



Why *Lekunberri* should be a Best Tourism Village?

July 2021



Lekunberriko Udala
Ayuntamiento de Lekunberri

Lekunberri is an amazing village in the heart of Navarre

- Historically, Lekunberri has suffered several wars since it was located on the border between the Kingdom of Navarre and the Kingdom of Castile. Also, the village was burnt on several occasions, the best known in 1430.
- During the last 25 years Lekunberri has more than doubled its population. Nowadays it is about 1600 inhabitants.
- Lekunberri is strategically located between Pamplona/Iruña and San Sebastián/Donostia in the surroundings of the Aralar mountains.
- Culturally, Lekunberri combines tradition (relevant historical heritage) and modernity (innovative approaches and projects).
- Mother languages include Basque and Spanish. Basque is spoken by 60 % of the population.
- In 25 years the town has evolved from a primary sector based economy (agriculture and livestock) to a diversified economy.
- Lekunberri is the economic engine and services provider of more rural and isolated areas of the nearby zones such as the Larraun Valley
- The industrial park generates 400 direct jobs (and it is being expanded).
- The tourism activity is relevant for the town, valued in the region and increasing in the number of visitors, offer and impact.
- The Village has developed an [Agenda21](#) and is part of the [Covenant of Mayors](#)



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*Welcome video to
Lekunberri*



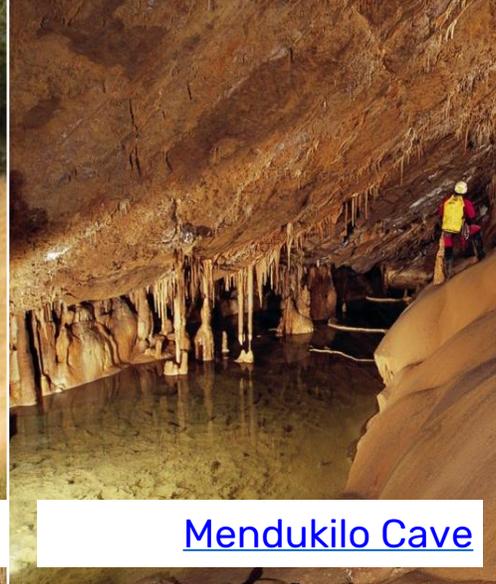
Lekunberri is endowed with an *astounding* natural & cultural heritage



[Aralar Mountains & San Miguel de Aralar](#)



[Plazaola Greenway](#)



[Mendukilo Cave](#)



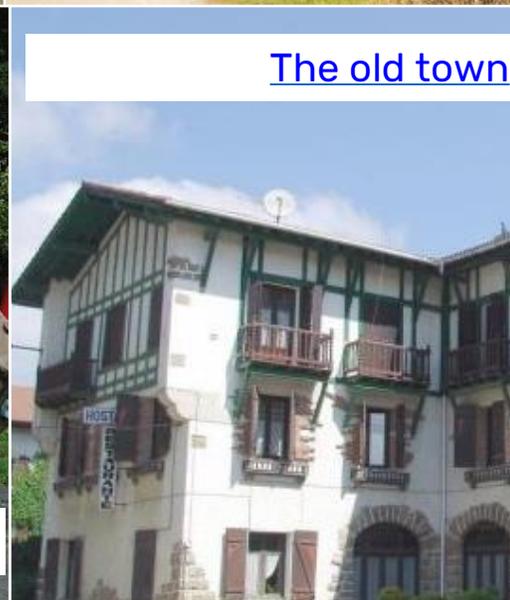
[La Peña & La Vega Green areas](#)



[Hirimuga Park](#)



[Beigorri Park](#)



[The old town](#)



[Frontón and Street furniture for food & agro-markets](#)



[Local gastronomy \(several restaurants\)](#)



[Antonea \(Exhibition House\)](#)

Lekunberri Town Council is *fully committed* to local development

The Town Council, elected in June 2019, is mainly composed of young people. The council has been pro-actively and innovatively working to improve the quality of life of the neighbours and visitors. Among many other activities, some crucial projects include:



Transparency & Participation
(e.g. participatory budget. 2020)



Sports with values
Introducing values in sports (2020)



Lekunberri Amable. Participatory Urban Diagnosis (2020-2021)



Lekunberri Suspertu Participatory Well-being Plan (in progress)

