

Presentation of Barcelona's Strategy for Sustainable Destination Tourism (PSTD)

NGEU funding for tourism: The PSTD and other funding opportunities



The **Strategy for Sustainable Destination Tourism** is part of the **Recovery, Transformation and Resilience Plan** (PRTR) presented by the Spanish government.

Within this framework, the Ministry of Industry, Commerce and Tourism aims to transform, modernise and improve the competitiveness of the tourism sector through **sustainability and digitalisation**.



It is part of component 14, “Tourism Sector Modernisation and Competitiveness Plan”, of the PRTR.

The 21-22-23 call for applications has the following funding available:

€1.9B

In the 2022 call,
Catalonia was allocated:



€75.9M

Barcelona has
received:

€40.8M

Barcelona is poised to rise to the challenge of the European Union tourism funds. It has worked for years to transform and diversify the tourism model that has made the city a leading destination in urban tourism that addresses criteria of sustainability, equity and quality. With these objectives in mind, a **Strategic Plan**, a **Tourism Marketing Strategy**, a **Government Measure of New Visions** and the definition of the visitor economy in the **Barcelona Green Deal** economic agenda have been established. The projects submitted are also part of the strategic objectives of the **Barcelona Dossier**.



The city's specific goals



The **goal** of the Barcelona PSTD is to promote the destination's economic recovery and resilience through **decentralisation**, the **creation of new visions**, and **innovation** to ensure the **social return of tourism** and the **sustainability** of tourist activity. Thus, the following 6 overarching goals were set:

1

To consolidate the **sustainability of the tourism model** and its compatibility with the **city model** and **the lives of city residents**, raising awareness among the actors in the **visitor economy**

2

To foster the **decentralisation** of tourist activity, focusing on **polycentrism** by showcasing **new visions**

3

To encourage the showcasing and creation of **new content based on culture, creativity** and **Barcelona's unique values** as a destination

4

To foster **sustainable tourist mobility** that is compatible with the city's tourism and mobility model

5

To promote processes that improve **energy efficiency** and **mitigate climate change** in tourist activities

6

To encourage the **comprehensive digitalisation** of tourist activities and promotion

Classification of the projects by pillars of the Plan

These projects fall under the strategic pillars defined within the framework of the call for applications. These pillars are:

- ① Green and sustainable transition
- ② Energy efficiency
- ③ Digital transition
- ④ Competitiveness

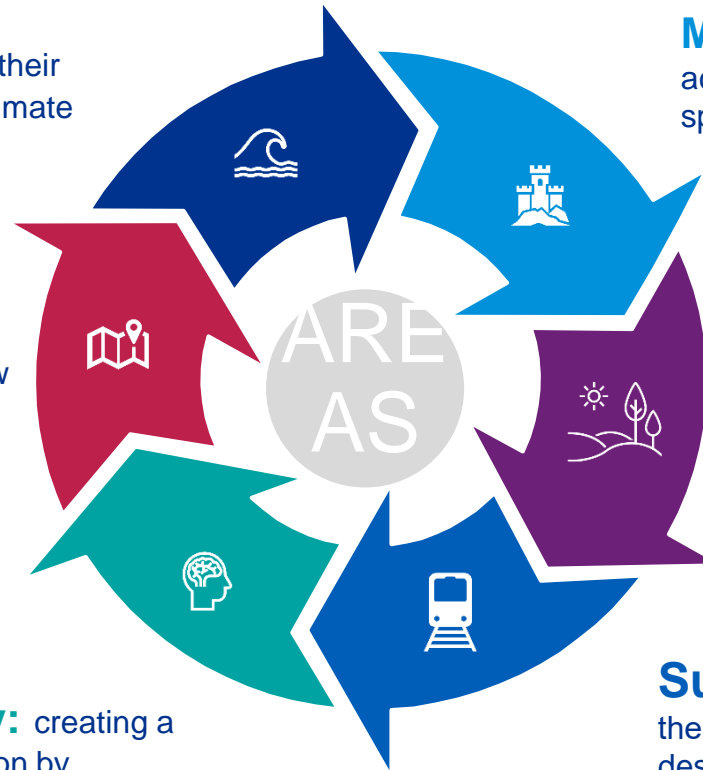
Areas of action

The projects presented by Barcelona can be categorised according to six areas of action, as described below:

Coast: renaturing beaches and improving their accessibility and safety by adapting them to climate change

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

Innovation:
Digitalisation/Sustainability: creating a turning point in the rollout of digitalisation by positioning Barcelona as an innovative urban tourism destination



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

Besòs/Collserola: promoting 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 the patterns and dynamics of tourist mobility into the city's desired mobility model: healthy, safe, balanced, sustainable and accessible

