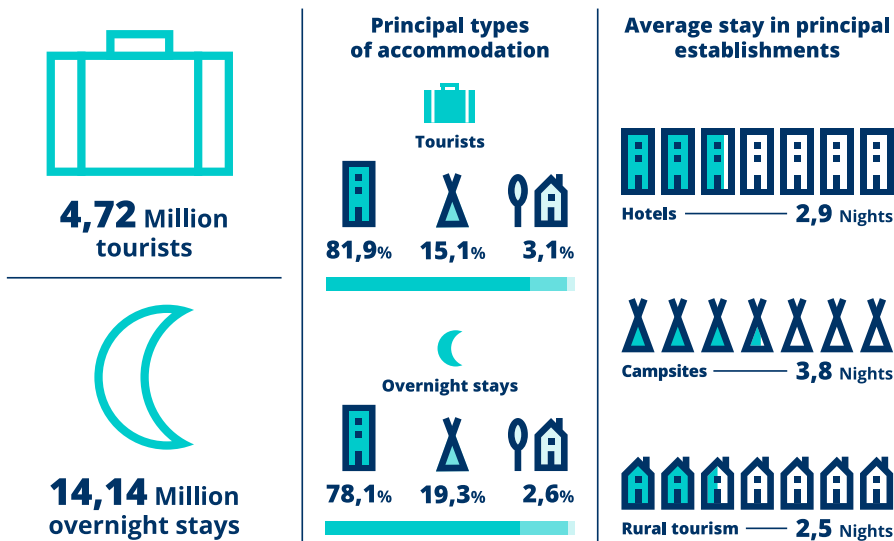


TOURISM IN BARCELONA REGION 2018*

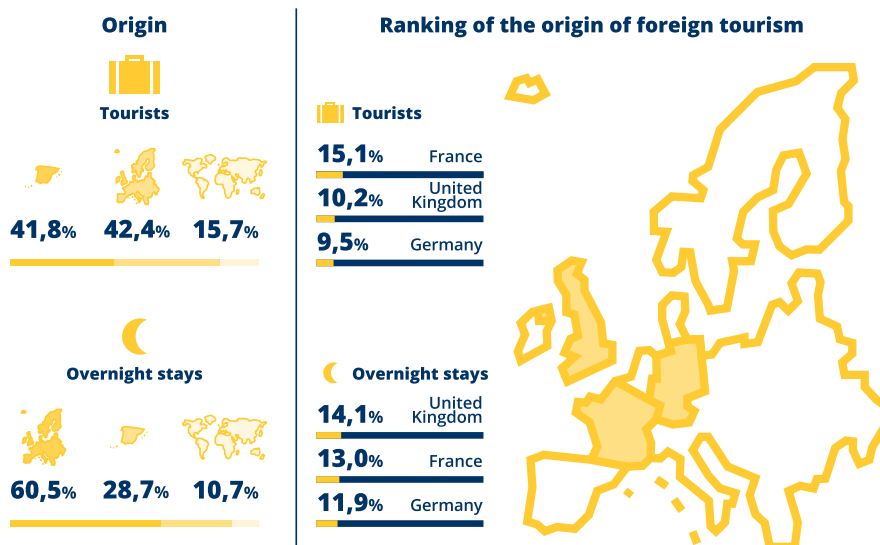
*Barcelona region considers all regions of Barcelona except Barcelonés. Data 2018

