



# BARCELONA

**PRESS FILE**

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## RANKINGS

- Barcelona is the only city in the world with nine buildings which are UNESCO World Heritage: la Pedrera, Park Güell, Palau Güell, Palau de la Música Catalana, Hospital de la Santa Creu i Sant Pau, Sagrada Família, Casa Batlló, Casa Vicens and Cripta de la Colònia Güell.
- Barcelona is the world's third most popular congress city, according to the International Congress & Convention Association (ICCA), and is the sixth city in the world for convention tourism, according to the Union of International Associations (UIA).
- Barcelona with 2,000,000 passengers is port of call in Europe for cruise-liners and fourth in the world.
- According to *The Daily Telegraph*, Barcelona is the world's top urban tourism destination of 2003.
- Barcelona was named top short-break destination by the 2010 and 2011 British Travel Awards.
- Top Spanish city 2004, according to the readers of *El País El Viajero*.
- Barcelona was named *Gourmande* city 2002. It is the only city outside France to have been awarded this culinary distinction.
- Barcelona hosts the world's number 1 incentive, business travel and meetings exhibition, the EIBTM, from 2004 to 2016.
- According to British Airways, Barcelona is the preferred city-break destination for the British.
- Barcelona is the Spanish city where tourists from abroad carry out the most credit card transactions (22% of the total).

## MEDITERRANEAN CAPITAL

Since Barcelona was founded over 2000 years ago it has pursued its vocation as a great **Mediterranean metropolis**. With its privileged location on the Iberian Peninsula, between the sea and the mountains, it is the cultural and administrative capital of Catalonia and the traditional gateway to Spain.

Its **mild climate** throughout the year is an invitation to experience the city to the full, both by day and by night. Strolling through the captivating, lively streets, you can sense the hospitality and friendliness of its inhabitants.

The old city, formed by the **Gothic Quarter** and the **Ribera** and **Raval** neighbourhoods, is famous for its historic buildings. A walk through its old streets is essential in order to understand the different periods in the history of Barcelona, to contemplate its monuments, the Roman wall among perfectly conserved Gothic buildings, the remains of the Jewish quarter, and above all, to enjoy its characteristic Mediterranean atmosphere.

There is no better place to get to know Barcelona than **La Rambla**, a colourful, bustling avenue that begins beside the sea at the **Mirador de Colom** and goes up to the **Plaça de Catalunya**, a meeting point and the centre of urban communications. Considered as the lively and dynamic heart of the city, it is essential to visit it from top to bottom. Street musicians, opera singers, mime artists, painters, human statues, flower stalls and bird sellers, the **Boqueria market**, the **Gran Teatre del Liceu** –restored at the end of 1999– and the countless shops and friendly cafés make up a unique and unforgettable walk.

Continuing towards the mountains, we come to the **Eixample** district: a unique European model of urban planning. Designed in 1860 by Ildefons Cerdà, it contains one of the largest collections of *modernista* [Catalan art-nouveau] architecture on the continent. The famous Passeig de Gràcia contains the most representative buildings from this movement. **Antoni Gaudí**, **Puig i Cadafalch** and **Domènech i Montaner** expressed their creativity in the residences of the Catalan bourgeoisie of that time.

**Casa Batlló**, **Casa Amatller** and **Casa Milà** –better known as *La Pedrera* [the stone quarry]– are just some of the buildings which bring together a host of almost unprecedented, exuberant colours and forms. *Modernisme* can be appreciated throughout the city. Spectacular buildings like the church of the **Sagrada Família** –an unfinished work by Gaudí–, the **Palau de la Música Catalana** and the **Park Güell** make up, along with other buildings, a legacy of *modernisme* that can only be seen here.

The *Sagrada Família*, the *Casa Batlló*, the *Casa Vicens* and the *Colònia Güell* have been designated World Heritage Sites, together with the *Palau Güell*, the *Hospital de la Santa Creu i Sant Pau*, the *Park Güell* and the *Palau de la Música Catalana*.

But the city does not live only through the past. Barcelona –an active and dynamic city– is in a constant process of renewal. In the last decade, it has experienced an impressive transformation. The holding of the 1992 Olympic Games –considered, at the time, the best in history– meant that the city was opened up to the sea, and provided with an infrastructure of roads incorporating the latest technology. The major 1992 event left a rich architectural legacy –Isozaki's sports facility the **Palau Sant Jordi**, the **Lluís Companys Olympic Stadium**, the **Olympic Ring**, on the Montjuïc's mountain– and a rich urban legacy which continue to grow with the great challenge of the 2004 Universal Forum of Cultures.

