Barcelona Turisme

New Initiatives for Tourism Recovery in Barcelona

Two Case Studies:

Barcelona Workation

Check Barcelona
Two case studies

New Products during Covid
We develop a “New market segment” Barcelona Workation Project.

Destination Management
Preparing ourselves for the “future” Check Barcelona
Initial Situation October 2020

Initial Situation

2 out of 10
Visitors arriving to BCN

3 out of 10
Hotels were open.

Mobility restrictions all around

Covid Test required for travelling
Initial Situation

Corporations were closed
Working from home

People were staying at home

Same view every day

Less social life
Sense of isolation
"We decided to send a message from Barcelona"
Move your desk. Change your life.

#workfrombarcelona
We gave them two options:

Rural/ Quiet Experience
Slow life

Urban Experience
City life
Move your desk, change your life

#workfromBarcelona
Move your desk, change your life
#workfromBarcelona
We studied what they want

- **64%** Work from home
  - Due to the current circumstances, normally was 24%

- **88%** consider it feasible
  - to make a temporary change of residence

- **77%** want to enjoy
  - a temporary change of residence.

*Source: 271 surveys to a random sample of international profiles of Turisme de Barcelona’s DB October’20.*
We studied what they need.

Source:
271 surveys to a random sample of international profiles of Turisme de Barcelona’s DB October ‘20.
“What’s important for them help us to create not only a campaign, but also a product”
We create a Product

Workation

Are you working from home and looking for a change of scene? If you're a professional who can work remotely, away from your usual place of residence and want to combine work and leisure time, Barcelona, from the sea to the Pyrenees, is the destination for you.
We create a Product
We did 360° digital Campaign

MERCATS:
- Google Ads i Youtube: UK, França, Bèlgica i Països Baixos
- XXSS: França, UK, Bèlgica, Holanda, Dinamarca i Noruega

1. MITJANS PROPIS
   - XXSS, e-mail, web visit
   - >500K seguidors
   - +1M visites web
   - Difusió en Premsa
     (Veure documentació en el clipping)

2. PLA DE MITJANS PAGATS
   - Google Ads / Youtube
     +80 Milions Impressions
   - Social Paid
     +20 Milions Impressions
April’21 Results

86M. Impressions

Total sessions: 63,357
Usuaris: 54,184

Perfil usuaris landing Workation

Our Campaign was focused in Europe But we had results from many countries

Sessions per paísos

Sessions per edat

Sessions per sexe
Resultados abril’21

Until 2020, the people who came for business coincide with those who declared to have worked during their visit to Barcelona

Fuente: Obaservatorio de turismo, perfil visitante abril’21
12% They have not come for business, but have been working in Barcelona

30% have come to Barcelona for professional reasons, but 42% had been working

Fuente: Observatorio de turismo, perfil visitante abril’21
Resultados abril’21

42% have come to Barcelona alone, increasing 32% vs month ago

Fuente: Observatorio de turismo, perfil visitante abril’21
Web App for flow and destination management
OBJECTIVES CHECK BARCELONA

Web App for destination Management and Flow control

**MANAGEMENT**
Manage visitors Flow and s FLUJOS DE VISITANTES, and decongest visitor spaces and high-density public spaces.

**INSPIRE**
Offer New proposals and initiatives. Provide information on how to get there. Offer alternative spaces

**SATISFY**
Increase User Experience:
- Less queues
- Less crowds
- Greater security and information
Web App Check Barcelona

- Capacity Control
- GeoLocation
- Equipments Information
- Book and Purchase
Thank you!

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