Strategic Tourism Plan 2020

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**Total amount of tourists and visitors. 2016**

- **23 M**
  - Tourists in BCN 17.4M
  - Tourists in Catalonia visiting BCN 4.3M
  - Cruise pass. in transit 1.3 M

**154.000** Average visitors per day

Depending on the sum of events, daytrips and cruises, it can reach 220.000 visitors per day. 850.000 movements.

Source: Consortium Barcelona Tourism

**Evolution of tourists and overnights in hotels**

Source: Consortium Barcelona Tourism
Source: Consortium Barcelona Tourism

Average price & variation

Long-term rental contracts

Average salaries by activity sectors

Source: Barcelona City Council
Resident's aware of the increase of tourism

Barcelona has to keep on attracting more tourists

Barcelona is reaching the limit to host more tourists

Source: Barcelona City Council

Accommodation in Barcelona

Visitor's perception

Is there too many people to enjoy the tourist visit?

AGREE

DISAGREE

NO ANSWER

Source: Barcelona City Council

Tourism 2020

Barcelona

Source: El Punt Avui, La Directa, EFE, El Periódico

Strategic Plan
### Strategic Tourism Plan 2020

**What is the main purpose?**

Managing the destination by ensuring its sustainability, reconciling to the maximum all the elements at stake and promoting the greatest possible social return of tourism activities satisfying the enjoyment of visitors without jeopardizing the quality of the residents.

... framed by force drivers

### Sustainable destination management

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### Territorial Strategy

**Guarantee the Social Return of Tourism Activities**

- Leveraging effect of tourism, not final goal
- Promote territorial assets
- Reducing negative effects

Promotion — Mitigation

Sectoral policies

Internal coordination

Public – private – community collaboration

Metropolitan

City

Districts

High-affluence spaces
Economic Development Strategy

Marketing Strategy

Tourism 2020 Barcelona

https://ajuntament.barcelona.cat/turisme/en/

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