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23

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**Press pack**  
**Lloret de Mar**  
**2023**



## News 2023

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## Culture



### Capital of Catalan Culture

New project scheduled to open in spring 2023: El Castell de Lloret. An immersive experience on climate change.

Annual programme of guided and dramatised language tours of Lloret de Mar's cultural facilities.

New proposals for families in cultural facilities.

New guided tour "The Gardens of the House of the Dragon" inspired by the filming of scenes from "House of the Dragon" in the Gardens of Santa Clotilde.

### Events

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Lloret Outdoor Summer Festival (July - August - September)

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Drone Festival (July)

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# Urban beach

Next Lloret: €6,917,890 in Next Generation European funding.

Executive programme on innovation and sustainability aimed at the tourism sector in Lloret de Mar (February - March).

Training for the sector in the field of Inclusive Tourism.

Strategic plan for the reconceptualisation of tourist offices and a programme to convert tourist informers into travel and experience advisors.

Structuring and positioning of the LGBTI+ segment

## Events

Pride Costa Brava (7-9 July)



## Family tourism

Plan to improve the competitiveness of Family Tourism.

Training sessions on the creation and improvement of family tourism products.

New Little Foodies certifications for good, healthy and sustainable children's catering.

Lloret Family Spoilers digital campaign.

Media plan with specialised press and content creators.

New family activities in the natural environment.



## Gastronomy

Continuation of the strategy to promote healthy gastronomy through the Fundació Alicia.

New accreditations and consolidation of the Little Foodies certification for good, healthy and sustainable children's catering.

Positioning and visibility of the healthy and gluten-free offer of the LloretEATGood brand.



## Active-Nature and Well-being

Lloret Adventure: publication update.

Incorporation and signposting of the Camino de Santiago route.

New coastal section of the coastal path from Lloret to Fenals.

New hiking map-publication.

New platform with interactive routes.

# Sports tourism



Participation in professional events and specific trade fairs:

- Fahrrad & WanderReisen - CMT (Stuttgart) (14-17 January).
- Fitur Sports (Madrid) (19 January).
- Copenhagen Bike Show (12-13 March).
- WS Sports & Events (Valencia) (21-23 March).
- Sea Otter Europe (22-24 September).

Direct action to market the new TUI Sports Lloret de Mar operation.

New sports publications: triathlon and swimming.

Municipality in Catalonia with the most certified sports disciplines: football / athletics / cycling / swimming / triathlon / team sports.

WS Sports & Events in Lloret de Mar (24 - 26 October)

**Figures 2022:**  
More than 65,000 sports tourists.  
Recovery of sports tourism in 2022,  
with a growth of 6.4% compared to  
2019.

## Events

Habawaba Water Polo (2-5 January)

Lloret de Mar Rally (10-11 February)

Lloret Cup (02-05 April)

Globasket (02-06 April)

MIC (05-08 April)

LloreTrail Spanish Championship (16 April)

Gran Fondo Lloret Costa Brava (16 April)

Women Spring Cup (29 April - 1 May)

Futsal Cup (22-26 May)

FutbolIN Tournament (28-29 May)

Fundació Basquet Català Tournament (June)

Lloret Night Trail (1 July)

Ibercup (12-15 July)

Be Water My Friend Tournament (29 August to 4 September)

Crossing of the beaches (26 September)

Eurokey Cup (October)

International Radikal Darts Championship (9 - 12 November)

Corriols de l'àvia (November)

Cursa de Nadal (December)

## Meetings, events and incentive tourism



Submission of applications for national congresses and associative events.

Participation in fairs, workshops and MICE promotional activities in strategic markets: Spain, France, United Kingdom, Italy and Nordic countries.

Lloret Convention Bureau's own actions:

- National trade agenda in Malaga and Madrid - January and March
- LCB Roadshow on the French market
- Digital Workshop Nordic market with MAX Tourism - 28th of February
- MICE presentation in Barcelona - March
- Lyon, Marseille and Montpellier - 21 to 23 March
- Éxpérience Lloret de Mar - 21st to 23rd April
- Workshop Lloret de Mar WEDDINGS - September

Creation of a new EXPERIENCES in Lloret de Mar activities landing.

Actions within the OGL Meetings strategic alliance.

## Lloret Film Office



New landing.

Festival Check-in Lloret de Mar

Participation in the Shooting Locations Marketplace (Valladolid)

Famtrip with locators from Catalonia.

## Events

Terres CHECK-IN Hospitality Film Award (13-15 September)

# Marketing and communication



New platform for selling experiences with added value of the destination.

New photo and video gallery on the Flickr platform.

New corporate image and logo.

New international promotional material Lloret is a Match with video capsules segmented by visitor profile.

Civic awareness campaign "#LloretLikesYou when you love Lloret" to promote sustainability.

New promotional actions and penetration strategy for the Irish market.

Trade and media actions in strategic markets.

New interactive map platform with all the cultural, natural and active tourism offer of the destination.

## Events

10th anniversary of Barcelona Travel Bloggers in Lloret de Mar (6-8 October)



# Cross-cutting strategic lines

## European Funds: Next Generation



## Sustainability



Executive Programme "Innovation and Sustainability in the tourism sector in Lloret de Mar".

European project Greentour on Circular Economy and Sustainable Tourism in Destinations of the Sudoe Area (3 years).

Implementation of the Lloret de Mar Tourism Sustainability Action Plan 2021-2023.

Strategic communication plan for the drought situation.

## Digitisation



Implementation of the Red.es "Lloret Smart Destination" projects.

## Civility



Civic-mindedness and sustainability campaign.



# European Funds Next Generation:

## Tourism sustainability plan at the destination

Lloret de Mar has obtained €6,900,000 from the European Next Generation EU funds within the framework of the Tourism Sustainability Plans in Destinations to develop the following projects (2022-2024)



## Revitalisation of the old town:

1.833.844 €

- Dynamisation plan.
- Urban sponging.
- Beautification: Viles Florides.
- Beautification: Street furniture.
- Hemingway's bartender.
- City of light.
- Lloret Smart Center.



## Municipal Market:

2.576.365 €

- Comprehensive rehabilitation.
- Sustainability and energy efficiency
- Digitisation.
- Separate collection.



## Training and digitalisation of the productive fabric:

474.380 €

- Digitisation.
- Training.
- Tourism occupancy monitoring and Big Data.



## Security and Mobility:

1.308.964 €

- Public electric bicycle network
- New cycle lanes + park and ride facilities \*
- Lloret Destination Safe Smart.

\*Specific call for mobility (1M€)



## Santa Clotilde Gardens:

650.752 €

- Natural amphitheatre.
- Adequacy of roads and accesses..

# Sustainability

## Executive Programme "Innovation and Sustainability in the tourism sector in Lloret de Mar".

Sustainability continues to be a priority and, with the aim of boosting the destination's competitiveness, Lloret Turisme is continuing the "Ethical and Sustainable Transformation" programme that took place in 2022 with this executive programme which, under the slogan "Innovation and sustainability in the tourism sector in Lloret de Mar", will enable members to learn about innovation tools for incorporating sustainability into the organisation's DNA.

The programme is coordinated from the Institute of Creativity, Technology and Ethics in Tourism (ICTET) and has 3 thematic blocks; module 1 on innovation methods such as Agile, Lean Management and the Doblin model, applying different tools such as Customer Journey Map, Service Blueprint and Experience Map, which help to create quality experiences for our customers; Module 2 focused on management with an implementation plan; Module 3 dedicated to the applicability of the Bioscore sustainability certificate, product creation, communication and marketing and finally, the final presentation of projects of the different participants of the programme.

The executive programme on "Innovation and sustainability in the tourism sector in Lloret de Mar" runs from February to March with a total of 10 four-hour sessions in blended format. Individual mentoring sessions for each participating company will be held in parallel.



## Greentour Project on Circular Economy and Sustainable Tourism in Destinations of the Sudoe Area (3 years).

Lloret de Mar is participating as a pilot destination from 2021 to 2023 in the Greentour project for the Circular and Sustainable Economy in Destinations in the Sudoe Area.

The aim is to move towards a new environmental, economic and social model that, at the same time, informs consumers and obtains their commitment to the environment in which the tourist activity takes place. Apart from Lloret de Mar (Catalonia), other pilot destinations such as Ordino (Andorra), Massif du Sancy (Auvergne), Camino Lebaniego (Cantabria), Rias Baixas (Pontevedra) and Guimarães (Portugal) are also taking part.

The following Lloret de Mar companies are taking part in the project:

### Accommodation:

- Aparthotel Costa Encantada 4\*
- Camping Canyelles
- Camping Tucan
- Hotel Acapulco 4\*
- Hotel Azure 4\*
- Hotel Delamar 4\*S
- Hotel Evenia Olympic Resort 4\*
- Hotel Flamingo 4\*
- Hotel Marsol 4\*
- Hotel Samba 3\*
- Hotel Surfmar 4\*
- Hotel Xaine 4\*

### Restoration:

- Blue Bar
- La cubana
- Macondo Beach House
- Voramar Beach Bar

### Cultural facilities:

- Can Saragossa
- Gardens of Santa Clotilde
- Maritime Museum

### Conclusions of the pilot test:

Lloret de Mar is in the average range of participating destinations with a figure of 221 kg of CO2 eq. per tourist.

Transport is the stage that contributes most to the environmental impact in the carbon footprint of these destinations, accounting for between 60% and 96% of the total impact, depending on the destination.



### More than 6,000 hotel rooms have already implemented the Bioscore Sustainability certification.

- Costa Encantada Apartments
- Blau Apartments
- Condado Apartments
- Hotel Marsol
- Hotel Samba
- Hotel Surf Mar
- Hotel Delamar
- Hotel Flamingo
- Hotel Evenia Olympic Park
- Hotel Evenia Olympic Garden
- Hotel Evenia Olympic Suites
- Hotel Evenia Olympic Palace
- The 15th Boutique Hotel
- Augusta Club Hotel & Spa
- Hotel Xaine

Bioscore certification allows establishments to comply with the indicators to obtain the UNE-ISO 21401:2019 Management System for Tourist Accommodation, which is the first international standard on sustainability in tourist accommodation and which has been developed by the ISO (International Organisation for Standardisation) Standardisation Committee.







# Digitisation



## Red.es grant

3.24 million managed through the Red.es entity, of which €2.27 million from European ERDF funds, to develop the following projects:

### Axis 1: Creation of a tourism intelligence centre:

- Integrated tourism management system
- Tourism intelligence

### Axis 2: Visitor tracking. Tools to capture data and analyse visitor and citizen behaviour:

- Tourist mobility flows
- Influx control
- Number plate recognition

### Axis 3: Digital visitor experience:

- Digital tourist offices
- Digital surveys
- Digital channels (applications)
- Digital signage
- Social Wifi
- Proximity marketing
- Light projection on the beach

### Axis 4: Sustainability:

- Energy efficiency
- Efficient public lighting
- Intelligent parking
- Smart waste management
- Remote irrigation management



## Tourism Intelligence Platform: Mabrian Technologies.

Since 2018 Lloret Turisme has had a collaboration agreement with Mabrian Technologies, a data analytics company (Big Data).

This platform is fed by different sources such as: air capacity (Cirium), presence detected through mobile antennas (Orange), card spending at destination (Mastercard), reviews and prices on OTAs (Tripadvisor, Expedia and Booking), comments on social networks (Twitter and Instagram) and searches on Google metasearch.

## Big Data 2022 Report



Average expenditure per cardholder during their stay at the destination  
**202,80 \$**



Addition of a new indicator: Global Sustainability Index



Lloret de Mar is a member of the DTI Network (Network of Smart Tourism Destinations 2015) coordinated by SEGITTUR and the Secretary of State for Tourism.





## Civility

Civic-mindedness and sustainability campaign

In recent years, Lloret de Mar has promoted several civic-mindedness campaigns under the slogan "With respect, there's room for everyone in Lloret".

