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**Press pack**  
**Lloret de Mar**  
**2025**



RESTAURANT

CASA MARIE'S

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-DE-

# Top new products



Smart Tourism Destination (ITD)  
Certification.



Lloret de Mar Strategic Plan  
2035.



Training plan for the digitalisation of  
companies in the tourism sector.



Recognition of Lloret de Mar as a  
"Catalunya, Hola família" destination,  
awarded by the Catalan Tourism  
Agency.



20th anniversary of the Lloret  
Film Office and new promotional  
material: website and video.  
[lloretfilmoffice.org](http://lloretfilmoffice.org) link



Lloret de Mar takes over the  
presidency of the Alliance of Sun and  
Beach Resort Municipalities.





# News

# Cross-cutting strategic lines

## DTI

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### DTI Certification

In 2024, Lloret de Mar was awarded the Smart Tourism Destination (DTI) label promoted by the Secretary of State for Tourism (SETUR) and managed by the State Society for the Management of Innovation and Tourism Technologies (SEGITTUR), thus joining the small group of destinations that are leading the way in excellence in terms of implementing the DTI management model.

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### Governance

#### Lloret de Mar 2035 Strategic Plan

Strategic city plan that includes an action plan to achieve a city model agreed by all the agents and interest groups involved and oriented primarily towards the resident-tourist balance, social inclusion and climate change mitigation. It consists of three phases and includes a cross-cutting and integrating vision.

#### Training plan for companies in the tourism sector in the field of digitisation

Training programme for the tourism sector in digitalisation with face-to-face and online sessions. Financed by the European Next Generation fund.

#### Presidency of the Alliance of Sun and Beach Tourist Municipalities (AMT)

In 2025, Lloret de Mar, in the person of its Mayor Adrià Lamelas, will chair the Alliance of Sun and Beach Tourism Municipalities made up of Adeje, Arona, Benidorm, Calvià, Lloret de Mar, Salou, San Bartolomé de Tirajana and Torremolinos. These municipalities receive 20% of the international overnight stays in Spain and generate 4% of the jobs in the tourism sector.

#### Lloret Takes Action

The Lloret Actúa plan is a cross-cutting plan coordinated by the City Council that aims to restore social cohesion and improve relations between citizens and tourists.

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## Sustainability

### Project Lloret Sustainable by Bioscore

First tourist destination to implement Bioscore's Destination Sustainability Management System (DMS). A framework of collaboration between private agents and the local administration, committing to join forces to improve sustainability, both for the destination and the participating agents.

### Web Lloret Sostenible by Bioscore

New website where you can obtain all the information about the project and consult the certified public and private spaces.



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## Accessibility

### Incorporation of programme tourist accessibility programme PROA

Specific software to provide information on the state of accessibility in the destination and the private sector with live and updated information.

### Training day on inclusive and accessible tourism.

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## Innovation and technology

### Artificial Intelligence - Plan for integrating AI into Lloret Turisme's processes

Programme for the application and customised implementation of AI through the creation of a workspace and its subsequent application in the different processes of Lloret Turisme.

### New digital marketing strategy

Redesign of the inbound marketing strategy to attract new potential visitors and build loyalty among current visitors to the destination. This action will be complemented with a digital advertising and email marketing strategy to provide specific and interesting content to all contacts generated according to their type, interests and different markets of origin.

### The "Lloret Smart Destination" project

Implementation of the city management platform.

# Lloret 360



## **“Som Molt de Lloret” Campaign**

New advertising campaign to reposition the brand and pride belonging in the Catalan, Spanish and French markets.



## **Travelogue “Lloret de Mar by Viajeros Callejeros”.**

Creation of a travel guide specifically for Lloret de Mar in collaboration with the Lloret-based content creators Viajeros Callejeros. The publication includes their recommendations for visiting the town: cultural heritage, beaches, routes, bars and restaurants, etc.



## **Brava!**

New tourist publication with all the essential information you need to discover Lloret de Mar in a practical fold-out map format with useful resources, maps, QR codes and links of interest.

## Family

### Recognition “Catalunya, Hello family”.

Lloret de Mar, along with Santa Susanna, Salou, Vilanova i la Geltrú, Castell d’Aro-Platja d’Aro-S’Agaró and Sant Pere Pescador, has become one of the first six destinations to achieve the “Catalunya, Hola Familia” certification. The destination has 24 certified companies, including hotels, activity companies and municipal facilities, and had already been certified since 2010 as a Family Tourism Destination by the Catalan Tourism Agency.

### New accreditations for the Little Foodies children’s catering project with the Alicia Foundation for a good, healthy and sustainable gastronomy for the whole family.

## Culture

### Natural amphitheatre in the Santa Clotilde Gardens.

New open-air cultural space with capacity for more than 300 people overlooking Cala Sa Boadella located in the Santa Clotilde Gardens.

### Year Joan Domènech.

Programme of events in homage to the writer and historian Joan Domènech.

[www.anydomenech.cat](http://www.anydomenech.cat) @

## Gastronomy

### New municipal gastronomic market.

New municipal market that will combine the sale of local products with tasting and will also have a gastronomic classroom.

## IV Pride Costa Brava

The IV PRIDE COSTA BRAVA “Abanico’s weekend 25” will take place from 4 to 6 July and has become the benchmark LGBTIQ+ event on the Costa Brava with concerts by well-known artists.

## Fenals Tourist Information Point

Updating and modernisation of the tourist information point located on Fenals beach.

## Private investment

### 40th Anniversary Water World.

New attraction Tornado King.

### New boutique hotel Bella Dora.

Exclusive boutique hotel with 10 rooms.

### New restaurant areas:

Sant Elm Restaurant.

### Complete renovation of Evenia Olympic Suites 4\* hotel.



# Sports tourism

## New cycling content

Updating of existing routes.

Creation of 3 new road cycling routes at a more accessible level for more amateur athletes.

New photographic material.

## Improvement of sports facilities

Renovation of the artificial turf of the municipal football pitch, maintaining FIFA certification standards.

## MICE&Sports

Specialisation of Lloret de Mar as a "MICE & SPORTS" destination to host events that combine MICE and sport.

Host of the 44th edition of the World Medical and Health Games: Medigames 2025, open to members of the medical and health professions.



# Lloret Convention Bureau

## Global MICE Forum National

Event venue with more than 50 national MICE event organising agencies.

## Ambassadors Programme

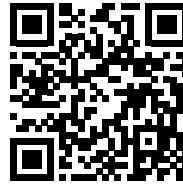
Action with local opinion leaders to create new business opportunities and generate knowledge transfer in Lloret de Mar.



# Lloret Film Office

20th anniversary of the Lloret Film Office: More than 800 audiovisual productions over the last 20 years.

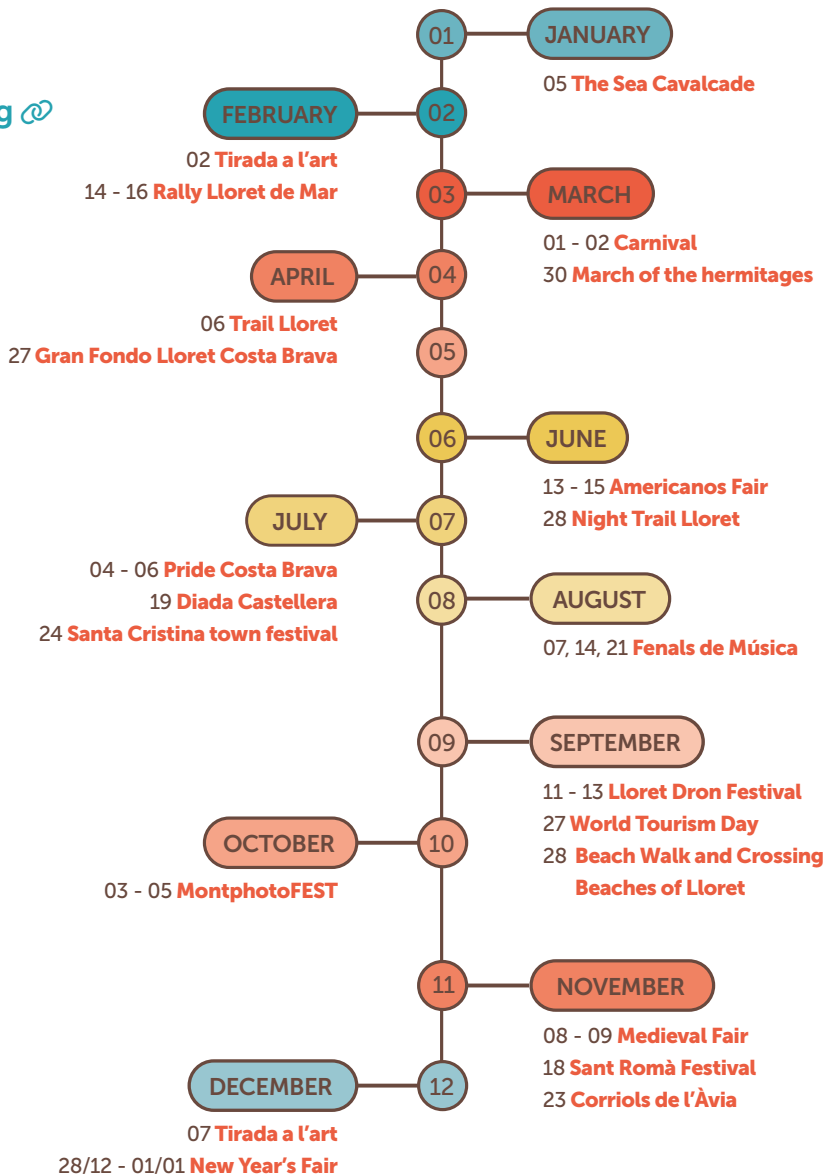
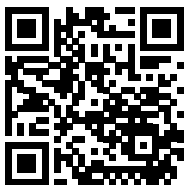
New website [www.lloretfilmoffice.org](http://www.lloretfilmoffice.org) and new video



23-24/10 - Lloret de Mar will host a famtrip for location scouts and the Conference municipalities that are members of the Catalunya Film Commission.

