



2019, more tourists

The two tourist offices in the municipality received 179,095 visits in 2019. Only in the Mijas Village office, there was a 14% increase compared to 2018

M. Fernández /B.M.

With the statistics in hand, we now know that more and more people choose Mijas as their holiday destination. At least, this is reflected in the number of visits that the tourism offices have received. During the past year 2019, 179,095 people have passed through the offices (155,049 made inquiries in Mijas Village and 24,046 visited the office in La Cala).

In the case of the tourist office in Mijas Village, the oldest of the two, 22,241 more visits were registered than in 2018, which represents an increase of 14 percent. This was stated this week by the councillor for Tourism of the Mijas Town Hall, **José Carlos Martín** (C's), who took

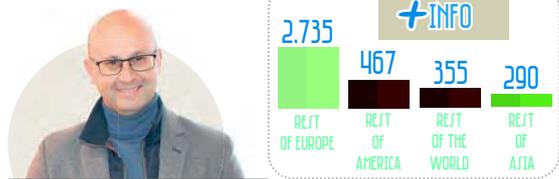
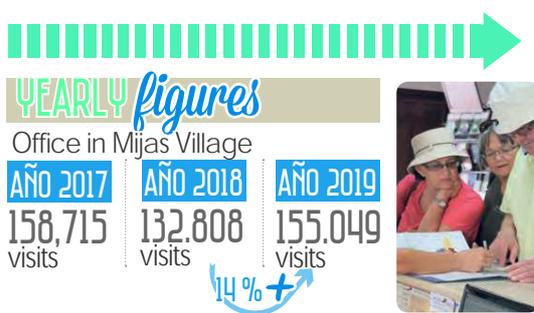
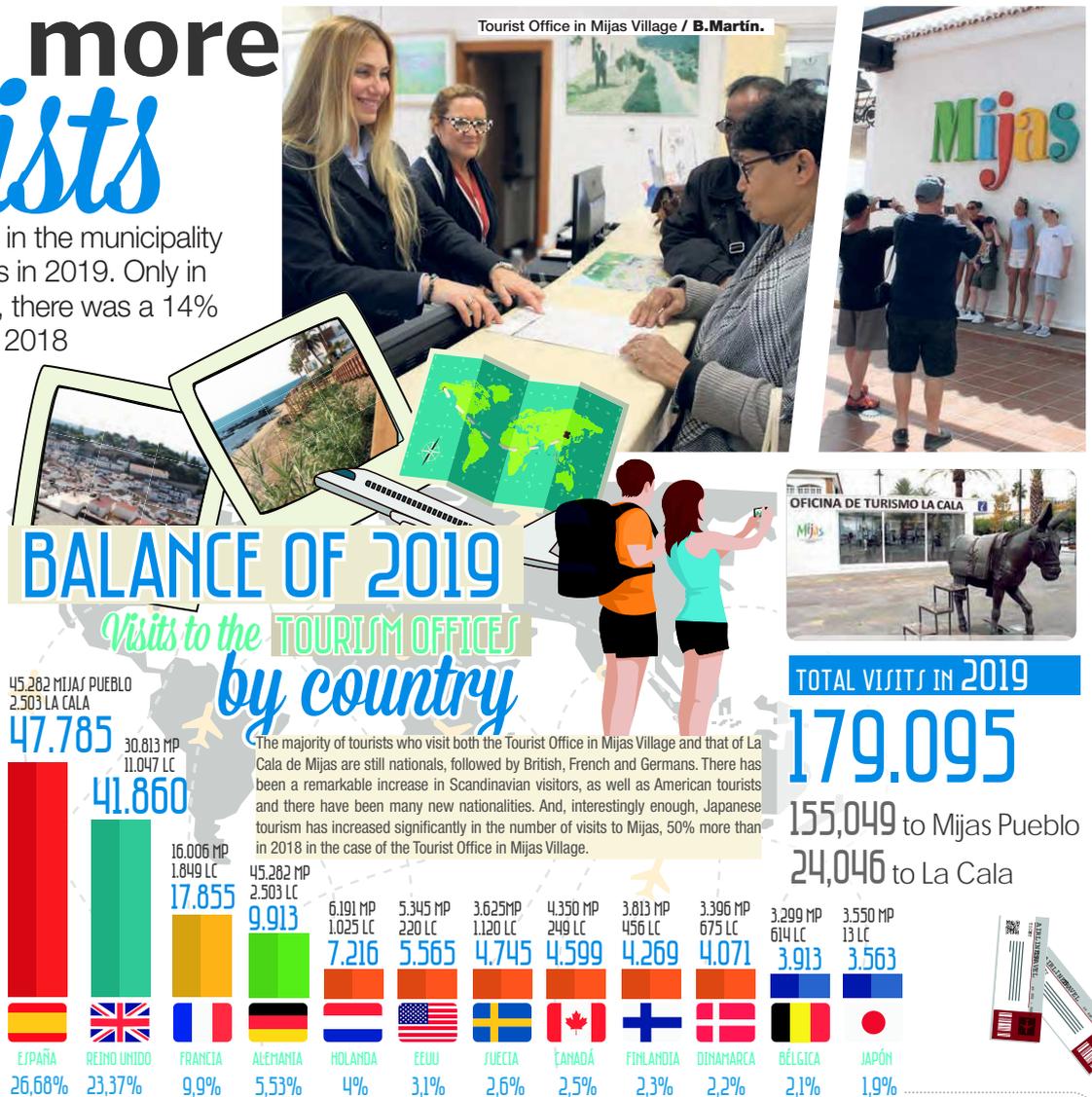
The Spanish tourists are still the ones who visit the tourist offices most to ask for information about Mijas

