

Visit Barcelona

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- CITY OF MODERNISME
- FOOD&WINE
- LANDSCAPES

- SHOPPING
- SPORT
- MICE
- SUSTAINABLE DESTINATION

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Rambla del Raval

WELCOME TO BARCELONA

The area that makes up the **province of Barcelona**, between the Cadí Massif and the Mediterranean, is a tourist destination rich in contrasts, history and natural landscapes. Situated close to Barcelona, it allows all visitors with a smidgeon of curiosity to discover and enjoy new, unique and genuine experiences. Take the opportunity to visit a museum, go out for dinner at a Michelin-starred restaurant, practice your favorite sport, go wine-tasting, visit a shrine or don your rucksack and explore the woods and mountains in some of the 16 parks and natural areas around the city of Barcelona. What more could you ask for?

With a history spanning more than 2,000 years, **Barcelona** has been defined from the very outset by its innovative and creative spirit. From its Iberian roots and, subsequently, as a colony of the Roman Empire, the city has continued to develop thanks to its foresight and imagination, as well as its ability to constantly reinvent itself.

Today Barcelona is a modern, cosmopolitan, extremely dynamic city; a comfortable city with the Mediterranean as its centerpiece, made on a human scale, which can be best explored on foot. It is a hotbed of talent where design oozes from every corner and where architecture is the most outstanding feature, particularly in the legacy of its home-grown art nouveau, or *modernista*, buildings.

Barcelona is a hospitable and inclusive city that welcomes you so you can enjoy its wholly Mediterranean culture and tradition, its varied range of shops, its prestigious gastronomy, and endless recreational and cultural attractions. All of these, together with the enterprising and welcoming character of its people, will allow you to experience the cheerful spirit of a major metropolis that stands out due to its diversity and leadership.

Barcelona is creative and a source of inspiration. Its originality, spontaneity and style make it unique.

.....
LOCATION
MAP

.....
THE WORLD
MAP OF
BARCELONA

-
● CATALONIA
● BARCELONA



THE ORIGINAL & OFFICIAL TOUR SINCE 1987

Barcelona Bus Turístic



THE ORIGINAL & OFFICIAL TOUR SINCE 1987

Barcelona BusTurístic





History and culture

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Barcelona, since time immemorial has stood at the crossroads of the sea and *terra firma*, a meeting place and melting pot of some of the most important Mediterranean cultures across the centuries.

The historical and artistic legacy left by these civilizations is perfectly reflected by its rich and varied architectural heritage.

If architecture attracts you, you'll find Roman ruins, medieval buildings, and above all, *modernisme*, the home-grown art nouveau style that is most emblematic of the city. Barcelona has nine buildings listed as World Heritage sites, as well as the best that cutting-edge architecture has to offer.



2,000 YEARS OF HISTORY AND ART



Church of Santa Maria del Pi

MUSEUMS

Barcelona has more than 50 museums. It's essential to visit the Museu Nacional d'Art de Catalunya (Catalan National Art Museum), which offers an impressive collection of Roman painting from the 12th and 13th centuries, as well as the Fundació Miró and CaixaForum in Montjuïc.

In the centre of the city, there are the Museu d'Història de Barcelona, the MACBA, the CCCB, the Museu del Modernisme Català and the Fundació Tàpies.



Museu Episcopal de Vic
Dona i Ocell by Joan Miró

ART

Barcelona is a city filled with art. In addition to its wonderful architecture, you can enjoy open-air sculptures by artists of the caliber of Miró, Brossa, Plensa, Llimona, Lichtenstein and Botero, religious landmarks like the cathedral, the Sagrada Família, and the churches of Santa Maria del Mar, del Pi, de la Mercè and many more, murals and installations and, of course, its art galleries. You could spend a lifetime visiting some of the specialist exhibitions, by established artists and up-and-coming new talents. You won't have time to fit them all in.

MUSIC AND FESTIVALS

Barcelona hosts every type of cultural activity, from music concerts to dance and theater shows and numerous festivals. The Gran Teatre del Liceu, one of Europe's temples of opera, the modernista Palau de la Música Catalana and the Auditori, fill the city's musical calendar... and the Primavera Sound or the Sónar festival is a must for young, alternative-music fans.

LITERARY BARCELONA AT ITS BEST

BARCELONA IS MUCH MORE

BCN+

The province of Barcelona showcases a rich cultural heritage. Did you know that the Colònia Güell in Santa Coloma de Cervelló conceals one of Gaudí's most impressive works? Or that El Berguedà is home to one of the finest ensembles of Romanesque chapels? And that in Capellades (Anoia) you'll find one of the most ancient prehistoric rock shelters in the country?



Sant Jordi Festival

Barcelona is a city of books. Reading and writing are very present each year, but it is on 23 April when it celebrates its major Literary Festival: Sant Jordi. Barcelona has always inspired and welcomed writers from around the world who have immortalised it in their pages. It is not only the publishing capital in two languages (Spanish and Catalan), but also the biggest publishing centre in Spanish. It has one of the richest, most diverse literary heritages and in recognition

of this tradition, it has been part of UNESCO's Creative Cities Network as a City of Literature since 2015, which has helped to strengthen its cultural reach even more.

Barcelona contains a host of literary settings and many novels have vicariously helped their readers to travel. Now you can tour the city by following the settings of certain books written by internationally renowned authors.

TRADITIONAL FESTIVALS

Catalonia gives you the opportunity to join in its traditional festivals. Some of them, like the circle dance, the sardana, have been awarded Intangible World Heritage status and have become a well-known symbol of Catalan identity. You'll also find devils, tree festivals, giant figures and mythical beasts whose origins have been lost in the mists of time. The Patum of Berga has also been included on UNESCO's Intangible World

Heritage list and is the finest example of our festivals of fire and music that transform the streets and attract large crowds: a collective spectacle that has inspired countless contemporary artists. The Falles del Pirineu are another breathtaking fire festival. Held on the eve of the summer solstice, they were inscribed on the Intangible World Heritage list in 2016.

Castellers

La Patum de Berga



The city of Gaudí and Modernisme

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Modernisme, the Catalan equivalent of art nouveau or the modern style, spanned the late 19th and early 20th century and, in Barcelona, is most exemplified by the architecture and the applied arts. Most of the city's *modernista* buildings are located in the *Quadrat d'Or*, or Golden Square, a residential area located in the Eixample district, which marked the beginning of the city's expansion from 1860 onwards.



MODERNISME, THE CATALAN ART NOUVEAU

BARCELONA IS MUCH MORE

BCN+

If you love *modernisme*, you simply must visit the Colònia Güell, extraordinary building of Gaudí, the Masia Freixa in Terrassa or the Artigas Gardens in the Pobla de Lillet, and take a tour around the summer villas in the Maresme, Garraf and Vallès.



Recinte modernista de Sant Pau

The Eixample district was designed by the engineer Ildefons Cerdà following the demolition of the medieval city walls, and is, without doubt, a model of urban development unique in Europe. A walk through its main streets and avenues enables you to admire the palazzos and dwellings which were the former homes of the bourgeoisie, and built according to the tenets of this imaginative and singular artistic style, as well as elements of street furniture, such as street lights, benches and sculptures.

Barcelona is the capital of *modernisme* and has brought the world some of the finest architects of all time, such as Puig i Cadafalch – who designed such eye-catching buildings as the Casa Amatller or the Casa de les Punxes – and Domènech i Montaner – to whom we owe the Recinte Modernista de Sant Pau and the Palau de la Música Catalana. Nevertheless, the person who has most brought the city international fame and renown is Antoni Gaudí, the creator of some of its major landmark buildings which are known around the world.

