



**THE MOST VISITED PLACES
IN MALAGA
MARBESOL REPORT 2018**

HOW MALAGA BECAME AN ARTISTIC CULTURAL HUB IN SOUTHERN EUROPE

In the last decade, Malaga has earned a place among the most popular cultural travel destinations in Europe. Indeed, the variety of museums and historical sites has contributed significantly to the growth of the Malaga region. Besides their positive impact on the local economy, art and museums are known to increase the symbolic value of a city. As a result, Malaga has appeared in the international press as the new 'unsung cultural capital' (*National Geographic*) and 'Spain's most underrated city break' (*The Mirror*).

But not all that glitters is gold - despite heavy investment from the City Hall and the Junta, not all of the are being equally successful. Visitor numbers reveal important differences between these cultural sites, causing doubts about the profitability of the local investments.

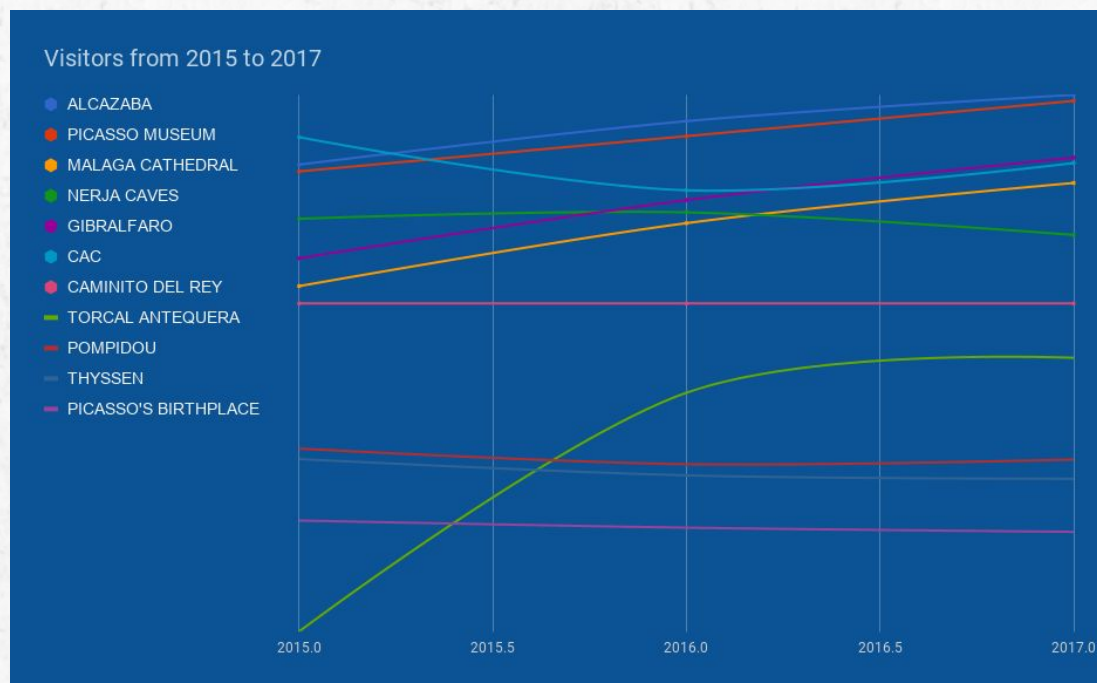
The goal of the **Marbesol Report 2018** is to compare and analyse the evolution of some of the most important art galleries and monuments in Malaga city and province. Our editorial team has contacted each of these museums and historical sites, to collect their most recent numbers. In the following pages we offer you an overview of these figures:



EVOLUTION OF THE MOST VISITED PLACES IN MALAGA FROM 2015 TO 2017

(From January to December)

MUSEUMS AND MONUMENTS	2015	2016	2017
ALCAZABA	502169	589914	650320
PICASSO MUSEUM	489610	558033	635891
MALAGA CATHEDRAL	319953	404093	469106
CAVES OF NERJA	410746	420632	386811
GIBRALFARO CASTLE	354819	440179	515322
CAC	555888	456421	505022
CAMINITO DEL REY	300000	300000	300000
TORCAL IN ANTEQUERA	88877	215458	245199
CENTRE POMPIDOU	175131	165288	168143
CARMEN THYSSEN MUSEUM	168473	158567	156580
PICASSO'S BIRTHPLACE	134109	130608	128599



10 MOST VISITED PLACES IN MALAGA FROM 2015 TO 2017

In order to attract the highest possible number of visitors, each monument and art centre highlights its unique features. From historical sites to contemporary galleries, they all offer something different and special:

#1 Alcazaba

Since 2015, the number of visitors to the Moorish Palace has grown by 29,5%, therefore becoming the most visited monument in all Malaga.



