



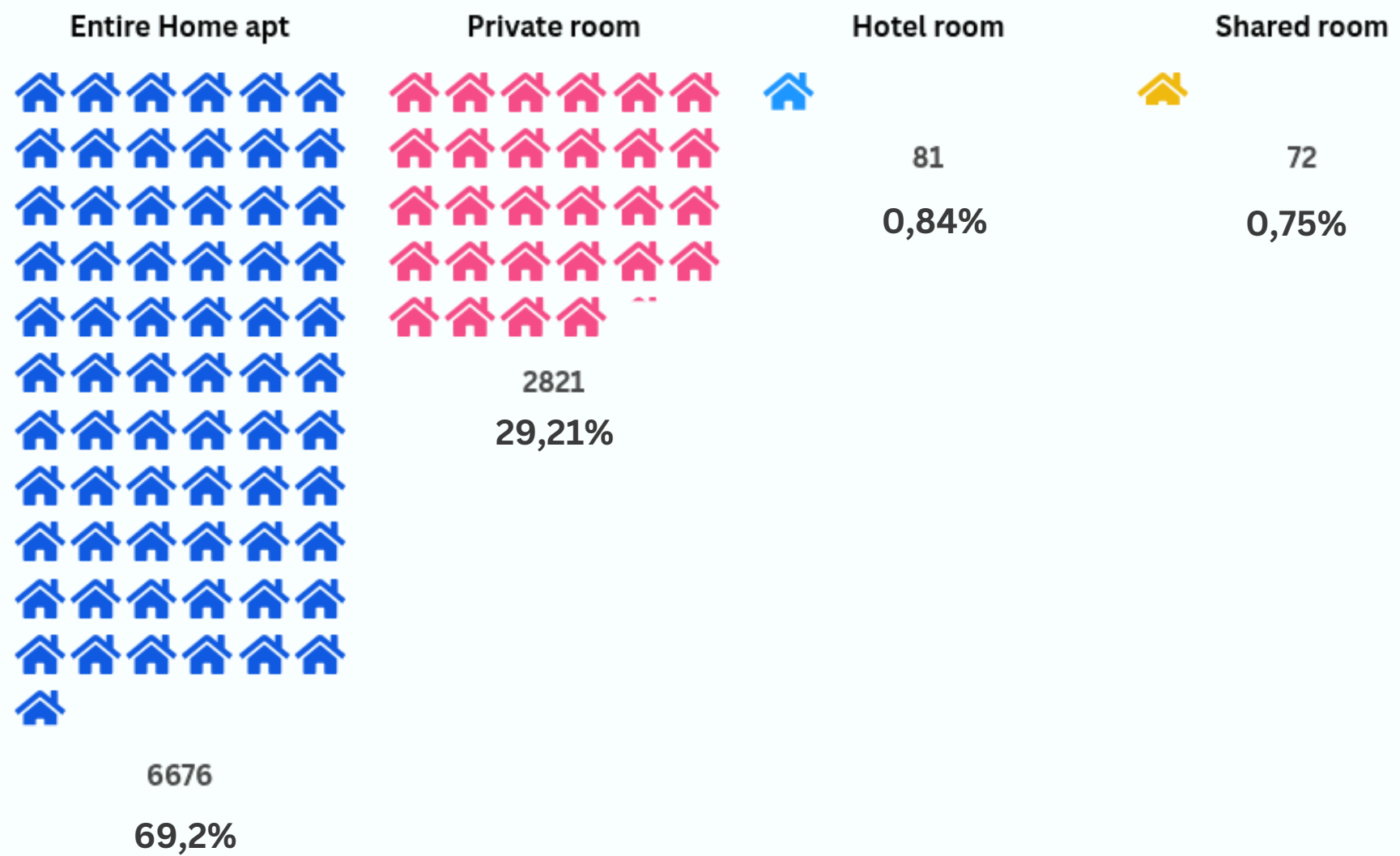
**StaySpain**

Our accommodations

9.650

## Accommodation types

🏠 = 100

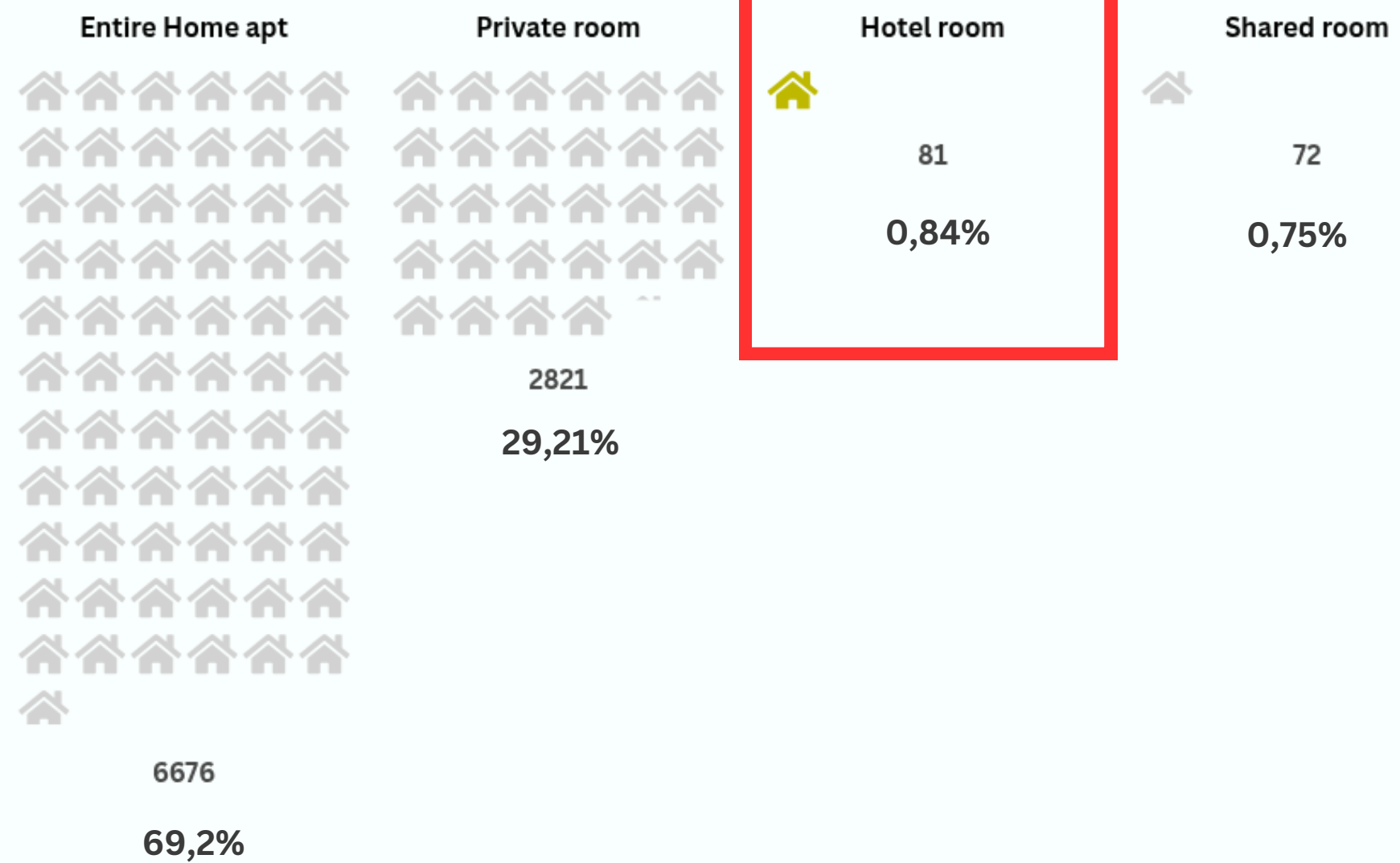


Our accommodations

9.650

## Accommodation types

🏠 = 100



## Our hotels across Spain



# DATASET

## Variables

- Traveler's origin
- Months of visit
- Overnight stays
- Average bookings

