


# Sales Brochure - Tourism

Development of a strategy to support change in the production model of the Autonomous City of Melilla

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01.

# Situation of Spain



# Spain has 17 autonomous regions with diverse geographical and cultural characteristics

## Location of Spain



## Location information

Spain is a country located on the **Iberian Peninsula**, at the southwestern tip of Europe, with a total area of **504,642 km²**; which includes the mainland and adjacent islands as well as the Canary and Balearic archipelagos and the cities of Ceuta and Melilla.

- *Inhabitants: 47,615,033 million*
- *Business environment: 3,366,570 companies*
- *Activity rate: 58.86%*



48 airports



Road network connected to France, Portugal, Andorra, Morocco and Andorra.



46 ports managed by 28 Port Authorities



Advanced Technology Infrastructures

Spain participates actively in the main international forums and organizations such as the **UN**, **NATO**, the **OECD** and the **G-20**. It is also a **member state of the European Union**, the world's leading economic bloc, and remains firmly committed to advancing the integration of the continent.

# Despite the difficulties posed by Covid-19 and the Russia-Ukraine war, Spain maintains a strong and positive growth rate

The evolution of the Spanish economy in recent years has been marked by the Covid-19 pandemic and the war between Russia and Ukraine.

Even in a particularly complex international context, the Spanish economy maintained a strong pace of growth in the first half of last year, driven by:

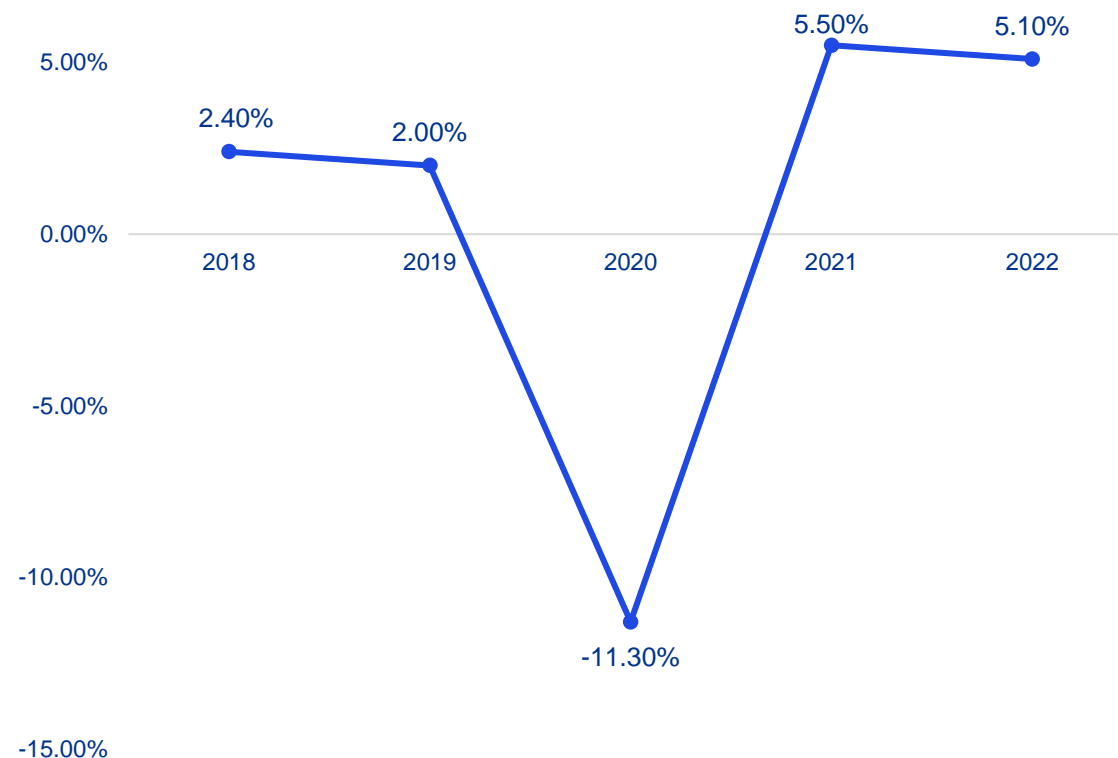
- Job creation
- Investment
- The positive trend in the external sector

The Spanish economy averaged a growth rate of **5.1%** in 2021 as a whole, as a result of the grants and loans provided by the EU and the recovery of economic activity after the confinement.

Spain is now the **15th largest economy in the world in terms of GDP**, reaching a total of **1,206,842 million euros**.



Percentage evolution of Spanish GDP over the years 2018-2022



Source: Ministry of Finance and Public Administration

# Unemployment has been greatly reduced post-pandemic, but inflation remains a serious problem that urgently needs to be alleviated

The labor market evolution is particularly positive, with **records in the number of social security affiliates (20.4 million people) and the lowest number of unemployed since 2009 (3 million).**

The improvement is mainly seen in innovative sectors, such as IT or science, thanks to the specific funds that support them.

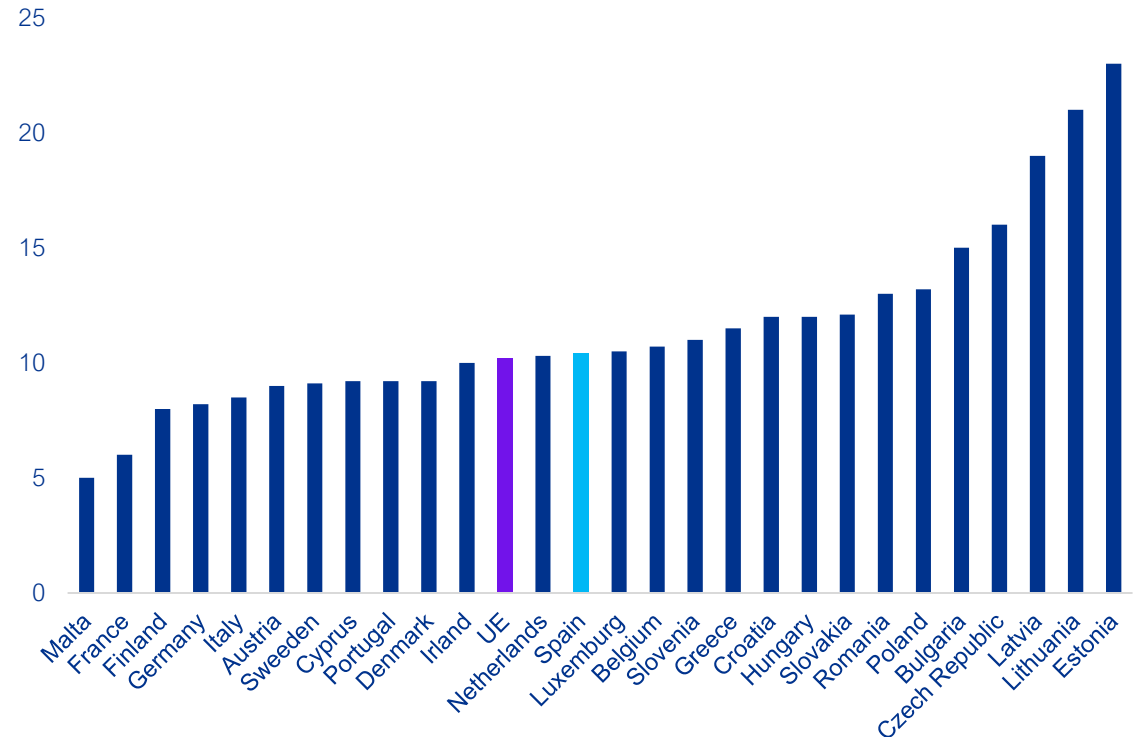
The good evolution of activity and job creation in 2021 allow progress to be made in the **country's fiscal consolidation:**

- **The government deficit/GDP ratio was reduced by 3.3 points.**
- **Public debt was reduced by 1.5 points.**

Thus, as in other countries, the **main challenge** facing the Spanish economy is **inflation**, driven by rising energy costs.

Spain is in the median of the EU in terms of price rises in the last year.

