



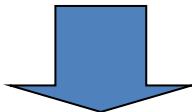
**Barcelona is much more:
sustainable development of tourism
in Barcelona Destination**

Spain Public Administration Profile

Spanish Constitution of 1978

3 LEVELS

- State
- Autonomous Communities
[17 + 2 autonomous cities]
- Local governments



- Municipalities [8.116]
- Provinces [50]
- Other local entities: counties, association of municipalities, consortiums





Barcelona
is much more



Diputació
Barcelona

The province of Barcelona



Destinació Barcelona: Província de Barcelona.
Destino Barcelona: Provincia de Barcelona.
Barcelona Destination: Province of Barcelona.

Entorn de Barcelona: Província de Barcelona sense la comarca del Barcelonès.
Entorno de Barcelona: Provincia de Barcelona sin la comarca del Barcelonès.
Barcelona region: Province of Barcelona without Barcelonès area.

Barcelona ciutat
Barcelona ciudad
Barcelona city

	Area (km2)	Population (2015)	Density (inhab./km2)
Barcelona province	7,726	5,523,922	715
Catalonia	32,108	7,508,106	234
Spain	505,992	46,624,382	92

3.2M inhabitants in the Metropolitan Area

1.6M in Barcelona city

Population	<500	501 to 5.000	5.001 to 50.000	>50.000	TOTAL
Num. Municipalities	65	116	111	19	311



