



EUROPEAN CAPITAL
OF **SMART TOURISM**



AJUNTAMENT
DE VALÈNCIA

VLC VISIT
VALÈNCIA



SUSTAINABLE TOURISM STRATEGY **VLC 2030**

Jaume Mata.

Head of sustainable tourism, Visit València



Valencia

☀ Soleado · 24 °C
17:29



Cómo llegar



Guardar



Cercano



Enviar a tu
teléfono



Compartir

Información resumida

La ciudad portuaria de Valencia se ubica en la costa sureste de España, donde el río Turia se une al mar Mediterráneo. Es famosa por la Ciudad de las Artes y las Ciencias, con estructuras futurísticas, como el planetario, el oceanario y un museo interactivo. Valencia también tiene varias playas, incluidas algunas dentro del cercano Parque de la Albufera, una reserva de humedales con un lago y senderos.

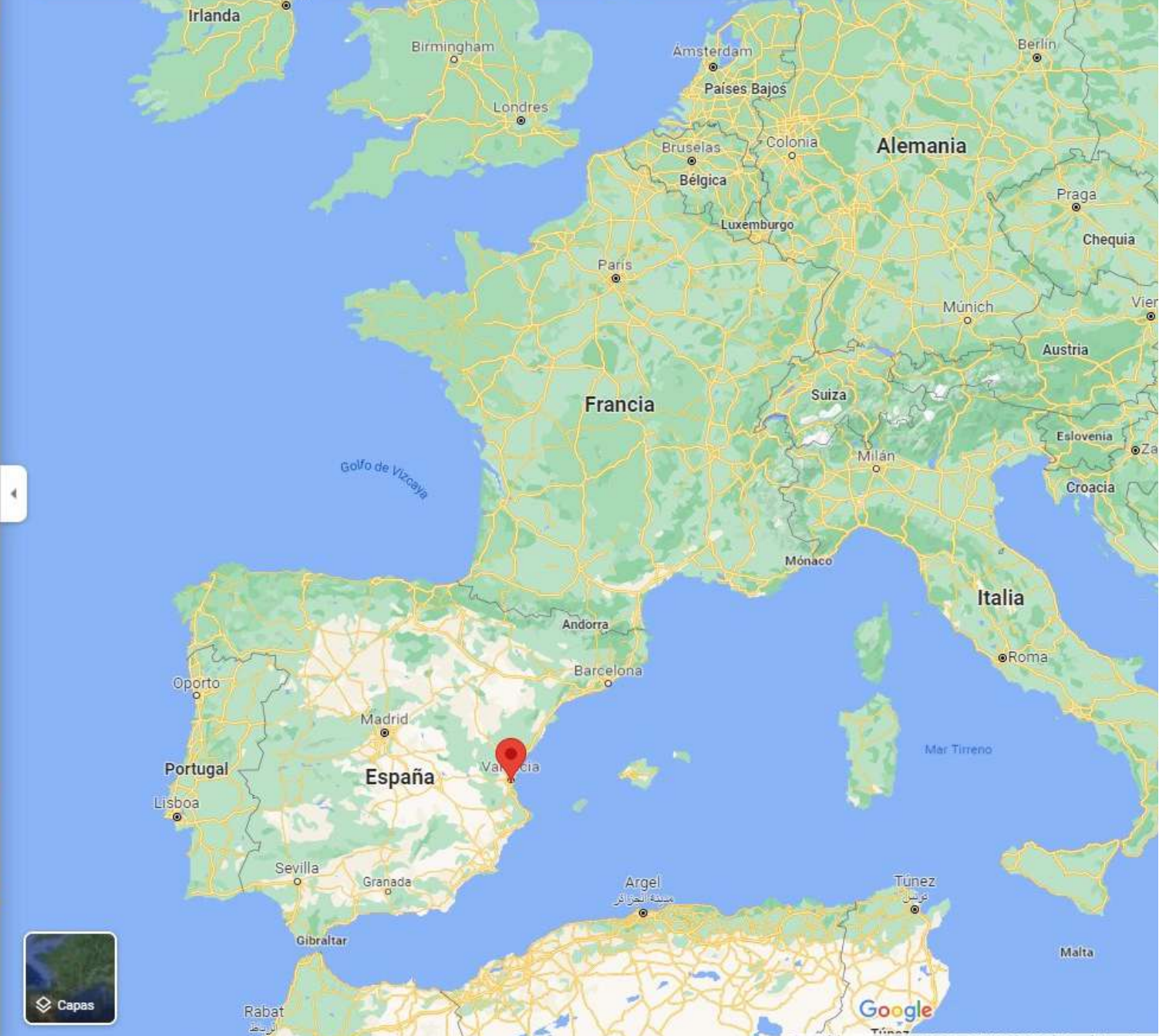
Sitios emblemáticos



Ciudad de las Artes y las Ciencias
4,6 ★ (95.675)
Moderno parque científico y cultural



Mercado Central
4,7 ★ (56.780)
Mercado restaura-
puestos



RESULTADO TOTAL (ENE-OCT)

VIAJEROS

1.857.672 +76,3%



INTERNACIONAL

981.207 +129,6%



NACIONAL

876.465 +39,9%

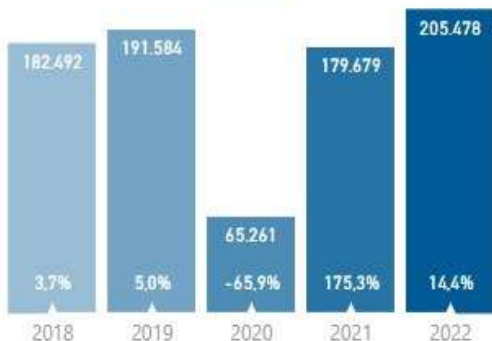


VIAJEROS TOTALES

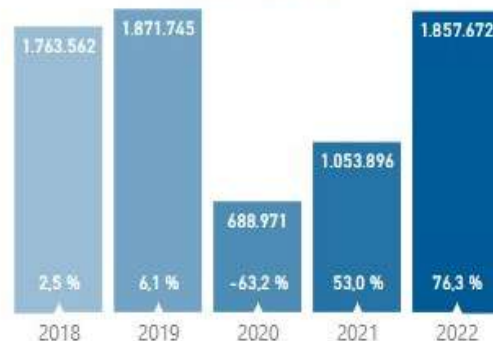