EU general harmonised CPI



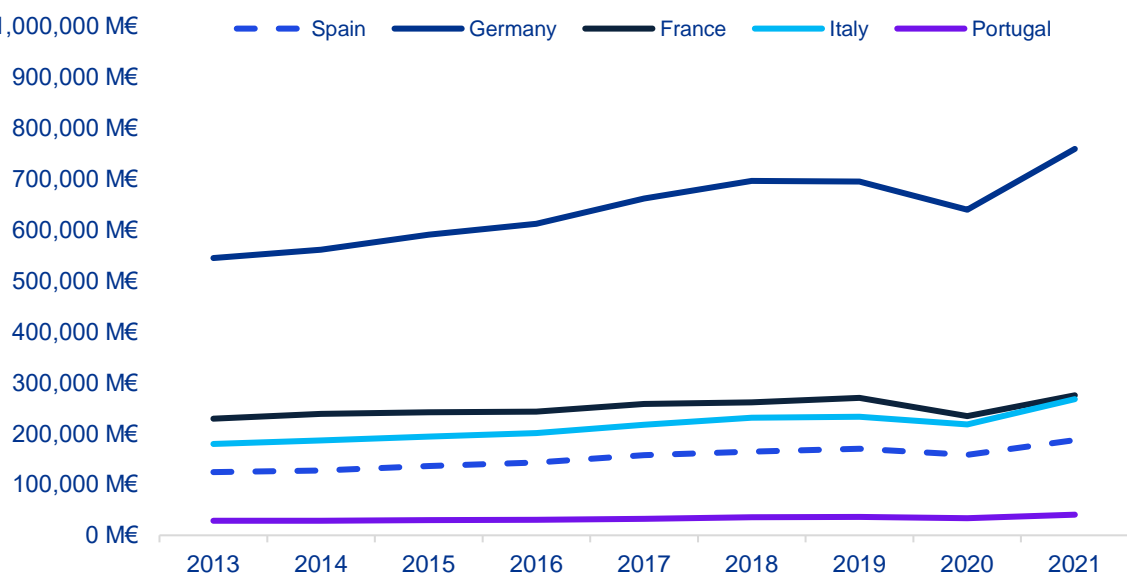
Source: Ministry of Finance and Public Administration

# Although Germany is above the rest of the EU countries, Spanish import and export levels are at similar levels to the rest of the European economies

IMPORTS

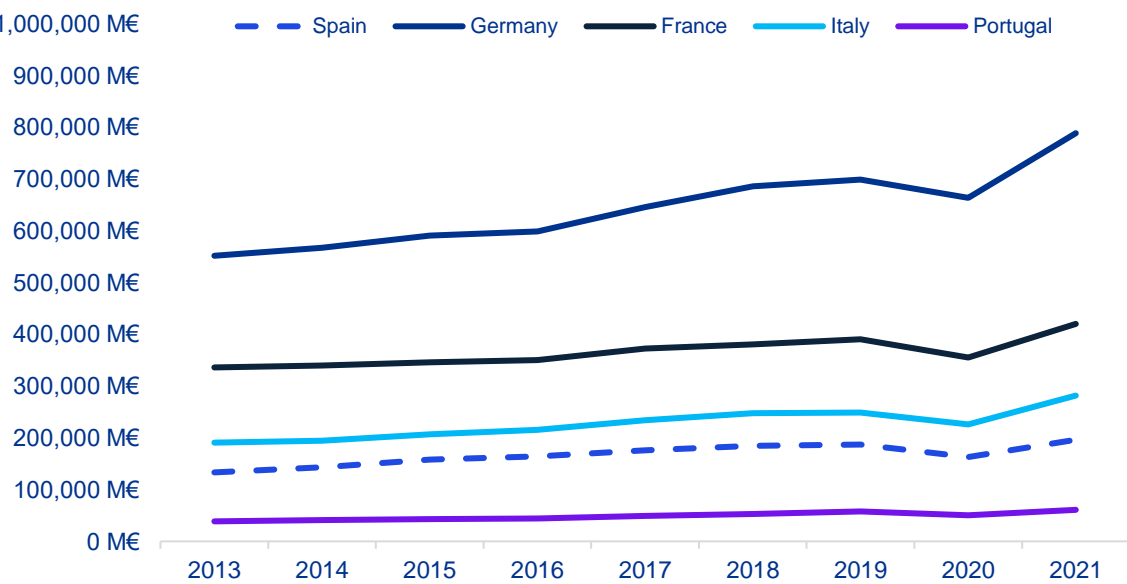
EXPORTS

Main European Countries Imports



Source: European Commission: EU trade statistics (excluding UK)

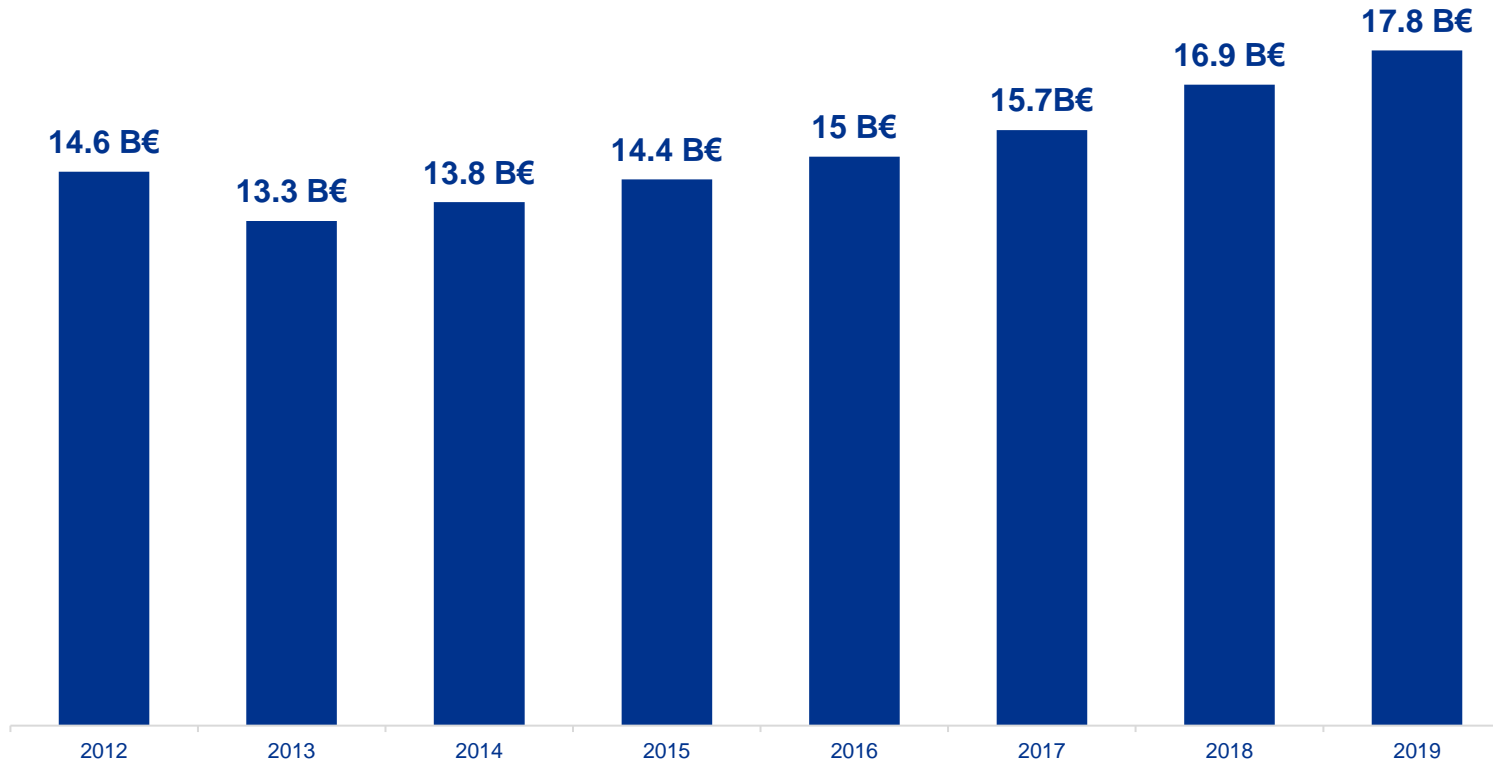
Main European Countries Exports



Source: European Commission: EU trade statistics (excluding UK)

# Spain is one of the countries that receives the greatest investment in tourism in the world, as a result of the development of the sector in the country

## Levels of foreign investment in the Spanish trade sector



Source: Statista; Tourism Investment in Spain

Spain has a higher level of tourism **investment** than the European average.

