

# Malaga, Spain: 2020 European Capital of Smart Tourism



Ayuntamiento  
de Málaga

Smart Tourism and the  
Global Challenge  
Nov. 26, 2020



# Gateway to the “Costa del Sol”



## **1<sup>st</sup> Airport in Andalusia & 4<sup>th</sup> in the Iberian peninsula.**

- 19,856,299 passengers in 2019.
- 137 direct destinations in 37 countries.



## **2<sup>nd</sup> Cruise ship port in peninsula & 6<sup>th</sup> in the Mediterranean Sea.**

- 288 ships with 477,001 passengers in 2019.
- Imports/Exports: olive oil, vehicles, cereals and cement.
- Restaurant / entertainment promenade connecting port to city.



## **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.

Centre Pompidou Málaga



Contemporary Art Centre



Picasso Museum



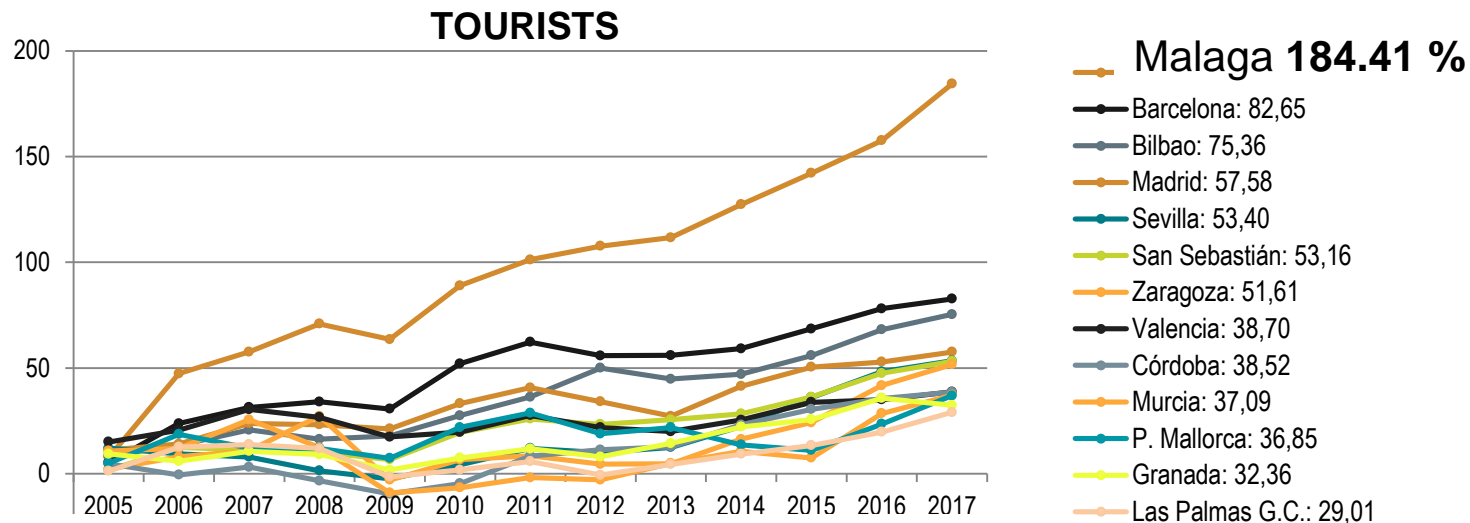
Collection of the Russian  
Museum Saint Petersburg



Carmen Thyssen  
Museum



# Growth of Tourism



## OVERNIGHT STAYS

2005: **972,466**      2019: **2,978,617**

source: INE. Encuesta Ocupación Hotelera

## HOSPITALITY ESTABLISHMENTS

2005: **83**      2019: **369**

source: Registro Turismo Andaluz (RTA)

# malagavalley



Ingenia

TDK-EPC

INOVO

ANDALUCIAN  
TECHNOLOGICAL PARK

CGI

MESUREX

Malta

PREMO

CSC

iSOFT

VISIONTIA

CITIC

THE WORKSHOP

AEI

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ORACLE

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SOLVITEERS

IDEV

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CORDIS SUITE

Auto

KEYSIGHT

Tedial

emotools

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WIFI-PRO

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SOLBYTE

VIATEK

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Malaga is an **innovative smart city** where **culture** and **technology** come together to improve the **quality of life** for citizens and tourists.





Ayuntamiento  
de Málaga



# Malaga and Gothenburg announced as the 2020 European Capitals of Smart Tourism

Published on: 10/10/2019

Gothenburg and Malaga were selected as the winners of the second edition of the EU's European capital of smart tourism competition, following a jury meeting in Helsinki on 8 October 2019.



