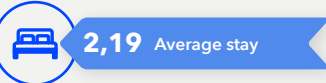
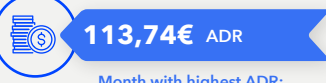


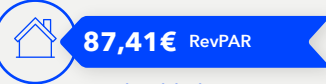
MAIN TOURISM INDICATORS FOR MÁLAGA CITY IN 2022



Month with longest average stay:
August 2,53
Month with shortest average stay:
February 2,06



Month with highest ADR:
August 139,97€
Month with lowest ADR:
January 81,79€



Month with highest RevPAR:
August 23,67€
Month with lowest RevPAR:
January 34,60€



Month with highest occupancy rate:
August 88,35%
Month with lowest occupancy rate:
January 42,30%

Source INE 2022
* Annual average

RATING OF TOURIST DESTINATION



Recommendation Repeat Satisfaction

Average rating: 8,93

Highlights: Number and variety of museums.

Tourists: Málaga Cathedral, Picasso Museum Málaga, Arab Fortress, Gibralfaro Castle.

Day trippers: Málaga Cathedral, Arab Fortress, Gibralfaro Castle.

Number and variety of events: 8,84
Beaches and beach services: 8,88

Source: Tourism Observatory 2022

AVERAGE HOTEL EMPLOYMENT RATE



Month with highest hotel employment rate: September 2062
Month with lowest hotel employment rate: January 1542

Source INE 2022

ECONOMIC IMPACT

3.115.386.685,72€

DIRECT ECONOMIC IMPACT

1.588.847.209,72€

INDIRECT ECONOMIC IMPACT

4.704.233.895,43€

TOTAL ECONOMIC IMPACT

AVERAGE OUT-OF-POCKET EXPENSES FOR DAY TRIPPERS **154,45€**
AVERAGE OUT-OF-POCKET EXPENSES FOR TOURISTS **131,92€**
TRAVEL BUDGET FOR TOURISTS **1.123,97€**

Source: Tourism Observatory 2022; INE 2022

OUTBOUND MARKETS

SPAIN

Andalusia **257.543 / 44,12%***
Region of Madrid **123.520 / 21,16%***
Catalonia **41.262 / 7,07%***
Region of Valencia **24.239 / 4,15%***
Melilla **16.789 / 2,88%***
Castile-La Mancha **14.368 / 2,46%***
Basque Country **14.298 / 2,45%***

INTERNATIONAL

United Kingdom **113.031 / 8,66%***
France **61.012 / 4,67%***
Italy **57.490 / 4,40%***
Germany **56.574 / 4,33%***
Netherlands **54.284 / 4,16%***
United States **43.708 / 3,35%***
Belgium **28.390 / 2,17%***

* Number of tourists and percentage of domestic and international travellers

Source: INE

HOTELS

175 Number of accommodation facilities
Hotels: **88**
Hostels and guesthouses: **87**

11.274 Number of hotel beds available

Source: RTA December 2022

TRAVELLERS AND OVERNIGHT STAYS

Total number of hotel guests: **1.305.849**

Domestic travellers: **587.700**

International travellers: **722.149**

Travellers staying in holiday apartments: **212.596**

Domestic travellers staying in holiday apartments: **75.608**

International travellers staying in holiday apartments: **136.988**

Country of origin: **+39**

Total number of overnight stays: **2.877.594**

Overnight stays by domestic traveller: **1.128.875**

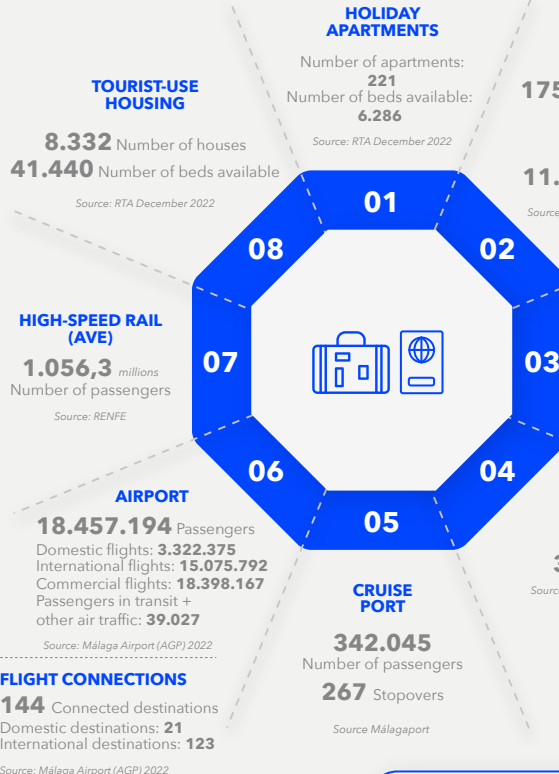
Overnight stays by international travellers: **1.748.719**

Overnight stays in holiday apartments: **649.345**

Overnight stays in holiday apartments by domestic travellers: **195.973**

Overnight stays in holiday apartments by international travellers: **453.372**

Source: INE 2022



VISITORS SERVED AT THE TOURIST OFFICE NETWORK

693.523

Main countries of origin:

Spain **270.990**

France **77.453**

United Kingdom **72.946**

Germany **34.389**

Italy **32.466**

Netherlands **25.972**

United States **19.681**

Source: Tourist Information Office, Department of Tourism

CULTURE AND ENTERTAINMENT

40 MUSEUMS

7 DINING AREAS

18 ART GALLERIES

55 LANDMARKS AND PLACES OF INTEREST

PEDESTRIAN PARTLY-PEDESTRIANISED STREETS

144 Km
Source: Urban Agenda (indicator #30)

ANDALUSIAN TOURISM REGISTRY

Registered companies: **771***
* (without tourist-use housing)

Source: RTA December 2022

MÁLAGA PROVINCE

Source: Annual assessment of tourism 2022 (Costa del Sol)

Number of Tourists: **12.800.000**

Accommodation facilities: **61.306**

Number of hotel beds available **509.845**

HOTEL INDICATORS

EMPLOYMENT RATE: **186.870**

Number of hotel guests: **5.661.781**
Number of overnight stays: **19.400.000**

Total economic impact **17.081.000 €**

SPANISH LANGUAGE SCHOOLS



Number of schools: **15+**

Number of students: **18.000***

*International Spanish Learning Centre (CIE) at Málaga University (UMA)

SICTED

Awarded companies: **243**