



Feria Internacional de Turismo
International Tourism Trade Fair



08



FITUR 2008 IN FIGURES



Feria de Madrid
30 Jan. | 3 Feb.

	FITUR 2008	FITUR 2007	INCREASE
EXHIBITION SPACE			
GROSS EXHIBITION SPACE (in sq.m)	200,000	150,000	33.3%
NET EXHIBITION SPACE (in sq.m)	100,499	90,122	11.5%
MAIN STAND HOLDERS	874	853	2.5%
SPANISH AREA	491	489	
INTERNATIONAL AREA	383	364	
	56% SPANISH AREA 44% INTERNATIONAL AREA		
EXHIBITING COMPANIES stand holders + sharers	13,530	13,190	2.6%
EXHIBITORS BY SECTORS			
Wholesalers / Tour Operators	825		
Travel agencies	893		
Carrier companies	474		
Hotels & Accomodation Companies	5,696		
Infrastructures (airports, ports,...)	81		
Leisure & Culture	920		
Service Companies. Know How	338		
Residential Tourism	257		
Travel Media	176		
Spanish Official Organizations	2,219		
Foreign Official Organizations	501		
Trade Associations	785		
Incentives. Meetings. Congresses	298		
Education & Training	68		



FITUR 2008	INCREASE
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PARTICIPATING COUNTRIES / REGIONS

170

TRADE PARTICIPANTS

157,299 3.6%

TRADE VISITORS	71,868	3.4%
SCANNED TRADE VISITOR BADGES	67,918	3.9%
% SPANISH TRADE VISITORS	83%	
% FOREIGN TRADE VISITORS	17%	
OTHER BADGES (VIP,...)	3,950	
EXHIBITORS (Scanned exhibitors badges)	85,431	3.8%

