2.12 MSINDOT



The World Tourism Organization (UNWTO), the leading international tourism organisation, is a specialised agency of the United Nations. UNWTO membership includes 162 countries and regions and more than 400 affiliate members. According to the WTO Barometer published in January 2012, and with data still provisional, the global number of tourists rose by 4.4% in 2011 to 980 million, compared to 939 million in the previous year.

Once again Europe with 51.3% of world tourism, 502.8 million tourists and an annual increase of 6.0% remains the most popular tourist destination. Within Europe, the southern countries recorded the largest annual growth rates, recording a combined rise of 8.1%.

While tourism in 2010 boomed in emerging economies (up by an annual 8.1%), the WTO highlights in its Barometer of January 2012 that annual tourism in advanced economies was up by 5% in 2011, compared to the 3.8% rise in emerging economies.





KEY MESSAGES

Spain received a total of 56.7 million foreign tourists in 2011 (1.2 foreign tourists per inhabitant).

Once again, international tourists mainly visited the autonomous communities on the coast. A total of 50.1 million foreign tourists visited the Spanish coast in 2011, an average of 6.365 tourists per km of coastline.

The ten destinations selected by number of overnight hotel stays displayed a 10% increase in 2011, totalling 165.2 million overnight stays. Expressed in Tourist Population Equivalent, this would be equivalent to 452,805 people residing permanently in these destinations.

National Parks received a total of 10.2 million visitors in 2011, 7% more than the previous year.

According to provisional figures, 15,037 establishments offered rural accommodation in 2011, 5% more than the previous year. Capacity was also up by slightly more than 5% to 137,727.

Despite the significant contraction of GDP and global economic instability, the main tourism variables analysed displayed positive trends in 2011.

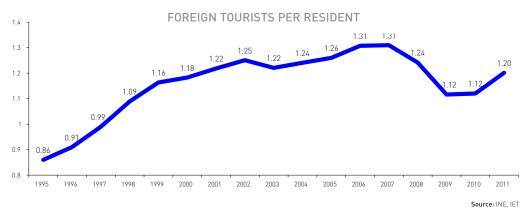
INDICATORS

- Number of foreign tourists per inhabitant
- Number of foreign tourists per kilometre of coast
- Tourist Population Equivalent (TPE) in the areas with the highest number of overnight stays
- Number of visitors to National Parks
- Rural tourism: accommodation, capacity, tourists and overnight stays
- Trends in the main variables affecting tourism in Spain

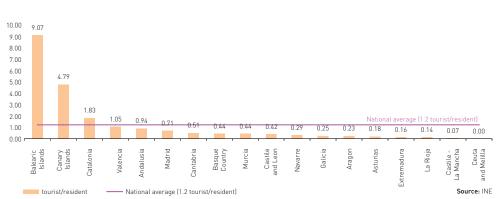


Number of foreign tourists per inhabitant

The number of foreign tourists per inhabitant rose significantly in 2011 to a ratio of 1.2 tourists per residentSpain received a total of 56.7



million foreign tourists in 2011, 7.6% more than the previous year (52.7 million). This figure confirms 2011 as a year of recovery for tourism, as it ends the three-year trend of marked decreases and the slight 1% upturn in 2010. The Spanish population increased by 0.4% in 2011 to a total of 47.2 million inhabitants.



NUMBER OF TOURISTS PER RESIDENT BY AUTONOMOUS COMMUNITY (2011)

As shown by the graph, which illustrates annual growth in the number of foreign tourists per inhabitant, an upward trend is once again observed with the ratio standing at 1.2 tourists per inhabitant.

As in previous years, only the Balearic Islands with 9.07 foreign tourists per inhabitant, the Canary Islands with 4.79 tourists and Catalonia with 1.83 tourists exceeded the national average (1.2 tourists/inhabitant). The Autonomous Communities that display the lowest ratio of foreign tourists per inhabitant are: Castile-La Mancha, La Rioja, Extremadura and Asturias.

