

Avoiding congestion in the Cruise Port

Josep A. Rojas, Promotion Director - Turisme de Barcelona

Green Port Cruise, 14 October 2014

World Trade Center - Barcelona

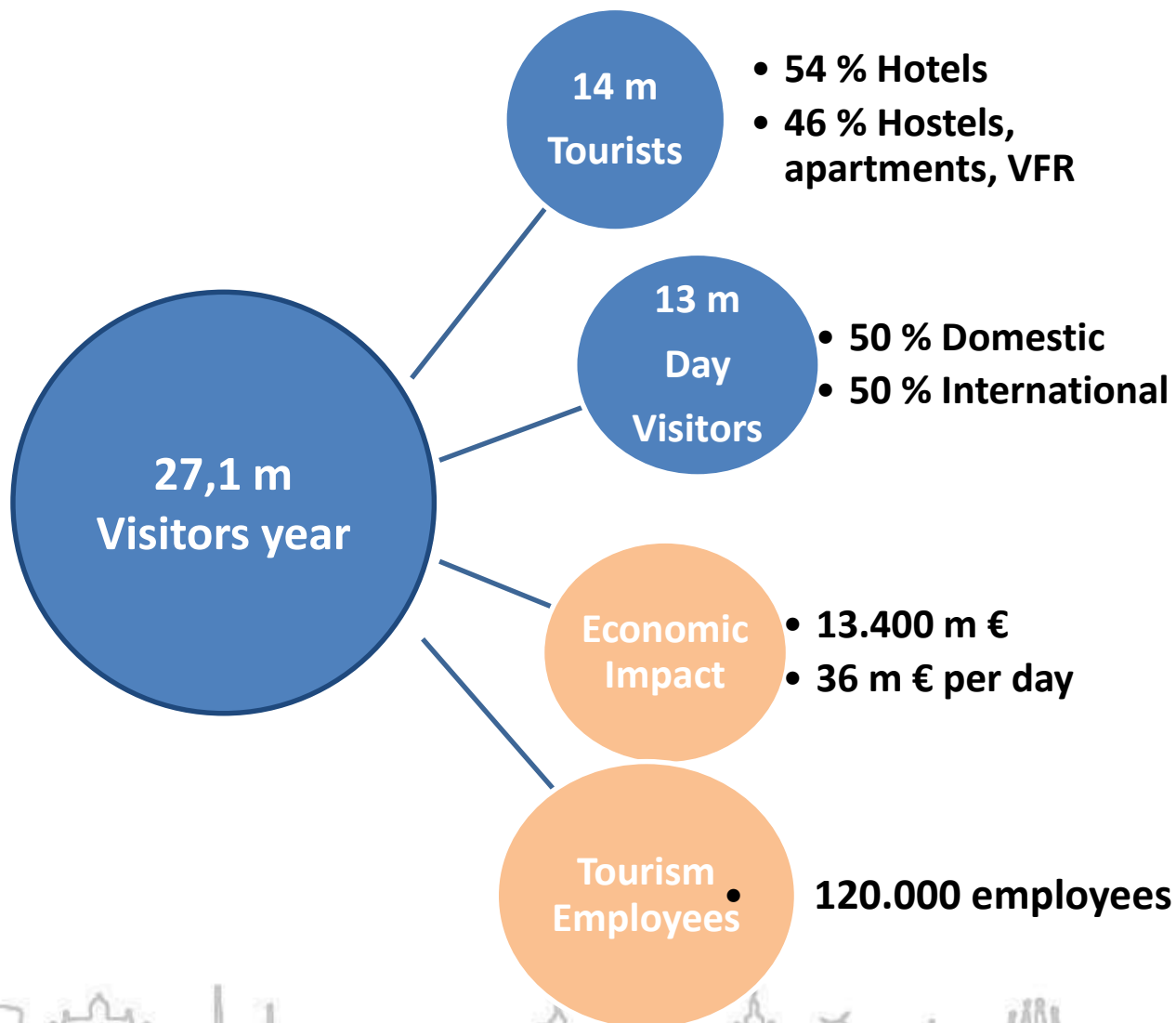


Turisme de Barcelona

- ❖ **Consortium:** 50% Barcelona City Council
50% Chamber of Commerce
- ❖ **Main objective:** to promote Barcelona as a tourist destination and attract tourism business to the city
- ❖ **Promotional activities (2013):** 482



Barcelona Tourism Activity (I)