## URBAN-TOURISM DESTINATION

Barcelona has established itself as one of the main urban-tourism destinations in Europe. The Catalan capital has every attraction for weekend breaks and three or more day's visits. For some years now, holidaymakers have accounted for about 50% of visitors to the city, a similar figure to business trips, which have traditionally been Barcelona's strongest visitor segment. This makes the city the ideal place for a short break.

In recent years, the Catalan capital has become one of the favourite Mediterranean ports of the great cruise lines. The new ferry terminals which feature excellent services and are within easy access of the city, allow **cruise** passengers to take a stroll around the city while they enjoy its atmosphere and the best in shopping. This makes Barcelona an extremely attractive port of call.

**Culture** is one of Barcelona's main attractions and makes the city an urban-tourism destination par excellence. The stunning *modernista* legacy is an architectural treasure trove of the first order. The beautiful paintings from the Catalan Romanesque period, appreciated throughout the world, are another major attraction which the city combines with prestigious musical performances and theatre.

## HEADQUARTERS OF THE LA UNIÓ PEL MEDITERRANI

Barcelona has consolidated its importance as the centre of the Mediterranean coast. The city has been chosen as the headquarters of the Unió pel Mediterrani (UPM), which brings together 43 countries.

The Ministers for Foreign Affairs of the member states have highlighted the ideal situation of Barcelona to provide the venue for the general secretariat of the institution. The headquarters of the UPM will be the Palau de Pedralbes, a historical place in the city which has a pavilion within the premises which is ready to welcome the first member states.

The organization will take charge of the launch of cooperation projects between the two banks of the Mediterranean. Among these is the fight against marine pollution, the establishment of the so-called sea highways to facilitate trade exchanges and the cooperation in civil protection to fight against natural catastrophes.

## THE CITY OF CULTURE

Barcelona has always been a city with strong cultural and festive traditions. Its more than 50 museums and many art galleries stage permanent and temporary exhibitions that are part of a stimulating, year-round, calendar of events. The recently extended **Museu Picasso**; the **Fundació Joan Miró**; the **Museu Nacional d'Art de Catalunya-MNAC** (National Art Museum of Catalonia-MNAC), with its unique collection of Romanesque art; the **Museu d'Art Contemporani de Barcelona-MACBA** (Barcelona Museum of Contemporary Art-MACBA); **CaixaForum**, housed in an old art-nouveau factory; or the **Fundació Antoni Tàpies** are must-see landmarks which trace culture throughout the ages.

**Music** in Barcelona is a fiesta. All the musical genres can be enjoyed in the city, from classical to contemporary music, from ethnic music to jazz. Modern concert venues –which are also landmark buildings– such as **l'Auditori**, the **Palau de la Música** and the **Gran Teatre del Liceu** offer prestigious performances throughout the year. Theatre-going is another activity that enlivens the cultural life of Barcelona, which features prestigious internationally-known theatres. The opening of the **Teatre**

**Nacional de Catalunya** consolidates the range of entertainment on offer in Barcelona.

Barcelona is a cultural hotspot. Every year, the city's museums and cultural centres are a melting pot of people. Last year, Barcelona's main museums attracted some 14,000,000 visitors, a figure which increases yearly at the same rate as hotel overnights. The Sagrada Família is the most popular cultural attraction and over two million people visited it last year. La Pedrera, also designed by Gaudí, and the new CaixaForum also proved popular with 1,500,000 visitors.

## **MEDITERRANEAN CUISINE: PURE ATTRACTION**

The city lives up to its Mediterranean setting with its Catalan **cuisine**, one of the most auspicious expressions of the Mediterranean diet. The interest in gastronomy in Barcelona is reflected in a long and varied list of restaurants, some of them awarded Michelin stars, that suit the most varied tastes: local Catalan cuisine, international cuisine, exotic food, not to mention tapas and appetisers –the quintessence of Spanish cuisine–, or the world-famous cava. All the local know-how and flavours, all the benefits of the Mediterranean diet, come together in this culinary speciality, which also includes prestigious wines. We invite you to try it: the table is laid.

In the Catalan capital there is an extensive gastronomic offer. At present, there are **over 10,000 establishments** with restaurant licences. Among the many highly prestigious restaurants in Barcelona, a total of 27 Michelin stars have been awarded.

The city's cuisine is one of the strategic lines of Turisme de Barcelona. The consortium promotes the gastronomic offer of the city through the Barcelona Gastronomia programme, involving a total of 166 restaurants in the city.

