

Marbella

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MARBELLA - COSTA DEL SOL - GIBRALTAR AREA

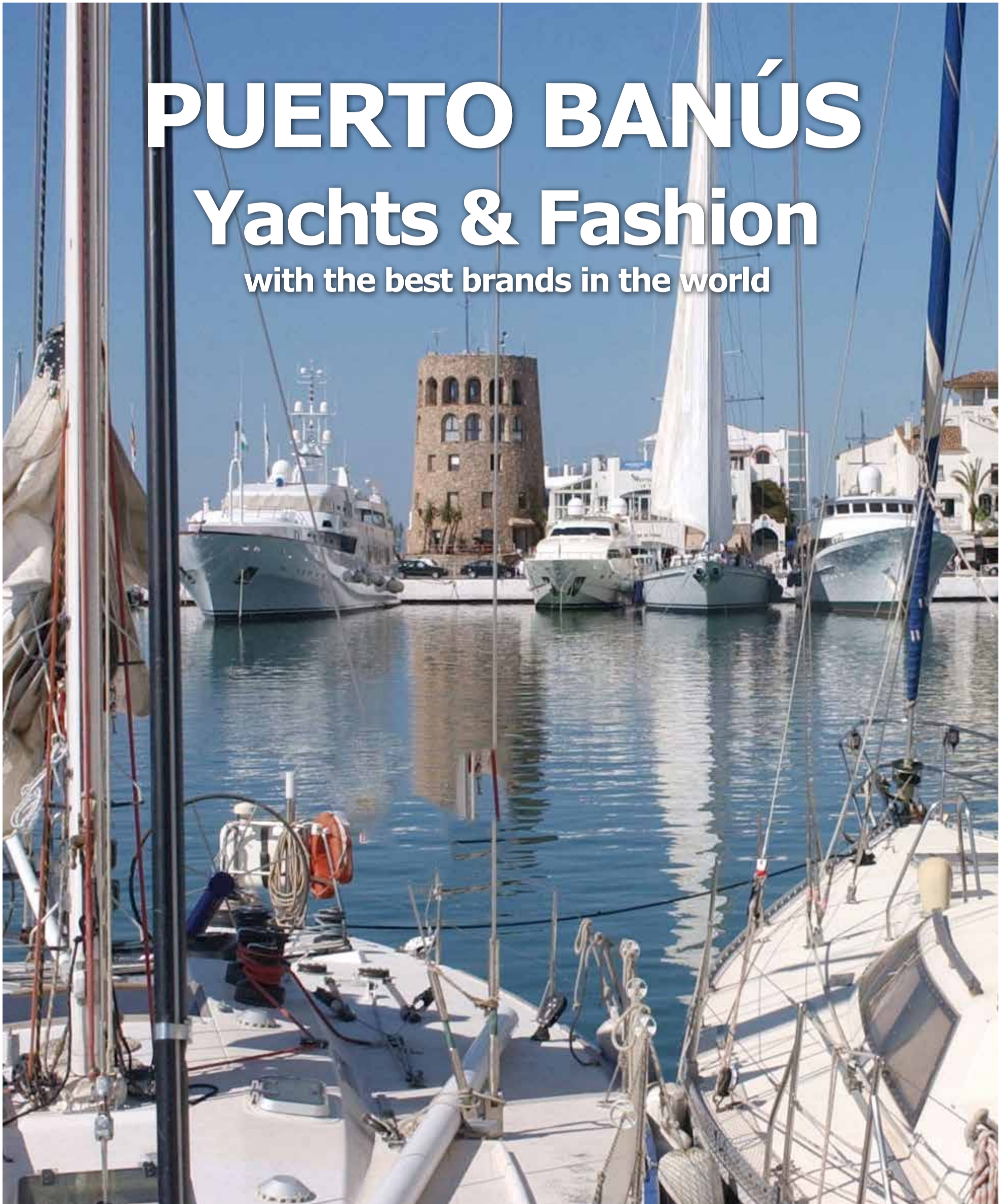
SPECIAL EDITION

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PUERTO BANÚS

Yachts & Fashion

with the best brands in the world





Puerto Banús, a hub of luxury yachting and shopping

Puerto Banús is one of the main tourist attractions in Marbella, and no tourist, traveller, or visitor to the Costa del Sol misses the chance to visit, stroll around, shop, or simply enjoy the unique atmosphere that Puerto Banús offers.

