Barcelona Turisme

Plans for Recovery

Barcelona Turisme

New Initiatives for Tourism Recovery in Barcelona

Two Case Studies:

- Barcelona Workation
- Check Barcelona

Two case studies

Barcelona Workation

New Products during Covid

We develop a“New market segment” **Barcelona** Workation Project.

CHECK Barcelona

Destination Management

Preparing ourselves for the “future” Check Barcelona

Barcelona Turisme

BCN+ Barcelona is much more

Diputació Barcelona

Barcelona Workation

Initial Situation October 2020

Initial Situation

2 out of 10

Visitors arriving to BCN

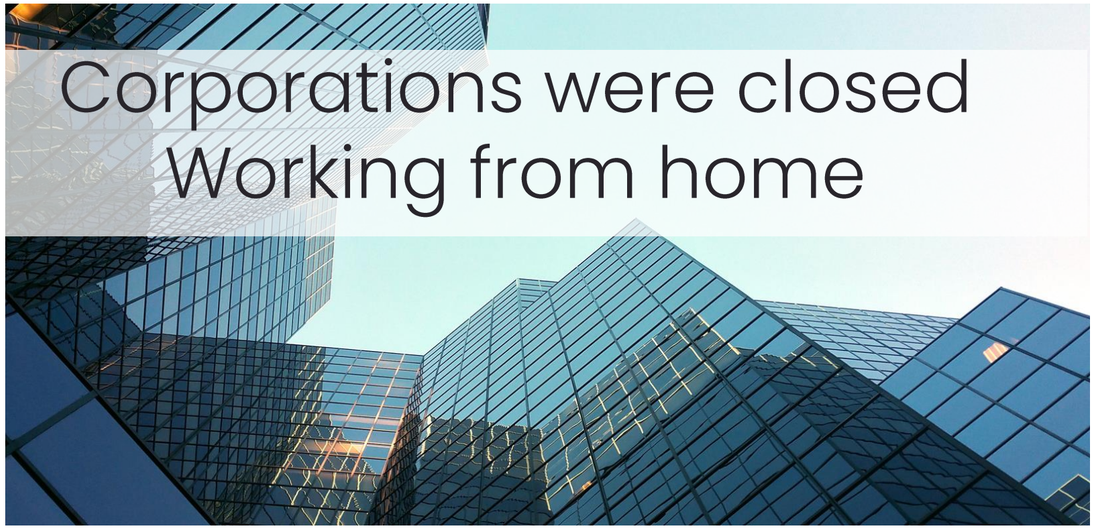
3 out of 10

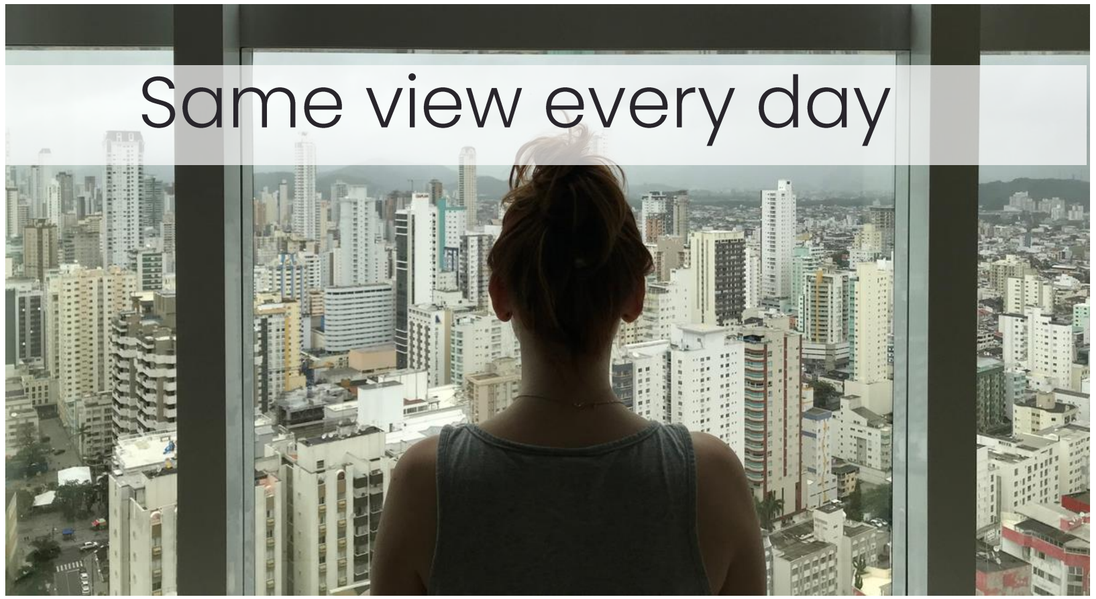
Hotels were open.