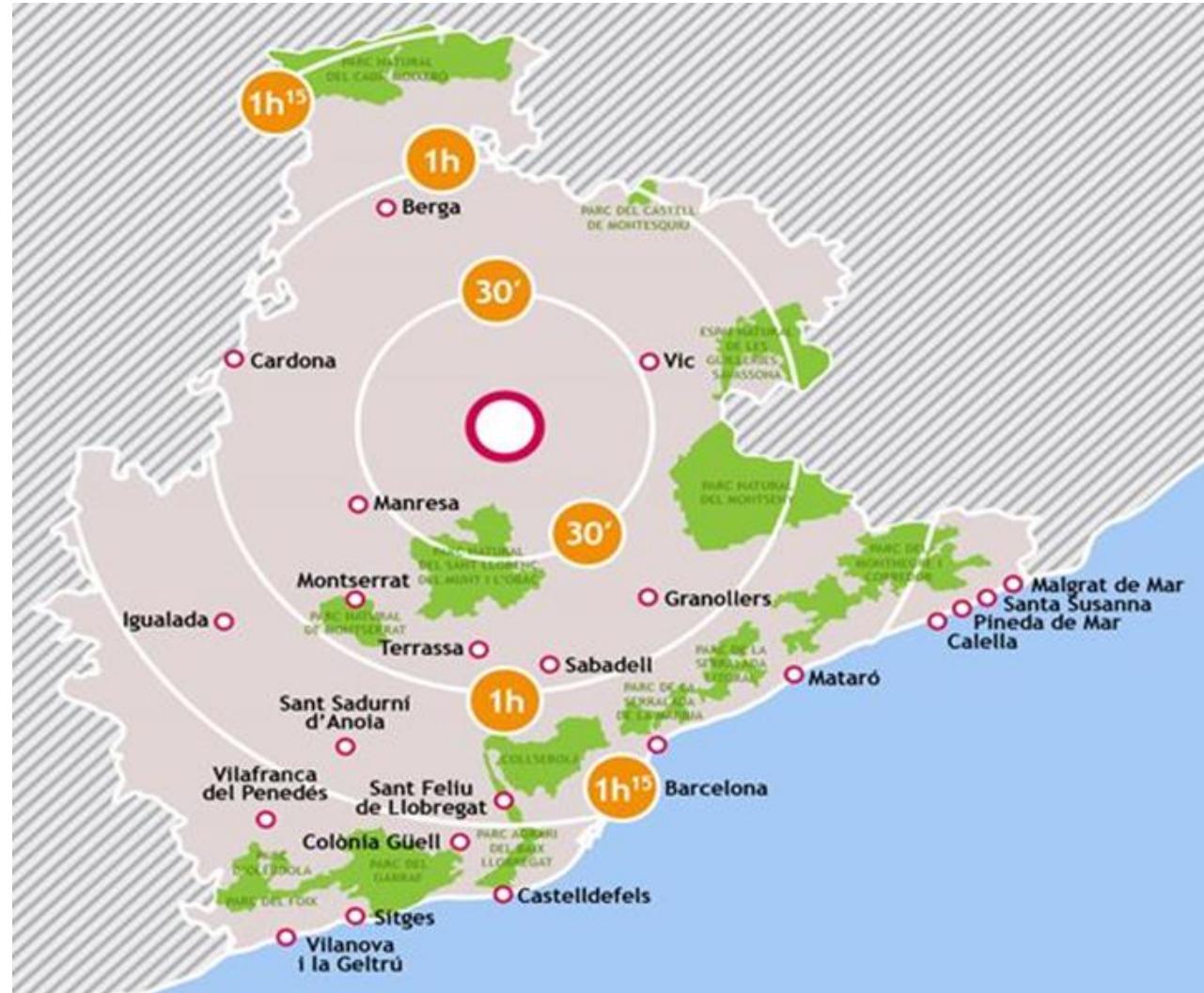
BCN+
Barcelona



Diputació
Barcelona



The province of Barcelona





Barcelona
is much more



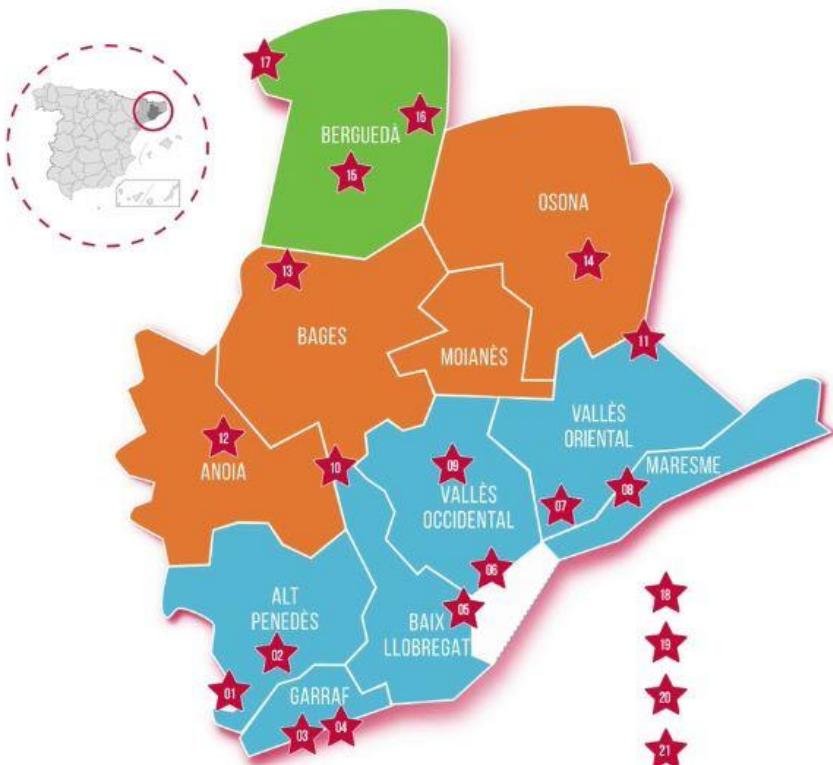
Diputació
Barcelona



Tourism brands

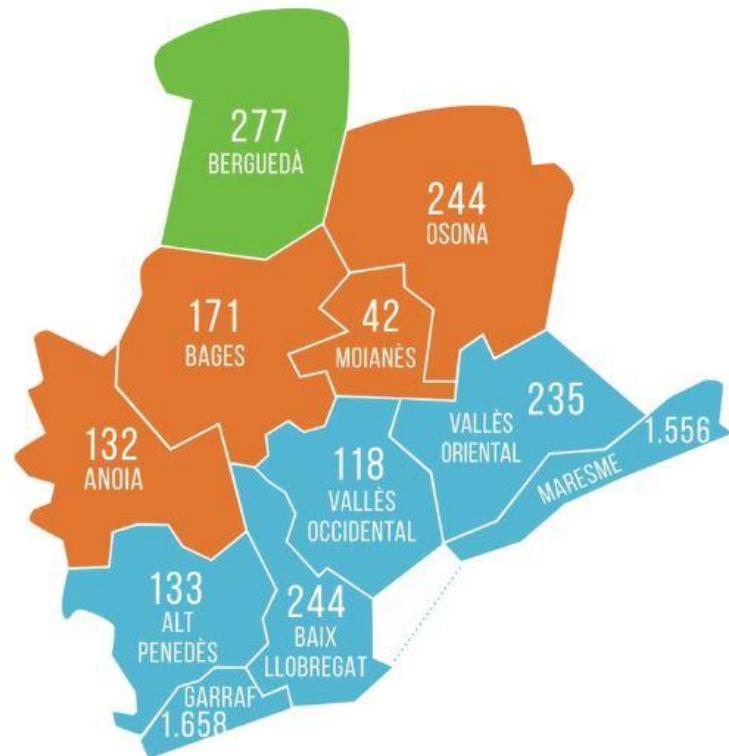


Diverse and attractive tourist offer

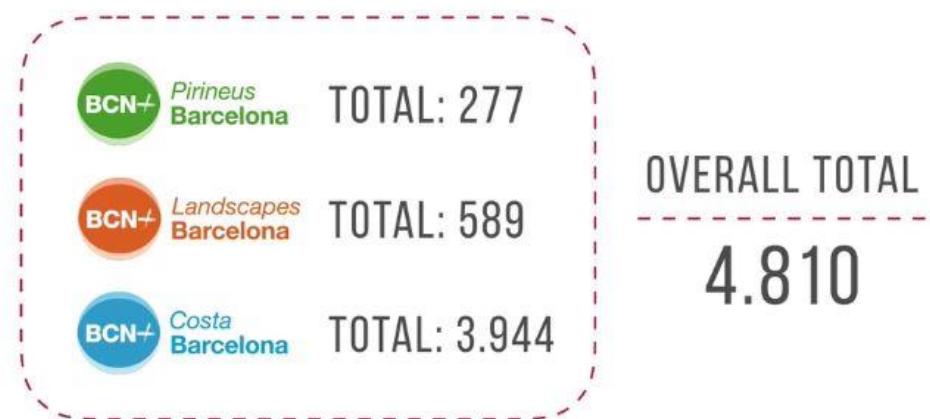


STAR PRODUCTS

- 01 VILAFRANCA DEL PENEDÈS
- 02 CAVA AND WINE
- 03 SITGES
- 04 SITGES INTERNATIONAL FANTASTIC FILM FESTIVAL
- 05 GAUDÍ CRYPT AND COLÒNIA GÜELL
- 06 MONASTERY OF SANT CUGAT DEL VALLÈS
- 07 CIRCUIT DE BARCELONA-CATALUNYA
- 08 LA ROCA VILLAGE
- 09 TERRASSA
- 10 MONTserrat
- 11 MONTSENY NATURAL PARK
- 12 EUROPEAN BALLOON FESTIVAL
- 13 CARDONA
- 14 VIC
- 15 LA PATUM
- 16 FIA FAIA
- 17 PEDRAFORCA MASSIF
- 18 GOLF
- 19 GASTRONOMY
- 20 HUMAN TOWER BUILDING
- 21 BEACHES OF THE COSTA BARCELONA

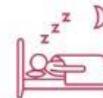
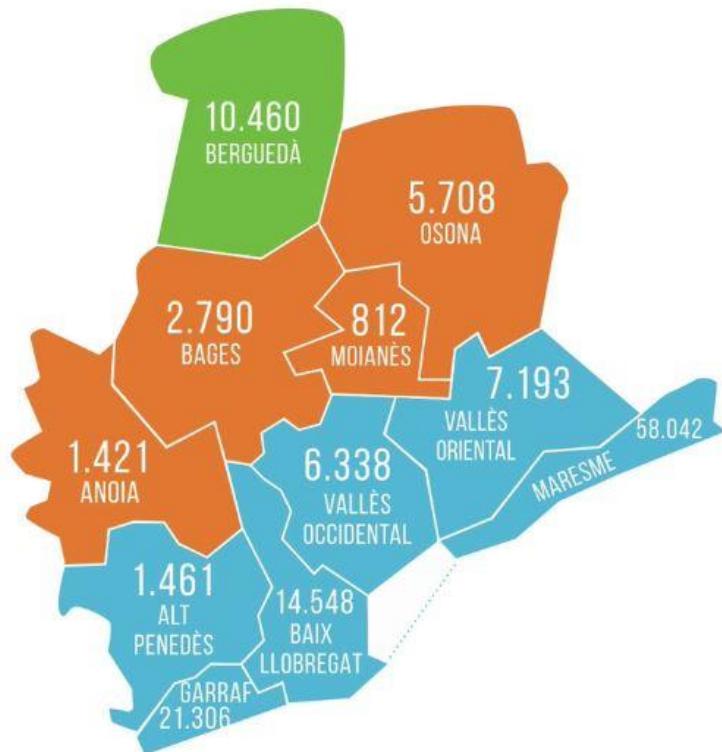


Offer of tourism accommodation



2015 DATA. RESIDENTIAL ACCOMMODATION FOR TOURIST USE IS NOT INCLUDED.

Offer of bed places in tourism accommodation



BED PLACES



OVERALL TOTAL
130.079

2015 DATA. RESIDENTIAL ACCOMMODATION FOR TOURIST USE IS NOT INCLUDED.



Barcelona
is much more



Diputació
Barcelona

TOURISM IN BARCELONA REGION **2018***



*BARCELONA REGION CONSIDER ALL REGIONS OF BARCELONA EXCEPT BARCELONÉS. DATA 2017.