— Año Seleccionado — Año Anterior



OCTUBRE



ENERO - OCTUBRE



RANKING (ENERO - OCTUBRE)

VIAJEROS

España	876.465
Italia	135.229
Países Bajos	129.906
Francia	80.688
Reino Unido	78.951
Alemania	73.462
Estados Unidos	70.784
Bélgica	44.954
Suiza	22.633
Portugal	21.222
Rumanía	16.434
Argentina	14.962
Polonia	13.637
Irlanda	12.956

INCREMENTO

España	269.949
Italia	85.260
Países Bajos	62.417
Reino Unido	54.556
Estados Unidos	50.681
Alemania	39.901
Francia	28.884
Bélgica	20.486
Argentina	12.569
Portugal	11.609
Suiza	9.454
Irlanda	7.851
Rumanía	7.348
Austria	7.132

FILTRAR

VARIABLE



VIAJEROS



PERNOCTACIONES

PERIODO

Último mes con datos

TIPO DE ALOJAMIENTO

Hoteles y Apartamentos

MERCADO

Todas

FUENTE DE DATOS: INE (EOH + EOAT)



RESET



Fundació

Professional

Tourism and City

Tourism statistics

Visit València Foundation

The ideal promotional tool for serving the tourist trade

VISIT VALÈNCIA is a non-profit Foundation with the participation of the València City Council, the Chamber of Commerce, Feria València and the València Business Confederation (Confederación Empresarial Valenciano, CEV). Virtually all local businesses in the tourism sector are associated with it.

