

# WELCOME TO MÁLAGA, THE BIRTHPLACE OF PICASSO





**AREA:** 395 SQUARE KILOMETRES

**POPULATION:** 592.346 INHABITANTS

**CLIMATE:** MORE THAN 300 DAYS OF SUNSHINE A YEAR



In the south of Spain, bathed by the Mediterranean Sea, Málaga is the second most populous city in Andalusia and the sixth most populous in Spain.

Our more than 3.000 years of history have left us an incomparable legacy. Its monuments, museums, festivals and gastronomy make Málaga a city that cannot be forgotten.



## 1st Airport in Andalusia & 4th in the Iberian peninsula.

- 19,858,656 passengers in 2019
- 5,161,636 passengers in 2020
- 8,874,765 passengers in 2021
- 18,457,194 passengers in 2022
- 22,344,373 passengers in 2023
- 24,923,774 passengers in 2024
- 159 direct destinations in 38 countries



## 2nd Cruise ship port in peninsula & 6th in the Mediterranean Sea.

- 288 Cruise Port with 477,001 passengers in 2019
- 41 Cruise Port with 40,172 passengers in 2020
- 144 Cruise Port with 145,859 passengers in 2021
- 267 Cruise Port with 342,045 passengers in 2022
- 300 Cruise Port with 503,898 passengers en 2023
- 278 Cruise Port with 469,949 passengers en 2024
- Seatrade Med in 2024
- Restaurants / entertainment promenade connecting port to city. Málaga Cruise Shops



## High-speed trains, commuter railway and metro system.

- Madrid in 2 hour and 20 minutes
- Barcelona in 4 hours and 40 minutes
- 2 metro lines

MÁLAGA'S MAIN TOURISM INDICATORS IN 2024



**2,15** Average length of stay  
Month with the longest average stay: August **2,59**  
Month with the lowest average stay: November **1,99**

**139,08€** ADR  
Month with the highest ADR: August **167,13€**  
Month with the lowest ADR: January **114,83€**

**116,56€** RevPAR  
Month with the highest RevPAR: August **151,80€**  
Month with the lowest RevPAR: January **82,01€**

**83,34%** Level of occupation by rooms  
Highest occupancy month: August **90,83%**  
Lowest occupancy month: December **66,93%**

Source: INE  
\*(Annual average)

MARKETS

NATIONAL	INTERNATIONAL
Andalusia 241.955 / 15,00%*	United Kingdom 151.579 / 9,39%*
Community of Madrid 144.205 / 8,94%*	Italy 89.038 / 5,52%*
Catalonia 67.247 / 4,16%*	United States 80.733 / 5,00%*
Valencian Community 27.825 / 1,72%*	Germany 80.342 / 4,98%*
Galicia 16.266 / 1,00%*	France 73.820 / 4,57%*
Basque Country 15.956 / 0,98%*	Netherlands 60.966 / 3,78%*
Castilla La Mancha 14.409 / 0,89%*	Rest of EU 37.730 / 2,33%*

Source INE: Number of travelers  
\*INE: Number of travelers and percentage of total of domestic and international travelers

VISIT MUSEUMS AND MONUMENTS

- Alcázar de Málaga: 1.345.333
- Gibralfaro Castle: 1.075.925
- Picasso Museum Málaga: 792.197
- Cathedral of Málaga: 698.734
- Roman Theatre Interpretation Centre: 479.922
- Museum of Málaga: 257.479
- Carmen Thyssen Museum: 203.824
- Pompidou Centre Málaga: 193.962
- Casa Natal Picasso Museum: 188.223
- Historical Botanical Garden 'La Concepción': 153.931

VISITORS SERVED IN THE TOURIST OFFICE NETWORK IN 2024

**730.071**

Main origins:  
Spain: 225.887  
France: 87.913  
United Kingdom: 81.839  
Italy: 51.440  
Germany: 42.646  
United States: 26.910  
Netherlands: 26.449  
Central and South American countries: 36.057

Source: Tourist Board, Tourism Area.

