EUSKADI BASQUE COUNTRY

Leading responsible tourism

JATA FAIR, TOKIO
WTO Affiliate Member Corner

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ESSENTIALS
Population

Basque Country: 2,188,017 inhabitants
Vitoria-Gasteiz: 246,149 inhabitants
Bilbao: 343,430 inhabitants
Donostia-San Sebastian: 181,652 inhabitants


Tourist movements

63% increase in visiting tourists from 2009 to 2019.
72% increase in overnight stays by tourists from 2009 to 2019.

Source: Receptor tourist establishments survey (ETR is the acronym in Spanish) and the Tourist apartments survey (ETRap is the acronym in Spanish) by Eustat and Extra-hotel establishments occupation survey, INE.

Satisfaction index

99% of the tourists that visit Euskadi would recommend it as a tourist destination to their families and friends.


Security index

Crime rate (per thousand inhabitants) 2014: 39.65 (EU average: 54.72)

Source: EUROSTAT/INE/Ministry of Home Affairs

Climate

The Basque Country can be characterized by a warm, humid and wet climate.

- Average annual temperature: 14.35°C
- Minimum average temperature: 9.96°C
- Maximum average temperature: 19.23°C

GDP per capita

€ 35,200 (€ 30,900 is the EU-28 average).

Source: Financial accounts, Eustat and GDP to current market prices, Eurostat. 2018

Official languages

There are two official languages in Euskadi: Basque and Spanish.

Basque or "the Basque language" is the oldest living language in Europe and it is spoken on both sides of the Pyrenees.
The Basque Country has a Human Development Index Rate of 0.92 placing it amongst the world’s best (Eustat, 2019)
SMART TOURISM DESTINATION (STD)
## OUR COLLABORATORS

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<thead>
<tr>
<th>LEVEL</th>
<th>ENTITY</th>
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<tbody>
<tr>
<td>INTERNATIONAL</td>
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<tr>
<td>REGIONAL</td>
<td>8 Public Societies, 3 Deputies, 24 Government Directorates, Fundations, 2 Universities</td>
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<tr>
<td>SUPRA-LOCAL</td>
<td>Destination structures (local &amp; supra-local)</td>
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01 Now more than ever: A SAFE, INNOVATIVE, QUALITY AND INCLUSIVE TOURISM

02 "RESPONSIBLE TOURIST GUIDE"
Practical guide with advice intended to help make the visit an enriching and sustainable experience.

03 Aplication of the EUSKADI TOURISM ETHICAL CODE with the aim of achieving 17 Sustainable Development Goals (SDGs).

04 Implementation of SMART TOURISM DESTINATION (STD)
SMART TOURISM DESTINATION (STD) MODEL (in alliance with SPANISH GOVERNMENT):

Smart Tourism Destination (STD)
OUR STRATEGY

2024 EUSKADI Basque Country, Smart Tourism Destination (STD)

Transforming for 2024, at least 50% of our 28 Destinations (local and supra-local) to Smart Destinations.
OUR STRATEGY

Implementing from local scope to regional scope

LOCAL
(Municipality)

SUPRA-LOCAL
(Municipalities Community)

PROVINCE
(Basque-Country)

REGION
(Basque-Country)

GOAL
SMART TOURISM DESTINATION (STD) METODOLOGY (in alliance with SPANISH GOVERNMENT):

Smart Tourism Destination (STD)

1. DIAGNOSIS & PLANIFICATION

   PHASE 1 INCORPORATION
   PHASE 2 DIAGNOSIS
   PHASE 3 ESTRATEGY & PLANIFICATION

2. EXECUTION & CONTINUOUS IMPROVEMENT

   PHASE 4 EXECUTION
   PHASE 5 RENEWAL
SMART TOURISM DESTINATION (STD) - IMPLEMENTATION: PRACTICAL EXAMPLES

LOCAL SCOPE – DIAGNOSIS RESULTS

Minimum rate required in the first diagnosis: 20%
SMART TOURISM DESTINATION (STD) - IMPLEMENTATION: PRACTICAL EXAMPLES

SUPRA-LOCAL SCOPE – DIAGNOSIS RESULTS

Minimum rate required in the first diagnosis: **20%**
SMART TOURSM DESTINATION’s (STD) IMPLEMENTATION: PRACTICAL EXAMPLES

DELIVERED ACTION PLAN (STRATEGIC LINES)

GOVERNANCE
- STD management entity with necessary competences and resources
- Tourism strategy and annual action plan execution according to STD model
- Coordination and efficiency in STD management

INNOVATION
- Tourism innovation management
- Innovation in tourism through tenders promotion
- Social innovation promotion

TECNOLOGY
- Technology management unit creation
- Smart projects in tourism promotion
- Destination platform and Smart management of public services

SUSTAINABILITY
- Tourism management according to the SDGs
- Tourism sustainability plan implementation
- Support for sustainability in the tourism sector

ACCESSIBILITY
- Comprehensive accessibility promotion in the destination
- Consideration of accessibility in tourism planning
- Tourist accessibility value chain Improvement

MAIN STRATEGIC LINES
CONCLUSIONS
GENERAL BENEFITS of being SMART DESTINATION

1. Destination-leadership for the adaptation process, with a powerful demonstration effect.

2. Creation of synergies and efficient use of resources.

3. Improve of the cooperative culture in pursuit of better governance of the destination.

4. Coordination of tourism policies.

5. Implementation of a unique methodology.
### GENERAL BENEFITS of being SMART DESTINATION

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<td>6. <strong>Improvement</strong> of the <em>positioning</em> of the destination thanks to a pioneering project <em>worldwide</em>.</td>
<td>7. <strong>Generation</strong> of innovative <em>culture</em>, both in the administration and in the local business.</td>
<td>8. <strong>Increase</strong> in tourist <em>competitiveness</em> and <em>profitability</em>.</td>
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<td>9. <strong>Improvement</strong> of the <em>tourist experience</em> in its entirety</td>
<td>10. <strong>Quality service guarantee</strong> for the visitor</td>
<td>11. Greater <em>interaction</em> and <em>integration</em> in the destination between <em>visitors</em> and <em>residents</em>.</td>
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MOST SIGNIFICATIVE STRENGTHS of being SMART DESTINATION

**BENEFITS**
Benefits for businesses, visitors and communities

**RESILIENT INDUSTRY**
A more resilient industry through recovery plans

**ENSURE OUR FUTURE**
Protect our touristic space and ensure our future as industry and humanity
MILA ESKER!
どうもありがとうございました！
THANK YOU VERY MUCH!