## 'SHOPPING': WHAT MAKES US DIFFERENT

**Shopping** in Barcelona is a delight. The Catalan capital has its own unique shops where you will find quality goods at competitive prices, as well as top international designer names. Barcelona is the leading Spanish city in terms of sales to tourists from abroad 22% of credit-card purchases in Spain are made in Barcelona, and the city accounts for almost 21% of the country's ATM withdrawals.

The tourists who visit us appreciate the quality of the goods on sale in Barcelona's shops, and its services. In addition, the city showcases Europe's biggest shopping centre, the **Barcelona Shopping Line**. This 5-km thoroughfare stretches from the harbour to the uptown Diagonal district, via La Rambla, the old town, the Gothic Quarter and the Passeig de Gràcia and Rambla de Catalunya. The **Shopping Line** comprises a series of shops which turn the shopping experience into a pleasant stroll. It is a stimulating compendium of the retail outlets in the city, which has 35,000 shops in total.

The **Barcelona Shopping Line**, directs external demand to the shops that identify Barcelona and are part of its history. Shops which have blended tradition and modernity without losing their identity and offer visitors a rich and varied range of products, good value for money and first-class service. There are currently over 190 outlets associated with the **Barcelona Shopping Line** brand. Last year, it was joined by some of the city's top shopping centres.

## MEETINGS: EFFICIENCY AND CREATIVITY

Barcelona is one of Europe's favourite destinations for all kinds of scientific and business meetings: congresses, conventions, product presentations and incentive trips. Barcelona has excellent infrastructures for hosting such events: a trade-fair site with 200,000 m<sup>2</sup> of indoor floor space, including the Barcelona Conference Centre; another, recently built, conference centre which can host 3,000 people; the Palau Sant Jordi, the jewel of the 1992 Olympic Games, which is equally suitable for launching a car, like a concert or a windsurf competition indoors. And to complete this range of facilities, since November 2004 the city has had a new Convention Centre (the CCIB), which can host major congresses for up to 15,000 people in a modern building equipped with the latest technology.

Barcelona's excellent **range of hotels**, which offer 60,000 beds, and particularly its larger establishments, are perfectly suited to the requirements of business conventions and incentive trips. The countless historic and unique venues for receptions, gala dinners and parties are an added attraction for this sector. They include *Catalan Gothic*, rustic-style or ultramodern buildings as well as *modernista* landmarks, some designed by Gaudí.

Barcelona is also famous for **design and creativity**. This quality of many of the city's professionals brings that special touch to social events and programmes which often bring together the history, culture and natural environment of the region.

Turisme de Barcelona has a specific programme to promote and assist this sector: the **Barcelona Convention Bureau**. It was founded in 1983, and has long-standing experience in advising meeting organisers.

## **ECONOMIC SOLIDITY**

With a history dating back 2,000 years, Barcelona has become a dynamic, creative and imaginative city. The capital of Catalonia is a key economic point of reference on the European map. With a GDP of some 60,000 million euros, Barcelona ranks as the fourth best European city for setting up a business, and the city on the continent which offers the best standard of living for professionals (1).

(1) According to the report *European Cities Monitor* by Cushman & Wakefield -- Healey & Baker

### **Port**

The port of Barcelona brings together the greatest number of logistic facilities on the Iberian Peninsula and in the south of Europe. The integration of all means of transport (port, airport, motorways, and railways) within a five-kilometre radius, and its location in a setting which offers the best services to the transport and logistic sectors, make the port one of the Mediterranean's hubs for commerce, transport and distribution. Info: [www.portdebarcelona.es](http://www.portdebarcelona.es)

## **Airport**

Barcelona's airport, El Prat, is one of the main European air hubs. It is perfectly connected to the main European markets, and has yearly passenger figures of 30 million. Info: [www.aena.es](http://www.aena.es)

## **Fira de Barcelona**

Fira de Barcelona has become the most important organizer of professional and industrial trade fairs in Spain, and one of the first five in Europe in number of conventions. Of the total number of trade fairs which are held in Barcelona, 15 are a point of reference in Europe as they figure among the first five in their speciality. Info: [www.firabcn.cat](http://www.firabcn.cat).

# **EUROPE'S LEADING CRUISE HARBOUR**

Barcelona has one of the most popular ports for cruise ships as well as for shipping companies. According to *Lloyd's Cruise International*, Barcelona is the first cruise harbour in Europe and Mediterranean and fourth in the world.

Barcelona harbour enjoys a prime location in the western Mediterranean, and meets all the requisites of the cruise companies who use it as their home port: a prestigious tourist city, a quality hotel infrastructure, an airport with international air connections and harbour facilities devoted exclusively to cruise ships. Barcelona is also the centre of a Euroregion with a great number of potential cruise passengers.