SOURCES: TOURIST ACCOMMODATION OCCUPANCY SURVEY (INE AND IDESCAT); TOURISTS OF BARCELONA SURVEY; DIRECCIÓ GENERAL DE TURISME AND DEPARTAMENT D'EMPRESA I OCUPACIÓ OF GENERALITAT DE CATALUNYA; GERÈNCIA DE SERVEIS DE TURISME OF DIPUTACIÓ DE BARCELONA AND EQUIPMENT AND PLACES OF INTEREST OF BARCELONA REGION.

Demand (data 2017)



4,84 MILLION
TOURISTS



14,61 MILLION
OVERNIGHT STAYS

PRINCIPAL TYPES OF ACCOMMODATION

● TOURISTS

● OVERNIGHT STAYS



82,5%

78,6%



14,9%

19,0%



2,6%

2,4%

AVERAGE STAY

IN PRINCIPAL ESTABLISHMENTS



2,9 NIGHTS



3,8 NIGHTS



2,9 NIGHTS

Tourist distribution (data 2017)

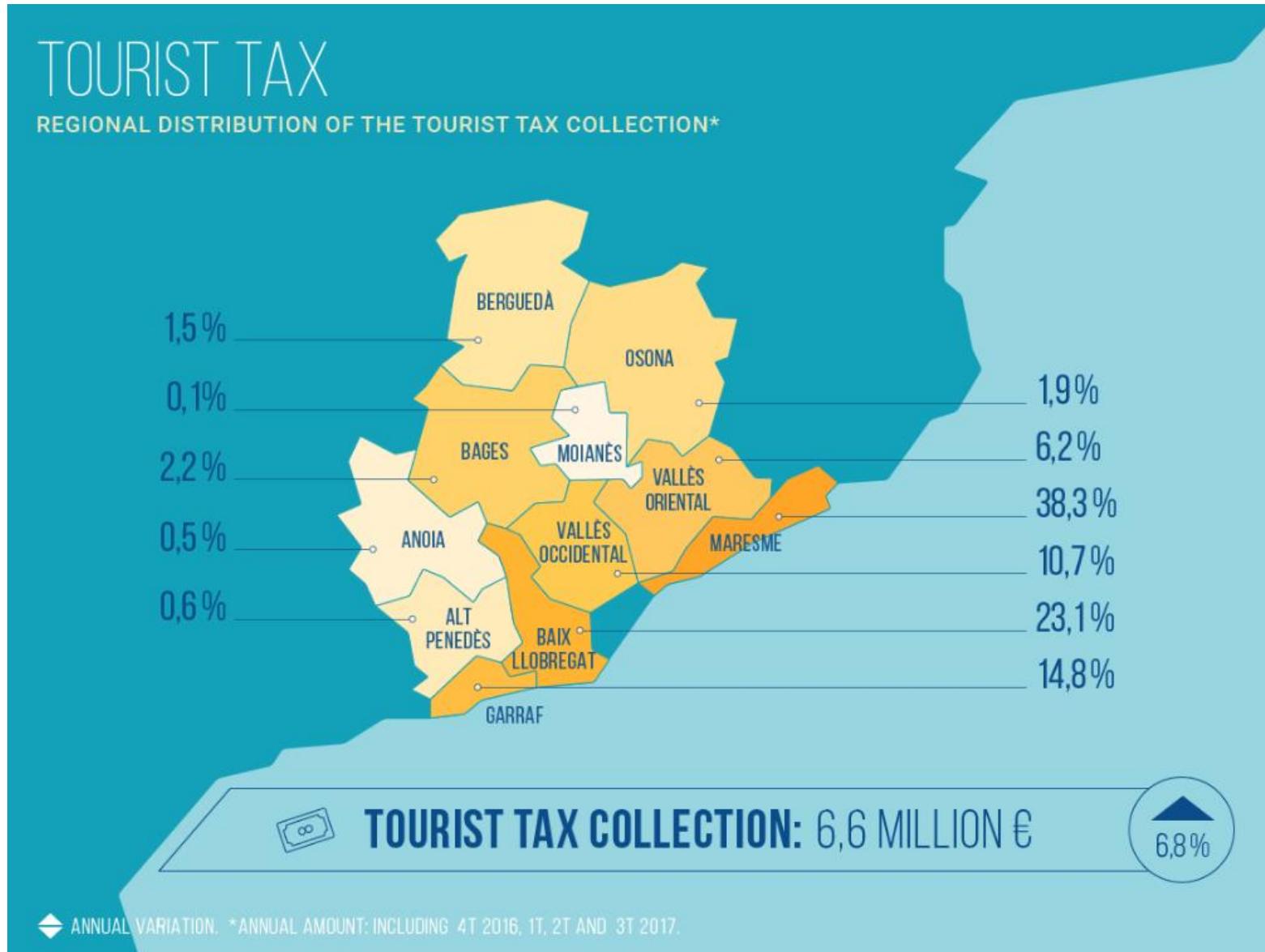
TOURIST DISTRIBUTION

REGIONAL DISTRIBUTION OF TOURISTS ACCOMMODATED* IN BARCELONA REGION



*HOTEL ESTABLISHMENTS, CAMPSITES AND RURAL TOURISM ACCOMMODATIONS. NA: DATA NOT AVAILABLE.

Distribution of tourist tax (data 2017)



Origin of hotel tourists (data 2017)

DEMAND IN HOTELS

ORIGIN

● TOURISTS

● OVERNIGHT STAYS



| 42,4%
| 30,8%



| 43,2%
| 59,0%



| 14,4%
| 10,2%

RANKING OF THE ORIGIN OF FOREIGN TOURISM

TOURISTS

1	FRANCE	15,8%
2	UNITED KINGDOM	11,4%
3	GERMANY	9,5%

OVERNIGHT STAYS

1	UNITED KINGDOM	15,0%
2	FRANCE	13,6%
3	GERMANY	12,4%



Number of visitors to the main tourist attractions (data 2017)



