

Barcelona is

A rooftop terrace with a yellow awning and a glass railing, overlooking a city harbor and a cable car. The terrace has wooden decking, white cushions, and small round tables. Three people are sitting on the terrace: a man in a white t-shirt and sunglasses, a woman in a white dress, and a woman in a black dress. The background shows a city harbor with many boats, a cable car, and a tall tower. The text "quality of life" is overlaid in the center.

quality of life



creativity



culture

A vibrant, sunlit street scene in a European city, likely Madrid, showing a diverse group of people. In the foreground, a woman in a black hijab and a young child in a pink dress walk towards a man in a maroon vest who is filling a cup at a traditional ornate fountain. To their left, a man in a bright green shirt pushes a bicycle. The street is filled with other pedestrians of various ages and ethnicities. The background features tall, light-colored buildings with balconies and large trees with yellowing autumn leaves. The word "diversity" is overlaid in large white text across the center of the image.

diversity

A photograph of a supercomputing center housed within a historic building with high, vaulted ceilings and stone arches. The server racks are arranged in long aisles, and the entire area is enclosed in a glass and metal safety enclosure. The word "innovation" is overlaid in large white letters across the center of the image.

innovation

A wicker basket filled with red and yellow grapes is in the foreground on the right. The basket is woven with light-colored wicker and has a dark brown handle. The grapes are a mix of deep red and pale yellow. In the background, a vineyard with rows of green grapevines stretches across a field. Beyond the vineyard, there is a large, multi-story stone building with a prominent tower and arched windows. The sky is blue with some light clouds. The word "sustainability" is written in large, white, lowercase letters across the center of the image.

sustainability

A close-up, profile view of a man with short dark hair and a light beard, looking intently at a blue industrial robotic arm. The arm is positioned diagonally across the frame, with various cables and mechanical components visible. The background is a blurred industrial setting. The word "talent" is overlaid in white lowercase letters.

talent

An aerial photograph of a dense urban neighborhood, likely in Barcelona, Spain. The image shows a grid of multi-story buildings with terracotta roofs. A prominent building in the center features a rooftop garden with trees and a small structure. A wide, tree-lined street runs diagonally through the scene, with cars and a bus visible. The word "unique" is overlaid in large, white, lowercase letters across the center of the image.