This is mainly thanks to the high level **sector** development, but also to its potential.

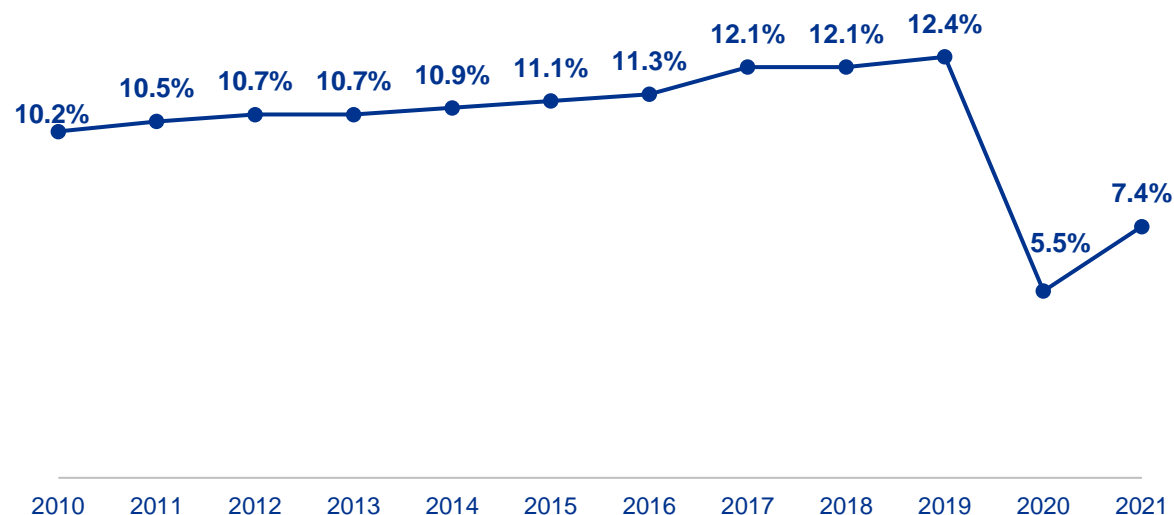
The growth expectations that motivate this sector are explained by the number of **tourists** who stay in the country for **long periods of time**, living in Spain as non-residents, and who therefore **spend** much **more** money.

Also, it is based on the **average purchasing capacity** of foreign tourists, which is usually quite high. The typical tourist profile comes from **northern Europe** and other global economic forces, such as Germany, Asia, or the United States.



# The tourist sector is crucial for the Spanish economy and it is expected to continue growing post-pandemic

## Evolution of the GDP percentage represented by tourism



Source: Statista (Tourism, GDP % - Spain)

In **Spain**, the **tourism** sector represents a higher **percentage of total GDP** than in **the rest of the surrounding economies**, given the great **natural and historical** value of the territory, characterized by good weather, gastronomy and cultural richness.

Its importance for the Spanish economy as a whole follows a **growth trend** over the last 10 years that has only been **interrupted** by the appearance of the **Covid-19 pandemic**.

This particularly affected this sector given the mobility restrictions that were imposed worldwide.

However, tourism is expected to **recover pre-pandemic growth levels** and continue to increase in importance in Spain, as evidenced by the recent **upturn of 2% in 2021**, even when restrictions were still in place.

Another sign of recovery is the growth in the number of jobs in the tourism sector in the first quarter of **2022**, at which time **2,428,281 were employed**, an increase of more than **349,730 workers and 16.8%** over last year.

02.

# General information about Melilla

# Melilla is a Spanish autonomous city located in African territory and bathed by the Mediterranean Sea

## Location of Melilla



## Location information

Melilla is one of Spain's two autonomous cities located in African territory, both of which border exclusively on Morocco.

- *Inhabitants: 84,689*
- *Business environment: 5,304 business*
- *Activity rate: 63.8%*



Melilla Airport



Road network connected with Morocco



Port of Melilla, a transnational complex



Advanced Technology Infrastructures

The **strategic location** of the city and the infrastructure facilitate the **connection** with different points of the peninsula and surrounding areas and, in turn, enable the storage of goods traded on a large scale.

# The productive model of Melilla is characterized by the following issues

The business environment is made up of **5,304 companies**, **41% of which are engaged in the commercial sector**. The business fabric is characterized by the high presence of micro enterprises.

**Tourism is an opportunity sector for Melilla's economic recovery** and, nowadays, its seasonality is less marked than in other peninsular destinations (although more marked than in Ceuta).

**Melilla generated 1,509 million euros of GDP in 2020.**

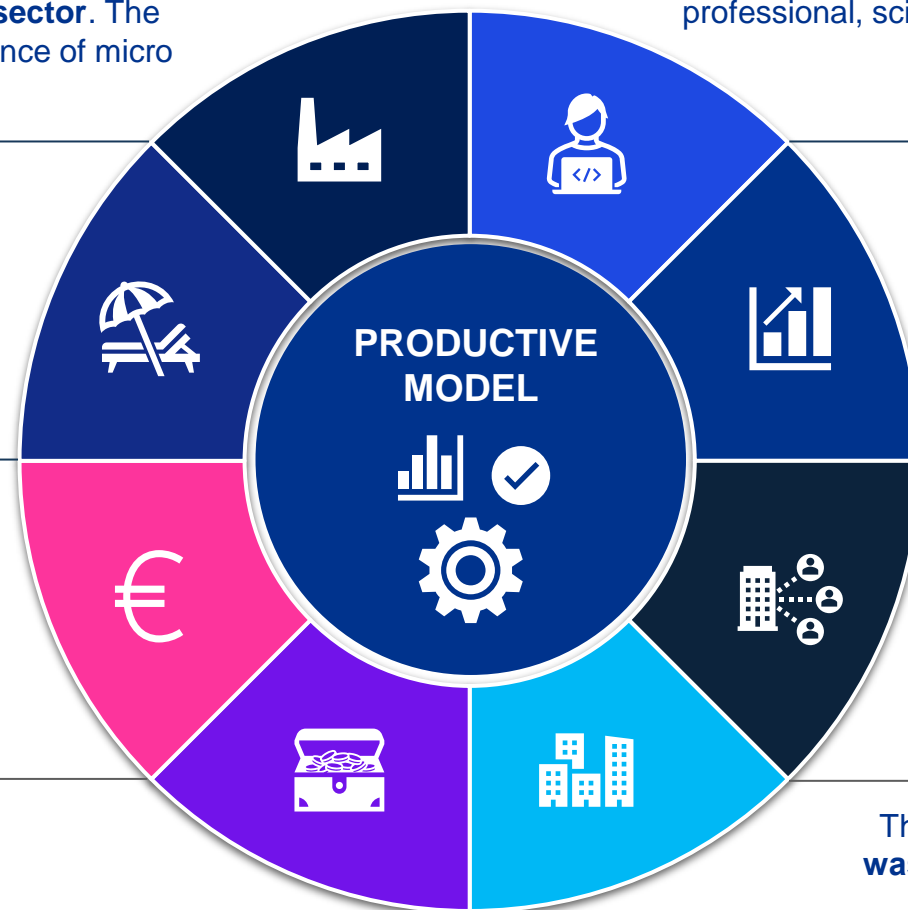
**Melilla's GDP per capita in 2020 was €17,900**

**Real estate activities have high productivity** compared to professional, scientific and technical activities; administrative activities and auxiliary services.

