

BUSINESS AREA 1



Tourism

The word Spain is a synonym of tourism. Our country, with a population of 46 million, has been the second most visited worldwide for a number of straight years! These numbers continue to grow, both in arrivals from other countries as well as in turnover and national GDP contribution.

Murcia is a small region but its size is no obstacle when it comes to tourist arrivals: over 5.4 million in 2019. Over the last few years, Murcia has focused on diversifying its tourist portfolio, which now includes options in sun and beach, mountain, golf and watersports, natural parks, gastronomy, health centers, congresses, as well as wine, cultural and religious destinations. Compared to other Spanish regions, the average stay of tourist in our region is 11.9 days, significantly higher than the national average (7.2 days). In fact, Murcia is the Spanish region where tourists choose to stay longer.

In the past, British tourists used to account for over 70% of international visitors to our region. Nowadays, the origin of tourists in the region of Murcia has diversified significantly.

Although Britons remain the main group of visitors, the number of tourists coming from France, Nordic Countries, Germany and Ireland, amongst others, has increased considerably.

The regional government, aware that there is still much to be done within the tourist sector, has not only contributed to diversifying the origin of tourists, but also created a portfolio to show investors the most interesting business opportunities within this industry.

As a whole, tourist activities provide direct employment to 56,057 workers in the region, 64,500 when indirect jobs are considered. Direct tourist employment contributes 12% to the Region's total (14.1% if indirect jobs are added), with an increase of over 4% in the last five years. During that time, deseasonalization has become a strong factor contributing to consolidate employment in this industry, complementing the traditional "beach and sun" option with other appealing year-round leisure options.

Tourism plays a key role in the socioeconomic structure of Murcia.

Regional tourist activities have consistently been contributing between 10-12% of Murcia's GDP over the last few years. Since the main parameters within this industry have improved, namely the number of tourists, as well as the time and money they spent in our region, the region's network of product and service suppliers has also consolidated, providing visitors and companies in the tourist sector with an increasingly varied service portfolio.



For more detailed information on tourism in the **Region of Murcia**, please visit:

www.investincostacalida.com



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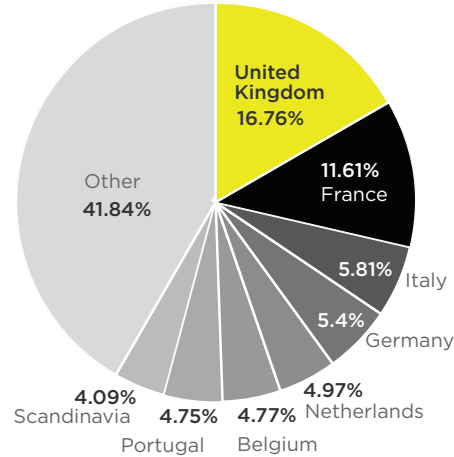


Tourism

Spain has remained for a number of years now as the second most visited country worldwide!!!

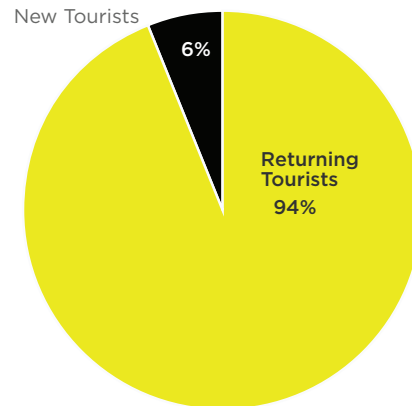
-World Population Review

Country of Origin of Foreign Tourists (Sept. 2021)