## Period

2017-2024

INē

Instituto Nacional de Estadística

¿What? ¿How? ¿When?  
¿Where? ¿Who? Why?

# ANNUAL KPI'S

Travelers

57.050.931

▲ 3,7%



Overnight stays

176.034.360

▲ 4,9%



# ANNUAL KPI'S

Average length of stay

2,79

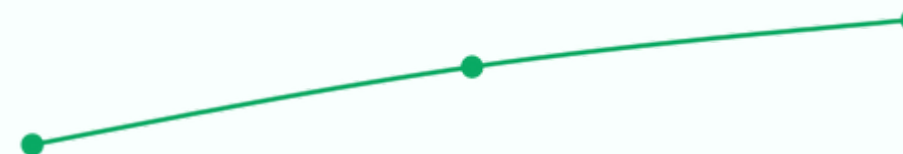
▲ 1,45%



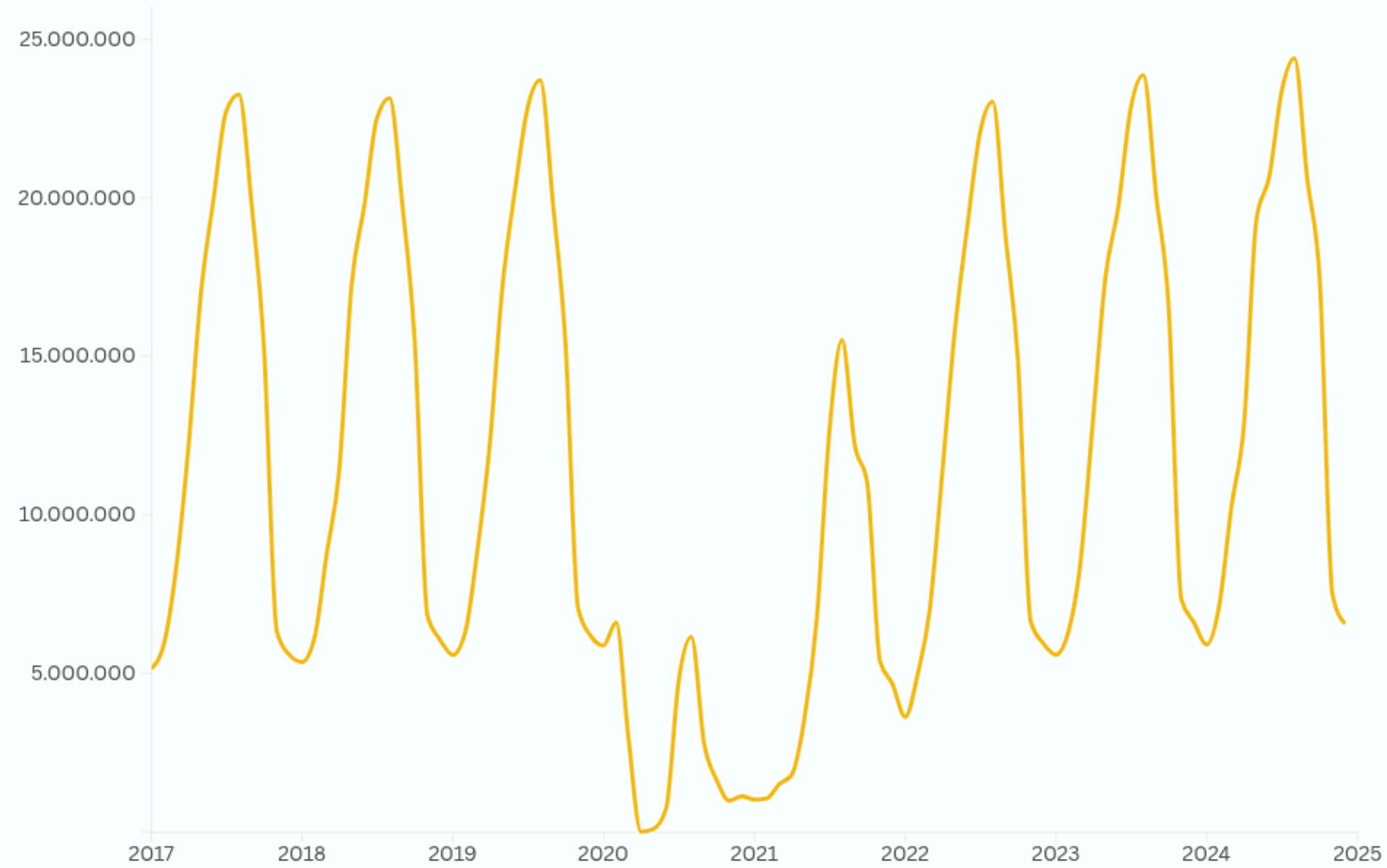
Annual hotel total income(€)