Cripta Colònia Güell

The Passeig de Gràcia features two of Gaudí's most extraordinary buildings: the Casa Batlló, with its whimsical forms clad in multi-colored ceramic tiles, and the Casa Milà, known locally as La Pedrera, with its impressive façade crowned by curious chimneys. A few blocks across, on the right-hand side of the Eixample, stands the Sagrada Família, the quintessential Gaudí work, which is still under

construction and the showcase for the architect's genius. The Park Güell, Palau Güell and Casa Vicens are some of the other architectural landmarks which explain why Barcelona is known as the city of Gaudí.



Food and wine

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Gastronomy is one of Barcelona's top attractions. Catalan cuisine is certainly one of the typical Mediterranean styles of cooking which enjoys the greatest prestige worldwide.



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The Mediterranean diet is among the healthiest in the world, and the key to its success lies in this region where it can draw on the finest natural produce from the sea and land.



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Mercat de Santa Caterina



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Some of the typical Catalan specialties that can be sampled at the city's most select restaurants are *rossejats* (sautéed rice dishes), *esqueixada* (a salad of salt cod with red pepper, onions, black olives and olive oil), *botifarra amb mongetes* (Catalan sausage with white beans), *paella* (rice) and *fideuà* (noodle paella), which originated in Valencia but has been fully absorbed by Catalan gastronomic culture. Some of the outstanding desserts include *mel i*

mató (honey with curd cheese) and the popular *crema catalana* (a Catalan version of *crème brûlée*), which is the perfect way to round off a meal.

Whatever the food, there can be nothing better than washing it down with the wines of the region. The reds, whites and rosés are acclaimed by the world's leading gourmets. And, of course, you mustn't miss out on the famous sparkling wine, cava.



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BCN+

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BARCELONA IS MUCH MORE WITH WINE TOURISM

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Look no further: enjoy wine tourism at the five wine and cava Designations of Origin in the counties of Barcelona.

Wine culture is part of the essence of the Mediterranean, and Catalonia is home to one of Europe's most highly prized wine-producing areas renowned for its whites, rosés, reds and top-quality cavas.

Learn how to distinguish a young wine from a *crianza*, take part in the day-to-day tasks at a winery, discover the different grape varieties and spend the night at a wine-growing estate...

We're passionate about our wines which are made with traditional, new and heritage grape varieties. Whites, rosés and reds from the

Penedès, from the Pla de Bages and Alella. Wines from the DO Catalunya. An endless range of bouquets and aromas. And cava from the Penedès, from Brut Nature to sweet, to suit every palate. Internationally renowned brands. An artisan tradition that remains alive in the day-to-day tasks at our wineries that open their doors to curious visitors. Festivals associated with the countryside and the wines, with autumn and the harvest. Greens, reds and ochers that accompany the passing of the seasons.

Wine tourism: a whole world for the senses.

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Wine tourism



Landscapes

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From the Pyrenees to the coast, Catalonia is heaven for the senses. Gastronomy, sport, leisure pursuits and business perfectly combine with the land and warm Mediterranean climate. Further inland, flat landscapes, brimming with color and life, lead from the Pyrenees to the coast.

The Costa Brava marks the point where the sea and mountains meet: a land of rugged cliffs and dreamy coves, secluded beaches and pine glades that reach the water's edge. From here, 580 km of coastline stretches as far as the Ebre Delta and includes natural areas that are vital for the fauna in the south of Europe, among them the Parc Natural del Delta de l'Ebre, and the wetland park, the Aiguamolls de l'Empordà. There are 46

marinas and five marine resorts where you can enjoy a wide variety of water sports.

The Pyrenees loom over the north of Catalonia forming a 230 km strip of breathtaking scenery. They include 60 areas of natural interest and ten special protection areas. Among the most important are the Parc Natural d'Aiguestortes i l'Estany de Sant Maurici, which has more than 200 mountain lakes making it the largest area of lakes in the Pyrenees. Hiking, MTB, equestrian tourism and skiing are just some of the activities that will allow visitors to become part of the beautiful landscape and natural surroundings.



BARCELONA SEA

For lovers of the sea, Barcelona has ten beaches which are perfect to swim in, with good facilities (showers, toilets etc) and services so you can combine a visit to the city with relaxation by the sea. All the beaches have walkways providing easy access and four of them have an assisted swimming service for disabled people. What's more, all the beaches are easily reachable by public transport!



Barceloneta beach

Barcelona is synonymous with the Mediterranean and a time-honoured seafaring tradition. The city has lived from the sea and for the sea. The sea has made it a crossroads of cultures; a fun, relaxing place where there's room for everyone, with a wide range of resources, infrastructures and activities to suit people of all ages and backgrounds which they can enjoy in any season.

Barcelona has almost 5km of fine sandy beaches with shallow waters which are the perfect complement to Barcelona's cultural offer. You can enjoy them at any time of the year: to have a stroll, while away the time on the terrace of a café or restaurant, enjoy the views and climate, have a swim, sunbathe, ride a bike or enjoy doing sport.

BARCELONA IS MUCH MORE

BCN+

With a coastline stretching for more than 100 km, Costa Barcelona offers beaches with all kinds of services and excellent road and rail links with Barcelona. You can enjoy the sun, sea and sand close to the Catalan capital. To the north, the sandy beaches stretch as far as Malgrat de Mar, while in the south, sandy beaches alternate with the rocky areas of El Garraf, where you can discover deserted caves and fully equipped urban beaches.



The city also has a network of ports and marinas with top-class mooring services and the best facilities and places to enjoy activities on the sea: water sports, sub-aquatic sports, recreational fishing, sea tours... You can try your hand at skippering a yacht, take a pleasure cruise on one of the traditional "Golondrinas" or sail on a modern catamaran. These are just some of the activities you can enjoy to admire Barcelona from the sea.

If you enjoy sailing, water sports or just like to relax by the sea, Barcelona offers you all kinds of services and facilities so that you can enjoy your favourite activities while you admire the city's coastline and beaches.

Costa Barcelona, Sant Pol de Mar

Costa Barcelona, Calella

BARCELONA PYRENEES

Do you know the Catalan Pyrenees? A place where the path taken counts as much as the destination, where you can spend the day enjoying nature at its most splendid and relax at dusk by a blazing log fire.

Baqueira Beret

Parc Nacional d'Aigüestortes i Estany de Sant Maurici

A land defined by high mountains, a rich cultural heritage and exceptional cuisine. Nature in its purest state that is waiting for you to practice sport and to visit the unique Parc Nacional de Catalunya, the natural parks and its millennia-old culture.

We invite you to immerse yourself in our mountains, with peaks standing more than 3,000 meters high. They are easily accessible and feature a wealth of lakes, leafy forests and meadows. Untouched by man, they are natural settings of great beauty and ideal places to lose yourself and find absolute peace and quiet.

The Pyrenees are the backbone of Catalonia and offer an extensive and valuable architectural and cultural heritage featuring World Heritage Sites. They provide inspiration for

writers and painters and are the cradle of a culture dating back thousands of years. Tucked away among them are Romanesque churches, monasteries, castles, archaeological ensembles and medieval villages, as well as some 50 museums, extremely beautiful shrines, places of worship and stones steeped in history.

Hotels, rural vacation homes, hostels and campsites... In the Catalan Pyrenees there are accommodations to suit all tastes, each one with its own distinctive personality and specialty. The ones in the Catalan Pyrenees will extend a warm and enthusiastic welcome and are the perfect places to rest after a day of adventure sports, or to spend a few days relaxing.



