THE GASTRONOMIC REVOLUTION LIVES ON IN BARCELONA
01. Why gastronomy?

1. To recover Barcelona's leadership at world level

2. With a diversified offer, it represents an opportunity to promote, decentralize and deseasonalize

3. It is one of the main factors in attracting visitors, and due to the excellent variety and quality of the offer, it allows us to attract visitors with high purchasing power
01. Why gastronomy?

In Barcelona in Nov'2022:

The percentage of our visitors that go to restaurants to sample the local food is steadily increasing

the percentage of spending on food and beverages is half of a visitor's daily spending (50.3%, 143€) 43% in 2010

Visitors rate Barcelona’s food offering highly, with an average score of 8.4 out of 10 7.6 in 2010

Source: Barcelona Tourism Activity Report 2021
01. Why gastronomy?

Economical impact:

Food and beverage services evolution has increased 37% from 20 years ago. 
Now, it represents 10.7% of the city's economic activity

Barcelona has 24 Michelin Restaurants and 35 Michelin Stars (2023)

From 2012:
+33% increase Michelin Restaurants
+75% increase Michelin Stars

Source: Barcelona Tourism Activity Report 2021
02. Why a Campaign

20 years ago, it was the beginning of a unique and unrepeatable gastronomic movement, by a few visionary chefs.

Now we have a new generation of chefs who are the spores of that revolution with the DNA of Barcelona’s, contributing to keeping Catalan cuisine at its highest level.

After two difficult years for the sector due to the COVID pandemic, the campaign launches when the recovery seems to be a reality.
Developing the visitor economy and the restaurant sector

03. Objectives

1. Re-launching Barcelona as a reference destination for its culinary excellence.

2. Developing the visitor economy and the restaurant sector

3. Highlight the good moment of gastronomy in Barcelona, with young chefs that emerged as a result of the legacy of the Gastronomic Revolution.
The campaign “The gastronomic revolution lives on in Barcelona” focuses on the four core areas in which Barcelona excels in its food offering:

1) Creativity and innovation
2) Respect for tradition while looking to the future
3) Sustainability
4) Product (local and seasonal)
Digital campaign from: 01/06/2022 – 30/09/2022

- Strong presence in neighbouring markets: Spain, United Kingdom, Italy, Germany, France, the Netherlands and Benelux
- Impact through social media, press, Youtube and other channels and digital media

Results:

- 114M (+166%) Ad impressions
- 1,4M (+647%) Web clicks
- 7,7M (+298%) Video views

✓ Great interest from our audience to learn more about the city's gastronomic offer (Through the high percentage of clicks)

✓ High percentage of full video views (57% VTR).
A result never seen before in the campaigns carried out
CREATIVE CONCEPT
Graphic

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CREATIVE CONCEPT

Promotional Video

Starring the chefs of the Gastronomic Revolution such as: Ferran Adrià, Carme Ruscalleda, Joan Roca, Jordi Vilà, Joseba Cruz, Oriol Castro or Carlota Claver

Silver Dolphin Award at the Cannes Film Festival Corporate Media & TV Awards “Tourism Promotional Film”
Thank you!

amarco@barcelonaturisme.com