

Public-private sustainable tourism strategies in Mallorca



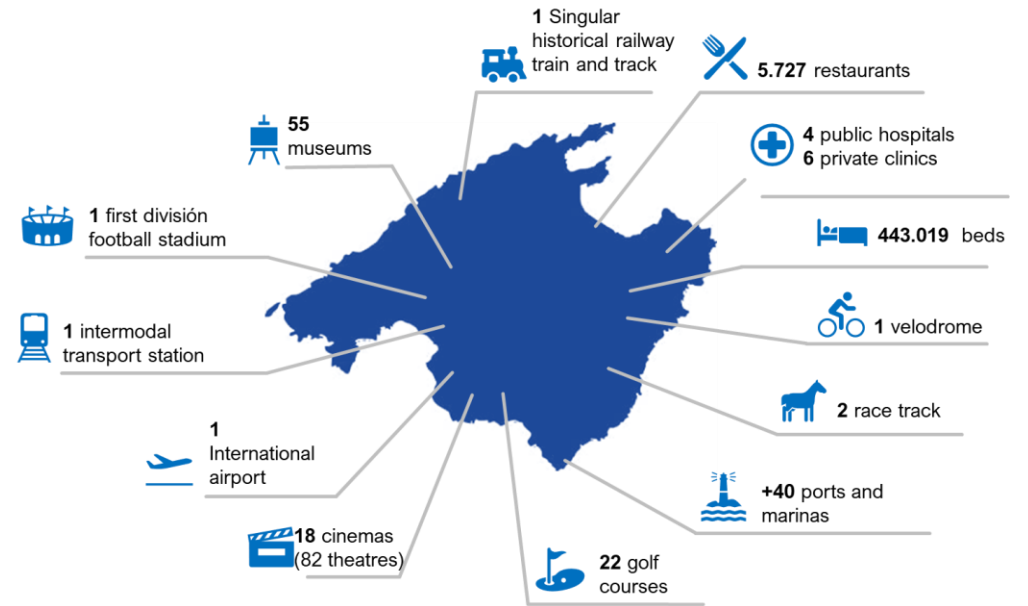
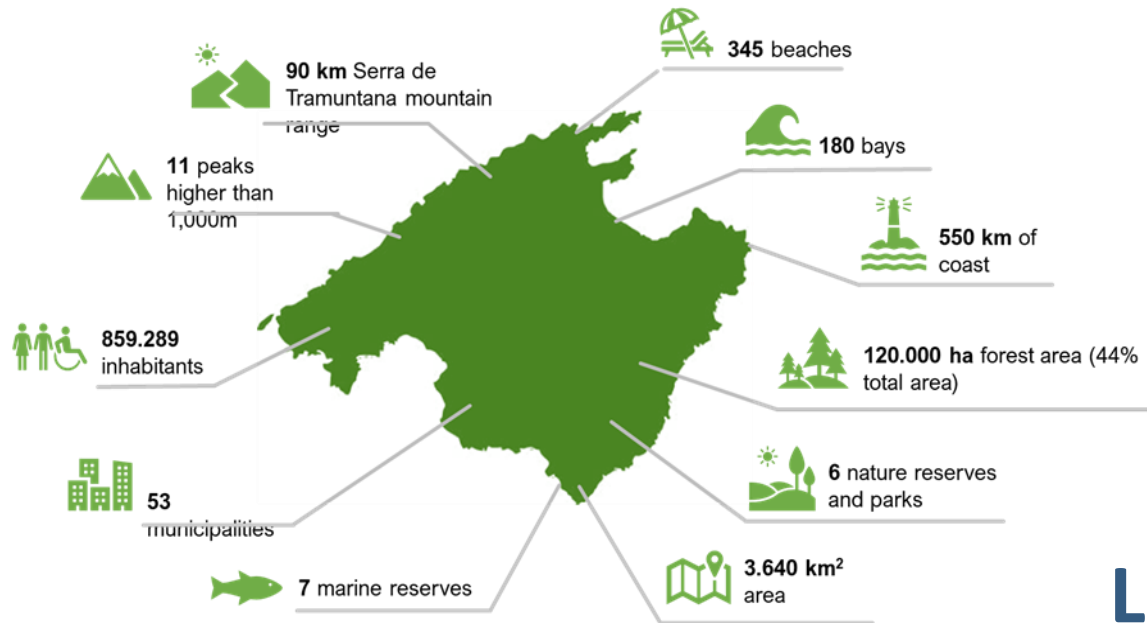
mallorca