With regards to tourism, Lekunberri is also a pioneering village

Among the activities launched by the Town Council during the last couple of years, we highlight:



5.
Antonea



Tourist Guide (QR Project)

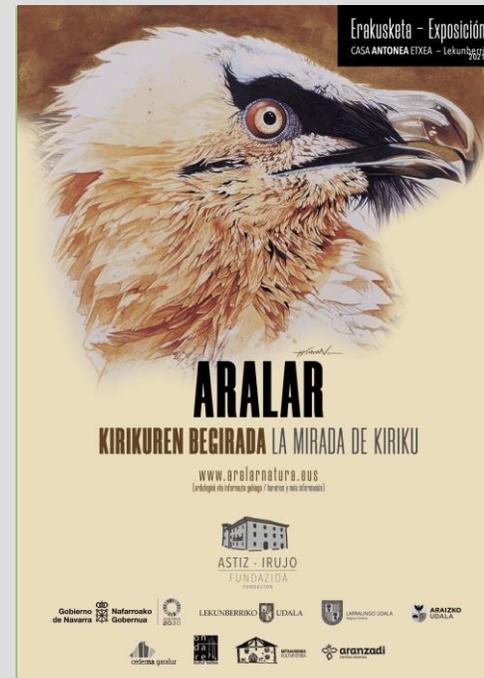
These are QR code signs that have been placed in 12 key places in the village, to make Lekunberri's history and heritage known simply and autonomously. This initiative aims to:

- 1- Promote rural tourism
- 2- Complement green tourism with cultural and historical tourism.

- 3- Widen the tourist offer beyond Plazaola Greenway
- 4- Facilitate local community access to their heritage



