



COSTA DEL SOL
MÁLAGA

Press kit
2020

The Costa del Sol: In the heart of Andalusia

visit
costa
del
sol
.com

The province of Málaga is well-connected and accessible. Its prime location makes it easy to get to from almost anywhere in the world, whether by sea, land or air. It is located at a natural crossroads, in the centre of Andalusia, at the gateway to Africa and just 2 hours by high-speed train from Madrid, the capital.

**You won't believe
how easy it is to
get to the Costa
del Sol!**

In the heart of Andalusia

If you have a map of Andalusia nearby, you can see what we are talking about. The Costa del Sol is located in a strategic enclave within this region of Spain. Notice how the province is in a prime location within Andalusia, so much so that Antequera is considered its geographical centre. This makes it very easy to travel by road to cities like Córdoba, Granada and Seville. You can also easily travel by road to World Heritage Sites, such as the cities of Úbeda, Mérida and the aforementioned Córdoba.

From Málaga, you can also travel anywhere by train!

The nerve centre is the Málaga-María Zambrano Train Station (ADIF), which connects the Costa del Sol with Madrid by high speed in two and a half hours, and other locations like Barcelona, Seville, Córdoba and Valencia.

Do you prefer the bus? Getting there by bus is also very easy, since the Málaga Bus Station connects practically every point in Spain with every municipality in the province.

An international airport

Did you know that the Málaga-Costa del Sol Airport is one of Spain's busiest passenger airports? Cities like London, Paris, Berlin, Rome, New York and Moscow offer direct flights to the Málaga Airport, which is also the main airport and point of entry into Andalusia.



#vivecostadelSol

Spain's second busiest cruise port

The Costa del Sol has been linked to the sea since time immemorial. The Port of Málaga has become one of the engines of the city and a benchmark both nationally and globally. So much so that it is the second largest cruise port in the country, with more than 2km dedicated exclusively to berths for cruise ships. It also connects to Africa, with passenger ferries to Tangier and Melilla.



The Costa del Sol: a cosmopolitan destination

visit
costa
del
sol
.com

In recent years, the Costa del Sol has transformed into an open and cosmopolitan region. Without losing its essence and all those qualities that makes it unique, it has managed to open its doors to museums, cuisine and culture from the rest of the world. The best companies, hotels and restaurants are found here.

Who wants to join us on this journey?

Shopping

Upscale shopping on the Costa del Sol is synonymous with Marbella and Puerto Banús. This area, which has grown considerably in recent decades, specialises in elite tourism and offers the most luxurious and exclusive experiences. Louis Vuitton, Gucci and Dior all have stores here. Puerto Banús is one and the same with luxury, sport, glamour, culture, commerce and, most of all, people, technology, services and non-stop activity, all of which is capable of creating a unique mix that works to perfection. A location that's open to the world and waiting for you to discover it.



Gastronomy with a star

In the latest edition of the Michelin Guide, eight restaurants on the Costa del Sol were awarded a total of ten stars. Dani García, with 3 stars under his belt, leads the way for Málaga's avant-garde cuisine. The unmatched quality of the products that the Costa del Sol offers has lured many chefs from outside the province, who have chosen it as the place to develop their ideas. Diego Gallegos, Mauricio Giovanini, Luis Olarra, José Carlos García, Marcos Granda (Skina in Marbella), Juan José Carmona, Benito Gómez also have a Michelin star in their restaurants located on the Costa del Sol.

Wine tourism

Málaga has more than 40 wineries registered in the Regulatory Council of Málaga Denominations of Origin and Sierras de Málaga throughout the province, which translates into the excellent quality wines that are produced in the charming wineries all along the Costa del Sol. They specialise in producing fine wines, but they also offer a wide variety of sweet, white, red, rosé and even sparkling wines.

The province is characterised by its wide variety of climates, terrains and landscapes. And for having a large number of different products associated with three quality brands: the "Málaga" Designation of Origin (DOP), the "Sierras de Málaga" Designation of Origin (DOP), and the "Raisins of Málaga" Designation of Origin (DOP), in La Axarquía, Montes, Norte de Málaga, Serranía de Ronda and Manilva, which makes the wine production even more diverse.



