



Consell  
d'Eivissa

# BALANCED TOURISM MANAGEMENT IN IBIZA



## TOURISM AND RESIDENT BALANCE

### Challenges of Balanced Tourism

- Balancing the needs of tourists and residents
- Ensuring environmental sustainability

### Ibiza as a Tourist Destination

- Small island with global recognition
- Popular for its vibrant culture and nightlife





A scenic view of a town in Ibiza. In the background, a large, light-colored stone church with a prominent bell tower and a clock face stands against a clear blue sky. The town's buildings, in various shades of white and yellow, are built into a hillside. In the foreground, a lush, dark green bush with vibrant red flowers hangs over a balcony on the right. The overall atmosphere is bright and sunny.

# FRAGILITY OF IBIZA

# TOURISM STATISTICS

## Island Overview

- Area: 570 km<sup>2</sup>
- Population: 160,000 inhabitants

## Tourist Influx

- Annual tourists: Over 3.5 million
- Accommodation: 95,000 beds
- Holiday rentals: 18,000 beds

## High Season Impact

- Peak population: Over 340,000 people
- Doubling of resident population
- High intensity of tourist activity





# CHALLENGES OF TOURISM

- Tourists as Opportunities
  - Not seen as enemies
  - Seen as a chance to improve employment
  - Enhance services for residents
- Collaboration is Key
  - Institutions working together
  - Involvement of private companies
  - Engagement of citizens



## FUNDAMENTAL MEASURES

### Control of Vehicle Arrivals

- Regulating the number of vehicles entering the island

### Reduction of Illegal Accommodation

- Decreasing the availability of unauthorized lodging options

The image shows the European Union flag, a blue field with twelve yellow stars arranged in a circle, waving on a flagpole. In the background, a modern building with a grid-like facade of windows is visible. The image is partially obscured by a white diagonal shape that serves as a background for the text.

# ALIGNMENT WITH EUROPEAN COMMISSION

- Alignment with European Commission Recommendations
  - Actions follow the Transition Pathway for Tourism
- Commitments under the Spanish Presidency
  - Declaration of Palma for sustainable tourism signed in 2023
- Vehicle Arrival Control
  - Control of vehicle arrivals from June to September



# LAW 5/2024

- Comprehensive Vehicle Presence Capacity Study
  - Drafted based on detailed study
  - Focuses on vehicle presence on the island
- Need for Mobility Management
  - Ibiza experiencing significant saturation
  - Situation worsening over time
- Worrying Trend in Congestion
  - Data projects progressive increase in congestion
  - Situation is deteriorating



# IMPACT OF VEHICLE INCREASE

## Grown of resident Vehicles

- 255% increase in the last 25 years
- From 63,306 vehicles in 1996 to 160,835 vehicles in 2023
- More vehicles than residents on the island

## Significant Increase in Vehicle Numbers

- Annual vehicle entries multiplied by four from 2001 to 2022
- Increase from 51,000 to 206,960 vehicles

## Higher Increase Compared to Rest of Balearic Islands

- 52.7% increase in the same period

## Environmental and Infrastructure Impact

- Increase in greenhouse gas emissions
- Overload on the island's road network

# SPECIFIC MEASURES

## Time Limitation for Motor Vehicles

- Restriction on the duration vehicles can stay on the island

## Temporary Limitation of Vehicle Flow and Parking

- Based on environmental or safety criteria
- Applies to certain vehicles in public spaces and roads

## Maximum Number of Vehicles in Circulation

- Establishment of a cap on vehicles allowed on the island

## Caravan Restrictions

- Only caravans with prior campsite reservations allowed

## Reduction in Rental Cars

- Maximum of 16,000 rental vehicles permitted
- Reduction from the 28,000 requested by rental companies



## EXPECTED OUTCOMES

### Improvement in Mobility

- Regulating the number of vehicles in circulation

### Environmental Protection

- Reducing emissions of polluting gases
- Decreasing noise pollution

### Sustainable Development

- Ensuring growth that respects the environment
- Maintaining the quality of life for residents

## STATISTICS OF ILLEGAL ACCOMMODATION

### Legal Tourist Accommodation

- 2,406 registered dwellings
- 18,558 legal touristic beds

### Illegal Tourist Accommodation

- Represents 65.44% of total properties offered through platforms
- Estimated 2,900 unregistered homes on Airbnb
- Approximately 20,000 illegal places
- More illegal beds than legal ones



## NEGATIVE CONSEQUENCES

### Environmental Sustainability Impact

- Excessive wear and tear on natural resources
- Increased consumption of water resources

### Economic Sustainability Issues

- Aggravates coexistence problems between tourists and residents



# LINE S OF ACTION

- Involvement of All Economic Sectors
  - Engagement of entrepreneurs and social agents
  - Inclusion of various platforms
- Establishment of Collaborative Environments
  - Signing agreements with main platforms
  - Reduction of illegal offers by 40% before the season
- Implementation of Tourism Intelligence
  - Detection of illegal supply
  - Facilitation of tourism inspection services





# SANCTIONING PROCEEDINGS

- Sanctioning Proceedings in 2025
  - Over 200 proceedings initiated
- Detection of Illegally Marketed Homes
  - Almost 200 homes detected in just over 4 months



# SUSTAINABLE TOURISM TAX

- Financing Initiatives
  - Public Administration finances various initiatives
- Role of Tourists
  - Tourists contribute to financing through the Sustainable Tourism Tax
- Sustainable Tourism Tax
  - Fee paid directly by tourists during their stay
  - Applicable in the Balearic Islands



THANK YOU  
FOR  
ATTENDING



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