

MADRID HIGHLIGHTS 2017

VISITORS*

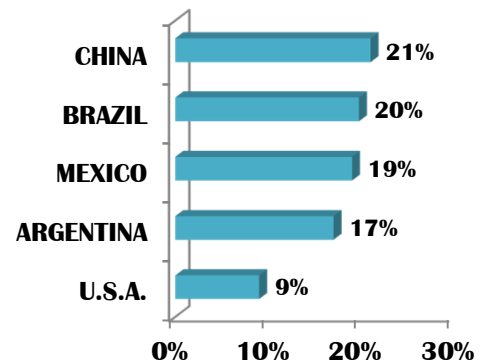
9.9 M
(+3.5% vs. 2016)



TOP 5 FOREIGN MARKETS

U.S.A.	620,811
ITALY	362,312
UNITED KINGDOM	357,795
FRANCE	327,081
GERMANY	243,565

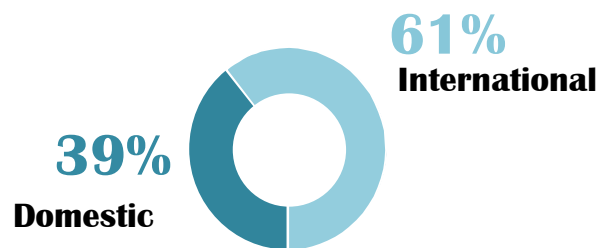
TOP 5 BY GROWTH**



**2017-2016

OVERNIGHT STAYS*

20.9 M
(+5.7% vs. 2016)



EXPENDITURE (Community of Madrid)

TOTAL EXPENDITURE (M €)

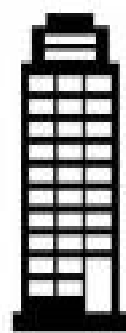
8,838
(+16.3% vs. 2016)

AVERAGE DAILY EXPENDITURE (€)

221
(+5.6% vs. 2016)



ACCOMMODATION



787	HOTELS
83,164	HOTEL BEDS
11,875	EMPLOYED PERSONNEL
75.2%	OCCUPANCY RATE
94.9€	ADR

AIR CONNECTIVITY

187 DIRECT FLIGHTS



TOP 3 TRAVELLERS:
ITALY
UNITED KINGDOM
FRANCE

TRAIN CONNECTIVITY



26 DESTINATIONS CONNECTED BY HIGH-SPEED TRAIN

* The total number of visitors and overnight stays includes legal tourist apartments (INE-National Statistics Institute)

Fuente: INE - AENA - RENFE