

# Phyigital programme to promote shopping tourism in commercial areas of Benidorm

## Benidorm - Spain

### Short description

The **Local Green Deal (LGD) Phyigital project** in Benidorm leverages advanced digital technologies to revitalize local commerce and promote sustainability. By using mobile signal detection systems, the project collects real-time data to personalize marketing and boost consumer engagement. Led by the Benidorm City Council with partners like Seekiting, ABRECA, AICO, AVIBE, and HOSBEC, it aims to equip all commercial areas with detection systems by 2025 and adopt digital tools across 60% of retailers and 70% of hospitality businesses, targeting a 20% revenue increase. The initiative integrates environmental goals, aiming for 80% of hotels to adopt energy-saving measures by 2026, reducing carbon footprints and supporting sustainable tourism. Socially, it fosters trust, transparency, and engagement through personalized campaigns, local purchasing incentives, and cultural promotions, strengthening community identity. This transformative project merges digital innovation, economic resilience, and sustainability to create a vibrant and sustainable future for Benidorm.



### Industry/Sector

- Tourism

### Parties of LGD/Participating parties

- Seekiting - SME
- AVIBE - travel sector association
- ABRECA - hospitality industry association
- HOSBEC - hotel sector association

## Scope of LGD

- **Promote Local Commerce:** Counteract the impact of online shopping by supporting local businesses through digital transformation.
- **Enable Digital Transformation:** Implement mobile signal detection systems to capture tourist and resident behaviors. Launch personalized marketing and discount campaigns based on data analytics.
- **Social and Economic Benefits:** Foster job creation, innovation, and economic competitiveness. Improve transparency, accountability, and trust in local commerce through modernized systems.

## Concrete measures/commitments

The Local Green Deal (LGD) for Benidorm's Phygital Project contributes to the implementation of the following precise policies and targets:

- **City's Sustainable Energy Action Plan.** Target: Climate neutral by 2030.
- **Contribution:** Implementation of energy-saving measures in 80% of hotels and tourism businesses by 2026, reducing their environmental footprint.
- **Benidorm Digital Transformation Strategy.** Target: Full digitalization of commercial areas and businesses by 2025. Contribution: Deployment of mobile signal detection systems in 100% of commercial areas and 60%-70% adoption of digital tools across independent retailers and hospitality businesses.
- **Sustainable Urban Mobility Plan.** Target: Enhance pedestrian-friendly areas and optimize visitor flows. Contribution: Analysis of real-time tourist and resident movement patterns through digital monitoring, aiding better urban planning
- **Tourism Sustainability Strategy.** Target: Promote sustainable tourism and reduce environmental impacts of the sector. Contribution: Adoption of personalized guest service technologies in 50% of hotels by 2025 and support for local travel agencies to offer sustainable tourism experiences.
- **Benidorm Zero Waste Initiative.** Target: Reduce operational inefficiencies and promote sustainable consumption. Contribution: Modernized procurement processes that streamline municipal purchasing and encourage sustainable local businesses.

# Local Green Deal – PMUS - Plan de Movilidad Urbana sostenible (Sustainable Urban Mobility Plan)

## Benidorm - Spain

### Short description

The LGD in Benidorm aims to promote sustainable urban mobility by reducing private vehicle use and enhancing public transport through measures such as implementing a Low Emission Zone (LEZ) and introducing electric buses. It involves collaboration between the municipality, private companies, and citizen associations to improve air quality, enhance energy efficiency, and reduce noise pollution through, inter alia, installing electric vehicle charging stations and setting up park-and-ride facilities. The LGD is aligned with Benidorm's Sustainable Urban Mobility Plan (PMUS) and seeks to create a cleaner, safer, and more efficient transport system.



### Industry/Sector

- Mobility & transport

### Parties of LGD/Participating parties

- Benidorm City Council
- SWITCH MOBILITY EUROPE S.L.
- WENEA URBAN, S.L.
- TECNOLOGÍAS VIALES APLICADAS TEVA, S.L
- Trade and citizen associations

## Scope of LGD

- The LGD focuses on promoting **sustainable urban mobility**. It has as its dual objective the **reduction of private vehicle uses** and the **reformation of public space** to move towards more sustainable, safe, and clean mobility. The key initiatives to achieve this includes **implementing a Low Emission Zone (LEZ)** with restrictions for polluting vehicles, **enhancing public transportation** by improving the network, introducing electric buses expanding cycling lanes, **reducing traffic speed** and managing urban freight distribution, and **improving air quality, energy efficiency, and reducing noise pollution** in line with Benidorm's **Sustainable Urban Mobility Plan (PMUS)**.

## Concrete measures/commitments

The LGD's concrete measures and commitments involve contributions from various partners.

- Switch Mobility Europe S.L. will **acquire electric buses for public transport committing to reduce air and noise pollution** by renewing the vehicle fleet with cleaner, quieter electric buses. This improves the public transport network, cleaner air, lower emissions, and reduces maintenance costs.
- Wenea Urban S.L. will **supply and install electric vehicle charging stations committing to enhance the infrastructure for electric buses with two charging systems in park-and-ride facilities**. This supports the adoption of electric buses while contributing to cleaner transport and reduced emissions.
- Tecnologías Viales Aplicadas TEVA, S.L. will **implement a LEZ and urban transport system transformation** committing to establish LEZs **over 7 hectares**, including the **setup of park-and-ride facilities** and **secure bicycle parking**. This reduces private vehicle use, improves traffic management, and shifts towards sustainable, safe, and clean mobility.
- Trade and Citizen Associations will **activate citizen participation** in the planning and decision-making process for urban mobility committing to **conduct meetings and consultations** with associations to gather input for the PMUS. This increases public awareness and engagement in sustainable mobility initiatives.

## Local Green Deal – Water cycle

### Benidorm - Spain

#### Short description

The LGD in Benidorm focuses on sustainable water management by installing advanced monitoring systems throughout the municipal water network to ensure real-time data collection on water quality. This initiative aims to maintain high standards of safety and hygiene while supporting Benidorm's sustainability strategy and making it a smart, safe tourist destination. The LGD fosters collaboration between the city and Hidraqua ensuring long-term commitment to sustainable water practices.



#### Industry/Sector

- Tourism

#### Parties of LGD/Participating parties

- Company Hidraqua (DINAPSIS)
- Local Government of Benidorm

#### Scope of LGD

The LGD in Benidorm focuses on the **comprehensive management of the water cycle** with an emphasis on **sustainability, safety, and hygiene**. The initiative involves **installing advanced water quality monitoring equipment throughout the municipal drinking water network** to ensure continuous, real-time data collection on key water quality parameters like chlorine, turbidity, and pH levels. The **goal is to maintain high standards of water safety and hygiene** aligning with Benidorm's



sustainability strategy and the broader objective of supporting a safe, smart tourist destination.

## Concrete measures/commitments

- Hidraqua will **supply and install the equipment to expand water quality monitoring points in Benidorm's drinking water network**. They commit to **ensuring continuous, real-time monitoring of water quality parameters** such as chlorine, turbidity, and pH while contributing to safe water management and supporting Benidorm's goal to become a Smart + Safe Tourist Destination. This improves destination planning, enhances sustainability practices, and contributes to environmental recovery and sustainable consumption.
- The city of Benidorm will facilitate the collaboration with Hidraqua and **ensure the integration of the monitoring system into the broader sustainability framework**. They commit to providing political and regulatory support, securing funding, and promoting community engagement in sustainable water practices. Consequently, this improves water management, better planning for sustainable tourism, and enhances public awareness about water conservation and responsible use.