

Government Measure for Tourism Management 2024-2027



Report
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Area of the Economy,
Finance, Economic
Promotion, and Tourism



**Ajuntament
de Barcelona**



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1 Introduction

The aim of this government measure is to prioritise a management approach that improves the balance between tourism and the daily lives of residents, positioning Barcelona as a leader in the management, organisation, funding, and social return of tourism.



Barcelona is today a globally recognised city with extraordinary appeal, which seeks to build its present and its future as a place to live and coexist, based on the core values of equity, sustainability, and economic competitiveness. This is the city we aspire to be, and it is essential that Barcelona is able to address both local and global challenges, harnessing its full potential to make this possible and ensuring that all social and economic sectors contribute towards this goal.

The visitor economy is one of the city's key economic sectors, accounting for 13.9% of GDP and providing employment for 150,000 people. It is clear, therefore, that the growth of tourism has played an important role in boosting the city's economy. This dynamism has resulted in the creation and arrival of businesses in this sector, leading to a multiplier effect. However, its impact goes far beyond economic aspects, as it affects the transformation of urban spaces, mobility habits, local retail, and the daily life of residents.

Its ability to influence the very shape and identity of the city has heightened the debate about its benefits and externalities. There is consensus regarding the acceptance of tourism as a phenomenon that is an inherent and indispensable part of the city, and the importance of managing it properly to ensure that it is beneficial. The debate, therefore, revolves around the image to be projected, the social return of tourism activities, the sustainability of the sector, ensuring the well-being of residents, the quality of the tourist experience, urban balance, and economic development.

This debate is not unique to Barcelona. It has played out similarly in major European urban destinations, which have seen a growing concern among residents regarding tourism.

Visitors tend to concentrate in areas of the city seen as iconic, creating a significant geographical imbalance in visitor density across the city's neighbourhoods.

While many of the challenges faced by tourist cities are shared, each must tackle them in light of its own unique characteristics, and one of the characteristics of Barcelona is its high urban density and ability to remain compact. Barcelona is a small city in terms of surface area, covering 101 km², of which only 27.5 km² are residential. With a population of 1.7 million and 30 million visitors each year, the city can become extremely crowded. Furthermore, visitors tend to concentrate in areas of the city they consider essential to their visit, which creates a significant geographical imbalance in this density across the city's neighbourhoods.

The steady rise in visitors has highlighted challenges such as regulating tourist accommodation and taxation within the tourism industry.

The steady rise in visitors has highlighted challenges such as regulating tourist accommodation, taxation of the tourism industry, and more recently, managing drought conditions. It is clear, therefore, that an integrated approach is needed to seize new opportunities and address the challenges they present, keeping in mind that this is a socio-economic sector subject to disruptive dynamics and constant evolution, which complicates its management.

It is in this context that Barcelona City Council is launching the new Government Measure for Tourism Management, which has become one of the key priorities of the 2023-2027 term of office. Thus, Barcelona remains a leading city that works creatively, thoughtfully, and efficiently to address the challenges and opportunities of tourism.

Barcelona has become a leading tourist destination in a very short period of time. In 1990, 1.7 million visitors stayed in hotels in the city; by 2023, that number had risen to 12 million. The vast majority of these visitors (80.8%) come from abroad – the highest percentage among all urban destinations in Spain – highlighting Barcelona's strong international appeal. Passenger numbers at the airport have risen from 9 million in 1990 to 50 million in 2023. Barcelona's appeal is also reflected in various international rankings. For example: Barcelona is the 8th most attractive city in the world for visitors and entrepreneurs and the 3rd in Europe, according to World's Best Cities. Moreover, according to the Barcelona Tourism Observatory (OTB), tourist spending in the city is currently estimated at a total of 9.6 billion euros in 2023.

The rise in visitor numbers did not happen by chance, but was the result of a political strategy to position Barcelona as a top-tier urban destination. This began with the hosting of the Olympics in 1992. With the goal of building on the success of the Olympics, in 1993 the Barcelona Tourism Consortium was established, with the participation of the Barcelona City Council, the Chamber of Commerce and the Barcelona Promoció Foundation, as a new instrument for tourism promotion and visitor support. This allowed for better coordination of work between public and private stakeholders, with the main objective of positioning Barcelona as a leading tourist destination.

Political commitment has also been reflected in the expansion and modernisation of the city's infrastructure to increase its capacity to accommodate visitors.

In the case of the Port of Barcelona, these efforts have made it the busiest cruise port in both the Mediterranean and Europe, and the fourth in the world by number of cruise passengers, consolidating its status as a home port.

Tourism proved to be one of the most resilient sectors during the 2007 financial crisis. Together with the emergence of phenomena such as city breaks, low-cost flights, digital platforms and new forms of accommodation, this led to a significant increase in urban tourism, transforming major European cities, Barcelona included. For instance, the number of tourist flats skyrocketed from 2,300 to over 9,600 rental licences between 2011 and 2014 (currently there are 9,400). In 2023, Barcelona had 152,320 registered tourist beds, of which 76,662 were in hotels and 58,124 in holiday lets.

These urban transformations led to a turning point in 2016 when, for the first time, surveys conducted by the City Council revealed that residents who believed the city had reached its capacity limit for accommodating tourists outnumbered those who felt it could still welcome more. Since then, this view has prevailed, and now 61.5% of residents believe Barcelona has reached its limit, with nearly 50% saying they have stopped visiting certain parts of the city due to tourism. Even so, the people of Barcelona continue to perceive tourism as a source of wealth for the city, and 70% consider it to be generally beneficial.

The Port of Barcelona is the busiest cruise port in the Mediterranean and in Europe, and the fourth in the world in terms of cruise passenger numbers.

Up to 61.5% of residents believe that the city has reached its limit in terms of its capacity to accommodate visitors.

The Covid-19 pandemic affected every aspect of our individual and collective lives and had a particularly severe impact on the tourism sector. Barcelona responded decisively to the effects of the pandemic, both in terms of health and the economy. Barcelona City Council invested considerable effort in revitalising the tourism sector, reinforcing values such as social and environmental sustainability, resilience, health safety, and value-added contributions to the city, not just through attracting visitors, but also talent and investment.

The drop in visitor numbers was drastic: they disappeared completely during the lockdown months, and were practically non-existent during early reopening. Once restrictions were lifted, uncertainty and safety concerns led people to opt for nearby destinations. This brought about a partial recovery in tourism, though it was not enough to fully revive economic activity.

In 2023, tourism in Barcelona fully resumed and closed out the year with 6.9% fewer tourists than in the 2019 peak.

As a result of efforts to bring back tourism in the city and make it more sustainable, by 2023 tourism had fully resumed in Barcelona, and the city closed out the year with 6.9% fewer tourists than the 2019 peak, but with more overnight stays (1.8% more than in 2019), thanks to an increase in the average length of stay (9.3% compared to 2019).

This reduction in visitor numbers, coupled with longer average stays, results in lower visit intensity and a reduced carbon footprint, given that the most significant part of tourism's carbon impact comes from how tourists come to Barcelona. Air travel accounts for 85.7% of the total carbon footprint of the tourism sector in Barcelona.

If we look at the 2024 figures, in the first seven months of the year, over 7.2 million tourists stayed in tourist accommodation, making 21.5 million overnight stays, 6% and 4.5% higher, respectively, than in the same period last year.

In July alone, Barcelona received more than 1.2 million tourists staying in hotels, holiday lets, and hostels —7.4% more than in the previous July— although still 3.8% below July 2019 figures. Of these, 65.6% stayed in hotels, 27% in holiday lets, and 7.4% in hostels.

July saw 3.6 million stays in tourist accommodation, 2.6% more than in 2023, and in this case also 1.1% above the figure for July before the pandemic.

The average length of stay in tourist accommodation was 2.9 nights, which is 5.1% higher than before the pandemic, indicating a growing trend towards longer average stays.



For more than 15 years, Barcelona has been taking on commitments to sustainable and responsible tourism, while constantly evaluating and defining its strategic approach to tourism management. These commitments have been made at the international, national, and local levels, and include signing the Responsible Tourism Charter (Barcelona City Council, ITR, UNESCO) in 2010, obtaining the Biosphere World Class Destination certification in 2011, and signing the Global Sustainable Tourism Charter +20 in 2015, among others.

These commitments have guided the city's programme strategies for tourism. The 2015 Strategic Tourism Plan for the City of Barcelona had two main objectives: to support the improvement of tourism activity in Barcelona and to enhance the integration of tourism within the city. These two objectives were built around criteria that, at the time, were highly innovative and are now essential.

The rapid increase in tourist numbers and the need for strategic proposals led to the 2015 approval of a government measure entitled Promoting the Participatory Process on Barcelona's Tourism Model, conceived as a response plan containing three key initiatives:

- 1. Approval of the Special Urban Development Plan for Tourist Accommodation (PEUAT)**, which regulates the establishment of tourist accommodation such as hotels, youth hostels, holiday lets, and shared homes. This plan addresses the need to make tourist accommodation compatible with a sustainable urban model based on guaranteeing fundamental rights and improving residents' quality of life.
- 2. Creation of the Council on Tourism and the City**, a standing body aimed at promoting discussion about tourism and bringing together the various stakeholders involved in the city's tourism model.
- 3. Development of the 2020 Strategic Tourism Plan for the City of Barcelona**, a roadmap for the city's tourism policies for the 2016–2020 period.

The 2020 Strategic Tourism Plan (PET 20), titled Tourism 2020 Barcelona, was a collective strategy for sustainable tourism. It built on the previous plan's concept of tourism in relation to the city and its management. Its goal was to manage the destination and ensure its sustainability by balancing all interests, while also maximising the social return of tourism and allowing visitors to enjoy the city without pushing out residents.

PET 20 also underlined the importance of destination promotion and communication policies as tools for managing tourism. As a result, in 2021 the Tourism Marketing Strategy for Destination Barcelona (EMTDB) was approved. This bold and innovative move marked the first time since 1993 that the city of Barcelona and the Barcelona Tourism Consortium jointly decided to develop a marketing strategy. This strategy was designed to shape how Barcelona wishes to present and position itself, and what kind of tourists and visitors it aims to attract.

In 2020, to address the impact of the crisis caused by Covid-19, the Economic Response Coordination Centre (CECORE) launched its Strategy and Initiatives Plan, aimed at reviving Barcelona's reputation and bringing back tourism. It also sought to build public confidence to boost consumer activity, as well as introduce new events to revitalise urban life. The City Council launched special funding schemes totalling 2.5 million euros to help businesses in the tourism and leisure sectors offset the effects of the pandemic. These were complementary to the other funding measures launched under the Reactivem Barcelona campaign, along with a special fund of 20 million euros to support the economic sectors most affected by the crisis. These grants aimed to stimulate the economy, prevent the closure of businesses, encourage the reopening of those that had shut, and create new jobs.

At that time, the Council on Tourism and the City, comprising tourism professionals, trade unions, and the public, agreed that Barcelona should aim to bring back tourism as quickly as possible, in a way that strengthened sustainability, safety, and resilience while providing added value. The objective was for Barcelona to build a renewed visitor economy, grounded in improved practices, which would be compatible with residents' lives, a necessary condition for the city to run smoothly.

The 2030 Agenda serves as the roadmap for the city's public policies for the 2020–2030 decade in order to achieve the SDGs in Barcelona.

The Councillor's Office for Tourism and Creative Industries addressed the upheaval caused by Covid-19 by rethinking the city's relationship with the visitor economy and positioning culture and the creative industries as drivers of transformation in that economy.

The Green Deal highlights the visitor economy as one of the strategic sectors within the city's economic ecosystem.

One of the most significant commitments, given its scope and global perspective, is the 2030 Agenda, conceived as the roadmap for the city's public policies for the 2020–2030 decade in order to achieve the Sustainable Development Goals (SDGs) in Barcelona. This, therefore, is the agenda guiding tourism management policies in Barcelona. Additionally, these policies must align with the Barcelona Green Deal, which outlines the city's economic strategy to become more competitive, sustainable, and equitable. The Green Deal highlights the visitor economy as one of the strategic sectors within the city's economic ecosystem. It emphasizes the need to reshape this activity to meet sustainability and equity criteria under an inclusive economic model that generates wealth for all city residents.



In this context, the Tourism Sustainability Plan for Destination Barcelona (PSTDB) was developed, funded with 40.8 million euros from the European Next Generation funds. This plan promotes work on the green transition, digitalisation, competitiveness, visitor decentralisation, and the enhancement of tourism quality.

Building on years of work, this government measure addresses the main challenges of tourism management in Barcelona at a time when the city's tourism capacity limits have been reached. There is consensus about these limits and the high density of visitors in certain areas, as well as their environmental, social, and economic impacts.

Therefore, Barcelona insists on maintaining its regulatory and fiscal powers to ensure the success of tourism in the city. Through this government measure, it aims to set strategic guidelines for the coming years, seeking balance by promoting certain practices and limiting others.

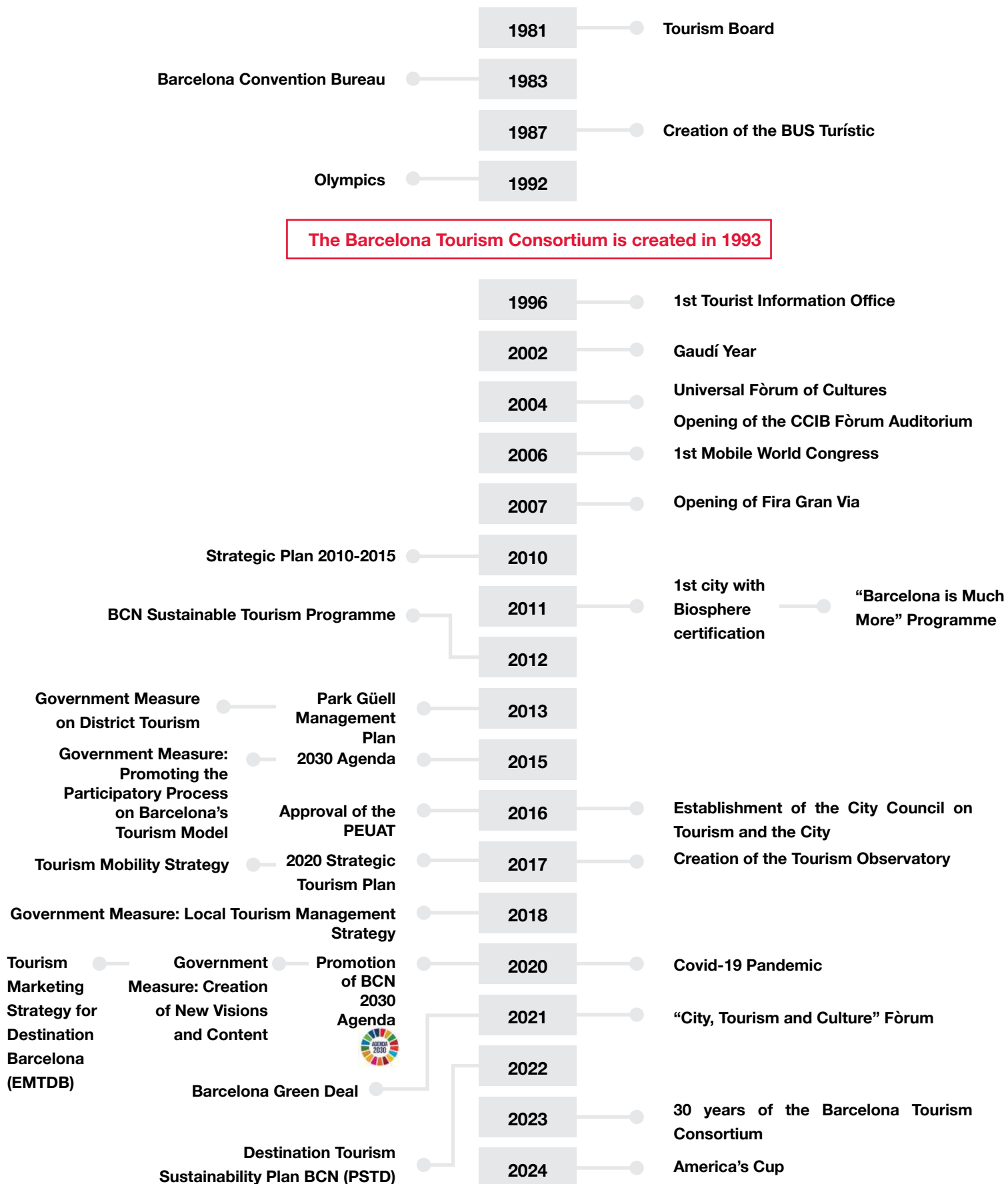
Timeline of the main initiatives impacting tourism in the city.

It is structured around:

- Major tourism strategies and plans.
- City events with an impact on tourism.



Timeline of the main tourism initiatives



2 Tourism in Barcelona



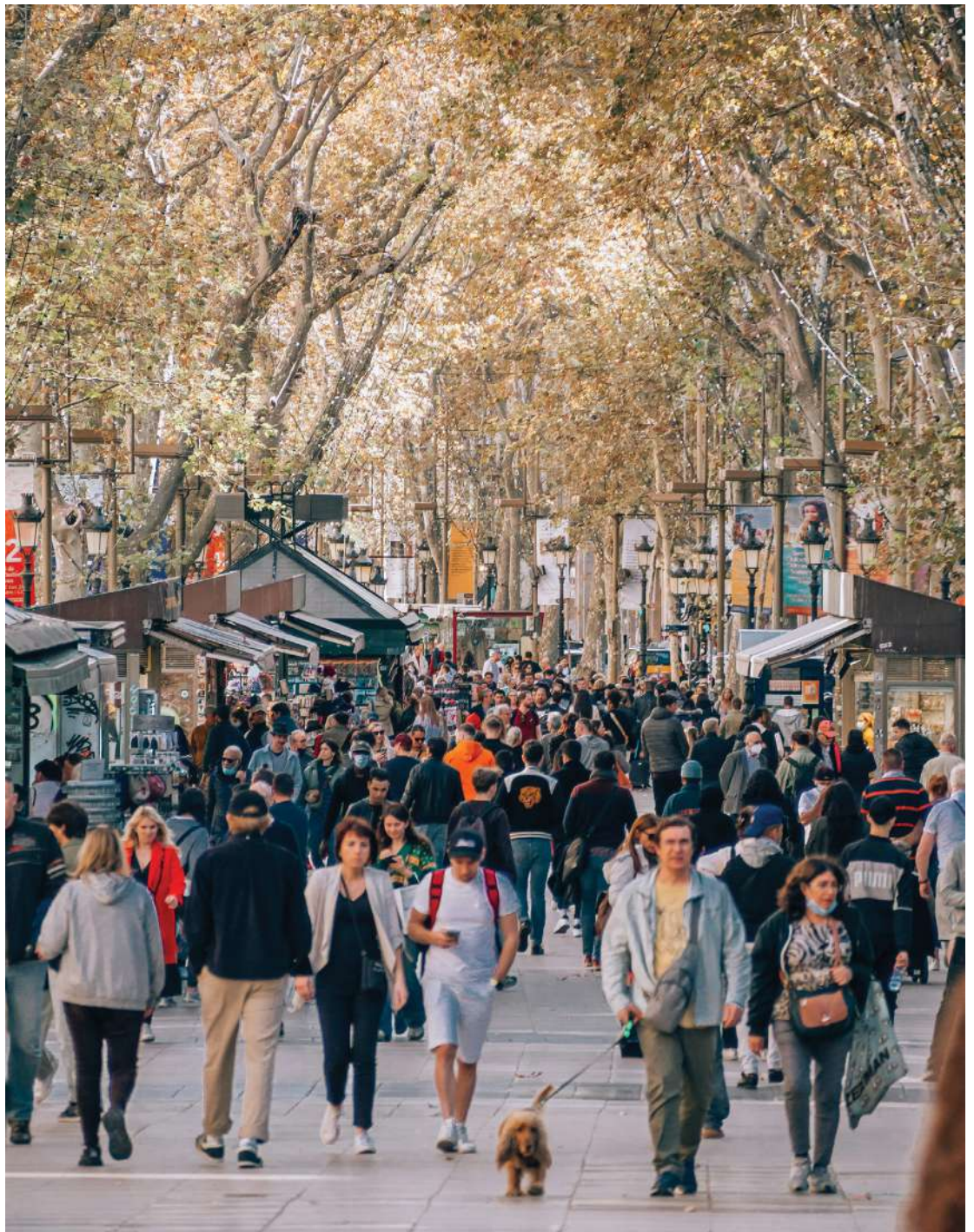
2.1

Introduction

The tourism landscape in Barcelona is constantly evolving, shaped by fast-moving dynamics such as collaborative economy platforms, the growing influence of social media as a driver of tourist choices, and regulatory changes.

Barcelona is one of the urban destinations with the most information regarding its tourism sector. The city has a record of surveys on tourism activity and perception dating back several years, and in 2017, launched the Barcelona Tourism Observatory: city and region (OTB) platform for statistical tourism data, insights and market intelligence for both the city and province of Barcelona.

This constant monitoring of trends and dynamics shows that tourism in Barcelona is ever-changing. New patterns quickly emerge, such as the impact of collaborative economy platforms, the rise of social media as key influencers, the presence of tourists in unanticipated locations, regulatory changes, new transport methods, and more. It is therefore essential to interpret the emerging trends revealed through available data.



One of the most important data points for destination management is understanding the number of people visiting the city. Although information on this key aspect is still incomplete (for example, we lack data on day-trippers), we do have highly reliable estimates of the total number of visitors.

The most recent effort by Barcelona City Council to generate insights into visitor numbers was the Limits of Acceptable Change (LAC) study for tourism in Barcelona, carried out by the University of Girona. This study highlights the importance of considering all types of users in public spaces when discussing urban density. It emphasises that the management of urban space must take these densities into account.

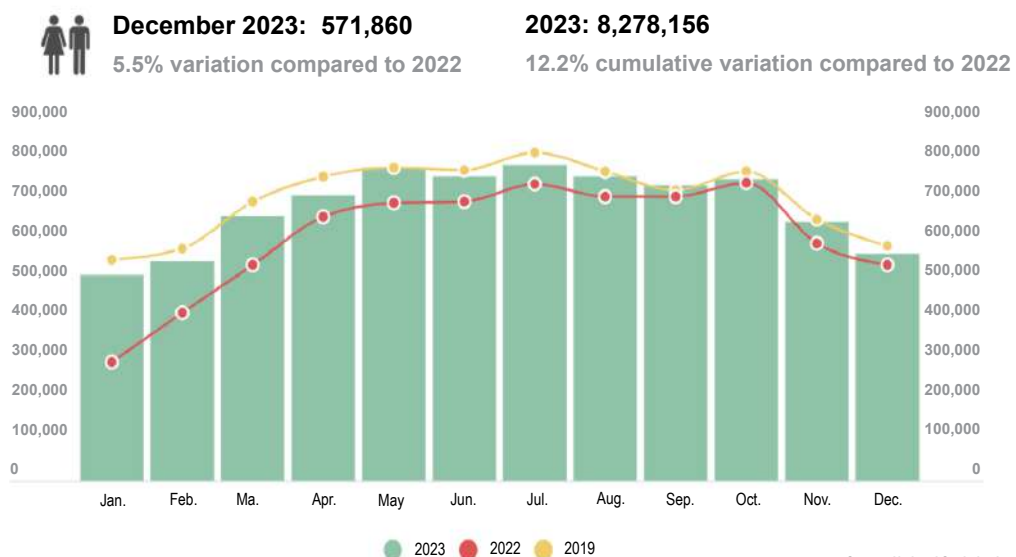
According to the LAC study, in 2019 Barcelona hosted 17.4 million tourists. Nearly half of them stayed in hotels, while holiday lets accounted for around 3.8 million visitors.

To truly understand the size of the city's transient population, it is useful to focus on the metric of "stays", meaning the days that a person is present in the city, rather than overnight stays (the figure typically used to calculate visitor volume) alone. The concept of stays reflects how many days a person is present in the city, including both overnight and day visitors. In 2019, it is estimated that there were 62 million tourist stays in total. Roughly half of these tourists stayed in hotels, and approximately 32 million stayed in holiday lets. Private homes, hosting an estimated 18 million stays, also play a significant role due to the considerably longer average stays for visitors in this type of accommodation. Other types of accommodation are less relevant by comparison.

It is estimated that on average, there are 170,000 tourists in Barcelona each day.

It is estimated that there are, on average, 170,000 tourists in Barcelona each day. This new estimate is quite similar to the previous one from 2016, which calculated approximately 154,000 visitors to the city.

Tourists in hotel establishments



According to the same 2019 Limits of Acceptable Change (LAC) study, around 10 million visitors, including tourists staying outside the city and cruise passengers in transit, visited Barcelona. The majority of these visitors were accommodated in tourist destinations along the coast of Catalonia. Approximately 2.5 million of the tourists visiting the Barcelona stayed in other cities within the Barcelona Metropolitan Area. This phenomenon of the metropolisation of tourism is one of the most significant developments in Barcelona's tourism dynamics over the past decade.

Among the various categories of visitors, the presence of one group is particularly intense: cruise passengers in transit, for whom detailed information is available.

In 2023, 803 cruise ships docked at the Port of Barcelona, carrying a total of 3.6 million passengers, of whom 1.6 million were in transit.



2.3 Concentration in specific areas and overcrowding

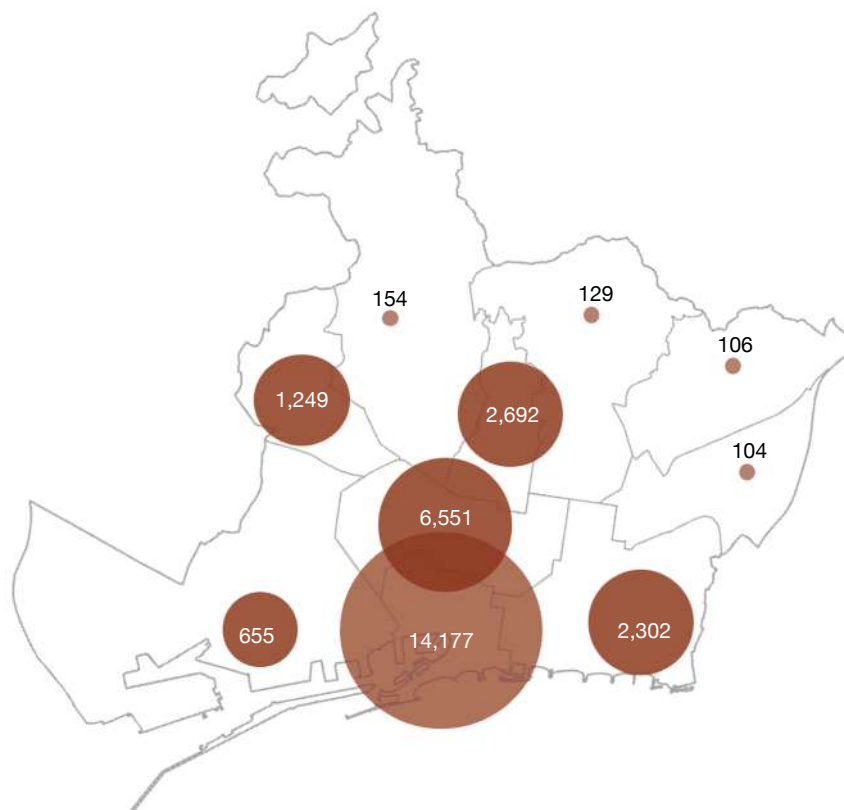
Understanding visitor volume is essential for city management. However, knowing how visitors are distributed throughout the territory, how intensely they use public space, and their patterns of activity is crucial to maintaining urban balance and ensuring that tourism can coexist with everyday life.

The Ciutat Vella district experiences a daily density of 14,177 tourists per km², followed by the Eixample with 6,551 tourists per km².

The presence of tourists across the city is highly uneven. Visitors tend to cluster around major tourist attractions, which in Barcelona are largely concentrated within a small central area of the city. As such, Ciutat Vella and the Eixample are the most crowded districts. Ciutat Vella experiences a daily density of 14,177 tourists per km², followed by the Eixample with 6,551 tourists per km². Other areas also experience high levels of tourist density, including the seafront, the Gràcia neighbourhood, Park Güell, and within Ciutat Vella, fragile spaces that are not equipped to handle large crowds, such as the Boqueria Market.

It is essential to take into account the presence and mobility of different types of people using the city and its public spaces in different ways. Nevertheless, there is a clear tendency for both visitors and residents to converge in the city centre, drawn to its cultural offerings, leisure activities, shops, and restaurants. High-traffic areas (HTAs) encompass a wide range of locations, from iconic landmarks to entire districts, where large numbers of both locals and visitors gather.

Daily tourist density per km²



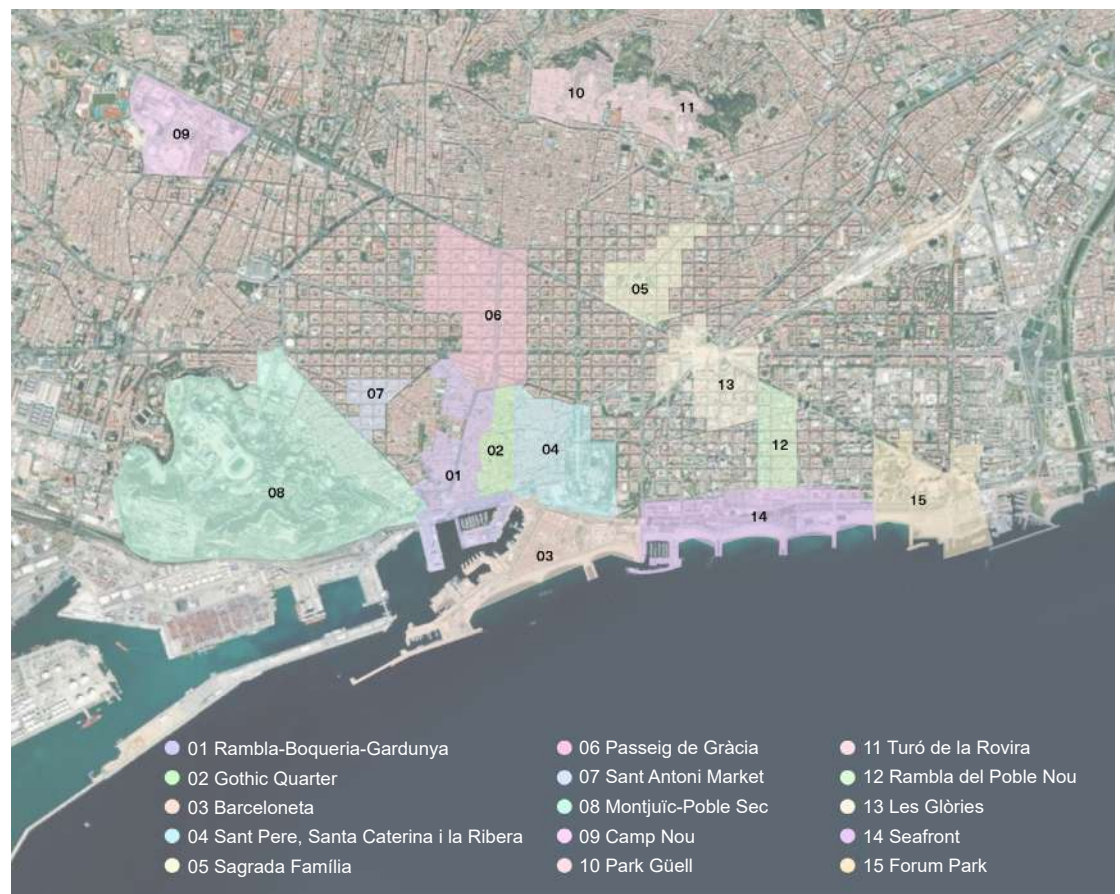
A total of 15 high-traffic areas have been identified in Barcelona. It is therefore crucial to focus on the need to manage these areas through comprehensive and cross-sectoral urban policies.

