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de Serveis
Municipals



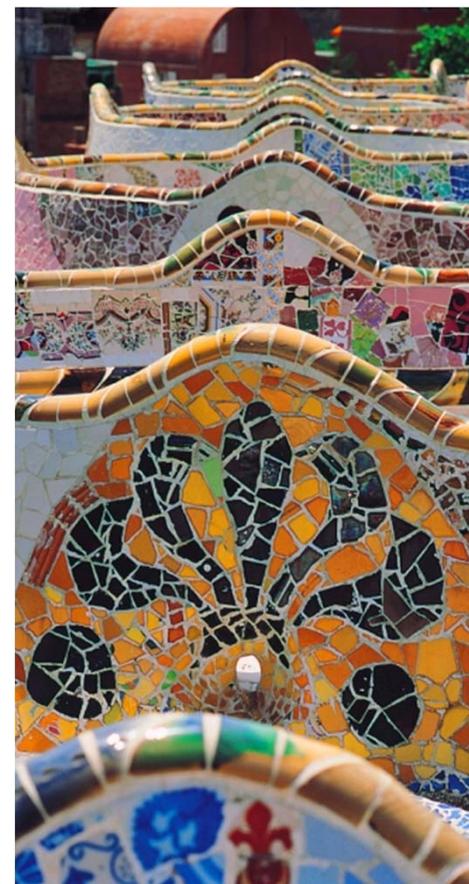
Park Güell

Regulation conditions for group access

April 2013

Antecedents

- Park Güell **was designed by Antoni Gaudí as a gated community** for 60 houses and projected to be used by hundreds of people.
- **It was inaugurated as a Public Park in 1926**, becoming, with 17,19 hectares (equivalent to 13 blocks of the Eixample), a **neighborhood space for leisure activities**. The Park is still nowadays the largest park in Gràcia district.
- **In 1984 UNESCO recognized the Park as a World Heritage**, recognizing its heritage value as a symbol of modernism architecture. This fact place it as a **cultural point of interest with high tourist attraction**.



Park Güell nowadays

- In **2007**, the Park received an average of **14.400** daily visitors, **5 million** visitors per year.
- In **2012**, five years later, the average of daily visitors exceeds **25.000** (+73%).
- At present, **more than 9 million** people visit the park per year.
- At peak times, **1.200** people enter the Park simultaneously in 15 minutes.
- Only **2,4%** of the visitors are Barcelona citizens. The remaining 97,6% is distributed into Catalan tourists (4,3%), Spanish tourists (7,1%), and the rest (86,2%).



Park Güell nowadays

At the moment, **the Park has almost stopped being used as a park**. Far from being a place for the neighbors, the Park is a first-level cultural and tourist place.

The coexistence of these factors is complex and generates different types of impact not only on the same Park but also in its environment:

- **Non-regulated activities:** Peddling, human statues... difficult the conservation of the equipment and have implied the need to increase its maintenance.
- **Antisocial behaviors:** Adding to the usual vandalism of a public space, the direct degradation of a unique and natural architectural heritage in the world.
- **Pressure on the environment:** To receive 9 million visitors implies that an amount of 3,000 visitors arrives in an hour at the Park; it is worth to remark that it is located in a hard to access area. The sum of the difficulty to access and the high amount of visitors imply overcrowdings generating coexisting problems with residents

The Park Güell we are wanting

- The City Council, aware of the serious problems that this entails, related to conservation of the park and artistic and cultural legacy, as well as improvement of residents life quality, has decided to go ahead with a regulation plan of the area in order to solve the different conflicts generated by high volume of visitors.
- And it wants to achieve it taking into account the different sensitivities and trying to benefit all groups that will be affected by the measure.
- Because of this facts, the critical action is to regulate the access of visitors to the monumental area, the most fragile and crowded area of the Park, specially in tourist peak periods.

