

Barcelona Turisme



PROMOTION AND MARKETING

Barcelona's Promotion as a holiday, cultural tourism and LGBT cruise segment destination

PROMOTIONAL ACTIONS

HOLIDAY SEGMENT
100 PROMOTIONAL ACTIONS

- 27 workshops
- 51 fam trips
- 11 fairs
- 11 commercial visits

CRUISE SEGMENT

2.364.292 PASSENGERS

Leading cruise PORT IN EUROPA
 Fourth cruise PORT IN THE WORLD

BCNSHOP

Touristic Products Sales Platforms and website

- +200 products and services
- +49 new products
- +100 restaurants

PARTNERS

- 138 own companies in the programme (57) and other tourism programmes (75)
- 158 applications to sell products (45% entrepreneurs)

BARCELONASHOP

CUSTOMER SERVICES (SAT)

3.406.509 people assisted

4.402.525 operations carried out

26 information points

Remodelling project at CITB Plaça Catalunya

27 screens

492 m²

7 attention points in the harbour and WTC (447 cruises)

BARCELONA SPORTS

Great Sports Events Promotion

over **2,8 million** competition spectators

LEADING COMPETITIONS

- FÒRMULA 1 GRAND PRIX
- BARCELONA WORLD RACE
- FOOTBALL LEAGUE FIRST DIV.
- CONDE DE GODÓ TROPHY

NEW WEBSITE

BARCELONA WORLD RACE

BARCELONA PIRINEUS - NEU I MUNTANYA

Tourism extension beyond Barcelona. Urban plus snow and mountain tourism

MEMBERS

- ASSOCIACIÓ CATALANA D'ESTACIONS D'ESQUÍ
- PATRONAT DE TURISME COSTA BRAVA-GIRONA
- FEDERACIÓ CATALANA D'ESPORTS D'HIVERN
- FOMENT TORISME VAL D'ARAN
- SAGALÈS
- MASELLA
- FGC-MOLINA
- TAVASCAN
- BAQUEIRA-BERET
- VIATGES PLUS

30.500 expected delegates for the 2017 European Cardiology Congress

Affiliated to the ACT Pirineus Programme

TOURISM ACTIVITY

OVERNIGHT STAYS (VAR. 2014 - 2013)

HOTELS	17.091.852 (+3,7%)	TOURIST APARTMENTS	8.559.368 (+55,9%)	GUESTHOUSES	979.300 (+11,0%)
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TURISTS (IN HOTELS)

CLIENTS LODGED AT HOTELS...

- 52,5% coming on vacation
- 39,6% coming for business or professional reasons
- 7,9% other reasons

ORIGIN

SPAIN	1.618.007
FRANCE	680.415
UNITED KINGDOM	676.867
UNITED STATES	654.131
GERMANY	486.416
ITALY	485.076
NETHERLANDS	222.110
RUSSIA	199.080
JAPAN	171.478
SWITZERLAND	152.355

SUPPLY AND DEMAND 2014 2013

HOTELS	373	365
ROOMS	34.689	34.453
PLACES	68.036	67.567
TOURISTS IN HOTELS	7.874.941	7.571.766
OCCUPANCY RATE	78,2	76,8

HOW THEY GET HERE 2014 2013

AIRPORT	37.559.044	35.216.828
AVE (MADRID)	3.442.607	3.054.510
CRUISES	2.364.232	2.599.363

USERS IN... 2014 2013

BARCELONA BUS TURÍSTIC	1.919.203	1.985.893
LEISURES AND CULTURAL SPACES	32.117.088	27.103.619
BARCELONA CARD	133.145	115.927

BARCELONA CONVENTION BUREAU (BCB)

FIGURES 2014

	MEETINGS	DELEGATES
CONGRESSES	271	280.747
SEMINARS AND COURSES	134	23.508
CONVENTIONS AND INCENTIVES	1.564	275.600
TOTAL	1.969	579.855

PROMOTIONS

- 304 PROMOTIONAL ACTIONS
- 86 workshops and presentations
- 100 Fam Trips / Press Trips
- 27 presence at fairs
- 59 business visits
- 32 Events and Special Actions