Due to their appeal, these areas attract a wide mix of people with diverse interests and expectations for their use, leading to competition for space. The characteristics of these areas include intense usage, overcrowding of public space, high levels of mobility, and challenges such as gentrification, socio-economic shifts, and a concentration of shops and restaurants primarily aimed at visitors. This also results in increased demand for services such as urban cleaning and public safety.

It is therefore crucial to focus on the need to manage these areas through comprehensive and cross-sectoral urban policies, since tourism and its impacts are here to stay. First and foremost, it is important to emphasise that HTAs are not uniform or homogeneous. On the contrary, each has specific characteristics requiring a tailored approach to find effective solutions, and managing them is a priority for the current administration.

A total of 15 high-traffic areas have been identified in the city of Barcelona. However, they vary in terms of usage intensity, which is why some have been designated as priority HTAs. Throughout this term, action will be taken in these areas to reduce the impact of high visitor numbers and improve factors such as liveability, mobility, mixed-use compatibility, and the quality of public space.

High-traffic areas



This government measure views taxation as a vital mechanism to improve the management of tourism in the city, also adopting a broader definition of what constitutes tourism-related activity. Tax burdens make it possible to discourage practices that have lower social return and higher negative externalities, while incentivising those with a more positive impact. As a result, phenomena such as cruise ships with stays under 12 hours or holiday lets are subject to an increased tax burden. The idea is for these two phenomena, which have a significant impact on both the intensive use of the city and social harmony, to contribute more to Barcelona City Council, helping offset the additional strain on municipal finances in relation to certain public services such as maintenance, cleaning, and security.

Visitors and tourists are considered temporary residents, who use the city in a specific way depending on the reason for their visit and must therefore contribute to the costs generated by their presence and activities at the destination.

The aim is to explore new fiscal tools and mechanisms that can be used to better manage tourism and to rethink existing measures in order to promote more responsible tourism.

To cover the costs associated with tourism, one of Barcelona City Council's main taxation tools is the municipal surcharge on the tax on stays in tourist establishments (IEET), which was created by the Government of Catalonia and has been in force since November 2012.

Under current law, revenue from the tax must be allocated to fostering, boosting, preserving, promoting and developing tourist infrastructure and activities in Catalonia. Barcelona City Council receives 100% of the revenue from the municipal surcharge, which can be used for purposes other than those established by the Catalan government for the IEET. According to the fiscal byelaw governing this surcharge on the IEET, funds may be allocated to:

- Improving supervision of properties that rent out rooms to tourists.
- Enhancing the quality of life for residents in neighbourhoods most affected by tourism, enabling them to regain economic, social, and cultural activity independent of tourism.
- Creating new content that can be implemented in settings aimed at improving the decentralisation of tourism.



To cover the costs associated with tourism, one of Barcelona City Council's main taxation tools is the municipal surcharge on the tax on stays in tourist establishments (IEET).

Below are the current rates in place for the city of Barcelona and the corresponding municipal surcharge:

Rates for the city of Barcelona and municipal surcharge

Establishment	IEET	BCN surcharge	Total
5* Hotels	€3.50	€4	€7.50
4* Hotels	€1.70	€4	€5.70
Holiday lets	€2.25	€4	€6.25
Other establishments	€1	€4	€5.00
Cruise passengers (more than 12 hours)	€2	€4	€6.00
Cruise passengers (less than 12 hours)	€3	€4	€7.00

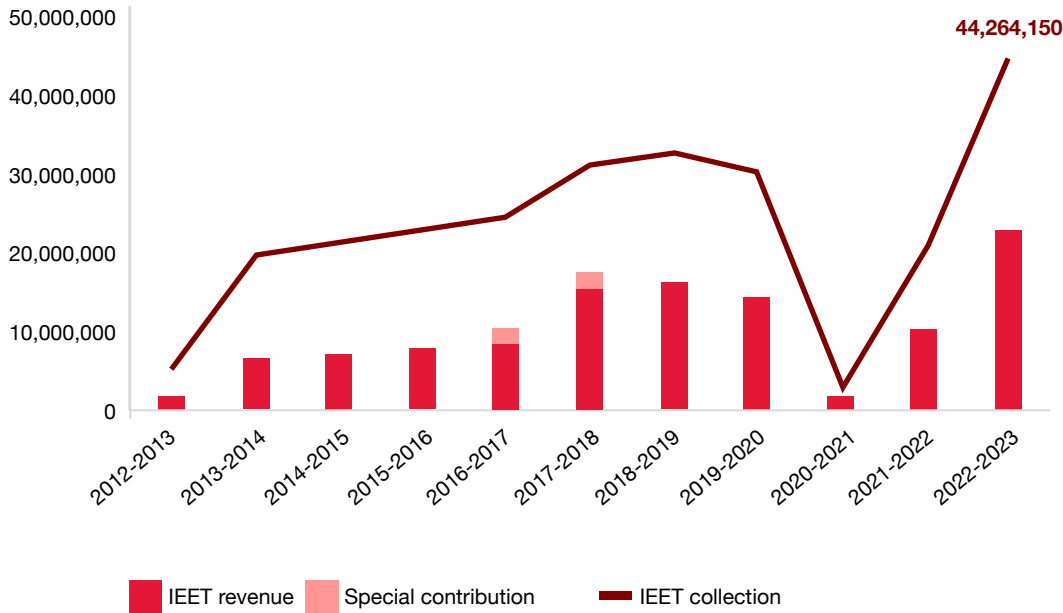
Barcelona City Council has collected 115.3 million euros, 64.7 million euros during the previous term of office. Of the total IEET revenue in Catalonia, 50% is generated in the city of Barcelona.

The Barcelona City Council approved, between July and September 2024 (initial and final approval), an increase in the municipal surcharge, rising from €3.25 to €4 across all categories, which is currently the maximum allowed. This measure will be implemented once the public scrutiny phase has concluded.

Since the tax was first introduced in 2012 until March 2023, a total of 253.1 million euros were collected in Barcelona, 129 million of which were collected during the last municipal term of office (2019 – March 2023).

Out of the total collected, the City Council has received 115.3 million euros, including 64.7 million in the last term of office. Therefore, more than 50% of the IEET revenue in Catalonia is generated in the city of Barcelona, with the exception of 2020 due to the impact of Covid-19. For the accrual period from October to March, this percentage exceeds 65%, which highlights Barcelona's specialisation in urban tourism outside the high season. In the second half of 2022, the city accounted for 71.4% of Catalonia's total tourist tax revenue. The municipal surcharge has generated revenue of 55.2 million euros in less than two years.

**Revenue collection and allocation from the IEET in Barcelona over time.
2012- March 2023**



Currently, tourism-related taxation is the third-largest source of revenue for Barcelona City Council, with estimated takings of 100 million euros for 2024.

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To make the management of these resources more transparent, and also to highlight the return of funds from tourism to the city, in 2018 Barcelona introduced a label to visually identify activities and projects funded by the IEET. This initiative helps improve traceability of how these funds are used.

Since the tax was introduced in 2012, nearly 450 municipal projects have received funding. They include wide-ranging areas such as support for cultural events, public signage, inspection of tourist accommodation, deployment of civic officers, support for training and research, promotion of innovation and entrepreneurship, management of tourist mobility and promotional campaigns.

The Barcelona Tourism Consortium is responsible for carrying out these promotional projects for Barcelona as an urban tourism destination, as well as initiatives aimed at fostering sustainability and public participation.

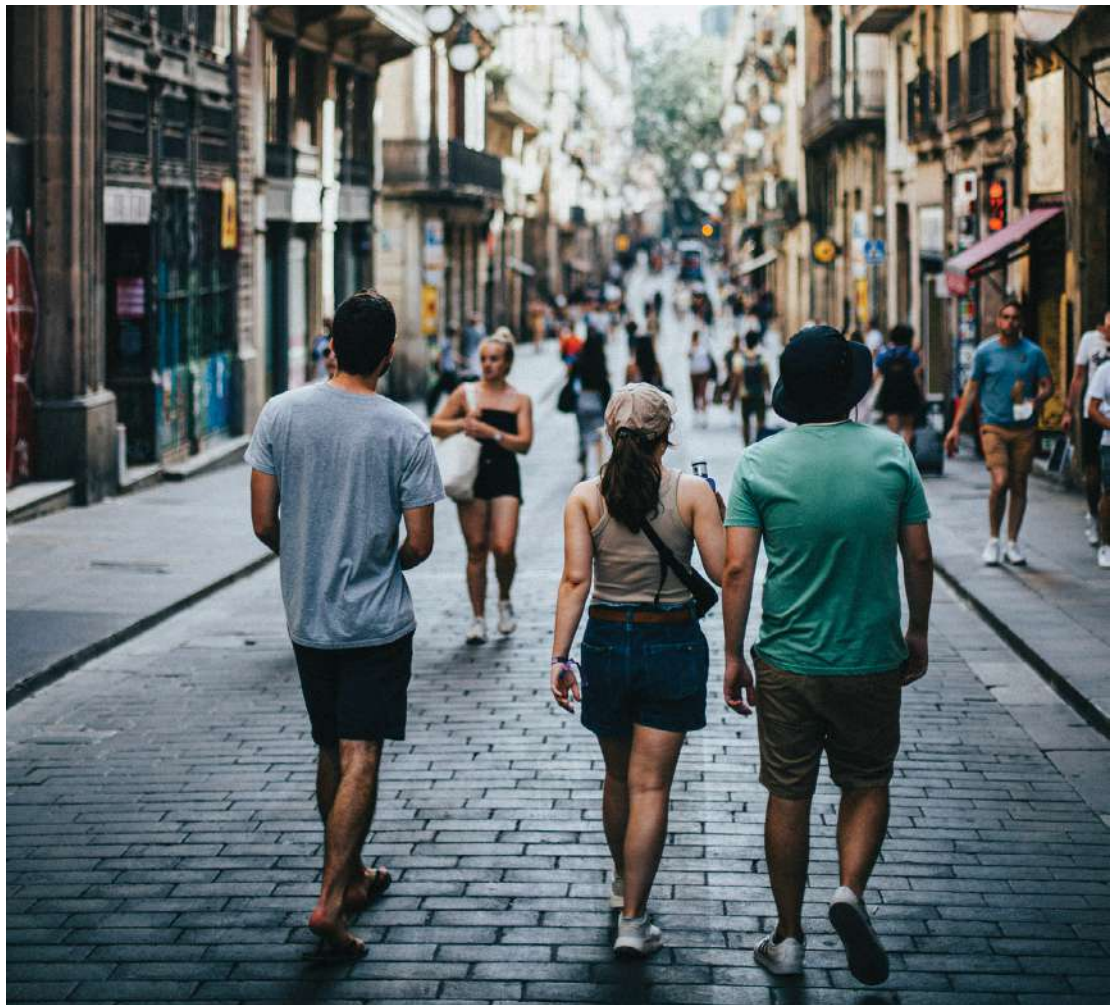
When surveyed, 67.1% of Barcelona residents say that they are aware tourists staying in the city pay a tax or fee during their stay.

In terms of public awareness, the majority of Barcelona residents are familiar with this tax. According to the 2023 Survey on Tourism Perception in Barcelona, 67.1% of residents stated they know that tourists staying in the city pay a tax or fee during their stay. The IEET label has funded some of the city's most iconic projects, such as the Grec Festival, La Mercè, and Lluïms Barcelona. It has also supported major initiatives with environmental impact, such as the recently announced BCN Schools Climate Plan, which plans to provide HVAC systems to 170 schools in the city between 2024 and 2029.

Tourist visits inherently involve mobility, and understanding how visitors move around is essential in order to ensure good management not only of transport but also of the destination in general. Given the high demand for mobility in the city, it's worth noting that Barcelona offers a good range of infrastructure and services, including specific services for tourists, such as the cable car and the Bus Turístic. Despite this strong foundation, there is a need for improved management of mobility, especially tourist mobility, to minimise its impact on everyday local travel.

A key aspect of tourist mobility is its clear difference from commuting, particularly in terms of times, routes, points of departure and destination. Tourist mobility is mainly concentrated around the city's major attractions, and is shaped by both the inherent appeal of these attractions and their management policies, whether they are publicly or privately owned. Moreover, tourist mobility patterns are affected by seasonality, with peaks in July and August that can double those in January. Cruise ships have a clear high season from May to October, and on certain peak days, nearly 30,000 tourists can arrive in a very short timeframe.

Understanding these patterns is essential for effectively managing tourist mobility and high-traffic areas, as tourist movement is not static; it varies by time of day, day of the week, and month, requiring a comprehensive approach to all these scenarios. It is also crucial to consider the volume of journeys.



Tourists make an average of 3.9 journeys per day, which amounts to around 660,000 tourist journeys daily on average.

Tourists make an average of 3.9 journeys per day, which amounts to around 660,000 tourist journeys daily on average. During peak periods, this number can rise to around 800,000 journeys per day.

Regarding the internal mobility of tourists within the city, they mainly use public transport (48.7%) and non-motorised modes of transport (46.7%).

Thus, their behaviour in this area reflects a more sustainable mobility model compared to that of local residents. However, this trend also presents other challenges for the city, such as the capacity of the public transport system to absorb the increased demand, as well as issues of equity within the fare and discount systems.

One of the main challenges concerns the capacity of the public transport system. Congestion has been observed on bus routes serving various key tourist spots in the city, and in recent years several measures, such as changes to stops and routes, have been implemented to address this issue.

The tourist mobility model is more sustainable compared to that of local residents, with public transport being the most commonly used mode (48.7%).

Regarding non-motorised transport, although it accounts for only 2% of tourist journeys within the city, the rise in use of bicycles and other personal mobility vehicles has raised coexistence issues, particularly with recreational group travel.

In response, Barcelona City Council has established special regulations for commercial, tourist, and leisure activities involving for-profit personal mobility vehicles, and has designated specific routes for groups. The emergence of new vehicles and mobility-related phenomena linked to tourism in the city is ongoing and can be disruptive, jeopardising harmonious coexistence with everyday mobility. For example, in 2022 the use of cycle-taxis, known as “rickshaws” or “trixis”, was banned in areas such as the Sagrada Família, Passeig de Gràcia, Avinguda del Paral·lel, Park Güell, and Camp Nou. The aim of this measure was to reduce congestion in public spaces and disturbances to local residents, thus ensuring a balance between different uses of public space.

A significant trend in Barcelona’s tourism is the use of on-demand coaches for sightseeing tours of the city. Many of these coaches come from cities across Catalonia and carry day-trippers. Additionally, there has been a rise in operators offering coach tours that start and end within Barcelona itself. Although this tourism model does not represent a large proportion of total visitors, it has a significant impact on public spaces, especially concerning traffic and parking and stopping areas. As such, the regulated “Zona Bus” areas designated as spaces where on-demand tourist coaches can park and stop, were created.

In 2023, there was an average of 300 on-demand tourist coaches driving around the city.

According to data from the public company BSM, in 2023 there was an average of 300 on-demand tourist coaches circulating daily in the city, of which 210 used the SPRO system (an app for parking or stopping in Barcelona’s Zona Bus areas), while 90 operated without following regulations.

In recent years, various problematic locations in the city have been reviewed and issues have been resolved through targeted actions. Nevertheless, a more thorough and comprehensive review of the Zona Bus system is needed, aiming to improve the management of coach mobility.

This includes reducing pressure during peak hours and in high-demand areas, as well as reassessing the contribution of this type of visit to the city and balancing the city's efforts to serve them. Furthermore, this tourism model often involves guided groups, which can cause capacity and coexistence problems on pavements, particularly when heading to specific landmarks.



2.6

Accommodation

The expansion and pressure caused by tourist accommodation has led the Government of Catalonia to approve an executive order regulating holiday lets. The preamble of this executive order highlights the direct effects on the rental market for habitual residences. Executive Order 3/2023, dated 7 November, on urgent measures regarding the urban planning system for tourist flats, declares Barcelona a stressed residential market that is therefore eligible for these measures.

Barcelona City Council has expressed its intention to comply with this executive order by not renewing the total of 10,101 licences for holiday lets (HUTs in Catalan) in 2028.

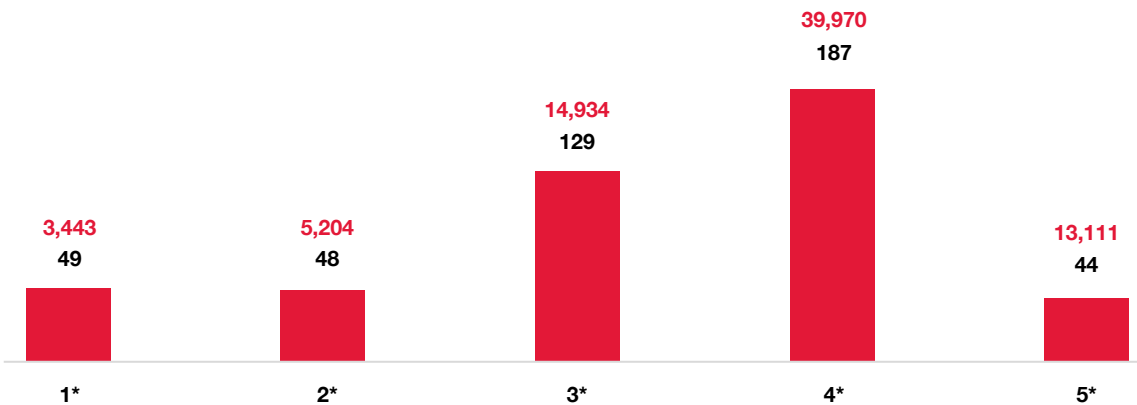
Regarding the management of tourist accommodation, since 2017 the City Council has had a key instrument, the PEUAT (Special Urban Development Plan for the regulation of tourist accommodation establishments, youth hostels, holiday lets, shared homes, and group education housing in the city of Barcelona). This plan regulates various types of tourist accommodation, establishing limits in certain high-pressure zones and strategically defining areas where growth is permitted. Currently, the PEUAT enforces a halt to the growth of holiday lets (HUTs) across the city: when a HUT licence is cancelled in one of the stressed areas, a new licence will be permitted or redistributed within the contained growth area.

Through this tool, inspection efforts by Barcelona City Council, cooperation with accommodation platforms, and collaboration with other European cities facing similar issues, illegal accommodation establishments have been significantly reduced, becoming negligible in the city.

In 2023, Barcelona had 10,701 tourist accommodation establishments, offering a total of 152,320 beds. Half of these beds (76,662) were provided by the city’s 457 hotels. The second largest accommodation type by number of beds is holiday lets (HUTs), which offered 58,124 beds across 9,818 establishments.

Number of hotels by category in the city of Barcelona
Number of hotel beds by category in Barcelona

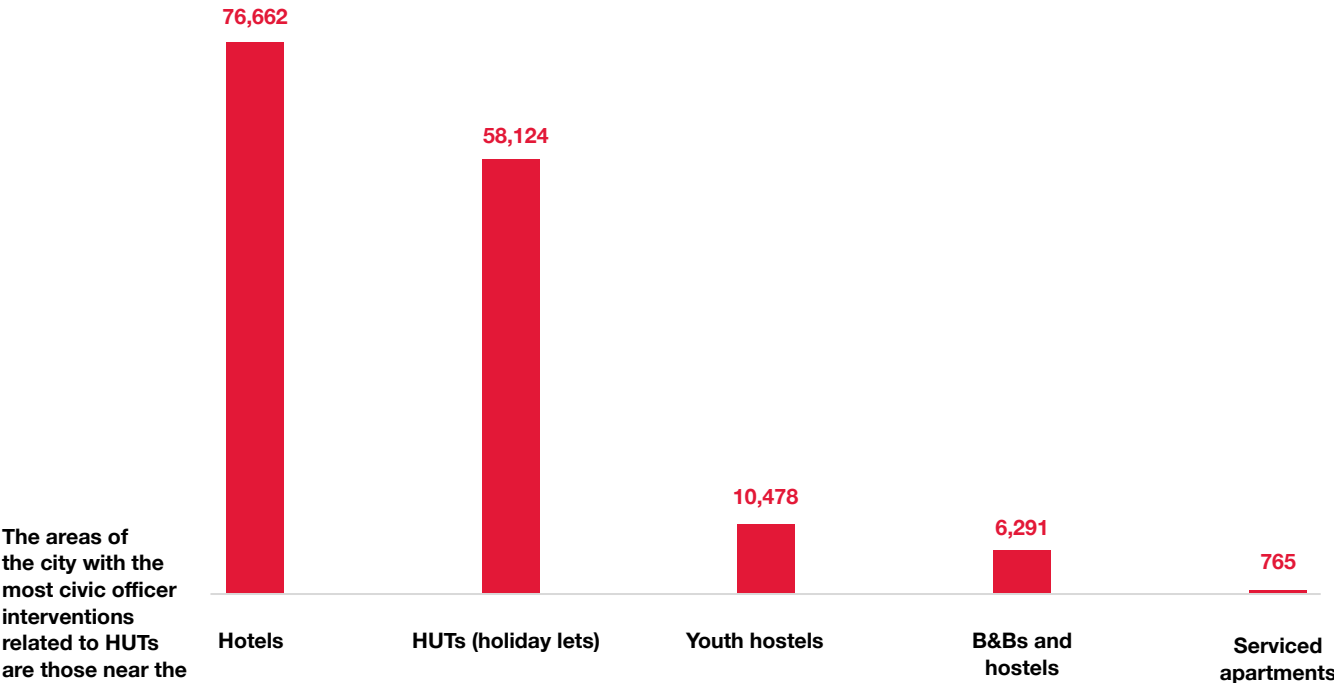
In 2023, Barcelona had 10,701 tourist accommodation establishments, offering a total of 152,320 beds.



This tourist accommodation supply is mainly concentrated in the districts of Eixample, Ciutat Vella, and Sant Martí.

This tourist accommodation supply is mainly concentrated in the districts of Eixample (with 56,677 beds), Ciutat Vella (with 26,798 beds), and Sant Martí (with 23,458 beds), reflecting the areas of highest concentration of visits and tourist flows. Thus, accommodation plays a crucial role in shaping the tourist destination.

Accommodation supply by type in Barcelona (available beds)



The areas of the city with the most civic officer interventions related to HUTs are those near the Sagrada Família, Avinguda Paral·lel (in the Poble Sec and Sant Antoni neighbourhoods), and around the Rocafort metro station. Additionally, all these areas have a resident population density above the average.

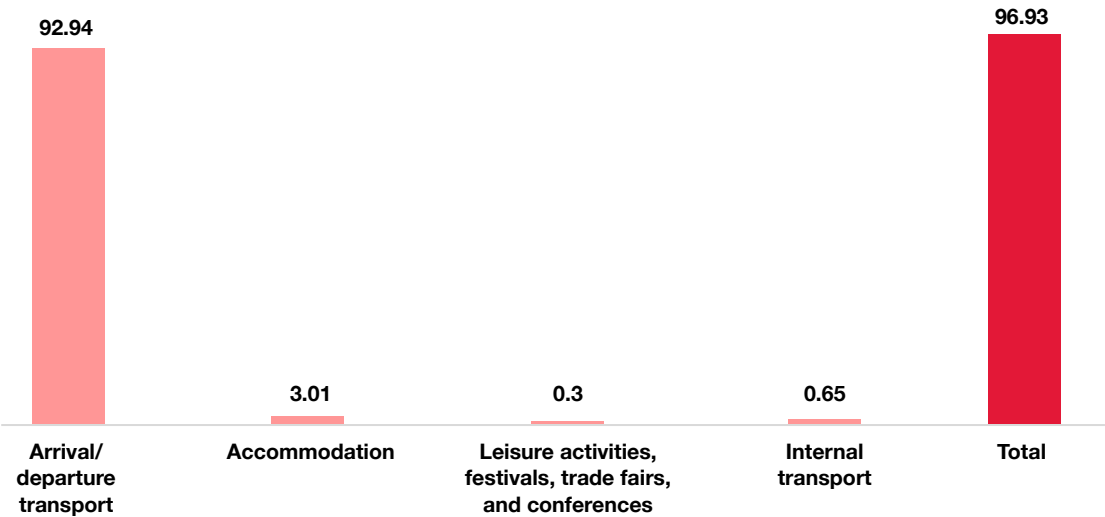


Environmental impact

Tourist activity, like any other human activity, generates an environmental impact. This impact is closely related to the mobility of people outside their usual environment, as it involves travel from the place of origin to the tourist destination. The travel distance plays a crucial role in the magnitude of the environmental impact. Aside from the travel from origin to destination, which represents the largest factor in the visitors’ carbon footprint (95.5% of total emissions), several studies also show that tourists have a higher resource consumption than the average resident.

A 2017 study by Barcelona Regional and Innèdit on the carbon footprint of tourism in Barcelona estimated that the total emissions generated by travel to the destination and activity within the destination amounted to 9,578,359 tonnes of CO²-eq per year, of which 90,776 tonnes (0.9%) were direct emissions, 289,080 tonnes (3.0%) were indirect emissions associated with electricity consumption, and 9,198,504 tonnes (96.0%) were other indirect emissions. This equated 96.93 kg CO²-eq emissions per visitor (tourists and day-trippers) per day.

Average emissions per visitor/day (Kg CO² eq)



There have been several attempts, such as the 2019 study on Environmental Externalities of Tourism in Barcelona, to assess the environmental externalities of tourism activity. Nevertheless, it is important to highlight the limitations of these estimates, as the lack of disaggregated data is the main obstacle. For example, the general lack of periodic data on metabolic flows (such as water, energy, and waste) for the different types of tourist activities and services is a significant limitation. Likewise, due to the cross-cutting and symbiotic nature of urban tourism, it is particularly difficult to determine the impacts of the activity on resources, public services, and infrastructure.

Though the definition of tourism is not always clear, it is possible to identify areas where urban tourism has a significant impact. These areas are natural resource consumption and emissions.

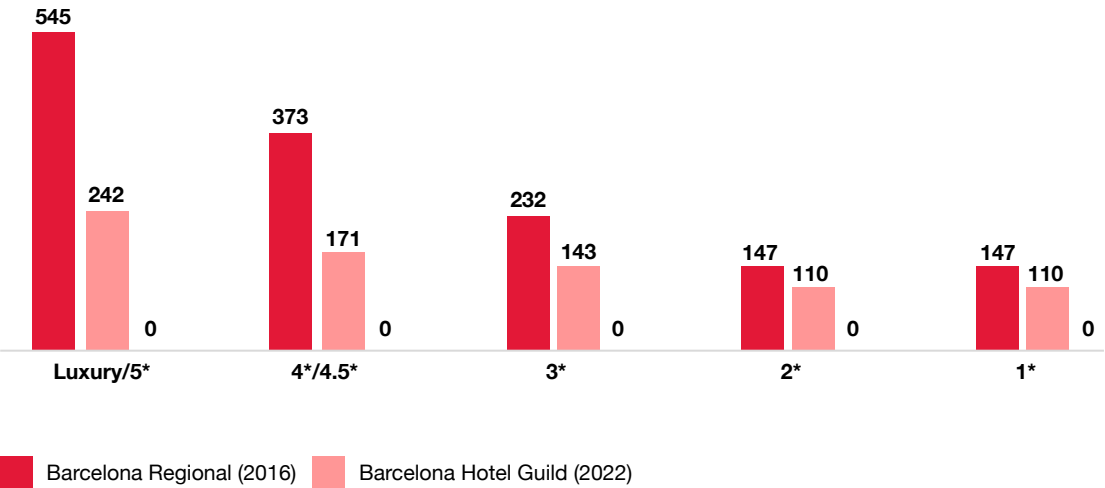
In terms of natural resource consumption, according to the tourist accommodation survey with 2016 data, water consumption reached 11,456,361 m³, representing 12% of the city’s total water consumption. Notably, tourists consume 1.5 time more water than residents, on average. Although the tourist accommodation sector has made significant efforts in recent years to reduce water consumption, tourists continue to consume more water than residents. According to a study by the Barcelona Hotels

According to a study by the Barcelona Hotels Guild, a hotel guest consumes a weighted average

of 163.5 litres of water in their room, while a resident uses 99 litres per person per day.

Guild, a hotel guest consumes a weighted average of 163.5 litres of water in their room, while a resident uses 99 litres per person per day. Tourists staying in HUTs consume an average of 107.5 litres of water per person per day.

Comparison of water consumption (litres per overnight stay) in hotel establishments



In the current context of drought and the forecast of its recurrence, it is especially important that activities with high water consumption and sectors with above-average usage are able to reduce these levels. As such, current government measures include initiatives aimed at advancing the transition toward a more sustainable economy, including the reduction of water consumption. The goal of managing tourism in Barcelona is to promote, within the framework of a new water culture, measures for saving and efficient use.