The Costa del Sol: a cosmopolitan destination

visit
costa
del
sol
.com

The flavour of Costa del Sol

Enjoy the flavour of the Costa del Sol! The gastronomy of the province of Málaga features a variety of products and flavours. You can't leave without trying the fried fish, porra antequerana, a sardine skewer, sopa perotas or sopa de los siete ramales or the delicious rabbit stew a la rondeña.

Veritable delicacies!

What's more, the Costa del Sol is known for having the best ingredients for preparing these dishes. The best oil, the best produce and cheeses, or a delicious ham from chestnut-fed pigs are just some of the products you won't soon forget once you try them. If you want a guide on your gastronomic tour, be sure to visit Spain Food Sherpas. They will show you the secrets of Málaga's cuisine. Don't wait any longer! Experience first-hand everything that the Costa del Sol has to offer.



A healthy holiday on the Costa del Sol

Are you looking for a place that combines the concepts of health and tourism? The Costa del Sol is your destination. Specialisation and 325 days of sunshine a year make the province of Málaga the perfect place for those who want to spend a holiday in a destination that caters to health-oriented services. No other place in Europe has such a wide range of services.

Hospitals equipped with the latest technology, where you will find all the comforts of a luxury hotel and the best health professionals at your complete disposal, spas and resorts to free your body and mind, Arab baths and personalised packages all make the Costa del Sol the ideal place to take care of your health and beauty.

Málaga Citybreaks

The city of Málaga is the perfect destination for a cultural weekend getaway, as evidenced by the 37 museums on offer. As soon as you arrive, you can take a tour of the city and its historic centre. Near Muelle Uno is the beautiful Atarazanas Market, an incredible 19th-century building where you can witness first-hand this land's love affair with fresh products. Then you can do some shopping while walking down the elegant Calle Larios, which will take you to the charming Plaza de la Constitución. Just 100 metres away is the Málaga Cathedral, a veritable jewel of Andalusian Renaissance.

After enjoying some tapas in any restaurant in the city centre, there's no better way to round out the day than by taking in the breathtaking panoramas from the Gibralfaro Viewpoint. The Alcazaba and Gibralfaro Castle, their history, the city at your feet and an impressive sunset while dining can be the perfect culmination to an unforgettable day



#vivecostadelSol

The Costa del Golf, a paradise for golfers

visit
costa
del
sol
.com

It's no coincidence that the Costa del Sol is known as the Costa del Golf. Its 70+ golf courses, multiple schools, the best climate in Europe and exceptional connections by land, sea and air make the province of Málaga a true paradise for lovers of this sport.

**Over 70 golf
courses**

Why not get in a few holes on the shore of the Mediterranean?

Historical destination

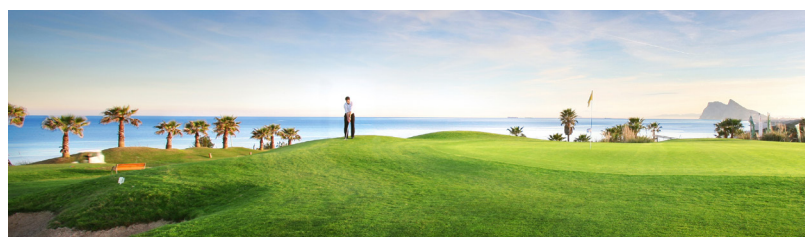
The Costa del Sol boasts a deep-rooted golfing tradition. The Real Club de Campo, today the Parador de Golf de Málaga, was founded in 1925, and the love for this sport has been growing ever since. But it wasn't until the 1960s that the number of golf courses began to explode. Today, the area boasts the highest concentration of golf courses in Spain and Europe.



Star courses

Many of the courses built on the Costa del Golf are the works of renowned architects such as Robert Trent Jones, who designed the Real Club Valderrama course, one of the most iconic golf courses in Spain. This was the first course to host the legendary Ryder Cup tournament outside the UK.

