SUSTAINABLE & EFFECTIVE MANAGEMENT OF BILBAO DESTINATION FOR A QUALITY VISITOR EXPERIENCE

4th Global UNWTO Summit on City Tourism
Re-Inventing City Tourism


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BILBAO AT GLANCE: REGENERATION STAGES

The Three Transformation

1880-1983

INDUSTRIAL STAGE
49% Industry
36% Services
Basque Country 1983

1983-2008

URBAN TRANSFORMATION
62% Industry
27% Services
Basque Country 2008

2008

KNOWLEDGE SOCIETY
The Productivity Challenge
Creativity
New Technologies

Innovation
Emerging Clusters
International Networks

ECONOMY
BILBAO AT GLANCE:
KEY REGENERATION PROJECTS

BILBAO´S URBAN REVOLUTION IS THE RESULT OF A WIDE RANGE OF PROJECTS WHICH HAVE BEEN DEVELOPED WITH AN INTELLIGENT VISION.

THE URBAN TRANSFORMATION
25 PROJECTS - 25 YEARS - 1 CITY PROJECT

01. Rehabilitation of the Historic Centre.
02. Enlargement of the Port. The “Abra Exterior”.
03. Freeing up of port and industrial spaces along the River.
05. The drainage of the River.
06. Bilbao faces the River. The River of renovation.
07. Old and new bridges connect the city.
08. Bilbao´s underground system. Metropolitan connectivity.
11. Museums and Art Institutions.
13. Transformations in the “Ensanche”.
14. The elimination of railway barriers.
15. The new tram.
16. Large Equipment: Euskalduna, BEC, Alhóndiga...
17. New Hotels.
18. The Zamudio Techno-Park.
21. The recovery of Traditional Architecture.
23. Art in the City.
24. Neighbourhoods integration.
25. Ecourbanism.

THE GUGGENHEIM MUSEUM BECAME THE SYMBOL OF TRANSFORMATION AND VISUALIZATION OF THE NEW CITY PROJECT.
BILBAO TOURISM DESTINATION MANAGEMENT: 
REINVENTING CITY TOURISM

The art of living
&
Experience
A review of avant garde architecture
Strolling and shopping in trend-setting streets
Museums, galleries, landmarks... art wherever you look
Nanogastronomy in the shape of pintxos

Bilbao, urban experiences
City & Experience
The Sea In Its Soul

- Fishing, ports and maritime tradition
- 150 kilometres of coastline and 28 beaches to suit all tastes
- The left-handed wave and lovers of surfing
- Urdaibai, UNESCO World Heritage Site
- Lighthouses and bird watching

BILBAO BIZKAIA
be basque

The Bizkaia coast
The mountains meet the sea

The Sea In Its Soul

Naturally!

Breathe in the Landscape

Green Bizkaia getaway

- Surrounded by nature reserves
- Tramping routes and the Northern Pilgrim’s Way: always going the right way
- Cultural and historic heritage in every town, in every farmstead
- Culinary arts on the cutting edge and steeped in tradition

BILBAO BIZKAIA
be basque

Identity It Self

El reflejo de una identidad

- A past that has forged a unique identity
- Green Bizkaia as an escape from the everyday
- The heart and soul of the Basque Country

BILBAO BIZKAIA
be basque

Green Bizkaia getaway

- Surroundings
- Tramping routes
- Heritage
- Culinary arts

Bilbao Turismo
BILBAO TOURISM DESTINATION MANAGEMENT:

STAKEHOLDERS

PUBLIC-PRIVATE PARTNERSHIP (DMC)

PUBLIC-PUBLIC PARTNERSHIP
## What to do in Bilbao

### City break in Bilbao
A city break in Bilbao that includes 1 or 2 nights in a 4 star hotel, a visit of the Guggenheim Museum, a self pintxo-tour in the Old Town, a guided visit to the Old Town and the Ensanche-Abandoibarra. It's a basic pack to get to know Bilbao: The capital where history and modernity come together...

84,00 €

### Short Break Viva Bilbao
Discover Bilbao in a sustainable way, by bike. Accompanied by a guide you will discover the tradition, design and the forefront of this ever-evolving city.

77,00 €

### SUNSET CRUISE ON THE BASQUE COAST
A cruise around El Abra Bay provides the perfect opportunity to enjoy the sunset on board a yacht, tasting one of the region’s highly renowned wines that are the finest ambassadors of Basque cuisine.

49,00 €

### Sailing in Bilbao on Sunday
We set off on a journey around the Bilbao Estuary, the scene of the city's transformation, in order to discover its past and present and to admire the many buildings which surround it. We'll be sure to take in its most famous bridge: the Vizcaya Bridge, or Suspension Bridge, a true work of art...

23,00 €
BILBAO TOURISM DESTINATION MANAGEMENT: EXPERIENCES

1. Product
2. Service
3. Hospitality
4. Involvement
5. Subjective meaning attribution
BILBAO TOURISM DESTINATION MANAGEMENT:
STAKEHOLDERS INVOLVED INTO EXPERIENCES MANAGEMENT

1. Destination/product:
   BILBAO CITY & LAND

2. Service:
   PROMOTION (Fairs, Convention Bureau)

3. Hospitality:
   INFORMATION (Information Office)

4. Involvement

5. Subjective meaning attribution

EXPERIENCE
What do we mean by tourist’s experience?

A E I O U

Source: Burns, O’connor & Stocklmayer (2003, p. 183)
What cannot tourism suppliers do?

“We cannot design a customer experience because it is whatever the customer perceives it to be.”
So... What can tourism suppliers do?

“It’s about creating an environment and atmosphere that is quite special and then acting as facilitators for our guests’ own out-of-the-ordinary experience.”
What BilbaoTourism does?

1. Managing experiential destination
2. Marketing experiential destination
   www.bilbaoturismo.net
3. Facilitating private industry creation
   of experiential tourism products
   www.triptobasquecountry.com

Cognitive Experiences
- Tourists Think
- Suppliers make them feel

Behavioural Experiences
- Tourists Act
- Suppliers make them feel

Emotional Experiences
- Tourists Feel
- Suppliers make them feel

Relational Experiences
- Tourist to relate

Sensorial Experiences
- Tourists perceive
- Suppliers point out

SUSTAINABLE AND EFFECTIVE MANAGEMENT OF BILBAO C&L FOR A QUALITY VISITOR EXPERIENCE
THANK YOU VERY MUCH
AND BEST REGARDS!

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