Map of initiatives

-  Coastal area
-  Collserola/Besòs area
-  Montjuïc area
-  Innovation:
Digitalisation/Sustainability
-  New decentralised options
-  Sustainable Mobility

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- Recovery of the Collserola fountains
- Pedralbes Monastery. Sant Miquel Chapel Immersion Room
- Geological Garden. Urban development of Carrer Menéndez Pelayo
- Montjuïc escalators
- Montjuïc Castle. Remodelling of the Parade Ground and Guard Corps
- Environmental restoration of Parc de la Ciutadella
- Barcelona Nord Station improvement and remodelling
- Naturalisation of beaches
- Fòrum swimming area
- Environmental restoration of the Parc del Laberint d'Horta
- Nou Barris Urban Art Laboratory
- Fabra i Coats. Museum of Work and the City, Hall F
- Rec Comtal. Pedestrian and cycle route and biodiversity shelter
- Cases de l'Aigua exhibition venue. Digital museography at Casa de l'Aigua Trinitat Nova

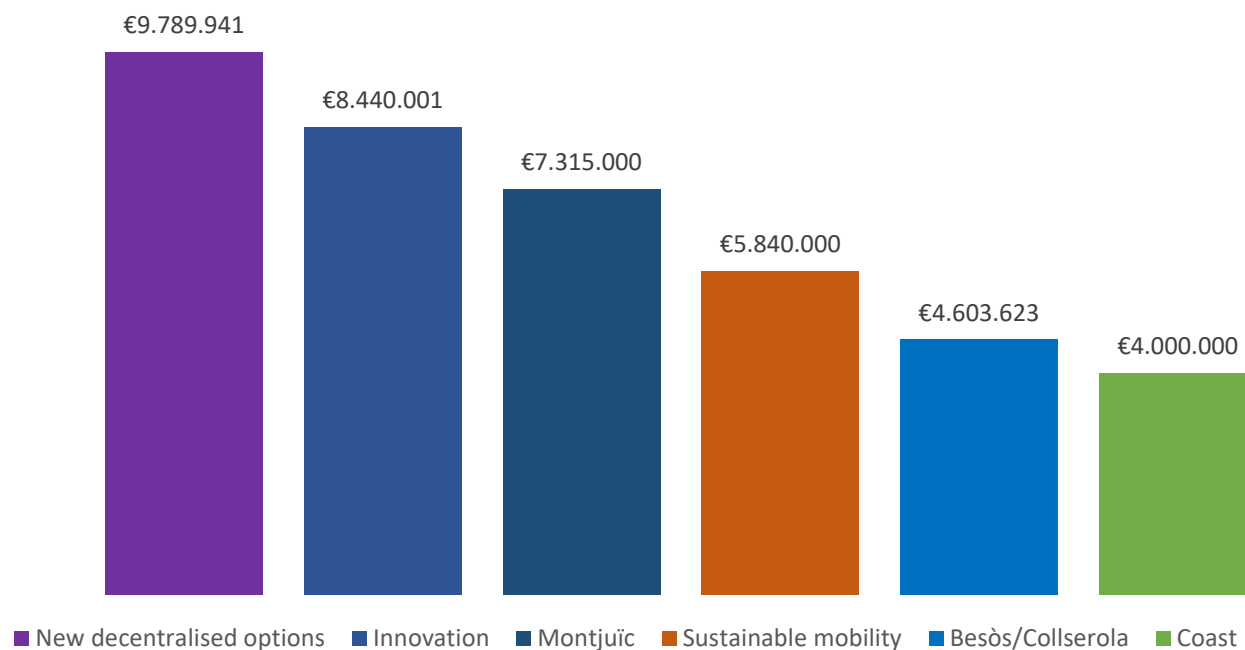
- ✓ The Barcelona PSTD includes initiatives have a broad geographic scope, with a special focus on the Besòs, the Coast and Montjuïc
- ✓ Barcelona is proposing cross-cutting initiatives aimed at creating new decentralised tourism options
- ✓ Innovative initiatives in digitalisation, sustainability and sustainable mobility

Classification of projects by area of action

The projects that Barcelona is presenting are distributed as follows:

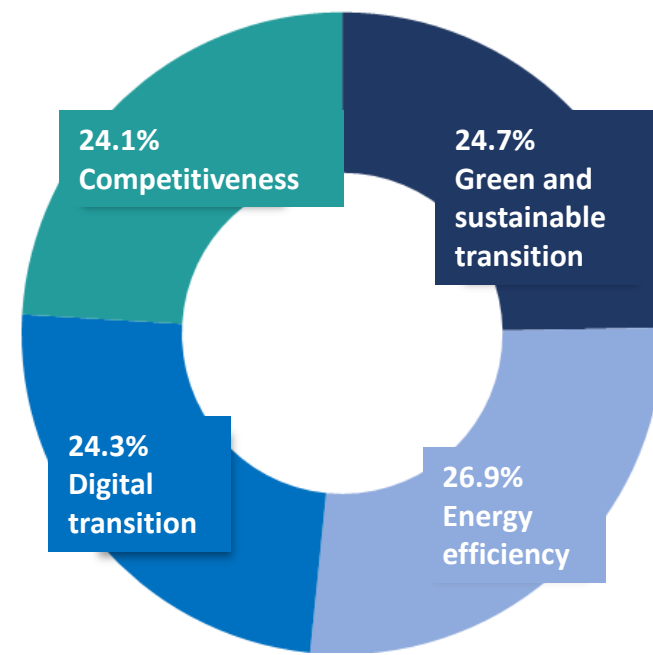
Vision according to Barcelona's strategy

20 PROJECTS
€40.8M



Vision according to PSTD call for applications

Pillar 1		Pillar 2	
€10.096M	5 projects	€10.984M	3 projects
Pillar 3		Pillar 4	
€9.94M	6 projects	€9.828M	6 projects



List of Projects

Area	Project	Manager	Budget	Pillar	Tag
Besòs/Collserola	Rec Comtal. Biodiversity shelter	Besòs Consortium	€380,000.00	1	50
Besòs/Collserola	Collserola fountains	Collserola Consortium	€1,179,750.00	1	50
Besòs/Collserola	Rec Comtal. Pedestrian and cycle route	Besòs Consortium	€2,543,873.48	2	73
Besòs/Collserola	Cases de l'Aigua exhibition space. Digital museography Casa de l'Aigua Trinitat Nova	Besòs Consortium	€500,000.00	3	
Innovation	Digitalisation of Barcelona tourism promotion	Barcelona Tourism Consortium	€5,500,000.00	3	
Innovation	Public services and tourism agency	Tourism Management	€200,000.00	3	
Innovation	Grants for the digitalisation of the visitor economy	Tourism Management	€2,500,000.00	3	
Innovation	Digital portal for Barcelona municipal museums	ICUB (Barcelona Institute of Culture)	€240,001.08	3	
Coast	Improvements to beaches and Fòrum swimming area	BCASA	€4,000,000.00	1	35
Sustainable mobility	Barcelona Nord Station improvement and remodelling	BSM	€4,840,000.00	2	73
Sustainable mobility	Zona Bus 4.0	BSM	€999,999.66	3	
Montjuïc	Montjuïc escalators	BSM	€3,600,000.00	2	73
Montjuïc	Montjuïc Castle. Remodelling of the Parade Ground and Guard Corps	ICUB (Barcelona Institute of Culture)	€3,715,000.00	4	
New Decentralised Options	Environmental restoration of Parc de la Ciutadella	Parks and Gardens	€3,536,830.00	1	50
New Decentralised Options	Environmental restoration of Parc del Laberint d'Horta	Parks and Gardens	€1,000,000.00	1	50
New Decentralised Options	Nou Barris Urban Art Laboratory	Nou Barris district	€953,018.45	4	
New Decentralised Options	Fabra i Coats. Museum of Work and the City, Hall F	ICUB (Barcelona Institute of Culture)	€2,897,095.00	4	
New Decentralised Options	Pedralbes Monastery. St Miquel Chapel Immersion Room	ICUB (Barcelona Institute of Culture)	€194,388.92	4	
New Decentralised Options	Geological Garden. Urban development of Carrer Menéndez Pelayo	Les Corts district	€1,208,608.50	4	
-	Management	Tourism Management	€860,310.99	4	
Total			€40,848,876.08		

Timeline

	2023	2024	2025
Rec Comtal. Biodiversity shelter			
Collserola fountains			
Rec Comtal. Pedestrian and cycle route			
Cases de l'Aigua exhibition space. Digital museography at Casa de l'Aigua Trinitat Nova			
Digitalisation of Barcelona tourism promotion			
Public services and tourism agency			
Visitor economy digitalisation grants			
Digital portal for Barcelona municipal museums			
Improvements to beaches and Fòrum swimming area			
Barcelona Nord Station improvement and remodelling			
Zona Bus 4.0			
Montjuïc escalators			
Montjuïc Castle. Remodelling of the Parade Ground and Guard Corps			
Environmental restoration of Parc de la Ciutadella			
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Immersion Room			
Geological Garden. Urban development of Carrer Menéndez Pelayo			