BARCELONA IS MUCH MORE WITH NATURE



Montseny Natural Park

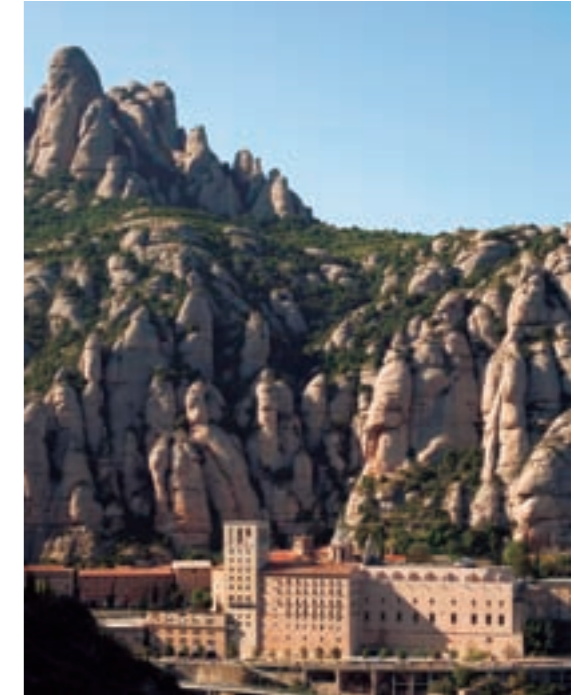
Many of Catalonia's 50 protected natural areas are found in the province of Barcelona and are quite close to the city.

This means that more than 20% of the land mass is protected. This unusual situation gives you the opportunity to combine a visit to unique towns and villages while you enjoy nature. You'll find the natural areas are very well cared for and have information centers and countless signposted routes suitable for everyone or with varying degrees of difficulty. Some of them are also disabled accessible. Tourism must be accessible for all and Barcelona, together with its province, has become a pioneering destination in this regard.

We love the fresh air, preserving the territory, hiking up mountains and through valleys, the white snow, the magical, silent trails and itineraries, riding bikes and horses, walking and climbing, discovering the natural environment around us... A protected area of more than 100,000 ha, 12 natural spaces and a Biosphere Reserve. Montseny, Cadí, Pedraforca, the Llobregat Delta, the Els 3 Monts route, and the Cavalls del Vent and Camí dels Bons Homes hiking trails...

Mount Montserrat offers one of the most peculiar landscapes in Catalonia. Its rounded forms and monastery with its shrine to the Black Madonna, La Moreneta, have made it popular with pilgrims, hikers, climbers and tourists who want to visit one of Catalonia's iconic landmarks. Whether you're visiting on foot or using your own transport, the cable car, rack railway or

Anybody who enjoys the natural areas in the province of Barcelona will find suggestions that cater to all their leisure needs.



Bike touring
Montserrat

funicular, Montserrat is accessible to everyone: to people wanting to spend a pleasant day out with the family or people who want to explore the mountain landscape. You can't leave without hearing the Virolai, the hymn to La Moreneta sung by the boys' choir, the Escolania, who have made it popular throughout the world.

The northernmost end of the province of Barcelona reveals nature in its wildest state. The Cadí and Moixeró massifs, which have been designated natural parks, form a barrier in the foothills of the Pyrenees that follows the course of the river Segre and is the source of the river Llobregat. Mount Pedraforca, which is an object of desire for hikers and climbers, achieved iconic status many years ago. Standing 2,506 meters high with its unusual pitchfork-shaped peak, it commands respect.

The natural areas in the Llobregat Delta, as well as the Parc del Garraf, the Parc Natural del Montseny, which has been awarded Biosphere Reserve status by UNESCO, and the Parc Natural de Sant Llorenç del Munt i l'Obac, offer a wealth of flora and fauna for nature lovers.

Nature and ecotourism: You'll find accommodation to suit your needs around these natural spaces and even inland. From country vacation homes that rent out individual rooms or the entire property – perfect for groups or families –, to charming hotels, conventional hotels, hostels, apartments or campsites. In every case, the highest quality standards are guaranteed.



Shopping

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The image of a city is reflected in its store windows. In Barcelona, this reflection captures the essence of a city that combines cutting-edge ideas and design with quality and tradition.





BARCELONA SHOPPING CITY

Av. del Portal de l'Àngel

The image of a city is reflected in its store windows. In Barcelona, this reflection captures the essence of a city that combines cutting-edge ideas and design with quality and tradition.

The Catalan capital is also a city that invites you to shop, with a wide variety of stores and products and an urban layout that makes it the perfect place

to explore on foot while you enjoy historic and attractive landmarks.

Barcelona is dotted with different retail areas. Every neighborhood has one where you'll find a combination of modern and traditional, time-honored stores.

BARCELONA SHOPPING LINE

Barcelona is home to one of Europe's biggest open-air shopping areas, the Barcelona Shopping Line. A major retail showcase covering an area of 5 km which connects different pedestrianised zones in the city where the stores share centre stage with their architectural surroundings.



It begins on La Rambla, the city's busiest, most colourful boulevard. On its right, La Ribera, with its medieval layout and fashionable boutiques and studios that lend it a cutting-edge ambiance. This is particularly true of El Born, which dates back more than 2,000 years and has become a place of contrasts where history, culture and innovative stores coexist, most of them run by independent designers.

You'll find the most historic, charming and vibrant stores in the Gothic Quarter and Plaça de Catalunya,

the heart of the city, along with department stores. As you walk up Passeig de Gràcia and Rambla de Catalunya you'll come to the Eixample district where the world's most prestigious brands are housed in iconic *modernista* buildings. And we'll end at the business and shopping districts along the Avinguda Diagonal, which brings together leading brands from Spain and around the world as well as large shopping malls.

For further information:
www.barcelonashoppingline.com

Born district



Sports

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Throughout its history, Barcelona has been known as a pioneer in many fields, including sport. Today, Barcelona is known for its sports clubs, some of them more than a hundred years old, whose victories all over the world are part of the finest moments in the city's history.

Futbol Club Barcelona – known as Barça – and the Reial Club Deportiu Espanyol have brought Barcelona's name worldwide renown. The Barça stadium is home to a museum which traces the history of the club, replete with victories and prizes.



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The 1992 Olympic Games were a resounding success in terms of organization and participation and made a decisive contribution to raising Barcelona's profile worldwide and putting the city in a distinguished position as the host of many major sporting events.



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Throughout the year, Barcelona hosts a number of international sporting events featuring the world's leading sportsmen. The Conde de Godó Tennis Trophy, the World Formula 1 Championship, the Motorcycle Grand Prix and sailing regattas, are some of the top-class sporting events held in the city. Furthermore, one of the

events which gives ample proof of the sporting spirit and active involvement of the people of Barcelona in competitions taking place in the city is the Barcelona Marathon, which attracts a large number of participants every year.

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Circuit Barcelona-Catalunya



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BARCELONA GOLF DESTINATION

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BCN+

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Visitors will find ten internationally recognized golf courses just under an hour's drive from Barcelona, with quick and convenient connections with the port and airport.

Golfing has brought tourists to Barcelona in search of the high-quality, varied services golf courses offer their clients. Golf tourism highlights the tourist attractions near golf courses as well as the excellent range of cultural and culinary attractions and hotels.

On the coast: Sant Andreu de Llavanes, Sant Vicenç de Montalt and Sitges; and inland: Sant Esteve Sesrovires,

El Brull, Terrassa, Rubí, La Roca del Vallès, Sant Cugat and Vallromanes. The courses, which have been designed by renowned architects, are complemented by an interesting range of luxury accommodations and spa trails. With the utmost respect for the environment and surrounding landscape, these courses meet the ideal requirements to make them successful destinations, particularly for tourists who visit us from April to October to enjoy the wonderful climate that offers almost 300 days of sunshine throughout the year.

