

# What are YOU doing this Summer?

## Rediscover Barcelona!

Online Informative Session  
Tuesday 30 /06 - 15:00 h



# Barcelona: some figures

## Barcelona

- 1,6 M inhabitants
- 101,4 km<sup>2</sup>

## Àrea Metropolitana

- 3,2 M inhabitants
- 636 km<sup>2</sup>
- 36 municipalities

# A bit of history...

**1908-1936**

*Sociedad de Atracción de Forasteros de Barcelona*  
(Society of Attraction of Foreigners of Barcelona)

**1929**

Barcelona international Exposition  
(Montjuïc mountain)

**60's**

Barcelona, City of Fairs and Congresses

**1979**

Democratic City Council, big urban transformation

**1992 Olympic Games**





# *About* Turisme de Barcelona





# Consortium *Turisme de Barcelona*



- Created in 1993 with the aim of **promoting the city of Barcelona as a tourist destination**.
- A public-private Consortium, formed by:



# Historical development of the touristic activity...

## Historical development of the touristic activity in Barcelona





# Promotional Activity



# *Factors to be considered around the world*



**World growth of tourism**

**Growth of urban tourism**

**Digital transformation**

**New consumption habits**

**Sustainability**

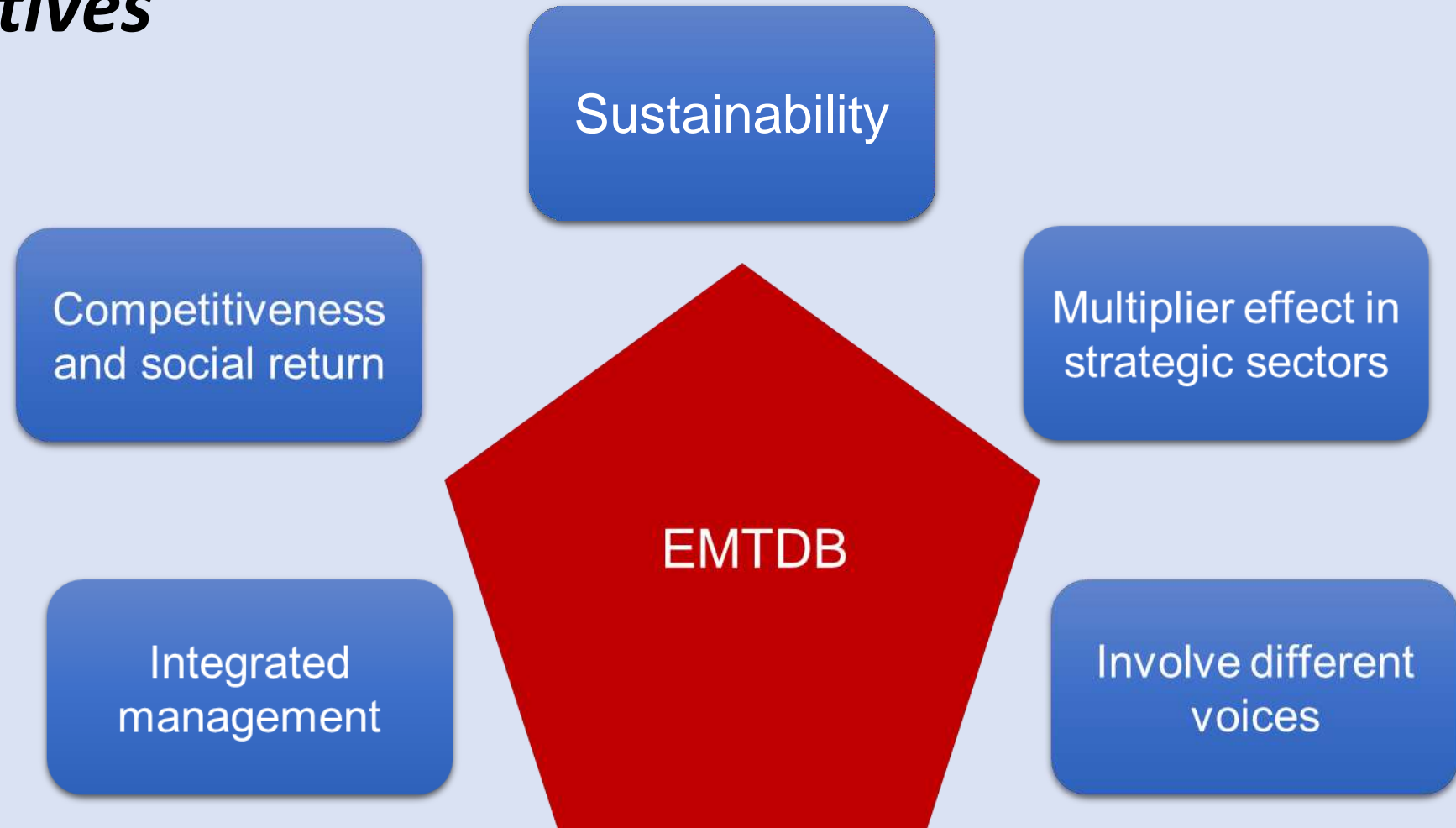
**Citizen debate**

**...**



# Marketing Strategy for Barcelona as a Destination

## *Objectives*



# Members: 1.000\* + 450 companies

## Barcelona Is Much More

- It includes the province of Barcelona in the tourist promotion of Barcelona

**460**  
members

## Barcelona Convention Bureau

- Barcelona, the destination for conference tourism

**312**  
members

## Barcelona Shopping Line

- The destination for international shopping

**209**  
members

## Barcelona Food and Wine

- A showcase for Mediterranean cuisine and enotourism

**160**  
members

## Barcelona Culture and Leisure

- Barcelona: a destination for culture and leisure

**157**  
members

## Barcelona Premium

- Promoting the city as the destination and scenario for highly personalised unique

**56**  
members

## Barcelona Sustainable Tourism

- Promoting sustainable tourism and accessibility in the city

**30**  
members

## Barcelona Pyrenees – Snow and Mountains

- Promoting the combination of nature tourism in the Catalana Pyrenees with urban tourism from Barcelona

**19**  
members

## Barcelona Sea

- In conjunction with Barcelona Provincial Council it promotes Barcelona as a destination for ocean-going tourism

**19**  
members

## Barcelona Sports

- Boosting Barcelona's image as a venue for internationally appealing sports events

**20**  
members

## Barcelona Weddings

- Promote the city as a destination for weddings. Some of these events generate a stay of more than 3 days

**21**  
members

\* 8,5% of the companies are members of one or more programs or services of Turisme de Barcelona