COMPANIES

Barcelona Turisme
951 COMPANY MEMBERS



BARCELONA SHOPPING

BARCELONA SHOPPING CITY

4 NON-FOOD MARKETS

21 SHOPPING CENTRES

13 SHOPPING CENTRES / DEPARTMENT STORES

New Map Barcelona Shopping City

8 LANGUAGES

BARCELONA SHOPPING LINE

COMMERCIAL ESTABLISHMENTS 144

COMMERCIAL ZONES AND TRADE ASSOCIATIONS

8 DEPARTMENT STORES

10 SHOPPING CENTRES / DEPARTMENT STORES

New Pocket Guide Barcelona Shopping Line

8 LANGUAGES

VAT RECLAIM. TAX FREE SERVICE

TWO INFORMATION OFFICES DOWNTOWN

52.291 HANDLED CHECKS BY GLOBAL BLUE, PREMIER TAX FREE AND TRAVEL TAX FREE

2.798.694,3 € EFFECTIVE DISBURSEMENT

2014 ACTIONS

BARCELONA SHOPPING FESTIVAL

First festival for the summer sales celebrated online and in social networks with shows and competitions

1.734 NEW RECORDS

22 WIDESPREAD MEDIA COVERAGE

1.745.000 FACEBOOK USERS

500 PARTICIPANTS IN THE CONTEST

BOUGHT IN BARCELONA

Campaña prenavideña offline y online

PAÍSES: Alemania, Suiza, Reino Unido, Bélgica, Suecia, Noruega y Rusia

1.337 REGISTERED

300 ONLINE MEDIA

93.231 VISITS TO THE MICROSITE

2.961 DOWNLOADS OF DISCOUNTS OFFERED BY MEMBER INSTITUTIONS

CULTURE AND LEISURE

51.000 "TIME OUT" AGREEMENT copies at tourism offices, agencies and hotels

AGENDA "SAVE THE DATE"

Presence in London, Paris, Moscow, New York, Chicago, Mexico City and Shanghai

NEWS FACILITIES OPENED

COLLABORATION WITH THE ICUB

TOURIST PRODUCTS

VAR. 2014-2013 (%)	USERS
-3,4%	1.919.203
14,8%	133.145
	111,5% 130.780 (CLOSED JANUARY/JUNE)
-5,8%	15.062
0,5%	22.409
	487,5% 141
27,9%	14.278
16,6%	490
12,4%	217

INNOVATION: URBAN ROUTES

HORTA-GUINARDÓ

SANT MARTÍ

2014 NEW YEAR'S EVE

70.000 ATTENDEES AT MONTJUÏC

PREMIUM

- 20 "fam trips" with 137 agents
- 15 "press trips" with 59 journalists
- 26 workshops, fairs and events or special actions

- LUXURY TOURIST OFFER
- EXCLUSIVE NET "VIRTUOSO"
- CATÁLOGUE "BARCELONA PREMIUM. A city of unique experiences"
- NEW WEBSITE

GASTRONOMY

- 26 MICHELIN STARS
- NET "DÉLICE CITIES" Vice-presidential
- APPS BARCELONA RESTAURANTS Positioning and multipurpose

SUSTAINABLE TOURISM

SUSTAINABILITY AND RESPONSIBLE TOURISM

JUNE 5 WORLD ENVIRONMENT DAY

Promotional campaign to enjoy the city in the most sustainable way at the main tourism office

- Information
- Advice
- Resources

"Use the public transport"

"Ideas to practice sustainable tourism"

"Enjoy local traditions and customs"

Renewal of the "Biosphere for Barcelona" certification

- Collaboration with cycling and hiking tour operators from France and Benelux
- Collaboration with BIZ BARCELONA

ACCESSIBILITY

23 companies have supported the programme. Incorporation of accessibility service companies for disabled people or people with reduced mobility

- 3D Map at the office in Plaça Catalunya
- Training Day on accessible tourism for professionals (jointly with Barcelona Hotels Association)

CORPORATE SOCIAL RESPONSIBILITY. SOLIDARITY SPACE

500.000 annual visitors have been able to contribute funding to social and solidarity purposes in two glass cases placed at the office in Plaça Catalunya

- Cáritas: people with needs
- Sant Joan de Déu: for hospitalised children

'BOLÍGRAFO SOLIDARIO' CAMPAIGN

Fundación Disgroup, IMT and Barcelona City Council to help disabled people and promote tourism

FUNDACIÓN PEQUEÑO DESEO

Stay in Barcelona for children with grave illnesses. Their dreams can become true.





