



**Interreg
Europe**



**Co-funded by
the European Union**



SYSTOUR

GGPP 1: LEA ARTIBAI FEST

Markina- Xemein, 29 February 2024

SYSTOUR

SYSTOUR

Description of the GGPP:

Lea Artibai Fest is a tourist event that takes place in low season in Lea Artibai. It is a unique event, with unusual tourist experiences and visits to show less known points of the region (opening of closed spaces, visits to agricultural explorations, workshops...). It is combined with KMO product tastings.

It responds to the following objectives: distribution of flows, presence of sustainable activities, walkability of destinations, enhancement of natural and cultural heritage, slow experiences, KMO experiences, diversification of the primary sector, enhancement of our food heritage, offer based on experiences and not on the simple reception of information, participation and collaboration with the tourism sector (accommodation, restaurants and bars), improvement of competitiveness, deseasonalization, positioning of the destination around sustainable values...

It is accompanied by a communication and promotion plan, which also allows positioning the tourist destination around sustainability values.



Leartibai Fundazioa 2024

SYSTOUR

Description of the activity: Where does it come from?

Following the strategic projects set out in the Lea Artibai Tourism Promotion Plan, in the area of **PRODUCT CREATION**, Lea Artibai Fest is one of the actions **related to the creation and maintenance of products and experiences linked to cultural, natural and food and wine motivations**.

Integrated within the regional strategies BIOBERDEA and HAMEN BERTOKOA, which advocate sustainable tourism and well-being, and the ZAPORE-TASTE product line of the Lea Artibai Tourism Dynamization Plan, through Lea Artibai Fest it is intended to offer a **gastronomic and cultural experience** in the region, through an offer that combines both lines of work. Thus, in addition to the enhancement of the most unknown resources of the region, there are also those of a gastronomic tourist offer based on local products, diversifying the activities to be carried out throughout the region and increasing the average stay of the tourist during the event. It includes the following actions:

- * Program Coordination and Management
- * Communication and promotion costs
- * Organization of activities, visits, taste workshops, wine tastings, events and gymkhanas.
- * There will also be an exhibition of products from the region and a tourist information point at the event itself.

On the other hand, we want to highlight the **participation of companies**, both tourism and the first sector, and also socio-cultural associations, offering visits that do not usually occur in the region. In this way, we hope to take steps to incorporate companies from the first sector into our rural tourism offer with a stable and continuous offer over time.

Thus, the gastronomic aspect is combined with cultural visits, to make a **more complete proposal**, following the demand of our users. The programme has been accompanied by a communication and promotion campaign to attract visitors and increase the dissemination of the event and our positioning around the gastronomic and cultural values of the region.

SYSTOUR

Programme 2023: The programme of activities developed in 2023 is as follows, in collaboration with the tourism sector and associations of Lea Artibai:

SATURDAY 2023/10/21

ISPASTER: 11:00-13:30 Geological walk: Herriko tavern breakfast + visit to Ogella.

SUNDAY 2023/10/22

LEKEITIO: 11:00-13:30: Txakoli route + tasting at the Trinkete bar.

LEKEITIO: 16:30-19:30: Guided tour of the Basilica of the Assumption of Our Lady of Lekeitio + Tasting at the Silken Uribarren Palace.

SATURDAY 2023/10/28

MARKINA-XEMEIN-ETXEBARRIA 16:00-19:00: Photo rally + Urko tour + tasting at the Hotel – Restaurant Antsotegi in Etxebarria.

SUNDAY 2023/10/29

ONDARROA 11:00-13:30: Guided tour + Fish tasting.

ISPASTER-LEKEITIO 16:00 -18:00: Creative workshop CYANOTYPE

LEA Fest ARTIBAI

LARUNBATA-SÁBADO 2022-10-08

- 10:00** **ISPASTER** • Ibilbide geologikoak: Ogellara bisita + dastaketa Aritz Bi Jatetxean. Paseo geológico: visita a Ogella + degustación en el restaurante Aritz Bi.
- IGANDEA-DOMINGO 2022-10-09**
- 10:00** **ONDARROA- BERRIATUA** • Errege bidea ibilbidea + dastaketa Arriola jatetxean. Paseo por el Camino real + degustación en el restaurante Arriola.
- 16:00** **MÁRKINA-XEMEIN-ETXEBARRIA** • Argazki rallya + Urko ibilbidea + dastaketa Antsoegi Hotelean. Rally fotográfico + recorrido Urko + degustación en el Hotel-Restaurante Antsoegi de Etxebarria.