unique



Barcelona is
much more

Barcelona, the place to Meet

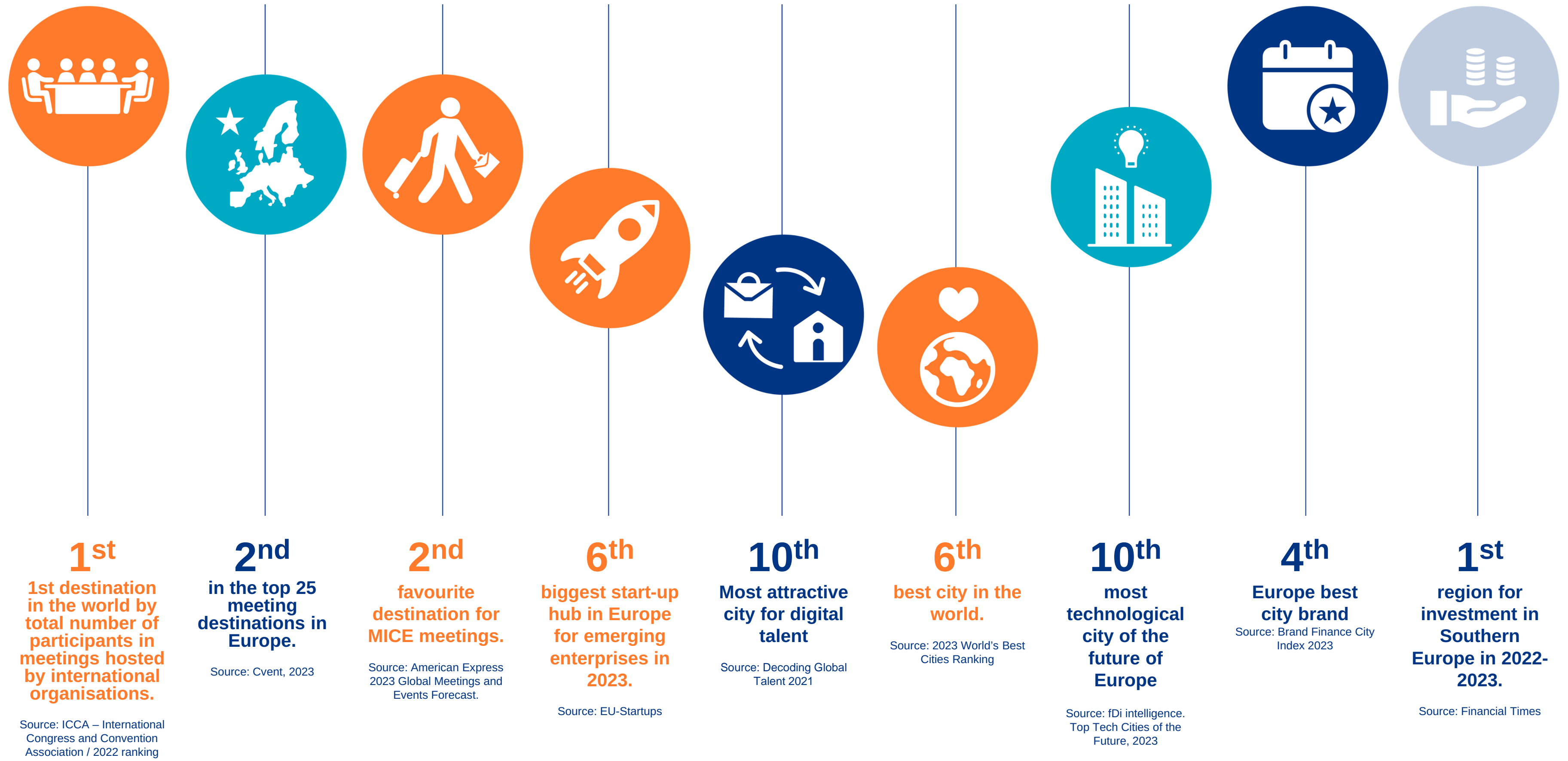
Video

Barcelona, the place to Meet

1

Because of
its international
standing

Barcelona is



Barcelona, the place to Meet

2

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

Barcelona, the place to Meet

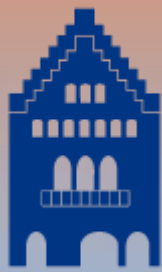
3

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



Parks

86
Urban parks and gardens
City of Barcelona

14
Natural parks
Province of Barceelona

1
Biosphere reserve
Province of Barcelona



Beaches

+ 100 km
of beaches
Province of Barcelona



Climate

2,799.3
Hours of sunshine a year
Province of Barcelona

18,5°C
Average temperature
Province of Barcelona



Food

24
Michelin-starred restaurants
Province of Barcelona

5
Designation of Origin wine- producing areas
Province of Barcelona

23
Municipal markets
City of Barcelona

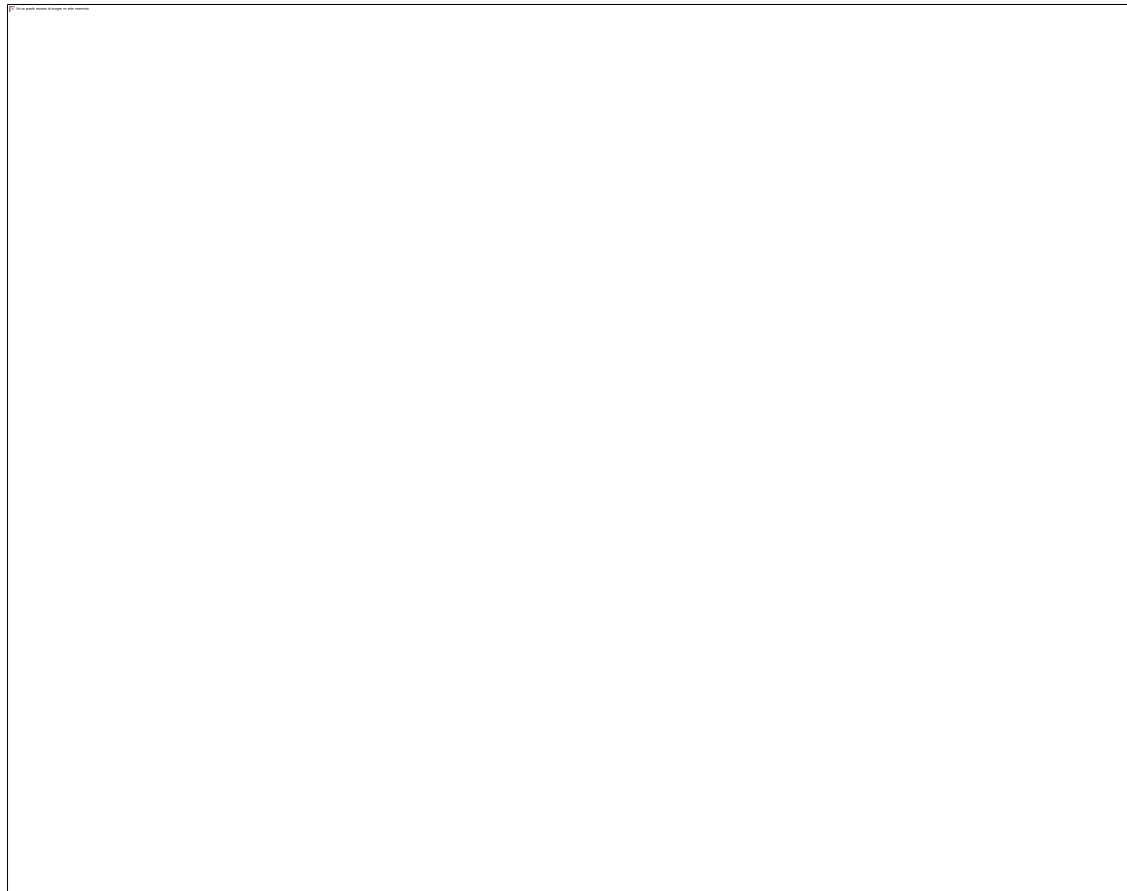


Sustainability

107
Electril vehicle charging stations
City of Barcelona

+ 200 km
of cycle lines
City of Barcelona

78%
Accessible amenities and services
City of Barcelona

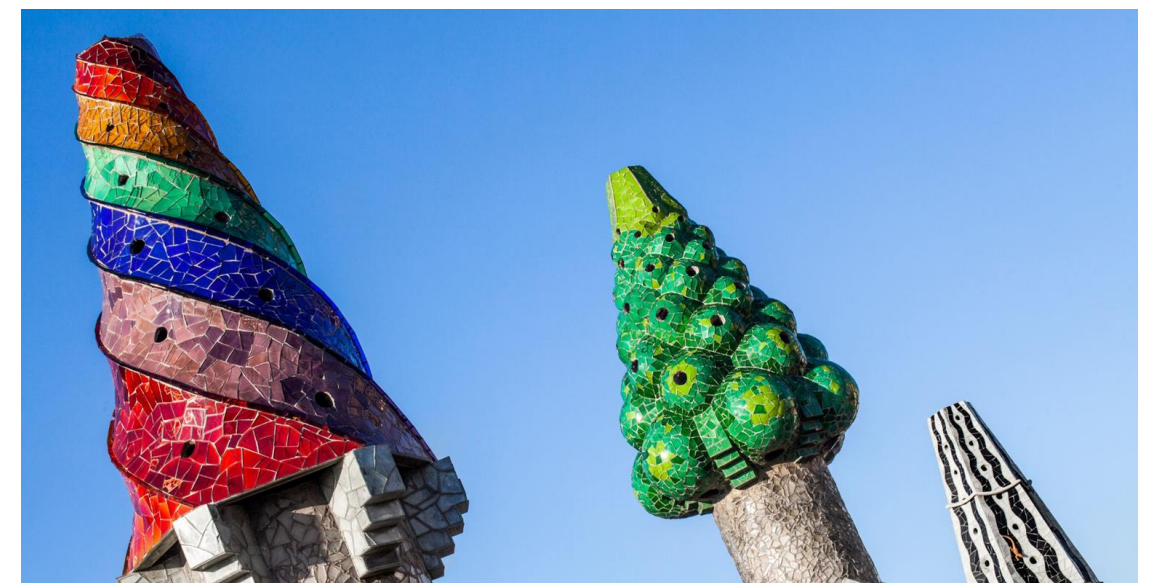


A welcoming destination with a unique spirit and lifestyle that invites you to enjoy its gastronomy, culture, climate and traditions

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)