Mobility restrictions
all around

Covid Test required
for travelling

Initial Situation





"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

Barcelona Turisme

BCN Barcelona is much more

Diputació Barcelona

Move your desk,
change your life
#workfromBarcelona
Barcelona
Turisme
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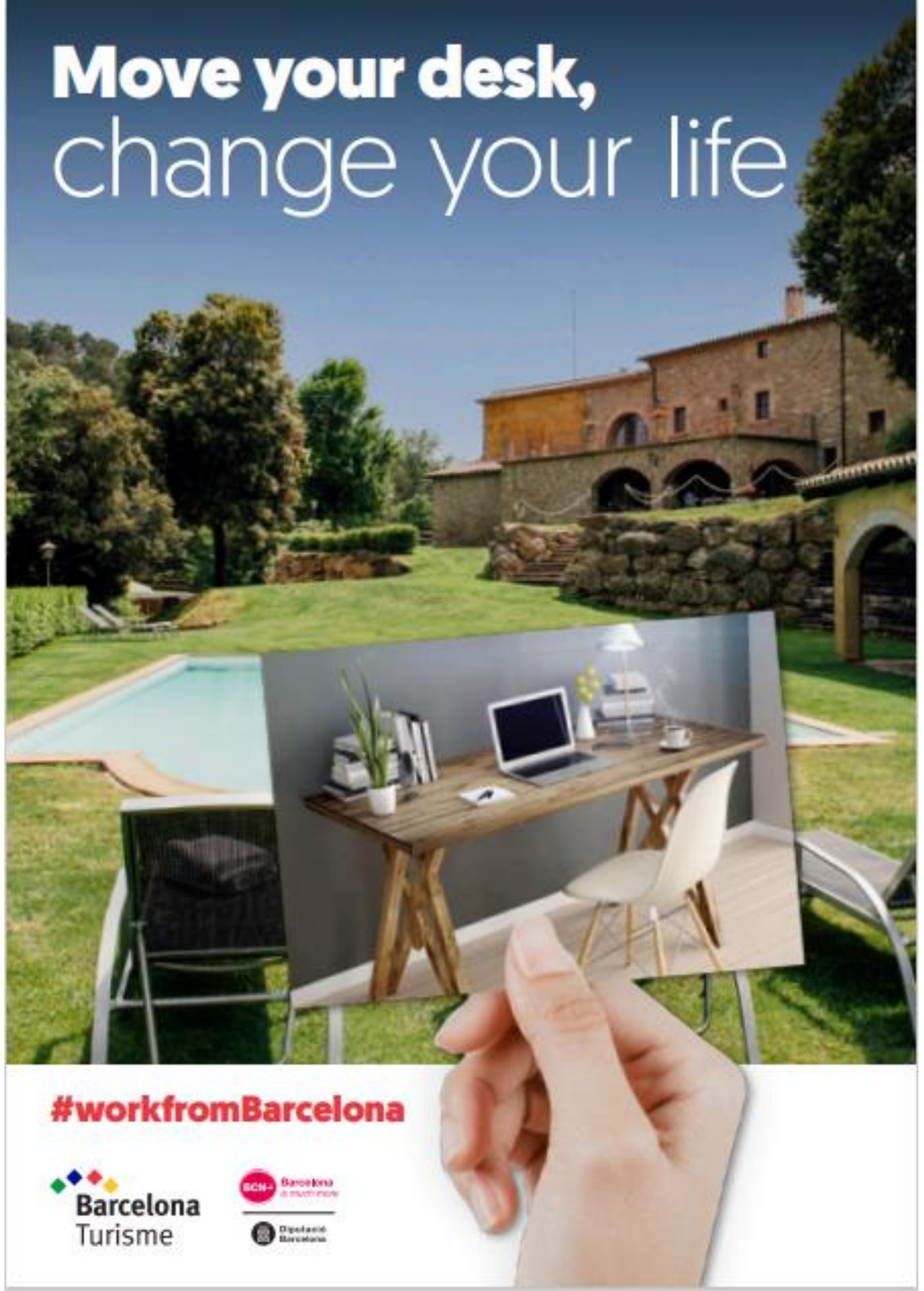
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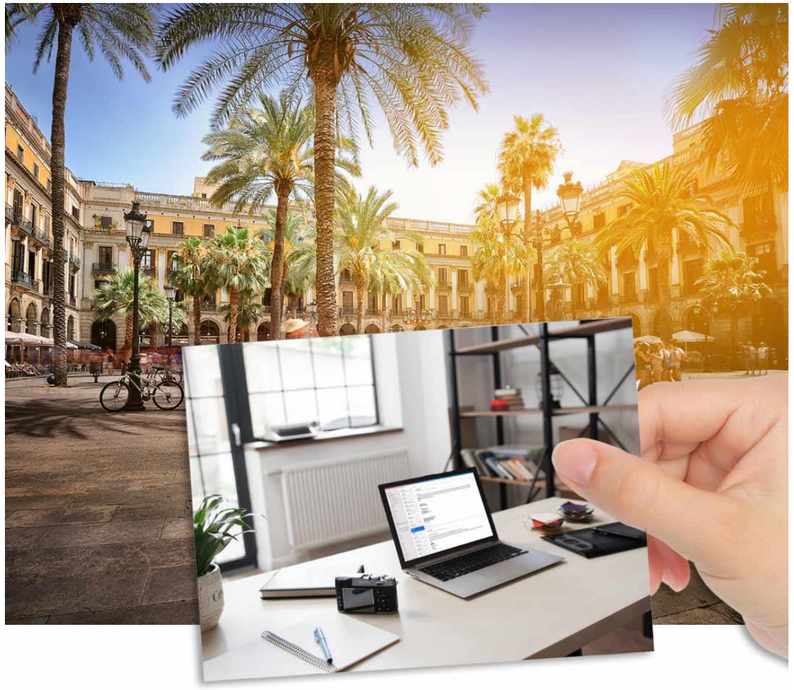