CULTURAL + LEISURE OFFER

- 38** MUSEUMS
- 10** GASTRONOMIC AREAS
- 21** GALLERIES
- 63** MONUMENTS AND PLACES OF INTEREST

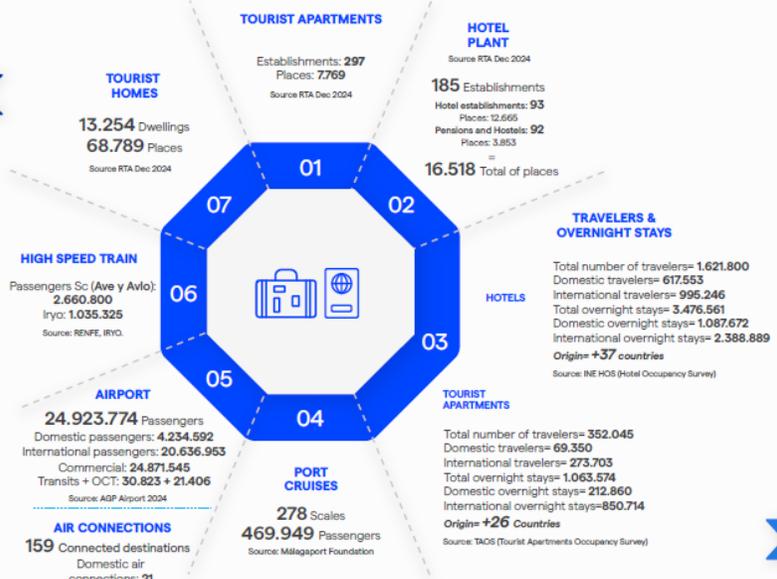
DESTINATION APPRAISAL

**+99%** Recommendation

**93,33%** Satisfaction

Hospitality: **98%** Cultural and leisure offer: **98%** Value for money: **95%**  
Cleaning and maintenance: **94%** Public transport: **92%** Restaurant service: **95%**  
Lodging: **96%** Shops: **92%** Signage: **91%** Access: **91%** Security: **83%**  
General stay at the destination: **95%**

Source: Quality Department, Tourism Area, Surveys (July-September 2024)



PEDESTRIAN STREETS SEMI-PEDESTRIAN STREETS

**144 Km**

Source: Urban Agenda (indicator 32)

PROVINCE

Tourists: **14.470.000**

Tourist Establishments: **88.903**  
Accommodation places: 661.240

Hotel Indicators

Hotels travelers: 6.296.192  
Overnight hotel stays: 22.090.692

Employment: **136.736\***

Total Economic Impact: **21.223.600 €**  
\*Source: (EPA - Average of the 4 quarters of the year 2024)

MONTHLY AVERAGE OF HOTEL EMPLOYMENT

**2.176** AVERAGE MONTHLY EMPLOYMENT

Month with the highest hotel employment: August 2.344  
Month with lowest hotel employment: February 2.012

Source: INE

QUARTERLY AVERAGE

QUARTERLY AVERAGE OF COMPANIES	QUARTERLY AVERAGE OF TOURISM EMPLOYEES
Total of companies: 4.029	49.611 Total number of employees
Accommodation and restaurants: 2.626	29.369 Accommodation and restaurants
Travel agencies: 101	969 Travel agencies
Other tourism services*: 1.303	19.274 Other tourism services*

\*Leisure activities, tourist transport and rent a car  
Source: Spanish Social Security

SICTED

Companies distinguished: **280**

SPANISH SCHOOLS

Number of schools: **17**  
Number of students: **27.867**

Source: FEDILE/Tourism Area

TOURISM REGISTRY OF ANDALUSIA

Affiliated companies: **916 \***  
\*(excluding VFT)