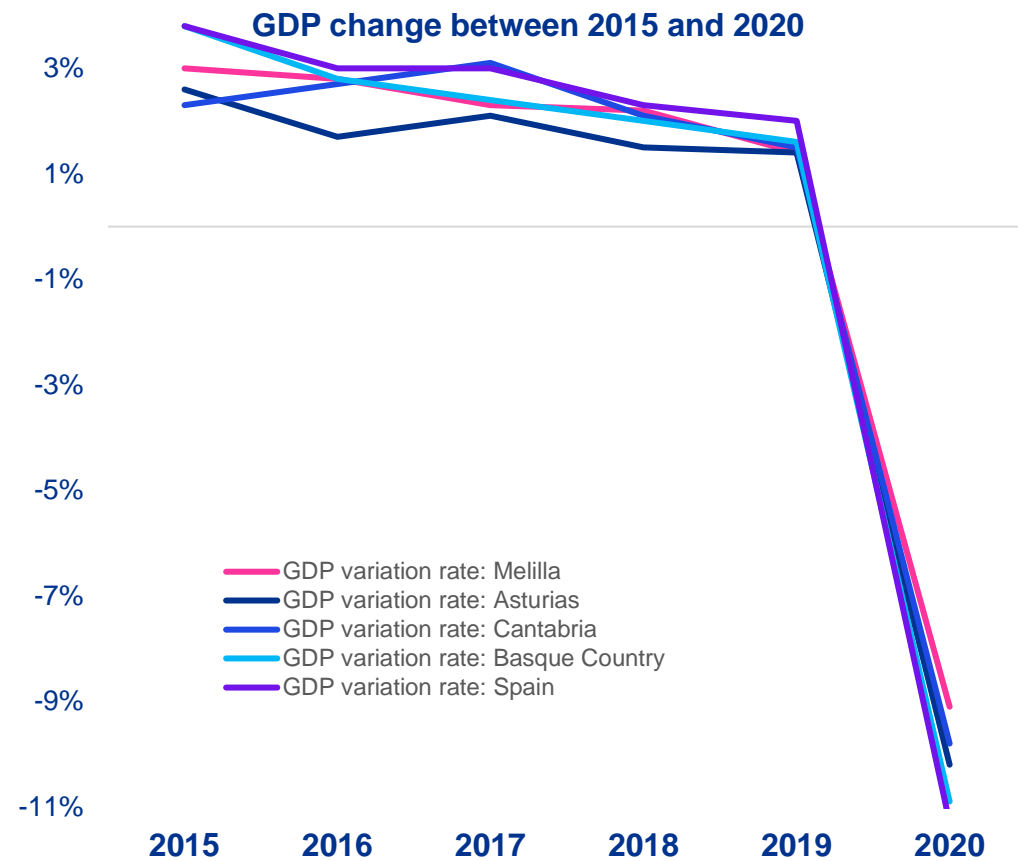
Investment in the tourism sector **has grown** in recent years, with a special incidence in 2019, where historic levels were reached, which is an encouragement and generates hope of **maintaining this trend** in the future.

**The work productivity has increased** since 2008 and now stands at **9.8%**.

**The average income per household in Melilla in 2020 was € 39,868**, which represents a 0.3% increase over the previous year. This value is higher than the average Spanish income, which stands at €30,552..



# The crisis caused by Covid-19 led to a decline in the city's GDP after several years of continuous growth.



During 2020, the Autonomous City of Melilla generated a **Gross Domestic Product of 1,509M€**, which represents a decrease compared to the previous year and the **end of a streak of 7 consecutive years of growth**.

2020 was marked by the **Covid-19 economic crisis that hit hardy the local economy**, returning to GDP levels of 2016.

One of the main reasons for this decline was the **city's production model**. Based on traditional trade, **it failed to adapt** to the new trends of digital commerce, thus eroding the income of local businesses.

However, **this GDP regression was not a local problem**, but affected all Spanish regions equally, as well as other countries in the European Union and in a more international context.

**The GDP variation rate in Melilla in 2020 stood at -9.1%**, which is a lower decrease than Spain (-11.3%) and also **lower than other autonomous communities in the same year, such as Asturias, the Basque Country or Cantabria**, all three of which were around -10%.



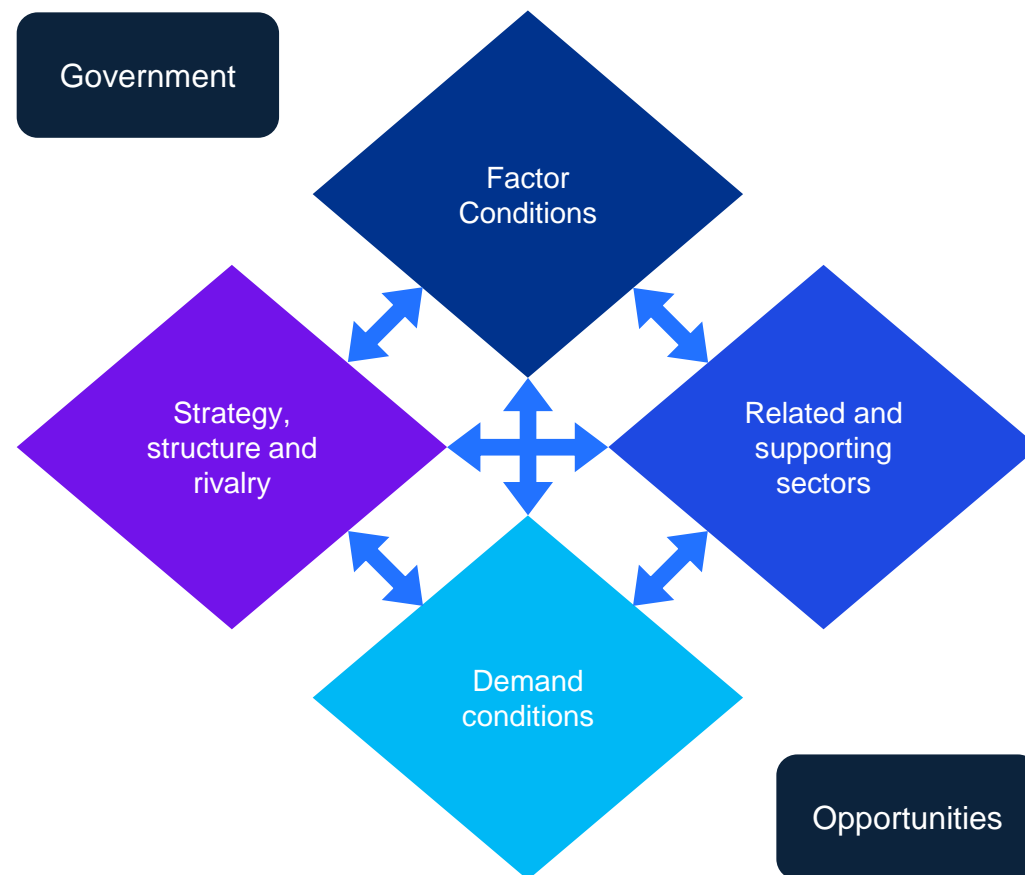
03.

# Advantages of Melilla

# Melilla has a number of advantages that make it a unique territory and a great opportunity for the location of companies

The advantages of Melilla are detailed below:

- **Factor conditions.** All of Melilla's productive resources are included:
  - ❖ Infrastructure and land.
  - ❖ Workforce.
  - ❖ Natural resources.
- **Related and supportive sectors.** Presence of suppliers and various local companies, as well as other support agencies.
- **Demand conditions.** Local demand situation, market value and end-customers for the sector as well as national and global situation.
- **Strategy, Structure and Rivalry.** Melilla has worked in recent years on the development of a new productive model in which trade continues to be the basis of the local economy.
- **Other factors.** The role of public administration in supporting companies to improve their performance is key in Melilla, as public entities have a solid structure and support new incorporations to the sector.



