

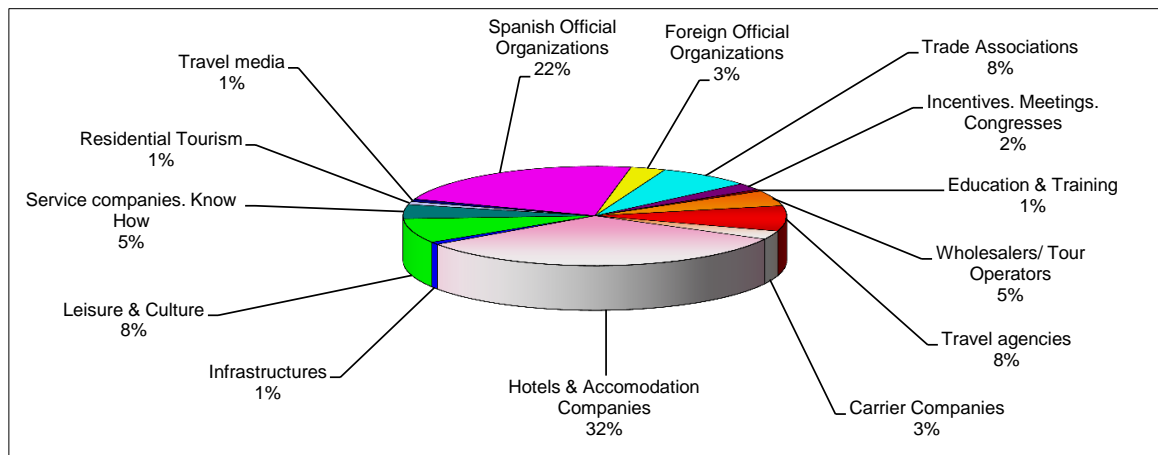
PARTICIPATION FIGURES FITUR 2014

	FITUR 2014	FITUR 2013	VARIATION
EXHIBITION AREA			
Gross exhibition space (in sq.m)	130530	130530	
Net exhibition space (in sq.m)	54078	56690	
EXHIBITING COMPANIES (stand holders + sharers)			
	9083	8979	1,2%
STAND HOLDERS	611	599	2,0%
PARTICIPATING COUNTRIES/ REGIONS			
	165	167	
TRADE PARTICIPANTS			
	120231	116157	3,5%
TRADE VISITORS	66841	64473	3,7%
EXHIBITORS (scanned exhibitor badges)	53390	51684	3,3%
GENERAL PUBLIC			
	97549	91082	7,1%
TOTAL NUMBER OF PARTICIPANTS			
	217780	207239	5,1%
JOURNALISTS			
Accredited journalists & bloggers	7368	7202	2,3%
No. of Media & blogs	4411	4245	3,9%
No. of countries of origin	60	59	

DISTRIBUTION OF PARTICIPANTS

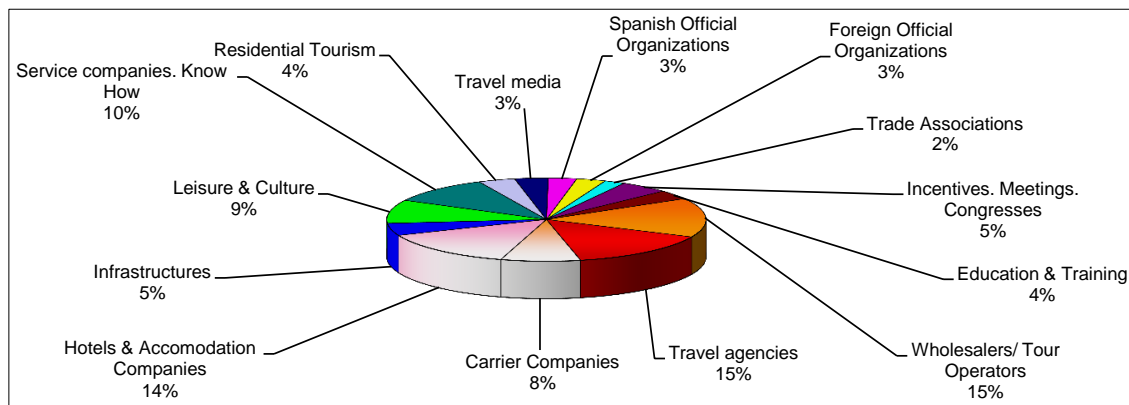
EXHIBITORS BY ACTIVITY SECTORS

Wholesalers/ Tour Operators	5,1%
Travel agencies	8,3%
Carrier Companies	2,8%
Hotels & Accomodation Companies	32,5%
Infrastructures (Airports, Ports...)	0,8%
Leisure & Culture	8,0%
Service companies. Know How	4,6%
Residential Tourism	1,0%
Travel media	0,9%
Spanish Official Organizations	22,5%
Foreign Official Organizations	2,9%
Trade Associations	7,9%
Incentives. Meetings. Congresses	2,3%
Education & Training	0,6%



TRADE VISITORS BY COMPANY'S ACTIVITY

Wholesalers/ Tour Operators	15,2%
Travel agencies	14,7%
Carrier Companies	8,0%
Hotels & Accomodation Companies	14,2%
Infrastructures (Airports, Ports...)	4,8%
Leisure & Culture	9,1%
Service companies. Know How	10,4%
Residential Tourism	3,7%
Travel media	3,4%
Spanish Official Organizations	2,9%
Foreign Official Organizations	3,0%
Trade Associations	2,1%
Incentives. Meetings. Congresses	4,9%
Education & Training	3,6%