653,425 visitors

#2 Picasso Museum

The Picasso Museum also shows consolidated growth (almost 30%), standing out as the most successful gallery in the entire region of Andalusia.



635,891 visitors

#3 Malaga Cathedral

In 2015, the Cathedral of Malaga started to allow access to the roofs. This has boosted the number of visitors by 46%, making it the biggest growing monument in terms of visitors.



469,106 visitors

#4 Gibralfaro Castle

One of the best views over the city can be enjoyed from the Gibralfaro Castle. Probably for this reason and its artistic value, it has become the 4th most visited place in Malaga.

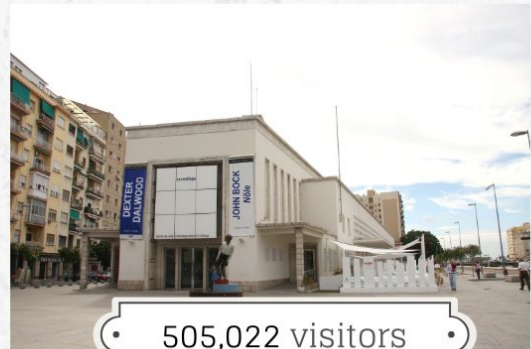


515,322 visitors

RANKING OF 10 MOST VISITED PLACES IN MALAGA FROM 2015 TO 2017

#5 CAC

The Center for Contemporary Art of Malaga was the early precursor of a new artistic movement in Malaga. The exhibitions in 2017 have managed to overcome a severe drop in 2016.



505,022 visitors



386,811 visitors

#6 Nerja Caves

Despite the beauty of these marble rock caverns, containing unique paintings from the Paleolithic, the number of visitors has consistently dropped during the last 3 years.

#7 Caminito del Rey

Since its new opening in 2015, the 'King's Pathway' has been booked out year after year. Thanks to its breathtaking views it has become a real highlight among international audiences.



300,000 visitors



245,199 visitors

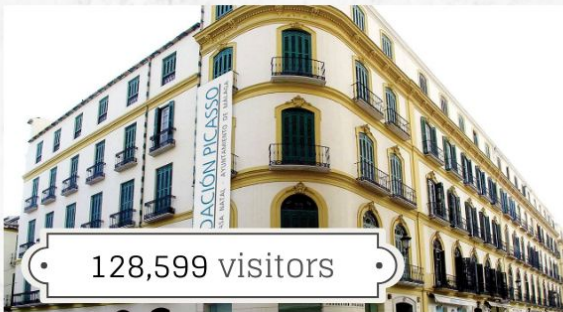
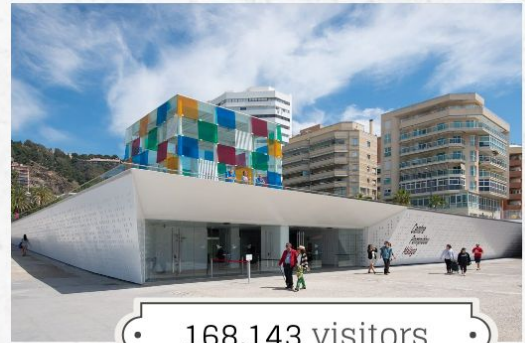
#8 Torcal of Antequera

This impressive natural park displays a rocky landscape of limestone from the Jurassic era. After performing necessary maintenance works it has managed to grow by 175%. Torcal is recognised as a part of the UNESCO world heritage.

RANKING OF 10 MOST VISITED PLACES IN MALAGA FROM 2015 TO 2017

#9 Centre Pompidou Malaga

Centre Pompidou enjoy a perfect location - right at Muelle Uno near the city centre. Moreover, it receives significant support from the Pompidou Museum in Paris. Nonetheless, the number of visitors has been dropping since its opening in 2015.



#10 Picasso Birthplace Museum

Picasso remains an important figure both for the identity of the city and for promotional purposes. Although the visitors to Picasso Birthplace Museum have diminished in this last period, it remains one of the most profitable ones.

According to the Tourism Tracker Project in Malaga (Observatorio Turístico), visits to museums and art centres accounted for 17,19% of all touristic activities, ranking in third place only after gastronomic activities (also 17,19%) and strolling through the streets (25.17%),



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