

# Easter in Seville

Pilar Barraca de Ramos

**SEVILLA 1928**  
FESTAS DE PRIMAVERA  
SEMANA SANTA Y FERIA



GOBIERNO DE ESPAÑA

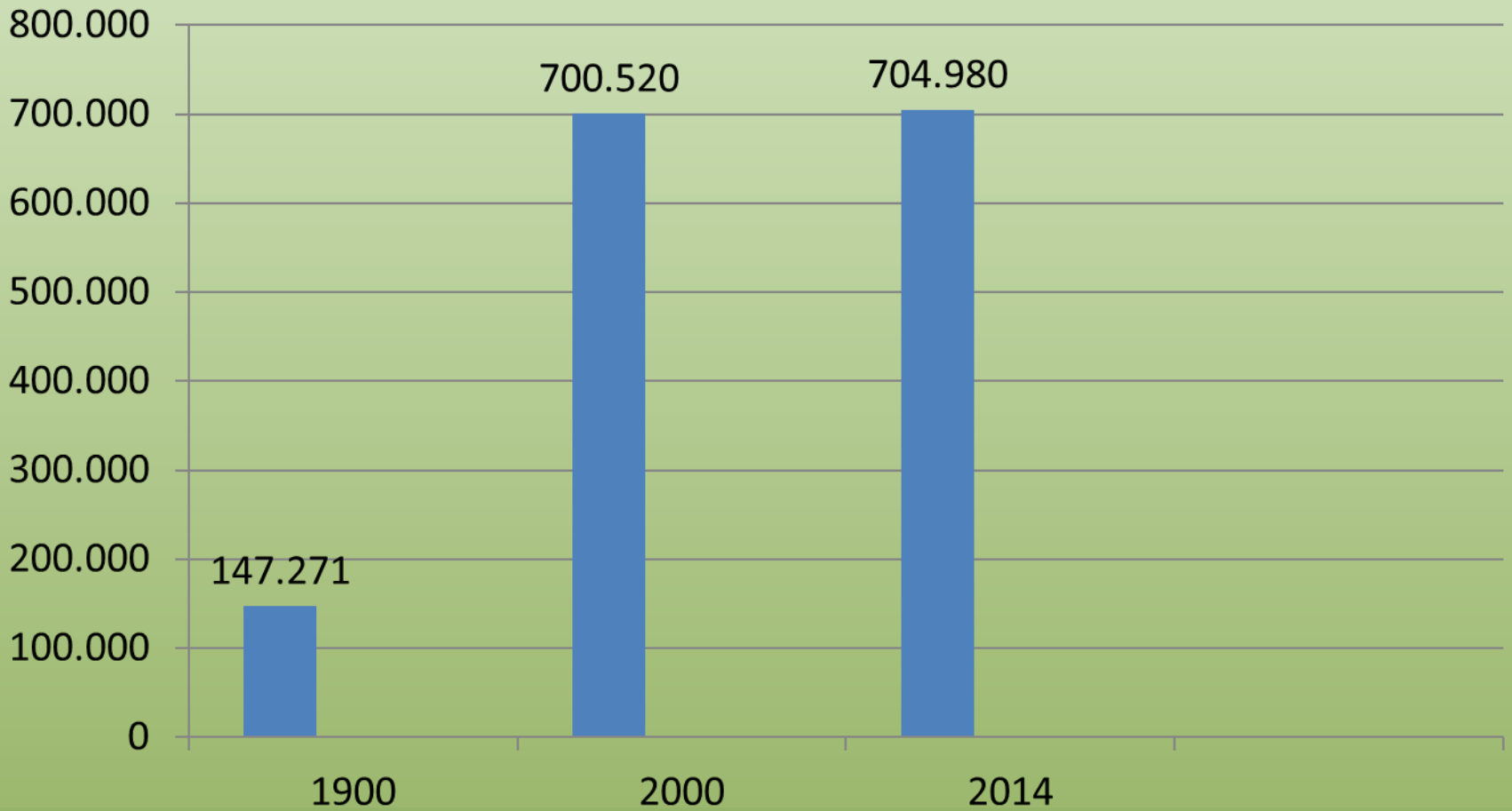
MINISTERIO DE EDUCACIÓN, CULTURA Y DEPORTE

SECRETARÍA DE ESTADO DE CULTURA