Barcelona, the place to Meet

4

Because of
its excellent choice of
accommodation



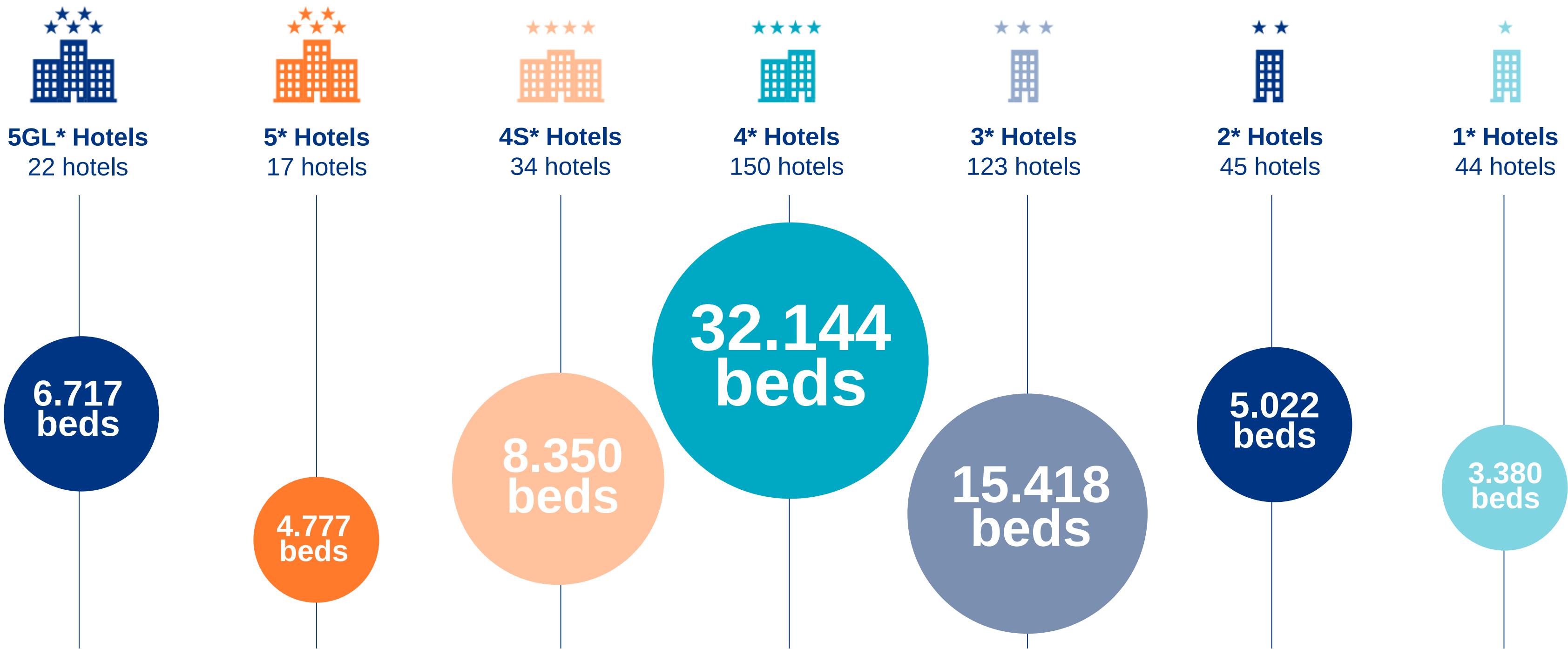
Accommodation excellence



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



Total Destination Barcelona: 863 hotels and 138,617 beds

Barcelona, the place to Meet

5

**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.



[Video](#)

Convention 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
2



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 / 121,632.2 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 / 21,527.82 sq ft
Auditorium: 2,000 seats

