

TOURISM INTELLIGENCE SYSTEM FOR SUSTAINABILITY



INSTO

International Network
of Sustainable Tourism
Observatories



TOURISM INTELLIGENCE SYSTEM

FOCUS

Open Platform



INDICATORS OF

SUSTAINABILITY

Open File



Click on any card to access the content



INSTO

International Network
of Sustainable Tourism
Observatories



AJUNTAMENT
DE VALÈNCIA

Fundació Visit
VALENCIA

Cover photo: City of Arts and Sciences.

Application submitted by: Visit València Foundation

Project: Tourism intelligence system for sustainability

INDEX

1. INTRODUCTION	5
2. DESTINATION PROFILE.....	7
2.1. Current supply and demand situation.....	9
3. STRATEGIC PILLARS OF THE DESTINATION	15
3.1. Sustainability.....	15
3.2. Accessibility	23
3.3. Innovation and digitalisation.....	25
4. VALÈNCIA DATA ENVIRONMENT	27
4.1. Tourism intelligence	27
4.2. City data	29
4.3. Sustainability projects	31
4.3.1. Indicators	31
5. KEY ISSUES AND IMPACT AREAS	35
5.1. Sustainability.....	35
5.2. Governance.....	36
5.3. Value proposition	37
5.4. Innovation	38
5.5. Integration	39
6. DESIGN OF THE SUSTAINABLE TOURISM INTELLIGENCE SYSTEM	42
6.1. Objectives	42
6.2. Governance.....	42
6.3. Road map.....	43
6.4. Topics and indicators table.....	44

01

INTRODUCTION



1. INTRODUCTION

The city of Valencia is applying to join the UN Tourism International Network of Sustainable Tourism Observatories (INSTO) through the Visit València Foundation. The initiative reflects the destination's firm commitment to sustainability and responsible tourism management as a driver of economic, social and environmental development.

Tourism is an essential pillar of Valencia's identity, consolidating it as one of the most attractive urban destinations in the Mediterranean. The city's constant growth in the number of visitors, overnight stays and profitability has contributed decisively to diversifying and strengthening the local economy. That said, this development has been based on an inclusive vision that puts sustainability at the heart of the tourism model, which was recognised in 2024 by the European Commission as European Green Capital 2024.

As the public-private entity leading the city's tourism strategy, the Visit València Foundation has been responsible for drawing up this preliminary study. The foundation's work reflects Valencia's commitment to a tourism transformation aligned with the Sustainable Development Goals (SDGs), promoting innovative policies and efficient resource management. A model that has been recognised by UN Tourism with the Sebes certification (2006) and the Ulysses Award for Innovation in Tourism Governance (2008).

By joining the INSTO network, Valencia aims to strengthen its tools for measuring, monitoring and analysing the impact of tourism, ensuring data-driven decision-making. The move represents a natural evolution. This step represents a natural development in the city's journey towards a balanced tourism model, ensuring the well-being of the local community, the conservation of natural and cultural heritage, and the resilience of the destination in the face of future challenges.

02

DESTINATION PROFILE



2. DESTINATION PROFILE

The city of Valencia, capital of the Valencia Region, is located on the east coast of Spain, on the shores of the Mediterranean. It's the most important urban centre in the region, and the third most populated city in the country, with approximately 800,000 inhabitants in the city itself, and more than 1.5 million in its metropolitan area.

Valencia combines a rich historical heritage with a strong focus on innovation and sustainability, giving it values that move between tradition and modernity. Its strategic location, Mediterranean climate, modern infrastructure and quality of life have led it to be recognised as the best city in the world to live in on several occasions (Forbes, 2022).

Valencia's economy has evolved away from traditional sectors such as agriculture and industry, moving towards a structure strongly based on services, especially commerce, culture, logistics and tourism. This transition has been accompanied by a firm commitment to sustainability, digitalisation and productive diversification.

In environmental terms, Valencia is surrounded by protected natural areas, such as the Albufera Natural Park. It has been declared the first *Wetland City* by the Ramsar Convention and has a large peri-urban market garden of great ecological, social and landscape value, which has received international recognition, including SIPAM designation by the Food and Agriculture Organisation of the United Nations (FAO).

Within the framework of the city's urban strategy, whose primary mission is to achieve climate neutrality, the city has promoted active mitigation and adaptation policies in the productive and social sectors. For example, active sustainable mobility has been encouraged, with the creation of cycling infrastructure comprising 194.46 km of cycle lanes and just over 37 km of streets where pedestrians and cyclists have priority, promoting active mobility that respects the urban environment, in line with European and global climate commitments.

Beyond the economic impact, tourism has been a driving force for social and cultural transformation. By diversifying the city's offering with the aim of balancing supply and demand, seasonality and spatial distribution, the Visit València Foundation's strategy combines traditional events such as the festivals celebrating the city's patron saints with international fairs and conferences, together with major sporting events such as the Valencia Marathon, which have enhanced the city's image and consolidated the identity of the people of Valencia.

Geografía y población

Geography and population



138,3 KM²

Superficie
Surface area

13 METROS

Altitud
Altitude

39° 28' 16" N

Latitud
Latitude

0° 22' 33" O

Longitud
Longitude



POBLACIÓN POPULATION

830.606

Población ciudad
City population

1.635.239

Incluyendo área metropolitana
Including metropolitan area

ESPERANZA DE VIDA LIFE EXPECTANCY

València Valencia

86,5 años
years

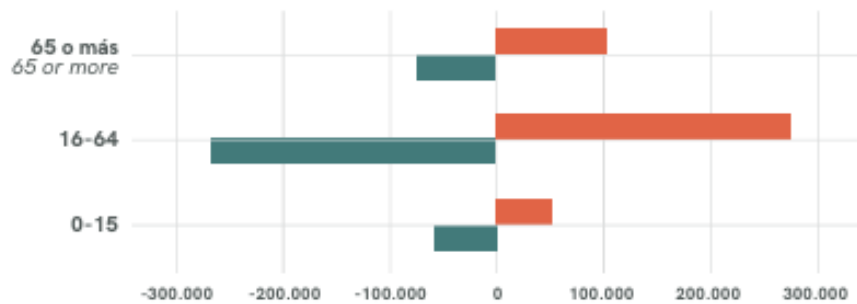
80,9 años
years

España Spain

85,7 años
years

80,4 años
years

Pirámide poblacional València 2024 Population pyramid Valencia 2024



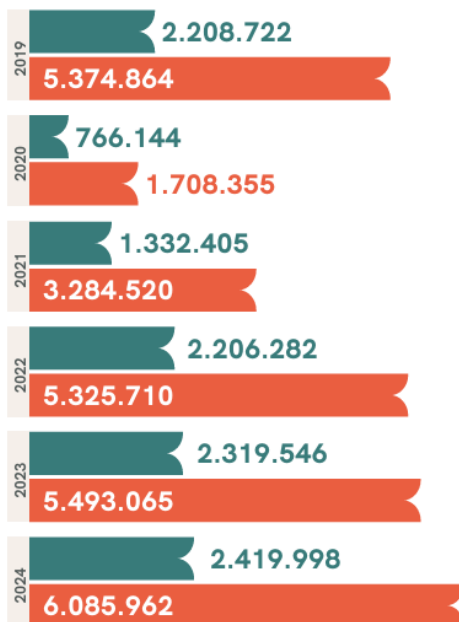
Source: Tourism Statistics 2024 - Visit València Foundation

2.1. Current supply and demand situation

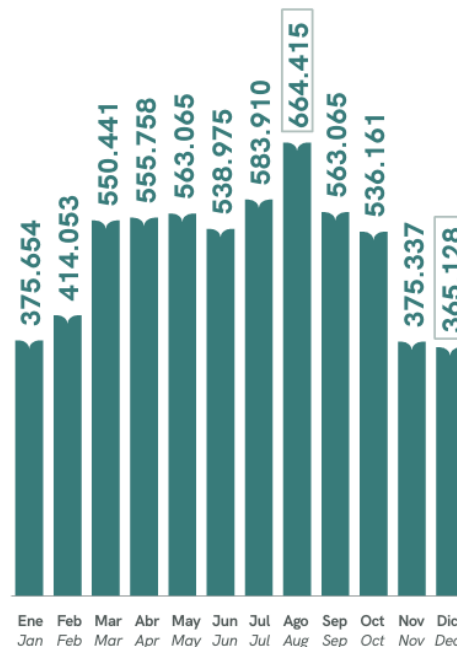
Tourism in Valencia has become one of the most dynamic and strategic sectors for the city's development, playing a key role in the local economy and in the international projection of the city. Valencia reached record figures in overnight stays and tourist profitability, with a significant increase in international tourism and less dependence on seasonality, consolidating itself as a more balanced and sustainable destination. In 2024, Valencia saw 2,419,998 travellers and 6,085,962 overnight stays.