Move your desk, change your life

#workfromBarcelona

Move your desk, change your life

#workfromBarcelona

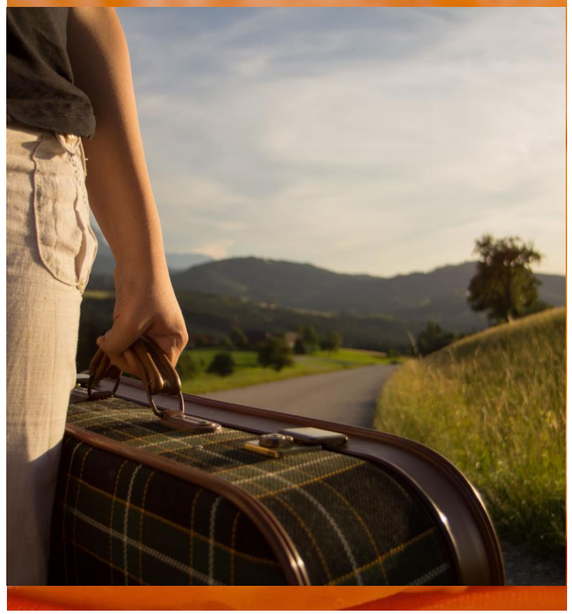
We studied what they want

64%

Work from home

Due to the current circumstances, normally was 24%

88%



consider it feasible

to make a temporary change of residence