| in the middle of the mediterranean



Mallorca
Illes Balears

MALLORCA IN FIGURES



LEADING DESTINATION SINCE 1960



mallorca

in the middle of the mediterranean



Mallorca
Illes Balears

ÍNDICES DE SATISFACCIÓN Y PERCEPCIÓN **Islas Baleares**

DESTINO

Islas Baleares

AÑO

2021

MES

octubre

ÍNDICE DE SATISFACCIÓN GLOBAL DEL DESTINO (GTPI)



85,32

0,00 % ▲

Variación interanual

ÍNDICE DE SATISFACCIÓN DEL PRODUCTO TURÍSTICO (TPI)



70,93

0,00 % ▲

Variación interanual

ÍNDICE DE PERCEPCIÓN DE SEGURIDAD (PSI)



92,63

0,00 % ▲

Variación interanual

ÍNDICE DE PERCEPCIÓN CLIMÁTICA (PCI)



89,02

0,00 % ▲

Variación interanual

ÍNDICE DE SATISFACCIÓN HOTELERA (HSI)



0,00 % ▲

Variación interanual

EVOLUCIÓN MENSUAL POR ÍNDICE



MABRIAN

BIG DATA FOR TRAVEL INTELLIGENCE

Definitions:

Global Tourism Satisfaction Index (GTPI): This index measures the overall level of visitor satisfaction with the destination.

Product Satisfaction Index (TPI):

This index measures the degree of satisfaction with the destination's products. The index results of the analysis of language sentiment for each product.

Perception of Security Index (PSI):

Indicator representing the existence of a number of comments in customers' mentions referring to security issues.

Climate Perception Index (PCI):

Indicator representing the extent to which climate issues impact on customer satisfaction. Based on Natural Language Processing (NLP) of mentions dealing with climate issues.

The Hotel Satisfaction Index (HSI):

This index measures the level of satisfaction with hotel accommodation and different aspects of its experience through Natural Language Processing (NLP) of hotel reviews.





Making people aware of the importance of Sustainable Tourism

2016: Sustainable Tourism Tax (ITS)

Feb 2019: Waste and Contaminated Soil Law (Balearic Islands)

May 2019: Law on Climate Change and Energy Transition & Sectorial Master Plan for Mobility (Balearic Islands)

2020: Decree-Law against excessive tourism & Plan of Intervention in Tourist Areas of Mallorca (PIAT)

2021: Sustainable Tourism Observatory of Mallorca

2022: Decree-Law Circularaty plan for touristic companies: Water, energy, food & waste (Balearic Islands)

2022: Next Gen EU Funds: (among others) Composting Plan Project Mallorca & Electric Public Buses in Palma



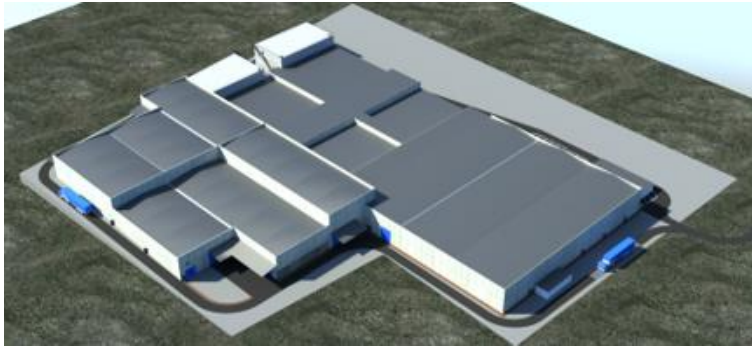
mallorca

in the middle of the mediterranean



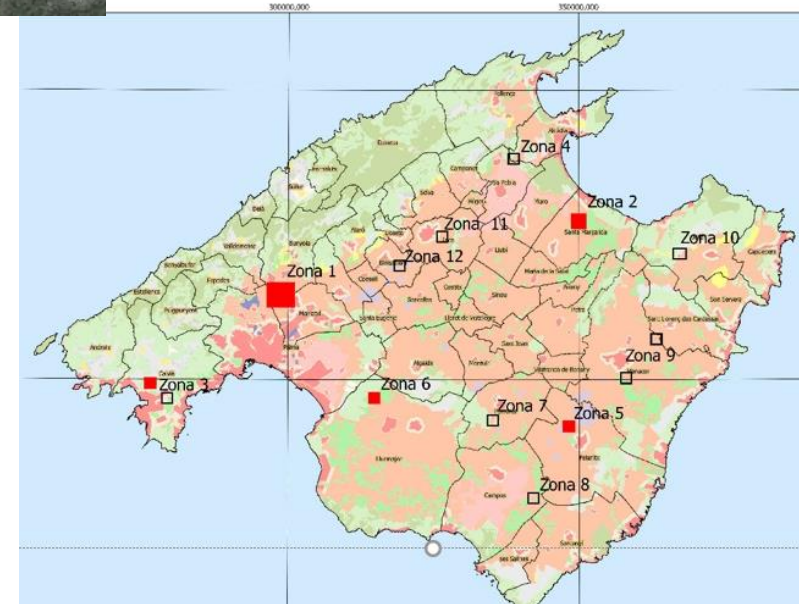
Mallorca
Illes Balears

Composting Plan Project Mallorca



Network of new bio-waste treatment plants

- Composting plant Zone 1 (Son Reus): 17,000 tons/year
- Composting Plant Zone 2 (Sta. Margalida): 18,000 t/y
- Composting Plant Zone 3 (Calvià): 12,500 t/y
- Composting Plant Zone 5 (Felanitx): 12,000 t/y
- Composting Plant Zone 6 (Llucmajor): 21,000 t/y



NEXT GENERATION FUNDS PROJECTS PALMA - MALLORCA

Ajuntament de Palma



#PalmaCamina



Mesures de pacificació del trànsit



30



Intervencions d'art tàctic als entorns escolars



Accions de recuperació de l'espai públic per als vianants



Ampliació de l'ORA cap als barris



#Palmacamina

#Palmasostenible



mallorca

in the middle of the mediterranean



Mallorca
Illes Balears



PUBLIC TRANSPORT GOVERNANCE



**Regional transport:
bus, train, underground**



Government of the Balearic Islands / Mallorca Transport Consortium (CTM).

Bus service is operated by private companies.



The railway network is operated by a public company: SFM.

www.tib.org



**Urban bus:
City of Palma**



Palma City Council.

Service operated by the public company EMT PALMA

www.emtpalma.cat

SUSTAINABLE FLEETS AND INFRASTRUCTURES



9 full electric buses with overnight charging.
9 hibrid-electric buses with fast charging.



198 compressed natural gas (CNG) buses.



12 electric trains
6 electric metro units.

Braking energy recovery system saving about 10% of energy.
New photovoltaic plant will supply 30% of total energy consumed.

6 CNG charging stations
4 electric fast charging points



Solar panels will deliver 30% of energy consumed



CLEAN BUSES IN PALMA'S URBAN FLEET



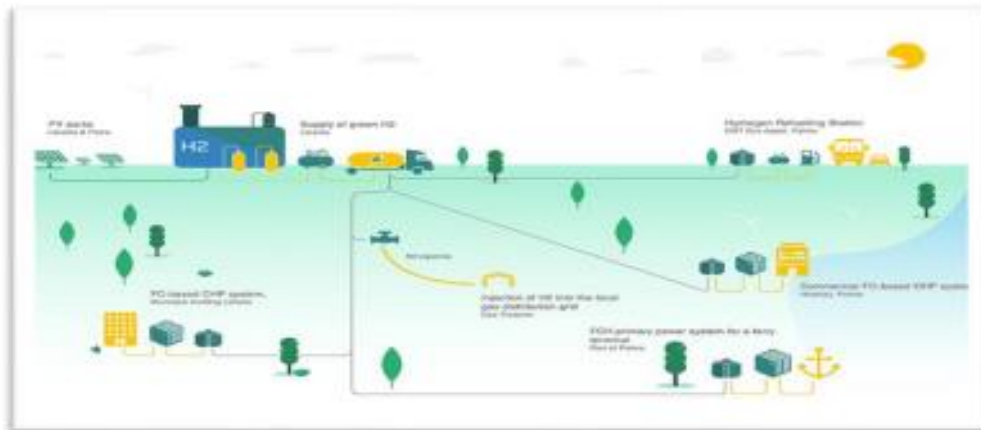
100 new compressed natural gas (CNG) buses

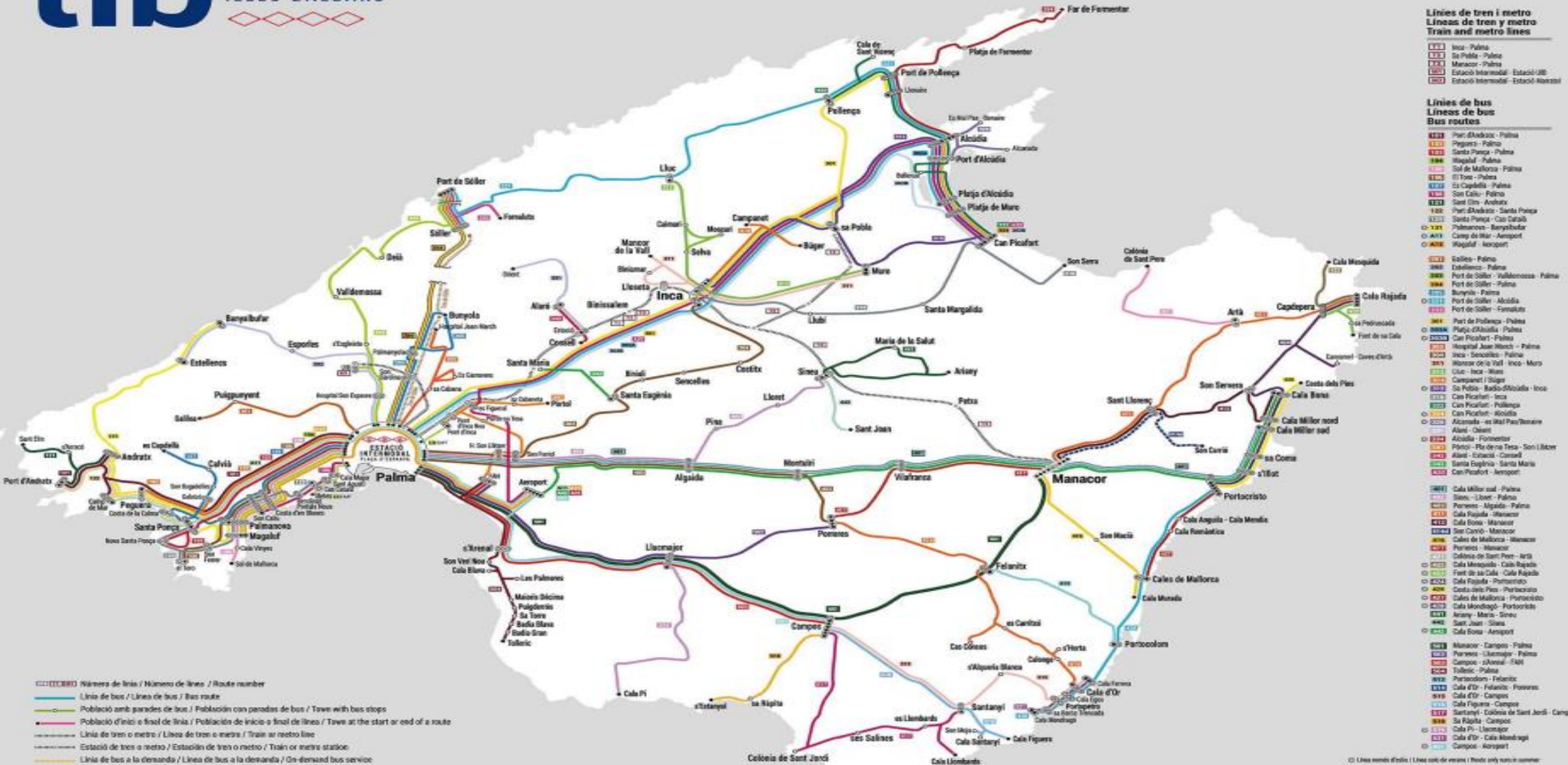
During 2022/2023 more clean buses introduced:

48 CNG buses

6 full electric buses with overnight PV charging

5 fuel cell buses with Green hydrogen





Línies de tren i metro
Líneas de tren y metro
Train and metro lines

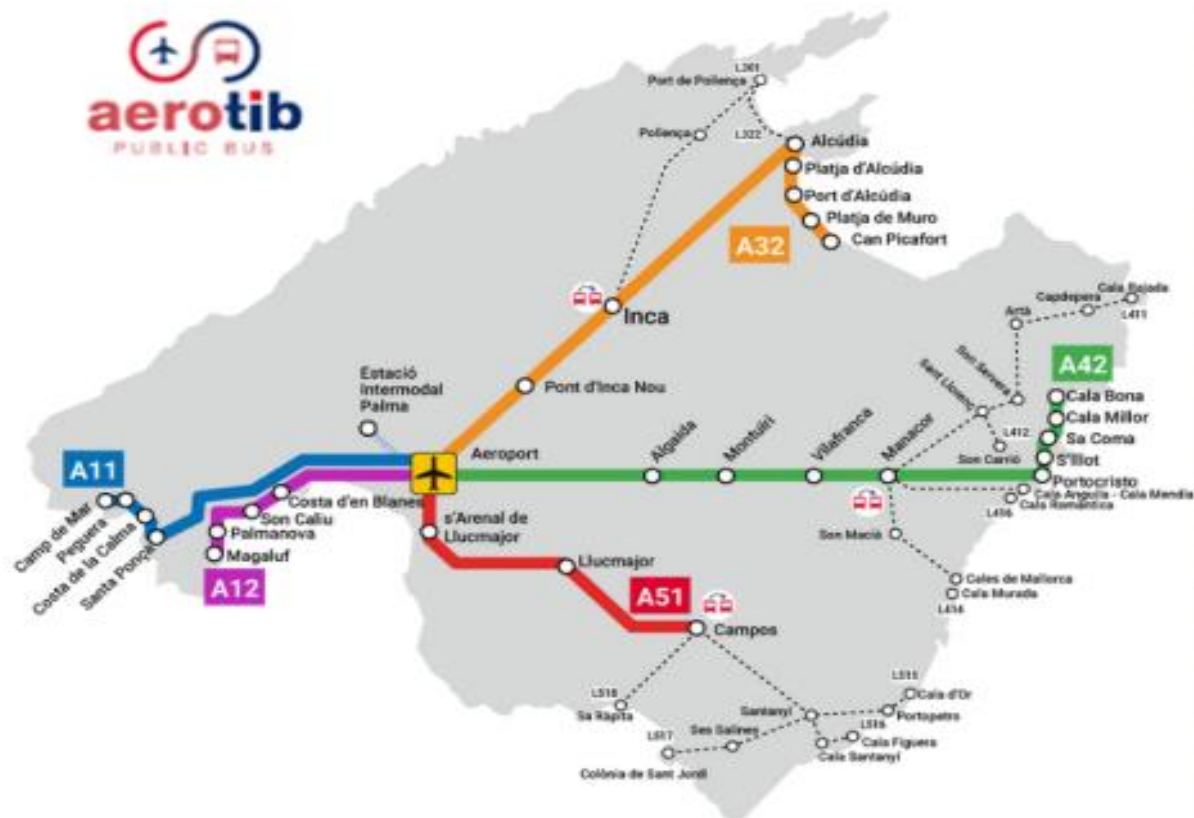
- 111 Inca - Palma
- 112 Sa Pobla - Palma
- 113 Manacor - Palma
- 114 Estació Intermodal - Estació UB
- 115 Estació Intermodal - Estació Aeronàutica

Línies de bus
Líneas de bus
Bus routes

- 211 Port d'Andratx - Palma
- 212 Pegolet - Palma
- 213 Santa Ponça - Palma
- 214 Magaluf - Palma
- 215 Sol de Mallorca - Palma
- 216 El Tross - Palma
- 217 La Capella - Palma
- 218 Son Cabri - Palma
- 219 Sant Elm - Andratx
- 220 Port d'Andratx - Santa Ponça
- 221 Santa Ponça - Cala D'Or
- 222 Palmanova - Banyalbufar
- 223 Camp de Mar - Aeronàutica
- 224 Magaluf - Aeronàutica
- 225 Galilea - Palma
- 226 Estelencs - Palma
- 227 Port de Sóller - Valldeuossa - Palma
- 228 Port de Sóller - Palma
- 229 Banyalbufar - Palma
- 230 Port de Sóller - Alcúdia
- 231 Port de Sóller - Fornalutx
- 232 Port de Pollença - Palma
- 233 Plaça d'Alcúdia - Palma
- 234 Can Picafort - Palma
- 235 Hospital Josep March - Palma
- 236 Inca - Sencelles - Palma
- 237 Monestir de la Vall - Inca - Muro
- 238 Lloret - Inca - Muro
- 239 Can Picafort - S'Alqueria
- 240 Sa Pobla - Badia d'Alcúdia - Inca
- 241 Can Picafort - Inca
- 242 Can Picafort - Pollença
- 243 Can Picafort - Alcúdia
- 244 Alcúdia - es Prat Pere/Benimar - Alcúdia - Alcúdia
- 245 Alcúdia - Fornenter
- 246 Alcúdia - Plaça de na Teca - Son Lluís
- 247 Alcúdia - Estació - Fornenter
- 248 Santa Eugènia - Santa Maria
- 249 Can Picafort - Aeronàutica
- 250 Cala Millor sud - Palma
- 251 Sines - Lloret - Palma
- 252 Porreres - Alcúdia - Palma
- 253 Cala Rajada - Manacor
- 254 Cala Bona - Manacor
- 255 Son Carrió - Manacor
- 256 Cala de Mallorca - Manacor
- 257 Porreres - Manacor
- 258 Colònia de Sant Pere - Alcúdia
- 259 Cala Mesquida - Cala Rajada
- 260 Font de sa Cala - Cala Rajada
- 261 Cala Rajada - Portocristo
- 262 Costa dels Pins - Portocristo
- 263 Cala de Mallorca - Portocristo
- 264 Cala Mondragó - Portocristo
- 265 Anany - Maria - Sineu
- 266 Sant Joan - Sineu
- 267 Cala Bona - Aeronàutica
- 268 Manacor - Campos - Palma
- 269 Porreres - Lloret - Palma
- 270 Campos - s'Alqueria - Salet
- 271 Colliet - Palma
- 272 Porreres - Felanitx
- 273 Cala d'Or - Felanitx - Porreres
- 274 Cala d'Or - Campos
- 275 Cala Figuera - Campos
- 276 Santanyà - Colònia de Sant Jordi - Campos
- 277 Sa Rapita - Campos
- 278 Cala Pi - Lloret - Palma
- 279 Cala d'Or - Cala Mondragó
- 280 Campos - Aeronàutica

- 111 112 113 114 115 Número de línia / Número de línea / Route number
- Línia de bus / Línea de bus / Bus route
- Població amb parades de bus / Población con paradas de bus / Towns with bus stops
- Població d'inici o final de línia / Población de inicio o final de línea / Towns at the start or end of a route
- Línia de tren o metro / Línea de tren o metro / Train or metro line
- Estació de tren o metro / Estación de tren o metro / Train or metro station
- Línia de bus a la demanda / Línea de bus a la demanda / On-demand bus service

CONNECTIONS TO THE AIRPORT



- A11** Camp de Mar - Aeroport
- A12** Magaluf - Aeroport
- A32** Can Picafort - Aeroport
- A42** Cala Bona - Aeroport
- A51** Campos - Aeroport



To get to Palma from the airport by bus

- A1** Airport – Palma center
- A2** Airport – s'Arenal

SUSTAINABLE STEPS FROM MALLORCA TOURISM BOARD



Affiliate Members from September 2020



December 2020: 1st certified European Destination



Incorporation of Mallorca into the DTI network in September 2020

Mallorca Sustainable Tourism Observatory of the INSTO network of UNWTO



mallorca | in the middle of the mediterranean



Mallorca
Illes Balears

Around 700 Tracking key performance indicators (or KPI's) !!

What will the Observatory mean for Mallorca?



Visibility



Commitment



Awareness raising



Coordination of strategies and policies

 mallorca

in the middle of the mediterranean

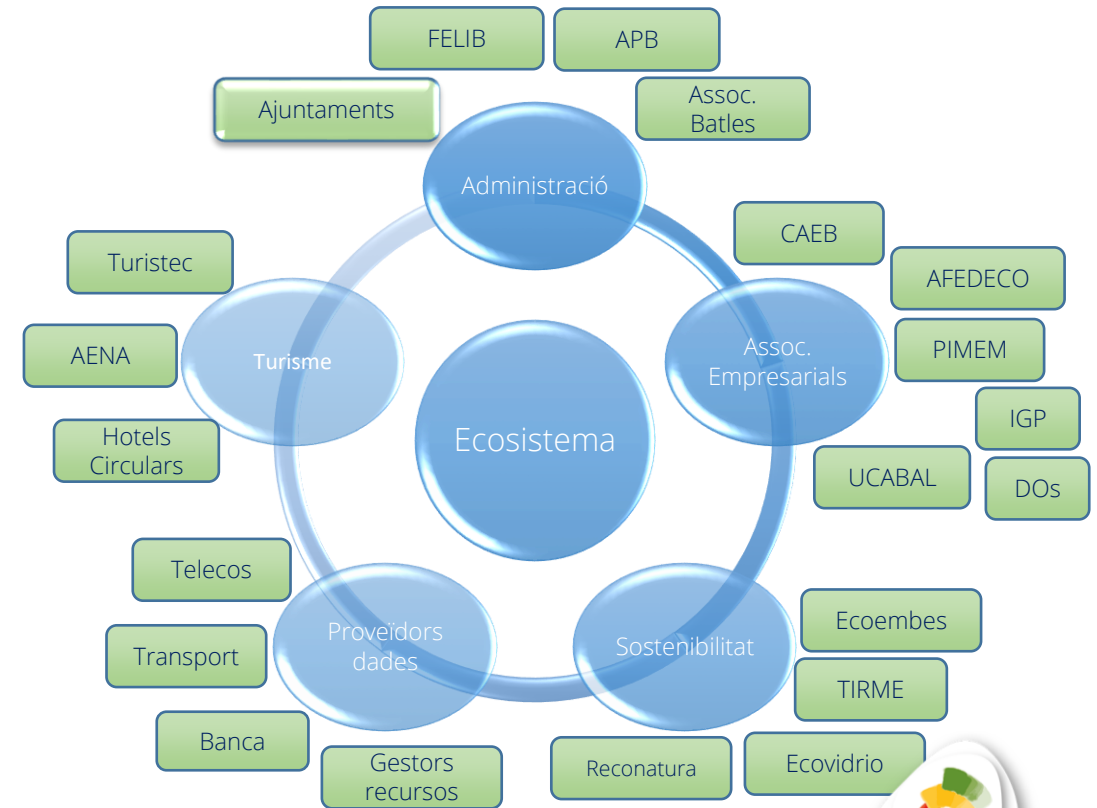

Mallorca
Illes Balears

An integrating project

- Identification and consolidation of the ecosystem
- Creation and coordination of a **working group**



- Public administration
- Business associations
- Chamber of Commerce
- 53 Town councils
- Environmental organisations

