



## **Turisme de Barcelona presents a new guided tour featuring unique boutiques**

- **Barcelona promotes shopping diversity by incorporating exclusive experiences and boutiques**
- **A new guided tour featuring the city's most unique boutiques enables visitors to discover the city through neighbourhood commerce and less central shopping areas**

**Barcelona, 15 November 2017.** Contributing to integrating unique and interesting neighbourhood shops and shopping areas in the city and connecting the commercial, cultural and gastronomic areas to attract visitors to Barcelona is one of **Turisme de Barcelona's** objectives within the framework of the *Barcelona Shopping City* programme. **Montse Arnau**, *Barcelona Shopping City* Programme Director, explains that the aim is to enable visitors to the city to discover authentic shopping experiences and the unique establishments that form part of the city's identity.

"Our aim is to propose shopping as something that sets the destination apart and to create tools, products and services to facilitate shopping", stated **Montse Arnau**.

### **Territorial growth and new authentic shopping experiences**

The main aim of the *Barcelona Shopping City* programme is to strengthen the image of Barcelona as a quality shopping destination, promoting the distribution of tourists throughout the different shopping hubs and areas in the city. **Turisme de Barcelona** has now incorporated new commercial hubs such as Gran de Gràcia and the Cor de l'Eixample, which add value and promote authentic shopping experiences.

With a view to promoting shopping diversity, *Barcelona Genuine Shops*, a route taking in the most inspiring shops of the city, has been promoted. The guided tour features the most unique and authentic shops in the city, encouraging visitors to take advantage of exclusive and interesting neighbourhood shops and city shopping areas, regardless of their location.

Visitors have an opportunity to see local fashion designers at work with eco-friendly materials in their *ateliers*, take a look around some of the most emblematic establishments

in Barcelona, buy traditional arts and crafts and taste local gourmet products such as nougat, oil and ham. These are just some of the experiences with which the ***Barcelona Shopping City*** programme seeks to heighten the authentic shopping experience and bring visitors into contact with the producers of *Made in Barcelona* goods, enabling them to experience the real, authentic Barcelona.

### **International promotion and markets**

The **Barcelona Shopping City** programme was established with a view to contributing to the positioning of Barcelona as a shopping destination and using campaigns to promote the commercial offer. It currently has 220 members, including shopping centres, department stores, associations, commercial hubs and individual boutiques. Products of note include the *Barcelona Shopping Line Guide*, *City Map*, *Barcelona Shopping Card* and *Barcelona Genuine Shops*.

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