	5,644,906
2009	7,635,063	2,646,947	4,988,115

Source: INE. 2009 provisional

OVERNIGHT STAYS IN TOURIST APARTMENTS IN THE REGION OF VALENCIA

Year	Total overnight stays	Residents of Spain	Residents of other countries
2000	8,057,089	3,301,465	4,755,624
2001	8,013,628	3,340,587	4,673,041
2002	8,013,187	3,358,530	4,654,657
2003	7,691,684	3,272,901	4,418,783
2004	8,716,276	3,527,172	5,189,104
2005	8,191,383	3,573,724	4,617,659
2006	8,437,084	3,758,041	4,679,043
2007	8,327,676	3,924,569	4,403,107
2008	7,748,841	3,512,962	4,235,879
2009	6,726,646	3,174,340	3,552,305

Source: INE. 2009 provisional

OVERNIGHT STAYS IN TOURIST APARTMENTS IN SPAIN

Year	Total overnight stays	Residents of Spain	Residents of other countries
2000	89,394,561	11,446,069	77,948,492
2001	85,646,254	11,344,197	74,302,057
2002	80,953,867	11,759,435	69,194,431
2003	78,788,630	12,816,026	65,972,604
2004	73,660,708	13,916,455	59,744,253
2005	70,266,523	14,854,939	55,411,585
2006	72,514,309	16,134,371	56,379,938
2007	70,667,472	16,556,709	54,110,764
2008	68,349,031	15,848,529	52,500,501
2009	58,929,029	14,784,102	44,144,928

Source: INE. 2009 provisional

TRAVELLERS IN CAMPSITES IN THE REGION OF VALENCIA

Year	Total travellers	Residents of Spain	Residents of other countries
1999	532,310	373,273	159,037
2000	590,305	423,995	166,310
2001	606,848	440,659	166,189
2002	602,771	410,192	192,579
2003	635,321	444,085	191,236
2004	636,133	448,101	188,032
2005	623,170	431,555	191,616
2006	614,281	428,689	185,592
2007	630,761	445,868	184,893
2008	608,332	417,718	190,615
2009	590,466	417,366	173,101

Source: INE. 2009 provisional

TRAVELLERS IN CAMPSITES IN SPAIN

Year	Total travellers	Residents of Spain	Residents of other countries
1999	5,198,839	3,485,480	1,713,359
2000	5,580,117	3,736,230	1,843,887
2001	6,058,349	4,104,445	1,953,904
2002	6,020,079	3,857,891	2,162,187
2003	7,032,588	4,669,808	2,362,780
2004	6,673,924	4,513,264	2,160,660
2005	6,556,150	4,491,350	2,064,800
2006	6,619,748	4,499,374	2,120,373
2007	6,457,106	4,346,149	2,110,957
2008	6,260,899	4,198,574	2,062,327
2009	6,230,311	4,273,959	1,956,354

Source: INE. 2009 provisional.

OVERNIGHT STAYS IN CAMPSITES IN THE REGION OF VALENCIA

Year	Total overnight stays	Residents of Spain	Residents of other countries
1999	3,908,067	1,935,211	1,972,856
2000	4,428,232	2,191,209	2,237,023
2001	4,971,561	2,414,337	2,557,223
2002	4,854,518	2,224,568	2,629,950
2003	4,999,237	2,156,645	2,842,592
2004	5,114,645	2,168,372	2,946,273
2005	5,207,618	2,230,386	2,977,232
2006	5,179,075	2,173,519	3,005,556
2007	5,306,656	2,184,981	3,121,675
2008	5,456,587	2,133,341	3,323,246
2009	5,329,589	2,041,013	3,288,576

Source: INE. Linked series. 2009 provisional

OVERNIGHT STAYS IN CAMPSITES IN SPAIN

Year	Total overnight stays	Residents of Spain	Residents of other countries
1999	25.762.552	14.374.145	11.388.407
2000	28.059.845	15.873.381	12.186.464
2001	30.600.742	16.881.229	13.719.513
2002	31.272.685	16.277.082	14.995.603
2003	31.115.203	16.852.264	14.262.939
2004	30.418.990	16.685.367	13.733.623
2005	31.182.401	17.055.156	14.127.245
2006	31.922.173	17.478.871	14.443.301
2007	31.334.732	16.840.814	14.493.917
2008	31.070.450	16.529.996	14.540.454
2009	30.663.647	16.724.590	13.939.058

Source: INE. Linked series. 2009 provisional

TRAVELLERS AND OVERNIGHT STAYS IN RURAL ACCOMMODATIONS IN THE REGION OF VALENCIA

Year	Total travellers	Total overnight stays
2001	56,318	164,846
2002	61,170	193,394
2003	78,342	236,737
2004	115,049	371,773
2005	116,418	387,941
2006	134,305	404,740
2007	137,900	416,109
2008	120,277	367,899
2009	119,789	370,289

Source: INE. Linked series. 2009 provisional

Note: in 2004 an update of the directories was carried out.

