

# Barcelona's case

Barcelona Tourism Department

September, 2018

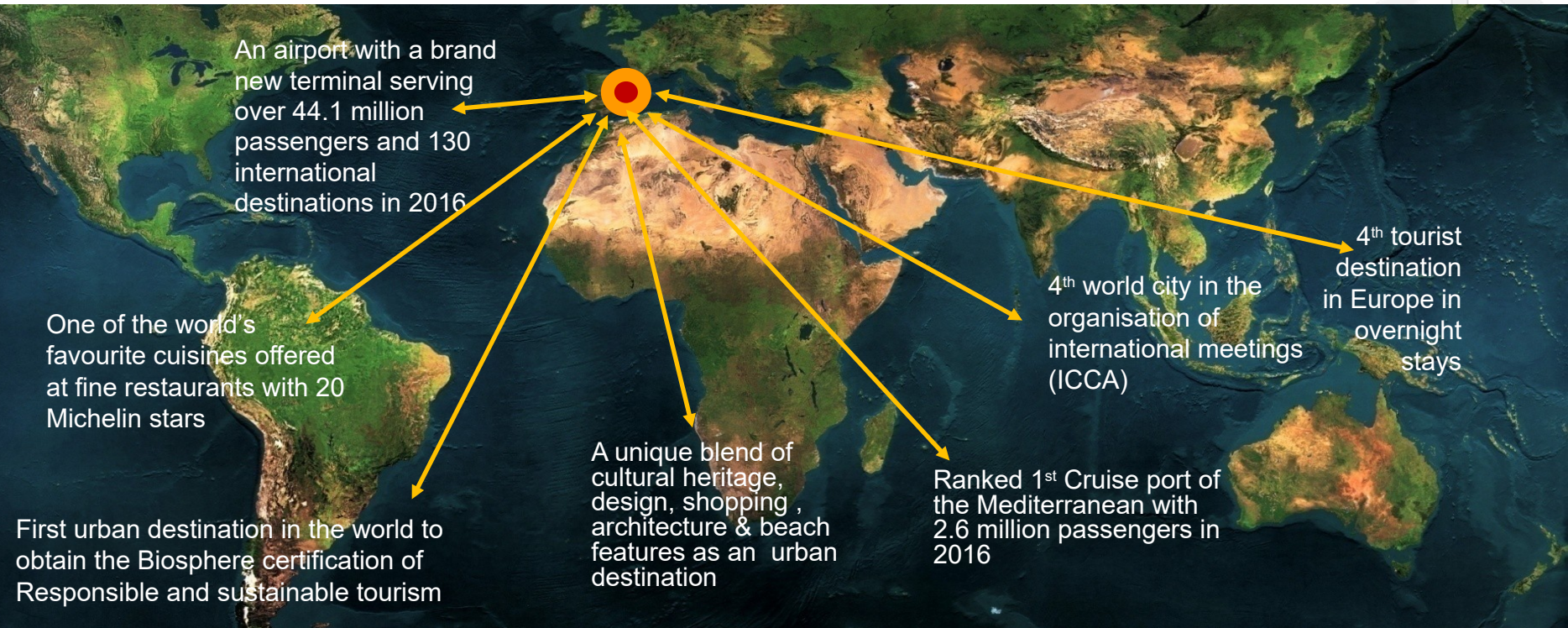
---





# Barcelona: a successful case

## Tourism in Barcelona has grown fast



OVER 30 MILLION VISITORS/YEAR

123,000 REGULATED ACCOMMODATION PLACES

8.7 IS THE SCORE THAT TOURISTS GIVE BARCELONA

37% OF TOURISTS USE PUBLIC TRANSPORT

17% GROWTH IN TOURIST DEMAND (LAST 5 YEARS)