For high-end residential or holiday tourism based in the so-called Golden Triangle of the Costa del Sol (Marbella-Benahavís-Estepona), where the largest concentration of golf courses, five-star hotels, resorts, and high-end residential areas can be found, Puerto Banús is a major draw and a perfect complement to the needs of luxury tourism, offering the best international brands and a pleasant, distinguished atmosphere.

MOST LUXURY YACHTS

Juan Núñez, CEO, reports that this summer, the largest and most luxurious yachts in the world have docked in Puerto Banús. "No yacht making its journey across the Mediterranean skips Puerto Banús, and its occupants always come ashore. The dock at the entrance to the port receives the

tenders from large cruise ships or private yachts, bringing their passengers ashore."

Businesses in the port have benefited from these arrivals, sometimes hosting extremely wealthy and important individuals. British, German, and central European tourists are particularly significant in Puerto Banús, and there has been a rise in American tourism with the increase in direct flights between Málaga and the USA.

It has long been traditional for visitors from Kuwait, Saudi Arabia, the Emirates, and Qatar to frequent the area, with many prominent families still maintaining their palaces and large homes in Marbella.

A visit to Puerto Banús is a must.

This summer, the luxury sector in Puerto Banús has recorded an 8.9% increase in revenue compared to last year, with expectations that annual revenue will surpass €307 million. North American luxury tourism has grown by 295% since pre-Covid times, while the number of Arab tourists has ri-

sen by 195%, almost double the 2019 figures, and they continue to lead in shopping expenditure at Puerto Banús.

The world's top luxury brands are present in Puerto Banús: Bvlgari, Rolex, Loro Piana, Dior, Hermès, Louis Vuitton, Loewe, Saint Laurent, Carolina Herrera, Dolce & Gabbana, Valentino, Jimmy Choo, Bottega Veneta, and many more, all part of a spectacular two-kilometre-long luxury showcase along Puerto Banús.

The forecast for sales in 2024 is €307 million.

With over 50 years of history, Puerto Banús welcomes 5 million visitors a year, and its impact as a tourist destination generates €954 million annually for the Costa del Sol's GDP, according to PwC.

With 915 berths in its marina and over 200 commercial outlets, it is Spain's premier marina and one of the most luxurious holiday destinations in the country.



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Marbella, an exclusive city

Backdropped by the mountains of the Sierra Blanca, Marbella has become a benchmark for world tourism without losing any of its typical Andalusian flavour or its historical essence. Sea and mountain, tradition and modernity merge in this Mediterranean town to provide the visitor a multicultural, cosmopolitan atmosphere full of nuances, open to progress and with a way of life based on co-existence and the welcoming nature of its people. Its magical Old Town offers visitors a special flavour; with its narrow, winding streets, squares garlanded with flowers and dazzling white-washed houses.

Its geographical location provides a special microclimate with mild temperatures throughout the year; an average of 18.7 degrees. This is undoubtedly one of the charms of a town always enveloped in light, a town that bases its activity on national and international tourism through the provision of a wide range of facilities, full of opportunities and possibilities: 27.9 km of beaches, mountains, 14 golf courses, luxury hotels, high-class establishments dedicated to health and well-being, a beautiful natural environment, 4 marinas - amongst which of note is the world-renowned Puerto Banús - exclusive shops, shopping centres, spacious premises for holding conferences and an exciting night life, are just some of the charms of this enclave.

Marbella is a benchmark for elite tourism: since the beginning of its growth as a tourist resort in the middle of the 60's, many actors, artists and celebrities from wide-ranging sectors have all visited Marbella, emphasizing its elegant and distinguished nature with the celebration of parties and social events.

Similarly, Marbella is an exemplary model for the hospitality trade, with a significant concentration of "de luxe" hotels, five-star hotels and four-star hotels and around 800 restaurants serving cuisines from around the entire world. Without forgetting the four Michelin starred restaurants.

Shopping facilities in Marbella are the most outstanding in Spain: a wide range of international brands and boutiques, as well as famous shopping centres have all served to turn the city into a paradise of distinction and shopping pleasure.