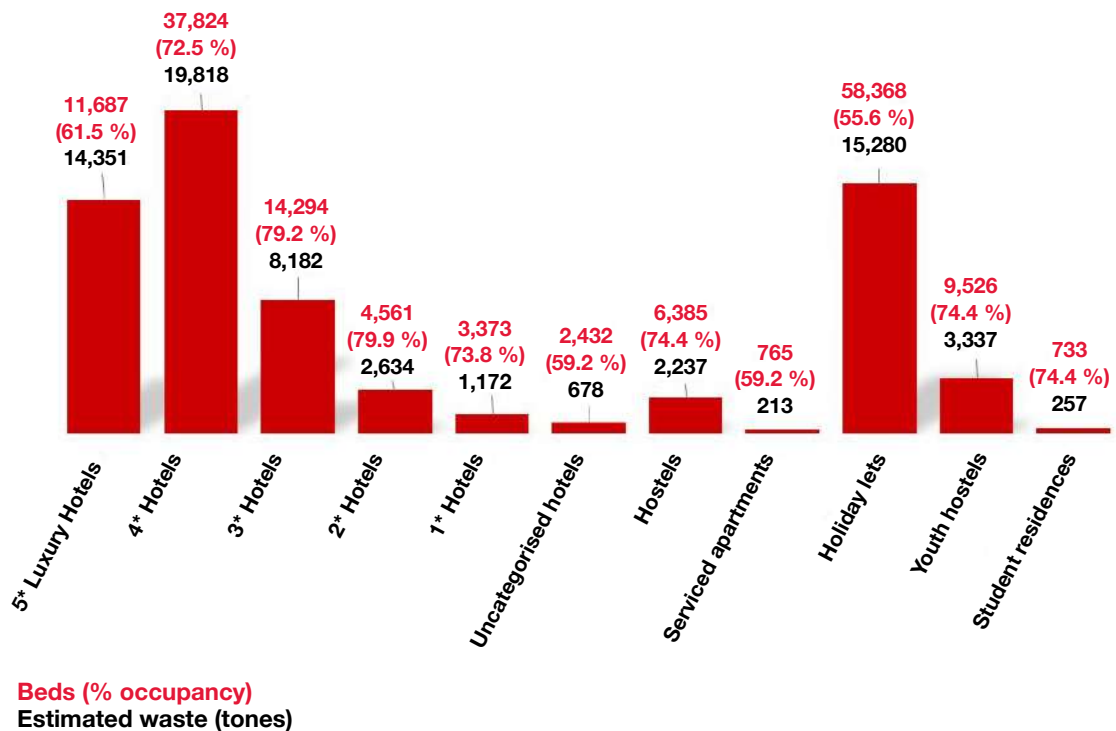
As for energy consumption, in 2016 tourist establishments in Barcelona consumed 702 GWh of final energy, equivalent to 5.6% of the city’s total energy consumption. The majority of this consumption —81%— was concentrated in three categories: HUTs, 4-star hotels, and 5-star hotels. Of this energy, 24% was used by HUTs while 57% was consumed by 4- and 5-star establishments.

In terms of waste generation, according to the 2019 study, tourist establishments were responsible for 9.2% of the waste generated in Barcelona.

It should be noted that this calculation is based on bibliographic references due to the lack of real data. Certain approximations were made, such as assigning the per capita waste generation value of Barcelona to HUTs, serviced apartments, residences, and hostels. Therefore, this figure is a theoretical estimate that will need to be validated in future studies. In addition, tourism activity also impacts the resources allocated to street cleaning, as heavily frequented areas of the city require a greater amount of cleaning resources.

To address these issues, the Barcelona City Council, through the Barcelona Tourism Observatory (OTB), has developed the Tourism Sustainability Indicator System (SITS-OTB), created by experts from School of Hotel Management and Tourism (CETT) and the University of Barcelona. This new system consists of 30 indicators linked to the three pillars of tourism sustainability, covering 21 themes and contributing to the 17 Sustainable Development Goals (SDGs).

Estimated waste generation, 2019



2.8 Economic impact

The economic impact of tourism in Barcelona, with direct spending of 9.676 billion euros in 2023, represents 13.9% of the city's GDP, demonstrating its cross-cutting influence across various sectors. However, we still lack a full understanding of its potential multiplier effect across the area and its ability to engage with the commercial and social fabric of the city's districts. The dynamic nature of tourism in Barcelona fosters this multiplier effect, contributing to the broader visitor economy.

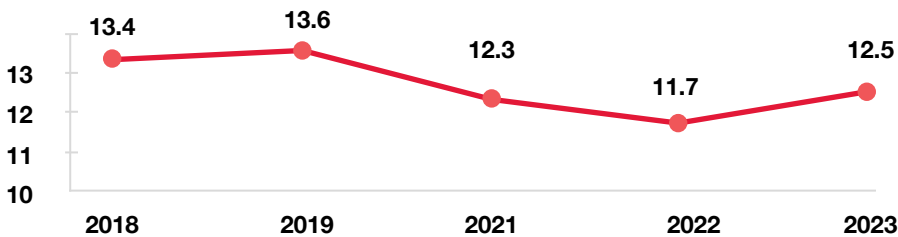
This sector represents a dynamic economic ecosystem, bringing together businesses that cater exclusively to tourists (such as accommodation establishments, tour guides, and themed shops), investment that boost traditional businesses (such as shops and restaurants), local or global content creators (museums and other cultural sights or activities), research and innovation professionals (conferences and trade fairs), highly globalised and specialised sectors (clinics and healthcare services), and sources of indirect passive income (such as the Association of Journalists and the newsstands on La Rambla), among others.

This ecosystem acts as a satellite account for many local economies, some of which are highly dependent on tourism, while others, though more self-sufficient, are still influenced by the economic flows it generates. The visitor economy is, therefore, a global reality that brings significant opportunities to a city, enriching the perspective of its residents and enhancing its ability to attract talent and investment, promote entrepreneurship, and drive urban development.

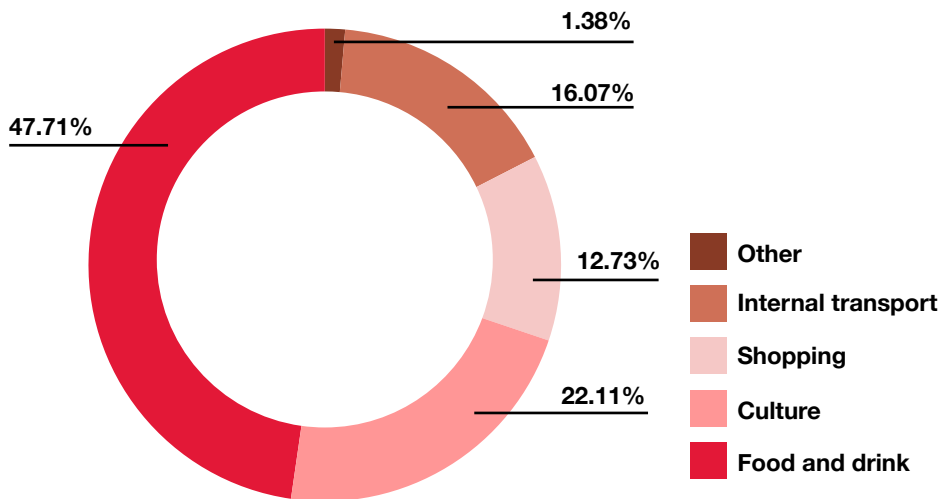
The tourism overview for 2023, prepared by the Department of Studies of the City Council's Management Office for the Economy and Economic Promotion, shows that tourist spending in the city reached 9.676 billion euros, a 26.1% increase compared to the previous year and a 14.7% rise compared to 2019, before the pandemic. Spending at restaurants in 2023 was 56.9% higher than in 2019.

Another notable impact of the visitor economy is job creation. In 2023, almost 130,000 contracts were formalised within the tourism sector, and for the first time, more than half of them were permanent contracts. The number of unemployed people in this sector is under 7,000, the second-lowest figure since 2007. Around 150,000 people are employed in this field in Barcelona. The competitiveness of the destination also depends on the professionalisation of workers within the visitor economy and on ensuring good working conditions. Improving employability and working conditions will contribute to making tourism a sector with greater social returns for the city and a more equitable distribution of economic benefits.

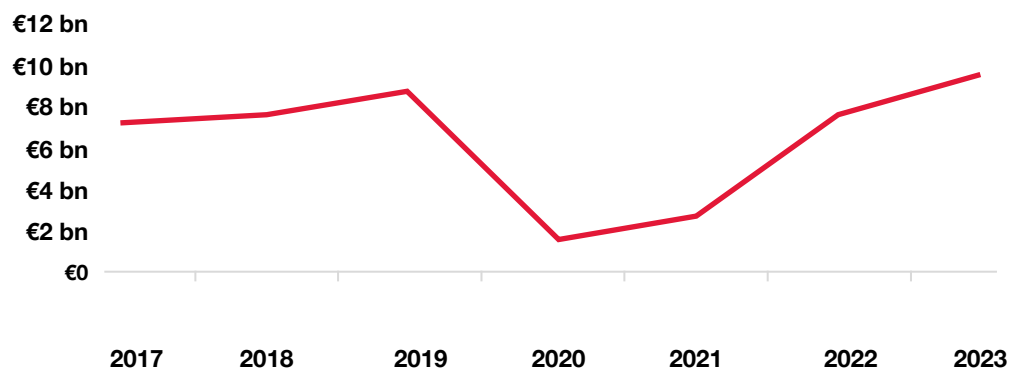
Employment in Barcelona's tourism sector over time
(% of total employment)



Spending categories per person/day in 2023



Impact of reported tourist direct spending in Barcelona (in billions of euros)

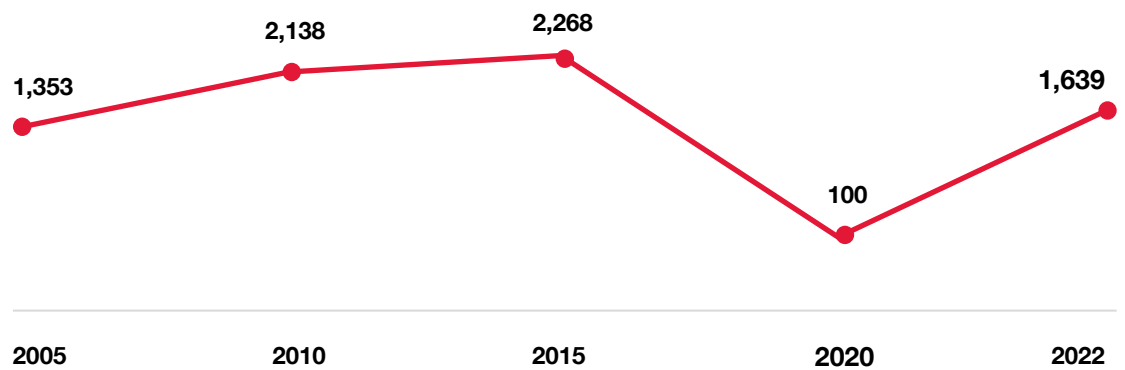


Barcelona ranks 4th in the world for hosting congresses, and 1st among non-capital cities, while also holding the top spot in number of delegates.

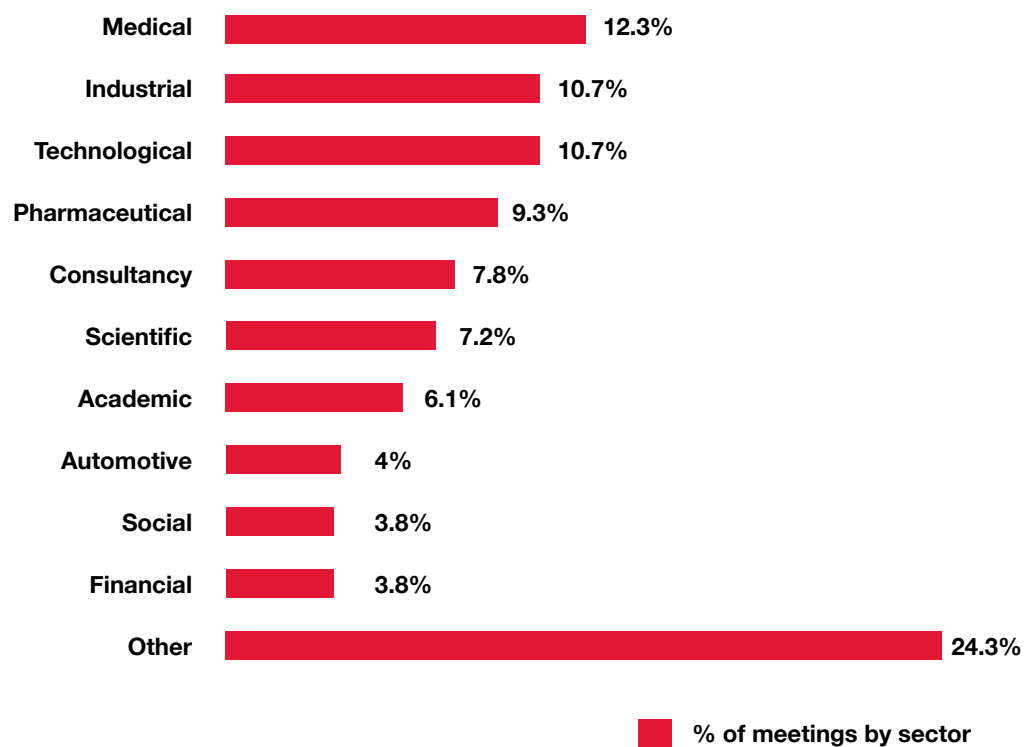
In the economic impact analysis, professional or business travel, known as the MICE sector (Meetings, Incentives, Conferences and Events), has a significant impact and high returns for the city. Barcelona has established itself as a leading destination in this strategic sector, actively attracting and retaining congresses and events. According to the International Congress and Convention Association (ICCA), Barcelona ranks fourth in the world for hosting congresses and is the top-ranked non-capital city, while also holding first place in terms of the number of delegates. The city has consistently remained in the global top 5 for 20 consecutive years.

Of the more than 1,600 congresses held in 2023, nearly half were for medical, industrial, technological, or pharmaceutical professionals, sectors aligned with the city's strategic economic priorities. Barcelona hosts major international events such as MWC Barcelona, Integrated Systems Europe (ISE), and the European Society of Cardiology Congress, among others. According to 2019 data from the Barcelona Convention Bureau, congress and convention tourism generates around 1.9 billion euros annually for the city.

Number of congresses and conventions over time



Percentage of congresses and conventions by sector



Visitor profiles and habits

Barcelona is a notable example of a city hosting short-term or very short-term residents, posing a significant challenge for its management. With major research centres, educational institutions, and headquarters of large companies, the city attracts a considerable number of people who stay temporarily for brief periods.

The range of reasons for and types of short- or very short-term visitors has expanded considerably in recent years, as reflected in the tourist profile survey, which since 2014 has adapted its categories to mirror these evolving visitor dynamics.

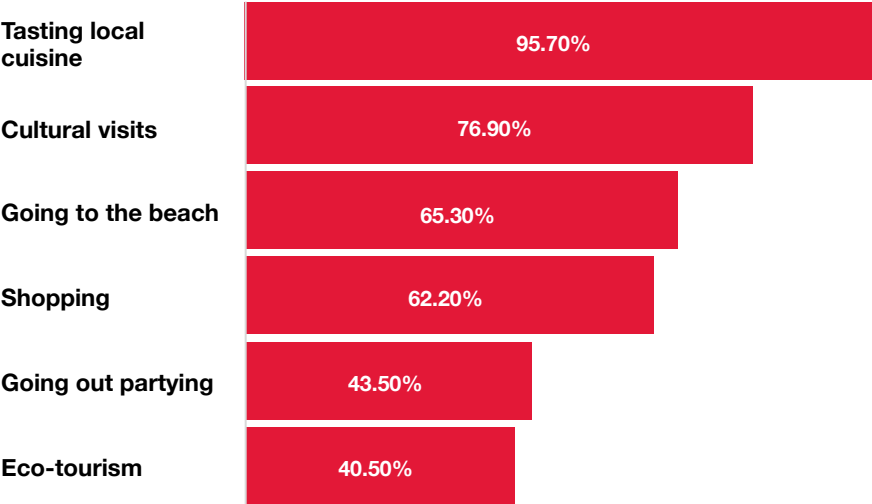
This survey highlights the wide range of profiles the city hosts and the multiple reasons people visit Barcelona. Professional travel to the city has been declining, relatively speaking, since the early 1990s, while other kinds of travel have been on the rise.

Leisure, which includes holidays, cultural and sporting events among other categories, remains the most common reason to visit Barcelona (70.4%). Professional reasons, such as conferences, meetings, and trade fairs, come second (17.3%), while personal reasons, such as visiting friends or family, education, health services, or shopping, take third place, with 12.3%. In recent years, there has been an increase in those visiting for leisure purposes, with an increase in the different number of reasons within this category.

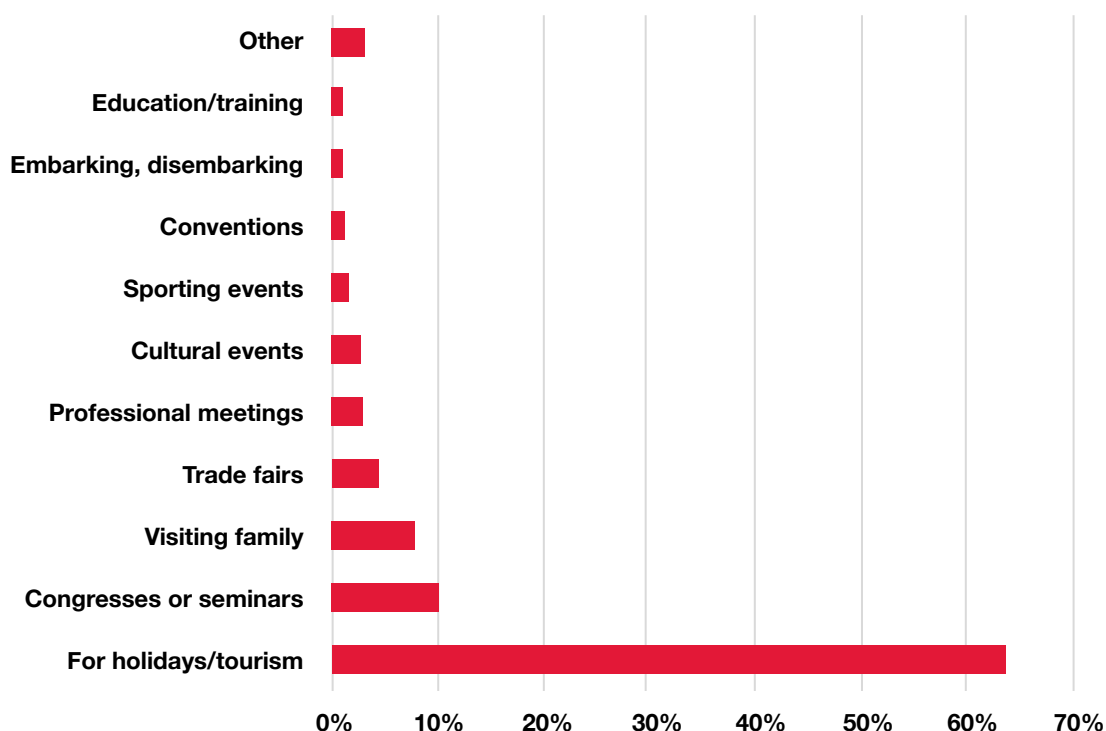
From the perspective of residents, the 2023 Perception of Tourism in Barcelona survey confirms a general interest in all suggested visitor types, highlighting a preference for those visiting for educational reasons, followed by professionals and those attending sports or cultural events. Holiday tourism is comparatively more controversial, and cruise tourism again generates more criticism than support; it is the only sector where opponents are in the majority.

Particularly rejected are profiles linked to nightlife, antisocial behaviour, and low purchasing power.

Most common activities carried out by tourists in the city (2023)

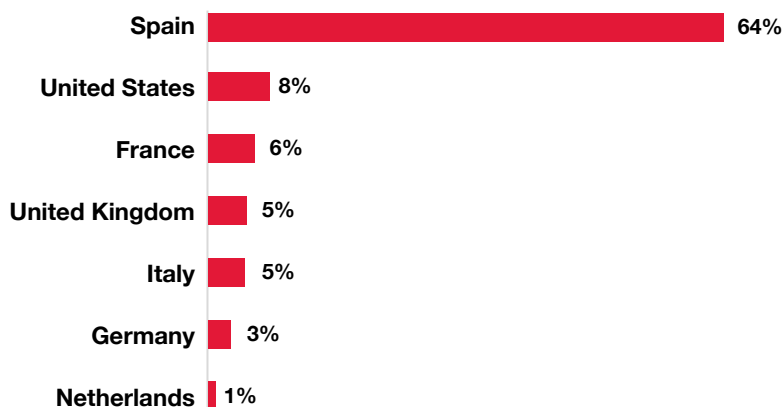


Reasons for travel (2023)

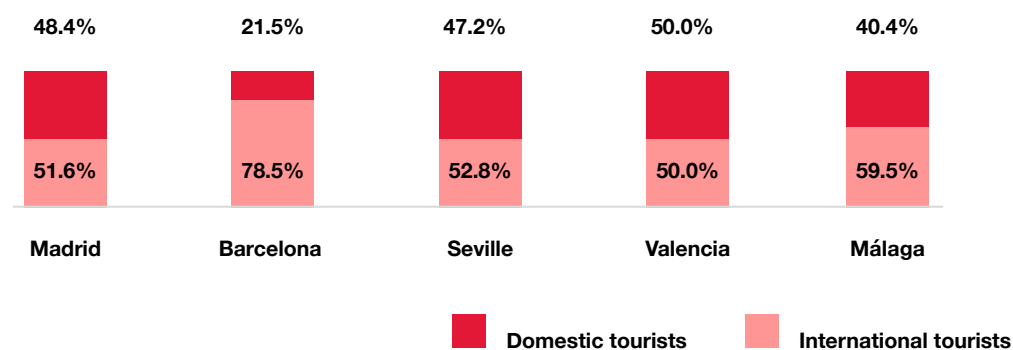


In terms of the origin of tourists visiting Barcelona, as mentioned earlier, the city has a strong international character. Within Spain, Barcelona is the city that receives the highest number of international visitors, followed by Málaga and Seville.

Main origin of day-trippers



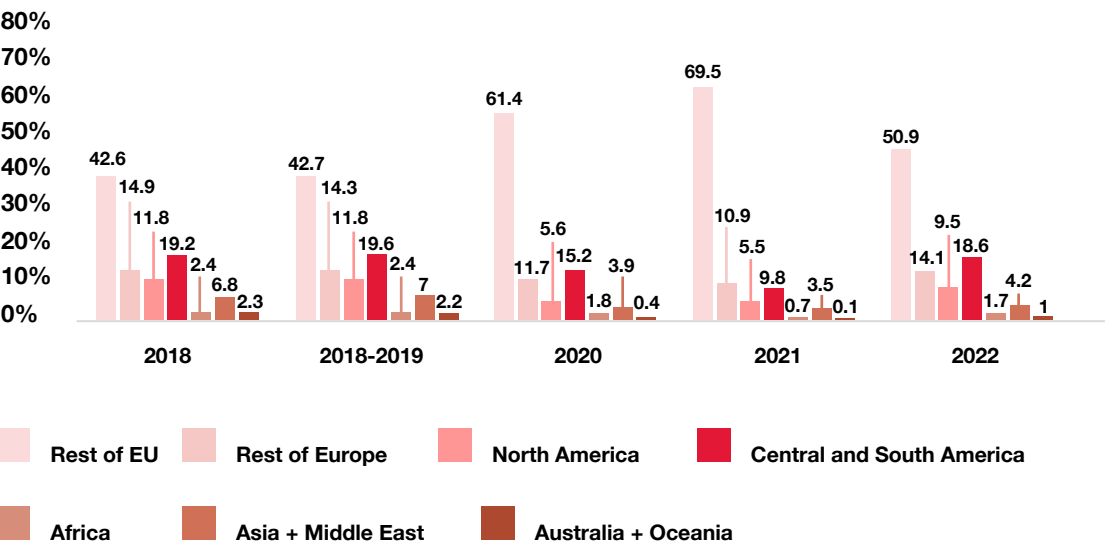
Origin of tourists staying in hotels



81.2% of tourists are international. The majority come from Europe, while 17.9% are domestic visitors.

In 2022, as shown in the table below, the trend shows a return to pre-pandemic levels, with figures similar to those seen before the pandemic for both foreign and domestic tourists. Of all tourists, 81.2% come from abroad, with Europeans making up the majority —50.9% from EU countries and 14.9% from the rest of Europe. Central and South America represent the second largest group, accounting for 18.6% of visitors to the city. Visitors from Asia account for 4.2% of tourists to Barcelona.

Visitors by country (%)



Despite the city’s international nature, when looking at tourists’ countries of residence, domestic visitors remain the largest group:

Notably, a high proportion of tourists are repeat visitors, making up almost half (49.6%). These repeat visitors mostly live in Spain and often stay with friends or family.

17.9% of the city’s visitors reside in Spain, followed by Italy with 8.4%, France with 7.4%, the United Kingdom with 7.0%, Germany with 6.9%, and the United States with 6.5%. It is worth noting the sharp decline in visits from Japan (a 44.1% decrease) and Russia (a 70.8% decrease) compared to November 2019 figures, caused by Covid-19 travel restrictions and the war in Ukraine, respectively.

Regarding visitor characteristics, Barcelona has a notably high proportion of repeat tourists, accounting for almost half (49.6%). These repeat visitors mostly live in Spain, often stay with friends or family, and come to Barcelona for professional, personal, or other reasons. On average, each tourist visits Barcelona 4.1 times. Repeat visits are a mark of success for the destination, as they enable a more sustainable form of tourism. Repeat visitors tend to explore the city less intensively, visiting fewer iconic landmarks and instead discovering different areas. This makes the figure especially important in the context of Barcelona’s tourism.

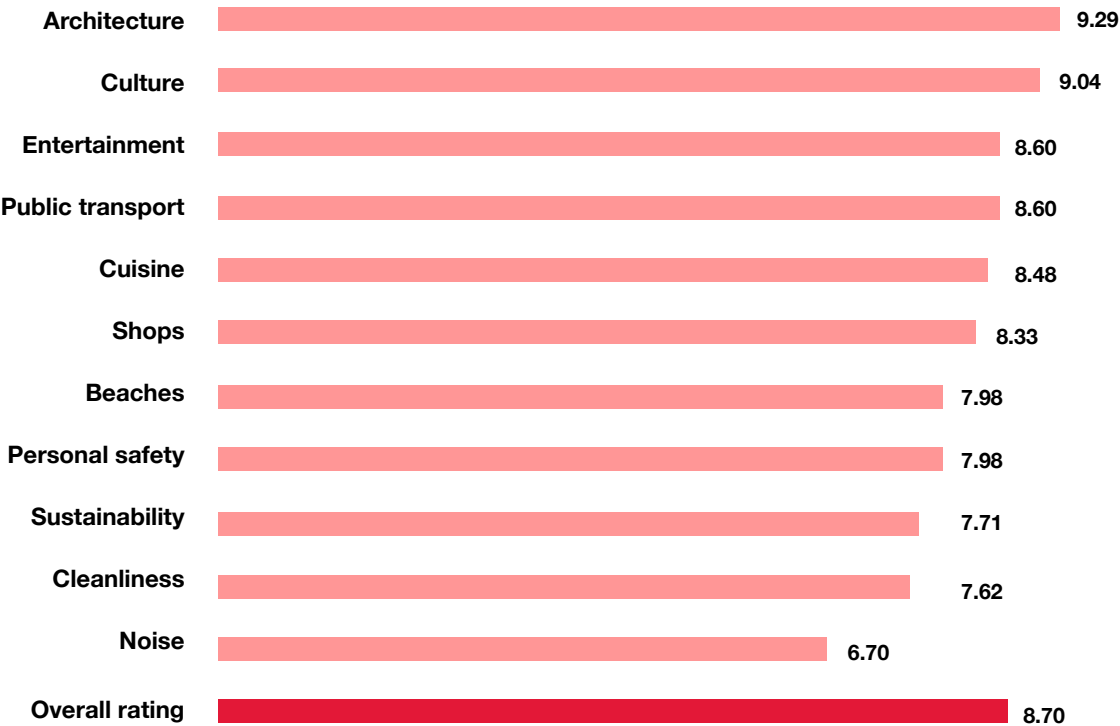
In addition to repeat visits, it is also important to highlight that in recent years the average length of stay per tourist has increased, now averaging around five nights, which supports a more respectful and sustainable approach to visiting the city.

Tourists visiting Barcelona rate several aspects of the city very highly, particularly its architecture (9.3), culture (9.0), entertainment (8.6), and public transport (8.6).

Most tourists travel as a couple (37.6%), while 29.7% come alone, 17.8% with family, and 14.5% with friends. Only 0.4% arrive as part of an organised group.

Tourists visiting Barcelona rate several aspects of the city very highly, particularly the architecture (9.3 out of 10), culture (9.0), entertainment (8.6), and public transport (8.6), giving the city an overall score of 8.7. However, some aspects receive more modest scores, such as accessibility for people with reduced mobility (7.9), beaches (7.8), health safety (7.7), sustainability (7.7), general cleanliness (7.6), and noise levels (6.8).

Visitor ratings



Regarding sustainability, the survey asked tourists if they would be willing to pay more than 10% extra for a more sustainable service. About 33.1% said they would. Additionally, 30.1% of visitors take into consideration sustainability certifications when choosing a destination.

Given this, it's clear that continuing to strengthen Barcelona's efforts in tourism management, focusing on responsibility and sustainability, is essential. There is a need to keep expanding sustainability criteria across the city's establishments, services, products, and tourism operators.

Public perception of tourism

The 2023 perception survey confirms that the majority of residents (70.9%) see tourism as beneficial for the city. However, there is a growing overall trend towards criticism. While not yet the majority, an increasing number of people highlight the negative aspects of tourism, both in Barcelona as a whole and within their own neighbourhoods and personal lives. When surveyed, 23% of residents say they consider tourism harmful, and this number rises to 28.2% among those living in tourist-heavy areas. Among those who see tourism as damaging, overcrowding in certain places is cited as the main issue. Regarding the city's tourist capacity, residents acknowledge the economic benefits of tourism, but these advantages do not outweigh the downsides. More and more residents believe Barcelona has reached its tourism capacity limit—61.5%, a figure similar to pre-pandemic levels (61.3%).

The main benefit of tourism mentioned is its economic contribution, while the main negatives cited are rising prices and, especially, the overcrowding of certain spots.

Price increases are a particular concern, regardless the type of neighbourhood in which residents live (whether tourist-heavy or not). This worry intensifies when specifically asked about price rises in their own neighbourhood: residents in neighbourhoods with large numbers of tourists express stronger opinions on tourism's role in driving up prices.

