

Press Release

9 January 2017

## **Barcelona Bus Turístic has a new image: more authentic and more closely identified with the city**

The design is being modernised at the same time as the fleet is upgraded to make the buses more efficient and environmentally-friendly

Barcelona Turisme and Transports Metropolitans de Barcelona (TMB) have today unveiled a new image for Barcelona Bus Turístic, the city's sightseeing buses. It is a complete overhaul of the "hop-on, hop-off" transport pioneer, created in 1987, and which has become an essential part of exploring one of the most attractive cities in the Mediterranean.

The new image is inspired by some of the defining features Barcelona is known for: the reflection of the sun on the sea, the texture of Gaudí's ceramics, the unique paving of the city's streets, the colours of the churches' stained glass windows, the impression created by the metallic patterns of the iconic Agbar Tower or Frank Gehry's monumental fish in Vila Olímpica, for example.



The new multicolour design for Barcelona Bus Turístic

These shapes, textures and colours have been brought together in a multicolour triangular pattern which is to become the main symbol of the new visual identity, designed to evoke the most authentic details of Barcelona and become, as the previous popular eye design has been, representative of the city.

This new image, which will be used for the vehicles, the stops and all communication and promotional material, is being released as we move into 2017, when the Barcelona Bus Turístic celebrates its first 30 years of life.

## Press Release

Three decades ago, Barcelona was the first major European city to set up a single ticket or “hop-on, hop-off” tourist transport system. The unique thing about this system is that with the single ticket passengers can get off and do the sightseeing they wish around each stop, and then get back on and continue the route over one or two days. This freedom brings an extra bonus too, as the ticket comes with a book of discounts worth over 200 euros in a wide range of establishments and attractions.

With its three routes (the red and the blue operate all year, whilst the third, the green or the Forum route, operates from Easter to late October) and 45 stops, the Barcelona Bus Turístic helps bring business and visitors to almost 70 cultural and leisure venues in the city, from museums to shops and shows, via restaurants, various leisure activities and other forms of transport.

### Modernisation of the Fleet

The visual identity of Barcelona Bus Turístic is being overhauled at the same time as its fleet of double-decker buses is modernised. This process began in 2016, with the introduction of the first ten vehicles measuring 14 metres long and with 35% more capacity on the upper deck. TMB has placed a second order for a further ten similar vehicles, which will make the 77-vehicle fleet much more fresh and modern.



Interior and upper deck of one of the new Barcelona Bus Turístic Euro 6 buses

The new double-decker buses are of low-entry type with diesel engines that meet the highest environmental standards within the Euro 6 heat engines. They have 83 seats (including 69 on the open upper deck) and one wheelchair space on the lower floor. All seats in the new vehicles have a USB socket for charging mobile devices, as well as the normal facilities: free broadband wifi, reusable headphones for listening to the audioguide and assistance for those with hearing impairments.

## Press Release

The Barcelona Bus Turístic operates daily between 09:00 and 22:00 (the last departure from Plaça Catalunya is at 19:00 in winter and 20:00 in summer), departing every 5-25 minutes, depending on the line and the time of year.

### **Information in 16 Languages**

An agent from Barcelona Turisme travels on every bus to answer customer queries and give a general explanation of the information provided through the personalised multilingual audio system (16 languages to choose from). The ticket price also includes a guide with details of the stops on the route and the discount book with various cultural and leisure options.

### **Excellent Rating and International Recognition**

Year after year, the Barcelona Bus Turístic service receives positive reviews from its users (almost two million), the large majority of whom (85%) are from other countries, with an average age of 40, who have come to Barcelona by plane for a leisure trip, with their partner, family or a group of friends. 64% are visiting the city for the first time and 10% are on a cruise. This data is taken from a survey the company conducted in summer 2016, which also reveals that travellers give Barcelona Bus Turístic an average score of 8.2 out of 10, a high rating that has been maintained with little variation over the last 15 years.

The good reviews and users' willingness to recommend the service have ensured that for the last four years Barcelona Bus Turístic has held a Certificate of Excellence issued by the international website TripAdvisor. This means the service has received a general minimum score of four points (out of a maximum possible of five).