ESTACIONALIDAD SEASONALITY

VIAJEROS Y PERNOCTACIONES EN HOTELES Y APARTAMENTOS REGISTRADOS
VISITORS AND OVERNIGHT STAYS IN HOTELS AND REGISTERED APARTMENTS



ESTACIONALIDAD DE PERNOCTACIONES EN HOTELES Y APARTAMENTOS REGISTRADOS
SEASONALITY OF OVERNIGHT STAYS IN REGISTERED HOTELS AND APARTMENTS



Source: Tourism Statistics 2024 - Visit València Foundation

With connections to 86 international airports and 18 domestic ones, Valencia's international airport had a flow of 5,406,189 passengers in the last financial year, strengthening its presence in key markets in Europe and North America, expanding direct routes and running strategic campaigns in the Nordic countries, the United States and France. This expansion has attracted visitors with greater spending power and has positioned the city as an accessible and internationally competitive destination.

RUTAS DESDE EL AEROPUERTO DE VALÈNCIA ROUTES FROM VALENCIA'S AIRPORT

5.406.189

(+ 8,4% vs. 2023)

Total pasajeros llegados al
aeropuerto en 2024
*Passengers arrived to the
airport in 2024*

86

(+ 6 conexiones vs. 2023)

Conexiones internacionales
International air connections

18

Mismas conexiones
de 2023 / *Same
number of
connections*

Conexiones nacionales
National air connections



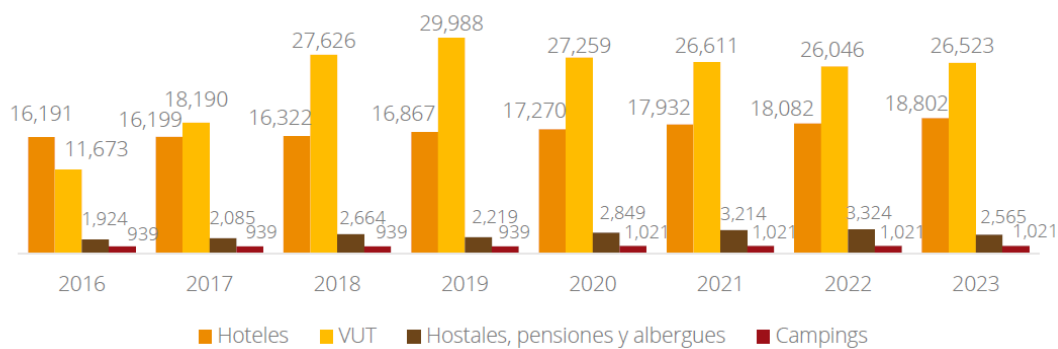
Source: Tourism Statistics 2024 - Visit València Foundation

Tourism represents a significant part of the city's GDP, between 10% and 15% of local GDP, contributing directly to job creation and to the dynamism of sectors such as restaurants, commerce, culture and transport. However, Valencia's tourism model has opted for a strategy focused on added value, prioritising quality over quantity, territorial and temporal distribution of demand, and the active involvement of the local community.

In terms of the origin of travellers, foreign tourism represents 59% of the total in the city, whereas national tourism accounts for 41% of the total, thus consolidating the cosmopolitan character of the destination and contributing to the economic and labour stability generated by this activity. With Italy as the main source market, there has been a strong growth in the number of travellers from the Anglosphere.

In terms of tourism infrastructure, the city has more than 20,000 beds spread across 242 hotels in 2024. Valencia's accommodation offer has undergone considerable diversification, with the VUT (Tourist Use Housing) consolidating its position as a significant option in the market. This growth responds to new visitor preferences, especially those of families and groups, who value the flexibility and autonomy that tourist use housing offers. However, this proliferation has transformed the city's accommodation mix, generating unequal competition with the hotel sector due to differences in regulations. In addition, the increase in tourist use housing has led to coexistence challenges in some areas, highlighting the need for a balanced regulatory approach that promotes sustainability of supply and urban harmony.

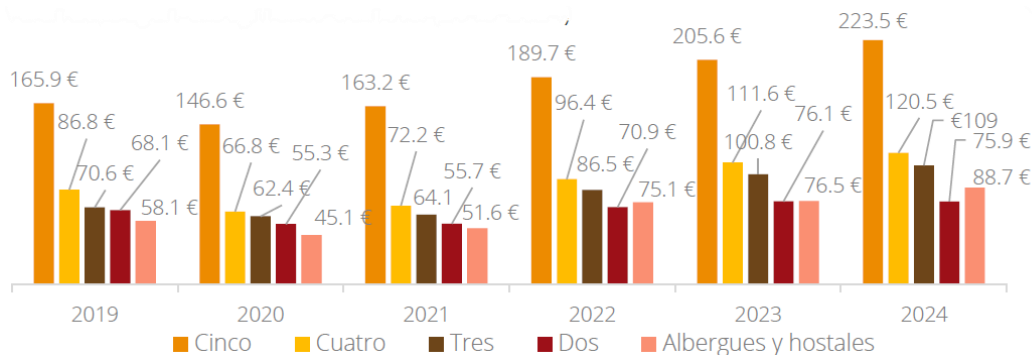
Evolution of accommodation places by type in Valencia (2016–2023)



Source: Valencia, a sustainable destination. Strategic Plan 2025-2028 - Visit València Foundation

Additionally, the evolution of the average daily rate charged by hotel establishments serves as a guide to understanding the evolution of accommodation prices in the city. There has been a marked increase in prices since 2019, except for during the COVID19 pandemic, which led to a drop in prices. The biggest increases are found in 4 and 5 star hotel establishments.

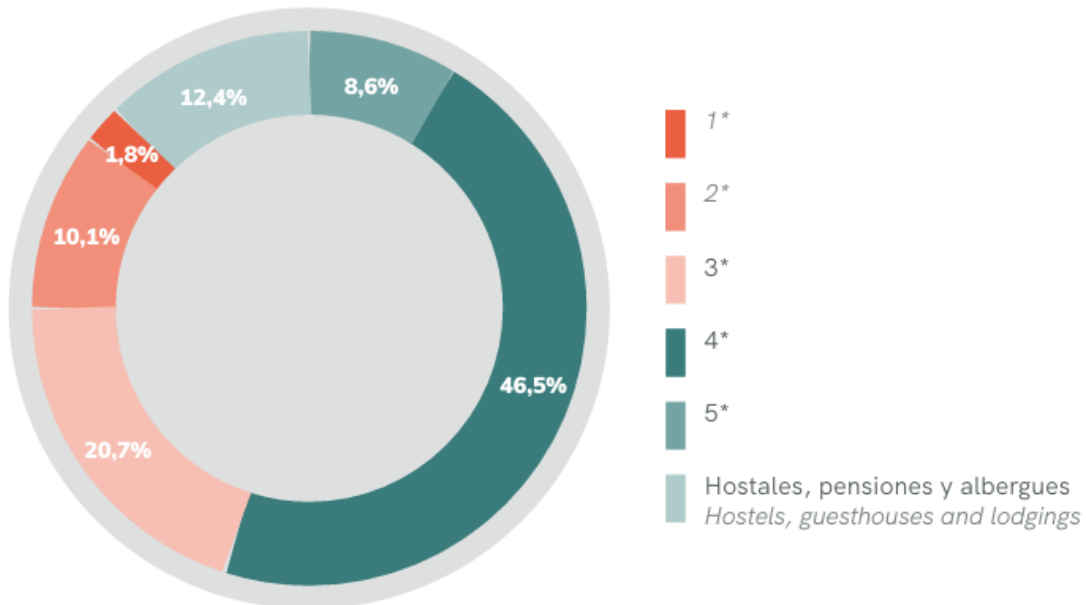
Evolution of the average price in hotel establishments in the city of Valencia, by hotel segment (2019–2024)



Source: Valencia, a sustainable destination. Strategic Plan 2025-2028 - Visit València Foundation

OFERTA HOTELERA
HOTEL ACCOMMODATION OPTIONS

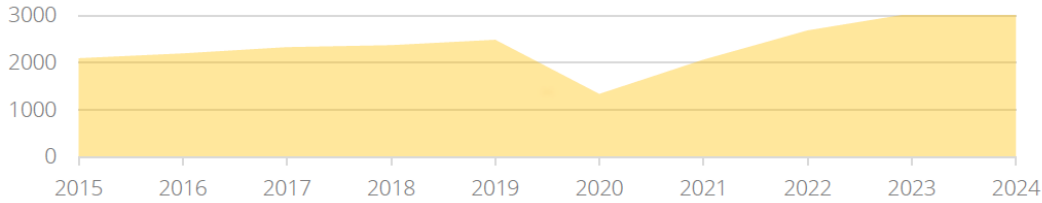
	Categoría <i>Category</i>	Establecimientos <i>Establishments</i>	Habitaciones <i>Rooms</i>	Plazas <i>Beds</i>
Hoteles <i>Hotels</i>	5*	8	1.002	2.008
	4*	48	5.400	10.745
	3*	40	2.400	4.642
	2*	29	1.173	2.044
	1*	11	205	417
Hostales, pensiones y albergues <i>Hostels, guesthouses and lodgings</i>		106	1.439	2.786
Total <i>(vs. 2023)</i>		242 <i>(+ 10,7%)</i>	11.619 <i>(+3,9%)</i>	22.642 <i>(+5,6%)</i>
Total <i>(vs. 2019)</i>		177 <i>(+ 26,9%)</i>	9.851 <i>(+15,2%)</i>	19.086 <i>(+15,7%)</i>

PORCENTAJE DE HABITACIONES SEGÚN CATEGORÍA
PERCENTAGE OF HOTEL ROOMS BY CATEGORY


Source: Tourism Statistics 2024 - Visit València Foundation

Employment derived from hotel activity has fluctuated over the last few years. With sustained growth since 2015, the number of people employed in hotel establishments shows the improvement of the sector in this period. The number of employees in hotel establishments also increased in August 2024 by 26.3% compared to August 2019).

