



VISIT-

2017-2021
DONOSTIA/SAN SEBASTIAN
TOURISM PLAN

BIZI

"OUR QUALITY OF LIFE IS
THE GUIDING PRINCIPLE."

A

PLAN

NEW ANSWERS TO NEW TYPES OF TOURISM.

It is impossible to fully understand the reality of Donostia today without taking into account the impact of tourism.

The city has welcomed tourists with pride and pleasure since the 19th century, and thanks to tourism we now have a vibrant city with infrastructures and a range of cultural options that rival those of major cities.

However, **the growth of global tourism and our city's popularity** as a top destination in recent years has placed an unusual amount of pressure on certain parts of the city.

Which is why now is the time to rethink the tourism model we want for San Sebastián, and to do so by making the people who live here the cornerstone of the project. **An authentic city, with quality of life for its inhabitants, will also be attractive for visitors.**

The 2017-2021 Donostia/San Sebastián VISIT-BIZI Tourism Plan is the reflection of this approach. Tourism professionals, community leaders and citizens have worked together for over a year to find ways to create **a new, more sustainable, more balanced, more authentic and higher-quality tourism.**

BETTER TOURISM FOR ALL.





AN AUTHENTIC CITY, WITH
QUALITY OF LIFE FOR ITS
INHABITANTS, WILL ALSO BE
ATTRACTIVE FOR VISITORS.



THANKS TO TOURISM WE NOW
HAVE A VIBRANT CITY WITH
INFRASTRUCTURES AND A RANGE
OF CULTURAL OPTIONS THAT RIVAL
THOSE OF MAJOR CITIES.

A TOTAL OF 325 LOCAL SMES HAVE ALREADY JOINED THE SAN SEBASTIÁN
TOURISM AND CONVENTION BUREAU AND WORK TIRELESSLY FOR THE
PRESENT AND FUTURE SUCCESS OF TOURISM IN OUR CITY.

01

TOURISM IS AN UNSTOPPABLE GLOBAL TREND. WE CAN IGNORE IT OR WE CAN PREPARE OURSELVES FOR IT.

IN 2016 *

1,3 MILLION OVERNIGHT STAYS.

7%

visitors than 2015.



54,7%

of overnight stays are by foreigners.



18,3%

growth in winter.



Consolidation

We are an international benchmark
for quality tourism.



* *Historical fact:*

The city also had **1,3 Million**
overnight stays in 1907.

HOW FAR HAVE WE COME?

The San Sebastián Tourism & Convention Bureau's 2012-2016 Master Plan set two key challenges: **deseasonalization** –attracting visitors in the off-season– and **internationalization**.

These objectives were successfully achieved.

Congratulations! Together we managed to achieve our goals, thanks to our hospitality and unique way of doing things.

However, everything has its pros and cons. For example, we welcomed a growing number of day-trippers who spent the day in the city but didn't spend the night. This puts massive pressure on certain areas, which we still have time to readjust.

TODAY WE ARE ALL TOURISTS.

The new models of online economy, the enhancement of the quality of life of seniors and the democratization of travel has resulted in a yearly increase of the number of tourists worldwide.

Leisure travel resulted in over 1.2 billion trips in 2016, and our city is no stranger to this trend.

The type of trip has also varied dramatically due to new ways to book accommodation and transportation; urban destinations are becoming increasingly more popular and many tourists are looking for ways to share local experiences.

The sector's growth trend has continued unabated as a result and seems an inevitable reality in our city.

This reality necessitates a new approach to how we manage tourism so that it fits our goals as a city and as a community of citizens.

2016



1.200.000.000
leisure trips worldwide

A HUGE OPPORTUNITY FOR OUR CITY.

Tourism is one of Donostia/San Sebastián's leading industries, and the growth in tourism represents a huge opportunity to shape the **development and well-being** of all citizens. And we can't let this opportunity pass us by.