# Barcelona's Identity





# Barcelona's Identity





# Barcelona's Identity





# Barcelona's Identity





# A Successful Story

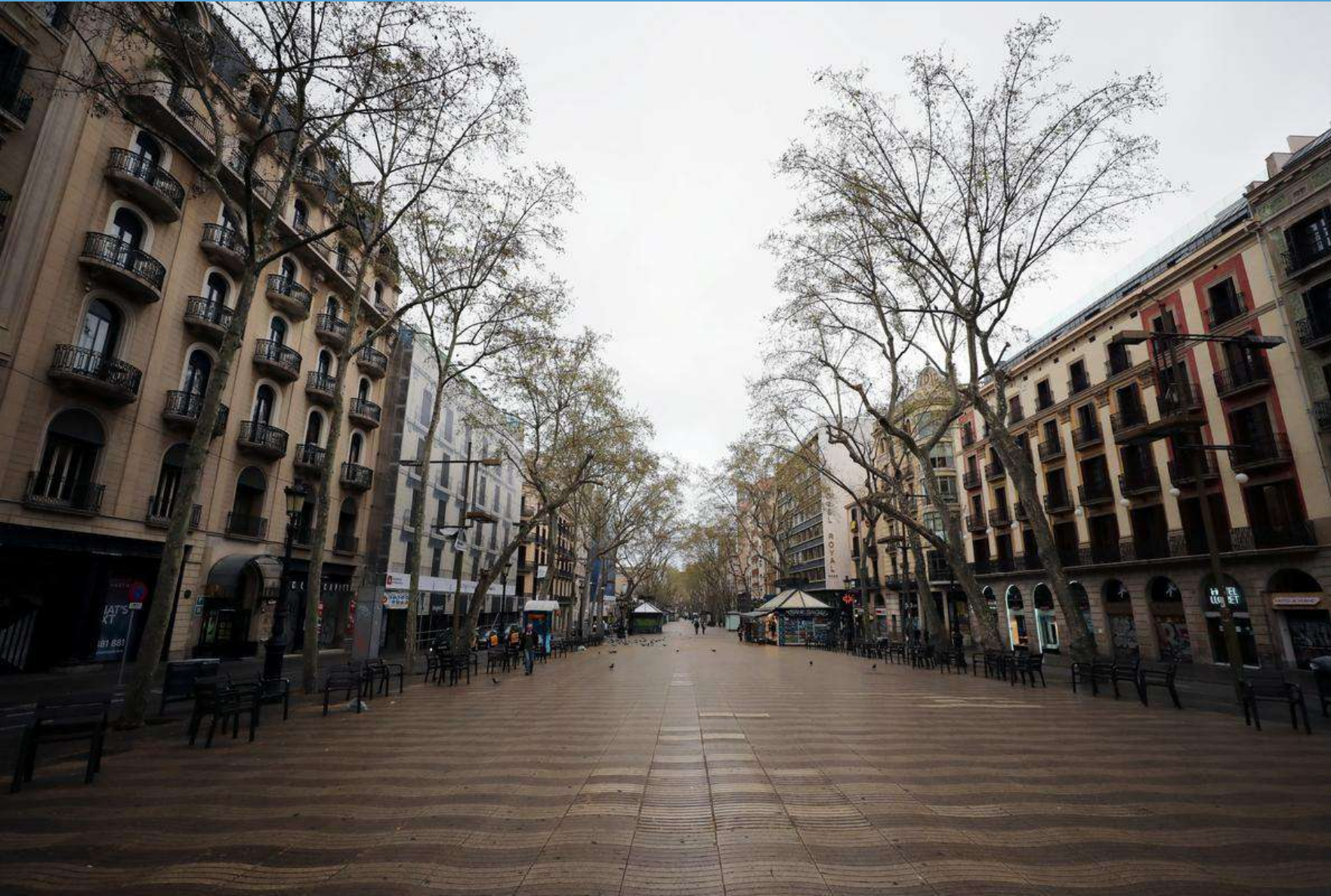








# Something Extraordinary





# Re-Discover our City!



## How to Rediscover Barcelona?




# Viu Barcelona Market Place



*Viu*  
**Barcelona**  
*Marketplace*



# Viu Barcelona Market Place



**Online platform  
with a great choice of activities,  
products and visitor experiences to  
help you enjoy and (re)discover  
our beloved City**



# Viu Barcelona Market Place

**Local Shopping  
and Shops**

**Open-Air  
Activities**

**Restaurants**

**Accommodation**

**LGTBIQ+**

**Families**

**+150  
deals**



# Viu Barcelona Market Place



<https://marketplace.barcelona/en/>



# Viu Barcelona: *Accommodation*



## 40 Hotels and Apartments

*from 5 Star Hotels to Cozy Apartments*



# Viu Barcelona: *Accommodation*

- ❖ **Family Packs**
- ❖ **Special Prices**
- ❖ **A Bottle of Cava**





# Viu Barcelona: *Shops*



- ✓ Designers
- ✓ Sport
- ✓ Iconic/ unique / centuries-old
- ✓ Accessories
- ✓ Shopping centres
- ✓ Museum shops
- ✓ Beauty
- ✓ Crafts and gifts
- ✓ Delicatessens/specialised grocers
- ✓ Jewellers
- ✓ Homeware
- ✓ Sustainable fashion