Just 9 kilometres west of Marbella centre, San Pedro Alcántara has got many attractive places, such as the Centre, a pedestrian area full of charm with well-maintained streets that offer you any type of services and shops, the modern Boulevard, the Avda. del Mediterráneo, the Paseo Marítimo (seafront) and its beaches. Of note are its Parish Church, El Ingenio Cultural Centre, the Trapiche de Guadaíza Cultural Centre, the Roman Baths of Guadalmina and the Paleo-Christian Basilica of Vega del Mar.

The Roman Villa of Río Verde, close to Puerto Banús, deserves a special mention.

And finally, Puerto Banús, named after its developer José Banús, 6 km west of Marbella, considered to be one of the most remarkable marinas on the Spanish coastline. It opened in 1970 with 915 berths for some of the most luxurious boats from around the world. Its famous marina and magnificent selection of bars, restaurants and international boutiques make it a glamorous and charming place for all those who visit it.



The mayoress of Marbella, Ángeles Muñoz



The mayoress of Marbella, Ángeles Muñoz, and de general manager of Marbella Tourism, Laura de Arce, and the Team in WTM.





Estepona, 'Garden of the Costa del Sol', a unique place for the visitor

With its privileged setting, Estepona captivates visitors in each one of its parts. The revamped old town, one of the most beautiful in Andalusia, offers tourists the chance to enjoy a true urban garden at 'El Jardín de la Costa del Sol'. Its maze of white streets, decked with colourful pots brimming with flowers, is the very essence of a coastal Andalusian town. Estepona conserves its customs and traditions and has blended them in seamless harmony with its more modern and tourist-focused side. Its location between sea and mountain, excellent climate, modern infrastructures, quality sports facilities, stand-out hotel offer, gastronomy and varied cultural options make Estepona a favourite spot on the Malaga coast.



Tourists can immerse themselves in its recently renovated old town, one of the most beautiful on the coast, with more than 130 streets for pedestrians or with reduced traffic, quiet squares and white houses adorned with thousands of pots loaded with flowers. Walking and discovering, a few meters from the sea, the true essence of an Andalusian town, is a luxury. Estepona 'Garden of the Costa del Sol' is a unique place for the visitor. Discover the large pedestrianised boulevard lined with trees and flower beds, which opens the city out to the sea, creating one of the best prome-

nades in Spain. It runs from Calle Terraza, in the heart of Estepona, to the lighthouse at Punta Doncella. This avenue provides a transition between the city and the sea, a pleasant place to walk as it is fully pedestrianised, peaceful, and filled with plants and flowers. It also has a bike path. It takes you right up to the Mirador del Carmen, a socio-cultural centre that houses an exhibition hall and a viewing tower with stunning views of the Mediterranean. The Torre Mirador is a watchtower that boasts breath-taking panoramic views of the city and the Mediterranean Sea. It is the work of Malaga architect Salvador Moreno Peralta,

winner of the national prize for urban planning. It houses a large vertical library, a music conservatory, an auditorium for cultural events and an exhibition hall. Discover remains of San Luis Castle, built by Felipe II (S.XVI) to reinforce the medieval walls of Estepona, or Botanical Gardens and Orchid House. The gardens cover a total area of 16,230m² and are divided into three zones: an outdoor area, an entrance square on top of a large 17-metre-high waterfall and an orchid house containing over 4,000 orchids, including more than 1,500 species from around the world, a pool, three waterfalls

and three glass domes, the tallest one standing around 30 metres high. Estepona conserves the charm of a typical Andalusian town, with peaceful squares and white houses. Discover its recently renovated old quarter; one of the most beautiful in Andalusia. It is a joy to wander around and discover the true essence of an Andalusian town, with its white streets network featuring bright coloured flower pots, so close to the sea.

MARINA AND ARCHAEOLOGICAL MUSEUM The Marina of Estepona is a lovely urban setup with a distinctly mariti-

me air; a place where you can spend an enjoyable time breathing the sea air, enjoying the stunning views of the water with the boats bobbing on it and people walking in search of a well-deserved rest, which they might well find in one of the numerous and wonderful restaurants and stores at the port. The Archaeological Museum is located in Casa del Aljibe, a building constructed in the 18th century on a well that pertained to a tower from Muslim times. The building was acquired by the Town Hall in 1853 and was its offices through to 2011. The rich heritage we can admire inside comes both from private collections and archaeological digs carried out in recent decades. Among the prehistoric remains, of note is the 5,000-year old small statue of the 'Venus of Estepona'. Estepona is committed to culture and exhibits art in its streets. Open-air sculptures by renowned artists, poems in different languages, artistic murals that decorate building façades and bring life to the streets... a rich and diverse heritage will surprise visitors, who can wander through the different neighbourhoods and areas with buildings that host pictorial works of great quality and originality, and discover a new way of enjoying art.