BUDGET SETTLEMENT



BALANCE AND DEVELOPMENT ACCOUNT

	YEAR END 2013	%	BUDGET 2014	YEAR END 2014	%	VAR. YEAR END 14/13	VAR. END. BEG. 2014
Logistics and selling products and services online	2.038.716,92	4,1	2.100.000,00	2.510.421,01	4,7	23,1	19,5
CITB Products and Services Sales	28.563.370,55	57,9	28.300.000,00	29.475.669,69	55,7	3,2	4,2
Other Products and Services Sales	29.467,55	0,1	30.000,00	161.059,38	0,3	446,6	436,9
Souvenir sales	11.319.150,12	23,0	10.600.000,00	12.471.835,46	23,6	10,2	17,7
TOTAL PRODUCTS AND SALES SERVICES	41.950.705,14	85,1	41.030.000,00	44.618.985,54	84,3	6,4	8,7
BCB Fees and Reinvestment	1.419.291,41	2,9	1.350.000,00	1.503.695,35	2,8	5,9	11,4
Fees Shopping City and Shopping Line	175.304,67	0,4	200.000,00	142.520,99	0,3	-18,7	-28,7
Barcelona Gastronomy Fees	111.754,28	0,2	112.000,00	113.660,44	0,2	1,7	1,5
Barcelona Culture Fees	46.924,42	0,1	50.000,00	49.176,13	0,1	4,8	-1,6
Barcelona Esports Fees	15.749,35	0,0	15.000,00	17.345,63	0,0	10,1	15,6
Barcelona Premium Fees	45.822,00	0,1	50.000,00	47.563,00	0,1	3,8	-4,9
BCN SHOP Fees	9.450,35	0,0	13.000,00	13.137,55	0,0	39,0	1,1
Sustainable Barcelona Fees	8.909,50	0,0	12.000,00	9.910,75	0,0	11,2	-17,4
Barcelona Pirineus Fees	-	-	-	1.895,00	-	-	-
Barcelona Mar Fees	-	-	-	-	-	-	-
Barcelona Card Fees	13.565,00	0,0	15.000,00	18.240,66	0,0	34,5	21,6
TOTAL PRIVATE SECTOR FINALISTS' CONTRIBUTIONS	1.846.770,98	3,7	1.817.000,00	1.917.145,50	3,6	3,8	5,5
Participation fairs and workshops	343.152,16	0,7	350.000,00	340.275,11	0,6	-0,8	-2,8
Sponsorships	275.750,00	0,6	275.000,00	275.650,00	0,5	0,0	0,2
Advertising inserts	171.173,81	0,3	400.000,00	372.422,61	0,7	117,6	-6,9
ADVERTISING, SPONSORSHIP AND PROMOTIONAL ACTIVITIES	790.075,97	1,6	1.025.000,00	988.347,72	1,9	25,1	-3,6
TOTAL OWN REVENUE	44.587.552,09	90,4	43.872.000,00	47.524.478,76	89,8	6,6	8,3
Institutional Contributions	1.142.000,00	6,72	1.142.000,00	1.142.000,00	2,2	0,0	0,0
BCN City Council Finalists' Contributions	460.000,00	0,9	360.000,00	485.000,00	0,9	5,4	34,7
Touristic Tax Contributions	2.771.318,30	5,6	2.900.000,00	3.433.035,90	6,5	29,9	18,4
Diputació de Barcelona Contributions	300.000,00	0,6	300.000,00	305.000,00	0,6	1,7	1,7
Bank Account Interests	43.946,55	0,1	60.000,00	31.804,50	0,1	-27,6	-47,0
FEDER Contributions	-	-	406.000,00	0,00	-	-	-
CURRENT INCOME	49.304.816,94		49.040.000,00	52.921.319,16	7,3%	7,3%	7,9%
Workforce	4.222.192,25	9,1	4.350.000,00	4.807.703,34	9,3	13,9	10,5
Companies' Social Security	1.077.780,98	2,3	1.125.000,00	1.137.144,39	2,2	5,5	1,1
