

# Barcelona

**Press kit – 2017**



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# 1

## Barcelona, cosmopolitan and authentic



Barcelona has established itself as one of Europe's main city tourist destinations

An open city,  
welcoming and  
inclusive, diverse and  
sustainable,  
Barcelona is  
cosmopolitan and  
authentic

- Located between the sea and the mountains, with a river on either side of it, Barcelona is the **capital of Catalonia and the gateway to Spain**.
- There are attractions and activities beyond the city itself, and tourism is managed in accordance with responsible cultural, environmental and socioeconomic criteria.
- Barcelona seeks to be the **major metropolis of the Mediterranean**.

# Inclusive and entrepreneurial

- Barcelona is a **multifaceted city, open to the sea and connected to the mountains**.
- **Inclusive urban development**. The layout of the city enables the grid structure of the Eixample to coexist with the narrow streets in the historical centre and former independent neighbouring municipalities such as Gràcia and Sarrià, which were annexed to the city towards the end of the XIX century.
- **City-bridge**. Barcelona is a bridge between the Mediterranean shore and continental Europe, and is also an important link between East and West and Europe and Latin America.
- It is a city that **combines entrepreneurship, services and traditional neighbourhood commerce** together with researchers, artists, professionals and university students. It is also a start-up hub.

# Authentic and dynamic

- Barcelona is a **lively, dynamic and active city** in which history and modernity coexist alongside the historical buildings in the old quarters of the city: the **Barri Gòtic, Ribera and Raval**.
- **The Eixample**, a unique model of urban planning in Europe, comprises nine modernist UNESCO World Heritage Site buildings.
- **The 1992 Olympic Games totally transformed Barcelona**. The city was opened to the sea and ring roads were constructed. The 22@ district in Poblenou was created.
- With the **2004 Universal Forum of Cultures**, the Diagonal, one of Barcelona's main avenues, was extended right down to the sea and boosted activity in the River Besòs area.
- Today, the city is a melting pot. Businesses, culture and leisure contribute to its wealth, and it hosts over 2,000 congresses and numerous festivals and cultural exhibitions every year.

# Diversity and territorial wealth

## 10 districts and 73 neighbourhoods

**Ciutat Vella:**  
fusion

**Eixample:** rationality

**Sants-Montjuïc:**  
dynamic and vital

**Sarrià-Sant Gervasi:**  
at the foot of the  
Serra de Collserola  
Park

**Les Corts:**  
Monastery of  
Pedralbes,  
university, green  
areas

**Gràcia:** street life,  
sense of community

**Horta-Guinardó:**  
diversity within its  
working-class  
neighbourhoods

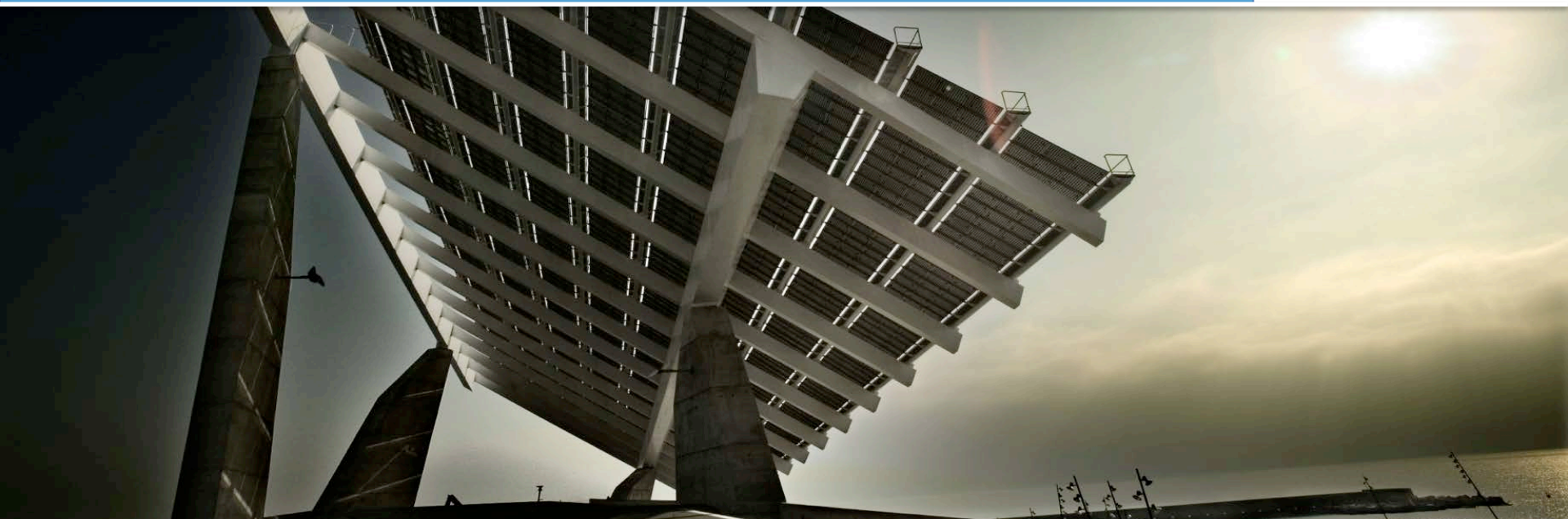
**Nou Barris:** Torre  
Baró Castle, an  
outstanding  
viewpoint