TRAVELLERS AND OVERNIGHT STAYS IN RURAL ACCOMMODATIONS IN SPAIN

Year	Total travellers	Total overnight stays
2001	1,210,891	3,660,815
2002	1,370,369	4,104,680
2003	1,467,539	4,476,140
2004	1,754,360	5,492,516
2005	1,982,902	6,306,329
2006	2,425,429	7,438,383
2007	2,645,237	7,938,623
2008	2,630,188	7,880,937
2009	2,708,584	7,901,745

Source: INE. Linked series. 2009 provisional

OVERNIGHT STAYS IN HOTEL ESTABLISHMENTS BY TOURIST AREAS

Year	Benidorm			Coastal area of Alicante			Inland area of Alicante		
	Res. of Other Countries	Res. of Spain	TOTAL	Res. of Other Countries	Res. of Spain	TOTAL	Res. of Other Countries	Res. of Spain	TOTAL
1998	6,400,629	3,625,387	10,026,016	770,263	1,944,952	2,715,215	57,560	244,539	302,099
1999	6,730,896	3,678,276	10,409,172	892,488	2,222,488	3,114,976	63,656	274,867	338,523
2000	6,328,061	4,189,318	10,517,379	884,060	2,363,236	3,247,296	74,455	321,355	395,810
2001	6,446,925	4,001,924	10,448,849	944,509	2,380,300	3,324,809	68,699	331,584	400,283
2002	6,375,163	3,839,881	10,215,044	977,873	2,264,770	3,242,643	75,305	347,517	422,822
2003	6,530,013	3,999,570	10,529,583	1,015,491	2,477,664	3,493,155	99,003	381,554	480,557
2004	6,112,896	4,492,490	10,605,386	1,039,645	2,581,034	3,620,679	100,123	382,851	482,974
2005	5,770,641	4,703,113	10,473,754	1,129,863	2,628,948	3,758,811	121,389	423,962	545,351
2006	5,858,346	5,210,678	11,069,024	1,150,258	2,847,388	3,997,646	120,769	513,191	633,960
2007	6,311,021	4,830,238	11,141,259	1,162,693	2,829,442	3,992,135	129,243	542,945	672,188
2008	5,820,996	4,841,261	10,662,257	1,308,371	2,543,684	3,852,055	133,872	459,665	593,537
2009	4,568,377	5,187,544	9,755,921	1,233,736	2,651,191	3,884,927	127,340	437,482	564,822

Source: Region of Valencia Tourist Board. Tourism Survey

Year	Province of Alicante		
	Res. of Other Countries	Res. of Spain	TOTAL
1998	7,228,452	5,814,878	13,043,330
1999	7,687,040	6,175,631	13,862,671
2000	7,286,576	6,873,909	14,160,485
2001	7,460,133	6,713,808	14,173,941
2002	7,428,341	6,452,168	13,880,509
2003	7,644,507	6,858,788	14,503,295
2004	7,252,664	7,456,375	14,709,039
2005	7,021,893	7,756,023	14,777,916
2006	7,129,373	8,571,257	15,700,630
2007	7,602,957	8,202,625	15,805,582
2008	7,263,239	7,844,610	15,107,849
2009	5,929,453	8,276,217	14,205,670

Source: Region of Valencia Tourist Board. Tourism Survey

Year	Coastal area of Castellon			Inland area of Castellon		
	Res. of Other Countries	Res. of Spain	TOTAL	Res. of Other Countries	Res. of Spain	TOTAL
1998	427,159	1,564,873	1,992,032	30,429	186,229	216,658
1999	464,434	1,547,158	2,011,592	25,970	244,611	270,581
2000	467,787	1,461,373	1,929,160	36,879	231,388	268,267
2001	412,727	1,602,936	2,015,663	40,836	271,578	312,414
2002	522,907	1,810,895	2,333,802	42,819	300,402	343,221
2003	507,695	2,095,797	2,603,492	42,053	298,137	340,190
2004	511,766	2,173,812	2,685,578	44,461	328,041	372,502
2005	543,560	2,266,830	2,810,390	41,078	351,247	392,325
2006	563,596	2,425,622	2,989,218	36,375	399,937	436,312
2007	601,702	2,400,916	3,002,618	43,931	387,787	431,718
2008	565,804	2,416,848	2,982,652	39,394	348,316	387,710
2009	447,465	2,635,010	3,082,475	32,479	309,427	341,906

