

Hospitality trends Madrid

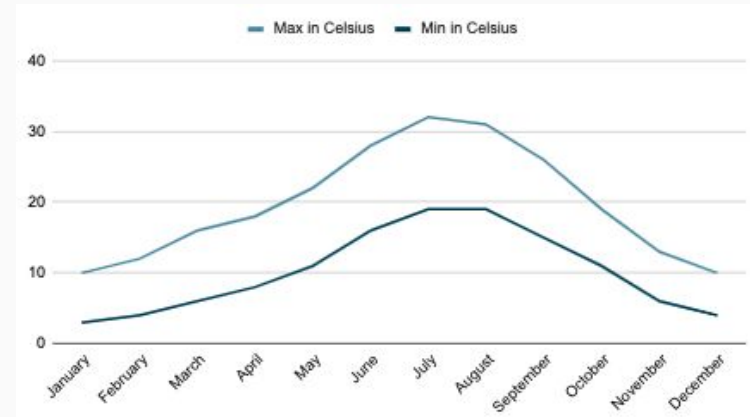
2004-2022



Some info about the city



3,2. millions habitants
300 sunny days/year

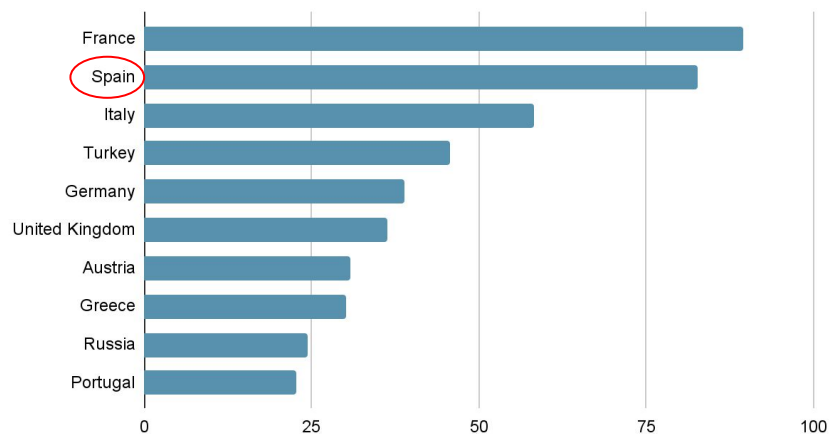


Fifth best City to live (Forbes Ranking 2022)

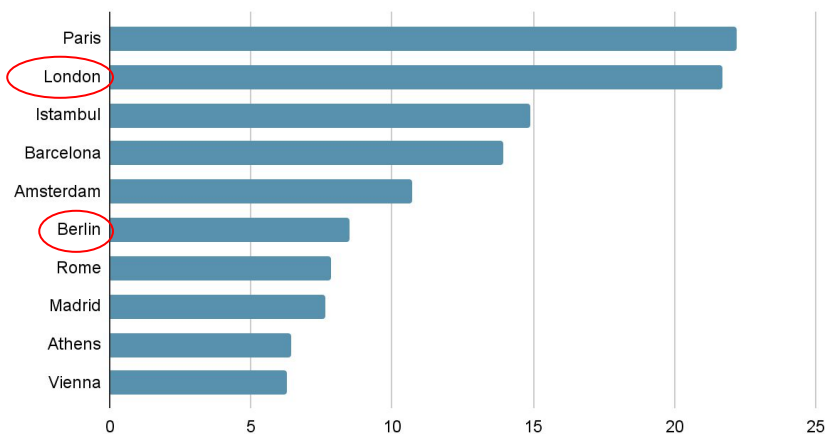
Context:

Rankings 2019

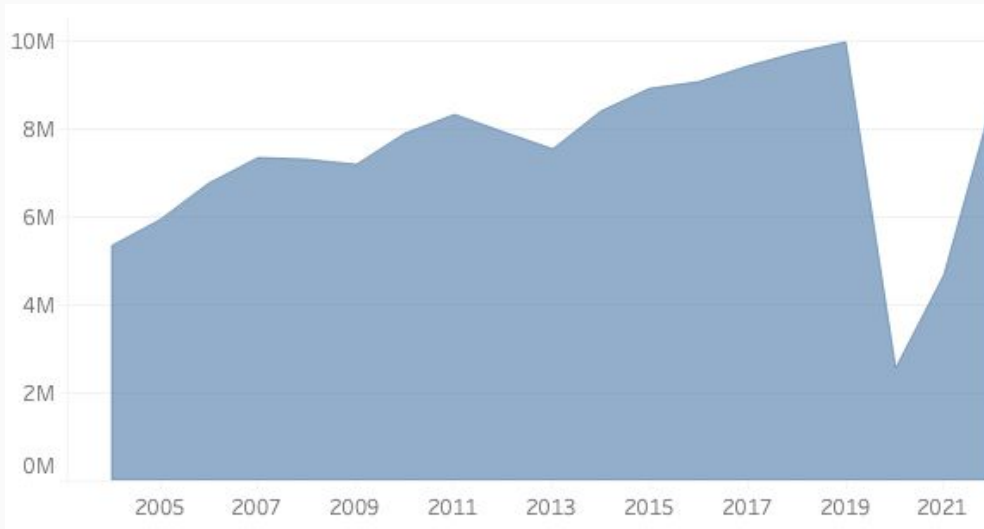
Most Visited European countries (in millions)



Most Visited European Cities (in millions)

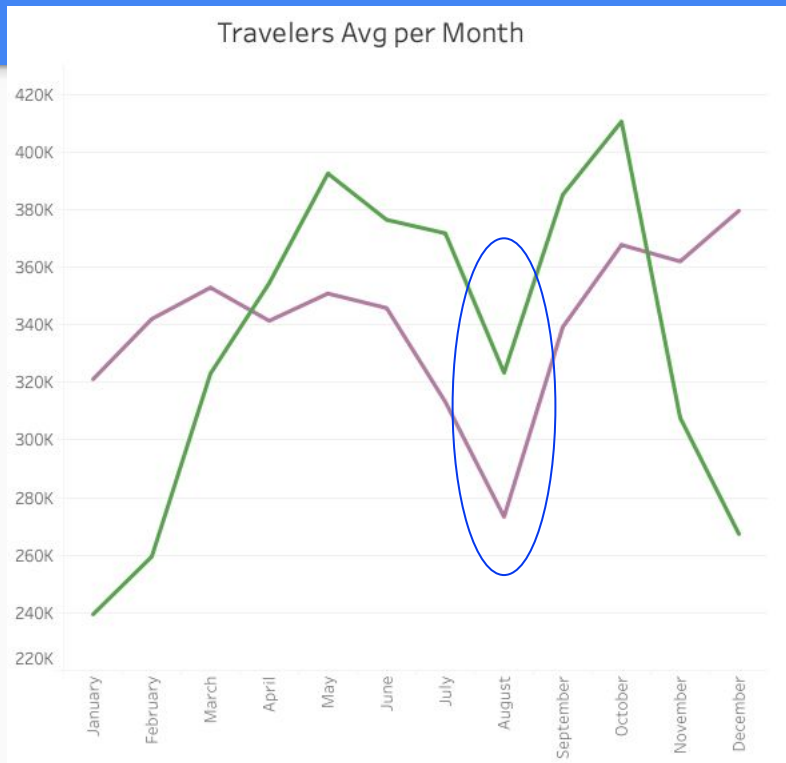


Madrid Tourist Evolution (2004-2022)

