# Turisme de Barcelona changes its promotional slogan "VisitBarcelona" to "This is Barcelona"

- **The consortium is changing the way it presents the destination with a new slogan that it will start using on 22nd August to tie in with the America's Cup**

- **The new promotional tagline focuses on the city and its attributes and responds to the new strategy of moving away from the generic promotion of the city towards attracting visitors of value in a shift towards a higher-quality tourism**

**Barcelona, 24th July 2024-** Turisme de Barcelona has made another step forward in its new phase of promoting the city that began following the appointment of the new CEO of the Executive Committee by **Jordi Clos,** and the general manager of the consortium, **Mateu Hernández**. From 22nd August, it will be changing its slogan "*VisitBarcelona"* to "*This is Barcelona*", tying in with the America's Cup. In a meeting held at the Palau de la Música, **Mateu Hernández**, who was accompanied by the second deputy director **Manel Casals**, said "this is a radical change to the slogan Turisme de Barcelona has been using for the past 15 years". It will be seen for the first time during the America's Cup and in the competition broadcasts which will have estimated viewing figures of 1,500,000,000. He went on to say that "it represents the essence of what Barcelona is: culture, identity, music, heritage and architecture with a clear focus on making the most of the best tourists who visit us".

For the consortium, "it is a coherent change that chimes with what we have been talking about in recent days and ties in with the new strategy of catering to visitors of value in order to move forwards towards a more sustainable, quality tourism that will bring greater returns". According to the general manager, "*VisitBarcelona* has been a success story that has more than met the challenges facing the city and tourism in Barcelona at the time: shifting from being an industrial city in crisis to a city where tourism has been a driver of change, which is what has happened. However, the context has changed and *VisitBarcelona* has run its course and it was time for a

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change". This means that, "today, Turisme de Barcelona is no longer seeking to attract generic visitors but is instead affirming the importance of our identity as a city and this is why we are changing from *VisitBarcelona* to *This is Barcelona*".

***"This is Barcelona*** is an affirmation of the city's identity and uniqueness; it is a manifestation of who we are and how we want to be known and recognised around the world: a calling that conjures up our essence and the way we are, while inviting people to visit the city and see it for themselves". We want to tell the world about ourselves through the city's attributes and its offering, not in a generic way as a destination.

The consortium will start using the new slogan on 22nd August as part of the America's Cup and it will be implemented progressively in the different media and distribution channels and finally on our new website which we are working on as part of a digitisation programme for which, as Hernández says, "an initial invitation to tender has been issued, with an available budget of more than 2M€ out of an allotted 5,5M€, to provide us with a platform that advocates the Barcelona experience, which will work at source to determine profiles based on the city's interests".

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**Mateu Hernández** went on to say that "*This is Barcelona* focuses on the product and enables us to lend visibility to the direction taken by the consortium to stop promoting Barcelona generically in order to highlight those elements the city wants to focus on, such as its culture, art, music, food, sport, architecture, trade fairs, urban planning, public spaces, etc. It is the clear embodiment of a new and pioneering way of promoting the city". The new strategy ties in with the four core strands Turisme de Barcelona has been working with since last January:

1. **To promote specific products** and stop promoting the city generically.
2. **To advise** visitors about what to do in Barcelona by curating and choosing the best.
3. **To create pride in the city by putting the product first and through alliances**.
4. **To compete** for the best trade fairs, congresses and events of our own and from further afield that make us unique as a city.

With the launch of *This is Barcelona*, Turisme de Barcelona is leaving behind 30 years of a successful promotional strategy based on attracting visitors to focus on showcasing the city. "It

reflects that fact that the city no longer wants to attract 'more' visitors but 'better' visitors instead."

***This is Barcelona*** has also been created with the aim of fostering **pride in the city**. Barcelona is a pioneer in this strategy when it comes to showing itself to the world with unique and creative international promotional policies that will bring the city to a wider audience. Mateu Hernández pointed out that "we have broken with the inertia and quantitative logic in order to be more selective and gain in efficiency and quality".

## 10 years of VisitBarcelona

The consortium started using the slogan *VisitBarcelona* in 2009 when the Turisme de Barcelona portal was launched to promote the city as a tourist destination. This is a widespread model in all the towns and cities that have used "Visit" to promote the destination based on the logic of attracting visitors. At the present time, the *VisitBarcelona* portal has 2,620,000 users and receives 8,100,000 visitors.

## Welcoming Barcelona promotes its products

Two months ago, Turisme de Barcelona launched its campaign "**Barcelona, welcoming by nature"** to tie in with the America's Cup. The event will not only attract visitors to the city but will be more widely seen on screens around the world. Our 'Welcoming by nature" campaign seeks to put the city's open and hospitable nature in the spotlight. "Now we want to showcase our strong points through our offering in order to highlight our DNA and our attributes: talent, creativity, expertise, entrepreneurship, excellence..."

Along the same lines of shifting from a more generic promotional strategy based on the destination to a promotional strategy based on the offering or the product, the consortium has launched a new range of products centring on the America's Cup that aims to reinforce the city's maritime tradition.

There are three products designed with different target audiences in mind that are available to buy: the America's Cup 360º card, the America's Cup Premium Card and the 'Barcelona Best Experiences' catalogue. Turisme de Barcelona is host partner of the America's Cup, an event

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that provides an opportunity to improve the visitor profile and diversify the city's tourism offering.

As part of its promotion of "products", Turisme de Barcelona has just published a **Barcelona Guide** with **Monocle** magazine that showcases the best of Barcelona in order to reinforce Barcelona's position as a quality destination of excellence. The Premium travel segment is one of the consortium's main target markets together with events that bring greater returns, such as the Business of Luxury Convention hosted by the Financial Times, which will be held in Barcelona in May next year.

**Further information:**

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