Success of HOFF Sneakers Designed by Macarena Yagüe

Macarena Yagüe, a young fashion designer from Marbella and a graduate of Regent's University London, recently captured the spotlight with her winning design in an international sneaker design competition hosted by HOFF. Chosen by a jury rather than by popular vote, Macarena's sneaker design has hit stores with impressive success, now available in London and HOFF locations worldwide.

Macarena was specially invited to HOFF's headquarters in Alicante, Spain, for the international launch of her sneaker. This exclusive opportunity not only highlighted her design skills but also showcased her profound understanding of fashion design.

In a statement, Regent's University shared: "Last year, Regent's University London partnered with HOFF to host a footwear design competi-

tion, aimed at fostering creativity and innovation among our students. This exciting collaboration gave students the chance to design a sneaker based on HOFF's City silhouette, with the winning creation now available as a limited edition for the public.

Macarena Yagüe, a BA (Hons) Fashion Design student at Regent's, won the competition. Macarena's design, inspired by the vibrant colours of the famous artwork 'The White Boat', beautifully blends art and fashion into a truly unique piece. Throughout the creative process, HOFF provided expert mentorship, guiding her from the initial concept to final production, offering Macarena invaluable hands-on industry experience beyond the classroom.

The limited-edition Regent's x HOFF sneaker is available both online and in-store at HOFF's flagship lo-