Staff training	15.467,98	0,0	15.000,00	28.527,18	0,1	84,4	90,2
Other social costs	36.351,52	0,1	51.000,00	31.219,50	0,1	-14,1	-38,8
TOTAL STAFF EXPENSES	5.351.792,73	11,6	5.541.000,00	6.004.594,41	11,6	12,2	8,4
Local leases	402.854,24	0,9	450.000,00	389.363,42	0,8	-3,3	-13,5
Office Machinery Leasing	10.561,27	0,0	16.000,00	10.683,24	0,0	1,2	-33,2
Building and Other Structure Maintenance	31.759,28	0,1	45.000,00	48.782,00	0,1	53,6	8,4
Furniture, Machinery and Installations Maintenance	18.586,88	0,0	20.400,00	21.562,39	0,0	16,0	5,7
Computer equipment Maintenance	9.717,10	0,0	15.300,00	8.913,03	0,0	-8,3	-41,7
Non-registrable Office Equipment	49.398,89	0,1	51.000,00	79.341,33	0,2	60,6	55,6
Electric power	63.033,38	0,1	81.600,00	82.789,20	0,2	31,3	1,5
Water	1.609,58	0,0	1.530,00	2.355,13	0,0	46,3	53,9
Telecommunications	126.107,01	0,3	115.000,00	123.358,21	0,2	-2,2	7,3
Postal Communication	8.262,84	0,0	10.200,00	10.710,63	0,0	29,6	5,0
Transport and Delivery Services	53.586,15	0,1	51.000,00	50.697,77	0,1	-5,4	-0,6
Insurance premiums	23.275,19	0,1	22.000,00	25.774,88	0,0	10,7	17,2
Consulting, payroll and audits	78.169,76	0,2	95.000,00	72.558,64	0,1	-7,2	-23,6
External services: cleaning	117.239,46	0,3	122.400,00	118.252,42	0,2	0,9	-3,4
Other Overhead Expenses	49.074,08	0,1	51.000,00	39.715,70	0,1	-19,1	-22,1
TOTAL OVERHEAD	1.043.235,11	2,3	1.147.430,00	1.084.857,99	2,1	4,0	-5,5
Marketing, advertising, publications, Web and soc networks.	227.774,82	0,5	300.000,00	357.086,29	0,7	56,8	19,0
Communication and press	32.218,40	0,1	50.000,00	45.735,37	0,1	42,0	-8,5
IT and New Technologies	147.718,65	0,3	175.000,00	270.828,94	0,5	83,3	54,8
Promotion and Development Programmes	2.710.678,47	5,9	4.251.570,00	4.247.015,10	8,2	56,7	-0,1
TOTAL PROMOTIONAL EXPENSES	3.118.390,34	6,8	4.776.570,00	4.920.665,70	9,5	57,8	3,0
Touristic Products Purchases	9.856.713,75	21,4	9.650.000,00	10.759.925,06	20,8	9,2	11,5
Purchases and Tourism Promotion Offices	25.128.127,54	54,4	23.900.000,00	25.658.679,12	49,5	2,1	7,4
Logistics, Distribution and Online Sales	881.815,94	1,9	1.700.000,00	2.009.470,73	3,9	127,9	18,2
TOTAL PRODUCTS AND SERVICES PURCHASES	35.866.657,23	77,7	35.250.000,00	38.428.074,91	74,2	7,1	9,0
ICF LOANS, DEPRECIATION AND SAS	367.642,67	0,8	1.600.000,00	282.875,94	0,5	-23,1	-82,3
COMPANY AND ORGANIZATIONS' TRANSFERS	125.000,00	0,3	125.000,00	15.000,00	0,0	-88,0	-88,0
INVESTMENTS	294.164,795	0,6	600.000,00	1.064.508,24	2,1	261,9	77,4
EXPENSE BUDGET	46.166.882,87		49.040.000,00	51.800.577,19	12,2%	12,2%	5,6%

