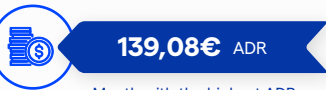


MÁLAGA'S MAIN TOURISM INDICATORS IN 2024



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



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



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



Highest occupancy month:
August **90,83%**
Lowest occupancy month:
December **66,93%**

Source: INE
*(Annual average)

DESTINATION APPRAISAL



Recommendation



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)

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

Total of companies **4.029**
Accommodation and restaurants **2.626**
Travel agencies **101**
Other tourism services* **1.303**

QUARTERLY AVERAGE OF TOURISM EMPLOYEES

49.611 Total number of employees
29.369 Accommodation and restaurants
969 Travel agencies
19.274 Other tourism services*

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

MARKETS

NATIONAL

Andalusia **241.955** / **15,00%***
Community of Madrid **144.205** / **8,94%***
Catalonia **67.247** / **4,16%***
Valencian Community **27.825** / **1,72%***
Galicia **16.266** / **1,00%***
Basque Country **15.956** / **0,98%***
Castilla La Mancha **14.409** / **0,89%***

Source INE: Number of travelers

INTERNATIONAL

United Kingdom **151.579** / **9,39%***
Italy **89.038** / **5,52%***
United States **80.733** / **5,00%***
Germany **80.342** / **4,98%***
France **73.820** / **4,57%***
Netherlands **60.966** / **3,78%***
Rest of EU **37.730** / **2,33%***

Source INE: and international travelers

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

VISIT MUSEUMS AND MONUMENTS

Alcázar of 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

PEDESTRIAN STREETS SEMI-PEDESTRIAN STREETS



144 Km

Source: Urban Agenda (indicator 32)

PROVINCE

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

Tourists: **14.470.000**

Tourist
Establishments: **88.903**

Accommodation places: **661.240**

HOTEL INDICATORS

Employment: **136.736***

Hotels travelers:
6.296.192
Overnight hotel stays:
22.090.692

Total Economic Impact:
21.223.600 €

*Source: EPA - Average of the 4 quarters
of the year 2024)

TOURIST APARTMENTS

Establishments: **297**
Places: **7.769**
Source RTA Dec 2024

HOTEL PLANT

Source RTA Dec 2024

185 Establishments
Hotel establishments: **93**
Places: **12.665**
Pensions and Hostels: **92**
Places: **3.853**
= 16.518 Total of places

TRAVELERS & OVERNIGHT STAYS

Total number of travelers= **1.621.800**
Domestic travelers= **617.553**
International travelers= **995.246**
Total overnight stays= **3.476.561**
Domestic overnight stays= **1.087.672**
International overnight stays= **2.388.889**
Origin= **+37** countries
Source: INE HOS (Hotel Occupancy Survey)

HOTELS

TOURIST APARTMENTS

Total number of travelers= **352.045**
Domestic travelers= **69.350**
International travelers= **273.703**
Total overnight stays= **1.063.574**
Domestic overnight stays= **212.860**
International overnight stays= **850.714**
Origin= **+26** Countries
Source: TAOS (Tourist Apartments Occupancy Survey)

HIGH SPEED TRAIN

Passengers Sc (Ave y Avlo):
2.660.800
Iryo: **1.035.325**
Source: RENFE, IRYO.

AIRPORT

24.923.774 Passengers
Domestic passengers: **4.234.592**
International passengers: **20.636.953**
Commercial: **24.871.545**
Transits + OCT: **30.823 + 21.406**
Source: AGP Airport 2024

AIR CONNECTIONS

159 Connected destinations
Domestic air
connections: **21**
International air
connections: **138**
Source: Airport AGP 2024

PORT CRUISES

278 Scales
469.949 Passengers
Source: Málagaport Foundation

SICTED



Companies
distinguished: **280**

SPANISH SCHOOLS



Number of schools: **17**
Number of students: **27.867**
Source: FEDELE/Tourism Area

TOURISM REGISTRY OF ANDALUSIA



Affiliated companies: **916 ***
*(excluding VFT)
Source RTA Dec 2024