Source: Region of Valencia Tourist Board. Tourism Survey

Year	Province of Castellon		
	Res. of Other Countries	Res. of Spain	TOTAL
1998	457,588	1,751,102	2,208,690
1999	490,404	1,791,769	2,282,173
2000	504,666	1,692,761	2,197,427
2001	453,563	1,874,514	2,328,077
2002	565,726	2,111,297	2,677,023
2003	549,748	2,393,934	2,943,682
2004	556,227	2,501,853	3,058,080
2005	584,638	2,618,077	3,202,715
2006	599,971	2,825,559	3,425,530
2007	645,633	2,788,703	3,434,336
2008	605,198	2,765,164	3,370,362
2009	479,944	2,944,437	3,424,381

Source: Region of Valencia Tourist Board. Tourism Survey

Year	City of Valencia			Coastal area of Valencia			Inland area of Valencia		
	Res. of Other Countries	Res. of Spain	TOTAL	Res. of Other Countries	Res. of Spain	TOTAL	Res. of Other Countries	Res. of Spain	TOTAL
1998	302,989	756,943	1,059,932	195,538	783,597	979,135	35,444	317,530	352,974
1999	378,006	877,340	1,255,346	144,617	925,398	1,070,015	33,781	346,172	379,953
2000	463,366	895,331	1,358,697	194,178	1,016,653	1,210,831	48,758	397,907	446,665
2001	469,015	1,073,301	1,542,316	274,796	1,042,709	1,317,505	63,441	477,134	540,575
2002	480,093	1,087,084	1,567,177	210,601	1,089,062	1,299,663	78,832	515,052	593,884
2003	549,999	1,373,780	1,923,779	174,929	1,269,812	1,444,741	67,189	575,824	643,013
2004	615,499	1,432,851	2,048,350	200,818	1,160,268	1,361,086	76,737	588,000	664,737
2005	847,631	1,513,009	2,360,640	174,675	1,325,452	1,500,127	124,294	693,459	817,753
2006	1,058,554	1,750,566	2,809,120	177,151	1,391,439	1,568,590	124,558	787,112	911,670
2007	1,328,567	1,843,539	3,172,106	161,936	1,411,372	1,573,308	147,802	864,638	1,012,440
2008	1,383,030	1,755,541	3,138,571	157,045	1,397,424	1,554,469	156,552	839,732	996,284
2009	1,219,769	1,832,446	3,052,215	98,748	1,316,979	1,415,727	134,690	715,828	850,518

Source: Region of Valencia Tourist Board. Tourism Survey

Year	Province of Valencia		
	Res. of Other Countries	Res. of Spain	TOTAL
1998	533,971	1,858,070	2,392,041
1999	556,404	2,148,910	2,705,314
2000	706,302	2,309,891	3,016,193
2001	807,252	2,593,144	3,400,396
2002	769,526	2,691,198	3,460,724
2003	792,117	3,219,416	4,011,533
2004	893,054	3,181,119	4,074,173
2005	1,146,600	3,531,920	4,678,520
2006	1,360,263	3,929,117	5,289,380
2007	1,638,305	4,119,549	5,757,854
2008	1,696,627	3,992,697	5,689,324
2009	1,453,207	3,865,253	5,318,460

Source: Region of Valencia Tourist Board. Tourism Survey

Year	Region of Valencia		
	Res. of Other Countries	Res. of Spain	TOTAL
1998	8,220,011	9,424,050	17,644,061
1999	8,733,848	10,116,310	18,850,158
2000	8,497,544	10,876,561	19,374,105
2001	8,720,948	11,181,466	19,902,414
2002	8,763,593	11,254,663	20,018,256
2003	8,986,372	12,472,138	21,458,510
2004	8,701,945	13,139,347	21,841,292
2005	8,753,131	13,906,020	22,659,151
2006	9,089,607	15,325,933	24,415,540
2007	9,886,895	15,110,877	24,997,772
2008	9,565,064	14,602,471	24,167,535
2009	7,862,604	15,085,907	22,948,511

Source: Region of Valencia Tourist Board. Tourism Survey

AVERAGE OCCUPANCY RATE IN HOTEL ESTABLISHMENTS BY TOURIST AREAS

Areas and Provinces	1998	1999	2000	2001	2002	2003
Benidorm	93.61	94.36	94.17	93.34	88.07	85.48
Alicante Coast	56	59.03	62.02	61.77	54.77	53.07
Alicante Inland	44.51	45.25	45.53	44.1	42.7	43.36
Alicante	80.33	81.28	81.97	81.07	74.99	72.48
Castellon Coast	59.15	58.69	56.5	56.44	58.85	60.63
Castellon Inland	34	45.06	38.53	40.43	43.96	42.83
Castellon	55.15	56.66	53.46	53.59	56.4	57.85
City of Valencia	38.18	44.48	47.33	49.27	43.05	47.71
Valencia Coast	57.36	59.93	60.22	60.74	56.63	61.63
Valencia Inland	38.65	41.48	42.38	44.32	41.34	41.95
Valencia	44.33	48.98	50.82	52.16	46.95	50.72
Reg. of Valencia	68.82	70.84	70.92	70.21	65.36	65.01
Reg. of Val. Coast	76.15	77.16	77.44	76.65	71.87	70.76
Reg. of Val. Inland	39.11	43.67	42.4	43.21	42.4	42.61

