

Management vs Marketing

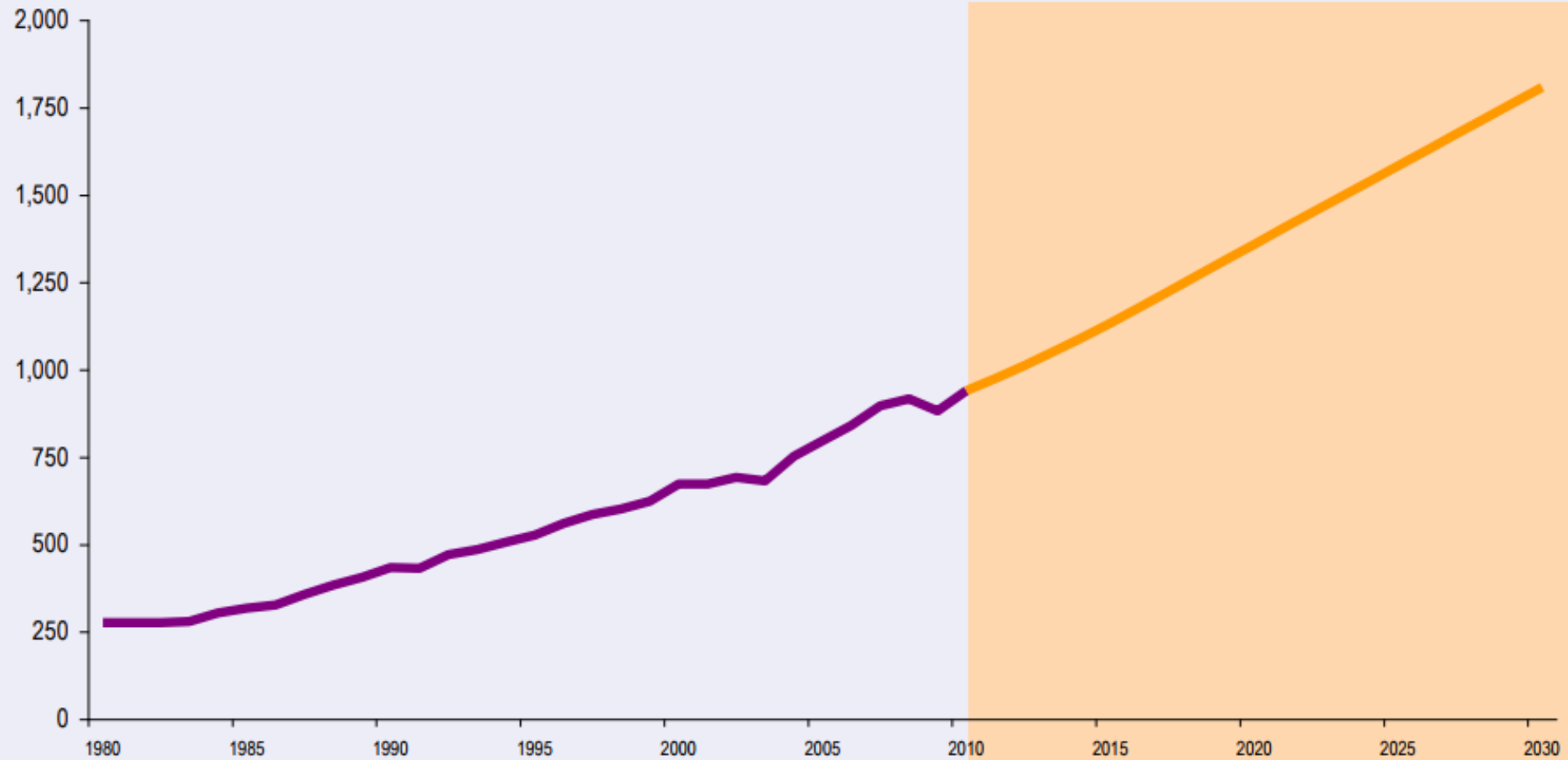
Our Destinations as Assets





International tourist arrivals to reach 1.8 billion by 2030

International tourism, World



source: World Tourism Organization (UNWTO) ©

A high-angle, top-down photograph of a massive, dense crowd of people, likely at a festival or event. The crowd is composed of individuals of various ages and genders, many of whom are wearing bright pink t-shirts and red hats, suggesting a specific theme or celebration. The people are packed closely together, filling the entire frame. In the center of the image, the word "OVERTOURISM" is superimposed in a large, bold, red, sans-serif font. The text is contained within a white rectangular box that spans across the middle of the image, making it the central focus. The overall scene conveys a sense of overwhelming numbers and crowded spaces.