6.030M

▲ 10,13%

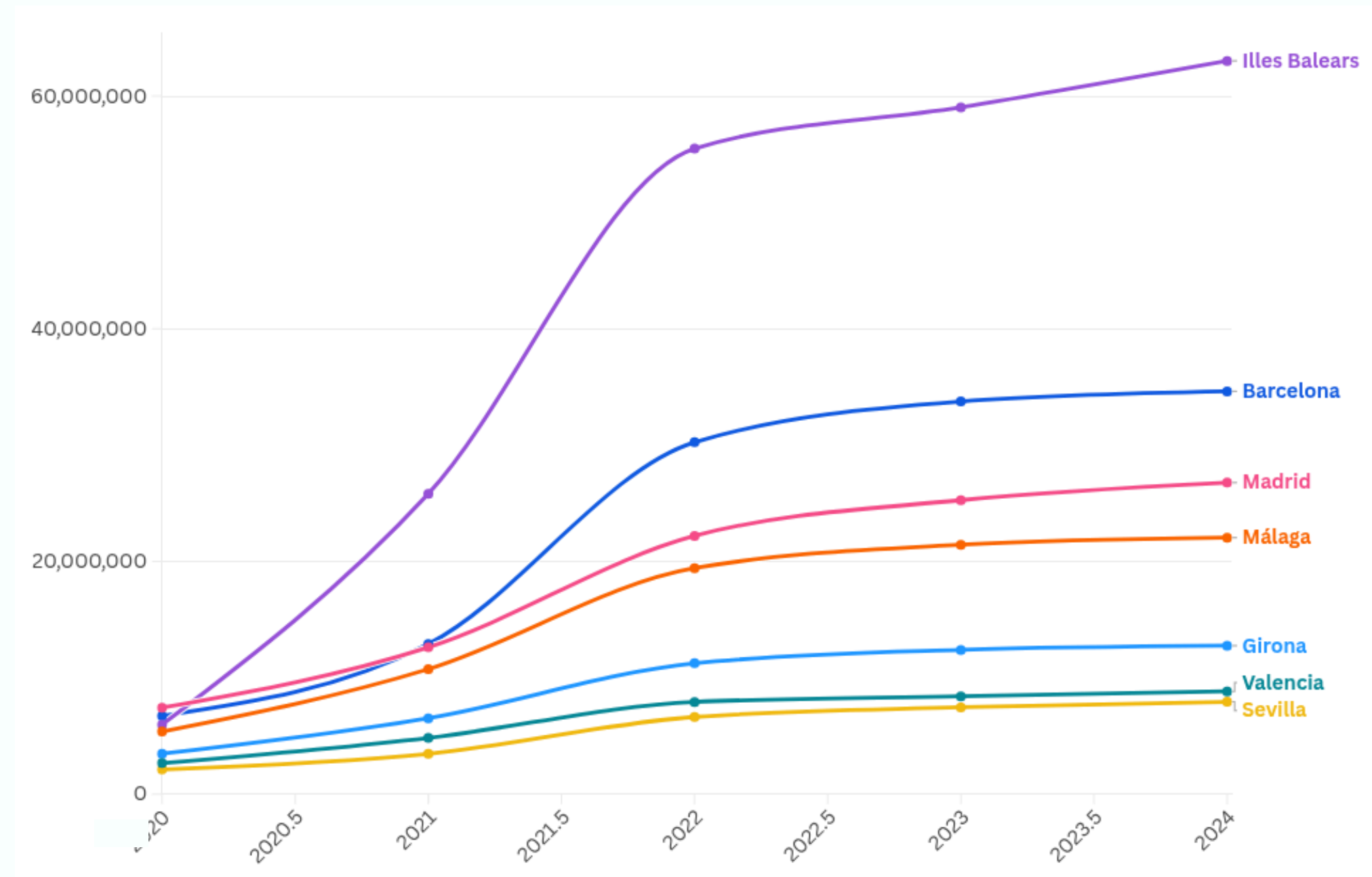


# OVERNIGHT STAYS IN SPAIN (2017-2024)



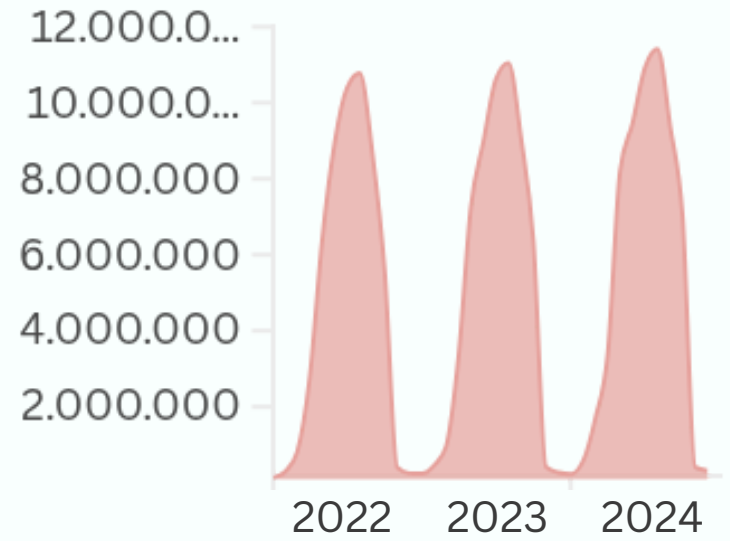


# OVERNIGHT STAYS - PROVINCE (2020-2024)

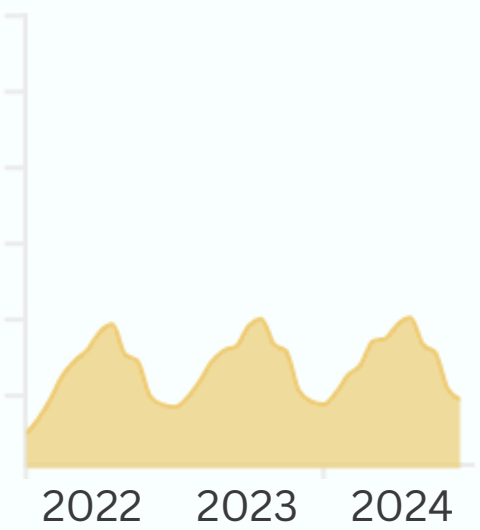


# SEASONALITY BY CITY (2022-2024)

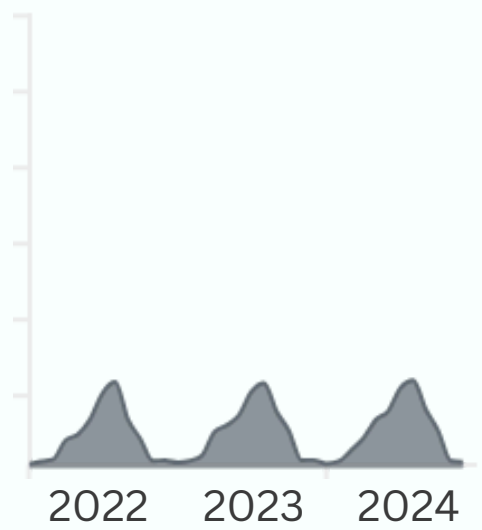
Illes Balears



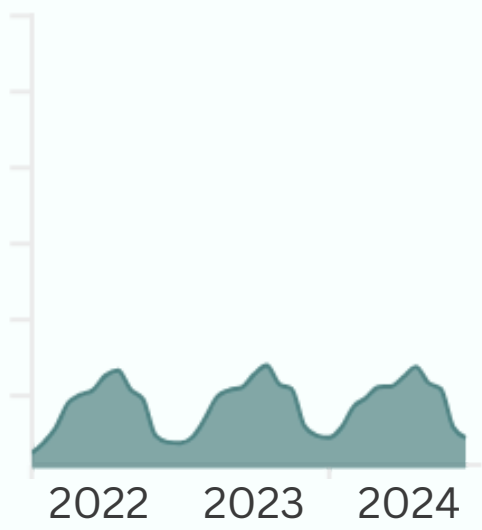
Barcelona