# In the Autonomous City of Melilla there are important tax reliefs and exemptions

Melilla's geographical location justifies the existence of a **special tax regime**, the most important aspects of which are as follows:



## Direct Taxation

- **50% reduction in corporation tax**
- **60% reduction in Personal Income Tax.**
- **50% reduction for companies that transport goods to or from Melilla**, whose costs are included in freight and associated expenses, costs of handling the goods in ports or airports as well as their taxes, security taxes and surcharge for fuel when applicable. It is necessary that the goods originate in Melilla (completely originating in Melilla, transformed in the city or the transformation process ends in Melilla).
- **Reduction of 50% in Probate and Donation Tax, increasing the reduction percentage to 99%** when the beneficiaries are the spouse, ascendants or descendants. This will be the case for both mortis causa acquisitions (inheritances) and inter vivos acquisitions (donations).
- **Reduction of 50% on Inheritance Tax and Legal Documented Acts.**
- **Reduction of 75% on Wealth Tax.**



# Any person (physically or legislatively) residing in Melilla can benefit from its tax advantages



Since 1 September, according to Final Provision thirteen, RD 1/2023 limits the 50% bonification in Social Security contributions to a **reduction of 232 euros of the corresponding contribution**, as long as they are workers with an indefinite contract and training actions are carried out.

## Direct taxation:

**Value Added Tax is not applied in Melilla.** Instead, the Tax on Production, Services and Imports (IPSI) is applied with rates between 0.5% and 10%. Some of the services taxed at 0.5% are:

- **Advertising and marketing services**
- **services provided by electronic means**
- **Ancillary and complementary management services for the performance of gambling activities** that constitute the taxable events of taxes on gambling and random combinations
- **50% reduction in municipal taxes.**
- **Special taxes:** only the Special Tax on Certain Means of Transport and, within the manufacturing taxes, the Special Tax on Electricity, are compulsory. But there is a complementary IPSI on tobacco products and on fuel and combustibles.

**Exemption from Excise Taxes on Alcohol, Tobacco Products and Hydrocarbons**

# Melilla has an important cultural heritage related with its defensive-military elements and modernist architecture

## Defensive-military heritage

- Melilla “La Vieja”
- Del Rey Hospital
- Reloj’s House
- De Armas Park
- Caves of Conventico
- Aljibes
- Forts and exterior towers
- Rostrogordo’s Fort
- Cabrerizas Altas
- Alfonso XIII
- Purísima Concepción
- María Cristina
- San Francisco

The fortified complex of “**Melilla La Vieja**” (declared a Historic Site in 1953) stands out. It is composed of four fortified enclosures and other external fortifications.

## Civil heritage

- Modernist Architecture
- Tortosa’s House
- La Reconquista
- Melul’s House
- City Palace
- Militar Casino
- Correos
- Monumental Cinema
- Commercial Chamber
- Spanish Casino
- Industrial Neighborhood
- Del Real Neighborhood
- Parks and squares
- Industrial Architecture

There are almost **500 buildings cataloged and protected as Cultural Interest**, for that reason, **Melilla is** the second Spanish city, behind Barcelona, **with more modernist references.**

## Religious heritage

- Purísima Concepción Church
- Mezquita Central
- Hospital Militar Church
- Sagrado Corazón Church
- Synagogue Or Zoruab
- Oratory Hindú

The city also has a **remarkable religious heritage related** with the different religious confessions of the city (Catholic, Muslim, Jewish and Hindu).



# 80% of Melilla's tourist vacancies correspond to hotels, while 20% are guesthouses

## Melilla Tourist Facilities



In terms of tourist establishments, the offer is made up of **10 establishments with a total capacity of 839 beds**. With respect to hotels, there are two 4-star hotels (Tryp Melilla Puerto and Rusadir), two 3-star hotels (Ánfora and Parador de Melilla) and one 1-star hotel (Nacional). With some exceptions, these hotels are equipped with lounges, restaurant, cafeteria, and only two of them have a swimming pool. There are also five hostels or guesthouses.

**This offer is completed by a set of tourist homes and rooms that are offered through various digital platforms for short-stay rentals, reaching a total of 57 accommodations that offer around 215 places**, a large majority of them in the environment of Melilla La Vieja and near the promenade.

# Its infrastructure makes it easy to get to and around Melilla

## Roads

In the Autonomous City of Melilla, the road network serves two main needs: to articulate the **urban environment** of the area and to **favour external communications with Morocco**. The roads are classified as follows: the ML-300 ring road, inside roads and those running parallel to the coast.



**20,000**  
**people**  
*daily*



**5,000**  
**vehicles**  
*daily*

In this way, the road network allows the **development of the tourism sector** not only within the confines of the autonomous city, but also in the **surrounding points of interest**, such as Morocco. Growth is based on both domestic and local tourism.

## Airport

Melilla airport is located **3 km southwest of the autonomous city**. Its air communications make it a **potential base of operations** both for those seeking the commercial advantages of the African market and for local companies wishing to export products.



**332,400**  
**passengers**  
*2021*



**International**  
**Companies**  
*Air Europa y Air Nostrum*

It is fundamental for the development of Melilla's tourism sector because it allows its **international projection** to places that do not have sea connections with its port. It will serve to extend to **other areas of Europe**, taking advantage of its geography and weather conditions.



## Port

The port of Melilla is a **strategic infrastructure** of great importance for trade, tourism and the economy in general. It has a **maritime traffic flow that represents 10% worldwide**; its expansion could contribute to improving the city's competitiveness.



**842,352**  
**passangers**  
*2019*



**250,000 m² of**  
**Surface area**  
*expansion project*

It could function as an **anchorage area for transnational cruise ships**. It would serve the objective of **attracting a greater number of tourists** and **internationalizing its target public**, taking advantage of its **cultural richness** and **geographic** location.

# The city has the necessary supplies for the proper development of the city's businesses

Melilla's electricity system is able to supply the entire city.

The **Autonomous City's energy demands** are covered entirely by its **own generation**. Melilla's main energy infrastructure is a **diesel engine power plant** located in the vicinity of the port. This plant **generates about 95% of the energy consumed in Melilla**. The remaining 5% comes mainly from the **energy recovery of waste** in the incinerator of the Autonomous City.



Hydraulic infrastructures have been developed with a **dual objective**. On the one hand, **to alleviate the scarcity of endogenous resources**, and on the other, **to improve the quality of water**. At present, **the supply of drinking water comes from surface catchments, underground catchments and desalination plants**. The desalination infrastructure consists of one desalination plant and two desalinization plants.

The water system provides sufficient water quality for the entire city.

Melilla has the specialized infrastructure for the treatment of each type of waste.

The city has a **Solid Urban Waste Landfill** for urban waste, a **Temporary Waste Storage Centre** for waste fractions that can only be treated on the mainland, an **Energy Valorization Incineration Plant** for sludge from the WWTP and an **Incineration Ash Vitrification Plan** for the treatment of ashes generated in gas purification..



# The Autonomous City of Melilla has an advanced technology-based infrastructure and a strong commitment to ICTs



*In March 2015, the **ICT Technology Centre** was inaugurated as a driving force to support initiatives in the field of information and telecommunications technologies. The Technology Centre has a classroom, laboratories and spaces dedicated to the promotion of technology.*

## Technology advantages in the city

From a strategic perspective, Melilla has developed **infrastructures to promote the technological development** of the city:

- Since 2014, Melilla has been connected to the mainland via a **second optic fibre submarine cable**. This basic and strategic infrastructure has improved the quality and reliability of communications.
- Melilla has deployed an optic fibre network to the home and/or businesses (FTTH) throughout its urban core, as well, **the mobile broadband network has also been improved throughout the city**.
- There is also a **corporate fibre network** that interconnects the different departments of the Autonomous City.

**Sustainability and digitalization are the main global trends that Melilla could exploit to improve its positioning. Virtual tourism, driven by new technologies, is along the same lines.**

# Over the years, Melilla has strongly supported education as a necessary driver of the city's economy

## University of the Autonomous City of Melilla

Melilla has a campus of the **University of Granada (UGR)**, with **3 faculties** (Social Sciences, Education and Sport Sciences and Health Sciences) and a **center of the National University of Distance Education (UNED)**.