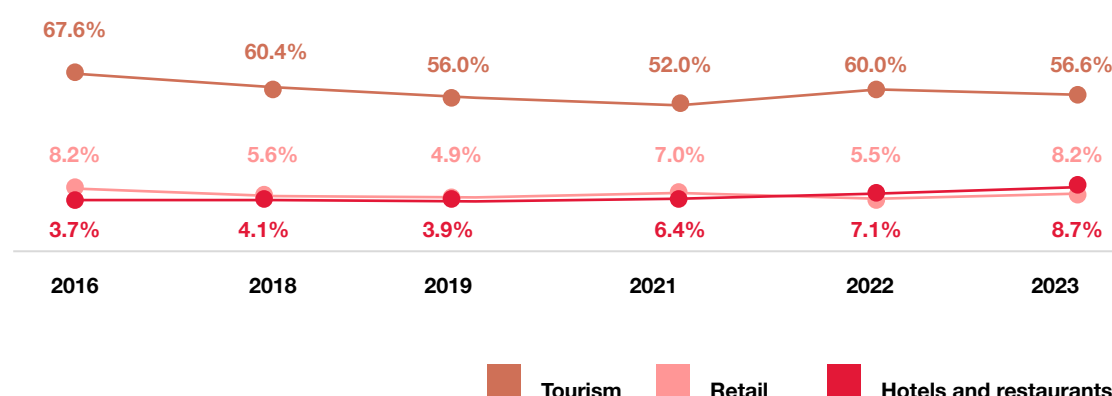


As for overcrowding in popular spots such as La Rambla, the Sagrada Família, Plaça Catalunya, Passeig de Gràcia, and the waterfront, a portion of respondents say they have stopped visiting these areas due to the sheer number of tourists. These perceptions support the need for this government measure to prioritise tourism management, implementing initiatives to regulate tourist mobility, diversify attractions, and improve public space flows in the busiest areas.

Regarding the profile of visitors, residents' interest in various types of tourism is confirmed. Specifically, there is a clear preference for visitors coming for educational purposes, followed by professionals and sports enthusiasts. Although there is still a certain level of satisfaction with leisure tourism, it is more controversial than in previous years. Likewise, cruise ship tourism remains the only category with a clear negative trend, with more residents rejecting it than supporting it, a trend that has intensified compared to the previous year.

As usual, visitors linked to excessive nightlife, anti-social behaviour, and limited financial means remain the most disliked.

Public opinion: Which economic sector contributes the most wealth to the city?



Beneficial aspects of tourism

Economic activity	72.5%
Jobs	6.3%
Hospitality	5.7%
Culture	5.1%
Promotion for the city	4.4%
Other	6.0%

Negative aspects of tourism

Overcrowding	23.6%
Rising house prices	16.2%
Price increases in general	14.7%
Anti-social behaviour	9.4%
Low-cost tourism	8.2%
Other	27.9%

3 Tourism strategy



Based on the diagnosis of the evolution of tourism in Barcelona, the city faces a series of crucial challenges that must be addressed in order to ensure a sustainable tourism model ensuring urban balance, the well-being of residents, the quality of the tourist experience and economic development.

Understanding the current challenges the city faces in terms of tourism is essential as a starting point for proactively developing feasible solutions for improved tourism management in Barcelona.

1	Promote the decentralisation of high-traffic areas
2	Increase taxation on tourist activities with greater negative externalities
3	Reinforce and highlight the city's commitment to high-quality and sustainable tourism
4	Promote a strong, active, and collaborative governance model
5	Strengthen knowledge of the city's tourism sector
6	Promote the digital transformation of the visitor economy
7	Minimise the negative externalities of tourism in the city of Barcelona
8	Foster strategic promotion
9	Have the necessary tools and mechanisms in place for tourism management
10	Promote positive and respectful coexistence between visitors and the city

CHALLENGE 1.

Promote the decentralisation of high traffic areas

High-traffic areas (HTA) experience a high intensity and volume of visits, generating impacts that must be reduced to ensure a good quality of life for residents and an optimal experience for visitors. An agenda must therefore be established to decentralise the city's attractions and events. This should not be a one-size-fits-all approach, but rather a strategy that is adapted to the specific characteristics, needs, and potential of each area.

CHALLENGE 2.

Increase taxation on activities with greater negative externalities

There must be funding mechanisms that balance the costs of tourism management with the revenue it generates for the city. The activities that generate the most negative externalities for the city and its residents must also contribute more to the city, in order to boost the social return fund.

CHALLENGE 3.

Reinforce and highlight the city's commitment to high-quality and sustainable tourism

Barcelona is fully committed to promoting a model of sustainable tourism development that benefits the entire local population, improves working conditions, creates new quality jobs, and ensures a more equitable distribution of economic benefits. The path forward involves continuing to promote sustainability as an essential goal for the future of tourism in the city and ensure the maximum possible social return from activities, without pushing out the city's residents.

To support the transition of Barcelona's business structure towards sustainability, it is essential to continue promoting the culture of sustainable tourism among the city's businesses and tourism services. It is also important to maintain official certification for tourism operators who commit to responsible management that respects the environment, culture, working conditions, gender equity, and social and economic return.

CHALLENGE 4.

Promote a strong, active, and collaborative governance model

Promoting the development of a tourism governance model means creating a framework with clear public leadership in tourism management, coordinated and shared with all stakeholders in the visitor economy, allowing for effective responses to the global challenges faced by the destination. In this regard, the city, province, Catalan government and Spanish government must build a strong, active, and collaborative governance model, strengthening institutional cooperation as well as public-private alignment.

CHALLENGE 5.

Strengthen knowledge of the city's tourism sector

Barcelona is one of the urban destinations with the most information regarding its tourism sector. Nevertheless, this is a very dynamic sector, highly susceptible to external factors, disruptive events and situational changes. Therefore, it is essential to continuously generate insights, both on less understood topics and on areas with limited information. These insights should underpin urban tourism policies, while also contributing to the broader discussion on this highly complex phenomenon.

CHALLENGE 6.

Promote the digital transformation of the visitor economy

Promoting the comprehensive digital transformation of the visitor economy in Barcelona is essential to optimise tourism management, improve the visitor experience, and simultaneously promote the city's competitiveness and sustainable development. Barcelona must be transformed into a smart and sustainable destination through the digitalisation of public and private initiatives related to tourism, as well as through the implementation of new technologies.

CHALLENGE 7.

Minimise the negative externalities of tourism in the city of Barcelona

Improving the integration of tourism in the city involves minimising its negative externalities by seeking all possible regulatory, legislative, and fiscal mechanisms to ensure this integration. Special attention should be given to activities with significant externalities, such as accommodation, cruise activities, transport, restaurants, tour services, etc.

CHALLENGE 8.

Foster strategic promotion

It is important to address destination management in terms of communication as well. The existing communication strategy and tools must be adapted to the new challenges of the destination. This means strategic promotion that strengthens profiles and practices committed to the sustainability of the destination and a greater social return.

CHALLENGE 9.

Have the necessary tools and mechanisms in place for tourism management

Local governments have limited powers when it comes to addressing the management of the effects of tourism in urban areas. It is crucial to advocate for the tools needed to manage a sector that affects the city's structure and dynamics. Additionally, strengthening collaboration with other European destinations is necessary to push for greater decision-making and regulatory authority for local governments in relation to the impacts of tourism.

CHALLENGE 10.

Promote positive and respectful coexistence between visitors and the city

With the increasing number of visitors to Barcelona, the challenge is to promote harmony with residents. This involves encouraging civic behaviour among visitors, educating them about their rights and responsibilities as temporary residents of the city, and helping them engage with the local culture to reduce their impact on the daily life of the community.

Mission

Barcelona seeks to promote a sustainable and respectful visitor economy that supports the development of other economic sectors, with the primary goal of fostering the prosperity and well-being of its residents, while ensuring their right to the city.

In this regard, tourism management is seen as a key tool to ensure both alignment with the city model and a high-quality experience for visitors that is in harmony with city life.

Vision

Barcelona is prioritising greater economic diversification, with a focus on strengthening key sectors such as talent and innovation, while decreasing the relative influence of the visitor economy on the city’s overall economy.

Establish Barcelona as a leading destination for urban tourism, guided by principles of sustainability, quality, equity, and social impact that contribute to the achievement of the Barcelona Green Deal and the Sustainable Development Goals (SDGs) outlined in the 2030 Agenda.

Strategic goals

Management	Diversification	Strategic promotion
Prioritise the management of tourism and its contributions through the return fund for city residents to mitigate negative externalities, ensure the smooth functioning of the urban metabolism and dynamics, and enhance the quality of the sector while promoting shared responsibility among visitors.	Encourage the geographical decentralisation and diversification of tourism activity by focusing on a polycentric approach and considering new cultural, sports, culinary, educational, and other experiences within the destination’s tourism options.	Focus on strategic promotion that targets segments and markets that are aligned with the city’s interests and preferred visit types, that adds value to local assets, and that supports local businesses, food, and resources.

3.3

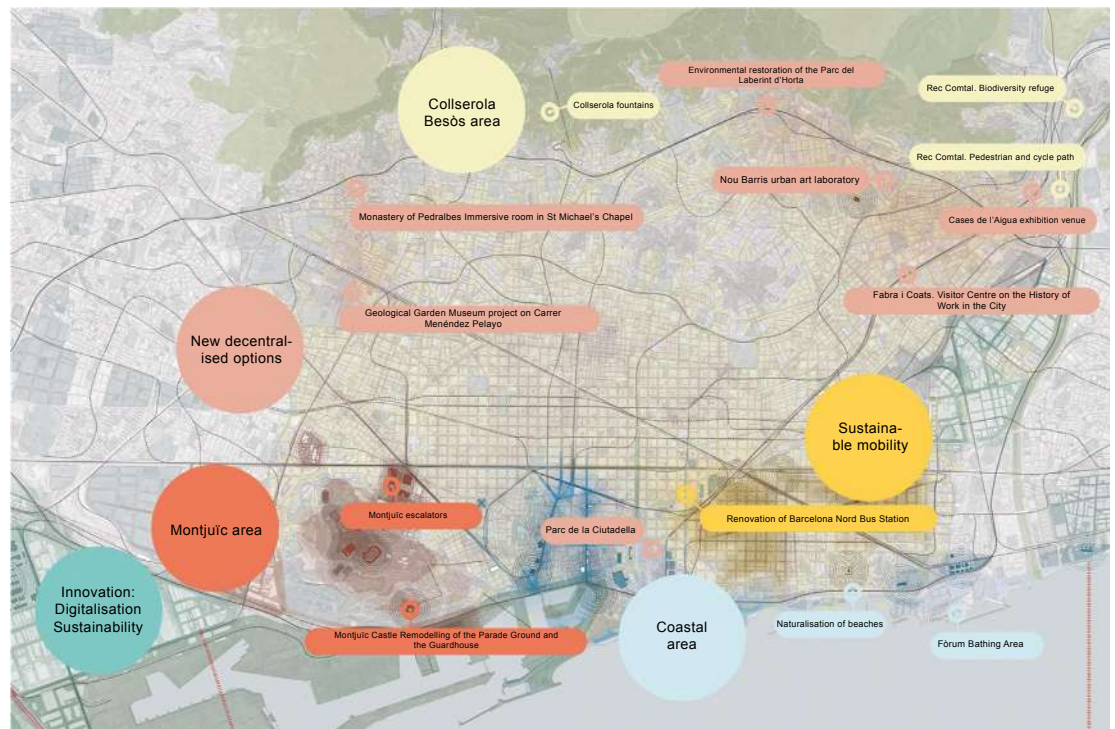
Destination Tourism Sustainability Plan for Barcelona

On 28 July 2021, the Tourism Sector Conference approved the Destination Tourism Sustainability Strategy, establishing a framework to transform tourist destinations into innovation hubs and enhance their resilience. This decision opened the door to submitting applications for EU-funded Sustainability Plans, financed through three extraordinary calls for projects with an initial reserve of 1,858 billion euros.

On 29 March 2022, the same Conference agreed to launch a special call for projects for the 2022 financial year, allowing local authorities and autonomous communities to submit proposals for the creation of Regional Plans.

In this second round, the Barcelona City Council chose to submit its Destination Tourism Sustainability Plan (PSTD). To develop it, a survey of projects was conducted and 20 strategic initiatives aimed at redefining the city's tourism model were selected. These projects were selected considering the strategic pillars established within the framework of the call, prioritising increased competitiveness, energy efficiency, and the green, sustainable, and digital transition.

The PSTD was approved on 14 December 2022 by the Sectoral Tourism Conference, resulting in Barcelona City Council receiving 40.8 million euros from the European NextGenerationEU fund for its development.



From the outset, Barcelona has aimed to build a shared vision of the opportunity presented by the special PSTD call for projects and has seen the situation as a window of opportunity to build a plan with objectives and fields of action shared by city residents.

This is evidenced by the various meetings and presentations led by the mayor of Barcelona and other municipal representatives, such as the May 2022 press conference at the Pedralbes Monastery, where the Barcelona Tourism Sustainability Strategy was presented, and the February 2023 meeting with tourism sector stakeholders at the Joan Miró Foundation Auditorium to present the approved projects to be carried out with Next Generation EU funds.

Initial presentation of the PSTDB to the media



Palau de
Pedralbes



13 May
2022

Presentation event for the Destination Tourism Sustainability Plan for Barcelona



Joan Miró
Foundation
Auditorium



8 February
2023

The goal of the PSTDB is to promote the destination's economic recovery and resilience through decentralisation, the creation of new visions, and innovation.

The goal of the Tourism Sustainability Plan for Destination Barcelona (PSTDB) is to promote the destination's economic recovery and resilience through decentralisation, the creation of new visions, and innovation, ensuring the social return and sustainability of tourism.

To achieve this, six main objectives were set:

1. Strengthen the **sustainability of the tourism model** and its alignment and consistency with the **city model** and with the **life of city residents**, raising awareness among **visitor economy** stakeholders.
2. Encourage the **decentralisation** of tourism by focusing on a **polycentric approach**, through the promotion of **new visions and perspectives**.
3. Promote the recognition or creation of **new content based on culture**, creativity and the **distinctive values** of Barcelona as a destination.
4. Encourage **sustainable tourism mobility** that is compatible with the city's tourism and mobility model.
5. Drive processes to improve **energy efficiency** and the **mitigation of climate change** in tourist activities.
6. Encourage the **full digitalisation** of tourism and its promotion.



The PSTDB aims to establish the city as a leader for sustainable urban tourism. This plan lays the foundations for a more balanced and eco-friendly approach to tourism management, while promoting innovative initiatives to enhance the visitor experience and support local economic development.

Within this context, the projects presented align with the strategic pillars defined in the framework of the funding call: green and sustainable transition, improvement of energy efficiency, digital transition, and competitiveness. Below is a detailed overview of the projects included in the PSTDB:

Pillar 1. Green and sustainable transition

Rec Comtal. Biodiversity Refuge	€380,000
Collserola fountains	€1,179,750
Improvement of the beaches and Bathing Area at the Fòrum	€4,000,000
Environmental restoration of Parc de la Ciutadella	€3,536,830
Environmental restoration of the Parc del Laberint d'Horta	€1,000,000

Pillar 2. Improving energy efficiency

Escalator on Montjuïc	€3,600,000
Renovation of Barcelona Nord Bus Station	€4,840,000
Rec Comtal. Pedestrian and cycle path	€2,543,873

Pillar 3. Digital transition

Zona Bus 4.0.	€380,000
Cases de l'Aigua exhibition venue. Digital museum at Casa de l'Aigua	€500,000
Digitalisation of Barcelona tourism promotion	€5,500,000
Digital portal for Barcelona municipal museums	€240,001
Public services and tourism agency	€200,000
Grants for the digitalisation of the visitor economy	€2,500,000

Pillar 4. Competitiveness

Urban art laboratory in Nou Barris	€953,018
Pedralbes Monastery. Immersive room St Michael's Chapel	€194,389
Geological Garden. Redevelopment of Carrer Menéndez Pelayo	€1,208,608
Fabra i Coats. Visitor Centre on the History of Work Building F	€2,897,095
Montjuïc Castle. Remodelling of the Parade Ground and the Guardhouse	€3,715,000
Plan management and coordination	€860,310

The initiatives approved under the PSTDB were strategically grouped into six areas of action.

Based on these pillars, the initiatives approved under the PSTDB were strategically grouped into six areas of action, with the aim of enabling Barcelona City Council to implement them and meet the goals set out:



Montjuïc: Enhance the large city park, improving its accessibility, in order to attract visitors interested in culture, sport and nature.



Besòs/Collserola: Revitalise the Collserola Nature Park and the banks of the Besòs River through environmental recovery and historical restoration of various tourist attractions.



Sustainable mobility: Initiatives for integrating tourist mobility dynamics into the city's desired mobility model: healthy, safe, balanced, sustainable and accessible.



Innovation: Create a turning point in the rollout of digitalisation, positioning Barcelona as an innovative urban tourism destination.



New decentralised options: Expand tourist options with competitive new points of interest in order to achieve urban rebalance in a polycentric city.



Seafront: Renature beaches and improve their accessibility and safety, adapting them to climate change.

The action areas cover a wide geographic scope, with special attention given to key areas such as Besòs, the Seafront, and Montjuïc, recognising their potential and significance for the city's urban and tourism development. This also means recognising the importance of expanding the range of tourist activities to achieve urban rebalance, with an awareness of the need to create new points of interest that decentralise tourism and contribute to a more equitable and sustainable distribution.

Moreover, with the goal of establishing Barcelona as an innovative city in relation to tourism, the plan champions initiatives centred around innovation, particularly in digitalisation and sustainability. These efforts aim to transform the city into a pioneering tourist destination, using technology to enhance the visitor experience while also preserving the environment and promoting sustainable urban development.

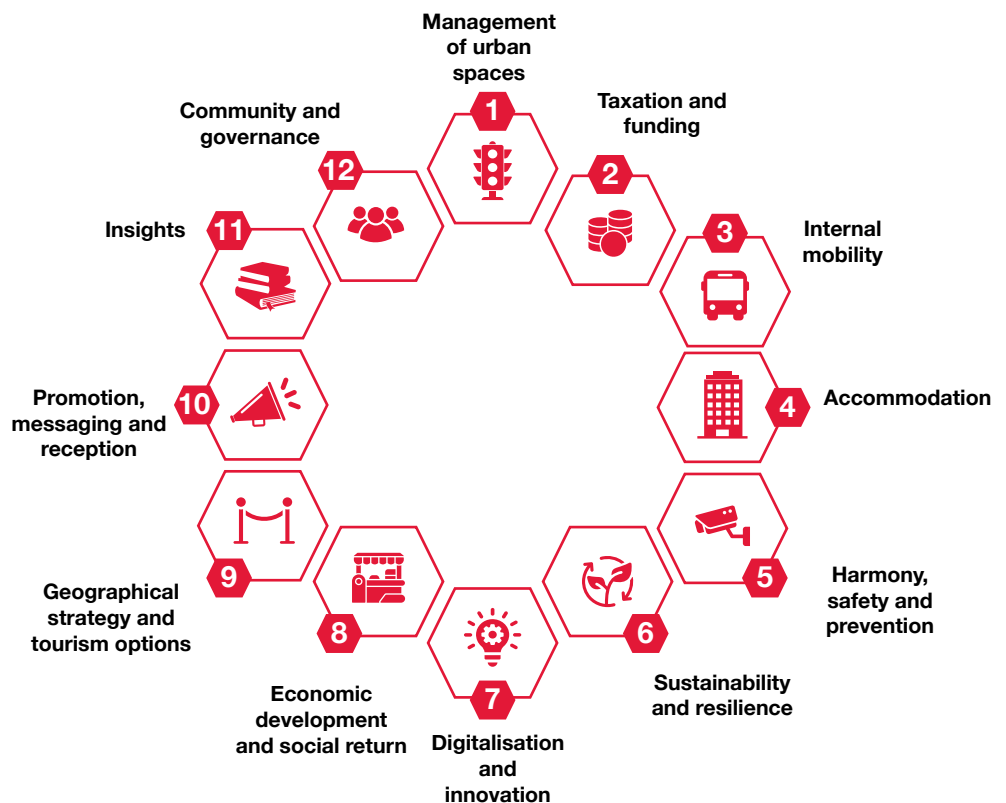
4 Action plan



Areas of action and key projects






The analysis of tourism in Barcelona highlights the need for a more in-depth approach to managing it and its impacts. This is the key challenge we face today, and it is through this tourism strategy that we aim to address it, adopting an integrated approach. The complexity of the tourism phenomenon requires it. This document tackles the management challenge through 12 strategic areas, which should be viewed as part of a cohesive strategy, where each area is interconnected and, in many instances, strongly interdependent. It is, therefore, an exercise designed to systematise projects and make them easier to understand, while still maintaining the integrated perspective that this complex phenomenon requires.

12 strategic areas



The set of areas includes a total of 12 key projects and 41 specific initiatives to be carried out throughout the action plan, each with a defined timeline and an assigned budget. They will be carried out by Barcelona City Council and other organisations involved in the tourism sector.

The following section presents an initial approach for each of the 12 strategic areas, outlining the challenges addressed within each area, which will then be broken down into specific initiatives detailed later.

1		Management of urban spaces
<p>The pressure caused by the high number of visitors in certain areas of the city makes it necessary to manage these spaces and their tourist activity in order to mitigate negative externalities, ensure the smooth functioning of the urban metabolism and dynamics, and enhance the quality of the sector while promoting shared responsibility among visitors. In this regard, the management measures for these areas must be adapted to different scales, based on the specific needs and challenges of each area, as they may experience very different realities.</p>		
2		Taxation and funding
<p>Taxation is seen as a key tool for encouraging more responsible and sustainable tourism practices and discouraging those that generate negative externalities. The goal is to achieve greater equity in the distribution of direct and social costs, while ensuring the economic viability of the system through the general pricing system or the specific taxation of certain activities.</p>		
3		Internal mobility
<p>Tourist mobility must be managed as a core part of Barcelona's increasingly complex and diverse urban mobility patterns. This means promoting a responsible visiting model that is compatible with everyday mobility, ensuring the rational and coherent use of transport systems and public space in the city. Volume, intensity and changing dynamics must therefore be taken into account in the management of tourist mobility.</p>		
4		Accommodation
<p>Regulating holiday lets (HUTs) is a key tool to safeguard the right to housing, everyday life, and sustainable tourism. The PEUAT will be reviewed in a manner that upholds its original principles and goals, which include alleviating tourist pressure, promoting urban balance and diversification, and safeguarding the right to housing, rest, residents' well-being, and the quality of public spaces.</p>		
5		Harmony, safety and prevention
<p>The intensity and concentration of tourist activity can lead to a deterioration in community harmony and have a negative impact on residents' quality of life. Additionally, urban areas with high levels of tourist activity are particularly vulnerable when it comes to safety concerns. As such, to manage these aspects, it is essential to use the tools available to the local government to ensure harmonious coexistence between tourist and non-tourist uses, ranging from specific regulations to communication campaigns and mediation services.</p>		

6

Sustainability and resilience

Sustainability is an imperative goal. It is essential to address the responsible and respectful management of the environment, culture, working conditions, and social and economic return. It is also crucial to proactively address the impacts of the climate emergency. This means that tourism management measures must also focus on resilience, tackling serious threats such as drought and extreme temperatures.

7

Digitalisation and innovation

Digitalisation must be fully integrated into the visitor experience and management. Increasing the comprehensive digitalisation of tourism activities and promotion, as well as visitor service and experience, is a key objective for the Barcelona destination in order to ensure its structural competitiveness and guarantee the use of sustainability criteria.

8

Economic development and social return

Ensuring economic development and a social return from the tourism industry is key to guaranteeing the sector's positive contribution to the growth and well-being of the city and its local community. Therefore, this area is crucial to ensure the promotion of initiatives of interest in strategic areas for Barcelona, and to foster sustainable, innovative, and high-quality local economic networks. This approach will stimulate the attraction of talent and the creation of quality tourism jobs, while also strengthening the links between tourism and the local community by contributing to a balanced economic development and a positive social return for all city residents.

9

Geographical strategy and tourism options

Tourism has a clearly geographical component; therefore, its management must also be approached with a specific strategy for each area. The focus is on encouraging the geographical decentralisation and diversification of tourism activity by considering new cultural, sports, culinary, educational, and other experiences within the destination's tourism options.

10

Promotion, messaging and reception

Promotion and messaging are also seen as management tools, as they can influence the image of the destination and help to target segments and markets that align with the city's motivations and interests, leveraging digitalisation opportunities to generate a greater economic and social return by increasing the average length of stay and repeat visits.

11**Insights**

Generating insights about tourism, regarding both potential positive effects and externalities, is crucial for making informed decisions, identifying trends, opportunities, and challenges, optimising resource use, and adapting to changes. Therefore, it is essential to invest in innovative methods for collecting, managing, and displaying information.

12**Community and governance**

The growth of tourism in Barcelona in recent years and the subsequent increase in both public and private stakeholders involved in this industry have created the need for an effective governance framework to address the complexity of the sector and ensure proper coordination and alignment of the work of all those involved.

KEY PROJECTS

As part of the Government Measure, a total of 12 key projects have been identified for their strategic importance, potential impact, and capacity to address the most critical needs and challenges in the tourism sector. Specifically, for each area of tourism management, one key project will serve as a catalyst for its sustainable development and competitive improvement, benefiting the local community, visitors, and the city.

The 12 key projects are as follows:



AREA 1. MANAGEMENT OF URBAN SPACES

Management of high-traffic areas (HTAs)



AREA 2. TAXATION AND FUNDING

Creation of a tourism return fund for city residents (ReCiutaT fund)



AREA 3. INTERNAL MOBILITY

Implementation of the Zona Bus 4.0 to improve tourist mobility in the city



AREA 4. ACCOMMODATION

Review of the PEUAT and implementation of the Government of Catalonia's Executive Order 3/2023 on urgent measures regarding the urban planning system for holiday lets



AREA 5. HARMONY, SAFETY AND PREVENTION

Communication campaign aimed at visitors



AREA 6. SUSTAINABILITY AND RESILIENCE

Promotion of water conservation to address the city's drought



AREA 7. DIGITALISATION AND INNOVATION

Digitalisation of tourism management and promotion for Destination Barcelona



AREA 8. ECONOMIC DEVELOPMENT AND ECONOMIC RETURN

Launch of the call for grants to digitalise the visitor economy private sector



AREA 9. GEOGRAPHICAL STRATEGY AND TOURISM OPTIONS

Improvement of Barcelona's beaches and restoration of the Fòrum Bathing Area (ZBF)



AREA 10. PROMOTION, MESSAGING AND RECEPTION

New tourism promotion strategy



AREA 11. INSIGHTS

Analysis of tourist flows using big data techniques for data analysis



AREA 12. COMMUNITY AND GOVERNANCE

Support for the creation of an international network of urban destinations

Area 1. Management of urban spaces



AREA CONTENT

Key project	Management of high-traffic areas (HTAs)
Initiatives	Official recognition of the HTAs
	Governance: Office for the Technical Coordination of HTAs
	HTA action plan Sagrada Família, Rambla, Boqueria, Gardunya and Park Güell
	Promotion of the Tourism Management Board



KEY PROJECT

Management of high-traffic areas (HTAs)

High-traffic areas are locations of different sizes (ranging from iconic sites and their surroundings to entire neighbourhoods or parts of them) that can become crowded with both permanent residents and visitors of all kinds. They are areas with significant appeal that, consequently, attract a large number of people with varying interests and expectations, leading to competition for their use.

It is essential, therefore, to address and manage these spaces through cross-cutting, multisectoral urban policies, considering that tourism and its use of the city are now an integral and permanent part of life in Barcelona.

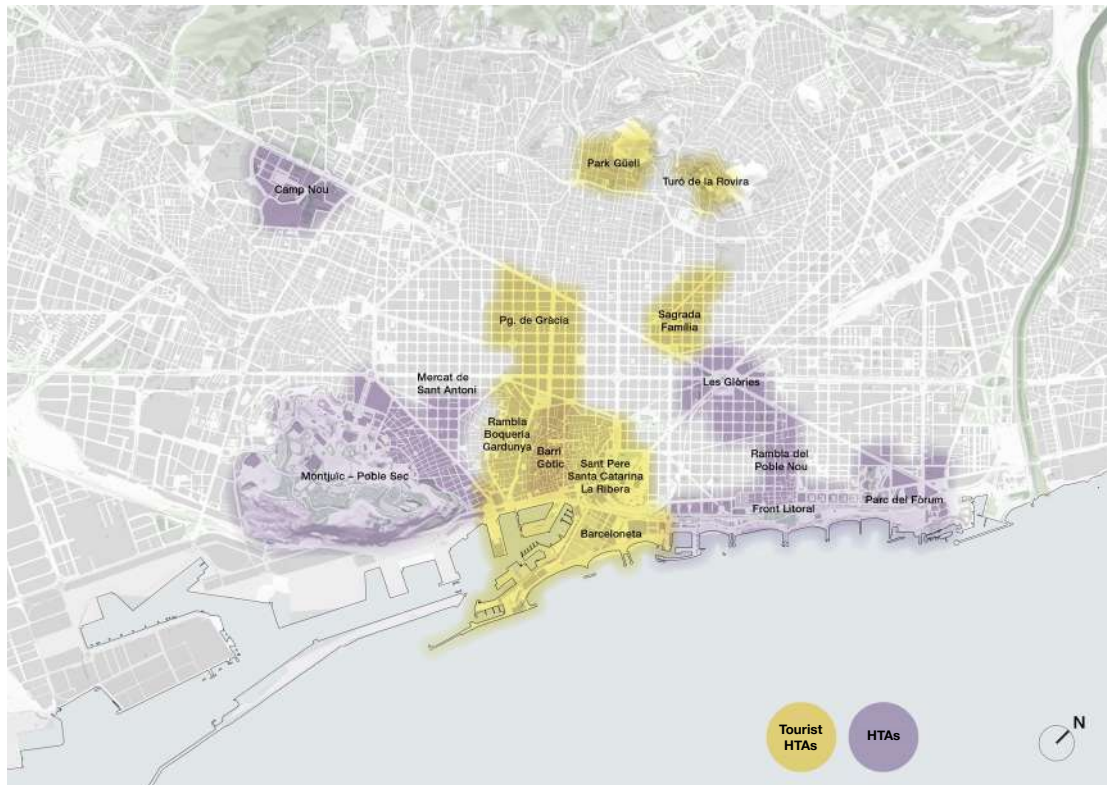
Both the definition of the HTAs and the main challenges attributed to these areas have led to the identification of fifteen HTAs in the city. Eight of these are primarily tourist-oriented, while the remaining seven also incorporate a local aspect connected to occasional or recurring events and activities such as retail, sports, culture, or leisure within the city.

The fifteen HTAs defined by the City Council are: Rambla - Boqueria - Gardunya, the Gothic Quarter, Sant Pere - Santa Caterina - La Ribera, La Barceloneta, Sant Antoni Market, Passeig de Gràcia - Plaça de Catalunya, the Sagrada Família, Montjuïc - Poble-sec, Camp Nou, Park Güell, Turó de la Rovira, Les Glòries, Rambla del Poblenou, the Seafront, and the Fòrum Park.