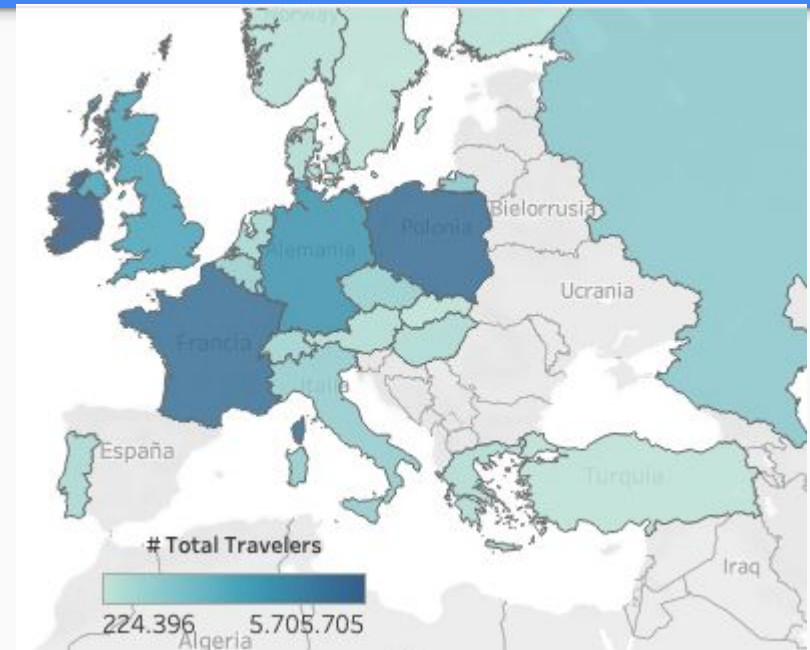
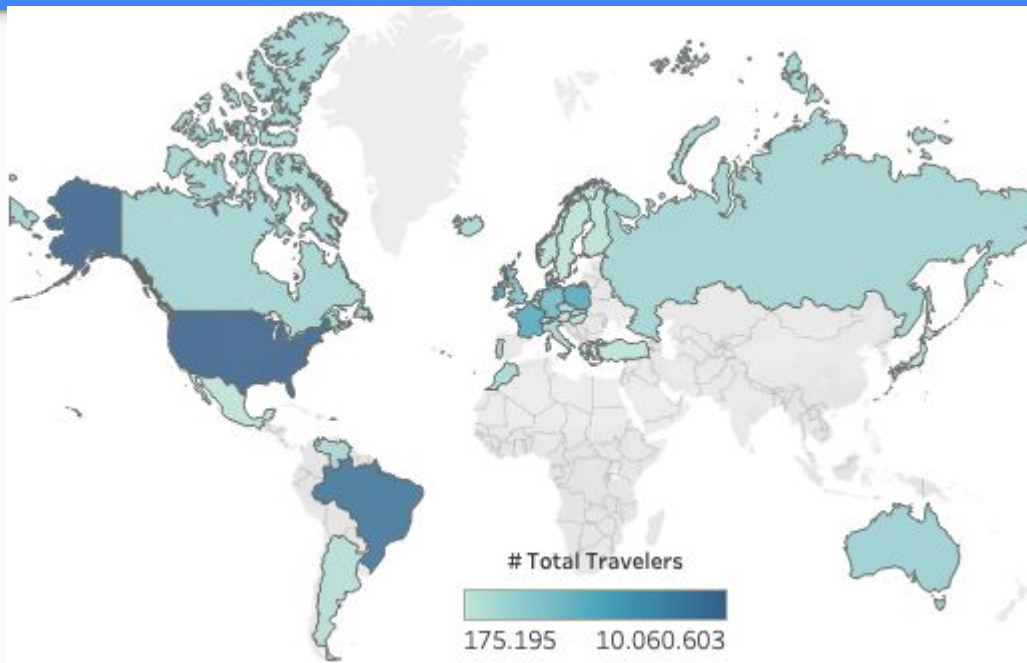