Our goal is the strategic management and promotion of the city of València in the tourism sector, with a professional focus which combines public and private interest.

Since its creation in 1991, the Foundation has contributed to the evolution of tourism in the city, favouring employment, tourism development and increase in its economic impact; factors which have directly influenced the wellbeing of Valencian society.





VALÈNCIA
2030+
Estratègia
Urbana

A STRATEGIC PROJECT FOR THE CITY OF VALÈNCIA

Our commitment is to continue strengthening urban sustainable development for the next decade. To do so, we have embarked on an ambitious path that, based on a series of key milestones, should result in the elaboration of the València 2030 Urban Strategy.

2020

Covid-19 Shock
Plan

Missions València
2030 Strategy

2021

Recovery, Transformation
and Resilience Programmes

2022

Selection by the European Commission of
València to be one of the 100 Climate
Neutral and Smart Cities for 2030, based
on the València 2030 Climate Mission.

Urban Agenda Pilot
Project - València
2030 Urban Strategy



- Objectives of the Sustainable Tourism strategy:
 - Contributing to the City's Missions.
 - Fostering public & private tourism competitiveness
 - Managing/balancing tourism impacts



EUROPEAN UNION

EU
MISSIONS

100 CLIMATE-NEUTRAL AND SMART CITIES

MEET THE CITIES

OBJECTIVES OF THE EU CITIES MISSION

- 100 **climate-neutral** and **smart cities** by 2030
- Ensure that these cities act as **experimentation and innovation hubs** and put all European cities in a position to become climate-neutral by 2050



Valencia greenlights its first mission to achieve climate neutrality by 2030

First mission developed within the Missions Valencia 2030 framework, and it is designed as a part of the Valencia Urban Strategy 2030.



THE DECARBONIZATION OF TOURISM IN ACTION: THE CASE OF VALENCIA

Transforming Vision into Action - Policy and Governance

València becomes the first city in the world to measure the water footprint of tourist activity

Valencia | 29.07.2021 | 15:11

The city aspires to be a carbon- and water-neutral tourist destination

First tourist destination in the world to measure and verify (according to international standards) the climate impacts from public and private tourist services



AN EFFICIENT ACTIVITY
RATIOS TO BELIEVE IN OUR CAPACITY

CARBON FOOTPRINT CALCULATION OF VALENCIA TOURIST ACTIVITY



Chapters

- 1 Arrival and departure to tourist destination: visitors - tourists
- 1 Arrival and departure to tourist destination: visitors - day trippers
- 1 Arrival and departure to tourist destination: visitors - cruise passengers
- 2 Regulated accommodation
- 3 Food/catering/leisure and professional activities/shopping: visitors - tourists
- 4 Food/catering/leisure and professional activities/shopping: visitors - day trippers
- 5 Food/catering/leisure and professional activities/shopping: visitors - cruise passengers
- 6 Management of tourism destination (energy consumption)
- 7 City Transport System (intra-urban transport + car hire)
- 8 Solid Urban Waste collection and treatment
- 9 Water Supply and Wastewater (% Carbon Footprint EMIVASA + Global Omnium)
- 10 Management of tourism destination (Popular Festivals, sport and cultural events, public and private infrastructures for tourist activity)

Scope distribution



AN EFFICIENT ACTIVITY
RATIOS TO BELIEVE IN OUR CAPACITY

WATER FOOTPRINT TOURIST ACTIVITY CITY OF VALENCIA - 2019



Chapters

- 1 Travel to the tourist destination: tourists
- 1 Travel to the tourist destination: cruisegoers
- 1 Travel to the tourist destination: 1-day trips
- 2 Regulated tourist accommodations
- 3 Food/restaurants/leisure/entertainment/shopping tourists
- 4 Food/restaurants/leisure/entertainment/shopping visitors
- 5 Food/restaurants/leisure/entertainment/shopping cruisegoers
- 6 Tourism management and services (energy consumption)
- 7 Internal transport (public transport + rental vehicle)
- 8 MSW public services and waste processing
- 9 Public Services WATER
- 10 Tourism management and services

