



 Málaga PASS

TO EXPERIENCE
MALAGA

IN THE BEST POSSIBLE WAY

WHAT THE MALAGA PASS OFFERS

The Malaga Pass tourist card offers a wide range of advantages for visitors to the city.



It saves time



It saves money



It makes entry easier



It guarantees a total experience



VERSIONS OF THE MALAGA PASS

There are four different Malaga Pass options designed to suit all types of visitor:



24-hour Malaga Pass
for day trippers.



72-hour Malaga Pass
for visitors who want to take advantage of their urban getaway.



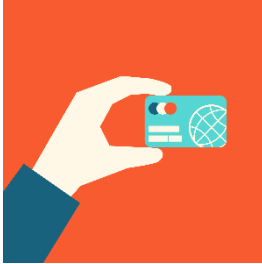
48-hour Malaga Pass
for tourists who only have two days.



1-week Malaga Pass
for extended stays.

* The four card types offer the same advantages and benefits.

BENEFITS OF THE MALAGA PASS



PRIORITY ENTRY

Gain entry to all of the museums, monuments and other tourist resources of interest that are included, without waits or queues.



SAVINGS

Save an average of 33% on all visits to tourist attractions.



DISCOUNTS

Discount of 15% on 50 shops, restaurants, hotels, guides and other resources and leisure activities, ideal for turning the visit into an experience.

PROMOTION AND MARKETING

Malaga Council will launch a **campaign** to publicise the advantages and benefits of the Malaga Pass card.

It will use the different channels at its disposal, as well as the country-of-origin promotional campaigns that it usually performs.

Those selling the card will receive digital promotional material to **promote the sale of the card** to their customers.



SALES PLATFORM

How can tourism professionals sell the Malaga Pass card?

You will have access to the **Malaga Pass Virtual Point of Sale (VPOS)** platform to sell the card to your customers.

You can purchase cards for subsequent resale, issue vouchers, handle refunds, etc.



The logo for Malaga PASS features the word 'Malaga' in a black, handwritten-style font. The letter 'M' is stylized with a colorful, brush-stroke effect in shades of blue, green, and red. Above the 'a' in 'Malaga', there are five small, colorful dots in green, purple, orange, and blue. To the right of 'Malaga', the word 'PASS' is written in a bold, black, uppercase sans-serif font.

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