Demand



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

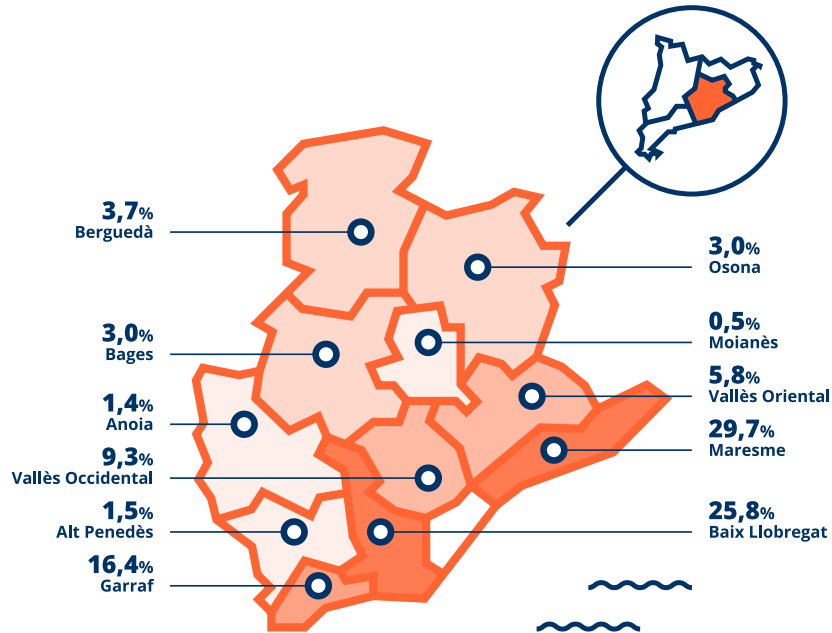
Demand in hotels



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 tourist dwellings

Source: Own elaboration

Tourist profile

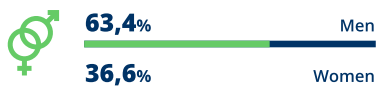
Travel group



Age



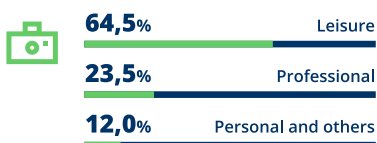
Sex



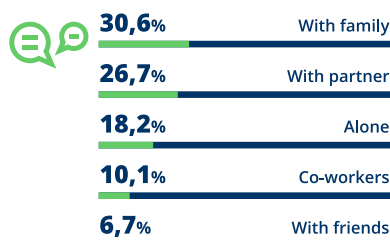
Repetition



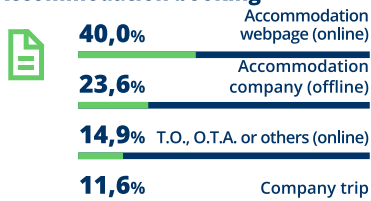
Main reason of visit



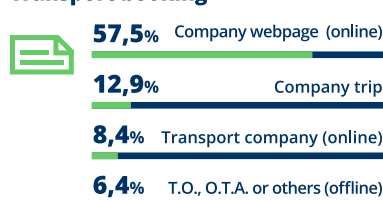
Travel group*



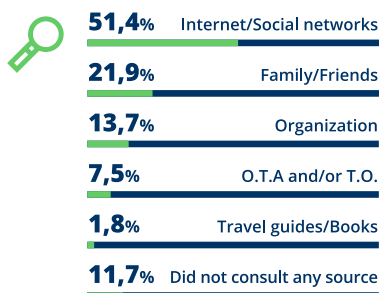
Accommodation booking



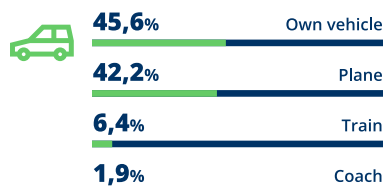
Transport booking



Information sources consulted*



Principal means of transport

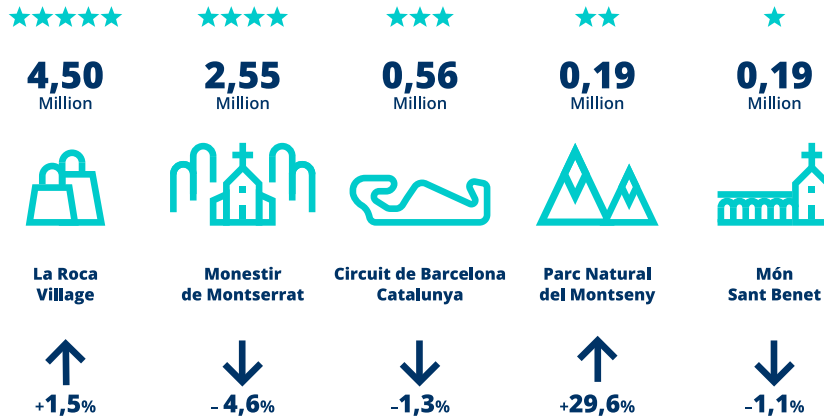


* Multiple choices

Source: Own elaboration based on the Tourists of Barcelona Survey

Attractions

Number of visitors to principal attractions



↕ Annual variation

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

Economic impacts

Average spending per person



Job market

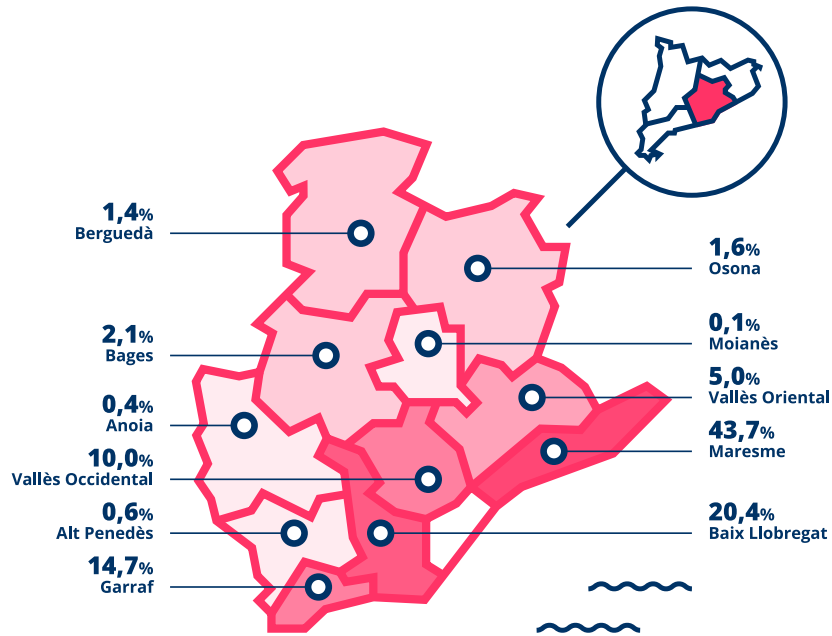


↕ Annual variation

Source: Own elaboration based on the Tourists of Barcelona Survey 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 **6,73 Million €** **-1,0%** ↓

* Annual amount: Including 4T 2017, 1T, 2T and 3T 2018
 ↓ 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 valuation



* Direct audiences opened profiles

** Scale 0 to 10

Data actualized on March 2019

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