77%

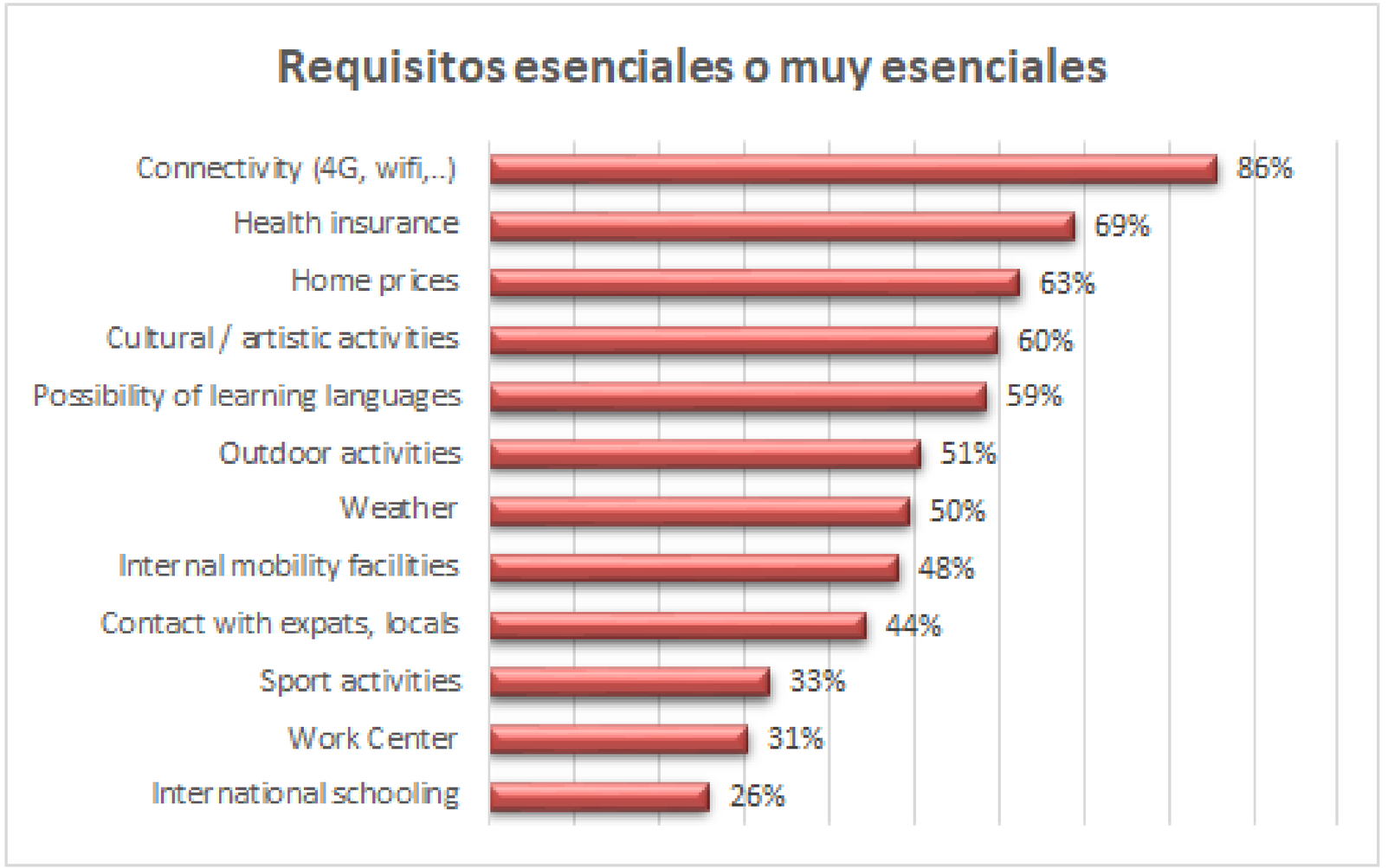
want to enjoy

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

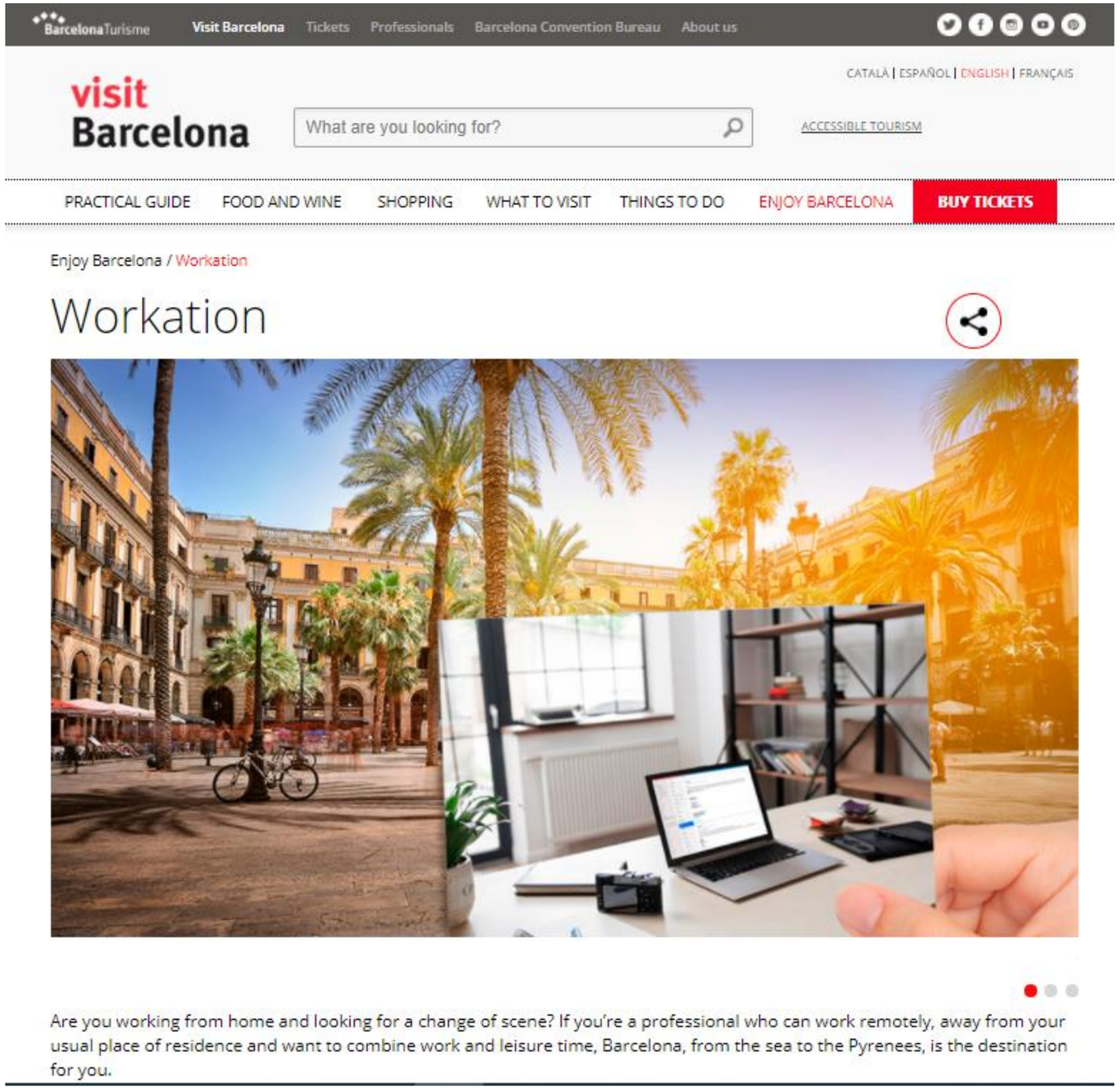


Source:

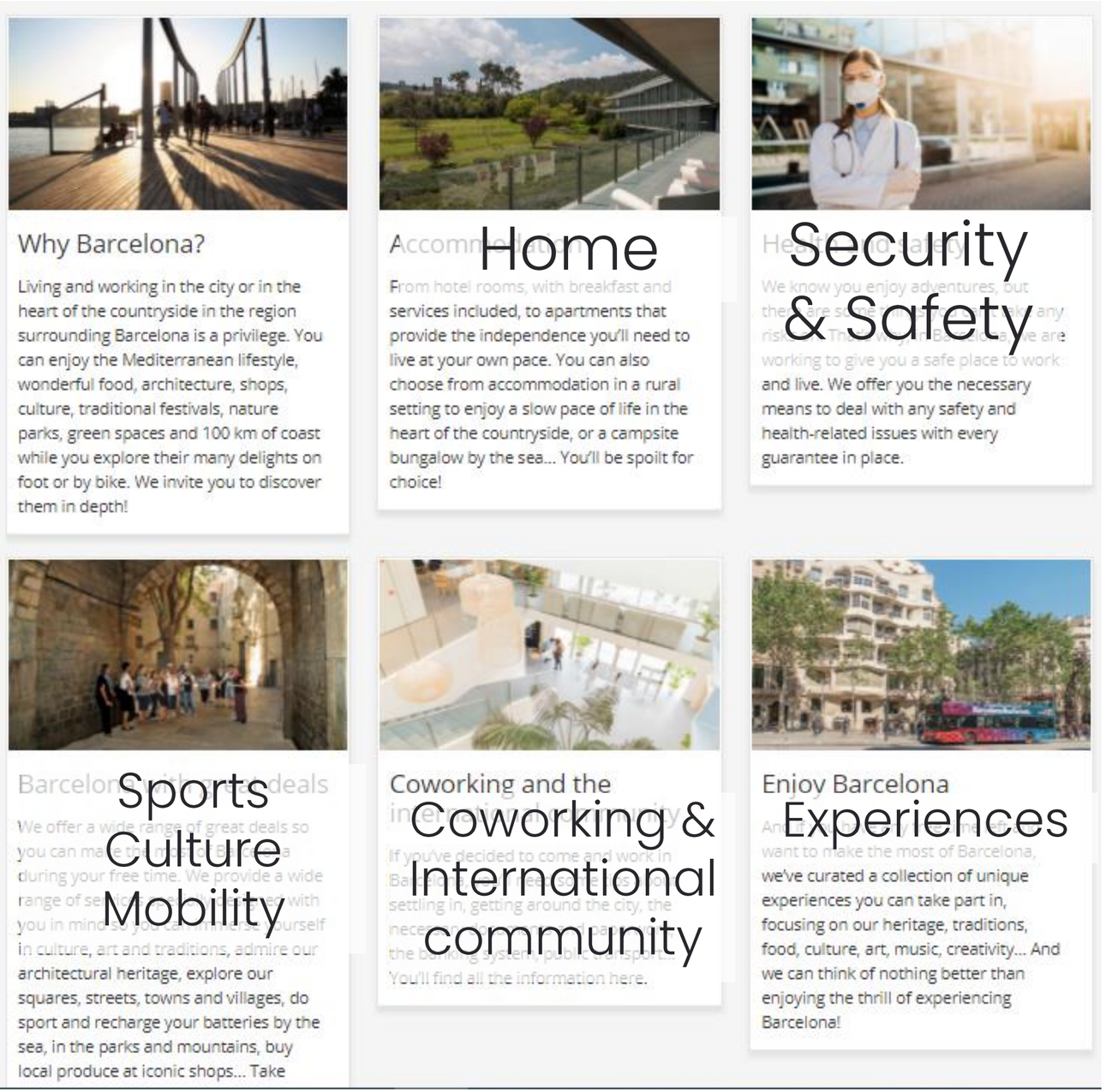
271 surveys to a random sample of international profiles of Turisme de Barcelona's DB October'20.