# Calendar of events

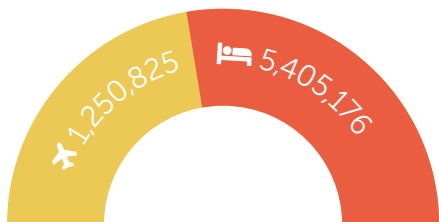
[events.lloretdemar.org](https://events.lloretdemar.org) 







# Tourism data season 2024



1,250,825 travellers and 5,405,176 overnight stays.



+4,009,622.70€  
(period 2023)

Third destination in terms of tourist tax revenue in Catalonia.



Spain, France, the United Kingdom, Germany and Poland are Lloret de Mar's main outbound markets in terms of the number of overnight stays.



# General tourism data 2024



5th sun and beach destination in terms of hotel beds in Spain



More 29,000 bed places hotel accommodation



More 1,200,000 annual passengers



More than 5,400,000 annual overnight stays

Lloret de Mar has 123 hotel establishments, which means nearly 30,000 hotel beds. In Lloret de Mar 67% of the hotel offer is four or more stars.



# Accommodation figures

## Lloret in accommodation figures

Typology	Quantity	Places
Hostels	22	1,092
Hotels ★	13	1,155
Hotels ★★	8	1,672
Hotels ★★★	23	5,516
Hotels ★★★★	41	15,862
Hotels ★★★★★S	12	2,921
Hotels ★★★★★★	4	785
<b>Total</b>	<b>123</b>	<b>29,003</b>

In addition to hotel accommodation, Lloret de Mar has 4 campsites with 1,337 camping units, and 3,786 bedplaces, and 3,277 dwellings for regulated tourist use, with a total of 17,897 bedplaces.

Of the total number of travellers, 94.14% corresponded to people who stayed in hotels, 1.13% in tourist flats and 4.73% in campsites.

Lloret de Mar is home to 14.7% of travellers and 19% of overnight stays on the Costa Brava.

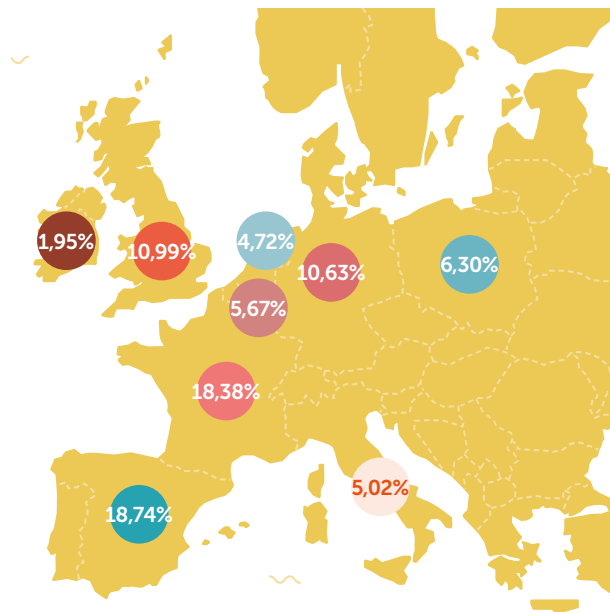
Lloret de Mar is home to 6.5% of international travellers and 6.5% of overnight stays in Catalonia.

## Global travellers and overnight stays 2024

It is worth highlighting the importance of the international public in Lloret de Mar, with 74.24% of travellers and 81.26% of overnight stays coming from outside Spain.

*These figures do not include the occupancy of the regulated tourist dwellings in the town, for which it has not yet been possible to establish a data collection system.*

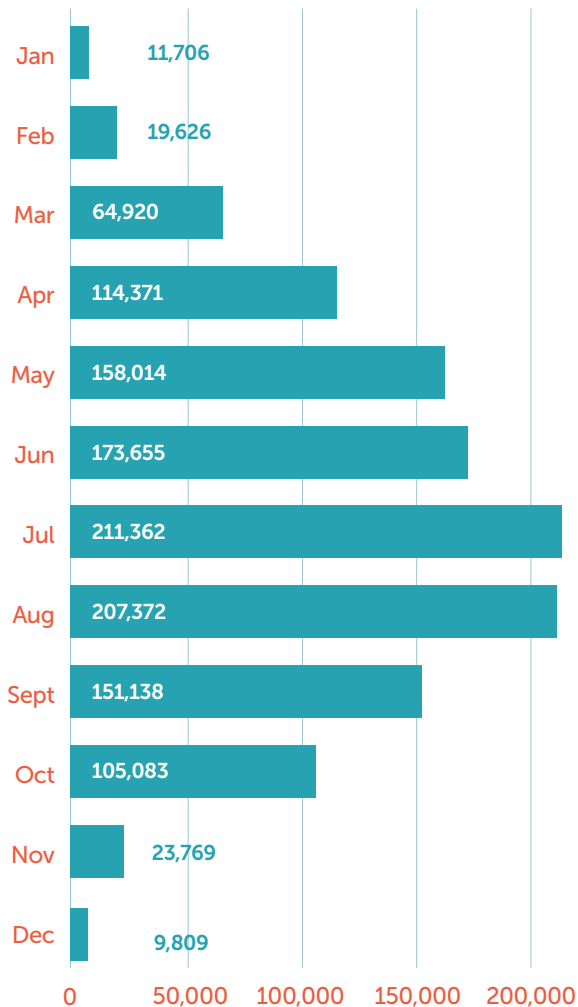
## Nationalities of travellers in number of overnight stays, 2024



Spain 18.74%	Belgium 5.67%
France 18.38%	Italy 5.02%
United Kingdom 10.99%	Netherlands 4.72%
Germany 10.63%	Ireland 1.95%
Poland 6.30%	

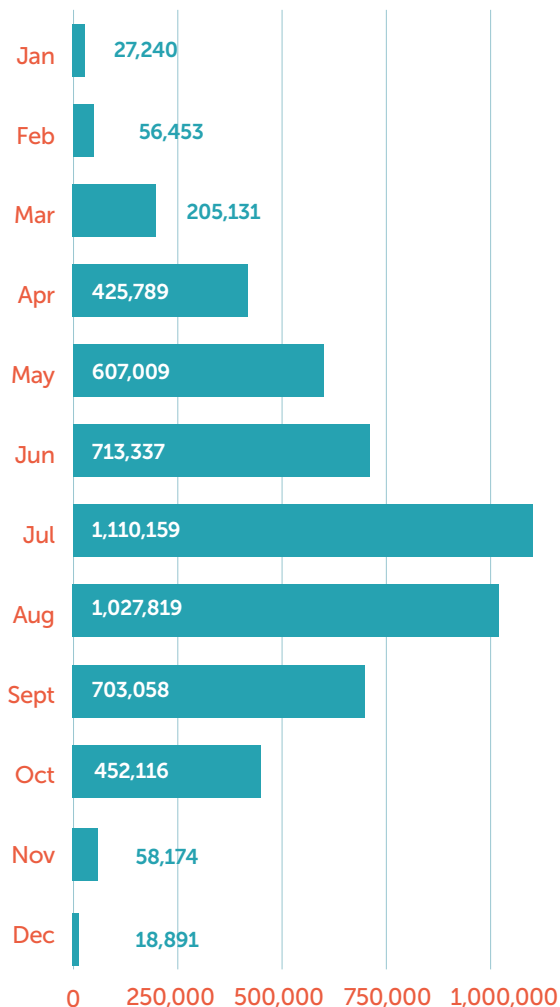
## Total travellers 2024

 1,250,825



## Total overnight stays 2024

 5,405,176



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Among the Spanish market's visitors, those from Catalonia stand out, totalling 242,485 visitors and representing 19.38% of the destination's total visitors. This makes the local market Lloret de Mar's second-largest source market, surpassed only by France.



322,179



1,012,744



242,485



689,202





## Hotel occupancy

In 2024, Lloret de Mar hotels received 1,178,144 travellers and registered 5,077,910 overnight stays.

The average stay in 2024 for this type of establishment was 3 '6 days and occupancy was 65%.

Over the last few years, RevPAR (revenue per available room) has been increasing and in 2024 it will be 52.34€ on average.