**Sant Andreu:** family-  
friendly atmosphere,  
peace and identity

**Sant Martí:** industry,  
innovation and  
knowledge

# 2

## Sustainable



## Barcelona is committed to sustainability and respecting the environment

It was the first city in the world to be awarded **Biosphere** certification (sponsored by UNESCO).

The city promotes **clean public transport**, favours renewable energies, follows responsible water consumption criteria, takes care of its beaches, gardens, parks and green spaces, and has dedicated pedestrian zones and cycle paths.

In the area of gastronomy, with **slow food** and **zero-mile food**, it advocates responsibility on the part of restaurants when it comes to health, promoting local and nutritious produce.

It has more than four kilometres of city beaches with high levels of safety and cleanliness, as well as numerous separate waste collection points.

Barcelona is also a pioneer when it comes to catering for visitors with **special needs** and functional diversity; both its urban transport network and urban spaces are extensively adapted.

More than 500,000 people visit the information office in the Plaça de Catalunya every year, and they are given the opportunity to make **donations to social and solidarity-based projects**.

# 3

## Destination Barcelona





# Never-ending

**Barcelona is much more** is a programme promoted jointly with Barcelona's Provincial Council to decentralise tourism and **promote the territory**.

A short distance from the city are the mountain of **Montserrat**, the monumental **medieval city of Girona**, the surrealist **Dalí Museum in Figueres**, the coastal resort of **Sitges and the Barcelona Coast**.

**Pyrenees.** Barcelona is the gateway to a range of attractions, which extend to the Pyrenees, enabling visitors to go hiking or skiing in the morning and end the day swimming in crystal-clear waters at the beach.

**Wine country.** It is also the capital of a wine-growing region, where wine tourism enables visitors to learn about the different wine-growing areas such as the **Penedès**, which is the world cava capital. Wine represents the Mediterranean, tradition and modernity. It promotes territorial cohesion and sustainability in that it fosters local produce.

Hidden in the natural landscape in **Barcelona's hinterland** are chapels, castles and historical ruins from various eras.

# 4

## Talent and innovation



- An innovative city with a long industrial tradition, Barcelona is a pioneer in the use of new technologies and the intelligent management of public services.
- It attracts international talent and is a technology start-up league player.
- It is Spain's first Smart City and the fourth in Europe.

## Smart City



- It attracts people from around the world to develop its ideas and projects.
- As host to the Mobile World Congress, it is the world capital of mobile telephony.
- It excels in scientific research, especially in the field of medicine and biotechnology.
- Its business schools (which include ESADE and IESE) have been teaching executives from around the world for decades.

## Entrepreneurship



- Barcelona accounts for 30% of Catalonia's GDP and 34% of the region's workers.
- The service sector employs 88% of the workforce, with micro-enterprises leading the field (94% have fewer than 10 employees).
- 20% of Spanish exports come from Barcelona, and it is the centre of a huge logistics area comprising the port, the airport and the Zona Franca.

## Economy



- **Barcelona Airport**, with 44 million passengers in 2016, is one of Europe's top ten in terms of user numbers.
- **The Port of Barcelona** combines business and leisure. It is Europe's cruise ship leader and has seven international passenger terminals.
- The **high-speed train (AVE)** transports 3.8 million passengers per year on the Barcelona-Madrid line and 7.8 million passengers on the Figueres-Madrid line.

## Communications



# 5

## Turisme de Barcelona



### Programmes

- BCB
- Culture and Leisure
- Shopping City
- Food & Wine
- Barcelona Sustainable Tourism
- Barcelona Premium
- Barcelona Sports
- Barcelona Pyrenees, Snow and Mountain
- Barcelona Mar

# Turisme de Barcelona Consortium

- Turisme de Barcelona is the official body responsible for **promoting the city worldwide**.
- It operates according to a **joint public sector-private initiative model** and its shareholders include **Barcelona City Council, the Chamber of Commerce, Industry and Navigation, and the Barcelona Promoció Foundation**.
- The consortium was established after the 1992 Olympic Games and has helped **position Barcelona as an international tourist destination**, working to ensure that the returns from tourism benefit Barcelona's society and economy as a whole.