These communicative actions aim to raise awareness and improve the relationship between residents and tourists, as well as to get involved in a common project based on respect and coexistence, from a positive perspective and encouraging everyone to participate actively. These campaigns address issues such as coexistence, mobility and



recycling. In 2023 Lloret Turisme will continue the 2022 civic-mindedness campaign with the slogan "The 40,691 residents like you when you love Lloret". The campaign, conceptualised by the creative agency FEAS and created by illustrator Sergio Dosal, puts the 40,691 residents of Lloret at the centre of the campaign and conveys through likes, in a fun and friendly way, that loving Lloret and treating its environment with respect makes its citizens happy.

## Chronology of campaigns in recent years:



### 2017 Campaign: "Put your shirt on".

A call for coexistence. For example, he reminded tourists to be aware that they should wear their T-shirts when they leave the beach.



### 2019 campaign: "Don't treat Lloret like waste":

Actively involved visitors and residents in caring for the environment and responsible waste treatment.



### Campaign 2018: "Enjoy the silence, Make peace not noise" or "Love your ears".

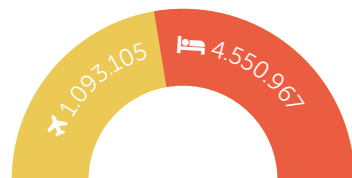
It invited to lower noise levels to ensure good citizen coexistence, especially at night.



### 2020 and 2021 Campaign: "Be careful, Be Happy".

Called for collaboration in complying with protocols and safety measures to prevent Covid19.

# Tourism figures highlights 2022



1,093,105 travellers and 4,550,967 overnight stays.



+3.086.357,63 €  
(period April - September 2022).

Third destination in terms of tourist tax revenue in Catalonia.



Spain, France, the United Kingdom, the Netherlands, Belgium and Germany are Lloret de Mar's main outbound markets.



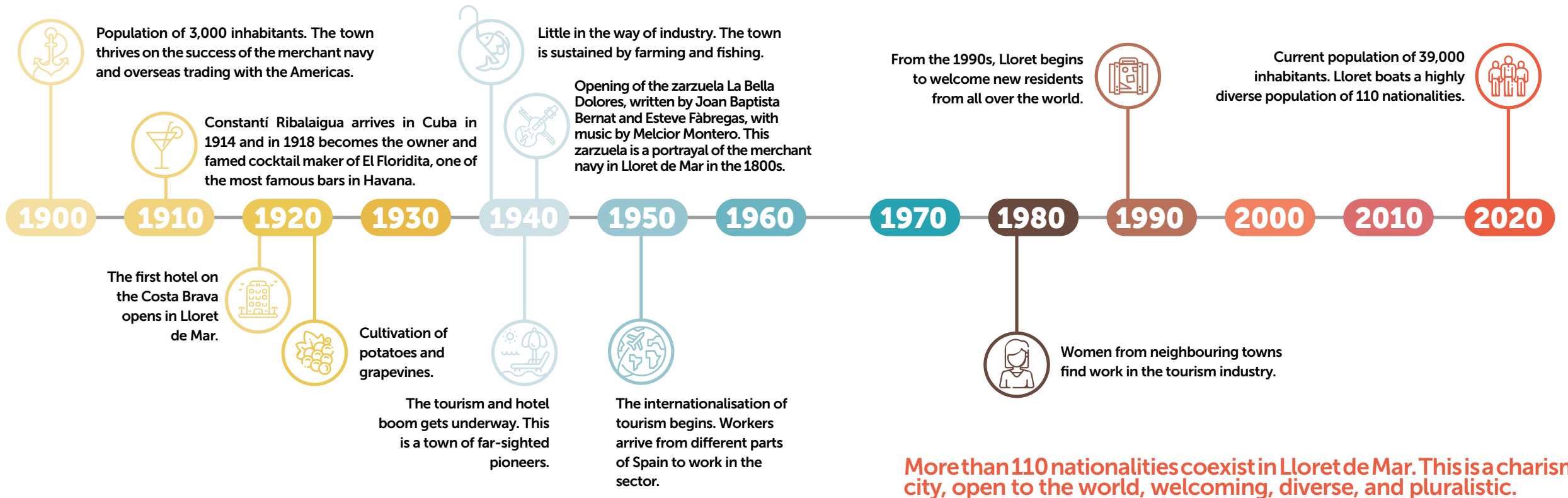
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## General information

# Historical chronology

of Lloret de Mar, a pioneering destination.

Lloret, an ancient fishing and farming town, opens to international trade with the Americas in the 18<sup>th</sup> century.



# Location

## Location map



**Lloret de Mar** is situated in an outstanding geographical setting: the **Costa Brava**, an area long renowned for its natural beauty, with a rich coastal and mountain landscape. It also stands out for its strategic location, close to cities such as Barcelona, Girona, Figueres and Perpignan.

## Transport connections

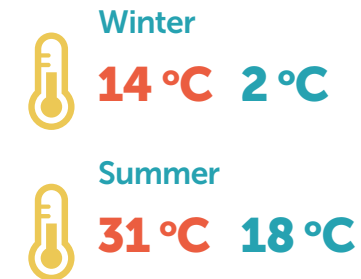
Lloret de Mar is on average just 2 hours and 45 minutes' flight time from any European capital and is located very close to several places of interest that are ideal for daytrips: the Catalan modernism of Barcelona and Gaudí, the exciting Montmeló race circuit, the Dalí museum in Figueres and everything the Costa Brava has to offer are just some of the examples of places to explore using Lloret de Mar as a base.

✈ BCN - Barcelona	80 km	60'
✈ GRO - Girona	30 km	25'
✈ PGF - Perpignan	115 km	90'

## Climate

With a temperature that oscillates between 2 °C and 31 °C, Lloret de Mar is an ideal destination for enjoying at any time of year, with all sorts of tourism and leisure options to explore.

## Temperature



## Daylight



# Geographical and demographic data

## Demographics and environment

### Lloret de Mar



41,901 inhabitants

(municipal census data 02/01/23: 21.016 men / 20.885 women)

## Costa Brava South

### Lloret de Mar + Blanes + Tossa de Mar



+83.000 residents



2.000.000 tourists



7.000.000 overnight stays



**9 km**  
of coastline

Canyelles Beach

Lloret Beach

Fenals Beach

Boadella Cove

Santa Cristina Beach

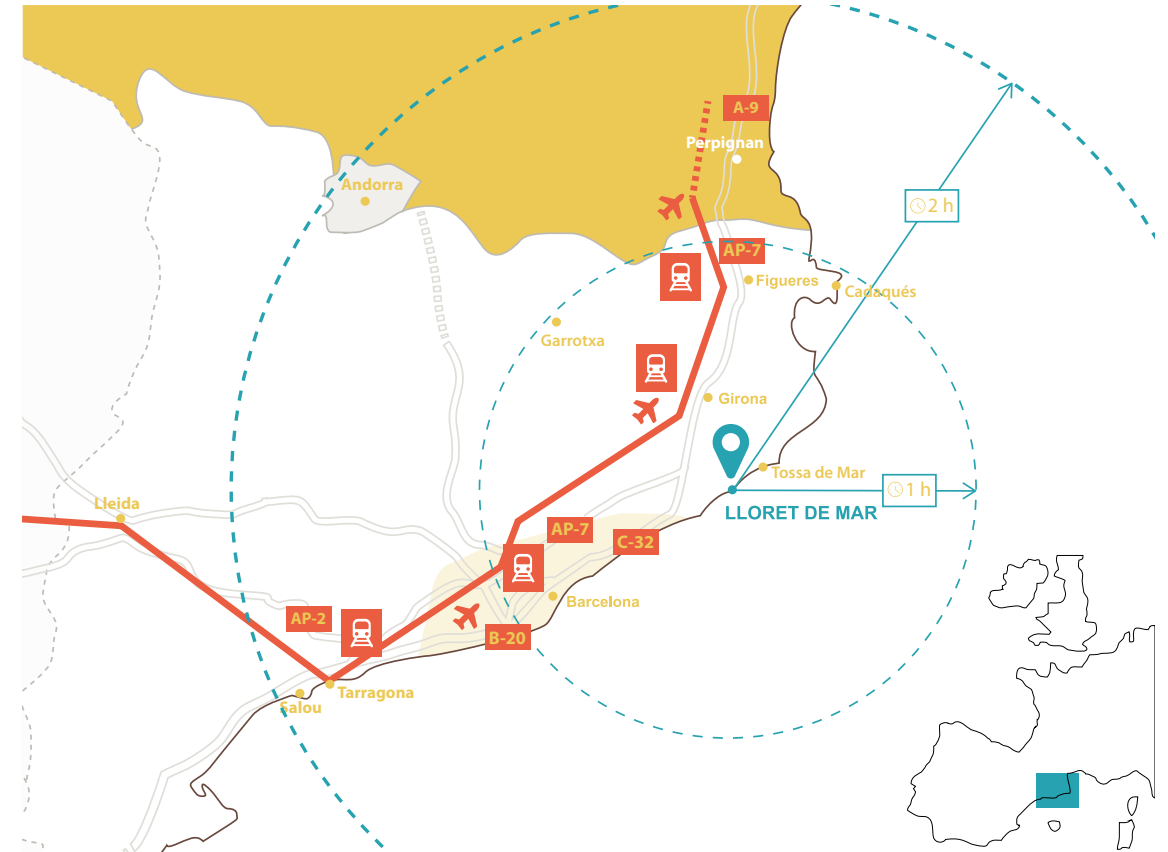
Treumal Cove

Lloret de Mar has a surface area of 48 km<sup>2</sup>, 70% of which is woodland, and is a territory with a high landscape value that includes protected areas such as the Cadiretes massif and Pinya de Rosa.

## Lloret de Mar Hub

From Lloret de Mar you can visit, less than 1 hour away, towns and areas of tourist interest such as: Tossa de Mar, Cadaqués, Barcelona, Girona, Figueres or the volcanic area of La Garrotxa. In

less than 2 hours you can reach the Port Aventura theme park (near Tarragona), Cadaqués, the south of France or the Pyrenees.



# Lloret de Mar Hub Routes



Girona and fortified towns



Fishing and mediaeval towns



Towns of castles, monasteries and natural parks



Towns of the volcanic zone and the valleys of Garrotxa



Towns of Dalí



New interactive web map with HUB routes.





# Private and public sector investment in Lloret de Mar



## Public sector investments 2023:

Municipal Budget 2023: €87,488,840.

### Main investments:

- Improvements to public roads: €1,290,400.
- Photovoltaic panels: €500,000.
- Electric recharging points in municipal car parks: €335,000.
- Improvements to sports facilities: 225.000€.
- Improvements to leisure areas (health playgrounds): €172,000.
- Improvements to beaches and coves: €150,000.
- Improvement of landscaped areas and green spaces: €150,000.
- Culture:
  - Creation of the amphitheatre and new accesses to the Santa Clotilde Gardens: 100.000€.
  - Improvement in the musealisation and adaptation of visits to Turó Rodó: €47,000.
  - Improvements to the equipment of the Maritime Museum: €34,000.
  - Agreement for the rehabilitation of the modernist complex of Sant Pere del Bosc: €34,000.
  - Improvements to the cultural spaces of Can Font, Can Saragossa and Montbarbat: €15,000.



## Private sector investment:

### Segmentation and specialisation by tourist profile:

#### Adults Only Hotels:

- Hotel Augusta Club 4\*
- Hotel Delamar 4\*
- Hotel GHT Miratge 4\*S
- Hotel Rosamar Es Blau 4\*S
- Hotel Rosamar Maxim 4\*

#### Adults Recommended Hotels:

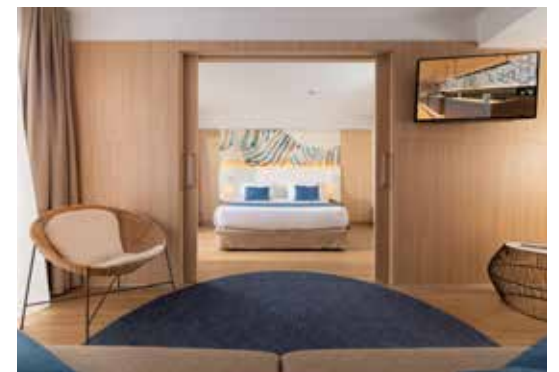
- Aqua Hotel Bertran Park 4\*
- Boutique Hotel Casa Coco Nature&Spa 4\*S
- Gran Hotel Flamingo 4\*S
- The 15th Boutique Hotel 3\*

#### Family hotels with "splash!" facilities

- Aparthotel Costa Encantada 4\*
- Aparthotel Rosamar Garden Resort 4\*
- Tucan Camping
- Hotel Azure 4\*S
- Hotel Best Lloret Splash 4\*
- Hotel Evenia Olympic Resort 4\*
- Hotel Fenals Garden 4\*S
- Hotel Guitart Gold Central Park Aqua Resort 4\*
- Hotel Gran Garbí Mar 4\*
- Hotel Htop Royal Beach 4\*

#### Themed hotel inspired by "music" axis

- BPM Hotel Lloret 4\*





# General tourism data 2022



5th sun and beach destination in terms of hotel beds in Spain



More than 29,000 hotel accommodation places



More than 1,000,000 travellers per year



More than 4,500,000 overnight stays per year

Lloret de Mar has 121 hotel establishments, which means almost 30,000 hotel beds. In Lloret de Mar 65% of the hotel offer is four or more stars.