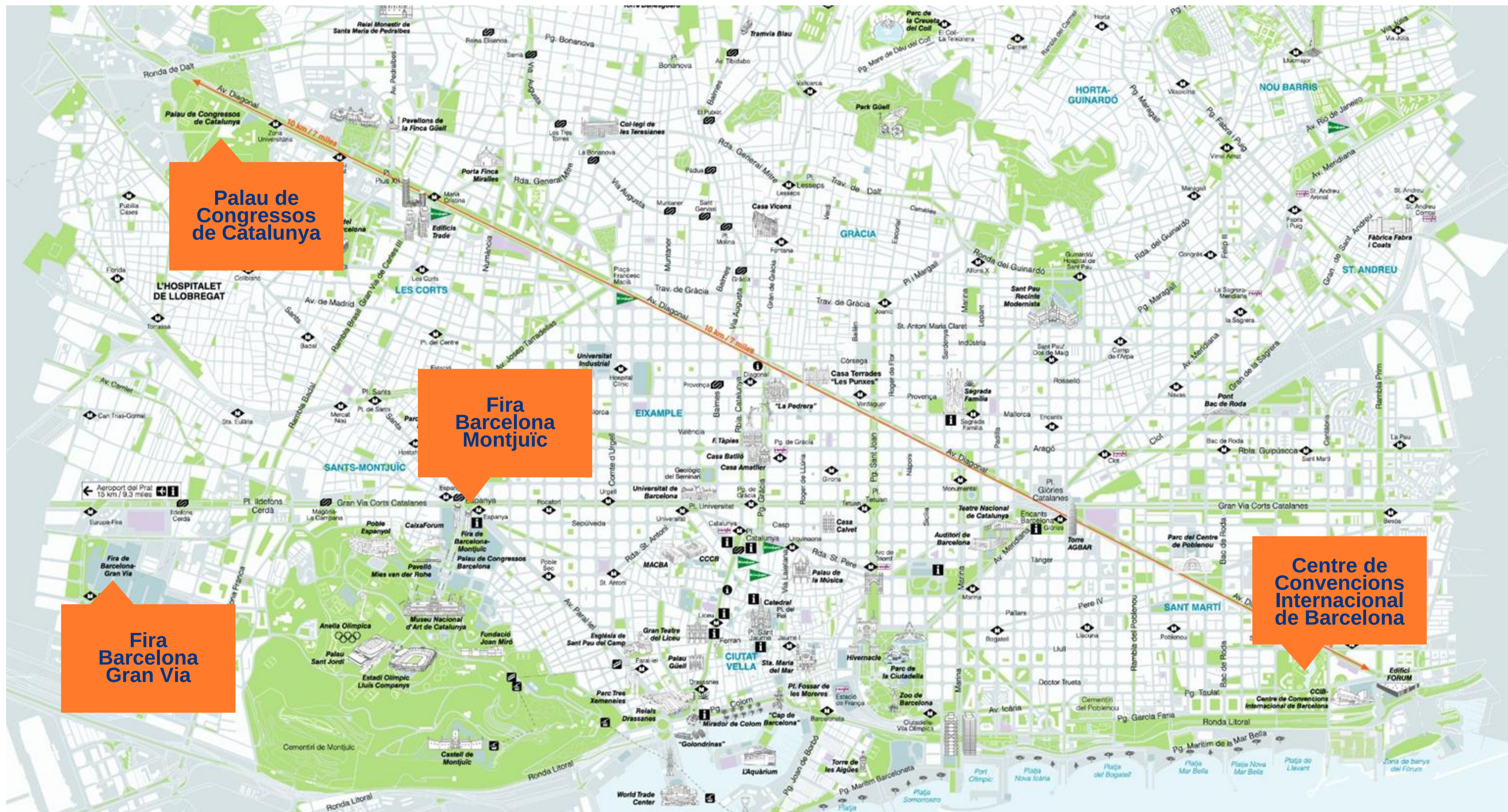


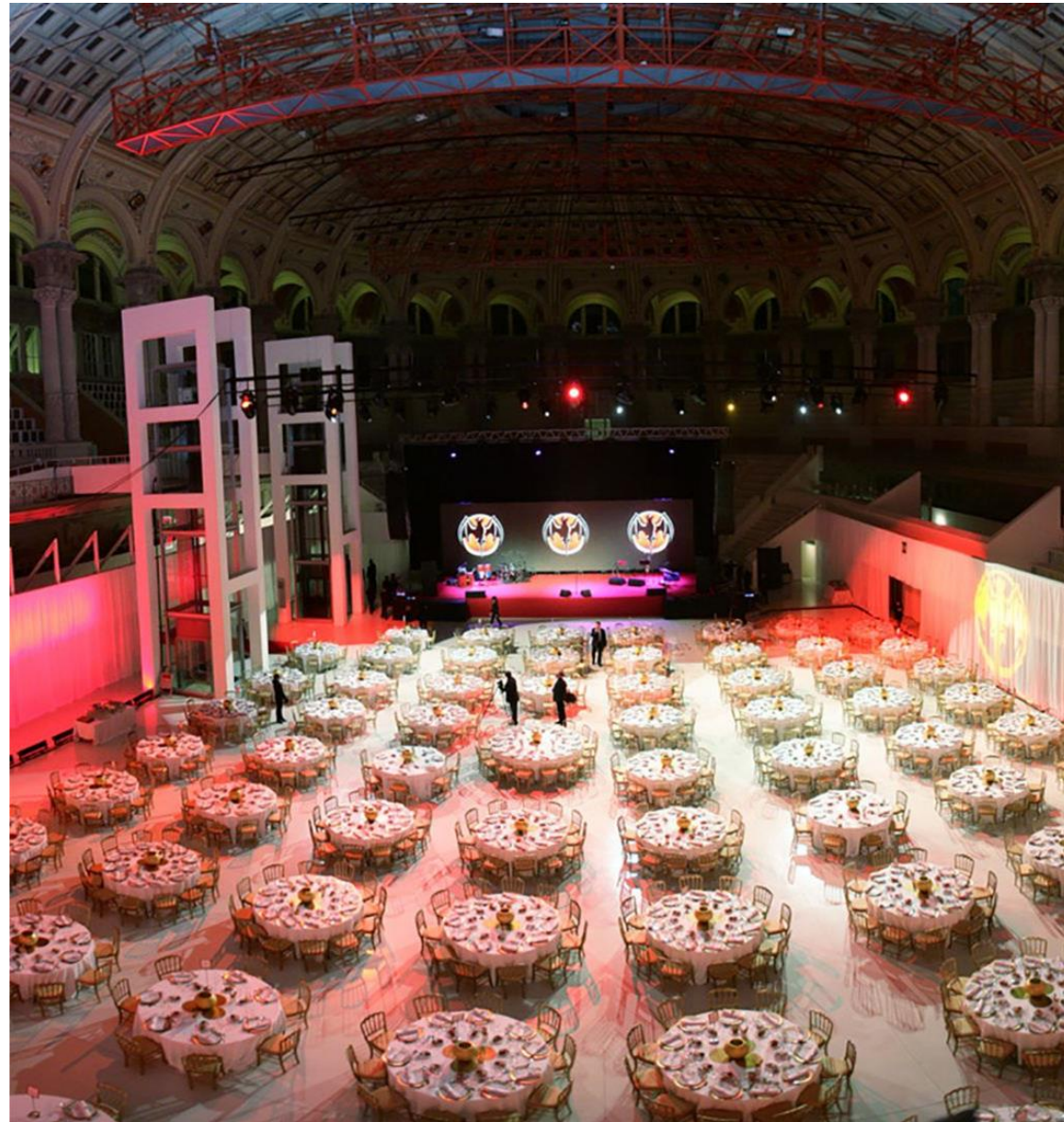
**Palau de
Congressos
de Catalunya**

**Fira
Barcelona
Montjuïc**

**Fira
Barcelona
Gran Via**

**Centre de
Convencions
Internacional
de Barcelona**





Amazing and unique places

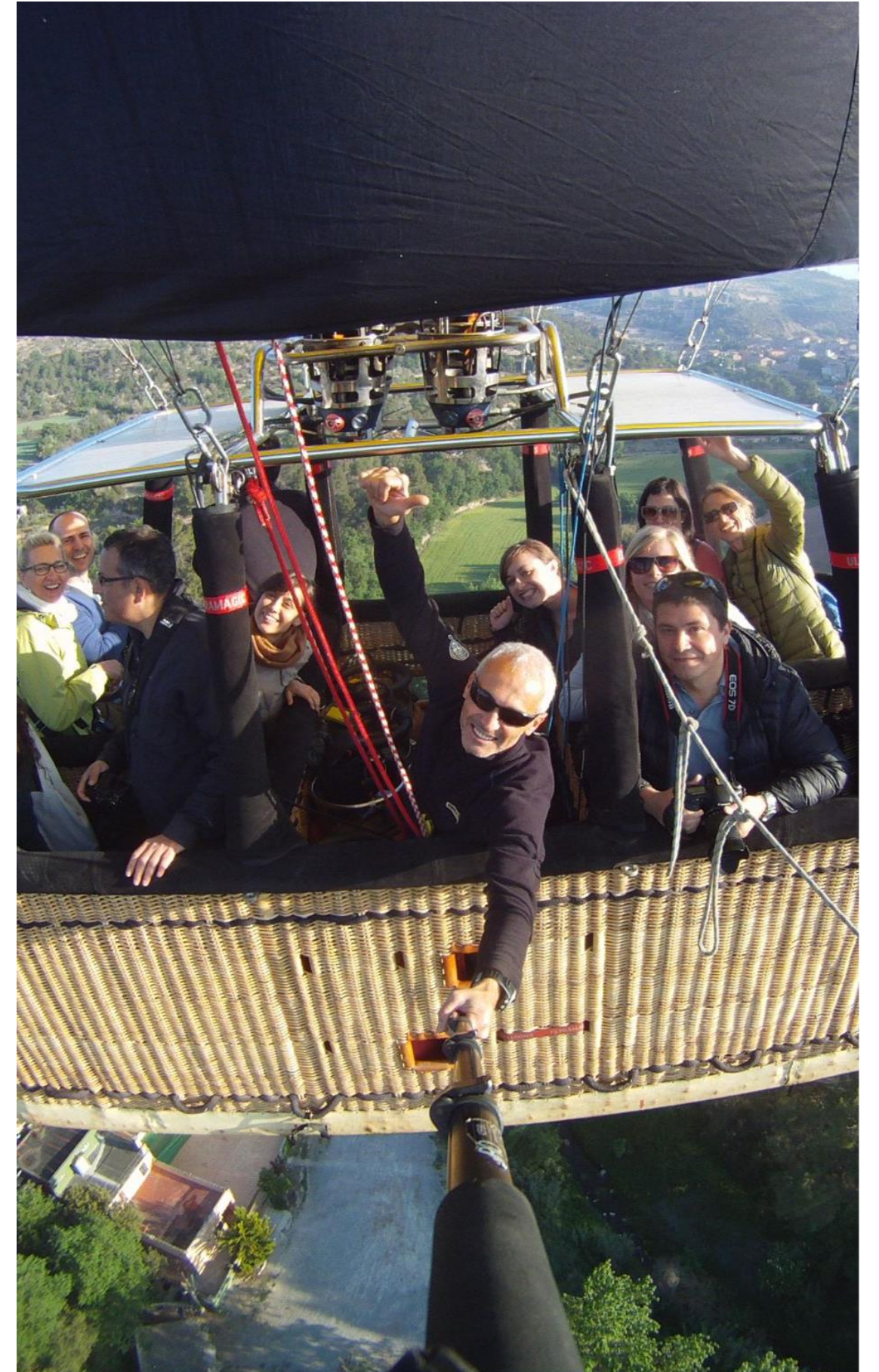
From historic, characterful buildings
to the most modern and innovative
sites.

