

**TURISME DE BARCELONA MEMBERS
THAT ARE PART OF
BCNSHOP**

-2013-

TURISME DE BARCELONA

The Turisme de Barcelona consortium is the organisation responsible for promoting Barcelona as a tourist destination. It was founded in 1993 by Barcelona City Council, the Barcelona Chamber of Commerce, Industry and Shipping and the Barcelona Promoció Foundation. Local government and the private sector hold an equal share in the organisation which works to attract tourists to Barcelona. Every year, Turisme de Barcelona carries out some 350 promotional activities, selected according to market segmentation, by countries or tourist typologies. It is helped in this endeavour by the direct and voluntary collaboration of 700 associates in the form of businesses from the sector: the “members” of Turisme de Barcelona who provide the consortium with funding and know-how.

Turisme de Barcelona members are part of Turisme de Barcelona’s programmes. These include the Barcelona Convention Bureau (meetings tourism); the Barcelona Shopping Line (the city’s retail offering); Barcelona Gastronomy (the city’s restaurants); Barcelona Cultural (culture); Barcelona Sports (sporting events); and Barcelona Premium (high-end tourism and unique experiences).

Turisme de Barcelona carries out different types of promotional activities: presentations of the city in outgoing markets, often in association with the city’s tourist companies (workshops), attendance of trade fairs and exhibitions, and trade visits. It also organises fam trips with the sector’s prescribers (travel agencies, tour operators and the media). It also targets the end consumer, through its website (www.barcelonaturisme.cat and www.visitbarcelona.com), tourist information points around the city, and other channels.

The consortium also creates, runs, markets and sells a series of tourist services designed to ensure people get the most out of their stay in the city. They include the Barcelona Bus Turístic, the Barcelona Card, the Gaudí Audioguide and the Columbus Monument. The profits from these services help fund Turisme de Barcelona.

The consortium is considering creating a new programme called BCNSHOP, with the aim of establishing a framework for a permanent working relationship between Turisme de Barcelona and businesses, organisations and institutions offering products and services of interest to visitors to Barcelona, that are not members of any other programme or tourism product. With this aim in mind, the regulations for Turisme de Barcelona members of BCNSHOP are set out below.

REGULATIONS FOR THE BCNSHOP MEMBERS PROGRAMME

1.- Prior considerations:

- a) BCNSHOP is a platform marketing the range of products and services offered by Barcelona and its surrounding area, on-line, as well as off-line through its tourist information offices.
- b) All members of Turisme de Barcelona's programmes will enjoy the advantages and have to comply with the obligations of the BCNSHOP members, if they offer products or services that can be sold or marketed through this on-line platform.
- c) All the companies that are part of other Turisme de Barcelona programmes can choose to put their products on sale, upon prior agreement with the people in charge of BCNSHOP. Providers who are only Tourism Products associates will have to become members of BCNSHOP and pay the requisite quota.

Those businesses, professionals and organisations that are not members of another Turisme de Barcelona programme or tourism product and want to become BCNSHOP members, will have to work within the conditions established by the consortium at all times.

2.- Conditions for being a Turisme de Barcelona member that is part of BCNSHOP:

- a) Incoming organisations or businesses: individuals or legal entities who have the necessary licences to perform an activity, legally constituted in Spain, associated with tourism or commerce that is of interest to visitors to Barcelona, preferably to the city proper or its surrounding area.
- b) They must have started trading at least six months before they asked to join. Exceptions can be made in the case of new entrepreneurs.
- c) The service offered will be of specific interest for visitors to Barcelona and be offered in a number of foreign languages, at least in English. In the case of entertainments, priority will be given to those that feature music or dance as part of their programme of events.
- d) In the case of products from outside Barcelona, the providers will need to guarantee a good public or private transport system.
- e) The service or product will run for at least six months a year and take place at least once a week.
- f) Preference will be given to those products that offer something different to those already on sale at bcshop.com when the order is placed

- g) They must be up to date with all their tax obligations.
- h) If products and services are sold through Turisme de Barcelona's channels, a commission will be charged for the sales made, in addition to the membership fee.
- i) The Members' Committee will have to give its approval prior to marketing and selling the products and services through the channels of Turisme de Barcelona.
- j) Members will have to pay their annual quota plus the corresponding VAT.
- k) To accept the conditions for the sale, marketing, promotion and placement of the products or services established by Turisme de Barcelona.
- l) If the activity of the business is directly related to one of its programmes, Turisme de Barcelona may ask it to take part in the corresponding programme, as a way of becoming to BCNSHOP.

