

Sports Tourist profile 2023



El **18.3%** of tourists in
the Destination Barcelona
are sports tourists

*Sports tourism is defined as all tourists
who have participated in a sports event as
participants, spectators or both.*

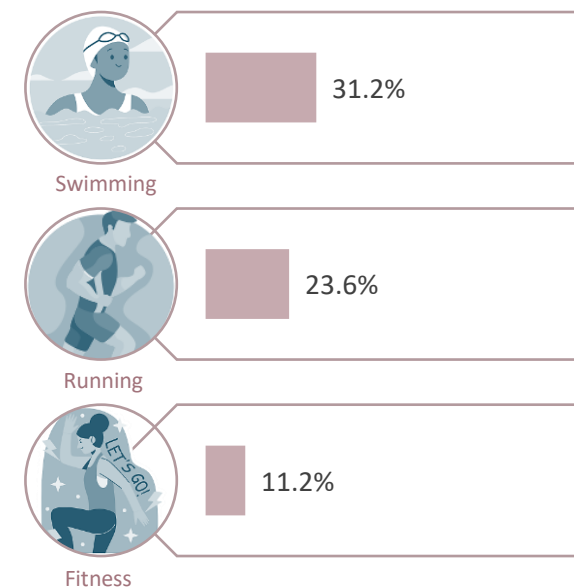
Participant

*Sports tourism as a participant defines all
those tourists who have participated in
some sports activity during their trip*



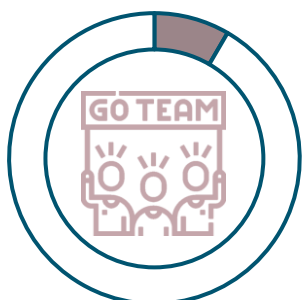
11.6% of total tourists

- The most **domestic** tourist (35.0%).
- Higher proportion of arrivals by **own vehicle** (31.9%).
- **Repeat** visitors (52.4%).
- The profile that comes most often as a **couple** (46.2%).
- Who **walks** the most in the municipality of accommodation (65.1%).
- The tourist who makes **more excursions outside the municipality** of destination (31.3%).



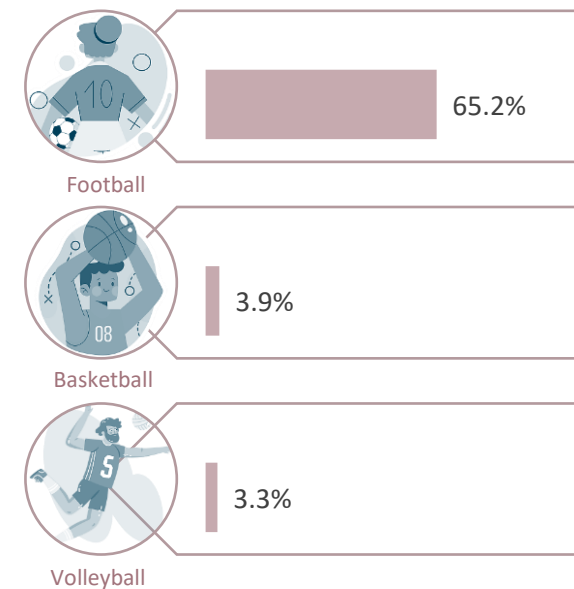
Spectator

*Sports tourism as a spectator defines all
those tourists who have attended in some
sports activity during their trip*



8.4% of total tourists

- The **youngest** tourist profile (36.3 years).
- More arrivals by **plane** (66.3%) and **hotel** accommodation (49.7%).
- The most frequent visitor to the municipality for **leisure reasons** (80.3%).
- The highest proportion of **first-time visitors** (52.7%).
- Highest expenses in two items: €76.32 during the **stay** (per person/day) and €341.19 arrival **transport** (per person).



Sports Tourist profile 2023



El **17.1%** of tourists in
the **Barcelona city** are
sports tourists

Sports tourism is defined as all tourists who have participated in a sports event as participants, spectators or both.

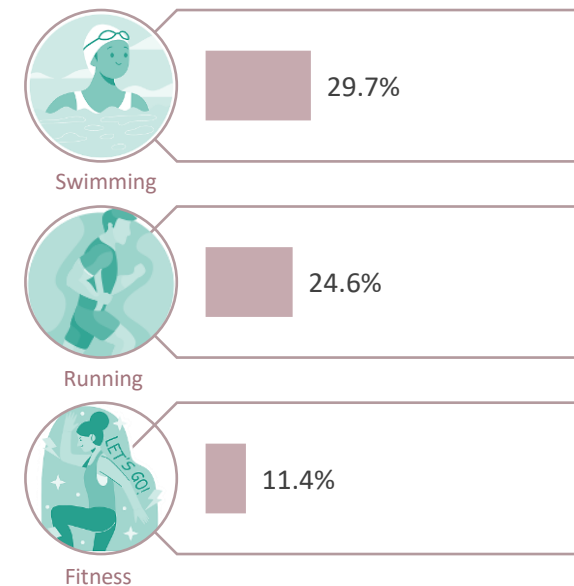
Participant

Sports tourism as a participant defines all those tourists who have participated in some sports activity during their trip