Source: RTA Dec 2024



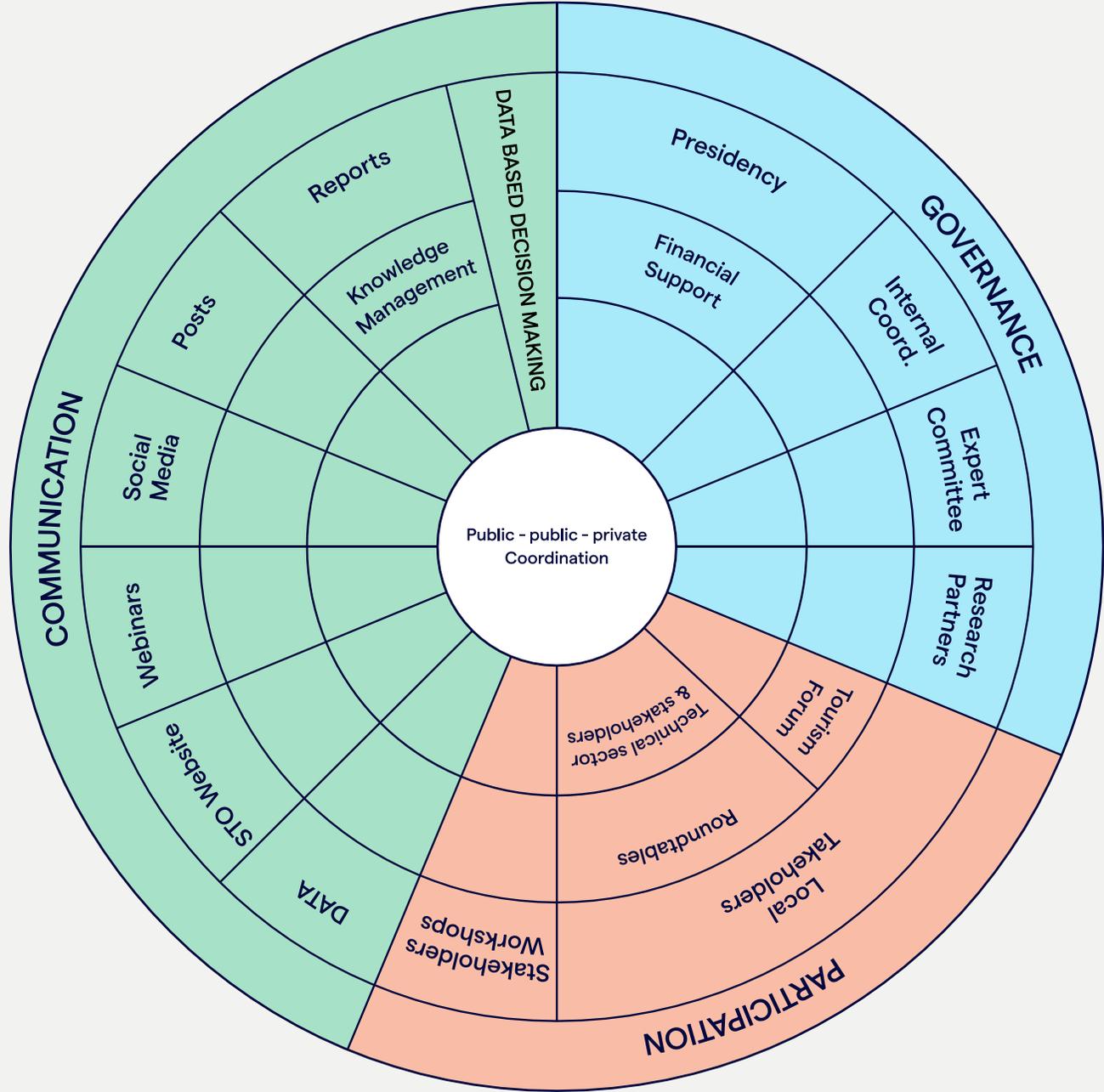
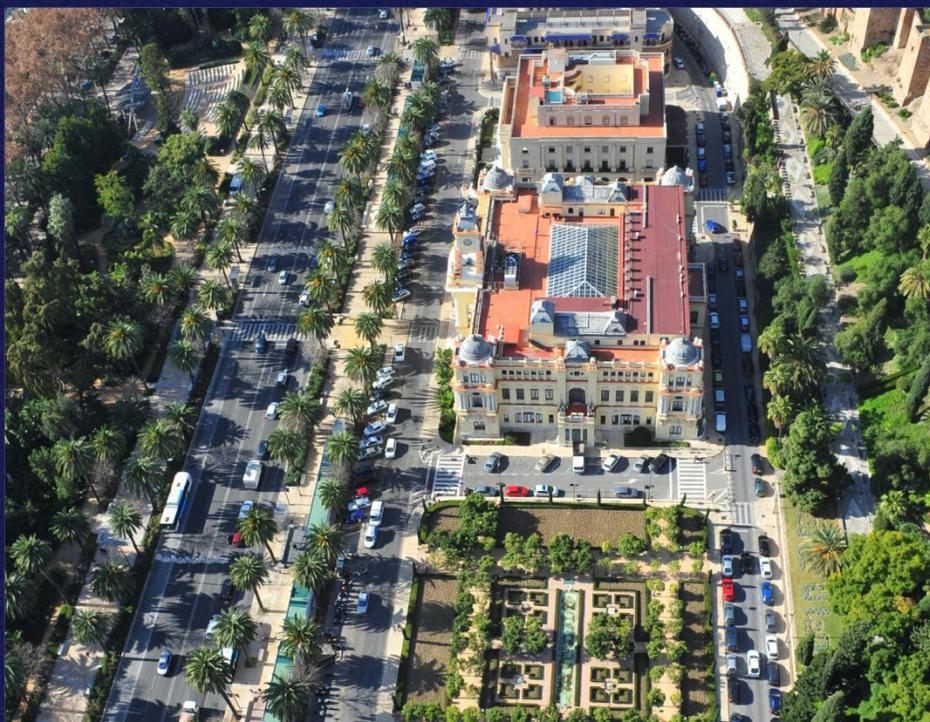
# STAKEHOLDER INVOLVEMENT. STO MÁLAGA



