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Junta de Andalucía
Consejería de Turismo,
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TIB

Product Strategies in Andalucía: Many products make one

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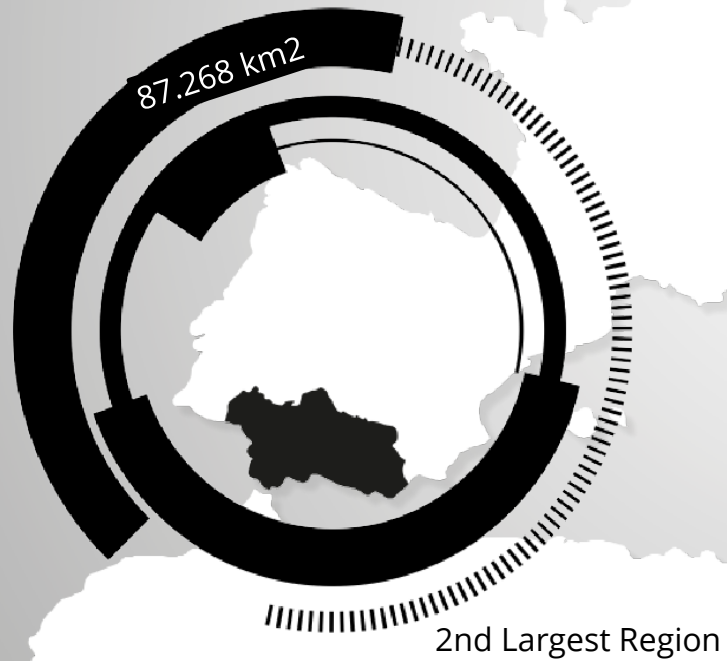
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Thursday (6th of June) 2024 | Tallinn

The South... of Europe

- PRIVILEGED **LOCATION** BETWEEN CONTINENTS
- UNIQUE **CULTURAL** AND **HISTORICAL** CROSSOVER



Figures 2023 in Andalusia

- **Nearly 34 M Tourists (>10% regarding 2022)**
 - **11,2 M Foreign Tourists (33%)**
- **Direct and indirect Economic Impact: 24.800M €**
 - **13% GDP**
 - **54,2 M Overnight Stays in Hotels**
- **Average Expense per Tourist/Day: 77,8 E (>8% regarding 2022)**

STRATEGY DEVELOPMENT RELATED TO SEASONALITY, SUSTAINABILITY AND TERRITORIAL COHESION



- Basic tool for tourism planning.
- Strategy framework to follow in tourism between 2021 and 2027.

➔ Implementation of the “Plan META” basic principles in the Product Division, as a part of the Promotion Department.

STRATEGY DEVELOPMENT RELATED TO SEASONALITY, SUSTAINABILITY AND TERRITORIAL COHESION

New model of management: **co-governance between public & private sectors.**

- Program **“Andalucía Experts”** of different products/segments (MICE, Golf, Nature, Premium..):
 - ✓ Listen to the tourism industry (public and private companies).
 - ✓ Discussion forum to know the situation, needs and expectations.
 - ✓ Improvement of the promotion actions and optimization of resources.

STRATEGY DEVELOPMENT RELATED TO SEASONALITY, SUSTAINABILITY AND TERRITORIAL COHESION



STRATEGY DEVELOPMENT RELATED TO SEASONALITY, SUSTAINABILITY AND TERRITORIAL COHESION

→ Drive **new tourist products** to complement the most consolidated segments and the **main destinations**:

Nature:

- Andalusia by bike
- Riding in Andalusia
- Active Tourism
- Biodiversity: Flora and Fauna in Andalusia
- Blue Tourism (Sun and beach, cruises, nautical tourism..)
- Motorcycle routes inside Andalusia

STRATEGY DEVELOPMENT RELATED TO SEASONALITY, SUSTAINABILITY AND TERRITORIAL COHESION

Culture:

- Andalusia is Flamenco
- World Heritage Sites
- Archaeological Sites
- Language Tourism