“What’s important for them help us to create not only a campaign, but also a product”

We create a Product



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

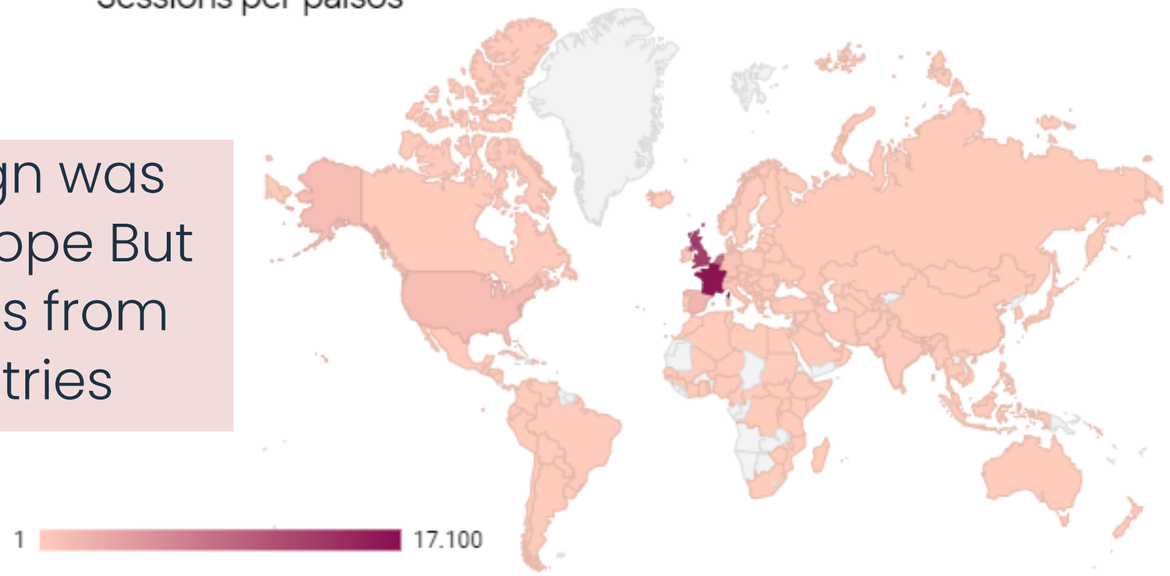
Barcelona Turisme
Coneixement i Recerca

Perfil usuaris landing Workation

País

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

Sessions per països



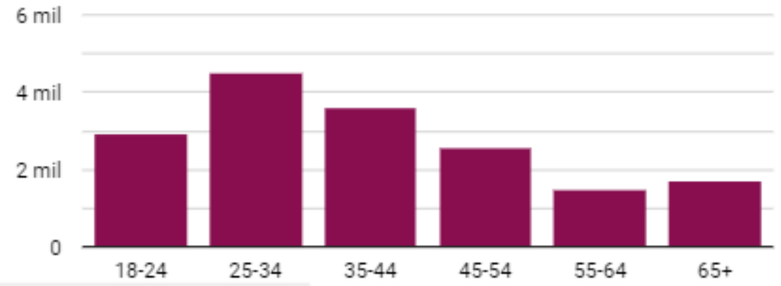
Sessions per país-ciutat

	País	Sessions
1.	Belgium	17.100
2.	France	16.592
3.	United Kingdom	12.737
4.	Netherlands	7.976
5.	Spain	1.958
	Total	63.358

	Ciutat	Sessions
1.	(not set)	5.961
2.	Paris	4.271
3.	Brussels	4.094
4.	London	2.798
5.	Antwerp	1.632
	Total	63.358