Barcelona



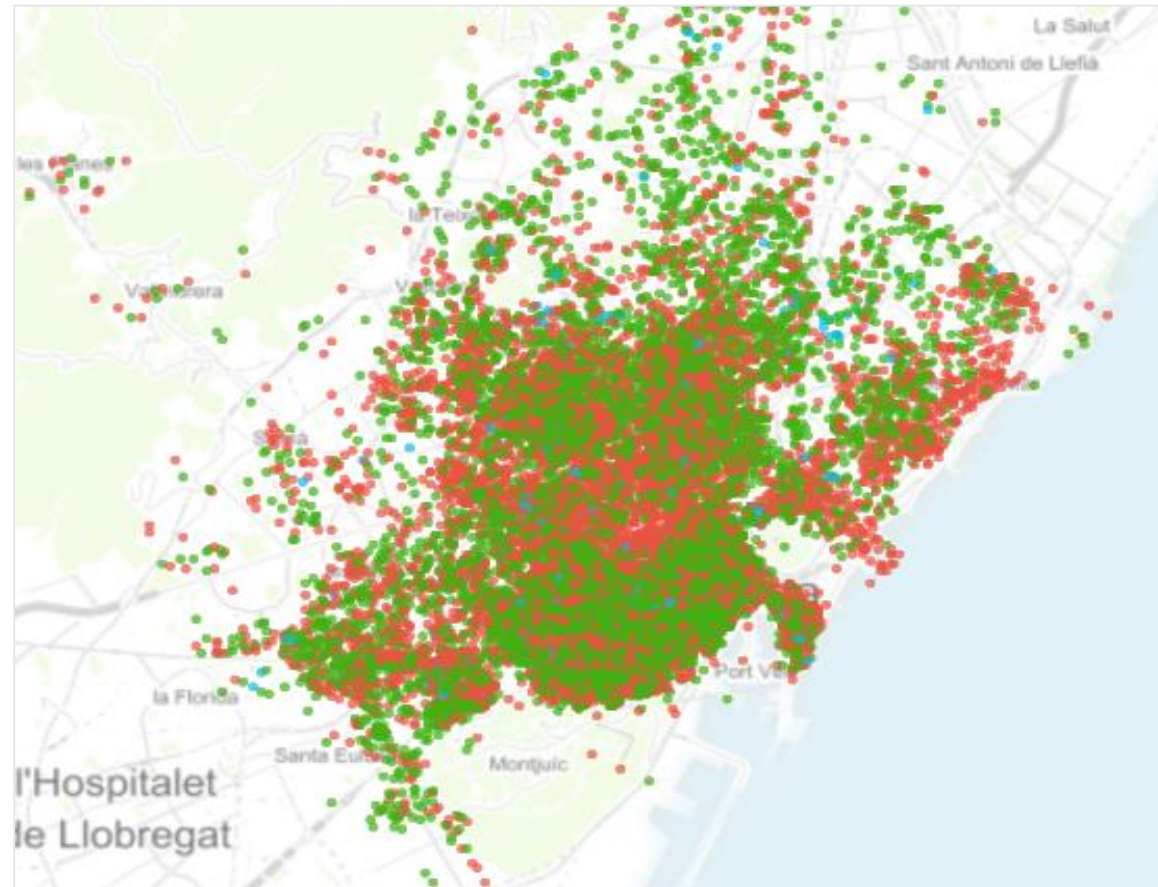
Barcelona

25% increase in visitor arrivals in 4 years

34 million visitors vs 1.6 million residents

17 million day-trippers each year

750 cruise ships each year







WELCOME TOURIST,

**THE RENT OF HOLIDAY APARTMENTS
IN THIS NEIGHBOURHOOD DESTROYS
THE LOCAL SOCIO-CULTURAL FABRIC
AND PROMOTES SPECULATION. MANY
LOCAL RESIDENTS ARE FORCED TO
MOVE OUT.**

ENJOY YOUR STAY.





