

MAIN TOURISM INDICATORS CITY OF MÁLAGA 2023



2,19 Average length of stay

Month with the longest average stay: August 2,52
Month with the shortest average stay: March 2,02



130,12€ ADR

Month with the highest ADR: August 147,53€
Month with the lowest ADR: January 98,47€



106,56€ RevPAR

Month with the highest RevPAR: August 129,36€
Month with the lowest RevPAR: January 62,60€



81,08% Level of occupation by rooms

Month with the highest level of occupation: May 89,60%
Month with the lowest level of occupation: January 63,57%

Source: INE
*Annual average

DESTINATION APPRAISAL



Recommendation Repetition Satisfaction

Average score: 8,08

Outstanding museum offer:

Tourists: Museo Picasso Málaga, Alcazaba, Museo Carmen Thyssen and the Cathedral of Málaga

Hikers: Cathedral of Málaga, Alcazaba, Museo Picasso Málaga and Gibralfaro Castle

Event offer: 7,78

Beaches and their services: 7,92

Source: Tourism observatory

AVERAGE MONTHLY HOTEL EMPLOYMENT



2.175

Average monthly employment

Month with the highest hotel employment: June 2.452
Month with the lowest hotel employment: January 1.992

Source: INE

ECONOMIC IMPACT*

1.006.881.158,53€

DIRECT ECONOMIC IMPACT

523.578.202,44€

INDIRECT ECONOMIC IMPACT

1.530.459.360,96€

TOTAL ECONOMIC IMPACT

AVERAGE OUT-OF-POCKET SPENDING BY HIKERS 174,05€
AVERAGE TOURIST OUT-OF-POCKET SPENDING 128,42€
TOURIST'S TRAVEL BUDGET 1.193,18

*Data refer to the period January-May 2023. Tourism Observatory

MARKETS

NATIONAL

Andalusia **248.505 / 16,38%***
Community of Madrid **142.425 / 9,38%***
Catalonia **54.353 / 3,58%***
Valencian Community **27.969 / 1,84%***
Melilla **17.586 / 1,15%***
Castilla - La Mancha **14.670 / 0,96%***
Basque Country **14.670 / 0,96%***

INTERNATIONAL

United Kingdom **136.130 / 8,97%***
Italy **80.443 / 5,30%***
Germany **78.053 / 5,14%***
France **68.068 / 4,48%***
United States **64.288 / 4,23%***
Netherlands **60.723 / 4,00%***
Ireland **31.400 / 2,06%***

*Number of travelers and percentage of total domestic and international travelers

Source: INE

VISITORS SERVED IN THE TOURIST OFFICE NETWORK

733.295

Main origins:

Spain **262.130**
United Kingdom **90.627**
France **90.548**
Italy **43.308**
Germany **40.911**
Netherlands **27.278**
United States **18.395**

Tourist Board. Tourism Area

CULTURAL + LEISURE OFFER



39 MUSEUMS



10 GASTRONOMIC ZONES



64 MONUMENTS AND PLACES OF INTEREST

PEDESTRIAN/ SEMI-PEDESTRIAN STREETS



144 Km

Source: Urban Agenda (indicator 32)

PROVINCE

Source: Balance of the tourist year (Costa del Sol)

Tourists: 14.029.118

Tourist establishments: 74.861

Accommodation places: 584.786

HOTEL INDICATORS

EMPLOYMENT: 130.091

Hotel travelers: 6.217.996
Overnight hotel stays: 21.320.445

Total Economic Impact: 19.137.611,84€

TOURISM REGISTRY OF ANDALUSIA



Affiliated companies: **810***

* (excluding VFT)

Source: RTA

SPANISH SCHOOLS

Number of schools: **17** (16 + International Center for Spanish (CIE) UMA)

Number of students: **+17.000**

SICTED



Distinguished companies: **282**



TOURIST HOMES

11.522 Dwellings
60.013 Vacancies

Source: RTA

TOURIST APARTMENTS

Establishments: **262**
Vacancies: **7.096**

Source: RTA

HOTEL PLANT

179 Establishments
Hotel establishments: **90**
Pensions and hostels: **89**

15.509 Vacancies

Source: RTA

TRAVELERS & OVERNIGHT STAYS

Total number of travelers: **1.517.105**
National travelers: **612.355**
International travelers: **904.750**
Total overnight stays: **3.322.281**
Domestic overnight stays: **1.147.685**
International overnight stays: **2.174.596**

Origin **+37 countries** (Source: INE HOS (Hotel Occupancy Survey))

Total number of travelers: **284.301**

National travelers: **82.293**

International travelers: **202.008**

Total overnight stays: **871.540**

Domestic overnight stays: **216.054**

International overnight stays: **655.486**

Origin **+26 countries** (Source: INE TAOS (Tourist Apartments Occupancy Survey))

VISITORS

3.862.148

*Data refer to the period January-May 2023
Tourism observatory

Source: INE TAOS (Tourist Apartments Occupancy Survey)

AIRPORT

22.344.373 Passengers
Commercial: **22.286.150**
Domestic: **4.023.569**
International: **18.262.581**
Transits + OCT: **58.223**

Source: AGP Airport

AIR CONNECTIONS

151 Connected destinations
Domestic: **21**
International: **130**

Source: AGP Airport

PORT CRUISES

503.898 Passengers
300 Scales

Source: Málagaport

AVE
Nearly **6.3** million of passengers
Fuente Renfe