LARUNBATA-SÁBADO 2022-10-15

- 11:00** **AMOROTO** • Kostabi nekazaritzako ustaltzera bisita + dastaketa Ibaigane jatetxean. Visita a la explotación agraria Kostabi + degustación en el Restaurante Ibaigane.
- 16:00** **LEKEITIO** • Andre Mariaren Basilikara bisita gidatua + dastaketa Silken Urribarren Jauregian. Visita guiada a la Basílica de la Asunción de Nuestra Sra. de Lekeitio + degustación en el Palacio Silken Urribarren.
- IGANDEA-DOMINGO 2022-10-16**
- 11:00** **ONDARROA** • Bisita gidatua + Arrain dastaketa. Visita guiada + degustación de pescado.
- 16:30** **ISPASTER-LEKEITIO** • Sormen tailerra -ESTANPA- Arragua + cata + dastaketa Talaiazipren eskutik. Taller creativo -ESTANPA- Arragua + cata y degustación de la mano de Talaiazipa.

EMAN IZENA-INSCRIBETE
www.leartibaiturismo.com

Topagunea/Punto de encuentro

Lineako autobusean bueltatu behar da. Hay que volver en el autobus de linea.

Doan *Gratis*

Tokiko produktuekin osatutako dastaketa. Todas las cenas son producto local. All tastings with local products.

Posters:

LEA Fest ARTIBAI

LARUNBATA-SÁBADO 2023-10-21

- ISPASTER 11:00-13:30** • Ialibide geologikoak: Gozaria Herriko tabernan eta Ogellara bisita. Paseo geológico: Derayuno en Herriko tabernan y visita a Ogella.
- IGANDEA-DOMINGO 2023-10-22**
- LEKEITIO 11:00-13:00** • Txakolinaren ibilbidea Lekeitio-ibeitio + dastaketa Trinkeke tabernan. Ruta de txakoli Lekeitio- Ibeitio + degustación en el bar Trinkeke.
- LEKEITIO 16:30-19:30** • Andre Mariaren Basilikara bisita gidatua + dastaketa Silken Urribarren Jauregian. Visita guiada a la Basílica de la Asunción de Nuestra Sra. De Lekeitio + Degustación en el Palacio Silken Urribarren.

LARUNBATA-SÁBADO 2023-10-28

- MARKINA-XEMEIN-ETXEBARRIA 16:00-19:00** • Argazki rallya + Urko ibilbidea + tokiko produktuen dastaketa. Antsoegi Hotelean. Rally fotográfico + recorrido Urko + degustación en el Hotel-Restaurante Antsoegi de Etxebarria.
- IGANDEA-DOMINGO 2022-10-29**
- ONDARROA 11:00-13:30** • Bisita gidatua + Arrain dastaketa. Visita guiada + degustación de pescado.
- ISPASTER-LEKEITIO 16:30-18:30** • Zianotopia sormen tailerra. Taller creativo Zianotopia.

EMAN IZENA-INSCRIBETE
www.leartibaiturismo.com
94 616 91 72

Topagunea/Puntos de encuentro

Doan *Gratis*

Tokiko produktuekin osatutako dastaketa. Todas las cenas son producto local. All tastings with local products.

Kontsultatu gure egonaldiak. Consulta nuestras estancias

SYSTOUR

Objectives:

- ✓ Disseminate, communicate, promote and position the resources of Lea Artibai within the tourism framework of the Basque Country, as a region that has great potential in tourism that is already being worked on to value.
- ✓ Improve visitor interaction and the tourist experience. Obtaining greater visitor satisfaction. Reinforce new motivations for visiting the region.
- ✓ Increase the number of visitors to the region, without compromising the carrying capacity of the destination.
- ✓ Distribute the flow of tourists throughout the region. Give an overview of the offer.
- ✓ Adapt tourist information.
- ✓ Deseasonalize demand. Through the launch of new products, routes and experiences, the aim is to increase visits throughout the year and link them to different motivations: gastronomic, naturalistic, sporting or cultural. Marketing actions help to position these products.
- ✓ Generate employment and wealth in the tourism sector.
- ✓ Encourage private initiative and the participation of companies in the development of tourism in Lea Artibai
- ✓ To highlight and interpret the outstanding tourist resources of Bizkaia, using digital media that respond to new tourism trends and the demands of the target market.
- ✓ Promote cultural preservation, emphasizing identity and sustainability as the cornerstones of the tourism product.
- ✓ To communicate, promote and publicise the actions that are developed around tourism in Lea Artibai, to encourage the identification of our region with the values and the story defined in our tourism strategy.

SYSTOUR

Target audiences:

Buyer persona:

After analysing data from Lea Artibai's social tourism networks (Twitter, Instagram, Facebook), data from our website, data provided by the region's tourist offices and data from the Bizkaia Tourism Observatory, we have identified the following priority buyer personas:

* Basque Tourist

	Lugar de procedencia Euzkadi
Nombre Nerea	Idiomas Euzkara, castellano
Edad Entre 30 y 34 años	Intereses Naturaleza y patrimonio
Nivel de educación más alto Estudios superiores	Actividades que realiza en el destino Asociados culturales Pasos culturales preferiblemente en los destinos de costa. Itinerarios de senderismo montañés
Redes sociales 	Obtiene información a través de Amigos y familiares Redes sociales: Facebook, Instagram Sitio web de turismo del destino que visita
	Tipo de dispositivo que utiliza Móvil