If the total number of tourist arrivals is analysed in absolute terms, Catalonia with 24.3% of total arrivals was the leading international tourist destination in 2011, receiving 13,767 visitors, followed by the Canary Islands (18%), the Balearic Islands (17.8%) and Andalusia (13.9%).

2001	2010	2011	Change 2011/2010(%)	Change 2011-2001(%)
35,331,092	40,558,917	44,635,883	10.1	26.3
11,738,611	10,504,672	10,483,708	-0.2	-10.7
2,566,495	1,441,523	1,434,379	-0.5	-44.1
457,357	171,861	140,328	-18.3	-69.3
50,093,555	52,676,973	56,694,298	7.6	13.2
	35,331,092 11,738,611 2,566,495 457,357	35,331,09240,558,91711,738,61110,504,6722,566,4951,441,523457,357171,861	35,331,09240,558,91744,635,88311,738,61110,504,67210,483,7082,566,4951,441,5231,434,379457,357171,861140,328	35,331,092 40,558,917 44,635,883 10.1 11,738,611 10,504,672 10,483,708 -0.2 2,566,495 1,441,523 1,434,379 -0.5 457,357 171,861 140,328 -18.3

NUMBER OF NON-RESIDENT TOURISTS BY MODE OF ENTRY (2001-2011)

Source: IET, 2011 (provisional data for the last year).)

The airport, chosen by 78.7% of tourists, was once again the mode of entry that most contributed to the growth recorded, receiving 4.1 million more tourists than in 2010. The rest of modes of entry recorded negative growth rates in 2011, among which rail stands out with a decrease of 18.3%. If the period 2001-2011 is considered, air transport displays an overall increase of 26.3%, while the rest of modes of entry have witnessed strong declines, particularly in the case of entry by sea (44.1%) and rail (69.3%).

NOTES

- The indicator measures the relationship between the number of foreign tourists and the resident population. Its value lies in its capacity to show the burden borne by tourist destinations, as in order to ensure the sector's sustainability it is desirable to maintain an appropriate ratio between the number of visitors and the resident population. Nationally, the rate is lower than in neighbouring countries, such as France and Italy, but it rises significantly on the Mediterranean coast, and particularly in the three autonomous communities mentioned above.
- Tourist: any person travelling to a place other than his/her usual place of residence, who stays at least one night for a purpose other than the exercise of paid activity.
- Carrying capacity of an area: concept used to assess tourism's sustainability. According to the UNEP, this is the maximum number of tourists that can visit a tourist destination at the same time, without this causing economic, socio-cultural or environmental damage and without a decrease in the visitors' satisfaction Carrying capacity is established for a destination in accordance with a desirable quality of life.
- According to the UNEP, sustainable tourism will play a vital role in developing a green economy: "While the growth in tourism
 has been accompanied by significant challenges for instance, in terms of GHG emissions, water consumption, discharge of
 untreated water, waste generation, damage to local terrestrial and marine biodiversity, and threats to the survival of local cultures and traditions tourists are driving the greening of the sector, as seen by the 20% annual growth rate enjoyed by ecotourism; about six times the industry-wide rate of growth." UNEP, 2011: Towards a green economy. Pathways to Sustainable Development and Poverty Eradication".

SOURCES

• IET. Spanish Border Survey of Inbound Tourism (FRONTUR). 2011 (provisional data).

- http://www.iet.tourspain.es
- http://www.ine.es

Number of foreign tourists per kilometre of coast

In 2010, the number of foreign tourists per kilometre of coast increased by 8.6% to 6,365



Once again, international tourists mainly visited the autonomous communities on the coast. A total of 50.1 million foreign tourists visited the Spanish coast in 2011, 88.4% of total inbound tourism. These figures yield an average of 6,365 tourists per kilometre of coast (compared to 5,861 the previous year), an increase of 8.6% in relation to 2010.

83.4% of tourists visited the five communities considered the main destinations, in the following order: Catalonia, the Balearic Islands, the Canary Islands, Andalusia and Valencia, all of which are on the coast. In relative terms, Catalonia was also the autonomous community that recorded the highest ratio of tourists per kilometre of coast (19,696 tourists), followed by Valencia (10,393 tourists), Andalusia (8,344 tourists), the Balearic Islands (7,072 tourists) and the Canary Islands (6,436 tourists), all of which were above the average ratio for Spain.

