

60% of gastronomic tourists traveling to Barcelona return for another visit, recording higher spending compared to other types of visitors

- **The gastronomy-driven visitor allocates 57% of their accommodation expenditure on food (174.29€ per person per night) to the Barcelona Destination, encompassing the city and the surrounding Barcelona regions**
- **According to the latest monographic study from the Tourism Observatory, the typical profile of a gastronomic visitor is a 40-year-old foreign male with university education, arriving by plane and undertaking short stays of 3 nights**
- **Overall, the average spending per person per day for a gastronomic visitor is 270€ higher than that of the total Barcelona Destination**

Barcelona, November 24th 2023.- The majority of gastronomic visitors to the Barcelona Destination (city and region) spend, on average, 5 times more on food than others during their stay and are likely to revisit; 60.9% had previously visited the overnight municipality, and 47.1% had done so 4 times or more in the last 10 years.

This is revealed by the third monographic report on the Profile and Habits of Tourists in the Barcelona Destination 2022 regarding gastronomy, produced by the **Barcelona Tourism Observatory: city and region**, composed of the Barcelona City Council, the Barcelona Provincial Council, the Barcelona Chamber of Commerce, and the Turisme de Barcelona consortium.

According to the report, the typical gastronomic visitor spends more than the average visitor travelling for other reasons. Specifically, the average spend per stay is higher than for the Barcelona destination as a whole: 341.25€ per person per night for the gastronomic profile, significantly higher than the 67.34€ for the average profile (2022), representing a difference of + 273.91€.

According to this study, the gastronomic visitor is predominantly a **male** (78.9%), **40.1 years old**, of **international** origin (75.8%), with **university education** (79.7%), and travels both for **leisure** (49.8%) and **business purposes** (43.8%). Notably, when it comes to engaging in activities during their stay, the percentage of tourists who have used their trip for work is +22.4 percentage points higher than the overall tourists in the destination.

In terms of nationality, gastronomic tourists in the city of Barcelona are predominantly international (86.4%), whereas in the region (province without the city of Barcelona), 47.7% are domestic.

In terms of length of stay, the gastronomic visitor tends to stay an average of **3 nights**, almost two nights less than the overall tourist average. They tend to stay in **hotels** (86.7%), usually book **online through a company** (42.0%), arrive by **air** (71.7%) and travel around the city by **taxi** (59.7%). They're more likely to travel alone (32.6%) or with **work colleagues** (20.8%) than the majority of travellers.

Despite having shorter stays than the overall visitors, the gastronomic tourist spends more than the average on **transportation** (688.33€), **accommodation** (151.02€ per person per day), and **stay** (341.25€ per person per night). Among the activities they engage in during their stay, those related to **gastronomy** and **wine tourism** stand out, and they undertake fewer excursions outside the overnight municipality (16.5% versus 21.1% of the total global visitors).

The majority rely on information found on websites. 59.2% purchase transportation on the company's website, and 42% do the same for accommodation. Reservations are predominantly made within the last week (37.9%) and the last month (29.2%) before traveling.

In terms of **ratings**, the gastronomic profile has a high opinion of the destination as a whole (8.58) and is particularly attracted by the climate, which it rates 8.91 out of 10, and the gastronomy (8.72). They rate the destination as a whole very highly (8.58). It's worth noting that in **the city of Barcelona**, these travellers appreciate the architecture (9.02) and culture (8.74) of the city, and in **the region of Barcelona**, they appreciate the personal safety in the area (8.80).

For further information: Results report. Profile and habits monograph of tourists motivated by Gastronomy in Destination Barcelona.

