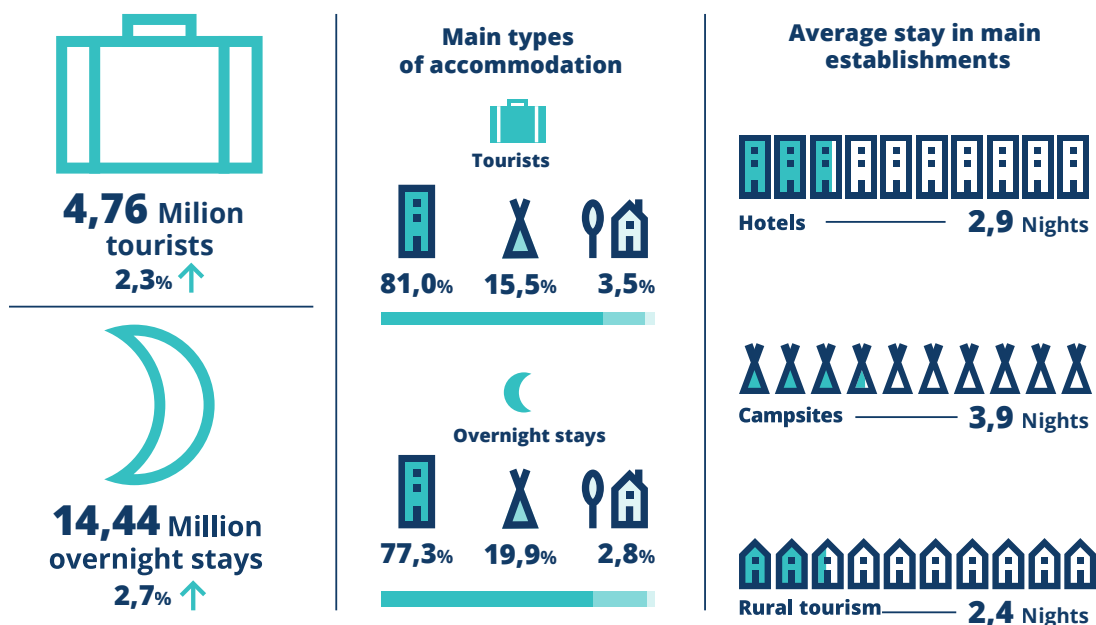


TOURISM IN BARCELONA REGION 2019*

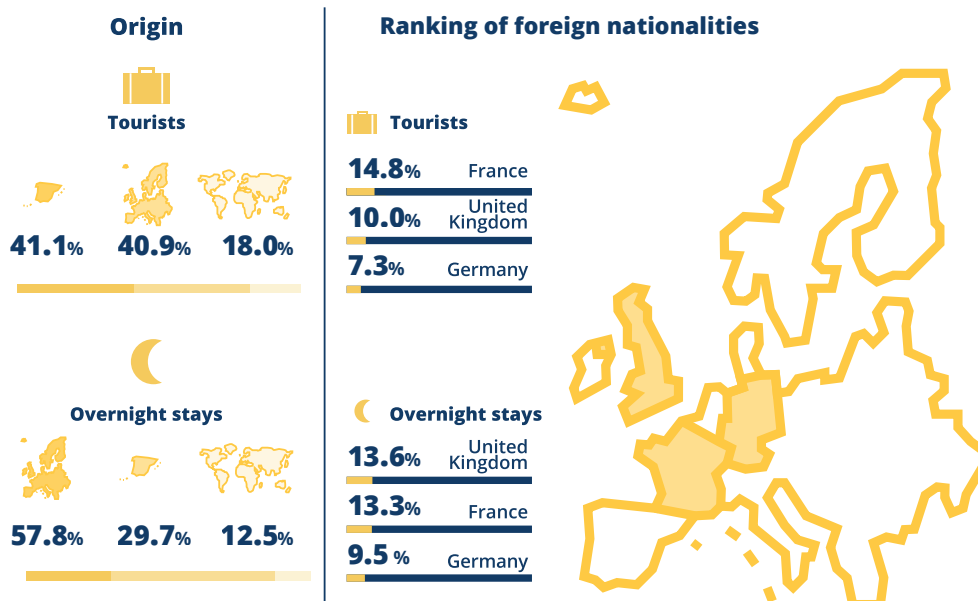
* Barcelona region considers all regions of Barcelona except Barcelonés. Data 2019