Employees in hotel establishments (August, 2015-2024)



Source: Valencia, a sustainable destination. Strategic Plan 2025-2028 - Visit València Foundation

So the tourism sector in the city of Valencia has experienced sustained growth since the pandemic. This is linked to a change in tourist profile, a move towards a market with a greater spending power that benefits the local economy and the sector as a whole.

In the maritime sphere, Valencia has positioned itself as a key port for cruise ships, with strong growth in the numbers of cruise passengers arriving in recent years, specifically 774,067 in 2024. It has strong appeal, attracting international companies such as MSC Cruises, Costa Cruises and Royal Caribbean.

TURISMO DE CRUCEROS EN EL PUERTO DE VALÈNCIA
CRUISE TOURISM AT THE PORT OF VALÈNCIA



2.899
Promedio de pasajeros
Average number of passengers

774.067
Pasajeros
Cruise passengers

267
Escalas
Cruise port calls

Source: Tourism Statistics 2024 - Visit València Foundation

03

STRATEGIC PILLARS OF THE DESTINATION



3. STRATEGIC PILLARS OF THE DESTINATION

3.1. Sustainability

Tourism in Valencia has become a key part of the local economy, creating jobs, generating wealth and boosting the city's economy. Its relevance lies not only in the volume of activity it represents, but also in its ability to adapt to ongoing social, economic and environmental changes, maintaining its position as one of the fundamental pillars of urban development.

Over the years, the city of Valencia has adopted a tourism model based on the principles of sustainability, tackling this issue from a broad perspective that incorporates environmental, social and economic considerations. This approach seeks to integrate tourism activity into the urban environment in a balanced way, promoting the conservation of natural and cultural heritage while ensuring quality of life for residents. Within this framework, sustainability has guided the design and implementation of policies aimed at promoting responsible tourism, positioning Valencia as a national and international benchmark in sustainable tourism 0



The COVID-19 pandemic represented a turning point in the evolution of tourism in the city of Valencia, having an unprecedented impact on the sector. Mobility restrictions, the closure of tourism infrastructure and the cancellation of large-scale events caused a dramatic fall in visitor arrivals, severely affecting the local economy and highlighting the need to rethink existing tourism strategies.

Against this backdrop, Valencia implemented the Tourism Stimulus Plan in 2020, with the aim of mitigating the effects of the health crisis and promoting a rapid and effective recovery of the sector. The situation also provided an opportunity to reflect on the tourism model, further encouraging the adoption of digital tools and the promotion of local tourism, and consolidating Valencia as a benchmark in sustainable practices.

From 2021 onwards, Valencia began a steady process of recovery, gradually reaching visitor numbers similar to those recorded in the pre-pandemic period. However, the process was not limited to a return to previous levels, but was seen as an opportunity to evolve towards a more competitive and innovative model. The city has integrated advanced technological solutions and sustainable practices into its tourism offering, strengthening its position as a cutting-edge destination. The experience of recent years has reaffirmed Valencia's commitment to a model of urban tourism that balances economic, social and environmental interests by placing local resident sat the centre of tourism growth. This strategic commitment not only responds to current demands within the sector but also positions the city as a benchmark in responsible and innovative tourism management.

In 2024, Valencia achieved record figures in terms of overnight stays and profitability, largely thanks to the growth of international tourism. This achievement reflects not only the recovery of the sector after the pandemic, but also the success of the strategies adopted by the City Council to advance in tourism sustainability in all three aspects identified, and in the implementation of the Smart Tourism Destination (STD) model. These initiatives have positioned the city as an international benchmark, underpinned by milestones such as the 2022-2024 Tourism Sustainability Plan and recognitions such as being chosen European Capital of Smart Tourism 2022 and European Green Capital 2024.

Valencia reaffirms its commitment to sustainability, promoting tourism that respects the environment, preserves the city's valuable cultural heritage and favours the social integration of the local community. At the same time, the city continues to advance in the digitalisation of tourism management, integrating innovative technologies that optimise resources and enrich the visitor experience. This measured approach that balances sustainability, and innovation consolidates the city of Valencia as a benchmark in responsible and advanced tourism management.

Tourism in Valencia has proven to be a key sector for the local economy, characterised by its capacity to adapt to change and its comprehensive sustainability model. The city has used the pandemic as an opportunity to evolve, implementing digital and sustainable strategies that have enhanced its international positioning. Valencia has managed not only to achieve record visitor numbers once again, but also to consolidate itself as a benchmark in responsible tourism management. With a diversified offer and a firm commitment to sustainability and innovation, the city is emerging as key global urban destination, ready to

take on the challenges of the future and to continue to be a model of good practice in the tourism industry.

European Green Capital. Green Tourism Deal

Within the framework of the European Green Capital 2024, Valencia has taken a step forward with the "Valencia Tourism Green Deal", an initiative that more than 150 companies have already signed up to, with the aim of promoting the values associated with this recognition across the tourism value chain.



Fundació Visit
VALÈNCIA

This initiative is supported by a training and awareness programme aimed at strengthening the environmental and social commitment of tourism stakeholders. Four technical training sessions have been held: one focused on improving the accessibility of tourist establishments, another dedicated to environmental issues, a third aimed at an exchange of good practices, and a fourth focused on promoting the circular economy. These initiatives reflect the firm intention to align tourism activity with the objectives of the European Green Deal and the sustainability strategy.

Initiatives promoted as part of the Green Deal include participating companies taking on the challenge of disseminating the 'Green Capital' values among customers and employees, and implementing specific actions in strategic areas such as biodiversity, green infrastructure, sustainable mobility and local food. In addition, rigorous environmental practices are being established, such as the use of efficient facilities, preventive maintenance plans, control of energy consumption and reduction of emissions. Waste segregation and the elimination of single-use plastics are also encouraged.

In order to raise awareness of these values among both residents and tourists, green routes have been devised, routes that on the one hand, highlight the city's heritage and spaces, and on the other promote a healthy lifestyle. These routes are based on three key principles: green infrastructures and biodiversity, sustainable mobility, and recovery of public space, as well as being panoramic routes that showcase the capital's most representative landmarks. All of them have been designed with full accessibility in mind, so that they can be enjoyed by all.



Photograph: Conference Centre.

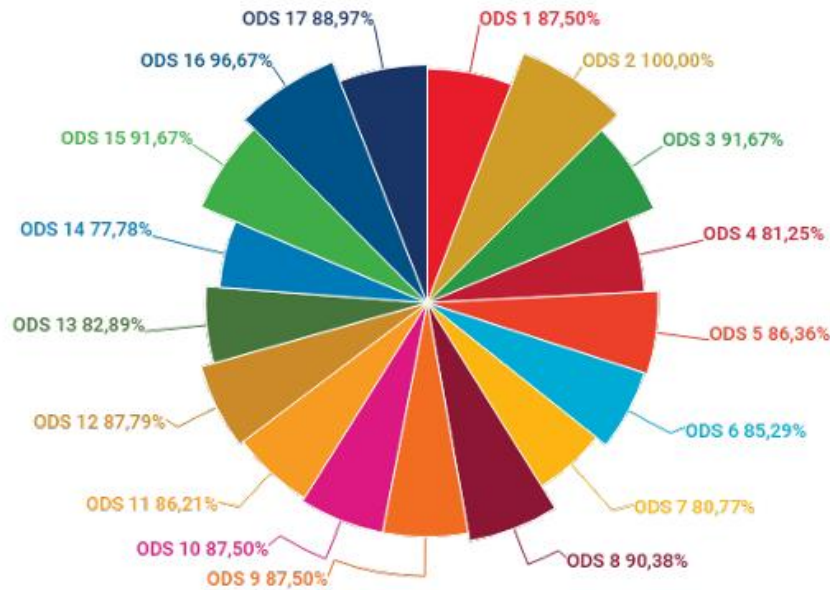
In recognition of the efforts made by the tourism sector, the Visit València Foundation has launched the 'European Green Capital Tourism Sustainability Best Practice Awards', spotlighting those companies that have implemented the best initiatives to promote responsible and sustainable tourism in 2024.

In this context, a need to establish a monitoring and evaluation mechanism to measure the impact of these initiatives has been identified, with a view to ensuring continuous improvement. Valencia's membership of the International Network of Tourism Sustainability Observatories (INSTO) underpins this commitment, providing a forum for the exchange of experiences and good practices to jointly address the current challenges facing sustainable tourism.