3.- Advantages of being a member:

- a) The group of BCNSHOP members will feature on the Turisme de Barcelona travel trade website.
- b) They will be able to market their services through the direct channels of Turisme de Barcelona: BCNSHOP, tourist information offices and the Logistics Centre.
- c) They will be able to use Turisme de Barcelona as an intermediary in order to market their services through tour operators, hotels, etc.
- d) They will be able to use the "Barcelona Turisme, Member" logotype on the advertising material for the products you have on sale in the BCNSHOP, subject to approval by Turisme de Barcelona. If this logotype appears on a website, this site must feature a link to the Turisme de Barcelona website (barcelonaturisme.cat)
- e) Discounts on hiring and/or purchasing Turisme de Barcelona's services and products.
- f) You will be able to take part in Turisme de Barcelona's promotional activities.
- g) You will be able to hire advertising space on advertising displays owned by Turisme de Barcelona.
- h) You will be able to access the complete statistics put together by Turisme de Barcelona about tourist activity in Barcelona.
- i) They will be able to attend the conventions and/or workshops held by Turisme de Barcelona members.
- j) Turisme de Barcelona will be able to carry out specific promotional activities for groups of BCNSHOP members.

4.- How to become a BCNSHOP member:

- a) You must comply with the legally established requirements.
- b) You will need to apply to Turisme de Barcelona for membership.

- c) You must sign an agreement with Turisme de Barcelona that gathers the basic duties and obligations.
- d) You must set up a standing order for payments.
- e) The members of Turisme de Barcelona programmes and products will be admitted automatically, in accordance with paragraph b) of point 1.

5.- Fees:

- a) **Organisations and businesses:** the **2013** membership fee for Turisme de Barcelona's BCNSHOP is 255.00 euros a year, excluding VAT. The fees are updated annually.
- b) If the business becomes a member after 1st January, they will pay the corresponding proportional part.
- c) The membership fee will entitle members to market and sell, through Turisme de Barcelona's channels, a maximum of four products, activities or entertainments. Members will have to pay 50% of the fee, plus VAT; for every additional service provided.
 - New entrepreneurs will be granted a maximum exclusion period of six months.
- d) **Invoicing and payment:** the quotas will be paid in calendar years. If the business becomes a member after 1st January, they will pay the corresponding proportional part. Invoices will be paid within 60 days of the invoice date by standing order from their bank account.

6.- Quality criteria and criteria for regulating the offering:

- Members must show good practice in performing their job.
- They must have received no complaints about the service they provide.
- Turisme will give priority of membership to businesses or professionals offering services different to those already on the market.
- If the same or similar kinds of services are offered by other providers, Turisme de Barcelona will be able to restrict their number to a maximum of four. In this case, priority will be given to members of other programme or tourism product and the length of time they have provided this service will be taken into consideration.
- Nevertheless, Turisme de Barcelona reserves the right to refuse membership and can veto those businesses whose products and services do not contribute to improving the Turisme de Barcelona brand and the image of the city.

7.- BCNSHOP Members' Committee:

- a) The Committee will comprise three members of the Turisme de Barcelona Board of Directors.

- b) The committee will be responsible for assessing the suitability of new partners and will make the necessary recommendations to the Turisme de Barcelona management bodies.
- c) It will establish the criteria for the positioning of the different products and services, and they way they are presented, on the on-line platform and in other promotional media.
- d) It will also work to ensure that the partners fulfil their duties and obligations.

8.- Cessation:

- a) The agreement may be rescinded due to low turnover or cost-effectiveness of the product, which is expressed as a minimum of 20 bookings a year.
- b) Members can be dismissed if they fail to comply with any of the above conditions without entitlement to any compensation.

9.- Discrepancies:

Any conflicts arising from the interpretation, modification, resolution and effects of these conditions will be resolved by the competent body of Turisme de Barcelona or, should the need arise, by the Consumption Arbitration Board of Barcelona.