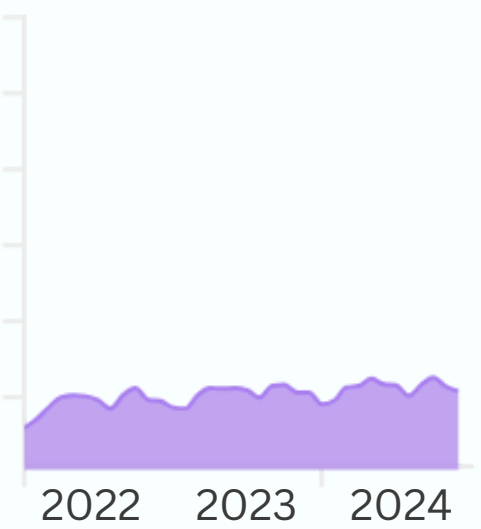
Girona



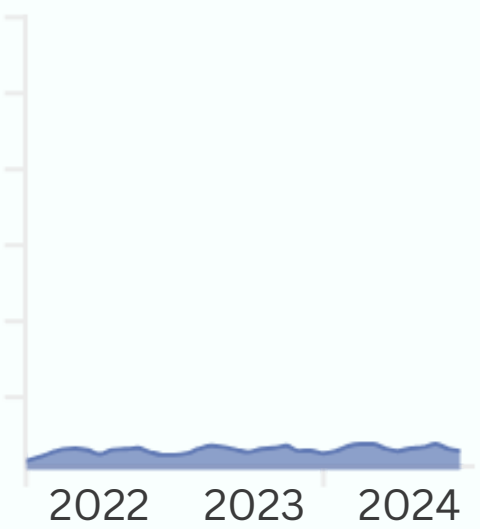
Málaga



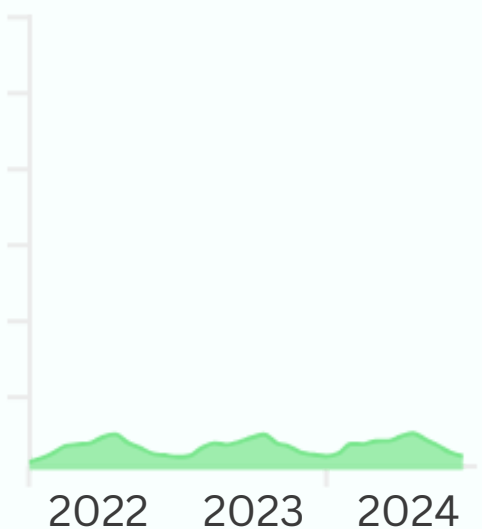
Madrid



Sevilla



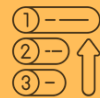
Valencia



# KEY POINTS



**Steady Annual Growth**



**High, Medium & Low Seasonal Markets**



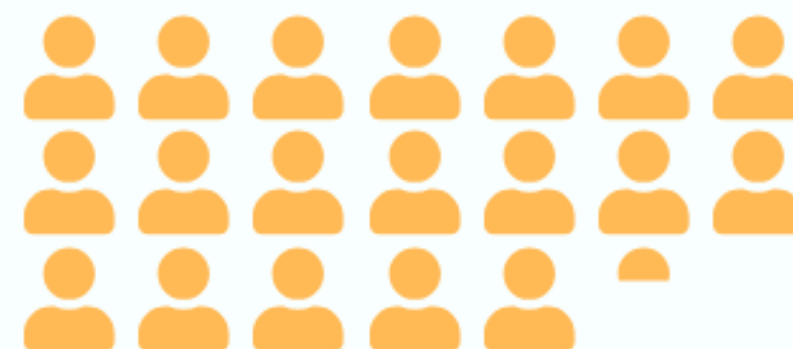
**Strategic Hospitality Hub: Balearic Islands**