Barcelona harbour has seven cruise terminals which are perfectly equipped to cater to the great number of passengers who use them every year. The terminals are located in the heart of the city, and are well-served by public transport -buses and taxis-, which make it easy to reach any part of the city.

For further information:

Port de Barcelona

[www.portdebarcelona.es](http://www.portdebarcelona.es)

## A CITY ON TOP FORM

Besides these outstanding events, the city's annual sporting calendar includes many competitions of international scope. This factor, together with Barcelona's renown as a tourism magnet, has led to the creation of the **Barcelona Sports** programme, geared to increasing the number of fans who attend major sporting competitions held in the city. This programme focuses particularly on international sporting events held in Barcelona, which make up the sporting calendar.

For more information and see the calendar: [www.barcelonaturisme.cat](http://www.barcelonaturisme.cat)

## HERITAGE

**Barcelona has nine buildings which are Unesco World Heritage**

The streets and neighbourhoods of the Catalan capital are a permanent open-air showcase of the most representative architecture throughout the ages. In this cosmopolitan city, born on the shores of the Mediterranean, visitors can find relics of the most ancient civilisations, spanning the medieval period, to the more recent splendour of Catalan art nouveau, or *modernisme*, and the new skyscrapers. Barcelona is basically an architectural city, with unique landmark buildings, which stand alongside superbly preserved examples from our past.

**UNESCO** has once again sought to honour some of the treasures which, far from concealing them, Barcelona shows off with pride and pleasure. This is why it has designated four of Barcelona's buildings as World Heritage Sites. 600 delegates, from 180 countries, have once again acknowledged **Antoni Gaudí's** important legacy to the city of Barcelona, so that the people of Barcelona, as well as the millions of people who visit the city every year, can see his works at first hand. The crypt and the Nativity façade of the **Sagrada Família**, the **Casa Vicens**, the **Casa Batlló** and the crypt of the **Colònia Güell** have taken their rightful place on the UNESCO list. In this way, the organisation vouches for the outstanding contribution made by Gaudí's works to the evolution of architecture and building techniques in the late 19th and early 20th centuries.

The Sagrada Família is a special case in Barcelona, because it has become the city's major icon. This explains why it is the most visited cultural

attraction in Spain, ahead of the Museo del Prado in Madrid and the Alhambra in Granada. The Nativity façade is the only part of the Sagrada Família built under Gaudí's direct supervision. The Casa Vicens is also a representative example of Gaudí's architectural career. It was built between 1883 and 1885 for a family that owned a cement factory, and was one of the earliest works by this world-renowned architect.

There is an anecdote behind the construction of the Casa Batlló. It was built between 1904 and 1906 for a textile manufacturer and met with initial opposition from the municipal authorities. Today it is another of Barcelona's architectural attractions. The crypt of the Colònia Güell, located on the outskirts of Barcelona, in the small town of Santa Coloma de Cervelló, is one of the spaces designed by Gaudí which has the most personality.

The listing of four more Gaudí buildings as World Heritage Sites now brings to nine the number of architectural works to have been granted this distinction. In 1984, it was the turn of the Casa Milà (popularly known as La Pedrera), the Parc Güell and the Palau Güell. UNESCO, however, has also turned its sights on another of the city's great architects: Domènec i Montaner. In 1997, the Palau de la Música Catalana and the Hospital de la Santa Creu i Sant Pau joined the select band of landmarks on the UNESCO list. Barcelona has almost doubled its number of World Heritage Sites and there is no doubt that this is another reason to visit a city that has been able to preserve its landmarks in order to make them accessible to the rest of the world.

Information: [www.barcelonaturisme.cat](http://www.barcelonaturisme.cat)

## TURISME DE BARCELONA

Turisme de Barcelona is a consortium created by *Barcelona City Council*, the *Barcelona Chamber of Commerce, Industry and Shipping* and the *Barcelona Promotion Foundation* in order to promote our city as a tourist destination

Turisme de Barcelona carries out promotional, communication and marketing campaigns in the principal international source markets, targeting different world market segments which fall within its sphere of interest (conventions, cruises, holidays, cultural activities, etc.). It provides the tourist sector in the city with the chance to participate actively in its promotions by providing services and by presenting its products

internationally. This strategy is reflected by the considerable growth in overnight stays, which has risen from 4.7 million in 1994 to 15.529.218 in the year 2011.