The Park Güell we are wanting

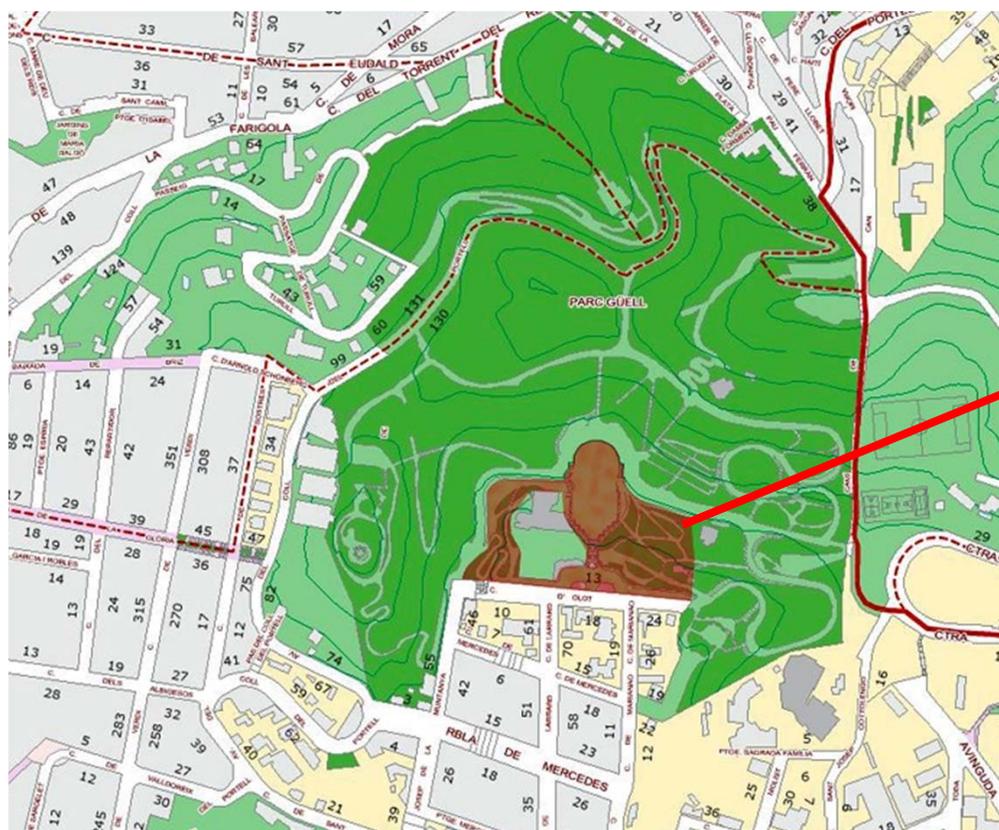
The goals of the Plan of actions that we will carry on:

- To preserve the right of residents to enjoy their Park
- To recover this space for the whole city.
- To preserve and protect city's artistic and cultural heritage, unique in the world.
- To reduce the negative impact that Park Güell and its surroundings suffer, in order to contribute quality of life enhance of the residents.
- To provide a quality visit to tourists who visit the Park and the town.
- To reduce the negative impacts in the Park and the resulting deterioration, while reducing the maintenance cost that represents for the city.
- To use benefits generated by tourism in order to revert to residents improving their quality of life.