* Catalan Tourist

	Lugar de procedencia Cataluña
Nombre Andor	Idiomas Catalán, castellano
Edad Entre 45 y 64 años	Intereses Naturaleza, cultura local, gastronomía
Nivel de educación más alto Estudios superiores	Actividades que realiza en el destino Rutas de senderismo/montañés Visita del patrimonio cultural Comer platos típicos de la zona Ir de pesca
Redes sociales 	Obtiene información a través de Amigos y familiares Redes sociales: Facebook, Instagram Sitio web de turismo del destino que visita
	Tipo de dispositivo que utiliza Móvil

* Madrid Tourist

	Lugar de procedencia Madrid
Nombre Álvar	Idiomas Castellano
Edad Entre 45 y 64 años	Intereses Naturaleza, turismo de costa, gastronomía
Nivel de educación más alto Estudios superiores	Actividades que realiza en el destino Dispositivos tecnológicos smartfonas Itinerarios culturales Itinerarios de senderismo/montañés Comer platos típicos de la zona Ir de pesca
Redes sociales 	Obtiene información a través de Amigos y familiares Redes sociales: Facebook Sitio web de turismo del destino que visita
	Tipo de dispositivo que utiliza Móvil

SYSTOUR

Target audiences:

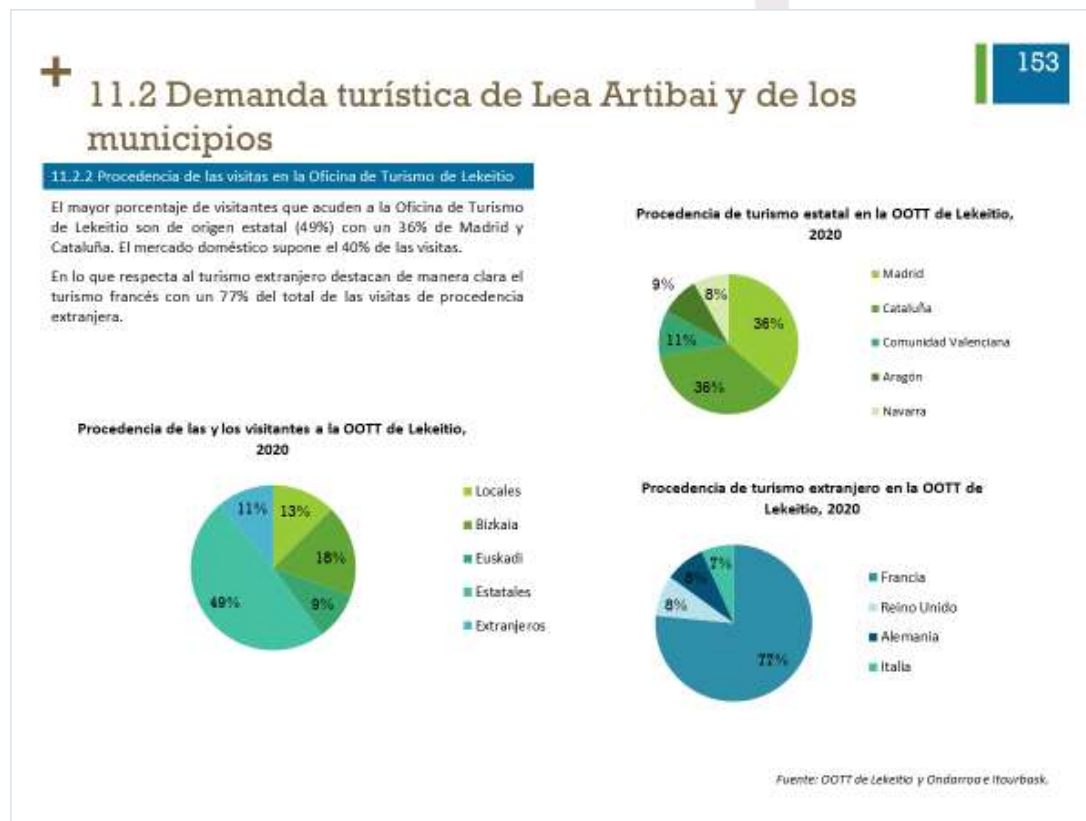
In addition to the buyer persona profile, in the planning we have taken into account the profile of the people who visit the region in the low season. To this end, the data from the tourist offices have been analysed, which give us a fairly clear profile of the visitor who comes on those dates:

- State-origin visitors: 49%
- Visitors to the Basque Country: 40%
- Foreign tourist: 11%

Thus, LEA ARTIBAI FEST has aimed at the local hiking market and tourists in Spain and the Basque Country. To this end, the communication and promotion campaign included different channels and media, SEO and SEM: La Ría del Ocio, Facebook, Instagram...

