37TH AMERICA'S CUP LOUIS VUITTON

Barcelona Turisme

HOST VENUE PARTNER

BARCELONA, the city

Ajuntament de Barcelona

Cambra de Comerç de Barcelona

Fundació Barcelona Promoció

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Barcelona is a city with 1.6 million inhabitants, valued for its quality of life and creativity. The Catalan capital is among the top cities in the world ranked for their quality of life, safety and security, fairness and equality. A healthy city, with a Mediterranean climate, green spaces and food made from locally sourced produce. It has its own distinctive lifestyle and its Mediterranean climate invites visitors to discover the different neighbourhoods and enjoy their leisure time through its wonderful cultural, culinary and retail offering. The city's spirit of diversity means it welcomes many people who want to live there. This is confirmed by the world rankings.

- **1st tourist destination** in the world to be awarded **Biosphere Platinum** certification
- **1st city in the world** in the number of delegates taking part in **congresses** (ICCA)
- **3rd in Europe** in the World's Best Cities 2024 ranking, being particularly outstanding in terms of human capital, education, connectivity, openness, tolerance and trust.
- **1st city in Europe** with the best strategy to attract **foreign investment**
- **1st European Capital of Democracy** (The Innovation in Politics Institute)
- **3rd preferred European city** to locate a **start-up**

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- **Commitment to events**. The city is committed to big events: sport, music, leisure, major art exhibitions and professional meetings that draw on a vast and competitive network of services and infrastructures for welcoming delegates. Barcelona is a leader in the professional sphere and one of the most requested destinations for hosting congresses and corporate meetings (MICE). Barcelona's recognition as a congress venue has made it one of the leading destinations for **organising events**.
- **Innovation and tradition**. It combines innovation with tradition and is a hub for researchers, artists, university students, faculty members and entrepreneurs. It runs science and technology trails through the innovation district 22@ and offers the *Workation* programme for digital nomads.
- **A benchmark urban tourism destination**. A mature destination attracting tourists from around the world who visit at different seasons of the years for a wide variety of motives. They foster its dynamism and innovative spirit.

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BARCELONA

CULTURE, SHOPPING, SPORT, FOOD…

The city offers a wide range of cultural, retail and culinary attractions and sporting events. More than **35,000 shops**, **9 UNESCO World Heritage sites** as well as countless museums and art centres. It is the capital of monographic museums dedicated to single artists (Picasso, Miró, Tàpies...) and is renowned for its excellent **cuisine** that has garnered 37 Michelin stars. The calendar is completed with sporting events, including the Barcelona Marathon and the America's Cup, which is being held this year.

BARCELONA AND ITS ENVIRONS: Less than half an hour outside the city you will find mountain and coastal landscapes with a rich cultural heritage. Barcelona is also the capital of the wine-growing Penedès region.

Climate

Climate indicators in Barcelona

Observatori Fabra – 2022

Annual average temperature 18.1 ºC
Extreme maximum temperature 37.0 ºC
Extreme minimum temperature 0.5 ºC
Annual sunshine hours 2.808,4

World Heritage sites in Barcelona

Palau de la Música Catalana
Hospital de Sant Pau
Park Güell
Palau Güell
Casa Milà
Casa Vicens
Nativity façade and crypt of the Sagrada Família
Crypt of the Colònia Güell

Source: UNESCO

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INDICATORS

Barcelona	1.6M inhabitants Surface area 101.7km^2

Infrastructures	Airport 2023	41.6M passenger traffic 7th European airport in terms of passenger traffic 88 airlines 200 destinations 51 intercontinental flights
	Port 2023	2.3M cruise passengers 1st port in Europe in terms of passenger traffic 100 regular shipping lines connect more than 200 ports

Tourism	Tourists 2023	15.6M tourists 7.7M tourists at hotels 4th European destination for international overnights 152,300 places available 450 hotels
	Labour market 2023	150,000 jobs 12,000 companies
	Origin 2023	Spain 19.3% United States 12.6% United Kingdom 7.4% France 7.3% Italy 6.1%
	Average profile 2023	International aged 35 with a university degree who travels by plane with their partner/spouse. They are on holiday, spend 4.7 nights in the city and mostly get around on foot.
	Tourist spending 2023	9.676M€ economic impact of direct spending 91.7€ spend per person, per night during their stay