Source: Region of Valencia Tourist Board. Tourism Survey

Areas and Provinces	2004	2005	2006	2007	2008	2009
Benidorm	84.84	83.4	85.22	86.25	81.80	74.35
Alicante Coast	50.65	51.45	52.33	49.91	46.12	44.95
Alicante Inland	38.38	38.9	40.83	39.12	30.84	28.40
Alicante	70.35	69.49	70.79	69.83	64.81	59.81
Castellon Coast	58.39	58.24	63.53	61.94	59.66	58.33
Castellon Inland	42.29	43.62	46.85	45.61	39.06	34.04
Castellon	55.81	55.94	60.77	59.27	56.24	54.46
City of Valencia	46.57	46.67	50.8	52.09	47.09	45.23
Valencia Coast	57.86	57.41	58.88	59.10	57.72	52.50
Valencia Inland	35.63	39.1	43.52	46.99	43.02	35.36
Valencia	47.28	47.92	51.41	52.80	48.74	44.88
Reg. of Valencia	62.4	61.65	64.07	63.55	58.98	54.78
Reg. of Val. Coast	68.69	67.92	69.56	69.34	65.52	60.98
Reg. of Val. Inland	37.96	39.96	43.29	43.91	37.79	32.56

Source: Region of Valencia Tourist Board. Tourism Survey

AVERAGE OCCUPANCY RATE IN HOTEL ESTABLISHMENTS BY TOURIST AREAS. HIGH SEASON

Areas and Provinces	1998	1999	2000	2001	2002	2003
Benidorm	96.53	99.55	100.87	100.89	96.15	93.48
Alicante Coast	67.57	70.10	71.11	74.46	66.08	63.94
Alicante Inland	47.72	46.81	49.69	48.20	45.76	45.93
Alicante	86.14	88.27	89.55	90.19	84.10	81.42
Castellon Coast	66.72	64.89	61.06	63.82	66.10	68.45
Castellon Inland	39.81	52.40	44.11	44.35	48.88	45.64
Castellon	62.97	63.28	58.60	60.83	63.57	65.25
City of Valencia	37.82	44.28	48.89	52.28	43.71	50.18
Valencia Coast	64.35	68.07	70.97	74.59	66.01	71.75
Valencia Inland	42.98	47.25	42.05	50.50	42.62	45.02
Valencia	48.05	53.22	55.87	60.05	50.96	56.07
Reg. of Valencia	74.19	76.80	76.88	78.25	72.77	72.73
Reg. of Val. Coast	81.57	83.31	83.69	85.13	80.29	79.41
Reg. of Val. Inland	43.34	48.63	45.05	48.03	45.19	45.46

Source: Region of Valencia Tourist Board. Tourism Survey

Areas and Provinces	2004	2005	2006	2007	2008	2009
Benidorm	90.86	92.23	95.48	96.40	90.69	84.7
Alicante Coast	61.01	62.40	63.77	61.72	58.89	57.76
Alicante Inland	40.28	42.36	43.77	42.31	35.09	32.87
Alicante	78.02	79.12	81.29	80.37	74.93	70.72
Castellon Coast	64.26	65.60	72.12	69.26	67.50	67.63
Castellon Inland	45.06	45.96	49.94	49.70	42.97	36.63
Castellon	61.49	62.84	68.76	66.42	63.76	63.19
City of Valencia	49.75	49.37	54.81	57.13	53.09	51.22
Valencia Coast	66.57	67.79	69.26	73.15	68.16	65.18
Valencia Inland	37.33	42.32	46.15	51.01	46.82	38.29
Valencia	52.03	53.16	57.07	60.12	55.61	52.02
Reg. of Valencia	68.92	69.55	72.88	72.58	67.74	64.34
Reg. of Val. Coast	75.92	77.02	80.25	79.57	75.30	71.93
Reg. of Val. Inland	40.07	43.13	46.22	47.73	41.84	36.01