Watch video STO MÁLAGA: <https://www.youtube.com/watch?v=KFKGZaCtBto&t=1s>

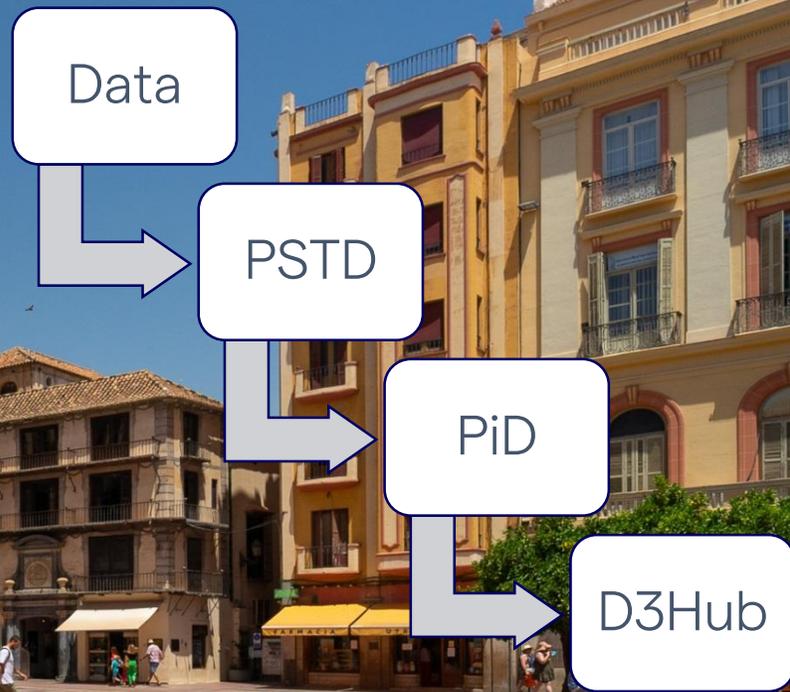
# How do we do it?

STAKEHOLDER INVOLVEMENT.  
STO MÁLAGA.