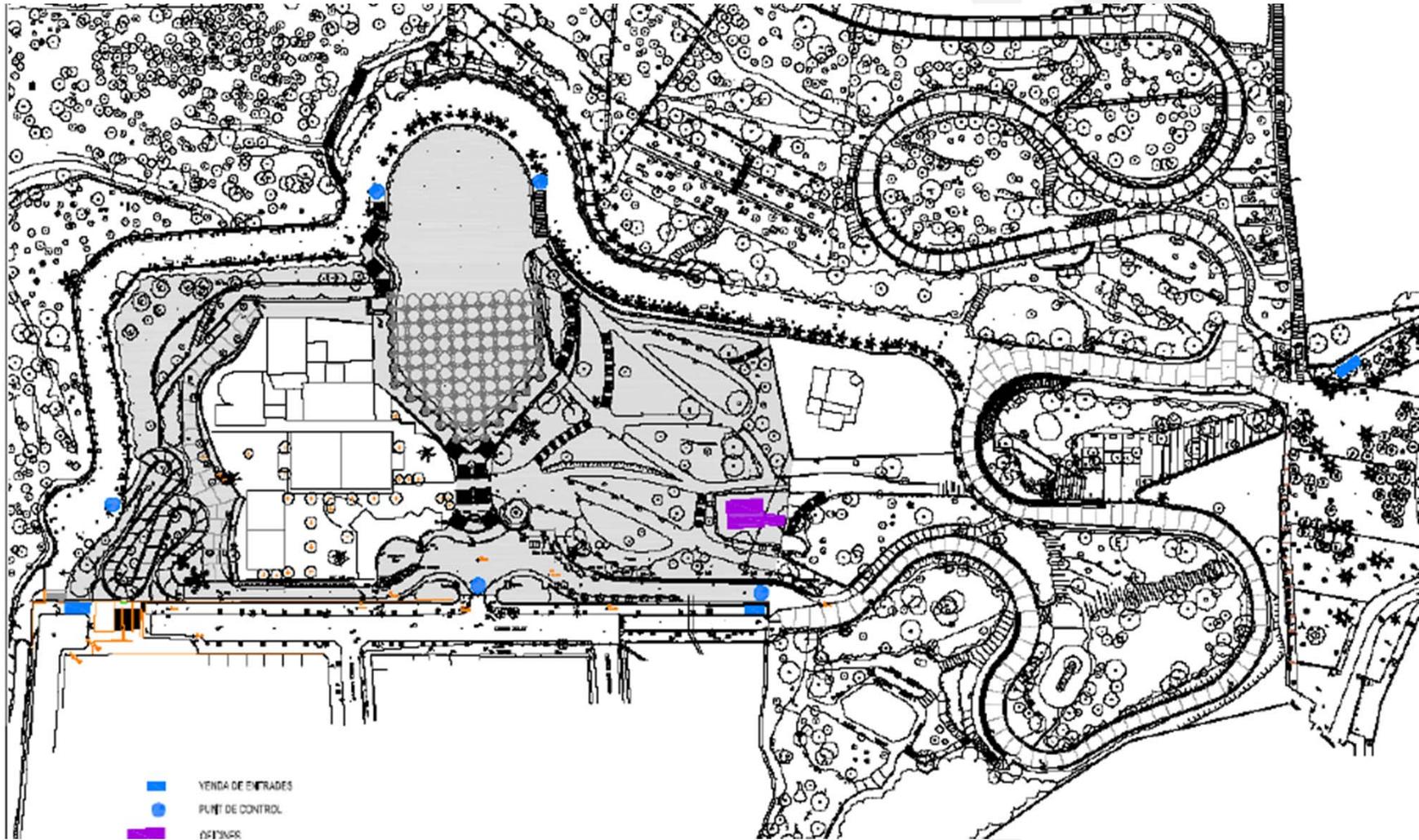
Plan actions expected

- To regulate and to control access to the monumental area, the most fragile and crowded area of the Park during tourist peak periods.
- To arrange and distribute tourist mobility.
- To ensure free access to the residents of the neighborhoods next to the Park.
- To enable a system that allows free access to citizens with a special sensitivity to the Park and its heritage and natural value.

Regulating access to the monumental area: Scope



**7,9% of
the Park
area**



Access regulation to the monumental area

- From **October 2013** the access to the monumental area, the most sensitive and vulnerable as well as the most overcrowded, will be regulated.
 - In touring schedule, a **maximum of 800 tourist visitors per hour** will be able to access to the Park – 400 tickets will be sold for each 30 minutes' time slot.
 - Admission will cost 7€ if purchased in advanced and 8€ if purchased on the same day. Discounts for groups, children, elderly and specific collectives are intended.
 - The residents of the surrounding neighborhoods, the educational community belonging to Baldiri Reixac school and registered Park Güell club members will be able to access free.
 - To buy an entrance ticket, **3 sales channels will be available:**
 - The website, from which you can buy tickets in advance, booking the day and time of the visit.
 - Ticket machines located in the main underground stations next to the Park.
 - 3 ticket offices adjacent to the main Park entrances (see attached map)
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How to access the restricted area