Tourism and the Sustainable Development Goals

Valencia is aware that the tourism sector is extremely important in terms of making a positive contribution to the achievement of the 2030 Agenda's Sustainable Development Goals. Thus, following an assessment carried out by Turisme Comunitat Valenciana (Regional Government of Valencia), it was concluded that the city of Valencia is the destination that contributes most to the overall objectives within the Valencia Region, making it a benchmark for other destinations and municipalities. The SDGs to which Valencia is making the greatest contribution are SDG 16, SDG 13, SDG 17, SDG 11 and SDG 15, but all SDGs are above the aggregate values of all destinations. The report primarily highlights the efforts made by the administrations in terms of transparency and public participation, and in ensuring channels of communication with the different groups that have ties with Valencia and the projects that aim to combat climate change ([ODS Destination Report: Valencia](#)).

CITY OF VALENCIA



Source: Turisme Comunitat Valenciana. Implementation of the SDGs.

Tourism Sustainability Plan for València (2022-2024)

Tourism is a key part of Valencia's identity and development, positioning it as a leading urban destination in Spain and in the Mediterranean. The city's sustained growth has contributed to the diversification of the local economy and the strengthening of a development model based on achieving a balance between economic prosperity, social welfare and environmental conservation.

Faced with promising growth prospects, Valencia is reaffirming its commitment to sustainability, which is reflected in responsible tourism management and the implementation of innovative policies that promote sustainability among businesses, the public and visitors, incorporating circular economy principles.

The Visit València Foundation has received several international awards from the UNWTO, in recognition of its role as a point of reference in tourism governance.

Among the city's most notable achievements is the Sbest Award for Excellence in Tourism Governance. Excellence in Tourism Governance certification was awarded to just six tourism destination managers worldwide, following an exhaustive audit of management procedures. The distinction recognises best practices in tourism governance, with the aim of promoting continuous improvement in the quality of tourism services and the well-being of society.

Furthermore, the Foundation received the Ulysses Award, also from UN Tourism, for leadership in tourism innovation. This award highlights the strategic planning for the promotion of the destination, sustainable tourism development and quality visitor services. It also recognises the Foundation's ongoing pursuit of excellence in internal organisation, the establishment of strategic partnerships at local, national and international level, and its active participation in collaborative projects within the global tourism sector and with public administrations.

These awards highlight the exemplary nature of the Foundation's model of tourism governance at international level, reaffirming its commitment to the values promoted by UN Tourism, and its vision of more responsible and efficient tourism.

The focus on tourism management based on quality, sustainability, accessibility and innovation has been supported by strategies such as the Valencia 2030 Urban Strategy and the Tourism Sustainability Plan for Destinations (PSTD), which have consolidated the city's position internationally, being recognised as European Capital of Smart Tourism (2022) and European Green Capital (2024).



Valencia, a sustainable destination: Strategic Tourism Plan (2025-2028)

The Strategic Tourism Plan 2025-2028 is a tool that is steering the tourism sector towards a more sustainable and competitive future based on a comprehensive analysis of challenges, market opportunities and the interests and proposals of all stakeholders. The plan provides a framework for strategic decision-making and the implementation of joint actions to consolidate Valencia's position as a world-class tourist destination.

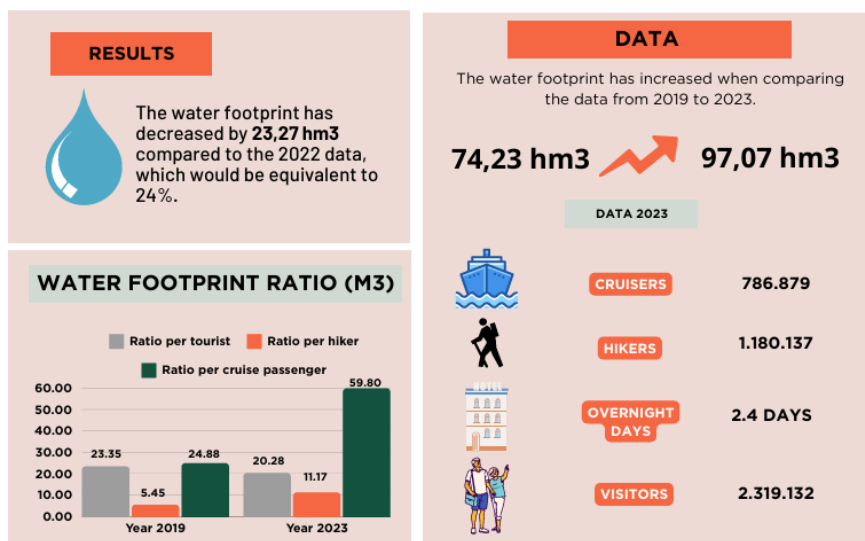
The primary objective is to make the city of Valencia the leading urban destination in the Mediterranean, a city that manages the growth of tourism in a sustainable way, making it a driver of progress, innovation and inclusion. A destination that decides on which visitors it welcomes, how many of them there should be, and at when they arrive in the city, always

respecting the Mediterranean lifestyle of local residents, who share with them its attractions and services offering warm hospitality.

Currently, the city of Valencia is fully committed to climate change mitigation, with climate neutrality by 2030 as the number one goal set out as part of its urban strategy. Along the way, it has pioneered the measurement and certification of the carbon footprint and water footprint of tourism, becoming the first urban destination to carry out this exercise in a rigorous and methodologically validated manner.

The project was launched in 2020, and since then has been maintained and consolidated, enabling the creation of a comprehensive set of historical data that serves as a tool for the identification of problems, monitoring and continuous improvement. This continuity has facilitated the identification of strategic lines of action in favour of a more sustainable tourism model, with decisions based on objective data.

Thanks to this initiative, Valencia has been able to quantify the emissions generated by tourist activity and compare them with the evolution of other key indicators¹. For example, according to the latest report published in 2023, emissions from the tourism sector are estimated at 1,203,113 tonnes of CO₂ equivalent, 13.58% more than in 2022, reflecting the upturn in activity following the pandemic. The report also includes a detailed breakdown of emissions by type of activity (transport, accommodation, activities, etc.) and provides tools for devising interventions to reduce the destination's environmental footprint.



Source: REFERENTIAL WATER FOOTPRINT NETWORK - Visit València Foundation.

As well as measuring the carbon footprint, the city also calculates the water footprint of tourist activity each year. In 2023, the tourism water footprint was 97.07² cubic hectometres,

¹ [INVENTORY OF GREENHOUSE GAS EMISSIONS - TOURIST ACTIVITY IN THE CITY OF VALÈNCIA 2023](#)

² [WATER FOOTPRINT - TOURIST ACTIVITY IN THE CITY OF VALÈNCIA 2023](#)

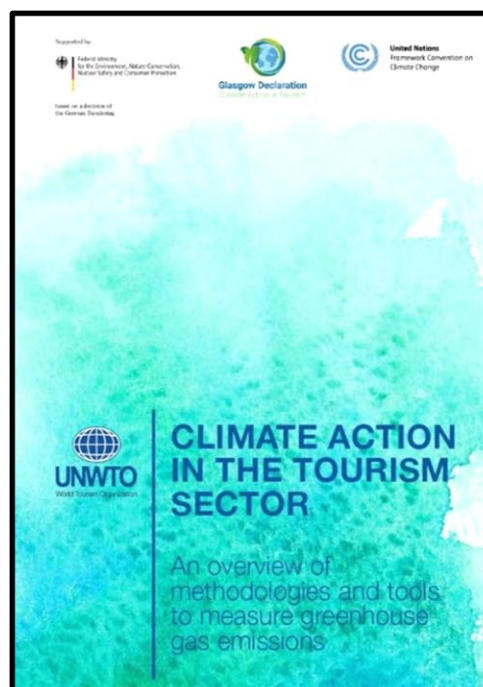
a reduction of 24% compared to 2022, thanks to less indirect pressure linked to the consumption of goods and services. This measurement makes it possible to identify areas that need to be worked on, and to further improve strategies for efficient water use in the sector.

In 2020, Valencia took a decisive step forward in its commitment to tourism sustainability by preparing a study on the risks and vulnerabilities associated with climate change in the tourism sector. This analysis, based on IPCC climate scenarios, identified eight risk families that directly affect tourism, such as scarcity of water resources, loss of thermal comfort and rising sea levels. For example, it was highlighted that loss of biodiversity in the marine environment represents a serious risk in the current scenario and could reach catastrophic levels in future scenarios if adequate adaptation measures are not implemented.

Furthermore, the study underlines the fact that Valencia has comparative advantages over other cities of similar size, thanks to its efficient public services, such as water, waste and urban transport management. A notable example is that Valencia is the European city with the highest water efficiency measured in real time (87%).

These initiatives allow Valencia to better understand how climate change impacts on daily activities, and on the well-being of both residents and visitors, facilitating the implementation of more effective adaptation and mitigation strategies.

Visit València Foundation and UN Tourism



At international level, Valencia has signed up to the Glasgow Declaration for Climate Action in Tourism presented at the COP26 Climate Change Summit. The good practices in place in the destination mean that the city has been recognised by the UN Tourism as one of the

leading cities in terms of climate action within the tourism sector. These appear in international reports such as *Climate Action in the Tourism Sector* and *Recommendations for the Transition to a Green Travel and Tourism Economy*.

Such initiatives include measuring and certifying the carbon footprint of tourism in the city, making it the first to apply international ISO standards to measurement of greenhouse gas emissions at the tourist destination level. They also highlight the strategy adopted towards the decarbonisation of tourism, with the implementation of a digital management system and compensation projects in the territory, contributing both to environmental sustainability and to improving the quality of life of local residents.

Furthermore, the tourism governance model was recognised in 2003 by UN Tourism, with the award of the Ulysses Prize for Innovation in Tourism Governance, underlining the active collaboration structure that positions the city of Valencia as a responsible and participatory destination.

3.2. Accessibility

Valencia has established itself as a benchmark in terms of accessibility as part of its tourism strategy, committing to an inclusive model that guarantees that everyone can fully enjoy the city.

As part of the urban strategy aimed at improving quality of life for both visitors and local residents, the Navilens system has been introduced - an intelligent digital signage system that facilitates orientation and access to information on public transport. Valencia was also the first city in the world to implement the Spot4Dis City system, which uses artificial intelligence based on satellite imaging to help locate parking spaces for people with reduced mobility.

A significant step forward in boosting accessibility in the sector is the incorporation of a digital platform designed to assess the accessibility of the city's tourism businesses and resources. This platform will analyse and present detailed information on all resources from a comprehensive perspective, covering all types of disability, thus providing a reliable and up-to-date list of accessible tourist sites. As a new feature, cognitive accessibility for establishments in Valencia will be included, combining a self-assessment system with verification.

In line with the European Green Capital status, the Visit València Foundation has created various green routes around the city, highlighting their accessibility through the incorporation of tools such as Map's Voice, easy reading and sign language, ensuring that everyone can enjoy the tour and learn about the most important sights.

Another fundamental pillar of the tourism accessibility strategy in Valencia has been local coordination. The Visit València Foundation and the Directorate-General for People with

Disabilities have set up a specific working group to develop initiatives based on training, awareness-raising and improving accessible tourism.

At both national and international level, Valencia has reinforced its commitment to accessibility through collaboration with specialised organisations, in order to implement good practices and share experiences. In 2025, Valencia hosted the IV Congress on Accessible Tourism, collaborating with organisations such as Impulsa Igualdad. The city also celebrated World Tourism Day under the slogan “Tourism for Inclusive Growth”, promoted by UN Tourism, with the aim of raising awareness of the needs of people with disabilities.

Despite the significant progress achieved, Valencia remains committed to continuous improvement in terms of accessibility. The city not only seeks to comply with international standards, but also aspires to be a benchmark in the creation of inclusive tourist experiences, where the diversity of its visitors becomes an opportunity for continued growth as a welcoming destination for all.



Photograph: Albufera Natural Park. RAMSAR Site.

3.3. Innovation and digitalisation

Innovation and digitalisation are key tools for achieving a transformation towards truly sustainable tourism. Through tourism intelligence and data analysis, informed decisions can be made and areas of opportunity identified, ensuring rapid adaptation to changes in global trends. In this way, Valencia will not only be a benchmark in sustainable tourism, but also an example of how this sector can be instrumental in promoting collective well-being.

The city of Valencia has been stepping up its commitment to digitalisation and smart tourism through key initiatives, such as membership of the Smart Tourism Destinations Network (STD), the construction of a FOCUS - Tourism Intelligence System and other digital tools to help travellers and boost communication with companies involved in tourism development. These efforts were recognised with the city's designation as European Capital of Smart Tourism in 2022.

Despite these achievements, the city needs to keep working on digital transformation, not just to optimise the collection and use of data to inform strategic decision-making, but also to strengthen and expand projects that promote the digitalisation of small and medium-sized businesses in the sector. The Smart Destination Platform (SDP) is moving in this direction, one of its objectives being to steer the sector towards the data economy.

On the other hand, innovation is a key driver for maintaining Valencia's leadership as a tourist destination in a global context that is constantly evolving. This strategic priority encompasses the adoption of new technologies, the development of differentiating proposals and continuous improvement of the services offered by both the public and private sectors. Furthermore, the Visit València Foundation is working on innovative initiatives for the efficient management of the DMO, as well as on drafting an innovation programme. This approach ensures that Valencia will be able to compete effectively in an increasingly diversified and professionalised market.

04

VALÈNCIA
DATA
ENVIRONMENT



4. VALÈNCIA DATA ENVIRONMENT

4.1. Tourism intelligence

Valencia has reaffirmed its commitment to the technological transformation of the tourism sector through key initiatives that promote digitalisation and strategic positioning. This might be through active participation in projects such as the Spanish Network of Smart Tourist Destinations (STD), as a partner and pilot destination in European projects such as Interreg-MED Mitomed+ which focuses improving sustainability indicators, Interreg Castwater which promotes efficient water management in the tourism sector (presented at the annual meeting of the INSTO network in 2018), Urban Sandbox projects, the VLCi smart city platform data management, and sectoral innovation through European projects such as the Zentropy MICE project on managing the impact of business tourism.

This commitment to the digitalisation of tourism was recognised in 2022 with the designation of Valencia as European Capital of Smart Tourism. This prestigious award, granted by the European Commission, highlights the city's progress in key areas such as digitalisation, accessibility, sustainability and cultural promotion. Over the course of the 2022, Valencia reinforced its leadership position by organising events of international importance, such as the 3rd World Congress on Smart Destinations, consolidating its role as a point of reference in the digital transformation of tourism.



Nowadays, Valencia fully recognises the importance of digitalisation in tourism management, particularly the use of data as a basis for making informed decisions. The city has adopted advanced tools that facilitate the collection, analysis and application of information in real time, strengthening strategic planning, optimising of services management and enhancing capacity to adapt to a tourism environment that is constantly evolving.

The tools to be rolled out include:

- The addition of a sustainability dashboard to FOCUS - Tourism Intelligence System, creating a space for coordinating and analysing key data related to sustainability, tourist carrying capacity and the ecological footprint. The platform promotes transparency in tourism management, and facilitates collaboration between institutions, improving planning and the balance between tourism and the local community.
- The development of the Smart Destination Platform (SDP), which will enable the integration of advanced technologies to optimise tourism management, improve the visitor experience and accelerate the digitalisation of the sector's business fabric.

Among current challenges are the following:

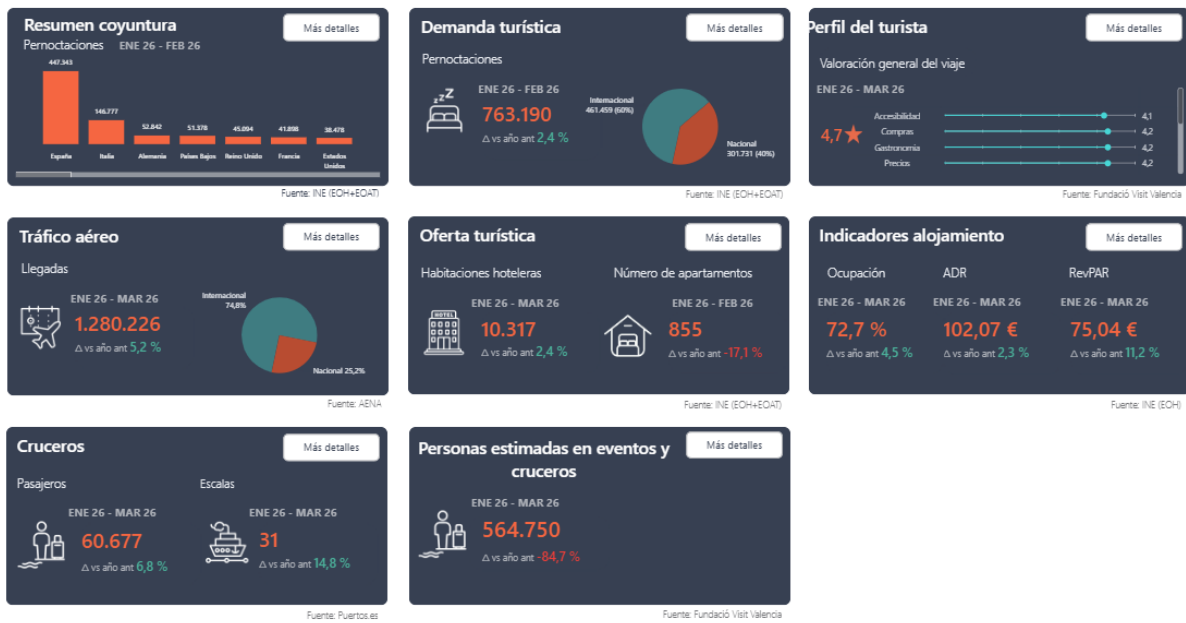
- To make progress in the consolidation of Valencia as a Smart Tourism Destination, through the application of advanced technologies and the use of data to facilitate efficient decision-making.
- To continue to move forward in the digitalisation of tourist services, incorporating advanced tools and innovative communication channels that improve the visitor experience and optimise municipal tourism management.
- To integrate and efficiently manage tourism resources through the Smart Destination Platform (SDP), creating an integrated digital ecosystem that enhances the digitalisation of the tourism sector in Valencia, and generates data to further evolve the FOCUS - Tourism Intelligence System.
- To make use of tools and models based on innovative technologies that contribute to a better understanding of the impacts of tourism on the city, in order to take appropriate action.

FOCUS - Tourism Intelligence System

One of the major breakthroughs achieved by the Foundation was the implementation of the FOCUS - Tourism Intelligence System in 2019, which was created in response to the demands of the local tourism sector—mainly SMEs—who required basic information to enable them to implement their own strategies. For this reason, the decision was made to develop an open, transparent and user-friendly model that would be simple for professionals not specialised in tourism intelligence to use. Its objectives also included data sharing among tourism professionals themselves to improve planning and the traveller experience, optimising resources and generating strategies based on accurate, real and up-to-date information.

Within FOCUS, a base of key indicators has been established to analyse tourism dynamics in the city: aspects such as tourism supply and demand, seasonality and air traffic are regularly monitored, providing fundamental benchmarks for all destination stakeholders. Furthermore, the system is continuously enriched with different indicators in order to adapt to the new needs of the sector. In its most recent evolution, the platform has expanded its database to 125 million records, with an investment of 400,000 euros in data acquisition and processing.

Likewise, artificial intelligence techniques have been incorporated to structure the data and improve the analytical capacity of the system, representing a step forward in innovation. To ensure its evolution, the Visit València Foundation will continue to improve functionalities and strengthen the analytical capacity of FOCUS.



Source: Visit València Foundation - FOCUS. Tourism Intelligence System. <https://www.visitvalencia.com/sit>

Annual Reports

Thanks to the information obtained from the FOCUS, the Visit València Foundation provides annual tourism statistics which are published on its website. These constitute a fundamental source of information for tourism analysis and planning in the city. These statistics analyse indicators relating to tourism demand, hotel occupancy, profitability and trends in the source markets, including cruise tourism, MICE tourism and cultural tourism.

Post-DANA tourism recovery barometer

This is a data monitoring tool to assess the impact on the tourism sector after the DANA, the storm that hit Valencia on 29 October. In line with the FOCUS's approach, the focus was on gathering key up-to-date data in order to respond efficiently and quickly to this crisis, helping the city's economic recovery. Aspects analysed include accommodation, transport, information and sales.

4.2. City data

Smart City Valencia

In the new smart city paradigm, Valencia has consolidated its position as an international benchmark in the field of smart cities. Technology is therefore a key element in the transformation of municipal services, moving towards a digital, sustainable, accessible and

smart model focused on improving the quality of life of local residents, in line with the Sustainable Development Goals (SDGs) and the Urban Agenda.

As part of the 'Impulso VLCi' project, the city has implemented technological solutions for public benefit. A series of tools have been developed to provide the public with real-time dashboards on the state of the city, covering different areas of interest including sustainable mobility, social welfare and environmental sustainability.

Taking advantage of the functionalities of the VLCi Platform, a city dashboard with relevant information on the state of Valencia is available for public consultation ([Valencia al minut | Smart City Valencia - valenciaalminut - Valencia](#)). During the COVID-19 state emergency, this dashboard helped to keep the public informed about issues such as mobility, urban waste management, pollution and water consumption.

The city of Valencia has a geographic information system (municipal GIS) that gathers information on existing resources in the city with 68 services organised into more than 350 layers of geolocated information on the city, on maps ([Geoportal Valencia | Valencia City Council](#)) and with user-friendly graphic consultation tools. Some of the layers are accessible to the public, while others are for internal use, facilitating more agile and intelligent administrative management, allowing City Council officials to access integrated information on maps and make faster and smarter decisions.

For example, dashboards have been created to analyse traffic trends on the new cycle lanes. The loops installed on the street provide real-time data to the platform, which processes the data on a monthly basis to identify traffic trends and comparisons, also integrating environmental information on rainy days to provide better context for the data. This table allows you to view cycle traffic information by cycle lane sections and to compare historical and current data.

There are also additional sources that provide useful data, such as the Climate Change Observatory ([CLIMATE RESOURCES - Valencia Climate and Energy](#)), an initiative promoted by Valencia City Council with the aim of monitoring and studying climate change in the city and its surroundings. The main purpose of this initiative is to provide scientific data and an analysis of the impact of climate change in the region, as well as to develop public policies to mitigate and adapt to the effects. One of its key functions is environmental monitoring, which aims to collect data on different environmental variables such as air quality, temperature, rainfall, sea level, and other climate indicators to assess how the climate is evolving in the city and its surroundings ([Environmental Indicators](#)).

4.3. Sustainability projects

Valencia is stepping up its commitment to sustainability, urban intelligence and international cooperation through participation in various European projects that address the challenges presented by tourism from an innovative and responsible perspective. The city has collaborated on initiatives such as CASTWATER, focused on efficient water management in tourist coastal areas; Alter Eco, aimed at balancing tourist activity with the conservation of the Mediterranean urban model; and MITOMED+, which promotes sustainable coastal and maritime tourism through a range of different initiatives.

It has also been a pioneer in the development of a system of sustainability indicators through the European Tourism Indicator System (ETIS), which established the basic criteria for monitoring sustainability and managing tourism activity more effectively in 2013.

Furthermore, the city collaborates on projects focused on the transition towards a circular economy as a path to sustainable development, as part of the One Planet Sustainable Tourism Programme.

Likewise, projects such as SCITHOS and Smart City Hospitality have enabled Valencia to position itself as a laboratory for sustainable urban tourism solutions, implementing low-carbon technologies, participatory methodologies and strategies for the diversification of tourist flows. These initiatives have contributed to the creation and validation of indicators, assessment tools and public policies aligned with sustainable principles, strengthening cooperation with other Mediterranean and EU regions.

4.3.1. Indicators

The Visit València Foundation has participated in different national and international indicator systems to measure tourism sustainability.

Valencia is included in international rankings such as the Global Destination Sustainability Index (GDS-Index), a tool that evaluates and classifies cities based on their sustainability practices in the tourism and events sector. This index analyses various indicators related to the environmental, social and economic management of destinations, promoting continuous improvement and the adoption of sustainable strategies. In 2023 it obtained an outstanding score of 63%. The index, which evaluates 69 sustainability indicators, ranks Valencia as a competitive destination, with strengths in social aspects (84%) and areas for improvement in the supply chain (38%). One of the advantages of belonging to this index is that it enables continuous improvement by proposing a series of improvements to be implemented by the destination, ensuring its commitment.

Valencia is also an active member of the Smart Tourism Destinations Network (STD), a national initiative led by SEGITTUR, a public entity in close collaboration with INVAT-TUR,

the Valencia Institute of Tourism Technologies. The network aims to transform tourist destinations through a comprehensive strategy based on five key areas: governance, innovation, technology, sustainability and accessibility. As a member of the network, Valencia participates in the collection and analysis of STD indicators that enable the assessment of the destination's progress in each of these strategic areas.

These indicators not only provide a quantitative overview of the city's tourism performance, but also identify areas for improvement, define priorities and guide decision-making in tourism planning. Collaboration with INVAT-TUR also facilitates the methodological adaptation of the indicators to realities in the Valencia Region, and their alignment with the regional plans for innovation and sustainable tourism.



Thanks to this previous experience, Valencia has a solid starting point to develop a measurement system tailored to its needs. The integration of INSTO indicators will complete this vision, providing advanced tools to assess the state of tourism and guide future strategies.

With this candidacy, Valencia is reinforcing its commitment to data-driven tourism management, ensuring that the development of the sector is balanced, and is beneficial to



INSTO

International Network
of Sustainable Tourism
Observatories



AJUNTAMENT
DE VALÈNCIA

Fundació Visit
VALENCIA

all stakeholders. Membership of the INSTO network will consolidate the city's role as a benchmark in sustainability, innovation and collaborative governance.

05

KEY ISSUES AND IMPACT AREAS

5. KEY ISSUES AND IMPACT AREAS

5.1. Sustainability

In order to make progress in tourism sustainability, it is essential to intervene in a series of strategic areas through specific initiatives that will make possible the transformation of Valencia's tourism model in a balanced, inclusive and environmentally friendly way. One of these key areas is accessibility. To ensure that the city is a truly inclusive destination, work is underway to develop a Tourism Accessibility Plan to eliminate physical, sensory and cognitive barriers, favouring equal opportunities in the tourist experience.

Public awareness and perception is another key issue. Fostering responsible attitudes among visitors, as well as reinforcing the positive perception of tourism within the local population, are key to consolidating a sustainable model. In this regard, the Plan envisages the implementation of both awareness-raising programmes aimed at tourists, and specific campaigns targeting local residents to promote coexistence and mutual respect.

It is also essential to take action to improve coexistence and urban impact. Tourism activity must be harmoniously integrated into urban dynamics, and to this end, legacy programmes have been launched to reinforce social cohesion, together with recommendations on the balanced development of Tourist Use Housing, with the aim of minimising its impact on local neighbourhoods.

The conservation and enhancement of heritage and healthy environments is another pillar of the sustainable approach. Work is being done to deploy a network of spaces that promote health and well-being, not only as a tourist attraction, but also to improve the quality of urban life. In addition, the tourism narrative linked to the European Green Capital is being strengthened, integrating environmental value into the city's appeal.

Connectivity, understood as the ability to link the destination with key markets and segments, is also addressed from a sustainable perspective. Selective and efficient connectivity is being promoted to help deseasonalise demand and attract tourists whose profiles are aligned with the destination's values.