World-class golfers have also done their part to design and develop multiple golf courses in the province. Tom Simpson, Michael Campbell, Peter Gustafsson, Cabell Robinson and Miguel Ángel Jiménez are just some of the players whose designs have helped to create some of the great golf courses on the Costa del Sol.



Much more than golf

Because life is more than golf! Once the round is over, you will find multiple cultural and leisure options. You can take the opportunity to visit one of its 103 towns, discover its museums, walk the streets in the centre of Málaga and soak up its culture.

Cuisine is another of the main attractions, with a perfect combination of tradition and avant-garde and eight restaurants in the province awarded a total of ten Michelin Stars.



#vivecostadelSol

A glimpse into the culture of the province of Málaga

The province of Málaga is a cultural paradise! The perfect place for every culture lover is home to the best museums in the world, first-class cuisine, hundreds of cultural landmarks, flamenco and the works of Pablo Ruiz Picasso. All of it framed by thrilling history. **Discover it!**

History

The land in the province has been inhabited since ancient times. Proof of this is the Antequera Dolmen Complex and the rock paintings found in various caves in the area. The Costa del Sol has seen Phoenicians, Greeks, Carthaginians, Romans, Byzantines and Arabs. The Arabs spent eight centuries imbuing this land with their culture, which combined with the customs and practices of previous inhabitants to create the cultural mosaic that is today's Málaga.



Museums & Theatres

The bulk of the main museums is located in the capital, Málaga. Contemporary art is on display at the CAC Málaga, the Pompidou and the Picasso Museum. The Carmen Thyssen Museum houses a valuable Costumbrismo collection. If you'd rather take in the local art scene, then a visit to the Museum of Málaga is a must. It features an impressive collection of fine arts consisting mainly of works by painters from Málaga.

The province also boasts an impressive theatre scene with the Teatro Cervantes (Málaga), Teatro del Carmen (Vélez Málaga), Teatro Las Lagunas (Mijas) and the Teatro Vicente Espinel (Ronda).

Poetry

Málaga has always been a land of poets, from Manuel Altolaguirre and Emilio Prados to Vicente Aleixandre and Manuel Alcántara. You can feel the power of literature in the streets of the Málaga neighbourhood of Pozos Dulces, where passages from a multitude of poets adorn its streets. In Plaza del Pericón, regarded as one of the most beautiful in the city, an inspiring "wall of words" was built. Simple words with no apparent meaning that have the power to move us!



A glimpse into the culture of the province of Málaga

visit
costa
del
sol
.com

Picasso

Málaga played a very important role in the life of Pablo Ruiz Picasso, one of the greatest artists in the history of mankind. There are many spots in the city where the painter's presence is evident. His birth house is in the Plaza de la Merced, where, as a child, the painter pretended to be a bullfighter. Currently, the place where he was born is a museum dedicated to his life and work.



Flamenco

Although it is attributed to the Gypsies who arrived on the peninsula in the 15th century, flamenco is a blend of cultures! These days along the Costa del Sol you can find flamenco halls and taverns where you can dive into the flamenco culture. Temples where this art form is worshiped and must-see venues where the power of flamenco singers, musicians and dancers will entice you.

Soho, the cosmopolitan neighbourhood

If there is one cosmopolitan neighbourhood that exudes modern culture, it's Soho Málaga. It is one of the capital city's main attractions thanks to its original architecture, its cultural spaces and the art that pervades its streets. Of note is the graffiti that adorns many facades, the work of internationally renowned artists like Obey. Soho is also home to the Málaga Contemporary Art Centre (CAC), which hosts exhibits throughout the year.



#vivecostadelSol

Discover the interior of the province

visit
costa
del
sol
.com

The Costa del Sol is much more than sunshine and beaches. Inland it conceals spectacular landscapes - nature in its purest form - and hidden spots waiting to be discovered. If what you want is a break from the ordinary and to immerse yourself in a real adventure, here are some can't-miss activities and locations.

See what the interior of the Costa del Sol has to offer!

Vía Ferrata

Would you like to discover amazing landscapes on demanding routes? If so, be sure to do one of the via ferratas located in the province of Málaga. A via ferrata is an experience halfway between mountain climbing and hiking. These routes feature elements such as clips, rungs, handrails, suspension bridges and even zip lines. The most famous via ferratas are El Tajo de Ronda, El Chorro and Cueva de la Ventana. Do you dare?.



El Caminito del Rey

Would you cross the Gaitanes Gorge on a path that is over 100 m up in the air in places? The Caminito del Rey is the jewel in the crown of the interior of the province, a route that runs over hanging walkways attached to the rock wall. An impressive experience! This path was built in the early 20th century for the workers at the El Chorro power plant, and ended up being used to connect the towns of Álora and Ardales. Do you know where the name comes from? It got its name because it was inaugurated by King Alfonso XIII.

The Great Path

Do you have an adventurous spirit? Would you like to travel a route that runs through the most fascinating places in the province? Over the course of its 745+ kilometres, divided into 35 stages and 5 variants, the Gran Senda de Málaga spans the entire province. This circular route includes nine counties, 52 municipalities and 6 municipal districts with an enormous ecological wealth, contrasting landscapes that go from the coast to the mountains, and quaint villages.



#vivecostadelsol

El Torcal de Antequera

Let's take a tour of the most impressive karst landscape in all of Europe! The Torcal de Antequera Complex is reminiscent of a stone city of about 20 square km. Did you know that this entire landscape was once under the sea? The characteristic geography of the place is the result of sedimentation over millions of years that, after the collision of the tectonic plates, was slowly raised out of the sea.



The Dolmens of Antequera

Travelling 6,000 years back in time is possible in the province of Málaga: the Antequera Dolmens Archaeological Complex, the largest in Europe, was the first man-made construction. Formed by the Dolmens of Menga and Viera, together with the tholos of El Romeral, they were built during the Neolithic period and the Bronze Age. If you want to see and feel the same things our ancestors did, be sure to plan a visit! What's more, the Antequera Dolmen Site, made up of the dolmens and two natural monuments (La Peña de los Enamorados and El Torcal), was recently declared a Unesco World Heritage Site.



Nerja Caves

Haven't been to the Nerja Caves yet? Well, it's about time! They are located in Maro, a district of Nerja, and were discovered by accident in 1959 by some young people. Although it consists of 3 galleries, at the moment only one is accessible to the public for conservation reasons, since the remaining ones have 589 rock paintings from the Upper Palaeolithic and more recent pre-historic times.

Discover the interior of the province

visit
costa
del
sol
.com

El Bosque de Cobre (The Copper Forest)

The Serranía de Ronda is home to one of the most impressive autumn landscapes in the interior of the province of Málaga. Bosque de Cobre is a metaphor that alludes to the spectacular show that nature puts on every year as the leaves fall from the chestnut trees, draping the mountains in browns, yellows, oranges and ochres.

It is located primarily in the Genal Valley, one of the three major geographical areas (together with the plateau and the Guadiaro Valley) that form the landscape of the Serranía de Ronda and its predominantly mountainous terrain. Its relief, formed by a set of rugged mountain ranges and steep slopes, smooths out in surrounding areas, such as Campo de Gibraltar, the Costa del Sol and the Llanos de Antequera.

The municipalities that make up the Bosque de Cobre (Alpandeire, Benadalid, Benalauría, Cartajima, Faraján, Genalguacil, Igualeja, Jubrique, Júzcar, Parauta, Pujerra and Yunque-
ra) have a tradition that relies heavily on chestnuts. Visiting them at any time of the year offers a unique opportunity to discover beautiful landscapes, delicious cuisine and numerous festivals, some of them awarded tourism awards due to their provincial uniqueness.



#vivecostadelSol

Birding Málaga

The province of Málaga provides exceptional birdwatching opportunities, with more than 370 different species on tap. There are six natural sites in particular that serve to showcase the province's ornithological potential: the mouth of the Guadalhorce, El Chorro, the Campillos lagoons, El Torcal, the Fuente de Piedra lagoon and the Ventilla stream.

During your visit, you will be able to spot birds of prey such as Bonelli's eagle, peregrine falcons and hawks, as well as specimens of mountain buntings, thorn warblers and griffon vultures, cormorants, waders, crossbills, Egyptian vultures, greenfinches, goldfinches and grey herons, flocks of pink flamingos, red ducks and specimens of common pochards, coots and stilts, as well as less common species such as wigeons, great crested grebes, curlews and malvas, or the white-headed malvasia, an endangered bird that breeds in the lagoons of the province.



Ambassadors of the Costa del Sol

visit
costa
del
sol
.com

The Costa del Sol has seen the birth of many illustrious people, who have spread the name of their homeland all over the world. Such is the case of Pablo Picasso, Blas Infante and Cánovas del Castillo, whose names were associated with the place where they were born: the province of Málaga. Today, others have taken up the mantle to ensure the name of the Costa del Sol is heard around the world.

Would you like to meet them? Keep reading!

Actors

Who better to appear on the silver screen to introduce the Costa del Sol? Antonio Banderas is the province's ambassador par excellence, taking his beloved Málaga to every red carpet all over the world. Antonio de la Torre was a journalist before he went into acting. His many awards include two Goyas, one in 2006 for his impeccable performance in *Dark Blue Almost Black*, and another in 2019 for *The Realm*. María Barranco has spent her entire life in acting, and was one of the first to collaborate with the award-winning Pedro Almodóvar. Her two Goya awards are her calling card.

Dani Rovira, in his dual role as an actor and comedian, is one of the surprise stars of recent years. His role in the hilarious *Spanish Affair* catapulted him to fame.



#vivecostadelSol



Singers

The province of Málaga has always been a prolific creator of musical geniuses. Pablo Alborán and Pablo López started from nothing to reach the very top of the international scene. Chambao is a highly successful flamenco fusion group in Spain. Its blend of flamenco and Arabic sounds is worth a listen. Finally, in recent years, singer-songwriter Vanessa Martín has earned the world's respect for her music. Her songs, full of talent and heart-felt lyrics, touch everyone..

Athletes

As is to be expected, the province of Málaga is known for "manufacturing" top athletes in every sport. Berni Rodríguez and Carlos Cabezas, members of Spain's Basketball World Championship winning team in 2006, belong to the generation of golden "juniors", one of the most successful in Spanish sports. Fernando Hierro, Real Madrid and Spanish national team legend, is regarded as one of the best athletes in the country's history. Francisco Alarcón 'Isco' is following in his footsteps, as he prepares to lead Spain in the World Cup in Russia in a few days. The Costa del Golf also witnessed the development of one of the greatest golfers in Spain's history, Miguel Ángel Jiménez, a regular on the world circuit for 2 decades and winner of 3 Ryder Cups.

Chefs

The province of Málaga is home to 10 Michelin stars. Most notable among these are chefs Dani García and José Carlos García, born on the shores of the Costa del Sol.



The Costa del Sol: the best destination to celebrate your professional events

visit
costa
del
sol
.com

The Costa del Sol has become a benchmark for organising professional conferences, meetings and events. Why? First-class facilities, excellent air, rail and road connections, an idyllic climate and a wide range of quality accommodations.

Whatever event you have in mind, the possibilities offered by the Costa del Sol can make it happen.

Great selection and extensive experience

The Costa del Sol has an excellent range of conference centres that meet all the necessary requirements to hold any type of event or fair. The city of Málaga is home to the Málaga Fair and Convention Centre (Fycma), while the most notable venues on the western Costa del Sol include the Convention Centre of the Costa del Sol, in Torremolinos, the Marbella Fairgrounds and the Convention Centre of Estepona. The interior of the province also offers facilities for holding conventions, such as the Convento de Santo Domingo in Ronda.



#vivecostadelSol



Specialised hotels

The province has one of the largest number of hotel rooms in the world. Most of these are 4- and 5-star hotels that specialise in welcoming visitors to conventions and fairs. Málaga also boasts the most complete leisure facilities in Europe, with theme parks, casinos, golf courses and spectacular marinas such as Puerto Banús. Endless options to make your stay as complete as possible.

DMC agencies

The Costa del Sol has expert DMC agents who will help you achieve your goals for whatever event you have in mind. These companies handle the design, production and logistical coordination of these corporate events. Their services include accommodation and the organisation of activities and tours.



Costa del Sol, year-round fun

visit
costa
del
sol
.com

Leisure, cuisine, nature, beaches and an excellent climate 365 days a year. The Costa del Sol is the paradise of dreams, a perfect place for fun.

Stroll under the sun and let the Mediterranean light carry you away. Travel its 160 kilometres of coastline, discover its 103 municipalities, its endless leisure options, its cultural offerings and, of course, its excellent cuisine.

The Costa del Sol is all this and much more.

If you want to enjoy Málaga's year-round light and warmth, just leave your suitcases in the hotel and go outside. Sidewalk cafés, beach bars, museums, markets, marinas, beach clubs, parties... The list of recreational options is almost endless.

It's easy to see why the Costa del Sol has become a benchmark for millions of travellers each year: in a unique destination such as this, fun is guaranteed from the first minute.

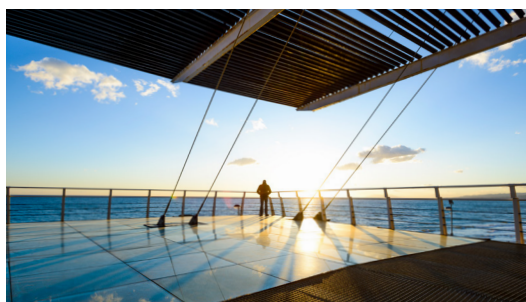
Theme and amusement parks, all the fun

One of the great epicentres of fun for all ages all year-round on the Costa del Sol are its numerous amusement and theme parks, which make our coast the tourist destination with the best leisure activities in southern Europe.

Around twenty large venues and almost fifty themed facilities, all of them unique, make the province the ideal destination for young and old alike.



#vivecostadelSol



Beaches, parks, promenades and beach clubs

The 160 kilometres of coastline offer a beautiful variety of landscapes, ranging from spectacular cliffs to splendid white sand dunes. The sun shines 12 months a year on the warm sand and the average annual temperature is around 20° C.

The spectacular promenades along the coast beckon you to walk by the sea and under the sunlight in any season.

From the west to the east coast, the promenades of the towns in the Costa del Sol have something for everyone. During the day, these popular leisure areas have a life of their own, thanks to their numerous visitors and the activities in their beach bars, shops and restaurants. At nightfall or at dawn, these same spaces are enjoyed by people doing sports, recharging their batteries on a sidewalk café or simply having fun outdoors all year round.



Shopping and markets

The Costa del Sol features around thirty different shopping areas. If shopping is an essential component of your leisure time, the province is a must-visit destination.

You would be hard-pressed not to find what you're looking for and more while wandering through the shopping centres and galleries, or through the outdoor shopping areas of the cities in the Costa del Sol.

Old neighbourhoods full of boutiques, craft shops and stores, marinas, seaside promenades, department stores, shopping centres, markets... Málaga is one of the provinces with the highest density of shops, which makes any location a good place to stop and spend some leisure time buying souvenirs or renovating your wardrobe.

And as for luxury shopping, the best place to do that in the province is Puerto Banús, in Marbella.



More than 100 chances to have fun

Planning a getaway along the Costa del Sol and visiting any of its 103 beautiful municipalities is a must. A thousand and one surprises await visitors, whether in its seafaring towns or in the beautiful inland villages.

Nightlife and sidewalk dining

The promenades and streets of the towns on the Costa del Sol are carpeted with sidewalk cafés and establishments where you can enjoy your free time at sunset.

Nestled by the sea, under the stars or by a beautiful garden, night-time in the province begins with a dinner in any of the many restaurants that dot the Costa del Sol, including those recognised with the prestigious Michelin stars.

Beach bars, clubs and other venues also proliferate in the historic centres of cities, in their marinas and on their promenades, making night-time the perfect time to enjoy the incredible leisure opportunities the Costa del Sol has to offer. Nightclubs, discos and pubs compete to provide visitors all the fun they can handle, as do the casinos in the province, where gambling and shows come together to guarantee the best entertainment.

