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## **Main CHALLENGES faced by the:**

EU Islands,  
Mountainous &  
Sparsely populated areas

**Fehm.**  
Federación Empresarial  
Hotelera de Mallorca





1. **FEHM:** We are **the change agents**

2. **Identifying challenges:**

2.1. Demographics

2.2. Connectivity

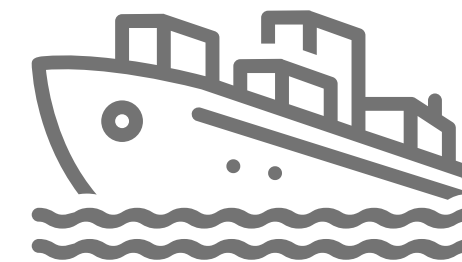
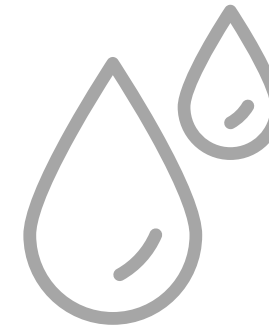
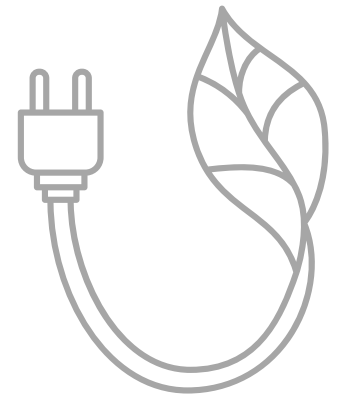
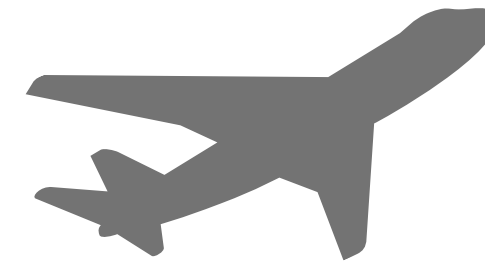
2.3. Economy

2.4. Society

2.5. Environment

2.6. Governance

3. **Objective:** beyond revitalising, to regenerate



# 1. FEHM:

we are the change agents

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we are the change agents

- **Pioneers** in Tourism associationism in Spain **with almost 50 years experience.**
- The **23 Majorcan hotel associations are FEHM's members** and we represent small, medium and large hotel companies established in **Spain** and **abroad.**
- Our aim is to **guide and accompany hotel businesses to strengthen their competitiveness** and to continue implementing Majorca's destination transformation.



