

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 walking along a wide, tree-lined sidewalk. In the foreground, a woman in a black hijab and a young child in a pink outfit are walking. To their right, a man in a purple shirt and brown vest is filling a cup at a decorative fountain. A man in a green shirt is riding a bicycle. The background is filled with more pedestrians, historic buildings with balconies, and large trees with yellowing leaves, suggesting autumn. 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 facility is enclosed in a glass and metal safety enclosure. The word "innovation" is overlaid in white text across the center of the image.

innovation

A scenic view of a vineyard under a clear blue sky. In the foreground, a woven basket filled with ripe red and yellow grapes sits on a stone ledge. The middle ground shows rows of grapevines in a field. In the background, a large, light-colored stone building with a tower stands on a hill, surrounded by trees and distant mountains.

sustainability



talent

An aerial photograph of a dense urban neighborhood, likely in a Mediterranean city, characterized by multi-story buildings with terracotta roofs. A wide, tree-lined street runs diagonally through the scene. The word "unique" is overlaid in a large, white, lowercase sans-serif font in 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



1st

1st destination in the world by total number of participants in meetings hosted by international organisations.

Source: ICCA – International Congress and Convention Association / 2023 ranking



2nd

in the top 25 meeting destinations in Europe.

Source: Cvent, 2024



3rd

favourite destination for MICE meetings.

Source: American Express 2024 Global Meetings and Events Forecast.



5th

biggest start-up hub in Europe for emerging enterprises in 2024.

Source: EU-Startups



8th

most attractive city for digital talent

Source: Decoding Global Talent 2024. Boston Consulting Group



8th

best city in the world.

Source: 2025 World's Best Cities Ranking



2nd

top city for promoting and attracting investment in Europe

Source: fDi intelligence. European Cities and Regions of the Future 2025 report



1st

region for investment in Southern Europe in 2023-2024.

Source: Financial Times

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
56 direct intercontinental flights
212 European destinations
55 million passengers

Source: AENA 2024

By rail



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

By sea



The leading Mediterranean cruise port.
10 passenger terminals,
7 for cruise ships and 3 for ferries

Barcelona, the place to Meet

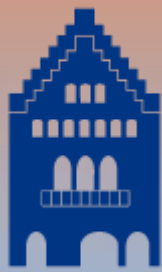
3

Because of its
Mediterranean
lifestyle

Barcelona.
Quality of life,
creativity and
innovation.