2015	€€€€€€€€	31 euros
2016	€€€€€€€€	34 euros
2017	€€€€€€€€	41 euros
2018	€€€€€€€€	40 euros
2019	€€€€€€€€	43 euros
2022	€€€€€€€€€	47 euros
2023	€€€€€€€€€€	52 euros
2024	€€€€€€€€€€	52 euros

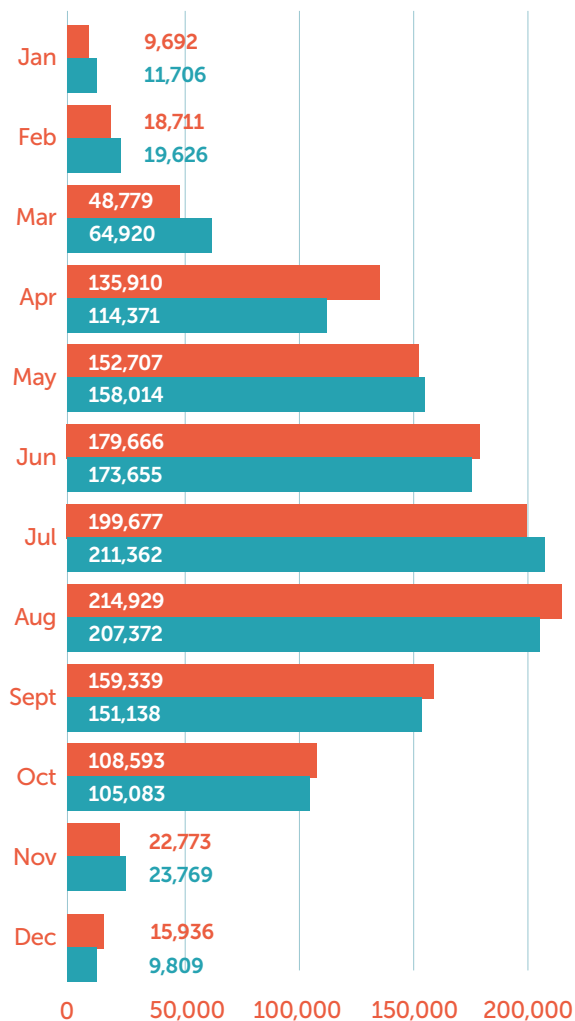
The Spanish public is the main market for this type of establishment, followed by the French, British and German in terms of the number of overnight stays.



