

BIOSPHERE CRITERIA

11.1. Develop a strategic territorial planning in favour of the sustainability of the tourism model, its territorial, urban, social and environmental integration. It must also include the protection of natural and cultural heritage of the destination, paying special attention to intangible heritage, for it is extremely vulnerable.

16.1. Have a governance system that includes all stakeholders, especially at a local level, which promotes public-private partnerships, and where the role and responsibilities of each one of those stakeholders is clearly defined, including a citizen participation system.



OVER 30 MILLION VISITORS/YEAR

123,000 REGULATED ACCOMMODATION PLACES

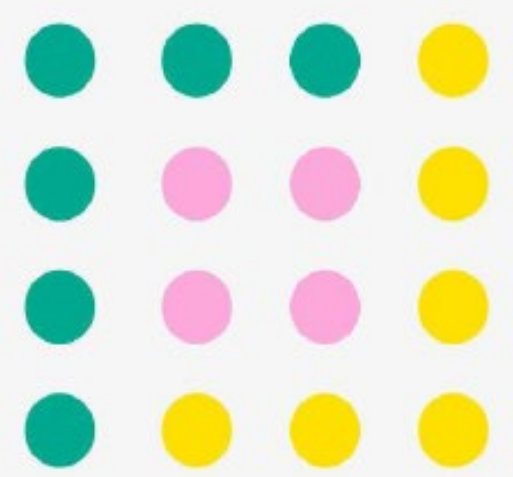
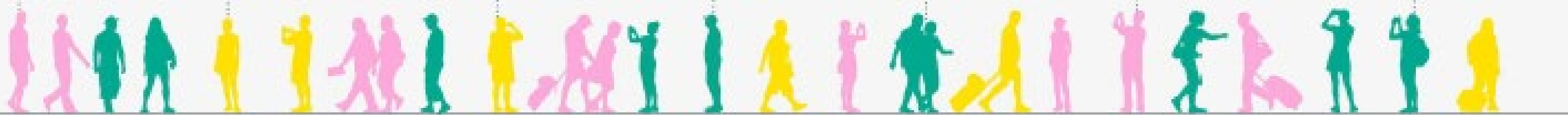
8.7 IS THE SCORE THAT TOURISTS GIVE BARCELONA

37% OF TOURISTS USE PUBLIC TRANSPORT

17% GROWTH IN TOURIST DEMAND (LAST 5 YEARS)

92.3% OF THE CARBON FOOTPRINT OF VISITORS IS GENERATED BY AIR TRAVEL

46% OF TOURISTS GET ABOUT ON FOOT



Tourism 2020
Barcelona

10 PROGRAMMES
30 LINES OF ACTION
CLOSE TO 100 MEASURES

S T R A T E G I C P L A N



URBAN BALANCE



TOURIST ACCOMMODATION PLANNING



A CLEAR COMMITMENT TO SUSTAINABILITY



OTHER PLAYERS INVOLVED



BENEFITS FOR CITIZENS

BARCELONA

A well-known destination with challenges related to overtourism

#fairtourismBCN



Just because this bed is available on the Internet doesn't mean it's legal.

Before you rent your tourist accommodation, check that it's got a tourist licence.

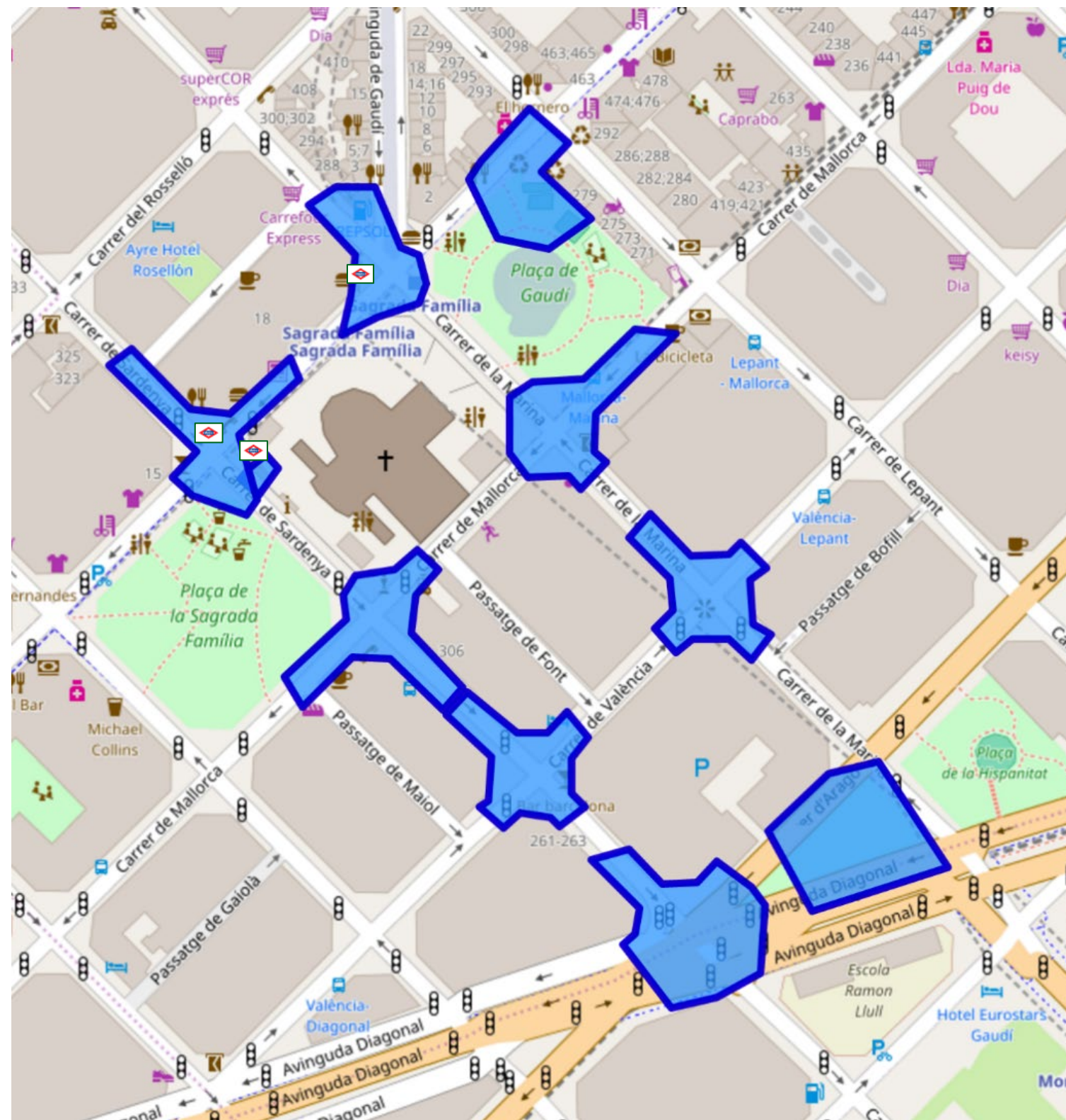
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ILLEGAL ACCOMMODATION