Barcelona is



Culture

9

World Heritage landmarks
Province of Barcelona

6

Intangible Cultural Heritage elements
Province of Barcelona

263

Museum and collections
Province of Barcelona

189

Festivals
Province of Barcelona



Transport

Metro

10 lines and 167 stations
City of Barcelona

Buses

103 lines and 2,623 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

29

Michelin-starred restaurants
Province of Barcelona

5

Designation of Origin wine- producing areas
Province of Barcelona

23

Municipal markets
City of Barcelona



Sustainability

555

Electril vehicle charging stations
City of Barcelona

+ 250 km

of cycle lines
City of Barcelona

84%

Accessible amenities and services
City of Barcelona

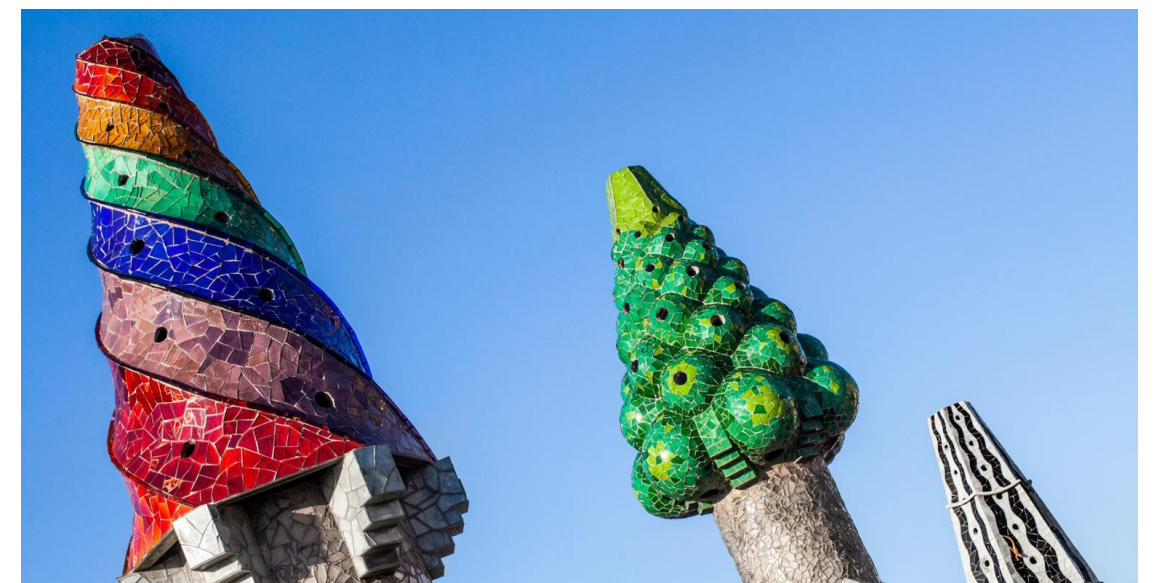


A welcoming destination with a unique spirit and lifestyle that invites you to enjoy its gastronomy, culture, climate and traditions.

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...

**29 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...

8th in the world ranking of sports cities.

Source: 2024 Ranking of Sport Cities (Burson Cohn&Wolfe)

Barcelona, the place to Meet

4

Because of
its excellent choice of
accommodation



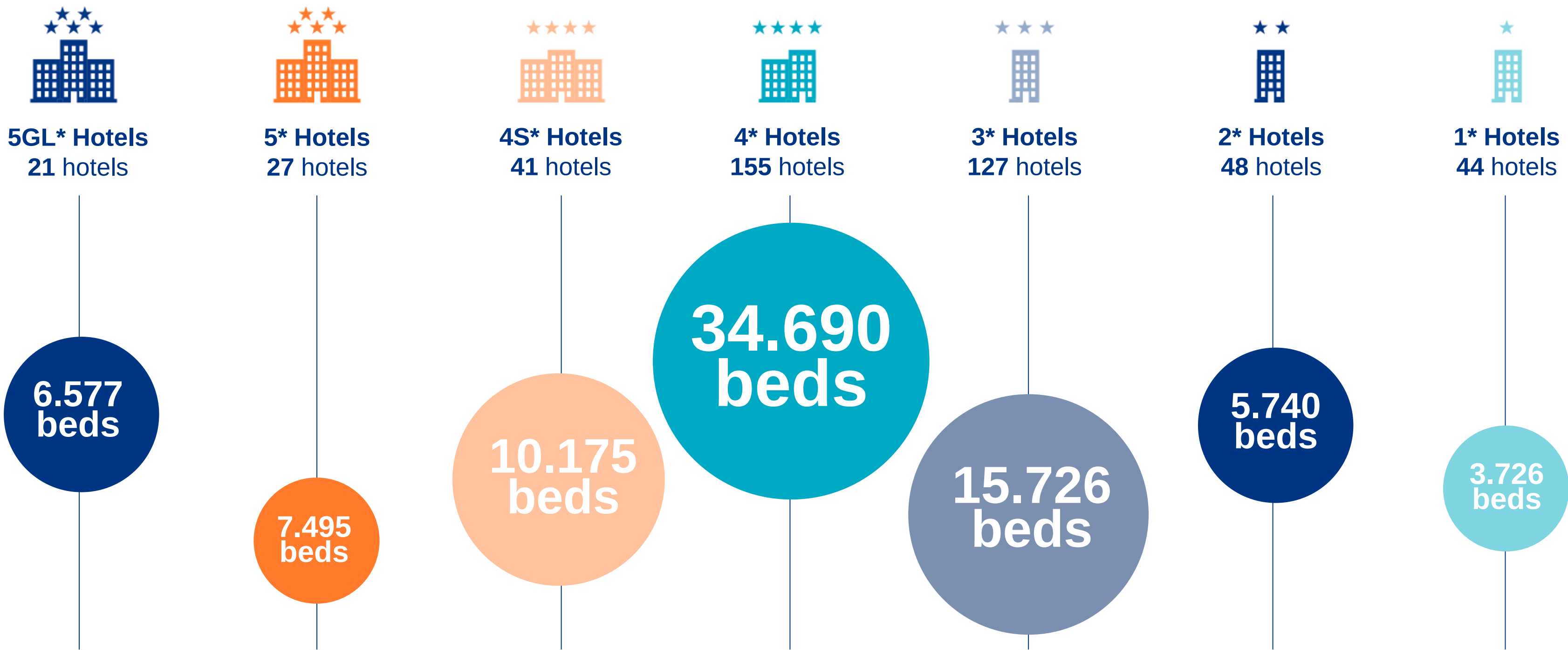
Accommodation excellence



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

463 hotels, 84.129 beds



Total Destination Barcelona: 902 hotels and 146,227 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