Source: Region of Valencia Tourist Board. Tourism Survey

**AVERAGE OCCUPANCY RATE IN HOTEL ESTABLISHMENTS BY TOURIST AREAS.
LOW SEASON**

Areas and Provinces	1998	1999	2000	2001	2002	2003
Benidorm	90.03	88.17	86.29	84.61	78.65	76.17
Alicante Coast	42.70	45.91	51.89	47.41	42.28	41.26
Alicante Inland	41.21	43.66	41.34	39.90	39.57	40.69
Alicante	73.39	73.01	73.27	70.65	64.62	62.38
Castellon Coast	42.31	44.78	45.77	41.29	45.49	46.58
Castellon Inland	25.60	34.56	30.69	35.34	37.56	39.17
Castellon	38.98	42.85	42.43	39.97	43.93	45.22
City of Valencia	38.54	44.68	45.78	46.34	42.39	45.24
Valencia Coast	47.08	48.48	45.56	42.55	44.65	48.86
Valencia Inland	33.89	35.51	42.73	37.97	39.97	38.74
Valencia	40.07	44.17	45.16	43.59	42.56	44.94
Reg. of Valencia	61.92	63.27	63.47	60.43	56.46	55.84
Reg. of Val. Coast	68.86	68.99	69.29	65.87	61.36	60.06
Reg. of Val. Inland	34.17	38.11	39.41	37.95	39.30	39.48

Source: Region of Valencia Tourist Board. Tourism Survey

Areas and Provinces	2004	2005	2006	2007	2008	2009
Benidorm	77.71	73.05	73.40	74.58	71.92	62.65
Alicante Coast	39.71	39.88	39.79	36.93	32.39	30.67
Alicante Inland	36.34	35.32	37.98	35.92	26.50	23.79
Alicante	61.69	58.69	59.03	58.04	53.76	47.62
Castellon Coast	48.00	45.61	49.40	48.91	47.36	43
Castellon Inland	38.73	40.70	42.90	40.43	34.25	30.99
Castellon	46.26	44.71	48.19	47.27	44.92	40.77
City of Valencia	43.37	43.86	46.72	46.89	41.09	39.21
Valencia Coast	46.93	44.26	45.91	41.56	44.51	36.43
Valencia Inland	33.85	35.73	40.77	42.78	38.99	32.21
Valencia	42.17	42.17	45.30	44.86	41.39	37.21
Reg. of Valencia	54.66	52.33	53.82	52.93	49.02	43.69
Reg. of Val. Coast	59.78	56.76	57.76	56.74	53.95	47.68
Reg. of Val. Inland	35.63	36.54	40.17	39.83	33.42	28.82

Source: Region of Valencia Tourist Board. Tourism Survey

CRUISE ACTIVITY IN THE PRINCIPAL PORTS OF THE REGION OF VALENCIA

Year	Cruises/Passengers	Alicante	Valencia
2001	cruises	55	21
	passengers	34,353	10,804
2002	cruises	41	59
	passengers	25,999	48,404
2003	cruises	59	67
	passengers	44,615	57,283
2004	cruises	43	101
	passengers	48,222	105,461
2005	cruises	37	107
	passengers	36,253	104,502
2006	cruises	51	82
	passengers	51,527	88,170
2007	cruises	71	155
	passengers	72,063	179,209
2008	cruises	60	164
	passengers	82,487	199,335
2009	cruises	61	143
	passengers	96,615	184,909

Source: Ministry of Public Works.

NO. OF MEETINGS HELD IN THE REGION OF VALENCIA

Year	Alicante	Castellon	Valencia	Total
2004	402	15	661	1,078
2005	390	30	689	1,109
2006	452	46	705	1,203
2007	401	26	729	1,156
2008	427	57	791	1,275
2009	467	81	708	1,256

Sources: Tourism Valencia, Alicante Convention Bureau, Benidorm Convention Bureau, *Ciutat d'Elx* Conference Centre, Intur Group.

Alicante: includes the meetings held in the city of Alicante, Benidorm and Elche.

Castellon: includes the meetings held in the city of Castellon and Peñíscola.

Valencia: includes the meetings held in the city of Valencia.

NO. OF PARTICIPANTS AT MEETINGS HELD IN THE REGION OF VALENCIA

Year	Alicante	Castellon	Valencia	Total
2004	53,634	4,830	147,862	206,326
2005	56,056	14,615	150,376	221,047
2006	56,341	16,683	177,955	250,979
2007	57,524	6,050	179,916	243,490
2008	56,094	17,144	200,342	273,580
2009	69,402	38,030	160,727	268,159

Sources: Tourism Valencia, Alicante Convention Bureau, Benidorm Convention Bureau, *Ciutat d'Elx* Conference Centre, Intur Group.

Alicante: includes the meetings held in the city of Alicante, Benidorm and Elche.

Castellon: includes the meetings held in the city of Castellon and Peñíscola.

Valencia: includes the meetings held in the city of Valencia.