**It has 1,440 member companies and gives business directly to 980 companies in Barcelona and Catalonia**

# Barcelona: meeting venue

<http://www.barcelonaconventionbureau.com/es/>



The Barcelona Convention Bureau (BCB), created in 1983, is responsible for promoting Barcelona as a venue for congresses, exhibitions, conventions and incentive trips, as well as providing free consultancy to professionals interested in organising their meeting in Barcelona.

Examples:  
Mobile World  
Congress and  
Alimentaria

- Thanks to the work of the BCB, a pioneer in Spain, Barcelona is the third largest meeting venue in the world in terms of number of meetings held.
- Direct economic impact in 2015: **1,268.6 million €**. Barcelona hosted 2,268 meetings with 589,818 participants (77% international, 23% Spanish). 30.5% of the international participants came from outside Europe.
- The indirect impact **benefits a broad range of service companies** from sectors such as food, transport and vehicle hire.
- The city is generally associated with **quality tourism**.

In 1993, 175,323 meeting participants came to Barcelona. This figure rose to 589,818 in 2015

# Barcelona Culture and Leisure

<http://www.barcelonaturisme.com/wv3/es/page/1/arte-y-cultura.html>



The Barcelona Culture and Leisure programme was created in 2010 to promote culture and leisure activities. With the aid of the ICUB (Barcelona Cultural Institute), it features an extensive range of activities from its more than 160 associate members, including art galleries, museums, places of architectural interest, theatres, dance and music halls, auditoriums, festivals, etc.

- **Modernism.** Also known as Art Nouveau, Modern Style and Jugendstil, Modernism was a politico-cultural movement that sought to transform Catalan society. Barcelona considers itself the birthplace of Modernism, with nine UNESCO World Heritage Site buildings.
- **Avant-garde art.** Picasso, Miró and Tàpies. Museums (including the Romanesque delights of the MNAC and the modernity of the MACBA and the CCCB) and small-scale art galleries and theatres.
- **Modernity.** The Sónar and Primavera Sound independent music festivals coexist with the traditional festivals of the Mercè and the Gràcia and Sants neighbourhood festivals.
- **Tradition.** Five human tower associations.

**New attractions:**  
Casa de les Punxes,  
Casa Vicens, Finca  
Güell and Torre Baró  
Castle

**Shopping City. This programme communicates Barcelona's reputation as an international shopping city.**

- Barcelona has a network of over **35,000** shops, comprising traditional establishments and fashion and accessory stores.
- The city boasts the **largest open-air shopping hub in Europe**, the Shopping Line, consisting of 5km of boutiques and shopping centres located in an area in which trade is not the only protagonist: the architectural and cultural surroundings make this area unique. It comprises over 197 associate members, 20 open-air shopping areas and 12 shopping centres and department stores.
- Combination of local commerce and small independent labels.
- The programme offers personalised **shopping tours** and organises spring and autumn promotional campaigns.

**A third of all  
travellers cite  
shopping as  
their main  
activity**

The Food & Wine programme strengthens Barcelona's position as a leader in the field of Mediterranean cuisine as well as consolidating the city and its wine-growing region as one of the leading wine tourism destinations in the world.

- Barcelona is the birthplace of some of the world's most celebrated chefs, including Ferran Adrià, Carme Ruscalleda and the Roca brothers.
- **Prestigious Catalan cuisine**, based on the Mediterranean diet, with 25 Michelin stars in Barcelona and a great variety of wines.
- The programme comprises the majority of the extensive range of gastronomic activities, with over 160 establishment members specialising in different areas and companies offering gastronomic and wine tourism experiences enabling visitors to learn more about Barcelona's cuisine.
- **Market network:** 39 fresh food markets + 4 speciality markets.

Slow food and  
zero-kilometre  
food, new  
trends

# Barcelona Sustainable Tourism (BST)

<http://www.barcelonaturisme.com/sustainable>



Barcelona Sustainable Tourism (BST) was established in 2012 with a view to promoting sustainable and accessible tourism in the city.

Barcelona is considered to be one of the most accessible cities in the world.