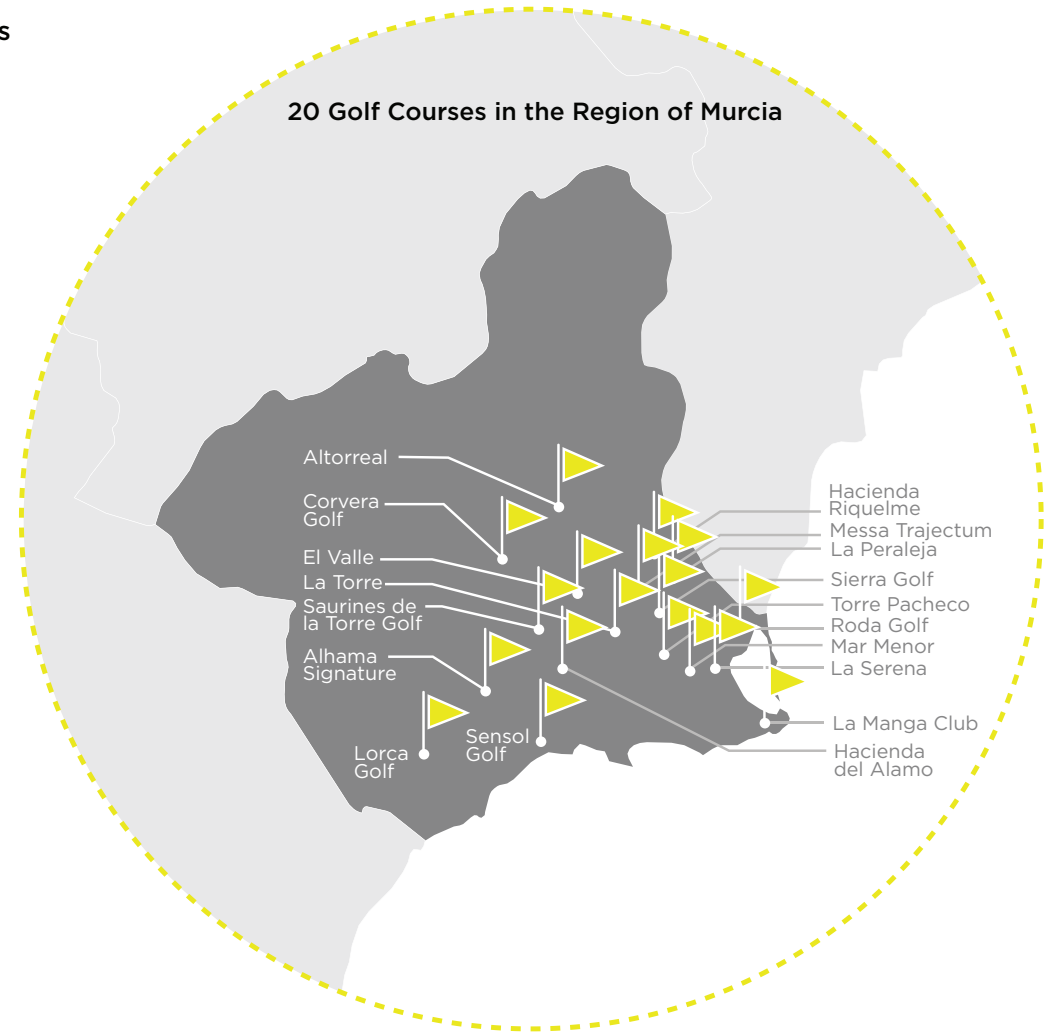
Source: INE (Spain's Statistics Agency)

Tourist's Loyalty



Source: ITREM (Murcia Region's Tourism Institute)

20 Golf Courses in the Region of Murcia



INDUSTRY HIGHLIGHTS

Caleia, operator of the 5-star Mar Menor Golf Resort, as well as the US corporations **Sheraton**, operator of Hacienda del Alamo, and **Hilton**, operator of La Torre Double tree, are key investors. Other important companies are **Phoenix**, owner of one of two 5-star hotels in the Region, as well as **Occidental** and **Tryp**, owners of iconic hotels in Murcia.

Roc Hotels, owner of the Hotel Doblemar in La Manga, is another key sector player. In total, sectoral investment is calculated at €560 million last year, a figure expected to increase in the short term due to the excellent prospects of the industry. A key contributor to those prospects is golf tourism.

The Region's great weather attracts golf players throughout the year to its 20 high-quality courses, all within 50km of each other and designed by big names including Jack Nicklaus, Dave Thomas and Seve Ballesteros.