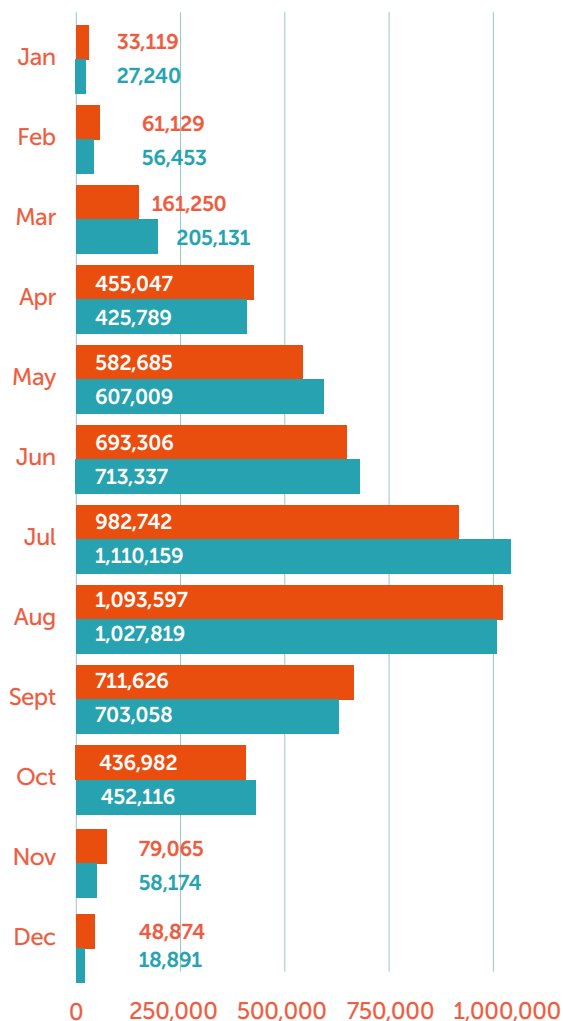
# Comparison 2023-2024

2023 2024

## Total travellers

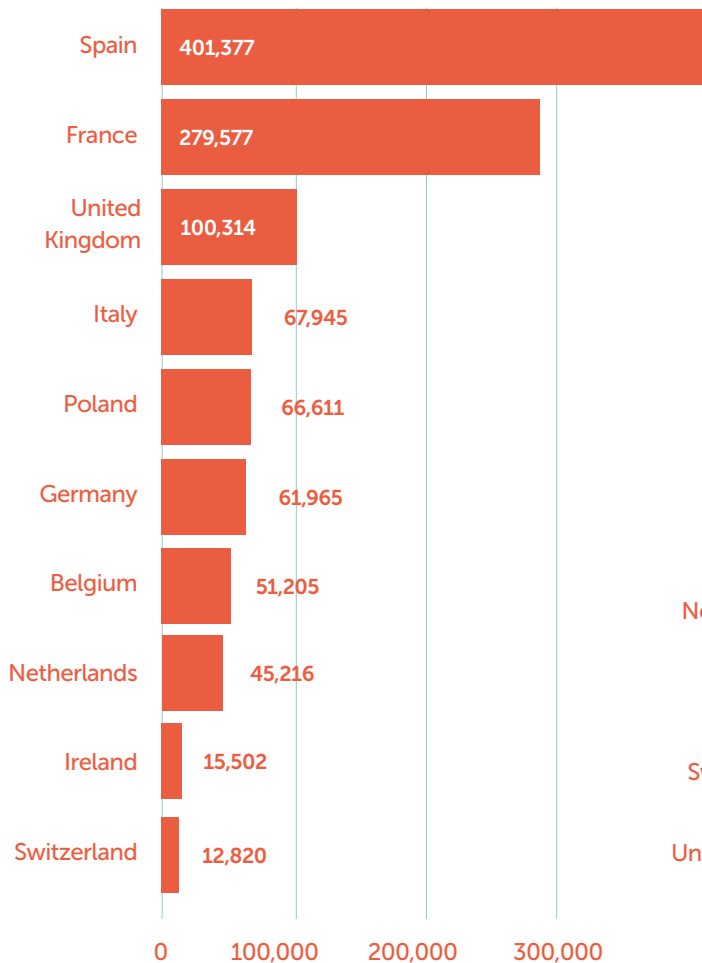


## Total overnight stays

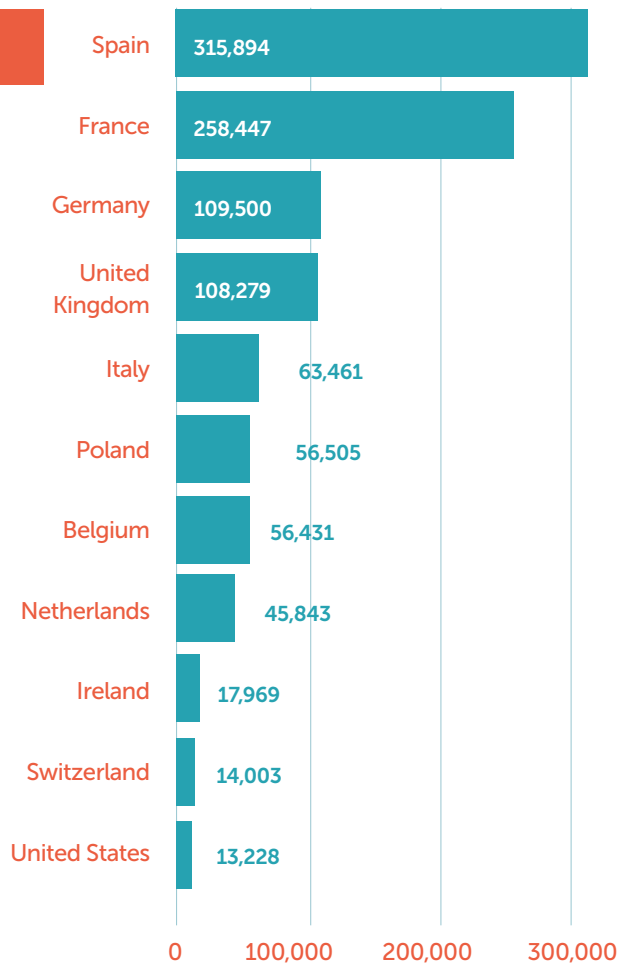


# Comparison of travellers by source market

## 2023

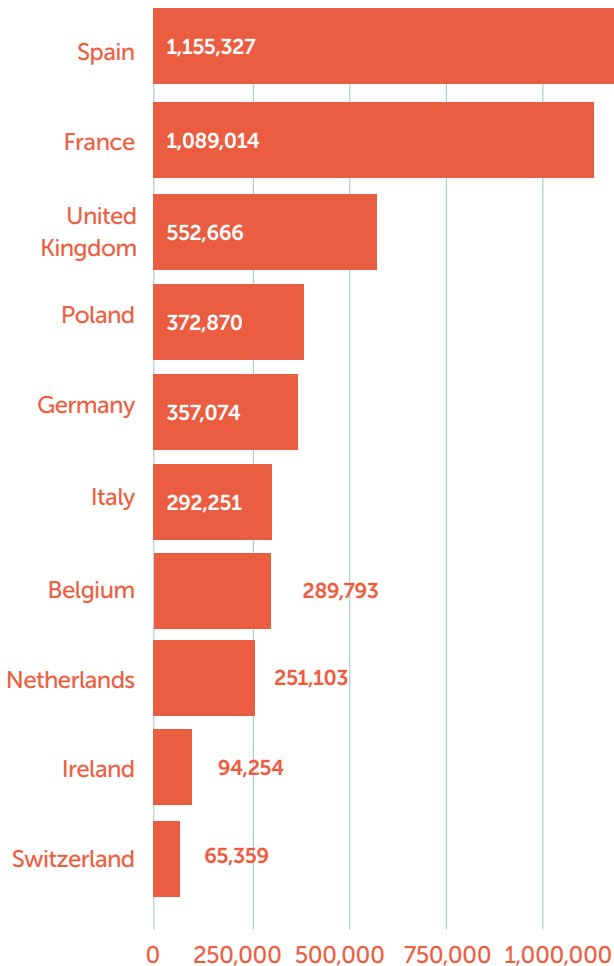


## 2024

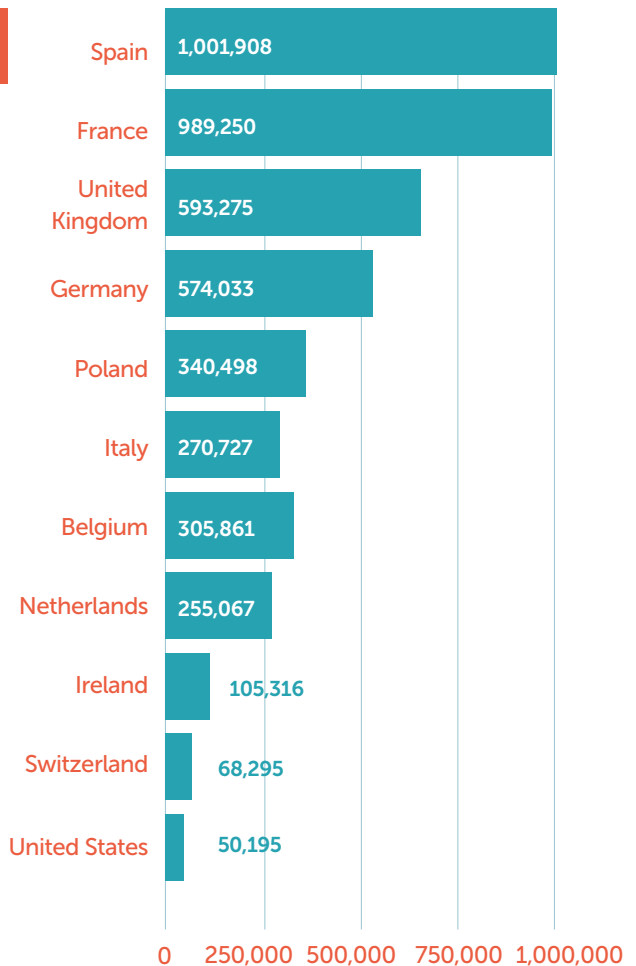


# Comparison of overnight stays by source market

## 2023



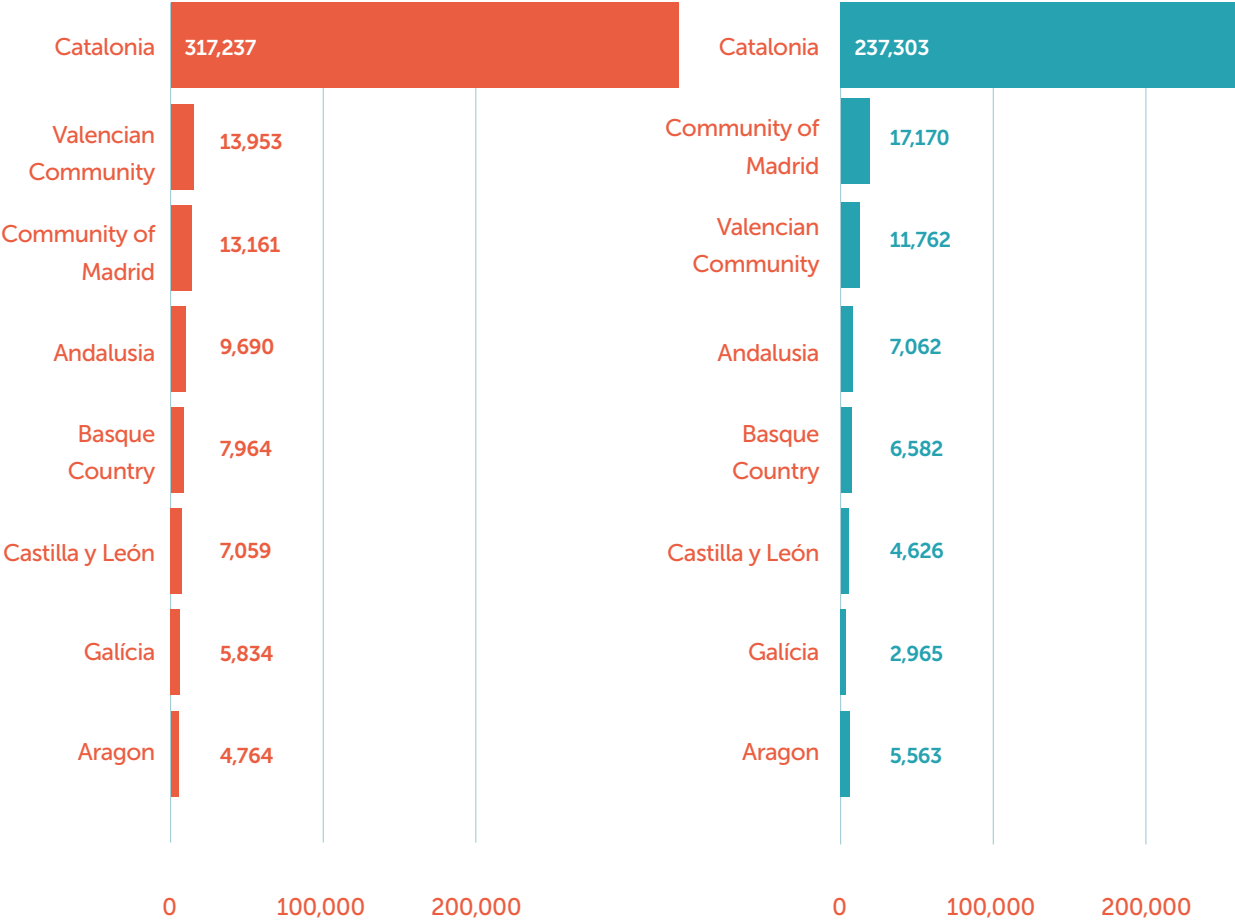
## 2024



# Comparison of travellers by autonomous community

## 2023

## 2024



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**Report summer season  
2024:**



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**Closing report 2024  
and outlook for Easter  
2025:**

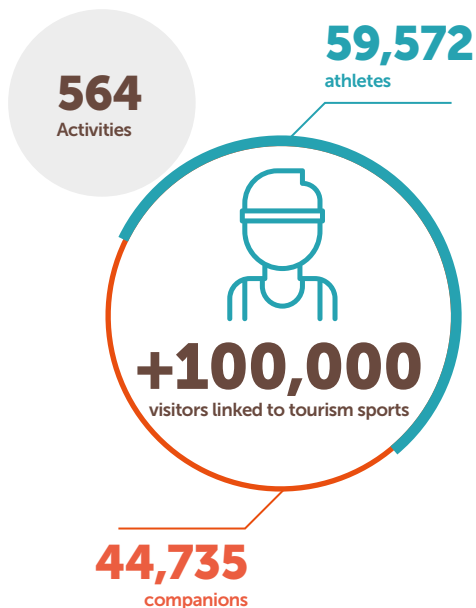


# Figures Sports tourism

## Sports tourism figures 2024

Lloret de Mar received a total of 104,307 people linked to sports tourism in 2024: 59,572 sportspeople and 44,735 accompanying persons who used the municipal sports facilities.

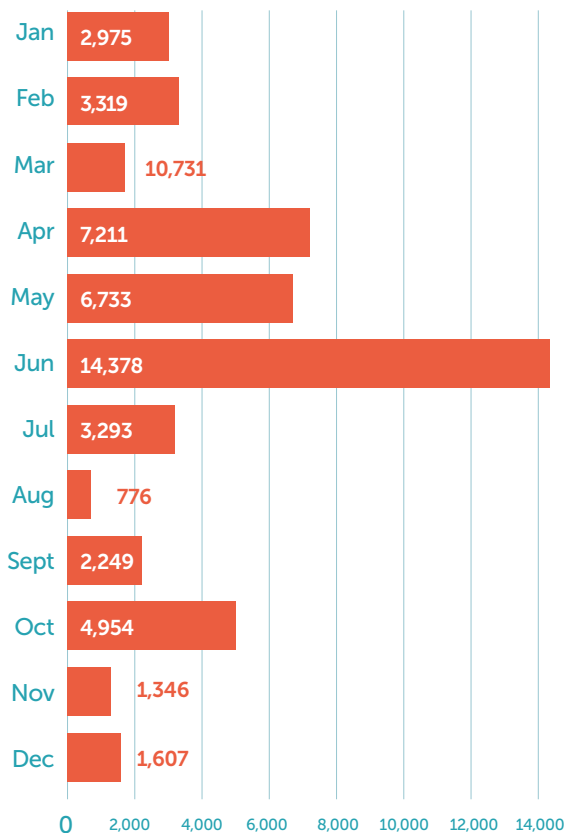
A total of 564 activities were held in Lloret de Mar, including sports stages and private tournaments, official competitions and other events.



