

MADRID HIGHLIGHTS 2018

VISITORS*

10.2 M

(+2.7% vs. 2017)

53% Internacional



47% Domestic

TOP 5 FOREIGN MARKETS

U.S.A. **681,300**

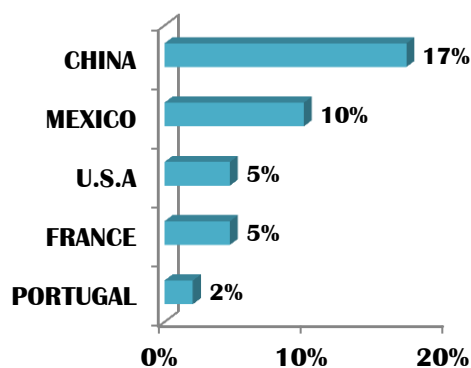
ITALY **374,220**

FRANCE **370,276**

UNITED KINGDOM **367,448**

GERMANY **264,303**

TOP 5 BY GROWTH**



**2018-2017

OVERNIGHT STAYS*

21.4 M

(+1.6% vs. 2017)



Average stay

2 nights

61% International

39% Domestic



EXPENDITURE (Community of Madrid)

TOTAL EXPENDITURE (M €)

9,322

(+5.3% vs. 2017)

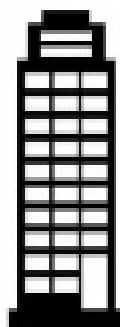
AVERAGE DAILY EXPENDITURE (€)

243

(+10.2% vs. 2017)



ACCOMMODATION



792 HOTELS

85,418 HOTEL BEDS

11,664 EMPLOYED PERSONNEL

76.48% OCCUPANCY RATE

95.06€ ADR / **73.42€** RevPAR

AIR CONNECTIVITY

218

DIRECT FLIGHTS



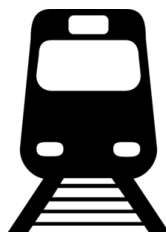
TOP 3 TRAVELLERS:

ITALY

FRANCE

UNITED KINGDOM

TRAIN CONNECTIVITY



25

DESTINATIONS

CONNECTED BY

HIGH-SPEED TRAIN

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