



[greendestinations.org](http://greendestinations.org)  
[sustainabletop100.org](http://sustainabletop100.org)



[greendestinations](https://www.facebook.com/greendestinations)



[green-destinations](https://www.linkedin.com/company/green-destinations)

# 2020 TOP 100 GOOD PRACTICE STORY

Title of the Story: "Deseasonalization of tourism sector"

Destination Name: BAIONA (GALICIA)

Country: SPAIN

Submitter name: Lucía Fragata Pérez

Email address: cat@baiona.gal

Position: Tourism Department

Nomination Category: *(Please check the boxes that indicate the focus of your story)*

- Culture & Communities
- Environment & Climate
- Nature & Ecotourism
- Islands & Seaside
- Immediate responses in dealing with the COVID -19
- Post COVID -19 recovery
- One of the 17 SDGs\* *(if yes, which one)* Click or tap to choose

\*The Sustainable Development Goals (SDGs), also known as the Global Goals, were adopted by all United Nations Member States in 2015 as a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity by 2030. The 17 SDGs are integrated—that is, they recognize that action in one area will affect outcomes in others, and that development must balance social, economic and environmental sustainability. What are the Sustainable Development Goals? <https://www.undp.org/content/undp/en/home/sustainable-development-goals.html>

For further information on Tourism for SDGs: <http://tourism4sdgs.org/>

Find detailed instructions for submitting good practices [here](#)

---

## DESCRIBE YOUR GOOD PRACTICE STORY

*Address each aspect of your good practice story in the different sections being specific including relevant quantitative and qualitative information.*

### *Issues faced*

Negative economic impact after the confinement and mandatory closure of the establishments for 3 months.

Baiona is a tourist town with small tourist companies. The cessation of total activity for 3 months (from March 14 to mid / end of June) meant a great economic loss at the time of the year when tourism begins to arrive (spring is a time of great influx of pilgrims, Easter, ...).

### *Methods, steps and tools applied*

---

With the uncertainty of what would happen in the summer (ignorance of how long the state of alarm would last and if travel would be allowed in the summer season) but knowing that, on the one hand, they were not going to be able to organize activities that brought together massive numbers of people and, on the other, that the natural conditions of Baiona are already an incentive for the national visitor (in case they could travel) it was decided to promote the low season (post-summer) to extend the summer season and achieve greater recovery at the sector.

The initiatives proposed are the following:

- Study of travelers interests' evolution during this period in order to establish objectives and strategies to follow.
- Creation of a new brand corporative of "Turismo de Baiona": online advertising is becoming more important in this moment and a corporate image is considered essential, representing the values we want to "sell", becoming recognizable and involving to all the assets of the municipality, public and private, under the same brand.
- Cultural programme: a calendar of activities will be carried out from October 2020 to February 2021 (at this time and until September there is already a program adapted to the situation but, usually, the calendar ended in September).
- Enhancement of heritage: a calendar of visits will be implemented to interpret the heritage of the Camino de Santiago and the coastline in Baiona (in addition to the visits already made).
- Online advertising campaign targeted to local, national and Portuguese tourism, with special emphasis on the Christmas season, which is also to incentivate local commercial sector.
- For a year, the implementation of an online sales platform for Baiona's commerce and restaurants has been subsidized. This platform is a small company in the area that, in addition, employs distributors from Baiona and allocates a percentage of its commission to a NGO. The municipality of Baiona subsidizes for a year both the registration fee and the shipping costs.
- The current economic situation has also caused an increase in the number of families that have applied for social aid. The Baiona City Council has increased this item by 400% to reduce the effects of this first negative impact.

### *Key success factors*

The creation of a unique brand was always considered a necessity and the basis for all investment in advertising to have a greater impact.

We believe that many residents in areas close to Baiona will travel in the low season and will make short trips, so we consider it essential to provide them more reasons to come to Baiona.

The commitment to mitigate tourist seasonality will be definitively implemented to try to attract tourism in the low season.

### *Lessons learned*

The biggest challenge was facing the uncertainty of the moment. At first, all the actions planned in the short and medium term, the annual advertising campaign,... .. became obsolete and the re-programming was impossible due to uncertainty.

At these times, with the initiatives prepared, we also have to be aware of the day to day, because the situation may change from one moment to the next.

The biggest lesson learned is that the seasonal tourism sector has a very difficult time getting out of a situation such as the one experienced so the need to make a definite commitment to mitigate the seasonality and focus efforts in the low season becomes more important.

### *Results, achievements and recognitions*

The actions are in the process of being implemented or planned so we cannot talk about results yet.

### *Additional references*

---

*Provide links to further information. Pictures and videos should be available for download either from Youtube, Vimeo or other Cloud-based (Google/ One Drive) download URL.*