**840**  
HOTELS

**+50**

YEARS  
EXPERIENCE

**3000 M €**

INVESTED IN  
HOTEL  
REFURBISHMENT

**70%**

FACILITIES  
REFORMED



**200.000**  
HOTEL BEDS

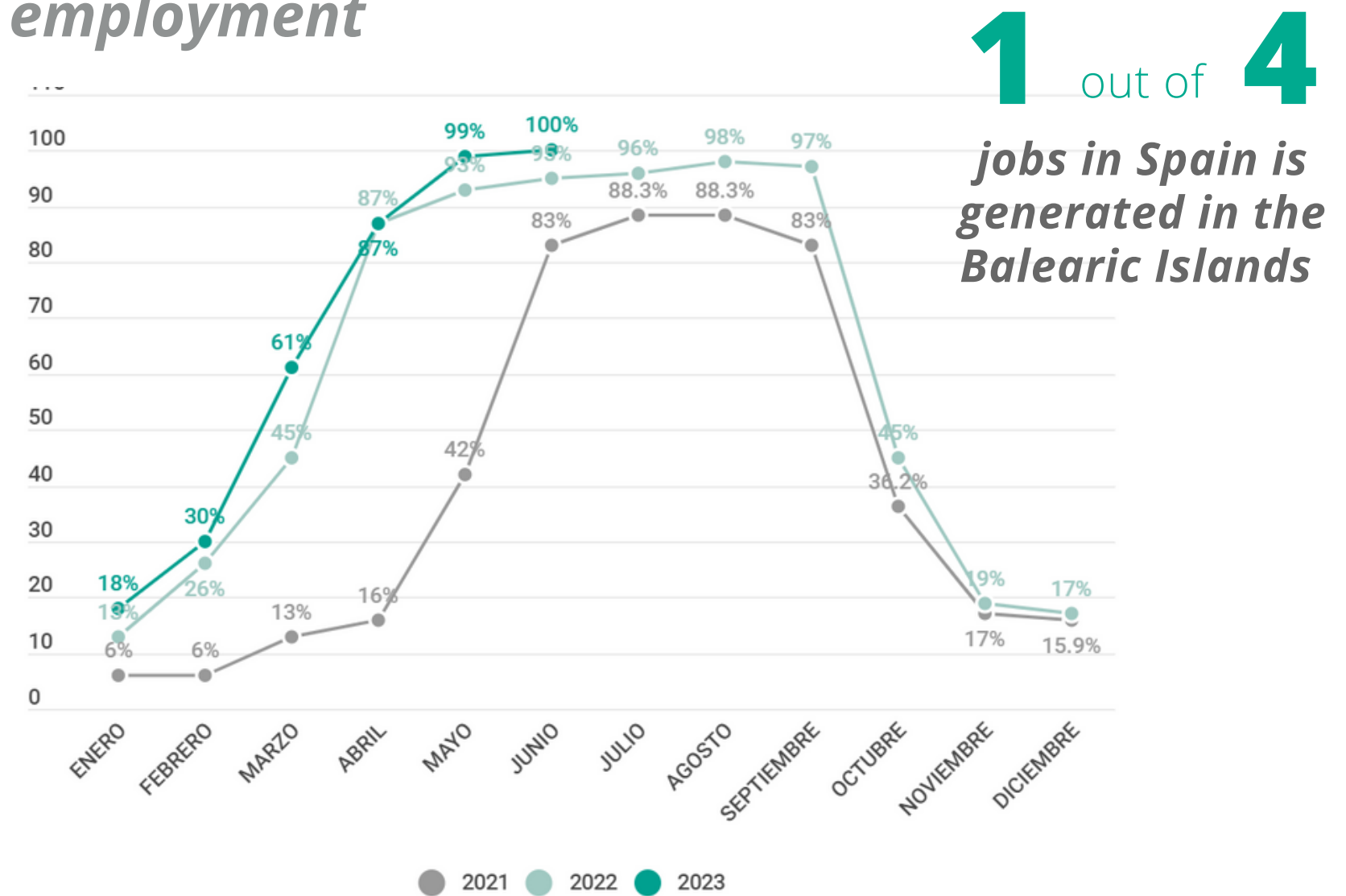


# 1.2. Continuous evolution

From 2010 until today, **4 and 5-star hotel beds** have been increased.



*Year by year hotels open earlier and over more months which has a direct impact on employment*



In **April**, social security system in the Balearic Islands surpassed the **600.000 affiliates** for the first time, a **historic record** for this period.

## **2. Identifying challenges:**

reducing disadvantages and

achieving balances



## 2. Identifying challenges:

reducing disadvantages and achieving balances

2.1. **Demographics**: depopulation versus **OVERPOPULATION**

2.2. **Connectivity**: accessibility and **CHALLENGES**

2.3. **Economy**: competitiveness, **SPECIALISATION** and sophistication

2.4. **Society & Environment**: shared **WELFARE, CONSERVATION** and **REGENERATION**

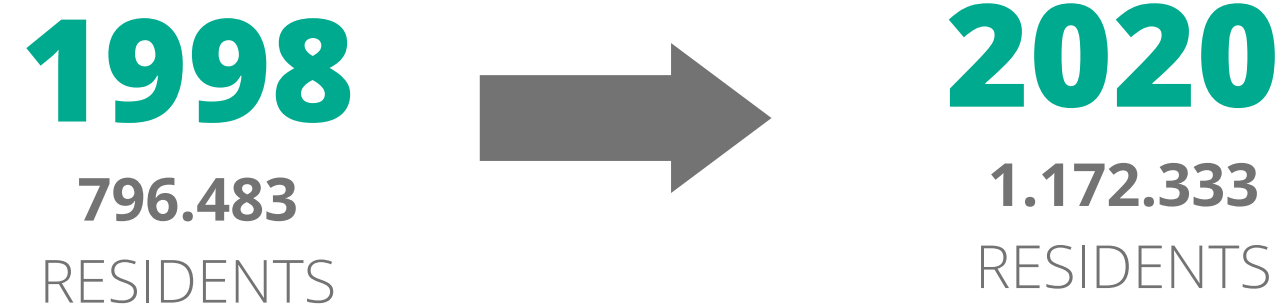
2.5. **Governance**: multilevel **PARTNERSHIP**

# 2.1. Identifying challenges: Demographics

## Depopulation versus overpopulation

In the EU, **islands** represent the **4.6% total population**, it means a 2% increase from 2016 to 2022.

