

PRESS RELEASE

Barcelona surpasses the 7.5 million tourist mark for the first time

- **The Catalan capital gained 11,000 tourists a month during 2013 and attained almost 16.5 million overnights**
- **France, the United Kingdom and the United States are “vying” to become the city’s main world tourist market**
- **Gaspart: “Barcelona’s strength as a tourist destination lies in the diversity of its loyal markets and the variety of countries visiting us”**

Barcelona, 6th March 2014. – For the first time, Barcelona has surpassed the 7.5 million tourist mark in terms of visitors per year staying in hotels. In 2013, the Catalan capital received 7,571,766 tourists: 1.77% more than in 2012, when 7,440,113 people stayed in the city’s hotels. The evolution of the sector in Barcelona was expressed by an increase of 11,000 tourists a month in 2013.



Source: Gremi d'Hotels de Barcelona for Turisme de Barcelona.

However, this wasn't the only record beaten by the Barcelona tourism sector in 2013. This rise in visitor numbers – 80% of them from international markets – was highest in terms of overnight stays at hotels. For the first time, in 2013, it approached the threshold of 16.5 million overnights invoiced.

Overnights up by 3.4%

The city recorded 16,485,074 overnights in 2013 compared with 15,931,932 in 2012. According to these figures, the upward trend in tourism brought a 3.47% increase in the number of hotel overnights: a jump to just over half a million hotel overnights invoiced. Exactly 553,142 more from one year to the next.

France, the leading world market

In 2013, France was the leading world market for outgoing tourism in Barcelona, reclaiming the position it held in 2010, and sweeping aside the United States who topped the ranking in 2012. Visitor numbers from our neighbouring country were up 11.3%, increasing from 572,259 tourists in 2012 to 636,903 in 2013. The United States ranked third in visitor numbers in 2013, with 627,417 tourists.

This means that France, the United States and the United Kingdom – which was the second-ranking international market – all brought in more than 600,000 tourists each: the first time this had ever happened. The number of visitors from the UK was up 6.3% and totalled 629,969 visitors in 2013. In 2012, 592,713 British tourists stayed in our hotels.

According to **Joan Gaspart**, executive president of Turisme de Barcelona “Barcelona’s strength as a tourist destination is shown in the diversity of its loyal markets and the variety of countries that are sending us more and more tourists. The growth of well-established markets, such as France and the United Kingdom, is particularly important, as is the development of expanding markets, such as China, Scandinavia and Russia”.

Tourists at hotels	2013	% s/total	% Accumulated annual increase
1 France	636,903	8.4%	11.3%
2 United Kingdom	629,969	8.3%	6.3%
3 United States	627,412	8.3%	-1.3%
4 Germany	453,102	6.0%	9.3%
5 Italy	447,721	5.9%	-8.8%
6 Russia	233,823	3.1%	22.1%
7 Netherlands	208,900	2.8%	-6.9%
8 Japan	170,092	2.2%	4.4%
9 Sweden	152,622	2.0%	11.1%
10 Switzerland	150,861	2.0%	5.5%
11 Rest of the world	2,342,984	31.0%	4.0%
Total international	6,054,388	80.0%	4.1%
Spain	1,517,378	20.0%	-6.4%
TOTAL	7,571,766	100.0%	1.77%

Source: compiled in house from data supplied by Idescat and the INE hotel occupancy questionnaire.

Numbers of tourists from Germany, Northern Europe and Asia increase

Besides the three nationalities at the top of the podium, in 2013 Germany became the fourth international tourist market in Barcelona for the first time. 453,102 German tourists stayed in hotels in the city in 2013 compared with 414,539 in 2012, representing annual growth of 9.3%. This means that 38,563 German tourists visited the city in 2013.

There was also significant growth in visitors from other countries, including Sweden, with 152,622 tourists, 11.1% more than 2012; Norway, which was up by 23.1%, attaining 113,409 visitors; and Finland. Visitor numbers from the latter were up by 20.7% and accounted for 66,798 tourists. There was also a 22.1% increase in visitors from Russia. As far as the Asian countries were concerned, visitor numbers from Japan were up by 4.4%, accounting for 170,092 tourists, and China was up by 16%, with 73,906 tourists.

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