

# TOURISM IN BARCELONA REGION 2018\*

\*BARCELONA REGION CONSIDER ALL REGIONS OF BARCELONA EXCEPT BARCELONÉS. DATA 2017.

## DEMAND



4,84 MILLION  
TOURISTS



14,61 MILLION  
OVERNIGHT STAYS

### PRINCIPAL TYPES OF ACCOMMODATION

● TOURISTS

● OVERNIGHT STAYS



82,5%  
78,6%



14,9%  
19,0%



2,6%  
2,4%

### AVERAGE STAY IN PRINCIPAL ESTABLISHMENTS



2,9 NIGHTS



3,8 NIGHTS



2,9 NIGHTS

# DEMAND IN HOTELS

## ORIGIN

● TOURISTS ● OVERNIGHT STAYS



## RANKING OF THE ORIGIN OF FOREIGN TOURISM

### TOURISTS

1	FRANCE	15,8%
2	UNITED KINGDOM	11,4%
3	GERMANY	9,5%

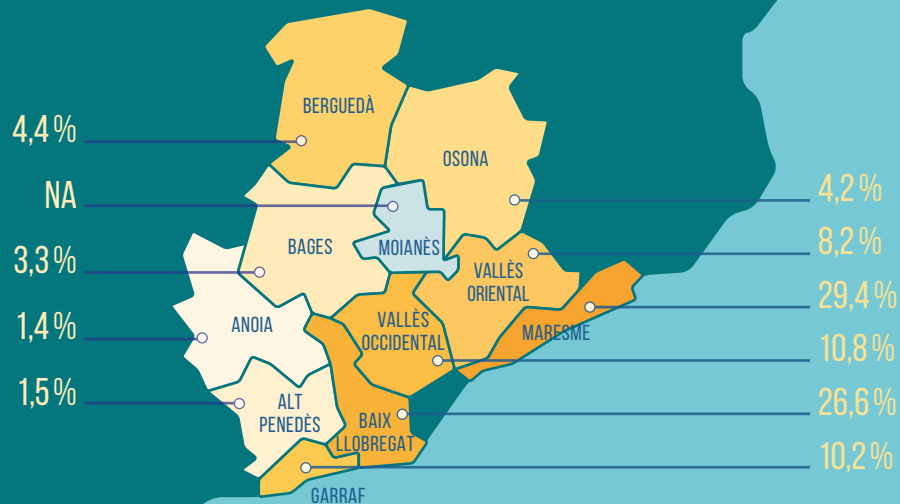
### OVERNIGHT STAYS

1	UNITED KINGDOM	15,0%
2	FRANCE	13,6%
3	GERMANY	12,4%



# TOURIST DISTRIBUTION

## REGIONAL DISTRIBUTION OF TOURISTS ACCOMMODATED\* IN BARCELONA REGION



\*HOTEL ESTABLISHMENTS, CAMPSITES AND RURAL TOURISM ACCOMMODATIONS. NA: DATA NOT AVAILABLE.

## MAIN REASON OF VISIT

68,5% LEISURE  
17,6% PROFESSIONAL  
13,9% PERSONAL AND OTHERS



## TRAVEL BOOKING\*

72,3% BY THEMSELVES  
15,6% AN ORGANIZATION OR COMPANY  
10,1% HOLIDAY PACKAGE

## TRAVEL GROUP

3,8 PEOPLE ON AVERAGE



## REPETITION

46,9% HAVE VISITED THE DESTINATION BEFORE



# TOURIST PROFILE

## SEX

61,7% MEN  
38,3% WOMEN



## AGE

45,6 YEARS OLD ON AVERAGE



## PRINCIPAL TRANSPORT MEANS

46,7% OWNED VEHICLE  
37,1% PLANE  
7,5% TRAIN  
4,4% COACH



## INFORMATION SOURCES CONSULTED\*

58,7% INTERNET OR SOCIAL NETWORKS  
15,7% FAMILY, FRIENDS OR ACQUAINTANCES  
8,1% ORGANIZATION  
6,5% TRAVEL AGENCY OR TOUR OPERATOR  
2,6% TRAVEL GUIDES OR BOOKS IN PAPER  
16,4% DID NOT CONSULT ANY SOURCE

## TRAVEL GROUP

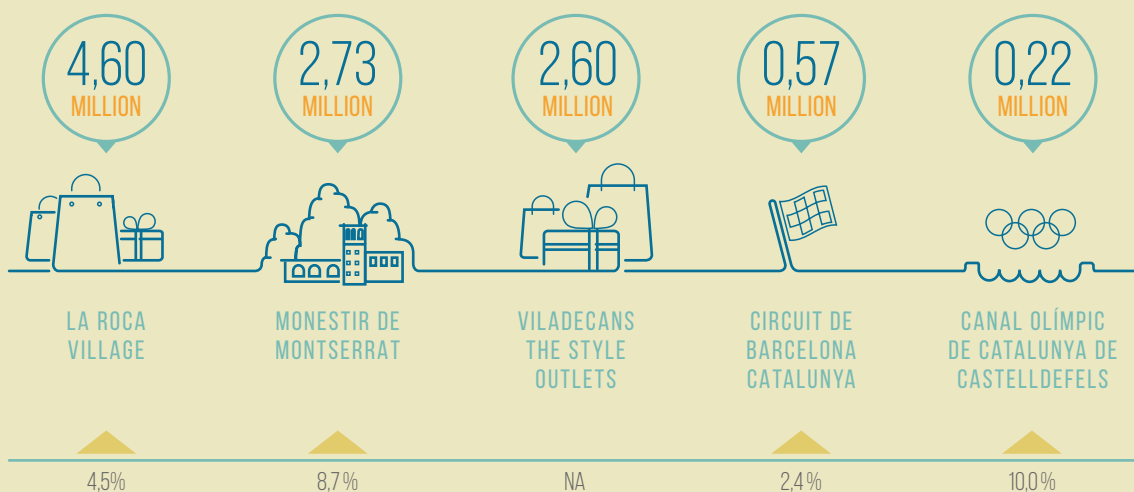
37,2% WITH THE PARTNER  
34,0% WITH THE FAMILY AND/OR FRIENDS  
17,3% ALONE  
8,6% COWORKERS