Tourists and overnight stays per month

VIATGERS

DIFERÈNCIA ACUMULADA 2016: +654.082

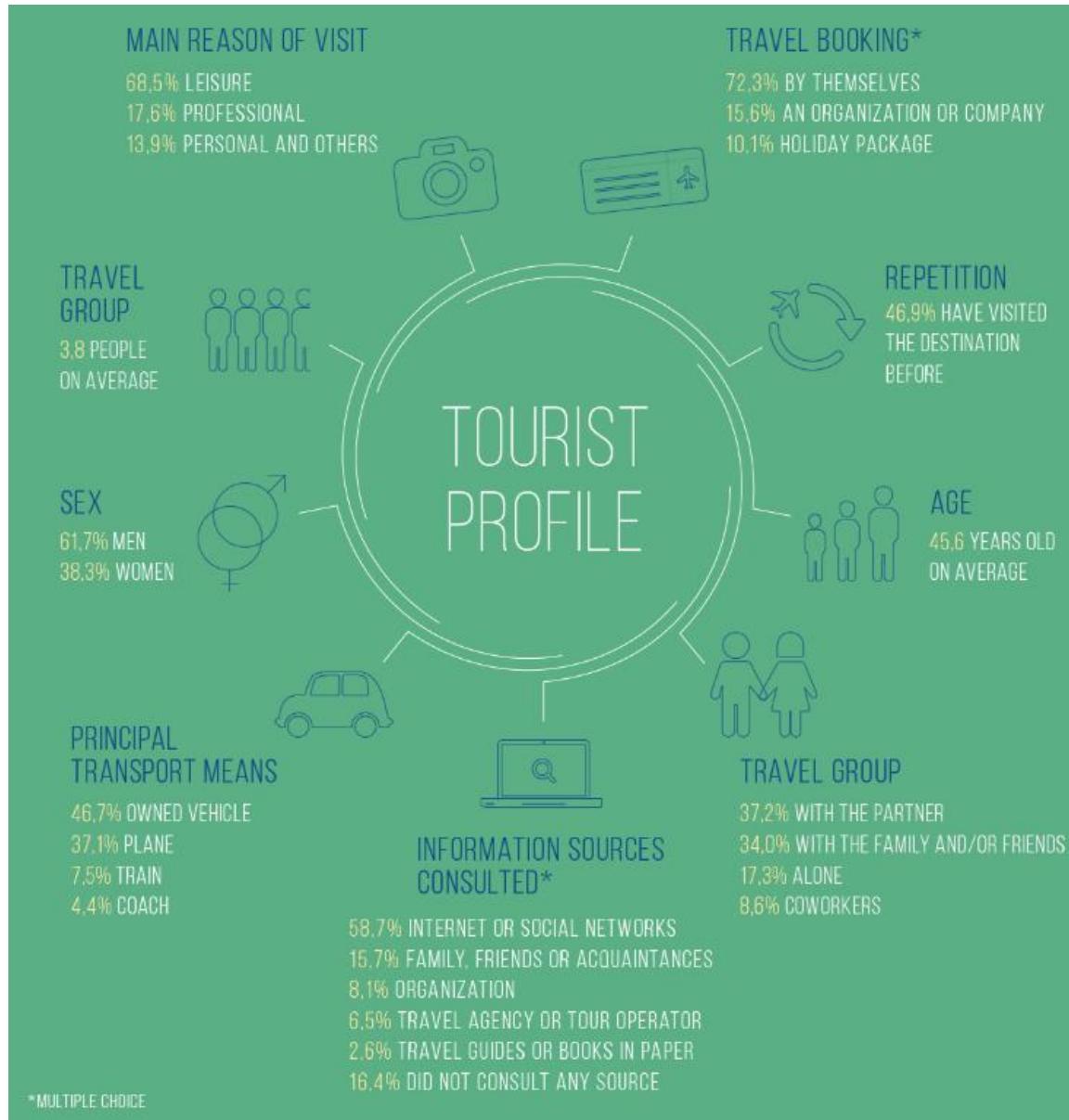


PERNOCTACIONS

DIFERÈNCIA ACUMULADA 2016: +921.669



Tourist profile (data 2017)



On-line reputation

SCORE AND REPUTATION ONLINE REPUTATION INDEX (IRON) 0-10



7.96

ACCOMMODATION



8.13

RESTAURANTS

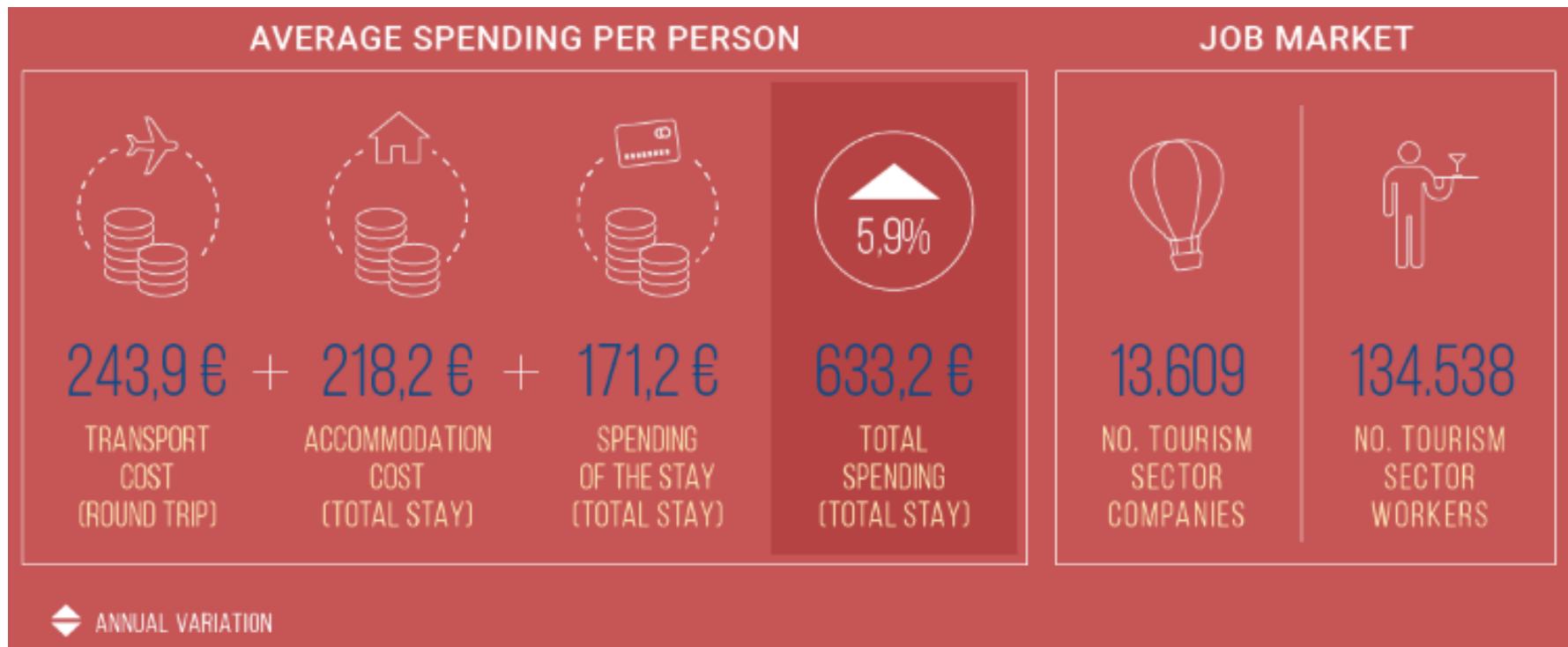


8.73

ATTRACTIIONS

(DATA FOR 2016)

Economic impacts (data 2017)



Local government: Provincial Council

- **Definition:** local authority with full power and autonomy to act on behalf of its municipalities.
- **Responsibilities:**
 - General: to foster solidarity and provide equal access to services for all municipalities.
 - Specific:
 - Municipal services coordination.
 - Delivery of legal, economic and technical cooperation and assistance delivery to all municipalities.
 - Delivery of supra-municipal level services.