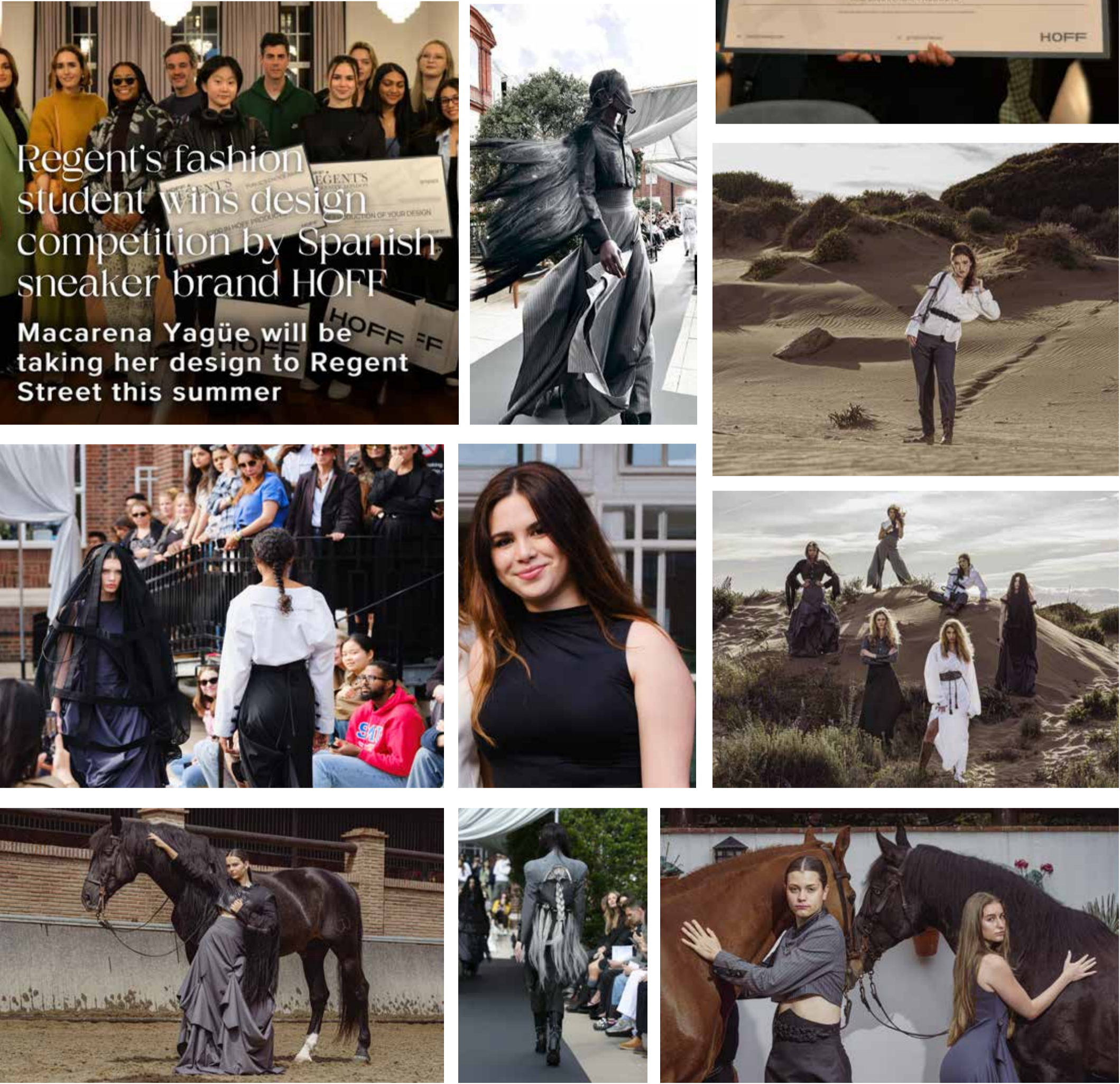


cation on Regent Street in London." The Regent's University website notes that Macarena, one of their most talented graduates, is currently completing an internship with London's renowned fashion label Mowalola. She has become a prominent name among young designers, with frequent mentions in



featuring imaginative designs that celebrated the Andalusian horse and countryside life in Andalucía.

For more on Macarena's work, see the QR codes provided alongside this publication.





Visit Gibraltar

Located in the heart of the western Mediterranean, with views across to the African continent, history unravels from every corner of the fascinating destination Gibraltar.

Accessible by land, sea or air, you can reach the Rock in under 3 hours flying time from the United Kingdom. Given the advantage of its compact size, many attractions are navigable on foot. Transfer time from landing at Gibraltar International Airport to arrival at your hotel is swift.

SYMBOL OF GIBRALTAR

The Rock of Gibraltar is often characterised by its Barbary macaques who became a symbol of Gibraltar's Britishness during the Second World War and whose numbers were increased on the command of Prime Minister Winston Churchill. Today, the macaques can be spotted at various points on the Upper Rock.

A haven for nature and wildlife, Gibraltar is packed with appeal for tourists of all ages. Exploring the Upper Rock Nature Reserve offers visitors an array of hidden gems, among them St Michael's Cave with

its awe inspiring stalagmites and stalactites and its natural auditorium that is used to stage events.

GREAT SIEGE TUNNELS

The Great Siege Tunnels form part of the honeycombed inside of the limestone Rock and were fundamental in the defence of Gibraltar during the late 1700's and 1800's. The story of their construction is one of bravery, defiance and courage which have come to define Gibraltar's legacy today. The tunnel system was further developed during the Second World War. Visitors can see where servicemen assembled Spitfire planes from inside the Rock ready to assist the war.

Gibraltar's Moorish Castle in 1462, was a medieval fortification with the dominant features being the Tower of Homage and the Gate House which remain today. It is situated close the City Under Siege exhibition which depicts life during the Great Siege of 1779-1782.

Windsor Bridge, Gibraltar's first suspension bridge, forms part of the Thrill Seekers Trail. At 71 metres

long, it is located between two batteries and constructed over a 50 metre gorge. Further along the trail is Skywalk. Standing 340 metres directly above sea level, Skywalk is higher than the tallest point of London's Shard and offers breath-taking 360 degree views spanning three countries and two continents.

MAIN STREET

Back in town, Main Street is at the centre of life in Gibraltar and runs across the length of the historic centre. Buzzing with life, the streets are filled with the air of a café society, against a backdrop of fusion architecture a mix of Mediterranean, Moorish and British Regency styles.

Gibraltar is a VAT free jurisdiction and offers great value shopping. The Gibraltar Pound, is equivalent to UK Sterling. Best buys include cosmetics and perfumery, jewellery, tobacco and spirits, designer glass frames, specialist linens and electronics.