\*MULTIPLE CHOICE

# ATTRACTIONS

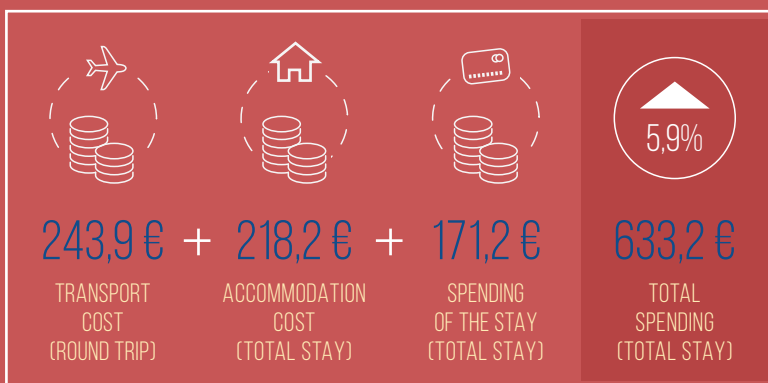
NUMBER OF VISITORS TO PRINCIPAL ATTRACTIONS



◆ ANNUAL VARIATION. NA: DATA NOT AVAILABLE

# ECONOMIC IMPACTS

## AVERAGE SPENDING PER PERSON



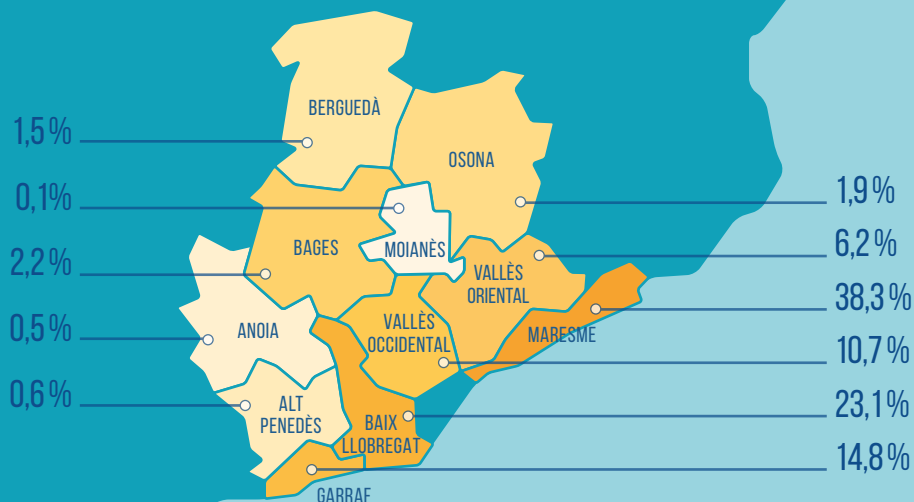
◆ ANNUAL VARIATION

## JOB MARKET



# TOURIST TAX

REGIONAL DISTRIBUTION OF THE TOURIST TAX COLLECTION\*



**TOURIST TAX COLLECTION: 6,6 MILLION €**

6,8%

◆ ANNUAL VARIATION. \*ANNUAL AMOUNT INCLUDING 4T 2016, 1T, 2T AND 3T 2017.

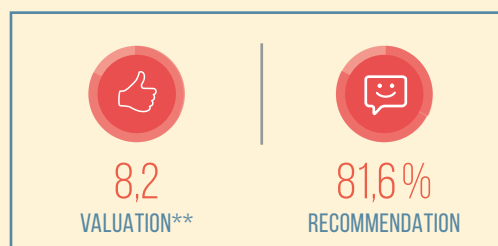
## ONLINE IDENTITY AND VALUATION

### ONLINE IDENTITY\*



\*DIRECT AUDIENCES.

### SATISFACTION



\*\*SCALE 0 TO 10.

SOURCES: TOURIST ACCOMMODATION OCCUPANCY SURVEY (INE AND IDESCAT); TOURISTS OF BARCELONA SURVEY; DIRECCIÓ GENERAL DE TURISME AND DEPARTAMENT D'EMPRESA I OCUPACIÓ OF GENERALITAT DE CATALUNYA; GERÈNCIA DE SERVEIS DE TURISME OF DIPUTACIÓ DE BARCELONA AND EQUIPMENT AND PLACES OF INTEREST OF BARCELONA REGION.

LABturisme

BCN+ Barcelona  
és molt més

Diputació  
Barcelona