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BARCELONA'S ATTRACTIONS

EVENTS COMPETITIVE CITY	A city committed to organising big events
FESTIVALS A CITY AT THE FOREFRONT	Spain is the leading destination for music tourism and Barcelona is the top city due to the variety of venues and the diversity of genres it offers: Sónar, Primavera Sound, Jazz Festival, Cruïlla, Grec Festival are part of the Barcelona brand
SPORT WE VALUE ENDEAVOUR	Venue for big sporting competitions. The city's hosting of the 1992 Olympic Games placed it on the world map of sporting events due to its top-level sporting facilities and open-air spaces. **7th city** associated with sport (Ranking of Sports Cities 2023)
ART CREATIVE CITY	The city is a showcase for culture and creativity. It has a vibrant art scene, a network of art galleries and a unique model of monographic museums set up by the artists themselves: Picasso, Miró and Tàpies. Architects, designers and other creative disciplines have added their talents to the legacy of these world-renowned artists.

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BARCELONA'S ATTRACTIONS

MUSIC TRADITION AND RICHNESS	One of Europe's leading cities for classical music with concerts and performances by prestigious names and a continuous programme of events that centre on three venues: Palau de la Música Catalana, L'Auditori and Gran Teatre del Liceu. Music seasons: Barcelona Obertura, BCN Clàssics, Maria Canals competition
CONGRESSES A POWERHOUSE OF TALENT	More than 2,000 annual meetings (450 congresses and 1,600 conventions) establish Barcelona's position as a key destination in the congress sector (MWC, ISE). Barcelona ranks **1st** as the destination with the most delegates and 4th in terms of the number of international congresses hosted (ICCA)
FOOD EXCELLENCE IN OUR DNA	Key destination in terms of culinary excellence renowned for values such as innovation, talent and creativity. A new generation of chefs have transformed their projects into top restaurants that have earned a reputation in Spain and abroad. Food is one of the main reasons tourists visit the city and it accounts for 50% of their total spend.
INNOVATION ENTERPRISING SPIRIT	The city is a hub for researchers, artists, university students, faculty members and digital entrepreneurs. It is a powerhouse for innovation and entrepreneurship and hosts key events such as the MWC. The main reasons for this are the high levels of training in STEM (science and technology) subjects, the density of the ecosystem (network of digital platforms and services …) and the excellent quality of life. **9th** most attractive **global city** in terms of talent and the **3rd** preferred European **city** to locate a **start-up**.

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WHAT'S ON 2024-2025-2026 Main events

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WHAT'S ON 2024 (I)

LOUIS VUITTON 37th AMERICA'S CUP Barcelona, host city of the 37th America's Cup (August-October). Six teams will be competing. This year, for the first time, it will include a **category** for **women**, the Puig Women's America's Cup, and the **Youth America's Cup,** which is being held for the third time. From 22nd August to October.

MANIFESTA. Barcelona will be hosting the European Nomadic Biennale for first time. The city and its metropolitan area will be showcasing cultural projects and interventions in 12 Catalan towns and cities along with a programme of activities in three themed clusters over 78 days.

40 PRINCIPALES. **The 40 Music Awards** will be held in November at Barcelona's Palau Sant Jordi for the second time in the history of the prize to celebrate 100 years of Radio Barcelona, the first radio station in Spain to broadcast nationwide.

WHAT'S ON 2024 (II)

CONGRESSES MWC, ISE, Seafood, Cardiology, European Meteorological Society (EMS), Microbiology, ESMO, Pharmacology.

TÀPIES YEAR. **One of the city's most important monographic museums.** Throughout 2024, we will be celebrating the centenary of the birth of one of the world's foremost contemporary artists, Antoni Tàpies. The celebration commemorates the painter's life and work with a wide-ranging programme of exhibitions, talks, workshops and other activities at different venues and at the Fundació Antoni Tàpies, which will be the focal point of the event.