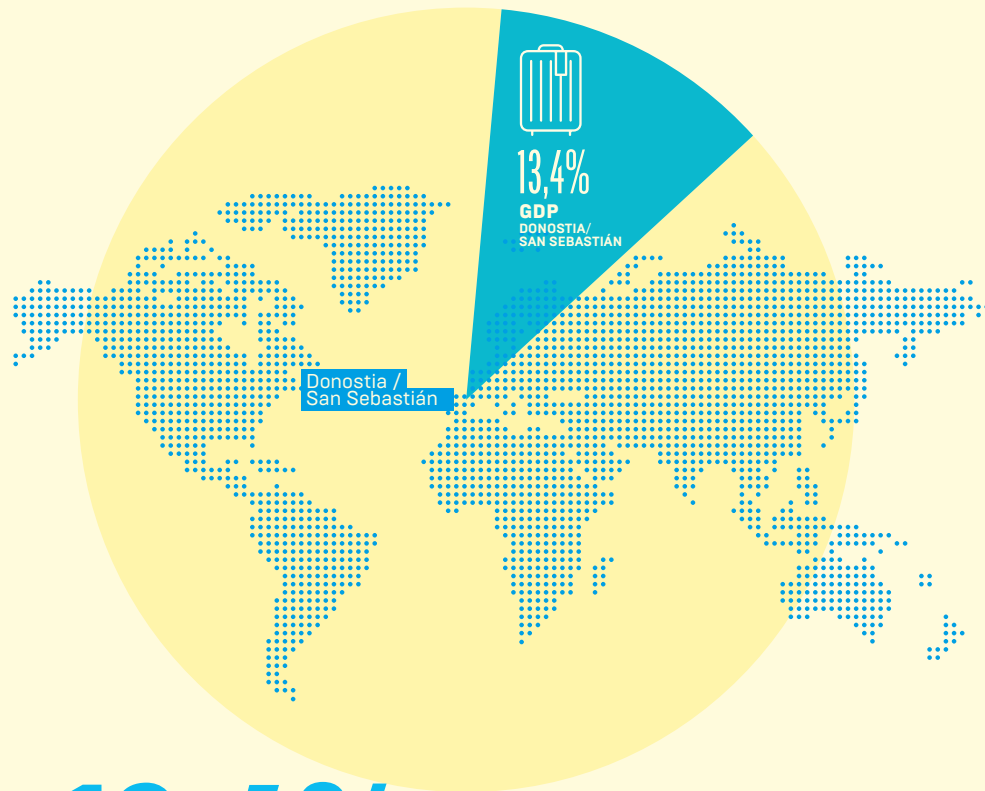
Because it will help us generate more **entrepreneurship and employment opportunities** and will contribute, through MICE (meetings, incentives, conferences and exhibitions) tourism, to **fuel the city's industry, business and R&D+i** and attract talent and innovation.

Because it will also help promote **Basque culture, language and identity** worldwide, while providing the city with greater openness and increased contact with other **cultural realities and stimuli**.

A localized industry that involves numerous sectors.

Tourism is a localized industry, and visitor spending **impacts the entire local production system**. Although tourism is frequently linked with hospitality and accommodation, in Donostia the entrepreneurs and local businesses for which tourism has an extremely significant impact (either directly or indirectly) are **many and diverse**: museums, cultural facilities, shops, tourist guides, research centers/hospitals/companies from different sectors related to MICE tourism, small businesses that offer visitor services, farmers/fishermen who sell their products to restaurants, and many more.

TOURISM IN OUR CITY REPRESENTS:



13,4%
OF THE CITY'S **GDP**

€1 BILLION
IN 2015

2016
GENERATED **+ 15.000**
 JOBS

EACH
TOURIST
SPENDS **€123,60/** DA

95% OF TOURISM-RELATED COMPANIES IN DONOSTIA ARE LOCAL SMEs*

*Percentage calculated from the 325 companies associated with San Sebastián Tourism & Convention Bureau.

02

WHAT TOURISM MODEL DO WE WANT FOR DONOSTIA?

This new plan must address the needs of this new reality and shift more towards what we want to achieve as a result.

The number of visitors is no longer a priority and the focus should shift towards quality. But quality tourism is impossible without a top-tier destination, where public space is better organized and regulated and strengthens the city's identity and personality.

A destination in which the **quality of life** of the citizens of Donostia is guaranteed as the cornerstone of what makes the city attractive, a concept that we will advertise to certain target audiences in order to **consolidate ourselves as a top urban destination on an international scale.**

And we can create this type of destination by focusing on four core areas:



WE'VE CHOSEN A PATH.