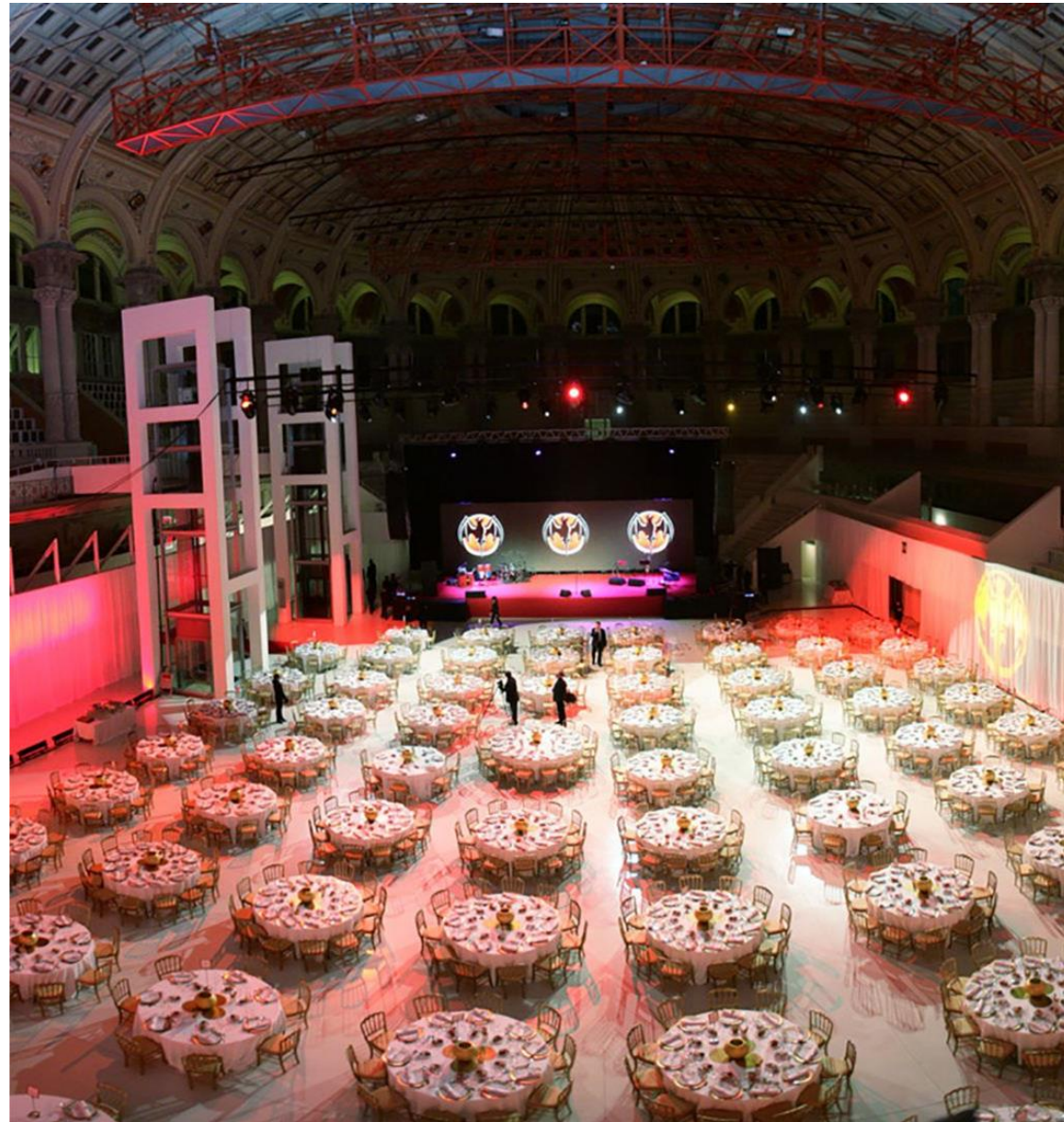
A detailed map of Barcelona, Spain, showing its various districts and landmarks. A red line representing the Av. Diagonal runs from the top left towards the bottom right. Four orange callout boxes with blue text are overlaid on the map: 'Palau de Congressos de Catalunya' in the top left, 'Fira Barcelona Montjuïc' in the center, 'Fira Barcelona Gran Via' in the bottom left, and 'Centre de Convencions Internacional de Barcelona' in the bottom right. The map includes labels for districts like Horta-Guinardó, Nou Barris, St. Andreu, Gràcia, Eixample, Les Corts, Sants-Montjuïc, Ciutat Vella, and Sant Martí. It also shows major roads, parks, and the coastline.