PROVINCIAL STATISTICAL SERIES

TRAVELLERS IN HOTEL ESTABLISHMENTS

Province of Alicante	Total travellers	Spanish travellers	Foreign travellers
1999	2,945,246	1,696,503	1,247,293
2000	2,915,103	1,778,325	1,136,248
2001	3,087,898	1,931,921	1,155,856
2002	3,004,325	1,843,228	1,160,647
2003	3,528,267	2,118,498	1,408,818
2004	3,567,089	2,281,831	1,285,574
2005	3,757,859	2,319,393	1,438,028
2006	3,868,795	2,424,526	1,444,269
2007	3,812,822	2,436,011	1,376,810
2008	3,485,496	2,160,389	1,325,107
2009	3,393,727	2,200,601	1,193,126

Source: INE. Linked series. 2009 provisional.

Province of Castellon	Total travellers	Spanish travellers	Foreign travellers
1999	670,294	518,935	151,102
2000	691,543	530,946	160,300
2001	736,192	569,499	166,408
2002	783,246	612,033	170,953
2003	856,826	696,416	160,318
2004	939,052	764,190	174,768
2005	1,016,310	841,295	175,015
2006	1,073,601	883,140	190,461
2007	1,061,238	868,955	192,284
2008	941,843	759,281	182,560
2009	1,027,461	853,740	173,722

Source: INE. Linked series. 2009 provisional.

Province of Valencia	Total travellers	Spanish travellers	Foreign travellers
1999	1,409,737	1,036,436	373,296
2000	1,532,512	1,090,941	441,227
2001	1,693,044	1,247,388	445,675
2002	1,762,838	1,271,789	490,814
2003	2,073,067	1,560,115	513,285
2004	2,197,270	1,677,494	520,354
2005	2,497,892	1,837,815	660,081
2006	2,710,952	1,941,030	769,922
2007	2,907,320	2,024,002	883,320
2008	2,854,262	1,909,706	944,554
2009	2,551,843	1,771,880	779,963

Source: INE. Linked series. 2009 provisional.

OVERNIGHT STAYS IN HOTEL ESTABLISHMENTS

Province of Alicante	Total overnight stays	Overnight stays - Spanish res.	Overnight stays - Foreigners
1999	13,842,552	6,102,869	7,729,368
2000	14,359,709	6,589,332	7,762,578
2001	14,267,276	7,049,522	7,215,648
2002	13,799,015	6,558,205	7,235,854
2003	14,112,787	6,998,159	7,112,825
2004	13,901,378	7,091,097	6,810,725
2005	14,849,695	7,462,547	7,386,361
2006	15,874,906	8,308,311	7,566,595
2007	15,927,614	8,749,662	7,177,952
2008	14,973,769	7,829,277	7,144,494
2009	14,288,722	7,838,598	6,450,125

Source: INE. Linked series. 2009 provisional.

Province of Castellon	Total overnight stays	Overnight stays - Spanish res.	Overnight stays - Foreigners
1999	2,238,614	1,793,039	445,177
2000	2,304,704	1,834,505	469,740
2001	2,437,625	1,976,302	460,993
2002	2,739,825	2,245,663	493,895
2003	3,000,290	2,524,019	476,260
2004	3,190,497	2,656,396	533,969
2005	3,297,590	2,777,432	520,160
2006	3,616,216	3,073,047	543,169
2007	3,521,356	2,965,950	555,406
2008	3,110,471	2,587,091	523,377
2009	3,439,234	2,975,234	463,999

Source: INE. Linked series. 2009 provisional.

Province of Valencia	Total overnight stays	Overnight stays - Spanish res.	Overnight stays - Foreigners
1999	2,948,153	2,286,073	662,325
2000	3,314,314	2,486,094	828,250
2001	3,720,834	2,839,842	881,169
2002	3,872,108	2,897,476	974,647
2003	4,408,554	3,426,492	982,453
2004	4,480,484	3,505,398	975,550
2005	5,108,729	3,815,796	1,292,932
2006	5,561,298	4,037,638	1,523,660
2007	6,287,760	4,424,856	1,862,904
2008	6,447,743	4,364,269	2,083,474
2009	5,900,396	4,211,177	1,689,218

Source: INE. Linked series. 2009 provisional.

TRAVELLERS IN TOURIST APARTMENTS

Province of Alicante	Total travellers	Spanish travellers	Foreign travellers
2003	449,480	127,536	321,943
2004	606,776	181,621	425,155
2005	557,141	191,077	366,064
2006	590,819	197,892	392,927
2007	572,859	212,754	360,105
2008	565,042	203,623	361,419
2009	534,998	217,124	317,874

Source: INE. 2009 provisional.