## Number of athletes per month\*

### Total 2024

 **59,572**



\*Figures of sportsmen and sportswomen who have used municipal sports facilities

## Number of athletes per sport discipline\*

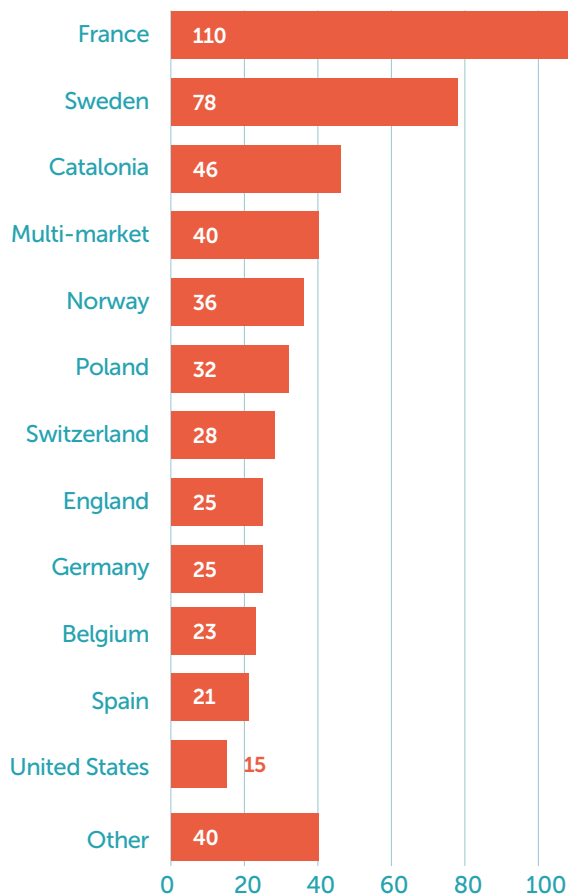
### Total 2024



\*Figures of sportsmen and sportswomen who have used municipal sports facilities

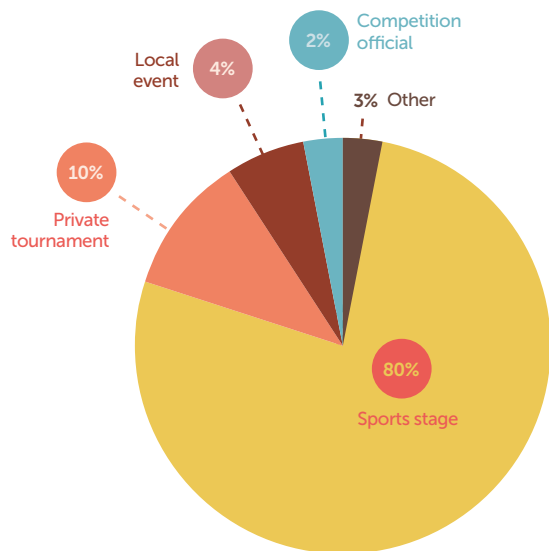
## Nationalities by number of sports activities (training camps)\*

### Total 2024: 564 sports activities

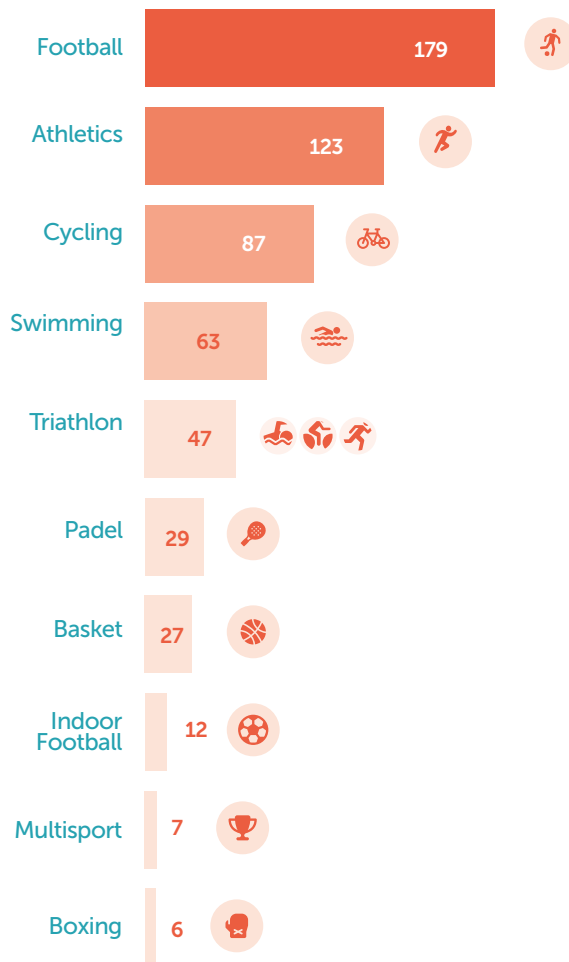


\*Figures of sportsmen and sportswomen who have used municipal sports facilities

## Number of activities by type of activity



## Sports disciplines by number of activities (training camps)

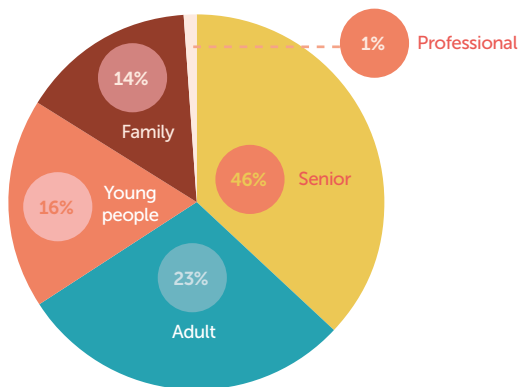




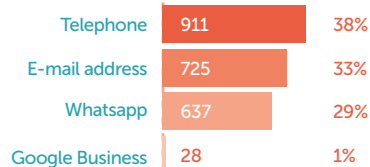
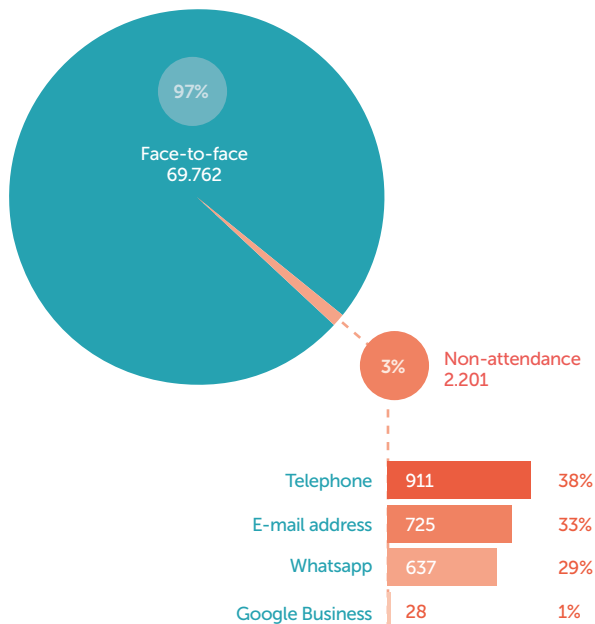
# Figures from the Tourist

Data season 2024

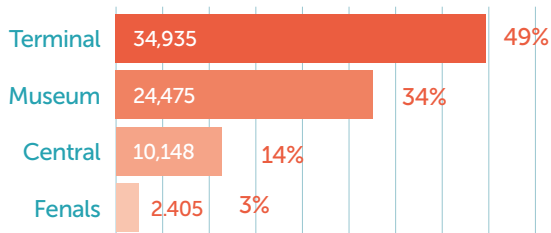
## Profiles served



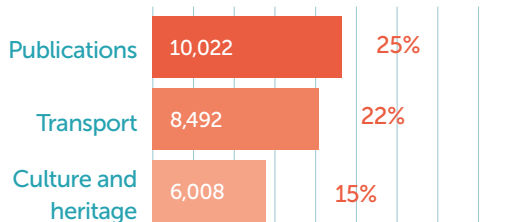
## Entry route for consultations



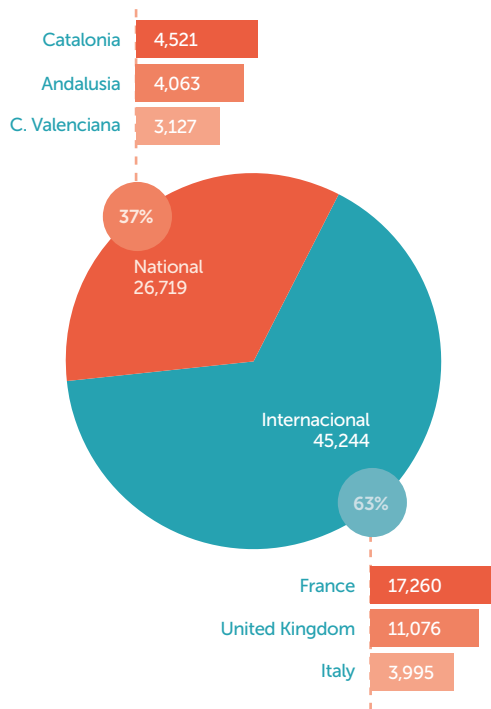
## Total consultations



## Type of consultations



## Origin of consultations



## In 2024, Lloret Turisme's web platforms received more than 495,000 visits:

Vacacional [lloretdemar.org](https://lloretdemar.org) 320,000 visits

Professional [professionals.lloretdemar.org](https://professionals.lloretdemar.org) 30,000 visits