Palau de Congressos de Catalunya

Fira Barcelona Montjuïc

Fira Barcelona Gran Via

Centre de Convencions Internacional de Barcelona



Amazing and unique places

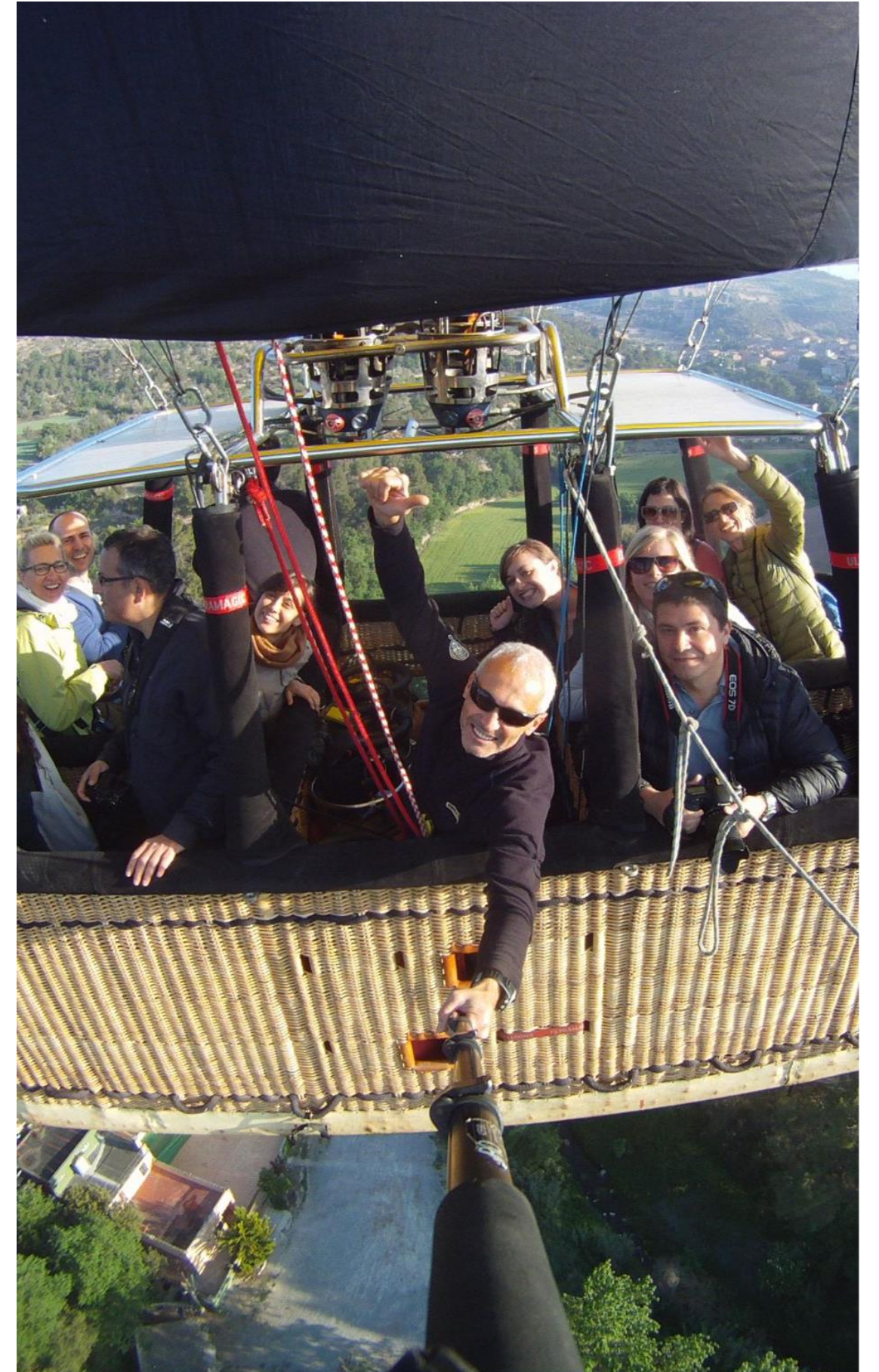
From historic, characterful buildings
to the most modern and innovative
sites.