Tourism and public administration

	State	Autonomous Communities	Provinces	Supralocal bodies (counties, consortiums, etc)	Municipalities
LEGISLATION	✓	✓			✓
PROMOTION	✓	✓	✓	✓	✓
SUPPORT TO COMPETITIVENESS	✓	✓	✓	✓	✓

Barcelona Provincial Council

Tourism law of Catalonia (2002) gives the provincial councils the following **competencies**:

- The promotion of tourism brands
- The promotion of tourism resources in coordination with all local authorities.
- The advice and technical support to local authorities in any aspect to improve its tourism competitiveness
- The articulation, coordination and development of promotional strategies from the private sector of the tourism industry
- Participation in the formulation of tourism planning instruments of the whole country

Barcelona Provincial Council

Tourism Department

TOURISM TECHNICAL OFFICE

- **Support to competitiveness:** strategic planning, infrastructures funding, signposting, tourist information points, certification (BIOSPHERE)
- **Capacity building and training**
- **Singular projects:** i.e. Greenways...
- **European and international cooperation:** MED, COSME, European networks (NECStour)...

TOURISM PROMOTION OFFICE

- **Destination promotion:** Fairs, fam-trips, blog-trips, workshops, communication (website&social networks), public-private platform (rural, hotels, campsites, cultural, winetourism, golf, BCN Convention Bureau), markets (ES, FR, UK, RU & Eastern countries, IT, Benelux, Northern countries, others)

LABTurisme

- **Tourism laboratory:** statistics, indicators (ETIS), research, surveys & reports...



In cooperation with local authorities, local consortiums, regional authorities and private partners

Strategic lines of action: The 4 Ds

Desconcentració

DECONCENTRATION

Desestacionalització

BREAKING THE SEASONALITY

Diversificació

DIVERSIFICATION

Despesa

INCREASE THE EXPENDITURE



Barcelona
is much more



Diputació
Barcelona

Some examples



Barcelona
is much more



Diputació
Barcelona

Sustainability certification



Biosphere certification
Sustainability certification



Biosphere Businesses and services
Commitment to sustainability

ETIS and sustainability index (ISOST)

METODOLOGIA

ISOST (Índex de Sostenibilitat Turística)

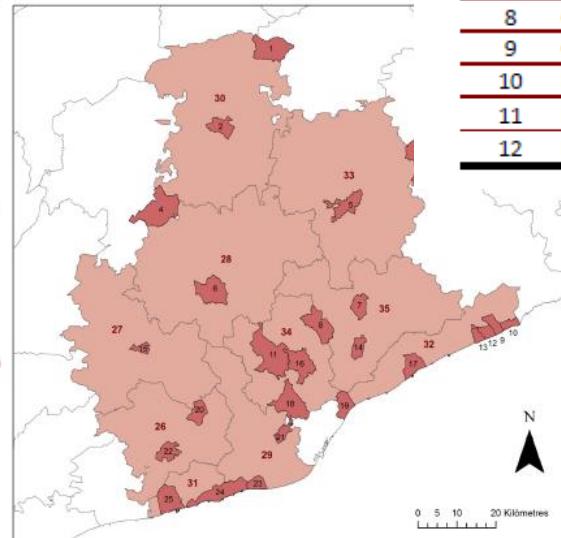
L'Índex de Sostenibilitat Turística combina 12 indicadors simples organitzats en 3 dimensions.

ID	INDICADOR	CÀLCUL
Dimensió sociocultural		
1	Població turística	% PTE
2	Diversificació dels atractius i recursos turístics	Núm. de diferents categories de recursos turístics
3	Productes turístics aptes per a discapacitats	Núm. de diferents tipus d'adaptacions per discapacitats
Dimensió econòmica		
4	Estacionalitat de l'oferta turística	% places turístiques disponibles (mitjana anual)
5	Presència de segones residències	% habitatges secundaris
6	Despesa diària per turista	Euros/turista i dia
Dimensió ambiental		
7	Consum d'energia	Consum Kwh/PTP/dia
8	Consum d'aigua	Consum litres/PTP/dia
9	Generació de residus	Residus Kg/PTP/dia
10	Distribució dels usos del sòl	% sòl urbà
11	Establiments turístics certificats ambientalment	% establiments d'allotjament turístic certificats
12	Disponibilitat d'estratègia/pla d'acció de turisme	Núm. d'instruments de planificació turística



Casos d'estudi

- Municipis
- Comarques
- 1 Castell de n'Hug
- 2 Berga
- 3 Rupit i Pruit
- 4 Cardona
- 5 Vic
- 6 Manresa
- 7 La Granadella
- 8 Calders de Montbui
- 9 Santa Susanna
- 10 Mairat de Mar
- 11 Terrassa
- 12 Pineda de Mar
- 13 Calella
- 14 Granollers
- 15 Igualada
- 16 Olesa de Montserrat
- 17 Mataró
- 18 Sant Cugat del Vallès
- 19 Badalona
- 20 Sant Feliu de Llobregat
- 21 Sant Feliu de Ullastret
- 22 Vilafant del Penedès
- 23 Castelldefels
- 24 Sitges
- 25 Vilafranca i la Geltrú