In terms of the trend in 2010, almost all these autonomous communities recorded growth in the number of foreign tourists received. The coastal Communities that recorded the largest increases in the number of foreign tourists in relation to the previous year were: the Canary islands (18.3%), Asturias (10.5%), the Balearic



Islands (9.8%) and the Basque Country (7.4%). Only the communities of Murcia and to a lesser extent Galicia displayed decreases of 4.6% and 0.5%, respectively.

The Cantabrian and Galician coasts received 2.2 million foreign tourists compared to the 37.8 million tourists who visited the Mediterranean (including the Balearic Islands) and Andalusian coasts and the 10.2 million who visited the Canary Islands. These figures yielded a ratio of 889 tourists per kilometre of coast in the north, 9,778 in the southeast and 6,436 in the Canary Islands.

Autonomous community	2010	2011	Change 2011/2010 (%)
Asturias	450	497	10.5
Galicia	460	457	-0.5
Cantabria	979	1,075	9.7
Murcia	2,468	2,356	-4.6
Basque country	3,674	3,944	7.4
Canary Islands	5,440	6,436	18.3
Balearic Islands	6,444	7,072	9.8
Andalusia	7,874	8,344	6.0
Valencia	9,694	10,393	7.2
Catalonia	18,819	19,696	4.7
Spain (10 ACs)	5,861	6,365	8.6
			Source: IET, INE.

NUMBER OF FOREIGN TOURISTS PER KILOMETRE OF COAST

NOTES

- This indicator establishes the ratio between the number of foreign tourists who visit the Spanish coast and the length of coastline. Once again, when broken down by autonomous community, it is clear that there is a great imbalance between tourist destinations in northern Spain and those on the Mediterranean. However, it should be remembered that the figures are not calculated solely on the basis of number of tourists, but also in terms of length of coastline, which, in three autonomous communities (Galicia, the Balearic Islands and the Canary Islands) totals over 4,500 kilometres.
- The data on length of coastline used to calculate the indicator was provided by the INE (length of the Spanish coast by province) and are based on 2008 figures provided by the IGN. The total length of the coastline of the provinces included stands at 7.876 km (excluding islands and islets belonging to provinces on the peninsula).
- The same authority also provides data on the following sections of coastline: Bay of Biscay: 1,086 km; Atlantic coast: 1,728 km; Mediterranean coast. 2,058 km; Balearic Islands: 1,428 km; Canary Islands: 1,583 km; Ceuta, Mellilla, Chafarinas and islets: 32 km Total: 7,915 km.

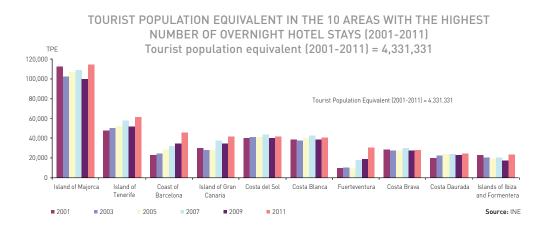
SOURCES

- Tourism Studies Institute (IET). Spanish Border Survey of Inbound Tourism (FRONTUR), 2011 (provisional figures).
- Statistics National Institute (INE). Physical environment. Length of the coasts and borders. Length of the Spanish coast by province, 2011 (with data from the IGN for 2008).

- http://www.magrama.es
- http://www.iet.tourspain.es

Tourist population Equivalent (TPE) in the areas with the highest number of overnight stays

In 2011, the destinations with the highest number of overnight hotel stays recorded an increase of 10% in relation to 2010



The National Statistics Institute gathers data on overnight hotel stays in 38 tourist destinations. In order to elaborate the graph that displays the trend in the number of overnight hotel stays over the period 2001-2011, the 10 destinations that recorded the highest number were selected. In absolute terms, there were a total of 1,580.9 overnight hotel stays during this period, which in Tourist Population Equivalent (TPE) terms would imply 4,331,331 people permanently residing in those destinations. All the destinations considered are coastal, the only exception in the survey being the Pyrenees, which recorded a total of 3,152,980 (8,638 TPE) in 2011.