Turisme de Barcelona also markets a wide range of products which are available through tour operators, or directly through its tourist information offices, and the website ([www.barcelonaturisme.cat](http://www.barcelonaturisme.cat)) so that visitors can enjoy Barcelona to the full.

## **ENJOY BARCELONA**

### **BARCELONA BUS TURÍSTIC**

Discover the city at your own pace on the Barcelona Bus Turístic's fleet of double-decker vehicles. The service runs on two routes and you can get on and off as many times and for as long as you like with the same ticket. One- or two-day tickets are available and are issued with a discount voucher booklet offering reductions at the city's main sights. A courier travels on board the bus to assist with any questions you may have, as well as an audio headphone available in ten languages.

### **CATALUNYA BUS TURÍSTIC**

The Catalunya Bus Turístic offers you the main touristic attractions in Catalonia. This service offers different itineraries with the same concept than the Barcelona Bus Turístic which means discounts and free entrance in the main cultural spaces, stores and restaurants in the cities visited.

### **BARCELONA CARD**

Card featuring free travel on public transport, discounts and free offers at museums, leisure facilities, night-clubs, shops, restaurants and on entertainments, other services and means of transport. Valid for two three, four or five days.

### **BARCELONA WALKING TOURS**

#### *Gothic Quarter*

A guided tour of the Gothic Quarter, Barcelona's historic and political centre, led by a professional guide. The tours depart from the Turisme de Barcelona information office in Plaça Sant Jaume and take in the streets and squares of the Gothic Quarter.

### Picasso

A guided tour of the bohemian Barcelona where Picasso lived at the end of the 19th century and the beginning of the 20th century. A walking tour which retraces the stories, anecdotes and events that influenced the artist's life and career. The tour ends at the Picasso Museum which showcases the most important collection of works from Picasso's youth and formative years.

### Gourmet

A trip around the old quarter of the city which reveals, little by little, the ingredients which are indispensable in Barcelona gastronomy. On this trip, the visitor will become familiar with the products used in Catalan cuisine, from fruit and vegetables to "pa amb tomàquet" and "butifarra" as well as the coffee, the turrone and the chocolate.

### Modernism

A tour of the "Quadrat d'Or" the "Eixample"; a special area which, at the end of the XIX century and coinciding with the modernism movement, became the centre for the affluent middle-class of Barcelona. This is a fascinating tour around a real open air museum, visiting the modernist buildings of Gaudí, Domènech & Montaner and Puig & Cadafalch among others.

## **ARQUEOTICKET**

This is a combined admission ticket which permits access to the city's five museums which hold collections of archaeological treasures: the Archaeology Museum of Catalonia, the Pre-Colombian Art at the Barbier-Mueller Museum, the Egyptian Museum of Barcelona, the Barcelona City History Museum and the Barcelona Maritime Museum. The ticket is valid until 31<sup>st</sup> December of the year of purchase which permits the visits to the museums to be spread over several months.

## **TOURISM PRODUCTS AVAILABLE ON LINE**

**Turisme de Barcelona** is now selling its products and services on line through its website. This new initiative is designed to help visitors make the most of their visit to the Catalan capital and offers them the possibility of putting together their own tailor-made travel package, combining their stay with the purchase of products and room reservations.

The website [www.barcelonaturisme.cat](http://www.barcelonaturisme.cat) features comprehensive information about this new service. We recommend you visit the site to discover new ways of visiting Barcelona. The **Barcelona Bus Turístic**, **Barcelona Walks**, and the **Barcelona Card** are the first products which can be purchased on-line. The website also features a comprehensive list of the city's hotels.

The web is the best tool in order to plan a visit to Barcelona at long distance. This year, it will also include a new section which will enable visitors to make hotel reservations in Barcelona. It offers a daily service offering complementary information which will provide anyone interested in making a booking with all the necessary details to plan their stay: locating the hotel; airport connections, port, motorways and railway stations; proximity to health services, restaurants, cultural facilities... The page also informs users of the site that they can complete their hotel booking by telephone, fax, e-mail and even via a chat room hosted by professional couriers.

## **TOURIST ATTENTION**

Turisme de Barcelona has twenty tourist offices staffed by information officers who will help visitors with any questions they have about the city and its sights. The offices also sell publications by Turisme de Barcelona and other products, such as tickets for the Bus Turístic, the Barcelona Card, Barcelona Walks, public transport passes, and gifts in the BCN Original shop.

**Turisme de Barcelona** makes available to the web address

[www.barcelonaturisme.com/press](http://www.barcelonaturisme.com/press)

where you will find various items of Barcelona, content, photos and more.