For the tourist coaches the park will change the current operating conditions:

- **The coach groups visiting the monumental area may, at the time of ticket purchase, reserve a parking space that will entitle them to 1 ½ hours parking. Parking reservation is only permitted to groups with access granted to the monumental area.**
- **If some parking lots are available, any coach can use them by paying the fixed price for a maximum time of 1 hour and 30 minutes.**
- **If there is no lots are available, only boarding and getting off the buses will be permitted** and parking alternatives next to Sanllehy Square will be suggested. In the first stage, this option will be assessed and depending on traffic level in Carmel Road, this option will be maintained or removed.

In advance ticket purchasing and parking reservations

What is a group?

- It is considered as a group, a crowd of 10-70 people. They will be able to purchase a single group ticket to enter to the monumental area. During the purchasing, they will be able to make a reservation for a parking lot

Where will the tickets be able to purchase?

- On the website through a reservation and purchasing process. If a more than 9 people reservation is needed, sign up is required

Sign up, who and how?

- On the website of Park Güell, introducing the company ID, once validated the data, you will be able to access to the restricted area of the website where you will be allowed to make reservations. It is necessary to take into account that the validation process may take 24 hours on weekdays and 48 hours on holidays.

Parking reservation and ticket purchasing in advance

- Once registered, you will be able to access to the restricted area of the website to book tickets and make, if desired, a parking reservation.

Reservation conditions

How much time in advance it will be able to book tickets?

- It will be able to book up to 3 months in advance. The purchasing process will begin at the end of June 2013.

How much will be necessary to pay to make the reservation?

- 20% of the total amount of the tickets and the parking.

When is the rest paid?

- The remaining 80% will be paid 7 days before the day of the visit.

What happens if the number of tickets required has reduced?

- Due to 80% of the price will be pay only 7 days before the visit, it will be then when the amount of tickets will be adjusted to the visitor requirements, however, no refunds are allowed.

Until when is it possible to cancel a ticket?

- They can be canceled until the day before the visit, returning 50% of the amount of the canceled ticket.

Are you entitled to a refund the same day of the visit?

- No, there will be no refunds the same day of the visit.

Conditions of the visit

How to enter to the restricted area of the Park?

- The group with the appropriate ticket should go to the ticket office to validate it and to be redirected to groups access, able with preferential and faster access.

Which is the schedule for accessing the Park with a reservation?

- Reservations are made for 1 hour time slots (eg 11 to 12 hours or from 15 to 16 hours). Entry times will be in 30 minutes time slots, and it is possible to get into the park until 30 minutes after the start time of the entry hour assigned (for example, if you have a reservation at 09:30h, you will be able to enter (to validate ticket) between 09:30 and 10:00 hours).

What rights do official guides have?

- The official guides accompanying groups will be provided with a free entrance if they demonstrate its condition at the ticket office.

Ticket purchase: limitations and characteristics

How many tickets are reserved for groups?

- Minimum of 50% of daily capacity. Depending on demand may be extended for days and / or time slots.

How many tickets can purchase the same Tour-Operator in a day?

- Each Tour Operator can book a maximum of 25% of the capacity per time slot.

If some tickets are not sold, will the Tour Operators be able to purchase more tickets?

- If the tickets are not completely sold, it will be possible for Tour Operators to purchase more tickets.

Will groups have discount?

- Yes, the discount will range between 15 and 40% of the anticipated selling price established depending on the selected time slot.

Which will be the price of admission?

- General admission will cost €7 if booked in advanced (including VAT), and 8 € if the ticket purchased at the ticket office, it worth to remark that discounts may apply. Also, advance purchase discounts and additional discounts for groups with advance purchase will be applied.

Other special cases

Will registered operators have special conditions to purchase tickets that are not for groups?