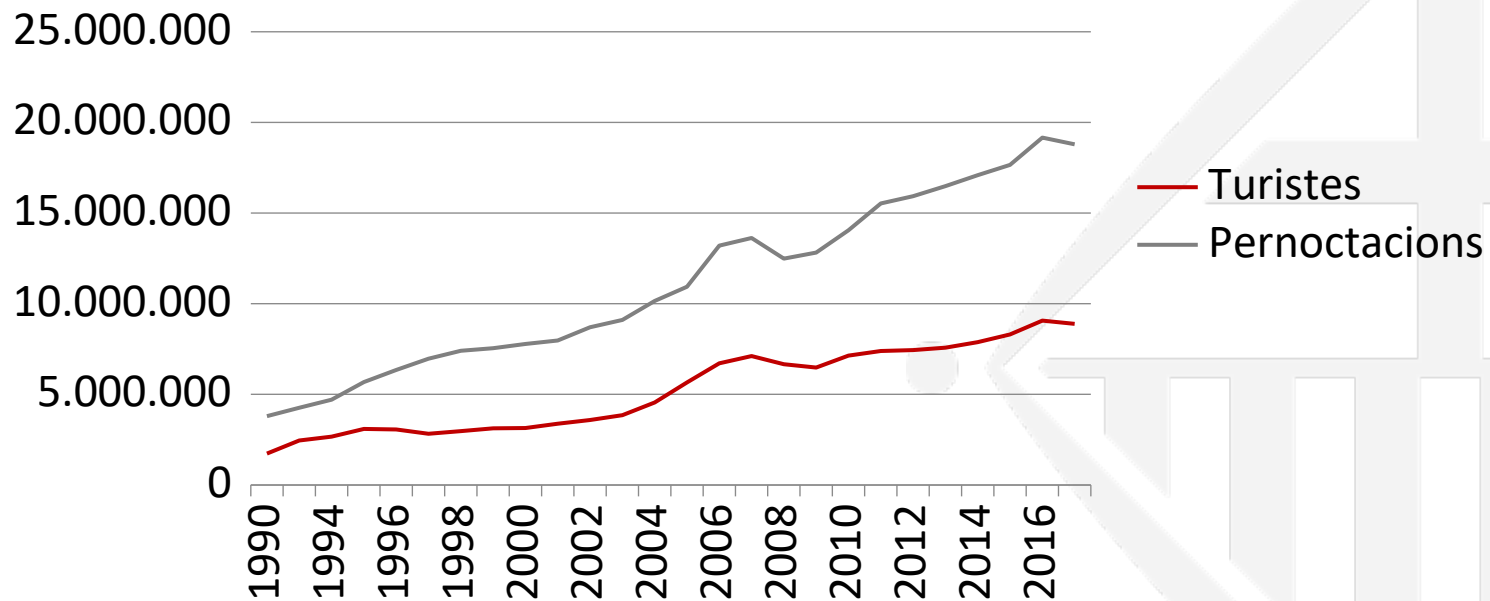
92.3% OF THE CARBON FOOTPRINT OF VISITORS IS GENERATED BY AIR TRAVEL

46% OF TOURISTS GET ABOUT ON FOOT



# Tourism in Barcelona has grown fast

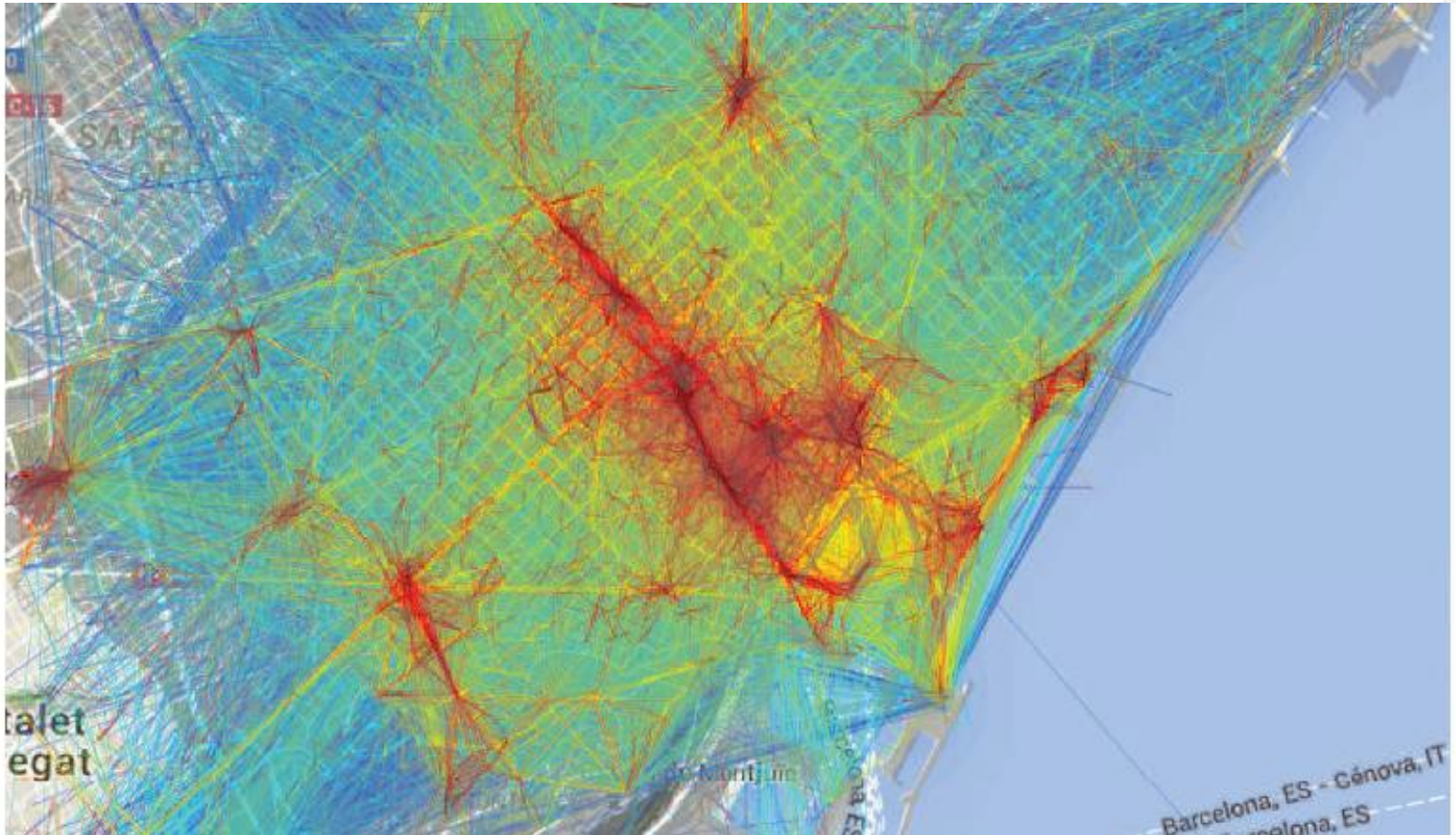
## Tourists and overnights. Evolution



Font/Fuente/Source: 1990-2009 Turisme de Barcelona. 2010-2016: Turisme de Barcelona i/y/and Gremi d'Hotels de Barcelona.



# Concentration



Tourist flows according to Twitter. Barcelona 2016.  
Source: Urban Planning Department, Barcelona City Council

## 2015 elections: Tourism, an emerging issue



## New instruments: defining the tourism model

- **Tourism and City Council**
- **Strategic Tourism Plan 2020**
- **Accommodation Urban Plan**



# Sustainable destination management

## Governance

Institutional relations

Internal coordination

Community engagement

## Strategies

Territorial strategy

Mobility Strategy

Accommodation Strategy

Economic  
Development Strategy

Marketing Strategy

## Tools

Urban Planning

Regulation and  
enforcement

Taxation and funding

Knowledge

Communication and  
hosting policies

## Tourism and City Council

An institutional participatory framework to host a wide and diverse representation of stakeholders and social and political organizations.



### RESPONSIBILITIES OVER TOURISM POLICIES

- To advise the municipal government
- To propose execution
- To develop studies or opinions
- To prepare an annual report

# Tourism and City Council



# Strategic Tourism Plan 2020



**10 PROGRAMMES**  
**30 LINES OF ACTION**  
**CLOSE TO 100 MEASURES**



URBAN  
BALANCE



TOURIST ACCOMMODATION  
PLANNING



A CLEAR COMMITMENT  
TO SUSTAINABILITY



OTHER PLAYERS  
INVOLVED



BENEFITS  
FOR CITIZENS

# Strategic Tourism Plan 2020



Responsibility



Sustainability



Cohesion



Redistribution



Innovation

<https://ajuntament.barcelona.cat/turisme/en/strategic-plan>

# Tourist Accommodation Urban Planning

## About the PEUAT

The Special Tourist Accommodation Plan (PEUAT) regulates the introduction of tourist accommodation establishments, as well as youth hostels, collective residences with temporary accommodation and tourist apartments.