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Club Golf Llavanes



Metropolis for meetings and incentive trips

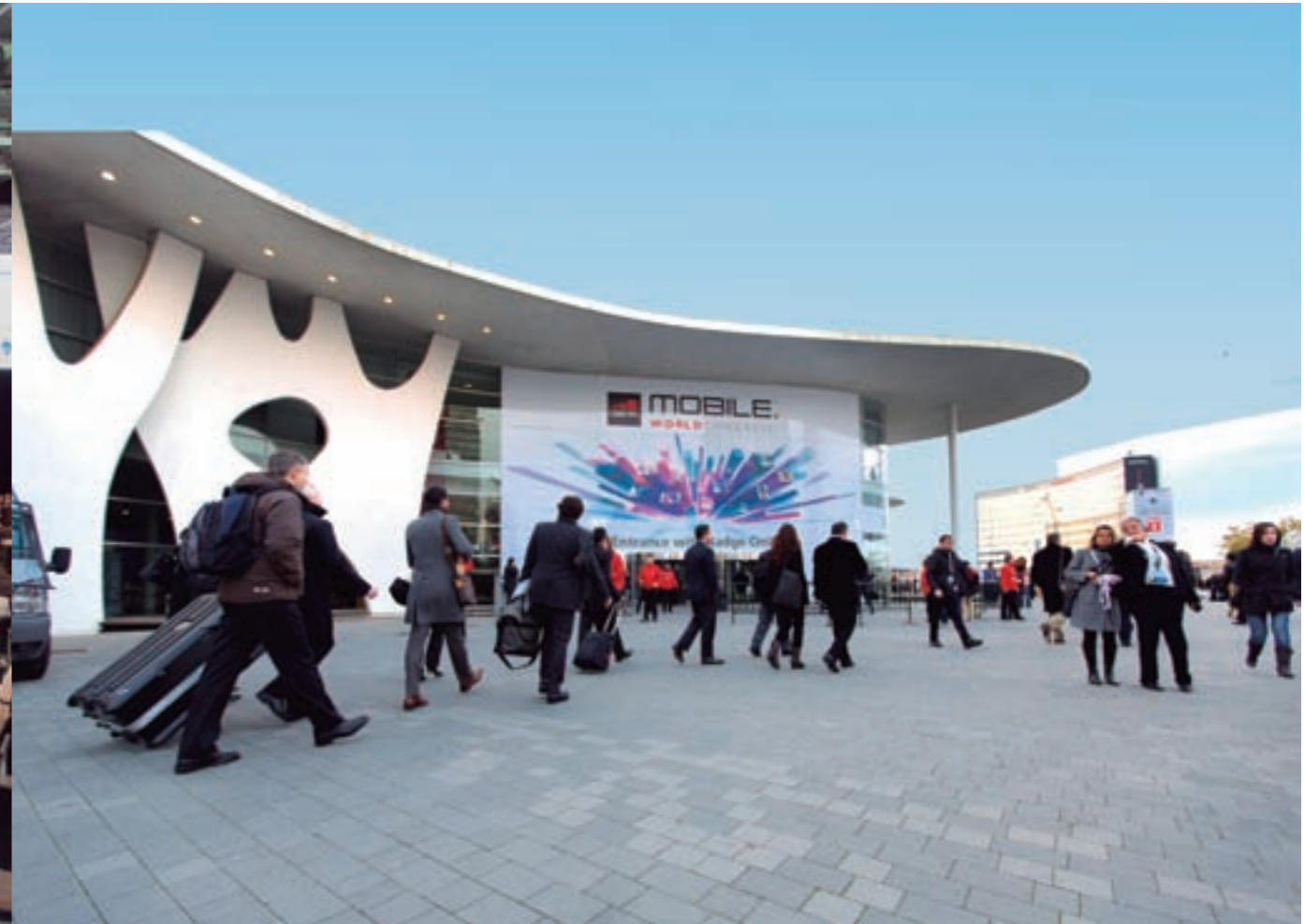


Barcelona is one of the major forces in the Spanish and European economy, due to its high level of activity in leading sectors including industry, commerce and finance. It has highly qualified professionals of internationally acknowledged prestige. Every year, Barcelona becomes a natural meeting point for all sectors, ranging from science and industry, to medicine and the academic sphere.



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The city offers congress organizers three large-scale conference centers, and a whole host of auditoriums which feature state-of-the-art technology and facilities.



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EASL Congress

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At the present time, Barcelona is a hot destination for product launches, corporate presentations and incentive travel for businesses, thanks to its up-to-date facilities and various leisure and cultural attractions. The city has a long-standing tradition as a congress and meetings destination and provides a top-class congress infrastructure.

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The city offers congress organizers three large-scale conference centers, and a whole host of auditoriums which feature state-of-the-art technology and facilities. Furthermore, its historic monuments and beautiful, open-air, natural venues are incomparable settings for all kinds of receptions, gala dinners and parties.

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Barcelona has created an excellent infrastructure for hosting congresses, conventions and incentives. As a result, it has been listed among the top five cities for meetings in the International Congress and Convention Association (ICCA) world rankings since 2001. It has hosted major congresses, including the European Congress on Cardiology, the Mobile World Congress and the United European Gastroenterology Congress.

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The Barcelona Convention Bureau (BCB) is the programme of Turisme de Barcelona specializing in the promotion of business trips to the city and province and also advises meeting planners about the development and organization of their events. The support and consultancy services it provides are totally free, allowing the BCB to be completely neutral and impartial. With over 300 associate members, the BCB offers quality service in the organization of congresses, conventions and incentive trips.

For further information:
www.barcelonaconventionbureau.com

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Fira de Barcelona

BARCELONA SUSTAINABLE

Barcelona is the first city in the world to be awarded Biosphere certification which recognizes the city as a sustainable destination committed to developing responsible tourism and including sustainable economic, socio-cultural and environmental criteria.

Biosphere certification is awarded by the Responsible Tourism Institute (RTI), an independent organization created under the auspices of UNESCO and recognized by the Global Sustainable Tourism Council (GSTC).

Barcelona is committed to responsible tourism and this can be seen in many aspects.

Mobility: Barcelona is a city where more than 80% of daily travel is sustainable, either on foot, by bike or on public transport. With more than 500 km of cycle lanes and an extensive, high-quality public transport network with more than 3,000 stops and stations, the city has made a firm commitment to ensuring its public transport fleet is environmentally friendly.

Accessibility: The city offers countless options when it comes to fully adapted transport, barrier-free hotels, accessible beaches and sign-language tours. All these elements make Barcelona an easier, more convenient place for disabled visitors to stay in.

For further information:
www.barcelona-access.cat

Accommodation and restaurants: In recent years, the private sector has made a firm commitment to introducing social responsibility to hotel and restaurant management.

Employing staff with physical or learning disabilities, buying in locally sourced, quality produce and the inclusion of waste-reduction schemes are just some of the good practices implemented that highlight this commitment.

Leisure: Barcelona offers a wealth of recreational and cultural attractions and activities and is firmly committed to sustainable leisure. Walking tours, bike tours or on other non-polluting vehicles, and museums with environmental quality certifications are just some of the attractions Barcelona offers its visitors.

Meeting facilities and venues: Barcelona has a wide range of surprising and unique venues that are committed to sustainability. They have implemented good practice schemes in the field of social responsibility, promoted energy-saving and efficiency measures and committed to selective waste collection and offsetting CO₂ emissions.

For further information:
sustainable@barcelonaturisme.cat





BARCELONA PREMIUM

Welcome to Barcelona, a city committed to making even the most demanding wishes come true.

