

PROMOTION
Longhaul emerging promotion and reinforcing actions in European markets have been made

LGBTI ACTIONS
IN COLLABORATION WITH:
PRIDE BARCELONA
CIRCUIT FESTIVAL
ACTIONS:
FAM TRIPS, PRESSTRIPS, BLOGTRIPS

+7,4% CRUISE PASSENGERS
1^{er} PORT IN EUROPE
4^{er} PORT IN THE WORLD
2.540.302 PASSENGERS
749 LAYOVERS

BARCELONA SHOPPING CITY
The prestige of Barcelona as a global destination revalues its trade. It combines local commerce with stores located in tourist areas

BARCELONA INTERNATIONAL SHOPPING DESTINATION
Programme to disclose and consolidate trade in the whole city
5 kilometres of commercial hub that brings shops, commercial hubs and shopping centres together in the main tourist area
BSL 5 km area
Altres eixos i centres comercials
197 member establishments:
20 HUBS
12 SHOPPING CENTRES AND DEPARTMENT STORES

VAT REFUND
The Tourism Department of Barcelona refunds VAT in cash. It helps the non-EU tourist to spend more in the city
CASH REFUND
2.758.906 €
NON-EU TOURISTS THAT BENEFIT MOST FROM THIS FREE TAX SERVICE OF VAT REFUND:
1 CHINA
2 RUSSIA
3 KOREA

BCB
In 2015 Barcelona held the 3rd PLACE IN THE WORLD among cities with more congresses (ICCA)

BARCELONA CONVENTION BUREAU
COLLABORATORS 317 associate members

GROUPS CONFIRMED	CONGRESSES	CONVENTIONS INCENTIVES	TOTAL
44	120	164	328
DELEGATES	196.075	78.838	274.913
OVERNIGHT STAYS	603.911	291.191	895.102

BARCELONA SEA & CITY
Programme created by the Tourism Department of Barcelona Provincial Council to enjoy sea as a citizen and tourist resort
COLLABORATING MEMBERS 18 institutions and companies in the marine and maritime sector
Collaboration agreements with Barcelona Clúster Nàutic and ACPET
DESTINATION BARCELONA
UNDERWATER ACTIVITIES
BOAT RENTAL
WATER SPORTS
PORTS
FISHING
BEACHES
WEB AND NETWORKS PROMOTION
PROMOTIONS, FAIRS
INFORMATION LEAFLET

BARCELONA PIRINEES SNOW AND MOUNTAIN
Tourism beyond Barcelona thanks to the Pyrenees tourist offer: urban tourism plus snow and mountain tourism
COLLABORATING MEMBERS 18 institutions and companies in the snow and mountain sector, ski resorts and accommodation
Associate of ACT's Pyrenees programme and member of ATTA
ACTIVITIES
WEB AND NETWORKS PROMOTION
PROMOTIONS AND FAIRS
INFORMATION LEAFLET
FAM TRIPS AND PRESS TRIPS

BARCELONA TICKETS
173 tourist proposals in Barcelona
CULTURE 64
SEA 21
VISITS AND GUIDED TOURS 19
CONCERTS, MUSICALS 13
ENOGASTRONOMY 12
FAMILY 10
SPORTS AND MOUNTAIN 7
UNIQUE VEHICLES 7
SERVICES 14
OTHERS 6
47 proposals at 'Destination Barcelona' (territory)
WINE TOURISM 14
VISITS 13
SPORTS AND MOUNTAIN 10
LEISURE ACTIVITIES 6
SERVICES 4

NEW LINES OF PROMOTION
Tourism Department of Barcelona has begun the research for other strategic lines of promotion.
FAMILY HOLIDAYS
Collaboration in specialised requests
WINE TOURISM
Member of the Wine Tourism Board at ACT and edition of the book 'Barcelona Wine. Enjoy Wine Tourism in the City' (with the Council), presented at ESPAI COLOM
Information point about wine tourism and wine MIRADOR DE COLOM



BARCELONA CULTURE AND LEISURE
COLLABORATORS 155 members of almost all the cultural sector
EDITION OF TWO AGENDAS: MONTHLY AND ANNUAL (Save the Date: Barcelona)
IN COLLABORATION WITH...
GUILD OF ART GALLERIES
BARCELONA-CATALUNYA FILMS COM.
ARTICKET BCN
BARCELONA'S GREEK FESTIVAL 2015
BARCELONA OPENING: LICEU, PALAU, AUDITORI, IBERCÀMERA
TOURISM AND THEATRE, WITH ICUB
DISSEMINATION OF NEW CULTURAL FACILITIES: DISSENY HUB, CASA LLEÓ MORERA...
ICUB, FOR PROMOTING TRADITIONS, POPULAR FESTIVALS AND OTHER PROJECTS
IN COLLABORATION WITH... Cultural Institute of Barcelona (ICUB): candidacy "Barcelona City of Literature" (UNESCO)