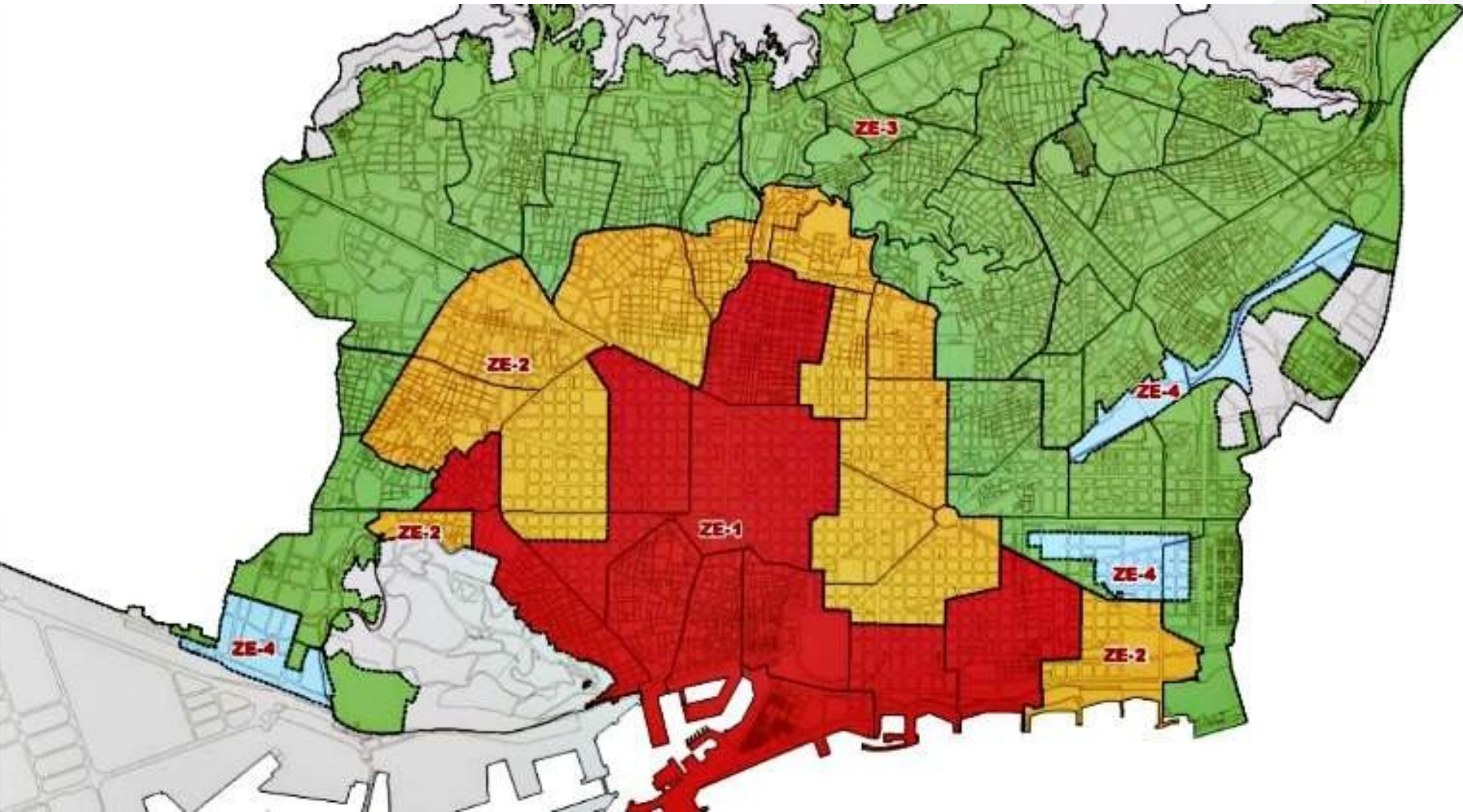
This regulation is in response to the need to make tourist accommodation compatible with a sustainable urban model based on guaranteeing fundamental rights and improving the quality of life for city residents.