Tickets [tickets.lloretdemar.org](https://tickets.lloretdemar.org) 34,000 visits

LCB [lloretcb.org](https://lloretcb.org) 7,100 visits

Ciclisme [lloretcycling.com](https://lloretcycling.com) 8,700 visits

Adventure [adventure.lloretdemar.org](https://adventure.lloretdemar.org) 4,800 visits

Maps [maps.lloretdemar.org](https://maps.lloretdemar.org) 91,000 visits







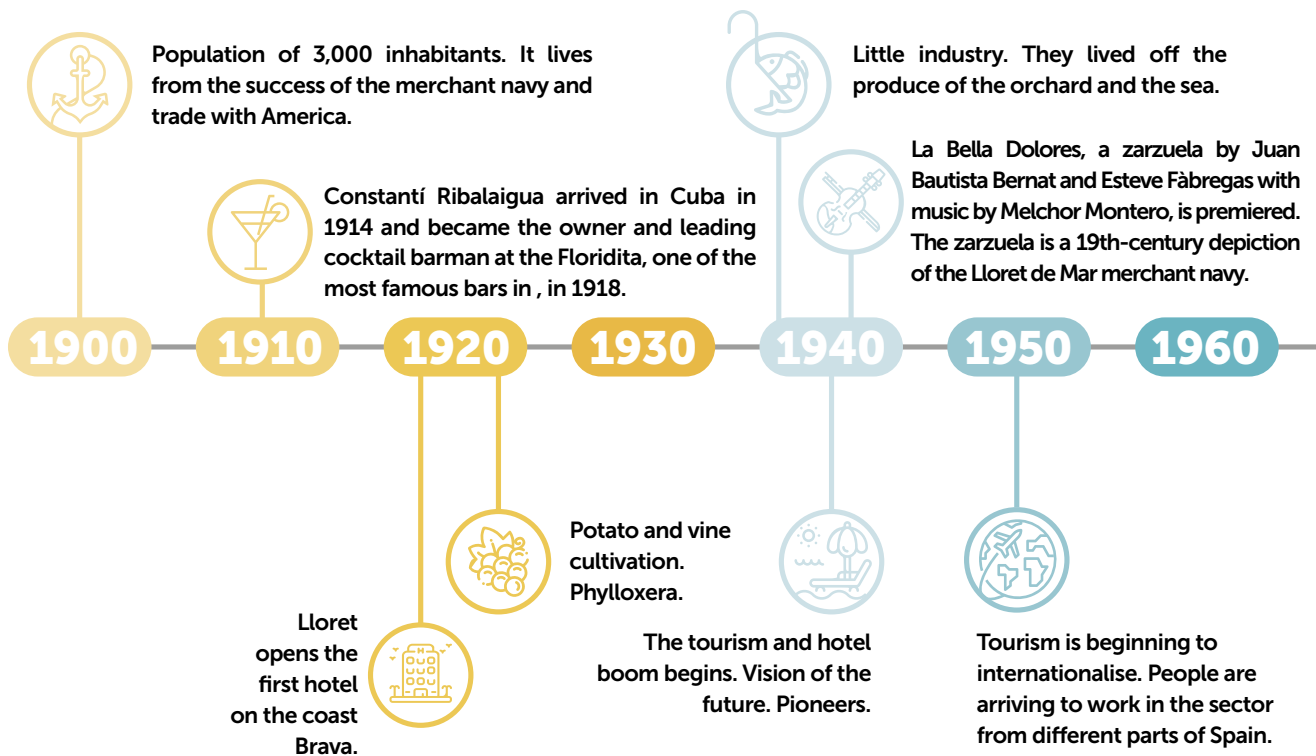
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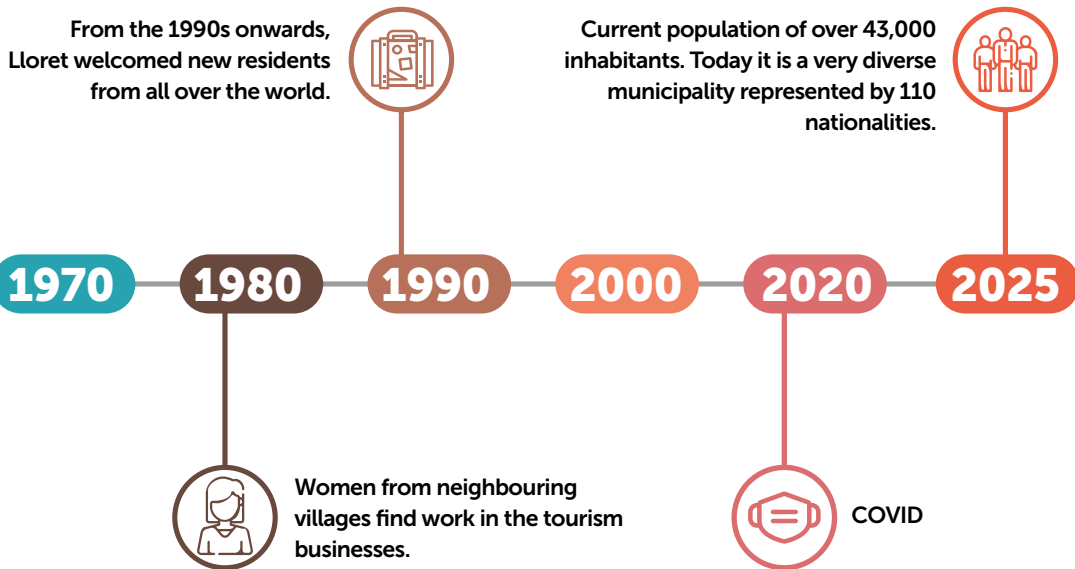
# General information

# Historical chronology

Lloret de Mar, a pioneering destination.

**Lloret de Mar, a thousand-year-old village of fishermen and peasants, opened up to international trade with the American adventure in the 18th century.**





**More than 110 nationalities live together in Lloret de Mar; it is a city that is open to the world, welcoming, diverse and plural.**

# Location

## Location map



**Lloret de Mar** is located in a privileged geographical area: the **Costa Brava**, a natural area that has been renowned for its beauty for decades, with a landscape that integrates the sea and the mountains. Moreover, the municipality stands out for its strategic location, close to cities such as Barcelona, Girona, Figueres and Perpignan.

## Connectivity

Lloret de Mar is, on average, a 2 hour and 45 minutse flight from any European capital and very close to several points of interest that allow for a day trip. The modernism of Barcelona and Gaudí, the experience of the entire Costa Brava, Barcelona-Catalunya motor racing circuit or the Dalí Theatre-Museum in Figueres are just a few examples of all that Lloret de Mar has to offer as a starting point.

✈ BCN - Barcelona	80km	60'
✈ GRO - Girona	30km	25'
✈ PGF - Perpignan	115km	90'



Girona and fortified villages



Villages of volcanoes and the valleys of the Garrotxa region



Villages of castles, monasteries and nature parks



Seafaring and medieval villages

## Climate

The ambient temperatures, which range from a minimum of 2 °C to a maximum of 31 °C, make Lloret de Mar an ideal destination to enjoy all year round, with a wide range of tourist and leisure possibilities.

### Temperature

Winter



14 °C 2 °C

Summer



31 °C 18 °C

### Sunshine hours

Winter



9 hours and 9 min.

08:11h-17:20h

Summer



13 hours and 49 min.

06:58h-20:47h



# Geographical and demographic data

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## Demographics and environment

### Lloret de Mar



43,162 inhabitants

(data from the municipal census 01/02/24: 21,174 men /  
21,448 women)

