

Murcia Leads Way in International Tourism

The Region of Murcia is top of the table for economic input from international tourists, with an increase of 30% in spending in the area, versus a national average of just 3%. It also shows a positive growth for international tourist numbers, at 18%, against the Spanish average of 2.1%.

According to data from the Ministry of Industry, Tourism and Commerce, for the month of November 2007, the growth figures for the region are the most important in recent years, especially when the picture for Spain as a whole is taken into account.

Other positive news from the sector is the creation of jobs in the region, up 7.1% in the industry against 4.6% for the national average. The airport has also seen an increase in traveller numbers of 23%.

Cruises to the Port of Cartagena have also played an important part in the growth, with more than 40 cruises arriving here in the last year, an increase of 20% and a number that would have been "unthinkable" just a short while ago, according to the ministry.

Hotels in the area have also seen positive signs, with visitor numbers for overnight stays up by 16.5% vs the 2.2% national average.

The aim is to continue to promote the region as a holiday destination for international tourism, and in 2008 the growth looks set to continue, as negotiations are ongoing with Germany, France, the UK and other countries to increase direct connections to the airport at San Javier, and to encourage visitors to check out the delights that Murcia has to offer.