# Viu Barcelona: *Shops*



❖ **Discounts**

❖ **Special Deals**

❖ **Free Gifts**





# Viu Barcelona: *Restaurants*

## From Market Fresh to Signature Cuisine





# Viu Barcelona Marketplace



**Ok Gianluca,  
now  
I'm BORED...**



## Opera Dinner at Palau Balmesiana



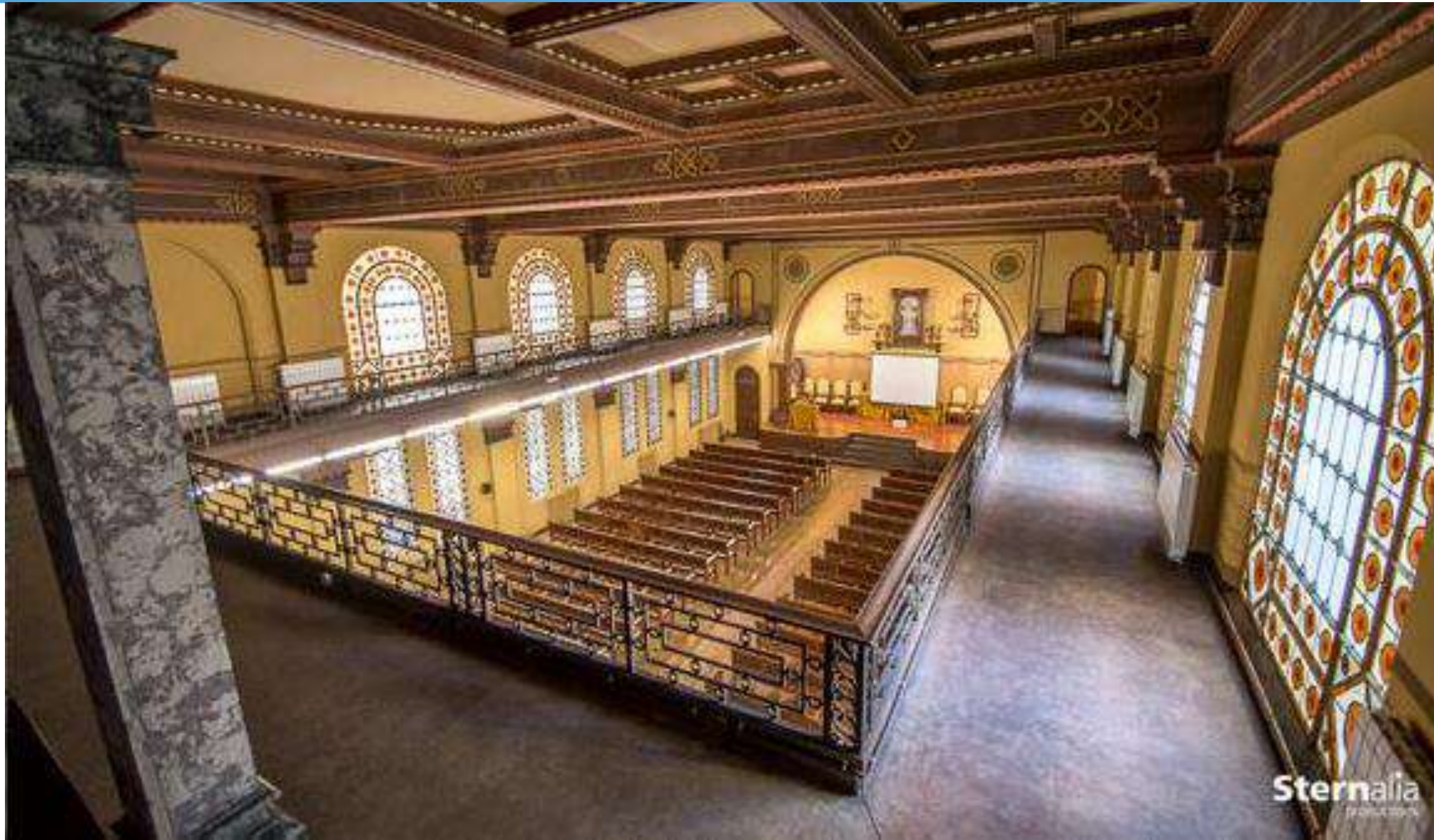


# Viu Barcelona: *Experiences*





# Viu Barcelona: *Experiences*





# Viu Barcelona: *Experiences*



**Discover the process  
of creating an artisan jewel**



## Sailing Trip *and Sailing License*





# Viu Barcelona: *Open-Air Activities*





# Viu Barcelona: *Culture*





## Casa de les Punxes

*One of many  
Modernism's  