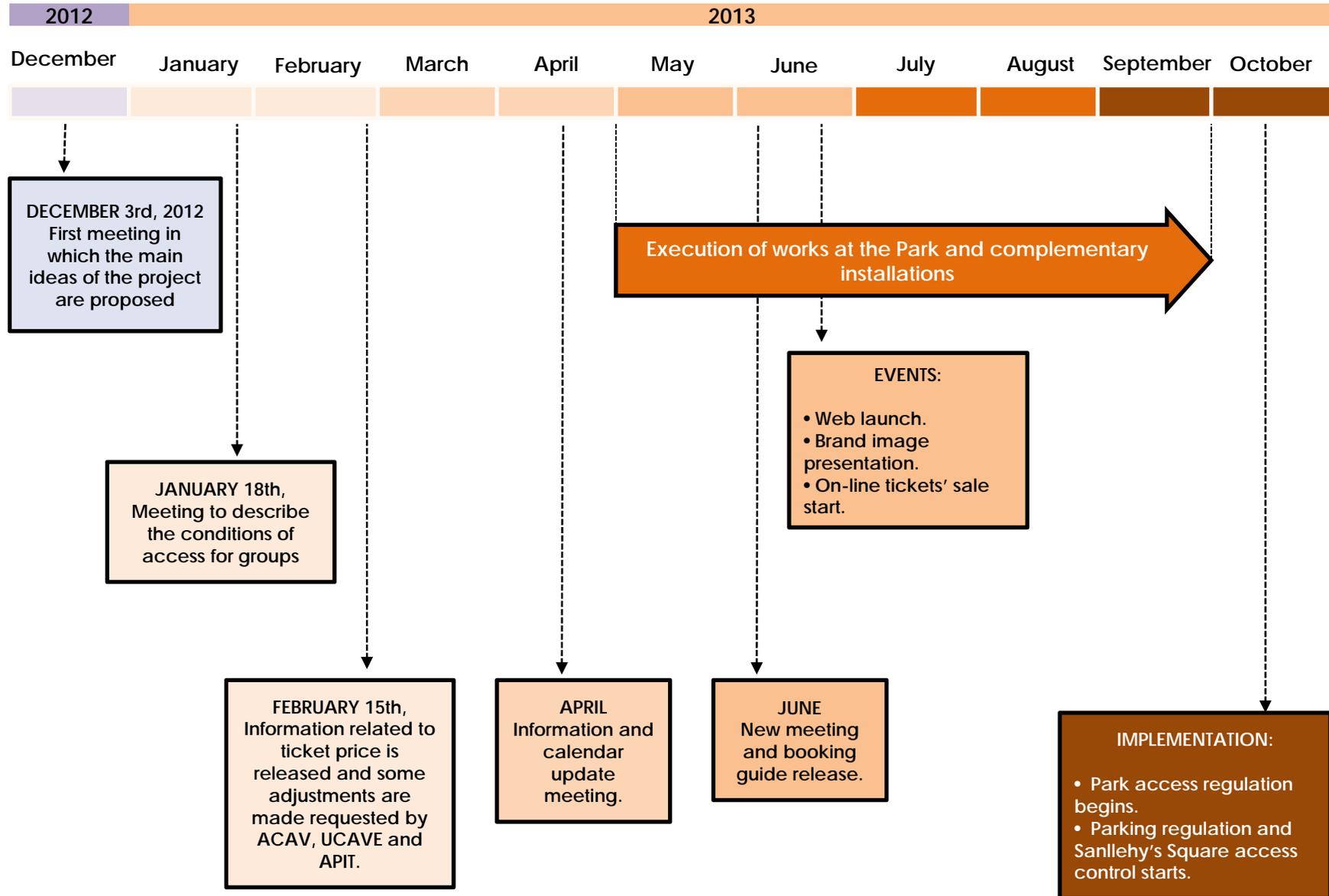
- Yes, the discounts will be slightly lower than for groups defined. Tickets will be able to be purchased on-line or in-person at the box office, and will entitle to use group ticket office presenting professional accreditation.

Will the official guides groups of less than 9 people have a special discount?

- They will enter for free.

How will inspection visits be managed?

- As a regular group.



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