

# MADRID IN FIGURES 2023

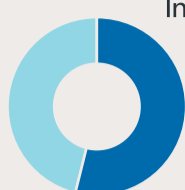
## Visitors

**10.6**

million visitors  
+13.7% from 2022

By origin

Domestic  
46%



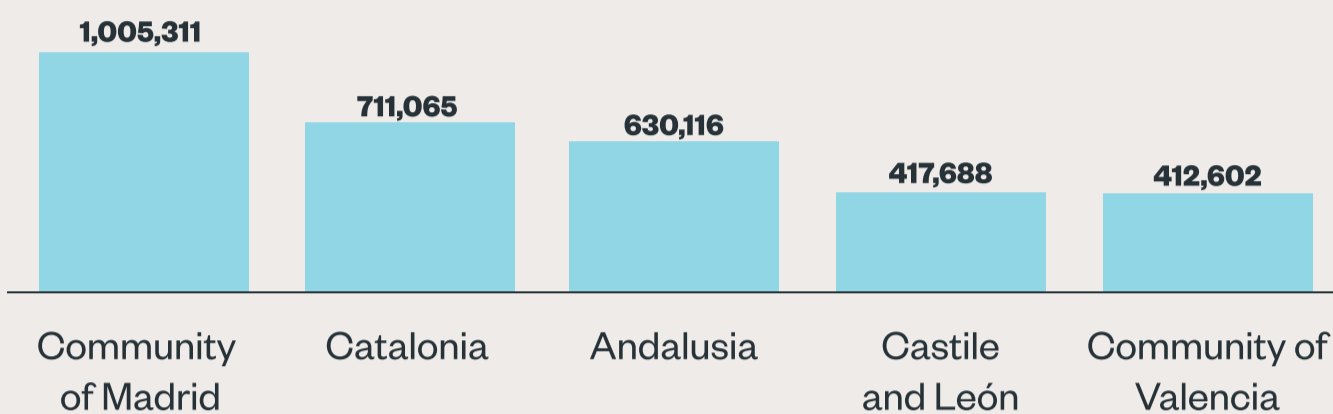
International  
54%



## Top 5 international markets

USA	Italy	France	Mexico	United Kingdom
<b>917,541</b>	<b>398,579</b>	<b>350,892</b>	<b>301,747</b>	<b>293,052</b>

## Top 5 domestic markets



## Overnight stays

**22**

million overnight stays  
+10.9% from 2022



Average stay  
**2.1 nights**

By origin

Domestic  
39%



International  
61%

## International visitor spending

Total

**€ 13.366**

billion  
+38.8% from 2022

Average daily expenditure

**€ 293**

+5.4% from 2022



## Hotel infrastructure



Hotels

**844**



Employed personnel

**12,661**



ADR

**€ 132.6**



Bed places

**90,445**



Room occupancy rate

**73.1%**



RevPAR

**€ 89.4**



## Travel and transport

**33**

High-speed train destinations

**209**

Direct flight connections

Top 5 inbound arrivals

- 1 Italy
- 2 France
- 3 United Kingdom
- 4 Portugal
- 5 USA

