Barcelona, the place to Meet
Barcelona is
quality of life
creativity
culture
diversity
sustainability
talent
Barcelona is much more
Barcelona, the place to Meet
Because of its international standing
Barcelona is the 1st destination in the world by total number of participants in meetings hosted by international organisations. Source: ICCA – International Congress and Convention Association / 2022 ranking

- 2nd in the top 25 meeting destinations in Europe. Source: Cvent, 2023
- 2nd favourite destination for MICE meetings. Source: American Express 2023 Global Meetings and Events Forecast.
- 6th biggest start-up hub in Europe for emerging enterprises in 2023. Source: EU-Startups
- 10th Most attractive city for digital talent. Source: Decoding Global Talent 2021
- 6th best city in the world. Source: 2023 World’s Best Cities Ranking
- 10th most technological city of the future of Europe. Source: fDi intelligence. Top Tech Cities of the Future, 2023
- 4th Europe best city brand. Source: Brand Finance City Index 2023
Because of its connectivity
An outward-looking destination. With excellent travel connections with the rest of Spain, Europe and the world, as well as a safe and efficient public transport network.
By air

An outward-looking destination.
Josep Tarradellas - El Prat airport
8 miles/12.5 km from the city centre
47 direct intercontinental flights
212 European destinations
52.6 million passengers

Source: AENA 2019

By rail

High-speed trains to Madrid, Paris, Lyon, Marseille and Toulouse.

By sea

The leading Mediterranean cruise port.
11 passenger terminals,
7 for cruise ships and 4 for ferries
Because of its Mediterranean lifestyle
Barcelona.
Quality of life, creativity and innovation.
Barcelona is

**Culture**
- 9 World Heritage landmarks
  - Province of Barcelona
- 2 Intangible Cultural Heritage elements
  - Province of Barcelona
- 243 Museum and collections
  - Province of Barcelona
- 175 Festivals
  - Province of Barcelona

**Transport**
- **Metro**
  - 7 lines and 161 stations
  - City of Barcelona
- **Buses**
  - 130 lines and 2,606 stops
  - City of Barcelona
- **Ferrocarrils de la Generalitat de Catalunya**
  - 15 lines and 81 stations
  - City of Barcelona
- **Renfe cercanías**
  - 8 lines
  - City of Barcelona

**Accommodation**
- +800 Hotels
  - Province of Barcelona

**Beaches**
- +100 km of beaches
  - Province of Barcelona

**Food**
- 24 Michelin-starred restaurants
  - Province of Barcelona
- 5 Designation of Origin wine-producing areas
  - Province of Barcelona

**Sustainability**
- 107 Electric vehicle charging stations
  - City of Barcelona
- +200 km of cycle lines
  - City of Barcelona
- 78% Accessible amenities and services
  - City of Barcelona

**Parks**
- 86 Urban parks and gardens
  - City of Barcelona
- 14 Natural parks
  - Province of Barcelona
- 1 Biosphere reserve
  - Province of Barcelona

**Climate**
- 2,799.3 Hours of sunshine a year
  - Province of Barcelona
- 18.5°C Average temperature
  - Province of Barcelona

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A welcoming destination with a unique spirit and lifestyle that invites you to enjoy its gastronomy, culture, climate and traditions.
Barcelona is culture

Art museums and exhibitions, music, theatre, international festivals, architecture, design, creative hubs, world-renowned geniuses of contemporary art (Picasso, Gaudí, Miró, Tàpies) who have made their mark on the destination…

Barcelona has a vibrant and varied cultural life.
Barcelona is food

2021, World Capital of Sustainable Food

Barcelona offers a combination of traditional cuisine and the innovative touches brought to the table by great chefs, all paired with red, white, rosé wines and cava...

24 Michelin-starred restaurants and 5 Designation of Origin wine-producing areas: Penedès, Alella, Pla de Bages, Catalunya and Cava.
Barcelona is sport

Barcelona hosts major sporting events due to its organisational capacity, top-class facilities and open-air venues.