En 2024 visitaron España  
**57.050.931** de viajeros

## Travelers by origin

👤 = 1.000.000

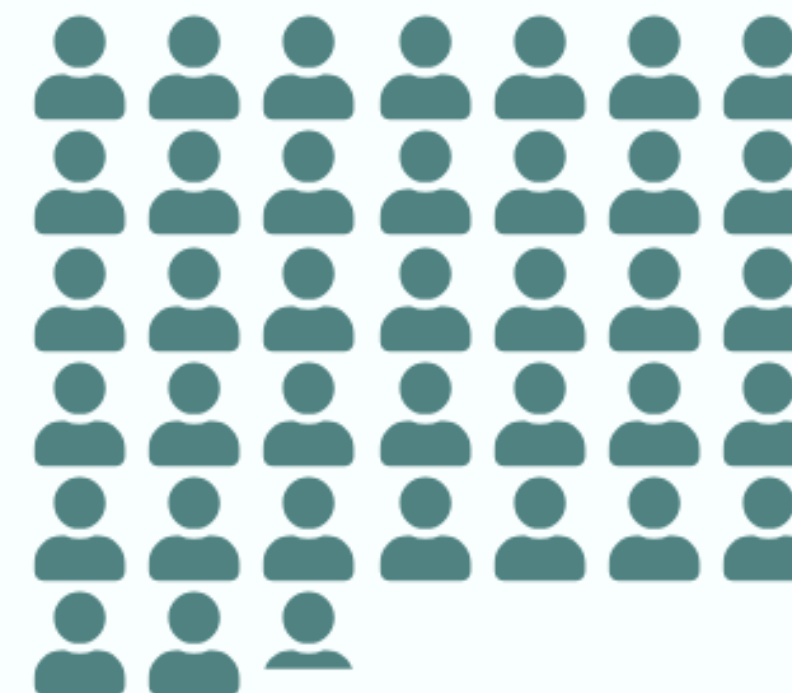
### Residents



19.342.963

33,9%

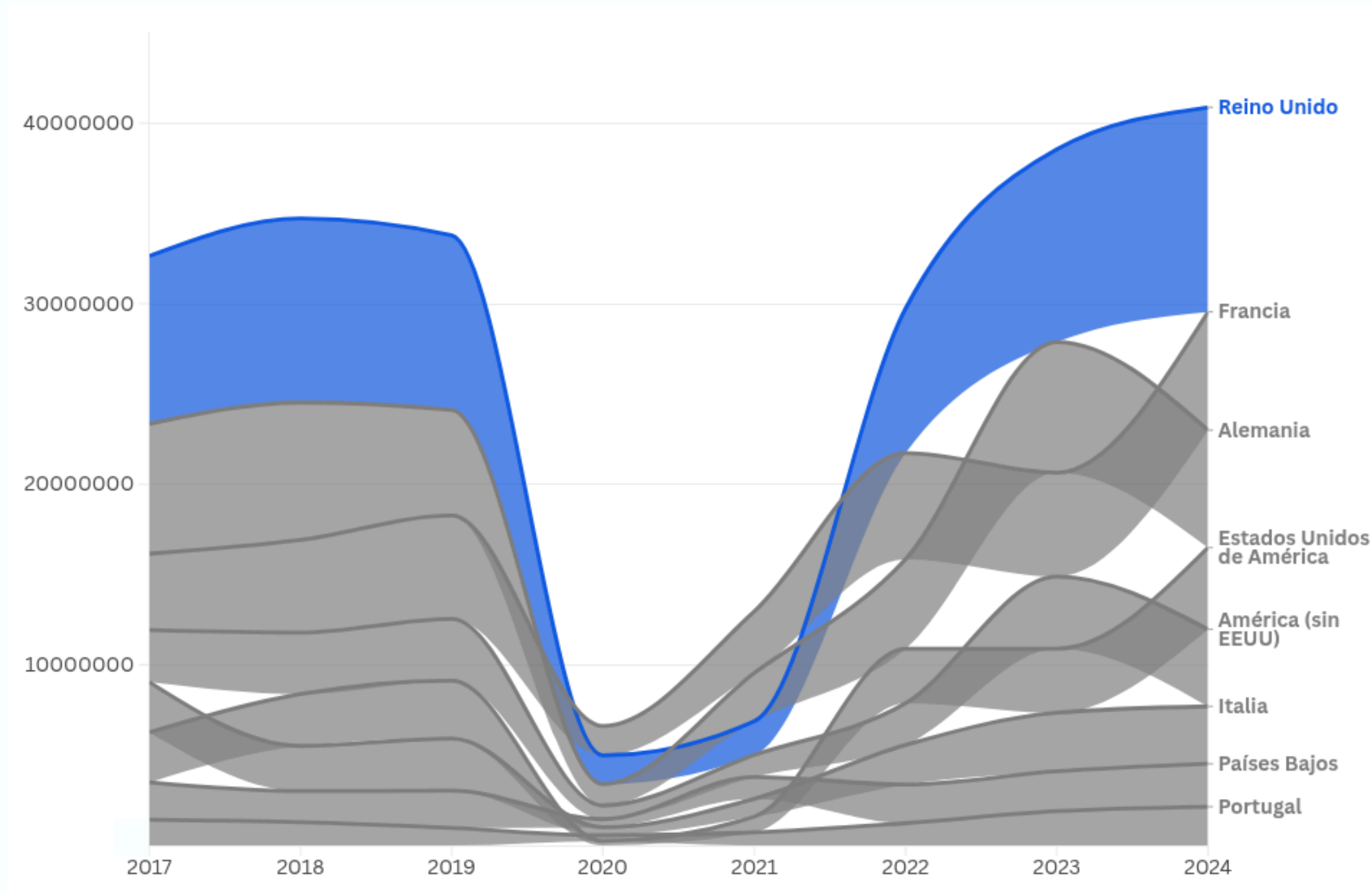