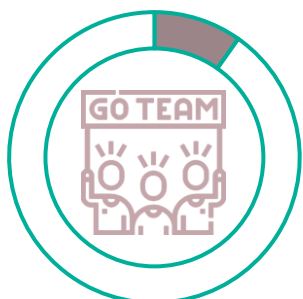
8.8% of total tourists

- The **most aware of sustainability** (33.7%), the one who most uses the **train** (10.9%).
- They stayed least often in hotels, but more often in **friends / family houses** (30.9%) and in **HTUs** (20.6%).
- The **highest average stay** (6.3 nights).
- More tourists coming **alone** (36.0%).
- The tourist who makes **more excursions outside the city** (17.1%).
- They have the **best overall rating of the city** (8.82).



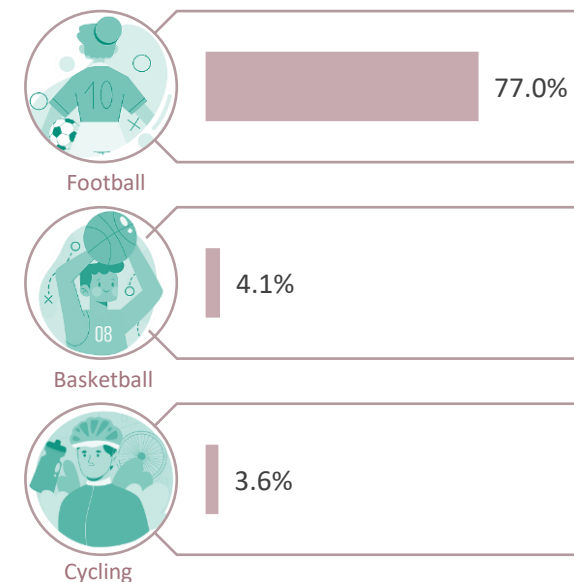
Spectator

Sports tourism as a spectator defines all those tourists who have attended in some sports activity during their trip



9.8% of total tourists

- A higher proportion of **men** (85.2%).
- More arrivals by **plane** (88.3%) and **hotel accommodation** (48.5%).
- The highest proportion of **first-time visitors** (58.2%).
- The profile that comes most often as a **couple** (37.8%).
- Highest expenses in two items: **€101.97** during the **stay** (per person/day) and **€419.33** arrival **transport** (per person).



Sports Tourist profile 2023



El **20.2%** of tourists in
the **Barcelona region** are
sports tourists

Sports tourism is defined as all tourists who have participated in a sports event as participants, spectators or both.

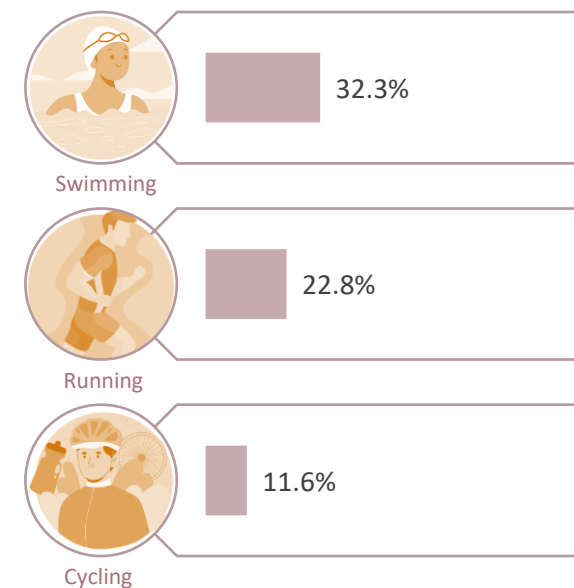
Participant

Sports tourism as a participant defines all those tourists who have participated in some sports activity during their trip



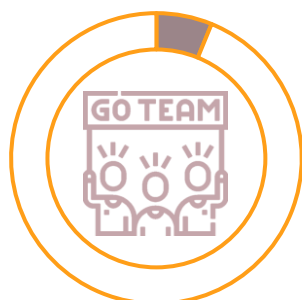
16.0% of total tourists

- More arrivals by **own vehicle** (43.2%) and **campsites** accommodation (24.6%).
- The profile that comes most often as a **couple** (52.7%).
- Who **walks** the most in the municipality of accommodation (71.9%).
- They have the **best security rating of the region** (8.68).



Spectator

Sports tourism as a spectator defines all those tourists who have attended in some sports activity during their trip



6.2% of total tourists

- More arrivals by **plane** (40.0%) and **hotel** accommodation (51.1%).
- The most frequent visitor to the municipality for **leisure reasons** (81.1%).
- The **highest average stay** (6.9 nights).
- The tourist who makes **more excursions outside the municipality** of destination (45.7%).
- They have the **best overall rating of the region** (8.50).