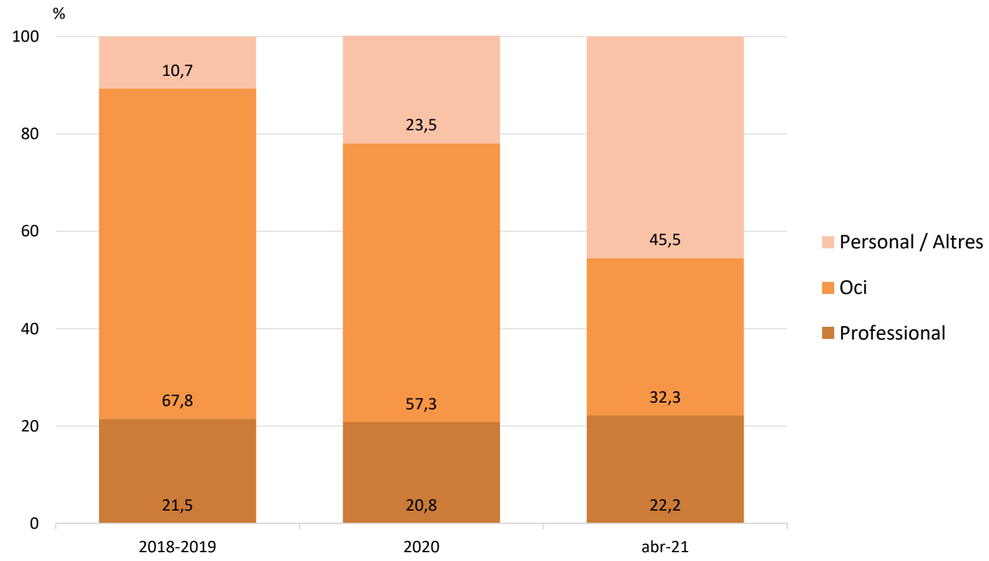
Sessions per sexe

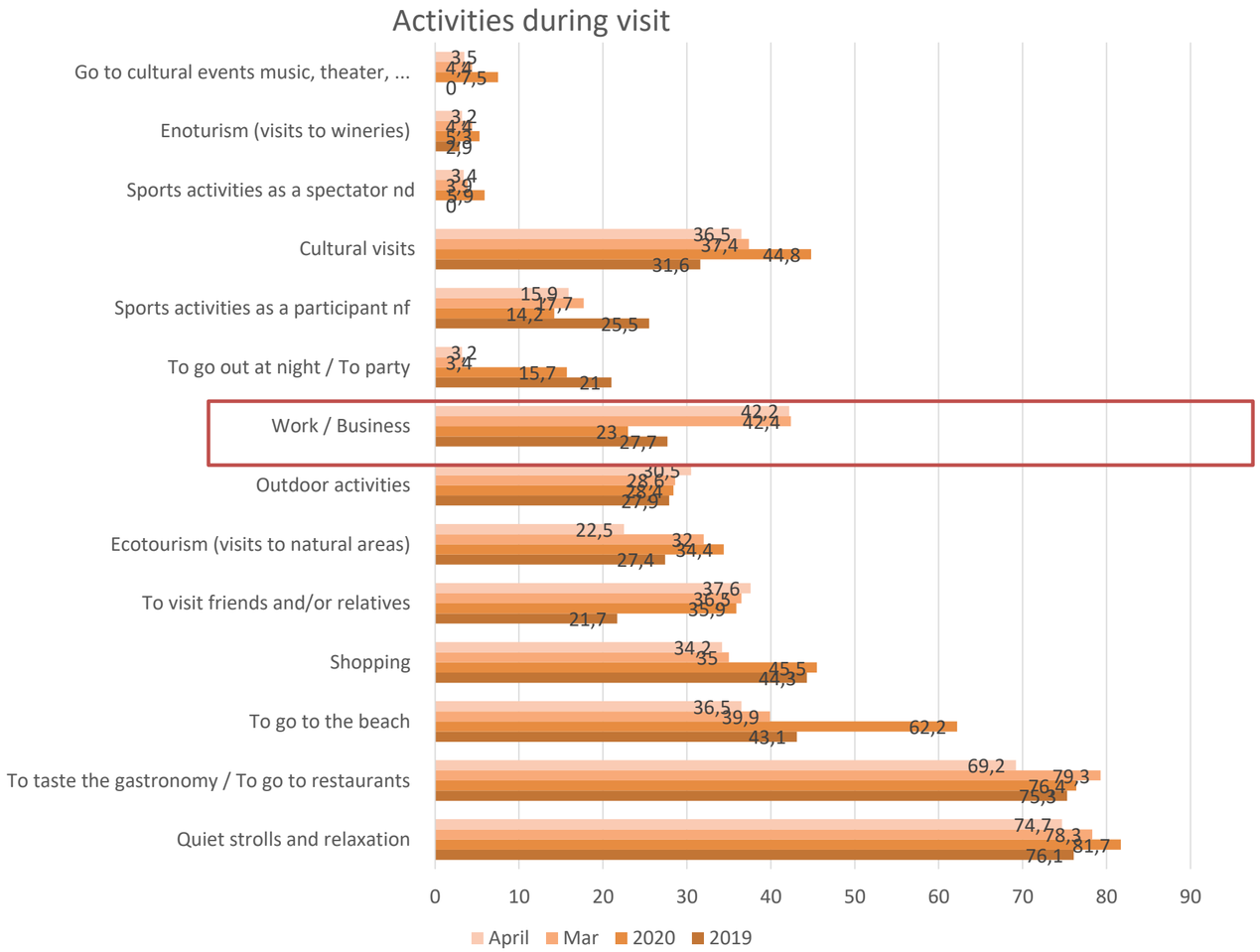
Sessions per edat



Resultados abril'21

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





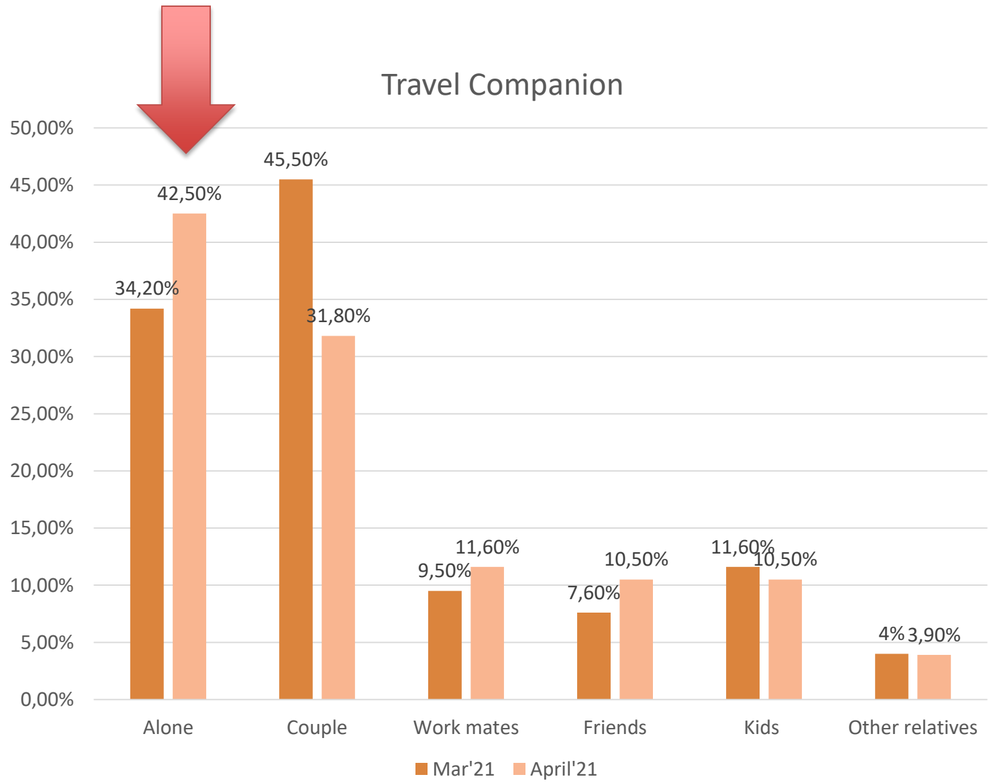
Fuente: Obaservatoiro de turismo, perfil visitante abril'21