0 5 10 20 Kilometres





BCN+
Barcelona
is much more



Diputació
Barcelona

Tourist signposting





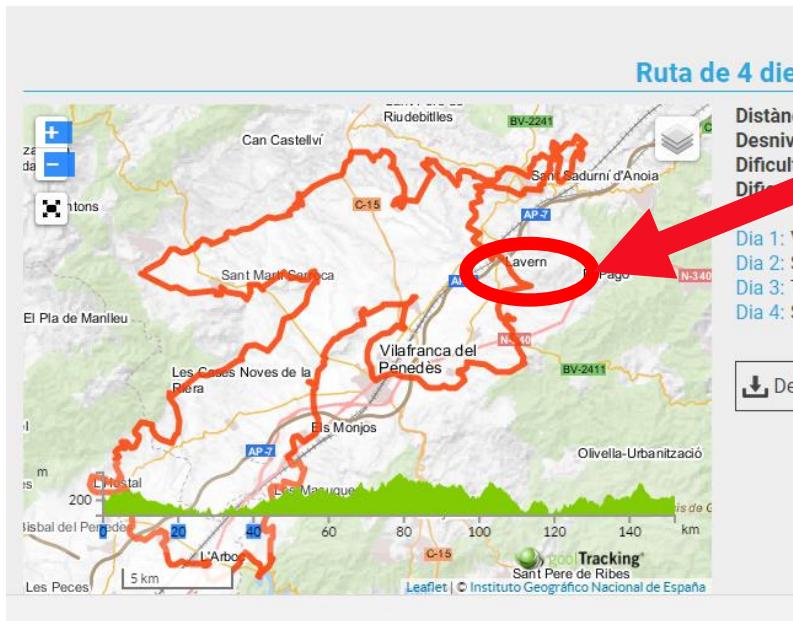
BCN+
Barcelona



Diputació
Barcelona

Wine tourism in Penedès through Lavern-Subirats rail station

Penedès 360º Bike route





BCN+
Barcelona



Diputació
Barcelona

Wine tourism in Penedès

La Carretera del vi (the Wine Road) first wine route with electric mobility in Catalonia





Barcelona
is much more



Diputació
Barcelona

Gastronomy tourism Network of local products's

BCN+ **Barcelona** is much more | Diputació **Barcelona**

HOME TERRITORY DISCOVER PLAN PROFESSIONAL EVENTS



COME TO TASTE THE BEST GASTRONOMY NEAR BARCELONA

Ready for finger licking? Discover the culinary specialties that have made the gastronomy in Barcelona's regions become an international referent.

Descobreix / Gastronomy

TRIP IDEAS

Artisanal bread route



Flavour and tradition in a **gastronomic tour of the Lluçanès region**, which both modern foodies and members of the older

Summer airs



Best local food to achieve perfection with your summer meals.

FIND ALL RESOURCES

Type

Regions

Cities and towns

[Find on the MAP](#)

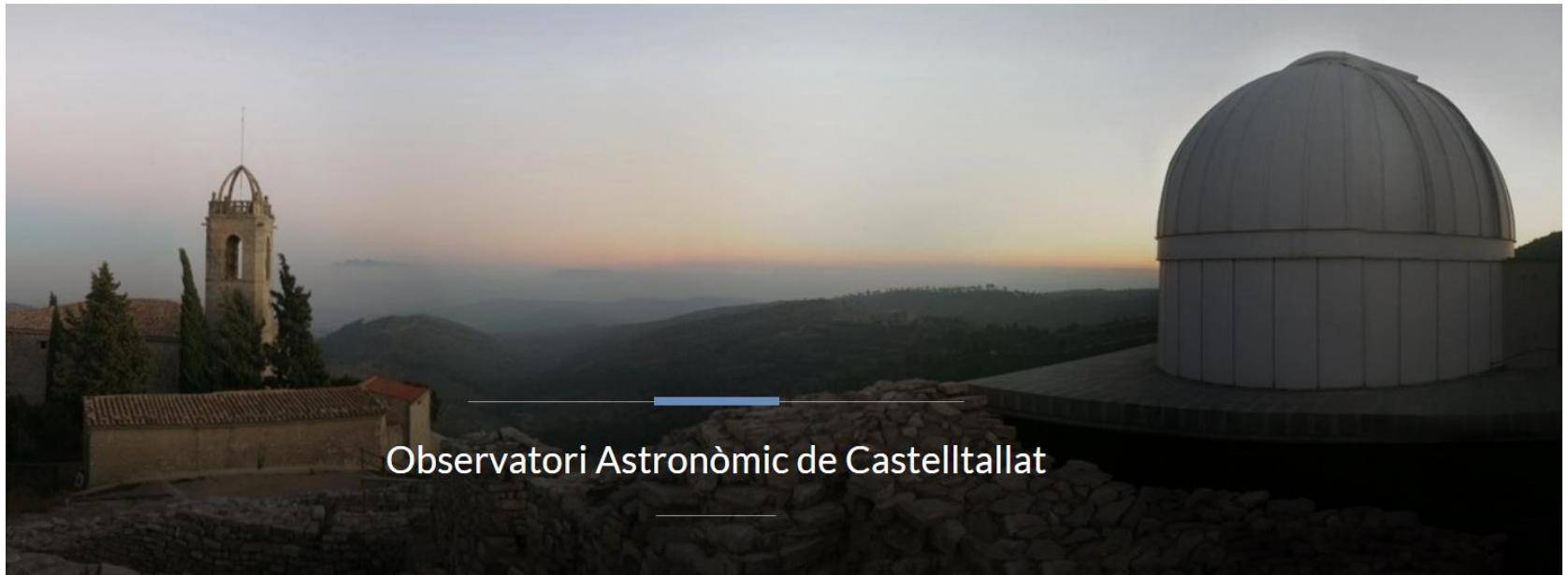


BCN+
Barcelona



Diputació
Barcelona

Astronomy tourism



Observatori Astronòmic de Castelltallat



BCN+
Barcelona



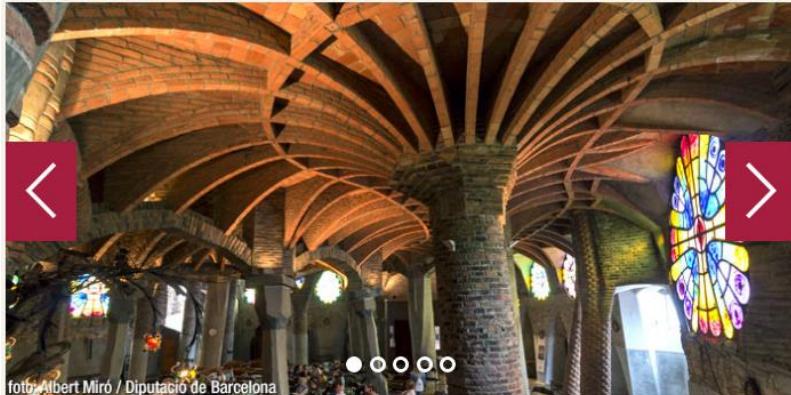
Diputació
Barcelona

Sport tourism



Rail tourism

The Gaudí Crypt, a World Heritage Site



Gaudí Crypt in Colònia Güell

Combinat Güell

General Information

Prices

Schedules

Rules

Tickets

Arrive by train

X



 BUY : 15.20 €

General Information

The Combinat Güell includes a two-way ticket valid for 2 zones, the entrance to the Crypt, and an audioguide.

Recommended for those who wish to do the entire visit for only 15.20€. The departure point for the trains in Barcelona is the station "Plaça Espanya".





