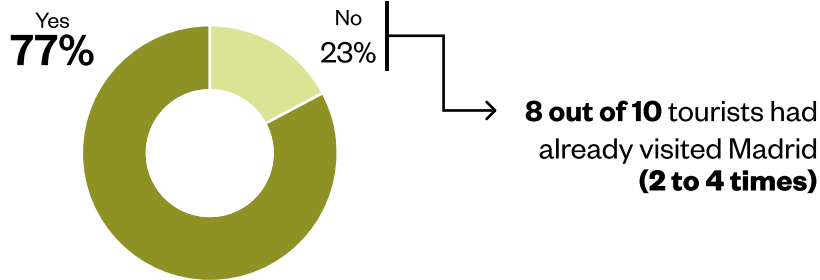


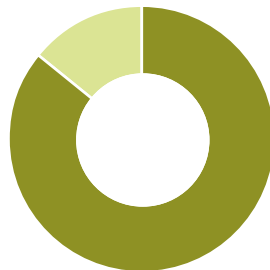
INTERNATIONAL LONG-HAUL TRAVELER PROFILE MADRID 2023

First time in Madrid?

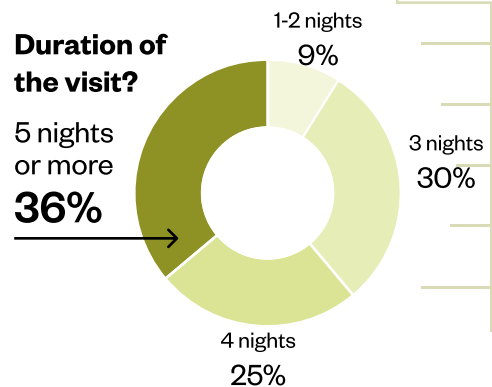


94% of the tourists visited Madrid for **leisure purposes**

86% booked their trip to Madrid independently, without a tour package



Duration of the visit?

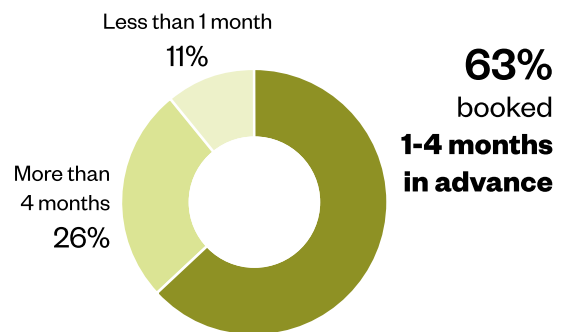
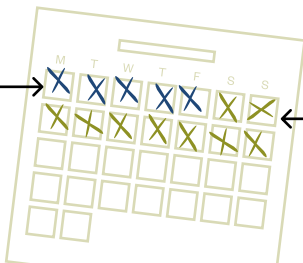


Ideal length of stay for visiting Madrid?

3-5 days
58%

Ideal length of stay for visiting Madrid and the surrounding area?

1 week or more
58%



Main reason for the trip



60%
Heritage, museums, exhibitions...



