

Balearic Islands Good Practices

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1. **BETTER IN WINTER** promotional strategy
2. **Sustainable Tourism Tax (ITS)**
3. **Tourist Beds Stock Exchange Consortium**
(Consortio Bolsa de Alojamientos Turísticos)



Encouraging Tourism in Winter

Better in Winter

1. Context

2. Objectives

3. Actions

- Better in Winter leaflet
- Majorca Daily Bulletin, Mallorca Zeitung & Mallorca Magazin special editions distributed to tourists at airport gates
- PR actions in main European tourist markets

4. Stakeholders and resources

5. Results and lessons learned

6. Potential for learning



Context

1. 15M tourist arrivals in 2016, most of them concentrated in summer
2. Many tourist businesses only work 6 to 7 months a year
- Job insecurity & low wages
3. Massive summer influxes to Balearic Islands due to the difficult situation of Mediterranean competitors
4. Increasing demand for vacation rentals
5. Destination limits: islands, small territories, limited resources, limited infrastructures...
6. Seasonality
7. Perceived saturation of places in high season
8. Strong dependence on 3S (sea-sun-sand tourism)

Objectives

OBJECTIVE N. 1 of the Balearic Islands promotion:

 ***DECREASE IN SUMMER, INCREASE IN WINTER*** 

Other objectives:

1. Need to **achieve a balance** of the tourist activity (economic and social).
2. STOP promoting summer to **focus on WINTER**.
3. Promotional resources invested in **getting visitors to know about our winter possibilities**, events and tourist products.
4. Commitment to gradually achieve a better **tourism model based on sustainability**.

Actions

1. Limitations to tourism activity will be necessary if we want this economic activity to be sustainable (ex. Law to regulate vacation rentals, Environmental&Tourism Balance Plan 2017-2020, actions against un-civic behaviour and drunkenness tourism, etc).
2. Edition of BETTER IN WINTER leaflets in Cat/Spa/Fre/Eng/Ger/Ita.
3. Majorca Daily Bulletin, Mallorca Zeitung and Mallorca Magazin special editions distributed at the airport gates to tourists leaving the islands, so they can return in winter.
4. PR actions in main European tourist markets for Balearic Islands (Germany, France, Spain, Italy, UK) consisting of press notes&releases, presentations, interviews, press trips, newsletters on winter activities&events.
5. Strategy presented at major tourism fairs (FITUR, WTM, ITB).
6. Launch of a Call for Sponsorships & Comarketing actions (950.000€ budget- 2017)



Better in
winter

DISCOVER THE ESSENCE OF THE MEDITERRANEAN

You have in your hands the proposal of a different Balearic Islands, a Mallorca, Menorca, Ibiza and Formentera that during the autumn, winter and spring acquire all their splendor and beauty. A beauty that, accompanied by a great offer of events and possibilities of visits, makes us an ideal destination, where the Mediterranean lifestyle becomes fully present.

From September to May, the Balearic Islands are the islands of culture, sport, traditional popular culture, heritage and art, good gastronomy, nature and hiking, bird watching, traditional fairs...

The most desired moments of the year by residents are those that go beyond the summer. Better in winter, because it is the time of reunion with the experience and the quality of life, with the most authentic, peaceful islands, with more color, more Mediterranean ... more ours.

Therefore, we invite you to know this piece of paradise, our paradise, where you will discover the essence of the Mediterranean.

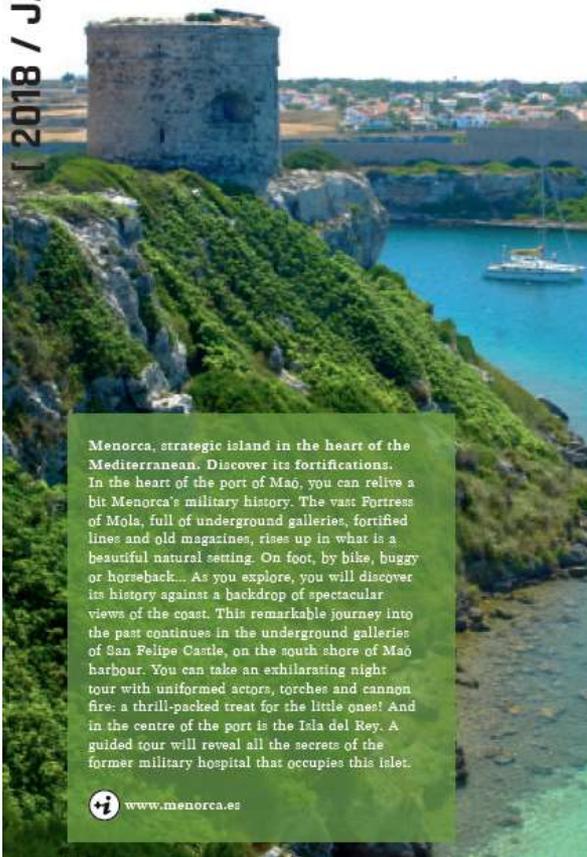
Camí de caçalls, Menorca

[2018 / JANUARY]