Incentives

Video

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



Barcelona, the place to Meet

6

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.

Barcelona, the place to Meet

7

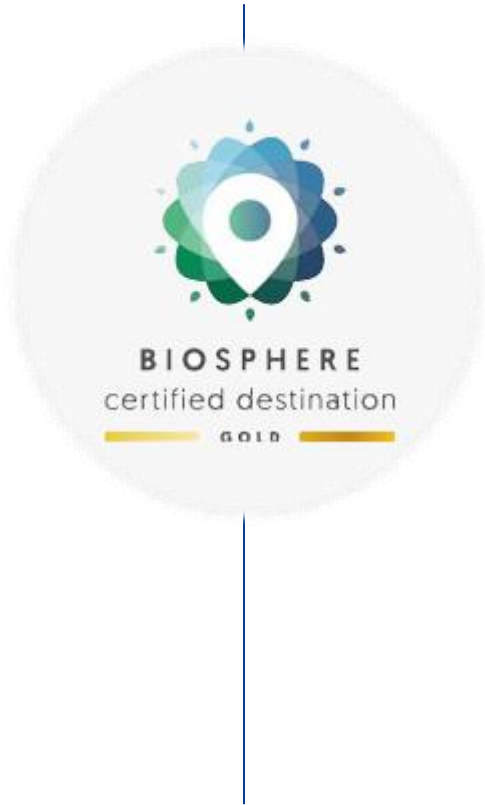
**Because it's a safe and
sustainable destination**

A green and blue destination.

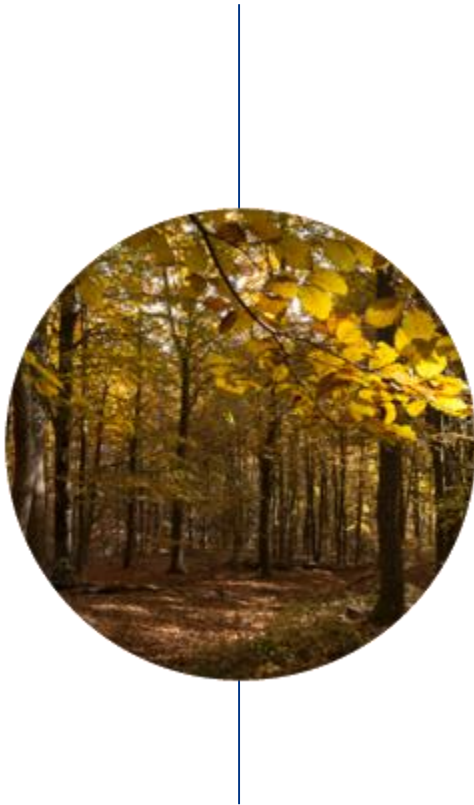
We are committed to social and environmental sustainability and promote our cultural and natural heritage by working on making constant improvements to accessibility.



