

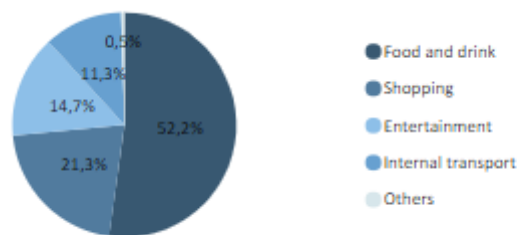
## **Sports tourism makes longer stays and increases spending power in the city**

- **A study by the Tourism Observatory analyses tourist activity related to sporting events**
- **The average expenditure of a person travelling as a participant and/or spectator of a sporting event is 12.8% higher than the total of Barcelona city with 81.10€ per person per night, accommodation not included**
- **They stay one or two days longer than the general visitor to reach an average of 6.4 nights**
- **Events such as the America's Cup sailing race or the Cycling Tour of Spain will draw attention in 2023 and 2024**

**Barcelona, January 9<sup>th</sup> 2023.** - A study by Barcelona Tourism Observatory has analysed sports tourism in Barcelona which represents around 20% of the total number of visitors. The report reveals a profile of sport-motivated visitors, people who visit the city for a particular sporting event, either as participants or spectators, and concludes that people who travel motivated by sports stay more days in the Destination and spend more than average. Thus, there is a difference of +25.5% between the average stay of the general visitor and that of the sports visitor (5.1 nights *versus* 6.4 nights). On the other hand, the day-to-day expenditure (excluding transport and accommodation) of those who travel for a sport-related reason is +12.8% higher than that of tourists in general (€81.10 per person

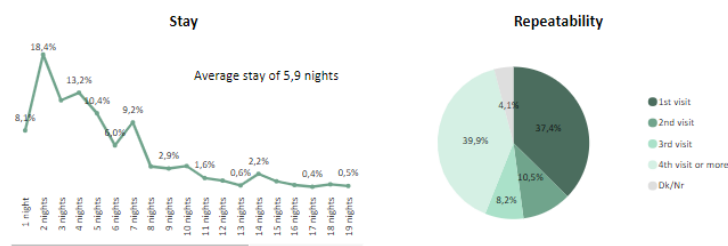
per day *versus* €71.87). In both cases, the main day-to-day expenditure is on meals (eating and drinking), which accounts for almost half of the budget (46.3%), followed by entertainment, shopping and internal transport. In addition, round-trip transport is €232.19 per person, while accommodation is, on average, around €50 per person per day. In Barcelona city, the majority of travellers taking part in sporting activities stayed in a hotel, followed by those who stayed with friends and family and in tourist flats (48.5%, 25.2% and 15.1%, respectively).

Distribution of expenditure during the stay



The profile of people who take part in sporting activities in Barcelona city is young and mostly international. They are around 30 years old, live outside Spain (78.3%), travel for leisure (65.8%) and have visited the city before (58.9%). There are more men (69.3%) than women (30.7%), they usually come alone (37.8%) or with a partner (32.9%), or with friends (19.5%), and they travel around the city by metro (60.3%) or on foot (58.1%). On the other hand, the general profile of those visiting Barcelona city is that of an older person, aged between 32 and 33, living outside Spain (66.3%), travelling for leisure (63.1%) and having visited the city before (61.1%). Therefore, if we compare the two profiles, we can see that international travellers are more prominent in this tourist profile.

Average stay for sports tourists

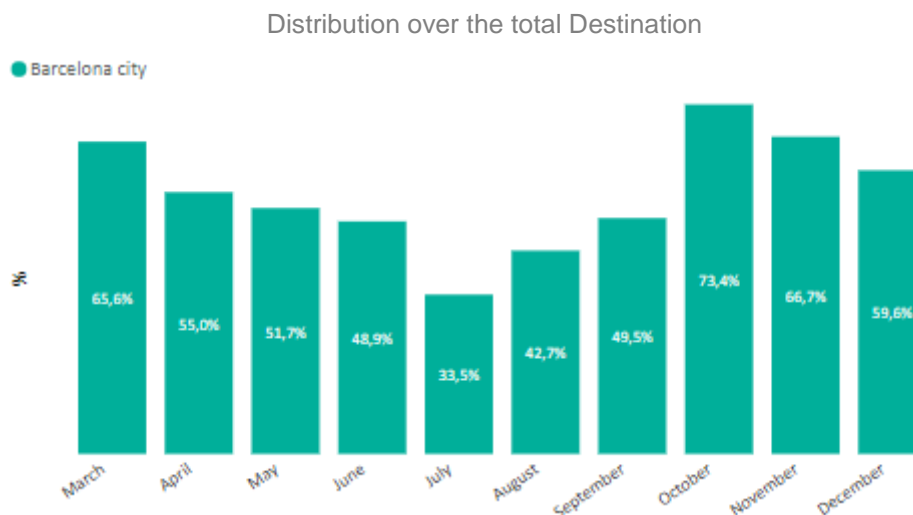


When planning their trip, most visitors are guided both by the information they find on websites (65.8% of those motivated by sports and 62.2% of all visitors) and by the

information provided by their friends and family (30.4% vs. 29.5%), they purchase arrival transport tickets through the company's website (72.8% vs. 74.5%) and they book accommodation both through a website with tour operators and travel agencies or others such as the company's website (52.3% and 40.3% vs. 49.2% and 42.3%, respectively).

