

Silver Tourism

profile 2023

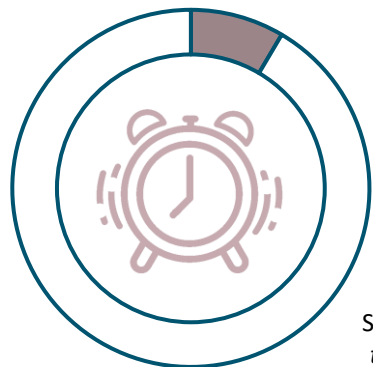


Silver tourism defines all those tourists aged 55 or over.



13,8% of tourists in the Destination Barcelona are Silver

Silver active labor

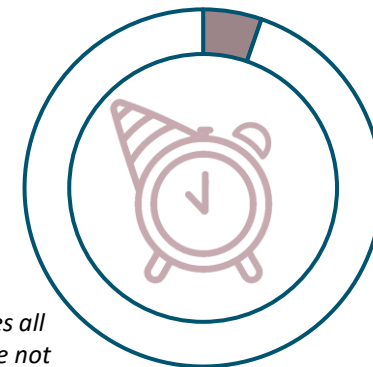


8,5%
of total tourists

Silver active labor tourism defines all those tourists aged 55 or over who are in active employment.

- They arrive most frequently in their own vehicle (30.5%).
- He is the one who visits the municipality most often for professional reasons (25.8%).
- Has a higher percentage of repeat visitors (62.4%).
- They are the tourists who most frequently move around the municipality by taxi (24.1%) and by own vehicle (14.3%).
- It has the highest expenditure in the three items: €72.58 during the stay (per person per night), €412.50 in arrival transport (per person) and €84.66 in accommodation (per person per day).

Silver non active labor



5,3%
of total tourists

Silver non active labor tourism defines all those tourists aged 55 or over who are not in active employment.

- It is the oldest tourist profile (67.1 years).
- It has a greater weight of national tourists (34.9%).
- He is the one who visits the municipality most often for leisure purposes (70.4%).
- It is the tourist with the highest average stay (6.0 nights).
- It has a higher percentage of tourists who come as a couple (71.5%).
- They are the tourists who most frequently move around the municipality on foot (78.7%).

Silver Tourism

profile 2023

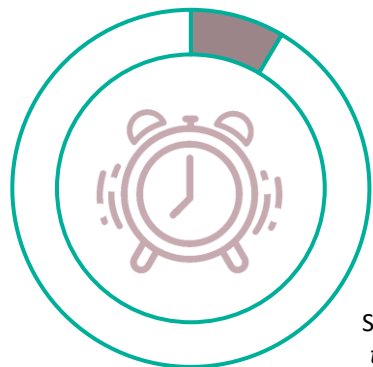


Silver tourism defines all those tourists aged 55 or over.



8,1% of tourists in the Barcelona city are Silver

Silver active labor

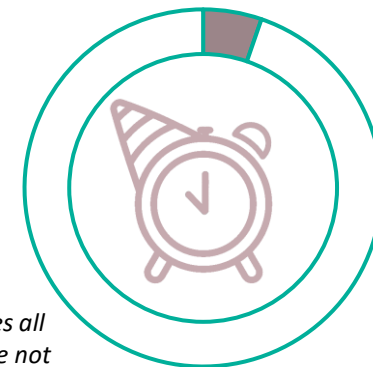


5,8%
of total tourists

Silver active labor tourism defines all those tourists aged 55 or over who are in active employment.

- They stay most frequently in hotels (71.4%).
- He is the one who visits the city most often for professional reasons (27.4%).
- Has a higher percentage of repeat visitors (64.5%).
- It has a higher percentage of tourists who come alone (25.2%).
- They are the tourists who most frequently move around the city by taxi (47.0%).
- It has the highest expenditure in the three items: €104.00 during the stay (per person per night), €658.09 in arrival transport (per person) and €121.67 in accommodation (per person per day).

Silver non active labor



2,3%
of total tourists

Silver non active labor tourism defines all those tourists aged 55 or over who are not in active employment.

- It is the oldest tourist profile (66.6 years).
- It has a greater weight of international tourists (88.0%).
- He is the one who visits the city most often for leisure purposes (81.3%).
- It is the tourist who visits the city for the first time (53.8%).
- It has a higher percentage of tourists who come as a couple (61.5%).
- It is the tourist with the best overall rating of the city (8.85).

Silver Tourism

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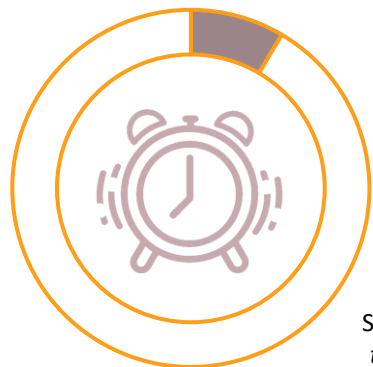


Silver tourism defines all those tourists aged 55 or over.



22,4% of tourists in the Barcelona region are Silver

Silver active labor

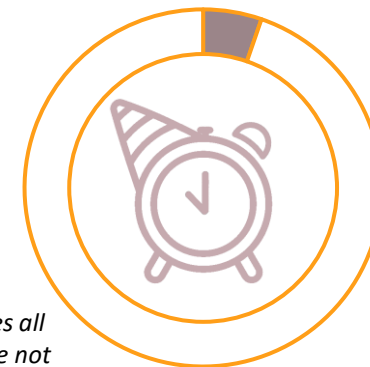


12,4%
of total tourists

Silver active labor tourism defines all those tourists aged 55 or over who are in active employment.

- It has a greater weight of national tourists (48.1%).
- They arrive most frequently in their own vehicle (45.5%).
- He is the one who visits the municipality most often for professional reasons (24.6%).
- Has a higher percentage of repeat visitors (60.8%).
- It is the tourist who most enjoys the gastronomy of the region (84.1%).
- It has the highest expenditure in the three items: €50.05 during the stay (per person per night), €239.51 in arrival transport (per person) and €56.81 in accommodation (per person per day).

Silver non active labor



10,0%
of total tourists

Silver non active labor tourism defines all those tourists aged 55 or over who are not in active employment.

- It is the oldest tourist profile (67.2 years).
- They arrive and stay most often in motor homes (22.7%) and campsites (30.7%).
- He is the one who visits the municipality most often for personal and other reasons (32.6%).
- It is the tourist with the highest average stay (6.1 nights).
- It has a higher percentage of tourists who come as a couple (74.9%).
- They are the tourists who most frequently move around the municipality on foot (80.4%).
- It is the tourist with the best accommodation rating of the region (8.78).