



## **FYCMA'S MEDICAL CONGRESSES GENERATE AN ECONOMIC IMPACT OF SIX MILLION EUROS SINCE JANUARY**

**The major medical-healthcare congresses held at FYCMA (Trade Fairs and Congress Center of Málaga) in the first half of 2024 have generated an approximate direct economic impact of six million euros, according to criteria from the Spain Convention Bureau. These events, highly attractive due to the profile of the attendees, have drawn nearly 6,000 professionals to the city**

*Málaga, July 24, 2024.* - FYCMA (Trade Fairs and Congress Center of Málaga), part of Malaga City Council, has just concluded its first high season of medical-healthcare congresses of the year with half a dozen major events that have attracted nearly 6,000 professionals and generated an estimated economic impact of over six million euros in areas such as accommodation, dining, leisure, and transportation, according to the criteria of the Spain Convention Bureau.

From January to June of this year, FYCMA hosted the respective congresses of the Spanish Society of Digital Dentistry and New Technologies (SOCE), the Spanish Society of Aesthetic Medicine (SEME) - which has been held regularly in Málaga since 2014 -, the Spanish Society of Neurosurgery (SENEC), the Spanish and Ibero-American Congress of Environmental Health (SESA), the Spanish Society of Spine Surgery (GEER), and the Spanish Society of Geriatrics and Gerontology (SEGG).

In this regard, the Málaga venue has become one of the top locations for these types of meetings, offering facilities and specialized equipment that are in high demand by organizers. FYCMA is the first congress center in Spain authorized to host minor outpatient surgeries, the first in Andalusia to be declared a heart-safe zone and has recently expanded its accessibility chain by incorporating a restroom adapted for ostomized individuals.

It is worth noting that medical-healthcare conferences are a highly attractive type of event for destinations due to their longer duration -the mentioned congresses had an average stay of three days- and the profile of attendees, who tend to have higher purchasing power and strong influence. In this sense, the Spain Convention Bureau estimates the average daily expenditure of a congress attendee to be over 350 euros per day, three times that of a tourist traveling for leisure.

Starting in September, with the reactivation of FYCMA's professional meeting schedule, new conferences in this field will be held, including the annual meetings of the Spanish Society of Palliative Care - SECPAL - and the Spanish Society of Otolaryngology and Head and Neck Surgery, among others.

More information at [www.fycma.com](http://www.fycma.com)

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