# Accommodation figures

## Lloret in accommodation figures

Typology	Quantity	Places
Hostels	22	1.092
Hotels ★	13	1.155
Hotels ★★	8	1.672
Hotels ★★★	23	5.516
Hotels ★★★★	41	15.862
Hotels ★★★★★	10	2.921
Hotels ★★★★★S	4	785
<b>Total</b>	<b>121</b>	<b>29.869</b>

In addition to hotel beds, Lloret de Mar has 4 campsites with 1,337 camping units and 4,011 beds, and 3,300 dwellings for regulated tourist use, with an estimated total of more than 20,000 beds.

According to the figures recorded by the INE, in 2022 Lloret de Mar received 1,093,105 travellers who stayed 4,550,967 nights.

Of the total number of travellers, 87.2% corresponded to people who stayed in hotels, 7.6% in tourist flats and 5.1% in campsites.

Lloret de Mar is home to 14.8% of travellers and 18.7% of overnight stays on the Costa Brava.

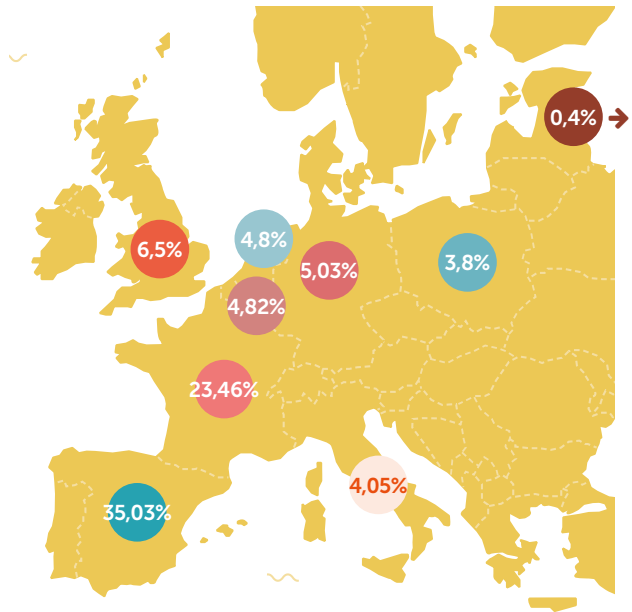
Lloret de Mar is home to 4.6% of travellers and 6.5% of overnight stays in Catalonia.

## Global travellers and overnight stays 2022

It is worth highlighting the importance of the international public in Lloret de Mar, with 65% of travellers coming from outside Spain.

*These figures do not include the occupancy of the regulated tourist dwellings in the town, for which it has not yet been possible to establish a system for obtaining data.*

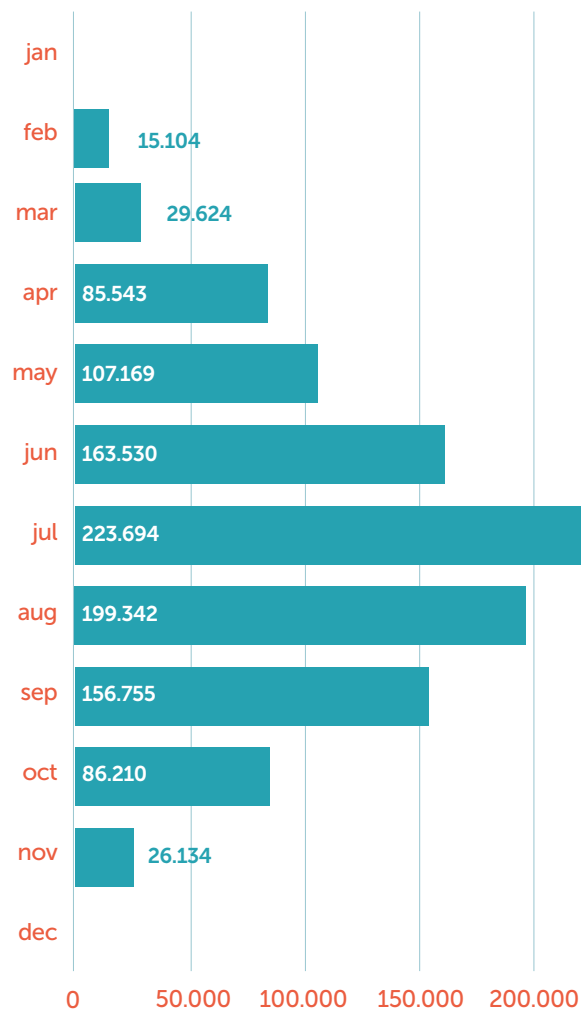
## Nationalities of travellers, 2022



- Spain 35,03%
- France 23,46%
- United Kingdom 6,5%
- Germany 5,03%
- Belgium 4,82%
- The Netherlands 4'8%
- Italia 4,05%
- Poland 3,8%
- Russia 0,4%
- Other 12,11%

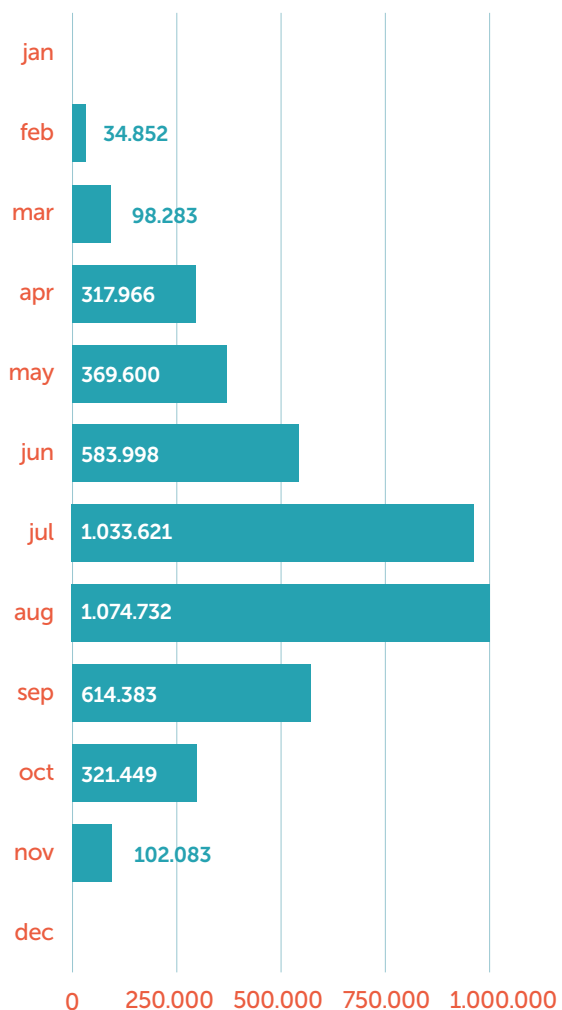
## 🏠 Total travellers, 2022

🚶🚶🚶🚶🚶🚶 1.093.105



## 🏠 Total overnight stays, 2022

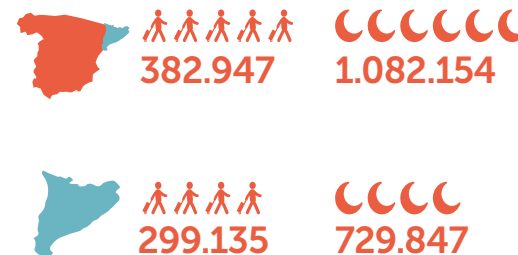
🌙🌙🌙🌙🌙 4.550.967



Among visitors from the Spanish market, those from Catalonia stand out, with a total of 299,135 visitors, representing 27.36% of the total number of visitors to the destination, making the local market Lloret de Mar's second largest source market after France.

France, the United Kingdom, Germany, Belgium and the Netherlands are the main international nationalities of travellers to Lloret de Mar.

In terms of travellers from Spain, 78.11% were visitors from Catalonia.





## Hotel occupancy

In 2022, Lloret de Mar's hotels received 953,658 travellers and registered 3,947,751 overnight stays.

The average stay in 2022 for this type of establishment was 3 '8 days and occupancy was 60%.

Over the last few years, RevPAR (revenue per available room) has been increasing and in 2022 will average €47.

2015 €€€€€€€€ 31 euros  
 2016 €€€€€€€€ 34 euros  
 2017 €€€€€€€€ 41 euros  
 2018 €€€€€€€€ 40 euros  
 2019 €€€€€€€€ 43 euros  
 2022 €€€€€€€€€€ 47 euros

The Spanish public is the main market for this type of establishment, followed by the French, British and German public.



According to data from the Mabrian Technologies tourism intelligence platform, hotel satisfaction with accommodation in Lloret de Mar has increased by 13.1% compared to 2019.

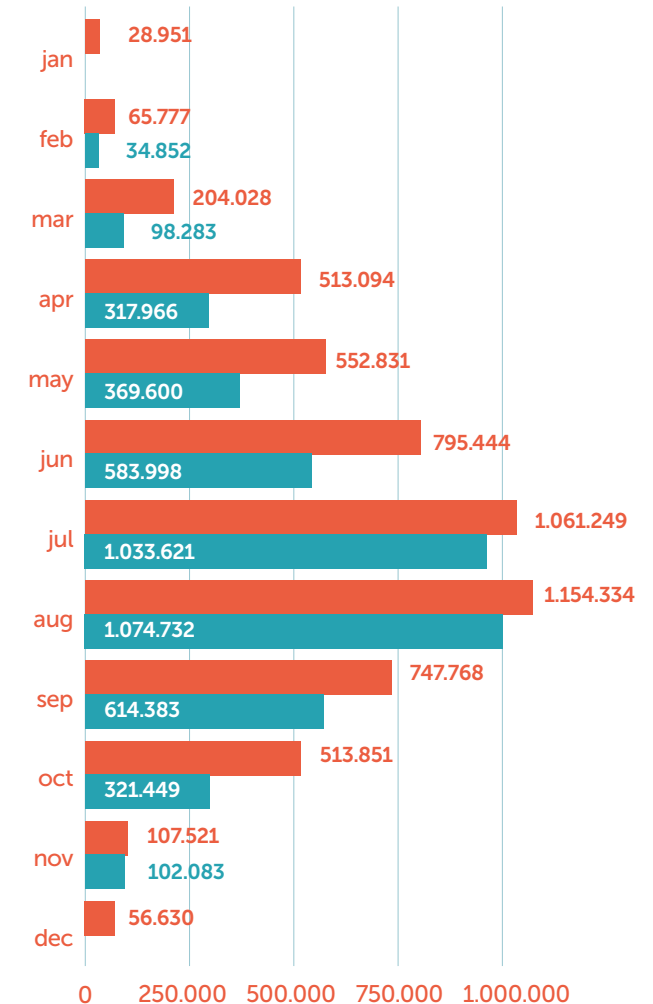
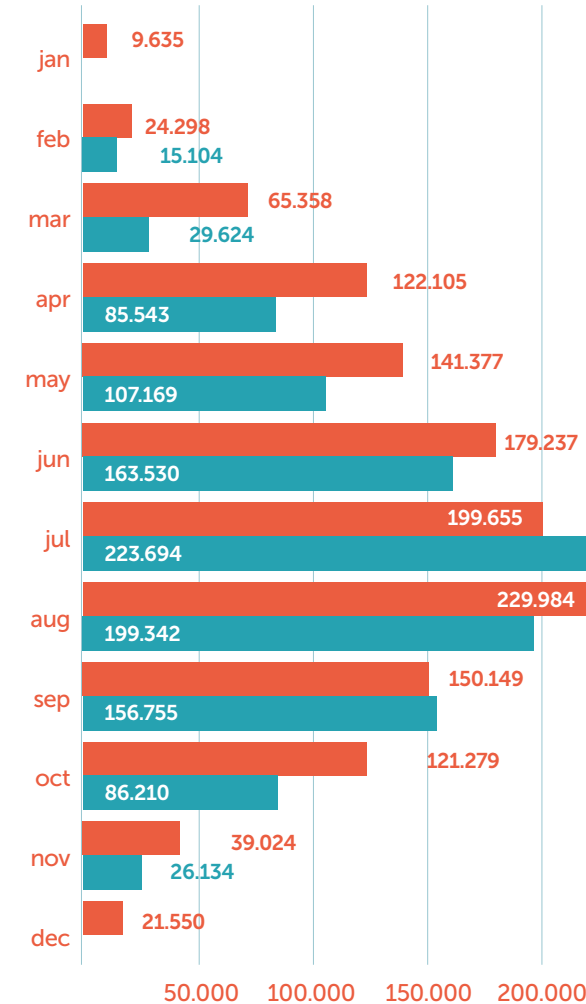


