

PRIDE CELEBRATIONS DRAW OVER SIX MILLION VISITORS TO FOUR EUROPEAN CITIES



Amsterdam, Madrid, London and Cologne saw more than six million visitors this year for LGBTI Pride, generating an estimated €403 million in tourist expenditure, according to a new analysis by Data Appeal Mabrian. Almost six out of every ten euros of this spending went to catering and restaurants.

The results of the survey, produced by The Data Appeal Company in partnership with Queer Destinations, show that almost half of LGBTIQ+ Pride celebrations in the main destinations of the Netherlands, Spain, United Kingdom and Germany take place in these four European cities, **which together accounted for 92% of the attendance and tourist spending related to Pride in these four countries.**

In addition to the economic benefits that the celebration of these festivals entails, the report highlights that they improve the reputation of the destination as a place that cares about the well-being of tourists. “When people feel welcomed and valued, they are more likely to engage with the place they visit, generating lasting and shared value that contributes to building more connected, dynamic and resilient destinations for visitors, residents, businesses and communities,” the report states.

Amsterdam: WorldPride 2026 Delivers Strong Returns

Amsterdam, which hosted WorldPride 2026 this year, had festivals that accounted for 77% of the tourist expenditure associated with the event. The celebrations are estimated to have generated €78.5 million in additional tourist spending.

Madrid: MADO Draws Crowds and Extends Stays

In Madrid, the MADO (Madrid Orgullo) celebrations have become an attraction in themselves for travelers, extending their stays. More than two million people attended the event. Restaurants accounted for 61% of the additional tourist expenditure, followed by accommodation (20%) and transport (19%).

London: High Spending Power on Catering

London saw more than one million visitors for this event. Of these, those who came especially for Pride generated €86.2 million in additional tourist spending. Again, catering led the way with 62% of this spending, followed by transport (21%) and accommodation (17%). Part of the explanation for this statistic is that prices in this city tend to be higher.

Cologne: Compact Programme, Outsized Impact

Pride celebrations in Cologne had a relatively low representation in terms of the number of events (it accounted for less than 1% in the four cities analyzed). Despite this, **it managed to attract an estimated 1.2 million people and concentrate 14% of the additional spending on tourism**

associated with these celebrations. Catering again stood out with 58% of the total and transport with 28%. According to the report, Cologne's programme of relatively few activities was very effective in generating visitor interest.

Date: 2026-09-21

Article link:

<https://www.tourism-review.com/four-european-cities-dominate-pride-celebrations-news15631>