

Tourists give Barcelona score approaching 8.5

- **Architecture once again obtained excellent results, exceeding last year's figures and topping the list of the most highly appreciated aspects with a score of 9.09**
- **There was a marked improvement in the evaluation of the beaches, which received a score of 8.79, along with the three cornerstones of urban tourism: culture (8.79), shopping (8.4) and gastronomy (8.35)**

Barcelona, 30th April 2013. – Last year, tourist evaluations of Barcelona attained unprecedented levels. The figures for 2012 rose to 8.41 points, on a scale of 1 to 10. The overall score awarded to the Catalan capital surpassed the 8.28 awarded in 2011 and 8.14 in 2010, reflecting a clear upward trend. The scores given by tourists to different aspects of Barcelona, including their overall evaluation, are one of the indicators included in the *Tourism Statistics in Barcelona and its Province*, published by Turisme de Barcelona in conjunction with Barcelona Provincial Council, which is currently being prepared for publication.

The city's architectural offering received an excellent score of 9.09, putting it at the top of this poll for the second year running. The score was slightly higher than previous years. In 2012, like 2011, there was an improvement in the evaluation of every one of the 21 scoreable aspects in this opinion poll.

The cultural offering, the second most highly valued element

In 2012, the three key, characteristic elements of urban tourism—gastronomy, culture and shopping – were the aspects that improved the most in tourist evaluations of Barcelona. The cultural offering held on to its second position in the ranking. In 2011, it received a score of 8.65, and has now been awarded 8.79. The city's culinary offering

achieved a score of 8.14 in 2011, and rose to 8.35 in 2012, while shopping increased from 8.14 to 8.40.

The evaluation of the beaches was another aspect that experienced a sharp rise in the visitors' opinion poll. They were first featured in the poll and scored by tourists in 2011. In 2011, the Barcelona coastline received a score of 7.98, but in 2012 it grew by almost four tenths to 8.35.

The score awarded to public safety continued to rise, reaching 7.66

The evaluation of public safety in Barcelona moved up one place compared with 2011. For some years now it has received a noteworthy score. In 2012, it once again repeated the upward trend, by more than a tenth, and obtained a score of 7.66. In 2011, the figure was 7.53 and, in 2010, 6.90.

Opinió sobre diferents aspectes de Barcelona (en una escala d'1 a 10)
Opinión sobre diferentes aspectos de Barcelona (en una escala de 1 a 10)
Opinion about different aspects of Barcelona (on a scale of 1 to 10)

	2012
1 Oferta arquitectònica Oferta arquitectònica/Architecture	9,09
2 Oferta cultural Oferta cultural/ Culture	8,79
3 Caràcter dels ciutadans Caràcter de los ciudadanos/Character of the local people	8,73
4 Infraestructures Infraestructuras/ Infrastructures	8,53
5 Oci i entreteniment Ocio y entretenimiento/Leisure-entertainment	8,52
6 Senyalització i informació Señalización e información/Signane and information	8,48
7 Oferta hotelera Oferta hotelera/Hotels	8,47
8 Transports públics Transporte público/Public transport	8,43
9 Oferta comercial Oferta comercial/Shopping	8,40
10 Platges Playas / Beaches	8,35
11 Oferta restaurants Oferta restaurantes/Restaurants	8,35
12 Qualitat/preu oferta restauració Calidad/precio oferta restauración - Value for money of restaurant	8,21
13 Qualitat/preu oferta hotelera Calidad/precio oferta hotelera - Value for money of hotels	8,19
14 Qualitat/preu oferta comercial Calidad/ precio oferta comercial - value for money of shopping	8,11
15 Neteja general Limpieza general/General cleanliness	7,89
16 Oferta bars Bares/Bars	7,84
17 Qualitat/preu bars Calidad/precio bares - Value for money of bars	7,78
18 Seguretat ciutadana Seguridad ciudadana/ Safety in the city	7,66
19 Contaminació atmosfèrica Contaminación atmosférica/ Atmospheric pollution	7,48
20 Sorolls Ruidos/Noise	7,19
Valoració global Valoración global/Global assessment	8,41

Font - Fuente - Source: Instituto DYM per a / para / for Turisme de Barcelona. Estadística oficial / Official statistics.