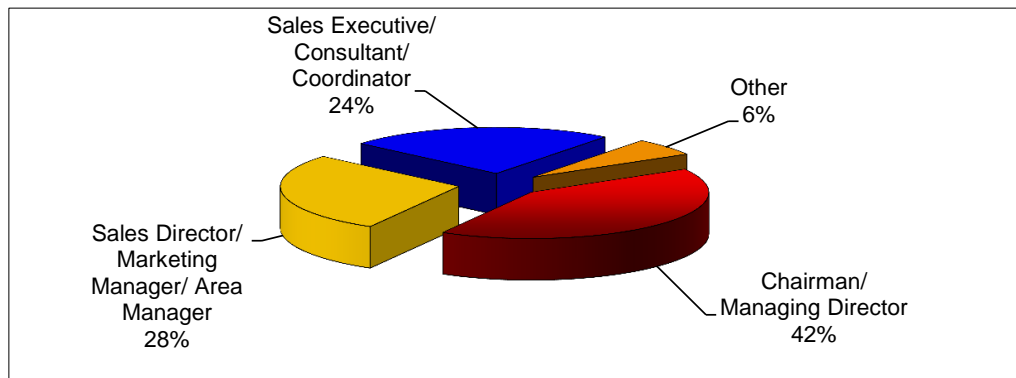


TRADE VISITORS ACCORDING TO TYPE OF TOURISM

Handicapped accesible	2,9%
Adventure	3,8%
Low cost	2,7%
Scuba Diving	1,7%
Hunting and Fishing	1,0%
Cyclo tourism	1,9%
Shopping	2,3%
Cruise	2,9%
Culture	6,2%
Horseriding	1,2%
Wine tourism	2,8%
Space	0,6%
Skiing and winter sports	2,1%
Events (sports, culture, music)	4,2%
Family (with children)	4,8%
Culinary tourism	4,1%
Golf	2,3%
languages	1,5%
Gambling	0,8%
School and youth	1,8%
Gay & lesbian (LGBT)	1,4%
Luxury	3,9%
Honeymoons	2,8%
Mountain climbing and hiking	2,6%
Sailing	1,7%
MICE (Meetings, Incentives, Conferences/Conventions, Exhibitions)	3,8%
Nightlife	1,8%
Birdwatching	1,0%
Religious	1,9%
Residential	1,3%
Rural	3,3%
Safari	1,4%
Wellness - Health & beauty	2,7%
Singles	1,9%
Sun & beach	5,5%
Solidary	1,0%
Sustainable and responsible travel / ecotourism	2,6%
Seniors	2,3%
City breaks	4,5%
Experiential	1,3%

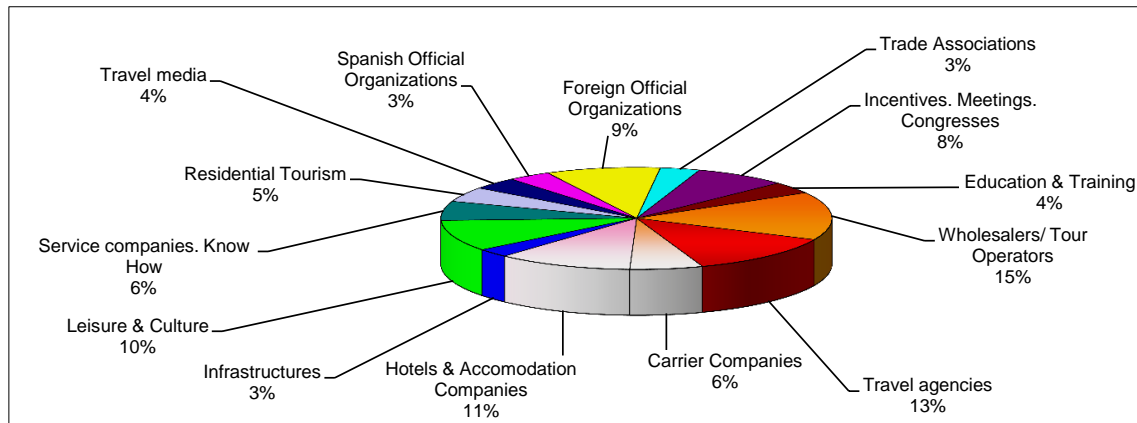
TRADE VISITORS DISTRIBUTION ACCORDING TO JOB TITLE

Chairman/ Managing Director	39%
Sales Director/ Marketing Manager/ Area Manager	26%
Sales Executive/ Consultant/ Coordinator	22%
Other	6%



TRADE VISITORS ACCORDING TO INTEREST IN EXHIBITORS BY ACTIVITY

Wholesalers/ Tour Operators	15,2%
Travel agencies	12,7%
Carrier Companies	6,0%
Hotels & Accomodation Companies	11,2%
Infrastructures (Airports, Ports...)	2,7%
Leisure & Culture	9,9%
Service companies. Know How	6,1%
Residential Tourism	4,7%
Travel media	3,8%
Spanish Official Organizations	3,5%
Foreign Official Organizations	9,5%
Trade Associations	3,3%
Incentives. Meetings. Congresses	7,7%
Education & Training	3,8%



TRADE VISITORS BY GEOGRAPHIC AREAS OF INTEREST

North Africa	2,7%
Central & Western Africa	2,1%
Eastern Africa	1,6%
Southern Africa	1,6%
North America	5,0%
Central America & the Caribbean	5,3%
South America	5,1%
Central Asia	2,5%
South Asia	2,4%
North-East Asia	2,2%
South-East Asia	2,7%
Oceania	1,9%
Western Europe	12,2%
Southern & Mediterranean Europe	14,0%
Central & Eastern Europe	9,5%
Northern Europe	10,1%
Middle East	2,9%
Worldwide	16,5%