# Comparison 2019-2022

2019 2022

Total travellers

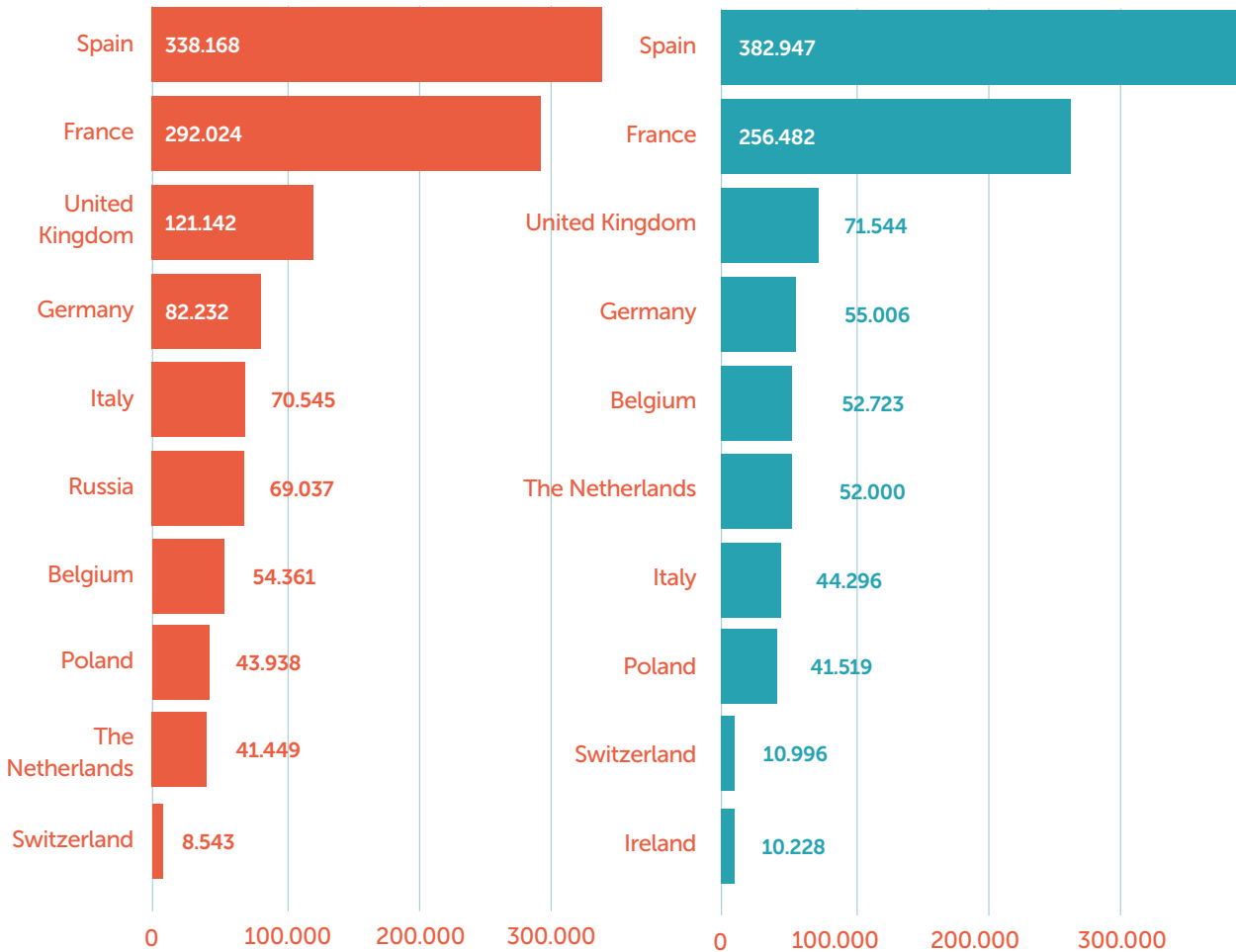
Total overnight stays



# Comparison of travellers by source market

## 2019

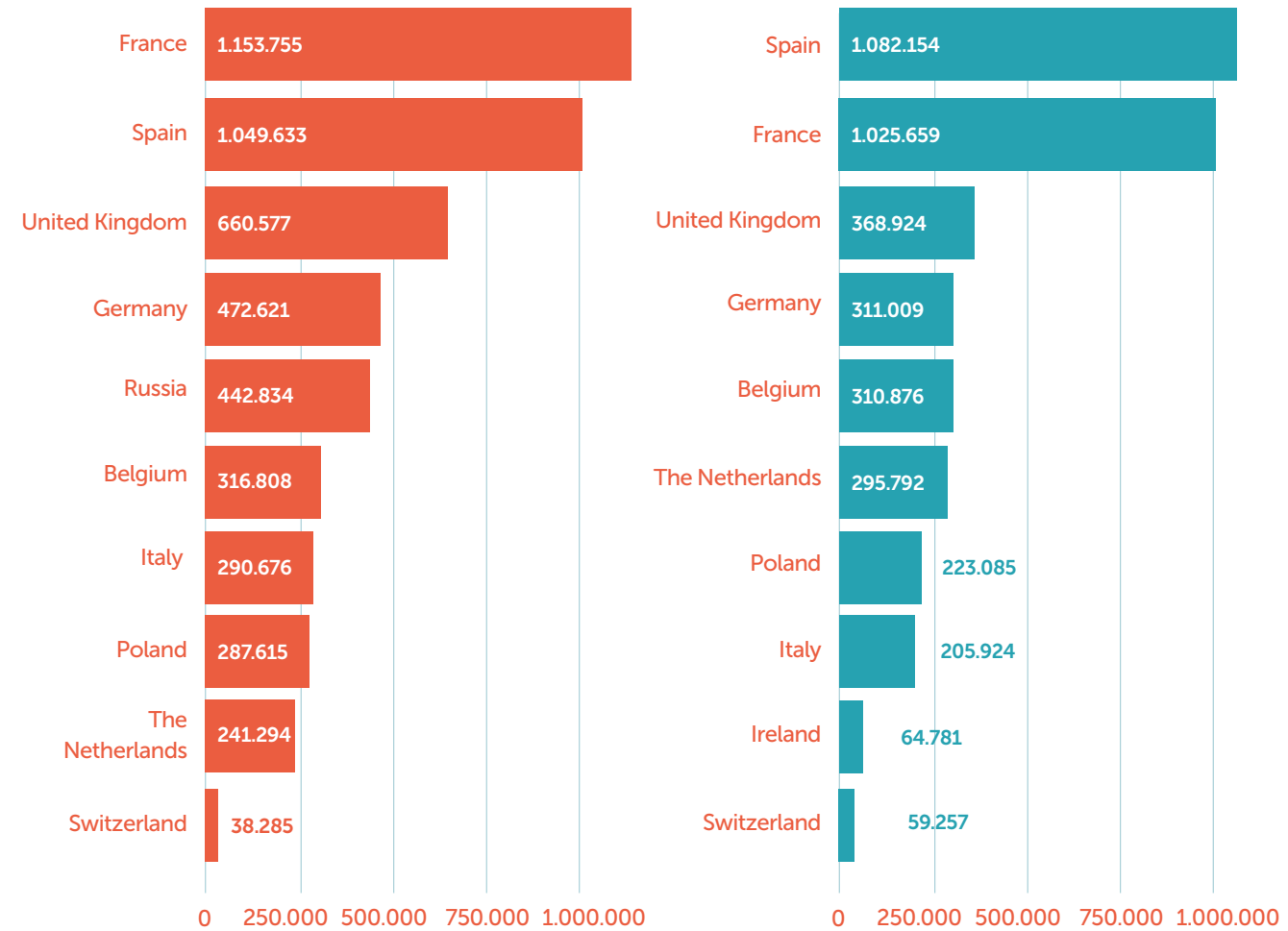
## 2022



# Comparison of overnight stays by source market

## 2019

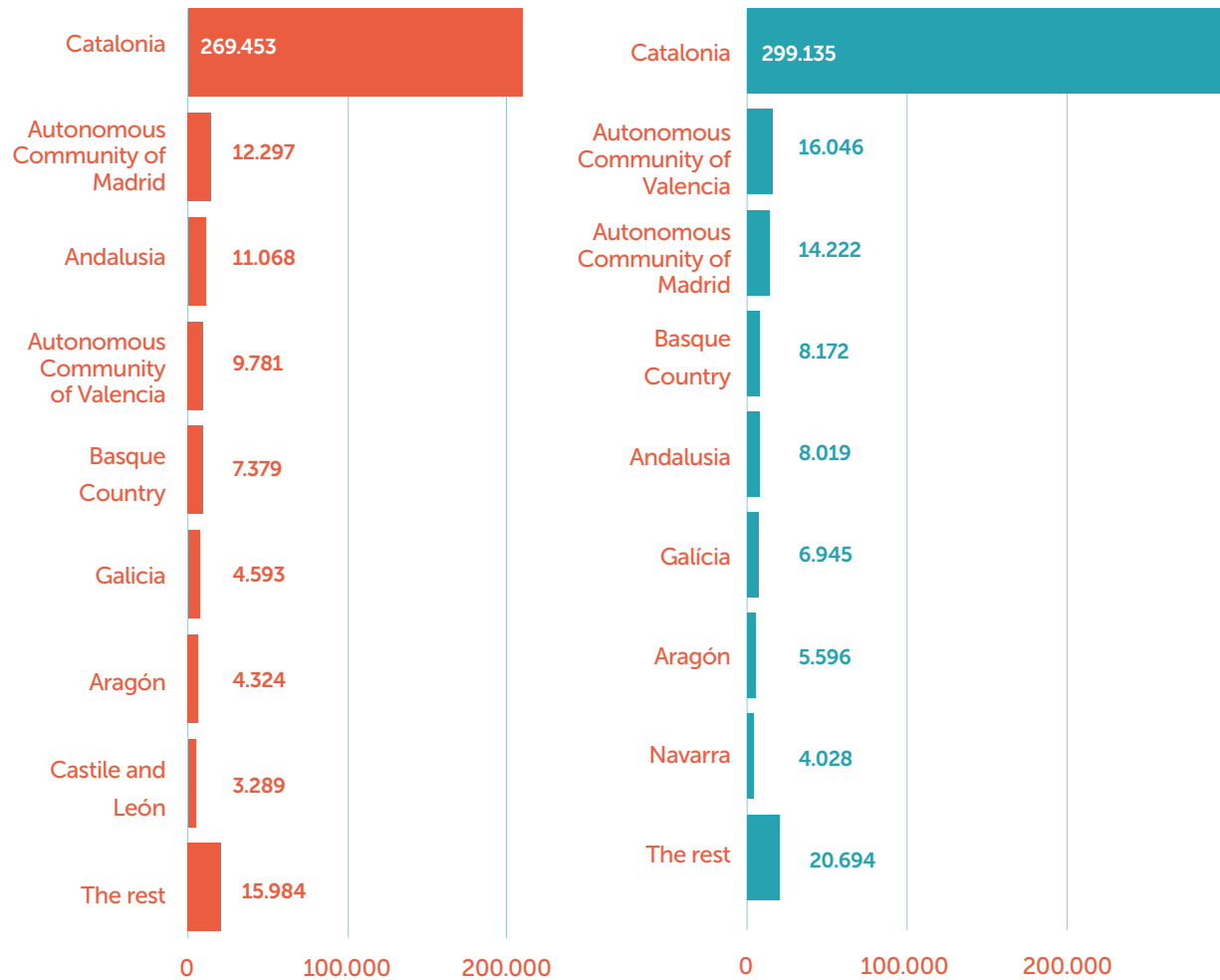
## 2022



# Comparison of travellers by autonomous community

## 2019

## 2022





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## Urban beach

In recent years, Lloret de Mar has consolidated its position as an urban beach tourist destination while at the same time positioning itself in other tourism segments such as sports tourism and meetings and events tourism.