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: Obaservatoiro de turismo, perfil visitante abril'21

Resultados abril'21



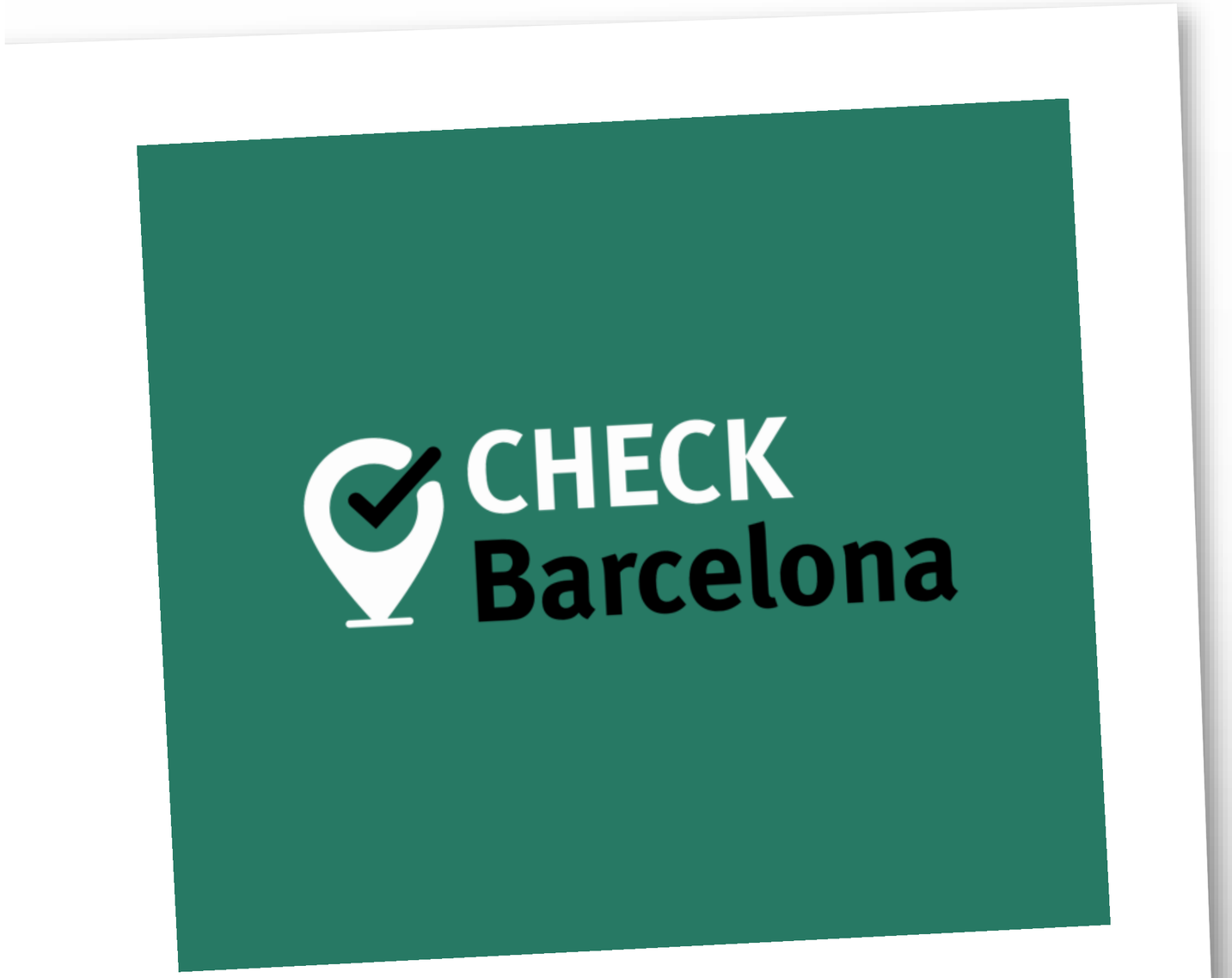
Fuente: Obaservatoiro de turismo, perfil visitante abril'21

