

# SPAIN

Have you been yet?



Come and fall in love with the country of...

Distinctive Mediterranean flair

Exceptional cuisine

Unparalleled nightlife

## SPAIN HIGHLIGHTS

### SPAIN IN FIGURES

**3<sup>rd</sup>** MOST VISITED COUNTRY IN THE WORLD

TOURISTS ♥ US!

**63%** TOURISTS HAVE BEEN TO SPAIN UP TO 4 TIMES



**53 SITES, 13 CITIES** WORLD HERITAGE

BUSINESS TRAVEL



**3<sup>rd</sup>** WORLDWIDE

**562** INTERNATIONAL MEETINGS in 2013

**#2** MADRID

**#4** BARCELONA



Among the **10 TOP CITIES** worldwide for hosting international meetings.

**11%**

Business Travel in Spain represents 11% of foreign tourist spending

### MOST VISITED REGIONS



#### Top 5 Coastal Destinations

- COSTA BRAVA • BALEARIC ISLANDS
- COSTA DEL SOL
- COSTA DE LA LUZ • CANARY ISLANDS

#### Top 5 Cities

- Madrid
- Barcelona
- Bilbao
- Valencia
- Seville

#### Most visited regions by Canadian citizens



### TOP visited landmarks



**ALHAMBRA PALACE** (Granada)  
North American tourists are the main non European visitors.



**SAGRADA FAMILIA** (Barcelona)  
12% of non European visitors are from the U.S. & Canada.



**EL PRADO MUSEUM** (Madrid)  
Most North American tourists who travel to Madrid visit this museum.

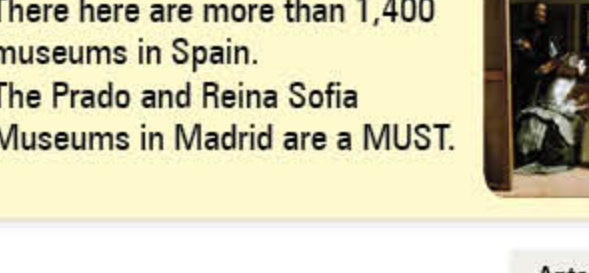
### SPAIN IS CULTURE

**85%** CANADIAN TOURISTS focus on cultural activities



#### MONUMENTS

Spain's architectural and artistic heritage is one of the most important in the world.



#### MUSEUMS

There are more than 1,400 museums in Spain. The Prado and Reina Sofia Museums in Madrid are a MUST.

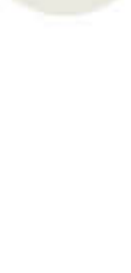


#### ARCHITECTURE

Where else can you find spectacular works by Juan de Herrera, Antoni Gaudi, Frank Gehry, Santiago Calatrava, Richard Rogers, Sir Norman Foster, Rafael Moneo, the Romans, Moors, Sephardic Jews, and Troglodyte cave dwellers, all in one country?



Antoni Gaudi is probably the most renowned architect in Spain. Discover his architecture by exploring the streets of Barcelona



#### FLAMENCO

A form of popular artistic expression representing a long-standing tradition that appears on UNESCO's list of Intangible Cultural Heritage of Humanity.



#### GASTRONOMY

In Spain, gastronomy is a genuine way of life and it is also an art, led by the most famous chefs in the world



#### NIGHTLIFE

Whether you're at an outdoor café, concert, flamenco tablao, dinner party or discoteca, nightlife in Spain is unparalleled! Start the evening with dinner, tapas or pintxos and a few drinks; carry on throughout the night at a disco that closes after sunrise and head for some chocolate con churros.



### FESTIVALS IN SPAIN

Year-round in Spain you'll find a wide range of cultural and popular festivals of International Tourism interest.



#### • MAIN POPULAR FIESTAS •

<b>JAN</b> Three Wise Men Parade in Madrid	<b>FEB</b> Carnaval fiestas in Tenerife and Cádiz	<b>MAR</b> Las Fallas in Valencia	<b>ABR</b> Moors and Christians, Alicante April Fair, Seville
<b>MAY</b> Córdoba patios flower festival	<b>JUN</b> San Juan Bonfires, Valencia	<b>JUL</b> San Fermin July 6-14, Pamplona	<b>AGO</b> La Tomatina, Buñol, Valencia
<b>SEP</b> La Mercè fiestas Barcelona	<b>OCT</b> El Pilar fiestas Zaragoza	<b>NOV</b> All Saints Fair, Cocentaina, Alicante	<b>DEC</b> Virgen del Castillo patron saint fiestas Yecia, Murcia

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