	Total Travelers	International Travelers	National Travelers
2019	9.963.194	5.497.430	4.465.764
2018	9.715.356	5.158.616	4.556.740
2017	9.409.385	4.998.014	4.414.795
2016	9.068.039	4.610.810	4.457.223
2015	8.894.517	4.421.929	4.472.589
2022	8.592.611	4.308.883	4.283.728
2014	8.384.302	4.027.894	4.356.412
2011	8.318.612	4.166.693	4.151.919
2012	7.927.409	3.897.407	4.030.002
2010	7.871.878	3.848.707	4.023.172
2013	7.520.834	3.688.258	3.832.575
2007	7.317.757	3.404.386	3.913.371
2008	7.282.950	3.431.134	3.851.819
2009	7.170.253	3.367.955	3.802.297
2006	6.740.390	3.036.200	3.704.188
2005	5.912.310	2.610.883	3.301.428
2004	5.320.228	2.261.881	2.362.963
2021	4.643.902	1.735.685	2.908.218
2020	2.532.290	1.048.922	1.483.368

Madrid Tourist Evolution (COVID & Monthly Trends)



Where International Tourist comes from



Top 5 Countries Evolution

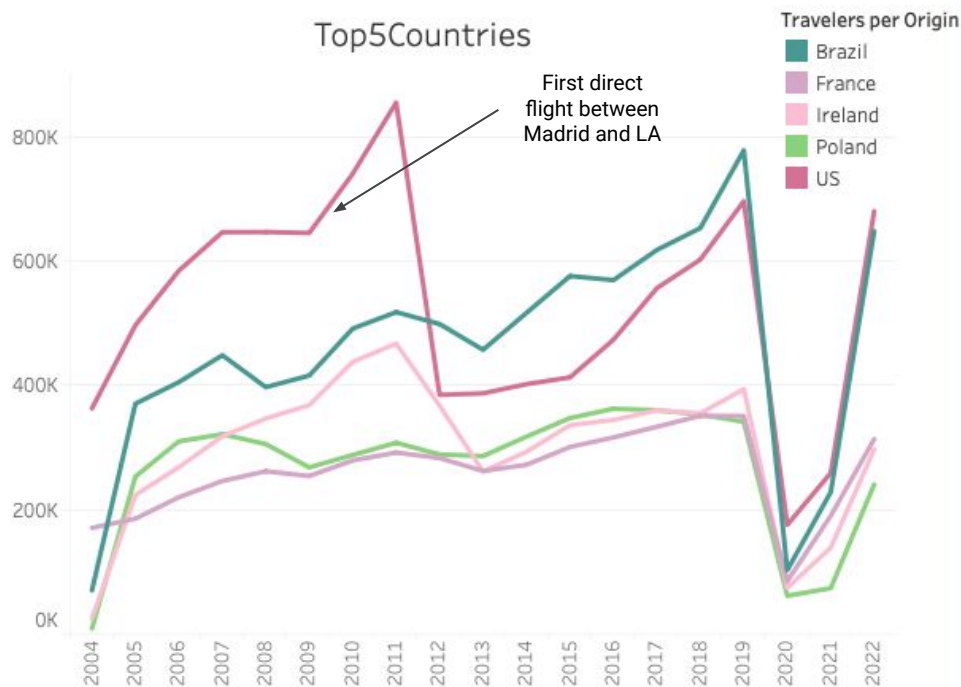
French lockdown escapees party in Madrid

Regional chief welcomes foreign tourists even as travel within Spain remains restricted