- Incorporation of good practices in the management and responsible use of resources.
- **Inside the Christopher Columbus monument:** the temperature of the subsoil is used to generate heat and refrigeration, making use of geothermal energy.
- Since 2011, the city has been a **Biosphere World Class Destination**. This certification recognises responsible tourism management.
- Environmentally-friendly accommodation, hotels with recognised certification, agencies specialising in accessible tourism, spaces and services committed to sustainable event organisation, etc.
- **Committed to society and the local community.**

# Barcelona Premium

<http://www.barcelonapremium.com.es>



Barcelona offers a broad variety of exclusive, tailor-made experiences, designed to enable visitors to enjoy the city in a special and unique way.

- The experiences are designed for **tourists with high levels of culture and purchasing power** who want to experience Barcelona in a personalised, alternative and unique way.
- Tourists can relax on the exclusive terraces of deluxe hotels and view the city's beaches from a fully-equipped, crewed yacht. They can play golf less than 30 minutes from the city centre, go to the Formula 1 races at the Circuit de Catalunya, and end the day with dinner at a Michelin-starred restaurant in Barcelona.

Unique  
experiences  
are  
increasingly  
sought after

The Barcelona Sports programme was created in 2002 to strengthen the image of Barcelona as a world-renowned destination for sports events and position Barcelona as a sports city.

- One of Barcelona's identifying features is sport and amateur sport.
- The city's sporting tradition has endowed it with a number of sports clubs.
- **Formula 1:** at the Circuit de Catalunya in Montmeló.
- **Water sports:** the sea and the beaches are becoming leisure and sports venues. The city hosts the Barcelona World Race every four years.
- **Marathon:** Barcelona hosts a number of city races, including the Barcelona Marathon (March) and renowned competitions such as the Jean Bouin event (dating back to 1920).
- **Tennis:** Compte de Godó Trophy – Open Banc Sabadell.

Foreigners make  
up 45% of those  
competing in the  
Barcelona  
Marathon

# Barcelona Pyrenees, Snow and Mountain

<http://www.barcelonaturisme.com/wv3/ca/enjoy/39/barcelona-tambe-es-esqui-descobriu-l-escapada-diferent.html>



**This programme was created in 2014 to promote the combination of nature tourism in the Catalan Pyrenees and urban tourism in Barcelona.**

- Barcelona's geographical situation, **two hours by road from the Pyrenees**, enables tourists to combine a city visit with all kinds of activity beyond the urban area.
- A broad range of activities for all publics and all seasons of the year in an incomparable natural environment (including a **national park and five natural parks**) and cultural environment (including Romanesque UNESCO World Heritage Site architecture, spas and traditional cuisine reinterpreted by young restaurateurs).
- **Day trips** to the Pyrenees are possible thanks to good transport links with Barcelona, whilst **longer stays** enable visitors to experience the welcoming hotels or country guest houses.

**Catalonia has thousands of kilometres of hiking trails**

**Barcelona Mar was created in 2015 to enhance the value of the sea and promote Barcelona as a maritime destination.**

- The programme takes advantage of the international reputation of the Barcelona brand to extend its offer to Barcelona's coastline.
- Its **100km of beaches** include 28 blue-flag beaches, with **all of the equipment and services** necessary. They are just a few minutes away from any part of the city and are accessible for people with reduced mobility.
- Barcelona's coastline is over 95km long, with more than 100 beaches of all kinds: fine or coarse golden sand, small coves, urban or remote, family or naturist, etc. All are just a short distance from the city by road or rail.

**Beaches to  
suit all tastes  
just a short  
distance from  
Barcelona**

# 6

## Barcelona in figures



# The City of Barcelona

- Population: 1.6 million
- Surface area: 101.4 sq km
- GDP: € 64,241 million (2012)
- Companies: 72,845
- Tourism: 120,000 jobs

**Barcelona**



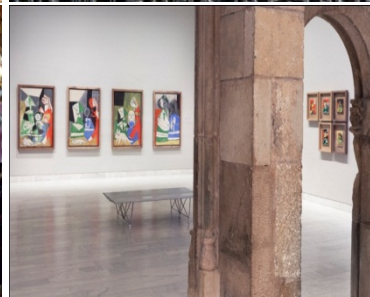
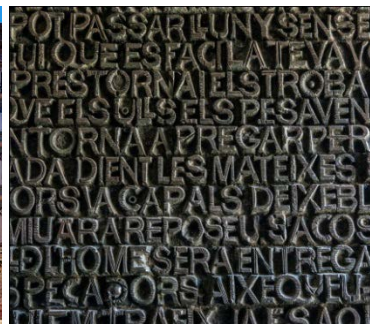
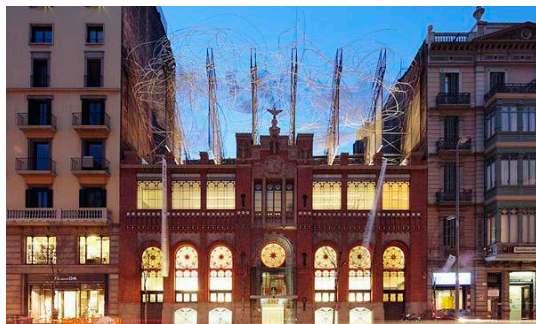
- Population: 3.2 million
- Surface area: 636 sq km
- 36 municipalities
- GDP: € 99,174 million (2012)
- Companies: 113,243