Other attractions accessible from the town centre include the Gibraltar Museum situated on the site of an original Moorish bathhouse in Bomb House lane, the serenity of



the Alameda Botanic Gardens developed in 1816 and which is also home to the Gibraltar Wildlife Park a centre for rescued animals.

RESTAURANTS

Gibraltarians love food, and there is an abundance of restaurants and districts to choose, from the excitement of Casemates Square to the laidback and glittery environments of Gibraltar's two stylish marinas Queensway Quay and Ocean Village which between

them offer lively restaurants, bars and an international casino.

Take a boat tour from one of the marinas into the Bay to catch sight of one of three species of dolphin that inhabit Gibraltar's waters. Sailing is another popular pastime with sailing schools and boat hire companies on offer.

Like the Rock itself, Gibraltar's coastline is full of historical content. Gorham's Cave remains the last known site of Neanderthal survival, some 28,000 years ago. A tour takes



visitors by sea to the cave where Neanderthal engravings have been found. An area of natural beauty and historical importance, The Gorham's Cave Complex was recently granted UNESCO World Heritage Status.

BEACHES

Lesser known are Gibraltar's beaches, small and extremely popular with locals which can make them crowded in summer, but with heat prolonging into autumn there's

plenty of opportunity for sun, sea and sand. The Rock's warm climate and natural dramatic settings makes it a popular destination for weddings. A number of celebrities have visited the Rock to get married.

These include Beatles star John Lennon to Yoko Ono and the original Bond, Sean Connery who married twice on the Rock.

Gibraltar hosts an active calendar of sporting and cultural events, together with a series of International festivals.





The United Kingdom Contributes 41% of the 7 Million Travelers to Málaga's Costa del Sol

Costa del Sol has experienced a record summer, with 150,000 people employed and €8.752 billion in revenue during a high tourist season that is increasingly extending. The president of Tourism Costa del Sol and the Provincial Council of Málaga, Francisco Salado, highlighted that employment levels had never been higher than this past summer, with a total of 149,693 people employed. From June to August, 6.2 million tourists visited the Costa del Sol, representing a 3.1% increase compared to the previous year. Salado emphasized that "once again, tourist numbers and revenues generated by tourism activity have increased during the summer season. But most importantly, more jobs have been created in the various tourism sub-sectors than ever before."

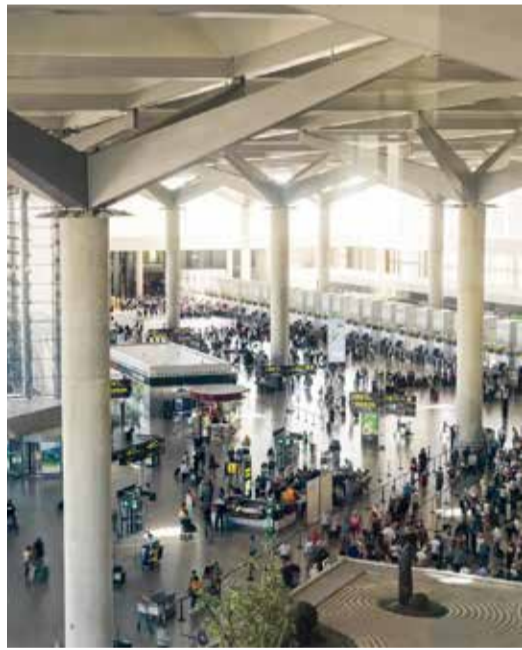
Salado also pointed out that the activity in the tourism sector this past season "reveals some very interesting data." From May to August, Málaga airport received 5 million travelers, more than ever before, with a 10.1% growth compared to the same period the previous year. There were 4.2 million international arrivals, an 11% increase over the summer of 2023. Domestic visitor numbers also increased by 5.6% compared to summer 2023, exceeding 810,000 arrivals. Regarding accommodation, the number of travelers staying in hotels, tourist apartments, campsites, and rural lodgings remained steady at 2.4 million between May and July, compared to the same period in 2023 (-0.1%). These visitors generated 9.4 million overnight stays (+1.2%). In hotels alone, from May to August 2024, 2.6 million travelers were accommodated, generating 9,775,042 overnight stays, marking a 0.3% increase. The occupancy rate reached 73%, 0.56 percentage points higher than the same period last year, and the average stay increased slightly to 3.70 days (+0.02%). Salado also provided details on two other key indicators for analyzing the sector's performance. The ADR (Average Daily Rate) stood at €182.74 in 2024, a +0.8% increase from 2023. The REVPAR (Revenue Per Available Room) reached €140.74, a +1.6% rise, with higher increases in establishments with greater hotel star ratings.