Barcelona is a modern, dynamic, cosmopolitan city. A relaxed Mediterranean city, best seen by strolling through it. Full of talent and vitality, *Barcino* by its Roman name, is steeped in medieval history, recognized for its Avant-garde vision and more often celebrated for its Modernist architecture standing up against the clear blue sky. Cruises from Barcelona make for some of the most unforgettable vacations; not for nothing it has become Europe's leading cruise port.

When traveling to Barcelona, luxury travellers will find full service, exclusive accommodations managed by the best dedicated professionals. Gourmets and food connoisseurs will savor the culinary mastery of world renowned Chefs, inspired by our Mediterranean lifestyle and produce.

Barcelona Premium, provides a selection of first-class

establishments and services that will make each stay a unique and priceless experience.

Let your imagination run wild and discover Barcelona from a unique perspective. Sail on the sea that has defined a unique culture, enjoy the aromas, textures and flavours of the finest seasonal produce, walk through the cellars where wine is ageing slowly in its barrels, take the opportunity to discover our designers, explore the back of a centuries-old shop, fly over stunning landscapes in a balloon.

Enjoy. Thrill. Don't just visit Barcelona! Live it!

With the Barcelona Premium program discover Barcelona with the assistance of the best professionals, making your stay in our city a unique and unforgettable experience.

For more information:
barcelonapremium.com

BARCELONA WEDDINGS



The Barcelona Tourism Board and its program Barcelona Weddings is proud to present Barcelona, the quintessential wedding destination.

Barcelona boasts all the essential elements to host spectacular weddings of all sizes and in all styles. With more than 2,000 years of history, the architecture of Barcelona is one of the most interesting in Europe with a great diversity of styles. Imagine the "I do's" overlooking the Mediterranean landscape, on any one of the 320 days of sunshine throughout the year, in a medieval palace, a romantic landscape or surrounded by the extraordinary works of the legendary architect Antoni Gaudí. Frequent airline connections convert it into one of the most accessible cities of Southern Europe. This urban oasis provides

the ideal backdrop for all occasions with a talented professional wedding community ready to create the perfect atmosphere for the most special day.

Mediterranean, welcoming, historical, accessible, passionate, modernist, cosmopolitan, romantic, warm and elegant. Barcelona is your perfect wedding destination where all your dreams for a perfect wedding will come true!

Destination Wedding Planners can benefit from our experience and knowledge of Barcelona. We can provide neutral advice on every aspect to find the most appropriate professionals to ensure the success of the most important day of your clients.

For more information:
weddings@barcelonaturisme.com
barcelonaweddingsdestination.com

Barcelona your ideal wedding destination.

EASY BCN

visitBarcelona

VISIT
BARCELONA



visitbarcelona.com



Barcelona & Me video



OFFICIAL BARCELONA APP

All the city in your pocket

Available from the Apple Store

and Google Play

5 languages

Can be used with or without a network connection



Professional website:

professional.barcelonaturisme.com



tickets.visitbarcelona.com

More than 200 ideas to discover the city



BARCELONA
IS MUCH MORE

barcelonaismuchmore.com



Barcelona is much more video



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Barcelona Tourist Board

Travel Trade

promocio@barcelonaturisme.com

Press Department

premsa@barcelonaturisme.com

Images bank & publications

images.barcelonaturisme.com

Tourism Products

productes@barcelonaturisme.com

Tourist Information Centres

18 tourist information points in the city

callcenter@barcelonaturisme.com



EASY BCN



visit Barcelona

visitbarcelona.com



Barcelona & Me video



OFFICIAL BARCELONA APP

All the city in your pocket

Available from the Apple Store

and Google Play

5 languages

Can be used with or without a network connection



Professional website:

professional.barcelonaturisme.com



tickets.visitbarcelona.com

More than 200 ideas to discover the city



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barcelonaismuchmore.com



Barcelona is much more video



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PRACTICAL INFORMATION



Barcelona population:
1,600,000 inhabitants

Territory of Barcelona:
101.4 square kilometers

Climate:
A temperate, mild Mediterranean climate

Language:
Two official languages, Catalan and Spanish

OPENING TIMES AND BUSINESS HOURS

Office hours: Work starts between 8 and 9am, and continues until 2pm. In the afternoon, offices usually open from 4pm to 7pm.

Lunch time: between 2 and 3pm. Dinner time: between 9 and 10pm.

Restaurants open between 12 noon and 12 midnight.

Shops: from 9.30 or 10am until 8.30 or 9pm. Shops are closed on Sundays and public holidays.

Banks hours: Most banks open from 8.30am to 2pm from Monday to Friday.

CURRENCY

The Euro. Notes come in denominations of 5, 10, 20, 50, 100, 200 and 500 euros. Coins are 1 and 2 euros and 1, 2, 5, 10 and 50 cents.

PHONE CALLS

Can be made from telephone offices (locutorios) or phone boxes. The latter take coins and phone cards which are sold at telephone offices and tobacconists.

SAFETY AND HEALTH

As in every large city, there are specific places or situations in which you should keep an eye on your belongings. Be careful if someone approaches you as, unfortunately, tourists are the main target for pickpockets.

We recommend you take special care on public transport, at the main tourist attractions, in crowds, in bars and at pavement cafés, among other places.

As throughout the European Union, the emergency telephone number is **112** and can be used to contact the police, fire brigade and ambulance service.

For further information:



TOURIST INFORMATION OFFICES IN BARCELONA

Here are some of the services you will find at our tourist information offices: information and hotel bookings, the BCN Original shop, Information about and the sale of tourism products including the Barcelona Bus Turístic, the Barcelona Card and Barcelona Walking Tours, sale of publications, etc.

Main offices:

Plaça de Catalunya
Pl. de Catalunya, 17-S
Opening times: daily, 8.30am-8.30pm

Plaça de Sant Jaume
Ciutat, 2 (City Hall)
Opening times: Mon-Fri: 8.30am-8.30pm; Sat: 9am-7pm; Sun and public holidays: 9am-2pm

Estació de Sants
Pl. dels Països Catalans, s/n
Opening times: daily: 8am-8pm

Airport, Terminals 1 and 2
Opening times: daily, 8.30am-8.30pm

For further information:
info@barcelonaturisme.com
visitbarcelona.com
Tel. +34 932 853 834



GETTING THERE

Barcelona has excellent transport links with the rest of Spain and Europe and operates intercontinental flights with America and Asia.

By plane

El Prat, Barcelona International Airport

Most flights arrive at Barcelona International Airport (Aeroport del Prat-Barcelona) (www.aena.es), 15 km from the city centre. It is a major transport hub where more than 130 airlines operate. The airport has two terminals, T1 and T2.

Connections:

Aerobús every 15 min, 6am-midnight (journey time 30-40 mins); trains run every 30 min, 6.13am-11.40pm (journey time 35 min); and taxis (journey time 30 min).

A new metro line connecting the airport to the city centre has just opened (L9)

By train

Cities served by the high-speed rail network:

Figueras
Girona
Barcelona
Reus/Camp de Tarragona
Lleida Pirineus

Rail links with most cities in Spain and Europe depart from Barcelona-Sants Station. The rail operator is the state-owned company RENFE (www.renfe.es). There are high-speed-train connections running from Barcelona.

By bus

The main intercity bus station is the Estació del Nord (www.barcelonanord.com), although many international services depart from Sants Station.

By boat

Barcelona Port

Barcelona has become Europe's leading cruise port. It now has seven cruise terminals and three ferry terminals serving the Balearic Islands, Rome and Genoa.

PUBLIC TRANSPORT

The city's transport network extends from the city center to other parts of the metropolitan area and to surrounding towns and cities.

Metro and FGC

The metro network currently has 11 lines. Transports Metropolitans de Barcelona (TMB) operates lines 1 to 5 and 9 to 11 and Ferrocarrils de la Generalitat de Catalunya (FGC) operates lines 6 to 8.