TOURIST POPULATION EQUIVALENT (TPE) IN THE 10 AREAS WITH THE HIGHEST NUMBER OF OVERNIGHT HOTEL STAYS (2001-2011)

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	TOTAL TPE
TPE	373,319	354,704	365,789	363,683	378,077	417,291	415,244	413,501	385,122	411,777	452,805	4,331,311
Index	100.0	95.0	98.0	97.4	101.3	111.8	111.2	110.8	103.2	110.3	121.3	

An analysis of the trend in Tourist Population Equivalent over the period 2001-2011 reveals that only the island of Fuerteventura and the coast in Barcelona registered strong growth rates. This is because the other areas are well established tourist

destinations. Fuerteventura virtually trebled its Tourist Population Equivalent (TPE) over this period from 9,915 to 30,619, while the coast of Barcelona doubled its TPE (from 22,838 to 46,134).

All the areas examined display positive growth, albeit to different extents over the past year. Once again the island of Fuerteventura (28.1%) together with the islands of Ibiza and Formentera (16.9%) and the island of Tenerife (13.7%) recorded the largest annual increases. Despite the fact that none of these areas have experienced a setback, growth on the Costa Brava was less than 1%.

NOTES

- The Tourist Population Equivalent (TPE) provides a clear view of the pressure exerted by the sector by converting the number of overnight stays into the equivalent number of people living in that location all year round. From an environmental point of view, the indicator's value lies in its ability to a) highlight the areas whose hotels receive the greatest numbers of tourists (both residents and non-residents), and b) monitor trends in these areas over time. The indicator is calculated by dividing the number of overnight stays by 365 days. The Tourist Population Equivalent index [2000=100] peaked in 2006 [117.0]. It dropped sharply in 2009 before rising again in 2010 to 115.8, bringing it close once more to the 2006 level.
- Spain's principal tourist destinations are generally well-established and include the 10 areas selected for this indicator. These areas require special treatment from stakeholders if they are to be steered towards sustainability. Sustainable tourism has been encouraged by the Spanish Government through the MITyC's FuturE Plan (approved in July 2009), which promotes sustainability and eco-efficiency in the tourism sector. Its aims are to consolidate Spain's leading position in the sector and to position it at the forefront as regards rational energy use, renewable energy use, water footprint reduction and waste management.
- Other noteworthy initiatives to improve Spain's tourism offering and its sustainability include: (a) the "Q" for Tourist Quality Standard, awarded by the ICTE, under which establishments are audited to confirm they provide a high-quality service (at present, 2,204 establishments have been awarded this status); (B) The EUROPARC Federation's European Charter for Sustainable Tourism in Protected Areas (ECST), which ultimately aims to promote the development of sustainable tourism in Europe's protected areas). Commitment and adherence to the ECST is voluntary. It is aimed at managers of protected areas and related businesses and is intended to provide a partnership framework within which to define strategy; C) Spain's Plan for the International Promotion of Cultural Tourism 2010-2012, developed by three ministries. Its goal is to raise the international profile of Spain's cultural offering and to encourage more tourists to visit the country for cultural reasons. The aim is to diversify the tourism offering by promoting tourist destinations other than the traditional 'sun-and-sea' venues; D) The Spanish tourism portal (http://www.spain.info/es/), which publishes listings of cultural events taking place throughout Spain.

SOURCE

•INE: Encuesta de ocupación hotelera (EOH) 2000-2011. Hoteles y otros establecimientos hoteleros.