Facultad de  
Ciencias Sociales  
y Jurídicas  
de Melilla



FACULTAD DE  
CIENCIAS DE LA  
SALUD DE MELILLA



FACULTAD DE  
CIENCIAS DE LA  
EDUCACIÓN Y DEL  
DEPORTE DE  
MELILLA

The University is perceived as an opportunity for the city, beyond the educational field, since it means the arrival of a population from the peninsula with better qualifications and economic capacity.

## Educational offer



The city of Melilla seeks to become a **University City** as it has more than **2,500 students** and intends to continue expanding the university campus, specializing as well in degrees in the ICT sector.



The city of Melilla offers **internship programs** to its students with local and peninsular entities.



**Free enrolment up to €1,000** in numerous specialities, and different scholarships for the following years of study, subject to fulfilling requirements.



Currently, Melilla has **training courses** for the unemployed, **training programs** for workers and employers, a hotel school, a university and postgraduate studies.

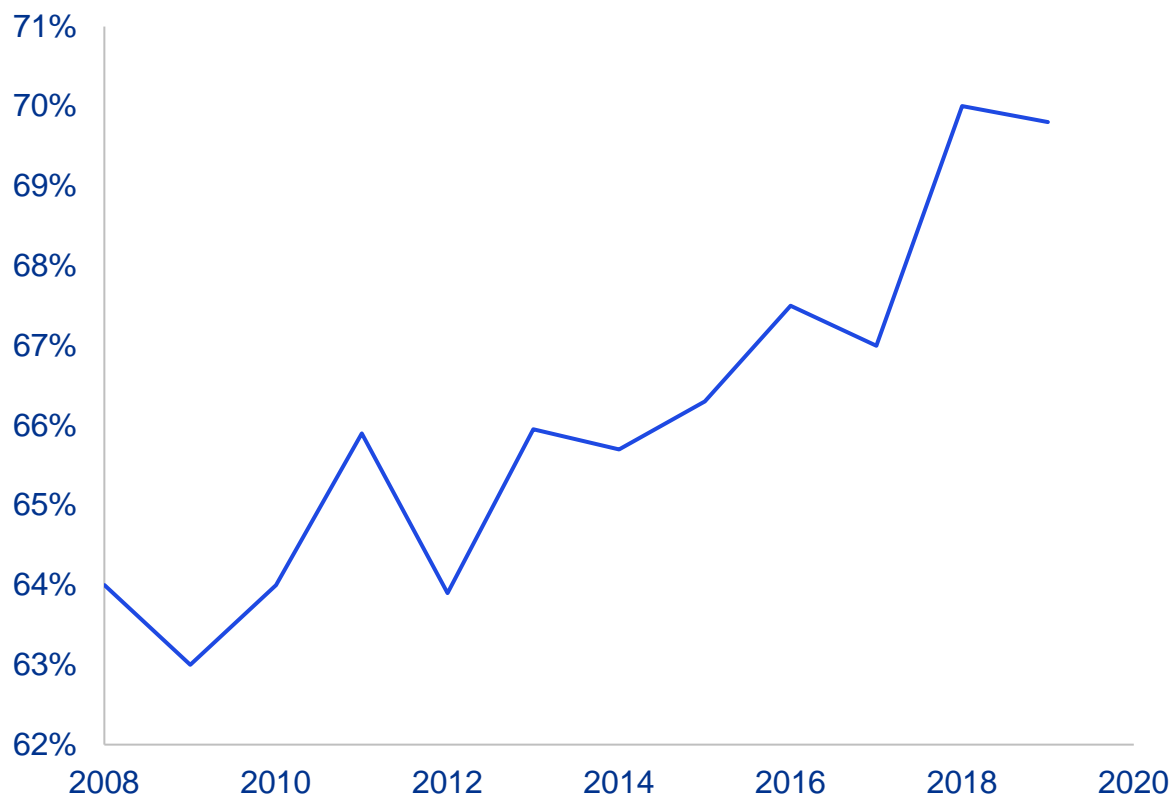


**Melilla Orienta**, Melilla's first training and employment portal.



# In the Autonomous City of Melilla there is a wide availability of human resources, approximately 40,000 people

Evolution of the percentage of the active population in Melilla



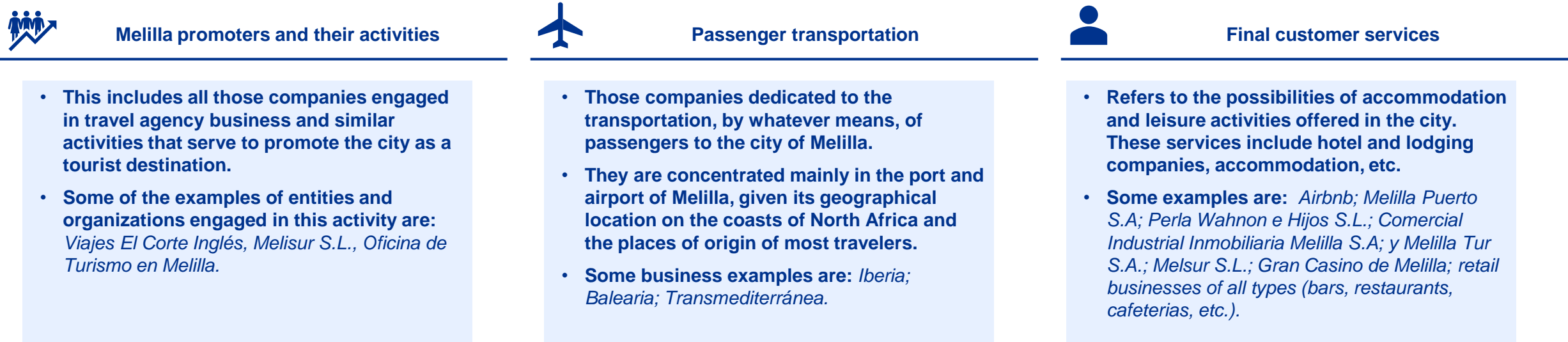
In 2021, the city had approximately **40,000 people in the labor force**, 21,500 men and 18,700 women, a contingent consisting mainly of **people aged 35 to 44 and 45 to 54**. The active population increased by more than **10,000 people between 2008 and 2021** (around 30% more), which represents a very significant increase in the available labor force.

Melilla has the **lowest average salary in Spain**, which translates into the **lowest average labor cost** in the country for companies in the territory. It has an **average salary of 18,510 euros**, more than 3,400 euros behind the next community (Cantabria) and **more than 6,000 euros behind the national average**.

However, this **does not have a direct impact on the quality of life of citizens**, as the **tax benefits** enjoyed by workers in the city allow the net difference with the rest of the country to be smaller. The **development of more technical sectors** can be expected to bring about a general increase in the short and medium term.

In conclusion, **Melilla offers a sufficient labor force**, with **competitive salaries** that allow for the **attraction of trained human capital and a certain margin of maneuver for employers**.

# The tourism value chain is still in the development phase, so it has important market niches



## Provision of cross-cutting services to the tourism sector

They include energy supply services to enable both the functioning of the means of transport and the stores that are the central element of the leisure activities. The infrastructures of the territory will also be of great importance, since these will be the ones that will allow the transportation of travelers.