People who take part in sporting activities do not consider any alternative destination to Barcelona city (56.4%). In this sense, most of these visitors who have travelled for leisure have done so because they like the city, because of the range of sporting events on offer, such as Camp Nou, or to visit friends and/or family. In terms of destination rating, those who visit the city for sporting interests in Barcelona city particularly highlight the architecture, culture and climate with scores of 9.31, 8.94 and 8.70, respectively, while they rate the city as a whole with a score of 8.84.

Sports tourism, whether as spectators or those who exercise and/or take part in sports during their visit to the city, had a predominant place in the city within the destination as a whole (province and city) between the months of October and May 2021. This greater presence coincides with the holding of regular sporting events that were held over these months, such as Marathon and Half Marathon races or the Formula 1 Grand Prix.



**Eduard Torres**, President of Turisme de Barcelona, stresses that "this type of tourism fits in with the strategy of lengthening the stay and increasing spending in accordance with the sustainable tourism model we pursue" and says that "events such as the America's Cup, which will bring together six teams from six different countries for the first time in Barcelona, strengthen us as a brand associated with sport and high-profile events that go

beyond the purely sporting event". For the president of the Consortium, "the fact that people travel to attend or do something specific adds value to the destination's offer and contributes to tourism that is committed to and respectful towards the environment".

The Councillor for Tourism and Creative Industries, **Xavier Marcé**, remarked that "the City Council is making a strategic commitment to attract sporting events of international renown, such as the World Padel Tour, the CSIO international show jumping competition, the stages of the Cycling Tour of Spain or the America's Cup, as they contribute to the positioning of the city and attract a visitor profile that we are much more interested in. "We are convinced that this is the way forward, because it brings us closer to the model of tourism we strive for, a tourism that comes to the city because it is interested in what is happening here", said Marcé, recalling that "the data from recent months reinforces that we are heading in the right direction, with an increase in the average stay in the city and higher tourist spending". The councillor pointed out that in 2023 the city's sporting calendar will host the first and second stages of the 78th edition of the Cycling Tour of Spain on 26 and 27 August: "the city will become the epicentre of world cycling on those days, projecting itself internationally as a reference among the world's sporting capitals". "An event that will attract many visitors interested in the sport, including organisers, riders, team staff and journalists, mobilising a travelling caravan of nearly 3,000 people", he added.

One of the most important international and local sporting events will be the 37th edition of the America's Cup, which will take place in the city between August and October 2024. The America's Cup will feature five sporting events with a women's regatta, a youth regatta and three heats. It will be an open event that can be watched from the specially provided waterfront. It is estimated that the America's Cup will be followed by 950 million viewers and may exceed 1 billion in economic impact. The participation of the French team was confirmed last week, which will ensure the attendance of the public from the neighbouring country, our main source market.

Besides the great attraction for visitors that football, especially Barcelona Football Club, represents, the city maintains a calendar of annual sporting events in which athletic races stand out. These include marathons and half marathons with a high level of participation by both professional and amateur athletes.

These regular appointments are:

- **eDreams Half Marathon Barcelona** (April): 13.500 participants
- **Zurich Marathon Barcelona** (May) : 25.000 participants, 49% foreign attendees and a total of 250.000 spectators (2019)
- **Barcelona Open Banc de Sabadell** (April): 92.130 spectators (2019)
- **El Corte Inglés Race** (April): 46.000 participants (2019)
- **Spanish Formula 1 Grand Prix**: 160.00 spectators (2019)
- **Extreme Barcelona** (September) 28.600 visitors and more than 400 athletes of 28 different nationalities (2019). 150.000 spectators
- **CSIO Barcelona** (September): 35.000 spectators (2019), 13% foreign participation
- **Barcelona Firefighters' Race** (October): 12.000 people registered (2022)
- **Barcelona Triathlon** (October) 15.000 spectators
- **Ironman Barcelona** (October): 40.000 spectators, 89% foreigners
- **Women's Race** (November): 30.000 people registered
- **Jean Bouin Race** (November) 11.000 registered, 50.000 spectators in 2019
- **“Dels Nassos” Race** (December) 10.000 people registered

You can check the full report [at this link](#) of **Observatori del Turisme a Barcelona**.

**For further information:**

Lali Ferrando [lferrando@barcelonaturisme.com](mailto:lferrando@barcelonaturisme.com) T. [646 467 715](tel:646467715)