We understand urban beach as a new concept of coastal destinations in which the natural attractions of sun and beach are complemented by a set of added values of the territory such as its culture, gastronomy, commercial and leisure offer.



Since 2010 Lloret de Mar has been certified as a Family Tourism Destination by the Catalan Tourism Agency.



Lloret de Mar forms part of the Alliance of Leading Sun and Beach Tourist Municipalities (AMT) together with Salou, Benidorm, San Bartolomé de Tirajana, Torremolinos, Calvià, Adeje and Arona, created with the aim of promoting the modernisation and competitiveness of these pioneering destinations.

### Shares 2023

Benchmarking between the different member destinations with the creation of thematic working groups on security, digital transformation, tourism promotion, financing and mobility.

Work projects of the AMT as a whole to access European funding.

These municipalities receive more than 7.8M foreign tourists, which represents 14% of the Spanish State and accumulate more than 64M overnight stays, 19% of the total for the State (\*).

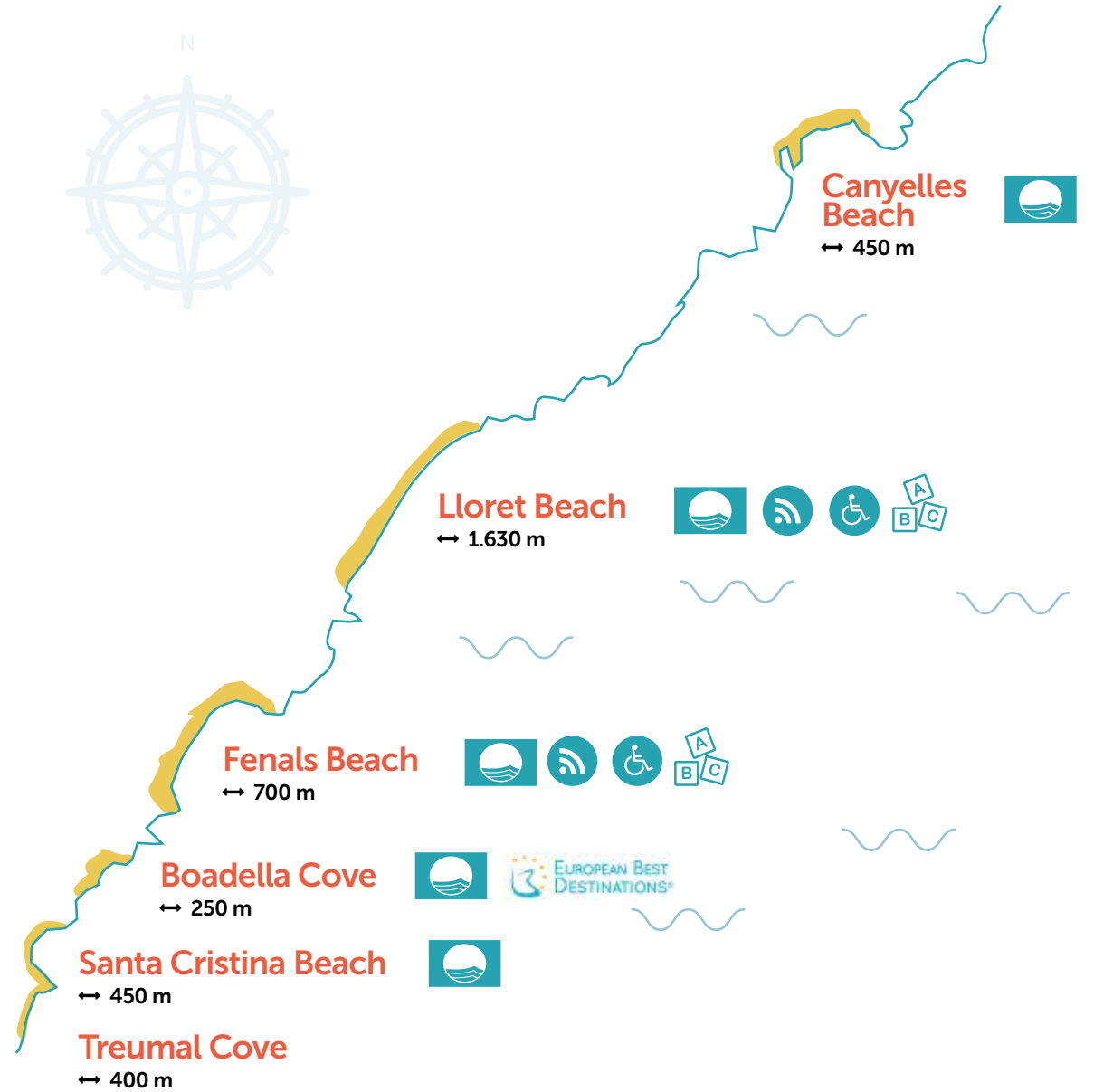
They represent only 0.9% of the Spanish population but generate more than 92,000 jobs, which is 4% of the jobs in the Spanish tourism sector (\*).

\* Data 2019 (Source INE / Exceltur)

	Residential population (2019)	No. tourists (2019)	Overnight stays (2019)	Average stay (2019)	No. hotels (August 2019)	Hotel bed places (August 2019)	Average occupancy (2019)	Companies in the tourism sector (2019)
Salou	27,476	733438*	5,868,225*	4.8*	66	35,826	80.40 %	5,338
Lloret de Mar	38,373	777,704*	4,993,414*	4.51*	114	32,242	70.90 %	5,080
Torremolinos	68,661	633,811*	4,816,478*	4.86*	73	22,215	79.10 %	7,309
Calvià	50,559	1,427,323	9,253,759	5.96	169	54,972	75.53 %	10,899
Benidorm	68,721	1,076,641	11,416,724	5.29	143	44,659	73.02 %	15,627
San Bartolomé de T.	53,443	1,262,954	11,702,747	7.44	62	38,601	76.62 %	21,560
Adeje	47,869	1,252,370	10,496,168	7.17	61	37,189	77.19 %	16,411
Arona	81,216	712,642	5,996,765	7.41	41	21,196	79.08 %	11,492
<b>TOTAL AMT</b>	<b>436,318</b>	<b>7,876,884</b>	<b>64,554,279</b>	<b>4.16</b>	<b>729</b>	<b>286,900</b>	<b>76.48 %</b>	<b>93,716</b>
<b>TOTAL Spain</b>	<b>47,100,396</b>	<b>83,701,011</b>	<b>343,118,005</b>	<b>3.16</b>	<b>16,900</b>	<b>1,855,939</b>	<b>60.22 %</b>	<b>2,677,000</b>
<b>Representativeness AMT Tourism Towns Alliance</b>	<b>0.9%</b>	<b>9 %</b>	<b>18.8%</b>	<b>-</b>	<b>4 %</b>	<b>15 %</b>	<b>-</b>	<b>4%</b>
Source:	INE	INE	INE	INE	INE	INE	Exceltur	Exceltur



## Beaches







The beaches of Lloret de Mar have a lifeguard and lifeguard service from May to October, making it the Costa Brava destination with the most extensive service.



Investment in Lloret de Mar's beaches exceeds 1,500,000 euros per year, the highest on the Costa Brava and one of the highest in Catalonia.



The beaches of Lloret and Fenals have free WiFi.



The beaches of Lloret and Fenals have a changing room adapted for people with reduced mobility, shaded rest area, accessible WC, adapted shower with chair, bathing service with amphibious chair and life line for people with reduced visibility.



Fenals beach has an audio-beach service for people with reduced visibility.



The beaches of Lloret and Fenals have a mini-club during the summer. In addition, the Lloret beach offers a baby space and beach library.



The beaches of Lloret and Fenals have a sports and health promotion programme with guided sessions, yoga and sports activities.



## Family Tourism



Since 2010 Lloret de Mar has been certified as a Family Tourism Destination by the Catalan Tourism Agency.

25 certified companies, including hotels and activity companies.



Lloret de Mar is the Costa Brava destination with the most hotels that have invested in "Splash!" aquatic facilities for families:

- Alba Seleqta Hotel Spa resort 4\*
- Aparthotel Costa Encantada 4\*
- Sènia Tucan Camping 3\*
- Evenia Olympic Resort 4\*
- Guitart Gold Central Park Aqua Resort 4\*
- Hotel Best Lloret Splash 4\*
- Hotel Fenals Garden 4\*S
- Hotel Gran Garbí Mar 4\*
- Hotel Rosamar Garden Resort 4\*
- Hotel Htop Royal Beach 4\*
- L'Azure Hotel 4\*S



In summer, the destination offers a mini-club service on the beaches of Lloret and Fenals. The Lloret beach also has supervised sports activities, a beach library and a baby space.

### 2022: 15,661 users took part in the beach revitalisation programme

- Miniclub: 4,753 users
- Sports promotion (beach volleyball): 2,741 users
- Directed activities (maintenance gymnastics): 7,490 users
- Yoga: 614 users

### Shares 2023

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Plan to improve the competitiveness of Family Tourism.

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Training sessions on the creation and improvement of family tourism products.

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New Little Foodies certifications for good, healthy and sustainable children's catering.

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Lloret Family Spoilers digital campaign.

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Media plan with specialised press and content creators.

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New family activities as part of the Lloret Summer Nature programme.

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Culture



**CCC**  
**LLORET** \*  
**2023**  
Capital de la  
Cultura  
Catalana

## Capital of Catalan Culture

In 2023, culture will play an important role in Lloret de Mar as Capital of Catalan Culture 2023: music, dance, theatre, guided tours, dramatised visits and innovative shows make up a programme that will run throughout the year. A unique opportunity to showcase both its cultural and natural heritage and its multiculturalism, combined with an extensive programme of activities.



# El Castell de Lloret

Opening in spring 2023.

The Castell de Lloret, formerly known as Castell d'en Plaja, is a tourist icon located on Lloret beach which, since this spring, has been hosting an immersive exhibition on climate change.

**Castell de Lloret offers visitors a 3-stage journey to feel and understand climate change in all its dimensions:**

## Room Causes.

Where the visitor enters through the metaverse into a totally unexplored territory: the human activities that have polluted the planet and caused global warming.

## Consequences Room.

The visitor experiences the effects of the climate emergency first-hand: the dramatic effects of deforestation in the Amazon rainforest; the impact of a sixth-generation fire; the pollution of the oceans or shipwreck in a major storm. And it does so with the support of the latest technology available: a 12-metre long LED screen, a platform that moves and vibrates to the rhythm of the images and all kinds of sensory effects: sound, light and thermal.

## Solutions Room.

Visitors explore in this space all the keys to stop the climate crisis, through a beautiful spectacle of image, light and sound and different interactive digital games.



# Cultural events

**LLORET OUTDOOR SUMMER FESTIVAL (June-July-August)**

**LLORET  
OUTDOOR  
SUMMER  
FESTIVAL**

During the summer months, Lloret de Mar offers a free programme of artistic activities including theatre, music, magic and circus in different unique venues around the town, as well as guided and dramatised visits in languages adapted for all audiences.