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.
2,000 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
2,000 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

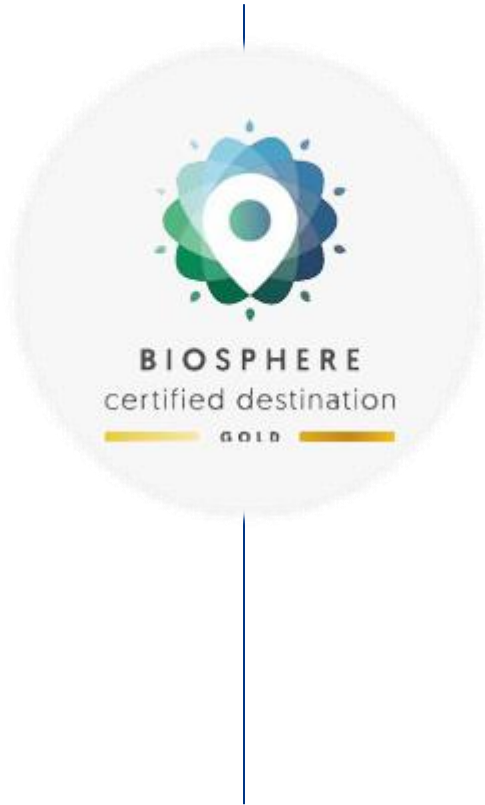
**Because it's a sustainable
destination**

A green and blue destination.

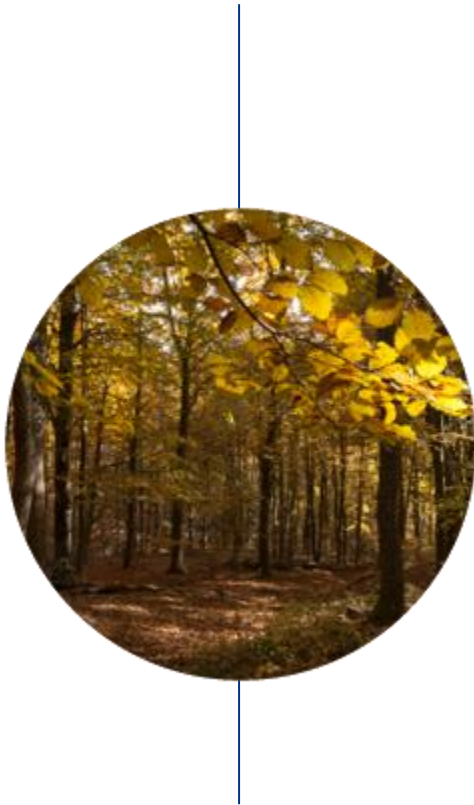
We are committed to social and environmental sustainability and promote our cultural and natural heritage by working on making constant improvements to accessibility.