Improvement of the Plazaola Greenway

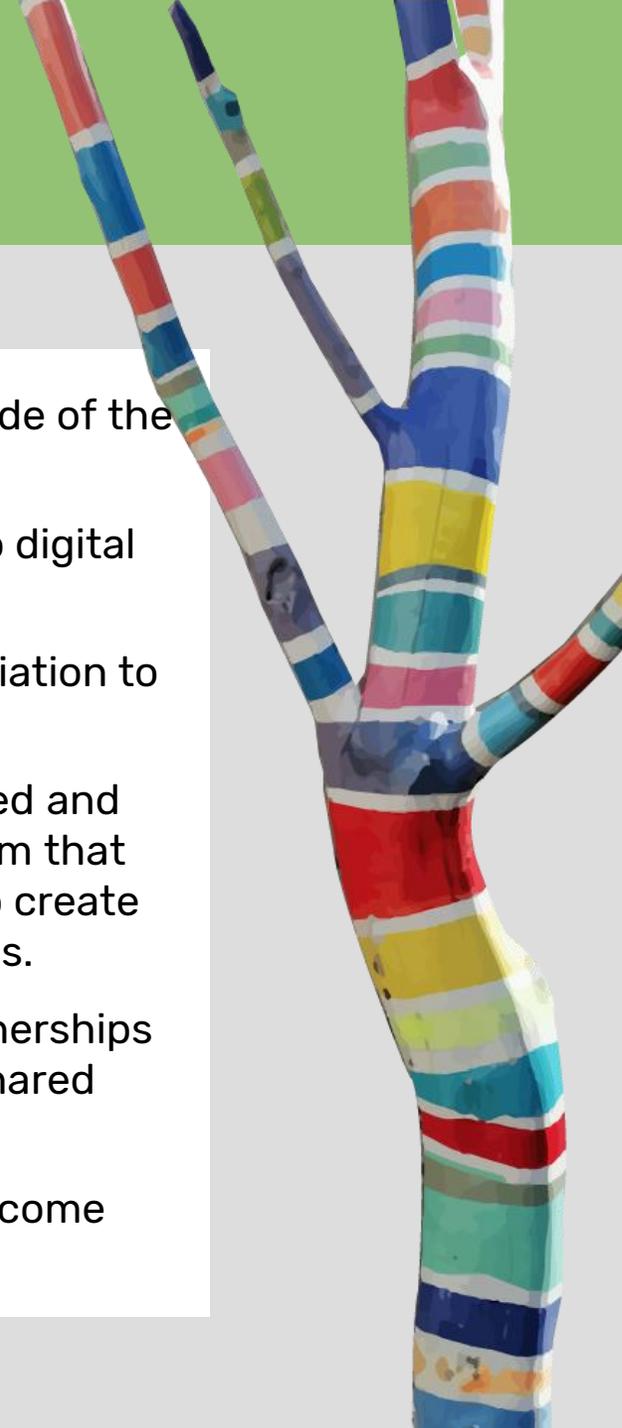


Antonea (Exhibition house) opening and first exhibition opening

Tourist strengths of Lekunberri

- Strategic location
- The natural environment and the green infrastructure in line with “Navarra Green” initiatives
- The historical and cultural heritage
- The gastronomy
- Well-known in the region – a long tradition of hospitality
- The wide range of services (health center, sporting, cultural, accommodations, bars & restaurants, etc.)
- The municipal vision and management and its commitment to local development

- The pioneering and pro-active attitude of the village and the Town Council
- Digital Presence: our commitment to digital marketing and communication
- The creation of the local trade association to strengthen local businesses
- Dynamic and abundant self-employed and independent professionals ecosystem that allows for flexibility and the ability to create synergies, new products and services.
- Commitment to the creation of partnerships for rural development to generate shared value for the stakeholders
- Availability of a tourism office to welcome visitors.



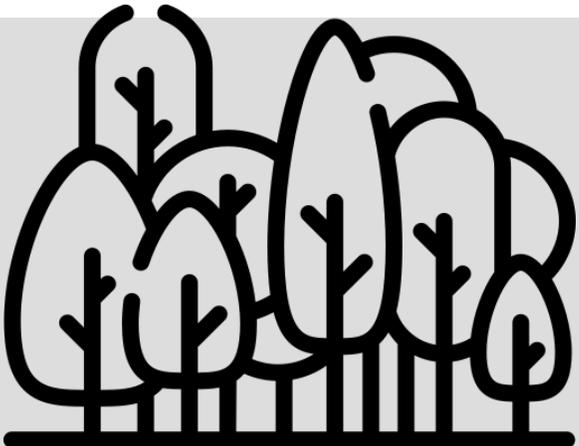
Tourism & Lekunberri

Lekunberri has a lot to offer to visitors, including:

Green and sustainable tourism: with all its attractions, particularly focusing on nature, sports and cycling.

The enhancement of historical, natural and gastronomic heritage.

Improved mobility system with the adoption of the European model (focused on flexible & sustainable mobility)



And Lekunberri also envisions tourism as an opportunity to:

Increase employment opportunities, including self-employment and employment for the youth.

The revaluation of rural areas and generating the need to become attractive and competitive (a positive incentive to develop best practices)

Boost the transformation and digitalization of local commerce and services.

Opportunity to increase the local training and development of new skills.



Our strategic vision... How would we like to be in the future?

We want to continue offering first-class services in sustainable tourism and we envision sustainable tourism as an engine for our development

We want to continue offering a variety of options regarding the natural (trekking, bicycle, adventure, etc.), historical, cultural and gastronomic heritage.

We want to offer a variety of proximity and quality products and services that reinforce our primary sector (including ecological and km0 products).

We are committed to reinforcing our culture, fests, sports and touristic infrastructure offerings.

We will continue identifying new needs and areas of improvement regarding tourism, plans and strategies to approach them, we will find the funds and resources to implement the projects, considering local participation, building partnerships with key stakeholders and communicating the results to the local population and beyond

...because we want to continue being the village where everyone dreams to come back.



Therefore, Lekunberri should be recognized as a Best Tourism Village because:

It is an outstanding example of rural tourism. Lekunberri **received more than 15.000 visits to the Tourist Office in 2019.**

1

We are endowed with outstanding natural, cultural, historical and gastronomic heritage

2

We are preserving and promoting community values.

3

The strategic objective is that tourism continues to be one of the driving forces behind rural development and the well-being of the inhabitants of Lekunberri and the area.

4

We are deeply committed to social, economic and environmental sustainability (The Town Hall actively **promotes employment generation**, environmental sustainability with the **Covenant of Mayors**, and **economic sustainability** promoting savings and minimizing debt of the Town Hall).

5

The Town Hall carries out activities to disseminate and make visible the work of the primary sector, such as **local product markets**.



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*The future belongs to those who believe in their dreams, and in **Lekunberri**, we do*



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