GENERAL PUBLIC

98,518 1.1%

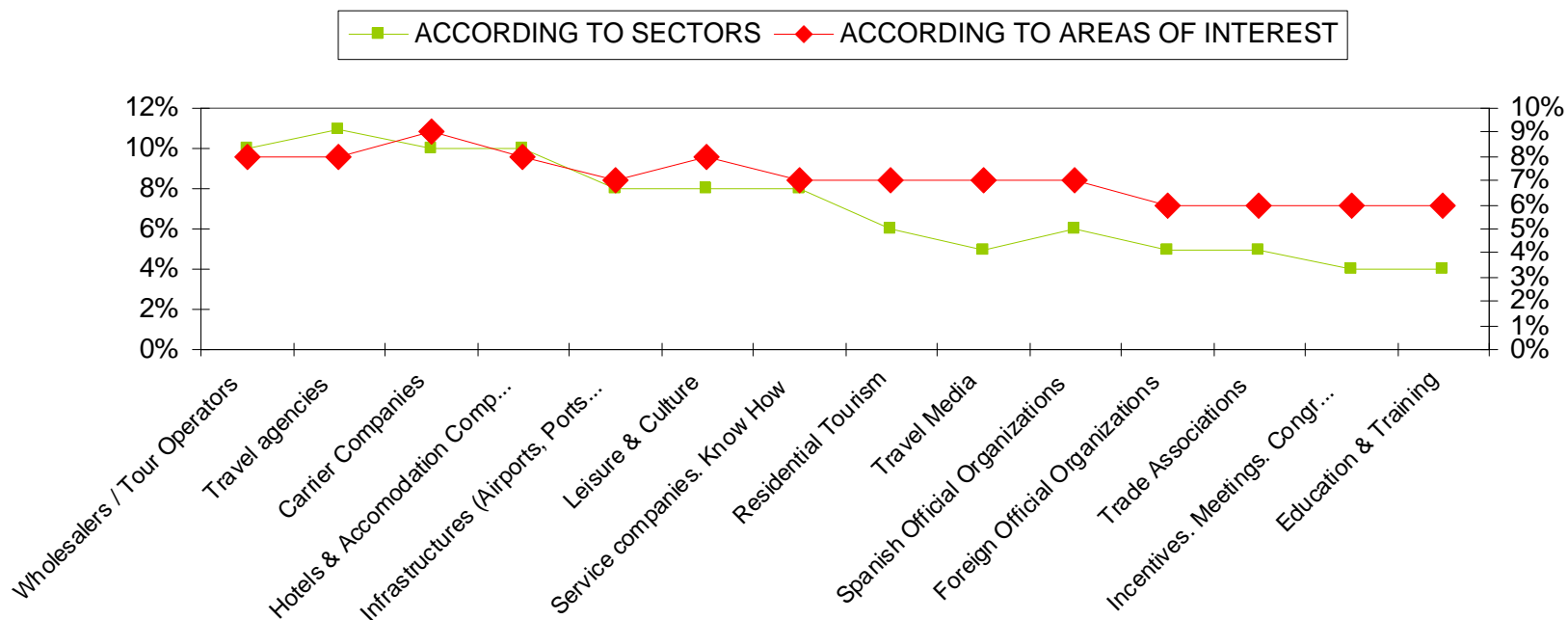
TOTAL NUMBER OF PARTICIPANTS

255,817 2.6%

REGISTERED JOURNALISTS (scanned badges) 8,333
 Nº of countries of origin 62

TRADE VISITORS

DISTRIBUTION ACCORDING TO SECTORS AND AREAS OF INTEREST

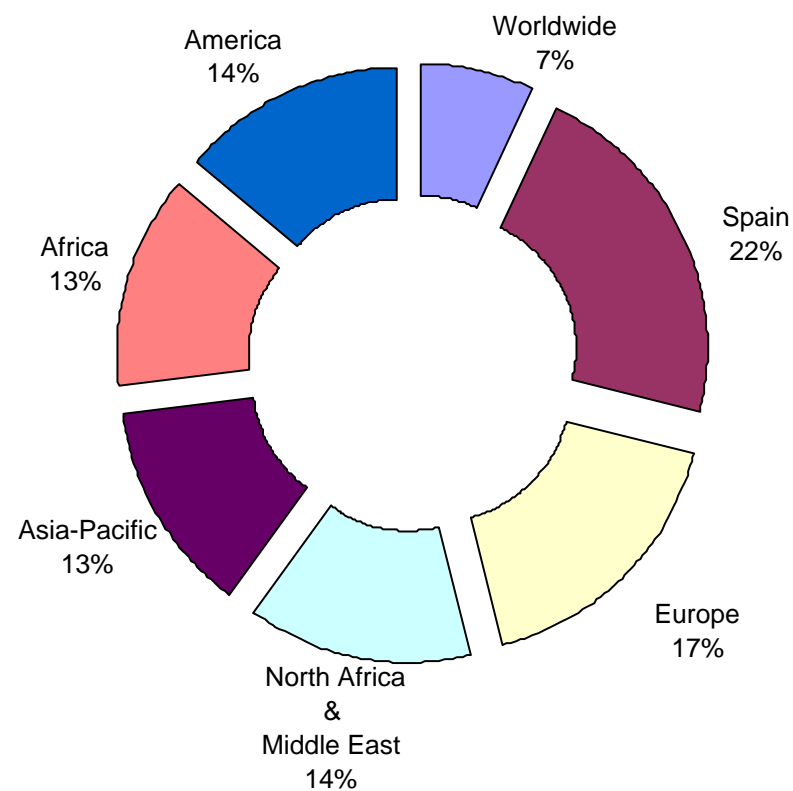


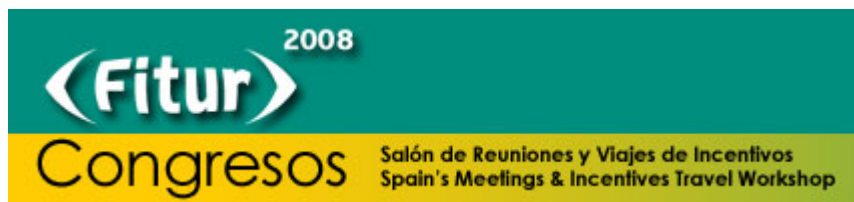
DETAILS OBTAINED FROM TRADE VISITOR REGISTRATION AT THE TRADE VISITOR REGISTRATION COUNTERS

TRADE VISITORS

GEOGRAPHIC AREAS OF INTEREST FOR THE TRADE VISITOR

Worldwide	7%
Spain	22%
Europe	17%
North Africa & Middle East	14%
Asia-Pacific	13%
Africa	13%
America	14%





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FITUR CONGRESOS	FITUR 2008	FITUR 2007
TRADE ATTENDANCE		
Selling Companies - Spanish Offer	160	151
Buying Companies - International Demand	214	213
number of countries	35	30
Exhibiting Companies	50	50
Total number of participating companies	405	396
% Spanish companies	47%	46%
% foreign companies	53%	54%
Trade Participants	1,021	962
Number of pre-arranged diaries	374	364
Number of arranged appointments	4,600	4,600
Participating countries	36	31

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