# Sevilla

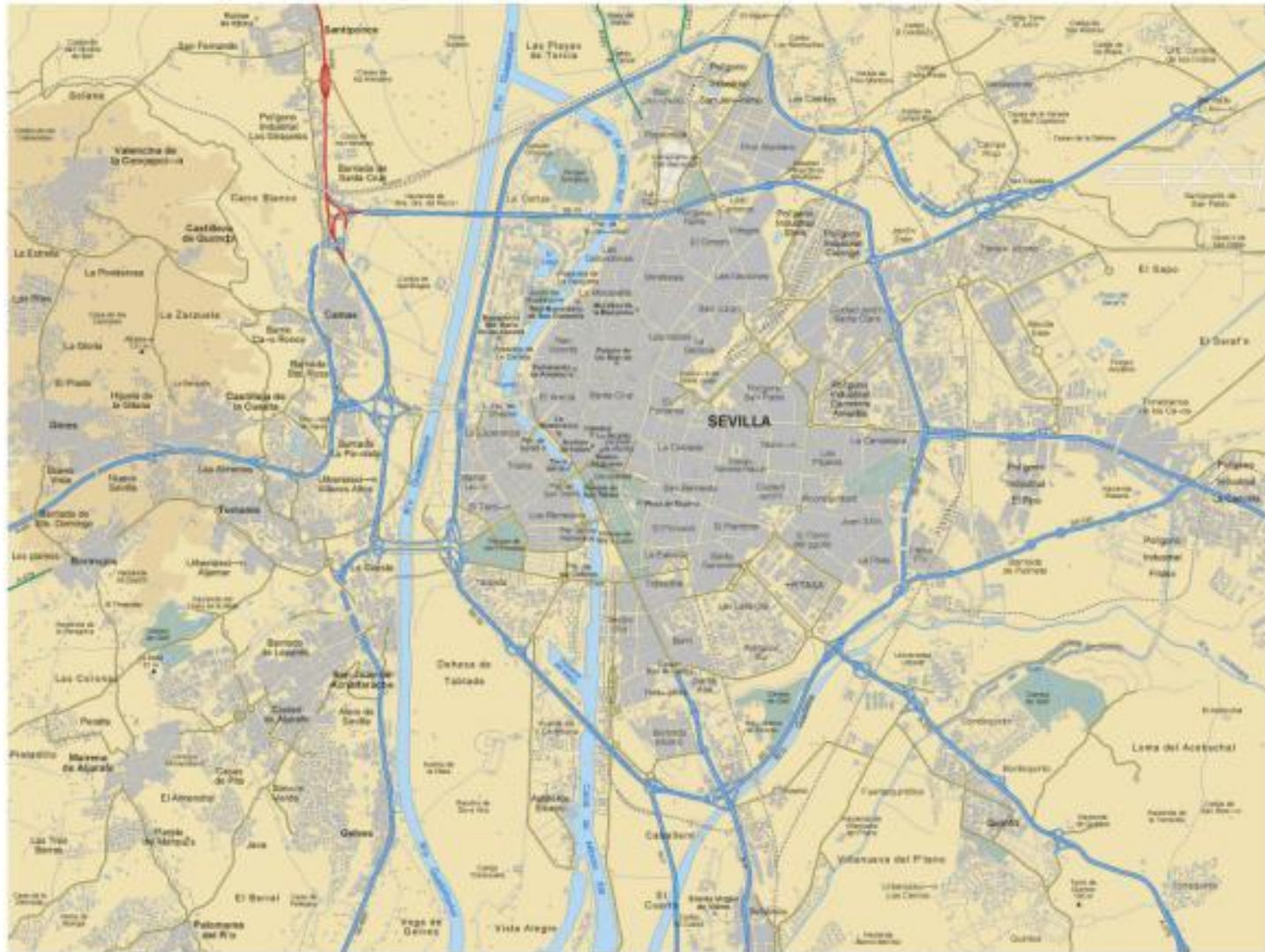


# Population



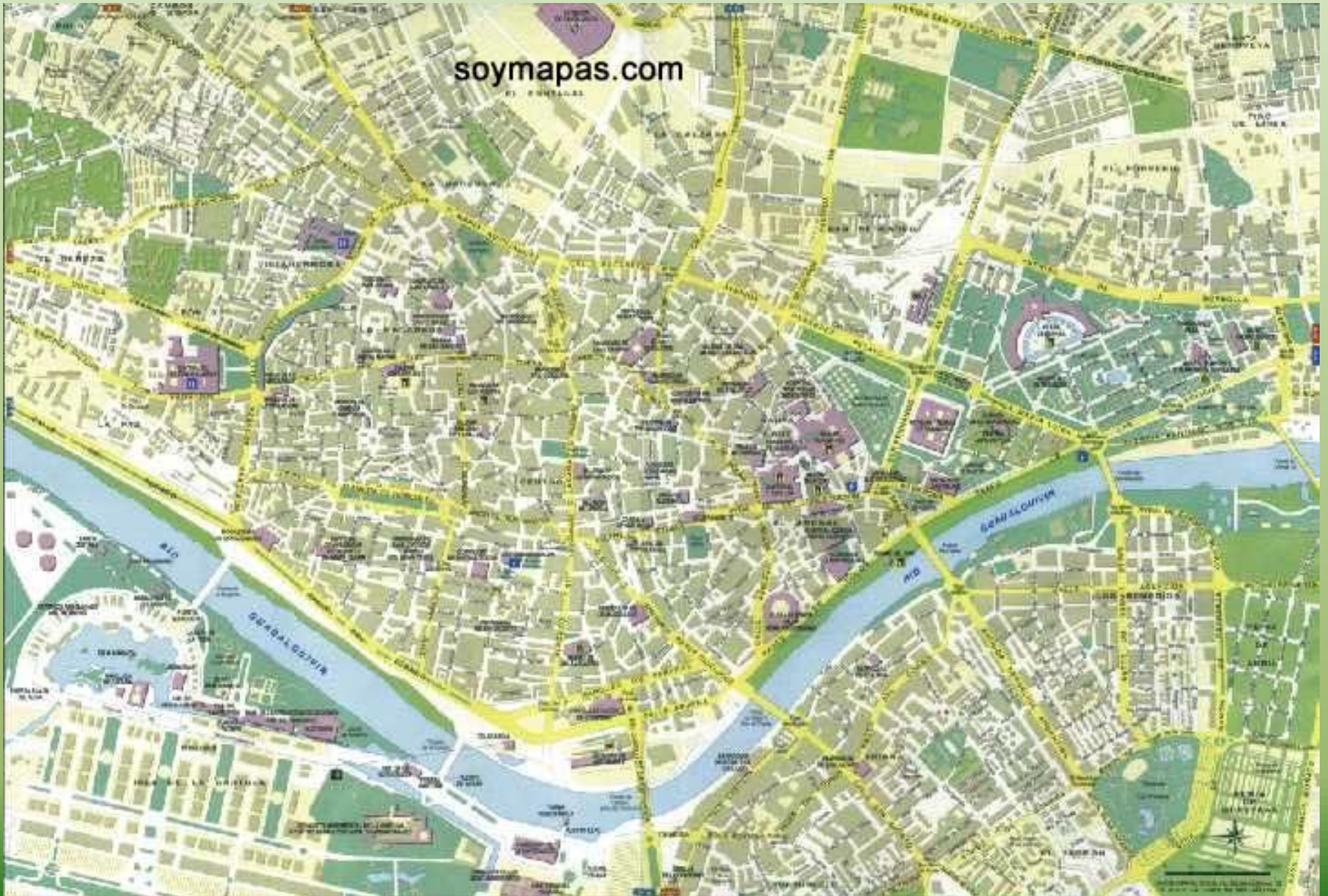


# Metropolitan Area

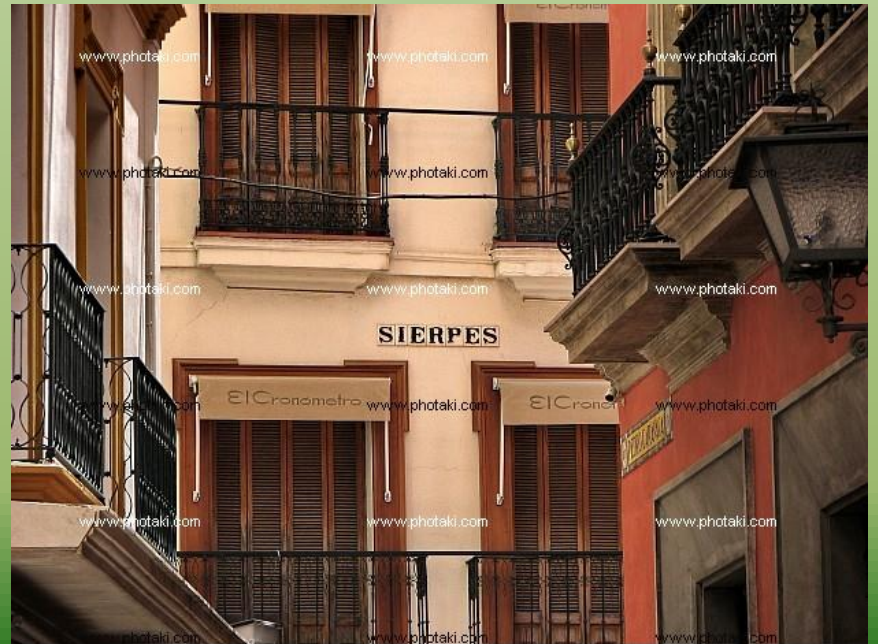
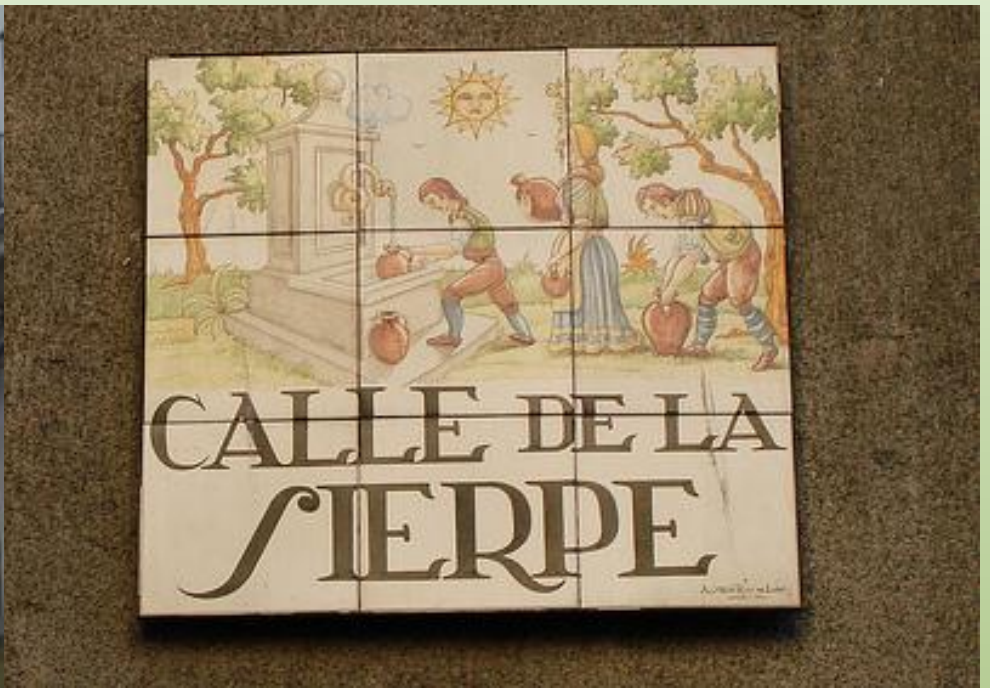