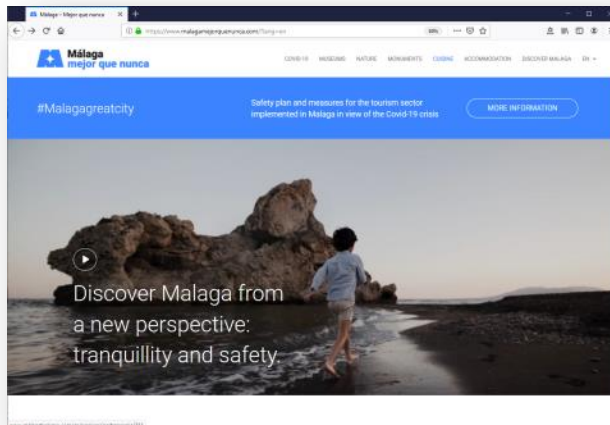
# COVID-19: Impact & Reaction

## Understand the Impact

- Tourism Forum meetings
- Sectorial meetings (hotels, restaurants, airport, museums, MICE, etc.)
- Malaga City Forum dedicated to Tourism

## Respond

- Unique Protocols (camping sites, beaches, golf courses)
- Malaga Safe 4 You: campaign, video & webportal
- Discover Malaga: Alternative touristic routes



# Malaga Tourism Challenge

Reactivate, Renew and Reinvent

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Tuesday, April 21 to Tuesday, May 5

❑ Total of 303 proposals from 188 different people.



❑ Winners:

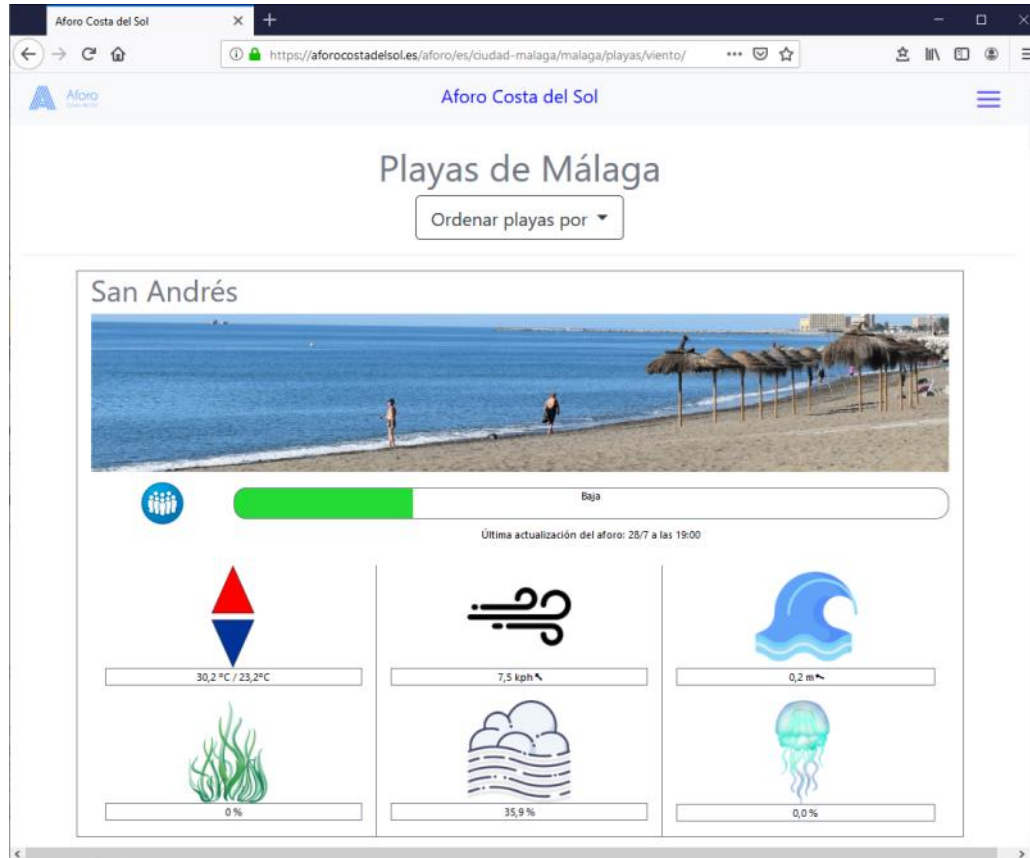
- iTour SMART GUIDE – a proposal for audio guides where tourists can download an application and select the audio guide to listen to on their own mobile device.
- COLIVING MÁLAGA - hotel accommodation options for the medium and long term.

# Open Data Portal



- <https://datosabiertos.malaga.eu>
- The largest number of open data (911 sets and 2102 resources) registered in the Spanish central government.
- 9 municipal departments
- 22 categories
- Productos
  - 13 applications
  - 7 webpagss
  - 3 chatbots

# Beach Application



- Uses open data & artificial intelligence
- Displays occupancy rate, air temperature, water temperature, wind speed and direction, the currents, wave height, direction and period, the presence of seaweed or jellyfish

# Hybrid Events & Rapid Testing

## ❑ Hybrid Events

- Malaga Film Festival
- Startup Europe Smart Agrifood Summit
- GreenCities
- SIMED
- International Congress and Convention Association World Summit



## ❑ Rapid Testing

- The City purchased 32,000 and attendees of these events were given the opportunity to take a 15-minute COVID-19 antigen test as part of a pilot project
- Hotels, restaurants, tour guides, taxi drivers and others in the hospitality sector can also volunteer to take a rapid test
- Malaga to demonstrate the advantages of antigen testing

# Thank You for Your Attention

**Marc Sanderson**

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**Ayuntamiento  
de Málaga**



Málaga  
Destino Turístico Inteligente  
2020



EUROPEAN CAPITAL  
OF **SMART TOURISM**

[SmartTourismCapital.eu](http://SmartTourismCapital.eu)

**MÁLAGA 2020**