Barcelona



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

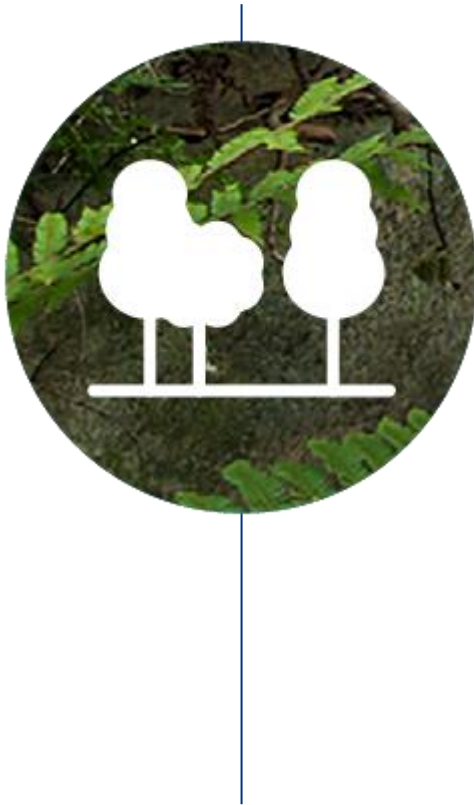


100 thousand ha. of natural parks
Province of Barcelona

14 national parks
Province of Barcelona

1 biosphere reserve
Province of Barcelona

Source:
Barcelona City Council, 2025



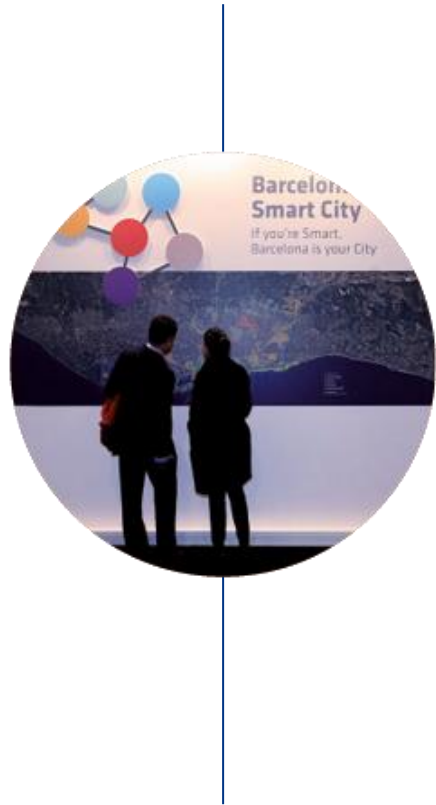
7.05 m2/ green space per capita
City of Barcelona