More information:
www.tmb.cat
www.fgc.cat/eng

Bus

More than 1,000 buses link all the city's districts and the metropolitan area.

More information:
www.tmb.cat

Tram

Barcelona has two tram systems: Trambaix, which connects the Baix Llobregat area to Barcelona, and Trambesòs, which connects Sant Adrià de Besòs and Badalona to Barcelona.

More information:
www.trambcn.com

Taxi

Taxis are yellow and black and show a green light when free. Fares are charged per kilometer. The taximeter must show the fare being charged at all times.

Bike

Barcelona has a public cycle scheme called Bicing which is part of the city's public transport network. Bicing bikes can't be used by tourists or visitors staying in the city for short periods of time. Bicycles can be hired from private rental companies. The city has 180 km of cycle lanes.



VISIT BARCELONA

Barcelona is the only city in the world
with nine World Heritage Sites

- * Its mild climate, with average annual temperatures of 15.7°C (60° F), and 4.5 kilometers [2.8 miles] of beaches, make Barcelona an exceptional tourist destination
- * Barcelona is the leading cruise harbor in the Mediterranean and Europe, attracting 2,600,000 cruise passengers every year
- * 29,3 m visitors
- * 8,3 m visitors at hotels
- * 26 m tourists at cultural attractions
- * 500,000 meetings delegates and 280,000 congress delegates
- * 39,7 m passengers at El Prat airport
- * 23 Michelin-starred restaurants
- * Mobile World Capital



ECONOMIC ASSETS

10 good reasons to do business in Barcelona

1

A PRIVILEGED LOCATION

Barcelona is the southern gateway to the European market (500 million consumers), the centre of an emerging economic Euroregion, the capital of the Euro-Mediterranean area (a market of 461 million consumers), a bridge to North and North West Africa and a springboard to Latin America.

2

ACCESSIBLE AND WELL CONNECTED

Barcelona is the only southern European city that offers, within a 5-km radius, one of the largest multimodal ports in the Mediterranean, a high-speed rail hub, a major intercontinental airport, a comprehensive network of highways connected to Europe and North and North West Africa, Europe's second largest trade fair venue and one of the largest logistics zones in southern Europe.

3

POWERHOUSE OF A ROBUST, DYNAMIC AND DIVERSIFIED ECONOMIC AREA

Barcelona leads a large economic area with a tradition of 175 years in the textile, automotive, chemical, pharmaceutical and food processing industries and a large share of the Spanish media, telecoms, financial and business services sectors. The city has a clear commitment to knowledge-intensive activities, especially advanced services and economic activities linked to the information technologies sector.

4

SUCCESSFUL FOREIGN INVESTMENT

Traditionally, Catalonia has been and continues to be one of the favorite areas for foreign investors in Spain. It is currently home to more than 5,000 foreign companies, 88% of which are located in the Barcelona Metropolitan Area. Catalonia brings together more than 60% of the Japanese, Italian, North-American, French, Austrian and Swiss companies in Spain. In the first semester of 2013, Catalonia was the second European territory with the most direct foreign investment.

5

STRATEGIC ECONOMIC SECTORS

Barcelona has a highly diversified economy and is positioning itself as a thriving ecosystem for economic sectors related to new technologies and sustainability (IT mobile, electric mobility, media, smart cities) that offer interesting business and investment opportunities.

6

A MAGNET FOR TALENT

Barcelona has a well-trained human capital that promotes innovation and creativity. 53% of the city's active population works in knowledge-intensive sectors. Barcelona provides specialists in many fields. The Greater Barcelona area has eight highly prestigious public and private universities that offer excellent degrees and post-degrees in a vast range of fields. Two of these are among the top three Spanish universities, and two of Barcelona's business schools are among Europe's top ten.

7

AMBITIOUS CITY PROJECTS

Barcelona is committed to constant improvements and projects with a forward-looking approach. This is why the city is involved in ongoing large-scale urban transformations, with major public investment projects and great opportunities for private companies. Current ongoing projects are the Sagrera High Speed Train Station and New Centrality Area and Smart City Campus 22@: a new city district where the most innovative companies, universities and research centres co-exist. This project began in 2000 and involves the creation of 4 million m², most of it earmarked for knowledge-intensive productive activities.

8

AN ENTERPRISING AND BUSINESS-FRIENDLY CITY

Barcelona has a long-standing business and trade tradition. 175,000 businesses are based in the city. Barcelonians are enterprising, responsible and trustworthy in their professional and business relations, and they are used to doing business in the global market.

9

BEST QUALITY OF LIFE IN EUROPE

Barcelona is the European city with best quality of life for workers according to Cushman & Wakefield's European Cities Monitor 2011, a position that Barcelona has held for the last 14 years. Moreover, according to Forbes Magazine, Barcelona is the world's third happiest city. This is because Barcelona offers a very pleasant environment to work and live in, with sunshine and beaches all year around. The city has a wonderful cultural and retail offer, a quality health system offering universal care, a reliable and comprehensive public transport network and a Mediterranean lifestyle in an urban environment with a striking personality.

10

WITH A VALUE-ADDED CITY BRAND

The Barcelona brand enjoys international prestige and has been recognized by different independent studies and international rankings that place Barcelona in the leading positions. The positive perception and global awareness of the Barcelona brand add value to companies that operate in Barcelona.



BARCELONA WHAT'S NEW!



Things to do and see

Architecture

New visits to stunning architecture and Art Nouveau marvels

2017 promises some fantastic new visits around Barcelona's wonderful architecture and especially its Art Nouveau gems in the local Modernisme style. One, the Sant Pau heritage centre, is opening its newly-restored Sant Salvador hall. Don't miss out on a visit to Modernisme architect Puig i Cadafalch's spiky-towered Casa de les Punxes or Casa Baró de Quadras. Next year will be the Year of Puig i Cadafalch to mark his 150th anniversary and there'll be lots of events and activities

to celebrate. Importantly, the Gaudí-designed Casa Vicens is to open to the public as a house-museum, while the 18th century home of the Guild of Silk Sail Makers, called Casa de la Seda, offers tours of its richly-decorated chambers and sgraffito exteriors.

santpaubarcelona.org
casadelespunxes.com
llull.cat/monografics/palauarobarquadrass
casavicens.org
casadelaseda.com

Things to do and see

Shopping

Look out for BARCELONA SHOPPING DAYS in May and October

Enjoy the Spring and Autumn in Barcelona with some of the best shopping in the world. And discover 'Barcelona Shopping Days', with a huge variety of authentic, charming shops open for Sunday shopping with great gifts, discounts and many more surprises.

barcelonashoppingline.com

.....

Food & Wine

Tastings and wine-tourism, just the ticket!

Turisme de Barcelona is promoting unique vineyard tours as part of its Barcelona Food & Wine programme designed to showcase the city's culinary delights. And wine lovers can now catch a wine tasting session with a bird's eye view atop the city's famous Columbus Monument.

tickets.visitbarcelona.com

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With family

Great fun for the whole family

Theme park Ferrari Land is set to receive its first visitors on April 7, 2017, joining PortAventura Caribe Aquatic Park and PortAventura World parks to make a benchmark destination.

portaventuraworld.com/ferrari-land



Events

10th Circuit Festival to return bigger and better

Next August 2017, Barcelona's Circuit Festival -the world's biggest LGBTBI festival- will be celebrating its 10th anniversary, bringing together over 70,000 lesbians, gays, transgenders, bisexuals and intersexuals for a two-week festival and converting Barcelona into the world's top gay destination.

circuitfestival.net



Barcelona with the International Year of Sustainable Tourism

Barcelona is embracing the United Nations' International Year of Sustainable Tourism for Development celebrations in 2017. The city has already made sustainability the cornerstone of its tourism sector, being named the world's first Biosphere World Class Destination city.

barcelonaturisme.com/sustainable



City projects

Metro all the way to the airport

Airline passengers can now take the new L9 to and from Barcelona Airport with trains every 7 minutes. Barcelona Airport is becoming a hub for Southern Europe, a claim that will be given a boost when the city hosts the World Routes Congress in September 2017, the world's largest commercial aviation event.

tmb.cat

BARCELONA IN 5 DAYS!

