THE SUSTAINABLE TOURISM OBSERVATORY OF MÁLAGA
In the south of Spain, bathed by the Mediterranean Sea, Málaga is the second most populous city in Andalusia and the sixth most populous in Spain.

Our more than 3,000 years of history have left us an incomparable legacy.

Its monuments, museums, festivals and gastronomy make Málaga a city that cannot be forgotten.
Main Points of Interest

1. Cathedral
2. Panoramic view from de Castle
3. Gibralfaro Castle
4. Alcazaba and Roman Theatre
5. Botanical Garden ‘La Concepción’
EASTER
FAIR OF MÁLAGA
CHRISTMAS LIGHTS
ESPETOS DE SARDINAS
PICASSO’S HOMETOWN
CINEMA FESTIVAL
1st Airport in Andalusia & 4th in the Iberian peninsula.
- 19,858,656 passengers in 2019
- 5,161,636 passengers in 2020
- 8,874,765 passengers in 2021
- 14,173,353 passengers in 2022
- 137 direct destinations in 38 countries.

2nd Cruise ship port in peninsula & 6th in the Mediterranean Sea.
- 288 ships with 477,001 passengers in 2019.
- 41 ships with 40,172 passengers in 2020.
- 144 ships with 145,859 passengers in 2021.
- 127 ships with 98,303 passengers in 2022.
- Seatrade Med in 2022
- Restaurant / entertainment promenade connecting port to city. Málaga Cruise Shops.

High-speed trains, commuter railway and metro system.
- Madrid in 2 hour and 20 minutes.
- Barcelona in 4 hours and 40 minutes.
- 2 metro lines.
The year 2021 stood out mainly for being the year of the recovery of events (Congresses, Conventions and Conferences)
WHY? SUSTAINABLE DEVELOPMENT IN MÁLAGA

EUROPEAN CAPITAL OF SMART TOURISM 2020

Promote by the European Commission:
Focus on four main pillars:
Sustainability, accessibility, digitalisation as well as cultural heritage and creativity.

Málaga’s Tourism Development Plan 2021-2024
The City defined a total of thirteen action areas (‘Strategic Challenges’).
Number 2,5 ‘BE AN INSTO MEMBER’

Member of the Smart Destination Network (DTI)

Promote by the Spanish Ministry of Tourism.
Focus on the five main pillars:
Governance, Innovation, Technology, Sustainability and Accessibility

Based on roundtables with stakeholders about the following topics:
MICE, Cruise, Education & Languages, Food & Wine, Cultural & City Break, Nature, Golf, Sun and Beach, Audiovisual & Cinematography, Luxury and Shopping and Health & Wellbeing.

Guide by the objectives of the Sustainable Development Goals (SDG’s) integrated in:
- City’s Urban Agenda
- City’s Sustainable Development Strategy 2020-2050

Aligned with the results of the diagnostic made by SEGITTUR
Overview of the new tourism development vision define for the destination:

Málaga strives to be destination appreciated by its visitors, citizens, and agents of the sector, for its ability to generate memorable memories, citizen coexistence and sustainable development.

The values of the City that will guide its tourism development in the future are:

INNOVATION, INTELLIGENCE, SUSTAINABILITY, DIVERSITY, INCLUSIVENESS, ACCESSIBILITY AND SECURITY
OUTLINE OF PRIORITIES

1 Moving from a data culture to a knowledge management culture:
   - Improve the quality of existing and potential data
   - Improve the accessibility of the available data for all stakeholders
   - Increase knowledge and understanding about tourism development
   - Provide tangible evidence about the value of tourism and its impacts
   - Strengthen data-driven decision-making

2 Facilitate benchmarking and promote collective responsibility in the destination
   - With other destinations
   - Fostering collaboration at all levels (public-public; public-private)
   - Involving all stakeholders

3 Increase productivity and competitiveness of organizations through sustainable and responsible destination management
Expert Committee:
Municipal areas related to the strategic areas of the Insto network:
Environmental sustainability, innovation and urban digitalization,
mobility, accessibility and citizen participation