Source:
Barcelona City Council, 2021



+ 250 km of cycle lanes
City of Barcelona

Source:
: Barcelona City Council, 2025



3rd smart city in the world
City of Barcelona

Source:
Ayuntamiento de Barcelona, 2023



4th world city in infrastructure security
City of Barcelona

Source:
Safe Cities Index 2022 - The Economist



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

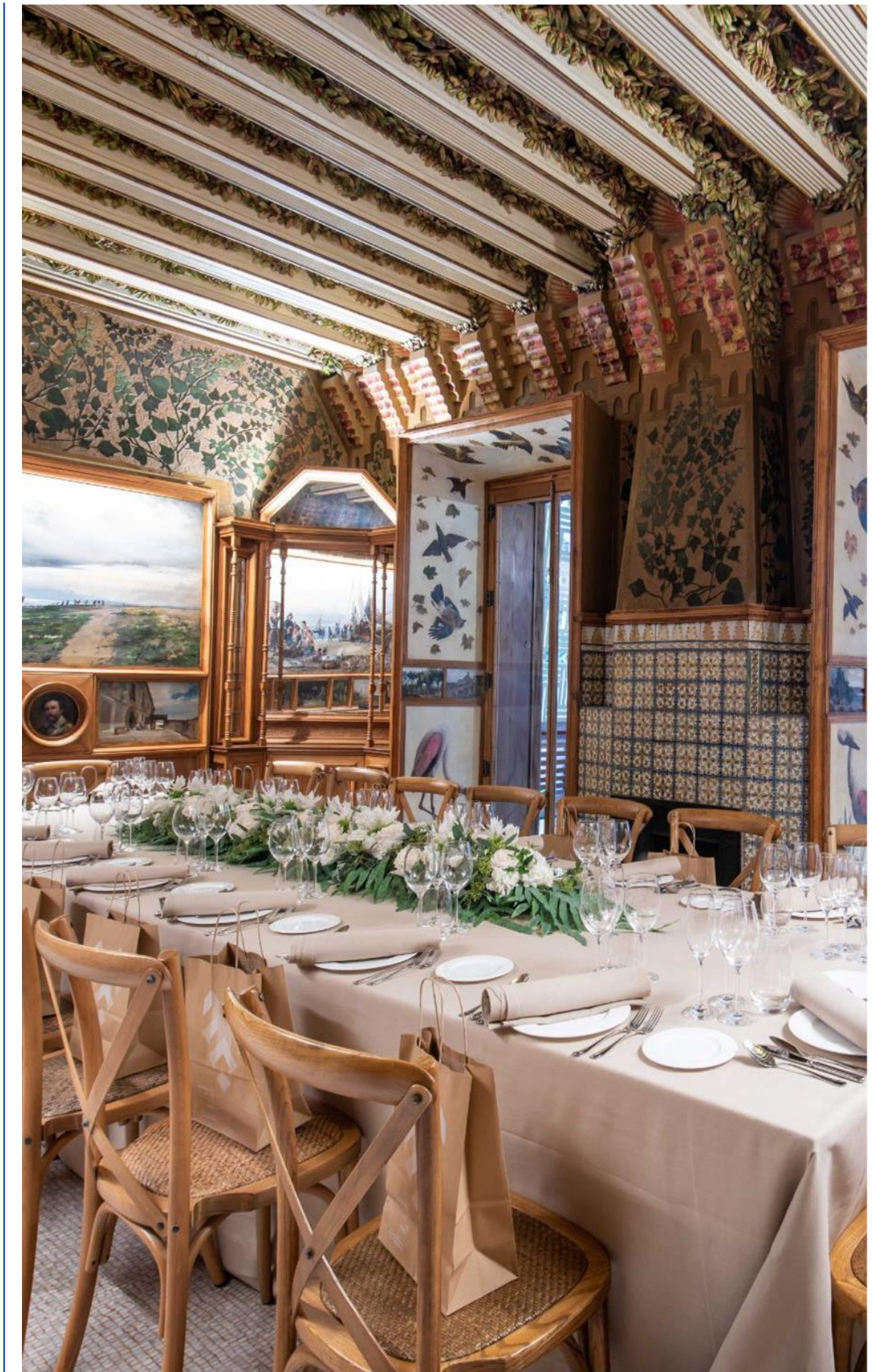
93% of the streets are accessible

100% of buses are fitted with ramps

95% 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.



Barcelona, the place to Meet

8

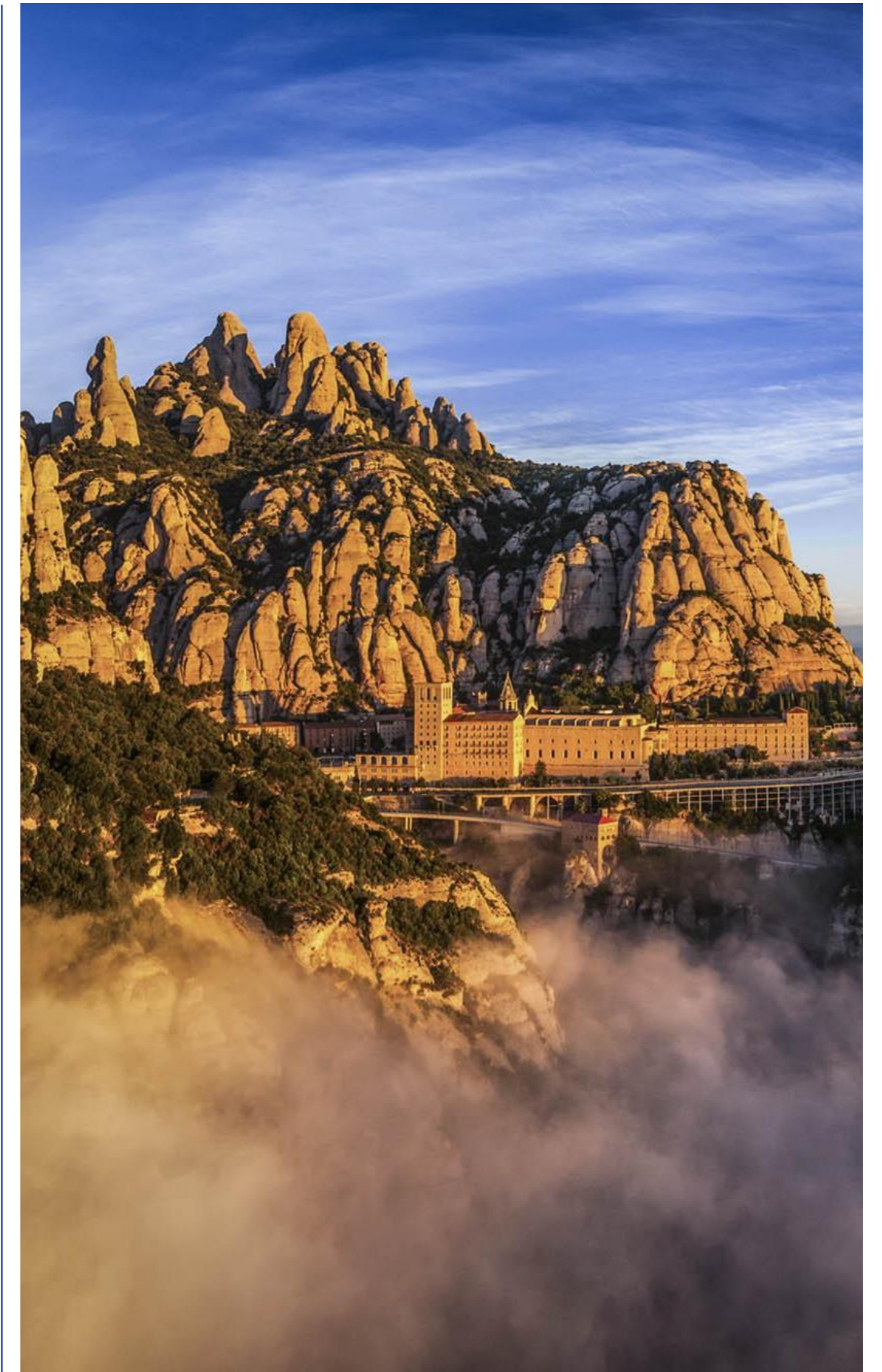
Because of its
surrounding area,
Barcelona is much more