Menorca *Maó*

BRITISH AND FORTRESS ROUTE

OPEN
ALL YEAR



Menorca, strategic island in the heart of the Mediterranean. Discover its fortifications. In the heart of the port of Maó, you can relive a bit Menorca's military history. The vast Fortress of Mola, full of underground galleries, fortified lines and old magazines, rises up in what is a beautiful natural setting. On foot, by bike, buggy or horseback... As you explore, you will discover its history against a backdrop of spectacular views of the coast. This remarkable journey into the past continues in the underground galleries of San Felipe Castle, on the south shore of Maó harbour. You can take an exhilarating night tour with uniformed actors, torches and cannon fire: a thrill-packed treat for the little ones! And in the centre of the port is the Isla del Rey. A guided tour will reveal all the secrets of the former military hospital that occupies this islet.

 www.menorca.es

Mallorca

VISIT TO THE CAVES

OPEN
ALL YEAR

Journey to the Centre of the Earth. Fresh and salt water lakes and rivers, stalactites and stalagmites, almost endless galleries... Mallorca hides a remarkable treasure under your feet: almost 200 caves, of which only a few are visitable. Enormous rock formations, meticulously studied lighting and musical performances await you in the Caves of Drach and Artá, on the north of the island. In the caves of Campanet, in the Serra de Tramuntana, you will discover stunning stalactites and stalagmites and an immense limestone gallery, while in the Cuevas dels Hams, the vagaries of nature have created hook-shaped formations. And in Palma you can visit the caves of Genova. All of the caves are spectacular; get ready to enter into this fascinating underground world!

 www.cuevasdeldrach.com
www.cuevasdelsams.com
www.covesdecampanet.com
www.cuevasdearta.com
www.covesdegenova.com



Mallorca

RAFA NADAL SPORT EXPERIENCE

OPEN
ALL YEAR

Live your sports experience guided by Rafa Nadal. A total sporting experience awaits you at the International Museum of Manacor. The much-loved and highly acclaimed tennis star Rafa Nadal has donated a collection of trophies and objects, which are on display along with other great icons of the sport. There is also an exclusive space for you to get to know first-hand the work of the Rafa Nadal Foundation. On top of this, there is a projection room with a 180° screen showing great moments in the history of sport and a spectacular Experiential Room, a place where you can test your skills in the Sport-Xperience simulators. Football, tennis, Formula 1, hockey, climbing... You'll feel like a pro athlete!

 www.sportxperience.rnsportscentre.com

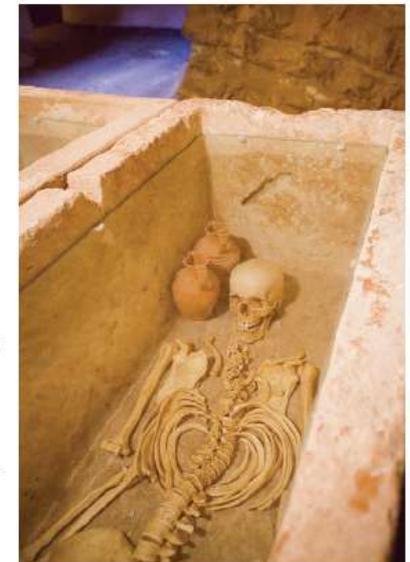
Ibiza

DRAMATISED VISITS TO THE NECROPOLIS OF PUIG DES MOLINS: THE LEGACY OF ANCIENT CIVILISATIONS

ALL YEAR, THE LAST SUNDAY OF EACH MONTH

Learn how ancient people lived on the island of Ibiza. There are many ways to discover the traces of ancient civilisations on Ibiza, but none is as immersive and rewarding as this. Discover the past of the island narrated and represented by actors; a great day out for the whole family, an experience that delights both young and old. Through these dramatised tours you will relive the daily life of the Punic, Phoenician and Roman eras, their customs and funerary rites. And this will help you appreciate the value of the necropolis of Puig des Molins, an archaeological treasure with its splendid collection of sarcophagi and funerary elements for which it has been designated a World Heritage Site by UNESCO.

 www.maef.es



Stakeholders, resources, timescale

STAKEHOLDERS

Strategy carried out for the four islands (Mallorca, Menorca, Ibiza and Formentera) in joint collaboration with the Insular Councils.

