Barcelona Tourism Observatory: city and region

Statistical, knowledge and tourist intelligence platform of Destination Barcelona

Territorial levels of data analysis
Barcelona Tourism Observatory: Missions and challenges

- To generate knowledge
- To establish common methodological criteria
- To facilitate and accelerate decision-making
- To contribute to the sustainability of tourism activity
- To become an international reference
Barcelona Tourism Observatory: Lines of work

- Tourism activity monitoring and forecasting
- Tourist profile and habits
- SITS – OTB: The OTB Sustainable Tourism Indicators System
- Specialised case studies
- Tourism Online Reputation

Global INSTO Meeting - October the 20th, 2022
Barcelona Tourism Observatory: Areas of analysis

- Accommodation
- Tourism demand
- Infrastructures
- Tourist profile
- Tourist expenditure
- Tourist evaluation
- Citizens’ opinion
- International positioning
- Meetings tourism
- Culture and leisure
- Economic activity and job market
- Sustainability

Global INSTO Meeting - October the 20th, 2022
Barcelona Tourism Observatory as an INSTO member

- Systematic monitoring
- Improving decision-making processes
- Progressing towards a sustainable development
- Promoting sustainable tourism practices
- Sharing methodologies internationally

Global INSTO Meeting - October the 20th, 2022
SITS – OTB: First steps

Earlier indicator systems and studies in Destination Barcelona

SIT – DIBA
Tourism indicators for the sustainable management of destinations in Barcelona Province

SIT – BCN
Sustainable indicators in urban destinations

TOURISM ENVIRONMENTAL EXTERNALITIES IN BARCELONA CITY
Environmental Tourism Indicators

INSTO Preliminary Study

Discussion groups

Barcelona Tourism Observatory
Barcelona City Council
Barcelona Regional Council
Cambra de Comerç de Barcelona
Turisme de Barcelona

Universitat de Barcelona
CETT UB

Global INSTO Meeting - October the 20th, 2022
System of indicators to measure the tourism sustainability of Destination Barcelona and to provide all the stakeholders involved in tourism activity with decision-making tools.
The Barcelona Tourism Observatory: city and region
Laia Costa - Global INSTO Meeting - October the 20th, 2022

info@observatoriturisme.barcelona
https://www.observatoriturisme.barcelona
https://linkedin.com/company/observatori-turisme-barcelona