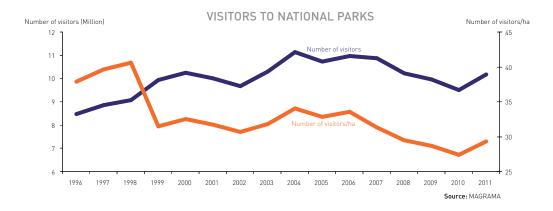
FURTHER INFORMATION

• http:// www.ine.es



Number of visitors to National Parks

In 2011, the number of visitors to National Parks rose by 7% on the previous year to 10.2 million



In 2011, Spain's National Parks received 10,181,164 visitors, 7% more than the previous year. Seven National Parks recorded an increase in the number of visitors, the Garajonay National Park recording the largest annual rise of 35.3% to 825,638 visitors, followed by the Cabrera Archipelago National Park, which received 75,544 visitors, an increase of 16.8%, while the Teide National Park registered an increase of 13.5%. The Aigüestortes (9.5%), Caldera de Taburiente (9.5%), Timanfaya (8.0%), Picos de Europa (6.7%) and Sierra Nevada (2%) National Parks recorded more moderate annual rises of less than 10%.

Excepting the Tablas de Daimiel National Park, which saw its number of visitors decline by 48.8% from 398,742 in 2010 to 204,314 in 2011, and Doñana National Park, which recorded a more moderate reduction (4.7%), the rest of National Parks did not record significant decreases.

In absolute terms, the national parks that received more than one million visitors in 2011 were the Teide National Park (2.7 million visitors), Picos de Europa (1.7 million) and Timanfaya (1.5 million).

An analysis of the number of visitors per hectare for 2011 yields an average of 29.3, up on the previous year (27.4 visitors/ha), but still well short of the highest ratio recorded in the 1996-2011 data series (40.6 visitors/ha in 1998). The National Parks that received the most visitors per hectare were Timanfaya (303.3/ha), followed by Garajonay (207.2 visitors/ha) and the Teide National Park (143.8 visitors/ha), all of which are in the Autonomous Community of the Canary Islands.

NATIONAL PARK	Area (ha)	20	10	2011		
NATIONAL PARK	Area (na)	Visitors	Visitors/ha	Visitors	Visitors/ha	
Aigüestortes i Estany de S. Maurici	14,119	294,547	20.9	322,572	22.8	
Cabrera Archipelago	10,020	64,688	6.5	75,544	7.5	
Cabañeros	40,856	92,578	2.3	92,038	2.3	
Caldera de Taburiente	4,699	387,805	82.5	424,832	90.4	
Doñana	54,251	341,961	6.3	326,013	6.0	
Garajonay	3,986	610,248	153.2	825,638	207.2	
Atlantic Islands of Galicia	8,480	292,374	34.5	322,396	38.0	
Monfragüe	18,118	297,976	16.4	296,219	16.1	
Ordesa and Monte Perdido	15,608	614,059	39.3	612,500	39.2	
Picos de Europa	64,660	1,610,341	24.9	1,717,728	26.6	
Sierra Nevada	86,208	667,319	7.7	680,883	7.9	
Tablas de Daimiel	1,928	398,742	206.8	204,314	106.0	
Teide	18,990	2,407,480	126.8	2,731,484	143.8	
Timanfaya	5,107	1,434,705	280.9	1,549,003	303.3	
TOTAL	347,306	9,514,829	27.4	10,181,164	29.3	

VISITORS TO NATIONAL PARKS (2010-2011)

Source: OAPN. MAGRAMA, 2011

Notes: Size of Atlantic Islands National Park: 7,282.2 marine hectares and 1,194.8 terrestrial hectares. Size of Cabrera Archipelago National Park: 8,703 marine hectares and 1,318 terrestrial hectares.