– Barcelona Open Banc Sabadell Trofeo Conde de Godó (tennis)
– Barcelona World Race (sailing)
– Formula 1 Gran Premio de España
– Zurich Marató de Barcelona...

4th in the world ranking of sports cities.

Source: 2021 Ranking of Sport Cities (Burson Cohn&Wolfe)
Because of its excellent choice of accommodation
Accommodation excellence

Barcelona has a wide range of top-quality accommodation, from luxury hotels operated by Spanish and international chains, where you can hold large-scale events, to cosier, family hotels. They all have their own distinctive style and offer a wide variety of services.
Barcelona metropolitan area
435 hotels, 75,000 beds, 38,000 rooms

- 5GL* Hotels: 22 hotels
- 5* Hotels: 17 hotels
- 4S* Hotels: 34 hotels
- 4* Hotels: 150 hotels
- 3* Hotels: 123 hotels
- 2* Hotels: 45 hotels
- 1* Hotels: 44 hotels

Total Destination Barcelona: 863 hotels and 138,617 beds

Source 2019
Because of its unique MICE offer
Barcelona is renowned for its varied and unique venues that cater to all kinds of events, as well as the service companies that make them possible.
Conventional centres

Fira Barcelona Gran Via

One of Europe's biggest and most modern convention facilities, designed by the Japanese architect Toyo Ito.

Total floor space: 240,000 m² / 2,583,338 sq ft
Total number of halls: 8
Convention Centre (hall 8) 26,000 m² / 279,861 sq ft

Fira Barcelona Montjuïc

Site built in 1929 to host the International Exhibition, it combines tradition with an infrastructure that can be adapted to all kinds of events.

Total floor space: 134,000 m² / 1,442,364 sq ft
Total number of halls: 6
Convention Centre: auditorium 1,600 seats / 3,000 m² / 32,291 sq ft

Centre de Convencions Internacional de Barcelona

Situated right by the sea, the convention centre is an iconic example of Barcelona's cutting-edge architecture. It comprises two buildings: the Convention Centre and Forum Auditorium.

Total floor space: 11,300 m² / 121,632 sq ft
Total capacity: 15,000 people

Palau de Congressos de Catalunya

Situated on Barcelona's prestigious Avinguda Diagonal, the city's financial and business district.

Exhibition space: 2,000 m² / 21,527 sq ft
Auditorium: 2,000 seats
Amazing and unique places

From historic, characterful buildings to the most modern and innovative sites.
Barcelona gives you the opportunity to take part in unique and socially responsible activities on land, on the sea and in the air. Come and enjoy them!

You can round them off with a trip to the city’s great selection of retail outlets, ranging from unique shops to those selling prestigious leading Spanish and international brands.
Incentives

- Team building
- Personalised programmes
- Unforgettable
- Inspiring
- Motivating
Because of its scientific and technological development
Leading knowledge city in the Mediterranean.

Headquarters of world-class scientific and technological infrastructures.

1,500 start-ups, most of them in the field of ICT, leisure and health.
Smart City and technological hub

5G hub for Southern Europe.
The European Union has chosen Barcelona as the home of the supercomputer Marenostrum.

1st city in the world to implement a science and technology diplomacy strategy: the SciTech DiploHub.

627,693 businesses:
- 6,767 innovation sector
- 16,339 ICT sector
- 1,500 start-ups

57 research centres:
- 39 CERCA (7 associated with hospitals and 3 run in conjunction with CSIC) and 18 CSIC bodies.

Biomedical research hub for Southern Europe.
A benchmark city in biomedicine, information and communication technologies, photonics and particle acceleration.

One of the most dynamic cities in Europe in developing mobile apps, the internet of things, e-commerce, videogames and Big Data.

*CERCA - Research Centres of Catalonia
**CSIC - Spanish National Research Council
Because it’s a safe and sustainable destination
A green and blue destination.