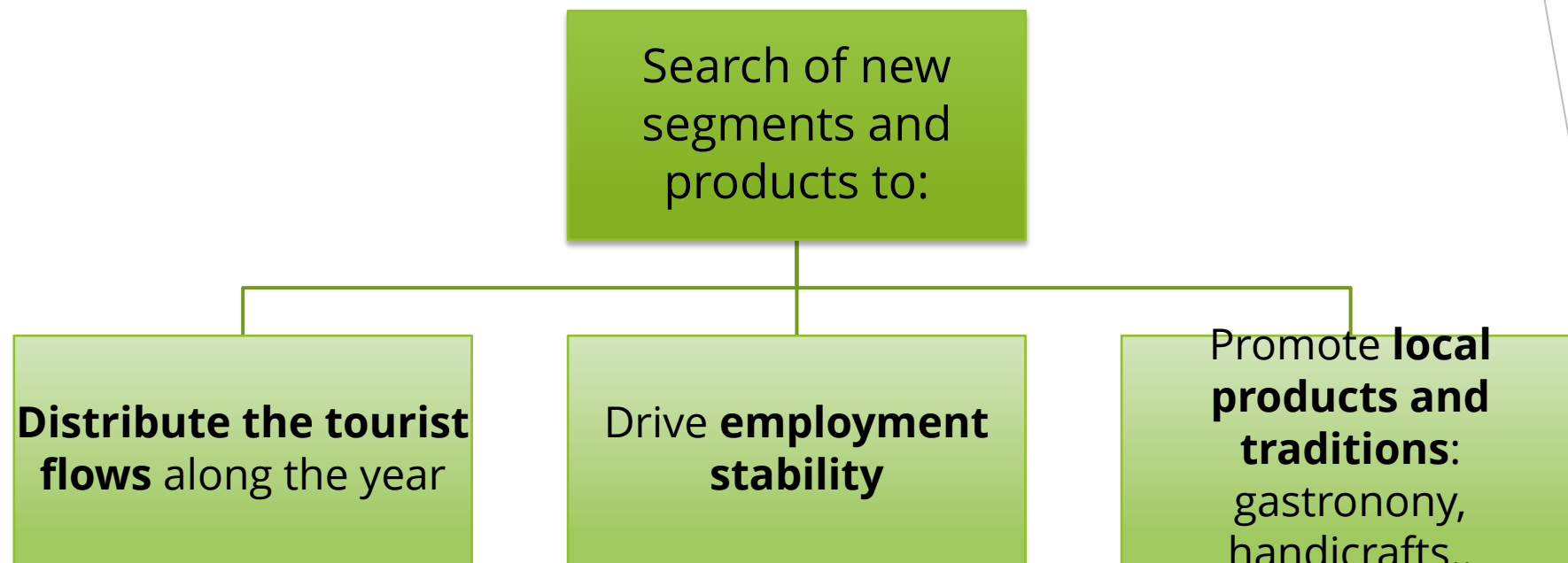
Science:

- Scientific Tourism / Geotourism
- Astrotourism (Andalusia Nights)

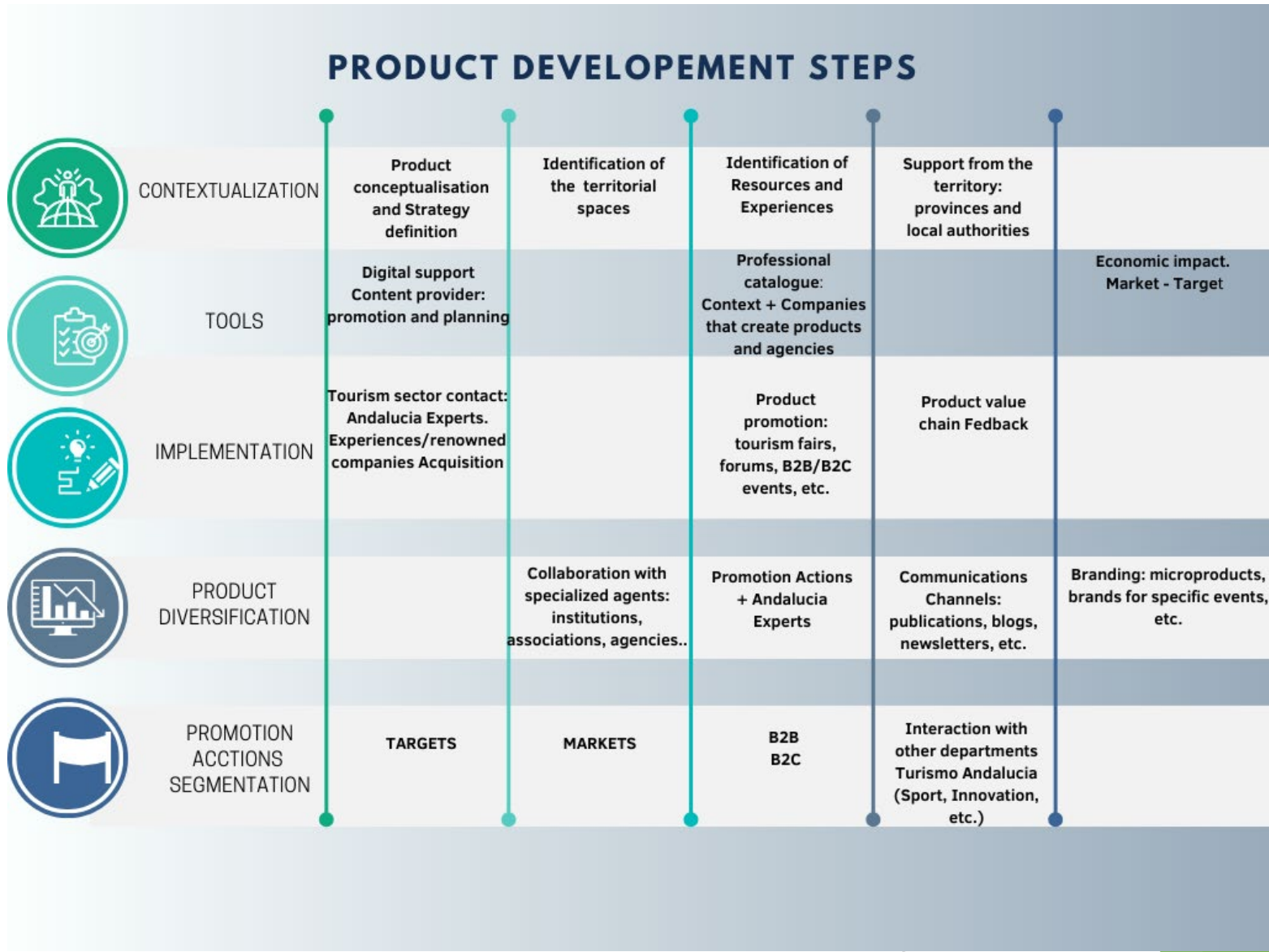
Gastronomy:

- Agrotourism

STRATEGY DEVELOPMENT RELATED TO SEASONALITY, SUSTAINABILITY AND TERRITORIAL COHESION



STRATEGY DEVELOPMENT RELATED TO SEASONALITY, SUSTAINABILITY AND TERRITORIAL COHESION



CASE STUDIES: PRODUCT “FOODIE MOMENTS”

Strategy of food and wine culture.

Importance of the Gastronomy Segment in Andalucía:

- Demand **deseasonalization** – Distribution of the tourist flows.
- It helps to areas with a good gastronomy and less economic projection.
- It helps the preservation of local traditions and professions: **Territory identity**.
- **Sustainability** in the destination: Use of local products.
- **High spending power** in gastronomy lovers.
- Wide variety of gastronomic resources and good reputation in Andalucía.
- Gastronomy in Andalucía: One of the **best rated aspects**.