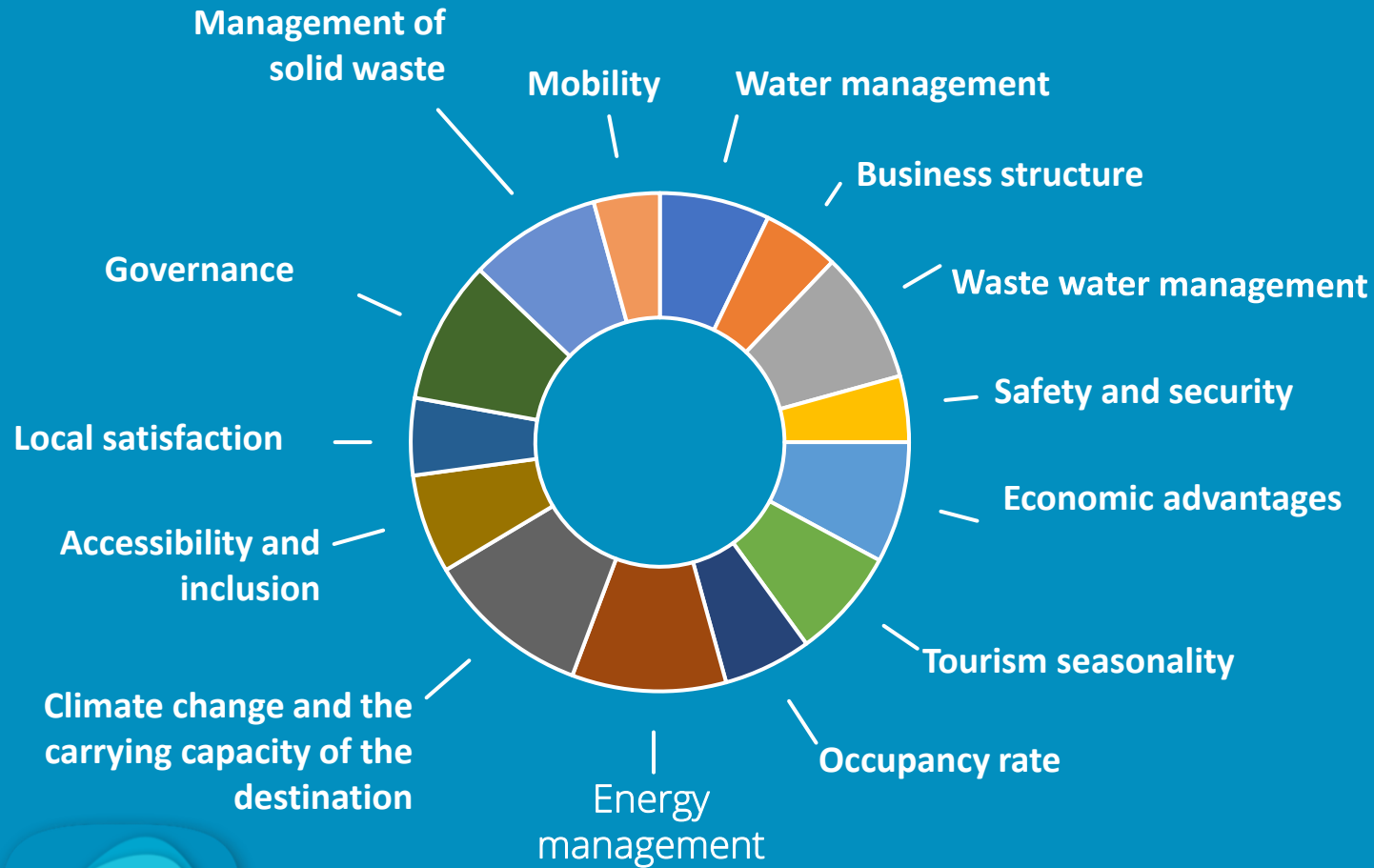


mallorca

in the middle of the mediterranean

Mallorca
Illes Balears

Sustainability measurement



Alignment with the 17 SDGs of United nations



mallorca

in the middle of the mediterranean



Mallorca
Illes Balears

WE WILL BE FOCUSING ON:

GETTING
INFORMATION IN
REAL TIME

WE WILL HAVE
DATA FOR
RESPONSIBLE
MANAGEMENT

WE WILL MEASURE
TOURIST AND
RESIDENT RATINGS
AND SATISFACTION

APPLY SHARED
GOVERNANCE

REVERSE THE
NEGATIVE IMPACT
OF TOURISM AND
REDISTRIBUTE THE
WEALTH IT
GENERATES

WORK TO
MITIGATE THE
ECOLOGICAL
FOOTPRINT

WE WILL KNOW
OUR
COMPETITIVE
POSITION

WE WILL ATTRACT
SEGMENTS THAT
ARE OF INTEREST TO
THE ISLAND OF
MALLORCA



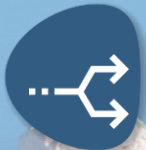
mallorca

in the middle of the mediterranean



Mallorca
Illes Balears

PROMOTION SEGMENTED BY PRODUCT



Mallorca has segmented its offer by product



Joint public/private sector work. For promotional & marketing activities



SPORTS AND ACTIVE TOURISM



CULTURE, HERITAGE AND GASTRONOMY



MICE



PREMIUM



NATURE AND ECOTOURISM



mallorca

in the middle of the mediterranean



Mallorca
Illes Balears

MANGE TAK, GRACIAS, THANKS



Mallorca
Illes Balears

www.mallorca.es



 Fundació Mallorca Turisme
Consell de Mallorca