Regarding the profiles, given the type of activities, it is aimed at the following tourism segments:

- Family Tourism
- Tourism with friends or as a couple
- Hiking
- Cultural tourism
- Rural tourism
- Gastronomic tourism



LEA ARTIBAI FEST 2023



Results:

- ✓ Attendance at the 2022 event: A total of 158 people attended: 95 were women and 63 men.
- ✓ Attendance at the 2023 event: A total of 121 people attended: 83 were women and 38 men. It is mainly attended by families, couples and groups of friends, who show an interest in the cultural and gastronomic activities offered in the region during these dates.
- ✓ To measure the degree of satisfaction, a subsequent survey is sent to them. The data shows an average satisfaction of 9.1 points out of 10. The organization, the variety of activities, the tastings and the fact that they are unusual visits have been highly valued.
- ✓ It has been contrasted with the companies of the region in the surveys-interviews that are carried out at the end of the year to assess the regional actions and plan those of the following year. All of them have considered the activity as very positive, as a tool to promote both the destination and their own businesses or services.
- ✓ Participating companies: 12 tourism companies and 4 communication companies in 2022. 9 tourism companies and 3 communication companies in 2023.
- ✓ Economic impact: Visits are free, but the offer is increased to two weekends to generate overnight stays. The direct expenditure of the event is made with local companies, and indirectly, visitors spent an average of €30 per day.

SYSTOUR

Evidence of success:

- ✓ - It distributes the flow of visitors throughout the region in low season.
- ✓ - It allows to highlight lesser-known resources.
- ✓ - Tourist companies collaborate with the destination and improve its competitiveness.
- ✓ - Unique experiences, workshops and nature activities are offered.
- ✓ - Slow and KM0 experiences are offered. Primary sector companies diversify their activities.
- ✓ - The destination is positioned in relation to sustainability values. We work with small groups.
- ✓ - It includes the participation of citizens through cultural, social or heritage associations, the integration of tourism activity in the daily life of the municipalities and the veracity and authenticity of the discourse.

What is the problem addressed and the context that triggered the introduction of the practice?

As already mentioned, the event, even with its small format, allows to **create an offer** in the low season and also to **distribute** the flow of tourists in the area, avoiding the saturation of spaces. Lesser-known resources are opened up and special visits are organised, which increase the repetition rate, so that tourists subsequently return to enjoy our region with a greater knowledge of it.

Aware of the importance of breaking seasonality and generating new flows from the capital, the event arose at the initiative of the Leartibai Foundation, but **in collaboration with the sector**. After several years of work, it is on its way to consolidating itself as an alternative to the sun, beach and party tourism that takes place in summer. Being an event created for tourists, in the first editions there was reluctance on the part of the citizens of the region to participate in the activities. However, in recent years we have noticed that they have begun to take part, feeling like tourists in their own home. As a result, there is an interaction between visitors and citizens in the activities, greatly enriching the experience for both groups.

On the other hand, the latest edition has had the novelty of the visit offered by a **local association**, so that we have strengthened the involvement of citizens in the project. Visits that were previously aimed at the local public are now the vehicle for showing our pride in our identity and ensuring the authenticity of the tourist discourse. Citizen involvement is one of the great achievements of the project.

How does the practice achieve its objectives and how is it implemented?

The objectives are achieved through joint work between the administration and the tourism companies in the region. **The resources to be visited are chosen according to the criteria of mobility of flows, tourist interest, products and novel experiences.....** Work is carried out with the companies to develop an interesting offer, which is combined with more accessible and popular resources, which act as a hook to attract visitors. The companies are helped to develop pilot visits that are tested at the conferences, in order to evaluate the possibility of continuing as a tourist product.

The objectives have been progressively modified, and the participation of citizens' associations and companies in the first sector has been emphasised in order to encourage citizen involvement and business diversification.

Who are the main stakeholders and beneficiaries of the practice?

The Lea Artibai **tourism companies and the destination itself**, as the event generates a positioning in the tourism market based on our identity, heritage and specific offer. This means that the motivations for visiting, both for the participants and for those who receive the communication and learn about the event, are focused on our differential values based on sustainability.

SYSTOUR

Media coverage of the event:

The aim was to have an impact on the Basque and Spanish markets. The impact has been assessed through the following indicators:

- ✓ It should be noted that, after publication in the chosen media, in some activities the reservations were sold out in a maximum of two days.
- ✓ Number of mentions – appearances on social networks: More than 300 likes on Instagram and about 100 on Facebook.
- ✓ Number of visits to the website: During the days prior to the event, an increase in the number of visits to the website has been detected. It is also striking that many are new visitors.
- ✓ We have appeared in the local media: El Correo, Deia and Hitza, both in the dissemination phase of the activity and in the evaluation of it, thus underlining the contribution of the tourist event to the regional economy. We have also been interviewed in Bizkaia and Arrate radios.



The screenshot shows a news article from the 'deia' newspaper. The headline reads 'Lea-Artibai muestra este mes sus recursos más desconocidos'. The sub-headline states 'Lea Artibai Fest vuelve para organizar seis actividades "que abarcan la geología, la cultura o la gastronomía"'. The article includes a photo of a group of people at the event and a sidebar with information about the 'HEOI ZALKA' (HEOI Official School) and the '2024KO OTSAILAREN 10:00etatik OTSAILAREN 7ko 13:00ak arte' (From 10:00 hours of the 1st of FEBRUARY of 2024 until 13:00 hours of the 7th of FEBRUARY). There are also language options for EUSKARA, ENGLISH, and FRANÇAIS, and a 'Matrikula ON-LINE - IKASGUNEA' link.

Leartibai Fundazioa vuelve a organizar otra edición más una nueva edición del **Lea Artibai Fest**, que este mes de octubre realizará **seis actividades diferentes** "que abarcan la **geología, la cultura y la gastronomía de la comarca**" con el objetivo, precisamente, "de **dar a conocer de forma lúdica y distendida los recursos más desconocidos**" de la zona". Los y las asistentes "podrán disfrutar de aventuras, exploraciones y degustaciones" mediante un programa que, entre otros, llevará a los participantes a emplazamientos como la playa de Ogeia en Ispaster, a la basílica de la Asunción de Santa María de Lekeitio o a conocer de primera mano la vida marina de Ondarroa.

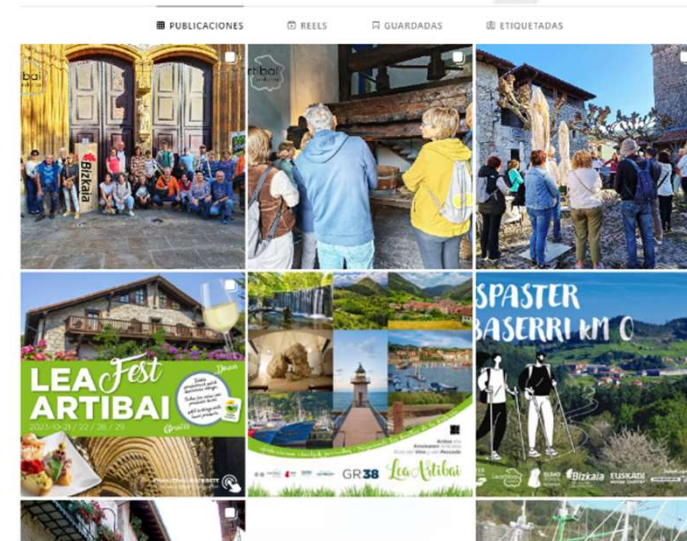
SYSTOUR

Communication and dissemination plan:



IRTEERAK

Lea-Artibai Fest (Ispaster eta Lekeitio)



Instagram



SYSTOUR

Communication and dissemination plan:



Antolatzalea/Organiza

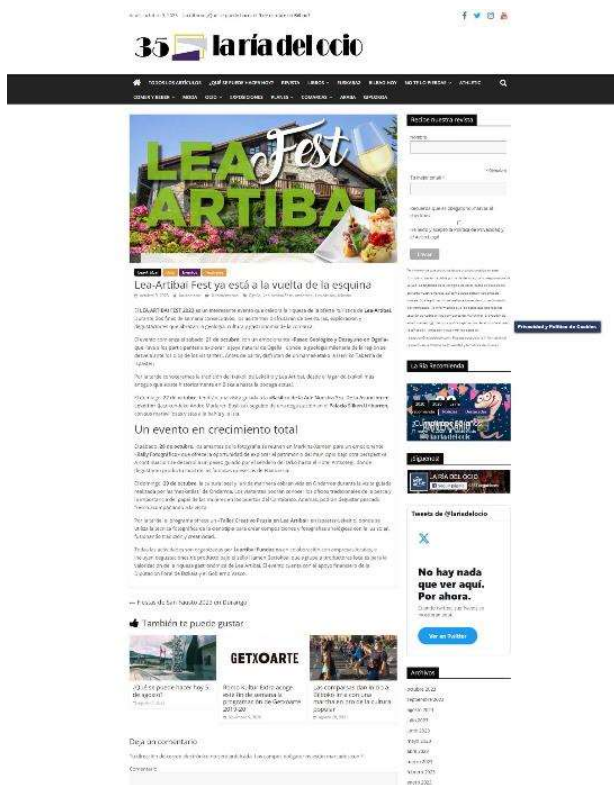
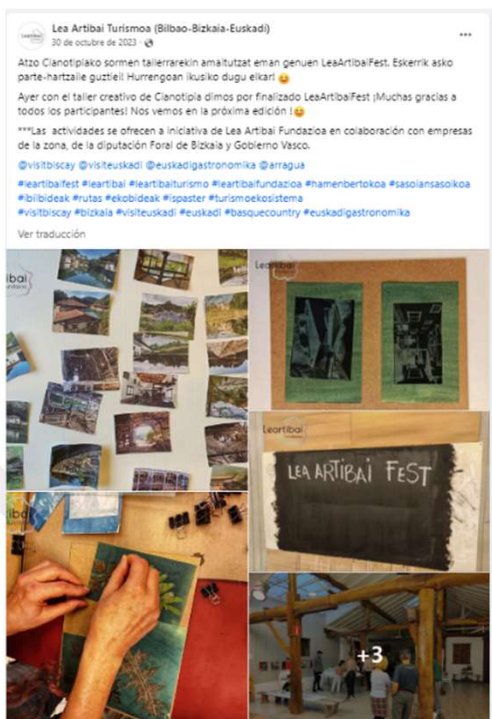