# Historic Centre

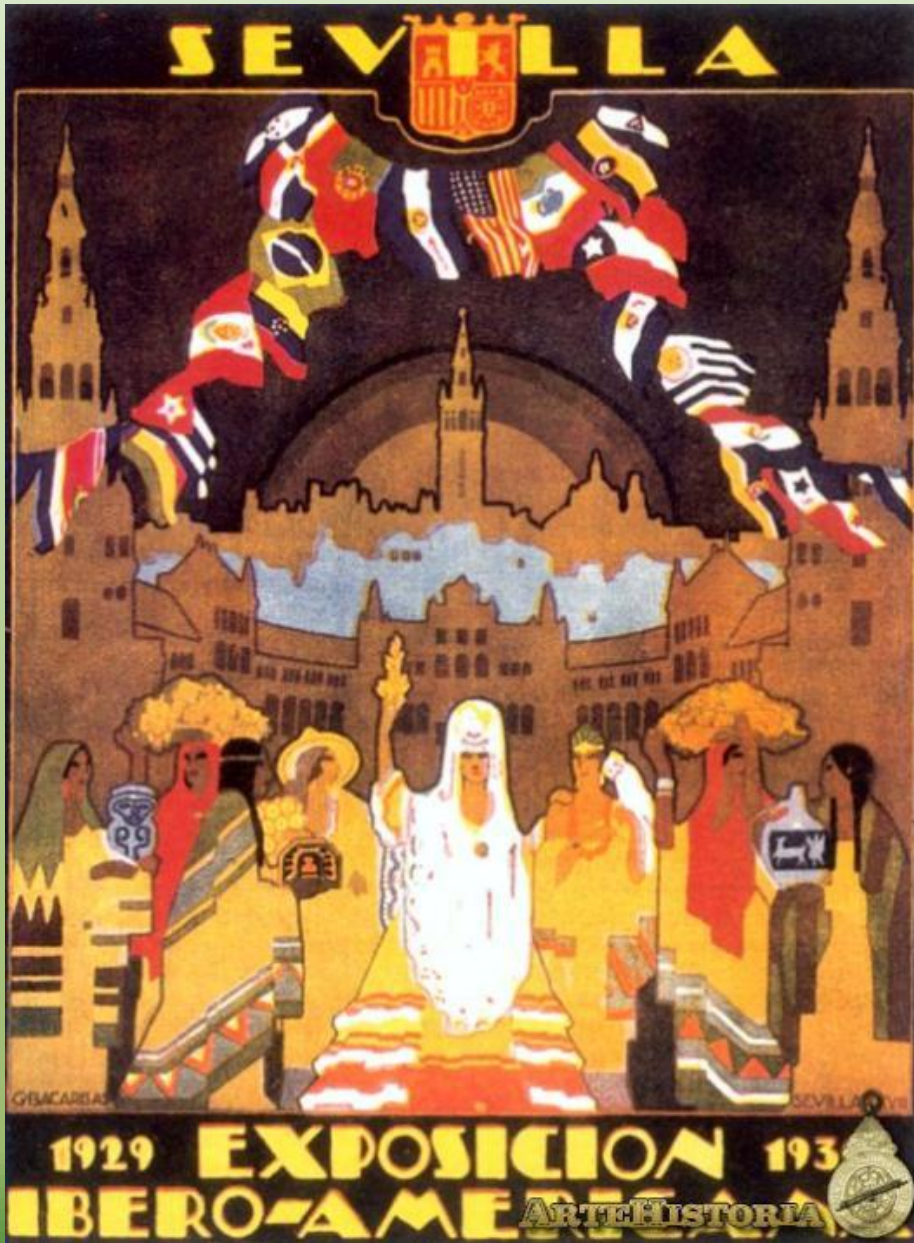








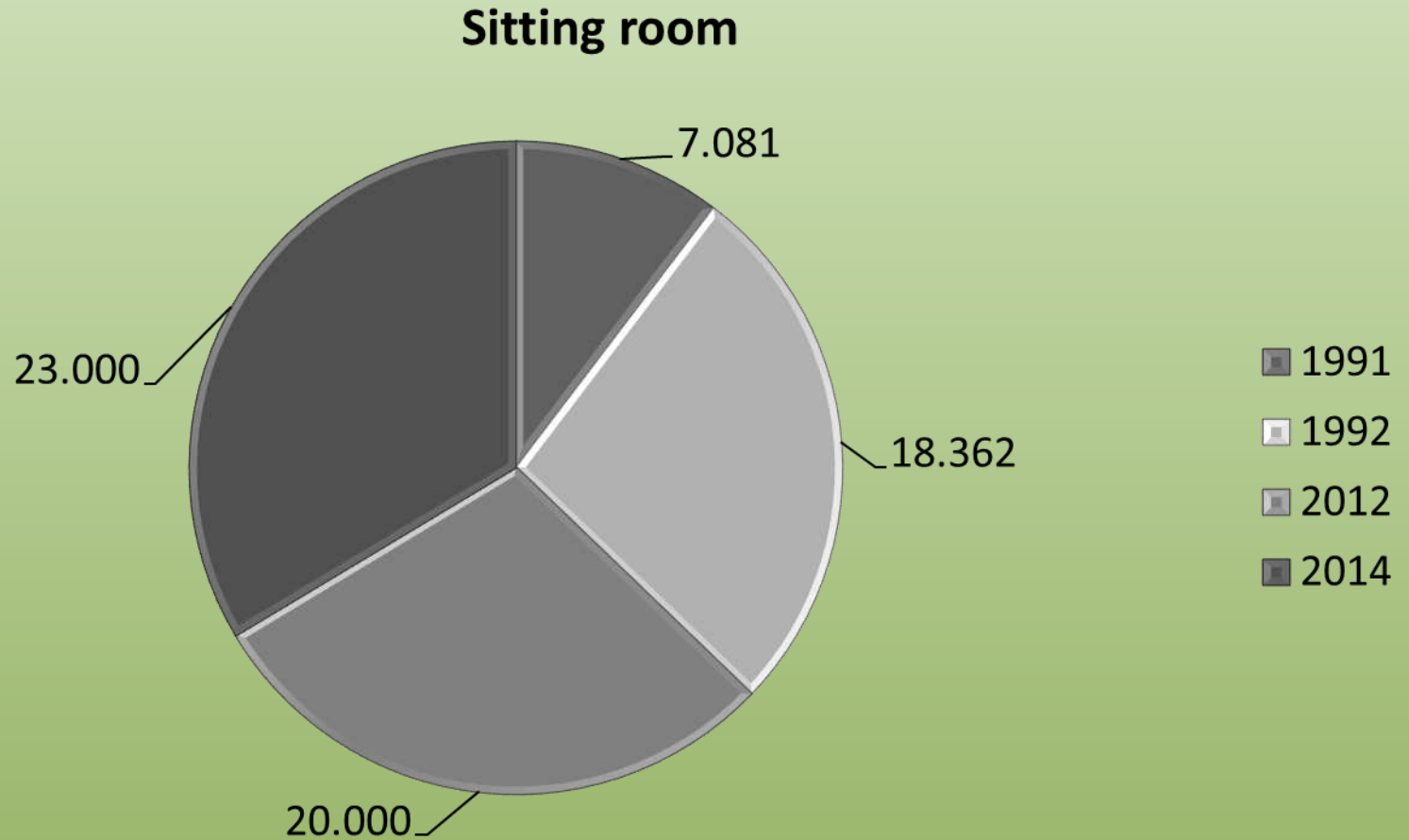








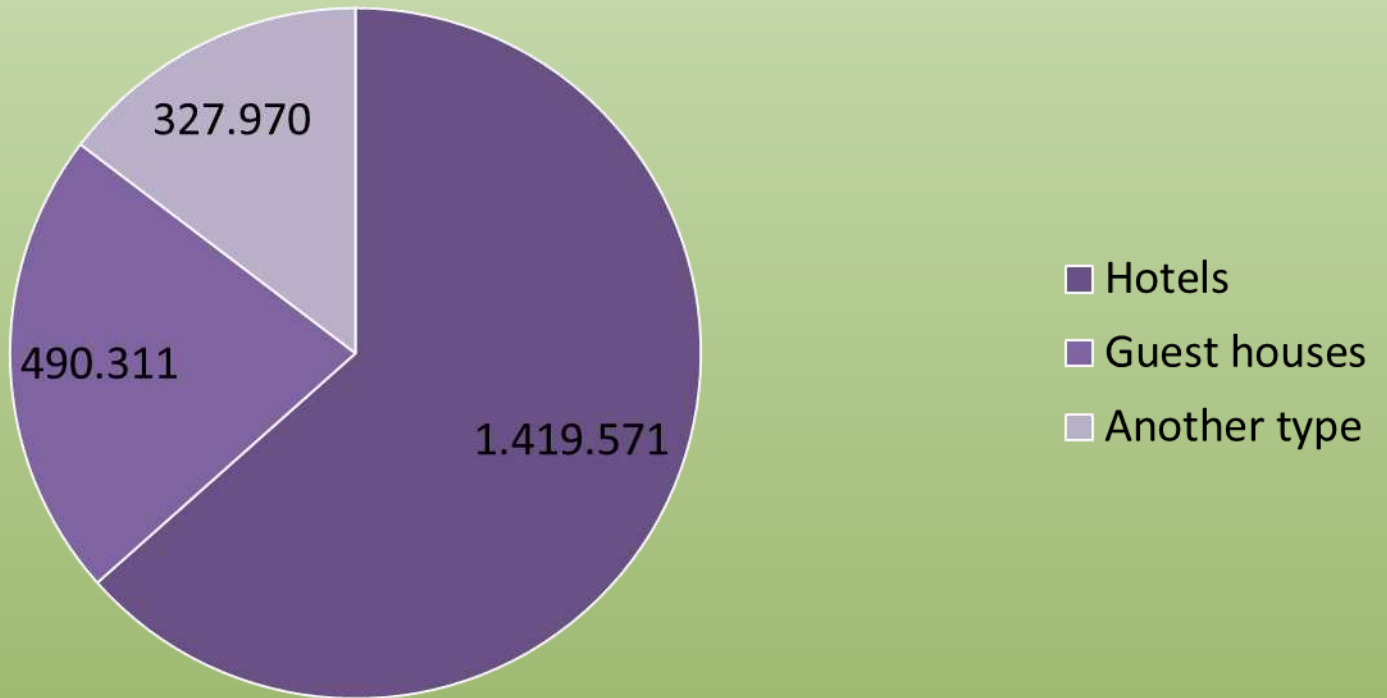
# Evolution Hotels Sitting Rooms





# Accommodation

## Tourists

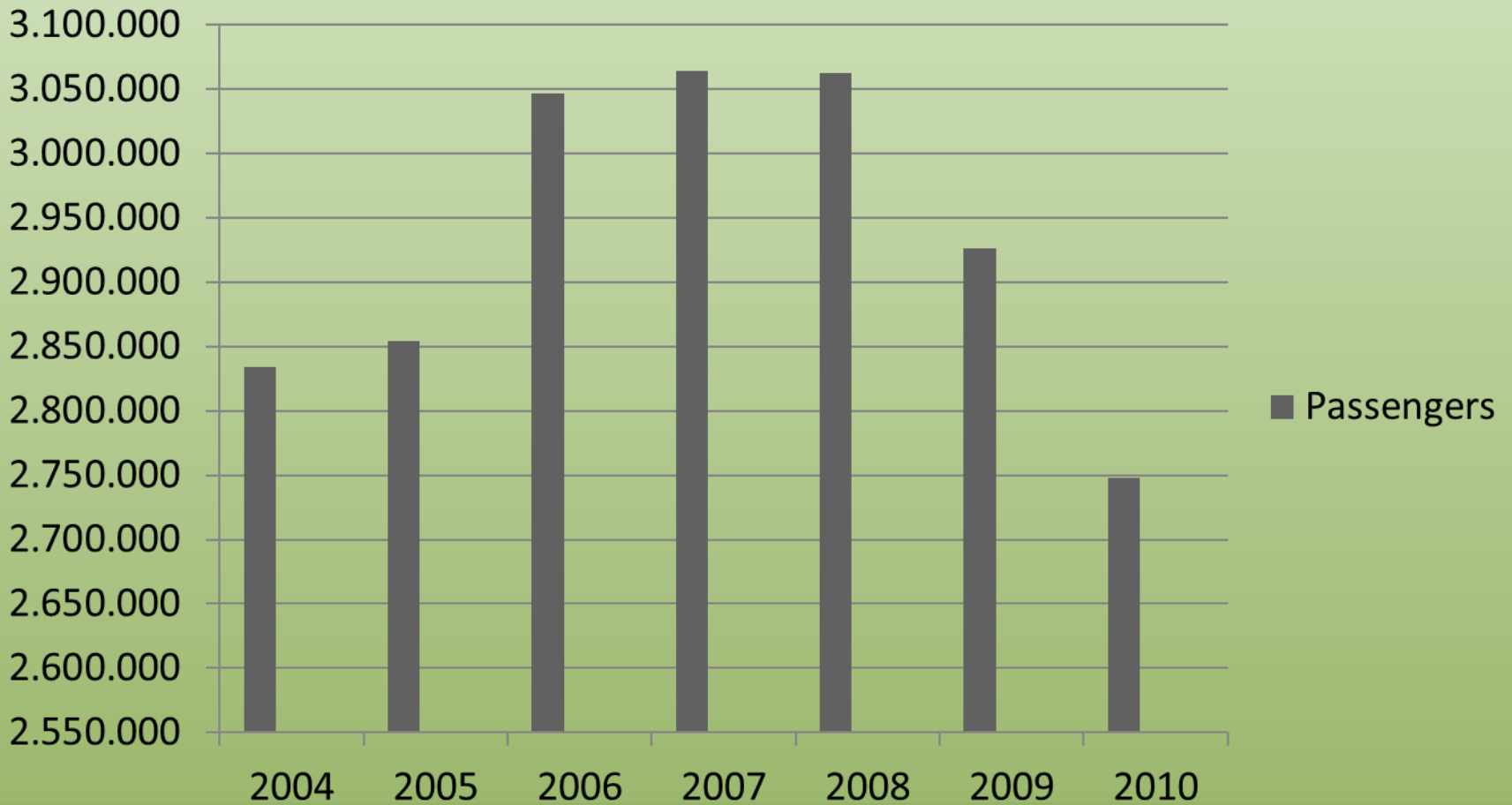


# Statistics Tourism

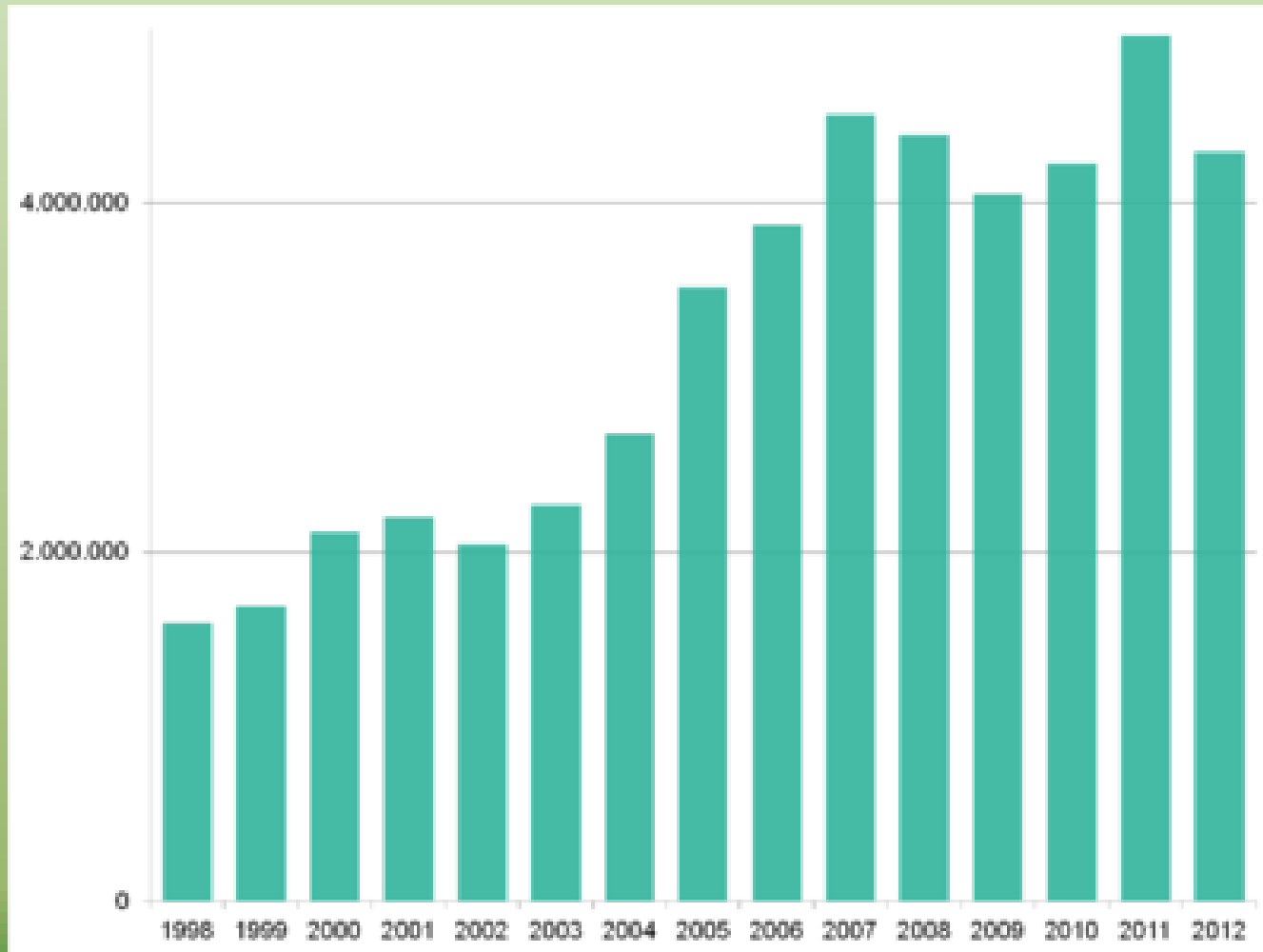
- 60% National + 40% International
- 40% International:
  - 80% Independence + 20% tour operators
  - 60% European + 40% Other countries
- 2011 = 2.238.852 tourists
  - 1.123.277 are Spanish + 1.114.575 foreigners
  - Spanish: 497.949 Andalusian
  - Foreigners: 702.123 European + 412.452 Other countries



# Train AVE– Passengers



# Sevilla Airport - Passengers 1998-2012





















[www.Sevillanísimo.es](http://www.Sevillanísimo.es)



*andrea vericelli*











# Easter Impacts

- Focus of tourist attraction
- Authenticity of values
- Sustainability of the City