Province of Castellon	Total travellers	Spanish travellers	Foreign travellers
2003	176,258	125,379	50,879
2004	150,589	114,662	35,927
2005	159,190	116,478	42,712
2006	188,958	145,814	43,144
2007	175,144	137,250	37,894
2008	150,121	108,690	41,431
2009	127,275	94,840	32,434

Source: INE. 2009 provisional.

Province of Valencia	Total travellers	Spanish travellers	Foreign travellers
2003	104,393	85,619	18,774
2004	103,284	85,527	17,757
2005	95,867	77,205	18,662
2006	102,883	81,998	20,885
2007	121,214	98,063	23,151
2008	116,863	93,929	22,934
2009	118,146	93,626	24,520

Source: INE. 2009 provisional.

OVERNIGHT STAYS IN TOURIST APARTMENTS

Province of Alicante	Total overnight stays	Overnight stays - Spanish res.	Overnight stays - Foreigners
2003	4,881,029	1,218,907	3,662,122
2004	6,027,497	1,495,768	4,531,729
2005	5,497,236	1,556,236	3,941,000
2006	5,439,374	1,493,795	3,945,579
2007	5,329,059	1,647,049	3,682,010
2008	5,165,235	1,602,703	3,562,532
2009	4,427,499	1,473,293	2,954,206

Source: INE. Linked series. 2009 provisional.

Province of Castellon	Total overnight stays	Overnight stays - Spanish res.	Overnight stays - Foreigners
2003	1,563,502	1,035,923	527,580
2004	1,432,120	1,008,357	423,763
2005	1,492,319	1,039,531	452,788
2006	1,774,098	1,290,022	484,076
2007	1,754,634	1,297,136	457,498
2008	1,421,322	991,468	429,854
2009	1,201,827	846,748	355,079

Source: INE. Linked series. 2009 provisional.

Province of Valencia	Total overnight stays	Overnight stays - Spanish res.	Overnight stays - Foreigners
2003	1,247,155	1,018,073	229,082
2004	1,256,661	1,023,049	233,612
2005	1,226,821	977,608	249,213
2006	1,223,614	974,225	249,389
2007	1,243,985	980,383	263,602
2008	1,162,287	918,792	243,495
2009	1,097,318	854,296	243,022

Source: INE. Linked series. 2009 provisional.

TRAVELLERS IN CAMPSITES

Province of Alicante	Total travellers	Spanish travellers	Foreign travellers
2003	224,180	131,242	92,938
2004	215,157	125,582	89,575
2005	220,710	127,891	92,819
2006	200,553	120,888	79,665
2007	202,021	124,942	77,079
2008	188,287	112,327	75,960
2009	190,202	116,713	73,489

Source: INE. Linked series. 2009 provisional.

Province of Castellon	Total travellers	Spanish travellers	Foreign travellers
2003	186,790	131,083	55,707
2004	191,461	130,745	60,716
2005	186,631	133,147	53,484
2006	202,388	144,494	57,894
2007	203,954	143,576	60,378
2008	210,045	148,222	61,823
2009	192,445	136,464	55,982

Source: INE. Linked series. 2009 provisional.

Province of Valencia	Total travellers	Spanish travellers	Foreign travellers
2003	224,352	181,762	42,591
2004	229,515	191,774	37,741
2005	215,786	170,290	45,496
2006	211,339	163,306	48,033
2007	224,786	177,350	47,436
2008	210,002	157,171	52,831
2009	207,819	164,189	43,630

Source: INE. Linked series. 2009 provisional.

OVERNIGHT STAYS IN CAMPSITES

Province of Alicante	Total overnight stays	Overnight stays - Spanish res.	Overnight stays - Foreigners
2003	2,749,855	759,157	1,990,698
2004	2,752,069	708,862	2,043,206
2005	2,711,385	679,447	2,031,938
2006	2,630,750	663,022	1,967,728
2007	2,671,756	634,983	2,036,773
2008	2,822,819	595,482	2,227,337
2009	2,754,777	568,954	2,185,824

Source: INE. Linked series. 2009 provisional.

Province of Castellon	Total overnight stays	Overnight stays - Spanish res.	Overnight stays - Foreigners
2003	1,243,073	692,731	550,342
2004	1,345,999	738,032	607,967
2005	1,347,084	741,150	605,934
2006	1,380,987	732,198	648,789
2007	1,415,793	725,339	690,454
2008	1,428,916	745,259	683,657
2009	1,436,720	725,128	711,592

Source: INE. Linked series. 2009 provisional.

Province of Valencia	Total overnight stays	Overnight stays - Spanish res.	Overnight stays - Foreigners
2003	1,006,309	704,757	301,552
2004	1,016,576	721,477	295,099
2005	1,149,404	809,261	340,143
2006	1,167,336	778,298	389,038
2007	1,219,108	824,659	394,449
2008	1,204,854	792,602	412,252
2009	1,138,091	746,930	391,161

Source: INE. Linked series. 2009 provisional.