Laguntzaileak/Colaboran



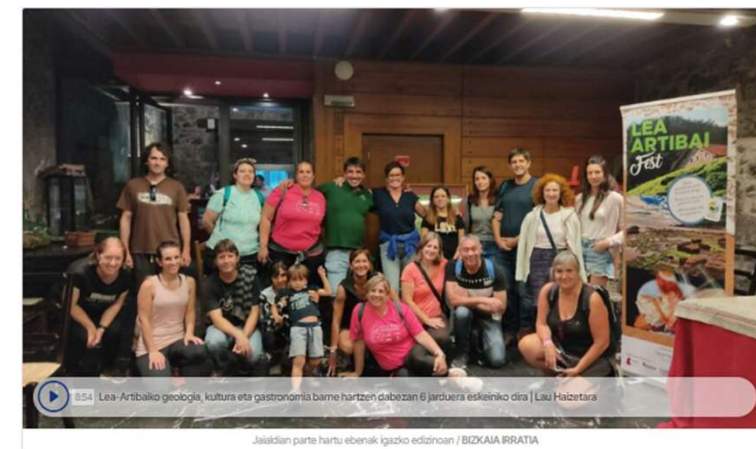
SYSTOUR

Communication and dissemination plan:



Lea Artibai Fest asteburu bitan egingo da

Entzun Lau Haizetari-ko podcastak



BIZKAIA IRRATIA

Aurten bere, **Leartibai Fundazioaren** ekimenez, **Lea Artibai Fest** ekitaldiaren edizio bi bat ospatuko da urrian zehar, Lea-Artibai eskualdeko baliabide ezagutzenak modu ludiko eta lasaian ezagutarazteko helburuagaz. **Lea Artibai Fest 2023** bi asteberutan jarraian egingo da eta eskualdeko geologia, kultura eta gastronomia bame hartzen dabezan 6 jarduera eskaingo ditu. Bertarazten diranek abentura, esplorazio eta dastaketez gozatu ahalko dabe.

Egitaraua urriaren 21ean (zapatuan) hasiko da **Ispasterren** ibilbide geologiko zirrargarri batez. Bertan, parte-hartzaileek Ogella hondartzako harribitxi naturala arakatu eta eskualdeko milaka urteko geologia ezagutuko dabe. Hasi aurretik, hamaketakoa egingo dabe herriko tabernan. Hurrengo egunean, urriaren 22an, alkargunea **Lekotio** izango da. Bigarren asteberuan jarduerak **Markina-Xemeinen** hasiko dira. Urriaren 28an (zapatua) argazkizaleek argazki rally interesgarri bat egiteko aukera izango dabe herriko ondarea ezagutzen daben bitartean. Edizio hau amaitzeko, urriaren 29an, **Ondarroako** kultura eta itsas bizitza izango dira mintzagai herriko neskatleek gidatutako bisitan. Arrantzarekin lotutako lanbideak eta emakumeek Kantauriko portuetan daben garrantziaren inguruko azalpenak emongo dabez. Leartibai Fundaziozko turismo arduraduna **Nekane Irueta** gure artean izan da.





Interreg
Europe



Co-funded by
the European Union

SYSTOUR

SYSTOUR



SYSTOUR

Commitment to gender equality and diversity:

The whole program, as well as the dissemination actions, has been supervised by the equality technician of Leartibai Fundazioa. On the other hand, we have tried to reflect the reality of the region by attending to all groups. Proof of this is the visit of the neskatillas, which show a recognition of the trade and activities of women in the Basque ports.

Coordination and collaboration with other entities:

In addition to the companies directly involved in shaping the program, we are in collaboration with the following entities: Alojamientos de Lea Artibai, who have prepared a program of stay for those dates. OT of Lekeitio and Ondarroa, which disseminate information about the event and inform tourists directly. Parish of Lekeitio, which has authorized the visit to the Basilica. Municipality of Ispaster, which has facilitated the visit to Ogella. Port of Ondarroa, which has facilitated the visit to the fish market.

Measures adopted to minimize negative externalities of the event:

An internal diagnosis of the event has been carried out, following the Erronka Garbia methodology. It should be noted that Lea Artibai has been working for many years with sustainability criteria as a basis in its triple dimension.

Use of co-official languages:

As can be seen, in all the dissemination supports made for the event both languages appear, with prevalence of Basque in terms of position, highlighting it with respect to Spanish. On the other hand, visits are made in both languages, always starting with Basque.