# Intangible heritage





# Cultural Crossroads

~ Viernes Santo ~

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Diseño Plano: DMG





# Brotherhoods fraternities



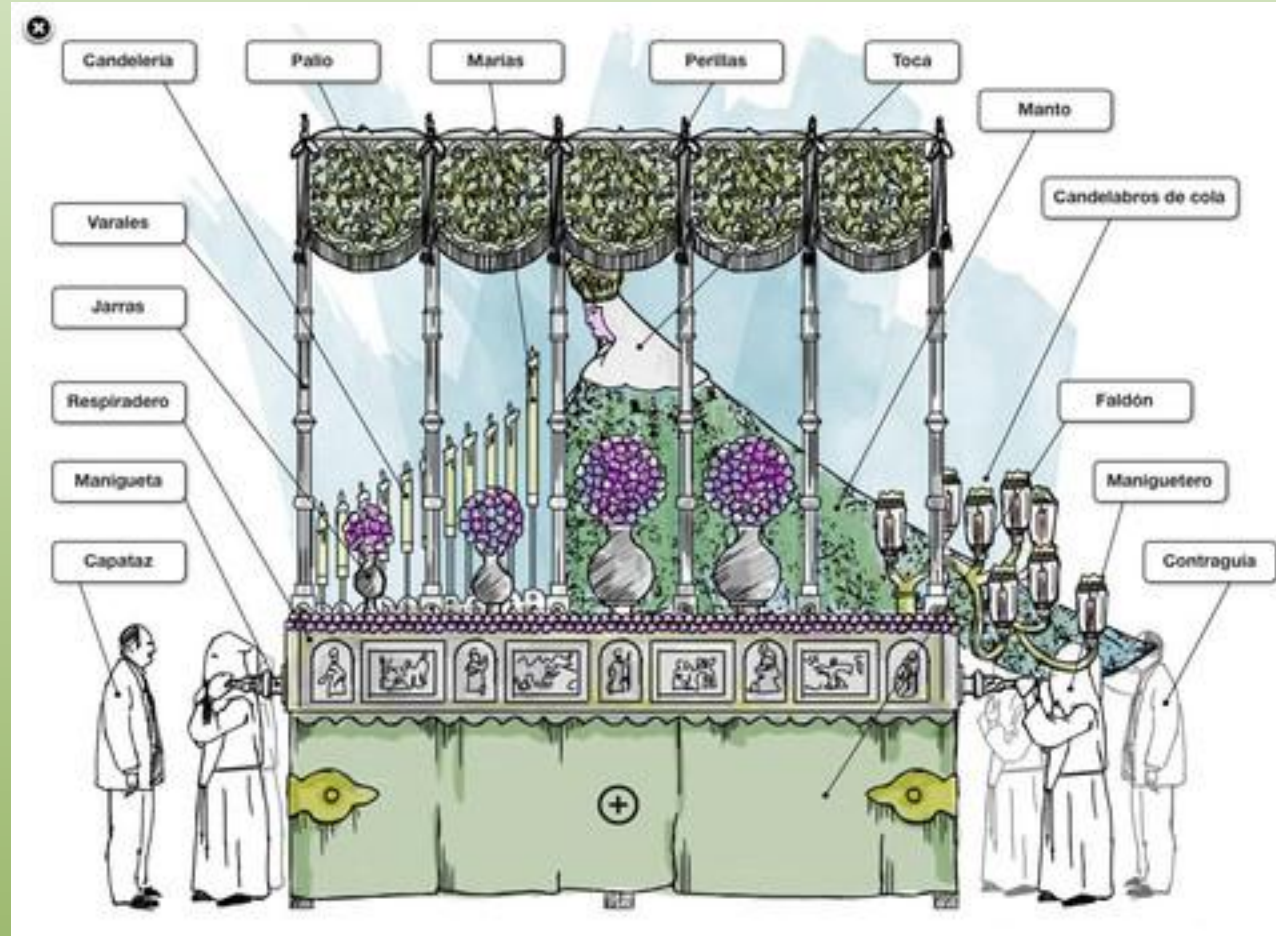


# Preservation of tangible heritage





# Cultural industries involved in Easter

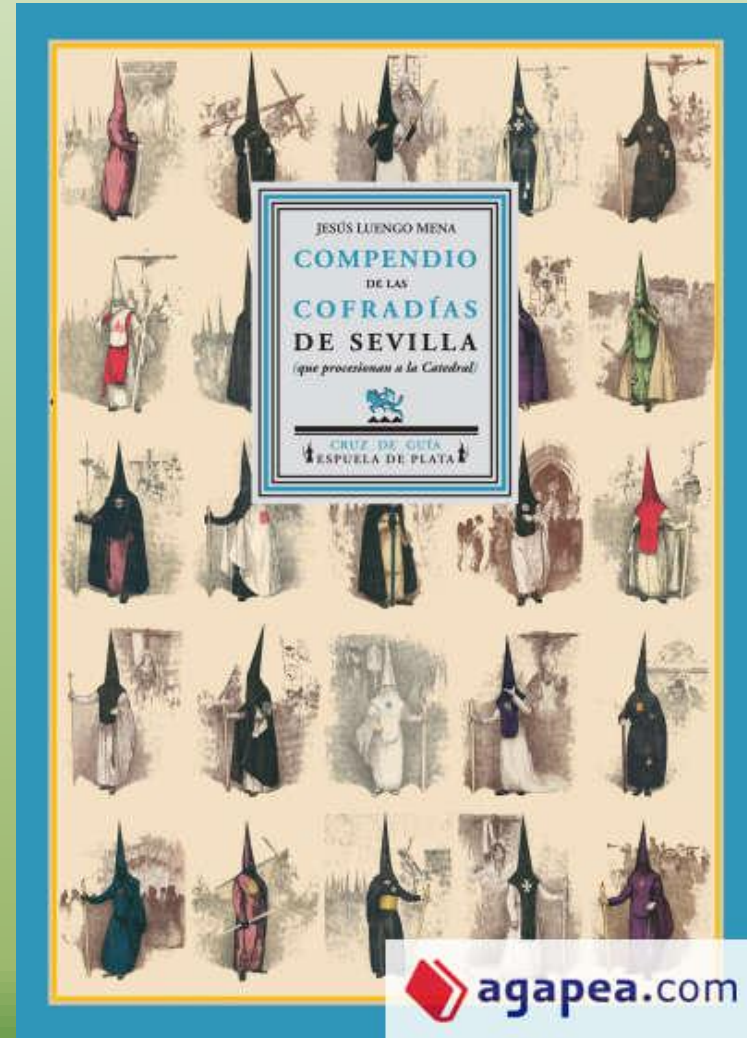








# Other involved Industries



# Traditional Bar Tapas





# INNOVATIVE POLICIES

## European Programmes



- POL (Local Operative Programmes), urban rehabilitation of historic centres, which highlights the project Urban of the Sector of San Luis-Alameda;
- URBACT, CULTURE 2000-2006, projects 2007-2013,
- INTERREG IIIC, with aspects of mobility such as the Urbike, or the construction of cycle routes, analysis of integration the river Guadalquivir in the city, such as the HRC, (Historical River Centres); South Area Urban Project.
- Other projects: Infraculture Med, Restauronet, Green Link, under the MED programmes, and the Seatoland project.