NOTES

- The indicator shows the number of visitors to National Parks and the number of visitors per hectare. While the first
 variable reveals an upward trend until 2008, the latter declined as a result of the increase in the area of Spain's National Parks, which now cover 347,306 ha (INE, 2011). Moreover, the protected environment around National Parks
 now stands at 265,856 ha.
- The sharp decreases observed in the graph (1999, 2003 and 2007) correspond to the enlargement of the National Parks Network to include the Sierra Nevada, Atlantic Islands of Galicia and Monfragüe National Parks, respectively. The latter was incorporated by Law 1/2007, of 2 March, declaring creation of a National Park (BOE no 54, of 3 March 2007), and increased the size of the National Parks Network by 5.22%.
- As regards recovery of the hydrological balance in the Tablas de Daimiel Natural Park, it is worth noting that in 2010 the OAPN acquired the water rights to over 83 ha (16 irrigated farms) in continuance of the policy started in 2000. This policy has resulted in the purchase of 1,560.50 ha for the sum of 24,788,754 €, obtaining water rights equivalent to a volume of 4,026,458 m³. (4 hm³).
- The area within National Parks may be publicly or privately owned. In two cases (the Cabrera Archipelago and Garajonay) the entire National Park is publicly owned. In five other cases (Aigüestortes, Ordesa, Tablas de Daimiel, Teide and Timanfaya) over 90% of the area is publicly owned. The Caldera de Taburiente (86%), Monfragüe (69.58%), Atlantic Islands (27%), Sierra Nevada (23.72%) and Doñana (15.6%) National Parks contain the largest area of privately owned land.

SOURCES

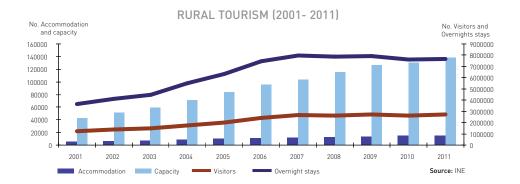
- Data provided by the Documentation Service at the Autonomous Body of National Parks (OAPN) (2011).
- National Statistic s Institute (INE). National Parks by situation, area and ownership, 2011.

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Rural tourism: accommodation, capacity, tourists and overnight stays

Variables relating to rural tourism: accommodation, capacity, tourists and overnight stays recorded increases in 2011



In 2011, rural tourism bucked the trend observed in previous years to some extent. While the number of establishments offering rural tourism accommodation and capacity continued to increase, growth in the number of tourists and overnight stays slowed down. According to provisional figures, in 2011 the number of establishments offering rural tourism accommodation in Spain climbed to 15,037, up by 5% on the previous year, while capacity also rose by slightly more than 5% to 137,727 beds. Meanwhile, there were 2,714,066 visitors and 7,685,350 overnight stays.

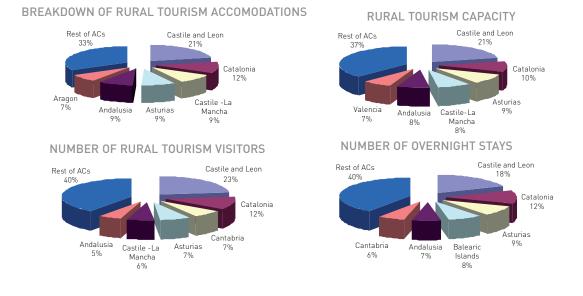
Rural tourism is highly aware of conserving the environment, as the land constitutes an added value and is not only the physical means this activity is based on. It maintains community structure, renovates buildings and creates jobs for the rural population. By community, Castile and Leon has the most rural tourism infrastructure with 3,188 establishments (21%), followed by the other five autonomous communities that have more than 1,000 establishments, namely Catalonia (1,732), Castile-La Mancha (1,384), Asturias (1,345), Andalusia (1,340) and Aragon (1,111). As a whole, these six Communities have a total of 9,615 establishments, 67.2% of the total.

As regards capacity, Castile and Leon has the most beds on offer with 28,786, compared to the 13,835 available in the Autonomous Community of Catalonia and the 986 beds in La Rioja, which is the Community with the smallest capacity.



By number of tourists received, Castile and Leon once again led the ranking with 626,829, followed by Catalonia (312,746), Cantabria (190,158) and Asturias (180,723). At the other end of the scale were Murcia (24,676) and La Rioja (26,4154). In terms of the number of overnight stays, Castile and Leon once again recorded the highest number with 1,419,872, followed by Catalonia (925,664) and Asturias (668,926).

Finally, the average stay in rural tourism establishments was 2.8 days in 2011 and the sector created 22,040 jobs, up by 1.5% on 2010.



