

Tourism and Gastronomy, an opportunity for progress

The experience of “Capital Española de la Gastronomía”

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Alexandrouopoli, February 2015



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1. WHAT is Capital Española de la Gastronomía ?

It is an award created to promote the culinary tourism and to increase the attractiveness of tourist destinations that stand out for their quality in gastronomy and oenology. According to Turespaña, more than 65 million tourists visited Spain during 2014. 9 million tourists explain the reason to travel to Spain: your attraction by its rich and varied cuisine. A 32% increase over previous years. The other reasons: sun, beach and entertainment / the styl of life in Spain.

Today, the cuisine, eat well, is one of the main reasons for choosing a destination and one of the engines of the tourism business and congress in Spain. Gastronomy is a value of "Marca España" (Brand Spain).

CEG is not a prize to the city with more Michelin stars. No. It's a prize in gastronomy as a tourist attraction, as a business and as a way of



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for the city that believes approaching

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2. WHAT are the main goals of event ?

1. **Promote** between general and touristics **media** the excellence of the selected city as a tourist destination gastronomic: Different and Unique .
2. **Spread** the offer of **quality** in hotels and restaurants in the city / province.
3. **Contribute** to the **consolidation of gastronomy** as a touristic attraction.
4. Enhance the gastronomy as a business tool
5. Promote an atractif **schedule of events** that puts the city on the agenda of the retail travel agencies.
6. **Launch of the gastro-food** products with official seal of quality.



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3. WHO are the organizers ?

The idea of the project, the development and the implementation is the private sector: real engine of the economy.

We are professionals of the tourism. 4 years ago, we develope this initiative to fight the crisis in the Spanish economy since 2008.

Two professional bodies are the organisers:



Federación Española de Hostelería (FEHR) founded in 1977, represents more than 300,000 companies. Employs more than a million people and has a turnover of 110.000 million € (2013), which corresponding 6% of GDP in the Spanish economy.

Develop other projects related to the effective management of restaurants, booking on line,



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3 WHO are the organizers ?

Fepet

FEPET is a professional organization, nonprofit, is part of the Spanish Federation Press, recognized by UNESCO and brings together over 300 Spanish journalists dedicated professionally to the information about travel, tourism and gastronomy in print media, audiovisual and online.



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4 How the Capital is chosen?

A jury consisting of 11 representatives:

Gastronomy



Tourism



Journalism



Institutions



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Recognized Values of the Spanish Cooking

1. HEALTHY Mediterranean Diet

(Intangible Cultural Heritage of Humanity declared by UNESCO).



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Recognized Values of the Spanish Cooking

2.SUSTAINABLE

Proximity product (km 0)



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Recognized Values of the Spanish Cooking

3. TRADITION

Research old recipes Arabic, Jewish and pre-Columbian cuisine



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Recognized Values of the Spanish Cooking

4. INNOVATION
Avangarde
Creatition



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Recognized Values of the Spanish Cooking

5. QUALITY PROFESSIONAL

Schools of formation to cooks and waiters

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5. HOW **benefits**

2012. Logroño-La Rioja

1. Region's leading producer of wine in Spain (sales in 2014 281 million liters)
2. Introduction and development of a program of innovatives tourism products:
3. Flying balloon over the vineyards
4. Development based therapies medicinal wine
5. Visit and accommodation in the new wineries, designed by modern architects
6. Gastronomía Vineyard
7. Development of a marketing campaign based on the concept "La Rioja crave"



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6. HOW benefits

2013. Burgos

The New York Times

25 Burgos, Spain

An ancient city with a fresh face and culinary buzz.



Burgos Cathedral.

Guillermo Cervara for The New York Times

Burgos, in Castile-León, is home to a spired Gothic cathedral that is a Unesco World Heritage site. That striking building used to be the town's only compelling attraction, but in recent years Burgos has become a well-rounded destination with contemporary cultural centers (the Museum of Human Evolution) and boutique hotels (Via Gótica). At the same time a new group of talented chefs has given it a dynamic dining scene that is finally allowing the city, recently chosen as Spain's



© 2013

1. Historical City, declared by UNESCO World Heritage site.
2. Burgos is included in "Camino de Santiago", medieval mystic way traversing each year thousands of pilgrims to Compostela
3. Selected by the US newspaper "The New York Times" as one of the tourist world destinations of the year.
4. Increase of visitors in 15%
5. Study of Economic Impact: Profit for de city: 7,7 millions €

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The New York Times

6. HOW benefits

2014. Vitoria

1. Vitoria-Gasteiz is the Capital of the Basque Country, in north of Spain
2. Vitoria, in 2013 was elected “Green Capital”, award of European Union
3. The number of visitors to the city increased by 20%
4. The number of stays in accommodation grew by 14.7%
5. Developing a marketing strategy of city, based in the pintxo “micro gastronomía”