INTANGIBLE ASSETS	+ 55.877,05
Applications	313.757,82
Other intangible assets	217.492,68
Amortization	(475.373,45)
TANGIBLE ASSETS	+ 2.738.718,22
Lands	107.701,44
Constructions	4.441.513,87
Furniture	213.779,97
Information Processing Equipment	437.503,37
Transport elements	35.346,83
Amortization	(2.497.127,26)
MANAGED INVESTMENTS	+ 38.943,00
Investments in progress	38.943,00
LONG-TERM INVESTMENTS	+ 177.099,41
Permanent equity investments	25.312.717,36
Deposits and long-term deposits made	56.100,00
Provisions	(25.197.717,95)
STOCKS	+ 211.965,05
Stock	250.271,19
Provisions	(38.306,14)
DEBTORS	+ 3.652.220,51
Debtors	3.761.768,07
Provisions	(109.547,56)
TERM INVESTMENTS	+ 1.439.219,28
Short-term interests of fixed-income securities	7.130,96
Other investments and short-term loans	1.332.860,00
Bonds and short-term deposits made	99.228,32
TREASURY	+ 2.525.525,48
TOTAL ASSETS	+ 10.833.568,00
EQUITY	- 8.494.813,40
Heritage	601.012,10
Heritage secondment	0,00
Past Exercises Results	(10.110.492,04)
Current Exercise	1.014.666,54
PROVISIONS FOR LIABILITIES AND CHARGES	- 981.974,26
Provisions for liabilities and charges	981.974,26
LONG-TERM DEBT	- 9.448.338,17
Debts to credit institutions	9.488.338,17
LIABILITIES	- 8.254.338,97
Debts to credit institutions	1.142.000,00
Other debts	531.050,00
Providers	5.536.191,35
Public administrations	817.962,27
Other creditors	227.180,35
ACCUALS	- 643.685,00
Deferred expenses	643.685,00
TOTAL LIABILITIES	- 10.833.568,00