# Cultural Crossroads

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# Special Mobility Plan Easter 2014



PLAN ESPECIAL DE MOVILIDAD

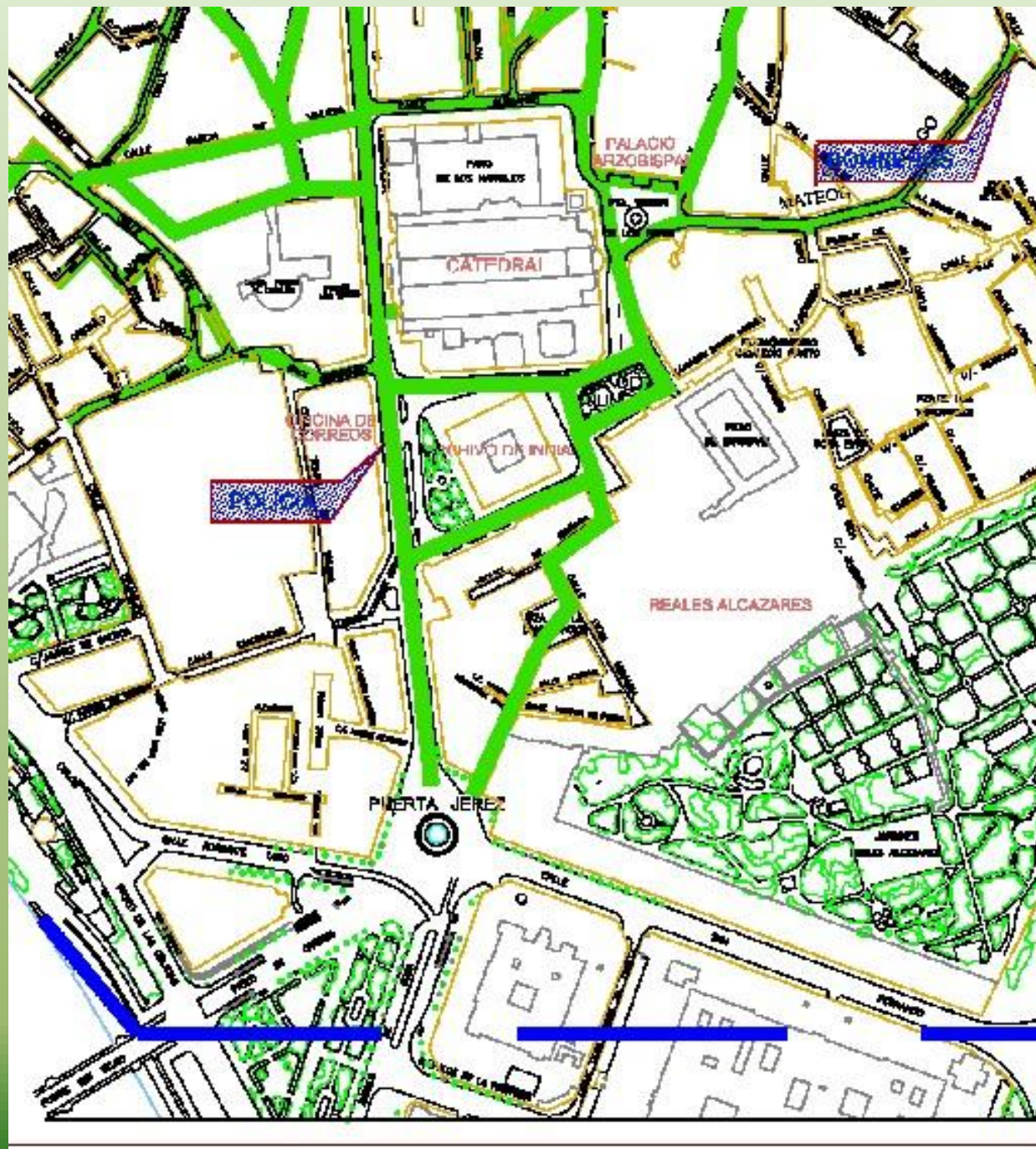


**NOSDO**  
AYUNTAMIENTO DE SEVILLA







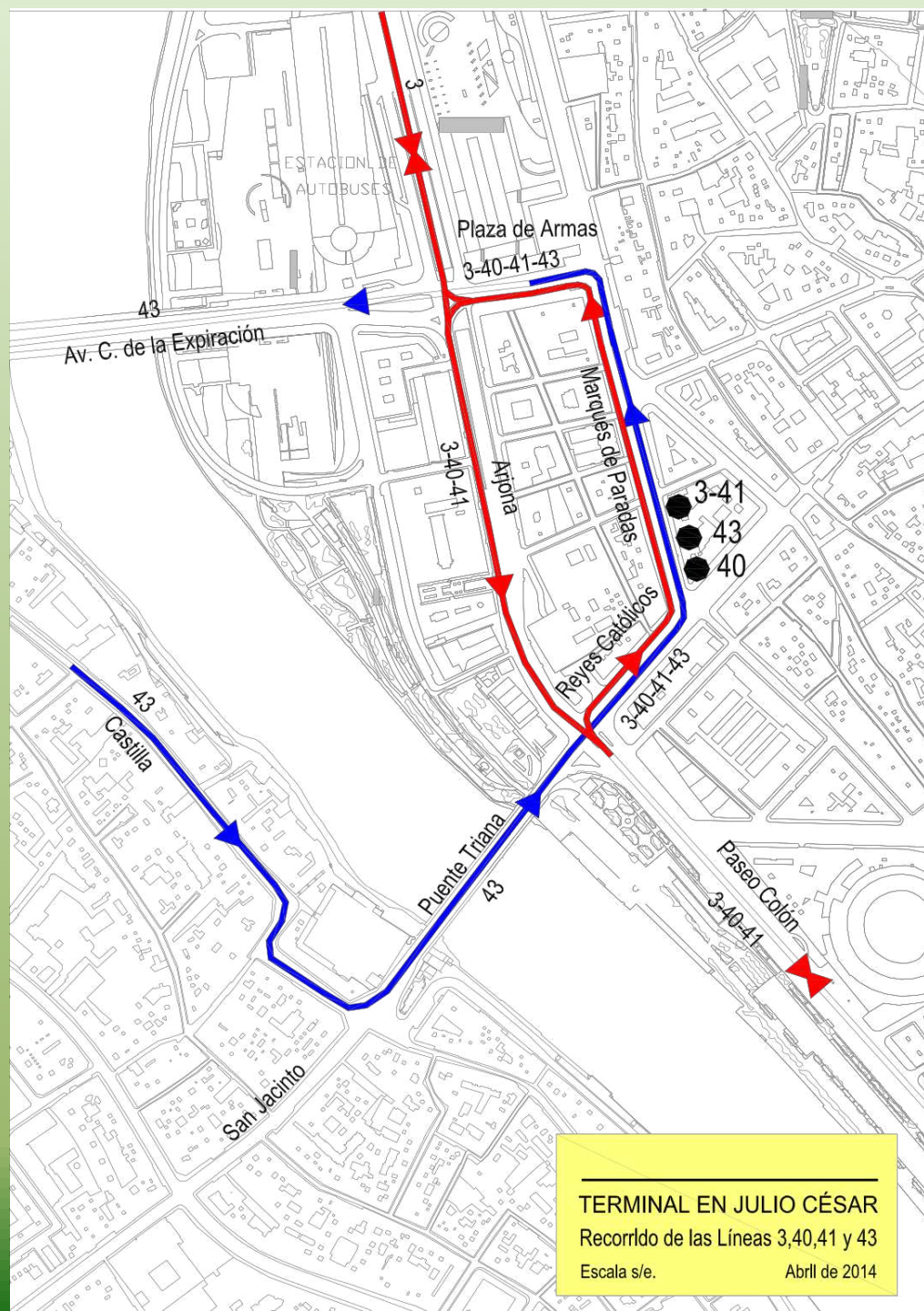


PERIMETRO AFECTADO

VIAS DE EVACUACIÓN (NIVEL 1)