### Foreigners



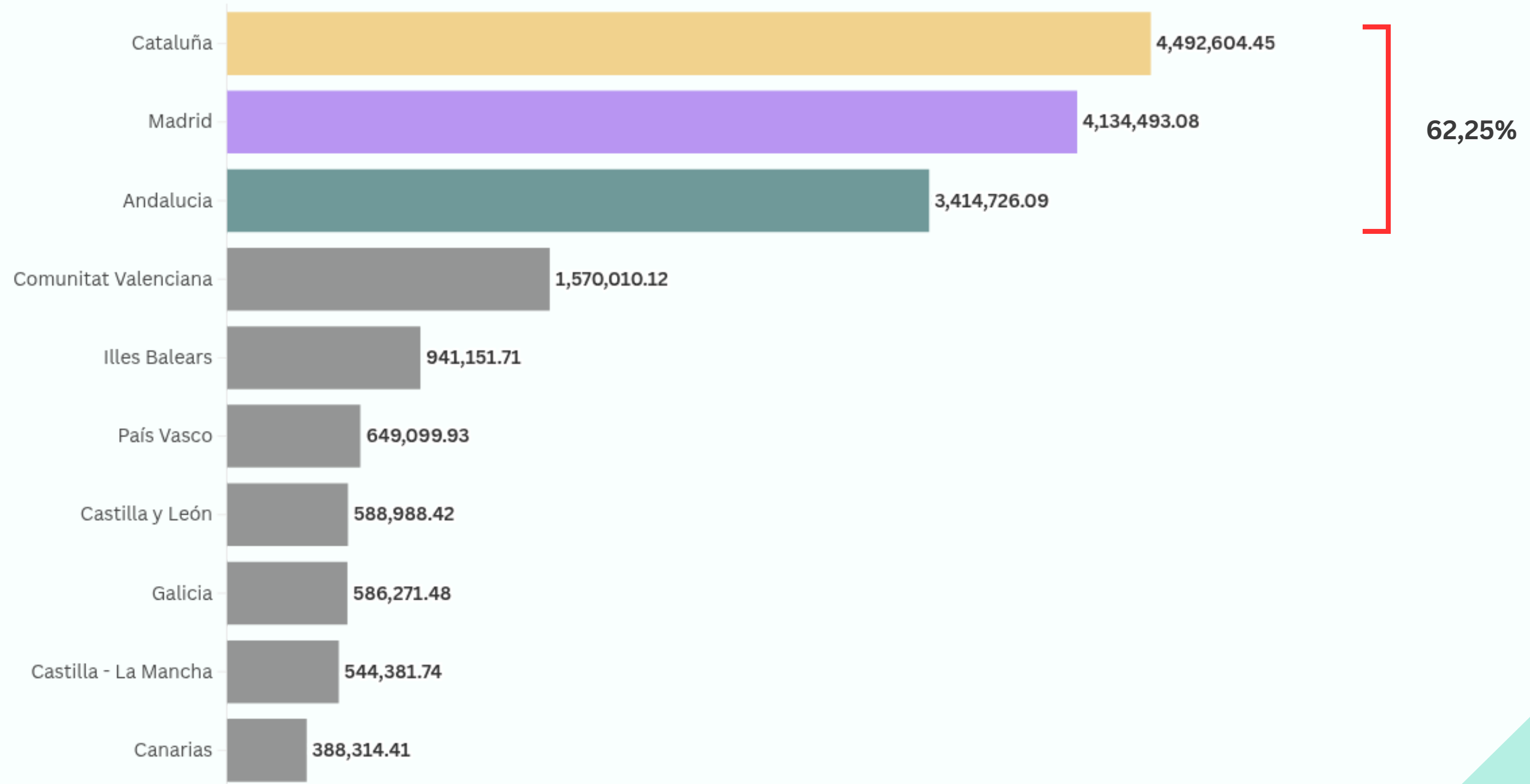
37.707.967

66,1%

# TRAVELERS BY COUNTRY (2022-2024)

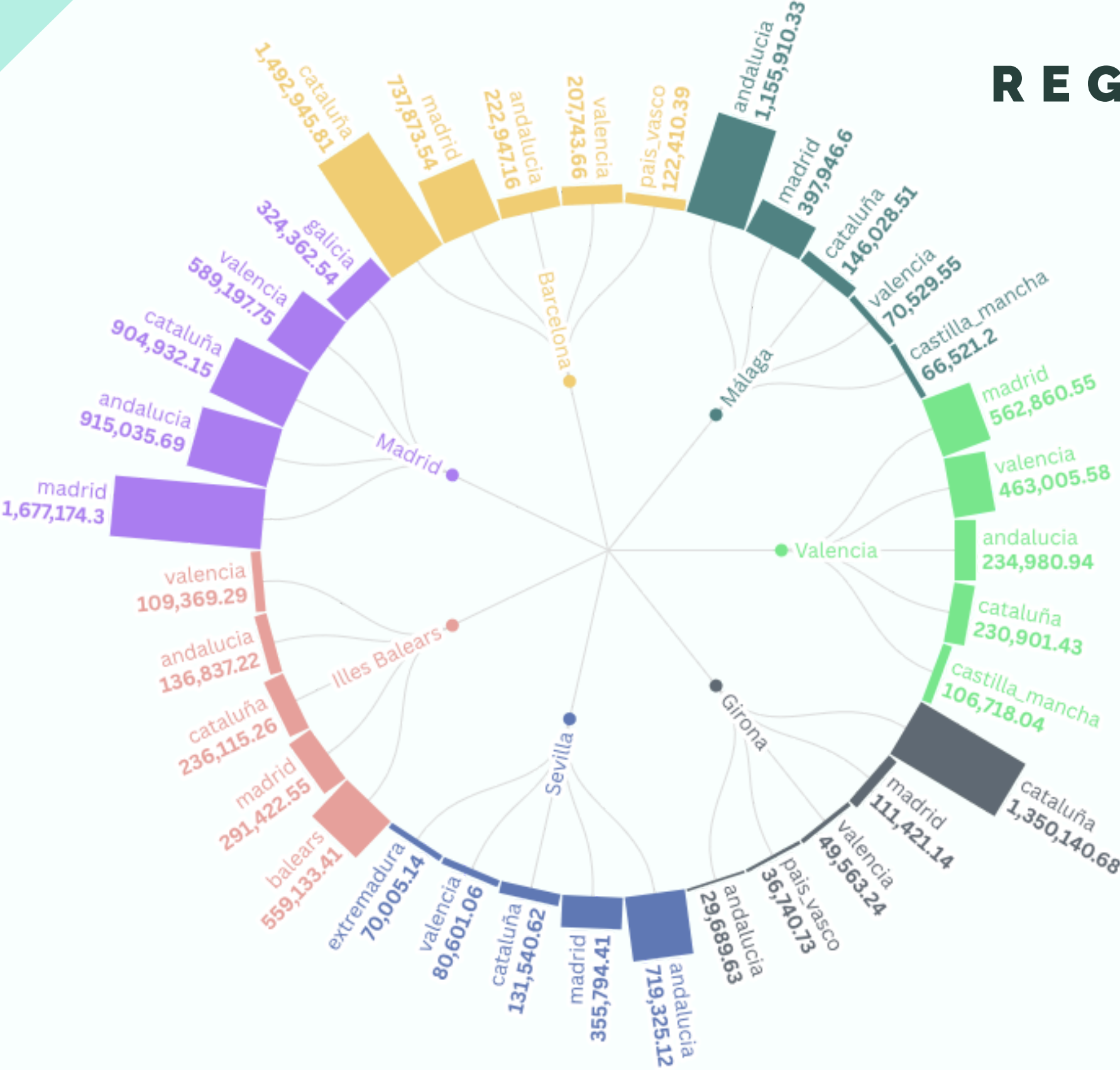


# TRAVELERS BY REGION (2024)



# REGIONAL