

Barcelona's beaches are the third most highly valued attraction by tourists

- **The average score given to the city goes up to 8.42 points with a particularly high score for gastronomy (8.4) and shopping (8.6)**
- **Architecture, which obtained an excellent score two years ago, ranks first, with 9.21 points, the best ever rating**

Barcelona, 15th May 2014. – For the first time, Barcelona's beaches ranked among the city's most highly valued attractions by tourists in 2013. The score was 8.35 in 2012 and last year went up by almost half a point to 8.75, an excellent score bringing it to third place in the ranking. The scores given by tourists to different aspects of Barcelona, including the beaches, have moved up seven places in the space of a year and are gathered in the data featured in *Tourism Statistics in Barcelona and its Counties*, which is jointly published by Turisme de Barcelona and Barcelona Provincial Council.

In addition to the Catalan capital's seafront, which Turisme de Barcelona promoted in 2013 on the social networks and 2.0 platforms, architecture and culture also share the podium. For the second year running, the city's architectural offer heads the opinion poll with a slight increase over 2012. The score of 9.21 awarded by tourists is the highest ever. In 2012, the city's architecture scored 9.09 points.

The cultural offer is a key element of city tourism. This aspect ranked third and was up by a tenth from 8.79 points in 2012 to 8.82. In the same vein, there was a slight increase in tourists' general evaluation of the Catalan capital. The score rose in 2013 to 8.42 points. The overall score awarded to the city surpassed the 8.28 awarded in 2011 and 8.41 in 2012, thereby consolidating the upward trends of previous years.

EVALUATION OF BARCELONA

Opinion about different aspects of Barcelona (on a scale of 1 to 10)

	2013	
1	Architecture	9,21
2	Culture	8,82
3	Beaches	8,75
4	Character of the local people	8,71
5	Shopping	8,60
6	Entertainment	8,51
7	Infrastructures	8,50
8	Signage and information	8,50
9	Hotels	8,44
10	Restaurants	8,44
11	Public transport	8,34
12	Value for money of shopping	8,26
13	Value for money of restaurants	8,26
14	Value for money of hotels	8,23
15	General cleanliness	7,95
16	Bars	7,91
17	Value for money of bars	7,79
18	Atmospheric pollution	7,57
19	Safety in the city	7,46
20	Noise	7,15
	Global evaluation	8,42

Source: Instituto DYM for Turisme de Barcelona. Official statistics.

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