**More than 4,000 spectators enjoyed the shows at the Lloret Outdoor Summer Festival during the summer of 2022.**



**Som de Mar Festival (August)**

[www.somdemarfestival.com](http://www.somdemarfestival.com)

It is a festival with renowned artists held in the unique privileged setting of the Santa Clotilde Gardens and its location above the Sa Boadella cove.



## AGENDA 2023: EVENTS HIGHLIGHTS

Tirada a l'art 05/02

Rally Lloret de Mar 10-11/02

Carnival 17-18-19/02

March of the Hermitages 26/03

Indianos Fair 16-17-18/06

Pride Costa Brava 7-8/07

Lloret Drone Festival 28-29-30/07

SOM de Mar Festival (August)

Beach March 24/09

World Tourism Day 27/09

MontphotoFEST 6-7-8/10

Halloween Fair 27-28-29/10

Medieval Fair 11-12/11

Tirada a l'art 03/12



## Cultural heritage elements

The Open Museum of Lloret (MOLL) is a project that was launched in 2003 with the aim of recovering and making different elements of Lloret de Mar's heritage accessible to visitors.

The MOLL is an imaginary network that allows visitors to discover different places and buildings of historical, cultural and natural interest, following the idea of an open-air museum that allows direct contact with heritage.

It is currently made up of the following cultural elements:

### 1. Santa Clotilde Gardens



Member of the European Route of Historic Gardens, listed as a European Cultural Route of the Council of Europe.

Built in: 1919

Reopened in: 2006

Commissioned and conceptualised by the Marquis of Roviralta, and executed by the landscaper Nicolau Rubí i Tudurí.

*Noucentista*-style gardens inspired by the Italian Renaissance model, set on Cala Boadella cliff top, with amazing views of the sea and the characteristic Costa Brava landscape.

The gardens stand out for their Mediterranean vegetation (including striking topiary), layered terraces, sculptures (such as the mermaids by Maria Llimona) and water (omnipresent in spouts and fountains).

Listed as an Asset of Cultural Interest.

Founder member of the European Network of Historic Gardens.

### 2. Castle of Sant Joan



Year of reopening: 2009

Located on the coastal path between Lloret and Fenals.

11th century medieval tower with impressive views over the cliffs of Lloret.

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### 3. Maritime Museum



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Inauguration year: 2007

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Located in the old house of the Garriga-Mataró family, Indianos of the 19th century.

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A cultural space that describes Lloret's links with the sea, especially during the development of the Indiano period and later through its fishing tradition.

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### 4. Es Tint



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Year of reopening: 2010

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Fishing area.

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Building of the Cofradía de Pescadores (Fishermen's Guild) where the fishermen dyed their nets.

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Lloret, together with Palafrugell, is one of the only towns on the Costa Brava to preserve this type of space, a reminder of its fishing past.

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Private museum on the evolution of tourism.

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### 5. Turó Rodó



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Year of reopening: 2016

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Iberian site located on the seafront with magnificent views over the large beach of Lloret de Mar and incorporating the reconstruction of an Iberian house.

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### 6. Can Saragossa



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Year of reopening: 2010

---

19th century building that houses the archaeological remains of the Iberian settlements of the municipality and temporary exhibitions.

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## 7. Modernist cemetery



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Year of construction: 1909

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Museumisation of the cemetery: 2009

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It has pantheons by prominent early 20th century architects such as Josep Puig i Cadafalch, Antoni M. Gallissà i Soqué, Vicenç Artigas i Albertí, Bonaventura Conill i Montobbio, Ismael Smith and Eusebi Arnau i Mascort.

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It is one of the main Indian cemeteries in Catalonia.

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Member of the European Cemetery Route.

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## 8. Can Font



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Year of reopening: 2016

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This Indian house dates from 1877 and belonged to Nicolau Font i Maig, an Indian who made his fortune in Cuba. It has important modernist details, such as the entrance door.

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It is currently a public house-museum, the only one of its kind in Catalonia, which shows what the Indian houses of the time were like.

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## Map of MOLL elements

1. Gardens of Santa Clotilde
2. Castle of Sant Joan
3. Maritime Museum
4. Es Tint
5. Turó Rodó
6. Can Saragossa
7. Modernist Cemetery
8. Can Font
9. Lloret Castle



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## The Indianos

Lloret de Mar has an important legacy of the Indians, both on the Costa Brava and in Catalonia, which can be discovered on guided tours in different languages.

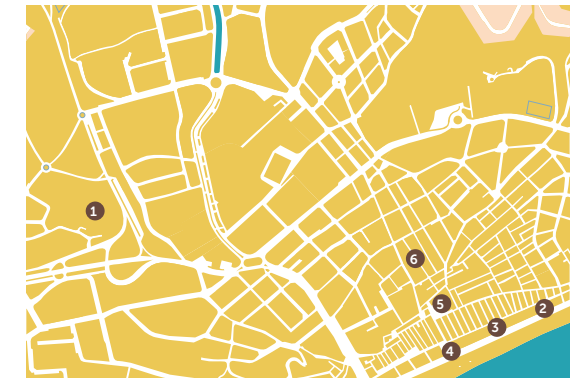


*For further information see the dossier "The Indian legacy of Lloret de Mar".*

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## Indiano Route

1. Modernist cemetery
2. Can Garriga-Maritime Museum
3. Passeig de Jacint Verdaguer
4. Town Hall
5. Parish Church of Sant Romà
6. Casa Font House-Museum



# The Gardens of Santa Clotilde:

Member of the European Route of Historic Gardens listed as a European Cultural Route by the Council of Europe.

In 2016, Lloret de Mar Town Council (with the Santa Clotilde Gardens), in collaboration with Aranjuez Town Council and the Cultural Heritage and Tourism Laboratory of the University of Barcelona, created the European Network of Historic Gardens. A network that currently brings together more than 47 European gardens and entities that welcome more than 14 million visitors each year. The income generated by these parks and gardens amounts to more than 60 million euros per year.

In September 2020 the association European Route of Historic Gardens was listed as a European Route by the Council of Europe. Currently there are only 40 Cultural Routes certified by the Council of Europe, such as the Way of St. James, the Viking Route, the European Mozart Routes or the Impressionist Route.

The member gardens of this network are:

## Germany

- Herrenhausen Gardens, Hannover

## Spain

- Santa Clotilde Gardens, Lloret de Mar
- Samà Park, Cambrils
- Finca Raixa, Palma de Mallorca
- Gardens of the Royal Site of Aranjuez, Madrid
- Gardens of the Alhambra and Generalife, Granada

## Greece

- Naoussa Municipal Park, Naoussa

## Georgia

- Batumi Botanical Garden, Batumi
- National Botanical Garden of Georgia, Tblisi
- Tsinandali Museum and Garden, Kakheti
- Tsinandali Museum and Garden, Tsinandali

## Italy

- Historic Garden of Garzoni, Collodi, Pescia
- Historic Boboli Gardens, Florence
- Historical Museum and Park of the Castello di Miramare, Trieste
- Royal Park of Caserta, Caserta
- Villa D'Este - Villa Adriana Institute and Villa d'Este Villae, Tivoli

## Poland

- King Jan III's Palace Museum, Wilanów, Warsaw
- Warsaw Royal Castle Gardens, Warsaw
- Sarny Castle picturesque park, Klodzko County
- Kamieniec Palace eclectic garden, Klodzko

## Portugal

- Gardens of the Finca Aveleda, Penafiel
- Lisbon Botanical Garden
- Lisbon Tropical Botanical Garden
- Serralves Park, Porto
- Ajuda Botanical Garden, Lisbon
- Pena Park, Sintra
- Bussaco Forest, Lusso
- Fundação Gulbenkian Gardens, Lisbon
- Fronteira Palace Garden, Lisbon
- Gardens of the Brejoeira Estate, Pinheiros
- José do Canto Botanical Garden, Lisbon
- Jardines da Quinta das Lágrimas, Azores
- Jardins do Palácio Nacional Queluz, Sintra
- Terra Nostra Park, Azores
- Monserrate Park, Sintra

## Hungary

- Hungarian Garden Heritage Foundation

## Belgium

- Fondation Musée et jardins Van Buuren





## ACTIONS 2023

Lloret Capital of Catalan Culture.

Opening spring 2023: El Castell de Lloret.

Annual programme of guided tours and dramatised visits in the following languages cultural facilities in Lloret de Mar.

New proposals for families in cultural facilities.

New guided tour "The Gardens of the House of the Dragon" inspired by the filming of scenes from "House of the Dragon" in the Gardens of Santa Clotilde.

## Evolution and visitor numbers at the Open Museum of Lloret (MOLL)

2022

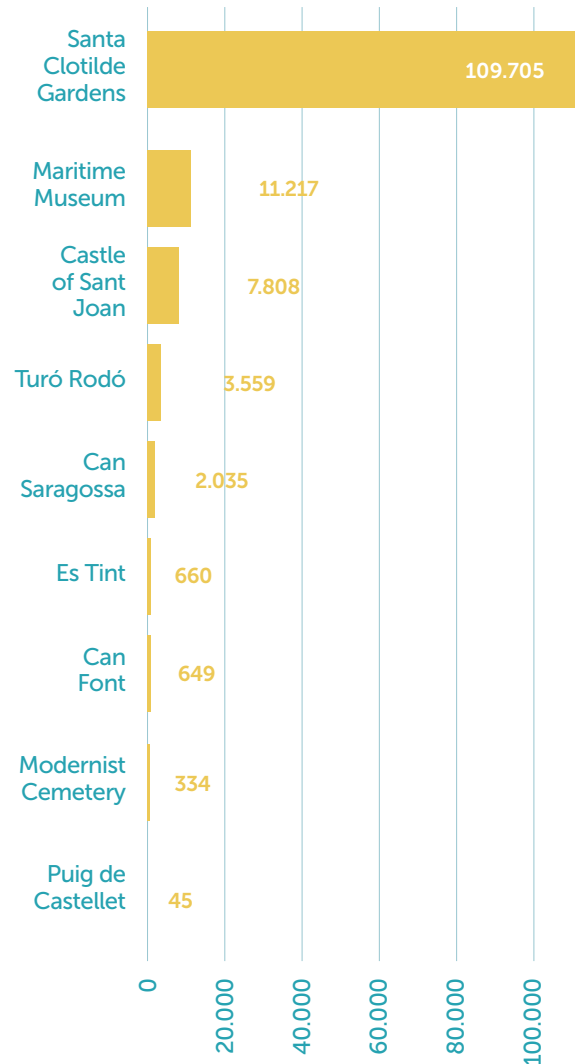


136.000 visitors



415.186€ in revenue

## 👤 Visitors to MOLL, 2022





## Gastronomy

Lloret de Mar developed the "Strategy to boost the gastronomy sector in Lloret de Mar 2018-2022" in collaboration with the Fundació Àlicia and with the support of the Lloret de Mar Hotel and Catering Guild and the Lloret de Mar Bars, Restaurants and Cafeterias Guild.



This project to structure the gastronomic product is divided into two main areas, Health and Identity, through which the aim is to improve the quality of the offer of the local catering establishments and to promote the gastronomic offer of the destination.

### Strategic health line: LlorEat Good

The interest in healthy eating is a growing trend among national and international consumers that highlights the importance of acquiring healthy lifestyle habits and promoting a balanced diet not only in the usual environment but also during holiday periods.

This trend requires adaptation to current regulations and the new tastes of restaurants, bars, cafeterias and other establishments, but above all of the hotels in the municipality in order to offer a better service to the different customer profiles (families, sportsmen and women, congress participants, etc.).

**The LlorEat Good promotional line makes the healthy gastronomy on offer in Lloret de Mar visible through different publications and is based on 4 pillars:**

## 1. Management of allergies and intolerances:

promotion of knowledge and adaptation of the gastronomic offer through training, development of specific material and specialised advice.