Barcelona



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

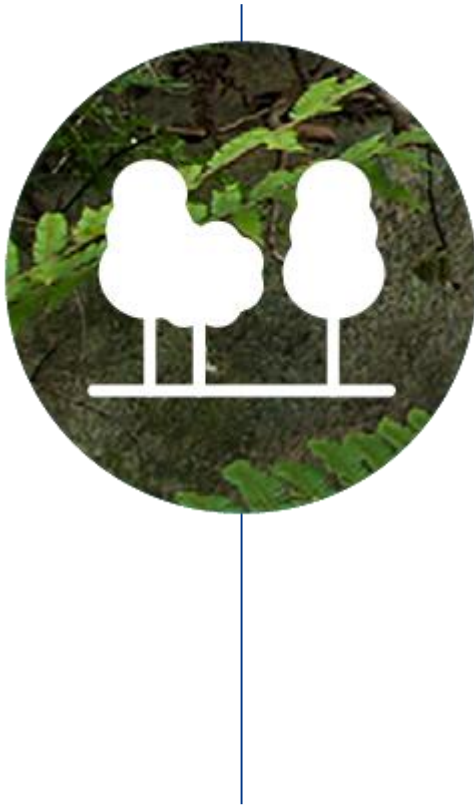


100 thousand ha. of natural parks
Province of Barcelona

14 national parks
Province of Barcelona

1 biosphere reserve
Province of Barcelona

Source:
Barcelona City Council, 2019



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

Source:
Glasgow University



3rd world city in infrastructure security
City of Barcelona

Source:
Safe Cities Index 2019 - The Economist



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

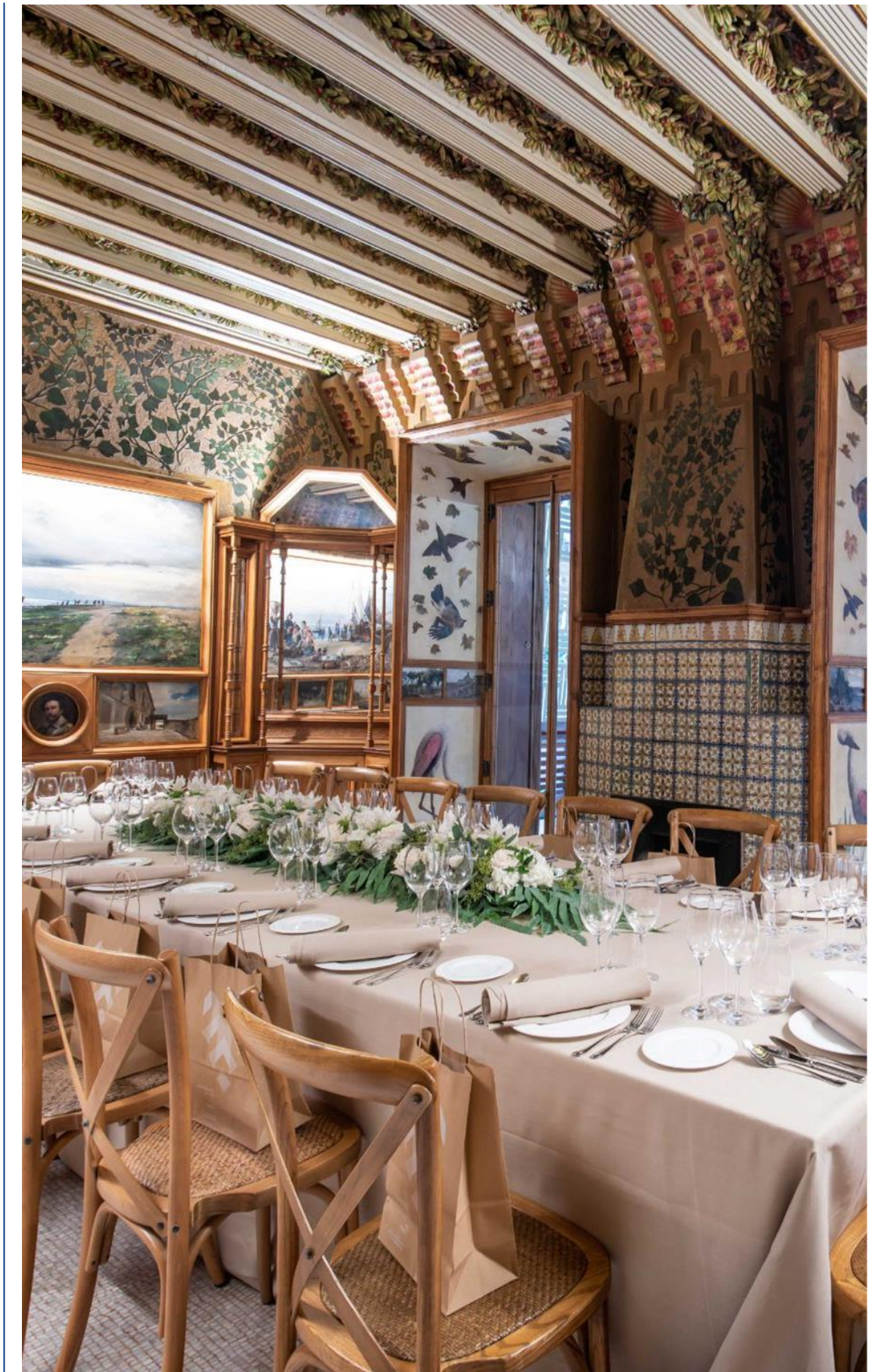
92% of the streets are accessible

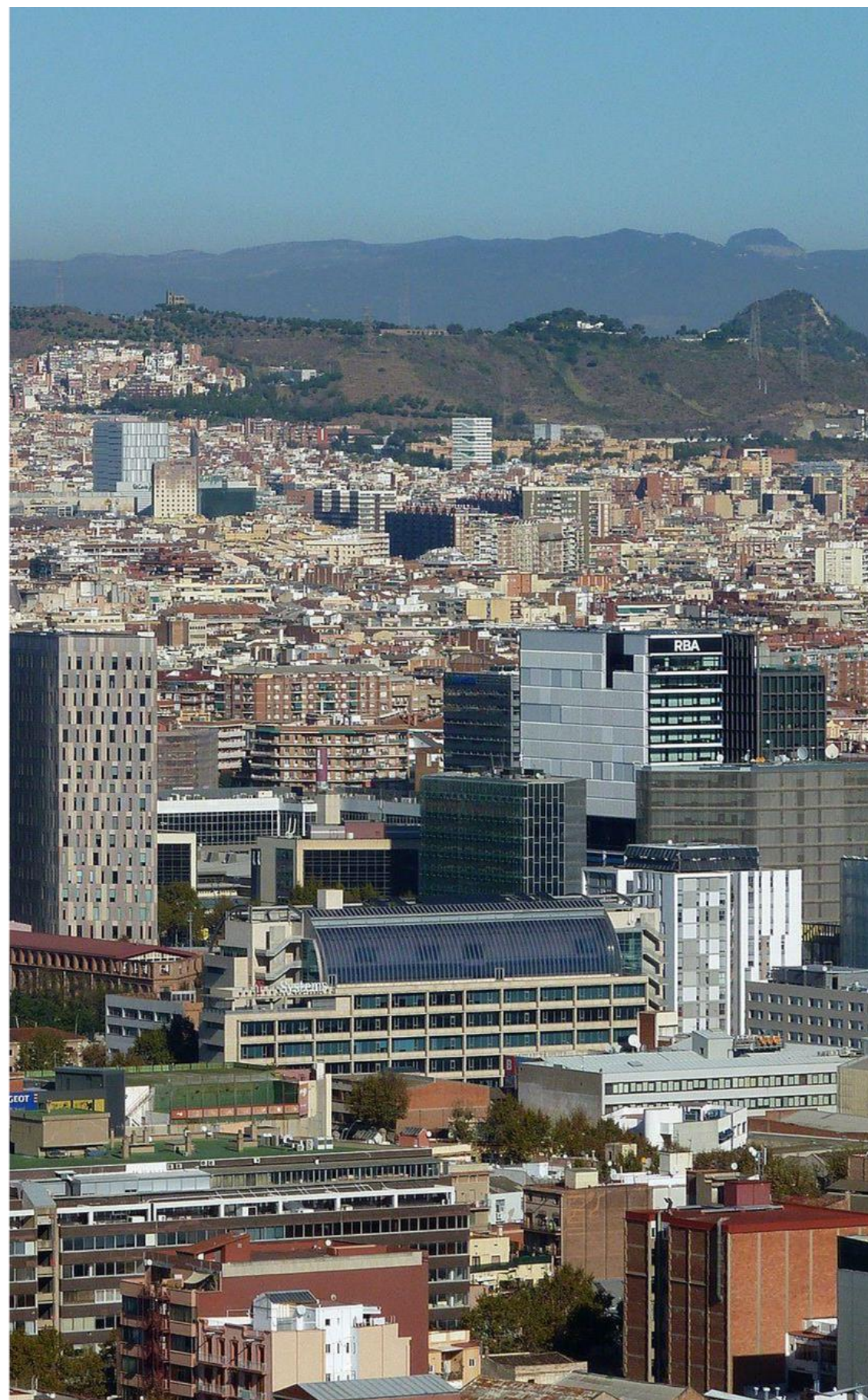
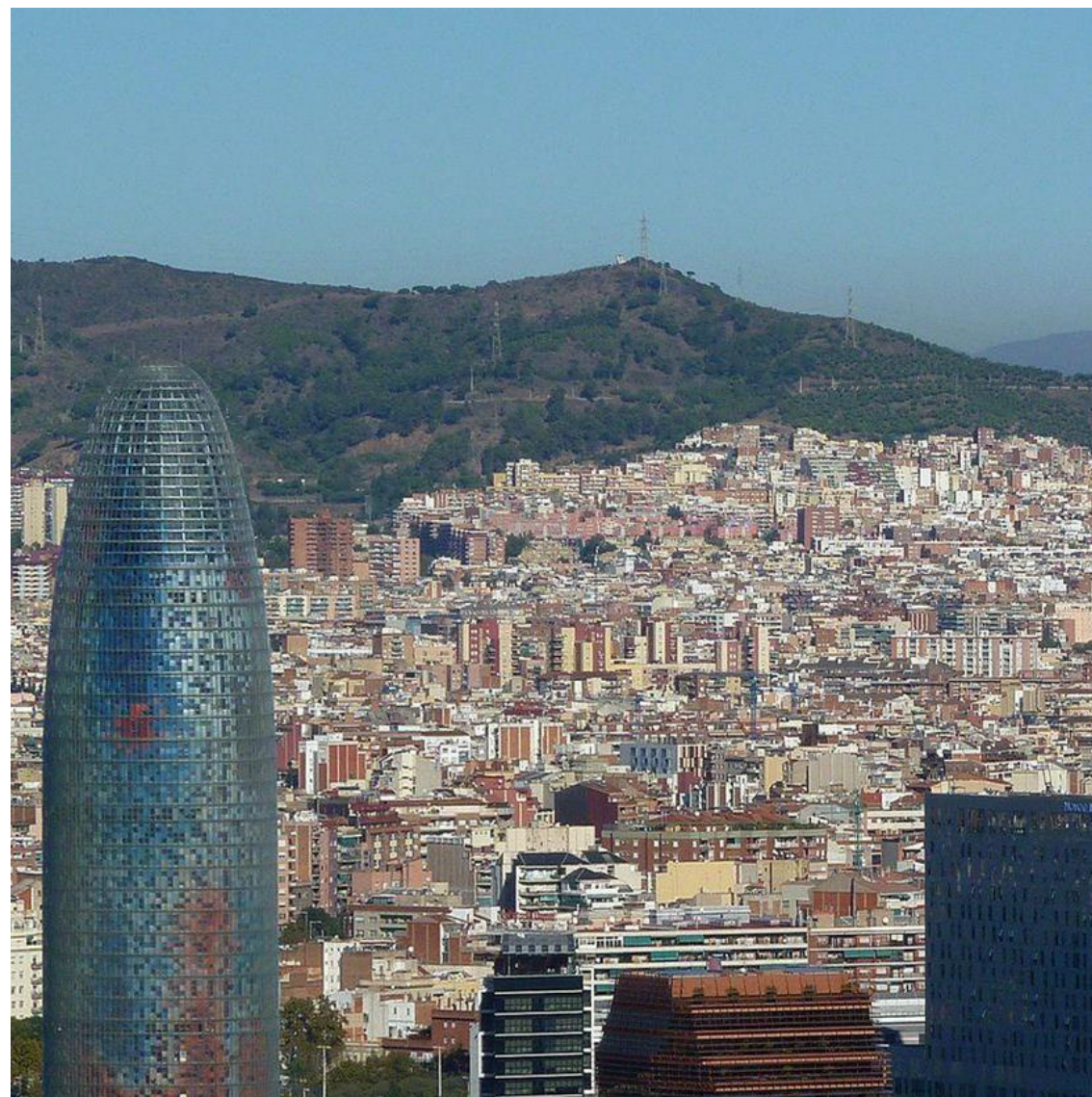
100% of buses are fitted with ramps