Of these, eight are considered predominantly tourist areas: Park Güell, the Sagrada Família, Rambla - Boqueria - Gardunya, Passeig de Gràcia - Plaça de Catalunya, the Gothic Quarter, Sant Pere - Santa Caterina - La Ribera, and La Barceloneta.



High-traffic areas (HTAs)



INITIATIVES

1.1. Official recognition of the HTAs

The complex uses and different challenges within the HTAs require specific management, which can be difficult due to the wide range of interests and stakeholders involved, as well as the different levels and scales of intervention with varying areas of responsibility in the HTAs. This specific management will be accompanied by the recognition of these spaces, to allow for differentiated management compared to other urban spaces. This exceptional situation must be managed in an exceptional way.

This recognition should enable the:

- Identification and delimitation of an area of intervention.
- Conditioning of the implementation of uses and activities by adapting the municipal regulatory tools (use plan, terrace byelaw, urban landscape byelaw, visitor groups, others).
- Provision of HTAs with special resources to implement the public initiative.

1.2. Governance: Office for the Technical Coordination of HTAs

The official recognition of these spaces must be accompanied by a dedicated governance body, and each HTA must be capable of leading, aligning, and coordinating the various stakeholders to avoid duplicate work or contradictions in the implementation of projects, ensuring consistency, effectiveness, and efficiency in their deployment. It must also be responsible for:

- Designing operations through expert panels and operative boards internally with the municipal stakeholders.

- Carrying out financial management.
- Facilitating communication with the stakeholders.
- Coordinating working groups and the requests and proposals from the involved parties.
- Communicating the actions carried out.

To this end, a technical coordination office for the HTAs will be established to support them and to drive and standardise (while respecting their diversity) their implementation as a tourism management public policy in the city of Barcelona. The goal is to create and implement a scheduled and budgeted action plan for each of the HTAs. This plan will address areas such as funding, security, mobility, management of attractions, urban design, economic development, communication, and community engagement, among others.

1.3. Action plan for high-traffic areas

For each of the 15 identified HTAs, an action plan will be drawn up to define the challenges of each location, identify, categorise, and design the public response, implement the response, and evaluate public policies. These action plans focus on the following areas of intervention:

- Occupancy and overcrowding of public spaces.
- Transformation of activities and uses.
- Movement and flow of pedestrians.
- Difficulties faced by the community and residents in going about their daily lives.

↳ Priority work at the Sagrada Família, La Rambla, La Boqueria, Plaça de la Gardunya and Park Güell

Immediate action is planned during 2024, with a focus on advancing three priority HTAs: The Sagrada Família, Rambla - Boqueria - Gardunya and Park Güell.

Planned work around the Sagrada Família:

- Relocation of the Zona Bus around the Sagrada Família to improve local neighbourhood life. In accordance with the commitment made by the Eixample District, seven designated pickup and drop-off areas for tourist coaches on Carrer Padilla and Carrer Consell de Cent will be removed, and three new areas will be created on Carrer Marina, with pavements that are wide enough to accommodate the flow of tourists. Overall, this reorganisation reduces the number of authorised coach parking spaces around the Sagrada Família.
- Reinforcement of the civic agent service and its role in improving coexistence in the public space around the church.
- Surveillance campaigns to prevent traffic violations and irregularities, such as improper parking, speeding personal mobility vehicles, bicycles in restricted areas, shared bicycle companies, etc.

- Responsible and respectful tourism messaging aimed at tourists visiting the city. Tourists in Barcelona must following the rules for respecting others and the city.
- Promotion of alternative ways to visit, creating diverse itineraries and narratives.
- Support system for economic and commercial activities.
- Programme of cultural and community activities in public spaces.

↳ **Planned work around the Rambla - Boqueria - Gardunya:**

- Work at the Boqueria Market, focused on the physical adaptation and organisation of the market's products and services, in line with the sectoral and local context.
- Survey to assess the volumes and habits of both the resident population and the floating tourist population.
- Urban intervention in the public space of Plaça de la Gardunya and commercial revitalisation to encourage a more civic-minded use of the area and to manage the diverse uses of public space, ensuring a balance between the residents' right to peace and quiet and the right of other groups to enjoy the city.
- Responsible and respectful tourism messaging aimed at tourists visiting the city. Tourists in Barcelona must following the rules for respecting others and the city.

↳ **Planned work around Park Güell:**

- Reduction of traffic congestion by removing the current taxi rank on Carrer Mercedes in the La Salut neighbourhood and expanding the taxi rank on Carretera del Carmel.
- Reinforcement of the current regular bus lines serving the La Salut neighbourhood during periods of overcrowding.
- Improving the efficiency of the logistics platform at Park Güell and data collection on traffic to support decision-making.
- Relocation of the Park Güell Bus Turístic stop to reduce the impact on local residents caused by its current position.
- Responsible and respectful tourism messaging aimed at tourists visiting the city. Tourists in Barcelona must following the rules for respecting others and the city.
- Exclusively online ticket sales for the site. This measure ensures smooth access to the park by managing entry in time slots with scheduled visits, helping to limit access.

1.3. Promotion of the Tourism Management Board

One of the Barcelona City Council's internal governance goals is to establish the Tourism Management Board as a shared responsibility platform to lead the city's tourism management and ensure the cross-cutting nature of strategies and initiatives. The plan is to create two specific working groups within the Board that focus on HTAs and the related data.

The HTA working group's objectives are to:

- Provide a space that includes representatives from all the HTAs, facilitating coordination between the various bodies and departments involved, as well as ensuring consistency, effectiveness, and efficiency in the implementation of specific projects in the HTAs.
- Discuss and design the operations to be implemented in the HTAs.
- Promote knowledge transfer and the sharing of best practices relating to HTA management in order to highlight them and replicate them in other areas.

Data on HTAs

Efforts will be made to obtain a substantial volume of relevant data and indicators, broken down for each HTA. This data will enable a thorough understanding of the area, inform the design of management policies, and support the analysis of trends and impacts resulting from the projects implemented.



Area 2. Taxation and funding



AREA CONTENT

Key project	Creation of a tourism return fund for city residents (ReCiutat fund)
Initiatives	<p>Review of the amount of IEET on short-stay cruises</p> <p>Review of coach parking prices</p> <p>Modification of IEET criteria</p>



KEY PROJECT

Creation of a tourism return fund for city residents (ReCiutaT fund)

The tax on stays in tourist establishments (IEET) is a tax created by the Catalan Government that has been in effect since November 2012. By law, the income from it must be allocated to fostering, boosting, preserving, promoting and developing tourist infrastructure and activities in Catalonia.

A portion of the revenue from tourism-related taxes will be allocated to offsetting the costs and impacts of tourism on the city and to promoting social return policies aimed at improving the quality of life for residents.

The portion of the IEET allocated to the Tourism Return Fund for City Residents (ReCiutaT Fund) is made possible by the approval of a city-specific surcharge in Barcelona of up to 4 euros per stay, which goes directly to the municipal coffers and, in accordance with the IEET law, must not be used for promoting tourism.

↳ This surcharge is primarily allocated to three initiatives:

1. Improving supervision of properties that rent out rooms to tourists.
2. Enhancing the quality of life for residents in neighbourhoods most affected by tourism, enabling them to regain economic, social, and cultural activity independent of tourism.
3. Creating new content that can be implemented in settings aimed at improving the decentralisation of tourism.



Alongside these initiatives, the ReCiutaT Fund is complemented by additional initiatives aimed at enriching the lives of Barcelona's residents and boosting the local economy. The new initiatives will include the creation of cultural content for Barcelona, the promotion of local businesses, the development of activities for city neighbourhoods, the attraction of businesses, and other measures aimed at improving tourism management and its impact on the local community.

In the field of social policies, this commitment will be realised through specific projects. One such project is the Schools Climate Plan, which aims to provide aerothermal HVAC systems in a total of 170 schools: 148 primary schools, 16 all-through schools, 3 special education schools, and 3 secondary schools.

In the cultural sector, support will be provided for events linked to the cultural and creative industries.

This year, the municipal surcharge was raised to the maximum allowed amount of 4 euros, and a request has been made to the Government of Catalonia to review the current regulations to enable a gradual increase in taxation in the future.

INITIATIVES

2.1. Review of the amount of IEET on short-stay cruises

The local government asked the Government of Catalonia to increase the tax rates on short-stay (less than 12 hours) cruises so that activities with a major impact on city use and coexistence contribute more substantially to municipal revenue. In this way, they will help cover the additional costs incurred by the city in providing certain public services, such as maintenance, cleaning, and public safety, among others. The goal is also to deter this type of cruise.

Likewise, the idea of flexible taxation tailored to both the cruise season and the capacity of the cruises, will be explored with the idea of creating a scalable system.

2.2. Review of coach parking prices

As part of the Zona Bus 4.0 project, which aims to reduce, organise, and monitor the stops and parking of on-demand tourist coaches in the city centre, and to minimise external negative impacts, the applicable pricing system will be reviewed.

The new byelaw will introduce a new fee aimed at covering management costs. Additionally, the updated pricing system will incorporate flexible elements to influence the behaviour of coach operators and regulate their activity based on the specific needs of the city.

2.3. Modify IEET criteria

Act 5/2017, of 28 March, on fiscal, administrative, financial, and public sector measures, and the creation and regulation of taxes on large commercial establishments, tourist stays, radioactive elements, packaged sugary drinks, and carbon dioxide emissions (DOGC No. 7340, 30/03/2017) includes the regulation of the tax on stays in tourist establishments (IEET).

The revenue generated from the tax on stays in tourist establishments is allocated to the tourism promotion fund to fulfil the objectives specified in the Act. The resources from the tourism promotion fund must be allocated to projects or actions that aim to achieve one of the following objectives:

- Promoting tourism in Catalonia.
- Promoting sustainable, responsible and high-quality tourism and protecting, preserving, reclaiming and improving tourist resources.
- Boosting, creating and improving tourist products.
- Improving supervision and inspection services for tourist establishments and facilities.
- Developing tourism-related infrastructure and services.

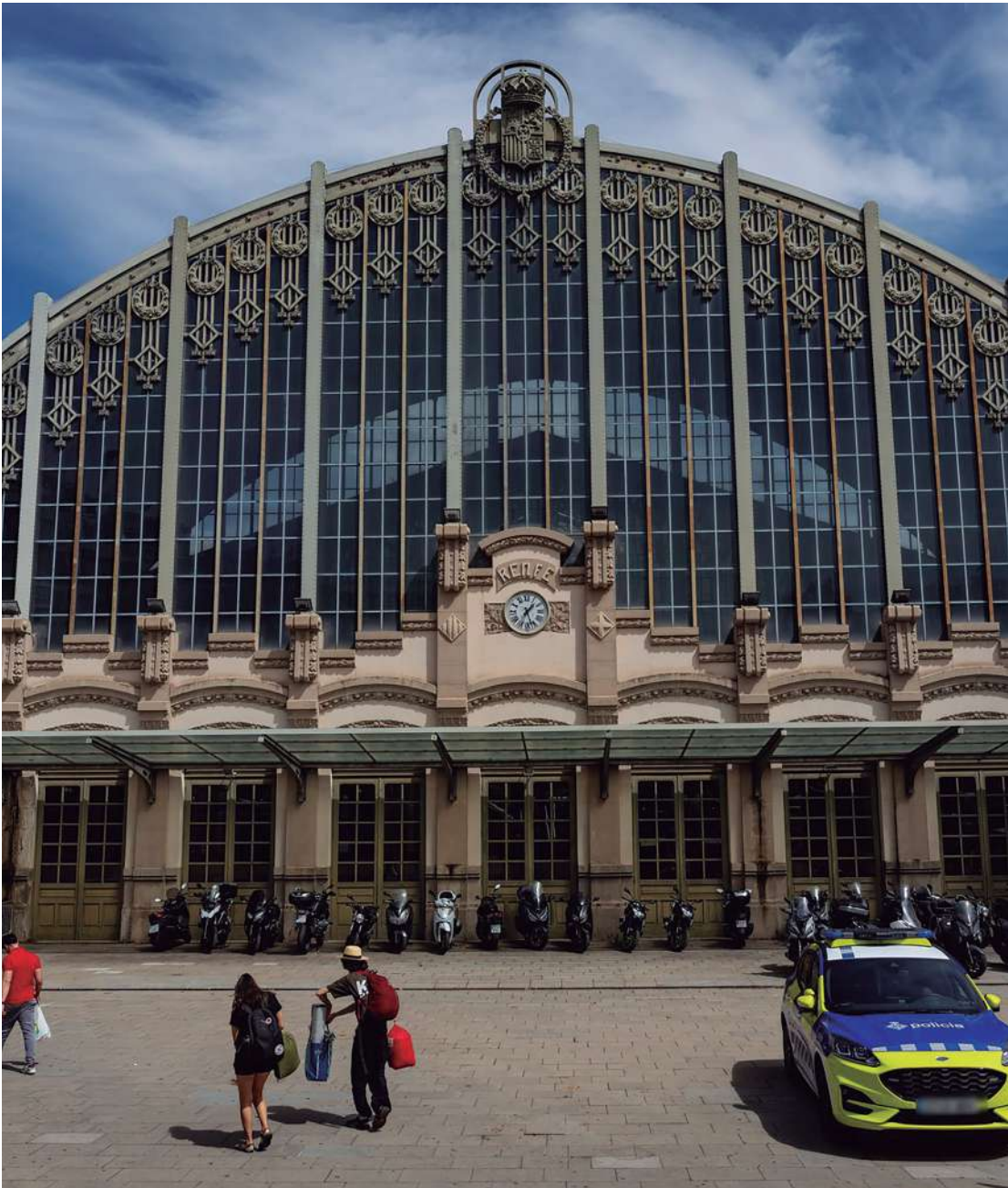
Barcelona City Council intends to urge the Government of Catalonia to revise the IEET objectives and distribution criteria, allowing a larger portion to be invested in mitigating the negative externalities of tourism. A revision of the rates is also being proposed with the goal of enabling the IEET to fund plans, programmes, and initiatives that address the strategic challenges of Barcelona's tourism policies.

Area 3. Internal mobility



AREA CONTENT

Key project	Implementation of the Zona Bus 4.0 to improve tourist mobility in the city	PSTDB
Initiatives	Renovation of Barcelona Nord Bus Station	PSTDB
	Renovation of the Montjuïc escalators	PSTDB
	Roll-out of the newly approved tourist bus routes	



KEY PROJECT**Implementation of the Zona Bus 4.0 to improve tourist mobility in the city**

Barcelona City Council, through Barcelona de Serveis Municipals (BSM), will implement the Zona Bus 4.0, an initiative launched as part of the Destination Tourism Sustainability Plan within the Recovery, Transformation, and Resilience Plan, funded by the Next Generation EU scheme.

The Zona Bus 4.0 aims to limit, organise, and regulate the stops and parking of on-demand tourist coaches in the city centre to minimise the negative externalities generated by visitors.

The new Zona Bus system model will become a tool for managing tourist mobility that will help to:

- Limit the daily volume of authorised coaches.
- Limit the number of operations allowed per space and time slot.
- Organise and relocate the Zona Bus spaces to reduce the effects on coexistence in public spaces.
- Manage demand and encourage the use of multimodal hubs.
- Monitor on-demand coach parking in real time.

Through the digitalisation and connectivity of the bus zones, the new system will meet the need for valuable data to effectively and efficiently manage the coach parking areas and authorised spaces near tourist sights.

The Zona Bus 4.0 will provide complete flexibility in the management of tourist transport, allowing the activation and deactivation of coach stops or parking spaces according to the city's specific needs, and ensuring that they are equipped to meet current and future challenges and demands.

The new parking areas will help improve the management of high-demand areas, a demand that will have been reduced thanks to the implementation of the Zona Bus.

Likewise, the project includes a detailed description of the operations for each of the unique areas, aiming to redirect on-demand tourist coaches to designated pick-up and drop-off zones or to parking facilities located outside the city centre, with the goal of reducing their impact on urban spaces and the distance travelled by the coaches.

The following short- and medium-term goals have been established as part of implementing this initiative:

- Regulate the number of tourist coaches in the city centre and the use of operational data to analyse them and optimise management. Have a better understanding of the operations in order to minimise unnecessary trips, optimise mobility within the city, and, consequently, reduce harmful emissions.
- Organise pick-up and drop-off operations at tourist points of interest, and coordinate with designated parking areas.
- Involve tourism operators in the efficient management of the most frequented areas, integrating various patterns, seasons, and timeframes into this management.
- Create parking spaces connected to the public transport network, offering a more affordable alternative with stricter schedules on days when fully booked.

Implementation of the project will have benefits for tourism mobility management:

- Better available data on tourist mobility, enabling more effective management.
- Improvement in managing the mobility of booked coaches in the city centre, ensuring a balance between supply and demand to prevent overcrowding.



- Decongestion during peak hours in high-traffic areas.
- Reduction of the driver's role in the operation of tourist transport.
- Facilitation of fleet management for transport operators.
- Special attention to specific groups, such as children and people with reduced mobility (PRM), to ensure inclusive and accessible tourism mobility for all.
- Greater harmony between tourist and residential mobility, aiming for a more harmonious and less congested city.

3.1. Renovation of Barcelona Nord Bus Station

PSTDB

**Total budget
€4,840,000.00**

This project, carried out by Barcelona Serveis Municipals (BSM), involves the remodelling of the iconic Barcelona Nord bus station with the ultimate goal of transforming it into the main point for the arrival and departure of tourist trips and establishing it as the hub for tourist mobility in the city.

The station's current two-floor layout necessitates essential improvements to optimise movement flows, ensure universal accessibility throughout the facility, and enable the implementation of a user access control system. Moreover, although it already has energy efficiency systems in place, the project proposes the generation of additional renewable energy, aiming to make the Barcelona Nord station a model tourist space in terms of both energy efficiency and accessibility.

The improvement and remodelling project is divided into the following initiatives:

- Adaptation of the interior space and energy improvements to the walls by relocating all station services to a single level, thereby achieving greater accessibility for all groups, improving the spaces, and updating current security systems through the installation of cameras and number plate recognition.

This will significantly improve flow management within the space, as well as enhance the perception of safety around the station area, while also presenting a modern and updated image.

- Installation of photovoltaic panels on the roof and access ramp to improve lighting. This will improve the building's energy efficiency and reduce its carbon footprint.

The project also will take advantage of this opportunity to incorporate the former station lobby, giving greater visibility to an important historical space in the city, with the aim of making Barcelona Nord station a key landmark for tourism in Barcelona. At the same time, a new space will be created to host events and exhibitions related to tourism and its connection with the city.

3.2. Renovation of the Montjuïc escalators

The escalators on Montjuïc mountain have reached the end of their useful life, resulting in frequent breakdowns, high energy consumption, and limited or, in some cases, unavailable spare parts. This situation limits access to the entire mountain.

As such, the public company Barcelona de Serveis Municipals (BSM) is carrying out the replacement and/or upgrading of 22 escalators with the aim of improving mobility for the public. The work has a budget of 7.8 million euros (3.6 million of from European Next Generation Funds through the Destination Tourism Sustainability Plan for Barcelona), to be carried out in different stages until expected completion in the first quarter of 2026.

The Parc Montjuïc escalators are used 30 million times a year by visitors attending events, going to cultural venues, or exercising or playing sports, among other activities.

The new escalators are based on sustainability, safety and durability criteria. Their installation means Parc Montjuïc will improve accessibility to the mountain, reducing its CO₂ footprint at the same time.

The main objectives of this work are to:

- Improve the flow management of residents and/or tourists visiting the mountain or attending a specific event, by remotely alternating the direction of the escalators based on the needs of the moment (for example: start or end of events at the top, opening times of the educational and cultural facilities, etc.).
- Increase accessibility to the facilities on the mountain as part of efforts to highlight it as a tourist attraction.
- Promote more sustainable mobility, reducing reliance on more polluting modes of transport.
- Greater energy efficiency.
- Promote active mobility in the surrounding area.

3.3. Roll-out of the newly approved tourist bus routes

A new concession for indirect management of the Bus Turístic service, which will involve redesigning the current routes to minimise the impacts arising from concentration of the service in the city centre.

This new design will make it possible to introduce new routes closely linked to new tourist attractions in the city, such as cultural venues.

Area 4. Accommodation



AREA CONTENT

Key project	Review of the PEUAT and implementation of Executive Order 3/2023 on urgent measures regarding the urban planning system for holiday lets, approved by the Government of Catalonia
Initiatives	Inspection of illegal accommodation
	HUTs Mediation Service



KEY PROJECT

Review of the PEUAT and implementation of Executive Order 3/2023 on urgent measures regarding the urban planning system for holiday lets, approved by the Government of Catalonia

With the entry into force of Executive Order 3/2023, of 7 November, on urgent measures regarding the urban planning system for holiday lets, approved by the Government of Catalonia, an analysis and adjustment of the supply of tourist accommodation in Barcelona is required.

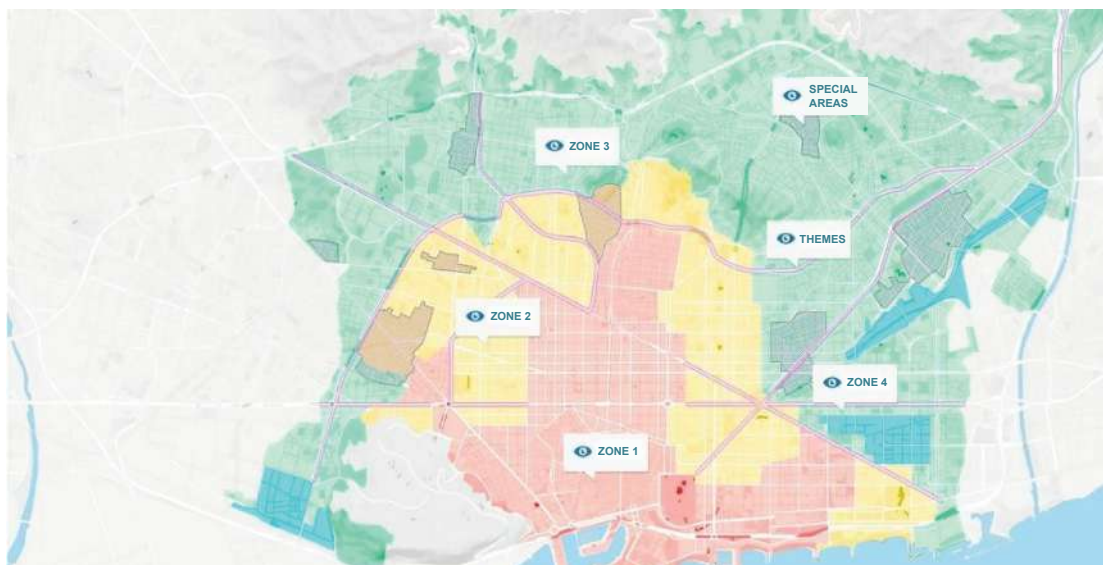
Application of this order will result in the elimination of all holiday lets (HUTs) in the city, which will have a significant impact on the availability of residential housing.

It is expected that by 2028, the current 10,101 HUT licences will be revoked.

Moreover, in 2025, work will begin on reviewing the current Special Urban Development Plan for Tourist Accommodation (PEUAT), which defines and regulates the tourism offer based on an analysis of the following factors:

- Impact of the floating population
- Impact of tourism on public spaces
- Urban characteristics of the communities

Map of PEUAT zones



Zone 1

Degrowth zone. No new accommodation of any kind will be allowed, nor any increase in the number of beds at existing establishments.

Zone 2

The current number of beds and establishments will be maintained. No expansion of existing establishments will be allowed.

Zone 3

New establishments may be opened and existing ones may be expanded.

Zone 4

Other areas with specific regulations. The closure of an existing HUT allows for the opening of a new one in Zone 3.

INITIATIVES

4.1. Inspection of illegal accommodation

In February 2024, the European Parliament approved the proposal requiring digital platforms for short-term rentals to start sharing data on the properties they advertise with the authorities.

The new EU regulations, which have the approval of the European Commission, will depend on each member state and align with the positions Barcelona has been advocating for since 2018 within the framework of the European Cities Alliance on Short-Term Holiday Rentals. Specifically, the regulations protect the ability to exercise greater control over the activity of platforms that market holiday lets (HUTs) and support the model that Barcelona has been promoting for years, based on managing tourist pressure in certain areas, while also ensuring the availability of more affordable housing.

In this regard, various platforms that advertise HUTs, whether they specialise in tourist accommodation or are general-purpose platforms, will be required to ensure the legality of the listings they post and take responsibility for verifying the accuracy of the data and its inclusion in the Tourist Establishments Register as a prerequisite for posting them.

In this context, Barcelona City Council will continue implementing a comprehensive programme to strengthen the inspection of illegal tourist accommodation, in order to further facilitate the detection of unauthorised tourist accommodation and ensure compliance with current regulations.

4.2. HUTS Mediation Service

The main goal of the Mediation Service between residents' communities and tourist accommodation property owners/managers, called the HUTS Mediation Service, is to improve coexistence between the aforementioned associations and the tourists staying in HUTs.

Specifically, the service will respond to mediation requests in conflicts between residents' communities and HUTs. The service was initially created by the Directorate of Tourism and will be now managed by the Prevention Services Directorate of the Manager's Office for Prevention and Public Safety, which will closely coordinate with the district prevention experts.

The service aims to promote civic behaviour and improve the quality of life for residents of these associations and, indirectly, for the city's neighbourhoods, by working towards the following objectives:

- Promoting harmony and social cohesion in the city's neighbourhoods to enable the integration of HUT-related activities.
- Improving the balance between residential life and other uses in residents' communities with legal HUTs through mediation and conflict prevention.
- Promoting an alternative dispute resolution approach that encourages harmony between residents' communities, property owners and tourists.
- Gathering quantifiable data on incidents caused by tourists staying in HUTs and other accommodation types.

-
- Taking direct action against anti-social behaviour occurring within residents' communities and against the misuse of properties.
 - Assistance and mediation in conflicts between residents' communities and their surroundings, including public areas and establishments open to the public.
 - Working towards harmonious coexistence and Barcelona residents' right to rest.

This mediation service was created as part of the 2020 Strategic Tourism Plan to address the increasing number of conflicts between residents and tourists.

Complaints and claims from city residents are managed through the usual channels: Guàrdia Urbana Barcelona City Police, the IRIS incident management system, complaints and suggestions, local prevention techniques, etc. Mediation is conducted between residents and accommodation owners or managers (not the guests) and has been very well received by both parties, confirming it as an effective means of resolving conflicts.

Recognising mediation as an alternative tool to police intervention has been key both in addressing a large number of calls to the Guàrdia Urbana Barcelona City Police and in providing an alternative management resource for local prevention staff. For all these reasons, we believe it is essential for this service to continue.



AREA CONTENT

Key project	Communication campaign aimed at visitors
Initiatives	Providing visitors with recommendations on public safety and harmony



KEY PROJECT

Communication campaign aimed at visitors

Continue promoting a communication campaign to encourage visitors to Barcelona to behave in a civic manner and as the locals do, without bothering the city's residents.

This campaign has three clear objectives:

- The need for civility and zero tolerance for behaviours that cause a nuisance to Barcelona residents.
- Promoting Barcelona as a model of a 21st century city to the rest of Spain and the world.
- Raising awareness among city residents of Barcelona City Council's efforts to defend their well-being in the city.

The campaign is segmented into 3 different geographic areas: the international market, Spain, and Barcelona. Each will have a target audience with specific profiles and identified markets.

The campaign aims to help combat the perception of Barcelona as a party destination and a place for uncivil behaviour. The core message is built around the following idea: "Barcelona, our home. And yours. Everyone is welcome. Be respectful and you'll be respected".

Versions have been created in Catalan, Spanish, English and French. The campaign materials will include outdoor advertising, Barcelona's municipal websites, all available digital channels, and, finally, a media campaign through the press.



5.1. Sharing of recommendations on public safety and harmony

To ensure that visitors to Barcelona are well-informed and aware of safety issues, the city will work to provide them with recommendations on public safety and harmony.

The ultimate goal of the initiative is to ensure that visitors have an enjoyable stay, while also encouraging safe and responsible tourism and fostering a positive perception of tourism among the local community.





AREA CONTENT

Key project	Promotion of water conservation to address the city's drought
Initiatives	Continuing Destination Barcelona's commitment to quality and sustainability
	Cruise tourism management
	Improving the quality of jobs in the tourism sector
	Promotion of sustainable tourism in the city's various districts



KEY PROJECT

Promotion of water conservation to address the city's drought

On 1 February 2024, the Catalan Water Agency (ACA) declared a drought emergency in the Barcelona metropolitan area, following 38 consecutive months of drought, a situation that has worsened over the past year.

Water scarcity is a significant challenge in terms of sustainability and urban resilience, requiring conscientious action and management across all sectors of the city, including the tourism industry.

In this context, and considering the restriction scenarios outlined in the Special Action Plan for Situations of Alert and Potential Drought (PES) approved by the ACA in 2020, Barcelona City Council is collaborating with various stakeholders from the public sector and tourism ecosystem to promote initiatives that help save water:

1. Raising awareness among visitors about the need for responsible water use and moderate consumption during their stay in the city through information campaigns carried out in collaboration with the Barcelona Tourism Consortium, the Hotel Guild, and Apartur.
2. Launching a joint awareness campaign with the Government of Catalonia, aimed at informing the public about the climate emergency and, specifically, the drought. The campaign will be present at the various entry points to the city, such as information offices, the port, the airport, and train stations.
3. Promoting tourism management practices that encourage water conservation, including reducing consumption in tourism services, reusing greywater, and recycling water in swimming pools.
4. Securing the necessary investments for water conservation and reuse in tourism establishments through financial aid from the relevant authorities. More specifically, the aim is to promote the installation of water-saving taps, showers, and toilets, as well as infrared-activated automatic taps and/or daily water consumption monitoring systems, among other features.
5. Monitoring and evaluating water consumption data from tourism establishments to optimise its management.
6. Supporting the installation of a desalination plant promoted by the Hotel Guild, to ensure water supply for tourist establishments and generate a social return through surplus water for public services.

INITIATIVES

6.1. Continuing Destination Barcelona's commitment to quality and sustainability

The Barcelona Biosphere Commitment to Sustainable Tourism, led by the City Council, the Chamber of Commerce, the Barcelona Provincial Council, and the Barcelona Tourism Consortium, aims to spread a culture of sustainable tourism among the city's tourism businesses and services.