CASE STUDIES: PRODUCT “FOODIE MOMENTS”

Some “Moments...” The Olive Harvest

14 Designations of Origin and Protected Geographical Indications, mainly in the provinces of Jaen and Cordoba.

Olive oil tourism allows visitors to enjoy different experiences: olive oil tastings, routes, museums, show cooking, gastronomy workshops, the olive oil Green Way (cycle tourism), etc.



CASE STUDIES: PRODUCT “FOODIE MOMENTS”

Some “Moments...” Tuna Fishing

Sustainable fishing as it’s been done for more than 3000 years ago.

Experiences in the province of Cadiz, mainly in May-June: Tuna tasting routes, “Almadraba” tours, visits to the unloading, quartering and canning companies, “Ronqueo” experiences...



CASE STUDIES: PRODUCT “FOODIE MOMENTS”

Some “Moments...” ***The Grape Harvest: vineyards, wineries and wine presses***

8 Designations of Origin and 16 Protected Geographical Indications in Andalucía.

Experiences offered by the wineries and wine cellars: Wine tours such as those of Jerez, Montilla-Moriles, Huelva or Ronda, wine tastings, festivals..

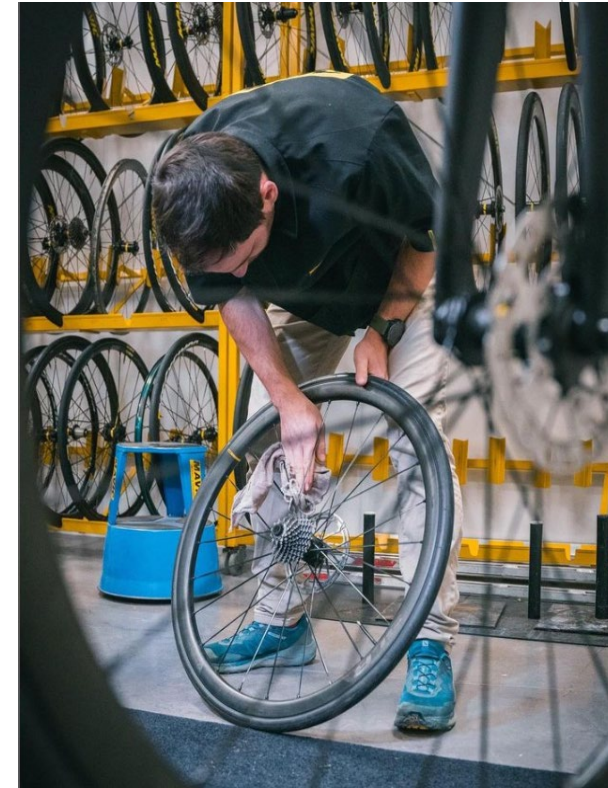


CASE STUDIES: PRODUCT "ANDALUCIA BY BIKE"

Social and economic sustainability.

It helps small and local companies in the destination:

- Accomodation
- Active Tourism companies
- Travel agencies
- Bike rental
- Bycicle workshops
- Buses
- Restaurants
- Physical therapists
- Supermarkets



CASE STUDIES: PRODUCT "ANDALUCIA BY BIKE"

Perfect region to be discovered by bike:
Good weather conditions and different options for all levels (mtb, gravel, road, cycle tourism..):

- ✓ Great routes in the **natural areas**: Transnevada
- ✓ Secondary roads which cover **historical routes**: Caminos de Pasion
- ✓ The **Greenways** (23 and 500 km). Preservation of disused railway corridors: Sierra, Olive oil..
- ✓ **Eurovelo 1** (Huelva) & **8** (Cadiz – Almería)
- ✓ Important **sports events**: La Vuelta, Andalucia Bike Race, Titan Desert..



CASE STUDIES: PRODUCT "ANDALUCIA BY BIKE"

Territorial Cohesion. To be combined with other products:

- Sun and Beach
- Nature
- Language Tourism
- Culture

Complementarity with different **tourist areas:** cities, coast, inland..., with a distribution of the tourist flows.



**Time for
questions**



Thank you!

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