<http://ajuntament.barcelona.cat/pla-allotjaments-turistics/en/>




# Tourist Accommodation Urban Planning



# Measures against illegal tourist accommodation

#fairtourismBCN



Just because this bed is available on the Internet doesn't mean it's legal.

Before you rent your tourist accommodation, check that it's got a tourist licence.

Click here >



## Responsible and sustainable tourism



## Tourism Mobility Strategy: Goals

To promote a responsible visit model compatible with daily mobility, which guarantees the rational and coherent use of transport systems and public space in the city.

**154.641**

Average of  
visitors per  
day



Turistic  
mobility  
**10-15%**  
Of internal  
journeys





# Biosphere Barcelona Certification



## Sustainability Commitment of tourism companies



- ✓ Inclusive economic growth
- ✓ Decent job
- ✓ Efficient use of resources, environmental conservation and climate change
- ✓ Culture, diversity and heritage
- ✓ Accessibility
- ✓ Sustainable communication and marketing

# Tourism intelligence: Data knowledge

## Creation of the Barcelona Tourism Observatory



**OTB**  
CIUTAT I REGIÓ

Observatori del Turisme a Barcelona

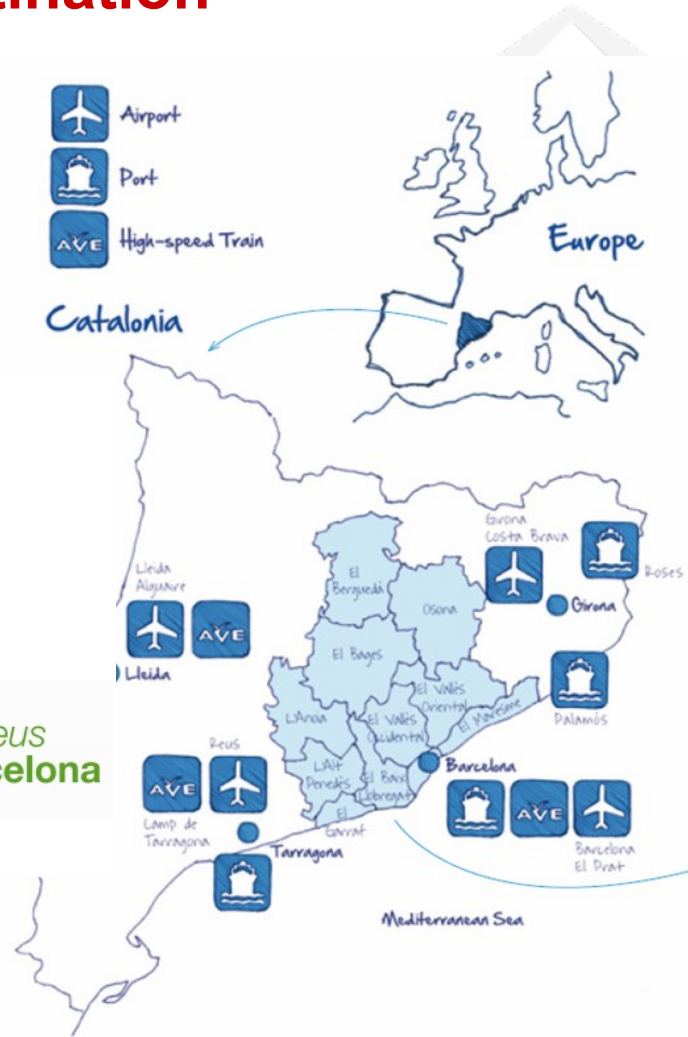


Information System for the tourism management: SIGT

# Deconcentration: Barcelona Destination



**Barcelona**  
*is much more*



# Thank you



**Ajuntament  
de Barcelona**

*[ajuntament.barcelona.cat/turisme/en/](http://ajuntament.barcelona.cat/turisme/en/)*