

Barcelona receives 100 million Tourists in 20 years

- **Between 1993 and 2013, the Catalan capital has quadrupled the number of hotel overnights from 4 to 16 million a year**
- **The city is currently the world's fourth leading cruise port and has welcomed more than 25 million cruise passengers over the past two decades**
- **The figures were published to tie in with the 4th Turisme de Barcelona Convention and its 20th anniversary**

Barcelona, 13th November 2013. – In the 20 years since Turisme de Barcelona was founded, tourism in the Catalan capital has experienced meteoric growth. During this period, the number of tourists staying in the city's hotels has tripled every year, growing from 2,455,249 in 1993 to 7,440,113 in 2012. In total, the Catalan capital has welcomed 100 million tourists over the period 1993-2013, including the more than seven million tourists who spend the night in Barcelona in 2013. The figures were published to tie in with the 4th Turisme de Barcelona Convention. The meeting is held every two years and this time marked the 20th anniversary of the consortium.

The growth in tourism has also been reflected in hotel occupancy, which has risen from 54% to 77% over the past two decades; and in the number of hotel overnights which have totalled 210 million over the past 20 years, showing a higher growth rate than tourist numbers. The figures for overnights have quadrupled, from 4,256,524 in 1993 to more than 16 million which are expected to be invoiced in 2013.

Vacation and professional tourism is on the rise

This 274% increase in overnight stays highlights the qualitative leap in vacation tourism in the city, which reveals a tendency for long stays. The excellent progress in this kind of tourism, which attracts visitors for leisure rather than business purposes, is another conclusion stemming from the analysis of 20 years of tourism activity in the city carried out by the consortium. Between 1993 and 2012, the number of tourists visiting the city for leisure purposes shot up by 437.8%: a more than fivefold increase. The number of vacation tourists rose from 697,291 in 1993 to 3,750,000 in 2012.

This success has been concomitant with the consolidation of the professional tourism segment, which has traditionally preferred Barcelona, and been vital in strengthening the local tourism sector. Professional tourism has almost doubled over the last two decades with an increase of 95%. The number of professional tourists rose from 1,563,994 in 1993, to 3,050,500 in 2012. Within this group, we highlight the growth in the numbers of meeting delegates, which has grown by 241%, from 175,323 delegates in 1993 to 597,610 in 2012.

Barcelona, the world's fourth leading cruise port with 2.5 million cruise passengers

Cruises are another of the main assets in the city's tourism sector. Two decades ago nobody would have imagined that they would become one of the city's calling cards. Tying in with the work carried out by Turisme de Barcelona and the commitment of the city's port authority, Port de Barcelona, this tourism segment has brought 25 million cruise passengers to the city over the last two decades (1993-2013).

Following the spectacular upswing, which soon eclipsed the 152,082 cruise passengers who visited the Catalan capital in 1993, Barcelona attracted 2.5 million cruise passengers in 2012 making it the world's fourth leading cruise port, outranked only by three competitors in the Caribbean (Miami, Port Canaveral and Port Everglades). A 1.483% increase in the number of cruise passengers.

9.8 million British visitors

Along with the exceptional growth in visitors coming to Barcelona by sea, the airport, which is the main entry point for the city's tourists, has also experienced a marked rise in users from 1993 to 2012. Passenger numbers have grown by 263% over the past two decades, from 9.6 million to more than 35 million recorded last year. Over the last 20

years, 449 million users have passed through the airport, a figure that reflects the great leap forward made by Barcelona as a world-class city tourism destination.

The airport has been the main gateway for tourists from around the world who have visited the city most often. Tourists from the United Kingdom are at the top of the ranking, and numbers have grown from 137,494 in 1993 to 661,686 in 2012 (these also include visitors from the Republic of Ireland). Over the past two decades, 9.8 million British citizens have visited Barcelona (as well as visitors from the Republic of Ireland).

The number of French tourists has risen by 156% over the past 20 years. France ranks fourth in visitor numbers to the city over this period. Ahead of our neighbouring country, and ranking second, are visitors from the United States, the incoming market that has grown by 197.5%, from 213,607 tourists in 1993 to 635,386 tourists in 2012. 7.1 million Italian visitors to Barcelona stayed in hotels in the city.

Barcelona, fifth European tourism destination

These are just three examples from the list of nationalities that corroborate the positive evolution in foreign visitor numbers in the Catalan capital. The number of foreign visitors to Barcelona rose from 1.5 million in 1993 to 5.8 in 2012. This increase, which represents a growth of 285.3%, is directly related to the growth in the city's international profile. The Catalan capital is the fifth European tourist destination in terms of overnight stays and has moved up nine places since 1993, when it ranked 14th.

This upswing in visitors from around the world has increased credit card spending six fold and has helped improve our offer. This strong growth has led to a notable increase in the city's hotel infrastructure, with a noteworthy presence of high-end hotels. Over the period 1993-2012, the number of available hotel beds available rose by 148.6%, from 26,191 in 1993 to 65,100 last year.

The Barcelona Bus Turístic (BBT) has been instrumental in the success triggered by this upsurge in international tourist sand is the flagship of Turisme de Barcelona's product portfolio. The service, which helps some two million visitors discover the city every year, provides a source of revenue to 67 of the city's visitor attractions and celebrated its 25th anniversary in 2012. Over the period 1993-2012, more than 23 million people have boarded the Barcelona Bus Turístic and it has become a key element in decentralising tourism in the city and promoting Barcelona around the world.

Turisme de Barcelona members grow six fold

The above figures which highlight the boom in the Barcelona tourism sector have been published to tie in with the 4th Turisme de Barcelona Convention. The consortium hosts the meeting every two years and it is attended by its member businesses. Over the past 20 years, the number of members has continued to grow and has increased six fold from 134 members in 1993, to 833 in 2012.