Gems*





## Guided Tours – Gothic

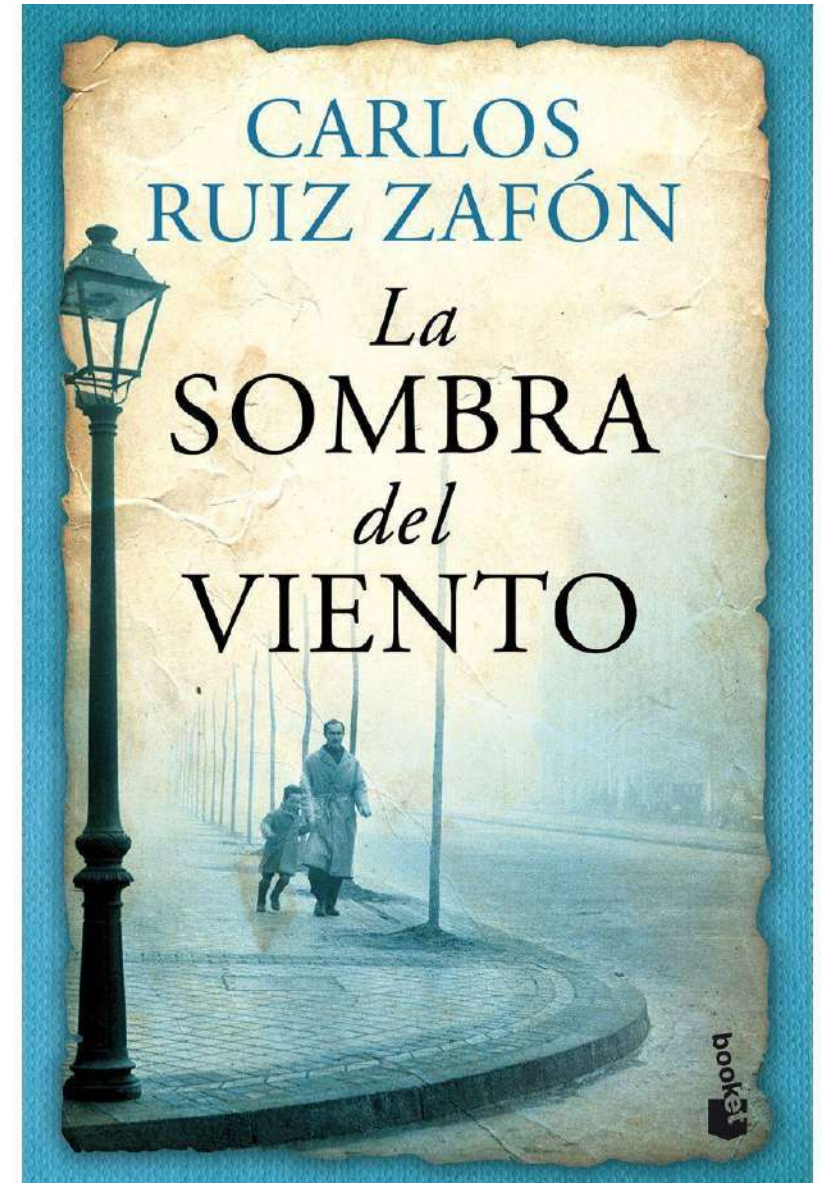




# Viu Barcelona: *Culture*



## **La Sombra del Viento** *Tour de Barcelona*





# Viu Barcelona: *Culture*



*Virtual Tour*  
**Sagrada Família**





# Biblioteca Pública Arús

*and Free Masons Symbolism*



# Viu Barcelona Marketplace



**Families**



**LGBTIQ+**



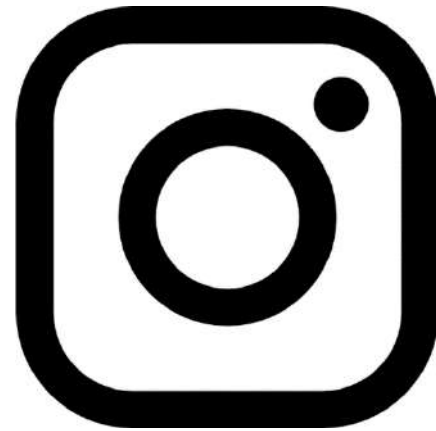
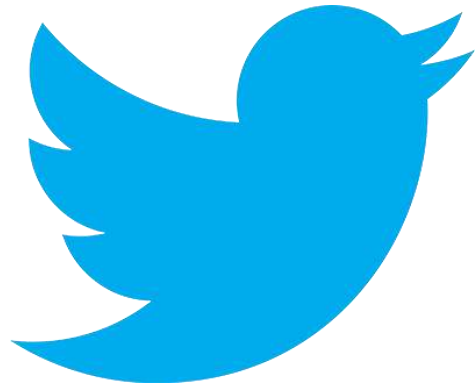
# Viu Barcelona Marketplace



 **is Barcelona**



# VisitBarcelona



***@VisitBarcelona***



# VisitBarcelona



***For More Information about the City:***



<https://visitbarcelona.com>



# Thank You