SOURCES OF FUNDING

TOTAL REVENUE
52.921.319,16

OWN REVENUE AND FINALISTS' CONTRIBUTION
51.779.319,18
97,8%

INSTITUCIONAL CONTRIBUTIONS
1.142.000,00
2,2%

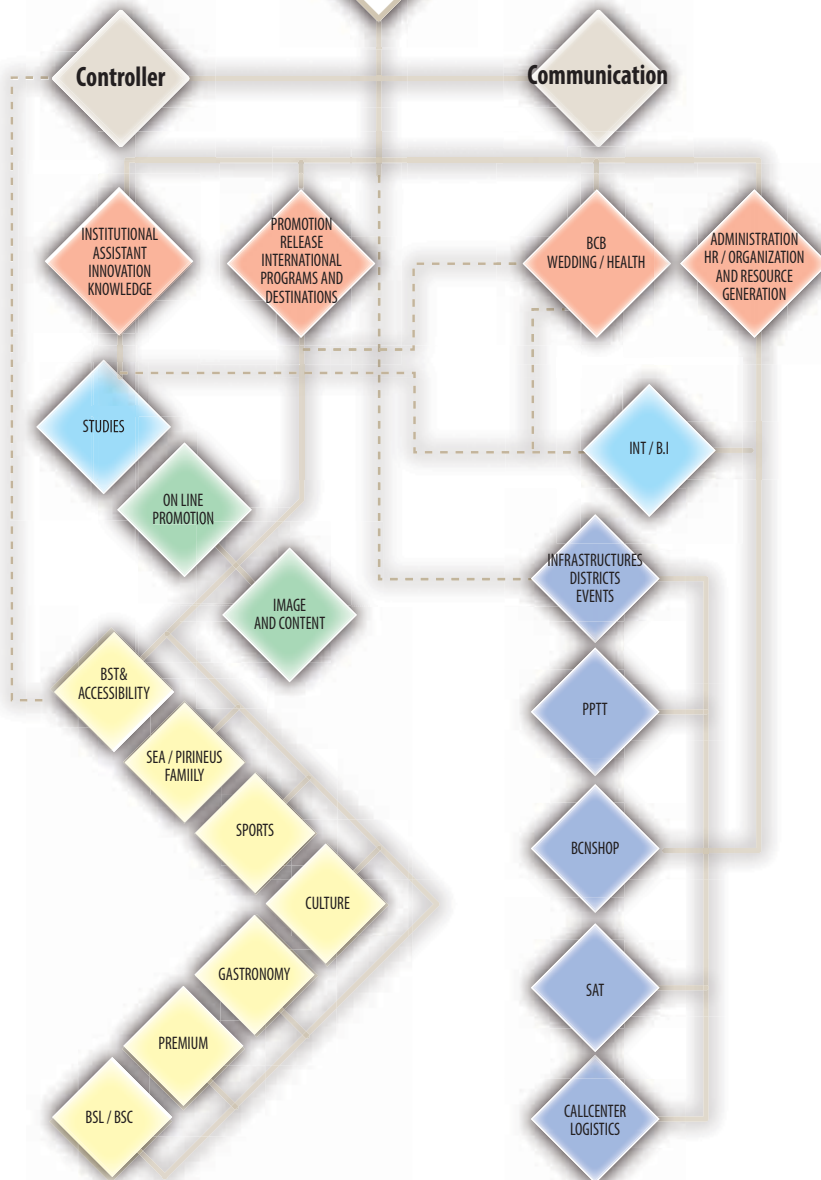




Barcelona Turisme



GOVERNING AND MANAGEMENT BODIES



CLOSING BALANCE

OPERATING INCOME	+ 52.891.599,89
Sales in Products and Services	37.237.635,11
Service Management	7.347.074,41
Contributions finalists private sector	1.919.937,25
Advertising, sponsorship and other promotional activities	990.112,72
Current transfers	5.365.035,90
Interest on deposits	31.804,50
OPERATING EXPENSES	- 50.150.280,78
Purchases of goods	32.584.202,45
Variation of existence of goods	-91.034,10
Rents and royalties	488.738,67
Computer equipment repairs and maintenance	220.962,94
Independent professional services	6.152.947,33
Transportation	347.753,27
Insurance premiums	23.887,50
Advertising, studies and promotional activities	3.518.068,99
Supplies	72.640,14
Communications and other services	774.291,33
Local taxes	576,46
Positive adjustments in direct taxation	2.034,02
Wages and salaries	4.807.703,34
Social security contributions by the company	1.137.144,39
Other social costs	94.981,76
Current transfers	15.000,00
Other current operating losses	382,29
GROSS MARGIN	= 2.741.319,11
FINANCIAL EXPENSES	- 465.739,72
Interest on long-term debt	282.875,94
Other financial expenses	182.863,78
DEPRECIATION AND PROVISIONS	- 367.161,32
Amortization	22.479,30
Depreciation	325.008,71
Period Provision of stocks	757,97
Period Provision for insolvencies	18.915,34
NET RESULT	= 1.908.418,07
EXTRAORDINARY RESULTS	- 977.042,19
Losses on fixed assets	-2.003,47
Extraordinary expenses	-982.250,92
Gains on fixed assets	7.212,20
RESULT OF THE SECURITIES PORTFOLIO	+ 29.995,93
Income from equity investments	29.995,93
MODIFICATION OF RIGHTS AND OBLIGATIONS	+ 53.294,73
Loss by modifying budgets obligations closed	-481,26
Loss by modifying budgets closed rights	-3.106,94
Benefit from amended obligations in closed budgets	56.882,93
INCOME FOR THE PERIOD	+ 1.014.666,54

Project and Design: Jordi Català



INFORMATION



www.barcelonaturisme.com



INSTITUTIONAL PARTNERS