BARCELONA GASTRONOMY
VISITS TO THE LIST OF RESTAURANTS ON THE WEB 2,7 million
COLLABORATORS 173 members
"DÉLICE CITIES" NETWORK Vice presidency
IMPLEMENTING THE DIGITAL STRATEGY OF THE PROGRAMME
POSITIONING OF THE APP "BARCELONA RESTAURANTS"
COLLABORATION WITH THE MOBILE WORLD CONGRESS

BARCELONA SPORTS
FIRST RATE EVENTS
ZURICH BARCELONA MARATHON
OPENBANC SABADELL CONDE DE GODÓ TROPHY
SPANISH GP, FORMULA 1
CATALAN MONSTER ENERGY
GP, MOTO GP
JOAN GAMPER TROPHY
INTERNATIONAL JUMPING COMPETITION BARCELONA WORLD RACE
EVENTS WITH HONOURS
OBS - CONDE DE GODÓ TROPHY
BARCELONA MARATHON
BARCELONA HALF MARATHON
NEW MEMBERS
GOLF SPANISH OPEN
ORC WORLD CHAMPIONSHIP

TOURIST ATTENTION SERVICES (SAT)
3.537.595 persones ateses
4.495.632 consultes realitzades
INFORMATION TEAMS 159 people in summer
91 university interns (all year)
NEW POINTS AND CHANGES
RAMBLA, Removedt
GLÒRIES
ESPAI COLOM Vineyard interpretation and wine tasting

AN INTENSE YEAR

PROGRAMME BARCELONA IS MUCH MORE - FULLY OPERATIONAL
BEGINNING OF THE PROCESS OF REVIEW AND REFLECTION OF THE STRATEGIC TOURISM PLAN, TOURISM AND CITY COUNCIL
AGREEMENT WITH THE TRADE UNIONS IN FAVOUR OF TRAINING AND JOB STABILITY IN TOURISM
ENTRANCE OF SOCIAL AGENTS AND NEIGHBOURS IN THE GOVERNING BODIES
WINE TOURISM AT COLOM, BARCELONA SEA
REVALIDATION OF OMT VICE PRESIDENCY (AFFILIATE MEMBERS) AND RENOVATION OF ECM PRESIDENCY
OPENING OF MEETINGS AND CORPORATE ACTIVITIES AT ALL THE SECTOR
BUSINESS INTELLIGENCE APPLIED TO ALL THE ORGANIZATION
NEW COMMUNICATION TOOLS (MAKING BARCELONA...)
NEW YEAR'S EVE CELEBRATION AT MONTJUÏC 75.000 people

TOURISM, A GLOBAL PHENOMENON

1 TOURISM, A GLOBAL PHENOMENON
TOURISM IS A FACTOR OF GLOBAL CHANGE AND ECONOMIC DEVELOPMENT
The improvement and decrease of communication prices have created a new group of travellers
1 OF EVERY SEVEN people in the world has travelled to a foreign country in 2015
9,8% OF WORLD GDP corresponds to tourism (1 OF EVERY 11 JOBS)

THE NEW TRAVELLER PROFILE

2 THE NEW TRAVELLER PROFILE
WE TRAVEL TWO OR THREE TIMES A YEAR ON SHORT HOLIDAYS AND URBAN DESTINATIONS
Tourists are imbued with the cities
BARCELONA, DONE: IT IS AN ACCESSIBLE CITY
WE ALL WANT TO DO TOURISM
YOUNG PEOPLE JOIN
ONLINE CHOICE
USE OF MOBILE MEANS
PEOPLE WITH FUNCTIONAL DIVERSITY TRAVEL

BARCELONA SUSTAINABLE TOURISM

A programme that offers tourism products and services to visitors in order to enjoy the city in a sustainable manner
GOALS
A POSITIONING BARCELONA AS A SUSTAINABLE DESTINATION
B PROMOTING THE CITY AMONG A TARGET WHICH IS SENSITIVE TO SUSTAINABILITY
COLLABORATORS 28 member companies and the first meeting of Barcelona Sustainable Tourism (BST)
ACCOMMODATION
HOTELS WITH CERTIFICATIONS
SPECIALISED AGENCIES
VISITS AND TRANSPORTATIONS
RESTAURANTS
At the BST members brochure, there is a group of companies committed to sustainable leisure in the city
AWARENESS CAMPAIGNS
WORLD ENVIRONMENT DAY Recommendations, discounts, conferences and sustainable proposals (5th-8th June)
INTERNATIONAL DAY OF PEOPLE WITH DISABILITIES
New product: Easy Walking Tours, with a guided visit to Gothic Quarter, without barriers (3rd December)
CORPORATE SOCIAL ACTION SOLIDARITY EURO
1 voluntary Euro in purchases at Visit Barcelona Tickets (for Càritas)
THE HOPEFUL TREE Toy collection
BIOSPHERE CERTIFICATION It recognises Barcelona as a sustainable destination that manages tourism with responsible environmental, cultural and socioeconomic criteria