91% of the metro network has lifts

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.





Safe Barcelona

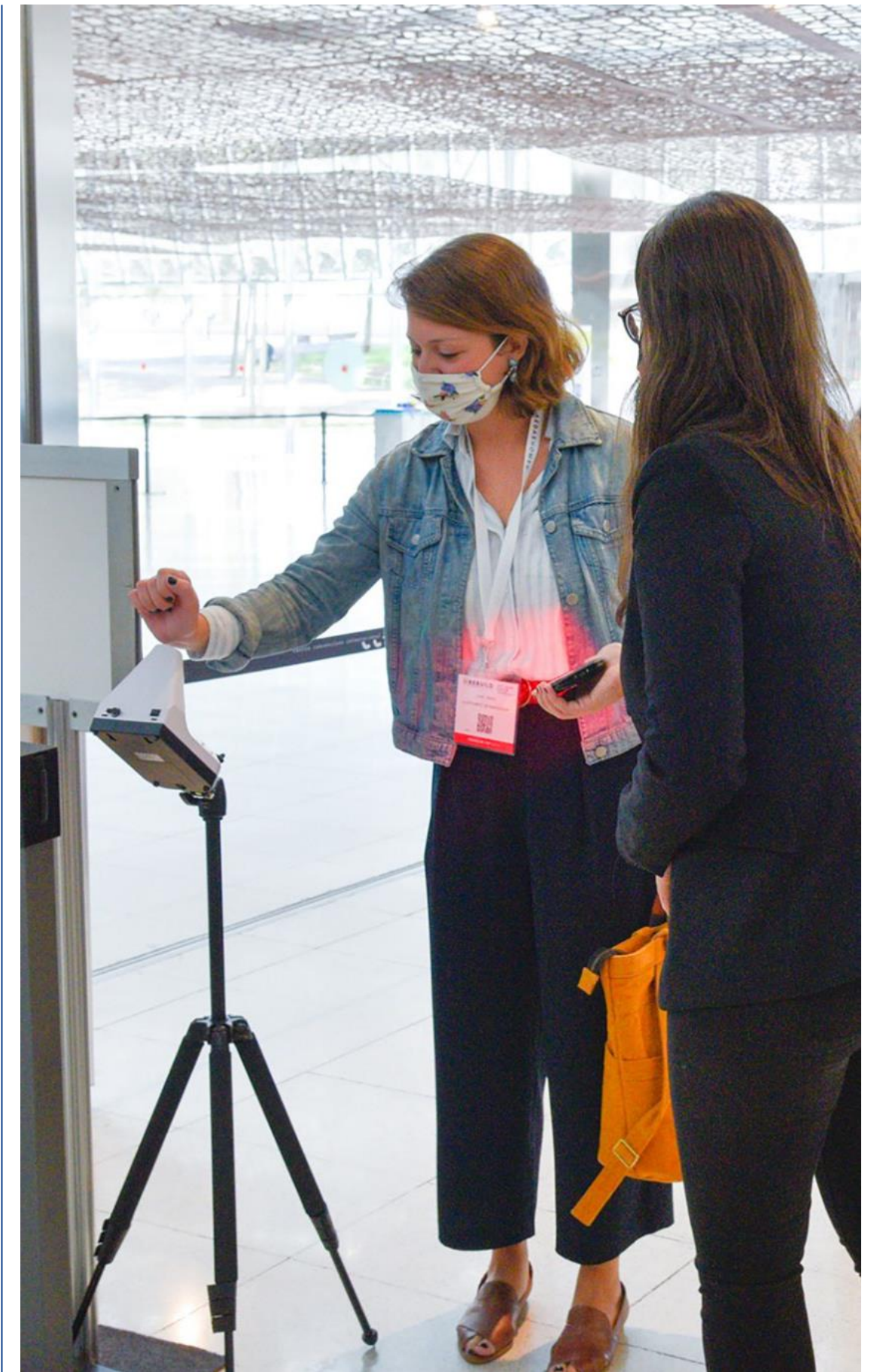


Barcelona is a safe destination that does its utmost to ensure its citizens and visitors feel comfortable no matter where they are. Barcelona City Council, in conjunction with Turisme de Barcelona, has launched the barcelona.cat/safecity project, which is aimed at the activities and places associated with the visitor economy.