EL CORREO

PAÍS: España
PÁGINAS: 7
TARIFA: 1837 €
ÁREA: 450 CM² - 50%

FRECUENCIA: Diario
O.J.D.: 16281
E.G.M.: 94000
SECCIÓN: CIUDADANOS

► 10 Diciembre, 2014

Vitoria se consolida como destino y recibe a 2.560 turistas el puente, un 38% más que en 2013

El Ayuntamiento se felicita por estos «excelentes datos» y destaca el interés por las visitas guiadas

programadas desde el Servicio de Turismo y desde otras empresas, así como el reclamo del título de la Capital de la Gastronomía son algunas de las claves de este éxito, resumen fuentes del Gabinete Maroto.

En este despegue han sido «claves» las visitas guiadas organizadas por el Servicio de Turismo. 270 personas han disfrutado de los 'tours' por el Casco Medieval, que han estado completos a pesar de haber sido reforzados. Las tres excursiones al Belén de la Florida también se llenaron, con 60 participantes, y 30 personas recorrieron el cementerio de Santa Isabel -se cubrieron todas las plazas-. La cata de gintonics col-

LOS DATOS

- Visitantes en el puente de la Inmaculada. En total, 2.560 turistas. 1.114 el sábado, 1.084 el domingo y 362 el lunes, si se cuentan las personas que fueron a la Oficina de Turismo.
- Las procedencias. Madrileños (23,53%), vascos (18,45), de Castilla y León (13,06), Cataluña (12,29), Aragón (11,73), Navarra (4,35) y Comunidad Valenciana (3,39).
- El año pasado. Fueron 1.849. Y en 2012, 2.111 a pesar de que el puente duró un día más y
- Visitas guiadas. 270 personas en el 'tour' por el Casco Medieval, 60 en las visitas al Belén y 30 en el recorrido por el cementerio de Santa Isabel.

Vitoria era Green Capital.



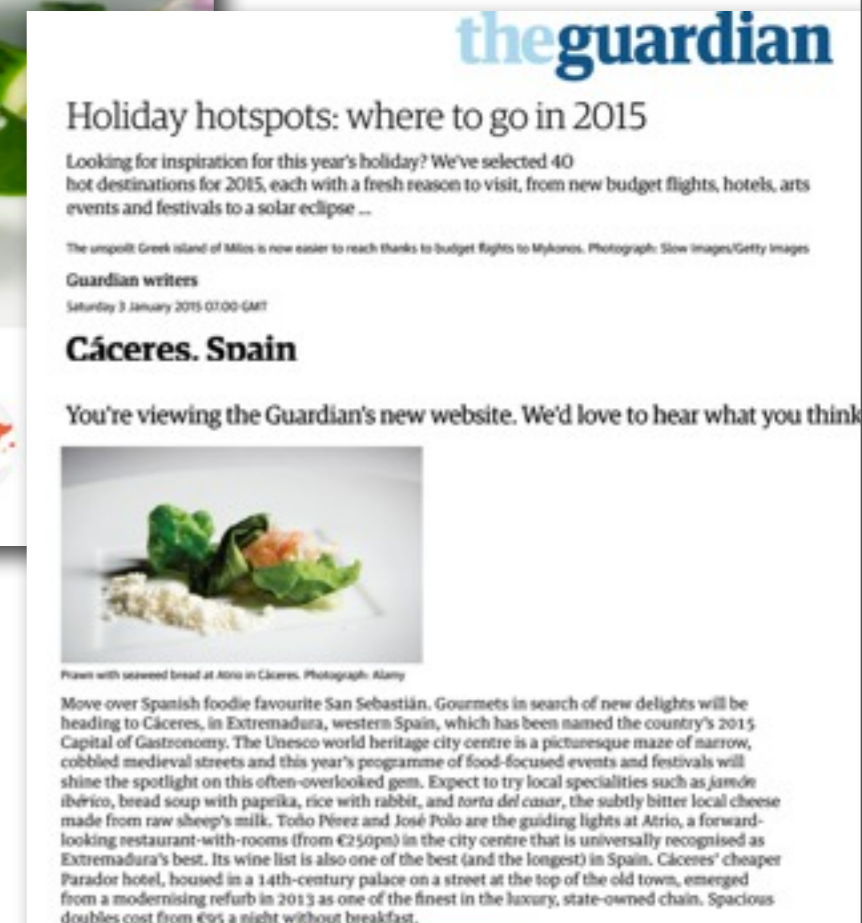
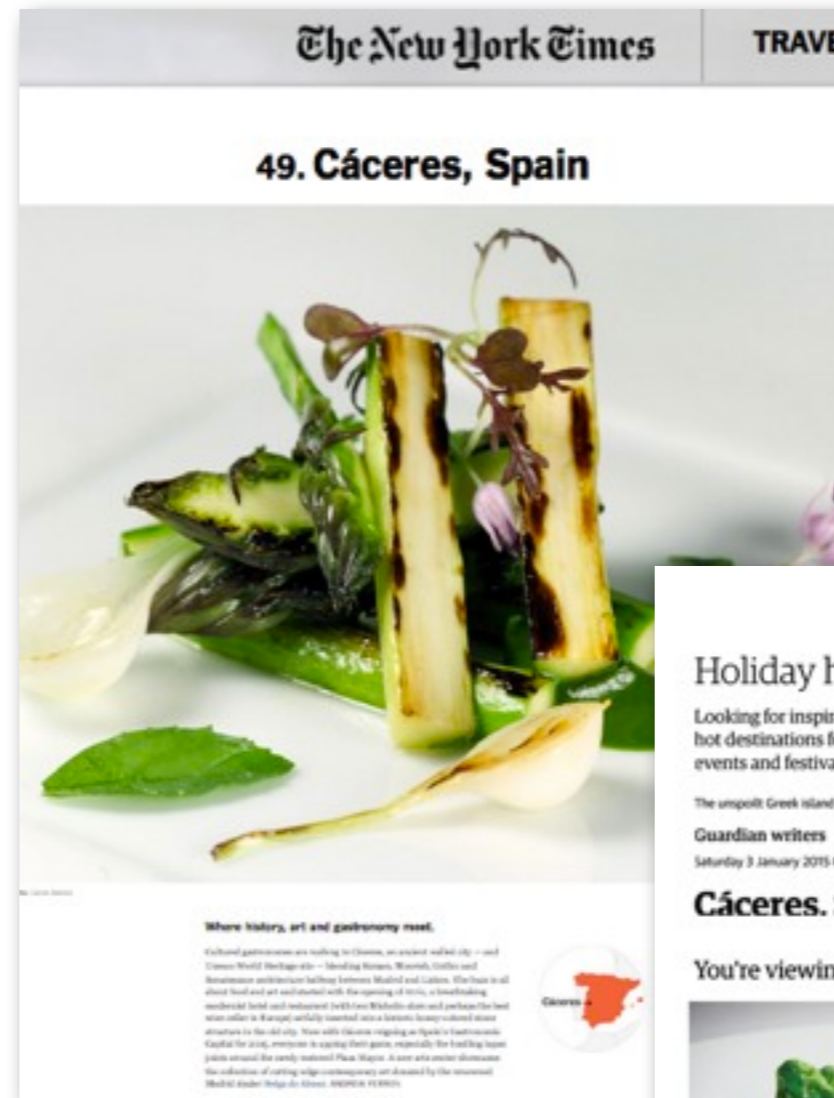
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6. HOW benefits