### 12 accredited Gluten Free establishments:

- Gnomo Park
- Hotel Anabel 4\*
- Hotel Evenia Olympic Garden 4\*
- Hotel Evenia Olympic Palace & Spa 4\*
- Hotel Evenia Olympic Park 4\*
- Hotel Evenia Olympic Suites 4\*
- Hotel GHT Aquarium & Spa 4\*S
- Hotel GHT Miratge 4\*S
- Hotel GHT Oasis Park & Spa 4\*
- Hotel Xaine Park 4\*
- Restaurant Amèrica
- Water World (space with gluten-free offer).



**Highlights: Lloret has more than 5,000 hotel rooms accredited gluten-free by the Associació Celíacs de Catalunya.**

## 2. Suitability for the Mediterranean diet:

promotion of establishments certified with the AMED seal awarded by the Public Health Agency of Catalonia, which promotes Mediterranean food as a model of healthy eating in the mass catering sector..



### 20 accredited restaurants:

- Hotel Acapulco 4\*
- Hotel Alba Selegta Spa Resort 4\*S
- Hotel Delamar 4\*
- Hotel Evenia Olympic Garden 4\*
- Hotel Evenia Olympic Palace & Spa 4\*
- Hotel Evenia Olympic Park 4\*
- Hotel Evenia Olympic Suites 4\*
- Hotel GEM Wellnes & SPA 3\*
- Hotel Guitart Gold Central Park Aqua Resort 4\* (3 restaurants)
- Hotel Guitart Rosa 3\*
- Hotel Rosamar Es Blau 4\*S
- Hotel Rosamar & Spa 4\*S
- Hotel Rosamar Garden Resort 4\*
- Hotel Rosamar Marítim 4\*
- Hotel Rosamar Màxim 4\*
- Hotel Samba 3\*
- Hotel Surf Mar 4\*
- Hotel Xaine Park 4\*
- Restaurant Can Guidet
- Restaurant Mas Romeu

**Lloret de Mar is the municipality in the Girona area with the most AMED-accredited establishments and the second in Catalonia.**

## 3. Vegetarian and vegan diet:

support in the adaptation of the gastronomic offer through training, development of specific material and specialised advice.

In addition, special attention is also given to food to adapt it to specific groups.

## 4. Good, healthy and sustainable child nutrition

**Little Foodies: Certification in good, healthy and sustainable children's catering.**

The Little Foodies certification, which was introduced last year, is a project in collaboration with the Fundació Alicia to promote good, healthy and sustainable catering in the town's catering establishments. Lloret de Mar currently has 14 hotels and 5 restaurants that have passed the audit and have been awarded this seal.

More information:

<https://littlefoodies.lloretdemar.org/>



## Strategic line identity: *The Kitchen of the Americans*

**The cuisine of Lloret de Mar is a cosmopolitan, inclusive cuisine that combines local tradition with international cuisine. This local-global coexistence is its main sign of identity.**

2019 saw the presentation of the second part of the Fundació Alicia's strategy, focused on recovering part of Lloret's gastronomic roots and identity. The Fundació Alicia carried out a two-year research project inspired by the life and socio-cultural context of the Americans, using both recipes from Catalan cuisine and recipes from the host countries, which led to the creation of the American Cuisine of Lloret de Mar, a pioneering recipe book of twenty-one dishes based on the stories of characters from Lloret linked to this period.

## Shares 2023

Continuation of the strategy to promote healthy gastronomy through the Fundació Alicia.

New accreditations and accreditation tracking in the Little Foodies certification for good, healthy and sustainable children's catering.

Positioning and visibility of the healthy and gluten-free offer of the LloretEATGood brand.



## Active - Nature and Wellbeing

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### Lloret Nature

An active tourism programme created with the aim of promoting Lloret's natural heritage, the most important of which are as follows:

- Marine biology family workshops
- Guided light dive trips
- Paddle surfing and paddle yoga

**Lloret Summer Nature.** A full programme to enjoy outdoor activities in the natural surroundings of Lloret de Mar with activities such as family snorkelling, paddle surfing and paddle yoga.

[tickets.lloretdemar.org](https://tickets.lloretdemar.org)

### Shares 2023

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Incorporation and signposting of the Camino de Santiago route.

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New coastal section of the coastal path from Lloret to Fenals.

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New publication - hiking map.

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New platform with interactive routes. [maps.lloretdemar.org](https://maps.lloretdemar.org)

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### Lloret Adventure

[adventure.lloretdemar.org](https://adventure.lloretdemar.org) 

Public-private collaboration project with leisure and adventure tourism companies (scuba diving, nautical activities, kayaking, golf, etc.).



### List of participating companies

Bungee Jumping

Catamaran Cruise

DKR Quad

Golf Lloret Pitch&Putt

Lemon Kayak

Troll Aventura

Diving La Casa del Mar

Experiencies Costa Brava

Kayak Adventure

Water Sports Fenals

### Shares 2023

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Lloret Adventure: publication update.

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Holding of a workshop: "Networking among the trees", with accommodation companies and travel agencies in Lloret de Mar..

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## Sports tourism

# General data



2006: Certification as a Sports Tourism Destination by the Catalan Tourism Agency.



323 sporting activities (stays, tournaments, competitions and sporting events) during 2022.



More than 65,000 people linked to sports tourism during 2022 (in sports facilities). 35,043 sportspeople and 30,106 accompanying persons. An increase of 6 '4% compared to 2019.



12 hotels and 2 specialised agencies certified in sport tourism



18 hotels and 2 incoming agencies certified in cyclotourism



Destination with more certified modalities in Catalonia:

- football
- athletics
- cycling
- swimming
- triathlon
- team sports

# Municipal sports services

## Sports equipment



1 athletics track <sup>1</sup>  
1 Running Center <sup>7</sup>



3 pavilions  
Municipal Pavilion <sup>2</sup>  
Molí Pavilion <sup>3</sup>  
Pompeu Fabra Pavilion <sup>4</sup>



3 football pitches  
Molí football field <sup>5</sup>  
Municipal football field <sup>6</sup>  
Football pitch of the municipal athletics tracks <sup>1</sup>



Olympic-size municipal swimming pool <sup>7</sup>  
2 Sea Routes <sup>8</sup>

From Lloret beach to Fenals beach (1,300 metres) and from Fenals beach to Santa Cristina beach (1,200 metres).



## Racquet sports<sup>9</sup>

3 tennis courts  
1 multisport court  
6 paddle courts



## Shares 2023

Participation in specific events and trade fairs:

- Fahrrad & WanderReisen - CMT (Stuttgart) (14-16 January).
- Fitur Sports (Madrid) (19 January).
- WS Sports & Events (Valencia) (21-23 March).
- Copenhagen Bike Show (25-26 March).
- Sea Otter Europe (22-24 September).

WS Sports & Events in Lloret de Mar (24-26 October)

Direct marketing action in cooperation with TUI Sports.

New sports publications: triathlon and swimming.

**Football:** Lloret hosts a number of internationally recognised tournaments such as the MIC, which came to the city in 2002. In 2024, the destination is scheduled to host the COPA AFIA Catalunya, the biggest tournament for veteran footballers in the world.

**Group sports:** the versatility and quality of Lloret de Mar's sports facilities make the destination a benchmark for sports stays, tournaments and handball, basketball and indoor football competitions, among many others.



**Swimming:** The Olympic swimming pool in Lloret de Mar hosts different training sessions and top-level international competitions every year, making it a benchmark sports facility in our country.



**Athletics:** Athletics remains the second most popular sport in terms of sports tourism.



**Cycling:** Lloret de Mar continues to be committed to the world of cycling, offering a structured, quality product.  
[www.lloretcycling.com](http://www.lloretcycling.com)



**Triathlon:** In 2019 the town was certified in this sport. Lloret de Mar has specialised facilities and services for the three disciplines of triathlon, making it a highly prepared SBR destination (swimming, cycling and running).



## Sports tourism figures 2022

More than 65,000 people linked to sports tourism during 2022 (in sports facilities). 35,043 sportspeople and 30,106 accompanying persons.



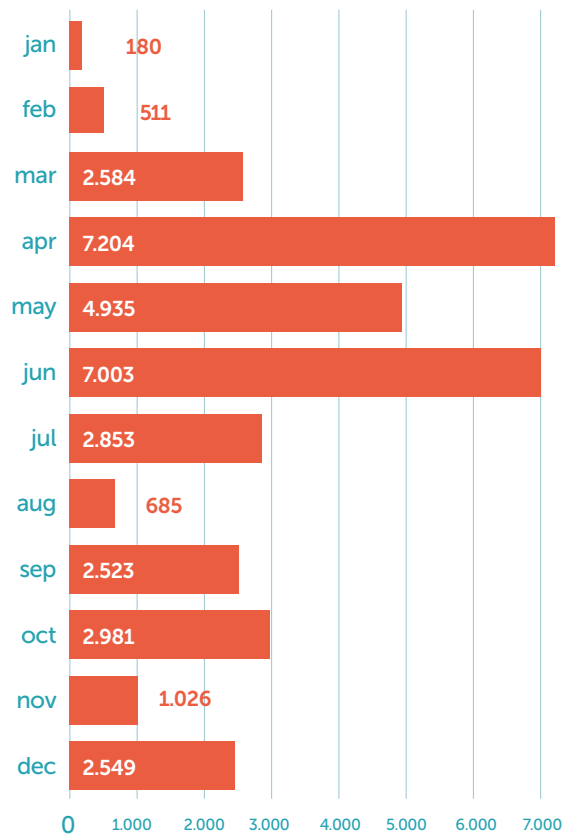
Compared to 2019 there was an increase in sports tourism of 6.4%.