Main beneficiaries of the GP: tourists and the tourism industry.

RESOURCES NEEDED

Aprox. Cost: 0.5M€ in 2017

Human resources: ATB staff + PR Agencies

START/ END

March 2016 - ongoing

Results and lessons learned

RESULTS

After one year of application we have noticed in the statistics of tourist arrivals, that the number of tourists in the months before and after this summer, has considerably increased. By the end of this year we will have the whole picture for the year 2017. But looking at the numbers that we already have, we foresee that the tourist influx between February and May, and between September and December, has notably increased in relation to the previous year. This demonstrates that "BETTER IN WINTER" strategy is working.

LESSONS LEARNED

The campaign has been so far, well received by the tourists visiting our territory. ATB has measured this, through its social networks and through comments made by tourists at the airports and at the resorts.

Potential for learning

It is a GP potentially interesting to regions wishing to **balance tourism influxes** and to progressively **move towards a more sustainable tourism**.

It shows and **emphasizes to the world the uniqueness and genuine aspects of a destination**.

It is a GP adequate for tourist destinations that year after year face **large number of tourists**, and that really need to **diversify offer** and to promote abroad their distinctive assets.

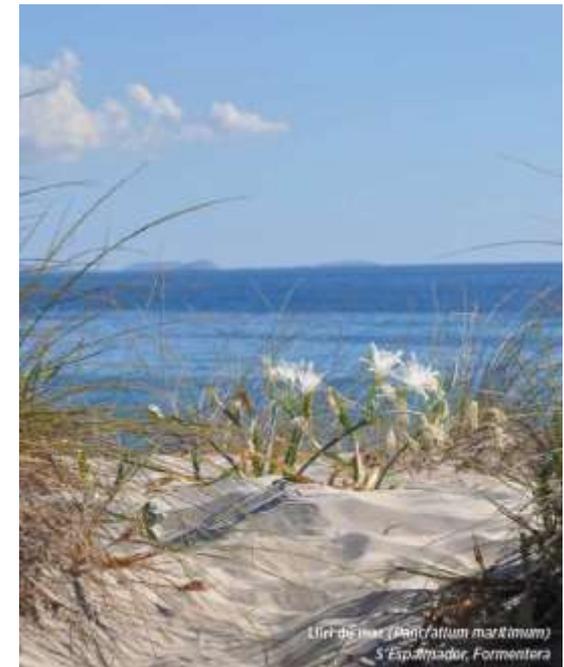
Sustainable Tourism Tax



Changing the tourism model into a more sustainable one

Context

The purpose of the tax is to **compensate Balearic society for the environmental cost** involved in certain activities that distort or deteriorate the environment in the Balearic Islands, on the one hand, and on the other, to **improve the competitiveness of the tourism sector** by means of **sustainable, responsible and high-quality tourism** in the archipelago.



Description

From July 1st 2016 on, the **Tax for Sustainable Tourism** is levied on all overnight stays in tourist accommodations of the Balearic Islands (by Regional Law 2/2016).

Thanks to these contributions, we are making major investments to compensate environmental impacts of tourism on our islands.

Rates:	0.5€ hostels, guest houses, shelters, campsites
	1€ 1-2-3* hotels&apas, rural accom., holiday rentals
	1€ Tourist cruise liners
	2€ 4-5*hotels

Children under 16 years old do not pay.

50% discount for stays off season (from 1 Nov- 30 Apr)

Actions

34 M€ have been collected on its first year of application (from July to December **2016**). This money is being invested in 2017 in 46 local projects of environmental protection and improvement of water supply, cultural heritage, innovation and research, training improvement and better quality of employment in the tourism sector.

For 2017, the Balearic Islands Government expects to collect around **64.6 M€**.

Stakeholders and timescale

STAKEHOLDERS

Main beneficiaries are public administrations of the Balearic islands (at regional, insular or local level) that need funds for investment projects.