# WHY DO WE NEED DATA?

## PROJECTS OF THE AREA OF TOURISM AND PROMOTION OF THE CITY



D3Hub • Data Driven Destination



Ciudad de Málaga

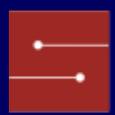
Área de Turismo y Promoción de la Ciudad



INSTO

International Network of Sustainable Tourism Observatories

málaga the all round city



SEGITTUR  
turismo e innovación

### POSITIONING:

- Tourism Management based on DATA

### COMPONENTS:

- Open Innovation Platform
- Data Space and Promotion of disruptive innovation in the Tourism sector

### STRATEGIES

- Creation of Common Digital Services
- Accelerate the Digitalization of the Sector
- Facilitate interaction between destinations, companies, tourists and residents

# WORKSHOP: "PRESENT AND FUTURE OF SUSTAINABLE TOURISM DESTINATIONS"



# WORKSHOP 'WATER MANAGEMENT'



# WORKSHOP 'DATA MANAGEMENT IN THE TOURISM SECTOR'

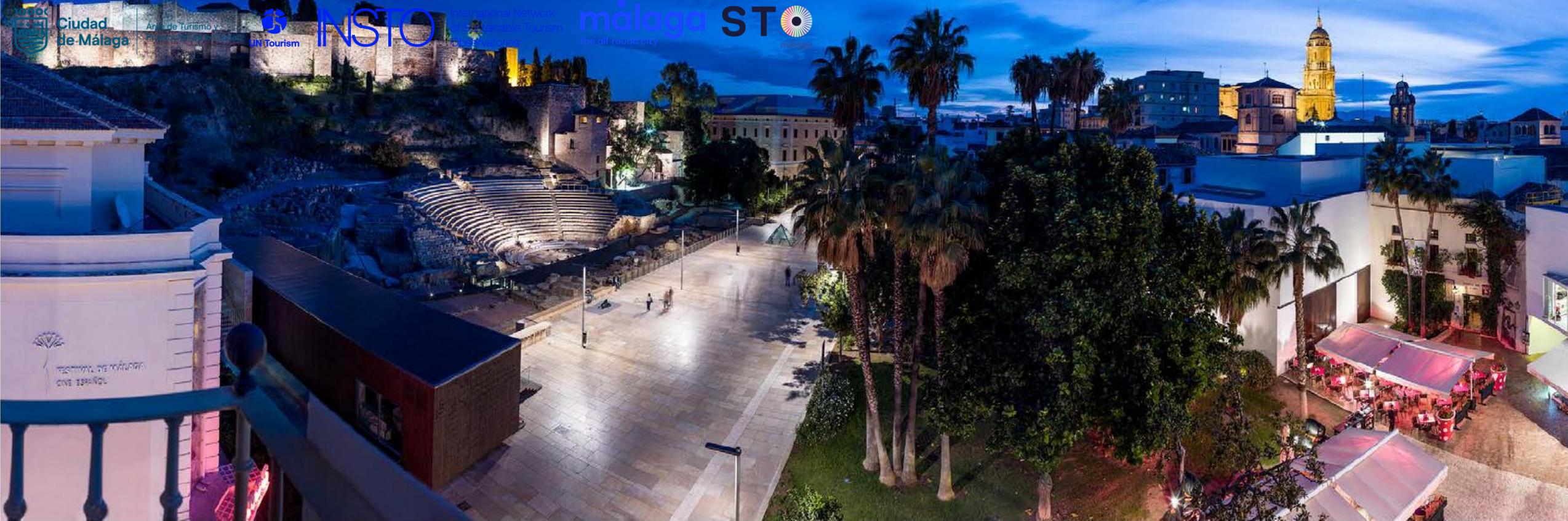


# REGENERATIVE TOURISM

- *Ecological Restoration*
- *Support to the local economy*
- *Social and cultural commitment*
- *Clean transport*
- *Carbon footprint offset*
- *Responsible businesses, accommodations selection and promotion*







[sto.malaga.eu](http://sto.malaga.eu)





Ciudad  
de Málaga

Área de Turismo y  
Promoción de la Ciudad



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málaga ST  
the all-round city



[www.visita.malaga.eu](http://www.visita.malaga.eu)

# THANK YOU!

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MÁLAGA CITY COUNCIL