Tourism Forum:
Local Stakeholder Group:
Representatives of airport, Port, Chamber of Commerce, Hotel association, Hoteliers association, Tourist guides, Spanish schools for foreigners, Travel agencies, .....
WAY FORWARD

DEFINITION OF THE STO MÁLAGA MANAGEMENT MODEL
- REGULATORY FRAMEWORK
- WORKSHOPS
- COLLABORATION:
  - PUBLIC-PUBLIC PARTNERSHIPS: UNIVERSITY, SEGITTUR
  - PUBLIC-PRIVATE PARTNERSHIPS: TOURISM FORUM, STAKEHOLDERS

DEVELOPMENT OF TECHNOLOGICAL SUPPORT
- DATA MANAGEMENT PLATFORM_SID: INTEGRATION OF OTHER DATA SOURCES, NEW INDICATORS,...
- ACCESSIBLE WEB STO DATA

KNOWLEDGE MANAGEMENT
- THE CITY COUNCIL HAS SIGNED A MOU WITH THE UNIVERSITY OF MÁLAGA:
  - TO ESTABLISH THE STRATEGY FOR:
    - DATA COLLECTION, EVALUATION OF SOURCES
    - INTERVIEWS WITH RELEVANT ACTORS IN ALL AREAS OF THE SECTOR
    - TRAINING WORKSHOPS

COMMUNICATION AND MARKETING PLAN
- REPORTS
- PUBLICATIONS
- AWARENESS CAMPAIGNS
The following tourism-related issues have been identified as high-priority areas where more evidence is needed:

1. **ACCESSIBILITY**
   
   Develop tools to monitor implementation of accessibility

   *Last Tuesday 18 October, we presented the City’s Accessible Tourism Plan*

2. **GOVERNANCE**
   
   Improve and extend the monitoring of indicators to improve understanding of all impacts of tourism in the destination

3. **LOCAL PARTICIPATION & SATISFACTION**
   
   Start monitoring resident satisfaction and increase evidence about environmental impact of tourism

4. **SUSTAINABILITY**
   
   Increase evidence about environmental impact of tourism
   - Tourist flows & Densities
   - Climate action
   - Impacts of cruise ships
Like any observatory, the main objective is to see and be seen.

What we expect is:
- Tools for responsible tourism management.
- Enhancing the value of TOURISM as an engine for social, economic, sustainable, accessible and innovative change in the destination.
- Coordination in the strategy
- Relevant contacts to form part of working groups to deal with issues of interest to the city related to the thematic areas of the Network.
- Information exchange: Sharing knowledge, data and good practices that help in decision making.

What we contribute:
- Strategy in decision-making: City and cross-cutting Strategic Plans aligned with the SDGs.
- Experience:
  - European Capital of Smart Tourism.
  - Smart Tourism Destination (SEGGITUR).
  - Strategic Tourism Plan 2021-2024.
  - CIFAL Malaga Headquarters.
  - Training centre for authorities and leaders of UNITAR.
  - SID
  - Our commitment to QUALITY.
  - SICTED (Integral System of Tourist Quality in Destination)
Additional training

- Guide for the attention to costumers with disabilities
- Your digital strategy in 2 hours: Practical session
- Tourist neuromarketing applied: a growth door and continuous improvement
- 7 new ways of traveling
- Bleisure a new traveler
- Tourist trends´ showroom
- Costumer Experience – The formula for success to make customers fall in love

Malaga was the first municipality in number of tourist services which achieved this certification, but in this global ranking, which also includes supra-municipal entities, it occupied the third position.

AWARDS
2013 – BEST DESTINATION
2014- SECOND FINALIST BEST MANAGER
2015-BEST MANAGER
2017-BEST DESTINATION
2019-BEST SICTED MANAGER
Thanksto all of you

https://visita.malaga.eu/es/

WE LOOK FORWARD TO SEEING YOU IN MALAGA, WE WILL BE DELIGHTED TO WELCOME YOU!