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

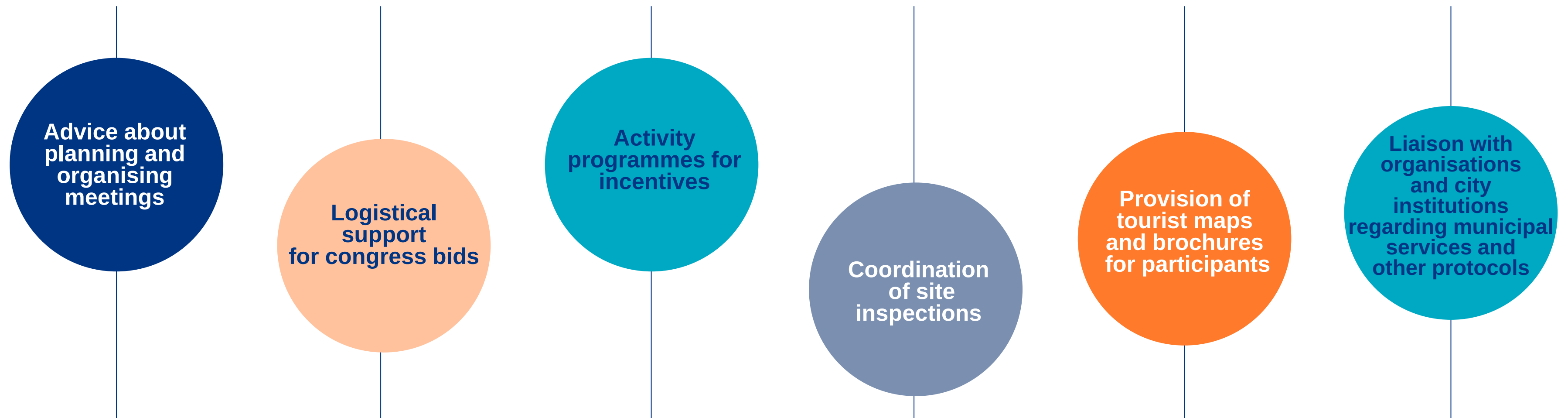
Because of us,
the Barcelona
Convention Bureau

¿Te podemos
ayudar?

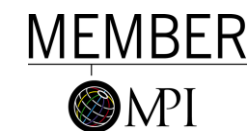
The Barcelona
Convention Bureau
(BCB) is a division
of Turisme de
Barcelona which
promotes the city as
a venue for
congresses,
meetings and
incentive trips.
Barcelona Provincial
Council is part of the
BCB.



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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