9%
Visiting family or friends



8%
Tourist attractions



6%
Gastronomic offering

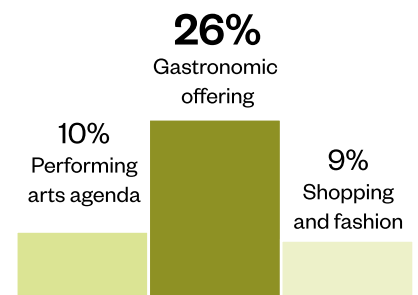


4%
Performing arts agenda

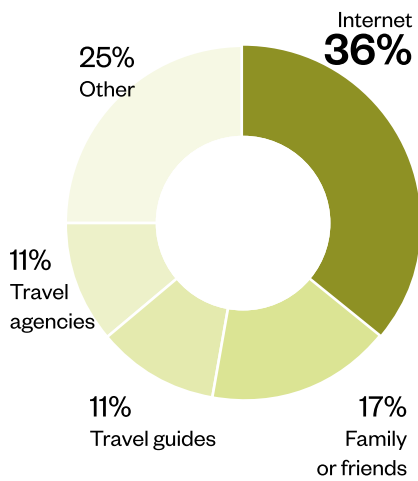


13%
Other

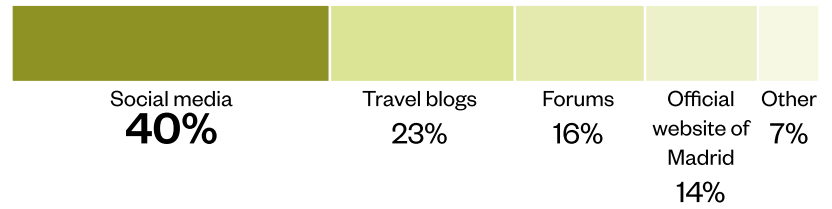
Other reasons for choosing Madrid



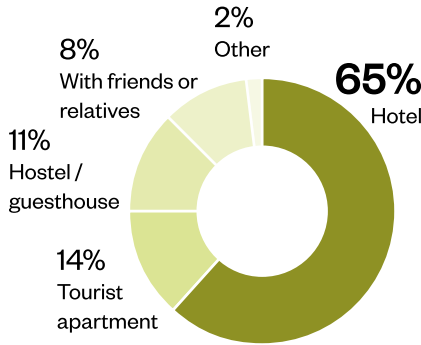
Main information channels



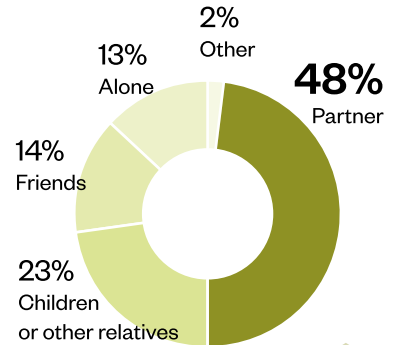
Which ones did you use?



Where are you staying?



Who did you come with?



What information would you have liked to have before the trip?



31%
Cultural activities



19%
Urban / interurban transport options



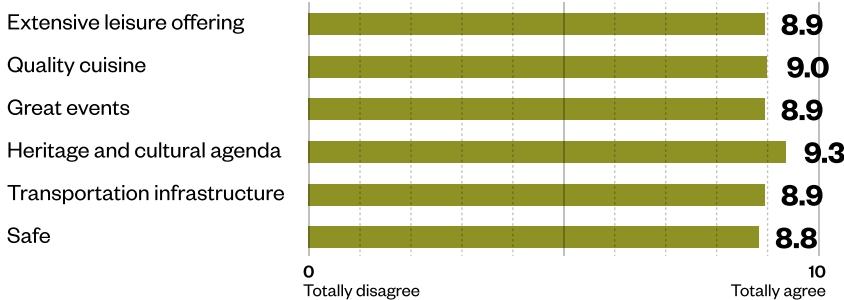
18%
Leisure / entertainment activities or events



13%
Gastronomic offering

What is your impression of Madrid?

Madrid recorded an average overall **satisfaction rating of 8.6** among tourists who visited the capital. The following attributes stood out:

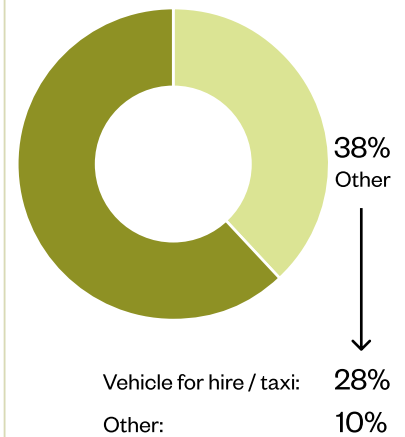


What word comes to mind when you think of Madrid?