## 📅 Sportsmen and women by month\*

### Total 2022

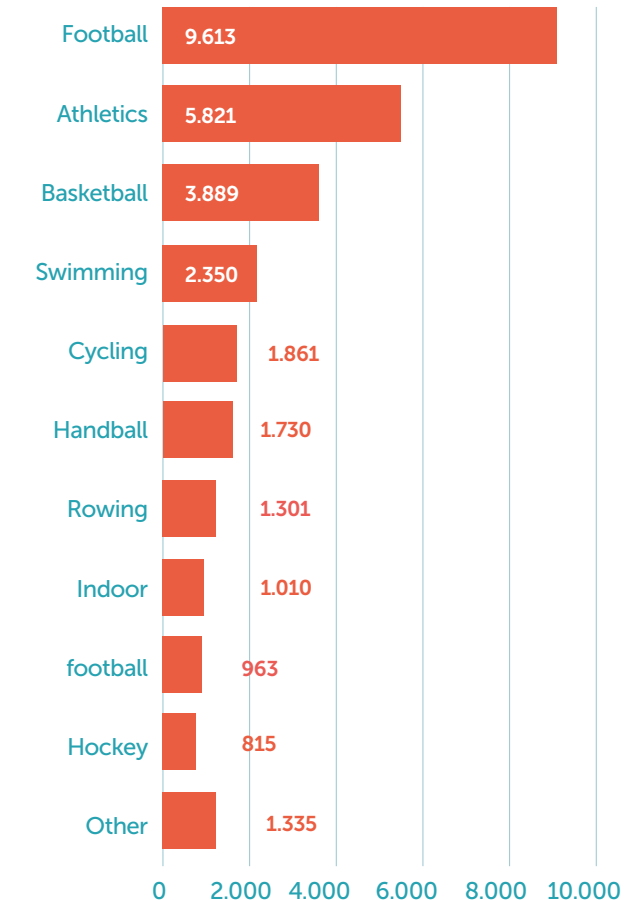
👤👤👤👤👤👤 35.043



\*Figures of sportsmen and sportswomen who have used municipal sports facilities

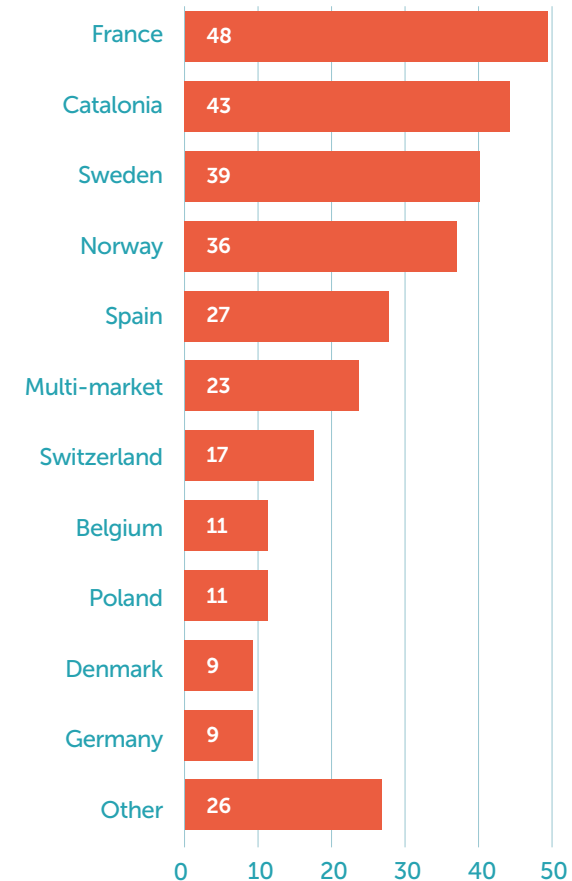
## 🏆 Athletes by modality\*

### Total 2022



## 🌍 Nationalities by number of events\*

### Total 2022

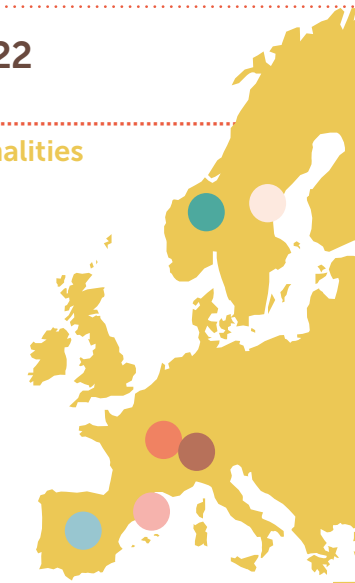


\*Figures of sportsmen and sportswomen who have used municipal sports facilities

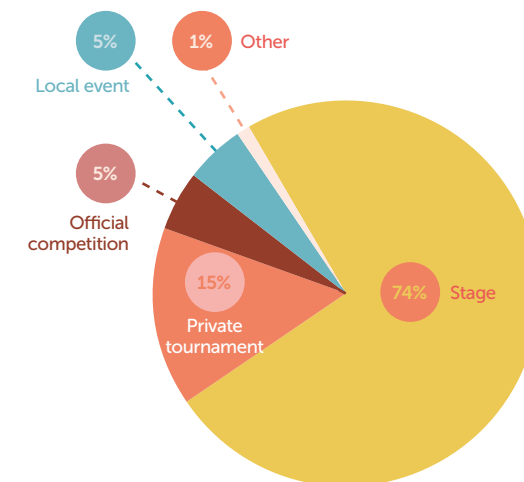
## Datos 2022

### Main nationalities

- Catalonia
- Spain
- France
- Sweden
- Norway
- Switzerland



### Number of activities by type of activity







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## Meetings, events and incentive tourism

[www.lloretcb.org](http://www.lloretcb.org)

## General data



More than 25,000 delegates per year.



More than 80 festivals per year..



53 members.



More than 6,000 specialised hotel beds.



Three congress centres, the largest hall for up to 1,000 people..

## Lloret Convention Bureau

Since 2009 Lloret de Mar has had a division specialising in the promotion of meetings and events tourism, the Lloret Convention Bureau.

The Lloret Convention Bureau is a public-private management body with an annual budget of approximately 120,000 euros and works along two main lines:



Meetings tourism: promotion and attraction of meetings tourism at national and international level.



Festivals and Events: advice and organisation of events and events through its Festivals&Events programme.

Every year, 25,000 participants in congresses, meetings and conventions pass through Lloret de Mar for activities related to meeting tourism, mainly in the format of meetings for 50-100 people, and more than 80 music, dance and singing festivals are held.

During 2020, the Weddings product was developed, taking advantage of the positioning of the members of the Convention Bureau, in order to make this specialised offer known during 2021, also for social events.

## Strengths



Strategic location. One hour from Barcelona.  
Good transport connections.

80 km from Barcelona  
30 km from Girona  
115 km from Perpignan



Pleasant climate all year round.



Indiano heritage and culture.



Three conference centres for up to 1,000 delegates.



More than 80 meeting rooms with natural light and sea-views.



30,000 hotel bed places.



Extensive team-building and incentives offering.



Easy to get around on foot.



Gastronomy.



Hospitality.

## Shares 2023

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Submission of applications for national congresses and associative events.

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Participation in fairs, workshops and MICE promotional activities in strategic markets: Spain, France, United Kingdom, Italy and Nordic countries.

---

Lloret Convention Bureau's own actions:

- National commercial agenda in Malaga and Madrid (January and March)
  - Digital Workshop Nordic market with MAX Tourism (28 February)
  - MICE presentation in Barcelona (March)
  - Roadshow on the French market with the representative agency Partance. Lyon, Marseille and Montpellier (21-23 March)
  - *Éxpérience Lloret de Mar* (21-23 April)
  - Workshop *Lloret de Mar WEDDINGS* (September)
- 

Creation of a new EXPERIENCES in Lloret de Mar activities landing.

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Actions within the OGL Meetings strategic alliance.

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## Events 2023

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Recercat Conference (4-7 May)

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Forcepoint Convention (23-25 May)

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Lloret Negre Festival (2-5 June)

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Packaging Talks Convention (13-14 June)

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Costa Brava Hub Conference (22-24 September)

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Girocamping Congress (28 September)

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MONTPHOTO FEST (6-8 October)

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Business Tourism Market (26 October)

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Radikal Darts (09-12 November)

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## Olot-Girona-Lloret Project

The Olot-Girona-Lloret project is the sum of local initiatives specialising in the meetings industry promoted by each of these municipalities.

[www.olot-girona.lloret.org](http://www.olot-girona.lloret.org) 



# DEBATE LET'S TALK ABOUT THE FUTURE





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## Lloret Turisme and tourism promotion

## Tourism policy

Lloret de Mar Town Council develops different tourism policy strategies to adapt to the new demands of the sector and promote economically, socially and environmentally responsible tourism.

# Lloret Turisme

Lloret Turisme, Lloret de Mar's tourism promotion and management body, develops and implements a Marketing and Communication Action Plan with the aim of promoting and supporting the municipality's tourism companies and marketing different products in this sector.

Lloret Turisme's activity is structured around the following areas:



## Visitor services

Lloret de Mar has three tourist offices open all year round (Central, Sea Museum and Bus Terminal) and an information point located on Fenals beach during the summer months.



Lloret de Mar's tourist offices (Central and Maritime Museum) have the Q for Tourism Quality certification awarded by the Institute for Tourism Quality in Spain (ICTE).



## Figures for 2022 in the Tourist Offices:

### Total care: 76.998

- Central: 12.142 (16%)
- Museum: 17.995 (23%)
- Terminal: 43.617 (57%)
- Fenals: 3.244 (4%)

### Route of entry of claims

- Face-to-face: 74.167 (96%)
- Non-attendance: 2.831 (4%)
  - Telephone: 1.480 (52%)
  - Emails: 687 (24%)
  - Whatsapp: 497 (18%)
  - Google: 167 (6%)



### Types of claims

- Publications (map, agenda, HUB): 12,610 (28%)
- Transport (bus timetables, city bus, Renfe, parking): 10,104 (22%)
- Culture and Heritage: 6,584 (14%)

### Source

- National: 27.115 (35%)
  - Catalonia: 5,471 (22%)
  - Valencia: 2,825 (10%)
  - Galicia: 2,145 (8%)
- International: 49.883 (65%)
  - France: 20.108 (40%)
  - UK: 8.063 (16%)
  - Italy: 4.963 (10%)

### Profile

- Senior: 27,068 (35%)
- Adult: 20,788 (27%)
- Young: 16,178 (21%)
- Family: 11,733 (15%)
- Professional: 534 (0.7%)



The grant received by Lloret de Mar Town Council under European ERDF programmes, awarded by Red.es, includes a specific item for the modernisation of the two main tourist offices (Central and Museo del Mar) and their transformation into digital offices. The actions planned for the next two years include the incorporation of surveys and digital billboards, interactive totems and children's gamification areas, among others.

## Shares 2023

Strategic plan for the reconceptualisation of tourist offices and a programme to convert tourist informers into travel and experience advisors.



## Marketing and promotion

The marketing and promotion of the destination is carried out through the structuring and segmentation of products, the creation of valuable content about Lloret de Mar online and offline, the organisation of familiarisation trips for operators, journalists and opinion leaders, content creators and the presence at trade fairs and all kinds of promotional activities.

Lloret Turisme has its own holiday website in 6 languages [www.lloretdemar.org](http://www.lloretdemar.org), a professional area and press room [professionals.lloretdemar.org](http://professionals.lloretdemar.org) and its own website for the Lloret Convention Bureau [www.lloretcb.org](http://www.lloretcb.org).

It also has various microsites specialising in specific products and events.



**Lloret Turisme is also present on the main social networks: Facebook, Twitter, Instagram, Youtube, Tik Tok and Flickr.**

## In 2022, Lloret Turisme's web platforms received more than 640,000 visits:

- Holiday website: 277,381
- Lloret Convention Bureau website: 12,954
- Web professional: 34,610
- Web tickets: 12,552
- Cycling website: 10,200
- Web Lloret Adventure: 7,095

### Shares 2023

Training for the sector in the field of Inclusive Tourism.

Structuring and positioning of the LGBTI+ segment

New ticket sales platform with added value for the destination: **tickets.lloretdemar.org**

New photo and video gallery on the Flickr platform.

Improved SEO positioning and usability of the destination's web page.

BCN Travel bloggers 10th Anniversary Celebration (6-8 October)



## Communication

Lloret Turisme implements its annual Communication Plan with the aim of ensuring the development of the image of Lloret de Mar in the different markets.

### Shares 2023

New corporate image and logo.

New promotional campaign **Lloret is a Match** with video capsules segmented by visitor profiles.

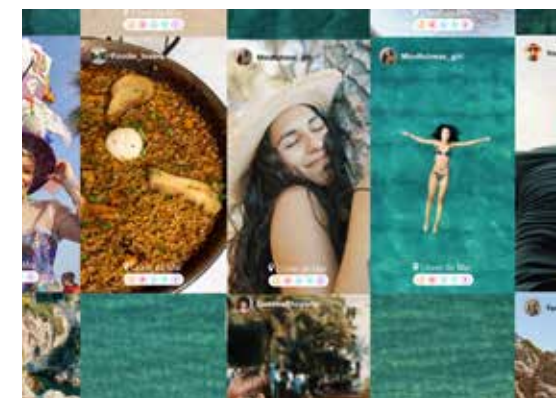
Civic awareness campaign **"#LloretLikesYou when you love Lloret"** on sustainability.

New promotional actions and penetration strategy for the Irish market.

Destination presentation in strategic markets.

New interactive map platform with all the cultural, natural and active tourism offer of the destination.

Continuation of the "Lloret Family Spoilers" campaign.





## Lloret Film Office

The Lloret Film Office is a department of Lloret Turisme that provides a wide range of services in the national and international audiovisual production sector. Its main objective is to offer a quality service that provides audiovisual professionals with the information they need to plan, carry out and produce advertising, film and television shoots that take place in Lloret de Mar under optimum conditions.

Lloret de Mar offers exceptional locations such as the Santa Clotilde Gardens and Cala Boadella, where numerous advertising shoots and photo shoots take place every year.



## Some 30 shoots and photo shoots were held in 2022, including the following:

[House of the Dragon \(HBO\)](#)

[Mrs. Davis. \(Warner - HBO\)](#)



## Shares 2023

[New landing.](#)

[Festival Terres Check-IN Hospitality Film Awards \(13-14 September\)](#)

[Participation in the Shooting Locations Marketplace \(Valladolid\).](#)

[Famtrip with locators of Catalonia.](#)



Annotations



Annotations





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## Further information

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*#mylloret*

**lloret**  
de mar

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[@lloretturisme](https://www.instagram.com/lloretturisme)



Costa Brava  
Pirineu de Girona