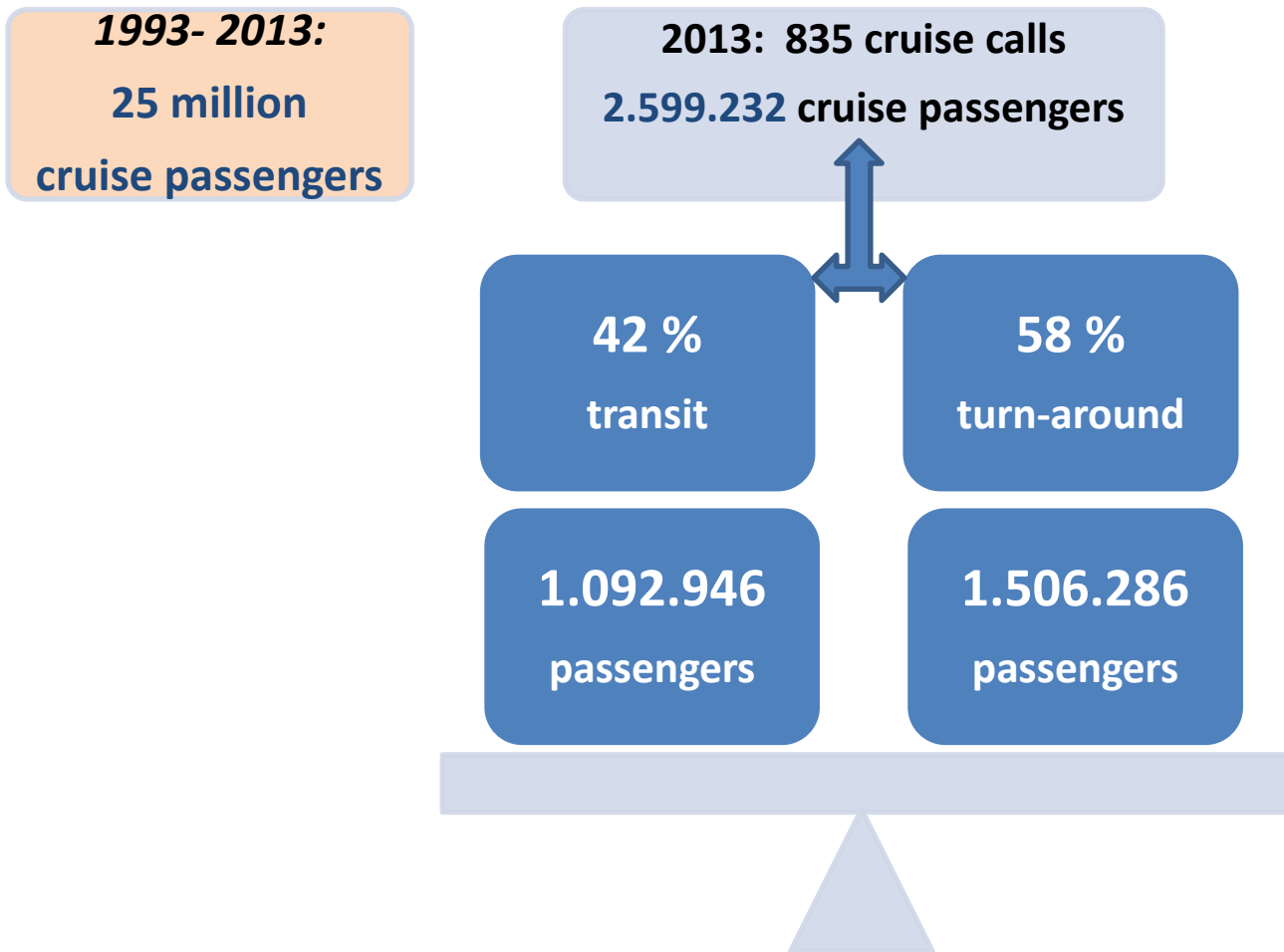


Barcelona Tourism Activity (II)

Barcelona Tourism Activity		1990	2013
Nº Tourists (hotels)		1,7 m	7,5 m
Nº Overnights (hotels)		3,7 m	16,4 m
Origin	Domestic	51 %	20 %
	International	49 %	80 %
Purpose of visit	Leisure	27,5 %	51 %
	Business	53 %	31 %
	Fairs/Congresses	11,5 %	10 %
	Others	8 %	8 %



Barcelona Cruise Activity



Turisme de Barcelona & Cruise Tourism

Joint action with the Barcelona Port Authority since 1995, to attract cruise business to the city

MedCruise Associate Member, since 2007

Activities:

- ❖ Participation in cruise fairs
- ❖ Sales calls at cruise lines together with the Port Authority
- ❖ Fam trips for cruise executives and cruise travel agents
- ❖ Tourism information for passengers at cruise terminals



City Council Strategy for Tourism

Tourism regulations

Prevention & Security

Management of tourist areas

Mobility

Decentralization of tourism activity



Managing the most visited areas

- ❖ La Rambla: tourist coaches limitation
- ❖ Regulation of coach parking to access Sagrada Família (2012)
- ❖ Access limitation to Park Güell (2013)
- ❖ Limitation of coach parking at Via Laietana (2014)
- ❖ Regulation of bike tours, and unusual tourist vehicles
- ❖ Sign-posting plan, for pedestrians and vehicles



THANK YOU!



[visitbarcelona.com](https://www.visitbarcelona.com)

Follow **Visit Barcelona**



Follow **Barcelona Turisme**



Josep A. Rojas

Promotion Director - Turisme de Barcelona

jarojas@barcelonaturisme.cat