In terms of environmental neutrality and consumption, Valencia is making determined progress towards meeting the 2030 climate neutrality target. To this end, initiatives are being promoted aimed at reducing the consumption of resources such as water and plastics in tourism, promoting a more responsible and conscious use of natural resources.

Finally, tourism excellence is considered a cross-cutting requirement. Elevating the quality of the destination requires both the professionalisation of the sector, through expert training,

and international positioning through certifications, standards and prestigious indices that support Valencia's commitment to sustainability and innovation in tourism.



5.2. Governance

Strengthening tourism governance is essential to consolidate a more effective and participatory management model, aligned with the current challenges facing the destination. One of the main areas of action is national and international influence, key to positioning Valencia as a benchmark in sustainable tourism. Initiatives to promote and increase the city's presence in national and international forums are being stepped up, as is the promotion of a network of influencers and ambassadors to reinforce the city's strategic narrative in different decision-making and high-visibility forums.

Institutional dialogue and coordination is another essential factor for ensuring effective governance. The mechanisms for cooperation between the different municipal and supra-municipal bodies are being strengthened through the Consell Municipal de Turisme (Municipal Tourism Council), which promotes public participation and includes representatives from different public administrations, the City Council itself and the tourism business sector, as well as neighbourhood, cultural, environmental and social organisations. In this way, the Consell guarantees the participation of the public, and of all those involved in tourism development. There is also the Municipal Commission for Tourism Coordination, which ensures a cross-cutting approach between municipal areas.

Finally, the establishment of intervention protocols and intervention mechanisms is a necessary tool for acting swiftly in critical situations or emergencies. Having a specific tourism intervention protocol in place improves response capacity and protects both local residents and visitors. Currently, the Visit València Foundation - in accordance with the recommendations of the UN tourism [“Safety of Destinations \(SAFE-D\)” initiative](#) - is drafting a protocol for action in the event of emergencies affecting tourism. In addition, the implementation of a dashboard of indicators to monitor and evaluate this plan has been proposed, ensuring accountability, continuous improvement and data-based decision making.

5.3. Value proposition

The consolidation of a differentiated value proposition is key to the city of Valencia's progress as a sustainable and innovative destination. The proposition is based on a diverse tourist offering, one with its own identity and the ability to attract different types of visitors through unparalleled experiences.

Gastronomy is another of Valencia's greatest assets. Based on the concept of the “Larder of the Mediterranean”, the positioning of the city as a culinary reference point is promoted, highlighting the quality of local produce, gastronomic tradition and innovation in the sector.

Work is also being done to develop specialised segments with high potential, such as health tourism, retail tourism and language tourism, creating a diversified offering that responds to very different but complementary interests.

Within this strategy, the consolidation of Valencia as a MICE destination is also particularly important, to be achieved through the continuous improvement of infrastructures, services and options adapted to congresses, meetings and incentives. Likewise, the positioning of the



Photograph: Central Market.

city in the field of sports tourism is strengthened, taking advantage of both major events and the optimal conditions of the destination for the practice of a range of sports.

On the cultural front, Valencia is committed to enhancing its brand as a creative city and a religious tourism destination. The proclamation of the Jubilee Year provides an opportunity to make its heritage visible, and to promote Valencia as the city of the Holy Chalice. At the same time, work is underway on 'Valencia, Music City', an initiative that seeks to position the city as a vibrant and active space for music, both for local programmes and international events.

Finally, efforts are being made to present Valencia as an ideal location for audiovisual filming, contributing to both external promotion and local economic dynamism.

All of this is articulated under criteria of excellence and continuous improvement, partly through compliance with the SICTED tourism quality system, which guarantees consistent standards in services and boosts confidence in the experience offered by the destination.

5.4. Innovation

Innovation is a fundamental driver for turning Valencia into a smarter, more resilient tourist destination that is better adapted to both present and future challenges. Its development is structured around different lines of action ranging from the digitalisation of resources to the advanced use of data, including new ways of interpreting heritage and understanding the behaviour of those who visit the city. One of the main advances is the consolidation of Valencia as a Smart Tourist Destination (STD), which is being achieved through the promotion of strategic projects such as the Smart Tourism City Office (STCO), the Smart Destination Platform (SDP) and the Tourism Innovation Plan itself.

Managing tourism flows and understanding visitor behaviour are also priority areas. Through the design and implementation of the sustainability dashboard for the FOCUS – Tourism Intelligence System (<https://www.visitvalencia.com/sit>) mobility patterns, areas of higher concentration and the dynamics of urban space use will be analysed more efficiently, allowing policies and strategies to be adjusted based on objective data. This approach is complemented by the sector's focus on the data economy, promoting an ecosystem in which decisions are based on reliable and up-to-date information.

The digitalisation of tourism resources is another key issue. Both the digital transformation of municipal resources and the technological modernisation of SMEs in the sector are being promoted, ensuring an overall improvement in the visitor experience. In this regard, the modernisation of the tourist information offices and the development of a new destination app, designed to offer useful, up-to-date and personalised content for different user profiles are particularly noteworthy. In this context, the digitalisation of the Valencia Tourist Card

(VTC) is also particularly important, as it is being turned into a smart tool for connecting with the destination, providing access to services, content and benefits in a fast, efficient and sustainable way.

Innovation is also focusing on the story that Valencia wants to offer as a destination. The launch of a new Holy Chalice Interpretation Centre represents a commitment to enriching the cultural and spiritual experience of visitors through advanced interpretative solutions. This fresh take on heritage is part of a broader tourism narrative, one that connects tradition and the avant-garde, history and technology, in order to construct a coherent, attractive and differentiated tourist experience.

Finally, the promotion of innovative projects in collaboration with the local ecosystem reinforces Valencia's position as a leading urban destination for applied tourism solutions. Innovation, understood not only as technological improvement but also as a paradigm shift in destination management and the visitor experience, is the driving force that will enable Valencia to move towards a smarter, more competitive and more people-centred tourism model.

5.5. Integration

Territorial integration is a key element in moving towards a more balanced, inclusive and diversified tourism model. It involves broadening the focus beyond the destination's traditional tourist areas to encompass the natural, cultural and social resources of other areas that form part of Valencia's tourist identity. This vision makes it possible to redistribute visitor flows, relieve congestion in the busiest areas and extend the benefits of tourism to other environments, thereby promoting a more harmonious relationship between visitors, the territory and the local population.

One of the most significant in this regard is the development of Pobles del Sud as a micro-destination, with the aim of showcasing the landscapes, traditions and natural spaces of the area, connecting them with the overall tourist narrative of Valencia, while at the same time maintaining their authenticity. This initiative not only contributes to diversifying the offering, but also generates opportunities in less touristy areas, promoting local and sustainable tourism.

Work is also being done to promote Valencia Marina as a leading tourist attraction, consolidating it as a meeting place for locals and visitors alike, with an offering that combines sport, culture, gastronomy and sustainability. This enclave represents a strategic opportunity to strengthen the link between the city and the sea, and to expand the range of experiences offered by the destination.

Integration, understood not only as a territorial expansion but also as a real inclusion of new actors, spaces and narratives, is key to achieving a fairer, more representative and resilient

tourism. Diversification is also about balance, and that balance is where much of the destination's future lies.



06

**DESIGN OF THE
SUSTAINABLE
TOURISM
INTELLIGENCE
SYSTEM**

6. DESIGN OF THE SUSTAINABLE TOURISM INTELLIGENCE SYSTEM

6.1. Objectives

The sustainability as part of the Tourism Intelligence was created with the aim of consolidating data-based tourism management, facilitating informed decision-making and the continuous evaluation of tourism policies. Its main objectives are:

- To collect and analyse key data on tourism in the city, including its economic, social and environmental impact.
- To promote strategies that minimise the negative impacts of tourism and promote the sustainability of the destination.
- To encourage data sharing between administrations, businesses and local residents.
- To integrate advanced technologies to improve trend monitoring and forecasting.
- To share knowledge with other observatories in the INSTO network and adopt international best practices.

6.2. Governance

The Visit València Foundation is a non-profit institution involving the Valencia City Council, the Chamber of Commerce, Feria València, the Valencian Business Confederation, Turisme Comunitat Valenciana (Regional Government of Valencia) and the Provincial Council's Tourism Board, together with more than 480 members of the Foundation, representing the local tourism sector in Valencia.

Its objectives include strategic management and promotion of the city of Valencia in the field of tourism, taking a professional and cross-cutting approach that combines both public and private interests.

Currently, there are eight product programmes that involve the sector in the whole process of designing and implementing promotional plans and initiatives. Each programme is managed by an executive committee. Its members are elected by the members of programme from among the candidates who apply on a voluntary basis. On those executive committees where it makes sense given the nature of the services managed, regional and provincial administrations also have a voice, thus creating a space for public-private dialogue geared towards action and decision-making.

Since its creation in 1991, the Foundation has contributed to the evolution of tourism in the city, promoting employment, tourism development and increased economic impact, factors that have had a direct impact on the well-being of Valencian society.