START/ END

July 2016 – ongoing

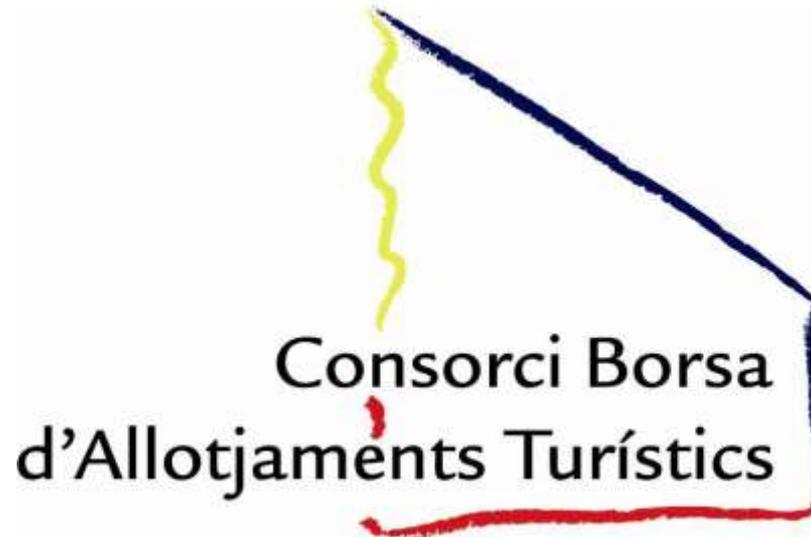


Potential for learning

It is a GP potentially interesting for other regions to learn from, since **it helps a territory to reinvest in the improvement of its tourist model and the industry.**

Thanks to this funds, we are able to make major investments to **compensate the territorial and environmental impacts** of tourism on the Balearic Islands.

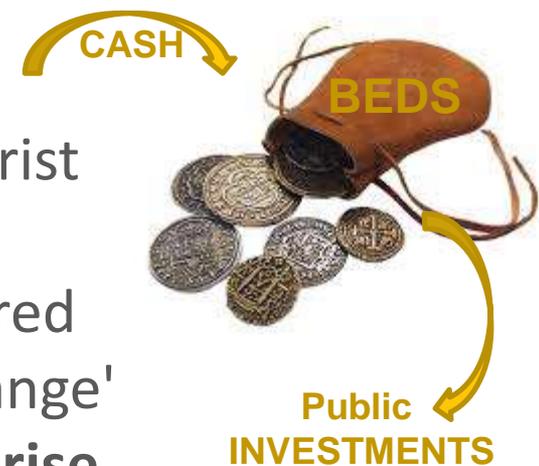
Tourist Beds Stock Exchange Consortium



Context

By law since 2009, to solve certain situations generated in the past of precipitated tourism growth and as a way to **guarantee the quality of the tourist offer and balance offer and demand**, there is a general obligation for the sector to purchase&sell tourist beds.

Any tourist establishment acquiring new tourist beds, has to pay a "bed fee" to the regional Ministry of Tourism. This initiative has favoured the creation of the "Tourist Beds Stock Exchange" **which generates money and helps to regularise the tourist beds market** in the Balearic Islands.



Description

Revenues obtained from bed regularization are used for the following purposes:

- to improve the quality of tourism infrastructures,
- to rehabilitate tourist areas,
- to encourage the conversion of obsolete tourist establishments into social, cultural, educational, recreational or sports projects,
- to develop projects that help to increase the quality of the tourism offer,
- to promote scientific research projects and technological innovation in tourism,
- and investments in projects that help to diversify the offer.

Funds

Municipalities and participating entities should cover part of these investments, co-financing at least 20% of the cost of the projects. The maximum amount financed by the Consortium is € 500,000 per project.

Available funding for 2017: 26 M€

Between 2013 and 2015 CBAT has subsidized 40 local projects with a total investment of 15.7M€

Example

Magaluf Avenue renovation works



Stakeholders and timescale

STAKEHOLDERS

Main stakeholders and beneficiaries of the practice are the municipalities and non profit tourism entities, which submit to the Consortium (CBAT) a list of investment project proposals that need to be financed.

Ultimate beneficiaries are tourists and the tourism industry since both benefit from higher quality infrastructures and better resorts.

START/ END

2008 – ongoing

Potential for learning

This GP is a very good example of **public & private cooperation** to achieve a common goal, which is the restoration and improvement of tourist areas.

It can be a good solution for **mature tourist destinations** needing to legalise old beds or to balance offer and demand through the purchasing & selling of tourist beds.

It is a good way to establish private & public collaboration **to maintain and guarantee the good quality of the tourism infrastructures and services.**



BRANDTour

Interreg Europe



European Union
European Regional
Development Fund

Thank you!