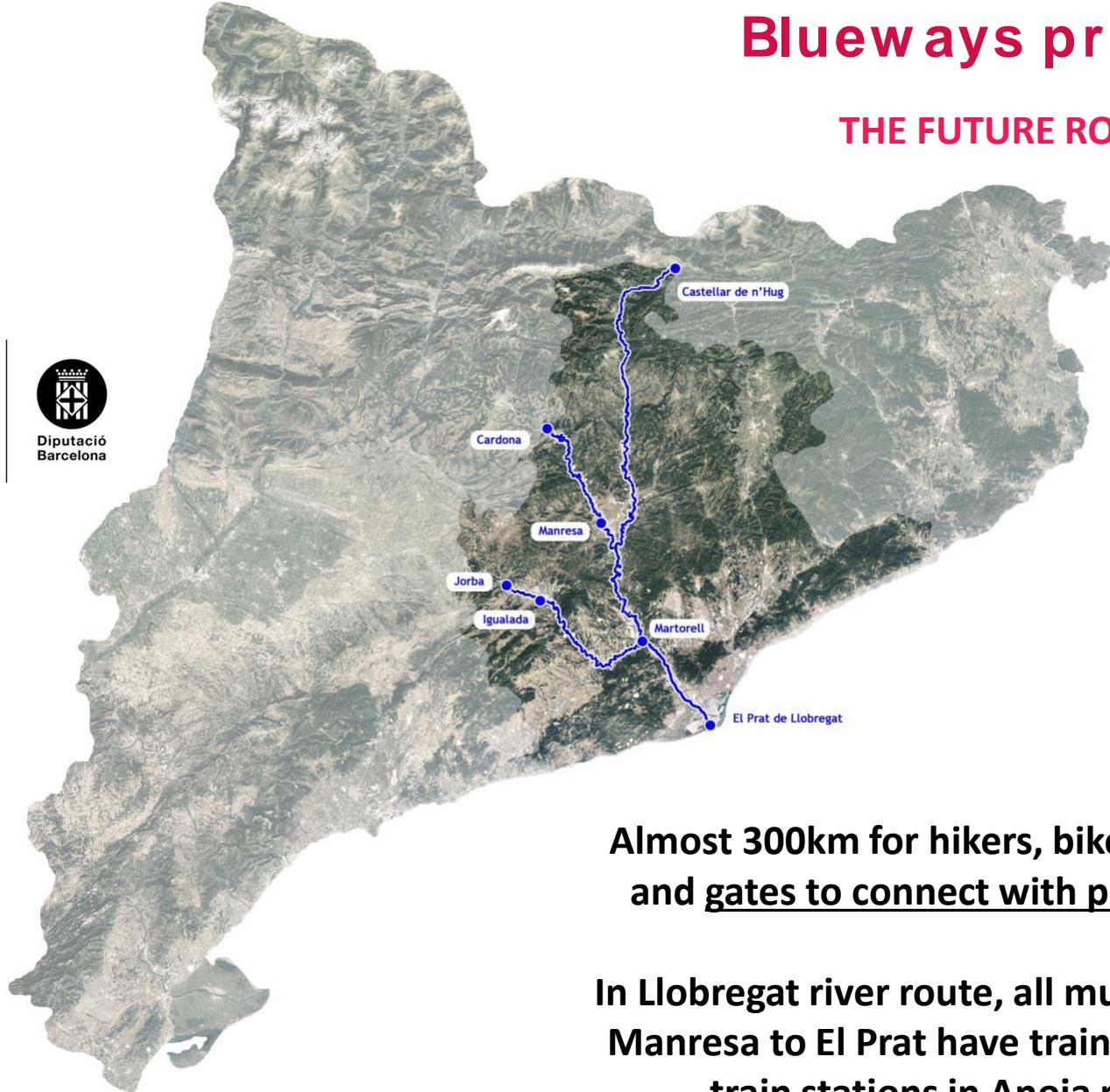
Barcelona
is much more



Vies blaves
Barcelona



Diputació
Barcelona



Blueways project

THE FUTURE ROUTE



Almost 300km for hikers, bikers , acces paths
and gates to connect with public transport

In Llobregat river route, all municipalities from
Manresa to El Prat have train station. Several
train stations in Anoia river route



Barcelona
is much more



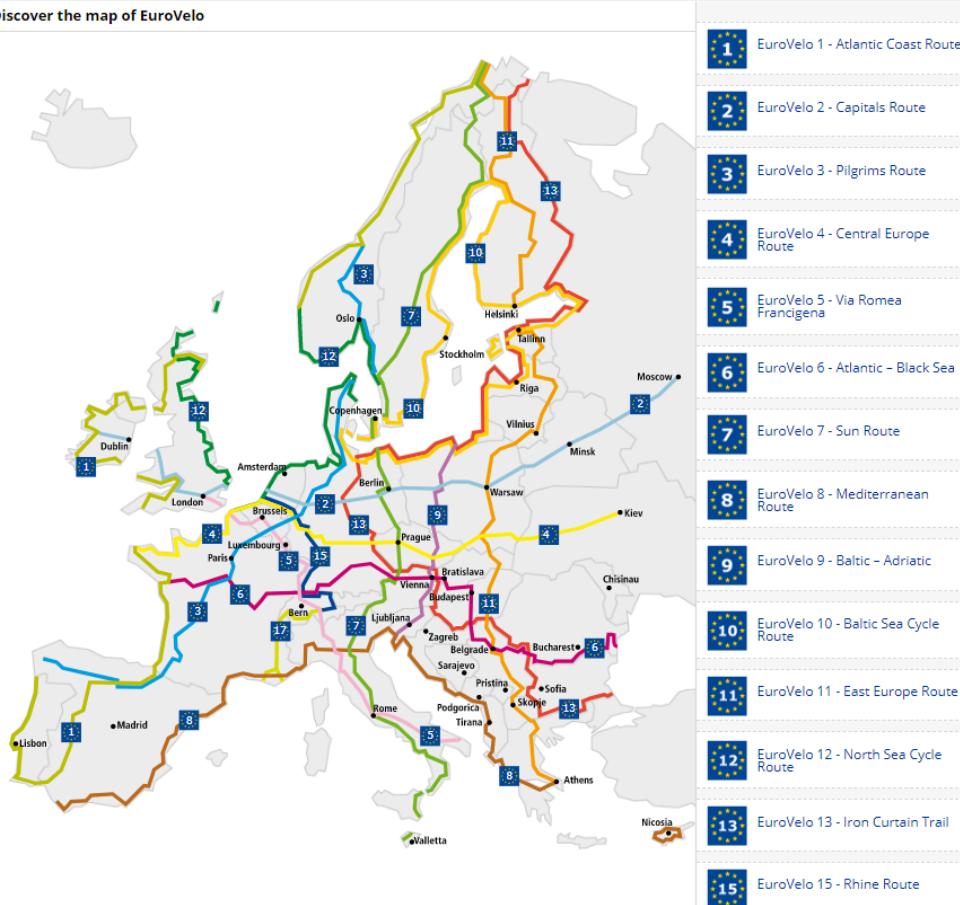
Diputació
Barcelona

Eurovelo 8 – Mediterranean route

Long distance bike routes

EuroVelo routes

Discover the map of EuroVelo



Intermodality





Barcelona
is much more



Diputació
Barcelona



Ajuntament
de Barcelona

TIT Agència Catalana
de Turisme

BarcelonaTurisme





Barcelona
is much more



Diputació
Barcelona

Marketing integration

visit
Barcelona

CATALÀ | ESPAÑOL | ENGLISH | FRANÇAIS

What are you looking for?