5 days full of experiences not to miss



Day 1

Wonderful Art Nouveau architecture to dazzle the senses

Day one of your visit has to take in some of Barcelona's beautiful modernista architecture. The city boasts some of the most colourful and sumptuous art nouveau buildings in the world, ranging from architect Josep Puig i Cadafalch's six-towered Casa de les Punxes or Lluís Domènech i Montaner's maze of brightly coloured halls and main building at the Sant Pau Art Nouveau Site. Journeying back to the centre of town, come across Passeig de Gràcia, awash with magnificent modernista buildings to the right and left. Out of the centre, there's lots of modernisme to discover too, especially at the foot of Tibidabo, where you'll find Gaudí's best-kept secret: Torre Bellesguard.



Day 2

Journey from the scintillating modern to a glorious past

Spend the morning soaking up the recent history of Barcelona with a visit to the Olympic Ring area on Montjuïc and enjoying unbeatable views across the city. If sport is your thing, visit Open Camp, the world's first sports experience park for families located in the Olympic Stadium. But Montjuïc is also a

place of art and culture: the Museu Nacional d'Art de Catalunya offers stunning Romanesque and Catalan Gothic artwork, while Fundació Joan Miró's collection includes a treasure chest of works by one of the world's most influential artists.

Later in the afternoon, head towards the bustle of the downtown Gothic Quarter. Here you'll find enchanting corners and plazas, tiny streets filled with popular bars and cafès.

Day 3

Seafront promenading, water sports and a haven for gastronomy

Start with a trip to Barcelona's most ambitious urban transformation in plaça de les Glòries. Besides visiting the city Design Museum, you can also browse the nearby Encants flea market, overlooked by another new city icon, the multicolour Agbar tower. From here journey through Poble Nou, a one-time industrial

zone now full of trendy shops, restaurants and businesses.

Barcelona is also about making the most of the sea, so why not try kayaking along the Olympic Port and the seashore or maybe even paddle surf to enjoy unbeatable views of Barcelona's skyline and its seafront area. And what better to end the day than a quiet drink in the old fishing neighbourhood of Barceloneta with its charming streets and small town feel.

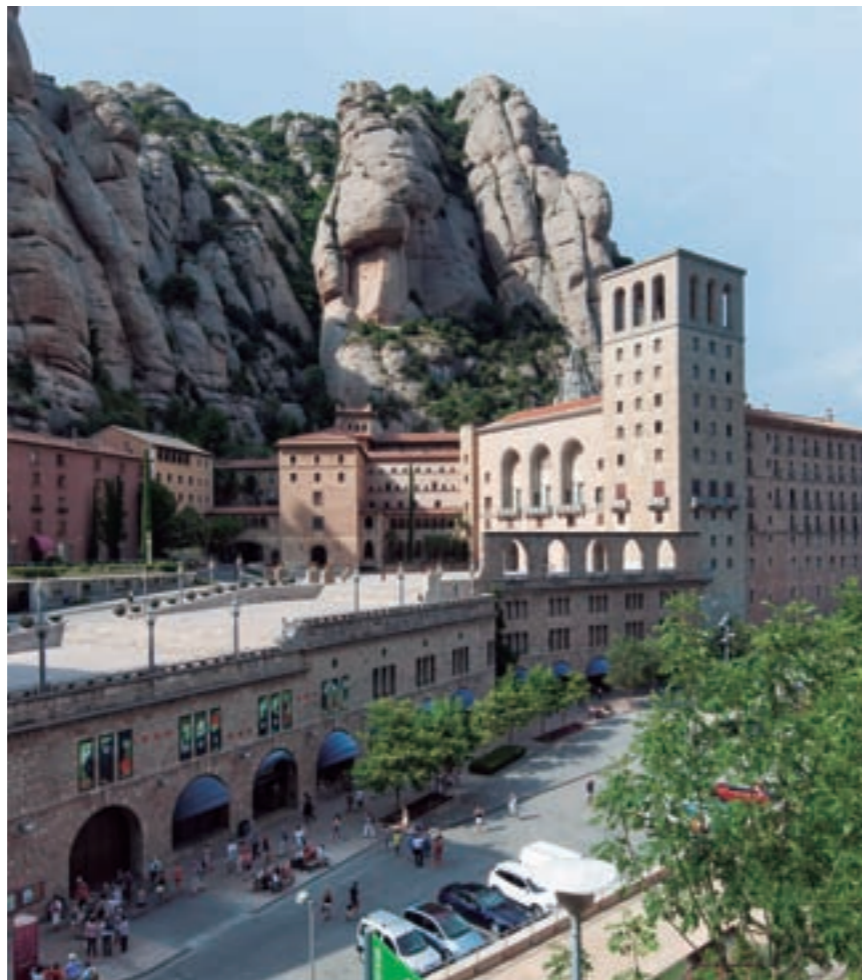


Day 4

From breath-taking panoramic views to the quaint and picturesque

Don't leave Barcelona without getting a bird's eye view from the mountainous side of the city. Atop Mount Tibidabo or perhaps seated on the Big Wheel in the nearby theme park that overlooks the city –rumoured to be the oldest in Europe- you can enjoy amazing views. Another great location off the beaten track with magnificent views is Laberint d'Horta, one of the oldest gardens in Barcelona with a great maze for the kids and grownups.

In the afternoon, head down to one of the most characteristic neighbourhoods of Barcelona, meandering through the narrow streets of the Born quarter, stumbling across medieval palaces once the homes of Catalan nobility. Walking away from the Born we fall upon a huge green expanse, Barcelona's Ciutadella Park, with its monumental waterfall and boating pond.



Day 5

A day trip out – a perfect complement to your urban stay

If you are into wine, then you'll find some great cavas and wines produced locally to the north and south of the city, and it's easy to find a wine tasting activity in nearby wineries in the Catalan countryside.

A trip to the nearby multi-peaked rocky range of Montserrat is highly recommended. Montserrat, they say, is the spiritual centre of Catalonia for many and so too for Barcelona. Here, you'll find nature, hiking, a Benedictine Abbey which hosts the virgin of Montserrat sanctuary, and a great cable car ride up from the train station.

But if it's exhilaration you are looking for then there is a perfect

solution for a family fun day out: Port Aventura has spectacular and thrilling rides, great shows, and fun entertainment for everyone; it's easy to get to by train, car or bus. And check out the brand new Ferrari Land Park right next door to Port Aventura that will make this one of Europe's premiere theme park options.

Finally, day one was for Gaudí and modernista architecture so perhaps it's fitting to round off your stay with a visit to the Church of Colònia Güell in Santa Coloma de Cervelló just outside the city. Here you can see Gaudí's weird and wonderful designs and imagination run wild as he experimented with techniques, textures and materials.