SYSTOUR

Appropriateness to the evaluation criteria:

Season:

Lea Artibai Fest was held on October 21-22 AND 28-29, outside the high season.

Development of the event outside the areas of high tourist influx

The program is designed to encourage the distribution of flows throughout the region, offering activities in smaller municipalities and that do not have a large influx. The activities have also been combined with visits to star resources of the region, to give cohesion to the program. The municipalities in which the program has been developed are: Ispaster, Lekeitio, Ondarroa, Markina- Xemein, Etxebarria and Berriatua

Have other associated cultural, gastronomic or tourist activities:

As can be seen in the program, all activities are cultural, natural and gastronomic. In gastronomy, we work under the KMO philosophy, focusing on local products and complementing the tastings and workshops with cultural and ethnographic visits.

Generation of business opportunities:

The companies that have provided the services and offer the performances have the opportunity to promote in situ their portfolio of services. They can also market the services they usually offer. The fact that pilot activities have been carried out (new until their inclusion in this program), has allowed us to test them, and even collect in situ feedback from the participants. It should be noted that at all times the evaluations have been very positive, and that the improvements referred in most cases to minor issues, such as registration processes or seating capacity.

SYSTOUR

Adequacy to the evaluation criteria:

Activities have been offered with limited capacity, prior registration, to make the experience more enriching and personalized. Participation has been 100%, with a waiting list in some activities that have aroused much interest.

Duration of the event:

The total duration has been 4 days. Two weekends in October (Saturdays and Sundays).

Economic impact forecast:

As we have mentioned, there has been a direct impact of 10,820€, since the actions have been developed with the collaboration of the companies of the region. The indirect impact has been measured through the data provided by the companies of the region in the valuation interviews carried out at the end of the year. It should be noted that many visitors have contacted the establishments after the event to request information about their services. On the other hand, in the visitors' satisfaction surveys, they indicated an average expenditure of €30 during their visit.

Media coverage:

Publicity has been carried out in Bizkaia and at the national level through social networks.

Participation of local citizens:

All activities have been open to the local population. On the other hand, some of the visits, especially in rural areas, are made thanks to the collaboration and good availability of the neighbors, who provide information, parking areas and even participate as improvised guides joining the visits. In this edition, as in the previous edition, some residents participated in the visits to Ogella (as it was novel even at the local level) and in the workshops of Arragua, which allowed a very interesting interaction between neighbors and visitors.

Through controlled capacity, an attempt has been made to minimise disruption to the population.

SYSTOUR

Adequacy to the assessment criteria:

Sustainability. Indicators applied: Impact in the three areas of tourism sustainability.

Increase in tourist tickets ECONOMIC

It is estimated that, by offering the event, tickets to the destination will increase, by generating new motivations for visits through a new and innovative product. We want to offer the essence of Lea Artibai, but with a high differential component, given the commitment to sustainability that we are making. The event is accompanied by an appropriate speech and a dissemination and promotion campaign, which will make it known. It will be verified with the registrations made and the degree of success in participation. → 121 people registered (83 women and 38 men), 100% full capacity.

Increased spending at ECONOMIC destination

By offering activities during the event, the average stay of the visitor increases and, therefore, it follows that so does their expenditure at the destination. The proposed program lasts throughout the day on those weekends, so it is estimated that it will generate greater income in tourism services. A process of surveys of companies may be launched to collect this information. → We know of two couples staying during the second weekend and an average cat of 30€, especially in restaurants, hotels and shopping.

Increase in the number of people employed ECONOMIC

It is estimated that it will have an indirect impact on job creation in the service sector (hospitality, transport, commerce, etc.). By generating an event, the average stay of the tourist will be extended and also their spending. Therefore, it is expected that with the demand, more jobs will be generated in the tourism and hospitality services of the region. In fact, the companies providing the service have evaluated new hires to carry out this action. It will be assessed through interviews with the tertiary sector that take place at the end of the year. → Some of the participating companies have reinforced their staff for the provision of the service.

Growth in tourism's contribution to ECONOMIC GDP

It is understood that if the above three indicators are positive, this one is also positive.

SYSTOUR

Adequacy to the evaluation criteria:

Sustainability. Indicators applied: Impact in the three areas of tourism sustainability.

Reduction in the generation of waste ENVIRONMENTAL

It is attached to the environmental assessment, but glass tableware will be used in gastronomic activities, tap water and will try to generate the minimum waste. → As stated, these criteria were applied in the tastings.

Reduction of ENVIRONMENTAL emissions

Several activities are carried out on foot, advocating for sustainable and emission-free mobility. On the other hand, dissuasive parking is offered to promote more sustainable mobility. → This was done.



SYSTOUR

Adequacy to the evaluation criteria:

Sustainability. Indicators applied: Impact in the three areas of tourism sustainability.