TRAVELLERS IN RURAL ACCOMMODATIONS

Province of Alicante	Total travellers	Spanish travellers	Foreign travellers
2004	24,051	19,630	4,421
2005	25,553	21,582	3,971
2006	35,028	30,810	4,218
2007	28,344	25,891	2,453
2008	26,925	23,071	3,854
2009	29,161	25,931	3,396

Source: INE. Linked series. 2009 definitive up to February.

Province of Castellon	Total travellers	Spanish travellers	Foreign travellers
2004	45,804	45,320	484
2005	45,047	44,040	1,007
2006	47,073	45,839	1,234
2007	51,656	50,908	748
2008	40,988	39,715	1,273
2009	47,054	46,055	903

Source: INE. Linked series. 2009 definitive up to February.

Province of Valencia	Total travellers	Spanish travellers	Foreign travellers
2004	45,194	43,591	1,602
2005	45,822	43,769	2,053
2006	52,203	49,694	2,509
2007	57,902	54,927	2,975
2008	52,365	50,261	2,104
2009	43,577	42,422	1,136

Source: INE. Linked series. 2009 definitive up to February.

OVERNIGHT STAYS IN RURAL ACCOMMODATIONS

Province of Alicante	Total overnight stays	Overnight stays - Spanish res.	Overnight stays - Foreigners
2004	74,188	50,760	23,427
2005	100,017	76,617	23,400
2006	99,928	78,038	21,890
2007	80,821	69,890	10,931
2008	85,844	68,181	17,663
2009	83,094	65,029	18,180

Source: INE. Linked series. 2009 definitive up to February.

Province of Castellon	Total overnight stays	Overnight stays - Spanish res.	Overnight stays - Foreigners
2004	154,923	150,167	4,756
2005	143,103	134,664	8,439
2006	150,438	143,890	6,548
2007	178,899	166,916	11,983
2008	133,220	121,799	11,421
2009	152,181	140,567	11,295

Source: INE. Linked series. 2009 definitive up to February.

Province of Valencia	Total overnight stays	Overnight stays - Spanish res.	Overnight stays - Foreigners
2004	142,663	135,965	6,698
2005	144,819	134,674	10,145
2006	154,372	139,981	14,391
2007	156,386	141,576	14,810
2008	148,838	138,645	10,193
2009	135,014	128,232	6,701

Source: INE. Linked series. 2009 definitive up to February.

STATISTICAL SOURCES

For the analysis of the movement of tourists in all types of accommodations, the statistical operations performed by the Tourist Studies Institute (IET) of the Ministry of Industry, Tourism and Trade aimed at demand were used: *Frontur*, which analyzes the international tourist flow towards Spain; *Egatur*, which collects information on spending and behaviour of the visitors residing in other countries that access Spain by road or airport, and *Familitur*, which researches tourist behaviour of residents of Spain (www.iet.tourspain.es).

For the analysis of the evolution of tourism in tourist accommodations, the Tourist Accommodation Occupancy Surveys were used that are conducted by the National Statistics Institute (www.ine.es).

For the analysis of the evolution of occupancy and overnight stays of hotel establishments by tourist areas in the Region of Valencia, the Tourism Survey was used, conducted by the Tourist Studies, Quality and R&D&I Service of the Region of Valencia Tourist Board (www.turisme.gva.es). This source provides a more appropriate breakdown level by tourist areas, along with the availability of homogeneous series of historical data. It involves census statistics, prepared monthly. The principal variables of reference are overnight stays according to country of residence and establishment category and occupancy rate according to bed-places and categories. For tourist purposes, the Region of Valencia is divided into 8 areas: three on the coast that group the coastal municipalities of each of the three provinces with very specific and deeply-rooted tourism structure; Benidorm and the city of Valencia, which given their importance and tourist peculiarity form independent areas; and three interior areas that group together the remainder of the municipalities with more disparate characteristics.

In the area of Valencia, for statistical purposes, El Saler and El Perellonet have been segregated, whose offer, although they belong to the municipal district of Valencia, is clearly coastal; similarly some hotels of the towns near the capital such as Manises, Torrent and Alfafar are integrated in the area of Valencia because of their category and type of tourism.

The section on the evolution of the tourism offer in the Region of Valencia is based on the General Registry of Tourist Enterprises, Establishments and Professions of the Region of Valencia of the Ministry of Tourism. In this regard, there is a specific publication titled *Oferta Turística Municipal y Comarcal de la Comunitat Valenciana 2009* [*Municipal and Regional Tourism Offer of the Region of Valencia*] (www.turisme.gva.es).