Safe Barcelona



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

- Adapt 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

Barcelona, the place to Meet

8

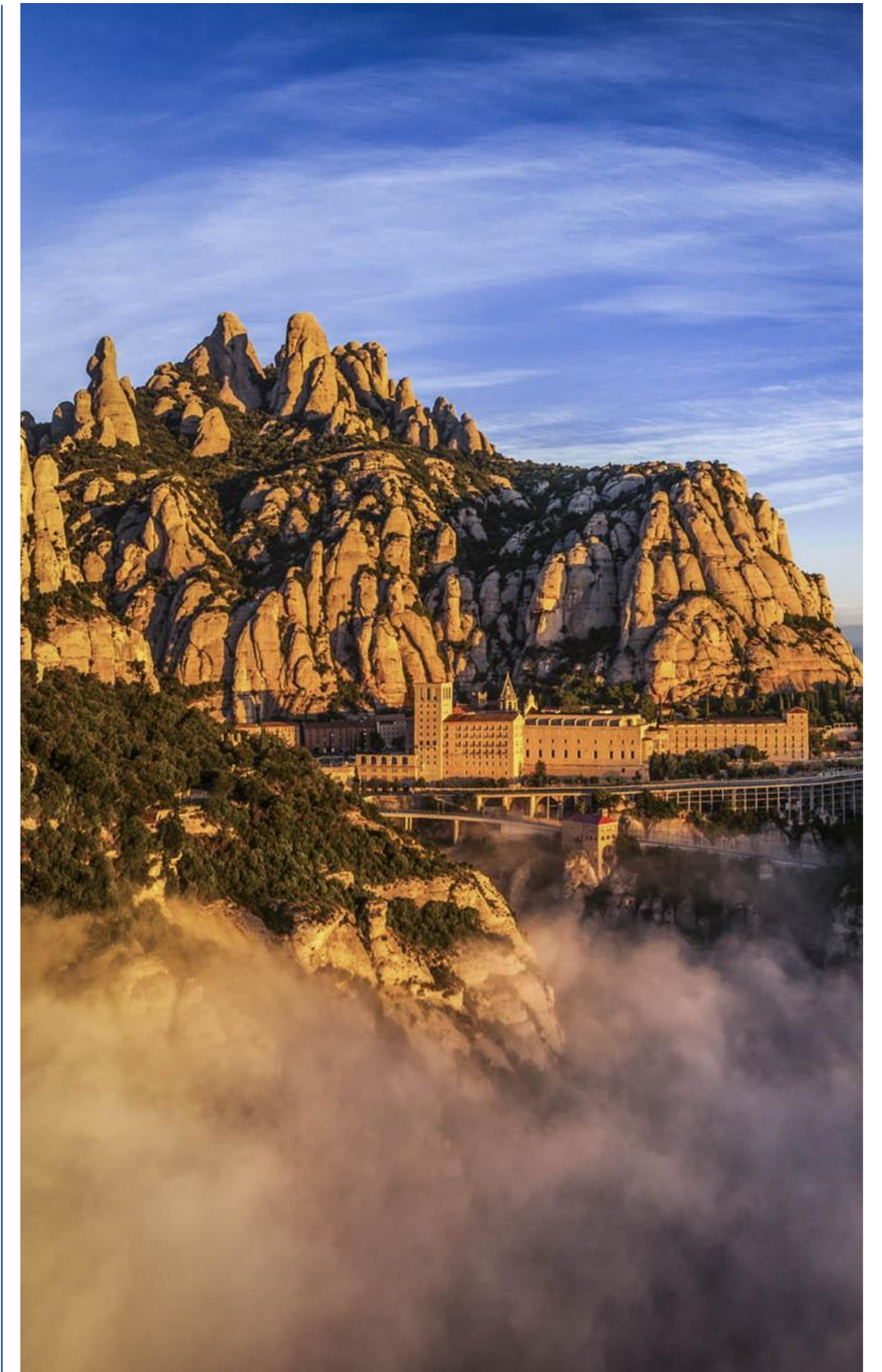
Because of its
surrounding area,
Barcelona is much more

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.



Barcelona, the place to Meet

9

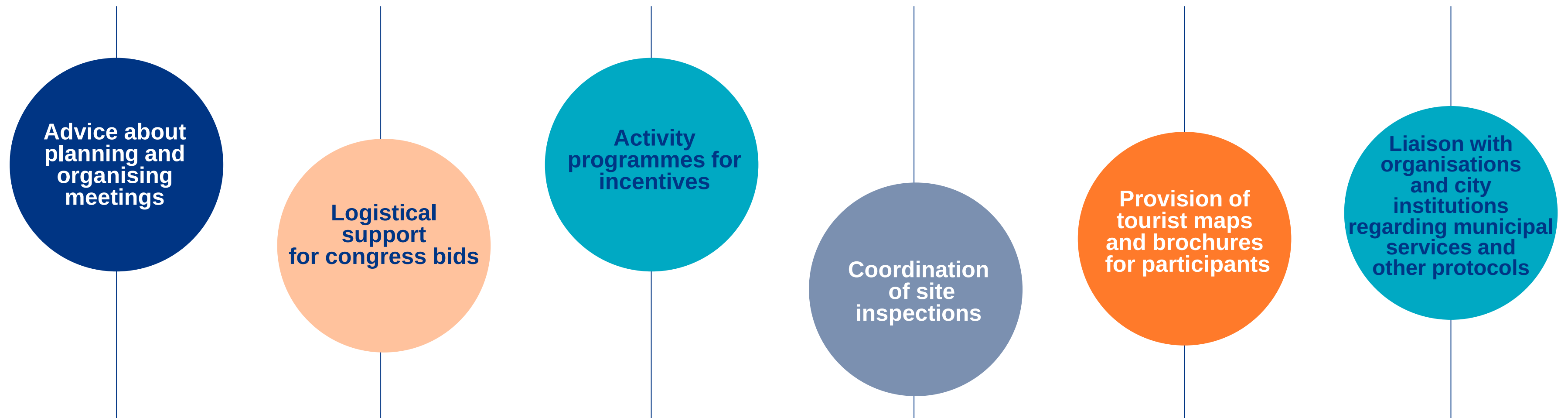
Because of us,
the Barcelona
Convention Bureau

¿Te podemos
ayudar?

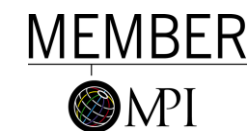
The Barcelona
Convention Bureau
(BCB) is a division
of Turisme de
Barcelona which
promotes the city as
a venue for
congresses,
meetings and
incentive trips.
Barcelona Provincial
Council is part of the
BCB.



The BCB provides free and impartial advice to those professionals interested in organising their event in Barcelona.



BCB is membre of:





Barcelona Convention Bureau

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**Diputació
Barcelona**