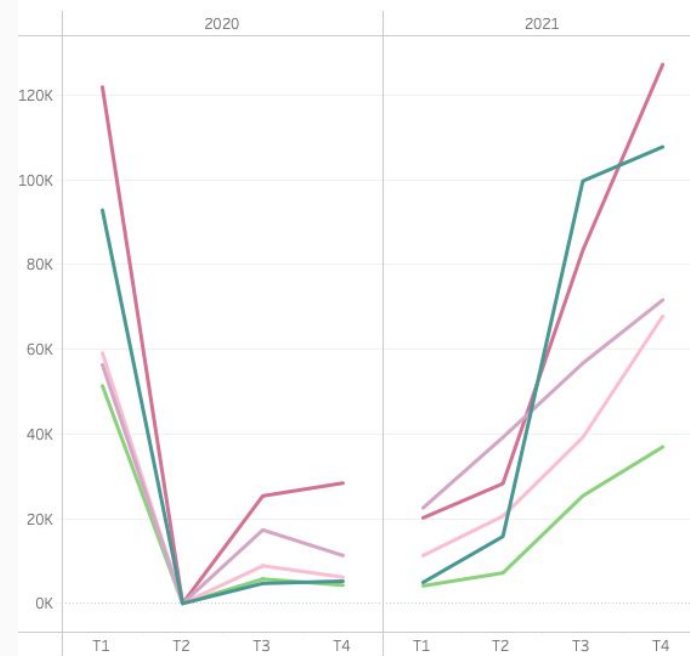
DANIEL DORNEY



Top5Countries

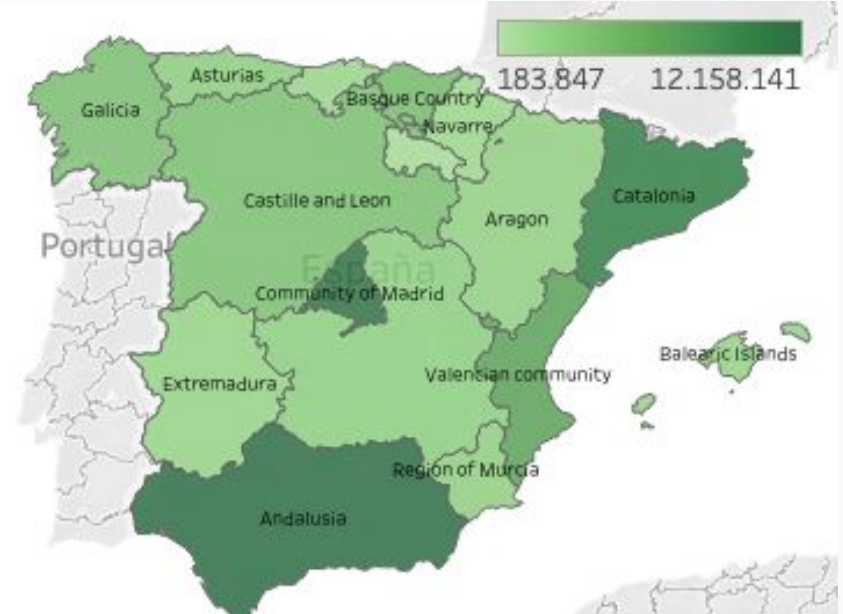
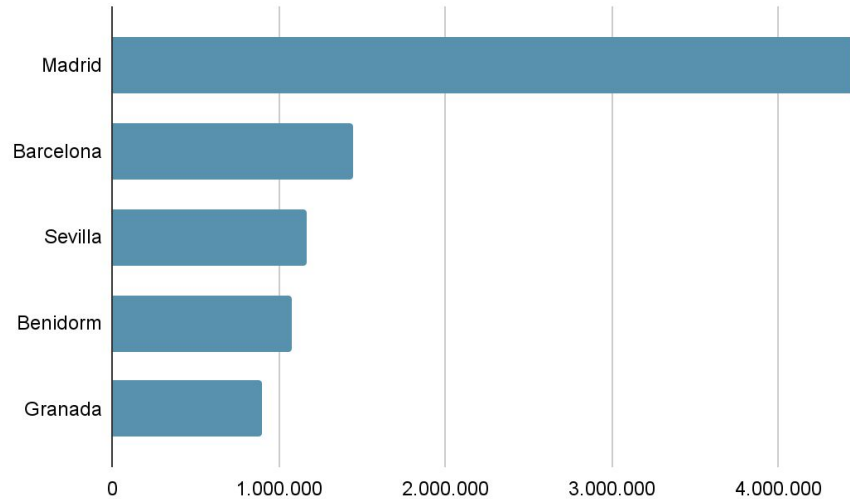