Improvement in the SOCIAL unemployment rate

The impacts on the creation of economic activity will lead to an improvement in the unemployment rate. In addition, the continuity over time of the experiences is valued, in case of an interesting result. Thus, if companies incorporate it into their product portfolio, and as it is available for visits throughout the year, these effects will not only be in high season. We want to offer a product that is available at any time and that also takes into account the resources of each season to introduce innovative elements according to the season. The pilot project is the first stage of this approach. → The pilot activities have been highly rated and will be expanded.

Smaller gender differences in employment SOCIAL

Tourism companies in the regions are very aware of equality. That is why, in new hires, they try to find a balance and reduce the gender gap. → The contracts made will be reviewed.

Satisfaction of the SOCIAL society

The inhabitants of the coastal regions understand tourism as an economic activity to be promoted, but they are very aware of the field of sustainability, because they know that our coast and our landscape are indispensable elements for the future of the new generations. Tourism is understood as a very attractive and interesting economic activity, as long as this respect for sustainability and the environment is maintained. In any case, satisfaction surveys are carried out at the end of the year on tourism activity and the year's actions to collect this information. On the other hand, in all the studies and development plans proposed in relation to tourism, in the three regions, citizens opt for sustainable development and committed to our future, as it could not be otherwise. The assessment in the surveys has been positive, and the participation of the residents in the activities demonstrates the respect and interest in the tourist activity.

Use of Basque in SOCIAL society

All activities will be carried out in Basque and Spanish, to ensure that the offer is plural and respectful of our identity. The contents have been supervised by the Basque techniques of the entities. Communication and dissemination is in both languages and preference is given to Basque in the (most visible) location, as applied in the linguistic normalisation plans of each entity. The promotion also takes this point into account. The visits have been carried out in both languages and the criteria of linguistic standardization have been applied.

SYSTOUR

Integration with the 2030 Tourism Strategy Bilbao – Bizkaia (territory level):

Priority products: Culture, gastronomy, World Heritage (along the Camino de Santiago), unusual coastline, seaside coast, nature and landscapes, rural and Basque identity.

Secondary products: Surfing, active and adventure, beaches, industrial heritage, events and religious heritage.

Correlation with the concept of tourist corridors. In this case, the one that connects Urkiola with Ondarroa-Lekeitio, and the one along the entire coast.

Focused on people, on visitors. Aimed at them in collaboration with the companies of the destination.

Lines of work that have an impact:

- * Line 3: Reactivation of tourism demand: Affects the actions to reactivate state tourism through marketing, acting on tourism products (marked above) that are prioritized. The programme is also designed in conjunction with the destination's private tourism sector.
- * Line 6: Enhancement of tourist resources: Through marketing actions, other options for visiting the region are offered, which highlight the work carried out with lesser-known resources in the region.
- * Line 7: Development and consolidation of tourism products: Mainly, those marked above. Through the event and its promotion, we have an impact on the regional positioning and the dissemination of products.
- * Line 8: Strategic promotion of events in the territory: The event contributes to the strengthening of the sector and helps to position the region within the Bilbao Bizkaia strategy.
- * Line 9: Promotion of territorial balance: Contributes to the strategy of tourist corridors, and promotes hiking and tourism in the territory.
- * Line 15: Reinforcement of the tourist identity, in this case, the contribution made by Lea Artibai with its products and resources to the positioning strategy of Bilbao Bizkaia. In any case, what is offered and valued in our region is of high identity value, as it is one of the bases of our tourism strategy.
- * Line 16: Promotion and marketing in markets: All the proposed actions are aimed at the reference markets that we share with the Tourism 2030 strategy. The actions are aimed at the end audience and the media and prescribers are also used for their development.

SYSTOUR

Integration with Lea Artibai's Tourism Revitalization Plan:

It is integrated with the three strategic projects of the region: Zapore-Gastronomy, Nortasuna-Ondarea and Natura-Outdoor, by valuing our identity, our heritage and gastronomic resources, cultural and heritage resources, both tangible and intangible, and by proposing activities in nature, respecting the landscape, in the open air, in a preserved and accessible environment.



Linkage to the SDGs:

- SDG 8: The event will generate employment and wealth in the region, generating direct and indirect spending.
- SDGs 5 and 10: The event has a review of specialized techniques in equality to ensure that the demands of all groups are adequately addressed.
- SDG 11: Action is carried out under the premises of sustainability and valuing tradition and our cultural identity.
- SDG 12: KM0 consumption is encouraged as the participating companies are integrated into the Hamen Bertokoa regional strategy. Resources are used in terms of energy efficiency, environmental efficiency and sustainability.
- SDG 13: Incorporates an environmental diagnosis of the event.
- SDG 15: Through various activities, the protection of the environment, the natural landscape and our traditional ways of life is promoted.
- SDG 17: It is carried out in collaboration with the destination's private agents and other public entities in the region.



Eskerrik asko

Nekane Irusta

nirusta@leartibaifundazioa.eus

kaixo@leartibaifundazioa.eus

Tel. 94 616 91 72

<https://leartibaifundazioa.eus>

Xemein Etorbidea, 12-A
Lea-Artibai Berrikuntza Gunea, Markina Xemein
(BIZKAIA)