Demand



Source: Own elaboration based on the Tourist Accommodation Occupancy Survey (INE)

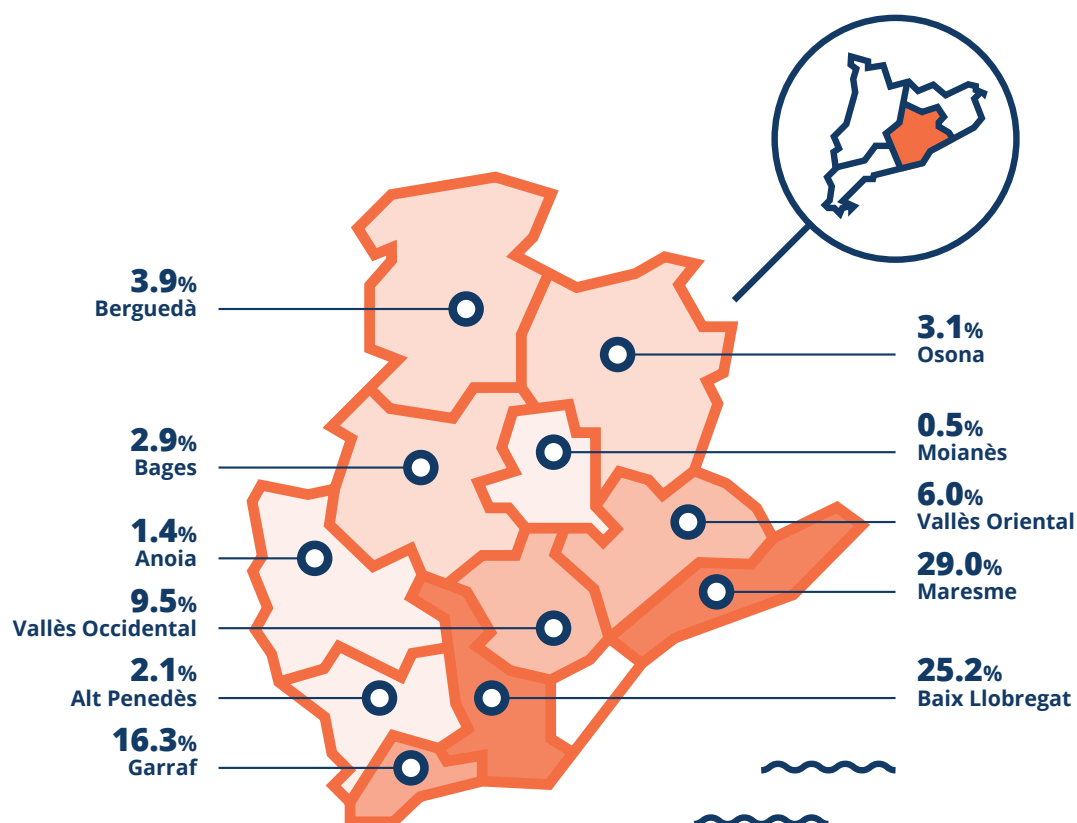
International markets of tourist in hotels



Source: Own elaboration based on the Tourist Accommodation Occupancy Survey (IDESCAT)

Tourist distribution

Regional distribution of tourists accommodated
in Barcelona region*



* Accommodated in hotel establishments, campsites, rural tourism accommodations, tourism apartments and homes for tourist use