Distribution by use:



CARBON FOOTPRINT CHAPTERS

10 PUBLIC AND PRIVATE INFRASTRUCTURES

Sport Events
Cultural Events
Popular Festivals
Cleaning and maintenance of City Infrastructures
Operation and maintenance of Private Infrastructures of the best tourist attractions

50,611.12 tCO2-eq

8 SOLID URBAN WASTE

Urban Waste Collection
Separate Waste Collection
Urban Waste Treatment

5,285.05 tCO2-eq

6 ENERGY CONSUMPTION

Street lighting:
Roads and traffic lights
Fountains and Parks
Lighting of Monuments
Lighting of Historic or Artistic Buildings

7,702.63 tCO2-eq

4 DAY TRIPPERS

Food and catering
Leisure and professional activities
Shopping

31,985.91 tCO2-eq

2 ACCOMODATION

Hotels:
5-star
4-star
3-star
2-star
1-star
Hostels and B&B
Tourist apartments
Campings and Guest House
HTUs registered

30,793.76 tCO2-eq

9 WATER SUPPLY AND WASTEWATER

Collection and treatment of drinking water
Water resources management and water efficiency (87 %)
Sewage and Wastewater Treatment

177.76 tCO2-eq

7 CITY TRANSPORT SYSTEM

Intra-Urban Transport:
Underground, Bus, Taxi and Car Rental/Hire

11,839.90 tCO2-eq

5 CRUISE PASSENGERS

Food and catering
Leisure and professional activities
Shopping

5,524.32 tCO2-eq

3 TOURISTS

Food and catering
Leisure and professional activities
Shopping

110,996.02 tCO2-eq

1 ARRIVAL TO TOURIST DESTINATION

TOURISTS
919,443.21 tCO2-eq

DAY TRIPPERS
57,754.29 tCO2-eq

CRUISE PASSENGERS
53,628.87 tCO2-eq

According to ISO 14064-1:2019

The deep level of research (applying to tourism the Global Omnium technology used for industrial certifications) covers scopes 1 to 3, including 10 chapters analysed.

With this information, both public and private sector have the data to measure their performance when reducing their environmental footprints.



SUSTAINABLE TOURISM STRATEGY VLC 2030

The technology was also successfully tested at facilities's scale in two pilots: the Conference Centre (world's best in 2018 and 2010) and the Aquarium (10th most visited attraction in Spain). They were awarded with their certifications.

The methodology applied by Global Omnium (ISO 14064-1:2019) is replicable by any destination.





Based in this experience, Visit Valencia/Global Omnium are now calculating the footprints of tourism in 2021.

The sustainable tourism plan Valencia 2022-2024 will implement a digital platform and network that will allow to public/private stakeholders to calculate, reduce and mitigate the carbon and water footprints.

València tourism sustainability plan 2022-2024

Topic 1

GREEN AND
SUSTAINABLE
TRANSITION

Topic 2

IMPROVEMENT
OF ENERGY
EFFICIENCY



- Decarbonization: calculation, reduction, offsetting of carbon footprint
- sustainable tourist mobility
- Tourism observatory
- Tourism management of natural, protected areas.
- Water footprint
- Circular economy: plastics.
- Sustainable food chain
- Certification.

VLC VISIT
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WWW.VISITVALENCIA.COM

VALENCIA
ES AHORA



EUROPEAN CAPITAL
OF **SMART TOURISM**

SmartTourismCapital.eu

VALENCIA 2022



**WORLD DESIGN
CAPITAL**
VALENCIA 2022