## Other agencies in the value chain environment



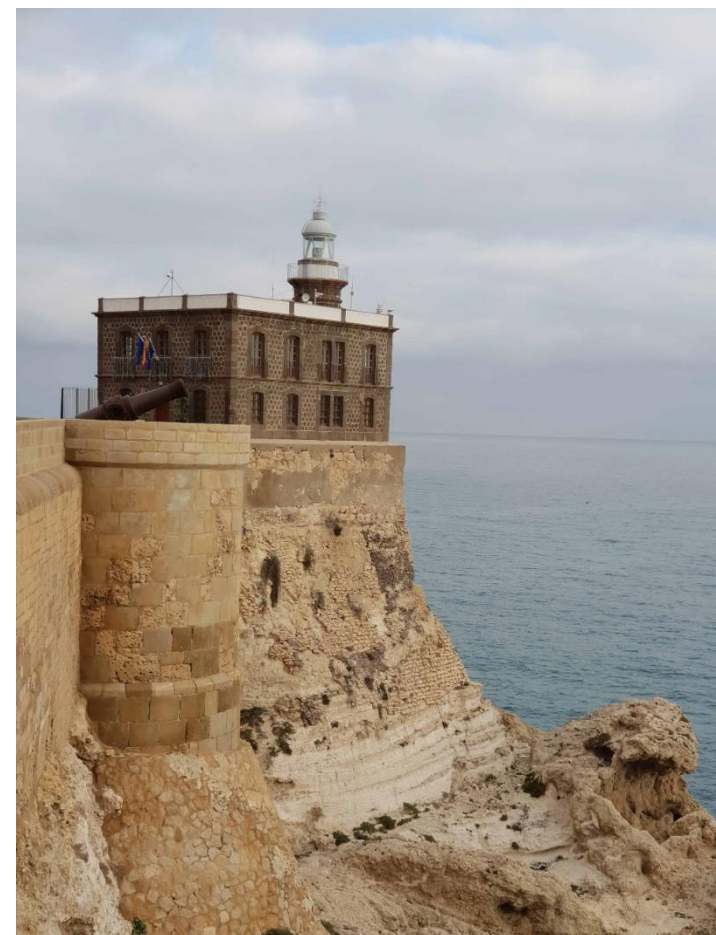
# In Melilla, the entrepreneurial ecosystem of collaboration and coordination in the tourism sector is led by an organization

The guide companies are the most important tourist agents for the transmission, valorization and interpretation of the tourist heritage of the city. **In Melilla, guides are of great importance to act towards the development of the Autonomous City allowing to know all its cultural and historical heritage.** Taking into account the strategic plan for the attraction of tourism to Melilla, it can be **considered a market with great potential.**



The **purpose of the Tourist Board** is the **direct management** of the services of the tourism competence of the Autonomous City of Melilla.

Among all this, it is responsible for promoting activities aimed at **increasing touristic demand**, managing or promoting activities to increase the **quality of supply**, promote and encourage the **creation of structures or services** providing support to the initiative.



# Melilla has several tourist attractions and, in addition, it is the second Spanish city with the most modernist elements



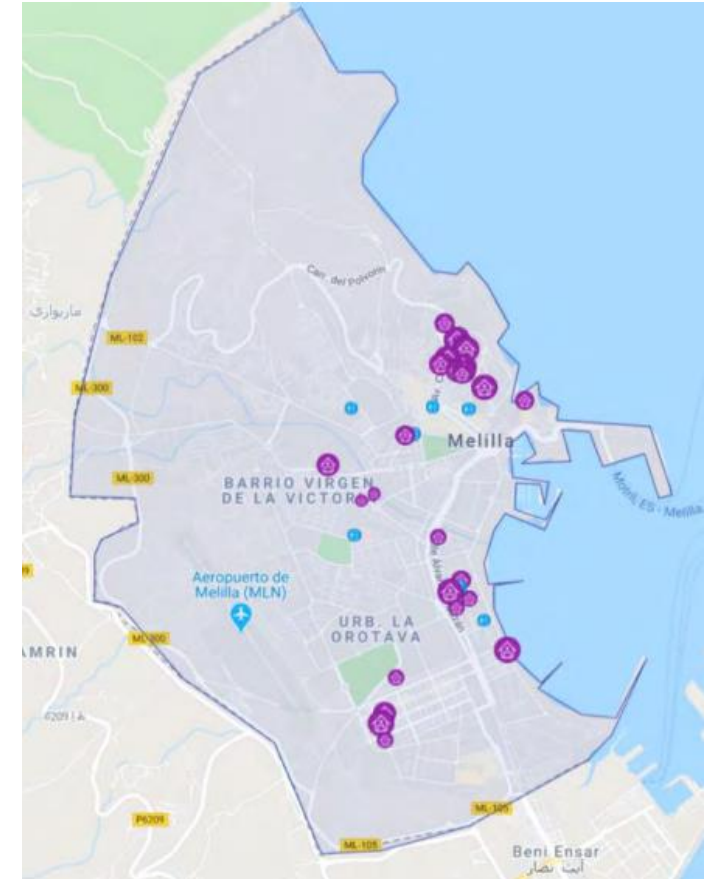
**Existence of a strong local demand.** The existing demand should not be local, but should create the need for external people who want to get to know the city. In this sense, **Melilla** has already positioned itself to carry out actions to increase interest in visiting the city and attract more and more tourists.



**Existence of business network.** Melilla has about a **hundred establishments** belonging to this sector, which is a considerable number considering the size of the city and its inhabitants. It should be noted that, in addition, some **projects are being carried out related to the opening of new hotels** (hotel for the elderly) and other housing offers.



**Availability of qualified suppliers and channels.** Melilla has attractive tourist elements, something that is reflected in its buildings, beaches, multiculturalism, etc., so we can affirm that Melilla has what is necessary to be able to offer a **guaranteed tourist service**.



Source: Melilla Tourism Establishments,  
Melilla Strategic Plan 2020-2029.



# Melilla's geostrategic location allows access to the European and African markets



**Operating costs.** The tourism sector can also benefit from certain advantages of the territory that have a direct effect on possible investments in this sector (special incentives for hiring in tourism companies, attenuated taxation in the case of the special tax on hydrocarbons, etc.).



**R&D&I intensity.** Some of the main objectives of the "Smart Melilla" strategy are the design and development of technology-based tourism modernization plans, the implementation of ICT solutions that give visibility to the various products and services with tourist appeal, the expansion of Melilla's tourism offer and the identification of different opportunities.



Source: Own creation based on the Melilla 2020-2029 Strategic Plan. Location of real estate resources for the development of commercial activity.



# Melilla's main objective is the city's technological development, which will have a major impact on tourism

Melilla has already carried out **a large number of initiatives** aimed at becoming the **center of technology and knowledge** in North Africa, including the extension of the fiber optic network in the city, the construction of a technology center or the implementation of procedures based on technological tools to facilitate the creation of companies in the territory. Although they all have a major influence on the development of tourism indirectly, the "**Melilla Smart Specialization Strategy**" includes a specific objective that specifically affects it:

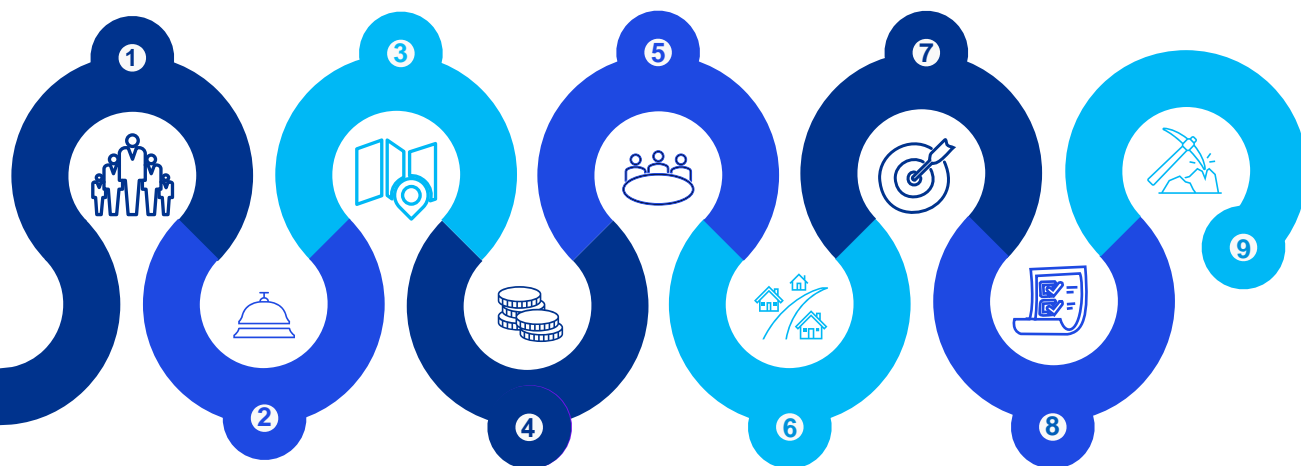
## Innovation to consolidate the tourism sector

It is mainly focused on the **development of modernization plans for the tourism sector** that revolve around the use of **technology**, both traditional and innovative.



