

This report explores the opportunities for the opening of a new hotel in the city of Madrid.

For this, the commercial nature of each district of Madrid will be studied, analyzing the leisure venues that each one has as well as the density of hotels that each district already has.

Madrid is the European tourist capital with the most average expenditure per tourist with € 355 per day.

During the last 6 years, the number of foreign tourists who have visited the Community of Madrid maintains a sustained growth, well above the rest of Spanish destinations.

The city of Madrid recorded in 2019 the arrival of 10.4 million visitors (+2.1% vs 2018), of which 55% were international and 45% national. 22.6 million overnight stays were generated (+5.7% vs 2018). The main international tourism source markets were the United States, Italy, France, the United Kingdom and Germany, and the fastest growing markets were the United States, China, Italy, Brazil and Mexico. A total expense of 10,451 million was reached (+12.6% vs 2018) and an average daily expense of 270 euros (+11% vs 2018).

The number of rooms in 5-star hotels in Madrid is growing, although it is still below that of other European capitals. This represents a business opportunity in a growth environment.

In the capital there are more than 5,100 rooms available in 5-star establishments compared to almost 22,000 in Paris or more than 18,000 in London. Most of the hotels in Madrid are 4-stars, therefore this is the segment with the highest competition.

For these reasons, the capacity for economic development in the hotel business is still very high.