Balearic Islands population grew almost **a rate of 50% in the past 20 years**, but services and infrastructures did not scale up.



Noticias | Local

**La población de Baleares ha crecido en 20 años el equivalente a otra ciudad de Palma**

## Differences in between islands

- **Majorca: is the most populated island, 940.471 inhabitants.** In March 2023 the human pressure index counted 1.120.997 people. Next three years forecast is that the island will reach a milion inhabitants.
- **Eivissa:** 158.616 inhabitants
- **Menorca:** 99.381, does not exceed 100,000.
- **Formentera:** decreases annually, triple insularity

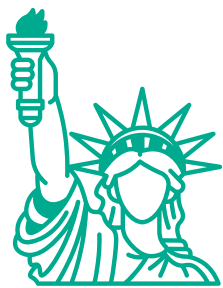


## 2.2. Identifying challenges: Connectivity

### Accessibility



**EUROPE:** connexions with **30 countries and 150 cities**



**USA:** from May to September, **3 flights weekly.** 14.000 seats.



**LATAM:** direct flights to Lisbon are stepped up (6 weekly flights), that stablish connexion with other 17 Brazilian cities.

**Daily European tourist expense average is 160€, tourists comming from the USA daily spend 266€, over 100€ difference.**

### In Europe, the aviation environmental impact debate is focused on:

- **A single European Sky approval:** would triple the airspace capacity, half the cost of aircraft safety and efficiency costs, it would increase safety tenfold and **reduce the impact of aviation on the environment by 10%.**
- **The Fit for 55 legislative package to reduce the environmental footprint by 2050:** was submitted to the Council by July 2021. For the first time it proposes **to increase the minimum tax rate on fossil fuels and tax paraffin used in aviation in the EU.** In order to the use of polluting energy sources over the next decade. It proposes electrofuels and advanced biofuels.

## 2.3. Identifying challenges: Economy

### *Competitiveness: insularity cost*

This is a **competitive disadvantage**.

#### **Why?**

- Production over-cost
- Transport double cost and exporting goods difficulties
- Final prices impact

*In addition, **Menorca and Ibiza suffer a double toll** due to their insularity, and **triple toll for Formentera**.*

**97%**

*of what is consumed in the Balearic Islands arrives by boat or by plane.*



### *Specialisation and sophistication*

We have a highly **specialised economy**, with a **high-value** and a **great capacity to take on the transformations** demanded by the **client and society**.

This is a great advantage because, if it is managed well, it can **build connexions to other sectors and reinforce processes** that stimulate activity.

**As a whole, if we mutually promote each other, we all win and grow in value.**

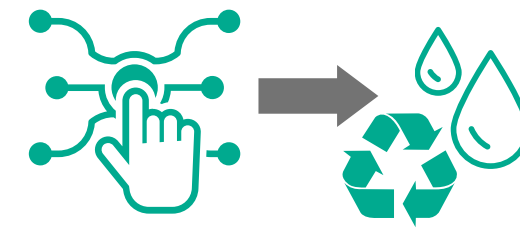


## 2.4. Identifying challenges: Society

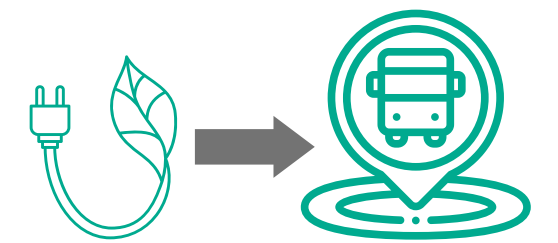
### *Prosperity to generate welfare*

As entrepreneurs and citizens we are facing **many unsolved challenges** that make us less competitive. Technologies are already being applied in to the hotel sector; the challenge, now, is moving them into the public sector.