The most important takeaway, according to Salado, is that "all these figures have had a very beneficial impact on employment, particularly in the restaurant and accommodation sectors. In this regard, more jobs have been created in the different economic sub-sectors than ever before."

Looking at forecasts for the last quarter, a 10.6% increase in flight availability to Málaga airport is expected, with a rise from 132 to 138 cities connected by air from the Costa del Sol and a 4% increase in the number of airlines operating compared to last year. Airlines will offer a total of 4,686,882 seats to the Costa del Sol over the next four months, with the majority of these passengers coming from abroad. Airports in the United Kingdom and the rest of Spain will account for 41.2% of seats to Málaga, with a clear lead from British airports (just over one-fifth of total arrivals). A second block of strategic countries for incoming travelers will consist of Germany, the Netherlands, France, and Italy, representing 24% of the total expected arrivals. "The summer balance is more

positive, with record tourist numbers and unprecedented revenues. Most importantly, we are seeing employment growth and further progress in extending the high season, as it now lasts longer," Salado concluded, sending a message of optimism: "the data encourages us," though he stressed the need to remain cautious. "Many national and international indicators remind us to be prudent. Therefore, we will continue working hand in hand with the private sector to improve the health of our main industry," said the president of Tourism Costa del Sol.





Santa Clara Golf, the hidden gem of Marbella

To play once is not enough

Santa Clara Golf Marbella is a true hidden gem, nestled in the heart of Marbella, just five minutes from the city center and only 30 minutes from Málaga airport.

This 18-hole, par 71 course caters to all skill levels, yet its challenging layout makes it the perfect destination for those in search of an unforgettable golfing experience.

Set on a gentle slope with few inclines, the course offers incredible views of the Mediterranean Sea,

the mountains, Gibraltar, and even Morocco. With its distinctive design, breathtaking layouts, and premium services, Santa Clara Golf has quickly become a favorite among golfers from around the world.

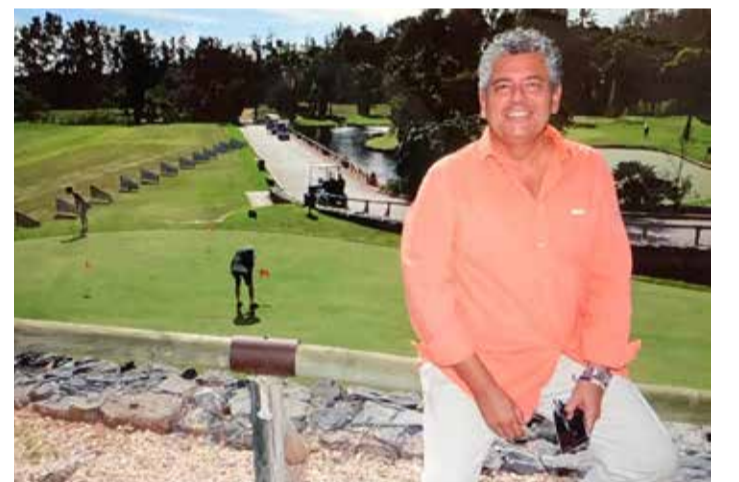
To celebrate, players may indulge in complimentary cava before or after their round; and explore our expansive pro shop, featuring over 40 prestigious golf brands, perfect for upgrading their gear.

Additionally, our restaurant offers a gastronomic experience different from the rest. Kayena Restaurant

has been recognized by the Marbella Gastronomic Academy in 2024 and Best Golf European Restaurant in 2023.

If you're seeking a memorable golfing journey, this course is a must-visit.


To reserve your tee time or for more information, please contact at +34 952 850 111 or email at reservas@santaclaragolfmarbella.com. Don't forget to follow on Instagram for the latest news and deals: [@santaclaragolfclubmarbella](https://www.instagram.com/santaclaragolfclubmarbella)





Costa del Sol

grita mi
nombre

 Diputación Provincial
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