Top5Countries COVID

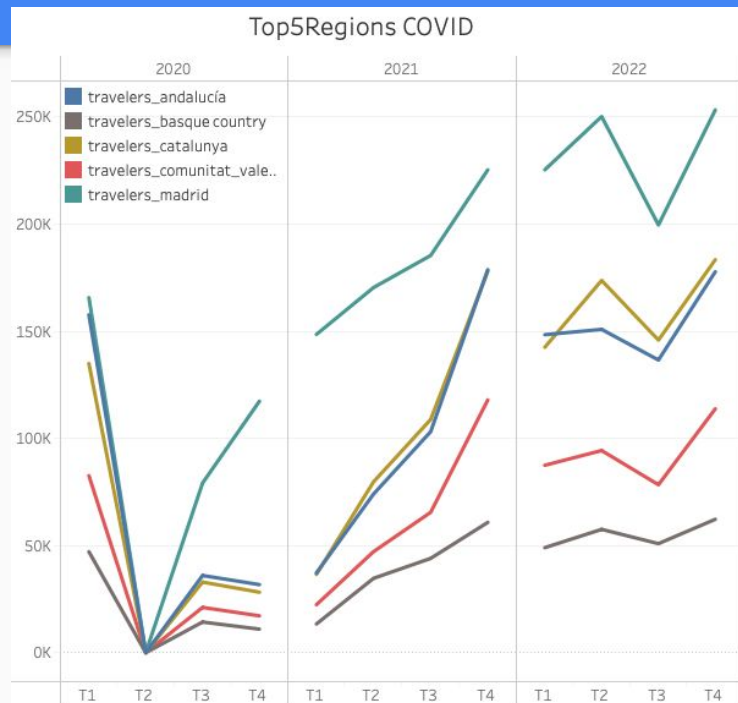
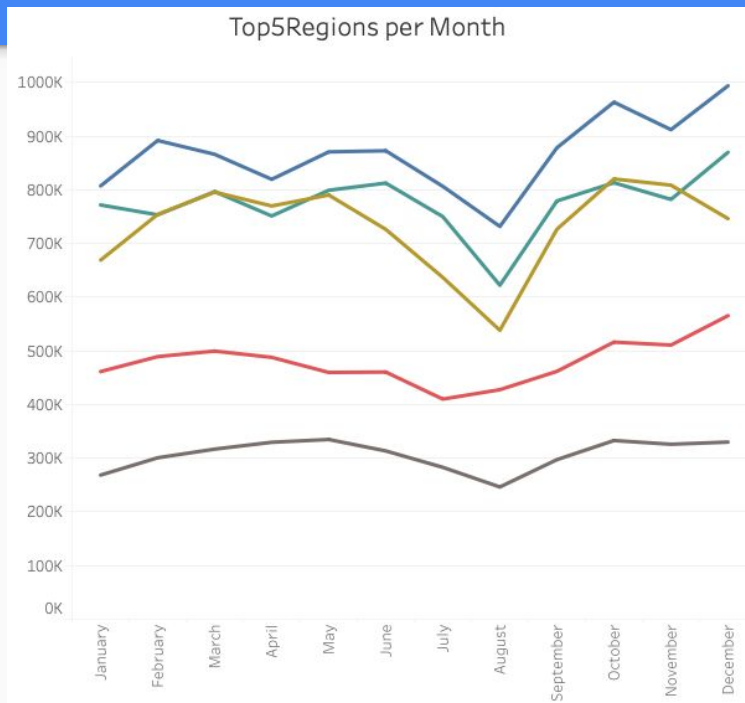


What about Spanish travelers?

Most Visited Spanish Cities by Spanish Travelers (2019)



Top 5 Regions Evolution



Trends Resume

Spain is the second most visited country in Europe, but the tourism is spread along the country:

- A part of big cities as Madrid and Barcelona it's a beach and nature destination.
- Feeling the gap regarding international travelers between Madrid and Barcelona will place Spain in the first position

Madrid is the first option for spanish travelers inside the country:

- Madrid aggregate most of international cultural events (except music festivals), biggest Museums, restaurants and nightlife offer.

July and August is the low season for a reason:

- Average temperature it's about 32°Celsius and it's far from the beach

Extra Tip: ¡Visit Madrid!