2015. Cáceres

1. Cáceres, Historical City, declared by UNESCO World Heritage site.
2. The second European city after Florence, with the largest historical center remodeled
3. Selected by the US newspaper “The New York Times” as one of the tourist world destinations of the year 2015.
4. Recommended by “The Guardian” where to go in 2015



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7. The KEYS of this succes

1. COMMUNICATION.

Contacts with the media, the organization of fam trips, hold press conferences, provide information on line and through the network, edition of programs on the radio, strategy public relations campaigns. **The journalist should be a partner for the city.**

2. MARKETING.

Attendance at major tourism fairs (FITUR, Euroal, Guayaquil, México), organize meetings and work shops with travel agents, show cookings and presentations of chefs, etc.

3. SCHEDULE OF EVENTS.

Rain of activities and gastronomic experiences and sensations for the tourist during your visit at the city. When you travel to a city, you visit a cathedral or a museum once. **But don't forget: we eat TWICE EVERY DAY.**

7. The KEYS of this succes

3. LEADERSHIP OF THE PRIVATE SECTOR.

The Administration (Spain is rich, we have 5 levels involved: Europe, the State, the Region, the province and the city) should help finance management but should be in the hands of entrepreneurs. **Only you can do it**

4. **QUALITY, EXCELLENCE and COMPETIVITY**. Improving the offer of our products and our service. As the Olympic motto: Citius (faster), Altius (higher), Fortius (stronger)

**CEG IS A EXPERIENCE TESTED WITH SUCCESS DEDICATED TO
PROMOTE THE GASTRONOMIC TOURISM.**

**SINCE THE SAME SHORE OF MEDITERRANEAN SEA,
WE OFFER OUR PARTNERSHIP TO THE ORGANIZERS OF THIS MEETING (EUROPEAN
COMMISSION) AND THE GREEK REGION EASTERN MACEDONIA AND THRACE
THAT HAS WELCOMED IN ALEXANDROPOULIS.**

**AND DON'T FORGET:
TO SHARE EAT AND DRINK IS BETTER WITH A GOOD FRIEND.**

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Thanks

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