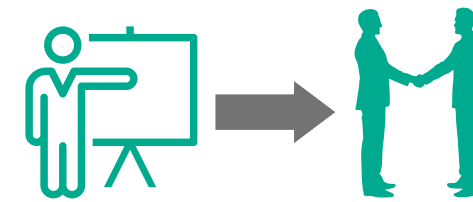
To amend this situation will enable a state-of-the-art tourism and will also **improve the residents quality of life and the country development.**



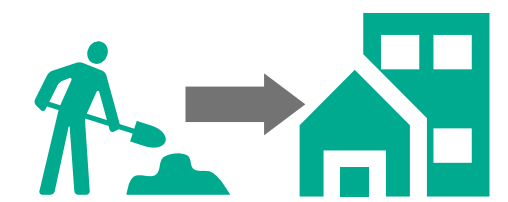
Applying technological development tools to improve **water resources and waste management**



Use of renewable energy sources **for mobility and public transport**



Updated **training plans** to adapt to the employment market



Renewal of urban plans to solve **housing access difficulties**

### **Digitalisation is associated with sustainability in all of its aspects**

- It allows to **measure, evaluate and to make decisions** and above all to **change strategy when the results are not as expected.**
- Let us not be guided by impulses but by data in order to combine our **activity with the conservation of the natural spaces through the regulation** of their use.

**THE AIM IS NOT TO PROHIBIT, BUT TO ACHIEVE BALANCES.**

# 2.5. Identifying challenges: Governance

## Multi-level cooperation

Partners are **strategic allies to hit goals in favor of public interest, objectives that we wouldn't be able to reach by ourselves.** From that combination and planning, positive and effective results are achieved.

### 2020 Pilot Plan

- 2020, June 15th: **Mallorca was the first Spanish tourist destination** to be opened to international air traffic. It started with 2 flights from Frankfurt and Düsseldorf, with 400 passengers.
- Thanks to public-private collaboration, **a safe air connexion was established in between Mallorca and Germany.**
- It achieved an **economical-advertising impact over €35 million in Germany** and the **in UK it reached 58 million people.**

### Mallorca ya acoge a los primeros turistas internacionales del país

► El touroperador TUI destaca que se ha conseguido una campaña publicitaria para la isla "que no hay dinero para pagarla" y vaticina una "buena temporada" ► Los hoteleros valoran la reactivación pero creen que este año no abrirá más del 50%



**A week later, Spanish Government opened our country borders thanks to this action.**



### **3. Objective:**

beyond revitalising, to regenerate

# 3. Objective: beyond revitalising, to regenerate

## *With the Impulsa Foundation support*

- The Impulsa Foundation analysed **315 regions in 42 countries** in its tourism competitiveness index.

## *We are halfway through circular progress*

- As a starting point and despite difficulties, **the hotel industry has done a great work.**

## **Implementing the circularity plan:**

We presented a project, including these two tools: **ICirchot and circularity guide.**

With the aim to **involve, through hotel sector, the entire touristic ecosystem.**

**Impulsa Foundation**, a know-how platform that defends **regenerative tourism**, together with FEHM, has made an important contribution in order to reach this conclusion.

**We are agents of change:** Impulsa has **more than 50 sponsors, 14 of which are hotel companies.**

**Baleares**  
**5th**  
Place  
*out of 315 tourist regions*

**48** of the **100**  
*the circular progress levels  
have already been covered*

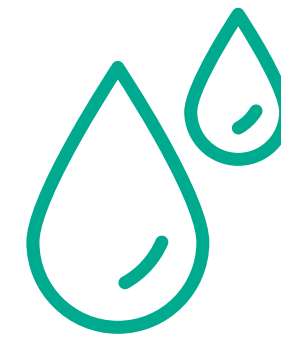


# 3.3. Objective: beyond revitalising, to regenerate

## *6 pillars of regenerative tourism*

- It goes beyond **green tourism**, which only seeks to **minimise impacts**.
- It is **more advanced than sustainable tourism**, which guarantees a neutral impact.

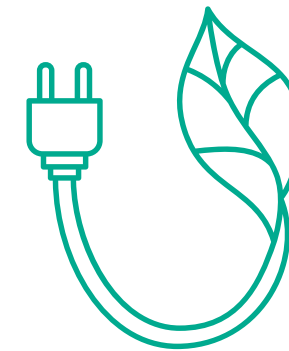
*It aims to redress negative externalities and activate value creation levers*