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

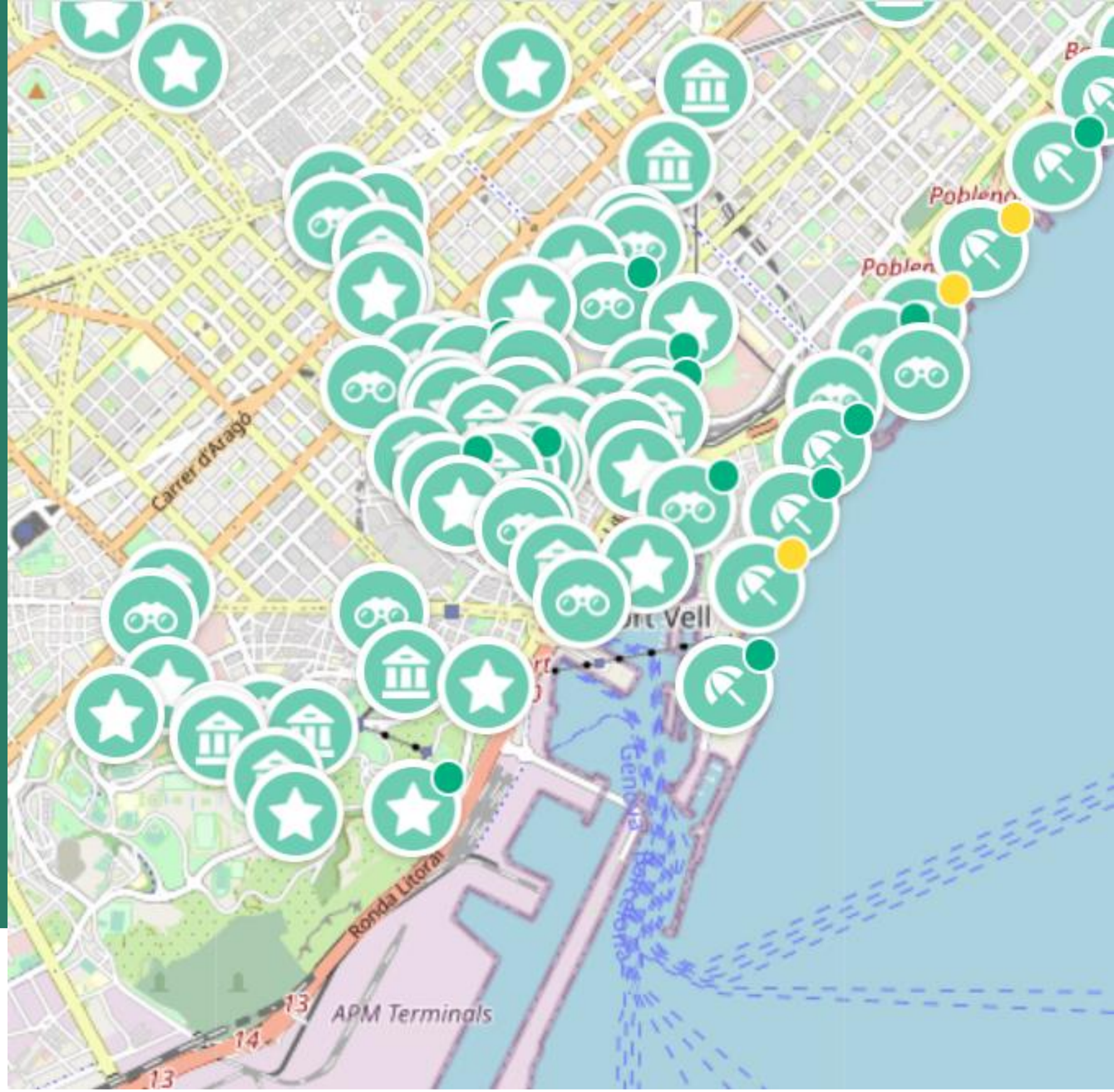
Barcelona Turisme

Ajuntament de Barcelona

eurecat
Centre Tecnològic de Catalunya



Web App for flow and destination management

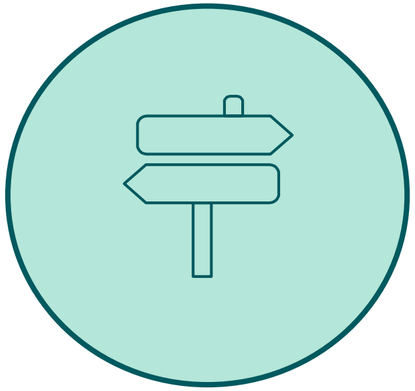


OBJECTIVES CHECK BARCELONA

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

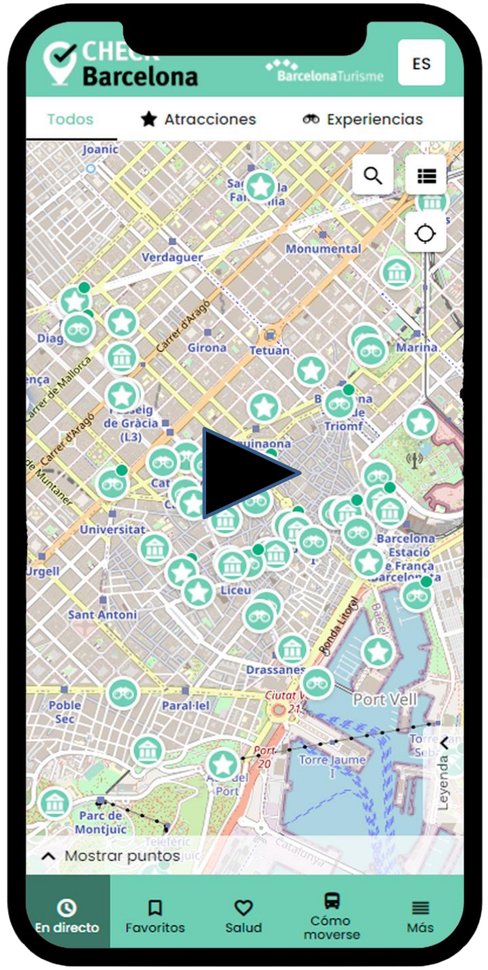
Offer New proposals and initiatives.
Provide information on how to get there.
Offer alternative spaces

SATISFY

Increase User Experience:

- Less queues
- Less crowds
- Greater security and information

Web App Check Barcelona



- CAPACITY CONTROL
- GEOLOCATION
- EQUIPMENTS INFORMATION
- BOOK AND PURCHASE

Barcelona Turisme

UNWTO
Organización Mundial del Turismo

Thank you !

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