TRAVELERS

Where do regional travelers come from?



# KEY POINTS



**International Visitors: 2 out of 3 Travelers**



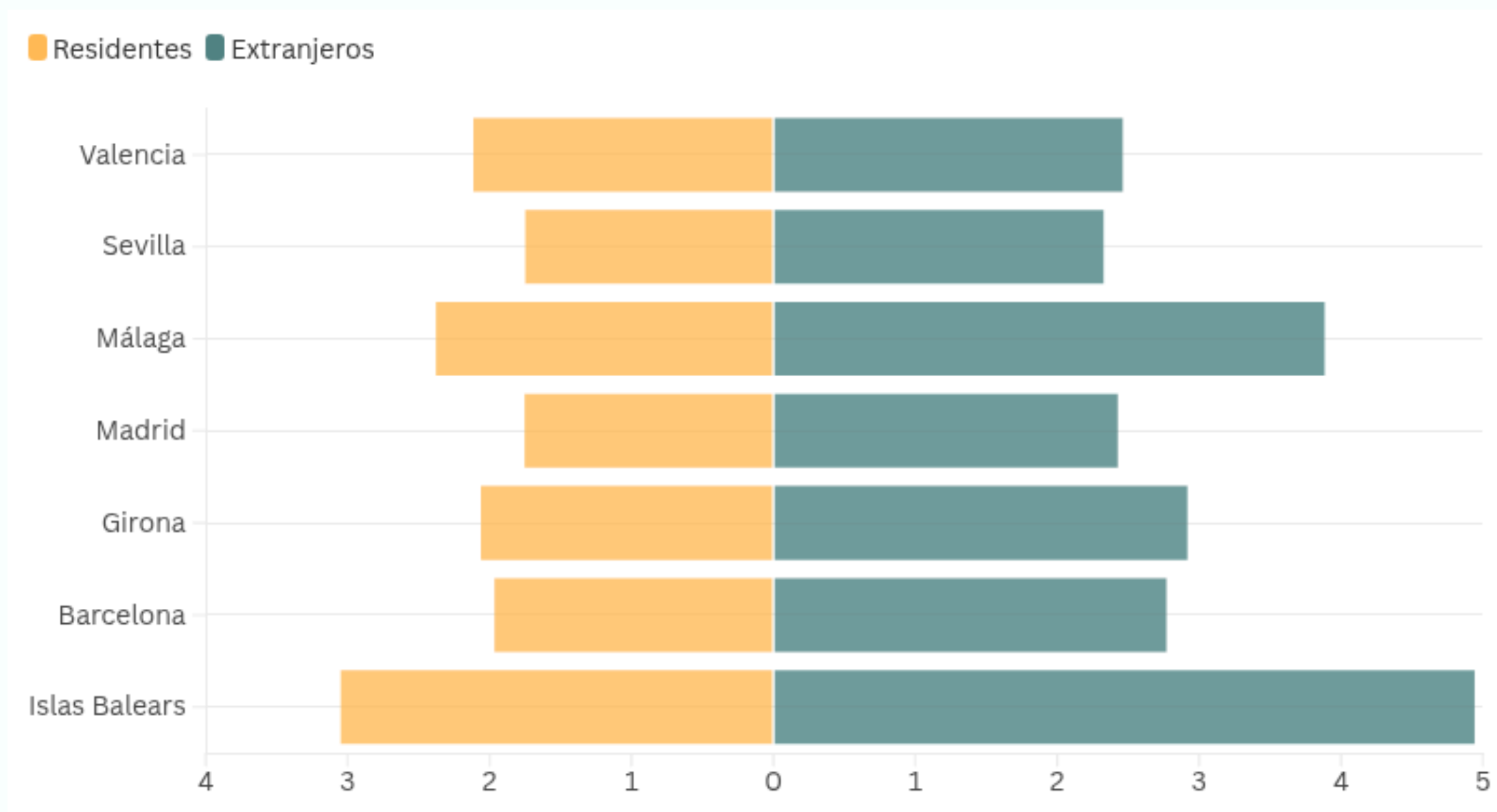
**Key Source Markets: UK, Germany, France**