**Water**



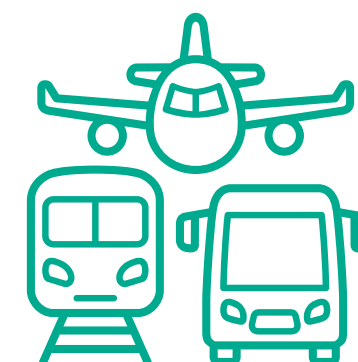
**Materials**



**Energy**



**Food**



**Transports**



**Territory and sea**



# 3. Objective: beyond revitalising, to regenerate

## *6 pillars of regenerative tourism: water*

- **2017** creation of the **HOTECMA technical school for the hotel facilities maintenance**
- **2020 and 2023** Workshops on sustainable and efficient water cycle control management. **LIFE project Collaboration + Watsavereuse project** to raise awareness and reduce water use in hotels. The tourism sector consumes the 25% of all water resources.

## **Hotel businesses have promoted important initiatives**

**Hipotels** works to save and reuse water in hotels. It applies efficient management and different technologies to improve the quality and performance of this resource.

**PortBlue Club Pollentia Resort&Spa, located in the Albufera**, a protected natural area in Mallorca, has its own water treatment plant for the reuse of water to irrigation.



# 3. Objective: beyond revitalising, to regenerate

## *6 pillars of regenerative tourism: energy*

In **2020**, the **largest private self-consumption photovoltaic park in the hotel sector in Spain**, promoted by **Protur Hotels**, started operating:

- A **38.000 m<sup>2</sup>** surface area and **8.100 photovoltaic modules**.
- The **70% of the energy** produced is intended for **5 hotels self-consumption**.
- **44%** Reduction in current energy consumption and annual savings up to **250.000 € for the hotel group**.
- The **30% remaining energy** returns to the distribution network.



**Energy has become a strategic area**



# 3. Objective: beyond revitalising, to regenerate

## *6 pillars of regenerative tourism: food*

### **Food waste transformation into a resource: natural compost into a resource: natural compost**

Garden hotels from 2016 is offering the farmers its organic waste to be transformed in natural compost, then it is used by the farmers to grow local products and the hotel company rebuys the harvest and offer them to their clients in its buffets and restaurants.

### **Hotel companies and farming cooperatives**

**Local and circular consumption** is promoted and the transportation impact is reduced.

For many years, the FEHM has been collaborating with local producers and our alliance with the **agri-food cooperatives** has been strengthened to promote the consumption of local product.



Representantes de Tirme, el sector hotelero y de las cooperativas agrarias que han puesto en marcha el proyecto Hoteles Circulares. TIRME

**Iniciativa sostenible.** Este proyecto, impulsado por Tirme, reúne a hoteleros con cooperativas agrarias. Su finalidad es reducir residuos y, por ello, la materia orgánica que se genere en los hoteles se convertirá en compost para que los agricultores produzcan hortalizas con él. Los empresarios turísticos comprarán la producción

## Tirme une a agricultores y hoteleros en favor de la economía circular





# 3. Objective: beyond revitalising, to regenerate

## 6 pillars of regenerative tourism: materials



**Mac insular:** proper management of 450,000 waste tones from hotel refurbishment in 6 years

- Rural roads construction
- Gardens in between roads
- Quarries filling, landscape impact recovery,
- Green jobs creation from third sector



Fundació  
**Deixalles**

**Deixalles:** "Fem que circuli" project cooperation

170 hotels have given over 147 tons of furniture and textiles. The 97% of these materials have been reused. These materials re circulation has approx avoided 775 CO2 emission tons, according to the CO2 emissions calculator of the Spanish Association of Social and Solidarity Economy Recoverers (AERESS).



# 3. Objective: beyond revitalising, to regenerate

## *6 pillars of regenerative tourism*

### *Transport*

#### **Boosting shared mobility**

**WATTZER by AUTOVIDAL** has been granted with Balearic Business Confederation Innovation Award.

This is a **shared and sustainable mobility platform for hotels**, the project provides customers with a range of scooters, **bikes, motorbikes and electric cars, with the aim of offering a 360° service to guests.**



### *Territory and sea*

#### **Iberostar: Wave of change (2017)**

- Plastic single-use elimination.
- Promote sustainable fishing.
- Improving coastal environment health.

#### **Marilles foundation:**

The FEHM together with 150 companies, many of them hotels, has joined to the **Balearic Blue Pact** to demand the institutions for stronger commitments in terms of protection of the Balearic Sea conservation.



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Federación Empresarial  
Hotelera de Mallorca



European Economic  
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