The Visit València Foundation, recognised for its collaborative governance model and its leadership in the strategic management of tourism in the city, will assume responsibility for managing the application for INSTO membership. As a public-private entity that coordinates

collaboration between Valencia City Council, the business sector and various key institutions, the Foundation will oversee the application process, bringing together all the different players involved.

In keeping with its cross-cutting approach, the Visit València Foundation will incorporate the principles of sustainability, competitiveness and innovation that have made the city a leader in terms of tourism management. The Foundation will ensure the active participation of both the public and private sectors, promoting transparency and an inclusive approach in the strategic planning of the application.

Furthermore, in line with its commitment to excellence and the international promotion of the destination, the Visit València Foundation will leverage its experience in targeted campaigns and advanced digital tools to raise awareness of the application.

6.3. Road map

The sustainability dashboard, promoted as part of the foundation's Tourism Sustainability 2025-2028 programme, is a strategic tool for the analysis, monitoring and evaluation of the tourism model from a holistic perspective.

The sustainability dashboard is based on a broad and consolidated ecosystem and uses the UN Tourism publication *Indicators of Sustainable Development for Tourism Destinations: A Guidebook* as its methodological framework. This constitutes a key point of reference for the definition and structuring of sustainability indicators in the destination.

Valencia already has a consolidated set of data and indicators, which includes:

- Information generated by the FOCUS - Tourism Intelligence System, which collects data on the destination and on tourist activity in real time.
- Regular environmental sustainability reports, including metrics such as the carbon footprint and water footprint of tourism in the city.
- The set of international indicators included in the GDS-Index (Global Destination Sustainability Index), which allows the destination's sustainability performance to be compared with other leading cities worldwide.
- Specific studies such as the analysis of the economic impact of tourism and the profile of tourism demand.
- Information from the STD Network and indicators defined by SEGITTUR and INVAT-TUR.
- Data from municipal sources within the VLCi Urban Strategy.

The progressive integration of all this information into the dashboards of the Tourism Intelligence System is aimed at enabling a cross-cutting analysis of the different sustainability dimensions (environmental, social, economic, and governance). These dashboards are designed to provide a clear and operational view of the city's tourism

performance, allowing for the identification of trends, the anticipation of risks, and the design of evidence-based corrective measures.

The sustainability dashboard will also be articulated as a living tool, with open access for the main stakeholders (public and private) and the capacity to generate useful knowledge to inform decision-making, public policy and strategic planning. In this way, Valencia reaffirms its commitment to transparency, accountability and the continuous improvement of its tourism model, in line with the principles of global sustainability and the 2030 Agenda.

6.4. Topics and indicators table

INDICATORS	AVAILABLE	IN PROCESS	SOURCE
SEASONALITY AND TOURISM OFFERING			
Total number of visitors (overnight stays and by origin: domestic vs. international). Hotels			INE
Total number of visitors (overnight stays and by origin: domestic vs. international). Tourist apartments			INE
Average length of hotel stays and origin			INE
Monthly accommodation occupancy (hotels, tourist apartments)			INE
Total number of establishments by type and category			INE
Average price			INE
Hotel profitability - RevPar & ADR (& annual variation)			INE
Total number of points of interest			Valencia City Council; Visit València Foundation
Estimated total number of beds, hotels and tourist apartments			INE
Tourist profile: main purpose of the trip			Visit València Foundation
Tourist profile: information most frequently sought by tourists (web)			Visit València Foundation
Percentage of repeat/returning visitors			Visit València Foundation
ECONOMIC BENEFIT AND EMPLOYMENT			
Total expenditure and average daily expenditure (EUR) of overnight tourists			Visit València Foundation
Average visitor travel budget			Visit València Foundation
Contribution of tourism to local GDP (%)			Valencia City Council
Total income generated by tourism			Valencia City Council
Ratio of part-time/full-time employment in tourism			Valencia City Council
Average wage in tourism compared to other activities			Valencia City Council

Ratio of men to women employed in tourism		Valencia City Council
Percentage of jobs in the sector in the city		INE
% of resources, infrastructure and/or common services generated and maintained by tourism		Valencia City Council
MOBILITY		
Total number of passenger arrivals - airport		AENA
No. of passengers arriving at airport (international/domestic)		AENA
Total no. of airport connections (international/domestic)		AENA
Total number of passengers arriving on cruise ships		Port Authority of Valencia
Total number of cruise ships per month/year		Port Authority of Valencia
Total number of train passengers (by origin of the three main ones)		RENFE
Most frequently used means of transport for getting around Valencia		Valencia City Council
% of tourists visiting other municipalities during their visit to Valencia vs. visiting the city only		Visit València Foundation
Tourism carbon footprint / per capita footprint (transport emissions to/from city by market/segment)		Visit València Foundation Reports
No. of train passengers		RENFE
ACCESSIBILITY		
No. of accessible tourist resources		Visit València Foundation, PROA
% of information on the website that complies with a certain level of accessibility		AENOR
% of adapted vehicles with driver as a % of the total		Valencia City Council
No. of adapted tourist information offices compared to the total		AENOR
No. of accessibility training sessions for staff		Visit València Foundation
No. of queries made via the accessible online guide		Visit València Foundation
No. of annual campaigns implemented		Visit València Foundation
No. of accessible technological tools put in place		Visit València Foundation
No. of parking spaces for people with reduced mobility		Valencia City Council
GOVERNANCE		

Frequency with which tourism sustainability indicators are updated			Valencia City Council; Visit València Foundation
Percentage of tourism KPIs aligned with the SDGs			Valencia City Council; Visit València Foundation
Percentage of public tourism funds allocated to sustainability objectives			Valencia City Council
% of tourism infrastructure adapted to cope with extreme weather events			Unpublished
Healthcare capacity: number of hospitals.			Valencia City Council
CLIMATE CHANGE			
Districts with highest % of pollution			Valencia City Council
Reduction of noise pollution			Valencia City Council
Km of bicycle lanes			Valencia City Council
No. of bicycle usage points			Valencia City Council
Km of pedestrianised areas			Valencia City Council
Km of green areas			Valencia City Council
Consumption of energy from renewable energy sources			Valencia City Council
Average concentration PM2.5			Conselleria de Medi Ambient, Infraestructures i Territori (Regional Ministry of Environment, Infrastructures and Territory)
Average concentration PM10			Conselleria de Medi Ambient, Infraestructures i Territori (Regional Ministry of Environment, Infrastructures and Territory)
No. of certifications/seals of sustainability in tourism supply and resources			Private businesses
ENERGY MANAGEMENT			
Energy performance index of public buildings used by tourists (amusement parks, sports halls, swimming pools, museums, etc.)			Valencia City Council
% energy consumption tourist/resident			Unpublished
WATER MANAGEMENT			
Drinking water losses in the supply network.			EMIVASA
Water consumption in hotels: Water consumption in tourist accommodation (litres/day)			Unpublished

WASTEWATER MANAGEMENT			
% of recycled water used in destination			EMIVASA
Seawater quality: measurement and analysis of seawater quality and level of pollution.			EMIVASA
% of irrigation water coming from treated wastewater			EMIVASA
SOLID WASTE MANAGEMENT			
Volume of waste recycled (m3) / Total volume of waste (m3) per year			EMTRE
Percentage of tourism businesses that segregate waste			EMTRE
Data on floating population according to waste generated			EMTRE
Number of recycling points for waste collection at the destination. Average distance to the nearest recycling point.			EMTRE
LOCAL SATISFACTION			
% of tourists over residents			Valencia City Council; Visit València Foundation
Percentage of Tourist Use Housing in relation to total/available dwellings in the city			INE
Security: tourist opinion/ number of (reported) crimes against tourists			Valencia City Council
% of residents who are happy with the impact tourism has on the identity of the destination.			Unpublished
% of events held in the destination that focus on culture and traditional/local heritage.			Valencia City Council; Visit València Foundation
Number of beds (including regulated tourist accommodation) / 100 residents.			INE
Calculation of carrying capacity (residential and tourist accommodation capacity across all types of accommodation)			Unpublished
PROTECTION OF NATURAL AND CULTURAL HERITAGE			
% of cultural heritage enjoying some form of official protection or conservation plan.			Department of Culture and Cultural Heritage, Regional Government of Valencia, Valencia City Council
Protected natural areas. Number and percentage of protected natural areas with environmental or tourism quality certificates.			Conselleria de Medi Ambient, Infraestructures i Territori GVA (Regional Ministry of Environment,



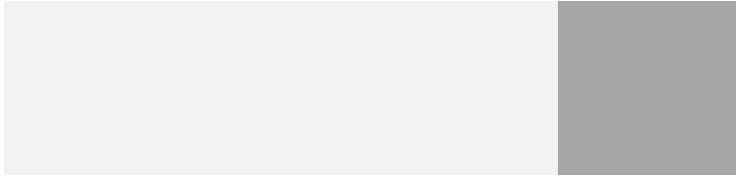
INSTO

International Network
of Sustainable Tourism
Observatories



AJUNTAMENT
DE VALÈNCIA

Fundació Visit
VALENCIA



Infrastructures and
Territory, Regional
Government of
Valencia), Valencia
City Council



UN Tourism

INSTO

International Network
of Sustainable Tourism
Observatories



AJUNTAMENT
DE VALÈNCIA

Fundació Visit

VALÈNCIA