Barcelona, creating a brand
UNWTO Seminar on Modern Trends of Branding in Tourism:
Russian and International Practices – 21 March 2016
The 1992 Olympic Games put Barcelona on the map.
Creating a brand

Strategy to follow on the map

Barcelona, today

Final thoughts
1. Creating a brand
Big events have transformed the city

Ever since the Universal Exposition was held in 1888, Barcelona has successfully hosted and organised globally significant events, the most famous of which, the 1992 Olympic Games, transformed the city.
Strategy to follow on the map
Barcelona, the brand

• The 1992 Olympic Games put Barcelona on the map
• Since then, Barcelona's tourism and economy has risen steadily
• Barcelona was put up for the Olympic Games and has since continued:
  • Improving infrastructure
  • Betting on the talent and
  • Offering news
  • Adapting to change
• We work to make Barcelona attractive for tourists, without ever overlooking its residents

Creativity, innovation, design, quality, good infrastructure
Welcome to Barcelona
Infraestructure

International tourists mainly in the city through the airport and the Port of Barcelona

- **Barcelona Airport:** 39,711,227 passangers in **2015**

- Barcelona is the **top cruise port in Europe and fourth in the world**
- In **2015,** 2,548,467 cruise passengers

Source: AENA and Port of Barcelona
Meeting tourism
Barcelona hosted some 2,000 professional meetings in 2014

- Over **606,000 delegates** chose Barcelona in 2015
- Barcelona hosts **more than 270 conferences a year**, including the Mobile World Congress
- In the period **2015-2021, 226 new congresses** have already been confirmed in the city
- The **European Cardiology Congress in 2017** will bring together **30,500 delegates**

- They are distributed among the spring, winter and autumn.
- No cause crowding
- **Great economic impact**
- **Motor to attract companies**
- **Stimulation of local talent**

Source: Turisme de Barcelona Consortium (congresses, conventions, incentives and meetings/seminars/courses with at least 40 delegates who stay at least one night)
Major sporting events

Holding events and theme years has put Barcelona on the map. Also why Barcelona celebrates sporting events of great international impact.

- La Liga
- Champions League matches
- Formula 1 Grand Prix
- FIBA Basketball World Cup 2014
**Gastronomy**

The 2016 Year of Gastronomy in the region of Catalonia

- **Catalan cuisine** based on the Mediterranean diet: **UNESCO Intangible Heritage**
- **Markets** in every neighbourhood selling fresh products
- **2005-2006** Gastronomy cuisine, **International Year of Food**
Pleasant street life

- Compact historic centre
- Mild climate, open-air terraces all year round
- Walks along the seafront and beaches
Culture

- New cultural facilities: the National Art Museum of Catalonia (MNAC) and MACBA (Contemporary Museum)
- Museums universal artists: Picasso Museum, Miró Fundation
- And a little further, the Dalí Museum
Architecture and design

Design hotels and accommodation

Innovative buildings
Barcelona, today
Total number of visitors to Barcelona

27,000,000 visitors

50% visit the city in a day
The other 50% are tourists who stay overnight

56% of overnight stays is in hotels
44% is in other accommodation
Final thoughts
We adapt to changing times

- Barcelona is a friendly city for urban tourism
- Growing demand from Asian markets
- Good prospects for specialized products and unique markets
- We are also ready to provide good services through new technologies
- We are known for our haute cuisine

Design, fashion, galleries, vintage, chic hostels...
New possibilities / segmentation

With a view to accommodating for new scenarios and offering Barcelona visitors more options, Turisme de Barcelona Consortium are focusing on:

- Sea
- Pyrenees
- Health
- Wedding
- Unique experiences
- Theatre

Sources: Barcelona City Hall and Turisme de Barcelona Consortium
Thank you very much

www.visitbarcelona.com
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