We are committed to social and environmental sustainability and promote our cultural and natural heritage by working on making constant improvements to accessibility.
Barcelona

1st destination in the world to be awarded the Biosphere Province of Barcelona certification

100 thousand ha. of natural parks Province of Barcelona

14 national parks Province of Barcelona

1 biosphere reserve Province of Barcelona

7.1 m² green space per capita City of Barcelona

Source: Barcelona City Council, 2019

+ 200 km of cycle lanes City of Barcelona

Source: Barcelona City Council, 2019

3rd smart city in the world City of Barcelona

3rd world city in infrastructure security City of Barcelona

One of the world’s most accessible cities City of Barcelona

92% of the streets are accessible

100% of buses are fitted with ramps

91% of the metro network has lifts

Source: Safe Cities Index 2019 - The Economist

Source: Glasgow University

Source: Barcelona City Council, 2019

Source: Barcelona City Council, 2019
Committed to MICE sustainability

Many Barcelona venues are committed to sustainability and have implemented good-practice programs in the sphere of social responsibility, energy savings and efficiency measures, selective waste collection and the offset of CO2 emissions.
Barcelona is a safe destination that does its utmost to ensure its citizens and visitors feel comfortable no matter where they are. Barcelona City Council, in conjunction with Turisme de Barcelona, has launched the barcelona.cat/safecity project, which is aimed at the activities and places associated with the visitor economy.
More than 150 businesses in Barcelona have obtained the health and safety stamp, Safe Travel, through Turisme de Barcelona. The initiative was launched by the World Travel and Tourism Council.
MICE events: guidelines and recommendations to follow

1. Design and staging of events
   - Safe conditions for employees, exhibitors, and participants
   - Contracts between the organiser and clients to prevent COVID-19
   - Deep cleaning and disinfection of the space after assembly
   - Clearly mark the areas where the technical equipment used by the audiovisual services is located

2. During the event
   - Provide information about the recommendations and health and hygiene measures in place
     - Implementation of awareness-raising messages and symbols
     - Safety distance 1.5 m
     - Face masks must be worn

3. Managing access and registration
   - Modify traffic flow at the entrance and exit
   - Redistribute mobility and public transport
   - Enclosed spaces must have separate entrances and exits
     - Online processing
     - Sanitisation station
     - Avoid printed material
     - Daily disinfection of counters
       - Automatic doors
       - Queue management

4. Managing capacity
   - Adjust capacity to ensure compliance with social distancing
   - Implementation of control measures and people-counting systems
   - Allocated time slots for deep cleaning
   - Indicate visitor flows with appropriate floor markings or signage

5. Simultaneous translation
   - Single-use earphones
   - Disinfection of the interpreter booths
MICE events: guidelines and recommendations to follow

6. Managing communication and presentations
   - Material given to the speakers in advance
   - Lecterns not recommended
   - Distribution of individual microphone sponges
   - Use of apps and smartphones for interaction

7. Networking
   - More space provided for meetings and more time for disinfection

8. Catering
   - Decentralised deliveries
   - Hands-free bins
   - Single-use containers and cutlery

9. Toilets
   - Limits on the number of users
   - Soap and hand sanitiser dispensers
   - Cleaning six times a day

10. Cloakrooms
    - Contact-free tickets
Because of its surrounding area, Barcelona is much more
Barcelona, a diverse destination. With a unique history and heritage and friendly locals who are welcoming to visitors.
Twelve counties and 311 cities, towns and villages with different landscapes.

The finest urban beaches in the Mediterranean, between the Costa Barcelona and the Pyrenees, inland landscapes that invite you to discover chapels and castles from different eras that are in harmony with nature.
Because of us, the Barcelona Convention Bureau
The Barcelona Convention Bureau (BCB) is a division of Turisme de Barcelona which promotes the city as a venue for congresses, meetings and incentive trips. Barcelona Provincial Council is part of the BCB.
The BCB provides free and impartial advice to those professionals interested in organising their event in Barcelona.

BCB is member of: