



How global events can benefit a city:

The Case of Barcelona

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Barcelona 1992 Summer Olympic Games

Critical REFLECTION

Turisme de Barcelona

- New Tourism Promotion Policy





Major events



1888 Universal Exhibition

1929 International Exhibition

1952 Eucharistic Congress

1982 FOOTBALL WORLD CUP

1992 OLYMPIC GAMES

2002 International Gaudí Year

2004 Universal Forum of Cultures





1987 — (1992) — 1993

Reflection Process

1993 Public Administration
(City Hall)

+

Private Sector
(Chamber of Commerce)



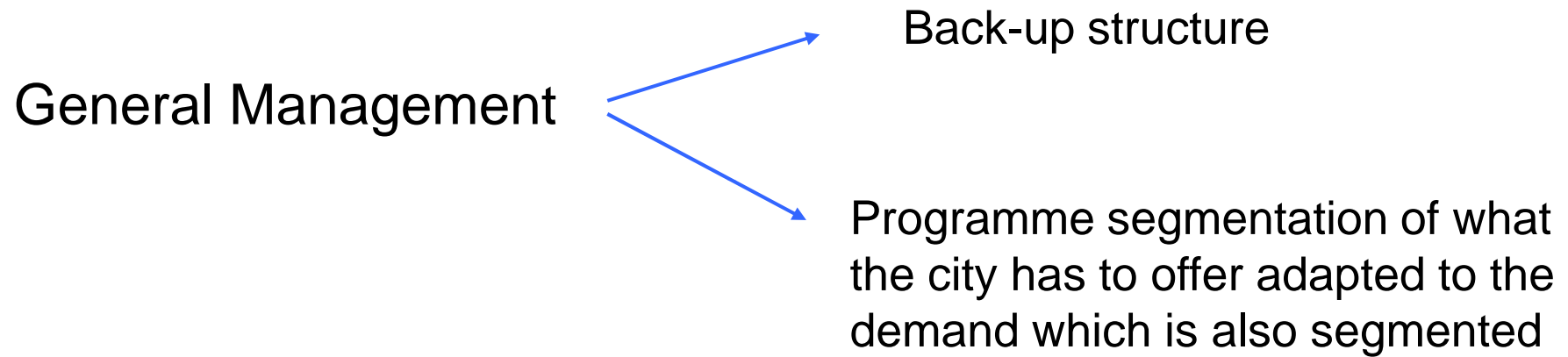
Turisme de Barcelona

From “Generic Promotion” to “Segmentation”

from **ONE** Barcelona to **MANY** Barcelonas



Executive Structure





Barcelonas

Programmes



- Barcelona destination for meetings —————> Barcelona Convention Bureau
- Barcelona destination for shopping —————> Barcelona Shopping Line
- Barcelona destination for gastronomy —————> Barcelona Gastronomía
- Barcelona destination for sport —————> Barcelona Sports
- Barcelona destination for culture —————> Barcelona Cultura
- Barcelona destination for special experiences —> Barcelona Premium
- Barcelona destination for cruises
- Barcelona destinations for LGBT
- Barcelona destination for health treatment (...)





Budget



1994

2009

Subsidies



2,2 M. €

2,2 M.€

Own resources



1,9 M.€

32,2 M.€

TOTAL



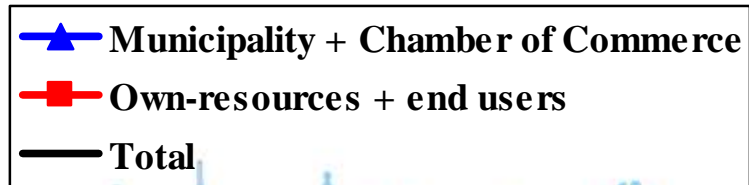
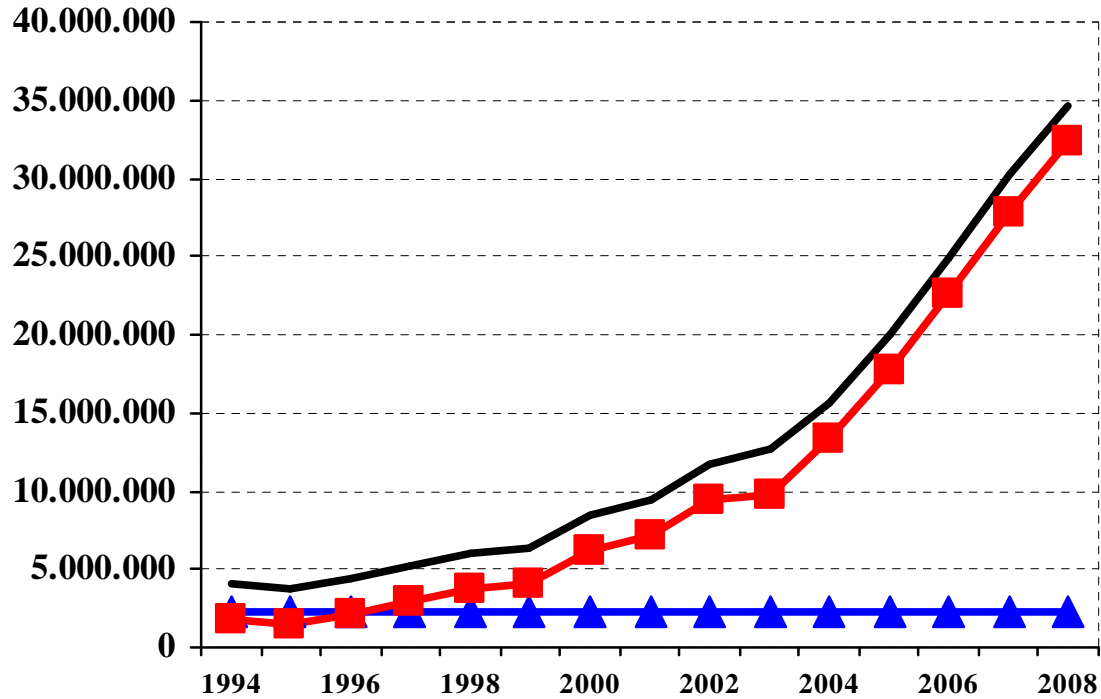
4,1 M.€

34,4 M.€





Revenue budget 1994-2008





- Tourist Information Offices Network : 20 points
- Own Tourist Products :
 - Barcelona Bus Turístic
 - Barcelona Card
 - Columbus Monument
 - Walking Tours
 - Barcelona Pass
 - Barcelona Mar
 - Barcelona Metrowalks
 - Arqueoticket
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Hotel accommodation

	1990	1992	2000	2007	2008
Number of hotels	118	148	187	295	310
Rooms	10.265	13.352	16.561	27.806	29.143
Beds	18.569	25.055	31.338	54.036	56.695
Occupancy rates (% of rooms)	74%	64%	84%	80%	76%

increase in hotels 1990-2008 : 165%

increase in beds 1990-2008 : 205%



Tourists and overnights (millions)

	1990	1992	2000	2007	2008
Tourists	1,7	1,9	3,1	7,1	6,7
Overnights	3,8	4,3	7,7	13,6	12,5

increase n^o tourists 1990-2008 : 300%
increase n^o overnights 1990-2008 : 230%



Ranking Europe's leading cities

	1990	2000	% Var.
1. London	91,3	120,4	31,9
2. Paris	31,1	31,6	1,5
3. Dublin	15,3	16,9	10
4. Rome	12,9	14,8	14,4
5. Madrid	9,4	12,6	33,5
6. Berlin	7,2	11,4	57,6
7. Prague	4,5	7,9	75,1
8. Barcelona	3,8	7,7	104,9
9. Amsterdam	5,7	7,7	35,8
10. Munich	6,9	7,7	12

Source: Compiled by Turisme de Barcelona using data from the ECM (Tourmis) and the Spanish Institute of Statistics (INE)



Purpose of visit

	1990	2000	2007	2008
Vacation (%)	22,7	51,5	48	48,1
Professional (%)	69,1	45,7	49	48,4
Others (%)	8,2	2,8	3	3,5



Barcelona as a tourism destination

Overnight stays per country of origin (%)

	1990	1992	1993	2000	2001	2008
USA	5,9	5,0	8,7	14,5	9,6	6,9
Great Britain	4,1	6,8	5,6	11,6	14,1	11,0
France	7,3	8,8	9,1	5,1	7,1	6,8
Italy	6,1	9,6	8,6	6,2	7,0	9,5
Germany	3,4	7,0	6,7	5,7	5,1	6,1





Barcelona as a tourism destination



1990	1992	2000	2008
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Number of meetings and delegates

Meetings	373	310	1.380	2.482
Delegates	105.424	108.464	269.508	695.902

Number of meetings and conventions per zone of influence (%)

Spain	48	49	36	n.a
International	52	51	64	n.a

World ranking of congress cities 2008 (number of meetings):

ICCA: 1. Paris 2. Vienna 3. Barcelona
U.I.A.: 1. Singapore 2. Paris 3. Brussels 4. Vienna 5. Barcelona





Barcelona as a tourism destination



	1990	1992	2000	2008
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Cruise passengers

Number of passengers	115.137	132.807	572.571	2.069.651
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Barcelona Bus Turístic clients

Number of clients	23.759	86.145	873.611	2.076.785
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Barcelona Airport passenger traffic

Number of passengers	9.048.657	10.023.326	19.808.812	30.208.134
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Barcelona Key Factors (as a successful tourist destination)



- 1992 Olympic Games
- Political leadership
- Urban transformation
- Citizens complicity
- Tourism sector coordination (public-private)
- Turisme de Barcelona creation
- Permanent infrastructures investment
- Mega-event development



2010 FIFA World Cup

- Organisation and safety must be perfect
- Accommodation for visitors must be up to standard
- Involvement of the city institutions is extremely useful
- The World Cup must serve to update the image of Cape Town
- The basic returns on investment in the World Cup will be seen after the competition.
- The city must convey the values of its culture, such as fair play, organisational capacity, professionalism.
- Community involvement is essential.
- Infrastructure and the transport network must be up to scratch.
- Good sporting results are recommended at the World Cup.
- Network of offices providing information for tourists and the community.





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