

Included in this document are facts and information that could potentially be used in future business development. This document also contains lists of examples of potential clients. These lists include hotels, tourism offices, amusement parks and cruise lines. These clients are all purposely centralized in widely recognized Spanish-speaking parts of the United States such as California, Texas, Florida, Arizona, New Mexico and New York.

Facts and Information of Potential Importance:

- The United States has the second highest number of tourists in the world with 59.4 million tourists last year. (France has the most with 79 million tourists and Spain has the third most with 52.2 million tourists)
- Starting March 20, 2010, all Spanish citizens who travel to the United States for leisure, tourism or business under the extended visa program (the majority of the cases) or for at least 90 days will have to register by Internet and receive an electronic authorization before boarding their plane or cruise ship with destination in the U.S.
- 86% of Spanish tourists stated that they preferred to change their tourist destination each year in order to get to know more places, according to a survey done by the travel site TripAdvisor. 41% of Spanish tourists consider the beach the most ideal location to enjoy a vacation and, regarding accommodation, 77% would prefer a hotel.
- In recent years, the Euro hasn't stopped becoming more valuable compared to other monetary units, in particular the dollar. As a result, many Spaniards have found that traveling to international destinations can result in more reasonable costs.
- Spanish travel agencies have found that Spanish travelers have shown greater interest in visiting places like New York and combining the trip with other places such as Las Vegas or Los Angeles.
- According to a study by Hoteles.com, Spaniards do not skimp on expenses while traveling, despite the current economic situation. While citizens from countries such as Denmark or the United Kingdom have cut back on their travel spending, Spain has maintained their rhythm of spending during their vacations away from home.
- Spanish citizens don't need a visa to enter into the United States for tourism or business, as long as they have a readable passport.
- More than half (51%) of Hispanic Internet users prefer Spanish-language content. 29% report getting more of the information they need when using a Spanish-language website. 26% spend at least half of their time on the Internet in Spanish. 13.9 million Hispanic adults are online.

Sources:

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<http://www.diariosur.es/v/20100331/turismo/desbanca-espana-como-segundo-20100331.html>

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http://www.hosteltur.com/noticias/68956_86-turistas-espanoles-prefiere-cambiar-destino-cada-verano.html

<http://www.logitravel.com/BLOG/2008/03/11/gracias-al-euro-los-espanoles-viajan-mas-lejos.aspx>

http://www.lavanguardia.es/premium/publica/publica?COMPID=53442745776&ID_PAGINA=22088&ID_FORMATO=9&turbourl=false

<http://www.larazon.es/noticia/148-los-espanoles-los-que-mas-gastan-cuando-viajan-al-extranjero>

<http://www.buyusa.gov/spain/es/turismousa.html>

<http://www.hispanicprwire.com/News/in/9306/3/hotels.com-en-espa%C3%B1ol-welcomes-spanish-speaking-travelers>

Examples of Potential Clients:

Hotels:

Peninsula Beverly Hills Hotel
Los Angeles, California

1-310-551-2888
pbh@peninsula.com

Inn at Spanish Bay
Pebble Beach, California

831-647-7500

Madrona Manor
Napa/Sonoma, California

707-433-4231
info@madronamanor.com

Watermark Hotel & Spa
San Antonio, Texas

210-396-5800

The Setai
Miami Beach, Florida

Philippe Parodi
Director of Sales and Marketing
pparodi@ghmamericas.com
305-520-6600

Rosewood Mansion on Turtle Creek
Rosewood Crescent Hotel
Dallas, Texas

Rosewood Corporate Office
500 Crescent Court, Suite 300
Dallas, TX 75201
214-880-4200

Shutters on the Beach
Santa Monica, California

310-458-0030

La Valencia Hotel
La Jolla, California
sales_catering@lavalencia.com
888-320-2600

La Posada
Winslow, Arizona
info@laposada.org
928-289-4366

Colony Hotel
Miami Beach, Florida
305-673-0088

Latino Hotel Association, Inc.
www.latinohotellassociation.org
2600 South Shore Blvd. Ste 300
USA - League City, TX 77573
Phone: (281) 668-9165
Fax: (281) 668-9199

Examples of Tourist Offices:

Texas	P.O. Box 12728 Austin, TX 78711 1-512-462-9191 http://www.traveltex.com
Dallas/Fort Worth	415 Throckmorton Fort Worth, Texas 76102 1-817-336-8791 Linda@fortworth.com
Houston	901 Bagby, Suite 100 Houston, TX 77002 1-713-437-5200 www.visithoustontexas.com
Corpus Christi	1201 North Shoreline Corpus Christi, Texas 78401 1-361-881-1888 tmorales@cctexas.org
California	P.O. Box 1499 Sacramento, CA 95812 800-GO-CALIF caltour@commerce.ca.gov
Lake Tahoe	1156 Ski Run Blvd South Lake Tahoe CA 96150 1-530-544-5050 info@ltva.org
San Diego	401 B Street, Suite 1400

	San Diego, CA 92101-4237 sdinfo@sandiego.org
San Francisco	900 Market Street San Francisco, CA 94103-2804 www.sfvisitor.org
Los Angeles	333 S. Hope St, 18 th Floor Los Angeles, CA 90071 1-213-689-8822 www.visitlanow.com
Arizona	1110 W. Washington St., Ste. 155 Phoenix, AZ 85007 888-520-3433 www.arizonaguide.com
Phoenix	400 E. Van Buren, Suite 600 Phoenix, AZ 85004 1-602-254-6500 www.phoenixcvb.com
New Mexico	491 Old Santa Fe Trail P.O. Box 20002 Santa Fe, NM 87501 1-800-SEE-NEWMEX www.newmexico.org
Florida	661 E. Jefferson Street Tallahassee, FL 32301 1-850-488-5607
Miami	Suite 2700 Barnett Bank Bldg 701 Brickell Avenue Miami, FL 1-305-539-3063
New York	P.O. Box 2603 Albany, NY 12220-0603 1-518-474-4116 iloveny@empire.state.ny.us

Examples of Amusement Parks:

Six Flags Discovery Kingdom	Eric Gilbert, Park President 1001 Fairgrounds Dr. Vallejo, CA 94589 707-644-4000
Six Flags Over Texas	Steve Martindale, Park President

2201 Road to Six Flags
Arlington, TX 76010
817-640-8900 x3139

Six Flags Fiesta Texas

Martin Bozer, Park President
17000 IH-10 West
San Antonio, TX 78257
210-697-5050

Six Flags Magic Mountain

Jay Thomas, Park President
26101 Magic Mountain Parkway
Valencia, CA 91355
661-255-4103

Six Flags Corporate Offices

924 Ave. J East
Grand Prairie, Texas 75050

230 Park Ave.
New York, NY 10169

California's Great America

P.O. Box 1776
Santa Clara, CA 95052
408-988-1776

Legoland

760-918-5346

Examples of Cruise Lines:

The World of Residensea

14471 Miramar Parkway
Miramar, FL 33027
1-954-538-8400

Seabourn Cruise Line

6100 Blue Lagoon Drive, St. 400
Miami, Florida 33126
1-800-929-9391

Regent Seven Seas Cruises

1000 Corporate Drive, St. 500
Fort Lauderdale, Florida 33334
877-505-5370

Silversea Cruise Line

110 East Broward Blvd
Fort Lauderdale, Florida 33301
877-760-9052

Crystal Cruises

2049 Century Park E., St. 1400
Los Angeles, CA 90067
310-785-9300
Robert Chusid
rchusid@round2.com

Sea Dream Yacht Club	00 80 2223 7326 info@seadream.com
Oceania Cruises	8300 NW 33 rd Street, St. 308 Miami, Florida 33122 305-514-2300
Azamara Cruises	877-999-9553 (US) 34 902 345 135 (ES) info.es@celebrity.com
Windstar	2101 4 th Avenue, St. 210 Seattle, WA 98121 206-292-9606 info@windstarcruises.com
Lindblad Cruises	96 Morton Street, 9 th floor New York, New York 10014 212-765-7740 explore@expeditions.com
Carnival	1-888-227-6482
Royal Caribbean	1-800-256-6649

Sources:

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<http://www.concierge.com/tools/travelawards/readerschoice/hotels#unitedstates>

<http://www.traveltruth.com/articles/topten-cruiselines.html>

<http://www.sixflags.com/national/footer/nav/contact.aspx>

<http://www.thetravelerszone.com/travel-destinations/top-amusement-parks-in-the-united-states/>

http://www.usa.gov/Citizen/Topics/Travel_Tourism/State_Tourism.shtml

<http://www.towd.com>

<http://www.hospitalitynet.org/news/154000320/4046758.search?query=hotels%20specializing%20in%20hispanic%20interests>