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WHAT'S ON 2025 – 2026 – 2027

ARCHITECTURE

Sagrada Familia (2026). The tallest spire, dedicated to Jesus Christ, will be completed. It will be 172.5 metres high and have 12 different levels

World Congress of Architects (2026), Barcelona World Capital of Architecture UIA-UNESCO/host city of the World Congress of Architects (UIA).

La Rambla (2027). Barcelona has started remodelling the iconic boulevard with the aim of reconnecting the community with the imagery of La Rambla through culture. There will be wider pavements, new spaces and mini-plazas and fewer vehicles.

ART / MUSEUMS

50th anniversary of the Fundació Miró (2025); Centre d'Innovació Digital (2026); Centre de Cultura Digital (Antiga Foneria); MACBA. Extension **(2026) ;** Centenary of the death of **Gaudí** (2026)

CONGRESSES

2025: Vitalfoods, ICE, World Conference Lung Cancer, MWC, Barcelona Dental Show, World Stroke Congress

PRODUCT 2024 AMERICA'S CUP

Barcelona *100 Best Experiences*. A catalogue of unique experiences to help visitors discover Barcelona and Catalonia. They are grouped together in 10 themed categories and sold on the online platform.

America's Cup 360. The new card costs 199.95€ and allows visitors to discover the world's oldest competition by sea, land and air. From a helicopter flight to a guided tour on the Golondrinas. It provides free admission to the Race Village and the America's Cup Experience and features discounts on experiences and at restaurants and museums.

America's Cup Premium card. Exclusive for the teams' guests and sponsors who want to see the regatta. The card costs 1,500 € for 2 people and includes a guide, transfer service, booking at a fine-dining restaurant, a private tour of a tourist attraction and concierge service.

Barcelona Card Sea. It features 14 activities: boat trips, water sports and visits to maritime museums or museums associated with the sea. It costs 85€ and can be used over a 7-day period.



TURISME DE BARCELONA

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TURISME DE BARCELONA

- **Turisme de Barcelona** was set up in 1993 to promote and raise the profile of Barcelona around the world in a firm commitment to the strategic sectors of leisure and business travel. It is a **public-private consortium**: **Barcelona Chamber of Commerce**, **Barcelona City Council** and **the Fundació Barcelona Promoció** (sector).
- **It creates narratives** through products and contents to tell the world about Barcelona and bring it to a wider audience (food, culture, architecture, MICE, sports, shopping…)
- **It generates and manages its own resources** by creating **tourism products**.
- **Information and visitor services: 12** tourist information points and the website *Visitbarcelona.com*

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TURISME DE BARCELONA

SEGMENTS AND STRATEGIC STRANDS

SEGMENTS
PROGRAMMES

- MICE
- CULTURE
- SPORT
- SHOPPING
- FOOD
- SUSTAINABILITY
- MEDICAL-SCIENTIFIC-INNOVATION

TARGET AUDIENCE
PROFILES

- PREMIUM
- FAMILIES
- CRUISES
- LGBTQI+

OBJECTIVES

- To specify **Barcelona's offer**
- To boost **meetings (MICE) tourism** and the **segments** that add value
- To promote the city by **specifying products and shared contents**
- To improve the **competitiveness of businesses** by working with them in an impartial way
- **To generate a brand** by creating products and tourism **imaginaries**
- To foster **pride in the city** by involving the community in the offer
- To contribute to leisure and MICE: **big events, education and health**

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PRESS

AMERICA'S CUP PRESS CARD

- A new press card for journalists who will be covering the America's Cup. It provides access to more than 20 places of interest in the city, such as cultural centres, sports venues, art museums and galleries, the Barcelona Bus Turístic and the exclusive experiences in the **Barcelona Best Experiences** catalogue, which has been created especially for the race.

PRESS CARD

- Press pass that provides access to different venues and services: transport, museums, landmarks, art museums and galleries, cultural attractions and sporting venues.

PRESS TRIPS

- We organise press trips for journalists with personalised visits to places of interest according to pre-arranged itineraries.

IMAGES OF BARCELONA

- https://images.barcelonaturisme.com/BancImatges/imatges/

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