[ACCESIBLE TOURISM](#)

PRACTICAL GUIDE

FOOD AND WINE

SHOPPING

WHAT TO VISIT

THINGS TO DO

ENJOY BARCELONA

BUY TICKETS

Practical guide / Getting around the city

Getting around the city



Barcelona and its metropolitan area have a wide range of public transport and sightseeing transport options. There are different ticket types so that you can get to where you want to go in Barcelona easily and conveniently.

Work programme integration



2017

Informe de l'activitat
turística a Barcelona

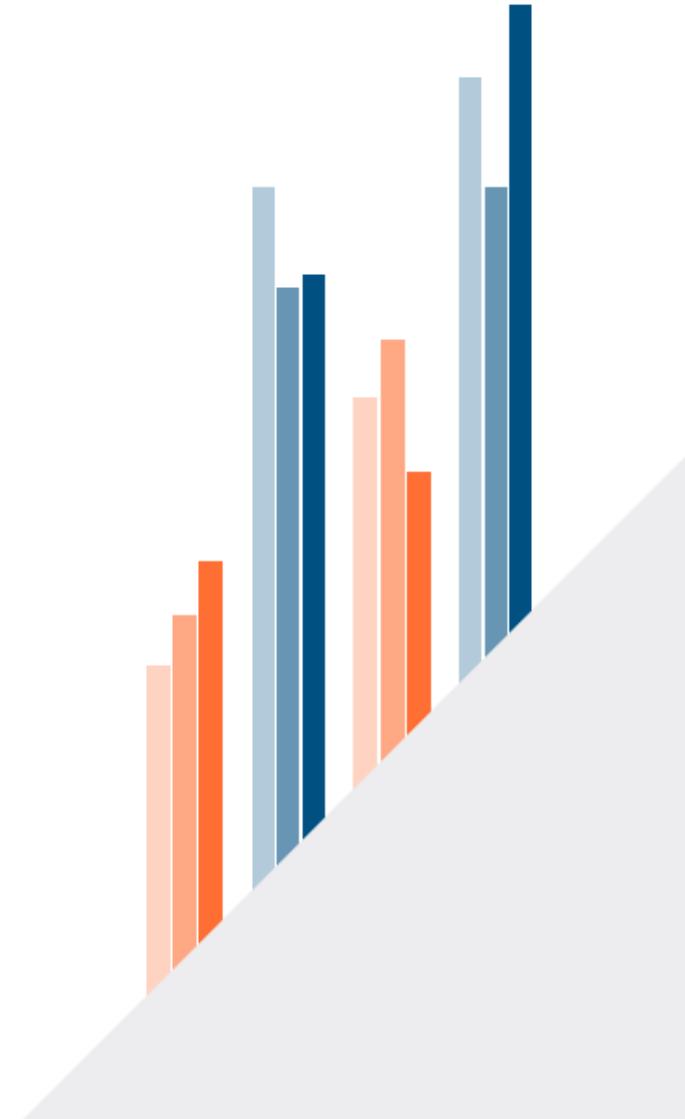
Informe de la actividad
turística en Barcelona

Barcelona tourism
activity report

DEMANDA TURÍSTICA
DEMANDA TURÍSTICA
TOURISM DEMAND

OFERTA D'ALLOTJAMENT
OFERTA DE ALOJAMIENTO
ACCOMMODATION

INFRAESTRUCTURES
INFRAESTRUCTURAS
INFRASTRUCTURES

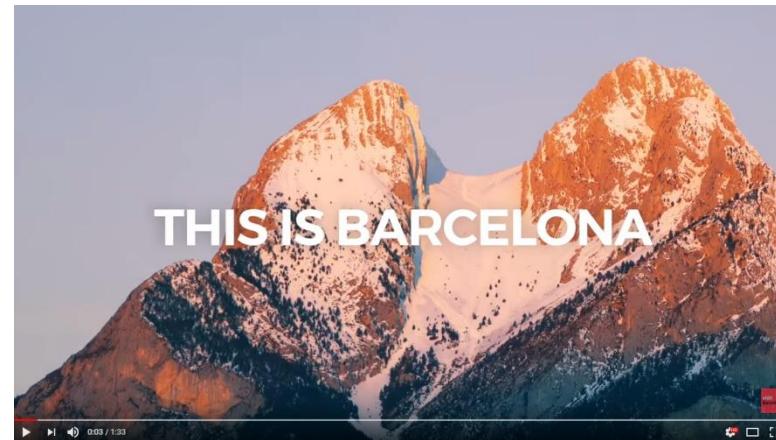
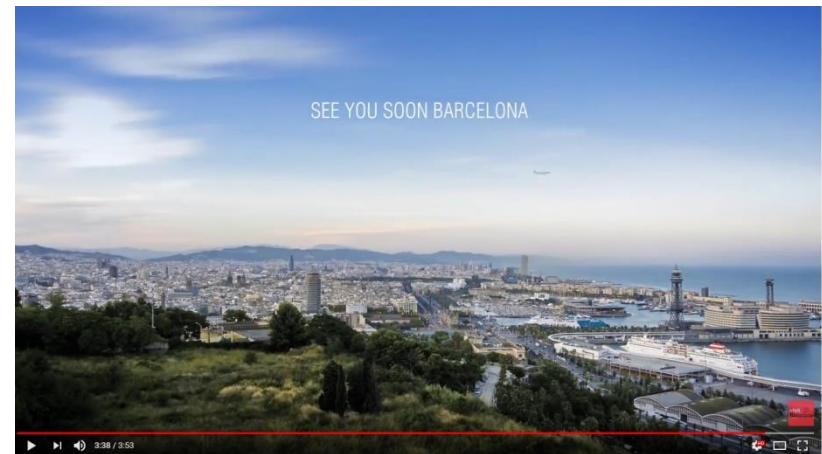




BCN+
Barcelona
is much more



Diputació
Barcelona





Barcelona
is much more



www.barcelonaismuchmore.com