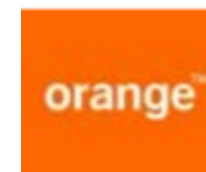
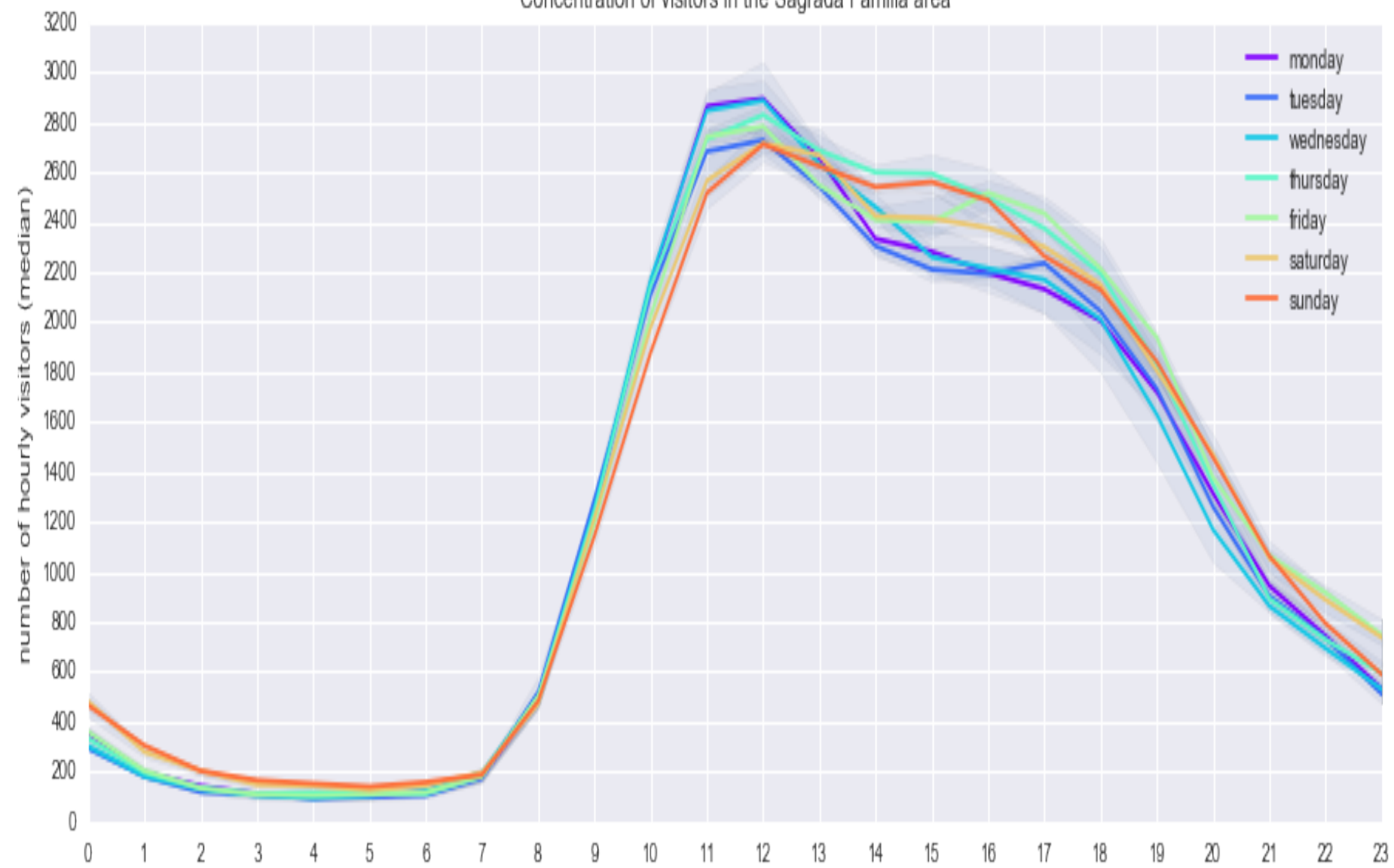
Campaign & online information Specific web



IOT & BIGDATA IN ACTION, USE CASE: SAGRADA FAMILIA



Concentration of visitors in the Sagrada Família area



OVERCROWDED SPACES

FLOW MANAGEMENT