The commitment recognises good practices in the sustainable management of tourism and service businesses and requires compliance with a set of criteria that promote work in relation to the 17 Sustainable Development Goals (SDGs) of the United Nations 2030 Agenda. In doing so, it addresses both tourism operators' interest in promoting more responsible tourism and visitors' interest in travelling while preserving the environment to the fullest extent.

Companies that meet the Barcelona Commitment to Sustainable Tourism criteria and complete the corresponding process can earn the Responsible Tourism Institute's Biosphere certificate.

Among other requirements, businesses that adhere to the Commitment must meet criteria related to water consumption in order to qualify for the certification. For example, it includes best practices aimed at staff and customers for the efficient use of resources and the mitigation of environmental impacts. It also includes work to ensure that organisations maximise water savings in their facilities, calculate their consumption, and inform their customers about water-saving measures and initiatives to reduce water usage.

Barcelona City Council subsidises the total cost of this process for companies in the city and also those belonging to the Barcelona Tourism Consortium through the tax on stays in tourist establishments (IEET).

In 2023, the Barcelona Biosphere Commitment to Sustainable Tourism recognised 487 tourism operators in the city who are committed to responsible management that respects the environment, culture, working conditions, and social and economic return. Additionally, 555 organisations in the surrounding counties were recognised, bringing the total to 1,043 companies and organisations with the Biosphere certificate for Destination Barcelona, nearly half of which are in the accommodation category.

6.2. Cruise tourism management

As part of the collaboration between Barcelona City Council and the Port of Barcelona in the cruise sector, joint efforts are being made with the major cruise companies to focus on promoting more sustainable practices in this field.

However, Barcelona cannot accommodate an annual growth of 9% in the number of cruise passengers. It is important to focus on the passenger volume and the number of terminals. Barcelona City Council considers it essential to adopt measures to contain this growth and manage its impacts in relation to the environment, mobility and public space, as well as to increase its tax contribution.

In this regard, efforts are being made to promote Barcelona as a home port, reduce the current presence of cruises calling at port and increase taxation on this type of tourism, which brings little added value to the city. Efforts are also being made to reduce the carbon footprint of cruise passengers and their impact on the city.

Barcelona City Council will urge the Port of Barcelona to reach new agreements to address the outlined objectives. Specifically, it proposes reducing the number of cruise terminals at the Adossat wharf, limiting the maximum number of cruise passengers, reducing the number of in-transit cruises and increasing taxation.

It is also considering management measures to minimise the impact of cruise passengers on mobility and the use of public space.

Objectives of the Barcelona City Council + Port of Barcelona working group:



Transparency: Increase in the transparency of cruise tourism activity in the city of Barcelona.



Sharing: Creation of a space to share and coordinate initiatives launched by the different institutions.



Reducing the negative impact: Minimisation of the negative environmental and social impacts of cruises.



Social and economic return: Greater social and economic return from the sector for the city and its hinterland.



Engagement: Promotion of the engagement of cruise companies with Barcelona's business, educational, and employment networks.

6.3. Improving the quality of jobs in the tourism sector

Barcelona City Council, through Barcelona Activa, defines and implements initiatives to improve the quality of jobs in the tourism sector, aiming to raise working standards for companies in the sector and achieve higher job satisfaction among their employees.

The following areas of action have been identified:

↳ Improvement initiatives: specific measures will be taken to improve working conditions. This could include awareness campaigns, contract reviews, and promoting a better work-life balance.

↳ Sectoral conferences: meetings and seminars to share new developments in the tourism sector, as well as best practices and other relevant information.

↳ Talent management programme for businesses: support for companies and organisations in addressing their staffing needs to identify the most suitable profiles. Companies can turn to this service for support throughout the entire process, from identifying vacancies to finding talent and pre-selecting and managing applications.

↳ Marketplace: a recruitment and networking activity that connects companies with job vacancies to professionals selected by Barcelona Activa.

↳ Career guidance, training, and professional transition: tools and activities aimed at promoting employment and supporting individuals throughout their professional journey through specialised sessions that prepare them for the requirements of the labour market.

↳ Attraction and retention of talent: activities aimed at promoting the tourism sector as an attractive field for Barcelona professionals, both lifelong residents and newcomers, along with measures to retain more talent.

↳ Business landing: support for businesses starting operations in Barcelona, including assistance with finding commercial spaces in the city, attracting the right talent, and facilitating the attraction of investments and business opportunities in the Barcelona tourism sector.

In summary, to make Barcelona a tourist destination with a more positive and satisfying work environment for everyone involved, Barcelona City Council - Barcelona Activa offers various services and collaborate with businesses and professionals in the sector.

Notably, the Barcelona Commitment to Sustainable Tourism, one of the key initiatives of the current administration in relation to sector,* incorporates and emphasises employment quality criteria, including in relation to the requirements for obtaining Biosphere certification.

* For further details, see Initiative 6.1. Continuing Destination Barcelona's commitment to quality and sustainability.

6.4. Promotion of sustainable tourism in the city's various districts

Barcelona City Council promotes sustainable tourism by encouraging corporate social responsibility in the city's districts.

An example of the city's efforts are the initiatives carried out in the districts of Ciutat Vella, Sants-Montjuïc, Sant Martí, and Les Corts, focused on increasing the hiring of services and people, as well as purchasing products locally, with local producers and social organisations.

Area 7. Digitalisation and innovation



AREA CONTENT

Key project	Digitalisation of tourism management and promotion for Destination Barcelona	PSTDB
Initiatives	Monitoring the work plan for the Smart Tourist Destination (DTI) Certification	
	Digital portal for the city's museums	PSTDB
	Sensor system in high-traffic areas	



KEY PROJECT

Digitalisation of tourism management and promotion for Destination Barcelona

Barcelona City Council and the Barcelona Tourism Consortium have established a collaboration agreement to manage the “Digitalisation of the Tourism Promotion and Management of Destination Barcelona” project as part of the Next Generation EU-funded Destination Tourism Sustainability Plan programme.

This initiative, under the innovation category, aims to create a set of projects to comprehensively develop the digitalisation of tourism promotion and management for Destination Barcelona. It aims to incorporate a broad view of the visitor’s customer journey and integrate the ecosystem (both public and private) linked to the city’s visitor economy.

The set of projects must ensure interoperability among the stakeholders of Barcelona’s tourism ecosystem, digital connectivity between the various products and services for visitors, and the necessary drive to generate scalable value for Destination Barcelona, as well as guarantee the application of sustainability criteria for the city through diversification, decentralisation, and deseasonalisation.

As such, one of the key projects is the creation of a master plan for projects (both technological and operational) outlining a functional and logical architecture which will also be integrated into the master plan.

The planned areas of action are:

- **Support structure for digitalisation** that implements a technological architecture capable of sustaining a model for the promotion, development, and collaborative management of the destination. This will be equipped with infrastructure and an IT environment that are open, dynamically scalable, and properly sized and managed, allowing for the provision of advanced cloud-based services (SaaS) to support the creation of a collaborative digital environment open to all destination stakeholders, reinforced by a cloud service platform (PaaS) platform that enables the joint and integrated implementation of digital projects.
- **B2C (Business to Consumer) services.** Development and implementation of new cutting-edge services that include customised features and functionalities tailored to the needs of visitors, incorporating the various phases of the customer journey and adapting them to different segments and markets. Various technological channels and tools (website, app, chatbot, e-commerce, CRM) will be enabled to support these services.
- **B2B (Business to Business) services.** Development and implementation of new cutting-edge services that include features enabling collaborative work among the stakeholders and companies offering tourism services and products that make up the entire offering linked to the visitor economy of the tourism destination. Various technological channels and tools (digital repository of shared resources, professional website, interactive shared platform, etc.) will be enabled to support these services.

- **Barcelona Tourism Observatory (OTB)**, which is part of the World Tourism Organization's (WTO) INSTO network. Digitalisation of its web platform and the incorporation of new cutting-edge tourism intelligence services. The goal is to increase the value and utility provided to the stakeholders in the ecosystem, improve the interaction and visibility of tourism information, and enable universal access to data for all stakeholders.
- **Digital promotion and marketing.** Creation of cutting-edge promotional elements and content that incorporate innovative technologies and immersive formats (AR, VR, metaverse, other professional-quality audiovisual technologies with maximum impact) to promote their integration into new and emerging digital channels and tools.
- **Internal/external governance.** Adaptation to a new technological organisation structure, both internal (intranet, IT devices, training) and external (platforms and channels for digital promotion and marketing, interoperability, and the digitalisation of products and tourism services by destination stakeholders). Currently, the Tourism Consortium is at the stage of defining and contracting projects to develop it.

Digitalisation is becoming an essential tool for the evolution of the tourism model, promoting greater competitiveness and a proper balance between supply and demand, an aspect that the pandemic brought into sharp focus. In this regard, it should enable better segmentation and personalisation in terms of promoting and marketing; prioritise the city's interests and attributes; and significantly improve tourism management to help balance urban dynamics with sustainable tourism.

Ultimately, the goal is to coordinate digitalisation with an optimal integration of the tourism ecosystem to enhance diversification, reduce seasonality, and decentralise the destination.



INITIATIVES

7.1. Monitoring the work plan for the “Smart Tourist Destination” (DTI) certification

Barcelona City Council has been part of the Network of Smart Tourist Destinations since 15 April 2021. In December 2023, it received the “Smart Tourist Destination” (DTI) certification for the first time, marking the start of the implementation of the action plan designed by the state-owned company SEGITTUR. This demonstrated its commitment to transforming the destination into an environment dedicated to applying the values of governance, sustainability, accessibility, innovation, and technology to the tourism sector.

The certification is valid for 2 years, meaning it is subject to a renewal process that requires the city to maintain continuous improvement.

The DTI programme is a renewed strategic management model designed to address the challenges of developing tourism activity in different geographical areas. It is therefore viewed as a continuous improvement process that goes beyond simply obtaining the certification. Instead, it requires destinations to engage in an ongoing cycle of diagnosis, monitoring, and updating. This process enhances the planning and coordination capabilities of destination managers, enabling them to tackle increasingly complex and evolving challenges facing both them and the businesses in their regions at a time of growing uncertainty.

Total budget
€240,001.08

7.2. Digital portal for the city’s museums PSTDB

This initiative, led by the Barcelona Institute of Culture (ICUB) as part of the Next Generation EU-funded Destination Tourism Sustainability Plan (PSTD), involves designing and developing a multilingual digital platform showcasing Barcelona’s heritage and museums. Its aim is to strengthen and enhance the prominence of the city’s cultural and heritage institutions both nationally and internationally.

The mission is to structure, streamline, and enhance the appeal of Barcelona’s cultural assets, increasing their visibility and promoting them through a digital showcase of collections, exhibitions, and activities related to the city’s heritage and museums.

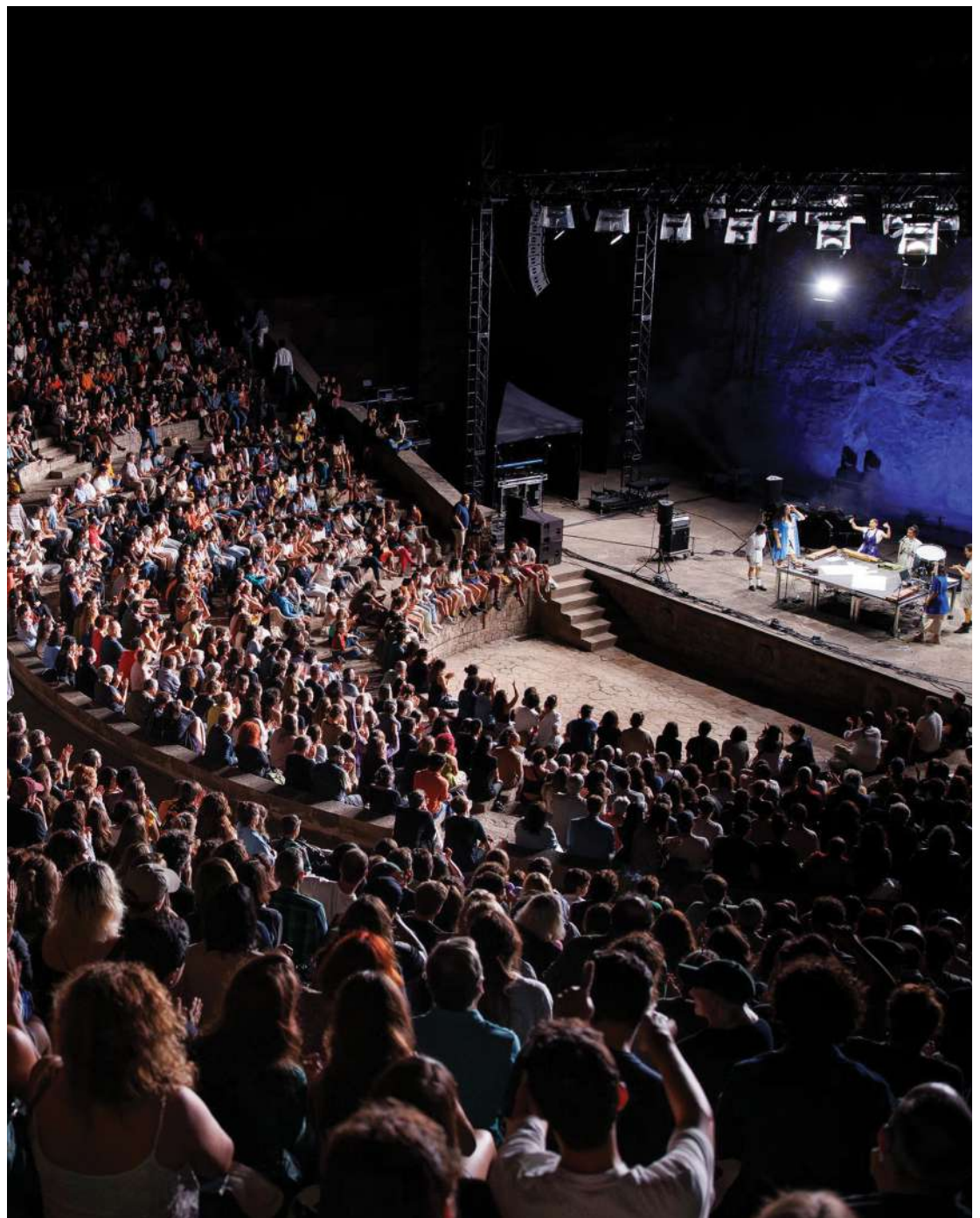
The goal is to establish a virtual cultural space that is competitive on an international scale, highlighting the value of both digital and in-person experiences of Barcelona’s cultural assets.

The launch of the portal will be accompanied by an international campaign focusing on identity, branding, and messaging designed to present it and emphasise its advantages in promoting Barcelona’s heritage and museums with a clear international focus.

7.3. Sensor system in high-traffic areas

It should be recognised that the best response to the saturation of specific services or areas is not solely a matter of the system's capacity but also involves managing and regulating demand and tourism practices. Managing demand is clearly challenging and requires having accurate, up-to-date data. Technological solutions are emerging as key partners in generating insights. The widespread use of big data analysis, social media, and the ability to obtain real-time data presents an opportunity to improve management, optimise services, and minimise the impact on the city in high-traffic areas.

Applying the most suitable technological solution for data generation in different high-traffic areas will allow us to identify patterns of mobility, consumption, space usage, and tourism practices. This will help design urban policies, improve urban space management, and minimise negative externalities.

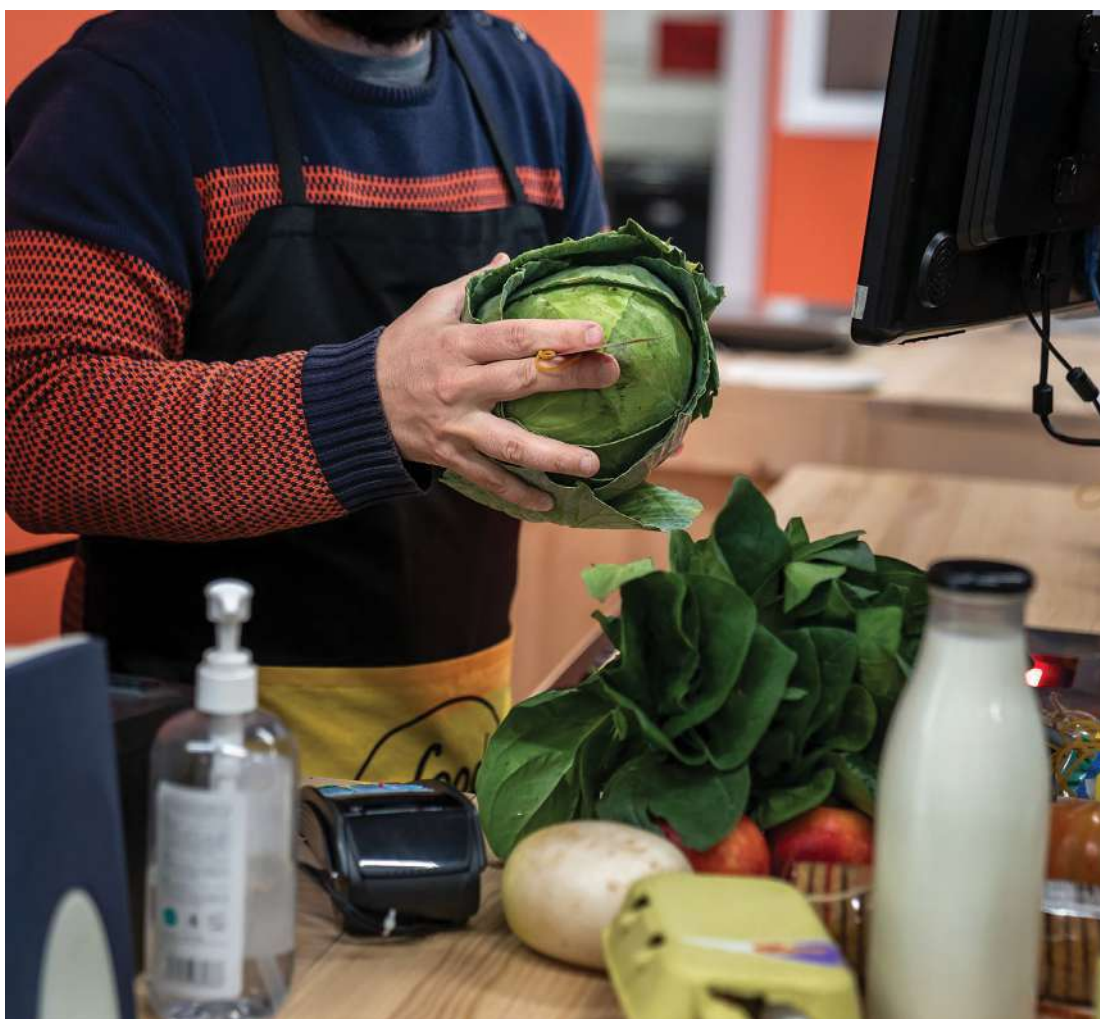


Area 8. Economic development and economic return



AREA CONTENT

Key project	Launch of the call for grants to digitalise the visitor economy private sector	PSTDB
Initiatives	FuTurisme	
	Promoting tourism entrepreneurship	
	European network for the promotion and preservation of iconic shops	
	Promotion and protection of traditional shops in high-traffic areas	



KEY PROJECT

Total budget
€2,500,000.00

Launch of the call for grants to digitalise the visitor economy private sector

A call for Barcelona City Council grants, managed by the Directorate of Tourism, has been launched with the goal of accelerating the transformation and digitalisation of the visitor economy private sector in the city of Barcelona. The grant scheme falls within the framework of the European Union's Next Generation Recovery, Transformation, and Resilience Plan.

It is considered a complementary initiative for the “Digitalisation of tourism management and promotion for Destination Barcelona” key project and enables the effective and efficient integration and participation of the private sector in relation to the destination's overall digitalisation process.

The objectives of this call for grants are as follows:

- Strengthening the promotion and coordination roles and significant contributions of organisations in the visitor economy.
- Transforming the visitor economy through close public-private partnerships with promotion and marketing organisations, as well as with the tourism management initiatives available in the city of Barcelona.
- Consolidating the work underway that requires economic and technical efforts in terms of the innovation and digitalisation of Barcelona's tourism system.
- Accelerating the growth of the business and professional network of companies linked to Barcelona's visitor economy.
- Driving the digital transformation of tourism promotion and marketing, and tourism businesses' integration of new technologies.



- Fostering the interconnection of products and services of Barcelona's tourism businesses, as well as between these businesses and other economic sectors. The creation or promotion of networks and flows between the stakeholders involved in the tourism value chain is essential.
- Promoting innovation initiatives that improve the provision of services to visitors and the integration of tourism activity into the daily life of residents.

Innovation is the key driver of transformation and growth for businesses, offering benefits such as increased margins, product differentiation, customer satisfaction, and the development of new business opportunities. Therefore, this grant scheme aims to promote unique projects that include, among other aspects, improvements in digitalisation and innovation applied to management, promotion, value enhancement, and outreach for the destination and the tourism sector.

- **Potential recipients**

The call for grants is aimed at associations covering all business in the destination's tourism sector: accommodation (hotels, apartments, HUTs), travel agencies, guides, tourist experiences, MICE, transport, retail, catering, heritage, and culture.

- **Categories**

The budget is subdivided into several categories:

1. Digitalisation projects for marketing: up to 1,000,000.00 euros
2. Creation and consolidation of data, tools, and digital assets for the destination: up to 1,000,000.00 euros
3. Other digitalisation, technological innovation, and sustainability initiatives: up to 500,000.00 euros



INITIATIVES

8.1. FuTurisme

FuTurisme, promoted by Barcelona Activa, the Barcelona Hotel Guild, Barcelona Provincial Council, and the Catalan Association of Specialised Travel Agencies (ACAVE), is a programme that supports the creation of innovative and sustainable companies that meet the emerging needs of the tourism sector in the city and province of Barcelona.

More specifically, it is aimed at entrepreneurs who wish to start their tourism business in the city and the province, as well as tourism businesses that are less than one year old, provided their business projects are located within the province of Barcelona.

So far, five successful editions have been held, with 950 participants.

8.2. Promoting tourism entrepreneurship

Entrepreneurship is a defining characteristic of the city, and innovation is a key element in building a dynamic region. Therefore, one of the city's priorities is to promote responsible and innovative entrepreneurship in the tourism sector that creates value and supports new activities and business models focused on sustainable and responsible tourism.

8.3. European network for the promotion and preservation of iconic shops

Iconic shops are one of the city's key heritage elements and contribute to shaping a sustainable city model that prioritises harmony and social cohesion. Currently, there are 209 historic establishments listed in Barcelona. The city, through the Government Measure for the Preservation and Promotion of Iconic commercial Establishments in Barcelona (2021-2024), aims to address the new challenges threatening this type of business. In addition to this measure, Barcelona has initiated the creation of a European network, including Paris, Rome, and Lisbon, for the promotion and preservation of iconic shops. This network aims to expand to other European cities, serving as a meeting space for the exchange of policies and, at the same time, as a dialogue platform with the European Commission to develop proposals for supporting and protecting iconic shops within the European legal framework.

The network's main objectives are to share the experience and insights from municipal policies, gather best practices implemented by each of these cities regarding the preservation, promotion, and revitalisation of iconic commercial establishments, and develop proposals to advance the preservation of commercial heritage as a shared identity among European cities.

Thus, this network of cities seeks to explore the support of European institutions in the preservation of iconic shops and advocates for shared governance of these establishments, led by the local authorities.

8.4. Promotion and protection of traditional shops in high-traffic areas

The high influx of people in high-traffic areas (HTAs) causes direct impacts on the environment and poses management challenges, such as the transformation of the local economy towards a tourism-oriented economy. This transformation can result in the loss or replacement of traditional businesses and, at times, an increase in the prices of essential goods. Furthermore, this economic specialisation can lead to tourist monoculture areas dominated by service or nightlife activities, and in certain cases, it may contribute to the rise of illegal activities, such as street vending.

In the action plans for high-traffic areas, one of the key focus areas is intervention in relation to the landscape and the local business community. Various strategies will be considered to preserve local shops, strengthen the relationships between local businesses and visitors, and, ultimately, support the retail sector in high-traffic areas with the aim of ensuring a diversified business community. These measures must be coordinated with the Directorate of Retail and their monitored regularly to ensure their effectiveness.

Area 9. Geographical strategy and tourism options



AREA CONTENT

Key project	Improvement of Barcelona's beaches and restoration of the Fòrum Bathing Area	PSTDB
Initiatives	Development of a shelter to enhance biodiversity along the Rec Comtal	PSTDB
	Creation of a pedestrian and cycle path along the Rec Comtal	PSTDB
	Opening of the Casa de l'Aigua de la Trinitat Nova exhibition space (digital museum)	PSTDB
	Renovation and refurbishment of Montjuïc Castle	PSTDB
	Refurbishment of the building at the Fabra i Coats site	PSTDB
	Opening of a Geological Garden on Carrer de Menéndez i Pelayo	PSTDB
	Creation of an immersive room at the Monastery of Pedralbes	PSTDB
	Development of an urban art laboratory in Nou Barris	PSTDB
	Renovation of the Collserola fountains and their surroundings	PSTDB
	Environmental restoration of Parc de la Ciutadella	PSTDB
	Environmental restoration of Parc del Laberint d'Horta	PSTDB
	Promotion of the "Barcelona is Much More" programme	



KEY PROJECT

Improvement of Barcelona's beaches and restoration of the Fòrum Bathing Area

The project, carried out by Barcelona Cicle de l'Aigua and part of the Next Generation EU-funded Destination Tourism Sustainability Strategy for Barcelona (PSTD), proposes a series of projects on the city's beaches and in the Fòrum Bathing Area. The aim is to create a safer, more accessible, naturalised space that is adapted to climate change, while also offering a range of tourism services and products with a cross-cutting and inclusive approach.

Infrastructure improvements will be made, including the installation of autonomous access points for people with disabilities, new shaded areas by the beach, a designated Beach Centre space, and new signage. In addition, safety will be improved on the breakwaters, and a comprehensive renovation will be carried out in the Fòrum Bathing Area.

More specifically, the project includes the following initiatives:

- Renaturalisation of the beaches: increasing greenery and introducing coastal species, signage and information boards about the natural values of the area, protection and recovery of biodiversity through restoration to support habitat conservation and marking of the Pangea island, and promotion of marine activities in the Fòrum Bathing Area. Shaded areas and information panels on the coastal ecosystem will also be installed, and a space will be reserved for environmental activities organised by the Beach Centre.
- Safety improvements to the breakwaters, their enclosure, and information signage.
- Greater beach accessibility through the implementation of autonomous bathing solutions for people with disabilities and improvements to the assisted bathing service.
- Improvement in the services offered at the beaches through the installation of sunbeds, wooden walkways, information panels, and the upgrading of playgrounds, etc.
- Improvement and renovation of the area, specifically by enhancing beach infrastructure and the Fòrum Bathing Area, refurbishing furniture and structural elements, incorporating energy-efficient features, and other projects.
- Revitalisation of the Fòrum Bathing Area through the creation of marine infrastructure to promote water sports; the development of an educational programme and guided tours of the area; the design of itineraries focused on the fight against climate change, among other initiatives.

The Fòrum Bathing Area does not currently attract large numbers of users, despite its potential as a peaceful, relaxing city setting with notable social and environmental values to that should be promoted. Moreover, the area is surrounded by other tourist attractions with which various synergies could be established. It also serves as an example of a climate change-resilient coastal area and therefore has great potential as a tool for raising awareness about the climate emergency.

Success stories in the city's coastal area: the blue economy, the Olympic Port, and the America's Cup

Aside from the initiatives included in this project, Barcelona City Council has been working for years to improve the coastline, in order to turn it into a sustainable, accessible, innovative space that is open to the public. The Government Measure for the Promotion of the Blue Economy in Barcelona, published in October 2021 seeks to develop the potential of the blue economy in Barcelona, in particular by fostering activities focused on innovation, sustainability and technology that will create jobs, boost the city's economic and social development, and become a core part of the coastline.

Currently, 95% of the 15 projects and 43 initiatives outlined in the Blue Economy Measure have been completed or are in progress, positioning Barcelona as a leading city in the European Mediterranean context in terms of economic activity and talent related to the blue economy.

To boost blue economy sectors and activities, the measure focuses on promoting work primarily centred on innovation, entrepreneurship, employment and training, sustainability, citizen engagement, and the city's narrative and positioning in the blue economy sphere.



The new Olympic Port plays a key role in the measure's entrepreneurial focus. The new Port was opened and integrated into the city in July 2024, and includes:

- Blue Economy Hub: the city's prime location (2,965 m²) for businesses in the sector.
- A renovated Municipal Sailing Centre (2,443 m²) and a new centre for new water sports (3,263 m²), through the Municipal Institute of Sport.
- The food balcony, with 11 restaurants and three *gourmet* spaces, will make the Olympic Port a new culinary landmark in the city.

Through this transformation, what was once an urban area famous for its nightlife is now a symbol of the Blue Economy, built on principles of sustainability, accessibility, and the creation of high-quality economic activity.



INITIATIVES

9.1. Creation of a pedestrian and cycle path along the Rec Comtal

The initiative, carried out by the Besòs Consortium as part of the Next Generation EU-funded Destination Tourism Sustainability Strategy within the Recovery, Transformation, and Resilience Plan involves the creation of a pedestrian and cycle path along the Rec Comtal. The route will follow the plain of La Ponderosa up to the Besòs Drinking Water Treatment Plant (Besòs DWTP), then continue to the water facilities of Trinitat Vella and Trinitat Nova, from where it will connect to Avinguda Meridiana.

Water and agriculture are at the heart of all the historic and architectural heritage elements in the Vallbona neighbourhood.

Vallbona's most important heritage asset is the Rec Comtal, which has traversed this area for over a thousand years (and even longer if we trace it back to the Roman aqueduct from which it clearly originates).

At present, the surroundings of Vallbona preserve the following elements (in addition to the route itself, whether visible on the surface or under ground):

- Network of intake wells leading to the Besòs and Ripoll rivers.
- Reixagó – Casa de la Mina.
- Casa de les Aigües de Montcada.
- Ca Sant Joan Mill (historic site).
- Gatehouse for the control sluices - Plaça del Primer de Maig (Vallbona).
- Pont de la Vaca bridge (Vallbona).
- Besòs DWTP.

The Rec Comtal, as a linear water transport structure with an associated side path, is an exceptional route for connecting the infrastructure in the area. Moreover, within a highly urbanised environment, the areas bordering the Rec in Vallbona hold significant environmental value (connection with the Besòs River and the river park, a point of contact between the Collserola and Marina mountain ranges). The final stretch of all the sections of the Rec in Vallbona showcases a wide variety of landscapes along a short route, making the walk even more appealing. In any case, the final design of the route must be unified across the entire area to make it easier for both locals and visitors to recognise and identify.