INDY/GO

WHY BARCELONA LOCALS REALLY HATE TOURISTS

Barcelona anti-tourism activists vandalise bikes and bus

Youth wing of Catalan political party films attack on tourist cycles and sprays
'tourism kills neighbourhoods' on bus

Brian Boyd: Tourists seen as terrorists by some in Barcelona

The youth wing of the CUP party is on a mission to drive out visitors

© Fri, Aug 11, 2017, 01:00



People Keep Throwing Eggs at Tourists in Barcelona

By **Maria Tadeo** and **Charles Penty**

17 August 2017, 00:01 BST



Cinque Terre

A photograph showing a white ferry boat filled with people, docked at a rocky shore. A large crowd of people is gathered on the stone steps leading down to the boat, and many more are standing on the rocks in the foreground. The water is a deep blue, and the scene is bright and sunny. The text '2011 - 400,000 visitors' is overlaid in white on the upper right portion of the image.

2011 - 400,000 visitors

2016 - 2.5 million visitors

Venice



Venice

20 million visitors

Population 60,000



European Union tourism in 2016 at a glance

499 million
international tourist arrivals

40%
of international arrivals worldwide

+21 million
New arrivals

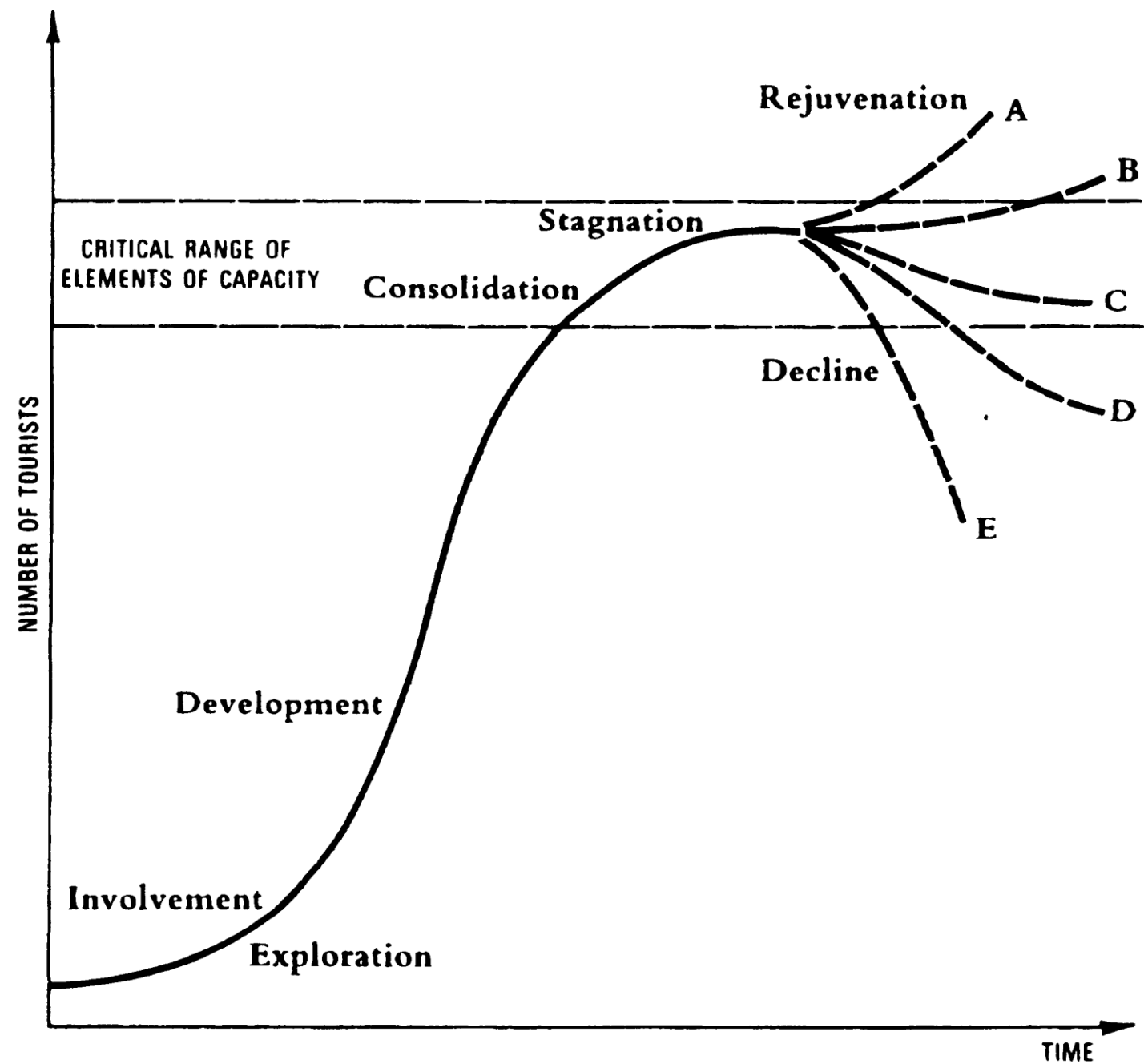


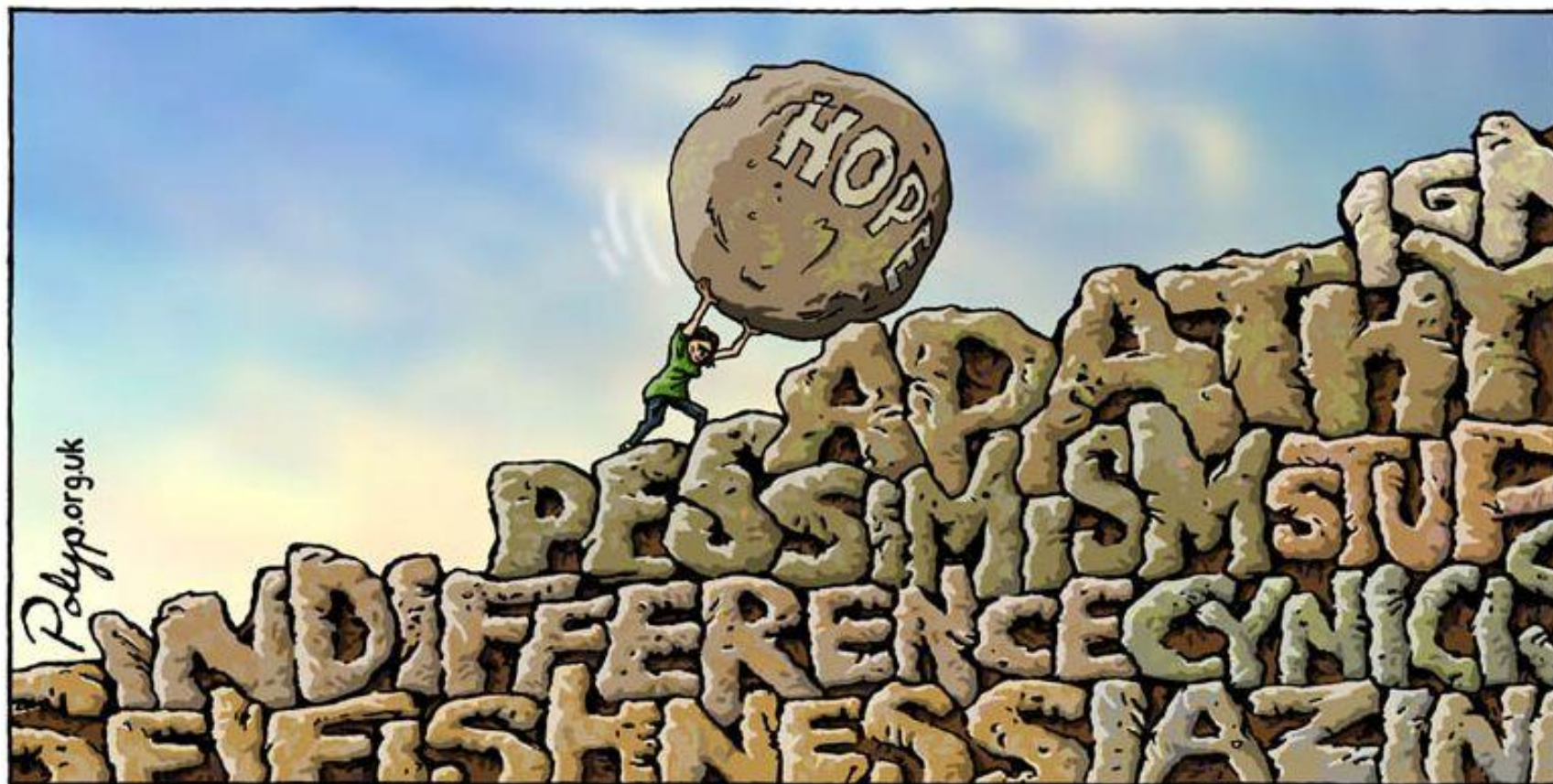
Anyone who thinks that you
can have infinite growth on a
planet with finite resources is
either a madman or an
economist

