

Barcelona tourism: a successful case of public-private partnership

Joan Torrella, Tourism & Events Managing Director
Barcelona City Council

Ignasi de Delàs, Deputy General Manager
Turisme de Barcelona

Washington, March 2013

1

Barcelona and 1992 Olympic Games

- Barcelona raised its profile world wide as a renewed city with new values and proposals adapted to emerging markets.
- Since then we've worked to give continuity to the impetus provided by the Games



2

What has been the real success?

- Major projects transformed the city
- Big investment in infrastructures (Port, Airport, High Speed Train...)
- Attracting value: investment, knowledge, events and people
- Efficiency in municipal management: controlled debt, public & private model, innovative urban initiatives
- Improvement of the city's connectivity
- Improvement of citizens' standard of living



What have been the results?

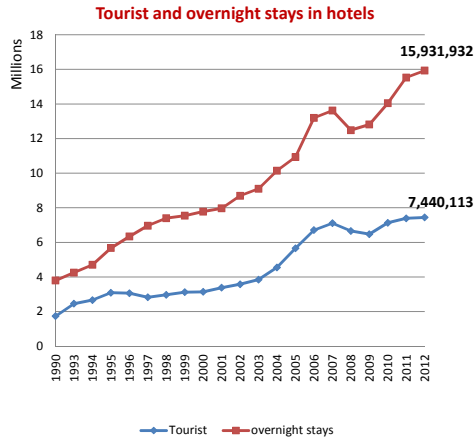
- Excellent branding
- A pole of attraction of foreign companies
- High position in international rankings
- Top Cruise port in Europe and 4th in the world
- Big congresses and conventions choose Barcelona: EIBTM, MWC...




Barcelona | 25 - 28 February 2013

Strong tourist destination: some figures

- 25 million annual visitors
- Over 7.4 million tourists
- 15.9 million hotel overnight stays
- 65,000 hotel beds
- 35 million airport passengers
- 2.6 million cruise passengers



Having achieved this..., we needed to answer some questions:

- Which type of growth and tourism management model did Barcelona need?
- What about the territorial boundaries of the destination?
- How to spread better the consequences of the impact of tourism throughout the city?
- How to improve the modes of coexistence between local residents and visitors?



City of Barcelona Strategic Tourism Plan

**Turisme > 2015
BCN**

Pla Estratègic de Turisme
de la Ciutat de Barcelona

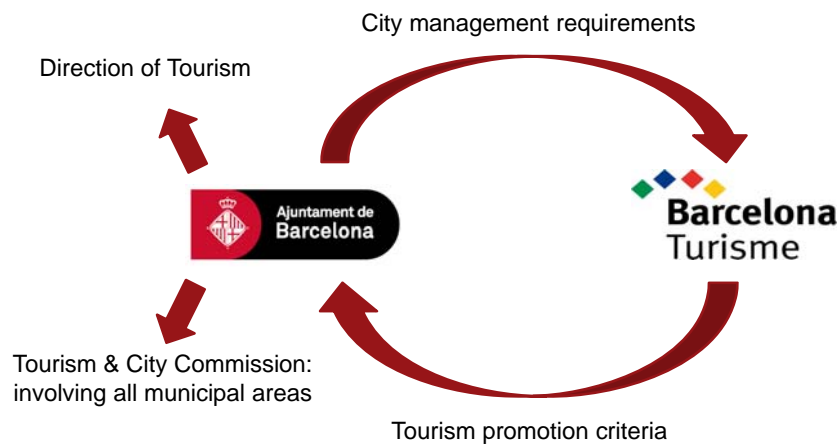


Reflection process > **tourism and city**



Some results:

New actors in the Barcelona's tourism management



Some results:

Adoption of the System of Responsible Tourism

Biosphere World Class Destination

Areas of analysis of the system of responsible tourism

- *Demonstrate sustainable destination management*
- *Maximize economic benefits to the host community and minimize negative impacts*
- *Maximize benefits to communities, visitors, and cultural heritage and minimize negative impacts*
- *Maximize benefits to the environment and minimize negative impacts*



Some results:

Tourist Plans for Districts.

Promote new attractions that generate urban centrality in all districts and distribute tourism throughout the city (MAP Objective 4.9)

Create and implement tourist plans for districts and neighbourhoods and economic tours (Barcelona Growth, measure 2)





Management of the effects of tourism activity



11



BarcelonaTurisme

Some results: Barcelona Smart City



12

Barcelona Tourism Consortium

Public Administration
(Municipality)



+

Private Sector
(Chamber of Commerce)



President : Mayor of Barcelona
Executive President: The President of the
Barcelona Chamber of Commerce

Board: 50% private – 50% public.



13

Main characteristics

Budget: 42 M €, (95% are own resources).
In 1993 the budget was 4,1 M €

Turisme de Barcelona:
1 M€ financed by the Public Administration
3 M€ returned in paid taxes

We are a staff of 120 people

10%-12% of the city's GDP

20 M €/day: Many sectors benefit from Tourism

100,000 direct workplaces



How we work and what we do

- Strategic Touristic Plan, Annual Action Plan:
 - ✓ Conventional Marketing actions: Trade Fairs, Workshops, Fairs & Press trips, social networks,...
 - ✓ Non conventional marketing: commercial visits, technical assistance,...
- Two main objectives:
 - ✓ To attract tourism
 - ✓ To increase the satisfaction of tourists when they are in town.
- We are involved in about 500 promotional actions per year, worldwide.
- We have a big network of tourist offices in town: more than 20 points
- We also run some tourist attractions, like the Barcelona Touristic Bus (2.5 Million passengers per year) or Columbus Monument (170.000 clients per year)



15

Programs & Products

Programs

- Barcelona Convention Bureau
- Barcelona Shopping Line
- Barcelona Culture
- Barcelona Gastronomy
- Barcelona Sustainable Tourism
- Barcelona Premium
- Barcelona Sports



Products & Services

- Touristic Bus, Columbus Monument, City Card, Walking Tours, Catalonia Touristic Bus, ...



16

Relevant Information

- a) We have experience in participating in cooperation programmes.
- b) We are active members of:
 - GSTC (Destination Group)
 - UNWTO (Vice-presidents of Affiliate Members)
 - ECM (Board of Directors)
 - WTCF (Vice-presidents)
- c) We are committed with Responsible Tourism: we want to share our best practices.
- d) Our model of tourism development is based on the guide lines and criteria established by the WTO: environmental, economical and cultural sustainability.



Where can you find us ?

www.bcn.cat

www.barcelonaturisme.com

jtorrella@bcn.cat

idedelas@barcelonaturisme.com