

# MÁLAGA

## SPAIN

— Málaga has been incorporating the concepts of sustainability, innovation and culture into their strategic plans for many years. There is a constant exchange between visitors and the government's tourism services, so that Málaga can do more to meet the needs of visitors.



**POPULATION:**  
571.026 (2018)



**TOURISTS PER YEAR:**  
ARRIVALS: 2.978.617 (2018)



**GROWTH OF THE  
TOURISM SECTOR  
PER YEAR:**  
=26,7% (2018)



**THE OUTLINE OF THE PROGRAMME FOR 2020 THAT THE CITY ENVISIONS TO IMPLEMENT IN CASE OF WINNING THE TITLE OF THE EUROPEAN CAPITAL OF SMART TOURISM; PROVIDED BY THE APPLICANT CITY**

**ALL YEAR ACTIVITIES PROPOSED BY MÁLAGA**

- Monthly TV shows. Every month a special TV show will be recorded by the most important local TV during the most important event related to the activities developed for the scheduled performances and actions (i.e. the Presentation Gala, the promotional concerts, inauguration of the hashtag statue, etc.)
- Monthly special education actions. Every month a school center will be selected to receive a special training related to the 17 Sustainable Development Goals organised in coordination with CIFAL (the UN agency dedicated to education of the United Nations Institute for Training and Research - UNITAR) based in Málaga. The European Capital of Smart Tourism will be included in all the educational material administered by the United Nations Institute for Training and Research (UNITAR) Center for International Training for Authorities and Leaders (CIFAL) in Málaga.
- Educational seminars on Accessibility, Sustainability, Digitalisation and Cultural Heritage and Creativity. The Tourism Area, along with other departments and public institutions, will oversee organising these educational seminars for this pillar of the Capital and directed to different stakeholders: schools, universities, associations and the general public.
- Use of the Smart Tourism logo with the EU flag in all the City Council's press releases and announcements.
- Incorporation of the title in new editions of promotional material (brochures, guides, maps, etc.), and in communication channels (website, newsletters and digital downloads).
- Installation of promotional items in public streets during the whole year (totems, banners, outdoor advertising boards, clocks and digital screens with continuous broadcast of messages and promotional videos).
- Continuous promotion in all the City Council's social media networks.
- Specific landing page for the Capital on the City's main website.
- Reproduction of the identity throughout the tourist informational network both digitally and physically within the City, including all tourism signage.
- Launching of a special edition of the City's tourist card called MÁLAGA PASS, including the logo and the title of the capital, in its physical, web and mobile app platforms.

- Expansion of the Chatbot tool called “Victoria the Malagueña”, which uses a conversational interface that responds to questions about the European Capital of Smart Tourism. It will be accessible from any digital device and interconnected with social networks. Think of it as a personal assistant for all ages.
- Street Marketing actions to be held during the whole year.
- Communication about the title will be adapted to accessible languages and translated to as many European languages as possible to promote integrated tourism.
- Inclusion of the title in our multi-destination promotion networks focusing on local, foreign and emerging markets. For example, AVE Cities, Andalusian Soul, etc.

## JANUARY 2020

- **21 – 26 January: Participation in FITUR International Tourism Trade Fair, Madrid.** Participation in FITUR, which is the global meeting point for tourism professionals and the leading trade fair for inbound and outbound markets in Latin America.
- **28 January: Presentation Gala of the European Capital of Smart Tourism title, Málaga.** To celebrate and present the award to Málaga for the Capital of Smart Tourism, the city organised a Gala, hosted at the Palace of Fairs and Congresses of Málaga (FYCMA). This is an act in which well-known artists from Málaga have been involved, representatives of the associative fabric of the city, authorities and members of the tourism sector to show that Málaga is a creative, sustainable, accessible and innovative destination.

## FEBRUARY 2020

- **12 – 13 February: Participation in Transfiere, European Meeting on Science, Technology and Innovation, Málaga.** Transfiere is the biggest professional and multi-sectoral Forum for knowledge and technology transfer that takes place in Spain, and that gathers the most relevant players in the national and international R&D&I ecosystem.

## MARCH 2020

- **6 March: Collaboration in the biggest participatory sporting event (Gymkhana) due to the award for Málaga as the European Capital of Sport 2020, Málaga.** The entire city will be invited to participate in this sports event organised by the Sports and Events Area due to the award for Málaga as the European Capital of Sport 2020 to which the Tourism Area joins, collaborating and facilitating the Tourism Office as one of the stages, in which will be used to promote and communicate the Capital programme.
- **30 March: Inauguration of hashtag statue, Málaga.** The event will be enlivened by the municipal music band that will play the anthems of Málaga, Andalusia and Europe and hundreds of children from various schools in Málaga will be invited to the event.

## APRIL 2020

- **14 April: Participation in the Maritime – Marine Cluster of Andalusia, Málaga.** Blue tourism and sustainability day. The Maritime – Marine Cluster of Andalusia (CMMA), is composed of innovative Andalusia companies from different maritime subsectors and with a common vision: The Blue Economy.
- **21 – 22 April: Participation in Greencities, Forum of Urban Intelligence and Sustainability, Málaga.** Greencities is the reference meeting for all the agents involved in the construction of smart and sustainable cities in Spain. Technology and sustainability are its mainstays. Institutions, public administrations, companies and professionals come together in Greencities to design the cities of the future.
- **21 – 22 April: Celebration of International Hackathon** focused on Smart Tourism, where apps, software and much more will be developed involving the Málaga Digital Pole companies and other institutions.

## MAY 2020

- **9 May: Europe Day, Málaga.** A special event, yet to be developed, will take place while hoisting the European flag.
- **16 May: Mobile Unit in the White Night Festival.** Coinciding with the cultural White Night Festival, a mobile unit belonging to the tourism area and identified with the European Capital of Smart Tourism logo on its exterior will be traveling throughout the city during the night and will park in different iconic points of the city to promote the Capital and to inform citizens.

## JUNE 2020

- **End of June: Workshop, Málaga.** Workshop to be developed with representatives from the nominee's cities to enhance the axis of the Cultural Heritage and Creativity in collaboration with the Culture Area. Topics such as application of new technologies to museums (augmented reality, 360 visits, etc.).
- **Co-organisation of the CM MÁLAGA "Cities and Museums" Congress, Málaga.** Málaga will host on June 22 and 23 the first edition of CM Málaga, Cities & Museums International Trade Fair, an international and multidisciplinary meeting on the management of museums, emerging cultural centers and their host cities. The initiative will deepen the trends of the sector under the prism of innovation, culture and tourism in a specialized content programme that is already beginning to take shape. In addition, the exhibition space will host technological demonstrations and tools for the cultural industry and tourist destinations.
- **13 June: Presentation of the 2020 Málaga City Council Tourism Award.** Award ceremony of 2020 Málaga City Council Awards in which the award to Best Smart Tourism Initiative will be presented.

- **23 – 24 June: Participation in FIWARE Summit Málaga.** The FIWARE Global Summit is one of the leading open source conferences for entrepreneurs, public administrations, academia, developers, startups, and technologies.

## SEPTEMBER 2020

- **14 – 20 September: Participation in SEATRADE CRUISE MED, Málaga.** Seatrade Cruise Med is an international exhibition dedicated exclusively to the market for cruise ships and ferried in the Mediterranean. Málaga will be participating with its own stand promoting the sustainable and smart tourism.
- **15 – 17 September: Participation in IMEX AMERICA, Las Vegas.** IMEX America takes place at Sands Expo at The Venetian The Palazzo, one of the world's largest convention facilities, in one of the world's most extraordinary hotels.

## OCTOBER 2020

- **22 – 23 October: Co-organisation, along with the Universidad de Málaga, of TURITEC 2020, Málaga.** This congress will be held with the objective of exchanging knowledge in the fields of information systems and communications technologies applied to tourism. To this end, it is intended to create a framework of understanding and collaboration between university researchers in information and communications technologies and professionals of companies and institutions in the tourism sector.

## NOVEMBER 2020

- **2 – 4 November: Participation in WTM, London.** WTM London introduces global travel buyers to over 5,000 of the biggest destinations and brands in the world. WTM London prides itself on being the hub of travel ideas. WTM aims to give the global travel trade an insight of how the industry will look in the next five year, share innovations, and create endless business opportunities over the course of three days.
- **3 – 6 November: Organisation of an International Conference on Smart Tourism, Málaga.** An international and public-open conference with renowned guest speakers to discuss about the four pillars of Smart Tourism. Representatives of the awarded cities of the four pillars to be invited to share their experience and knowledge.
- **November: Participation in the Málaga Startup Europe week, Málaga.** Organised by BIC Euronova and Promálaga, this is an event promoted by the EU to strengthen the ecosystem of entrepreneurs and startups at the regional level. If Promálaga wins the prize a special event to the Smart and Sustainability Tourism will be held on the day that the award is given.

## DECEMBER 2020

- **6 – 8 December: Organisation of “Sabor a Málaga” Gastronomic Fair.** The gastronomic fair for local food producers and markets will be held in the Málaga Park. This fair is designed to promote gastronomic tourism based on cultural heritage and leisure activities. In turn, it claims Mediterranean cuisine as a heritage and cultural element of the first order.
- **6 – 8 December: Smart Tourism Music Festival, Málaga.** To close the year the city proposes a one-day music festival to promote the award. Concerts are held with several bands from Málaga that would be playing their most famous songs in the Eduardo Ocón Auditorium in the Málaga Park with live connections with Gothenburg (where they would be performing a similar event).
- **Annual report** writing studying the impact of the Capital and overall tourist activity and media coverage throughout the year.