Discover all these places and many others with the Barcelona Turisme official products

➔ Discover all these places and many others with the Barcelona Turisme official products visitbarcelona.com

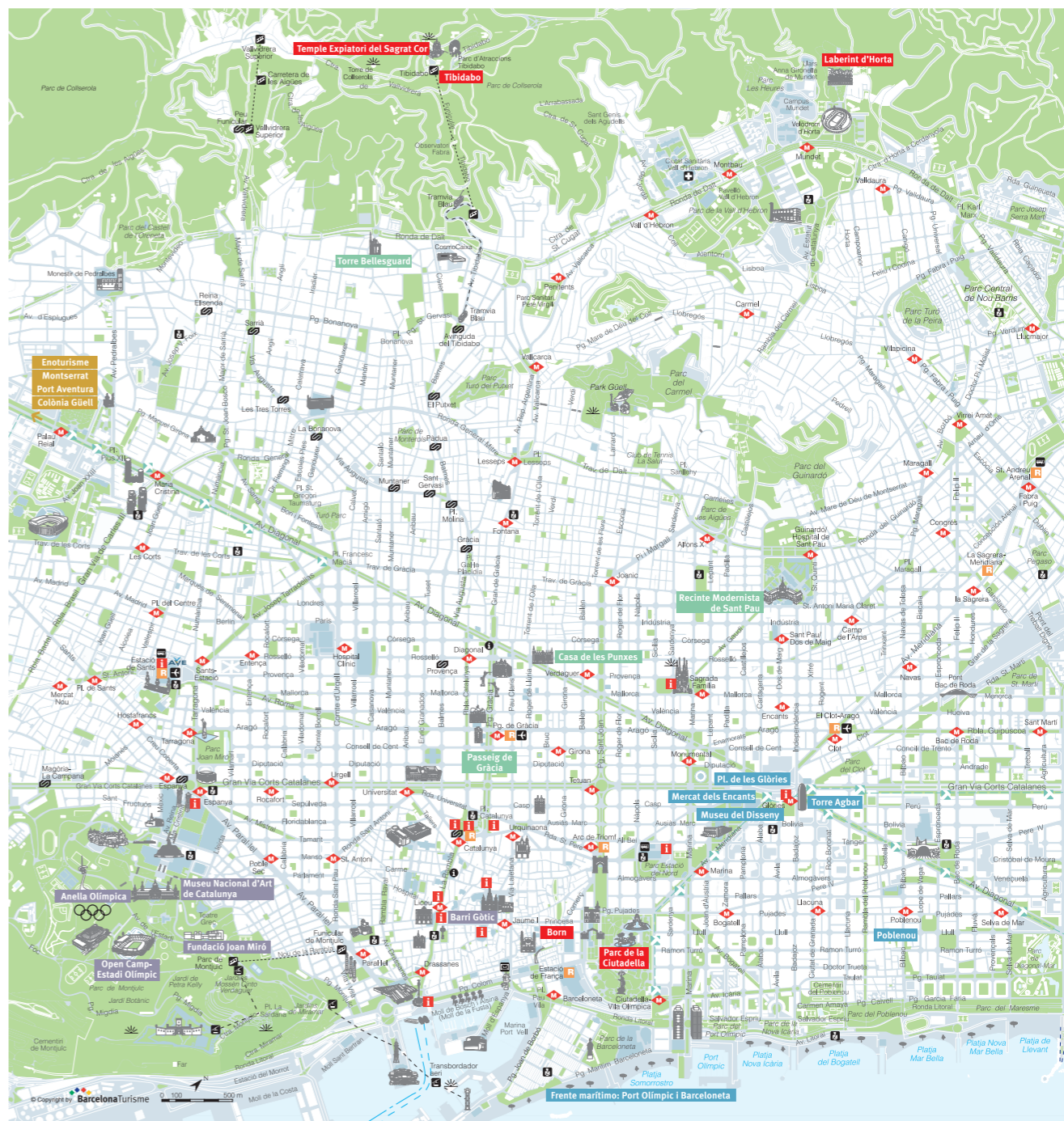
Day 1

Day 2

Day 3

Day 4

Day 5



TOURISM PRODUCTS

There are many ways to discover the city and it's a very convenient and easy place to get around.

Turisme de Barcelona offers a comprehensive product catalog featuring different activities and unique spaces.

Discover all the advantages we offer travel trade professionals.



If you have any questions, you can contact us at productes@barcelonaturisme.com



BARCELONA CARD

Barcelona's best buy

- * City card valid for 72-, 96- or 120- hour.
- * Free travel on public transport. Includes the train and the metro to the airport.
- * Free museums and discounts at attractions, visits and tours, leisure, entertainment, nighttime venues, shops, restaurants, unusual means of transport and other services.

Barcelona Card express

48 hours visitor card including free travel on public transport and more than 100 discounts at places of interest.

BARCELONA BUS TURÍSTIC

Get to know Barcelona like nobody else

Discover Barcelona on the Barcelona Bus Turístic, which allows you to get on and off the bus as many times and for as long as you like.

- * Open-topped double-decker buses.
- * 3 sightseeing routes with just 1 ticket.
- * 44 stops at the city's major landmarks and attractions.
- * Audioguide system in 10 languages.
- * Informative guide with details about all the stops.
- * A discount-voucher booklet offering great savings on your visits.
- * Special promotion: Barcelona Walking Tours, guided walking tours of the city.
- * Turisme de Barcelona information officers: personalised attention.
- * Free WiFi.
- * Service adapted for disabled people.
- * Smartphone app with information about the city.



ARTICKET

1 ticket 6 museums

The Articket provides one-time admission to six of Barcelona's foremost museums and art centres:

- * Museu Nacional d'Art de Catalunya
- * Museu d'Art Contemporani de Barcelona [MACBA]
- * Fundació Joan Miró
- * Fundació Antoni Tàpies
- * Centre de Cultura Contemporània de Barcelona [CCCB]
- * Museu Picasso

Visits to permanent collections and temporary exhibitions included. Valid for a three-month period.

BARCELONA AUDIOWALKS

Listen and let yourself be guided

You'll discover Gaudí's architecture, medieval Barcelona and the innovation district 22@ in a convenient, enjoyable way, at your own pace, listening as you walk along.

Available on mp 3 and also from the Apple Store and Google Play.

Three audioguides are available:

- * Gaudí's Barcelona.
- * Medieval Barcelona
- * 22@ The innovation district

Barcelona Metrowalks: seven routes combining travel on the subway (metro) and other means of public transport and walking tours to help you get to know the city like a local, at your own pace.



BARCELONA WALKING TOURS

Take a walk

Walking tours around Barcelona, led by professional guides. There are four itineraries to choose from:

Gòtic: Discover the history of the city as you walk through the Gothic Quarter.

Easy Gòtic Tour: If you have reduced mobility, this guided tour will give you and insight into the history of Barcelona's oldest district.

Picasso: Discover the bohemian Barcelona of Picasso and his work. Includes guided tour of the Museu Picasso.

Modernisme: Admire the modernista architecture of the Quadrat d'Or (Golden Square) in the city's Eixample district, the home of the Barcelona bourgeoisie during the late 19th century.

Gourmet: Enjoy the flavors and history of our gastronomy on this journey through Barcelona's old town. Includes a food tasting.



CATALUNYA BUS TURÍSTIC

Discover Catalonia at your own pace

Half-day and day-trips enabling you to discover Catalonia at your own pace.

- * Fully equipped coaches.
- * A courier travels on board throughout the journey.
- * Informative guide and discounts at places of interest, shops and restaurants.

Four routes to choose from:

- * Dalí's Figueres and Girona
- * Montserrat and Colònia Güell
- * Wine & Cava
- * Shopping Experience



MIRADOR DE COLOM

Ride to the top and you'll see

Monument located at the end of La Rambla by the sea.

- * Viewing gallery 60 metres above the ground.
- * Panoramic views of Barcelona from the sea to the mountains.
- * Discover the new wine tourism center where you'll be able to sample four of the finest Quality Designation of Origin varieties of cava and wine.




Barcelona
Turisme