—

we are going to be...

- ◀ A destination that will encourage the balanced integration of visitors; in the local region, economy and society.
- ◀ A destination that safeguards and improves the value proposition that we offer our visitors and citizens with a reasonable model of evolution for tourist accommodations.
- ◀ A destination in which new tourist resources will be offered in the neighborhoods and in the metropolitan area as a whole.
- ◀ A destination that serves as a benchmark for quality urban tourism in Europe.
- ◀ A destination that serves as a benchmark for quality urban tourism in Europe.
- ◀ And a destination that preserves the identity and personality of the city, our landmarks and the images and sensations for which we are renowned.

THE TYPE OF TOURISM WE'RE INTERESTED IN.

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YES

- ◀ **Experience seekers.**
Visitors who want to discover everything that the destination has to offer, understand its essence and live with its inhabitants.
- ◀ **Our traditional tourists.**
Visitors that we know how to please and who adapt to Donostia/ San Sebastián in search of local experiences. Visitors from Spain, France, UK, Benelux, Germany, Scandinavia, United States, Canada, Japan and Australia.
- ◀ **High-profit tourism.**
These are the types of tourist activities that generate profitable tourism and place less pressure on the city: MICE tourism, culinary tourism, cultural and creative tourism, urban getaways, premium tourism...

NO

- ◀ **Mass tourism.**
Tourists that visit the city with major cruise lines and tourists looking to party and take.
- ◀ **Travelers unwilling to adapt.**
Markets that require us to adapt to their own customs and have no interest in sharing or being involved in the local experience.
- ◀ **Large groups, quick trips.**
Despite passing through quickly they can collapse the city.

03

HOW ARE WE GOING TO DO IT?

01

REGULATING ACCOMMODATION. NOT EVERYTHING GOES.

The increase in tourist apartments is mainly concentrated in certain areas, where traditional residents are facing a situation that may end up displacing them.

We need to effectively regulate this activity without impacting citizens in order for social sustainability to guide the development of our city model and to protect its inhabitants.

An Ordinance on Tourist Apartments has been implemented that will:

- ▶ Clearly define where these types of apartments can be offered and under which requirements.
- ▶ Define a management and inspection team that identifies those apartments that fail to comply with the regulation.
- ▶ Establish economic sanctions in cases of non-compliance.

Promote the creation of a framework that defines the relationship with the main online tourist apartment platforms.

02

SPREADING OUT VISITS THROUGHOUT THE YEAR AND ACROSS THE REGION.

Residents, visitors and day trippers all share our city. This can result in an accumulation of people, particularly in certain places and at certain times of year.

Since our ability to accommodate all these people is limited, we must ensure that this flow of people is better distributed both throughout the year and across the region.

To that end, we will make the following efforts:

- ▶ Promote tourism in the **low season** through promotional campaigns, activities and experiences, attracting conferences, etc .
- ▶ Promote **new areas** for tourists to visit in order to channel tourism into other areas of the city and region.
- ▶ Open a new **visitors' center** that is larger and more modern and serves as a showcase for everything the metropolitan area has to offer.
- ▶ Analyze the city's limits and capacity and the effects of tourism through an **observatory** that makes real-time monitoring possible.

03 IMPROVING THE WAY PEOPLE GET AROUND THE CITY.

When we move around the city we not only share it with visitors and residents, but also with the people who come here to work, suppliers, services, etc.

The transportation system must be able to handle the peaks in service **that can happen when there is an influx of people in the city.**

So we will launch concrete actions:

- ◀ **Regulate the groups that arrive by bus .**
- ◀ Improve real-time information on **transportation and parking** in the city, parking lot availability, connections with park-and-ride facilities, etc.
- ◀ Promote a **plan for the use of public space.**
- ◀ Bolster the **tourist transportation passes.**

04 PRESERVE THE OLD TOWN.

The Old Part is the area of Donostia/San Sebastián that has been most impacted by human pressures.

It is crucial that such a symbolic space for the identity of the city guarantee quality of life and diversity through its social, cultural and economic activities.