The project involves the construction or consolidation of a path for pedestrians and cyclists along the Rec Comtal route, connecting the water-related infrastructure and landscapes. This path will have meeting and resting areas at certain points.

The path will complete the transformation process of one of Barcelona's most important roads, Avinguda Meridiana, resulting in increased space for pedestrians and cyclists, as well as a greater presence of greenery.

The same principles are proposed for the development of the Rec Comtal Path.

The route could become a final destination for cycling outings, accessible via the redesigned Avinguda Meridiana, but also from the cycle lane running through the Besòs River Park. In the medium term, it could be connected to the river paths throughout the rest of the Besòs Basin (a network of around 300 km), or to national and international cycling routes that are already defined or currently being developed.

An example is the EuroVelo 8 European route, established by the European Cyclists' Federation. Indeed, the Directorate-General for Mobility Infrastructure (DGIM) of the Catalan Ministry of Territory and Sustainability, in collaboration with the Directorate-General for Tourism, is working to establish the Mediterranean cycle tourism route as one of the main long-distance corridors that will form part of Catalonia's cycling tourism network. This route will overlap with the European route along coastal sections.

It is also important to consider the presence of various railway and metro stations, which can facilitate access for walking excursions.

The proposal aims to create a convenient, safe pedestrian path that allows people to follow the route of the Rec Comtal, accompanied by greenery for an even more pleasant experience. All work will be carried out in accordance with the *Manual for the Application of Work and Interpretation Criteria for the Rec Comtal*, prepared by Barcelona City Council.

PSTDB

Total budget
€380,000.00

9.2. Development of a shelter to enhance biodiversity along the Rec Comtal

The initiative, carried out by the Besòs Consortium as part of the Next Generation EU-funded Destination Tourism Sustainability Strategy within the Recovery, Transformation, and Resilience Plan, aims to carry out an environmental restoration of the habitats associated with Barcelona's green/blue infrastructure to enhance its role as an ecological corridor and promote understanding of the natural heritage.



The Rec Comtal is a thousand-year-old freshwater canal, fed by a supply tunnel that draws water from the subterranean aquifer of the Besòs River. Despite its artificial origin, the Rec represents a significant opportunity to contribute to the ecological improvement of the Besòs River, due to its proximity, existing physical connection, and the quality of its waters. The project is aligned with restoration of the Besòs and its surrounding area, an ongoing initiative included in the 2021-2030 Barcelona Nature Plan, which serves as a model for reversing the degradation of natural heritage.

The primary aim of the initiative is to boost the biodiversity of this green and blue infrastructure, helping to complement the environmental services provided by the Besòs River, which are limited by its course.

The proposed initiatives include:

- Assessment of the ecological status of the canal (substrate mapping, diagnosis and characterisation of physicochemical quality elements, hydromorphological quality, and biological quality).
- Habitat improvement and adaptation (constant minimum flow, riparian vegetation, removing non-native species, clearing debris from the riverbed, and installing physical features and refuges for the nesting of native aquatic species).
- Environmental restoration of the riverbanks: increasing vegetation cover, monitoring and removing invasive species, creating shaded areas, promoting submerged vegetation (helophytes), configuring the riverbed as a food resource for species using this biological corridor, and proposing a renaturalisation approach that respects the cultural and social heritage of water.
- Reintroduction of native aquatic species. To reinforce its role as a fish reserve and to support self-sustaining populations, the reintroduction of some currently absent species is proposed, depending on the results of the initial diagnosis.
- Reforestation of opportunity spaces along the Rec, enabling them to function as climate refuges (well-being areas) and to provide environmental services along the route.

Total budget
€500,000.00

9.3. Opening of the Casa de l'Aigua de la Trinitat Nova exhibition space (digital museum)

This initiative, carried out by the Barcelona Institute of Culture (ICUB), as part of the Next Generation EU-funded Destination Tourism Sustainability Strategy within the



Recovery, Transformation, and Resilience Plan, involves the creation of an exhibition space and a digital museum at the Casa de les Aigües in Trinitat Nova. This forms part of the route along the Rec Comtal, which connects various historic water-cycle infrastructures in Barcelona.

The project includes an exhibition on the history of water in the city. This exhibition will have two versions: a physical, permanent display located at the reception areas of the Casa de l'Aigua sites in both Trinitat Vella and Trinitat Nova, and a digital version integrated into a mobile app called "Camins de l'Aigua".

The app will serve as a support tool for both guided and self-guided tours, and will include an audio format to ensure accessible and inclusive access to information.

Additionally, the project includes the creation of an immersive audiovisual installation inside the Casa de les Aigües in Trinitat Nova, taking advantage of its unique architectural form to offer an innovative tourist experience.

Total budget
€3,715,000.00

9.4. Renovation and refurbishment of Montjuïc Castle

The project, carried out by Barcelona d'Infraestructures Municipals (BIMSA), aims to refurbish the Guardhouse, the parade ground and the former barracks by improving accessibility, fire safety, and the electrical installation. The project also includes museum work, with the expansion and renovation of the existing visitor centre at the castle.

Montjuïc Castle is one of the most prominent public landmarks in Barcelona. Once a military site, it is now one of the city's key tourist attractions. Its position at the top of Montjuïc mountain, its historic importance, and recent renovations have made it a prominent tourist attraction, set apart from the must-visit sites in the city centre.

The castle's location outside the Barcelona city centre aligns with the strategy to spread tourism across the city's neighbourhoods, expand the places of interest, and establish new tourism hubs.

A small part of the Montjuïc Castle complex has undergone renovation, but the refurbishment and adaptation of a large portion of the built area and the surrounding open space remains pending. Now, thanks to the PSTD, the following work is planned:

↳ Improving the habitability of the Guardhouse:

The work involves remodelling the space to open a shop linked to the facility that will sell books and publications on the castle, Montjuïc mountain, and the city. It will also house the facility's security control centre (CECOR). The work includes the adaptation of rooms for workshops and small-format activities. This project will also enable public access to the former cistern located in this area.

↳ Refurbishing and remodelling of the rooms around the parade ground

The designated areas, which are still awaiting renovation, will become part of the facility's exhibition spaces, meaning that they will be able to host temporary exhibitions and other cultural events.

↳ Adapting the former barracks as a multipurpose cultural site

This area, currently unused due to its state of disrepair, will be renovated to significantly increase the site's cultural and service offerings. The adaptation will include improvements in accessibility, fire safety, and the installation of updated electrical and HVAC systems.

↳ Renovating the former Visitor Centre to align with new situations and needs

A new museum narrative will be developed, reflecting the evolution of the facility and supported by new tools (website, facsimiles, augmented reality, immersive experiences, etc.).

Once the entire site has been renovated, Montjuïc Castle will become a flagship municipal facility in the city, both as a tourist attraction and as a cultural venue.

The museum narrative at the Montjuïc Castle visitor centre must be revised to enhance understanding of the site's history and its relationship with the mountain and the city, incorporating improvements in accessibility and universal design, and using augmented reality, immersive exhibitions, facsimiles, and expanded virtual presence.

Total budget
€2,897,095.00

9.5. Refurbishment of the building at the Fabra i Coats site

The initiative, carried out by Barcelona d'Infraestructures Municipals (BIMSA) as part of the Next Generation EU-funded Destination Tourism Sustainability Strategy within the Recovery, Transformation, and Resilience Plan, involves the renovation of Building F at the Fabra i Coats complex, located between Carrer Segre and Carrer Parellada. The complex will be managed by the Barcelona City History Museum (MUHBA) with the aim of:

↳ **Reclaiming historical memory:** "Building F" is one of the buildings that was part of the industrial complex of the historic textile company Fabra i Coats. This industrial complex is an example of the Catalan textile industry, which began its operations in the 19th century and was located within the city. Fabra i Coats was one of the most important industrial complexes in the city and today stands as an industrial site that showcases the evolution of the city's textile industry.



In addition to the buildings that made up the complex, a large collection of documents, photographs, factory elements, machinery, and tools has also been preserved. This essential collection will form the basis of the new exhibition space, showcasing the historical evolution not only of Fabra i Coats but also of the city's industry during the Industrial Revolution and the 20th century. The new facility will focus on highlighting industrial heritage, exploring the impact of industry on the city's outer districts, and showcasing the lives of the working-class people employed in these factories.

↳ **Reclaiming industrial heritage:** Renovation of the Fabra i Coats industrial site is also part of the strategy to reclaim the city's industrial heritage, through which, Barcelona City Council has launched various projects to preserve this industrial heritage. This new space will include a museum to tell the story of this important heritage, transforming the set of historic buildings into new tourist attractions.

↳ **Promoting the Fabra i Coats complex as a new focal point:** Building F is one of the buildings in the complex still awaiting renovation; the remaining buildings of the former complex have already been refurbished for various uses. The redevelopment of the site has involved opening a primary school, a secondary school, a nursery, a cultural centre, an art centre, a music school, and an artistic creation hub, in addition to a building for social housing. The remaining building to be renovated is Building F. Once this project is completed, the Fabra i Coats complex will become a new cultural, educational and community hub within the Sant Andreu district.

↳ **Neighbourhood harmony and community uses:** This new museum space will become a new attraction for visitors to the city, a catalyst for the surrounding area and an essential part of community life in the neighbourhood.

The Fabra i Coats complex will become a new focal point in all urban, social, cultural, and economic dimensions, aligning with the city's strategy to place new visitor attractions in outlying neighbourhoods, while combining these tourist attractions with the interests of the local residents.

The refurbishment of this building is a two-phase architectural project. The first phase of works began in 2022, with a budget of €1,900,000 funded by the Barcelona City Council's Institute of Culture (ICUB). This initial phase included work to ensure the structural safety of the building, the waterproofing of the façade and roof, and the adaptation of some of the interior rooms. The second phase, receiving EU funding, will complete the refurbishment by adapting all the rooms within the building, its facilities, and all museum elements.

Total budget
€1,208,608.50

9.6. Opening of a Geological Garden on Carrer de Menéndez i Pelayo

The initiative, carried out by Barcelona d'Infraestructures Municipals (BIMSA) as part of the Next Generation EU-funded Destination Tourism Sustainability Strategy within the Recovery, Transformation, and Resilience Plan, aims to engage both locals and tourists with the history of planet Earth and its connection to current issues such as the climate emergency, the energy transition and the sustainability of natural resources. The garden will display geological content about the Earth's evolution and its climate over millions of years. It will also function as an educational laboratory and geology outreach classroom, offering guided tours for the general public, as well as primary and secondary schools. It will allow for the information to be updated in a cost-effective and simple way to adapt it to new perspectives.

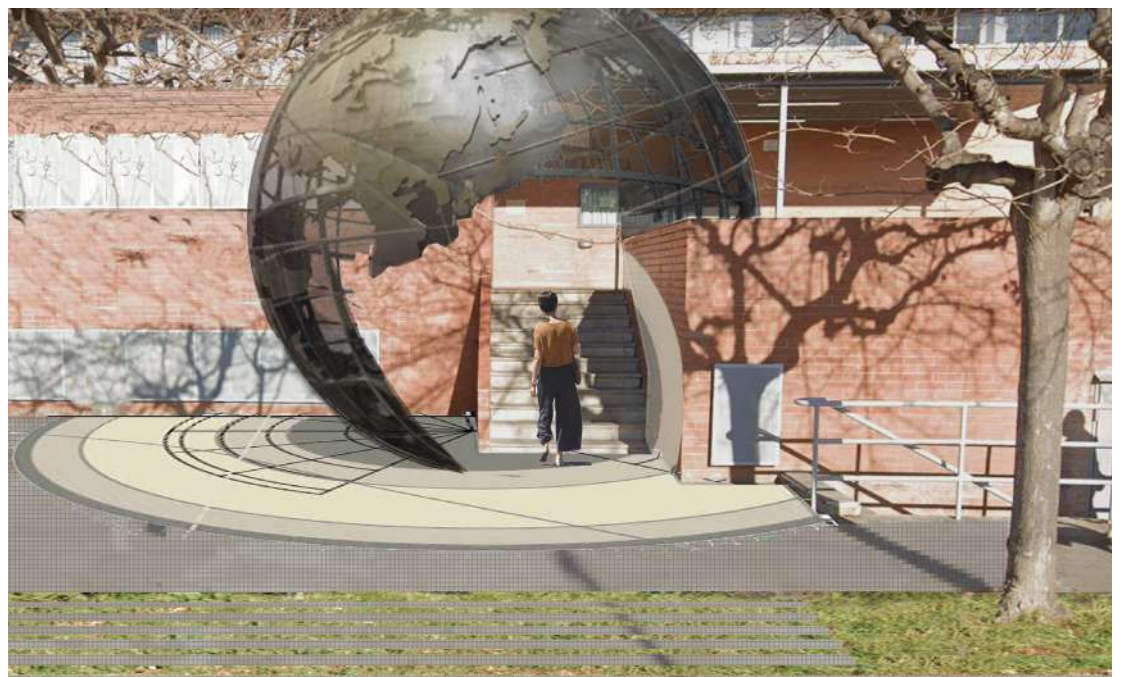
The proposed garden location is the pavement between the roadway and the university buildings on Carrer Menéndez i Pelayo, on the mountain-facing side of the street. As this space is largely owned by Barcelona City Council, the initiative was presented to the Les Corts District and the City Council's Urban Planning Department, where it was welcomed. A small part of the space belongs to the University of Barcelona, the developer of this project.

This museum space will feature large rocks with a variety of shapes, sizes, colours, textures and lithologies, showcasing geological diversity and treasures of the Iberian Peninsula. It will also display other types of rocks used as paving, highlighting the historical importance of stone materials in roadways. One of the key features will be the evolution of geological time, allowing visitors to take a walk through the last 500 million years.

In terms of layout, the space will be organised into parallel longitudinal strips, allowing for the interspersing of botanical elements and rock samples at break points. The individual rock samples, arranged in groups, will form sculpture-like complex structures. Moreover, interspersed along the route, there will be street furniture designed to create small rest areas.

The garden, which is much more than a collection of rocks, will feature explanations on various geological topics, including the formation of mountain ranges through folding and faulting, the role of rocks and minerals in the sustainable development of society, geological risks that have been in the news in recent years, and the climate changes that have occurred throughout Earth's history and that now enable geologists to make predictions about the future impact of human activity on the climate.

The underlying geological processes will be highlighted through a variety of resources, including visual elements, murals, and architectural structures. In addition, the information will be supplemented with panels and QR codes, enabling visitors to explore various geological concepts in greater depth through a website. In the future, the use of QR codes will be an easy and cost-effective way to update information, incorporating new perspectives.



9.7. Creation of an immersive room at the Monastery of Pedralbes

The initiative, carried out by the Barcelona Institute of Culture (ICUB) and part of the Next Generation EU-funded Destination Tourism Sustainability Strategy within the Recovery, Transformation, and Resilience Plan, involves creating an immersive and interactive room with a large surround screen. This screen will display an interactive 3D audiovisual experience that visitors can control (rotate, zoom, etc.) using a motion sensor. The experience will also include information about the paintings in various video segments, which visitors can activate at specific points on the image.

This initiative focuses on the mural paintings in the St Michael's Chapel, located within the Santa Maria de Pedralbes Monastery. This 14th-century artwork is one of the main attractions of the monumental complex, drawing a large number of visitors by itself. However, given the small dimensions of the space where the paintings are located, conservation experts recommend limiting the impact caused by the constant crowds of visitors.

In this regard, the project involves the creation of a new museum space in a room adjacent to St Michael's Chapel, with two main objectives:

- First, although in-person visits to the chapel will continue, the aim is to ease pressure on the space as much as possible in order to reduce the impact on the preservation of the paintings.
- And second, to provide visitors with an immersive experience of the paintings through augmented reality technologies, projection mapping, and interactive features. Given the characteristics of this museum resource, in the future it will be possible to update or expand the explanatory narrative about the paintings in St Michael's Chapel.

An audiovisual presentation will also be created to highlight the innovative nature of these murals in the context of Catalan Gothic art, along with an interactive screen displaying a map of the alterations the murals underwent before the restoration work.

Finally, the monastery's website will be revamped and expanded with new content related to the mural paintings.



9.8 Development of an urban art laboratory in Nou Barris

This initiative, carried out by the Nou Barris District as part of the Next Generation EU-funded Destination Tourism Sustainability Strategy within the Recovery, Transformation, and Resilience Plan, aims to bring about the gradual emergence of business ecosystems in the fields of design, technology, and the various visual arts.

The current priority in the District is its economic development. In this regard, two main strategies are being pursued as key drivers of transformation: creating environments that are conducive to attracting professionals and companies in tech industries, and generating cultural and tourist attractions within the area. This project falls under the scope of the latter strategy.

More specifically, the aim is to create a tourist attraction in the district through an urban art initiative, which will also help to revitalise deprived areas, foster a sense of belonging and identity among the local community, and involve a process of collective creation that enhances social cohesion.

Furthermore, implementing an urban art project in the area will help give new meaning to spaces, streets, facades and heritage buildings, such as the Torre Baró Castle and the Casa de l'Aigua in Trinitat Nova.

The idea is to put Nou Barris, and especially the Torre Baró neighbourhood, on the map with innovative artistic creations that showcase the area and integrate it into the city's tourism landscape. These initiatives would range from temporary to permanent projects, incorporating various artistic techniques such as visual arts and lighting installations, all of which would incorporate the area's urban and natural heritage.

To make this possible, the best local talent will team up with international creators, ensuring that while the scope of work will cover the entire district, the heart of the project will be the Torre Baró neighbourhood, transforming it into an urban laboratory that sets trends in art, design, urban lighting and community engagement.

The proposal involves exploring opportunities to promote the economic development of the area. The project aims to be an economic catalyst for the district, while also acting as a multiplier for new regeneration projects in the area.

The project has been designed from a multifaceted approach, focusing on aspects such as positioning the district within the city's cultural landscape through creativity and artistic talent; identifying and celebrating local talent; recognising this significant cultural value through the involvement of renowned artists; creating opportunities for local economic development; and empowering residents and fostering a sense of community. This approach aligns with current municipal policies, where engagement is a key element in both the working methodology and decision-making process.

The initiative covers two main lines of action:

- The creation of high-quality artistic works by professional artists in public spaces and public and private buildings.
- The creation of urban art projects that organisations and individuals can visit under supervision.

All of this work will be carried out through the following steps:

1. Creation of a Technical Office for the comprehensive management of the project.
2. Creation of an information point.
3. Identification and definition of the spaces where art will be created.
4. Design of a campaign.
5. Organisation of the international competition.
6. Development of *bespoke* technological tools.



9.9. Renovation of the Collserola fountains and their surroundings

The initiative, carried out by Barcelona d'Infraestructures Municipals (BIMSA) as part of the Next Generation EU-funded Destination Tourism Sustainability Strategy within the Recovery, Transformation, and Resilience Plan, focuses on restoring, and upgrading several fountains in Collserola Park, along with improving access to them and their immediate surroundings, enhancing the environmental value of the surrounding space.

Firstly, the project aims to preserve this protected historical heritage, which has deteriorated significantly over time as a result of vandalism and weather conditions, in some cases becoming buried or overgrown.

Additionally, restoring the water system of the natural fountains seeks not only to bring the fountains back to life but also to enhance the environmental value of the surrounding area.

This achieves a dual objective: restoring the biodiversity around the natural fountains while making it compatible with public use, recovering and/or creating new recreational and visitor areas for park users.

The works are focused on the following two groups:

↳ **Historical and environmental restoration and refurbishment of several fountains and their immediate surroundings in Collserola Nature Park.**

- Sarrià-Sant Gervasi District: Font del Mas Guimbau, Font de Santa Creu, Font Can Castellví, Font Rosita, Font de la Maduixera, Font de Santa Bàrbara, Font de Can Calopa, Font de Sant Tomàs and Font del Funicular.
- Horta – Guinardó District: Font de Can Llong, Font de la Marquesa, Font de la Llet, Font de Sant Cebrià.
- Nou Barris District: Font de Canyelles Vella, Font de Santa Eulàlia and Font de l'Alba.

For all these fountains, the restoration and recovery work involves repairing and stabilising the existing elements, removing those that cannot be salvaged, and attempting to recreate their original condition where the necessary documentation is available. The works will focus on consolidating the water system by waterproofing the structures, installing new piping and refurbishing the fountain itself along with its immediate surroundings, allowing visitors to pause, rest and refresh themselves during their walk.

↳ **Restoration and refurbishment of the Font de la Budellera.** In this case, due to its historical importance, significance and large size, the Font de la Budellera will be treated differently from the others. It is the most popular fountain still preserved in Collserola Park. The fountain area covers approximately 9,000 m², divided into four main terraces, featuring a natural spring fountain and a network-fed fountain. A retaining wall and a pergola will be built later to provide shelter for visitors.

In this case, the restoration and recovery work involves major interventions to repair access to the fountain and to restore the drainage systems for diverting rainwater. It also includes work on the fountain itself, such as replacing the tap while preserving the original front of the fountain, replacing the tunnel door, and repairing the entire drainage system that supplies water to several small ponds at different levels. These ponds will need to be adapted to support the development of amphibian wildlife. The last of the fountains releases water, which flows along a channel set within a staircase, leading to a circular enclosure where it fills a small pond before naturally disappearing down the hollow.

9.10. Environmental restoration of Parc de la Ciutadella

The initiative, carried out by Barcelona d'Infraestructures Municipals (BIMSA) as part of the Next Generation EU-funded Destination Tourism Sustainability Strategy within the Recovery, Transformation, and Resilience Plan aims to restore the environmental aspects of this historic park, improve its infrastructure to enhance energy efficiency, manage resources, and improve the condition of the vegetation so that it can provide maximum environmental and social benefits.

The initiative builds on the restoration project for the entire Parc de la Ciutadella, a park of significant heritage value that is listed as a Cultural Asset of National Interest (BCIN). Furthermore, the park is located within what will be a leading urban knowledge hub in southern Europe: the “Ciutadella of Knowledge”, a scientific, cultural, and urban initiative promoted by Barcelona City Council and the Pompeu Fabra University, together with the Government of Catalonia and supported by the Spanish government's 2030 Agenda.

The project aims to rehabilitate the park's green space by improving the soil. The work involves improving the drainage system, as well as levelling and repairing the pathways. It should be noted that the park is situated directly above the former citadel, which means the space available for drainage improvements is very limited (at present, even light rain causes flooding in the park). The soil is also highly compact, mainly due to the park's layout and its heavy usage. The park also needs improvements to the shrub and tree layers, as the vegetation has become significantly degraded due to overuse. Improvements are needed in the planting and replacement of ageing plants to improve the overall condition of the vegetation, which will also enhance the park's resilience and, consequently, that of the surrounding urban area.

A key aspect of this project is also improving the irrigation system. The park's irrigation system is currently in poor condition, which has a significant impact on the growth of the vegetation. Improving it will help save resources by increasing efficiency.

The project includes work in various areas of the park: Passeig de Joaquim Renart; the Jardins de Josep Fontserè, Passeig dels Til·lers and the central sector of the park.

PSTDB

9.11. Environmental restoration of Parc del Laberint d'Horta

This initiative, carried out by the Municipal Institute of Parks and Gardens as part of the Next Generation EU-funded Destination Tourism Sustainability Strategy within the Recovery, Transformation, and Resilience Plan involves the complete restoration of the Laberint d'Horta garden maze.

The garden is currently classified as a Cultural Asset of Local Interest (BCIL), although it is in the process of being designated as a Cultural Asset of National Interest (BCIN).

This garden dates back to the 18th century (1791), making it one of the oldest in Barcelona, and it is well-preserved. Since 1994, when a thorough restoration was carried out, the garden has been managed as a museum garden with controlled access. Together with Park Güell, it is one of only two gardens in the city that charge an entrance fee. Moreover, it is the only garden maze in the city and one of the oldest and most valuable in Spain.

The proposed project involves the complete refurbishment of the garden maze (1.5 kilometres of paths lined with cypress trees), to ensure that this highly valuable garden feature is in perfect condition.

The project includes a comprehensive historical study that will ensure a respectful restoration. Furthermore, the use of innovative visual representation techniques (point clouds, 3D technology, etc.) will facilitate the restoration of the garden, allowing visitors to enjoy it as it was in its original form. The maze is a popular tourist destination due to its high heritage value, but it is located away from the usual tourist circuits. Therefore, the project will help decentralise tourism.

This year, the restoration of the Marquès d'Alfarràs Palace is also underway. This building is the garden's central feature and the former home of the Desvalls family, who owned and created the garden.

As it stands, the final project is divided into two phases:

↳ The removal of the current cypress trees in the maze (while preserving the existing heritage structure), levelling the ground, improving soil and subsoil drainage, soil amendment, installation of nets and borders, and the implementation of automated watering systems. This phase has received EU funding.

↳ The supply and planting of cypress trees will be funded by the Municipal Institute of Parks and Gardens.



9.12. Promotion of the “Barcelona is Much More” programme

The aim of the project is to continue the collaboration between Barcelona City Council and Barcelona Provincial Council within the framework of the “Barcelona is Much More” programme.

This initiative adds value to the entire region and also offers visitors cultural, landscape, and heritage diversity, while providing a more comprehensive view of Barcelona and helping to alleviate congestion in certain areas of the city.

Area 10. Promotion, messaging and reception



AREA CONTENT

Key project	New tourism promotion strategy
Initiatives	Creation of an Agency to Generate Audiences for Cultural and Tourism Consumption PSTDB
	Digital portal for the city's museums
	Attracting and securing international events



KEY PROJECT

New tourism promotion strategy

Barcelona City Council, through the Barcelona Tourism Consortium, will define a new tourism promotion strategy focused on reputation and targeting segments and markets that align with the city's interests. The purpose is to integrate the municipal objectives of this measure into the working dynamics of the Barcelona Tourism Consortium and update its priorities so that tourism promotion aligns with the current requirements of tourism management.

The Barcelona Tourism Consortium must take into account the new tourism management scenario, which also means modernising and adapting its operational model, with new stakeholders, new governance structures, and new objectives, all within a public-private partnership framework as an optimal setting.

The Consortium will need to have the following priorities:

- Consolidating the sustainability of the tourism model and its alignment and consistency with the city model and with the life of city residents, raising awareness among visitor economy stakeholders.
- Encouraging the decentralisation of tourism by adopting a polycentric approach, and highlighting new visions and perspectives.
- Promoting the recognition or creation of new content based on culture, creativity, quality and the distinctive values of Barcelona as a destination.
- Encouraging the full digitalisation of tourism and its promotion.
- Prioritising the city's reputational strategy.
- Developing a promotion strategy for the city that champions local shops and restaurants.



INITIATIVES

10.1. Creation of an Agency to Generate Audiences for Cultural and Tourism Consumption

This initiative, carried out by the Barcelona Institute of Culture (ICUB) as part of the Next Generation EU-funded Destination Tourism Sustainability Strategy within the Recovery, Transformation, and Resilience Plan aims to create a metropolitan organisation that connects the offering of cultural and entertainment experiences with consumer profiles, covering both locals and visitors, to stimulate production, distribution, and consumption, as well as promote the creation of trends that support the above.

Its creation is divided into the following initiatives:

- Identification and integration of already available data on cultural and entertainment consumption by both locals and visitors.
- Creation and set-up of a data repository and the establishment of a cultural and entertainment consumption observatory.
- Conducting periodic surveys on cultural and entertainment consumption within the metropolitan area to complement the available information.
- Creation of a multi-platform channel to facilitate the promotion and distribution of culture and entertainment in audiovisual format, to highlight what the city has to offer and maintain these options.

The Agency to Generate Audiences for Cultural and Tourist Consumption will be responsible for managing all the collected information with the aim of shaping and linking supply and demand, facilitating the creation of trends, and, consequently, boosting the development of the tourism sector in the city of Barcelona.



10.2. Attracting and securing international events

Barcelona City Council is constantly working to strengthen the city's leadership in attracting and securing international events that contribute to its long-term strategies, in order to address urban challenges such as competitiveness, digitalisation, and the attraction and generation of talent. Examples of such events include the Mobile World Congress (MWC) and Integrated Systems Europe (ISE).

The city will prioritise international events that align with the identified strategic economic sectors and that boost events with the greatest economic, social, and environmental return and the greatest impact on the city.

Below are the city's strategic sectors with the greatest future potential, alongside specific initiatives for international promotion.

- **Technology and digital industries:** Maintain and improve Barcelona's position as a digital capital and a hub for tech start-ups, providing support to local technology-based companies to internationalise or secure investment to scale up their businesses.

Preparation of the bid to ensure that Barcelona continues to host the Mobile World Congress beyond 2024. Promotion and consolidation of Barcelona as a leading centre for conversations on technological humanism and technoethics through the Digital Future Society initiative, led by the Mobile World Capital Foundation.

- **Urban projects:** A new city narrative based on its economic agenda will be developed. The main priority of this new economic agenda is to train and retain talent, facilitate economic activity and attract more and higher-quality investments.

The key pillars of the agenda are the economic rebalancing of the city centre, the green reindustrialisation of the city as a whole, the deepening of the innovative city model in 22@Nord, the restoration of key infrastructure such as the Sagrera Station, and creating a sustainable city for its residents through projects such as superblocks and housing rehabilitation.

- **Logistics:** Strengthening the Barceloc project, jointly led by the Port of Barcelona, ACCIÓ, and Barcelona City Council, with the aim of establishing Barcelona as a key commercial and logistics distribution centre.
- **Science and innovation:** Annual action plans will be developed to promote Barcelona's international economic presence in science, technology, and innovation. One of the promotional activities included is Barcelona Innovation Day, held in key cities with strong research ecosystems.
- **Creative industries and design:** Promotion of initiatives in the fields of design, fashion, audiovisual media, and copyright-based content.
- **Blue Economy:** Promotion and attraction of international and local events linked to the Blue Economy, in collaboration with blue economy stakeholders. The objective is to raise the profile of Barcelona's assets, stakeholders, and projects, and to establish the city as an international hub for the blue ecosystem, bringing together innovation, major companies, start-ups, and blue finance.



AREA CONTENT

Key project	Analysis of tourist flows using big data techniques for data analysis
Initiatives	Maintaining current knowledge sources as a foundation for decision-making: <ul style="list-style-type: none"> • Survey on the profile and habits of visitors to the city of Barcelona • Survey on residents' perception of tourism in Barcelona • Study of the online reputation of tourist activities • Monthly tourism infographic • Report on the economic impact of tourism • Tourism forecast reports
	Updating studies: <ul style="list-style-type: none"> • Update of the profile of cruise passengers • Update of the environmental impact of tourism
	Promoting new sources of knowledge: <ul style="list-style-type: none"> • Study of the profile and number of day-trippers to Barcelona • Study of tourist flows in the Ciutat Vella district

KEY PROJECT

Analysis of tourist flows using big data techniques for data analysis

The city has made a firm commitment to generating insights into topics that are less known or about which there is limited information. This is one of the reasons why Barcelona has become one of the urban destinations with the most information about its tourism sector, enabling it to manage the effects of tourism more efficiently.