VARIABLES OF RURAL TOURISM (2011)

NOTES

- Rural tourism accommodation refers to establishments or houses that charge for tourist accommodation (with
 or without other complementary services) and that are listed in the Tourist Accommodation Register maintained
 in each autonomous community. These establishments tend to share several common features, such as being
 located in buildings typical of the local architectural style or on working farms (agro-tourism).
- Law 45/2007, of 13 December, on sustainable development of the rural environment, promotes rural tourism by managing supply and encouraging demand. Particular attention is paid to sustainable tourism in priority rural areas and to agro-tourism or tourism linked to agricultural activity. The Sustainable Rural Development Programme (PDRS) for 2010–2014 is now being implemented and is putting into practice the principles of Law 45/2007.

SOURCES

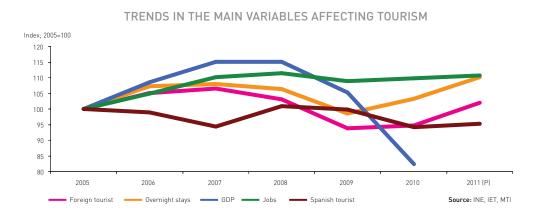
• National Statistic s Institute (INE). Survey of Tourist Accommodation Occupancy, 2011.

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Trends in the main variables affecting tourism in Spain

In 2011, the variables that gauge the state of tourism display positive trends



Gross Domestic Product at current prices (Base 2000) of all tourism activities between 2005 and 2010 displays two different trends, with significant growth up to 2008 and a marked downturn from 2009 onwards that deteriorated further in 2010. In comparison to 2008, GDP shrank by 28.5% in 2010. In absolute figures, GDP fell from 114,736.8 million euro in 2008 to 81,011.5 million euro in 2010.

Despite this significant slump in GDP and economic instability worldwide, the main variables affecting tourism analysed in the graph displayed positive trends the past year. 2011 has been marked by a recovery in international tourism, both regarding the number of tourists and also tourism revenue.

In that respect, Spain was the destination chosen by 56.7 foreign tourists, an increase of 7.6% with respect to 2007 (4 million tourists more). This upturn in arrivals also affected revenue, which was up by an annual 7.9% to 52,795.7 million euro. As noted, growth in revenue was slightly higher than the increase in the number of tourists, triggering a (0.2%) rise in expenditure per tourist to 933.6 euro.

As regards domestic tourism, the number of Spanish tourists grew moderately in annual terms in 2011, reflecting the uncertainty created by the instability of the economy and the fragile national labour market.



Moving on, employment linked to tourism activities rose more gradually (by an annual 0.8% for the year as a whole) in terms of the number of workers making contributions to Social Security. A total of 1,948,374 new workers registered with social security in 2011, compared to 1,932,224 the previous year. While this increase is only slight, the figure confirms the confidence in the tourism sector and its favourable position within the economy as a whole.

NOTES

- GDP figures (absolute value) relating to 2009 are provisional, while those for 2010 are an advance estimate.
- The travel figures for Spanish nationals (2011) are taken from the monthly reports up to November published as part of the FAMILITUR survey carried out by the IET. The statistics for December are estimates based on the previous year's data (as figures for this month were not available at the time the indicator was calculated).
- The number of overnight stays was calculated taking into account the number of overnight stays of residents in Spain and abroad in the surveys of hotel, campsite, short-stay apartment and rural tourism accommodation occupancy for the 2005-2011 data series.

SOURCES

- National Statistic s Institute (INE): GDP at constant prices. Tourism satellite account of Spain. Base 2000.
- INE: Domestic tourism (overnight stays by tourists resident in Spain).
- INE: Occupancy surveys (overnight stays by foreign tourists).
- INE: Inbound tourism (number of foreign tourists).
- Ministry of Labour and Immigration (quoted by the EIT): Number of employees in all tourism activities making social security contributions.
- Tourism Studies Institute (IET): FAMILITUR (journeys by Spanish nationals up to November 2011, and estimate for December).

- http://www.iet.tourspain.es
- http://www.ine.es