They consist of the **implementation of ICT solutions** that give **visibility** to products and services with **tourist attraction** in Melilla, including not only tourism in the **city**, but also tourism in proximity to **Morocco**.

# A total remodeling of the tourism sector is expected to enable its development and international projection



The **2020-2029 strategic plan** for the city of Melilla includes a large number of specific objectives aimed at completely **reshaping the sector** and making the most of its great potential, given its current low level of exploitation and development.

The aim is for Melilla to improve its image abroad and to further promote its main tourist attractions, including its cultural diversity and geographical location.

**1** Building a tourism model for Melilla based on its **cultural diversity** (Europe and Morocco).

**2** Significant reform of **accommodation capacity, restaurants and the tourist industry** in general.

**3** Promote the development of **attractive and unique areas**, reinforcing the offer of medium and long distance tourism activities.

**4** Promote **air access** through infrastructure, services and price reductions; study possible **cruise ship port**.

**5** Promote **tourism** for small and medium-sized conventions and events.

**6** To **expand the tourist area** of Melilla by integrating some neighborhoods of high historical and aesthetic significance.

**7** Improving **Melilla's tourist image** and boosting promotion and marketing strategies.

**8** Improving the use of **cultural heritage** (tangible and intangible) and promoting its unique aspects

**9** Improving local **tourism infrastructure and facilities**

# EU grants are aimed at modernizing European economies, including the tourism sector

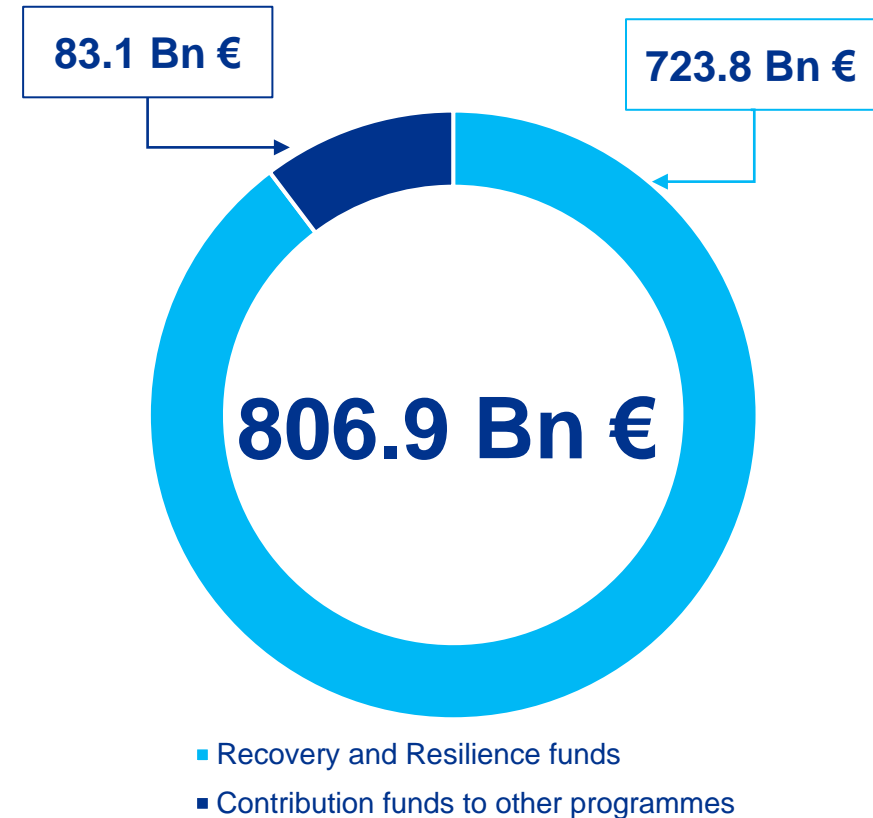
## European Funds

Melilla can particularly benefit from the funds if it takes advantage of certain strategic advantages it has over other territories:

- In the first place, the sector could base its activity on **nature tourism**, given the high natural value of some areas.
  - In **Melilla** itself (Economic Promotion Zone)
  - In its vicinity (including **Morocco**)
- In addition, Melilla could take advantage of the **digitalization grants** to contribute to the improvement of the **promotion of the tourist offer** of the city.

The **European Funds** will be the **most important source of financing** to achieve the objectives of the **Melilla Strategic Plan 2029** and, therefore, the objectives directly related to the city's **tourism sector**, which revolve around the **ecological transition and digitalization**.

This is so, first of all, because of their **amount**; but also because of the **purposes** to which they are to be allocated, which are particularly **well suited** to the **needs Melilla** currently presents.



- Recovery and Resilience funds
- Contribution funds to other programmes

# Melilla also has specific funds that should contribute greatly to the development of tourism and its international projection

## Main tourism grants in Melilla

The tourism sector in Melilla is facing a **total remodeling process** for which **Melilla's public aid will be fundamental**.

Gants from the city of Melilla are very important because they are the ones **that will best adapt to the more specific needs of the territory**, given the degree of knowledge that its local government will have about them.

Of particular note is the call for **public grants for the development of projects of tourist interest Melilla a Shared History**, which aims to promote tourism in the city by taking advantage of its multiculturalism as a strategic resource.

There are also numerous **specific research grants** for various subjects, such as **grants for scientific research on interculturality in Melilla**.

In this sense, **a deeper understanding** of the city's competitive advantages can help to **exploit and promote them** more effectively and efficiently.

In addition, there are **numerous general grants for job creation**, which ultimately provide an **important boost to tourism as well**. The funds of the public entity **Promesa** stand out.

Investment with employment creation		Investment for employment promotion		Investment in micro-enterprises		Investment for companies that improve their quality systems		Investment in Melilla's Economic Promotion Zone (EPZ)	
Type	Limit	Type	Limit	Type	Limit	Type	Limit	Type	Limit
45,000 euros per employee	45% investment	7,000 euros per employee	-	Per Investment in SMEs	40% investment /30,000 euros	Improvem ent of quality systems	40% investment / 40,000 euros	Minimum 900,000 euros	35% investment

04.

# Sectorial Opportunities



# The sectorial opportunities for tourism in Melilla are focus on boosting the city's tourist and cultural attraction

Although the tourism sector is modeled, as usual, on the specific features of the territory (special location on the coast of Africa, proximity to Morocco and access to the waters of the Mediterranean), there are different sectoral opportunities that can be exploited by new companies that decide to set up in Melilla.

## Language tourism

- It is based on the teaching of the **Spanish language** to those people, probably coming from **Morocco or other areas of Africa**, who wish to learn it.
- Melilla could be positioned as one of the main **centers of language tourism in Africa** because it is **one of the only two territories** in the continent where Spanish is the native language.
- It is especially attractive for all those who may have the intention of **moving** to Melilla or to the peninsula or **doing business** with them in the future.

## Cruise tourism

- Thanks to the recent **amendment to the Maritime Navigation Law**, which allows large cruise ships to dock at the port of Melilla.
- It could function as a **stopping point** for **Mediterranean cruise ships** wishing to visit the coast of Africa without leaving the EU.
- **Infrastructure adapted** to the reception of ships of particularly large dimensions thanks to **trade**.
- It could be an **important booster of tourism**, since it would serve to attract a large number of tourists collaterally who would not have thought of making a trip exclusively to Melilla.

## Tourism for the elderly

- Based on **Imserso trips**, partially financed by the State.
- Particularly **beneficial**, since they tend to take **place during the off-season**.
- They would therefore **contribute to the creation of non-seasonal employment**, to the **revitalization of tourism** and to the **improvement of Melilla's economy** in general.
- In societies characterized by an **increasingly aging population**, it can be expected to **increase in importance** in the medium term.
- In addition, it would fulfill a solidarity mission of immersion of the elderly.



# Thank you



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