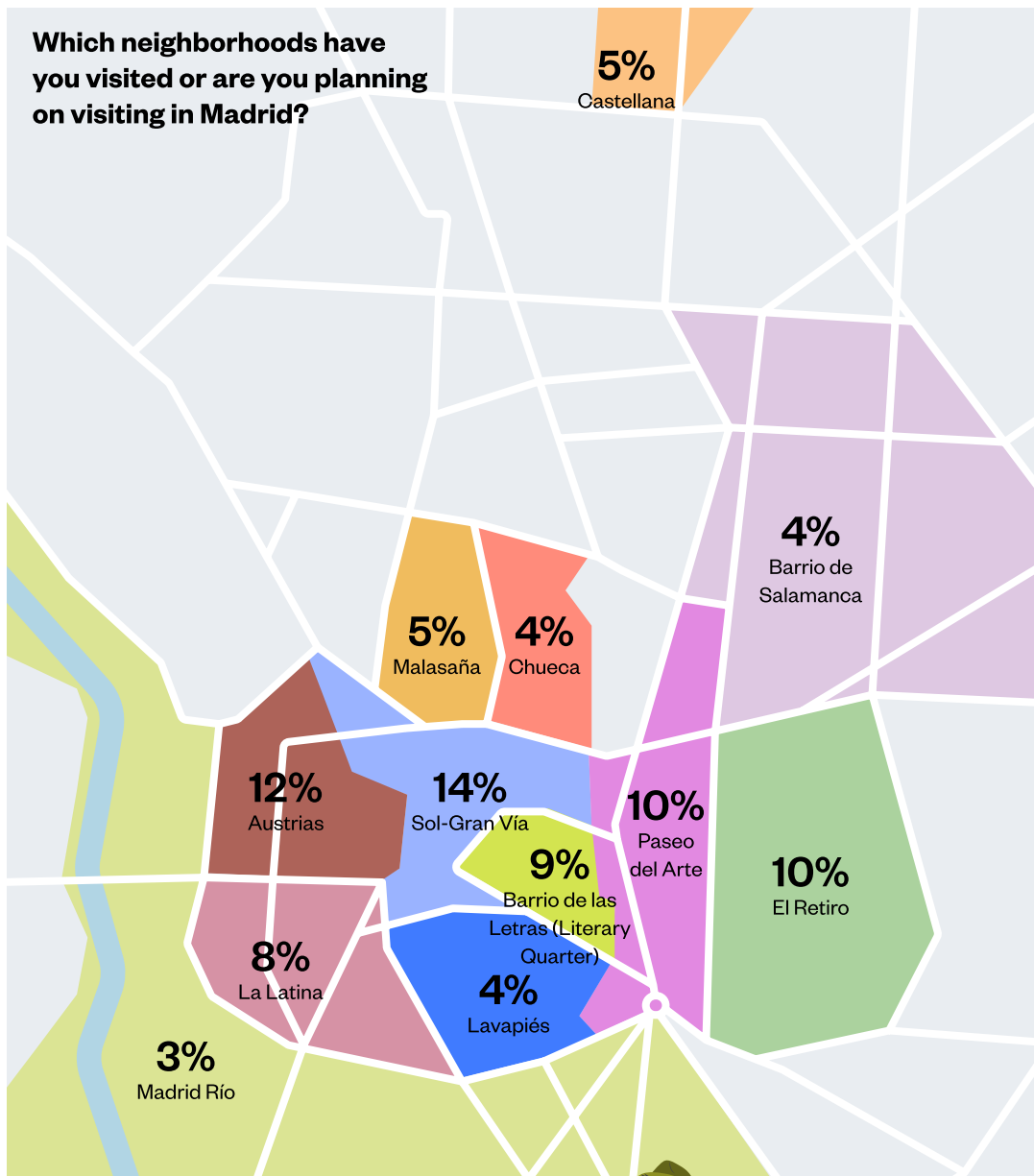


What means of transportation have you used?

62% of tourists used public transport



Which neighborhoods have you visited or are you planning on visiting in Madrid?



Madrid's most iconic landmarks



PRADO MUSEUM
19%



ROYAL PALACE
14%



PUERTA DEL SOL
14%



PLAZA MAYOR
12%



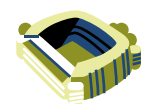
EL RETIRO PARK
9%



CIBELES FOUNTAIN
8%

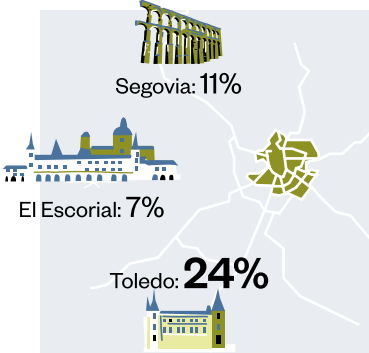


GRAN VÍA
7%



SANTIAGO BERNABÉU
5%

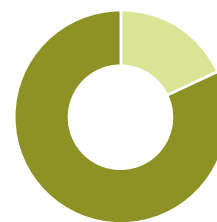
Other destinations visited during the trip



100%
of tourists would recommend visiting Madrid



82% would return to Madrid



Methodology

Number of surveys: 1,887. Period 2023.
Age of respondents (over 36 years old): 74%.

Origin of travelers surveyed