stock of the information recorded last year as regards visits by tourists. "We thank the Tourism Department staff for their work because this information is satisfying, but it is also true that we have to continue working and improving the figures for next year".

By nationalities

26.6 percent of the visitors to the tourist offices were Spanish, followed by the British (23.3%), which despite the threat of Brexit, have increased the number of visits compared with the previous year.

The number of French, German and Dutch tourists is also outstanding. A surprising fact is that the number of Japanese tourists has significantly increased, in the case of the visits to the Mijas Village Office, by 50% compared with 2018. It is also worth mentioning the increase in residential tourism, "registering, only in the last three months, 297 citizens enrolled at the 'Town Hall', according to Martín. "We are very satisfied with the work that



is being done by the Department for Tourism, which includes the promotion of different segments such as golf, gastronomy, nature ..., in addition to sun and beach, but we want the figures for this year to be even better, and that is why our goal in 2020 is to attract new markets, which is why a delegation from Mijas will be present next week in the International Tourism Fair 'Fitur' (Madrid) and this week, from January 15th to 19th, at the Tourism Fair in Helsinki (Finland)", assured the

councillor. The Nordic tourists also stand out in the statistics and the intention, according to councillor Martín, is "to increase the number of visitors coming from the northern countries in the continent".
Finally, it should be noted that the figures recorded in the tourist office in Mijas Village are usually considerably higher than those of La Cala de Mijas, mainly due to the significant number of organised and guided excursions that arrive periodically to the village.



JOSÉ CARLOS MARTÍN
Councillor for Tourism Mijas (C's)

"This tourist information makes us feel satisfied with the work being done as regards tourism, but we have to continue working on the same line and try to improve the figures next year"

DAVID KEATLEY
British tourist

"We came in November to spend a few weeks in Mijas. It is a very beautiful town, we enjoy the gastronomy, and the walking areas, especially in the mountain and with our pet"



WENDY STRANG
North-american tourist

"I have a house on the Costa del Sol and we want to visit different villages, like this one, which is beautiful. They have given us a lot of information about Mijas and we want to get to know it"