



Malaga City, a tourist destination

The destination case
of immediate
projection

End of 19th - 20th century

- In 1897 the propagandistic Climate & Beautification Society of Malaga was created
- Malaga as a winter destination
- First luxury destination. High social level



60's & 70's

- 1959. The Pez Espada hotel in Torremolinos
- Development of the sun & beach travel sector
- Mass Tourism. The tourism as a basic good
- Torremolinos concentrates the offer accomodation of Malaga

80's & 90's

- In 1988 Torremolinos became independence of Malaga

- **Málaga**

Population: 515.000 citizens
1.500 beds cappacity

- **Torremolinos**

Population: 25.000 citizens
20.000 beds
cappacity



- Malaga loses its major part of accomodation offer
- Destination of tours and business
- Scarce available resources. Run-down historical center. No presence of pedestrian zones.



Strategic Plans

- I Malaga Strategic Plan (1992-1996)

- 4 Strategic Lines

- Line 4 **“European capital of leisure and tourism”**. Its aim is to project the city in the abroad and make it more attractive. Cultural, tourist and commercial issues are of big interest.

- II Malaga Strategic Plan (2001-2014)

- 10 Star Projects

- Project 3. **Malaga TUR. A city for the tourism.**



The prodigious Decade, 1

Within ten years a series of facilities and infrastructures were inaugurated in the city, providing touristic muscle

2003

- Opening of Museo Picasso Malaga
- Contemporary Center of Malaga (CAC) begins its exhibition activity.
- Interactive Music Museum (MIMMA)
- Dollhouse Museum.
- Trade Fair and Congress Center of Malaga.
- Pedestrianization of Larios street and Constitution Square, which begins a pedestrianization at the historical centre

2005

- Museum of the Estudiantes Brotherhood
- Archaeological exhibition hall of Alcazaba.

2006

- Museum of Holy Sepulchre Brotherhood.
- Treasury Museum of the Expiración Brotherhood
- Silo demolition – The marine dock 2 will definitely be connected to Park, running parallel and turned into a palm grove promenade.

The prodigious Decade, 2

2007

- Nueva Estación Marítima de Cruceros del Dique de Levante
- Conexión ferroviaria en alta velocidad, línea AVE, con Madrid, con una duración del trayecto de 2 horas
- Museo del Patrimonio Municipal de Málaga.
- New cruise passengers terminal
- New Spanish high speed AVE railway connection with Madrid, having a travel duration of 2.5hours
- Municipal Heritage Museum of Malaga.

2008

- Malaga Wine Museum.
- Flamenco Museum.
- Peña Juan Breva (flamenco group)

2009

- Echegaray Theater
- Málaga Football Club Museum
- Glass & Decorative Arts Museum of Malaga
- Cruise passengers terminal A for the most avantgarde cruise ships

2010

- Automobile Museum of Málaga
- Inauguration of the new Terminal 3 at Malaga Airport
- Revello de Toro Museum
- Holy Week Museum of Malaga.
- Atarazanas Market restructuring
- Vincci Selection Posada del Patio hotel (5*)



The prodigious Decade, 3

2011

- Carmen Thyssen Malaga Museum
- Cautivo & Trinity Brotherhood Museum opening and remodelling
- Park of Malaga remodelling
- Pedestrianization of Alcazabilla-Císterstreets
- Opening of new seapromenade Antonio Machado
- La Merced square remodelling
- Second cruise terminal opening at Malaga port
- Muelle Uno (Dock 1) opening
- Opening of the Palm Grove promenade
- Opening of the Dock 2 at Malaga port

2012

- Second runway inauguration at Malaga airport.
- SOHO – The Arts quarter
- SATE. Office of Attention for Foreign Tourists

The prodigious Decade, 4

2013

- MCS - Málaga Cruise Shops. 115 adhered shops

2014

- Málaga boasts a total of 37 museums

2015

- Centre Pompidou Málaga opening
- State Museum St. Petersburg/Málaga art collection opening
- Merced Market remodelling project
- The Ferris Wheel opening at Malaga port

2016

- Museum of Malaga. Fine Arts / Archeological collection
- Miramar hotel 5*. “Leading Hotels of the World”
- Strategic Plan 2016 - 2020

Evolution of Destination

2000 – 2015. Accomodation offer

Beds

2000: 4.212 Growth 197%

Establishments

2000: 83

2015: 243 Growth 195%

2005 – 2016. Guests at Malaga City hotels and overnights

2005: 456.500

2005: 972.500

2016: 1.200.000

2016: 2.450.000

Growth 162%

Growth 152%



Current stage. 2015

Visitors (Tourists + Daily trip visitors)

4.000.000

Tourists
1.900.000

Daily trip visitors
2.100.000

Economic impact

Direct : € 950 millions

Indirect : € 490 millions

Total Economic Impact

€1.700 millions

Current stage

Malaga has reached a position as a national and international tourist destination due to its offer, which means a local economic activity of undoubted importance and a source of wealth and employment. More 3rd International Urban Destiny.

3rd Largest International destination



Press reviews. Malaga, a trendy destination

- Malaga, an essential destination “The New York Times”
- Málaga, the eighth European city in attracting investment
- Malaga, the Spanish city with best quality of life

The New York Times

The cultural ambition of Malaga has taken a new dimension

Daily Mail

Málaga, a cultural destination of Europe

theguardian

Málaga has been proclaimed the new cultural focus of Spain

The Boston Globe

Málaga, a urban destination.
Europe's reference



THE TIMES

Cista del Sol's capital has become a cultural motor in the region

The Telegraph

Málaga within cultural top ten destinations

EL PAÍS

Málaga is Spain's third largest city with the major artistic offer

etc...

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Malaga Tourism Board Vision-Values

**Cruises
sector**

**Major cultural
and sports events**

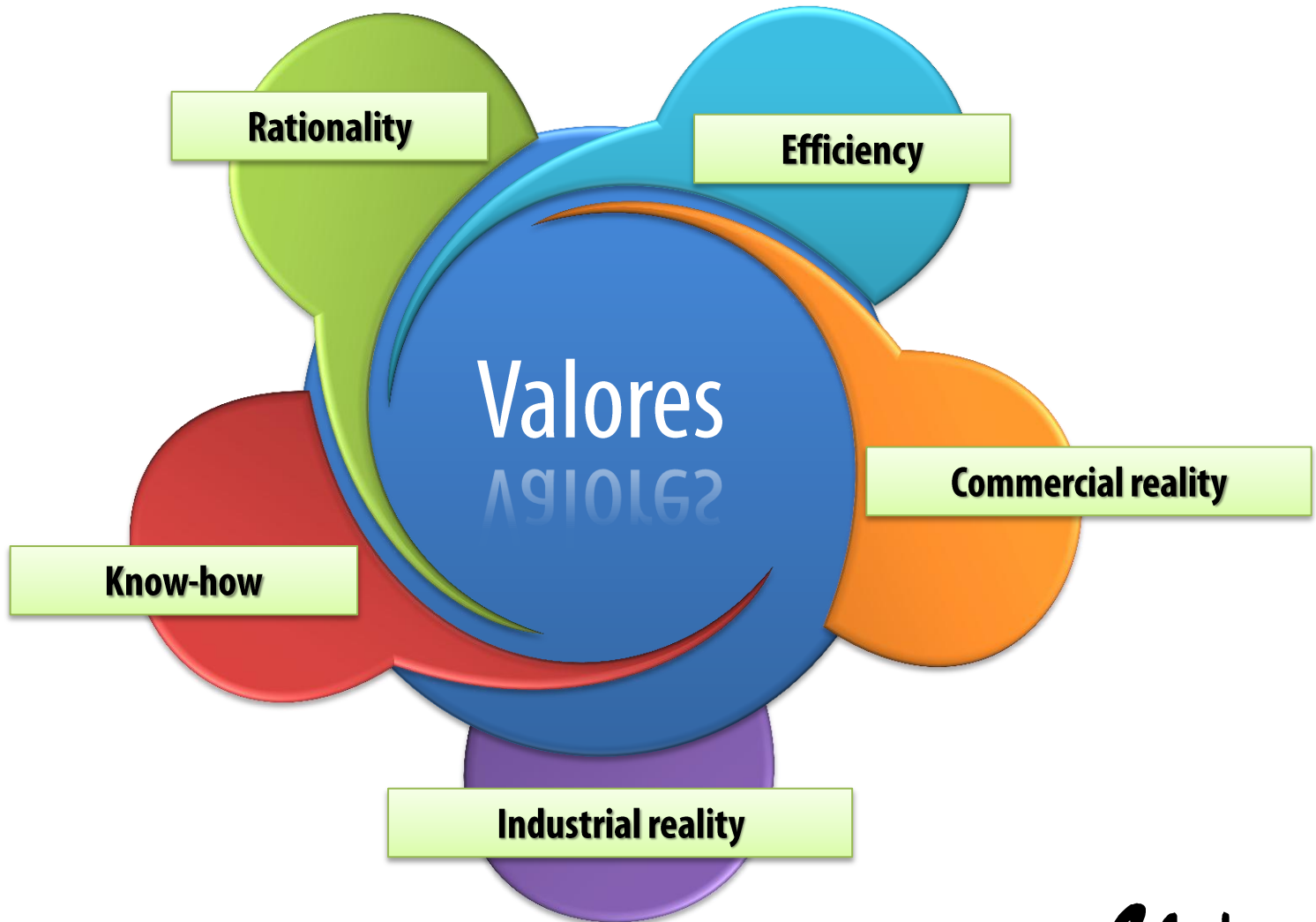
**Cultural &
citybreak sector**

MICE sector

**Language
sector**

Visión

Malaga Tourism Board. Values





Tourism Forum

2007 - 2016

- **Tourism Forum. Consulting board.**
Ha contributed with:
 - ✓ **Cross-cutting measures in the travel industry**
 - + **Growth of hotels**
 - + **Museums**
 - + **Cultural attractions**
 - + **Gastronomic offer**
 - + **Trade, fairs and meetings venues**
 - + **Pedestrianization plan...**
 - ✓ **To duplicate the number of visitors**
 - ✓ **Strategic review**



Tourist information

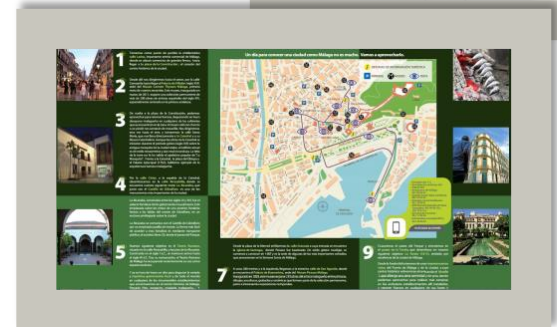
- Visitors attention: **750.000 guests attended**

Tourist information offices newtwork:

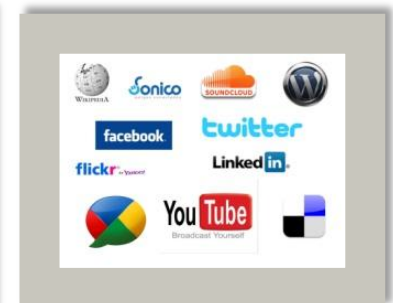
- ✓ Visitors Reception Center Ben Gabirol
- ✓ Municipal Tourist information office (Casita del Jardinero)
- ✓ Central Tourist Offer. Plaza de la Marina
- ✓ Tourist Information point (Alcazaba)
- ✓ Tourist Information point (Vialia)
- ✓ Tourist Information point (Aeropuerto. T3)
- ✓ Cruise terminals
- ✓ Mobile terminals

- Publications: **1.500.000 units**
(maps, brochures, guides, etc.)

- Web visits: **1.000.000 visits**



- Analysis and Research:
14 reports per year



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SATE. Office of Attention for Foreign Tourists

2012 ...Opening



Social networks

- Facebook 132.000
 - National 80.000
 - International 52.000
- Twitter 19.000
- Instagram
- Pinterest
- Social Networks.
 - Positioning in Asia



SICTED. Comprehensive Quality system at destination

● SICTED 2007 - 2016

Málaga ejemplo de calidad

- ✓ **2013** SICTED's best destination award
- ✓ **2015** SICTED's award finalist
- ✓ **2016** SICTED award
- ✓ **2016** First destination in Spain within major cities in number of accessions to SICTED
- ✓ **131** Distinguished establishments
- ✓ **174** Destinations implemented SICTED
- ✓ **+ 3.949** Companies and service providers
- ✓ **3.715** Distinguished companies with the award "Quality Commitment"
- ✓ ISO-9001
- ✓ Q – Quality seal (1st in Andalucía)

Final Positioning



Museo Picasso Málaga
Centre Pompidou Málaga
CAC Málaga, Contemporary Art Centre of Málaga
Collection of the Russian Museum, St Petersburg/Málaga
Carmen Thyssen Museum Málaga
Automobile Museum of Málaga
Picasso Foundation. Birthplace House & Museum
Museum of Municipal Patrimony. MUPAM
Cathedral Museum
Glass & Crystal Museum of Málaga
Revelló de Toro Museum
Gerald Brenan House
Museum Unicaja of Popular Arts & Customs
Wine Museum of Málaga
Alborania Museum. Hall of the Sea
Interactive Museum of the Music of Málaga. MIMMA
Museum Jorge Rando
Museum & Tour Málaga Football Club



Ars Málaga. Bishop's Palace
Semana Santa de Málaga Museum
"La Concepción" historical botanical garden of Málaga
Art Center on Tauromachy - Juan Barco Collection
Principia. Centre of Science
Eco-museum Lagar de Torrijos
National Museum of Airports & Air Transport
Antonio Ordóñez Bullfighting Museum
Museum of Flamenco Art. Peña Juan Brea
Centre of Interpretation of The Roman Theatre
Centre of Interpretation of the Castle of Gibralfaro
Archeological Exhibition Hall of the Alcazaba
Archeological Sites of La Araña
Cofradía del Santo Sepulcro Museum
Cofradía de los Estudiantes Museum
Tesoro de la Cofradía de la Expiración Museum
Archicofradía de la Esperanza Museum
El Cautivo y la Trinidad Museum
Santa María de la Victoria Museum & Basilica



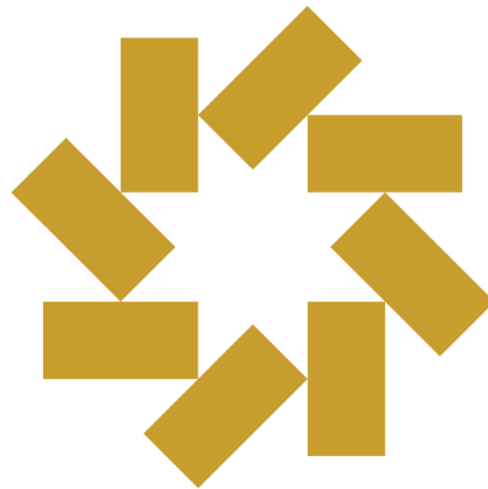
MALAGA CITY OF MUSEUMS

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Andalusian Soul



andalusian
soul



and



and



and



CÓRDOBA and GRANADA and MÁLAGA and SEVILLA

THE SPANISH ESSENCE

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andalusian soul



Strengths of the cultural destinations

- Wide and varied offer
- Lifestyle
- Own tangible and intangible cultural heritage
- Special and unique experiences





The importance of Cultural tourism for a territory (city, region, area)

IT IS A SECTOR OF THE
TRAVEL INDUSTRY
WHICH **CANNOT**
BE
RELOCATED
FROM ITS TERRITORY

The **investments** done in
order to improve the territory
(tangible or intangible) will get:

- An **economic feedback** by the arrival of visitors
- Stand by the own territory's as an **enriched local industry**

WARNING!



- To exceed the carrying capacity of some areas of the historic center
- Excessive low-quality food offer and occupation of public space
- Expulsion of indigenous commercial offer and added value from the historic center
- Proliferation of illegal housing supply, alegal and / or low quality - Security
- Tourist offer gathering



Strategic Plan 2016-2020

- **Expansion of “tourist territory”**

Carreteras, Barrio San Felipe Neri, Trinidad-Perchel, SOHO Art neighborhood, Malagueta-Paseo de Reding

- **Microsectors development**

- ☐ Art tourism
- ☐ Experiencial gastro tourism
- ☐ Health tourism
- ☐ Birdwatching tourism
- ☐ Music tourism
- ☐ Religious tourism
- ☐ Film and Literature tourism

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- **Far away and emerging markets research**

China, Japan, South Korea, USA, Canada, Brasil, México...



Main commitment

A global and a cross-cutting concept of the territory, with the aim to keep it in the optimum life quality levels for both citizens and visitors, and to develop plans for sustainable growth around social, economic, cultural and urban issues, recovering human measure of them.





Thanks for your attention

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