**Local-Driven Domestic Demand**



## AVERAGE STAY IN DAYS (2024)

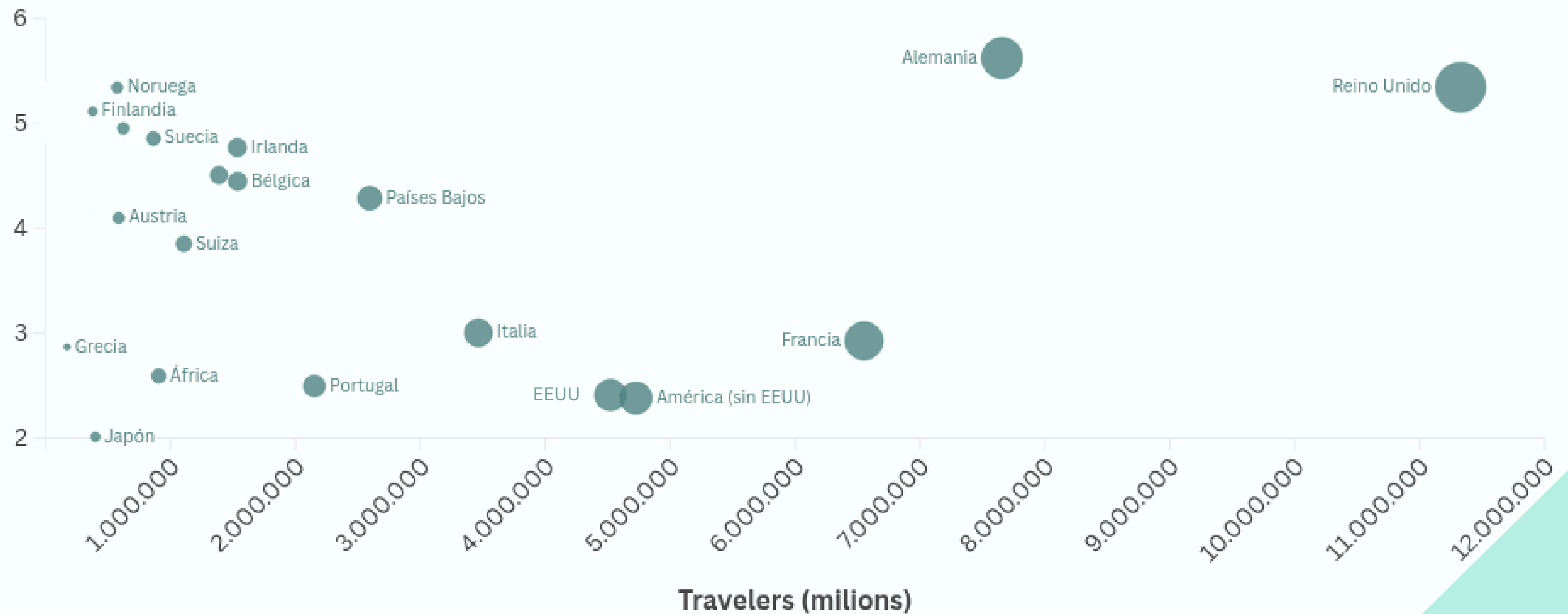


# AVERAGE STAY BY CITY AND MONTH (2024)

Illes Balears	3.28	3.93	4.47	4.49	4.69	5.09	5.40	5.45	5.38	5.18	3.36	3.04
Málaga	2.92	3.13	3.38	3.23	3.42	3.55	3.82	3.96	3.80	3.63	3.20	3.06
Girona	1.69	1.88	2.28	2.70	2.77	3.03	3.71	3.66	3.35	2.87	1.80	1.66
Barcelona	2.39	2.48	2.47	2.54	2.64	2.72	2.90	3.03	2.79	2.57	2.30	2.29
Valencia	2.02	2.07	2.36	2.41	2.43	2.41	2.61	2.71	2.62	2.26	2.50	2.17
Sevilla	1.98	2.00	2.09	2.03	2.02	1.96	1.98	2.05	2.02	2.06	2.05	2.00
Madrid	2.03	1.97	2.07	2.04	2.02	1.97	1.97	1.99	1.99	2.05	2.02	2.05
	Gen	Feb	Mar	Abr	May	Jun	Jul	Ago	Sep	Oct	Nov	Dic

# AVERAGE STAY & TRAVELERS BY COUNTRY (2024)

Average stay (days)



# B U S I N E S S P R O P O S A L

Level 1 - High priority



## **CORE STRATEGY**

Hotel Expansion in Top-Performing Markets



## **KEY PERFORMANCE INDICATORS**

Extended Average Stay Duration and International Mix Optimization

# B U S I N E S S P R O P O S A L

Level 1 - High priority



## **CORE STRATEGY**

Hotel Expansion in Top-Performing Markets



## **KEY PERFORMANCE INDICATORS**

Extended Average Stay Duration and International Mix Optimization

# BUSINESS PROPOSAL

Level 2 - Low priority



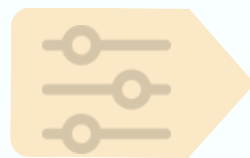
## REVENUE OPTIMIZATION

Stay Extension Program: Premium Experiences



## LOYALTY PROGRAMS

Premium Guest Loyalty for Long Stays



## SEGMENTATION & TARGETING

Hyper-Local Campaigns for Domestic Market  
International Personalization by Source Market

# BUSINESS PROPOSAL

Level 2 - Low priority



## REVENUE OPTIMIZATION

Stay Extension Program: Premium Experiences



## LOYALTY PROGRAMS

Premium Guest Loyalty for Long Stays



## SEGMENTATION & TARGETING

Hyper-Local Campaigns for Domestic Market  
International Personalization by Source Market

# B U S I N E S S P R O P O S A L

Level 2 - Low priority



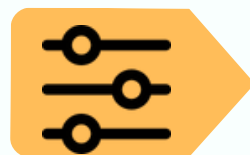
## REVENUE OPTIMIZATION

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## LOYALTY PROGRAMS

Premium Guest Loyalty for Long Stays



## SEGMENTATION & TARGETING

Hyper-Local Campaigns for Domestic Market  
International Personalization by Source Market





**StaySpain**