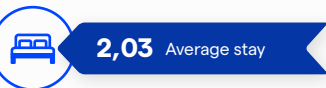
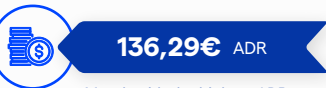


MAIN TOURISM INDICATORS CITY OF MALAGA 2025



Month with the longest average stay:
August **2,38**
Month with the lowest average stay:
May **1,92**



Month with the highest ADR:
May **152,34€**
Month with lowest ADR:
January **107,36€**



Month with the highest RevPAR:
August **135,85€**
Month with lowest RevPAR:
January **67,28€**



Month with the highest occupancy rate:
August **90,29%**
Month with the lowest occupancy rate:
January **62,67%**

Source: INE *(Annual average)

TARGET VALUATION



Recommendation



Satisfaction

Hospitality: **97%** Cultural and leisure offer: **97%**
Quality/price ratio: **87%** Cleanliness and maintenance: **96%**
Public transport: **97%** Food service: **95%**
Accommodation: **93%** Retail: **93%** Signage: **83%** Accessibility: **98%**
Safety: **99%** Overall stay at the destination: **99%**

Source: Quality Department. Tourism Area. Surveys (January-March 2025)

COMPANIES AND EMPLOYMENT

COMPANIES Quarterly average

Total companies: **4.164**
Accommodation and Food Services: **2.649**
Travel Agencies: **106**
Other tourism services *: **1.410**

EMPLOYEES Quarterly average

Total companies: **50.900**
Accommodation and Food Services: **29.801**
Travel Agencies: **1.016**
Other tourism services *: **20.083**

HOTEL EMPLOYMENT Monthly average

Average monthly employment: **2.286,25**
Month with the highest hotel employment:
October **2.469**
Month with lowest hotel employment:
January **1.920**

Source: Spanish Social Security | *Leisure activities, Tourist transport and Car rental

MARKETS

NATIONAL

Andalusia: **316.637 / 17,25%**
Community of Madrid: **120.381 / 6,56%***
Catalonia: **53.058 / 2,89%***
Community of Valencia: **33.456 / 1,82%***
Castile-La Mancha: **15.265 / 0,83%***
Balearic Islands: **14.710 / 0,80%***
Canary Islands: **13.823 / 0,75%***

INTERNATIONAL

United Kingdom **182.099 / 9,92%***
Germany **101.977 / 5,55%***
Italy **100.282 / 5,46%***
United States **89.823 / 4,89%***
France **85.346 / 4,65%***
Netherlands **68.821 / 3,75%***
Rest of EU **47.837 / 2,60%***

*Number of travellers and percentage of total of domestic and international travellers
Source: INE

VISIT MUSEUMS AND MONUMENTS

Alcazaba of Malaga: **1.322.124**
Gibralfaro Castle: **1.076.281**
Picasso Museum Malaga: **792.366**
Malaga Cathedral: **686.329**
Interpretation Centre of the Roman Theatre: **482.648**
Museum of Malaga: **244.631**
Pompidou Centre Malaga: **217.180**
Carmen Thyssen Museum: **203.380**
Picasso Birthplace Museum: **190.685**
Historical Botanical Garden 'La Concepción': **133.471**

VISITORS SERVED IN THE NETWORK OF TOURIST OFFICES

725.409

Main sources:
Spain: **204.157**
United Kingdom: **100.278**
France: **91.434**
Italy: **56.572**
Germany: **47.908**
The Netherlands: **31.494**
United States: **24.355**
Ireland: **23.692**

Tourist Information Office. Tourism Area

CULTURAL + LEISURE OFFER

37 MUSEUMS **10** GASTRONOMIC AREAS
21 GALLERIES **62** MONUMENTS AND PLACES OF INTEREST

PEDESTRIAN STREETS SEMI-PEDESTRIAN STREETS

144 Km

Source: Urban Agenda (indicator 32)

PROVINCE

Source: Tourism Year in Review (Costa del Sol), Big Data and 2025 Tourism Bulletin

Tourists: **14.650.000**

TOURIST ESTABLISHMENTS: **95.681**

Accommodation places: **703.052**

HOTEL INDICATORS

Hotel travellers: **6.276.411**
Hotel overnight stays: **22.182.275**

Total Economic Impact: **21.811.700€**

*Source: LFS-Average of the 4 quarters of 2025)

SICTED

Companies distinguished: **358**

SPANISH SCHOOLS

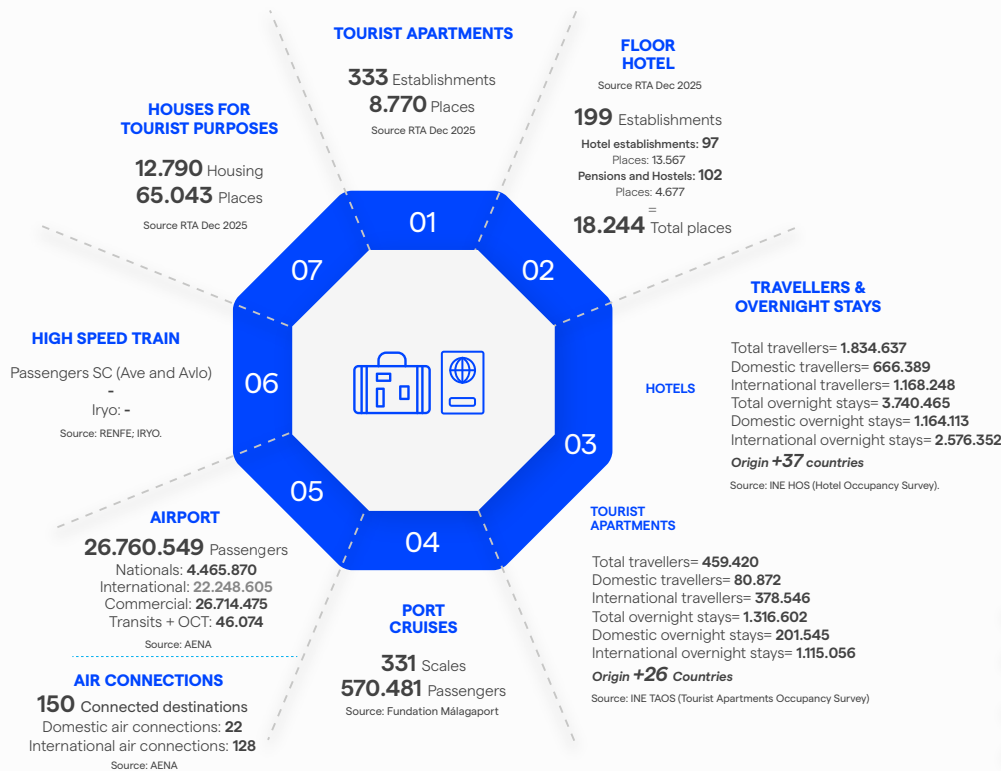
Number of schools: **17**
Number of students: **29.149**

Source: FEDELE/Tourism Area

ANDALUSIAN TOURISM REGISTER

Affiliated companies: **978 ***
*(excluding VFT)

Source: RTA Dec 2025



Source: INE