**Barcelona Metropolitan Area**



# 7

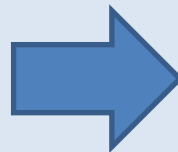
## Tourist activity



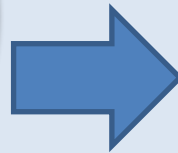
# Number of visitors to Barcelona

**+ than 8,000,000**  
tourists visit  
Barcelona every year

**+ 29,000,000**  
tourists visit the  
city, either staying  
overnight or in a  
single day



51.6% of overnight visitors  
stay in hotels



48.4% stay in other forms of  
accommodation

# Airport and cruise passengers

International tourists arrive in the city primarily via the airport and the port.



- Barcelona Airport: 40,000,000 passengers per year.



- Barcelona is the leading cruise port in Europe and the fourth in the world, with 2,500,000 travellers per year.

# Business tourism

Barcelona hosts 2,300 professional meetings throughout the year.



- Almost **600,000 meeting participants** choose Barcelona every year.
- Barcelona hosts more than **300 congresses every year**, including the Mobile World Congress.
- The city has **226 major congresses** confirmed until 2021.
- The **European Cardiology Congress** in **2017** will host **30,500 participants**; the **Mobile World Congress** will host **101,000**.

Sources: Turisme de Barcelona (conferences, conventions, incentives and workshops/seminars/training 40 or more participants who stay at least one night)

# The most visited attractions in Barcelona

The most visited attractions in 2015		Visitors
1	Basílica de la Sagrada Família	3,722,540
2	Park Güell	2,761,436
3	FC Barcelona Museum	1,785,903
4	Aquàrium de Barcelona	1,549,480
5	Born Centre Cultural	1,486,228
6	Poble Espanyol de Barcelona	1,221,647
7	Picasso Museum	1,008,125
8	Barcelona Zoo	1,004,069
9	Casa Batlló	992,126
10	La Pedrera	990,112

**The Sagrada Família  
and Park Güell are  
still Barcelona's  
most visited  
attractions**

# The most visited attractions outside Barcelona – Barcelona is much more

The most visited attractions outside Barcelona in 2015		Visitors
1	La Roca Village	4,300,000
2	Monastery of Montserrat	2,359,847
3	Circuit de Catalunya – Barcelona	570,210
4	Canal Olímpic de Catalunya de Castelldefels	262,000
5	Parc Natural del Montseny	241,116
6	Parc Natural de Sant Llorenç de Munt	197,598
7	Món Sant Benet	175,881
8	Parc de la Serralada de Marina	125,833
9	Catalunya en miniatura	123,063
10	Espais Naturals del Delta del Llobregat	120,905

**La Roca Village and the Monastery of Montserrat are the most visited attractions outside Barcelona and in the surrounding area**

# 8

## New in Barcelona



# Turisme de Barcelona Consortium



**The Casa Vicens**, Antoni Gaudí's first important building, 1883-1888. This UNESCO World Heritage Site building had never been open to the public until it was refurbished, making it possible to visit it on foot, as well as host exhibitions and meetings in the conference room.

**The Sant Pau Art Nouveau Site** is opening an information and heritage centre in the 1,400-m<sup>2</sup> Sant Salvador Pavilion. Visitors can learn about the history of the former Hospital de la Santa Creu i Sant Pau.

**Ferrari Land.** PortAventura World takes the visitor experience to a new level with the opening of Europe's first Ferrari Land. Attractions in the 60,000-m<sup>2</sup> area include the Vertical Accelerator, which recreates a Formula 1 experience with cars that accelerate from 0 to 180 km/h in five seconds and reach a height of 112m on a one-kilometre track.

**Torre Baró Castle.** Made up of two ancient towers dating back to the XVI and XVII centuries and a castle, it has become a fabulous lookout point from which to view Barcelona.

**Disseny HUB.** The new museum in the Plaça de les Glòries was designed by Oriol Bohigas and David Mackay, and gives form to Barcelona's entire design legacy. It houses four museums: Decorative Arts, Ceramics, Textiles and Graphic Arts.





[www.barcelonaturisme.com](http://www.barcelonaturisme.com)

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