A comprehensive plan for the Old Town will be designed which will involve:

- ◀ The designation of a **saturated zone** for the Old Town. No new hotel or accommodations of any type may be developed in this area.
- ◀ Strict control over the **tourist accommodation** in the area.
- ◀ A **public space ordinance** for hotels and businesses.
- ◀ A new plan for the use of public space for organizing events in the Old Town.
- ◀ The **regulation** of advertising and signs.
- ◀ A strong boost to the **public services** for the neighborhood's residents.

HOW ARE WE GOING TO DO IT?

05

KEEPING OUR UNIQUE IDENTITY: AUTHENTICITY.

We share increasingly more brands, trends, cultural products and styles. As the world becomes smaller people from around the globe become more and more similar...as do cities.

Our essence, that personality that sets us apart, is what defines us and is something that we want to preserve... And it is also what makes us an attractive city for tourists.

Our language and culture, our individuality and our urbanism, architecture and design are a huge part of our value and something that we must protect from becoming trivialized and standard.

These are the proposals:

- Implement actions to promote **Basque culture, language, history and Donostia tradition**, and everything that makes the city special.
- Creation of measures to support unique **hotels and businesses**.
- Regulations to maintain the **quality of the urban landscape** and prevent visual pollution.
- Define and **manage the business elements** that can be used in public space.

06

TARGET STRATEGIC SECTORS.

In order to preserve the quality of life for all the city's citizens, it is important to choose what type of tourists that we want to attract and then position the city to target that audience. We are not interested in mass tourism that could lower our city's value, and therefore will focus on five core areas:

- ◀ **MICE tourism.**
- ◀ **Cultural and creative tourism.**
- ◀ **Culinary tourism.**
- ◀ **Premium tourism.**
- ◀ **City break tourism.**

Promoting knowledge and innovation:

MICE (meeting, incentive, conference and event) tourism is an opportunity to attract professionals who exchange knowledge and give added value to our companies. It is an activity that strategically positions San Sebastián as a city of innovation and business competitiveness, fueling the city's industry, business and R&D+i and generating significant value in quantitative terms during the low season.

OUR ESSENCE, OUR UNIQUE PERSONALITY IS
WHAT DEFINES US AND WHAT WE WANT TO
PRESERVE...

PROMOTING SUSTAINABILITY.

—

These actions will be coupled with specific additional measures that we will put in place to promote sustainable tourism in all areas:

- ◀ Campaigns to raise awareness about **responsible tourism**.
- ◀ Promotion of **local companies and products**.
- ◀ Support for measures to reduce **environmental impact**.
- ◀ Coordinate the tourist sector in order to promote social initiatives and **solidarity campaigns**.

CREATING A NEW RATE FOR VISITORS AND DAY TRIPPERS.

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The maintenance and management of tourist resources –beaches, walks, monuments, museums– requires a concerted effort by all San Sebastián citizens.

This measure aims to involve visitors and day trippers in these costs so that the weight is shared in a more equitable way.



04

HOW HAS THIS PLAN TAKEN SHAPE?

THE VOICE OF MANY PEOPLE.

The creation of the 2017-2021 Donostia/ San Sebastián VISIT-BIZI Tourism Plan has required the effort of an extensive group of people and organizations who contributed their experiences, knowledge and vision.

This extremely **technical** project has required over a year of work and has been developed in several phases before being shared with you.

In one way or another **experts, industry professionals, every political party, citizens and the San Sebastián Tourism & Convention Bureau**, which has over 300 member companies, almost all local SMEs, have all had their say in this plan .



WOULD YOU LIKE TO READ THE FULL PLAN?

THE PLAN IS YOURS.

It belongs to all people of Donostia. Which is why you can access the complete document at:

EVERYONE'S EFFORTS HAVE MADE IT POSSIBLE FOR THIS PLAN TO TAKE SHAPE. A PLAN OF ACTION THAT ONCE AGAIN MAKES CITIZENS THE CORNERSTONE OF THE CITY'S TOURISM STRATEGY. A PLAN THAT OFFERS A NEW BALANCE FOR A NEW TOURISM.
QUALITY OF LIFE AND QUALITY TOURISM.

www.sansebastianturismo.com