

A public-private partnership to
Make the Tourism
governance strategy
come true

Ricardo Millet

Director for Strategy &
Intelligence
Turismo Valencia

Olivier Ponti

Vice-President
Insights
ForwardKeys



STRATEGY 2015-2020



Why did we need a new model?

1. Focus on economic impact, not in number of tourists.
2. Update and modernize **marketing**
3. A more participative and transparent model
4. Promote good relation between neighbours and tourists
5. Looking after our environmental heritage
6. Gain effectiveness in Turismo València





Strategic plan 2016-2020



4 strategies:





VALÈNCIA TURÍSTICA, towards 2020

STRATEGY I: Enriching experience of visitors

Goals:

1. Make it easier for the tourists to increase their average expenditure
2. Improve web and selling tools
3. Re-organizing our network of TIOs.
4. Make València more “tourist oriented”.
5. Involve local sector by using product programs.





STRATEGY I: Enriching experience of visitors



1

MICE



2

Culture



3

Gastronomy



4

Shopping



5

Sports



6

Nature



7

Cruises



8

Luxury



9

Language
Tourism

10

Health

STRATEGY II:
Updating the brand València. More segmented and technology-based promotion

1. Repositioning our brand
2. Updating our marketing
3. New tools: Buyer personas, CRM, web, social networks.
4. Internal and sectorial training.



STRATEGY III: A smart and sustainable destination



1. Increase available information and sharing knowledge with companies
2. Monitorize possible tourism-related conflicts
3. Reduce environmental impact
4. Improve accessibility. Tourism for all.
5. Improve the quality of the experience for our tourists



STRATEGY IV: Transparent Governance, efficient and collaborative

1. More collaborative and complete governance
2. Tourism comitee in the City Council
3. Interinstitutional comitee
4. More efficient, transparent and participative structure for the Foundation



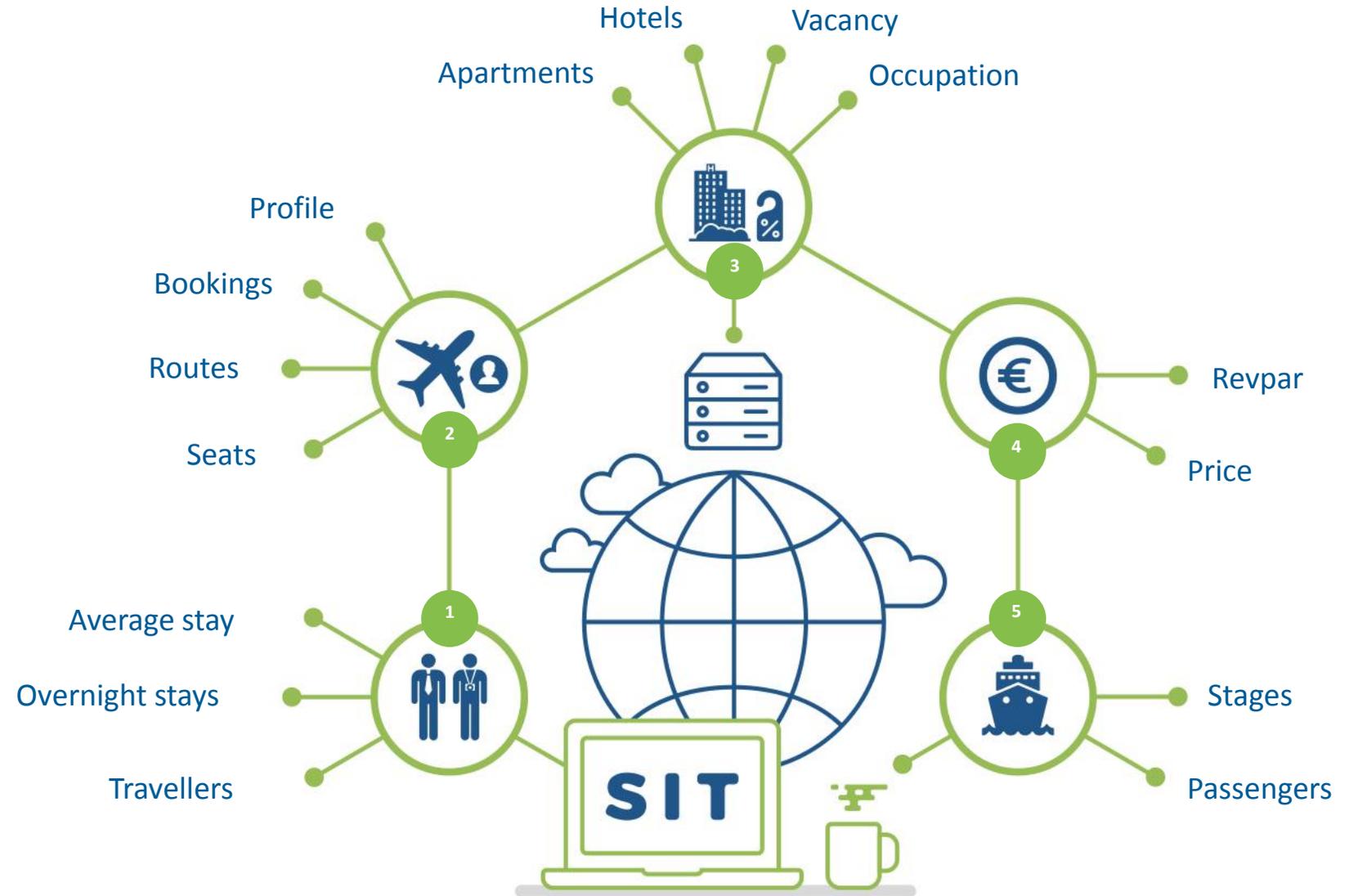


What is
the **SIT**?

What is the SIT?



1. Tourist demand
2. Air Transport
3. Accommodation offer
4. Hotel profitability
5. Cruises





SIT Sistema de Inteligencia Turística

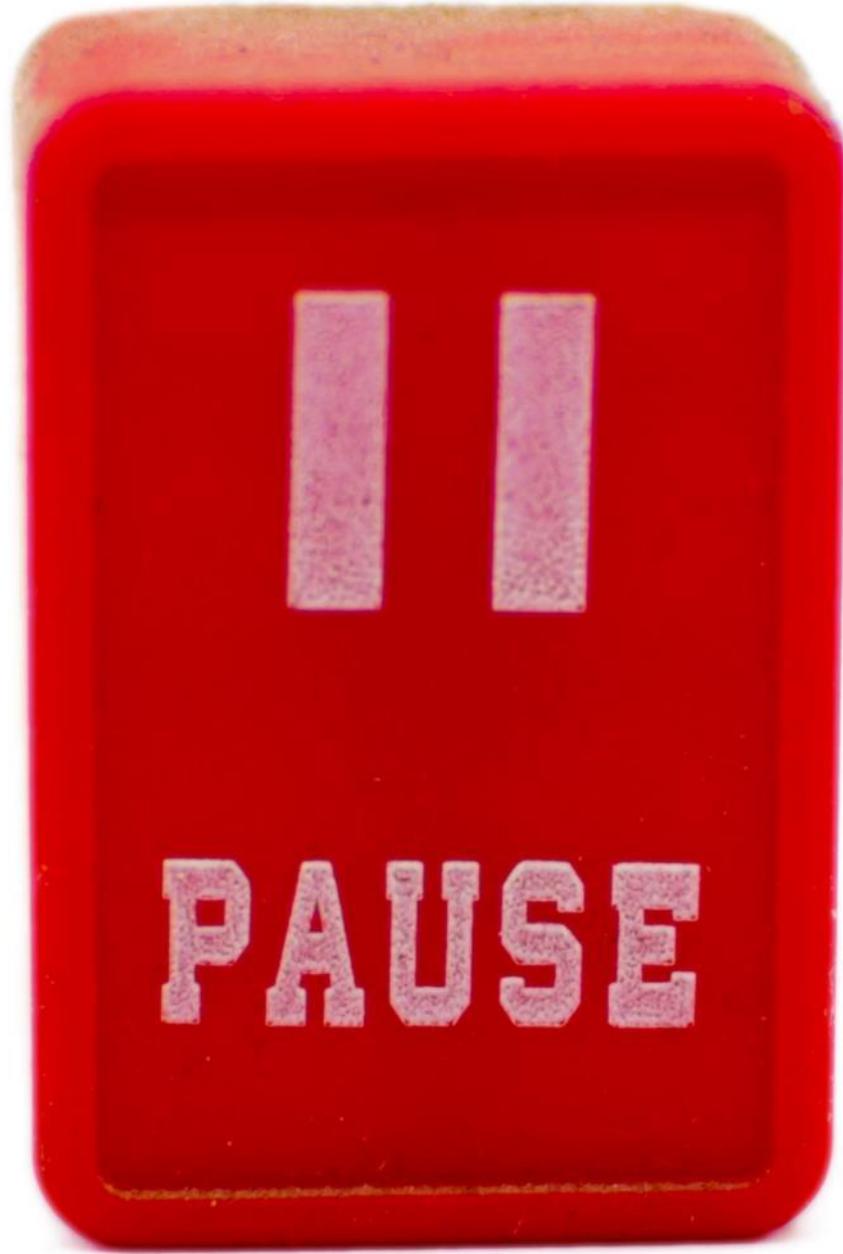
Home >> SIT

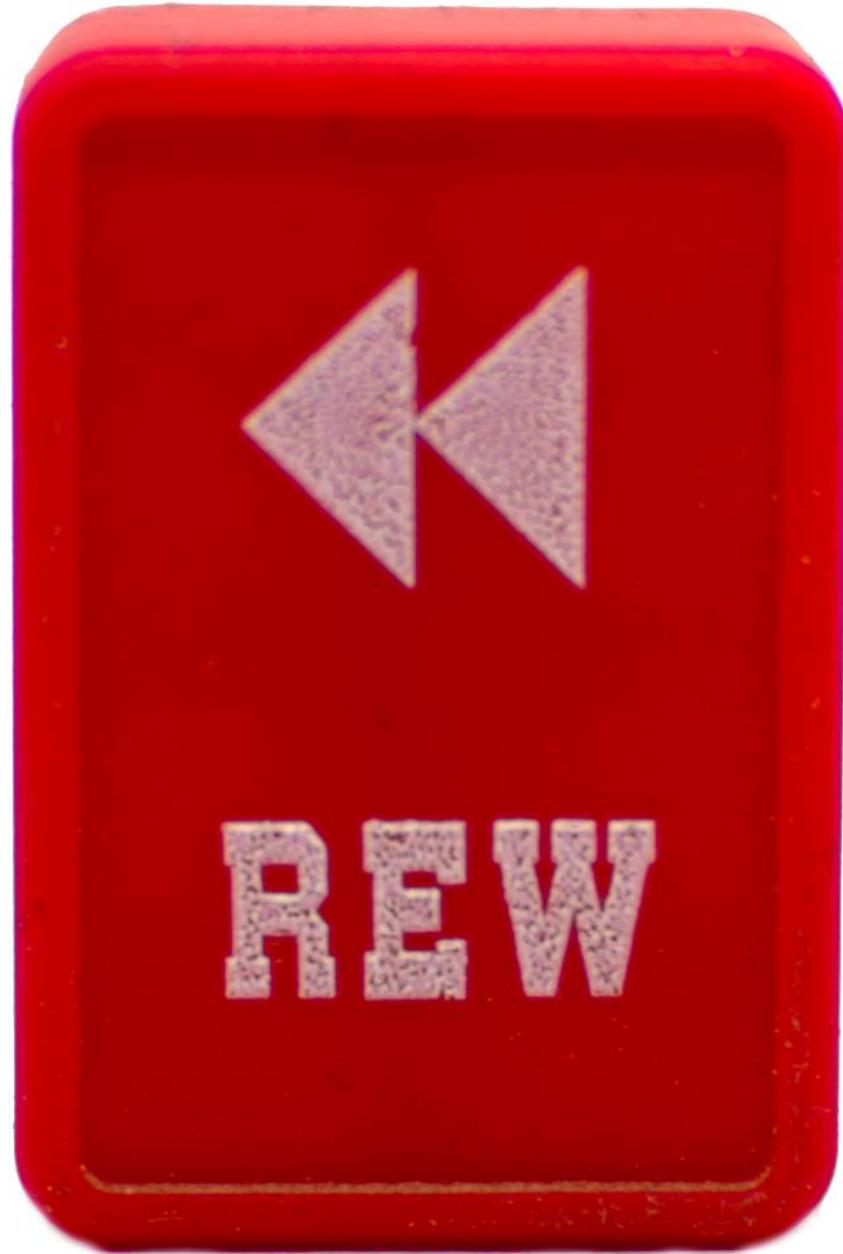
SIT: Sistema de inteligencia turística

DEMANDA

Datos estadísticos sobre número de viajeros, pernoctaciones y la estancia media del turista





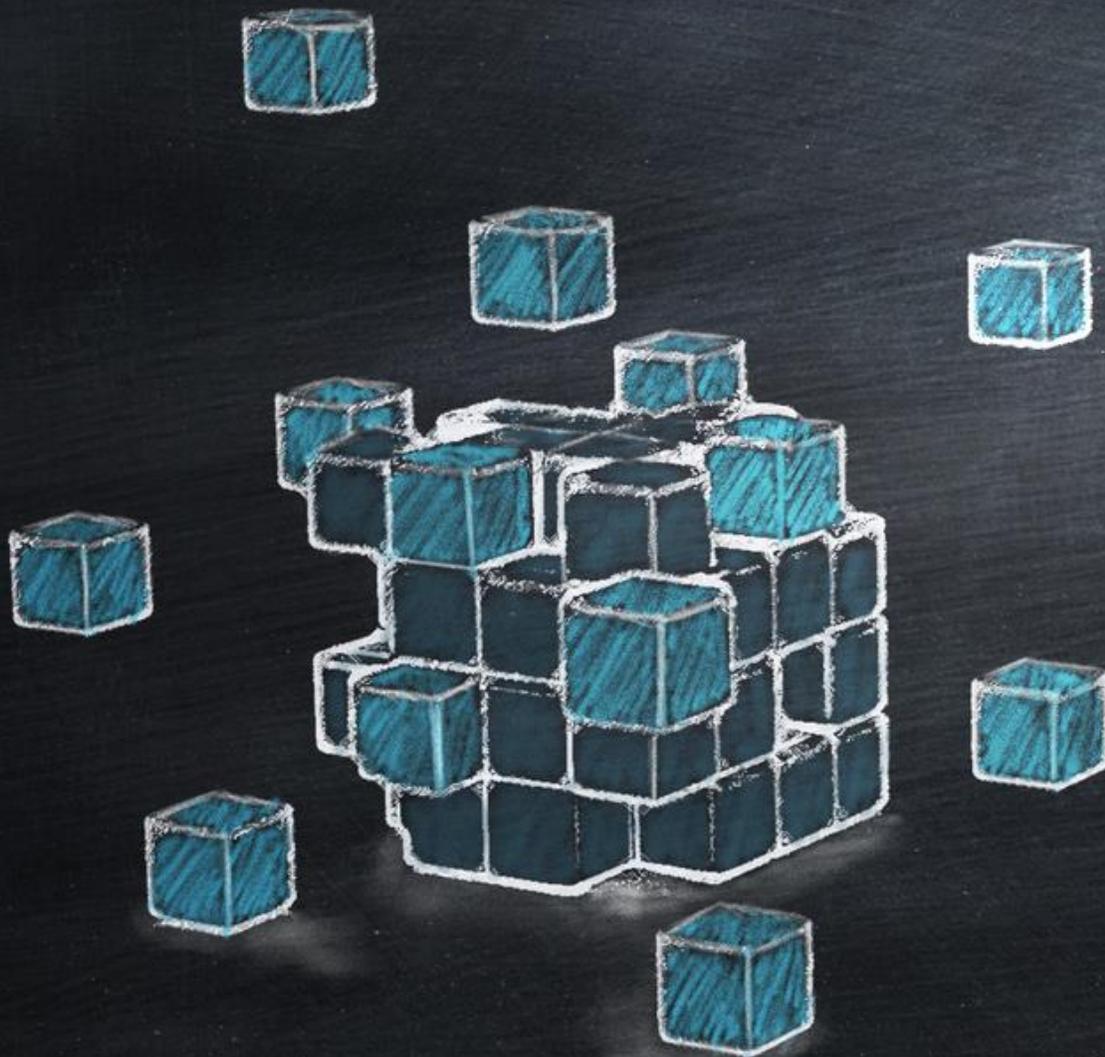


The Holy Grail needs a solid foundation

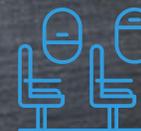


— Air travel data

ForwardKeys from data provider...



Air Reservations



Air Capacity



Metasearch



Events

... to sparring partner





AÉREO

CAPACIDAD AÉREA AEROPUERTO DE VALÈNCIA. PLAZAS

VERANO 19

RESULTADO TOTAL VERANO 19

PLAZAS

2.736.228 +10,0%

INTERNACIONAL

2.012.675 +11,1%

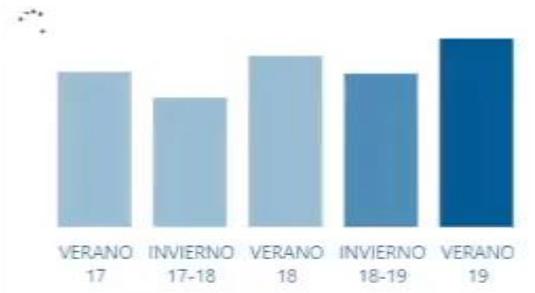
NACIONAL

723.553 +7,1%

AEROPUERTOS CONECTADOS 88

MERCADOS CONECTADOS 25

NÚMERO DE AEROLÍNEAS 32



FILTRAR

VARIABLE

VUELOS PLAZAS

TEMPORADA

Todas

MERCADO

Todas

AEROPUERTO ORIGEN

Todas

AEROLÍNEA

Todas

RANKING (VERANO 19)

PLAZAS	INCREMENTO
Palma Maior...	Lisbon (LIS)
Frankfurt (FR...)	Vienna (VIE)
Ibiza (IBZ)	Palma Mallo...
Amsterdam (...)	Las Palmas (...)
Paris (ORY)	London (STN)
Paris (CDG)	Istanbul (IST)
Madrid (MAD)	Nantes (NTE)
London (LGW)	Rome (FCO)
Zurich (ZRH)	Tenerife (TFN)
Eindhoven (E...)	Fuerteventu...
Rome (FCO)	Tenerife (TFS)
Brussels (BRU)	Dublin (DUB)
Lisbon (LIS)	Brussels (BR...)
Sevilla (SVQ)	Malta (MLA)
Milan (BGV)	Naples (NAP)
London (STN)	Menorca (M...)
London (LHR)	Vigo (VGO)
Bologna (BLQ)	Belfast (BFS)
Bucharest (O...)	Eindhoven (...)
Vienna (VIE)	Algiers (ALG)
Rome (CIA)	Málaga (AGP)
Istanbul (IST)	Porto (OPO)
Milan (MXP)	Stuttgart (S...)
Bilbao (BIO)	Palermo (P...)
Las Palmas (...)	Bilbao (BIO)
Duesseldorf (...)	Marrakech (...)

FUENTE DE DATOS: ForwardKeys



So what?



Less legwork, more time to focus on what really matters



Fine tune or rethink airline development strategies



More effective marketing campaigns



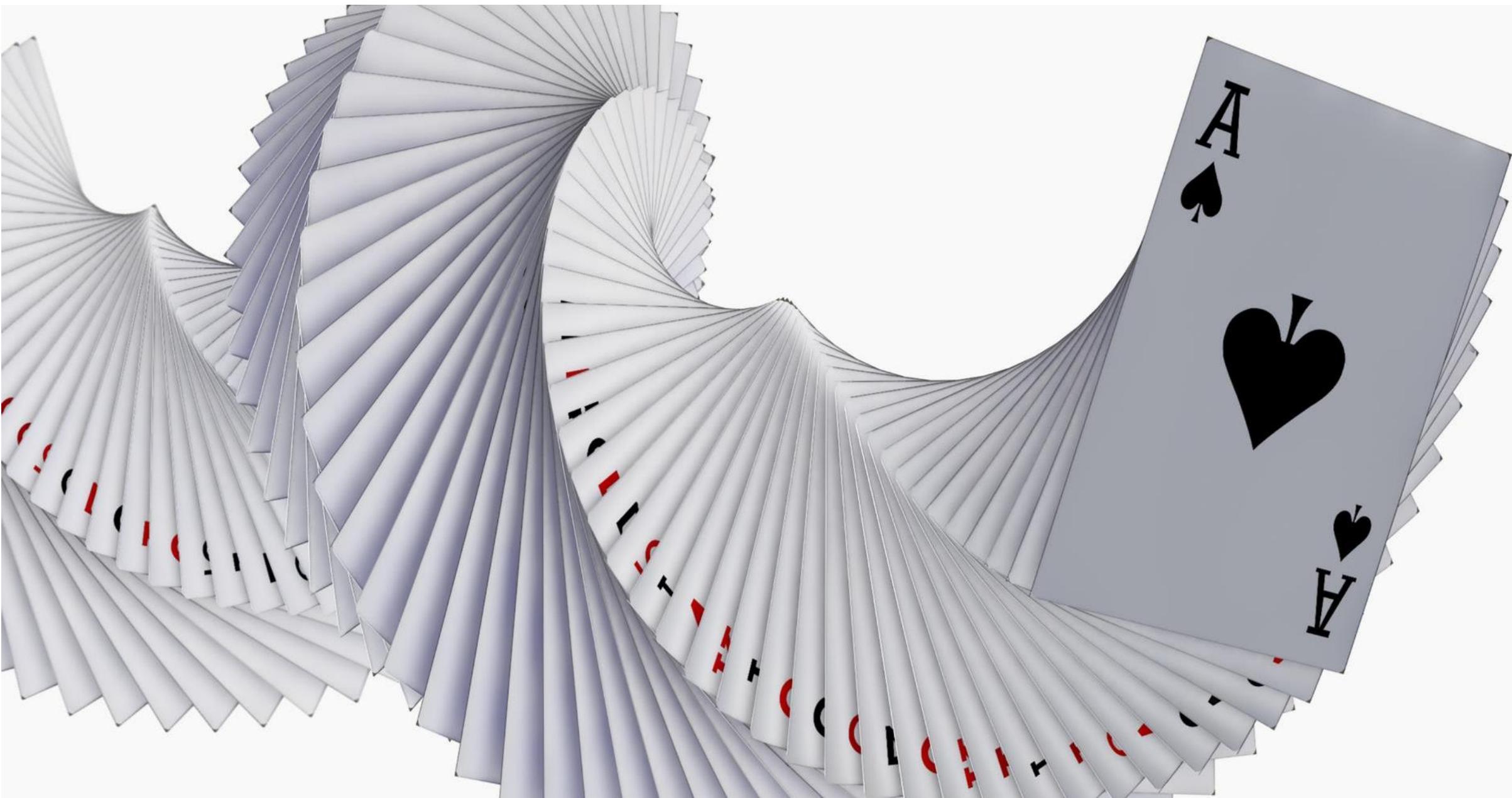
Better planning for guides



Optimizing sales channels for the City of Arts and Sciences



Anticipating the casino guest-mix: not betting on chance



One last thing...

A large yellow diamond-shaped sign with a black border, mounted on a post. The sign is positioned in the foreground, partially obscuring a desert landscape. The text on the sign is in large, bold, black capital letters.

**BIG
JOURNEYS
BEGIN WITH
SMALL
STEPS**

THANK YOU!



Olivier Ponti
Vice-President Insights
at ForwardKeys

✉ olivier.ponti@forwardkeys.com



Ricardo Millet
Director of strategy and Intelligence
at Turismo Valencia

✉ ricardo.millet@visitvalencia.com



Check out the latest fresh analysis at www.forwardkeys.com

SIT: Sistema de Inteligencia Turística

We invite you to try the system

ACCESS:



WWW.VISITVALENCIA.COM/SIT