David Attenborough



Butler Cycle





Tackling Unregulated Holiday Lets



Tackling Unregulated Holiday Lets

- Determine bed capacity and limit the number of holiday lets
- Zone the distribution of holiday lets
- Licence holiday lets
- Ask local community to help regulate
- Tax or limit short stays

Overcrowding/Tourist Honeypots



Overcrowding/Tourist Honeypots

- Tax to fund maintenance/management of public space
- Capping/limiting/banning day-trippers
- Limit or cap numbers to tourist hotspots
- Entry fees for tourists
- Crowd management systems and ticketing schemes

Majorca





Lifestyle ▸ Travel ▸ Family holidays

New tourist tax Majorca, Menorca and Ibiza branded a 'recipe for disaster' as holidaymakers will be charged per day

Tour operators, hoteliers and holidaymakers believe the new daily 'tourist tax' will be disastrous for the Balearics



522
SHARES



COMMENTS

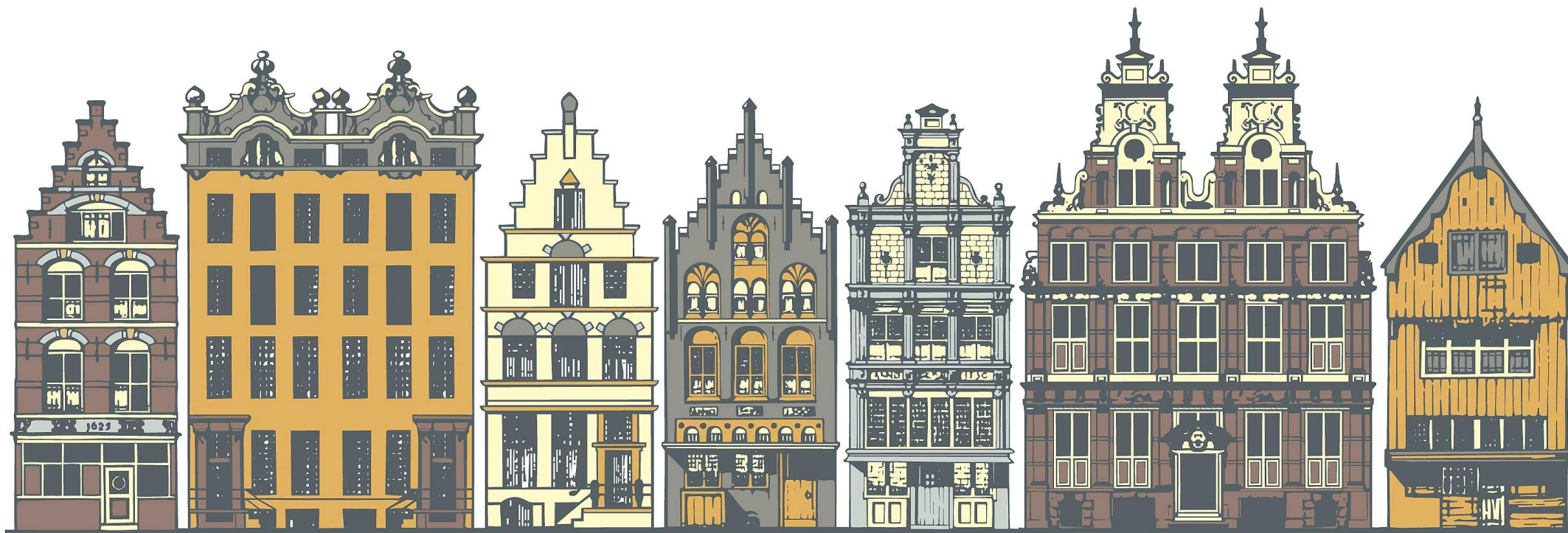
[Rita Sobot](#) | [Ross Logan](#)

15:23, 4 OCT 2015 | **UPDATED** 17:42, 4 OCT 2015

LIFESTYLE

Versailles





i amsterdam

VISIT AMSTERDAM - SEE HOLLAND





Longer Term Considerations

- Integrating tourism with wider national government decision making
- Coordinating local, regional and national tourism approaches
- Creating new measure for tourism success
- Giving the community a voice

Thank You