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## Costa Brava Sud

### Lloret de Mar + Blanes + Tossa de Mar



+90,000 residents



2,000,000 de tourists



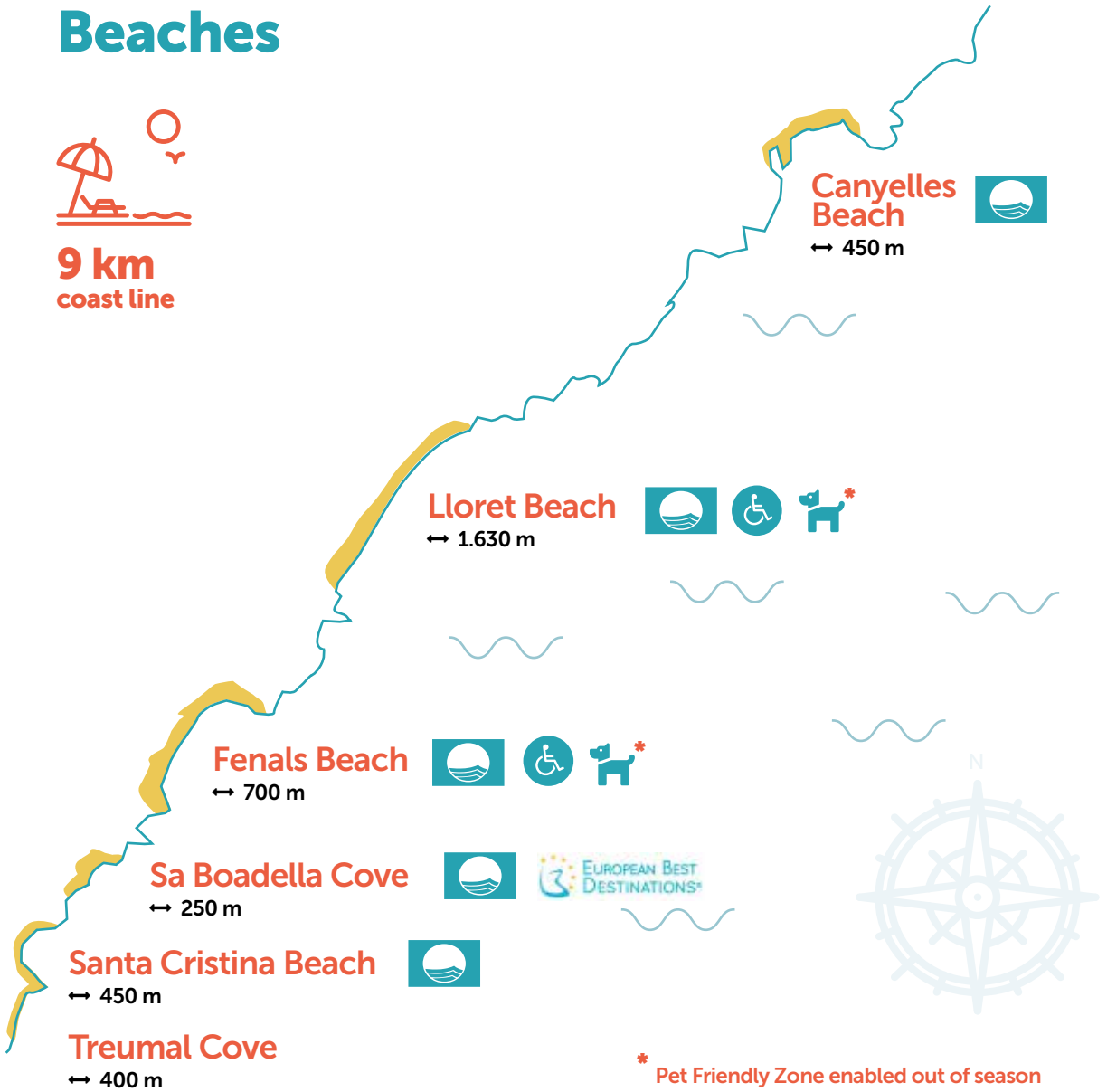
7,000,000 overnight stays

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# Beaches



**9 km**  
coast line



**Canyelles Beach**

↔ 450 m



**Lloret Beach**

↔ 1.630 m



**Fenals Beach**

↔ 700 m



**Sa Boadella Cove**

↔ 250 m



**Santa Cristina Beach**

↔ 450 m



**Treumal Cove**

↔ 400 m

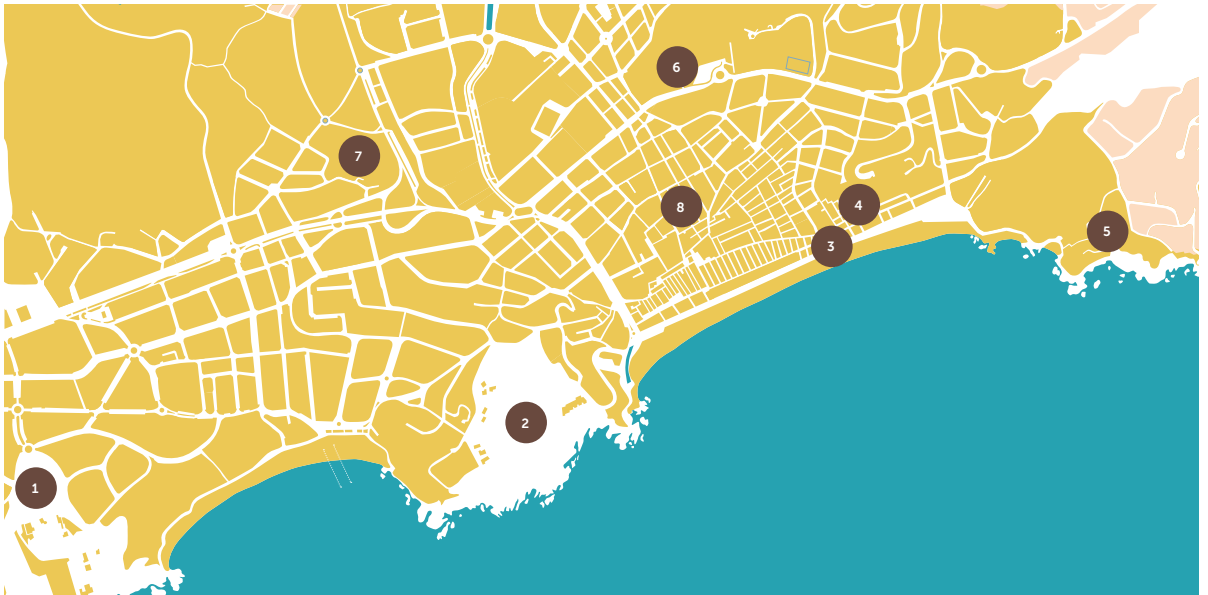
\* Pet Friendly Zone enabled out of season

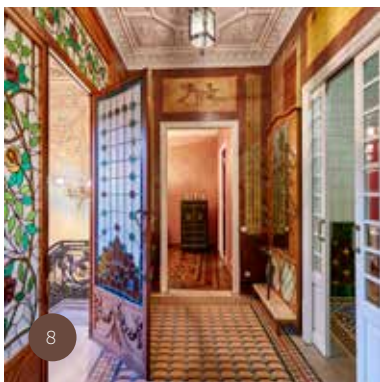
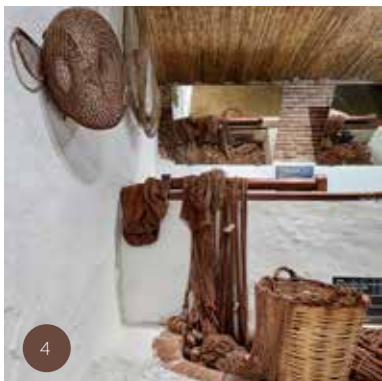


# Culture

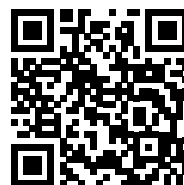
## Cultural Heritage: Museu Obert Lloret (MOLL)

1. Santa Clotilde Gardens
2. Sant Joan Castle
3. Maritime Museum
4. Es Tint
5. Turó Rodó
6. Can Saragossa
7. Modernist cemetery
8. Can Font





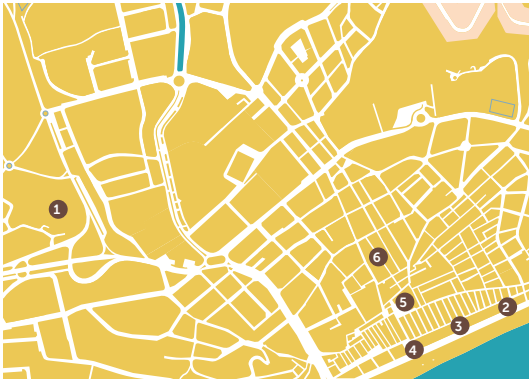
 European Route of  
Historic Gardens  
Itinerario Europeo de Jardines Históricos





## The Americanos: The Indianos of Lloret de Mar

1. Modernist cemetery
2. Maritime Museum
3. Passeig de Jacint Verdaguer
4. City Council
5. Parish Church of Sant Romà
6. Can Font



### Lloret Castle

Cultural space dedicated to climate change with immersive experiences and a terrace with spectacular views over the coastline of Lloret de Mar. <https://castelldeloret.com>

### Lloret Outdoor Summer Festival

A cultural programme of magic, theatre, music and dance in unique open-air venues in Lloret de Mar, held from June to September.



# Active-nature

## Coastal footpaths

Coastal footpaths Lloret de Mar offers some of the most spectacular coastal footpaths on the Costa Brava for the beauty of the scenic surroundings and the cultural attractions to be found along the way.

The new section of the coastal path between Lloret and Fenals, inaugurated in 2024, is approximately 1,310 metres long (25 minutes) and has several walkways and viewpoints.

## Routes



wikiloc



[maps.lloretdemar.org](https://maps.lloretdemar.org)

## Sea Routes

The Sea Routes are a public network of marine trails that run parallel to the coastal paths along our coastline. They are signposted and marked for the safe practice of open water swimming.

- Lloret-Fenals Sea Route
- Fenals-Santa Cristina Sea Route

## Lloret Adventure

Public-private collaboration project with 11 active tourism, adventure and outdoor experience companies:



[adventure.lloretdemar.org](https://adventure.lloretdemar.org)

# Health and Wellbeing

## Healthy eating

Lloret de Mar has been working with the Fundació Alcía since 2018 to develop a strategy to promote the gastronomy sector through two strategic lines of action:

### 1. LlorEat Good

To promote healthy gastronomy for all.