Since 2016, urban tourist mobility has become a key element in the generation of knowledge. It is particularly important to explore this aspect further, as it brings together elements that are already highly complex to begin with: the city, tourism and mobility.

Given that the system's capacity is not always the sole issue behind the strain on specific services or areas; the best response also involves managing and regulating demand. Managing demand is undoubtedly complex, and requires having accurate and current data on the mobility patterns of the different visitor profiles in the city.

The widespread use of big data analysis, social media and the ability to obtain real-time data presented an opportunity to improve management, optimise services and minimise the impact on the urban fabric in areas with high tourist footfall. More recently, management tools and technological solutions equipped with artificial intelligence have been developed.

At that time, several market solutions for real-time flow management emerged. Barcelona explored several of these solutions and found that, in many cases, they did not offer real-time data but rather were based on predictions derived from previously recorded data. None of the solutions explored proved to have the data accuracy and robustness required by Barcelona City Council.



In this regard, the objective of this project is to conduct a study of visitor flows in the city using GPS mobility data. Specifically, the goal is to analyse the mobility of visitors in the city using commercial GPS data collected through apps (such as X, weather apps, or advertisements that use geolocation).

The population analysed using GPS technology consists of visitors (non-residents) who have come to Barcelona. GPS data allows for detailed tracking of their location and can analyse their exact position. The scope and indicators of the mobility study outlined below depend on the conditions under which the GPS data is provided and its level of disaggregation, and are always limited to the geographical scope of Catalonia.

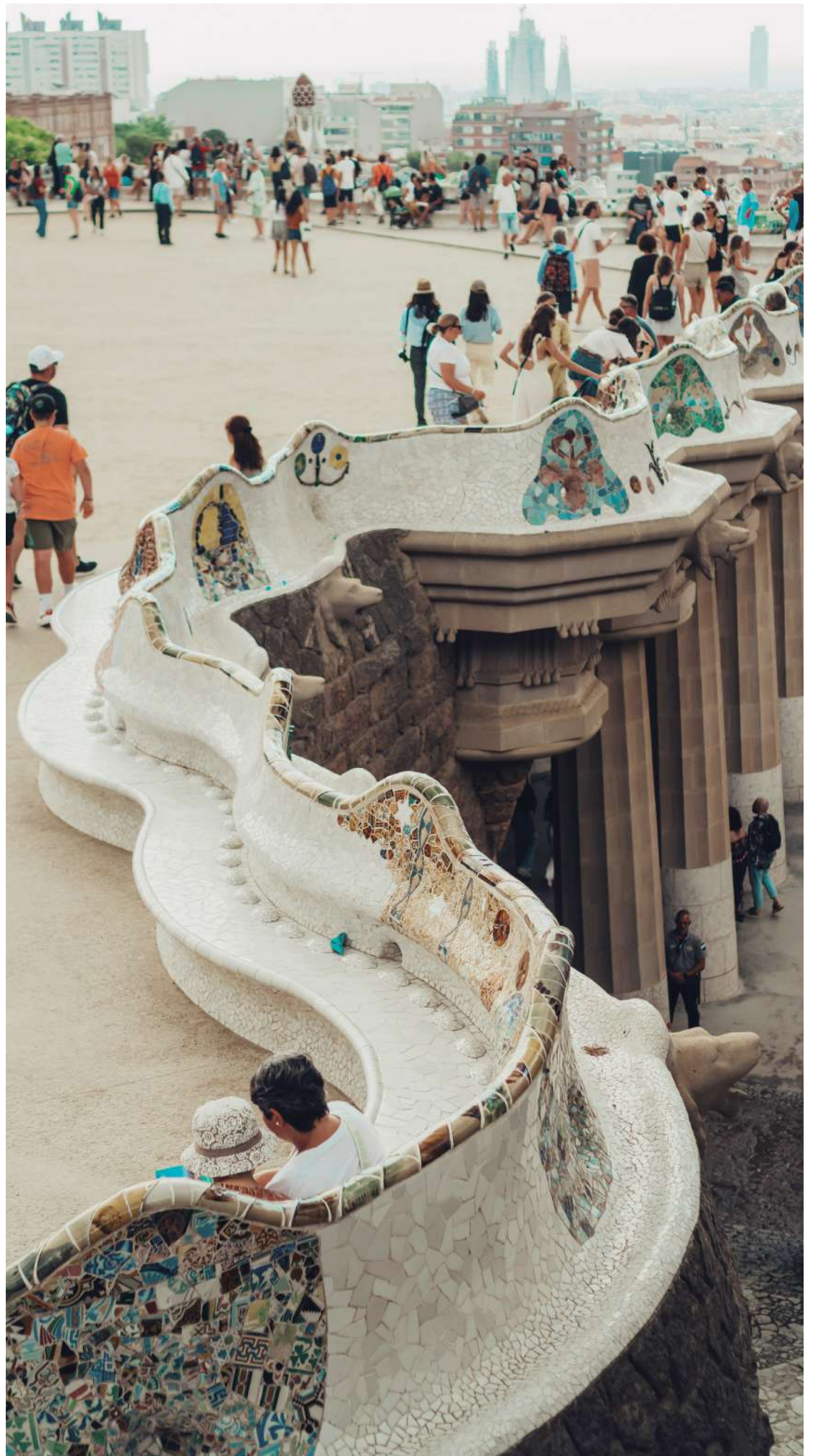
Visitor mobility is studied both inside and outside the city, and overnight stays are analysed when locations are detected during the night. The period for the availability of GPS data is expected to cover the entire year of 2023.

↳ The main quarterly indicators expected to be generated for visitors are:

- Indicator for visits with and without overnight stays
- Distribution of the origin of visitors who stay overnight (local, national, and international)
- Average length of stay
- Visitors' place of overnight stay
- Other towns and cities visited as day trips
- Presence of visitors in Barcelona (by origin)
- Visitor mobility within Barcelona according to length of stay
- Visits to high-traffic areas (with and without overnight stays)
- Main points of interest visited
- Most frequent routes

↳ A comparative study for 2022–2023 will be conducted on:

- Temporal analysis of visitors with and without overnight stays
- Trends in visitors by country
- Trends in day-trippers by country
- Trends in cruise passengers



INITIATIVES

11.1. Maintaining current knowledge sources as a foundation for decision-making

a) Survey on the profile and habits of visitors to the city of Barcelona

The 2020 Report on the Profile and Habits of Tourists in the City of Barcelona is based on the results of the Survey on the Profile and Habits of Tourists in the City of Barcelona, which has been conducted since 1989. This report, published by the Barcelona Tourism Observatory, provides a detailed overview of visitors who stayed overnight in the city during the year.

The report is updated annually, along with monthly analyses of the profile and habits of visitors to the city of Barcelona. It examines and gathers up-to-date data on tourists' sociodemographic profiles, motivations, trip characteristics and planning, expenditure, activities and/or excursions undertaken during their stay, and their overall evaluation of the destination experience.

b) Survey on residents' perception of tourism in Barcelona

The Survey on the Perception of Tourism in Barcelona is an annual study that gathers residents' opinions on tourism in the city. Conducted by the Barcelona City Council Municipal Data Office, it provides insight into how residents perceive tourism and what habits they have in relation to the sector.

This report presents the results of the Perception of Tourism in Barcelona study for 2023. The 2023 study followed the same methodology as the last two editions, in which the geographic analysis of the pre-pandemic editions (by district and neighbourhood) was replaced with a breakdown between residents in neighbourhoods considered tourist neighbourhoods and residents in the rest of the neighbourhoods, referred to in the presentation as "non-tourist neighbourhoods".

c) Study of the online reputation of tourist activities

The Study of the Online Reputation of Tourist Activities in Barcelona (Online Reputation Index, IRON) is a report that analyses the perception and evaluation of Barcelona's tourism resources based on user opinions posted on online platforms. This study, conducted by the Barcelona Tourism Observatory (OTB), provides a detailed overview of the reputation of accommodations, restaurants, and tourist attractions. It is an essential resource for understanding the perception of tourism in Barcelona and identifying priority areas for attention within the digital ecosystem.

Using ratings posted on the main online tourism platforms, the study analyses visitors' perceptions regarding tourism activity in Barcelona, focusing on the aggregated ratings of the destination's accommodation establishments, restaurants, and tourist attractions.

d) Monthly Tourism Infographic of tourism

Barcelona's Monthly Tourism Infographic is a visual summary that compiles the main indicators of tourism activity in the city. Updated monthly, this infographic offers a concise and easy-to-understand overview of the most relevant tourism-related events in Barcelona. It is a useful tool for tourism professionals, researchers, and private individuals interested in monitoring trends in tourism.

Some of the elements covered in this infographic include:

- Key data: the number of visitors arriving in Barcelona during the month, the number of occupied accommodation establishments and their distribution by zones, average spending per person during their stay, and tourists' ratings of their experience in the city.
- Trends and variations: it highlights trends and changes compared to previous months. The impact of special events or specific seasons on tourism activity is analysed.
- Comparisons over time: current data is compared with previous years to identify significant increases or decreases.

e) Report on the Economic Impact of Tourism

The Report on the Economic Impact of Tourism is a comprehensive study that evaluates the economic impact generated by tourism in Barcelona. This report provides a detailed analysis of how tourism affects the local economy and the characteristics associated with visitors.

Key aspects of this report are broken down into:

- Data updates: the report is based on up-to-date data from various sources such as the National Statistics Institute (INE), the Catalan Statistics Institute (Idescat), and several other organisations.
- Report results: the study calculates economic impact across different scenarios. Factors considered include tourist spending, visitor ratings, tourism-linked employment, and other indicators. It offers a comprehensive understanding of how tourism contributes to the local economy.

f) Tourism Forecast Reports

The Tourism Forecast Reports for Barcelona provide an anticipatory and analytical view of trends and outlooks related to tourism in the city. Published by various institutions and organisations, these reports offer insights into the expected evolution of the tourism sector and are essential for tourism professionals, researchers, and strategic planners.

These forecast reports include the following:

- **Catalans' travel plans:** The travel plans of residents of Catalonia are analysed across different seasons of the year, such as summer and autumn.
- **Forecast for rural tourism:** It focuses on the outlook for rural tourism and campsites. It provides estimates on visitor numbers, peak seasons, and other relevant indicators.
- **Perception of tourism in Barcelona:** It presents the results of a study on the public's perception of tourism in Barcelona.

11.2. Updating studies

a) Update of the Profile of Cruise Passengers

Update on the Profile of Cruise Passengers in Barcelona, conducted by the Barcelona Tourism Observatory. This report analyses the characteristics and trends of cruise passengers arriving in the city of Barcelona. This update provides a detailed overview of travellers who use cruises as a means of transport to visit the city.

Data is collected, analysed and published to provide a detailed look at cruise activity in the city of Barcelona, including information on the demographic profile of cruise passengers, their activity preferences, the places they usually visit in Barcelona, and their spending. The document includes key data points such as monthly and annual cruise passenger arrivals, along with an extensive yearly comparison of the number of cruise passengers the city receives.

This report is essential for understanding the impact of cruise tourism in Barcelona and for adapting strategies and services for visitors.

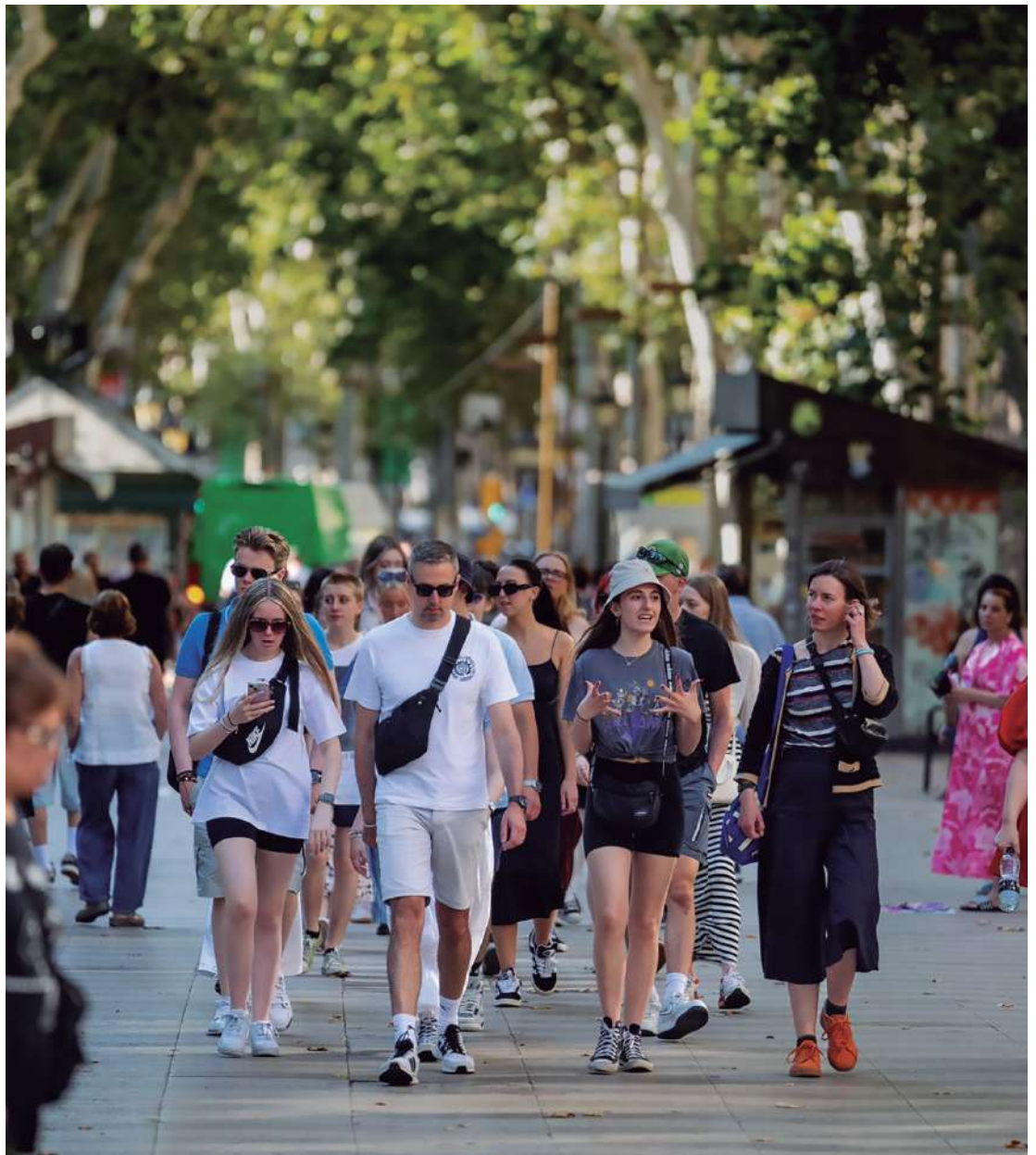
b) Update of the Environmental Impact of Tourism

The updated version of the Environmental Impact of Tourism in the City of Barcelona is a report by Barcelona Regional (BR) that analyses the environmental impact generated by tourism in Barcelona. This update provides detailed insights into how tourism impacts the environment and the measures that can be taken to ensure sustainability.

The key points addressed in this document are:

- **Analysis of Environmental Impact:** The report assesses the impact of tourism in areas such as waste management, air pollution, the conservation of natural spaces and water management. Factors such as greenhouse gas emissions, water overexploitation and waste generated by tourists are taken into account.
- **Sustainability Measures:** It proposes strategies to minimise the environmental impact of tourism. These include promoting public transport, efficient water resource management, encouraging recycling and other sustainable initiatives.
- **Awareness and Education:** The report highlights the importance of raising awareness among visitors about their environmental responsibility. Education and awareness are key to preserving natural resources and protecting the environment.

This document is essential for decision-making and strategic planning to ensure that tourism in Barcelona is as sustainable and environmentally friendly as possible.



11.3. Promoting new sources of knowledge

a) Study of the Profile and Number of Day-trippers to the City of Barcelona

The Study of the Profile and Number of Day-trippers to the City of Barcelona is a report that analyses day visitors arriving in Barcelona. This study, conducted by the Barcelona City Council, aims to quantify and characterise the profile of these visitors throughout the year.

Detailed information on the demographic characteristics, habits, spending, activities undertaken, and environmental impact of day-trippers to the city of Barcelona will be collected, analysed and published.

b) Study of Tourist Flows in the Ciutat Vella District

The Study of Tourist Flows in the Ciutat Vella District is a report that analyses the patterns and volumes of tourism in this area of Barcelona. This study provides detailed insights into the movements and behaviours of visitors in Ciutat Vella.

The key points addressed in this document are:

- **Quantification of Flows:** The study will measure the number of tourists and day-trippers visiting Ciutat Vella.
- **Visitor Profile:** The demographic profile of tourists and day-trippers is described. The reasons for visiting, such as leisure, culture, food, and other factors, will be analysed.
- **Impact on the Environment:** The study will assess the environmental and social impact of tourist flows. Aspects such as mobility, waste management, and harmony with residents will be taken into account.

This report is essential for urban planning and decision-making to ensure harmony between visitors and residents of Ciutat Vella.

Area 12. Community and governance

AREA CONTENT

Key project	Support for the creation of an international network of urban destinations
Initiatives	Promotion of the activities of the Council on Tourism and the City (CTiC)
	Collaboration with the Government of Catalonia through the National Commitment to Responsible Tourism



KEY PROJECT

Support for the creation of an international network of urban destinations

Given the shared challenges faced by tourist cities, it is essential to create stable Forums for strengthening ties with other cities and destinations that, due to their characteristics, are considered leaders in managing tourist activity.

First, the international networks of cities in which Barcelona participates must be boosted in order to foster joint projects and drive changes in regulatory and legislative frameworks, such as those achieved within the European Cities Alliance on Short-Term Rentals, made up of cities including Amsterdam, Athens, Barcelona, Berlin, Bologna, Cologne, Florence, Frankfurt, Helsinki, Lisbon, Milan and Paris, among others. The network, which addresses the shared challenges of the housing access crisis and the regulation of tourist accommodation, has successfully led to the EU approving new regulations to tackle the illegal supply of tourist rentals.

The European network to protect and preserve iconic shops must be also be strengthened, as Barcelona is increasingly concerned about the shared risks impacting this type of commercial establishment. Within this network, the Barcelona Declaration on the Preservation and Promotion of Iconic Commercial Establishments was brought before the European Parliament.

Building on these initiatives, efforts are being made to consolidate the European Alliance on Balanced Urban Tourism, driven by the cities of Barcelona, Amsterdam, Prague, Bruges, Genoa, and Florence, and backed by Eurocities.

It is also essential to activate international networks that strengthen ties with cities facing the same challenges as Barcelona in tourism management, such as overcrowding, competition for public space, mobility, the cost of living, harmony, and the environmental impact, among other issues.



INITIATIVES

12.1. Promotion of the activities of the Council on Tourism and the City (CTiC)

The Council on Tourism and the City (CTiC) is a public-participation body set up to discuss what kind of city we want and, therefore, what kind of tourism best suits Barcelona. This discussion Fòrum brings together civil society associations, political representatives and experts to share thoughts and propose improvements in the implementation and development of the tourism sector.

This initiative aims to encourage public participation and collaboration between sectors related to tourism, while also improving the governance of the visitor economy and promoting tourism management that takes into account the needs and interests of both the local community and visitors.

The CTiC's responsibilities include:

- **Advising the municipal government:** The Council advises the municipal government on tourism-related initiatives, policies, and strategies. It proposes measures to ensure the sustainability and proper development of the sector.
- **Debate and Reflection:** It is a Fòrum for discussing the planning and management of tourism. The Council facilitates public engagement in tourism governance and promotes collaboration in municipal policies and initiatives.

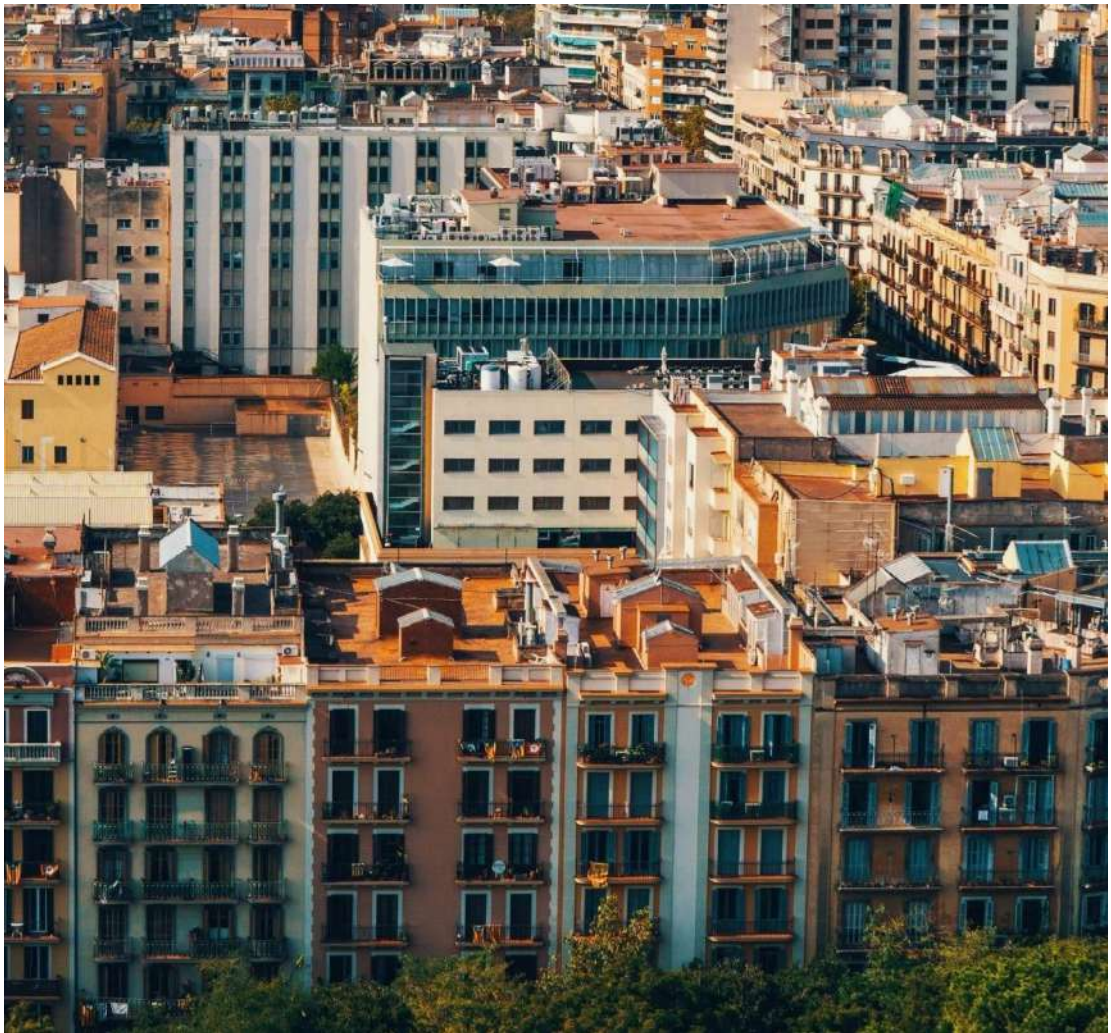
The Council is made up of representatives from civil society organisations, tourism businesses, shops, culture, sport, trade unions, environmental associations, and experts. All of this contributes to improving the relationship between tourism and the city.

12.2. Collaboration with the Government of Catalonia through the National Commitment to Responsible Tourism

The National Commitment to Responsible Tourism in Catalonia is a model for tourism governance in Europe. This agreement, endorsed by the World Tourism Organization, strives for more inclusive and sustainable tourism that prioritises the well-being of local residents. It is an example of how different regions are working to ensure that tourism is part of the solution to global challenges.

The aim is to improve management of the local community and promote effective governance of the visitor economy. Through this commitment, initiatives will be launched to ensure a form of tourism that respects the environment, local cultures, and the needs of local residents.

5 Allocated budget



5.1

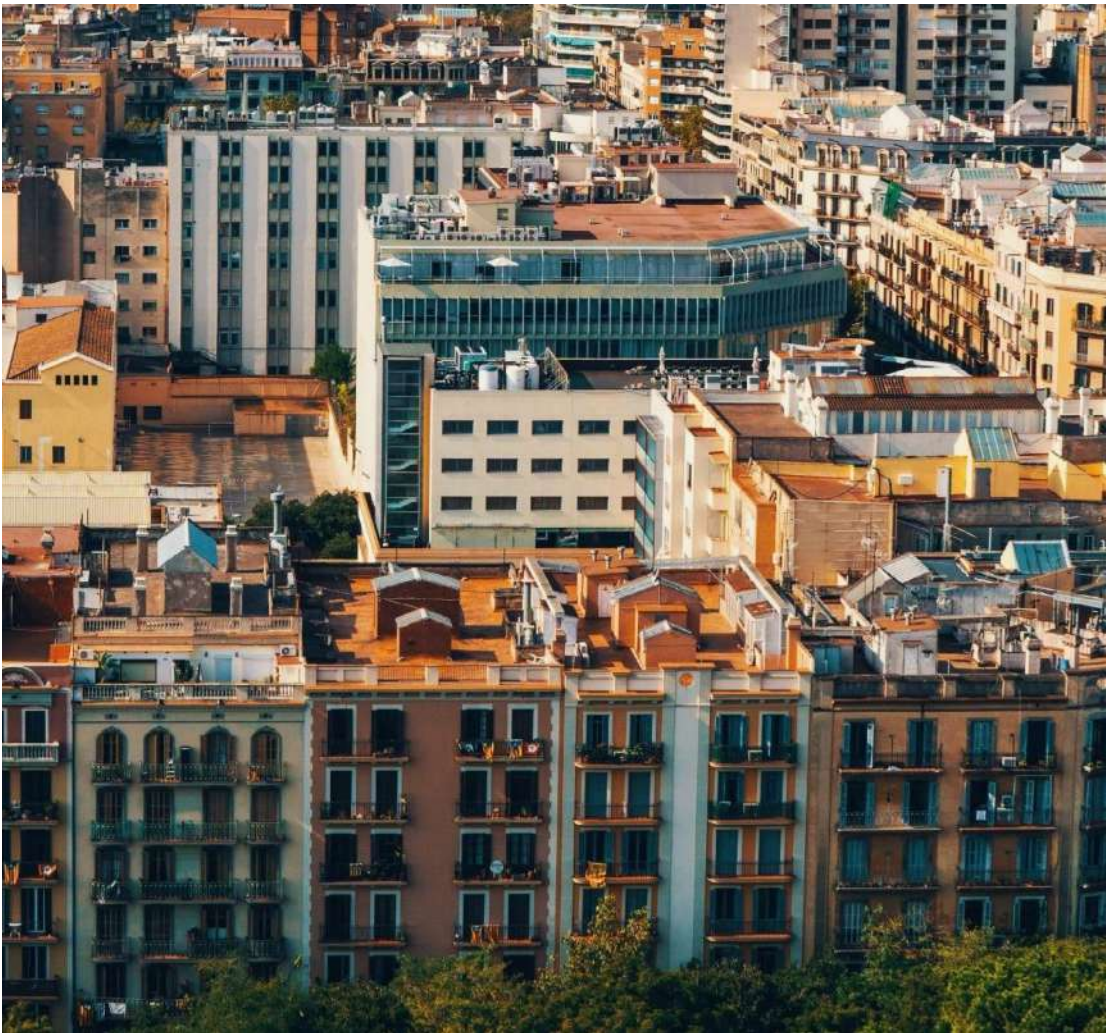
Allocated budget

Barcelona City Council will invest 254.7 million euros in the implementation of the projects and initiatives defined for each of the work areas in this Government Measure.

Barcelona City Council is planning to invest approximately 255 million euros between 2023 and 2027 for the implementation of the projects and initiatives defined for each of the work areas in this Government Measure.

BUDGET					
	2024	2025	2026	2027	TOTAL
Municipal Budget - Directorate of Tourism	€2.3 M	€2.3 M	€2.3 M	€2.3 M	€9.2 M
HTA management plan	€14.6 M	€11.7 M	€11.0 M	€6.9 M	€44.2 M
ReCiutat fund	€40.1 M	€40.1 M	€40.1 M	€40.1 M	€160.4 M
PSTDB. Next Generation EU (NGEU) Contribution	€19.0 M	€19.2 M	€2.7 M	€0.0 M	€40.9 M
	€76.3 M	€73.3 M	€56.1 M	€49.3 M	€254.7 M

6 Glossary



CTiC: Council on Tourism and the City. Advisory and public participation body for tourism matters. Launched in 2016 by Barcelona City Council.

DTI: Smart Tourist Destination, a project that promotes a model for improving competitiveness and tourism development in Spain, driven by the state-owned company SEGITTUR. <https://www.destinosinteligentes.es>

HTAs: High-traffic areas. These are appealing urban areas that attract large numbers of people, resulting in intensive use of the urban space. Barcelona City Council has identified 8 HTAs that are predominantly tourist areas and has a plan to manage them.

HUTs: Holiday lets.

IEET: Tax on stays in tourist establishments. This is a tax created by the Government of Catalonia that has been in force since November 2012. By law, the income from it must be allocated to fostering, boosting, preserving, promoting and developing tourist infrastructure and activities in Catalonia. In 2020, the law was amended to allow Barcelona City Council to apply a surcharge to the tax rates.

OTB: Barcelona Tourism Observatory. This is a platform for statistical information, insights, and tourism intelligence for the city and region of Barcelona. It is made up of Barcelona City Council, Barcelona Provincial Council, the Barcelona Chamber of Commerce, and the Barcelona Tourism Consortium. <https://observatoriturisme.barcelona/>

PSTDB: Destination Tourism Sustainability Plan for Barcelona. Next Generation EU-funded plan with 40.8 million euros to address four main pillars for improving the city's tourism sector: the green and sustainable transition, energy efficiency, digital transition, and competitiveness.

PEUAT: Special Urban Development Plan for Tourist-Use Accommodation. It is an urban planning tool designed to regulate and control the establishment of tourist accommodation facilities. It addresses the need to ensure a sustainable urban model based on the protection of fundamental rights and the improvement of residents' quality of life. <https://ajuntament.barcelona.cat/pla-allotjaments-turistics/ca>

SDGs: Sustainable Development Goals of the United Nations 2030 Agenda.