DATA

MEMBER COMPANIES
Barcelona Turisme 1.440
257 PROMOTION ACTIONS
PROMOTION ACTIONSTRIPS (FAM / PRESSTRIPS) 67
WORKSHOP AND PRESENTATIONS IN BARCELONA 56
ACTS AND OTHER SPECIAL ACTIONS 31
PRESENCE IN FAIRS 16
TRADE VISITS 87

TOURIST ACTIVITY

8.303.649 TOURISTS (IN HOTELS)
UNITED STATES first country of origin of foreign tourism
RUSSIA negative side with a decrease of -29,1%
SPAIN 1.686.333 (+4,2%)
UNITED STATES 725.755 (+10,9%)
U. KINGDOM 719.396 (+6,3%)
FRANCE 677.943 (+0,4%)
ITALIA 541.110 (+11,6%)
GERMANY 498.746 (+2,5%)

4 REVITALIZING TRADE
BARCELONA'S PRESTIGE REVALUES ITS TRADE
The city combines local commerce with stores located in tourist areas. Tourists act as a sounding board
BARCELONA, DONE: IT IS THE SECOND SHOPPING DESTINATION IN EUROPE AFTER LONDON
35% OF TRAVELLERS' EXPENSES are purchasing

5 TOURISM IS AN ECONOMIC ENGINE AND IT CREATES EMPLOYMENT
10%-12% OF THE CITY GDB is provided by tourism
14.000 MILLION €
120.000 WORK PLACES
80% OF THE CONGRESSMEN 5 days in 4- or 5-star hotels *****
BARCELONA, DONE: 2.268 MEETINGS OVER 40 DELEGATES LEFT: 1.268,6 MILLION €

6 TOURISM, THE ENGINE OF INNOVATION AND ENTREPRENEURSHIP
BARCELONA ATTRACTS TALENT
Start-ups, multinational companies, and entrepreneurs prefer a tolerant city with good rentals, a rich cultural and social life, and Mediterranean
KEY: CREATIVITY AND IMAGINATION
TOURISM, NEW BUSINESS CUSTOMERS
ENTREPRENEURS OFFER NEW TECHNOLOGIES TO TOURISTS

7 TOURISM, THE FORCE FOR PROGRESS AND INTERNATIONALIZATION
WORLD PROJECTION
Tourism complements the city's force in architecture, design, innovation, and new technologies
IT STRENGTHENS THE SERVICE SECTOR
IT TRANSFORMS THE PRODUCTIVE SECTOR
MORE INTEREST IN LEARNING LANGUAGES
8 ACTIVITIES THROUGHOUT THE YEAR AND VISITORS FROM ALL AROUND THE WORLD
Tourism and economic movement for 12 months
Plurality of the countries of origin
9 SUSTAINABILITY OF CULTURAL FACILITIES AND TOURISM
3 OF EVERY FOUR visitors of Barcelona's museums are foreign tourists

10 REPETITIVENESS AND TERRITORY
A significant number of tourists visiting Barcelona have already been in the city two or three times
DEGREE OF REPETITIVENESS
FIRST VISIT 47,0%
SECOND VISIT 13,5%
THIRD VISIT OR MORE 39,0%
TOURIST PROPOSALS OF ALL DISTRICTS
SARRIÀ-SANT GERVASI 18
GRÀCIA HORTA-NOU GUINARDÓ BARRIS 9
LES CORTS 13
EIXAMPLE 42
SANTS-MONTJUÏC 26
CIUTAT VELLA 97
SANT MARTÍ 42
SANT ANDREU 2
It creates direct business to 980 Companies in Barcelona

TRAVELLERS (BARCELONA ENVIRONMENT)
CATALONIA 838.504
FRANCE 357.428
REST OF SPAIN 333.833
U.KINGDOM 232.267
GERMANY 187.141
NETHERLANDS 108.797
ITALY 95.039
USA 71.384
296 PROMOTION ACTIONS
TRIPS (PRESS, FAM AND BLOGTRIPS) 50
WORKSHOPS AND PRESENTATIONS 33
ACTS AND EVENTS 53
FAIRS 28
OTHER ACTIONS 132
6 new products as a strategic commitment in the territory: wine tourism, nature, golf...

