



MEET OUR PARTNERS - FOMENTO DE SAN SEBASTIAN

Fomento San Sebastian (FSS) is a local public society dedicated to the economic and social development and promotion of the city of San Sebastian-Donostia (Spain), through innovation, knowledge generation and transformation, networking, and project fostering and management, all under sustainability criteria.

Fomento San Sebastian was created more than a century ago for the construction and management of cultural facilities and hotels, and today is the Town Hall instrument for sustainable economic development of San Sebastian. FSS is leading and driving the transformation of the city's socio-economic model, promoting the development of emerging sectors through the consolidation of the local clustering model. FSS has set-up the Smart Cluster integrating different entities covering the entire value chain: Research Corporations, Training Centers, Associations, Financial and Sectorial Institutions and local Companies in the smart field. It aims to find synergies that allow members to be an active part of the evolution and progress in the materialization of the city's smart strategy. The fields of renewable energies, energy efficiency and ICT stand out among others.

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DESARROLLO ECONÓMICO DE SAN SEBASTIÁN DONOSTIAKO GARAPEN EKONOMIKOA SAN SEBASTIAN ECONOMIC DEVELOPMENT

FSS Smart City Vision

FSS is leading the Donostia Smart City strategic project of the city for the promotion of social, economic and environmental sustainability, coordinating the public and private entities in its deployment.

The city of Donostia/San Sebastian, coordinated by FSS, has deployed projects and initiatives (some of them co funded by the European Commission) related to the transformation into a Smart City.

- 7 Smart Projects as coordinator or partner
- Action and positioning in 5 of the city's neighbourhoods
- Different, complementary and convergent project strategies/models: bottom-up and top-down
- Financing provided by:
 - European Commission
 - Basque Regional Government
 - Provincial Council of Gipuzkoa
- 30 local partners in the projects: private companies, Municipals Departments and companies, Technology Centres and Universities.

FSS in BODAH Project

FSS brings to BODAH project its networking capacity and previous experience on Big and open data management, not only with data from visitors but also from citizens. FSS is supporting the identification of Good Practices task.

Fomento San Sebastian is currently developing with an external expert company a study oriented to the identification of Good Practices in the use of Big and Open Data and existing ICT services in cities, oriented to better manage the impacts of peoples flows, especially from the socioeconomic perspective.

Fomento San Sebastian will offer a pilot site in the city of San Sebastian, in the Old Town area, for the gathering, measurement and analysis of data.

FSS will participate and host meetings, workshops and conferences and will contribute to the reports and evaluations. FSS will also contribute to the communication outputs, the Policy Tool Kit and to the Capitalisation Plan. It will also participate in the contribution to the strategy towards RIS3 task and the validation of the Protocol of Measurement. FSS will contribute to the validation of the strategy towards the Quadruple Helix stimulation and the testing and validation of the web-based platform of data sharing.

COVID IMPACT ON PILOT SITES

Turismo de Santiago

Despite the fact that the tourism data for Santiago in Summer 2020 were far from the record breaking outcomes of the last precedent years and from the expected figures at the beginning of the year, due to Covid 19 influx, we can affirm that, according to official sources, the available results enable us to say that Santiago de Compostela has endured the tourism crisis much better than the average of the Spanish tourism destinations, which clearly shows its strength and attractiveness as a tourist destination.



For instance Santiago's Airport has been the second with a lowest decrease in passenger figures among the main leading Spanish Airports during this Summer, since Santiago's decrease was 50% against the Spanish average with 69%. This travel behaviour made that Santiago de Compostela had 67% of the galician passengers in comparison to 55% reached 2019.

The number of overnight stays of the Summer published by the INE confirmed also a greater resistance compared with the Spanish average. The fall in Santiago was 66.2% in July, while in Spain was 73.4%. The decrease failed to 52.7% in Santiago in August in comparison to 64.3% in Spain.

Fomento de San Sebastian

In 2020, the decrease in the influx of people in the Old Town for the months of July and August has been 42%. A total of 3,280,945 people were registered, adding the detections of entrances (1.648.873) and departures (1.632.072) in the months of July and August. Last year the figure for the same two months was 5.637,218 people. In July 1,475,555 people were detected, 40% less than in 2019 where 2,454,203 people were registered. August has registered 1,805,390 people, 22% more than in July. Comparing with last year's figures, the influx has decreased by 43% in August (last year 3,183,015 people were registered throughout the month of August).



The decrease of the influx is even more meaningful on typical days of great affluence such as the Virgin's Day (15th August), where the highest figures of the year are usually registered in the Old Town along with the day of Santo Tomás (in December) and La Tamborrada (in January). In 2020, during the day of the Virgin, a total of 68,139 people have been registered, last year on the same day, 159,045 detections were registered, which represents a 57% difference. On the day of the Virgin's Eve, August 14, this difference is 51% where this year 68,462 people have been detected.

For detailed information click here

EVENTS AND DISSEMINATION ACTIONS

- Attendance at the PAITUR congress, about a cross-analysis between urban policies focusing on experiences, debates and critiques of urban mega-projects, urban tourism and citizens' initiatives.
- Participation in meetings and know how exchange with the technical staff of the Smartiago Project, whose results are expected to be useful for the BODAH Project, since it deals with the sustainable management of waste, mobility and lighting in the historical centre of Santiago de Compostela.
- Participation in the Loop Congress of Tourism and Technology organized by the Cluster Tic Galicia including a presentation of Alex Rayón, University Professor, expert in Big Data Analytics and Tourism Apps.
- The BODAH project was presented and disseminated in the annual Smart Cluster meeting. This year the meeting was celebrated online with an attendance of 72 people. Participants were from local companies and entities.
- The project has also been disseminated through Fundación Santa María la Real del Patrimonio Histórico newsletter that reaches more than 5,500 subscribers.

YOU MAY ALSO BE INTERESTED IN

- [World Tourism Barometer: International tourism down 65% in first half of 2020.](#)
- [Behavioural changes in tourism in times of COVID-19 \(EC\).](#)