Accredited establishments:

- **Gluten Free** by Associació Celiacs de Catalunya
- **AAMED for Mediterranean Diet:** by the Public Health Agency of Catalonia
- **Little Foodies:** our own seal created in collaboration with the Fundació Alcía to certify establishments that meet the best quality, sustainability and health standards for the youngest members of the family.



### 2. The cuisine of the Americanos

Recovery of part of Lloret's gastronomic roots and identity with a recipe book containing 21 dishes based on the stories of characters from Lloret linked to the Indian era.





# Sports

## Why is Lloret de Mar a benchmark sports tourism destination?

### Sports facilities and natural resources

Lloret de Mar has versatile, first-class municipal sports facilities that allow the practice of all kinds sports disciplines, as well as 32 km<sup>2</sup> of woodland and 9 km long Mediterranean coastline that is ideal for most outdoor .

The booking of these facilities can be easily managed through the sports section.

### On foot everywhere

The sports area of Lloret de Mar is located in the very centre of the town, surrounded by accommodation and leisure facilities, and just 800 metres from the beach. All journeys can be made easily on foot.

## Sporting tradition

Lloret de Mar's long experience in sports tourism, hosting events and sports stays for international teams, as well as major events, competitions and tournaments.

The destination was certified as a Sports Tourism by the Catalan Tourism Agency in 2006. Today it is one of the destinations in Catalonia with this certification in more sports disciplines: football, team sports, athletics, swimming, cycling and triathlon.

## Specialisation in sports tourism

Hospitality and know-how in welcoming visitors have also resulted in specialisation in the needs of sporting visitors.

It currently has more than 15 accommodations and 2 agencies specialised in sports tourism, which guarantee all the services required by sportsmen and women.

## Excellent Mediterranean climate

Lloret de Mar enjoys mild temperatures and long hours of sunshine throughout the year. This allows outdoor sporting activities in both winter and summer.

## Municipal sports facilities



**1 athletics track** 1  
**1 Running Center** 7



**3 pavilions**  
Municipal Pavilion 2  
El Molí Pavilion 3  
Pompeu Fabra Pavilion 4



**3 football pitches**  
El Molí 5 football pitch 5  
Municipal football pitch 6  
Football pitch of the municipal athletics tracks 1

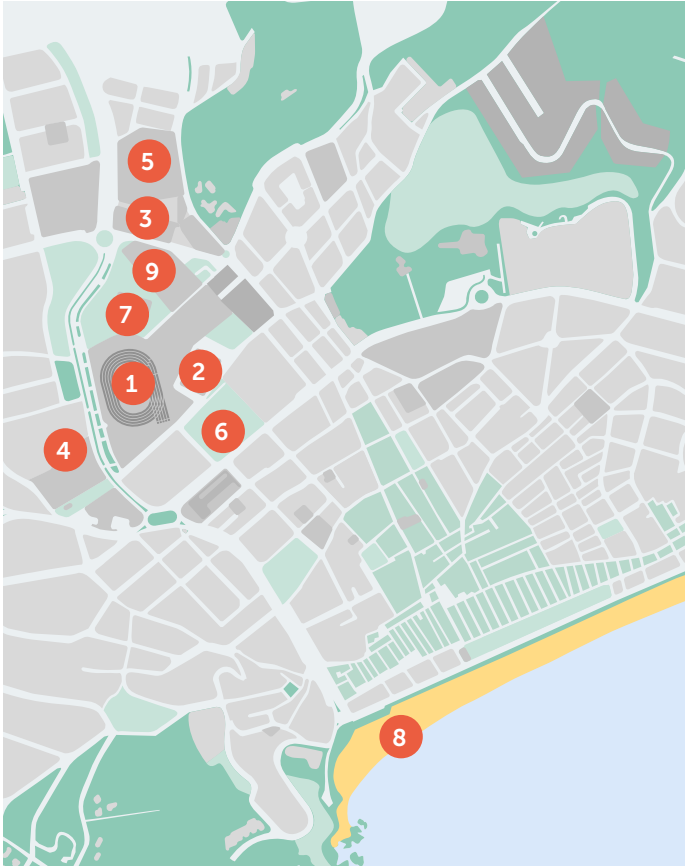


**1 Olympic-size municipal swimming pool** 7  
**2 Sea Routes** 8

From Lloret beach to Fenals beach (1,300 metres) and from Fenals beach to Santa Cristina beach (1,200 metres).



**Racquet sports** 9  
3 tennis courts  
1 multi-sports court  
6 paddle tennis courts



Cycling  
[lloretcycling.com](https://lloretcycling.com) 

# Lloret Convention Bureau

[www.lloretcb.org](http://www.lloretcb.org)



## General data



More than 150 corporate and association events



More than 80 festivals per year



59 members



15 years of LCB (2009)

## Strengths and weaknesses



Strategic location  
1 hour from Barcelona  
Good connectivity

80 km from Barcelona  
30 km from Girona  
115 km from Perpignan



Pleasant climate all year round



Indiano Legacy



3 congress centres for up to 1,000 delegates in the same room



More than 80 meeting rooms with natural daylight and sea views



30.000 hotel beds 6.000 beds for LloretCB members)



A wide range of teambuilding and incentives



Easy mobility on foot



Great gastronomic offer



Hospitality

## Lloret Experiences

Platform with more than 60 proposals for team building and incentive activities for unique, authentic and singular companies in Lloret de Mar.

[experiences.lloretcb.org](https://experiences.lloretcb.org)



## Olot-Girona-Lloret Alliance

OGL Meetings is the sum of local initiatives specialising in the meetings tourism segment, promoted by each of these municipalities, which complement each other.

[www.olotgironallloret.org](http://www.olotgironallloret.org)



# Lloret Turisme

Lloret Turisme, Lloret de Mar's tourism promotion and management body, develops and implements a Marketing and Communication Action Plan with the aim of promoting and supporting the municipality's tourism companies and marketing different products in this sector.

Lloret Turisme's activity is structured around the following areas:



## Tourism policy

Lloret de Mar Town Council develops different tourism policy strategies to adapt to the new demands of the sector and promote economically, socially and environmentally responsible tourism.



## Visitor

Lloret de Mar has three tourist offices open all year round (Central, Sea Museum and Bus Terminal) and an information point located on Fenals beach during the summer months.



Lloret de Mar's tourist offices (Central and Museum of the Sea) have the Q for Quality Tourism certification awarded by the Institute for Quality Tourism in Spain (ICTE).





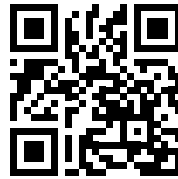
## Marketing and promotion and communication

Every year, Lloret Turisme implements a Communication, Promotion and Marketing Plan that includes different strategic actions in priority markets to publicise the diversified tourism offer and the destination's up-to-dateness.

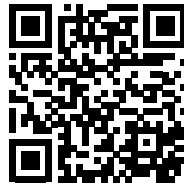
The marketing and promotion of the destination is carried out through the structuring and segmentation of products, the creation of valuable content about Lloret de Mar online and offline, agreements with specialised communication offices in different strategic markets, the organisation and collaboration of press trips (presstrips), the organisation and collaboration with tour operators (famtrips), collaboration with content creators and presence at trade fairs and different promotional activities.

Lloret Turisme has its own holiday website in 6 languages [www.lloretdemar.org](http://www.lloretdemar.org), a professional area and press room [professionals.lloretdemar.org](http://professionals.lloretdemar.org) and its own website for the Lloret Convention Bureau [www.lloretcb.org](http://www.lloretcb.org).

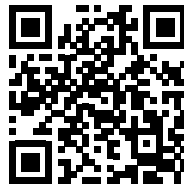
Lloret Turisme is also present on the main social networks: Facebook, X, Instagram, Youtube, Tik Tok and Flickr.



Destination website



Professional Area

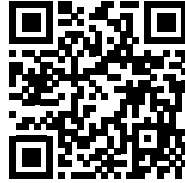


Sale of activities



# Lloret Film Office

[www.lloretfilmoffice.org](http://www.lloretfilmoffice.org)



The Lloret Film Office is a department of Lloret Turisme that provides a wide range of services in the national and international audiovisual production sector. Its main objective is to offer a quality service that provides audiovisual professionals with the information they need to plan, carry out and produce advertising, film and television shoots that take place in Lloret de Mar under optimum conditions.

Lloret de Mar offers exceptional locations such as the Santa Clotilde Gardens and Cala Sa Boadella, where numerous advertising shoots and photo shoots take place every year.



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## Annotations



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## Annotations



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## Annotations



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## Annotations



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## Further information

### Lloret Turisme

Avinguda de les Alegries, 3  
17310 Lloret de Mar  
Tel. +34 972 365 788

[ariera@lloret.cat](mailto:ariera@lloret.cat)

[professionals.lloretdemar.org](http://professionals.lloretdemar.org)

*#mylloret* The logo for Lloret de Mar features the word "lloret" in a teal, sans-serif font above the words "de mar" in a smaller, teal, sans-serif font. A teal wavy line representing water is positioned between "lloret" and "de mar".

[www.lloretdemar.org](http://www.lloretdemar.org)

[central-turisme@lloret.cat](mailto:central-turisme@lloret.cat) 

[@lloretturisme](https://www.instagram.com/lloretturisme)

