

*“The gastronomic revolution lives on in Barcelona”*

## **Turisme de Barcelona launches a campaign to promote the city’s culinary excellence**

- **The consortium is running a promotional initiative to relaunch the city as a culinary hotspot**
- **The new campaign is based on a generation of chefs whose restaurants have set the benchmark in Spain and around the world**
- **82% of visitors from Spain who have travelled to Barcelona in recent years have done so to experience the food, and rank it as the second most interesting activity**
- **Food is one of the main draws for visitors and attracts cultural tourists with high spending power**

**Barcelona, 31st May 2022.-** Today, Turisme de Barcelona presented “**The gastronomic revolution lives on in Barcelona**”, a new nationwide and worldwide promotional campaign that aims to relaunch Barcelona as a key destination that showcases culinary excellence, and to boost the economy of visitors and the restaurant sector by highlighting the values of fine dining, such as innovation, talent and creativity. A campaign based on the city’s prominence as a quality food destination thanks to a new generation of chefs who have followed the spirit of the movement spearheaded by Ferran Adrià, Carme Ruscalleda and the Roca brothers, whose restaurants are renowned in Spain and around the world. They are chefs who are all aged under 40: committed and enterprising professionals with personal, unique projects who have Barcelona’s cookery in their

DNA. They are not so much influenced by a specific type of cookery or technique, but by a passion for what they do, a desire to share and take risks. This spirit of cutting-edge Catalan cookery has prompted the consortium to launch this month's campaign, which is intended to go on well into the future.

The campaign will begin this June in Spain and the rest of Europe and will focus on established, highly prestigious restaurants, while emphasising the fact that Barcelona has become a test bed for many young chefs who are open to influences from around the world and committed to using local produce. Their projects have made a decisive contribution to **democratising fine dining** and bringing it to a wider audience.

### **After the pandemic**

After two difficult years for the sector due to the COVID pandemic, the campaign launches when the recovery seems to be a reality. With the return of visitors from Spain and abroad, some restaurants reopened, such as Albert Adrià's Enigma, the Iglesias brothers' Teatro, Jaume Marambio and Victoria Maccarone's Alapar, Paco Méndez's Mexican Come and Tamae Bar, and Albert Raurich and Eugeni de Diego's open kitchen that combines a bar and delivery service. The city's hotel kitchens are also at the peak of their powers: Rafa Zafra has opened Amar at the Palace; Gastón Acurio has returned to the rooftop restaurant Terrat at the Mandarin Oriental Barcelona; Alain Guiard has opened Contraban at the Wittmore Hotel; Rafa de Bedoya continues at the restaurant Aleia at the Casa Fuster, and Víctor Torres has taken the helm at Quirat, at the new InterContinental Barcelona. And 25 new fine-dining restaurants are set to open in the second half of 2021 and the first half of 2022.

### **Culture, identity and tradition**

Food is the main draw for visitors as an activity of excellence and quality and a sign of identity and tradition. It attracts visitors with high spending power and also brings together all the characteristics that add value to current travel trends: respect for culture and traditions, a healthy lifestyle, authenticity, sustainability, experiences, knowledge... With its diverse offering, it presents an opportunity to promote, decentralise and deseasonalise.



### **The campaign**

The campaign “*The gastronomic revolution lives on in Barcelona*” focuses on the four core areas in which Barcelona excels in its food offering, and highlights the values of fine dining in sustainability and innovation:

- 1) Brilliance and innovation
- 2) Respect for tradition while looking to the future
- 3) Sustainability
- 4) Produce (local and seasonal).

The campaign narrative uses food as a strand to convey a specific and authentic **lifestyle** and a return to its roots, where the revolution entails a commitment to **quality** and **locally sourced produce**, with respect for traditions, a search for a simple life and an authentic and rewarding experience.

A **high-profile campaign**, with its sights set on the future, versatile for the different incoming markets, anchored to the strategic pillars of the **Barcelona brand**, with a target-segmentation strategy the seeks maximum efficiency.

The campaign targets food travellers, aged 35 and upwards, with purchasing power and a mid-to-high and high socioeconomic status, motivated by culture (cooking as part of culture) and fine dining (food as an experience).

The campaign will launch next week and will have a particularly strong presence in neighbouring markets: Spain (Madrid and other Spanish cities). In Europe, we will be taking the campaign to the United Kingdom, Italy, Germany, France, the Netherlands and Scandinavia. In long-distance markets, there will be different inserts in the media in the United States and promotional events (New York, Boston).

There will also be a video to convey Barcelona's non-conformist and visionary spirit through three generations of chefs: from Ferran Adrià's food revolution to the city's new talents, associating them with iconic Barcelonians, such as Gaudí and Miró, and other attractions such as the sea and Barcelona's distinctive lifestyle.

### **Food, the main event**

Food is one of the main drivers of city tourism, together with shopping and cultural activities. This is the first activity visitors experience when they travel. More than 90% (92.4% in 2021) go to restaurants to sample the local food. Almost 50% of a visitor's spend goes on food. Food travellers spend 24% more than leisure travellers, particularly those from the United States, who spend 30% more than other categories of travellers. Enjoying good restaurants is one of the favourite activities of 45.2% of tourists from North America.

Europeans are the most interested in food. In terms of restaurants, France and Belgium top the list, followed by the domestic market. Italy, Portugal and the rest of Spain rank first for their interest in gourmet produce.

Visitors to Barcelona find a wide variety of things to do and food experiences from its offering of 5,597 restaurants and 3,290 bars. They rate Barcelona's food offering highly, with an average score of 8.4 out of 10. The visitors who rate it most highly are Americans (8.72), Poles (8.71) and the Dutch (8.60).

### **Videos:**

You can see the campaign video in Catalan [here](#)

You can see the campaign video in Spanish [here](#)