Sustainability in the Balearic Islands: the new Law for circularity in Tourism

Francesc MATEU
Managing Director
Balearic Islands Tourism Strategy Agency
2nd most important region for tourism in SPAIN

16 million tourists (2019)

13,956 M€
Total Tourism Expenditure

41.3% GDP

41.6% Employment

Background information – Balearic Islands region
The history of tourism in the Balearic Islands has been one of continuous growth in tourist arrivals.
Balearic Islands Tourism Model

- High seasonality
- Significant impacts on the local economy and environment
According to the calculations of the ecological footprint, we found out that to provide all resources consumed and to swallow all waste produced by residents and tourists,

We needed an area equivalent to 6 times the Balearic Islands’ territory.
A shift to sustainability – Balearic Islands region

New laws and actions taken by the Regional Government

**SUSTAINABLE TOURISM TAX (2016)**

Limiting HOLIDAY RENTALS (2017)

Environmental and Tourism Balance Plan (2017)

Limiting vehicles in natural areas (like Formentera island)

Environmental protection strategy

Climate Change and Energy Transition Law (2019)

Limiting Tourist Accommodation (2019)

OVER TOURISM Law (2020)

Waste & contaminated soils Law (2021)

Law for Circularity and Sustainability in Tourism — (2022)

Tourism sector Balearic Islands
Sustainable Tourism Tax

A shift to sustainability – Balearic Islands region

Levied on all overnight stays

<table>
<thead>
<tr>
<th>Location</th>
<th>Projects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mallorca</td>
<td>62</td>
</tr>
<tr>
<td>Minorca</td>
<td>23</td>
</tr>
<tr>
<td>Ibiza</td>
<td>12</td>
</tr>
<tr>
<td>Formentera</td>
<td>5</td>
</tr>
<tr>
<td>Balearic Islands</td>
<td>62</td>
</tr>
</tbody>
</table>

From July 2016 until today

- 4€ person/day
- 3€/0.5€/2€
- 50% LOW SEASON 01.NOVEMBER - 30.APRIL

258 million euros

- Environment: 108 M
- Sustainable Tourism: 44 M
- Cultural Heritage: 8 M
- Scientific Research: 29 M
- Training and Employment: 18 M
- Social Renting: 52 M

www.sustainableislands.travel
NEW Law for circularity and sustainability in tourism

Balearic Islands will begin to design the tourism of the future.

FIRST Law in Europe and in Spain that leads the way to implementing CIRCULARITY in TOURISM

From 11. February 2022
Balearic Islands, a circular tourism world leader

It’s about turning the tourism sector into an engine of positive impacts on society, on economy and on the environment.

A regeneration and social empowerment engine.
The tourism sector in the Balearic Islands has been leading the way for decades. Many hotel establishments and hotel chains in the Balearic Islands started many years ago implementing innovative solutions in sustainability and circularity.

The Balearic Islands aim at becoming a **circular tourism world leader destination**, offering the best tourism experience possible while improving the Balearics quality of life.
THE NEW TOURISM LAW

✓ A law for a model of tourism that considers all the dimensions of the tourism activity.

✓ And it will do so around 4 fundamental axes:

a) Social and Economic Sustainability

b) Circularity and Environmental Sustainability

c) Territorial Sustainability

d) Modernisation and Administrative Simplification
A. SOCIAL / ECONOMIC SUSTAINABILITY

Accommodation will have to offer lift-up beds, which will radically reduce accidents and occupational pathologies among chambermaids.

Chambermaids suffer 27.3% of all accidents in the sector; 35% of these accidents are related to overexertion.

Aid for the more than 20,000 chambermaids who, with their unquestionable effort and professionalism, have kept our islands in a leading position in tourism for decades.
Balearic Islands aspire to be chosen because we are the ones that best value our workers and offer them the best working conditions.

The law will also include a task force chaired by IBASSAL (Balearic Islands Intitute of Work Security, Health and Safety).

60 M Euros in direct aid from European funds to help the tourism sector in its transformation.

Starting with the **higher categories, four and five stars**.

All tourist establishments with daily cleaning. Around **300,000 beds**

**SOCIAL / ECONOMIC SUSTAINABILITY**

Over the next **6 years**
B. CIRCULARITY AND ENVIRONMENTAL SUSTAINABILITY

**Circular Strategy**

Hotel operators will be required to have a **Circularity Plan**.

4 pillars with objective indicators:
- Energy
- Water
- Materials and waste
- Food

Companies will develop a 5-year plan stipulating reduction targets and the investments, practices and protocols needed to meet them.

**Environmental Strategy**

**Mandatory measures:**
- Substitution of fuel oil boilers for more sustainable alternatives (more than 57 tones of CO2 per year).
- Traceability of fish and seafood. Balearic origin on the menu.
- Water-saving instruments
- Prohibiting the use of single-use sanitary amenities,
- Prohibiting the use of species that have been classified as threatened.
Tourism must include everyone, not just tourists.

Hotels designed for guests, but for employees as well.

European funds will play a key role.

Commitment to the protection of the territory and resources.

Welfare of thousands of workers.

Quality of life of residents.

Positive contribution of tourism to stimulate social progress.
D. MODERNISATION AND ADMINISTRATIVE SIMPLIFICATION

✓ Reduction of tourist beds in tourism establishments.

✓ A new hotel classification system

✓ Modernisation by taking advantage of the strength of our business sector.

✓ Make tourism more competitive.

+ Investment
+ Quality
+ Competitiveness
- Tourist Beds
A Circular Economy: creates, captures, distributes value
THANK YOU

Francesc MATEU
direccion@aetib.caib.es

www.illesbalears.travel

www.sustainableislands.travel