# Stop Buses in the area of the Guadalquivir river and the Triana Bridge

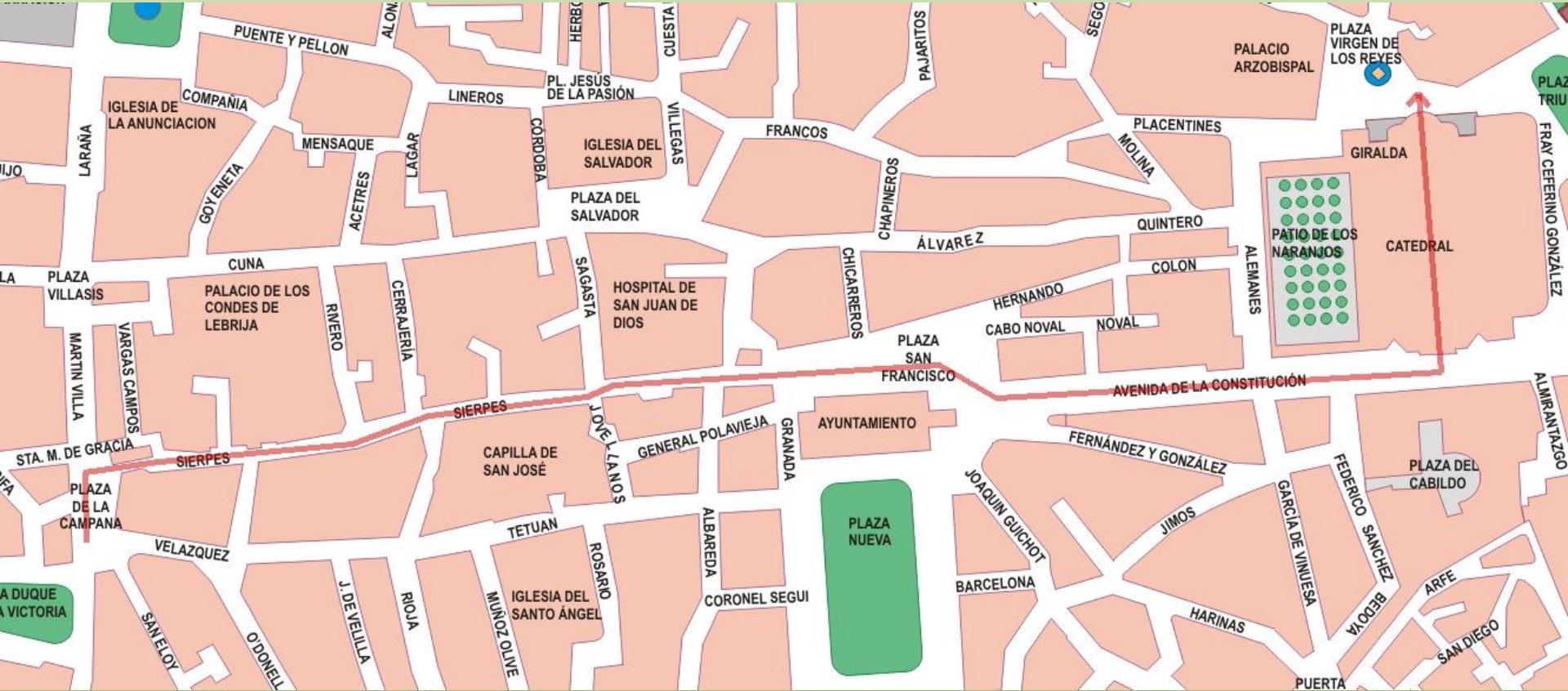








# Official Way





# Narrow Streets

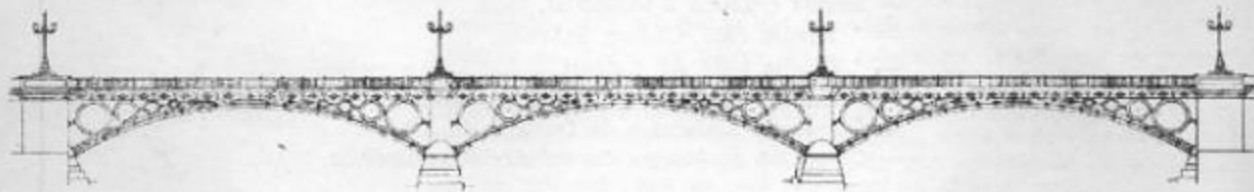




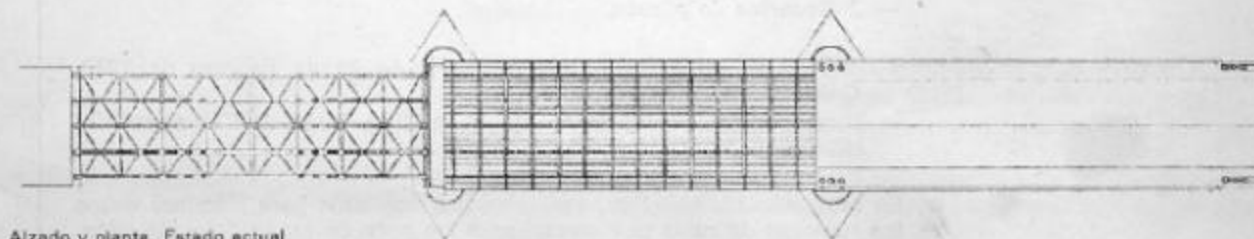
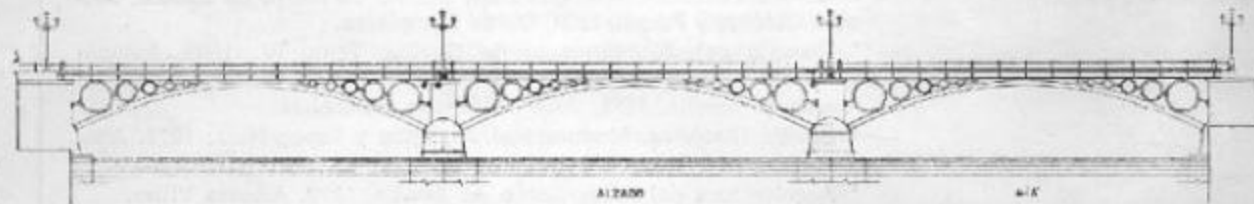


# Traditional Shops





Alzado. Proyecto original



Alzado y planta. Estado actual





# Regional policies

- General plan for a Sustainable Tourism in Andalusia:
- New models of touristic production
- Tourism support the quality of life of residents
- Involves all stakeholders
- Provides visitors a high quality experience
- Manages tourism in heritage preservation





Thank you for your attention!!