Source: Own elaboration

Tourist profile

Age



44.1

Average age

Travel group



4.6

Average of people

Sex



61.3%

Men

38.7%

Women

Travel group*



29.2%

With family

27.6%

With partner /couple

18.8%

Alone

9.9 %

Co-workers

7.4 %

With friends

Repetitiveness



48.6%

Have visited the destination before

Main reason of visit



65.5%

Leisure

22.1%

Professional

12.4%

Personal and others

Accommodation and transport booking



31.9%

Accommodation by TTOO or T. Agency

20.0%

On their own

12.5%

Transport by TTOO or T. Agency

8.5%

All by TTOO or T. Agency

7.4%

All by the company

Information sources consulted*



50.6%

Internet/Social networks

21.9%

Family/Friends

11.8%

Organization

6.7%

TTOO and/or T. Agency

2.7%

Travel guides/Books of tourist in hotels

14.9%

Did not consult any source

Mean of transport used



44.5%

Own vehicle

42.5%

Plane

6.4%

Train

1.9%

Coach

* Multiple choices

Source: Own elaboration based on the Tourists of Barcelona Survey 2018-2019

Places of interest

Ranking by number of visitors of main attractions



↕ Annual variation

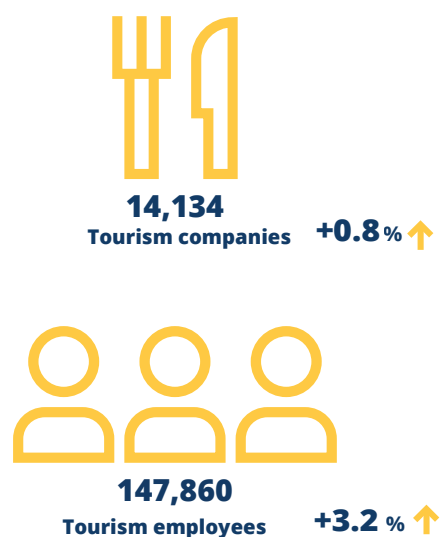
Source: Own elaboration based on the Facilities and Places of Interest of the Barcelona Region

Economic impacts

Average expenses per person



Job market

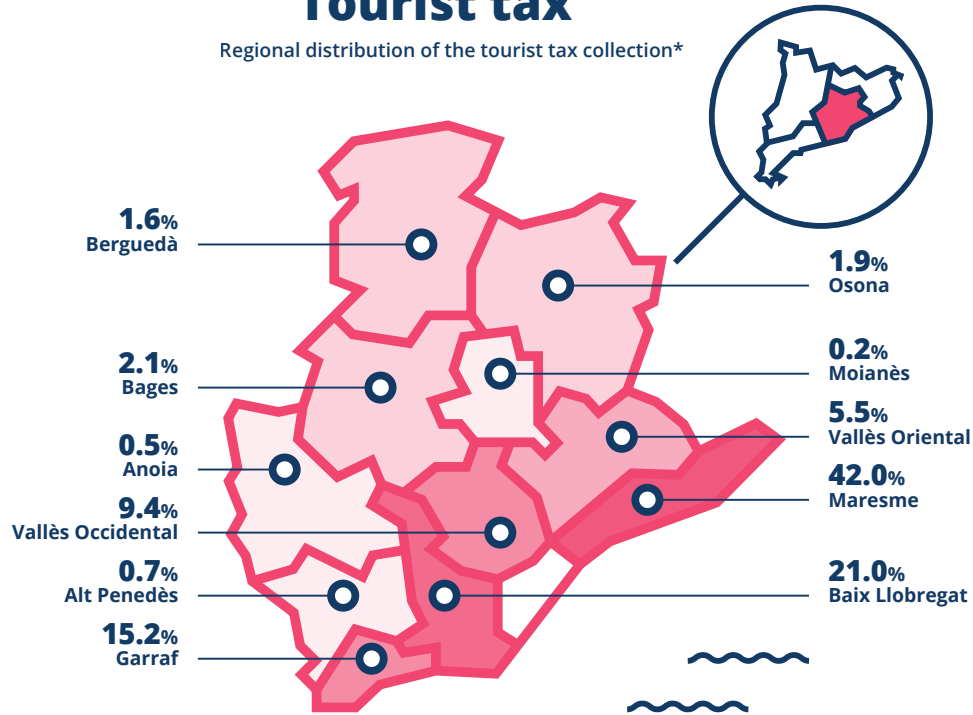


↕ Annual variation

Source: Own elaboration based on the Tourists of Barcelona Survey 2018-2019 and the Direcció General de Turisme and Departament d'Empresa i Ocupació of Generalitat de Catalunya

Tourist tax

Regional distribution of the tourist tax collection*



Tourist tax collection **7.07** Million € **+2.2%** ↑

* Annual amount: Including 2S-2018 and 1S-2019, means from October 1st 2018 until September 30th 2019

↑ Annual variation

Source: Own elaboration based on the Direcció General de Turisme and Departament d'Empresa i Ocupació of Generalitat de Catalunya

Online identity and evaluation



* Direct audiences of 41 tourist destinations opened profiles of Barcelona region

** Updated data to April 2020

*** Scale 0 to 10

**** Recommendation. Absolutely yes/ Probably yes

Source: Own elaboration based on the Barcelona Tourism Destinations Online Identity and Reputation Monitor and the Tourists of Barcelona Survey 2018-2019